

Digital Marketing Report

Impressions

How many ads were served:

39,359

Clicks

Times a user clicked on an ad

145

Click-Through Rate

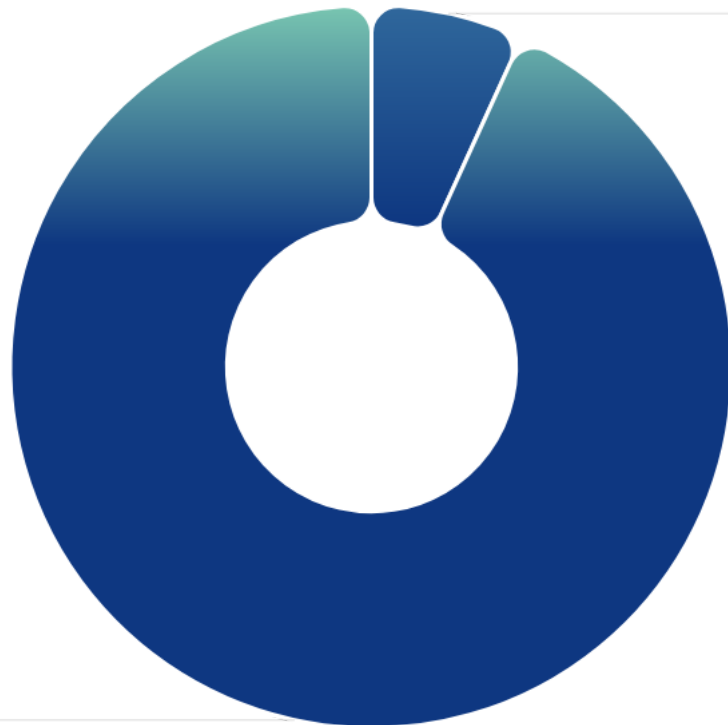
(Clicks/Impressions) x 100

0.37%

Your Product Breakout by Impressions

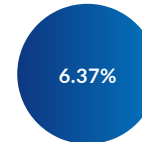
Total Engagement Rate

X the National Average



Online
Audio

Social
Mirror



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



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 - Cumulas Dallas (KTCK The Ticket/Sports) - Geo-Fencing Social Mirror	15,175	65	0.43%	6.12
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Retargeting Social Mirror	9,108	60	0.66%	9.41
Collective Heads - KTCK The Ticket/Sports - Sports Radio/Radio App Users Social Mirror	8,965	9	0.10%	1.43
Collective Heads KTCK The Ticket/Sports - Sports Radio/Radio App Users Social Mirror	3,420	11	0.32%	4.59
Collective Heads - The Ticket - Custom Audience Matching Online Audio	2,689	0	0.00%	0.00
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Custom Audience Matching Social Mirror	2	0	0.00%	0.00

Social Mirror Click Conversions

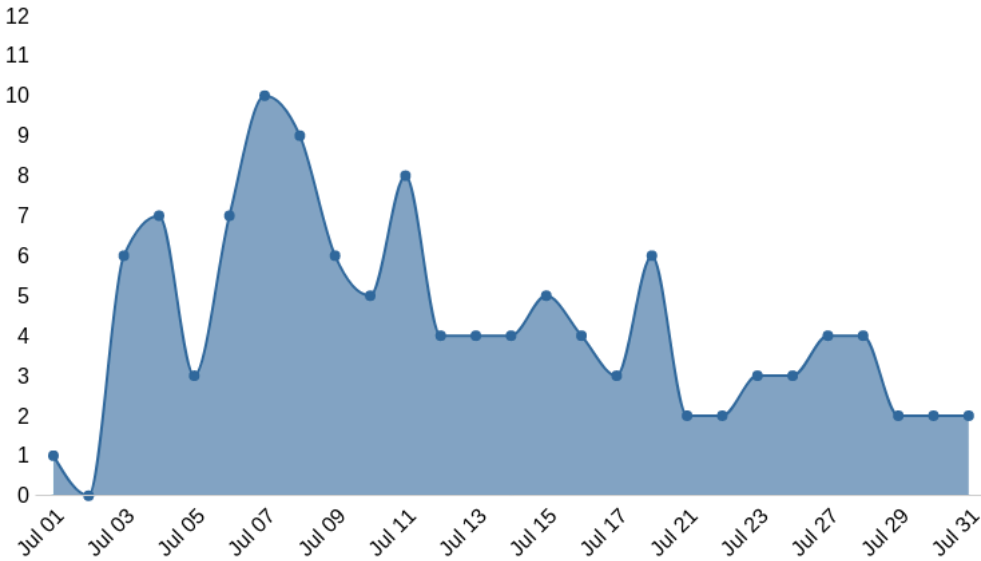


Times users clicked on an ad leading to your site and visited a page or completed an action

