

Digital Marketing Report

Impressions

How many ads were served:

41,531

Clicks

Times a user clicked on an ad

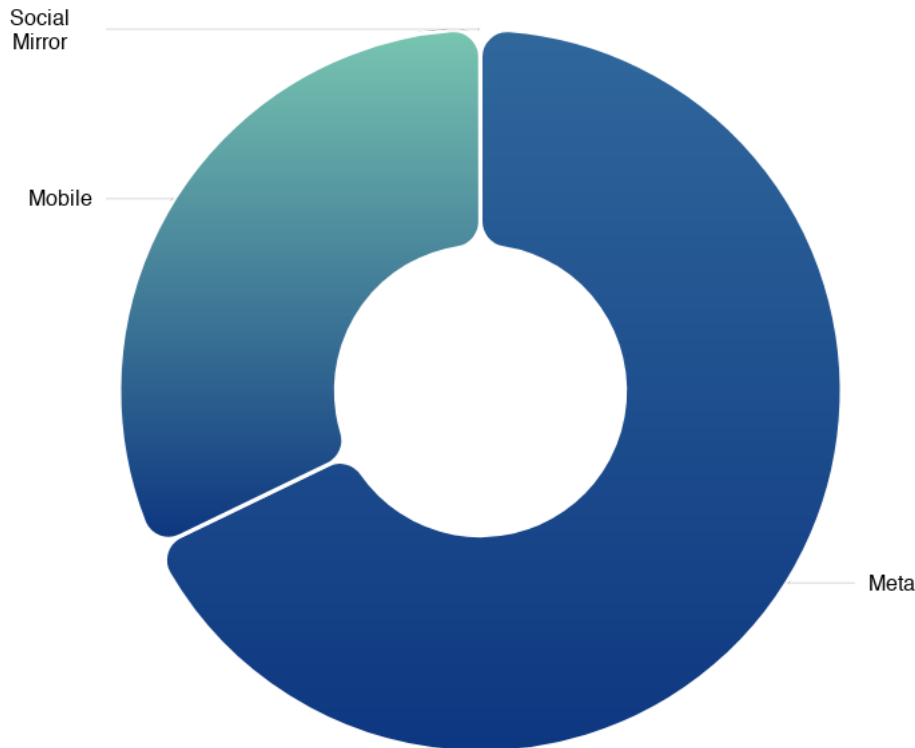
414

Click-Through Rate

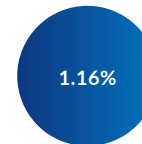
(Clicks/Impressions) x 100

1.00%

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 - Bonneville Denver - KYGO 98.5 Country - Cross Platform Facebook/Instagram Premium	23,081	257	1.11%	15.91
Collective Heads - Bonneville Denver - KYGO 98.5 Country - Address Retargeting Mobile	10,787	45	0.42%	5.96
Collective Heads - Bonneville Denver - KYGO 98.5 Country - Retargeting Facebook/Instagram Premium	5,091	95	1.87%	26.66
Collective Heads - Bonneville Denver - KYGO 98.5 Country - Address Targeting Mobile	2,568	17	0.66%	9.46
Collective Heads - Bonneville Denver - KYGO 98.5 Country - Cross Platform Mobile Retargeting Social Mirror	4	0	0.00%	0.00

