

Digital Marketing Report

Impressions

How many ads were served:

194,287

Clicks

Times a user clicked on an ad

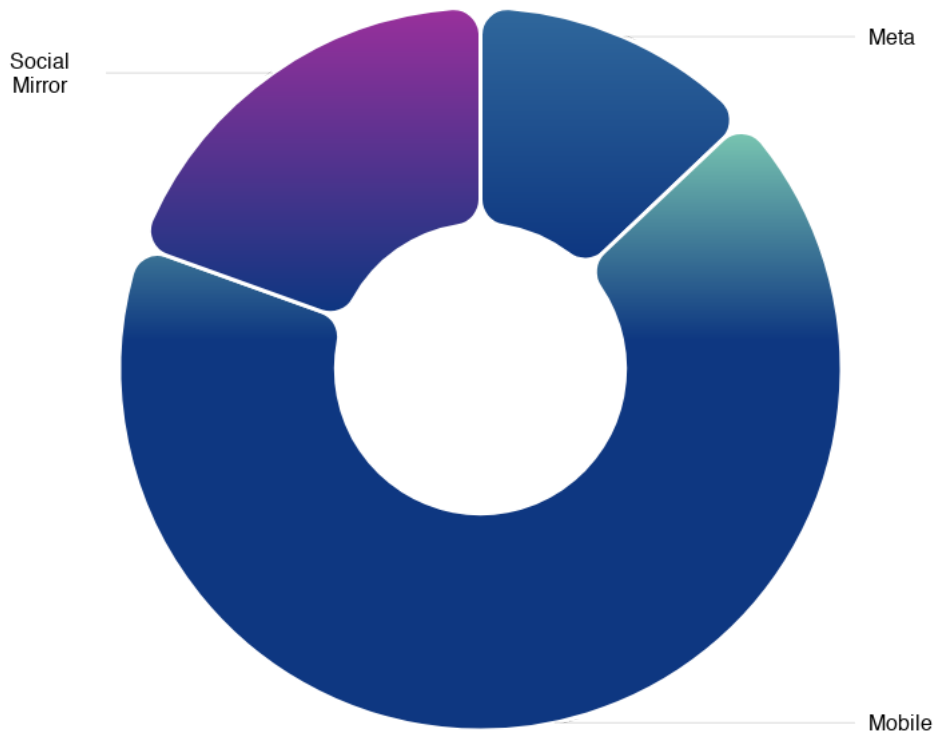
908

Click-Through Rate

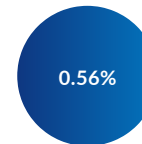
(Clicks/Impressions) x 100

0.47%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



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 - Nassau-Suffolk (WALK-FM) Hot AC - Address Retargeting Mobile	110,156	373	0.34%	4.84
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC - Cross Platform Social Mirror	27,285	43	0.16%	2.25
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC - Address Targeting Mobile	21,107	61	0.29%	4.13
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC - Retargeting Facebook/Instagram Premium	13,521	104	0.77%	10.99
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC - Cross Platform Facebook/Instagram Premium	11,628	279	2.40%	34.28
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC - Retargeting Social Mirror	10,590	48	0.45%	6.48

