

Digital Marketing Report

Impressions

How many ads were served:

157,527

Clicks

Times a user clicked on an ad

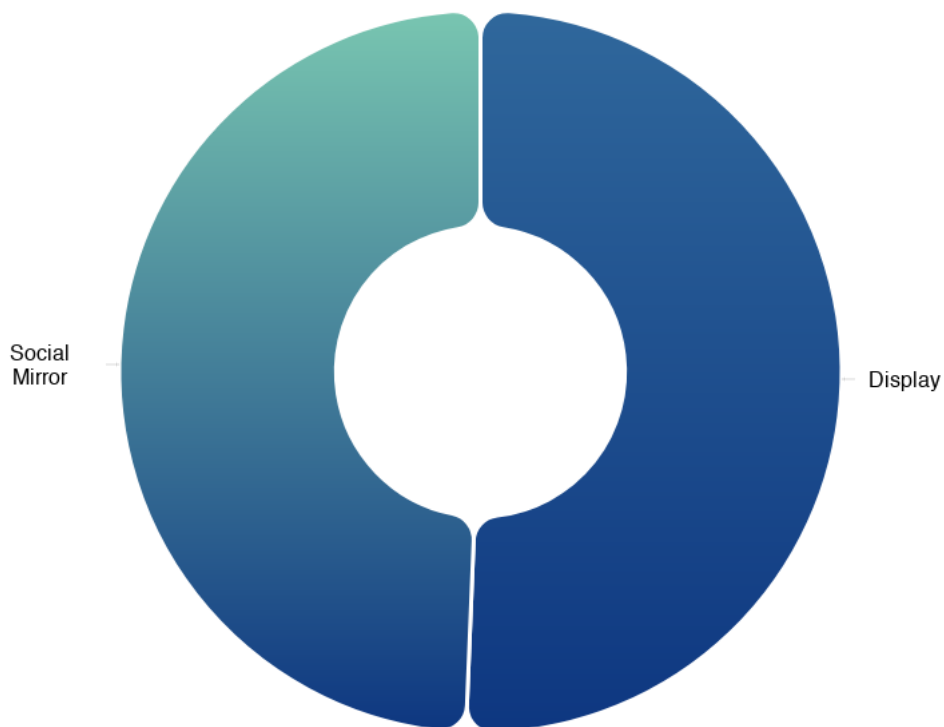
370

Click-Through Rate

(Clicks/Impressions) x 100

0.23%

Your Product Breakout by Impressions



Total Engagement Rate

0.31%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

3.36

X the National Avg (.07%)

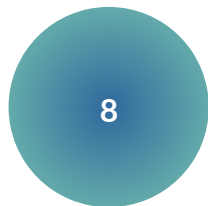
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM - Behavioral Social Mirror	57,221	66	0.12%	1.65
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM - Custom Audience Matching Display	43,101	62	0.14%	2.05
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM - Behavioral Display	36,514	207	0.57%	8.10
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM - Custom Audience Matching Social Mirror	18,060	29	0.16%	2.29
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM - Custom Audience Lookalike Social Mirror	2,465	6	0.24%	3.48
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM - Custom Audience Lookalike	166	0	0.00%	0.00

Display Click Conversions

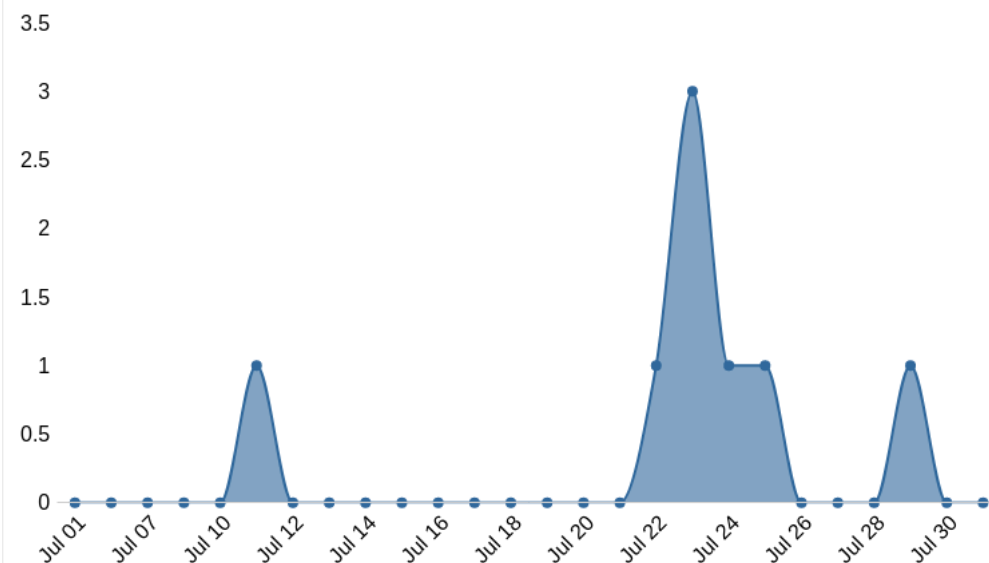


Times users clicked on an ad leading to your site and visited a page or completed an action