Social Mirror View-through Conversions

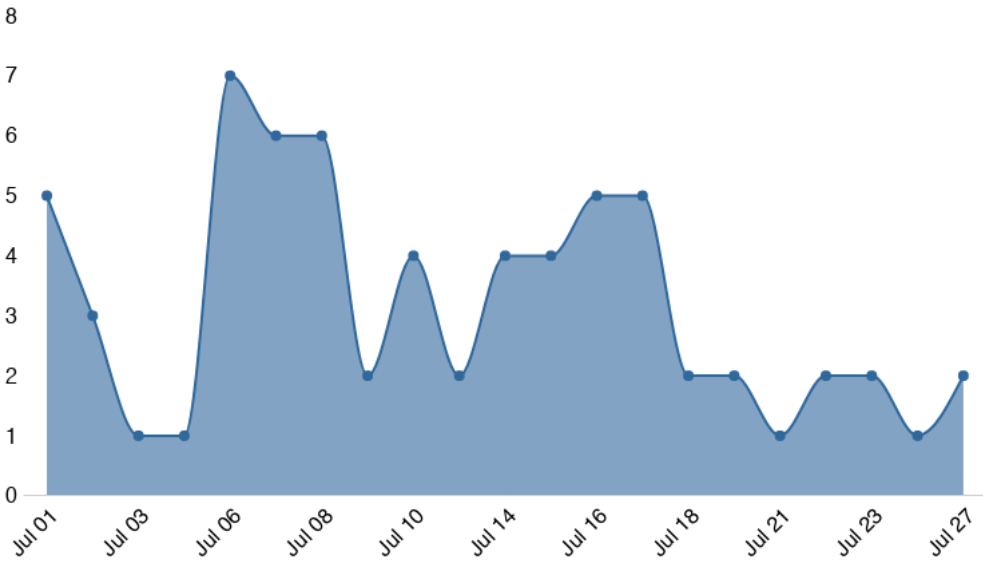


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

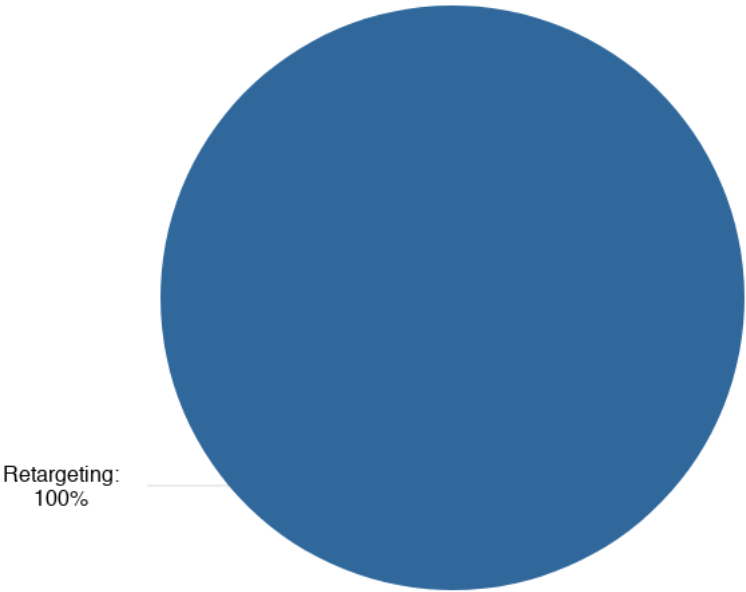
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
KYGO Homepage Visits	66
KYGO Studio Performances Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

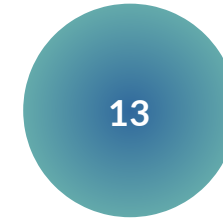


Meta Post Engagements



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 - Bonneville Denver - KYGO 98.5 Country_Social Mirror_Story_6.24_Eric-Church-2026_1080x1080.jpg	2	0	0.00%	0.00
	Collective Heads - Bonneville Denver - KYGO 98.5 Country_Social Mirror_Story_6.24_Eric-Church-2026_1200x628.jpg	2	0	0.00%	0.00



Grid contains more rows, but they have been clipped.