Social Mirror Click Conversions



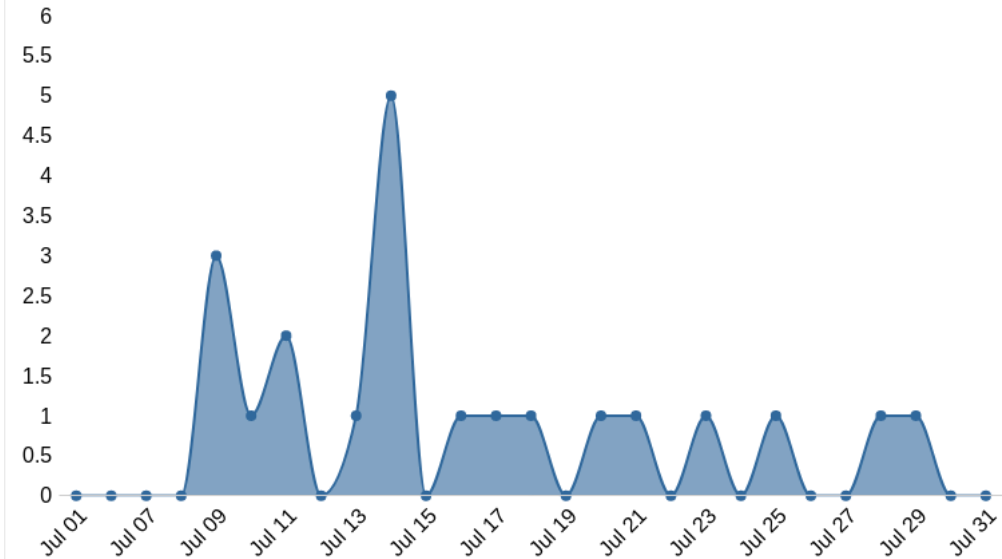
21

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

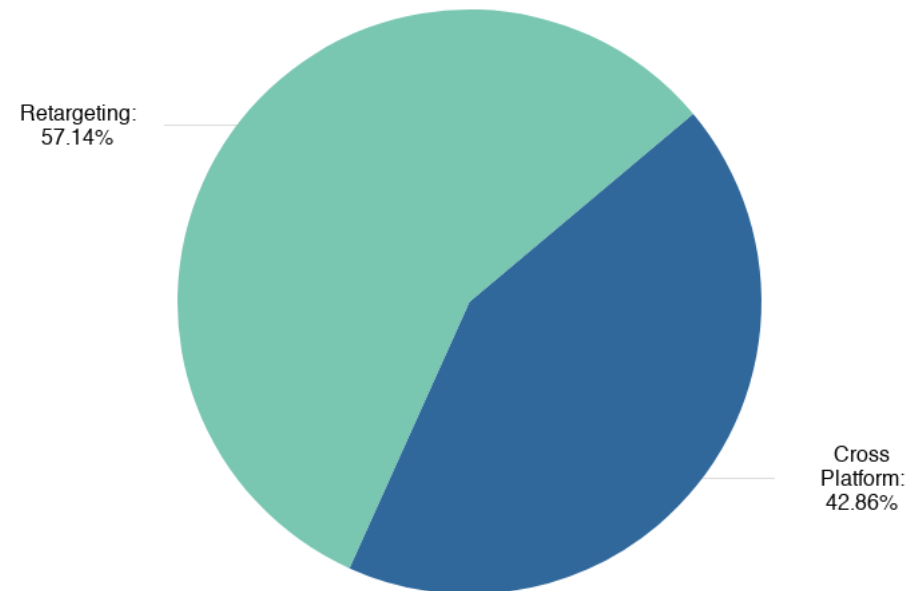
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC - Secret Contest Page View	21

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

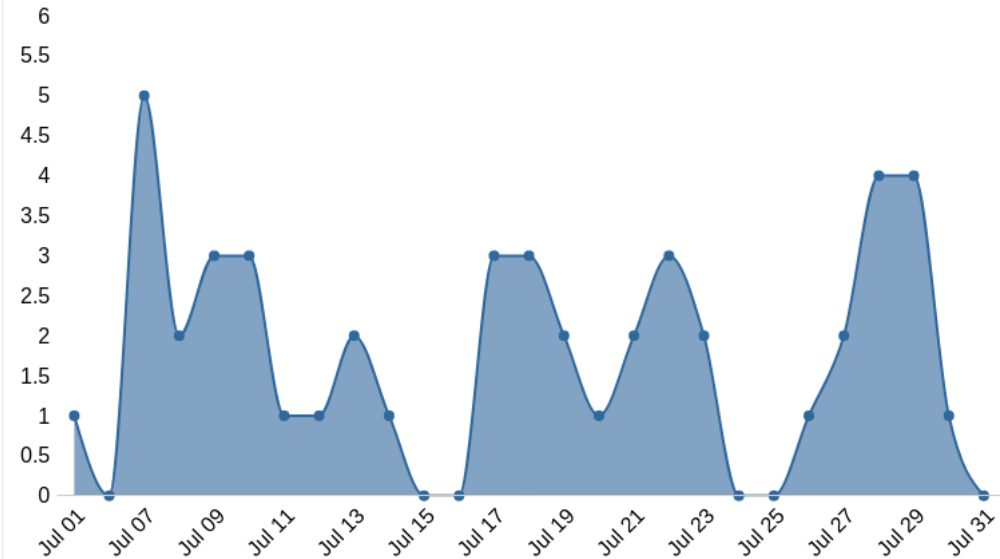


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

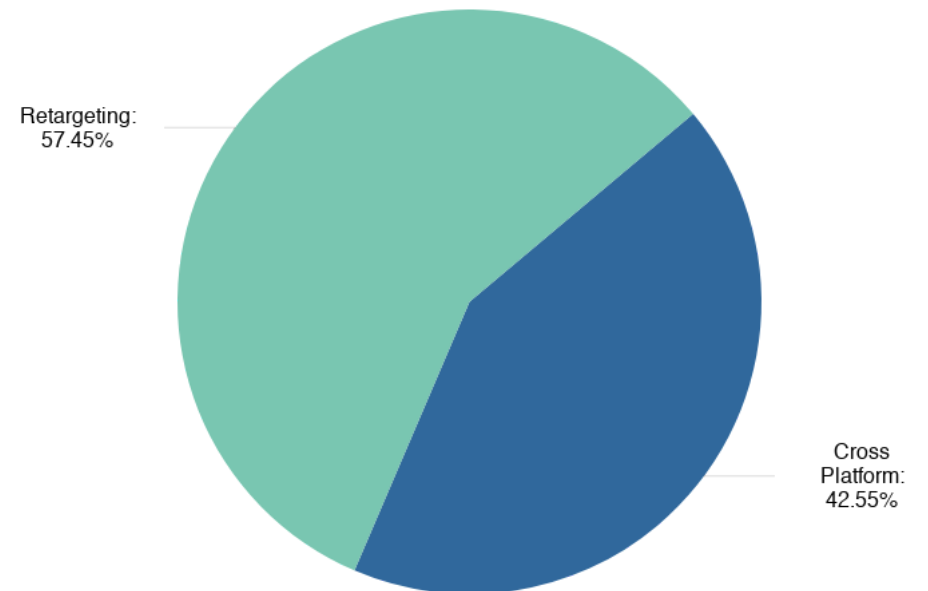
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC - Secret Contest Page View	41
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC - Events Page View	6