Display Click Conversion Breakout

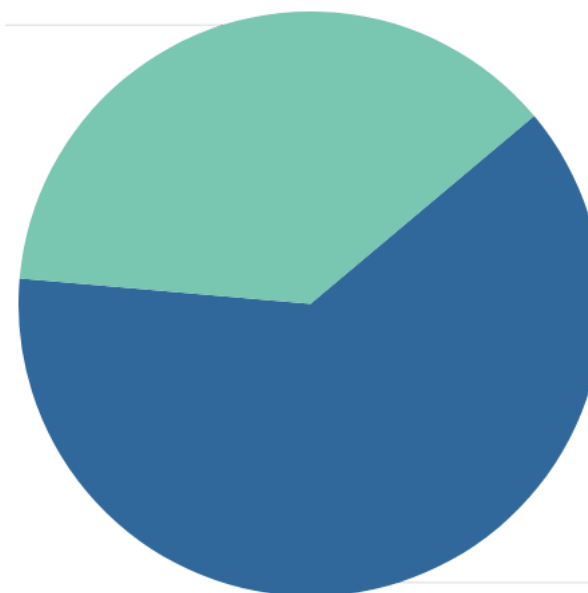
Conversion Name	Click Conversions ↓
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Secret Contest Page View	8

Display Click Conversions by Day



Top Display Click Conversions by Strategy

Matching:
37.5%



Behavioral:
62.5%

Display View-through Conversions

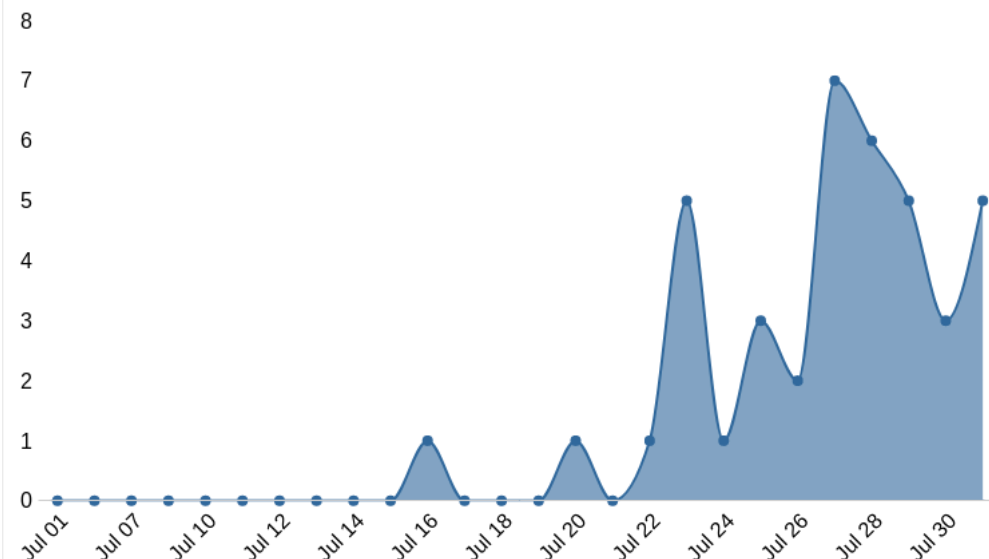


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Display View-through Conversion Breakout

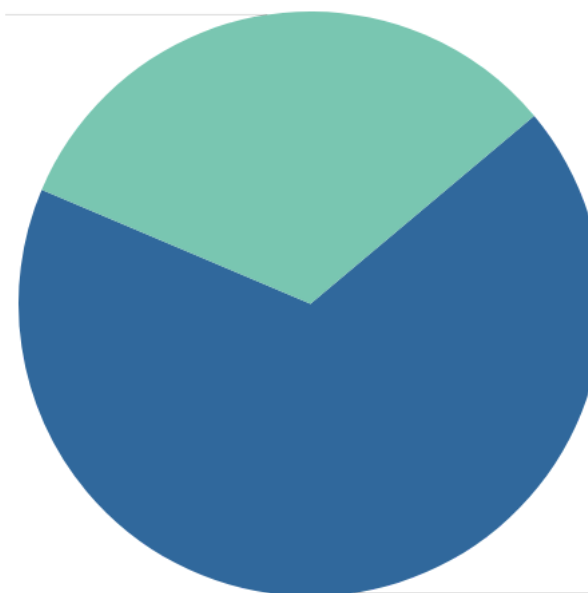
Conversion Name	View-through Conversions ↓
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Homepage Visits	16
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Player Page View	14
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Contests Page View	6
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Secret Contest Page View	4