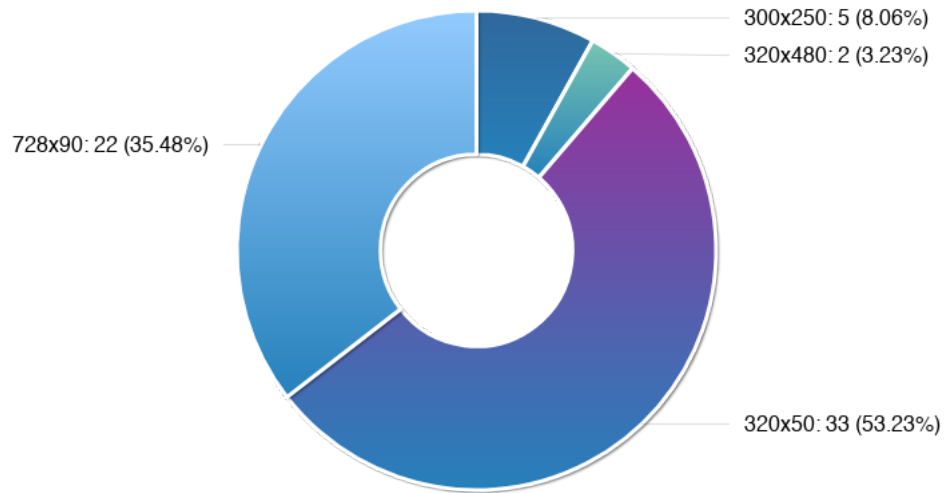
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Collective Heads - Bonneville Denver - KYGO 98.5 Country_Social Mirror_FB_6.24_Eric-Church-2026_1080x1080.jpg	Variant: Original	Photo	Click to View	4.42%	96.00%
Collective Heads - Bonneville Denver - KYGO 98.5 Country_Social Mirror_FB_6.24_Eric-Church-2026_1080x1080.jpg	Variant: V_00017	Photo	Click to View	3.36%	100.00%
Collective Heads - Bonneville Denver - KYGO 98.5 Country_Social Mirror_FB_6.24_Eric-Church-2026_1080x1080.jpg	Variant: V_00021	Photo	Click to View	3.01%	94.12%
Collective Heads - Bonneville Denver - KYGO 98.5 Country_Social Mirror_Story_6.24_Eric-Church-2026_1080x1080.jpg	Variant: V_00030	Story	Click to View	3.01%	82.35%
Collective Heads - Bonneville Denver - KYGO 98.5 Country_Social Mirror_Story_6.24_Eric-Church-2026_1200x628.jpg	Variant: V_00028	Story	Click to View	3.01%	100.00%
Collective Heads - Bonneville Denver - KYGO 98.5 Country_Social Mirror_FB_6.24_Eric-Church-2026_1080x1080.jpg	Variant: V_00016	Photo	Click to View	3.01%	100.00%
Collective Heads - Bonneville Denver - KYGO 98.5 Country_Social Mirror_FB_6.24_Eric-Church-2026_1080x1080.jpg	Variant: V_00029	Photo	Click to View	2.83%	93.75%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Eric-Church-2026_320x50.jpg	7,284	33	0.45%	6.47
	Eric-Church-2026_728x90.jpg	5,451	22	0.40%	5.77
	Eric-Church-2026_300x250.jpg	535	5	0.93%	13.35
	Eric-Church-2026_640x960.jpg	44	1	2.27%	32.47
	Eric-Church-2026_320x480.png	41	1	2.44%	34.84

Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Eric-Church-2026_1080x1080.jpg	27,473	345	1.26%	17.94
Eric-Church-2026_1200x628.jpg	699	7	1.00%	14.31



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	25,967	348	1.34%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,818	4	0.22%
Desktop	A personal computing device that remains stationary at one location.	306	0	0.00%
Unknown	---	85	0	0.00%

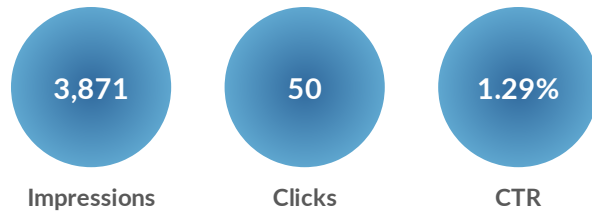
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	10,770	57	0.53%
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.	8,320	189	2.27%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	2,393	28	1.17%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,842	24	1.30%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,824	11	0.60%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,586	20	1.26%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	443	6	1.35%
Facebook Stories	Your ads appear in people's Stories on Facebook.	332	9	2.71%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	310	0	0.00%
Facebook Notification	Your ads appear within a user's notifications feed.	174	6	3.45%