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting Click Conversions

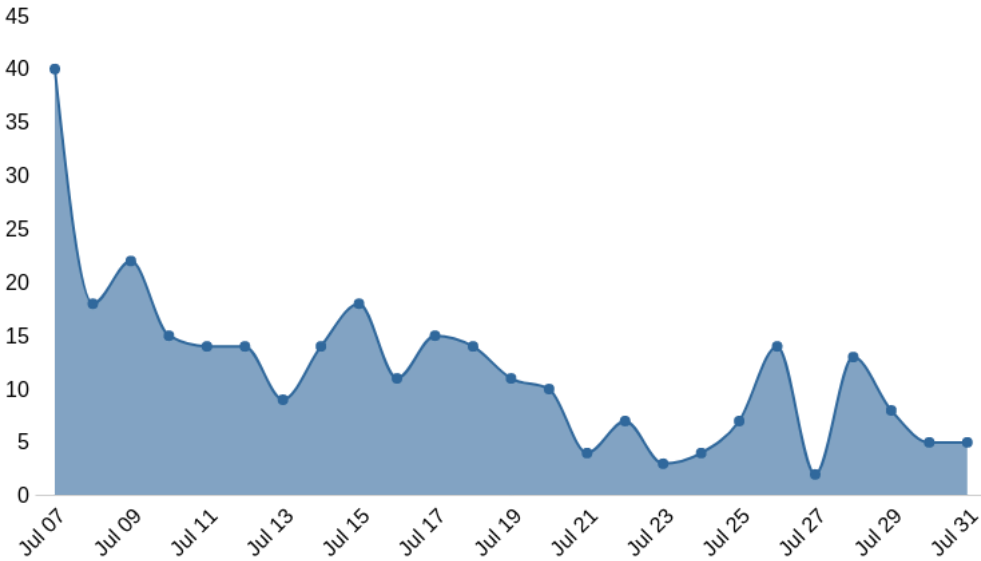


Times users clicked on an ad leading to your site and visited a page or completed an action

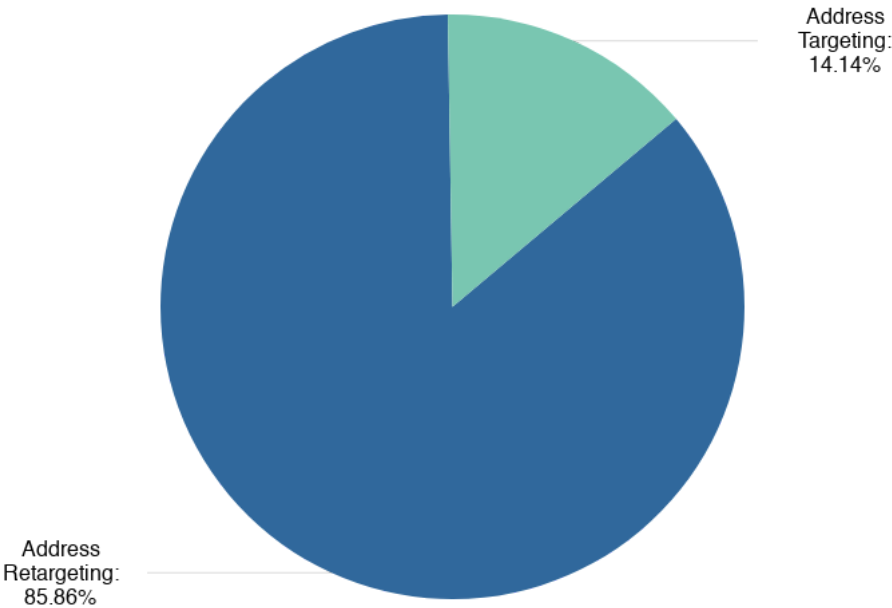
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC Secret Contest Page View	297

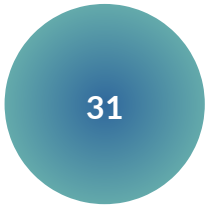
Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

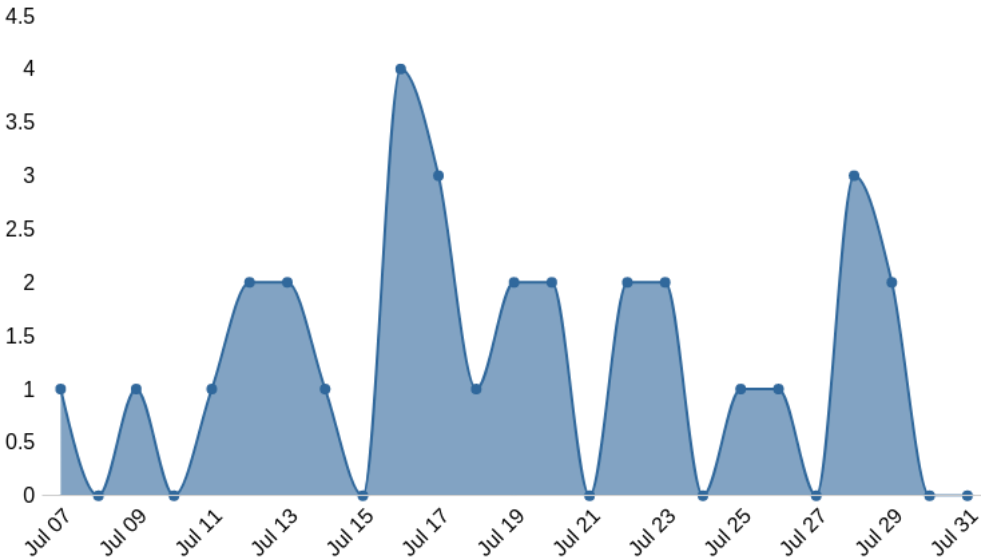


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

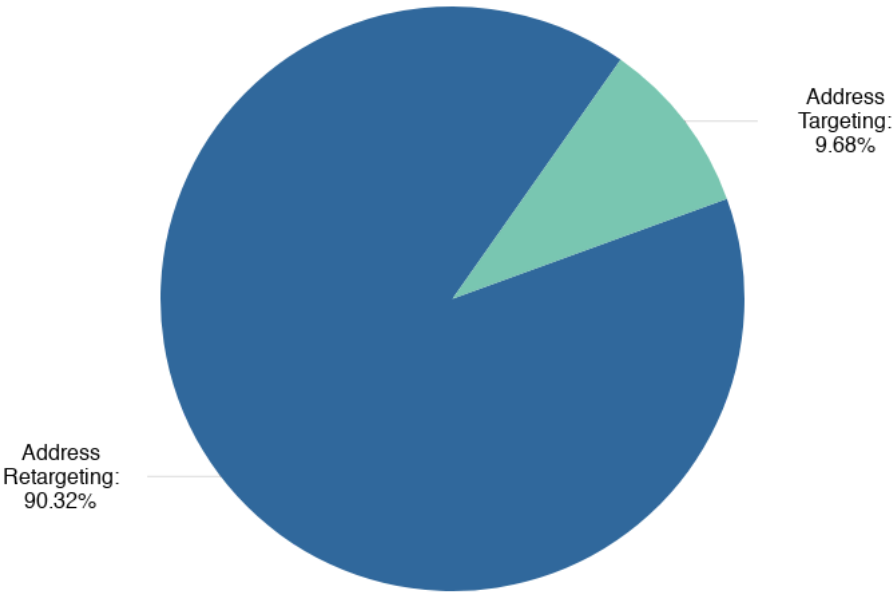
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC Secret Contest Page View	31

