

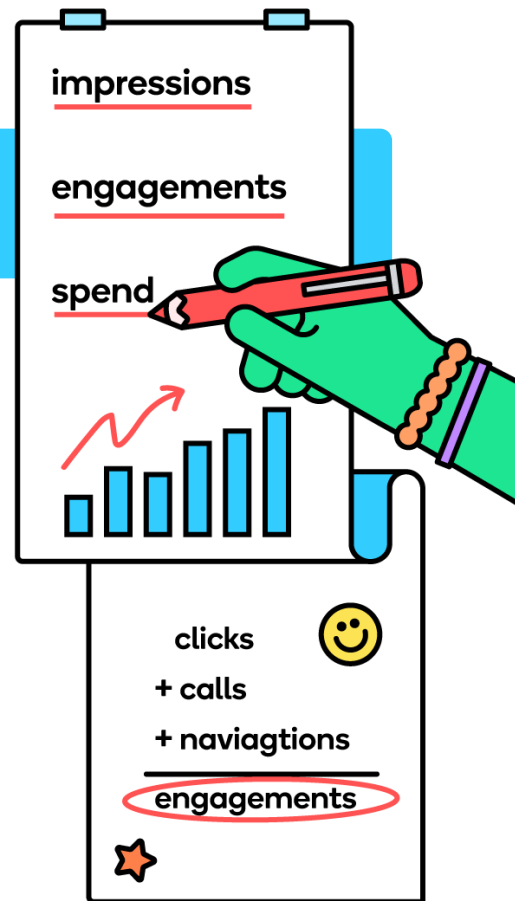
Waze Ads metrics explained

Let's explore the metrics that matter most and how to use our tools to measure the performance of your ads.

Measuring your Waze Ads performance

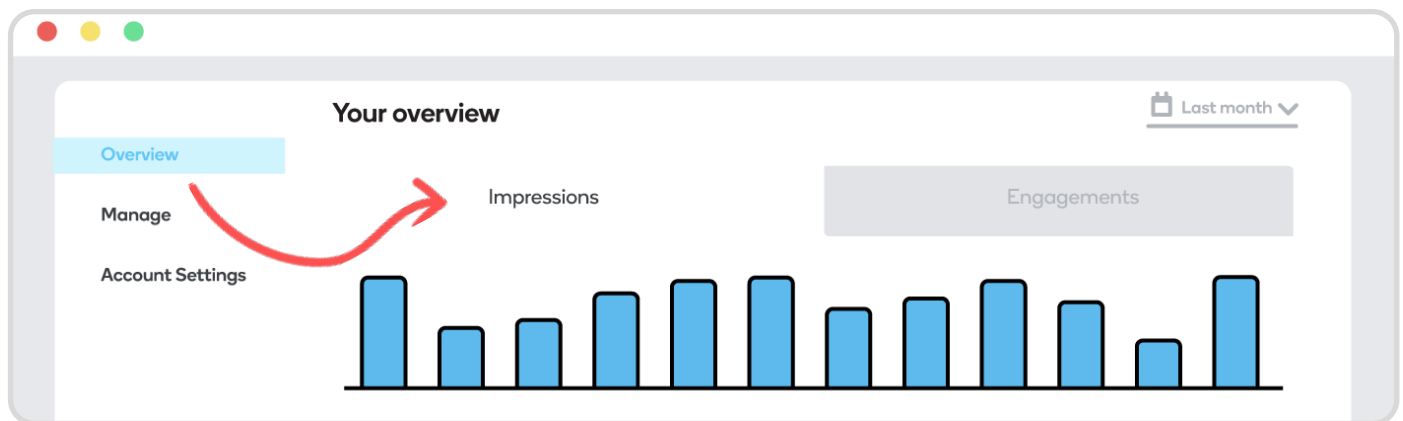
Waze Ads performance metrics paint a picture of how drivers are responding to your ads. The metrics will help you get a feel for what kinds of campaigns work best for your business.

To find these metrics, [log into Waze Ads](#) and head to the **Overview** tab. Before you dive in, let's go over some basics to give you a better understanding of how to measure your performance.



The numbers that matter most

When looking at the performance of your Waze Ads, the three most important metrics are: **impressions**, **engagements**, and **spend**.



Impressions

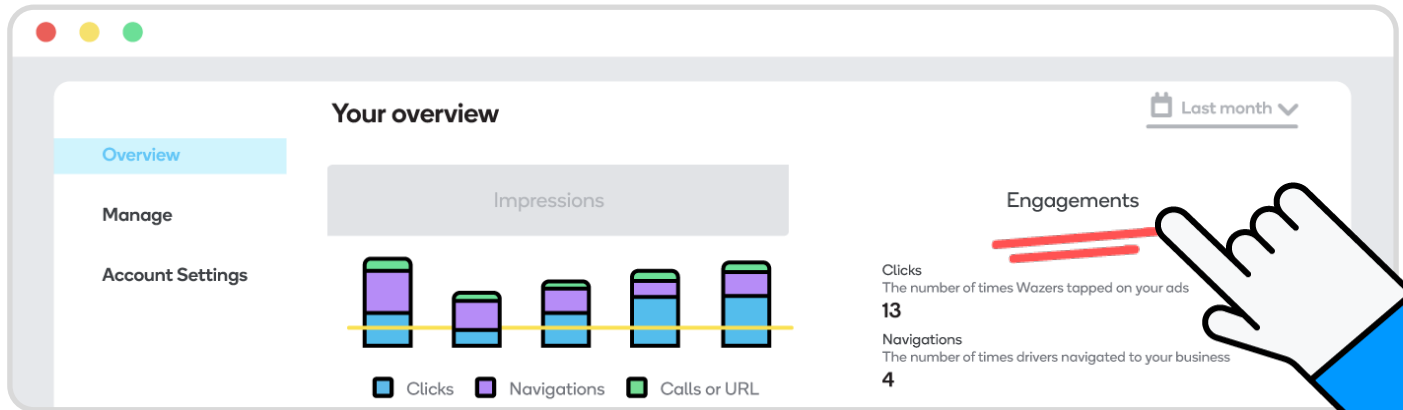
The Impressions tab has a graph that shows the number of times nearby drivers have seen your business.