Facebook News Feed Performance



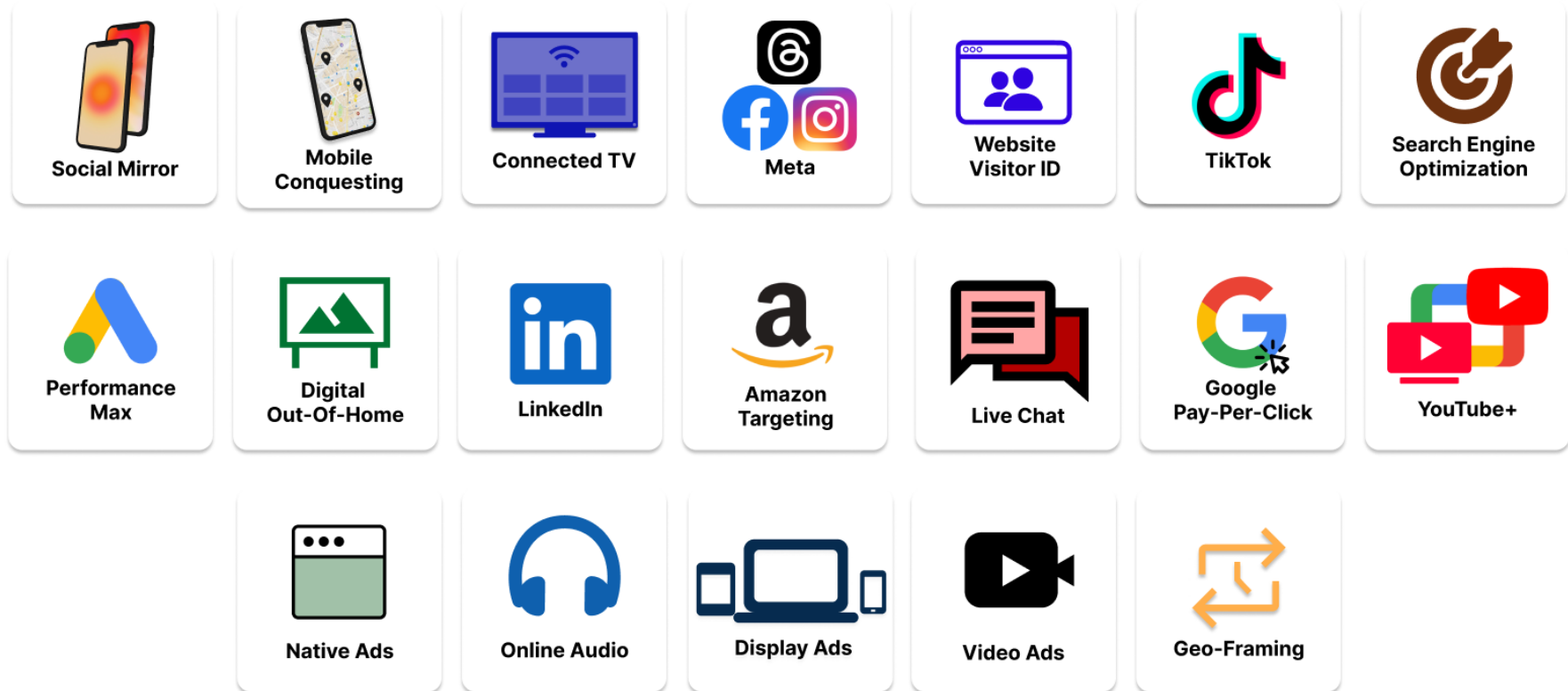
Instagram Performance



Audience Network Performance



All available products in our *toolbox*.



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