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy

Matching:
32.5%



Behavioral:
67.5%

Social Mirror Click Conversions

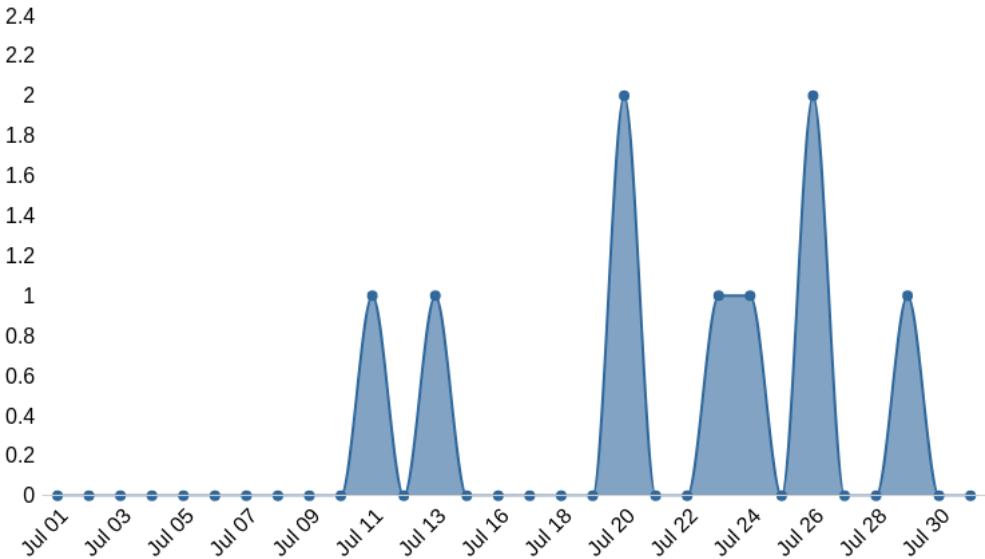


Times users clicked on an ad leading to your site and visited a page or completed an action

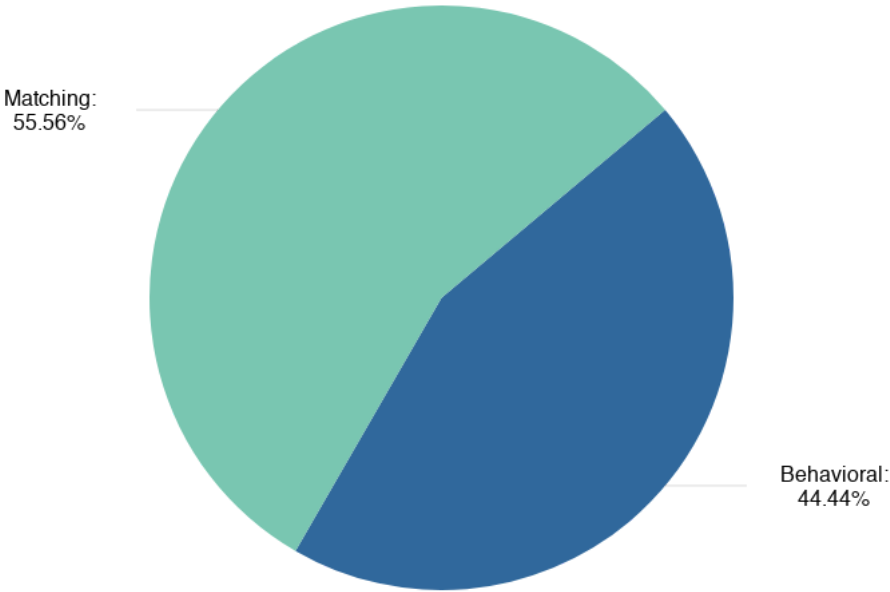
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Secret Contest Page View	8
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Recently Played Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

