

EXHIBIT D

CPC (Cost per Link Click)

The average cost for each link click.

How it's used

CPC (cost per link click) shows how much, on average, each link click costs you. CPC is a metric used in the online advertising industry for benchmarking ad efficiency and performance.

How it's calculated

The metric is calculated as amount spent divided by link clicks.

Related metrics

- [Link clicks](#)
- [Cost per result](#)
- [Amount spent](#)

Learn more about bid strategies and ads payments

- [An overview of bid strategies and bids, and how they work](#)
 - [How Meta charges for ads](#)
 - [When Meta charges for ads](#)
 - [How to pay for your Meta ads](#)
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CPM (cost per 1,000 impressions)

The average cost for 1,000 [impressions](#).

How it's used

CPM is a common metric used by the online advertising industry to gauge the cost-effectiveness of an ad campaign. It's often used to compare performance among different ad publishers and campaigns.

How it's calculated

CPM measures the [amount spent](#) on an ad campaign, divided by [impressions](#), multiplied by 1,000. For example, if you spent \$50 and got 10,000 impressions, your CPM would be \$5.

Related metrics

- [Impressions](#)
- [Cost per 1,000 Accounts Center accounts reached](#)
- [Amount spent](#)

Learn more about bid strategies, budgets and ads payments

- [An overview of bid strategies and bids, and how they work](#)
- [How Meta charges for ads](#)
- [When Meta charges for ads](#)

- [How to pay for your Meta ads](#)
- [About budgets](#)
- [The value of viewed impressions for advertisers](#)

Impressions

The number of times your ads were on screen.

How it's used

Impressions is a common metric used by the online marketing industry. Impressions measure how often your ads were on screen for your target audience.

Impressions from certain placements are accredited by the Media Rating Council (MRC).

How it's calculated

An impression is counted as the number of times an instance of an ad is on screen for the first time. For example, if an ad is on screen and someone scrolls down, and then scrolls back up to the same ad, that counts as 1 impression. If an ad is on screen for someone 2 different times in a day, that counts as 2 impressions. This method of counting video impressions differs from industry standards for video ads. With the exception of ads on Meta Audience Network, impressions are counted the same way for ads that contain either images or video. This means that a video is not required to start playing for the impression to be counted.

In a few cases when it can't be determined whether ads are on screen, such as on feature mobile phones, impressions are counted when ads are delivered to devices.

Impressions aren't counted if they come from invalid traffic we detect such as from non-human sources, like a bot.

Related metrics

- [CPM \(cost per 1,000 impressions\)](#)
- [Reach](#)

- [Frequency](#)

Further reading

- [About impressions accredited by the Media Ratings Council \(MRC\)](#)
- [Will I be charged for my ad if it didn't receive impressions or clicks?](#)
- [About Facebook's Description of Methodology](#)
- [About Instagram's Description of Methodology](#)