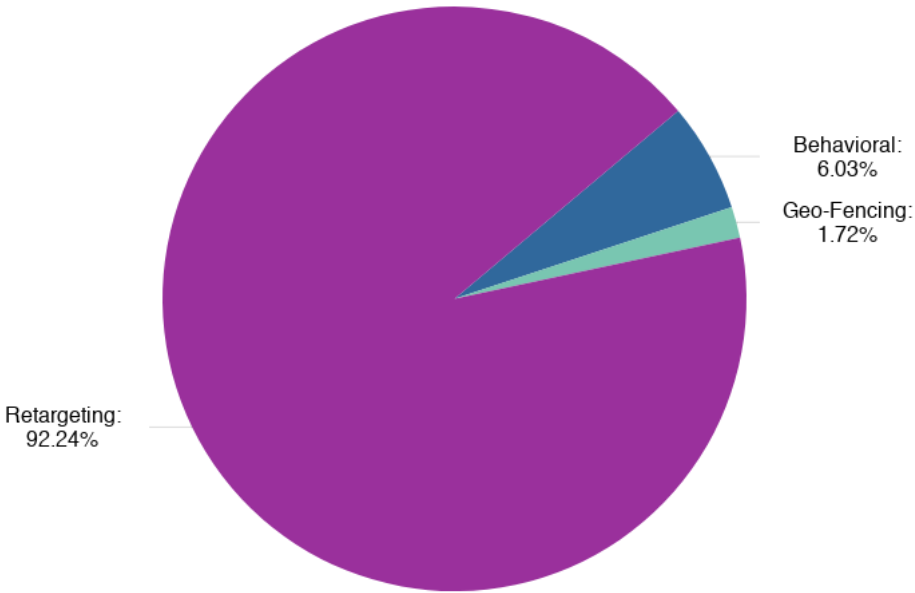
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Secret Contest Page View	61
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Player Page View	53
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Contest Text to Win Page View	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