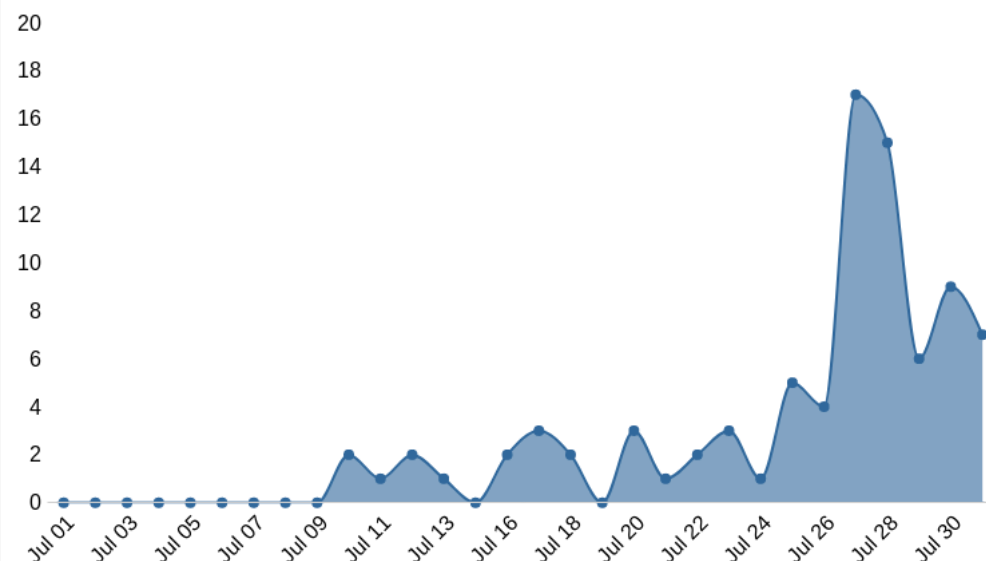


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

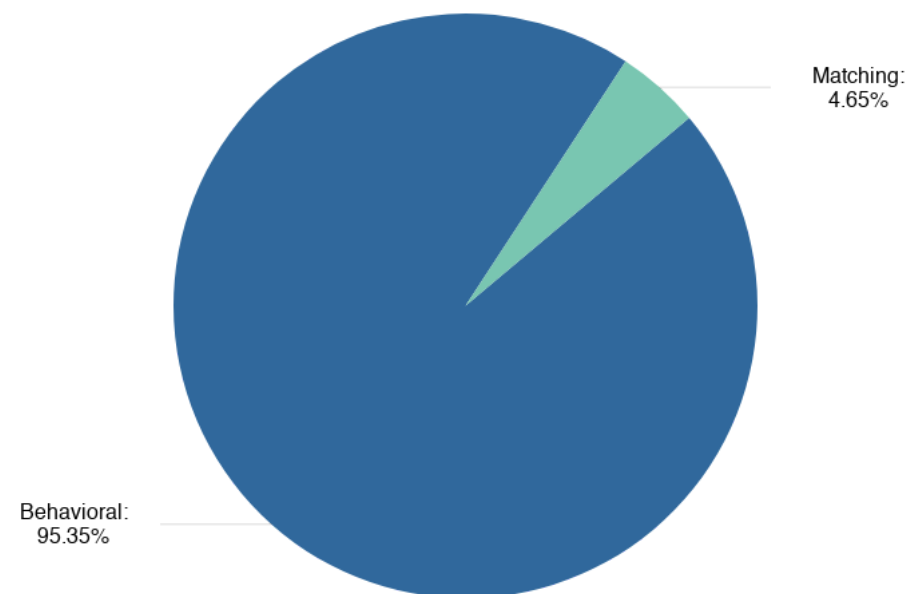
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Secret Contest Page View	52
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Homepage Visits	18
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Contests Page View	9
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Player Page View	5
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM Recently Played Page View	2

Social Mirror View-through Conversions by Day



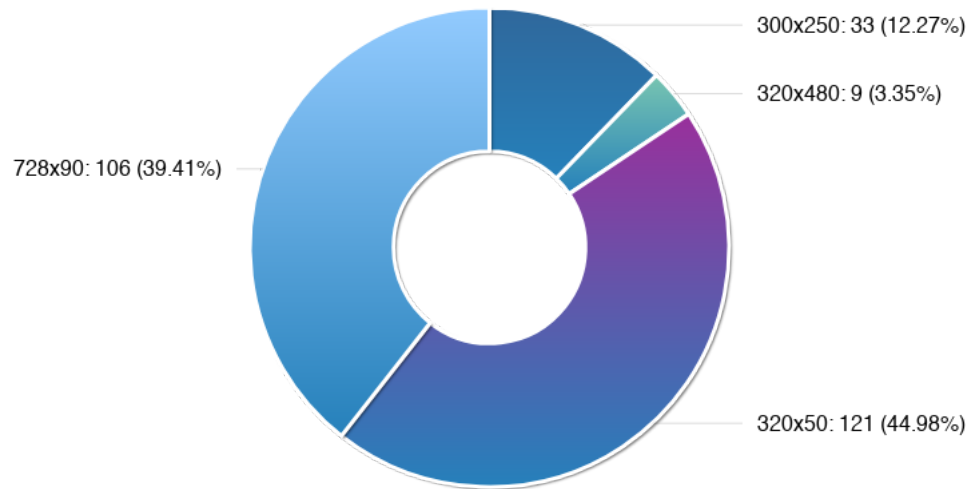
Top Social Mirror View-through Conversions by Strategy



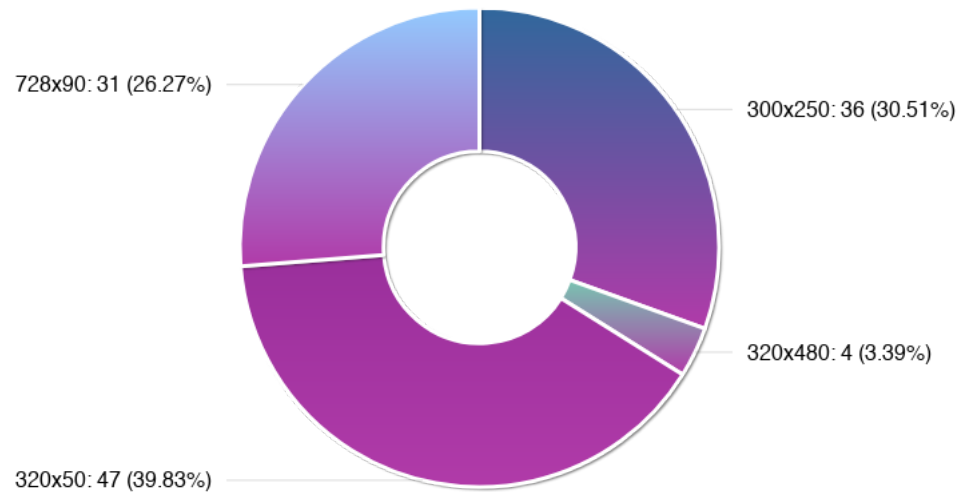
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	320x50-kink-gif (1).gif_320x50	35,952	121	0.34%	4.81
	728x90-kink-gif (1).gif_728x90	28,391	106	0.37%	5.33
	300x250-kink-gif (1).gif_300x250	15,119	33	0.22%	3.12
	320x480-kink (1).png_320x480	317	9	2.84%	40.56
	640x960-kink (1).jpg_640x960	2	0	0.00%	0.00

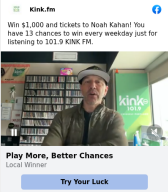
Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Social Mirror Creative Performance