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Meta Click Conversions

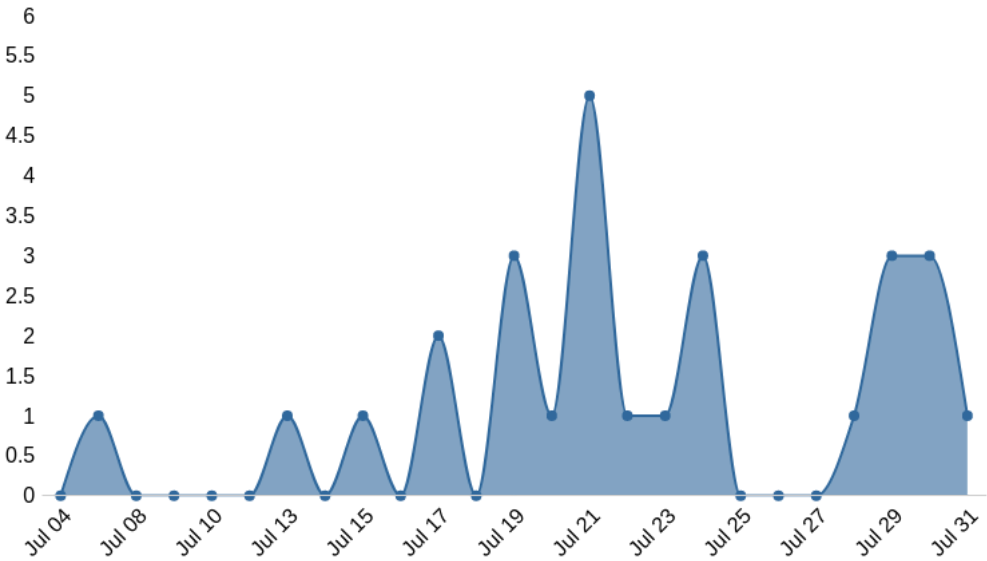


Times users clicked on an ad leading to your site and visited a page or completed an action

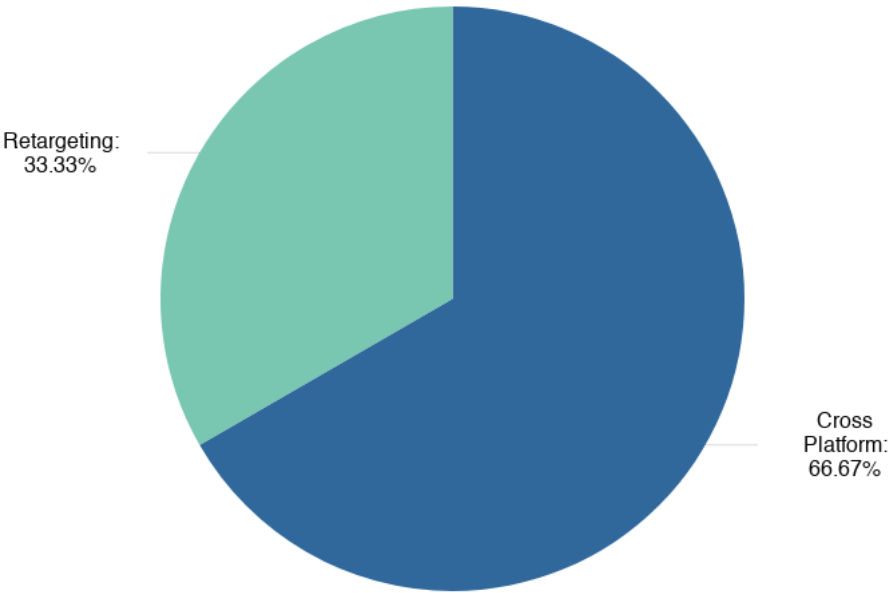
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Walk FM Secret Contest Page View	15
Walk FM Recently Played Page View	6
Walk FM Events Page View	4
Walk FM News Page View	1
Walk FM On Air Page View	1

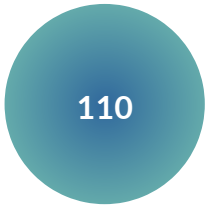
Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