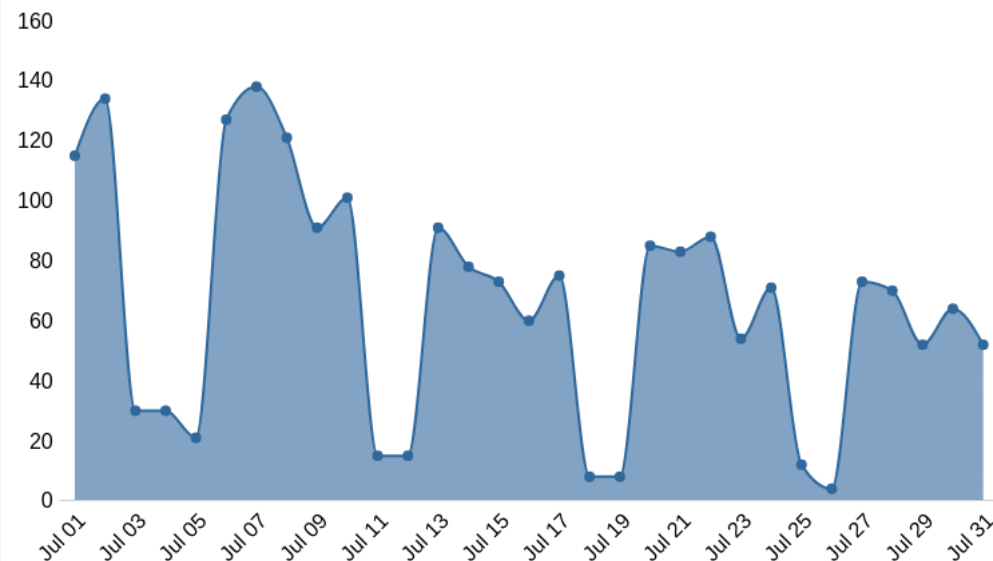
2,039

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

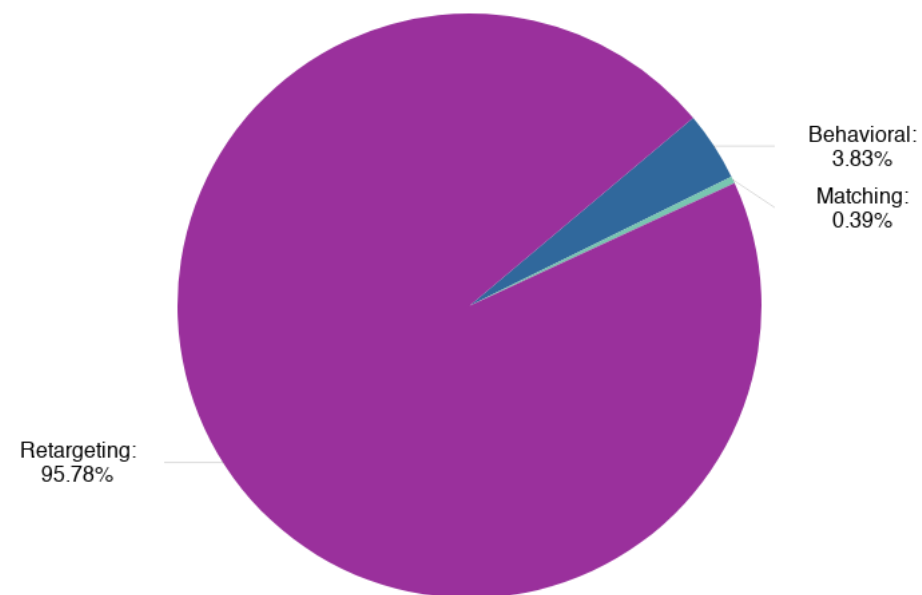
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Homepage Visits	1,247
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Secret Contest Page View	654
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Player Page View	133
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Contest Text to Win Page View	3
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Events Calendar Page View	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Online Audio View-through Conversions

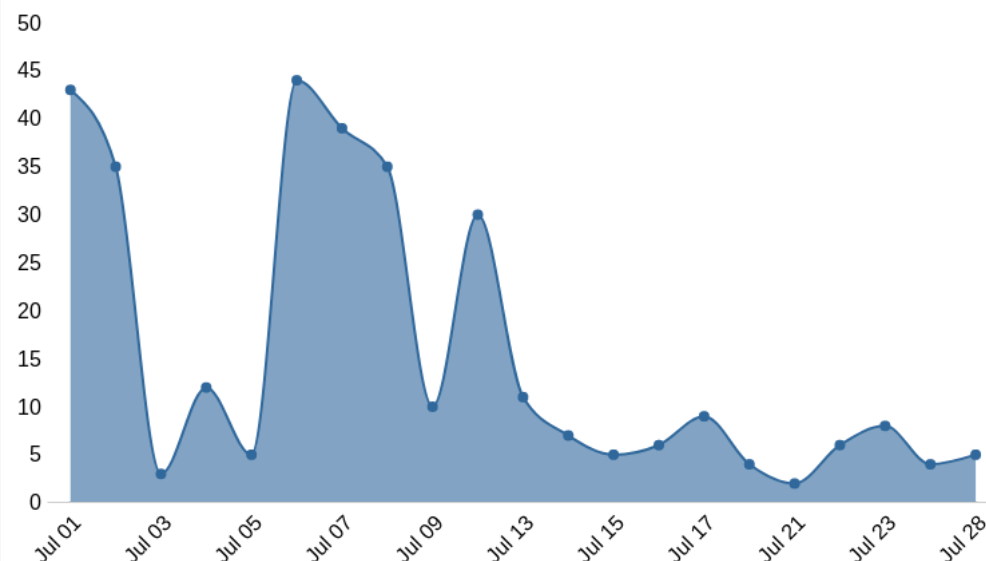


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Online Audio View-through Conversion Performance Breakout

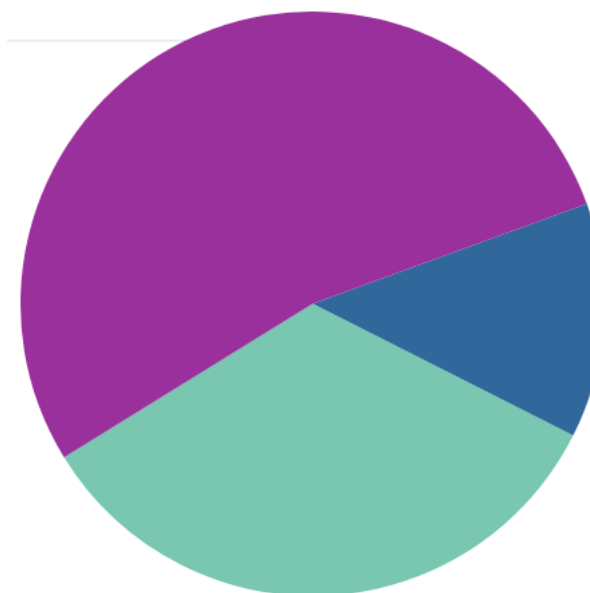
Conversion Name	View-through Conversions ↓
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Secret Contest Page View	139
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Homepage Visits	128
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports) - Player Page View	56

Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy

Retargeting:
53.25%

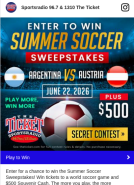


Behavioral:
13%

Matching:
33.75%

Grid contains more rows, but they have been clipped.

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_Story_6.23_KTCK generic NEW_LMD.jpg	9,659	46	0.48%	6.80
Thumbnail not available	Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_IG_6.23_KTCK generic NEW_LMD.jpg	17,716	44	0.25%	3.55
	Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_Story_6.23_KTCK generic NEW_LMD.jpg_2	6,148	35	0.57%	8.13
Thumbnail not available	Collective Heads - The Ticket/Sports_Social Mirror_IG_5.7_Video B Enhanced Audio.mov	1,549	15	0.97%	13.83
Thumbnail not available	Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_Story_5.6_1200x628-ticket-game-2.jpg	1,488	5	0.34%	4.80
	Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_IG_5.5_Summer Soccer Update Game 1.jpg_June 22	9	0	0.00%	0.00
	Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_IG_5.5_Summer Soccer Update Game 1.jpg_June 22	16	0	0.00%	0.00



Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_IG_6.23_KTCK generic NEW_LMD.jpg	Variant: V_00009	Photo	Click to View	11.90%	2.15%
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_Story_6.23_KTCK generic NEW_LMD.jpg	Variant: V_00015	Story	Click to View	10.83%	2.03%
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_IG_6.23_KTCK generic NEW_LMD.jpg	Variant: V_00003	Photo	Click to View	6.15%	2.59%
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_IG_6.23_KTCK generic NEW_LMD.jpg	Variant: V_00011	Photo	Click to View	5.32%	1.87%
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_IG_6.23_KTCK generic NEW_LMD.jpg	Variant: V_00013	Photo	Click to View	5.11%	2.00%
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_Story_6.23_KTCK generic NEW_LMD.jpg	Variant: V_00011	Story	Click to View	4.71%	3.33%
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_Story_6.23_KTCK generic NEW_LMD.jpg	Variant: V_00003	Story	Click to View	4.08%	2.95%
Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_IG_6.23_KTCK generic NEW_LMD.jpg	Variant: V_00015	Photo	Click to View	3.85%	1.90%



Social Mirror Ad Screenshots

	Collective Heads - Cumulas Dallas (KTCK The Ticket/Sports)_Social Mirror_Story_6.23_KTCK generic NEW_LMD.jpgg_2	
Screenshot Urls		



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Contest VO 15 Summer Soccer Sweepstakes 050726.wav	1,397	0	0.00%	0.00
Contest VO 30 Summer Soccer Sweepstakes 050726.wav	1,292	0	0.00%	0.00

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Collective Heads - The Ticket - Custom Audience Matching Online Audio	99.29%	98.92%	98.77%	97.62%
Collective Heads - The Ticket - Retargeting Online Audio	-	-	-	-
Collective Heads -The Ticket - Sports Radio/Radio App Users Online Audio	-	-	-	-

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
75201	6,419	14	0.22%	3.12
75217	2,875	3	0.10%	1.49
75034	2,272	2	0.09%	1.26
75243	1,880	5	0.27%	3.80
75043	1,877	2	0.11%	1.52
75202	1,751	6	0.34%	4.90
75040	1,379	0	0.00%	0.00
75219	1,207	1	0.08%	1.18
75207	1,190	33	2.77%	39.62
76086	927	1	0.11%	1.54
76244	873	2	0.23%	3.27
75028	849	2	0.24%	3.37
75098	721	0	0.00%	0.00
75126	646	0	0.00%	0.00
75056	611	1	0.16%	2.34
75165	586	1	0.17%	2.44
75204	585	0	0.00%	0.00
76063	582	10	1.72%	24.55
76028	530	3	0.57%	8.09
75019	503	1	0.20%	2.84



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	23,805	104	0.44%
Desktop	A personal computing device that remains stationary at one location.	12,004	35	0.29%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	2,028	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,193	6	0.50%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	217	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	10	0	0.00%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	9	0	0.00%



Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Vizio	1,746	0	0.00%
Apple	125	0	0.00%
Samsung	78	0	0.00%
Motorola	21	0	0.00%
Roku	9	0	0.00%
Google	8	0	0.00%
Huawei	4	0	0.00%
LG	2	0	0.00%
Oppo	1	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	3,081	2	0.06%
aol.com	1,702	0	0.00%
realtor.com	1,445	0	0.00%
usatoday.com	1,307	6	0.46%
tmz.com	893	2	0.22%
Viber - Safe Chats And Calls	849	1	0.12%
huffpost.com	665	3	0.45%
spacedaily.com	636	1	0.16%
people.com	500	0	0.00%
Pinterest	480	2	0.42%
dailymail.com	443	0	0.00%
pinterest.com	367	0	0.00%
celebdirtylaundry.com	314	0	0.00%
buzzfeed.com	311	1	0.32%
oliviaadriance.com	310	0	0.00%
britannica.com	250	1	0.40%
merriam-webster.com	242	0	0.00%
themirror.com	232	1	0.43%
legacy.com	230	0	0.00%
Music Player &MP3- Lark Player	230	5	2.17%

Google Analytics 4 Performance

8	11	0	0.00%	0	0	9	-
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS	SESSIONS PER USER
0:00:00							
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.

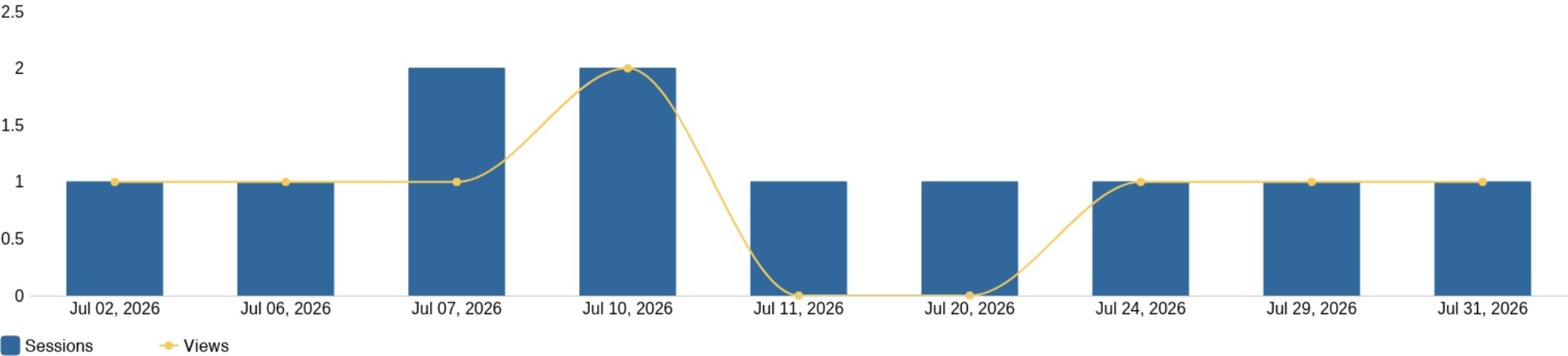
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

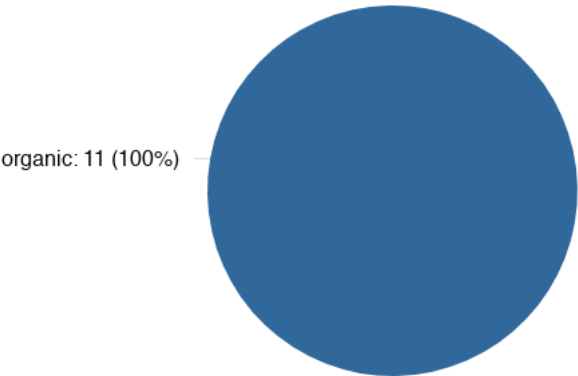
Google Analytics 4 Performance by Day



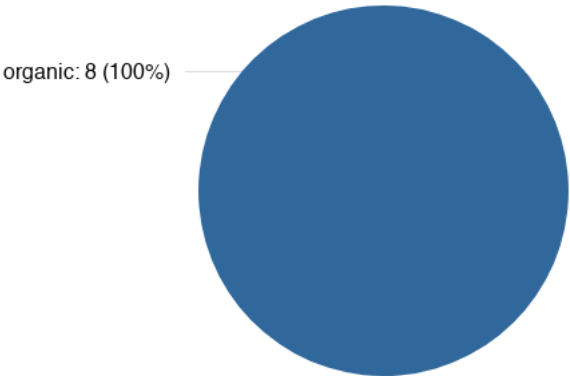
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	11	8	0:00:00	0.73	0.00%
Cumulus DFW	11	8	00:00:00	0.73	0.00%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium