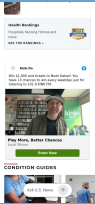
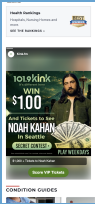
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_6.2_kink-1200.jpg	56,535	60	0.11%	1.52
Thumbnail not available	Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_7.16_KINK Noah Motion Graphic.mp4	10,512	28	0.27%	3.81
	Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_FB_6.2_kink-1080-2.jpg	9,942	9	0.09%	1.29
	Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_FB_7.22_Kink Jared Video July Update (Horizontal).MOV	433	2	0.46%	6.60
	Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_FB_7.22_Kink Jared Video July Update (Vertical).MOV	324	2	0.62%	8.82

Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_6.2_kink-1200.jpg	Variant: V_00006	Story	Click to View	5.63%	0.70%
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_6.2_kink-1200.jpg	Variant: V_00009	Story	Click to View	5.44%	0.77%
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_6.2_kink-1200.jpg	Variant: V_00013	Story	Click to View	5.34%	0.81%
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_6.2_kink-1200.jpg	Variant: V_00011	Story	Click to View	4.88%	0.73%
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_6.2_kink-1200.jpg	Variant: V_00014	Story	Click to View	4.67%	0.76%
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_6.2_kink-1200.jpg	Variant: V_00007	Story	Click to View	4.57%	0.83%
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_6.2_kink-1200.jpg	Variant: Original	Story	Click to View	4.51%	0.67%
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_6.2_kink-1200.jpg	Variant: V_00004	Story	Click to View	4.43%	0.74%
Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_6.2_kink-1200.jpg	Variant: V_00015	Story	Click to View	4.42%	0.83%

Social Mirror Ad Screenshots

	Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_FB_7.22_Kink Jared Video July Update (Horizontal).MOV	Collective Heads - Connoisseur (Portland) 101.9 KINK-FM_Social Mirror_Story_7.16_KINK Noah Motion Graphic.mp4
Screenshot		

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
97229	56,151	107	0.19%	2.72
98662	21,283	59	0.28%	3.96
97225	8,829	15	0.17%	2.43
97132	6,342	20	0.32%	4.51
97201	6,272	17	0.27%	3.87
97013	5,253	13	0.25%	3.54
97203	4,908	9	0.18%	2.62
97015	4,724	8	0.17%	2.42
98671	4,047	22	0.54%	7.77
97212	3,715	5	0.13%	1.92
97004	3,671	8	0.22%	3.11
97055	3,555	19	0.53%	7.64
97070	3,125	10	0.32%	4.57
97023	2,660	3	0.11%	1.61
97232	2,483	4	0.16%	2.30
97383	2,453	5	0.20%	2.91
97239	1,951	3	0.15%	2.20
97035	1,923	4	0.21%	2.97
97034	1,801	2	0.11%	1.59
97221	1,603	3	0.19%	2.67

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	82,674	77	0.09%
Mobile	A portable electronic device that can connect to the internet.	64,754	252	0.39%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,141	41	0.40%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	21,168	1	0.00%
aol.com	8,810	1	0.01%
aternos.org	6,364	5	0.08%
imdb.com	3,739	3	0.08%
The Scoop	3,311	7	0.21%
kgw.com	2,166	1	0.05%
foxnews.com	1,685	2	0.12%
oregonlive.com	1,506	0	0.00%
decodethis.com	1,333	0	0.00%
usatoday.com	1,245	12	0.96%
tmz.com	1,234	12	0.97%
supportyourtech.com	1,092	2	0.18%
biblegateway.com	1,076	0	0.00%
katu.com	1,023	1	0.10%
huffpost.com	932	4	0.43%
zillow.com	845	0	0.00%
apnews.com	745	5	0.67%
petmaximalist.com	548	0	0.00%
Spider Solitaire	495	3	0.61%
Weather by WeatherBug	431	1	0.23%



Google Analytics 4 Performance

71,631	41,223	23,739	57.59%	26,127	12,083	27,902
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
1.58		788:33:11				
SESSIONS PER USER		TOTAL USER ENGAGEMENT				

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

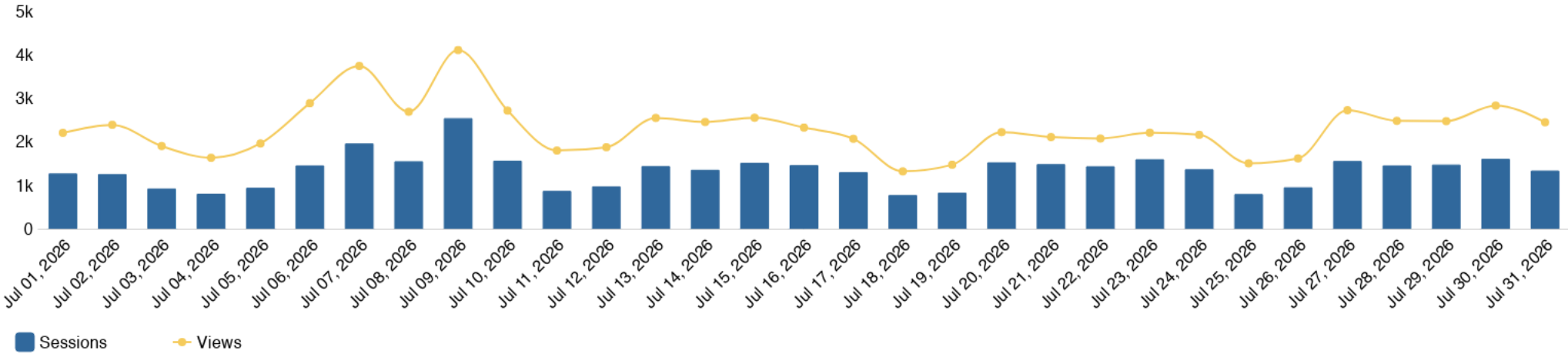
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