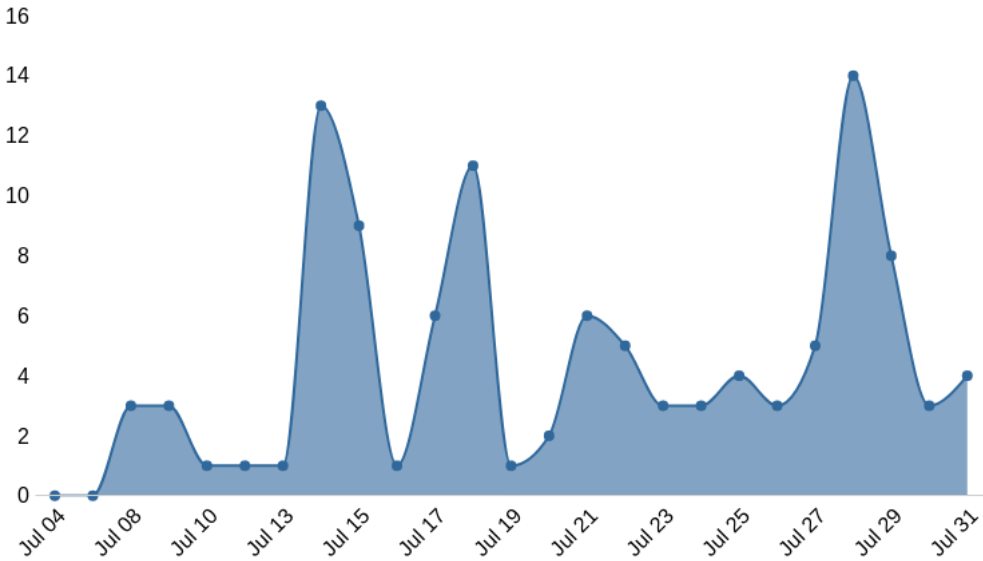


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

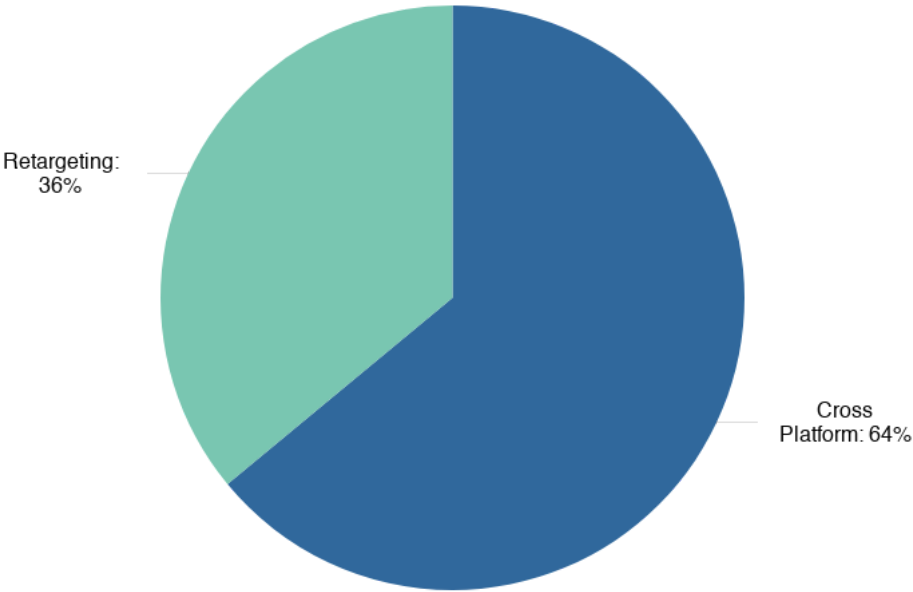
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Walk FM Secret Contest Page View	42
Walk FM Recently Played Page View	40
Walk FM Homepage Visits	10
Walk FM Contests Page View	8
Walk FM Events Page View	5
Walk FM News Page View	5

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy

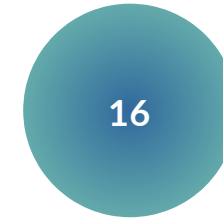


Meta Post Engagements



The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions



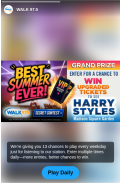
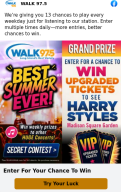
The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares



The total number of people who shared your ad, giving your campaign free impressions

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1200x628-Harry Styles-animated.mp4	20,026	48	0.24%	3.42
Thumbnail not available	Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1080x1080 animated.mp4	17,846	43	0.24%	3.44
	Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_5.15_walk-summer-v4 1080.jpg	1	0	0.00%	0.00
Thumbnail not available	Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_5.20_Harry Grey WALK 2.0.png	1	0	0.00%	0.00
	Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_5.20_Harry Styles WALK Pose.png	1	0	0.00%	0.00

Social Mirror Creative AI Performance

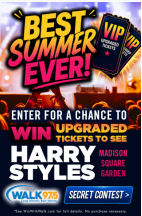
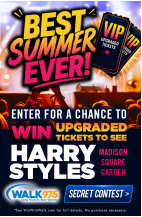
Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1200 x 628- Harry Styles-animated.mp4	Variant: V_00001	Story	Click to View	6.15%	2.75%
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1200 x 628- Harry Styles-animated.mp4	Variant: V_00010	Story	Click to View	4.53%	1.19%
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1080x1080 animated.mp4	Variant: V_00012	Story	Click to View	4.30%	1.19%
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1080x1080 animated.mp4	Variant: V_00005	Story	Click to View	4.19%	1.48%
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1200 x 628- Harry Styles-animated.mp4	Variant: V_00012	Story	Click to View	4.18%	1.48%
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1200 x 628- Harry Styles-animated.mp4	Variant: Original	Story	Click to View	3.90%	1.03%
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1200 x 628- Harry Styles-animated.mp4	Variant: V_00003	Story	Click to View	3.72%	1.59%
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1080x1080 animated.mp4	Variant: V_00003	Story	Click to View	3.71%	1.52%
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1080x1080 animated.mp4	Variant: V_00002	Story	Click to View	3.65%	1.76%
Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1200 x 628- Harry Styles-animated.mp4	Variant: V_00006	Story	Click to View	3.58%	2.25%