Why impressions matter

If your goal is to make drivers more aware of your business and where it's located, impressions are a great metric to look at. Plus, they can lead Wazers to drive to your business in the future.

? **Did you know?**

You can increase your impressions by raising your budget or trying a new [ad format](#).

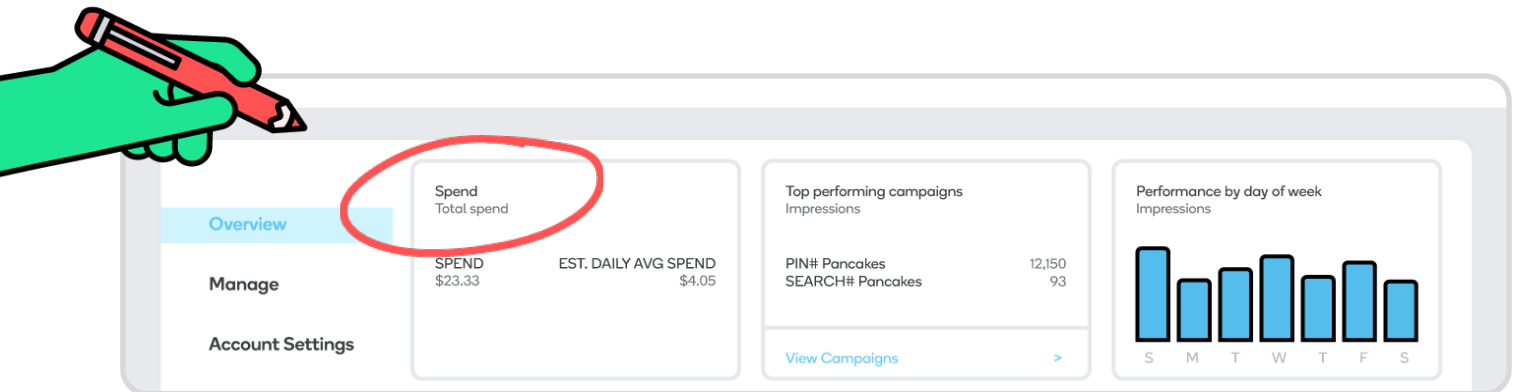


Engagements

The Engagements tab shows you the types of actions users take when they see your ad.

Why engagements matter

Engagements are important because they show that nearby drivers are taking actions after seeing your ads. These include navigating to your business location, clicking on your ads, or calling your business.



Spend

The Spend tab shows how much of your ad budget you have spent.

Why spend matters

Since you only pay for results, this helps measure whether your ads are helping you reach your goals. You can see how your spend is tracking versus the budget you set within a given time.



Remember

You'll only be charged when drivers see your ad, and you'll never spend more than the budget you set.



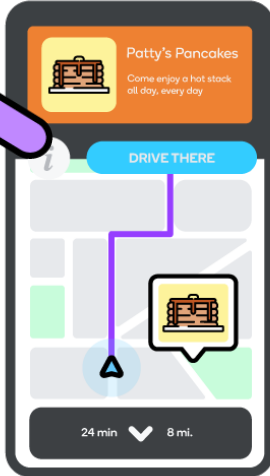
Pro Tip

Your month-to-month spend can go up or down a little based on how many drivers are in your area.

Diving deeper into engagements

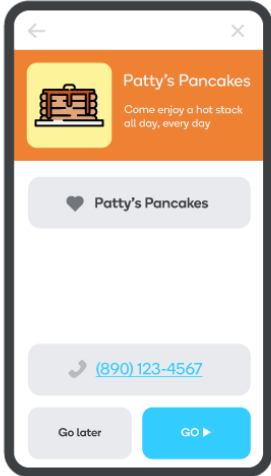
The following engagement metrics give a more exact breakdown of your ad's performance. That gives you the information you need to make important advertising decisions.

Clicks



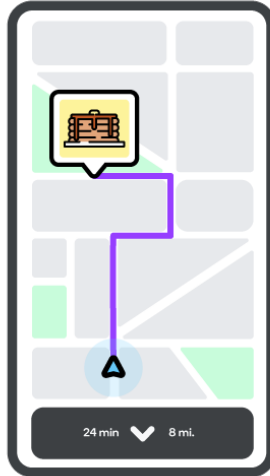
Clicks refer to the number of times users have tapped on your Search, Takeover, Pin, or Arrow ads. Clicks can lead to other interactions, like calls or navigations.

Ads



Calls are exactly what they sound like: the number of times users called your business from your ads.

Navigations



Navigations are the number of times users start a drive to your business from your ad. If you want to drive more visits, navigations are a good way to track your progress.



Did you know?

Waze users are tuned into what's happening on the road and primed to engage with the app; they report more than 40 million incidents every month.

Explore your results

Now that you know how to use these metrics to measure the performance of your ads, head to your [account](#) and dive into your results. Visit the [help center](#) to learn more.

[Check out your ad results](#) 