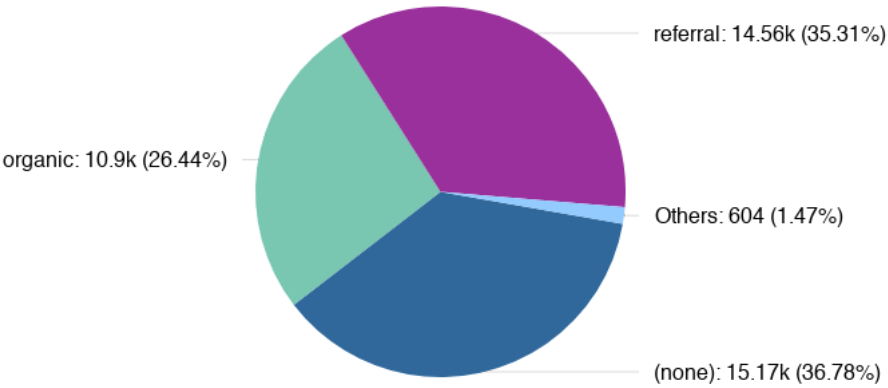
Google Analytics 4 Performance by Day



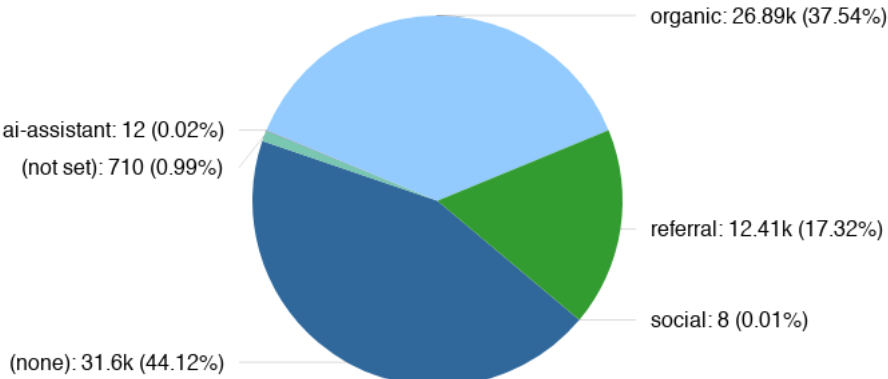
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	41,223	71,631	788:33:11	1.74	57.59%
Portland	2,157	2,434	06:07:14	1.13	30.23%
Portland	39,066	69,197	782:25:57	1.77	59.10%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

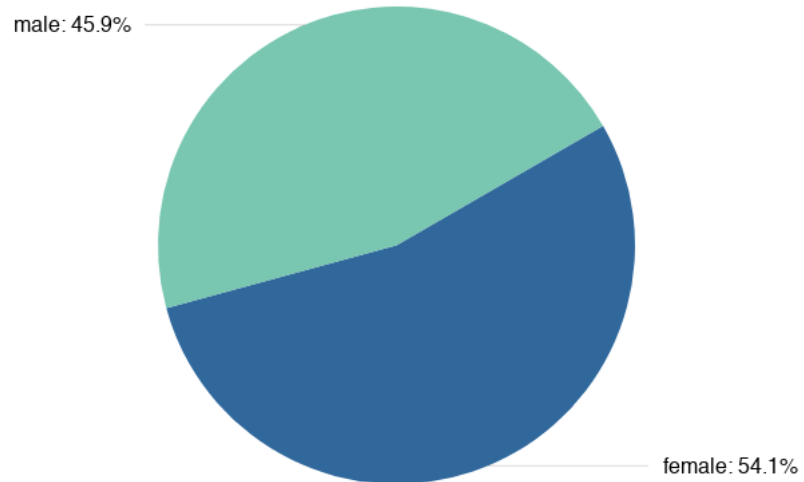


Grid contains more rows, but they have been clipped.

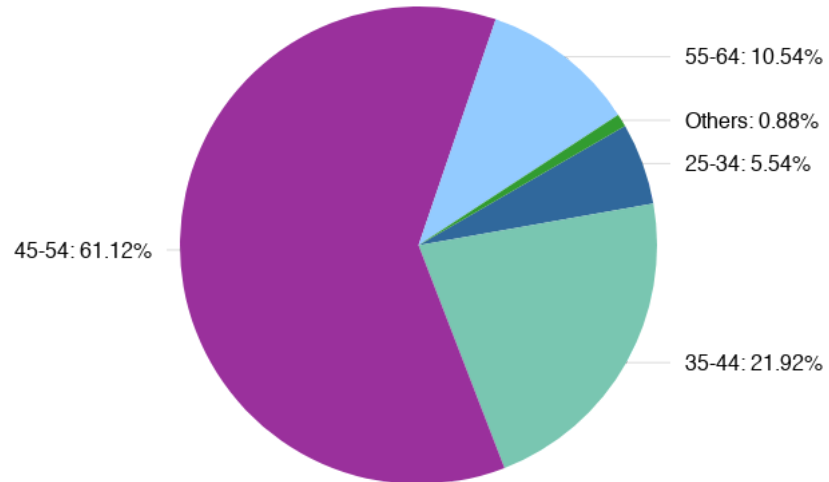
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	408,905
ad_impression	165,542
page_view	71,631
session_start	41,809
user_engagement	39,953
click	27,480
player_stream_play	14,845
first_visit	14,726
scroll	13,492
player_area_click	5,331
cookie_consent	4,951
ad_blocker_detected	3,685
player_stream_pause	3,353