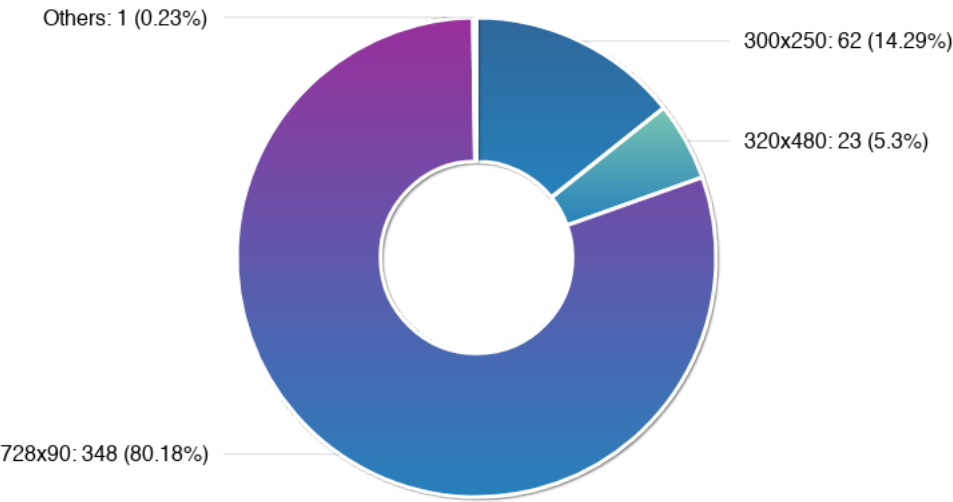
Social Mirror Ad Screenshots

	Collective Heads - Nassau-Suffolk (WALK-FM) Hot AC_Social Mirror_6.10_walk-1080x1080 animated.mp4
Screenshot	

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	walk-summer-v4 728x90.gif	105,886	348	0.33%	4.70
	walk-summer-v4 300x250.gif	22,595	62	0.27%	3.92
Preview not available	WALK May Video 30 sec Harry Styles Meghan.mp4	1,696	1	0.06%	0.84
	walk-summer-v4 320x480.png	561	14	2.50%	35.65
	walk-summer-v4 640-960.jpg	525	9	1.71%	24.49

Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
walk-1080x1080 animated v2.mp4	11,628	279	2.40%	34.28
walk-1200 x 628-Harry Styles-animated v2.mp4	8,170	87	1.06%	15.21
WALK May Video 37 sec Harry Styles Meghan.mp4	5,351	17	0.32%	4.54

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Secret Contest	walk-1200 x 628-Harry Styles-animated v2.mp4	2
2: Harry Styles Tickets	walk-1200 x 628-Harry Styles-animated v2.mp4	1
WALK 97.5	walk-1200 x 628-Harry Styles-animated v2.mp4	1

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
11784	5,217	5	0.10%	1.37
11779	3,959	11	0.28%	3.97
11901	2,993	8	0.27%	3.82
11706	2,902	5	0.17%	2.46
11717	2,572	2	0.08%	1.11
11772	2,486	5	0.20%	2.87
11710	1,694	20	1.18%	16.87
11787	1,628	2	0.12%	1.76
11731	1,488	6	0.40%	5.76
11790	1,244	2	0.16%	2.30
11776	1,057	2	0.19%	2.70
11572	1,049	8	0.76%	10.89
11704	979	5	0.51%	7.30
11010	977	0	0.00%	0.00
11795	778	0	0.00%	0.00
11757	771	0	0.00%	0.00
11720	690	0	0.00%	0.00
11738	620	0	0.00%	0.00
11946	576	7	1.22%	17.36
11727	542	1	0.18%	2.64



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	35,601	404	1.13%
Desktop	A personal computing device that remains stationary at one location.	22,835	23	0.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,541	47	1.04%
Unknown	---	47	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	3,217	2	0.06%
mycast.io	2,914	1	0.03%
imdb.com	2,589	0	0.00%
nypost.com	2,396	5	0.21%
aol.com	1,860	0	0.00%
foxnews.com	1,304	2	0.15%
dailymail.com	1,112	2	0.18%
weather.com	865	4	0.46%
news12.com	851	0	0.00%
wunderground.com	502	0	0.00%
tmz.com	486	2	0.41%
zillow.com	485	0	0.00%
informingnews.com	441	1	0.23%
hfboards.com	402	0	0.00%
rpgsite.net	343	0	0.00%
IMDb: Your guide to movies, TV shows, celebrities	245	0	0.00%
siempremoda.com	234	0	0.00%
slickdeals.net	216	7	3.24%
AOL - News, Mail & Video	211	3	1.42%
people.com	208	1	0.48%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	8,769	46	0.52%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	6,941	175	2.52%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	3,077	74	2.40%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	1,978	16	0.81%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	1,827	12	0.66%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,176	23	1.96%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	478	13	2.72%
Facebook Stories	Your ads appear in people's Stories on Facebook.	384	8	2.08%
Facebook Notification	Your ads appear within a user's notifications feed.	174	12	6.90%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	160	1	0.63%

Facebook News Feed Performance



Instagram Performance



Audience Network Performance





Date range Jul 01, 2026 to Jul 31, 2026

Created On Aug 25, 2026

Google Analytics 4 Performance

1,293

VIEWS

1,218

SESSIONS

112

ENGAGED SESSIONS

9.20%

ENGAGEMENT RATE

989

ACTIVE USERS

962

NEW USERS

1,127

TOTAL USERS

1.23

SESSIONS PER USER

1:04:05

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.