Google Analytics 4 Event Performance

Event name	Event count ↓
Total	28
session_start	14
page_view	8
user_engagement	6



Google Analytics 4 Top Browser Performance

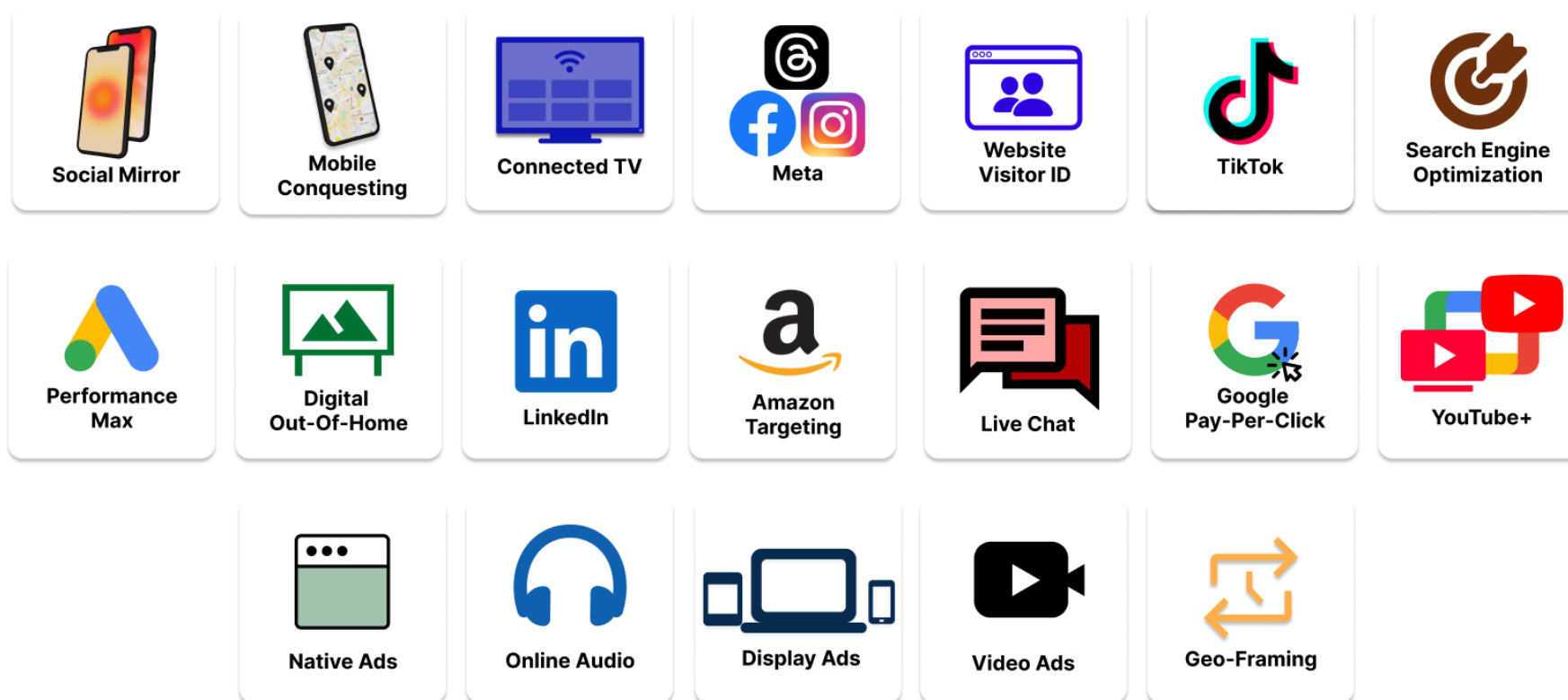
Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	11	8	0	0.00%	0:00:00
Chrome	11	8	0	0.00%	00:00:00



Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		11	8	0	0.00%	0:00:00
Irving	Texas	8	5	0	0.00%	00:00:00
(not set)	Texas	2	2	0	0.00%	00:00:00
Fayetteville	North Carolina	1	1	0	0.00%	00:00:00

All available products in our *toolbox*.



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