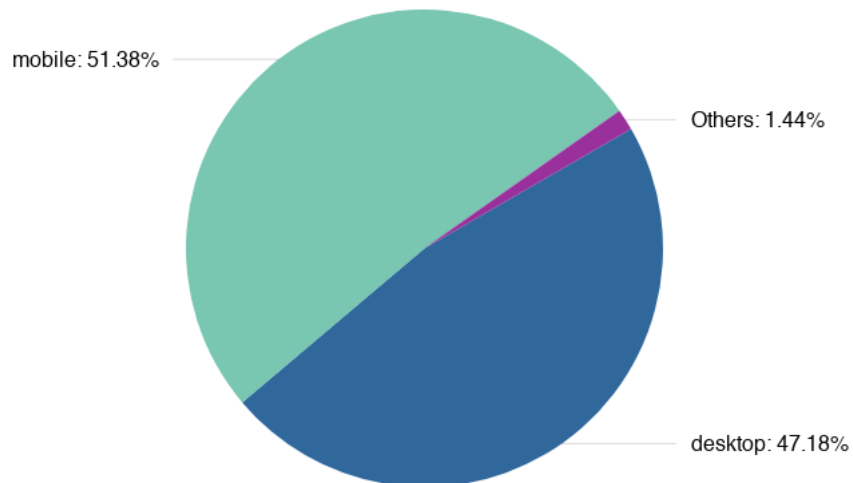
Google Analytics 4 Engaged Sessions by Gender



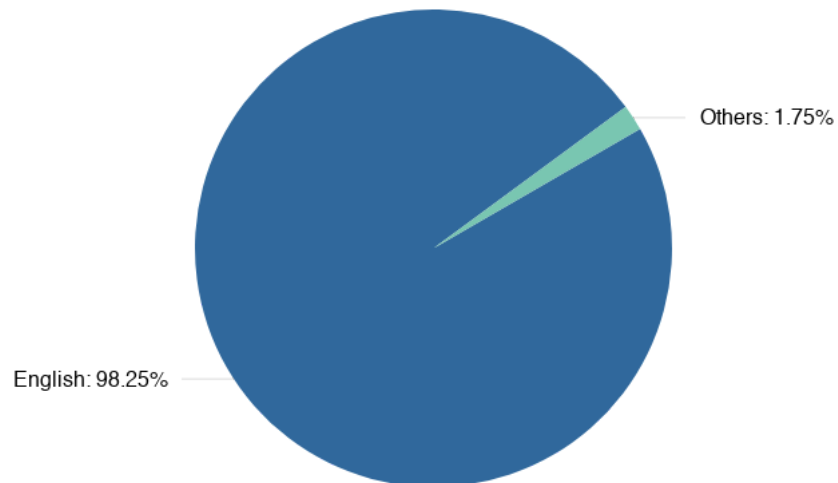
Google Analytics 4 Engaged Sessions by Age



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	41,543	71,631	24,033	57.85%	788:33:11
Chrome	21,480	38,737	12,474	58.07%	345:35:33
Safari	13,598	25,143	7,915	58.21%	220:18:59
Edge	3,854	3,672	2,168	56.25%	97:16:55
Firefox	1,783	2,751	1,132	63.49%	112:05:26
Samsung Internet	370	847	232	62.70%	12:02:23

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	48,284
/	9,187
/player	8,838
/category/win/	3,006
/category/win/page/2/	2,026
/category/win/page/3/	1,830
/contests/text-to-win-2-tickets-to-any-concert-3/	1,351
/contests/win-tickets-to-zoonights/	1,234
/contests/win-tickets-to-the-b-52s-devo-at-cascades-amphitheater-on-9-24/	1,127
/contests/win-tickets-to-beck-at-the-keller-on-9-19/	1,075
/contests/	1,049

Grid contains more rows, but they have been clipped.