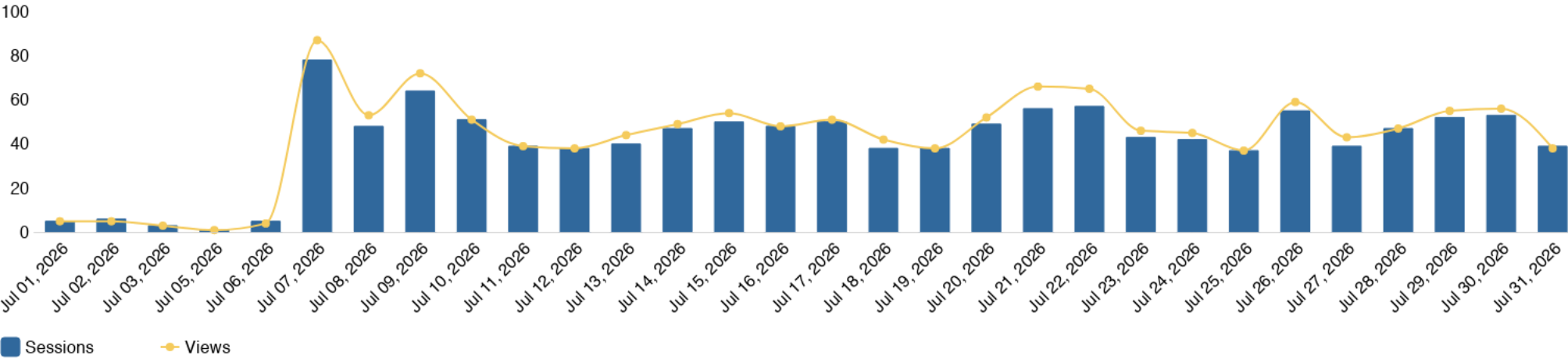
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

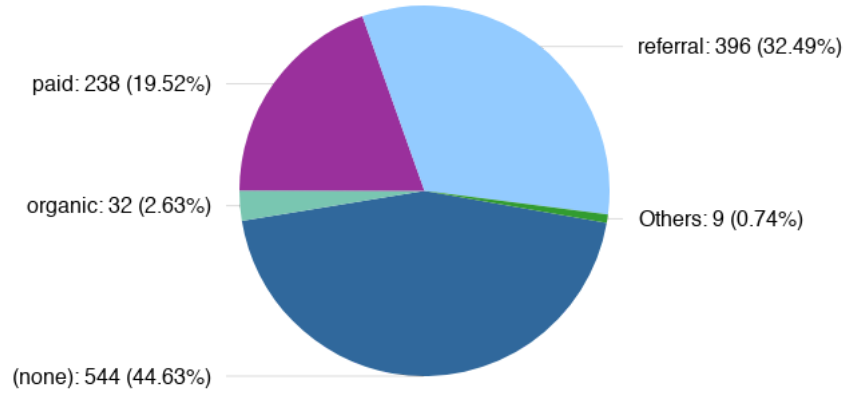
Google Analytics 4 Performance by Day



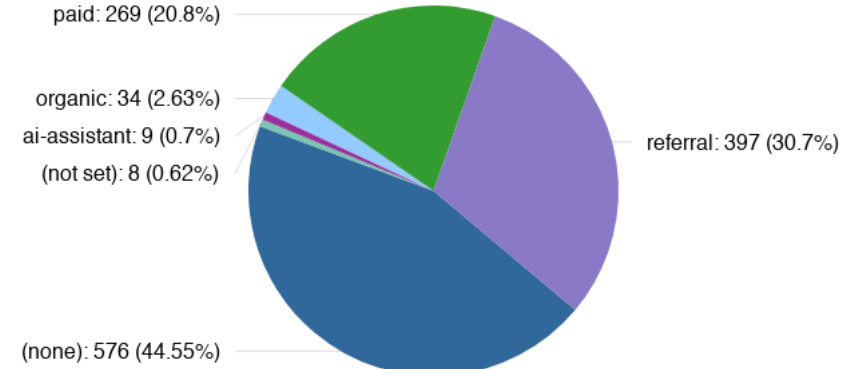
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	1,218	1,293	1:04:05	1.06	9.20%
Long Island	1,218	1,293	01:04:05	1.06	9.20%

Google Analytics 4 Sessions by Medium



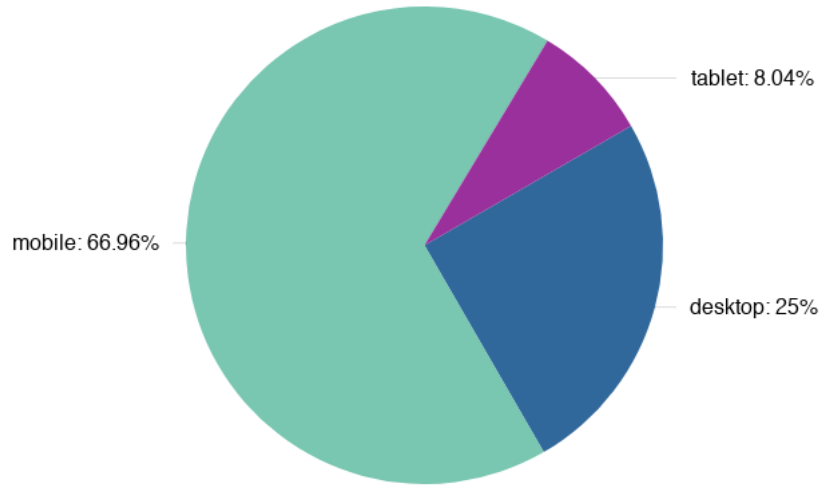
Google Analytics 4 Page Views by Medium



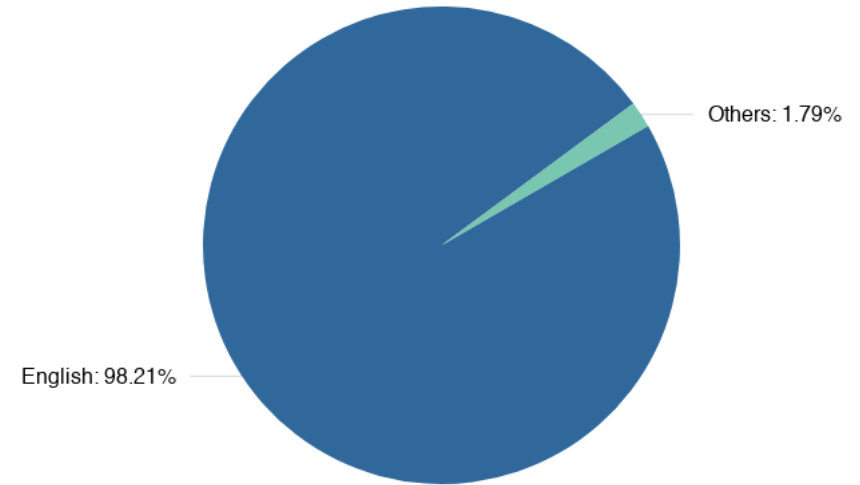
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	3,676
page_view	1,293
session_start	1,220
first_visit	962
user_engagement	163
scroll	38

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	1,219	1,293	112	9.19%	1:04:05
Chrome	707	742	67	9.48%	00:46:37
Safari	210	220	23	10.95%	00:13:08
Android Webview	177	196	12	6.78%	00:03:58
Samsung Internet	55	65	9	16.36%	00:00:01
Safari (in-app)	23	23	0	0.00%	00:00:00



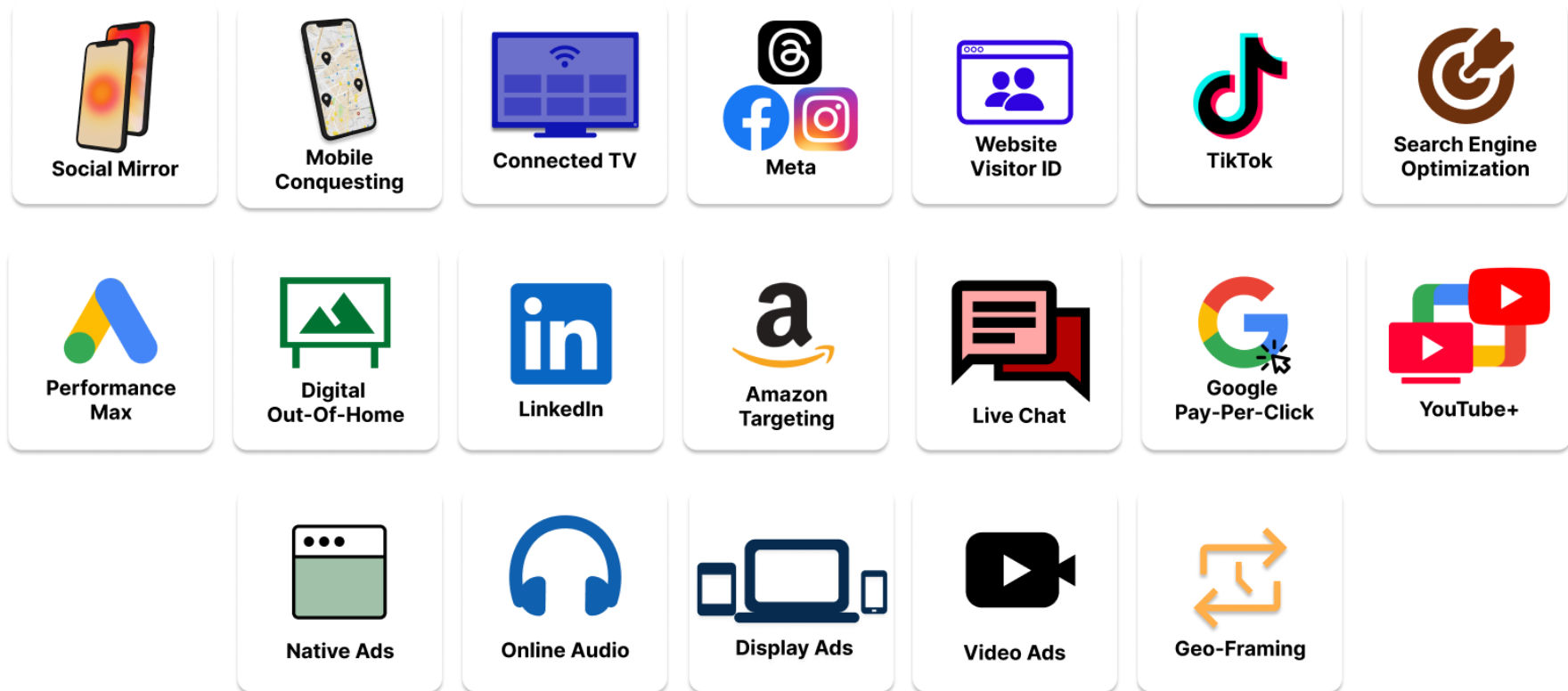
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	112
/	112

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,225	1,293	116	9.47%	1:04:05
New York	New York	111	118	20	18.02%	00:11:23
(not set)	New York	93	94	5	5.38%	00:06:03
(not set)	(not set)	88	88	0	0.00%	00:00:00
(not set)	(not set)	79	79	0	0.00%	00:05:25
West Babylon	New York	54	73	13	24.07%	00:00:18
Las Vegas Valley	Nevada	41	41	0	0.00%	00:00:00
Helsinki	Uusimaa	35	35	0	0.00%	00:00:00
(not set)	(not set)	33	33	0	0.00%	00:00:07
(not set)	(not set)	29	29	0	0.00%	00:00:00
Commack	New York	25	26	2	8.00%	00:01:50
Brentwood	New York	22	26	4	18.18%	00:01:04
(not set)	California	17	17	0	0.00%	00:00:00
Bay Shore	New York	16	16	1	6.25%	00:01:06
Idstein	Hessen	15	15	0	0.00%	00:00:00
Coram	New York	14	19	2	14.29%	00:00:22

All available products in our *toolbox*.



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