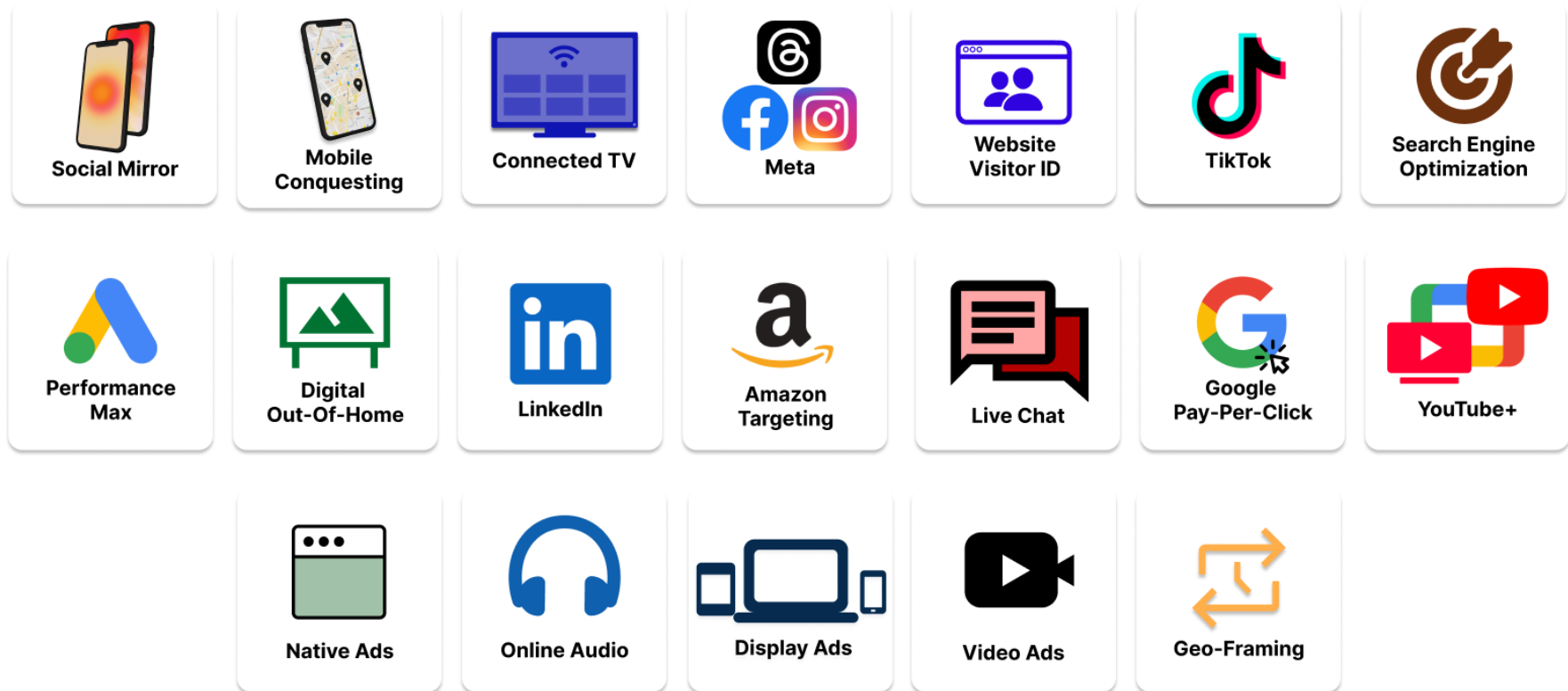
Google Analytics 4 Performance by Interest

Interests	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	5,861	14,104	3,536	60.33%	70:51:25
Media & Entertainment/Music Lovers/Rock Music Fans	789	1,300	461	58.43%	08:44:24
Media & Entertainment/Music Lovers/Indie & Alternative Rock Fans	783	866	439	56.07%	08:34:12
Media & Entertainment/Music Lovers/Pop Music Fans	678	678	384	56.64%	07:17:33
Lifestyles & Hobbies/Frequently Attends Live Events	562	1,044	358	63.70%	07:21:20
Lifestyles & Hobbies/Nightlife Enthusiasts	389	680	233	59.90%	03:50:46
News & Politics/Avid News Readers/Entertainment News Enthusiasts	364	2,041	236	64.84%	04:13:39
News & Politics/Avid News Readers	358	552	226	63.13%	05:04:28
Travel/Travel Buffs	266	1,633	156	58.65%	02:47:16
Sports & Fitness/Sports Fans/Soccer Fans	242	259	139	57.44%	02:59:06
News & Politics/Avid News Readers/Avid Local News Readers	215	318	126	58.60%	02:25:29
Shoppers/Shopping Enthusiasts	206	1,420	143	69.42%	02:42:26
Media & Entertainment/Music Lovers	177	435	116	65.54%	03:46:50
Sports & Fitness/Sports Fans/Basketball Fans	162	205	96	59.26%	02:17:16

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		44,626	71,631	27,077	60.68%	788:33:11
Portland	Oregon	8,293	16,410	5,309	64.02%	105:51:47
Seattle	Washington	2,435	2,736	1,399	57.45%	26:37:04
Vancouver	Washington	1,123	2,670	741	65.98%	20:04:14
Salem	Oregon	908	1,091	592	65.20%	12:32:23
Beaverton	Oregon	824	1,304	523	63.47%	90:53:22
Hillsboro	Oregon	757	1,087	457	60.37%	12:56:57
Ashburn	Virginia	614	655	219	35.67%	03:06:58
Gresham	Oregon	613	1,287	378	61.66%	06:19:17
Oregon City	Oregon	610	697	351	57.54%	06:23:27
(not set)	Oregon	533	961	342	64.17%	10:52:47
Los Angeles	California	525	637	359	68.38%	06:14:13
Tigard	Oregon	509	987	337	66.21%	11:32:02
San Jose	California	431	376	237	54.99%	03:55:48
New York	New York	422	468	127	30.09%	01:06:25
(not set)	California	397	504	255	64.23%	07:46:34

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.