

Digital Marketing Report

Impressions

How many ads were served:

434,008

Clicks

Times a user clicked on an ad

1,454

Click-Through Rate

(Clicks/Impressions) x 100

0.39%

Your Product Breakout by Impressions



CTV Completion Rate

92.32%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.03

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.69%

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

X the National Average

5.58

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 - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Address Retargeting Mobile	239,278	354	0.15%	2.11
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Behavioral Social Mirror CTV	46,148	158	0.34%	4.89
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Address Targeting Mobile	28,208	91	0.32%	4.61
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Retargeting Facebook/Instagram	27,450	460	1.68%	23.94
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Cross Platform Mobile Retargeting Social Mirror	22,968	69	0.30%	4.29
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Cross Platform Facebook/Instagram	20,289	429	2.11%	30.21
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Behavioral Online Audio	16,245	6	0.04%	0.53
Collective Heads - Power 106 Hip-hop - Behavioral Social Mirror CTV	13,342	2	0.01%	0.21
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Website Retargeting Mobile	9,027	44	0.49%	6.96
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Custom Audience Matching Online Audio	5,993	0	0.00%	0.00
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Custom Audience Lookalike Online Audio	2,473	1	0.04%	0.58
Collective Heads - Power 106 Hip-hop - Custom Audience Lookalike Social Mirror CTV	1,529	0	0.00%	0.00

Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Retargeting Social Mirror CTV	530	0	0.00%	0.00
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Retargeting Online Audio	494	0	0.00%	0.00
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Retargeting Social Mirror	34	0	0.00%	0.00

Social Mirror View-through Conversions

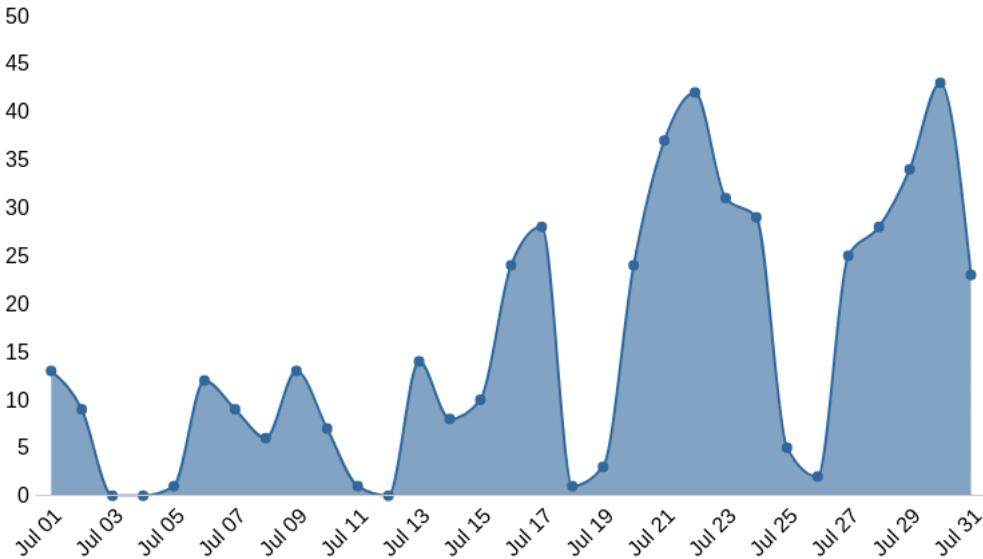


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

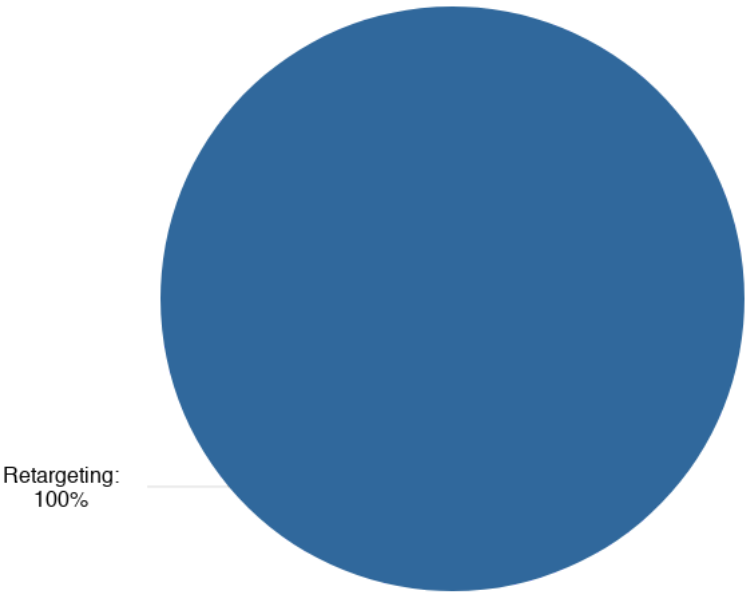
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Power 106 Homepage Visits	482

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting Click Conversions

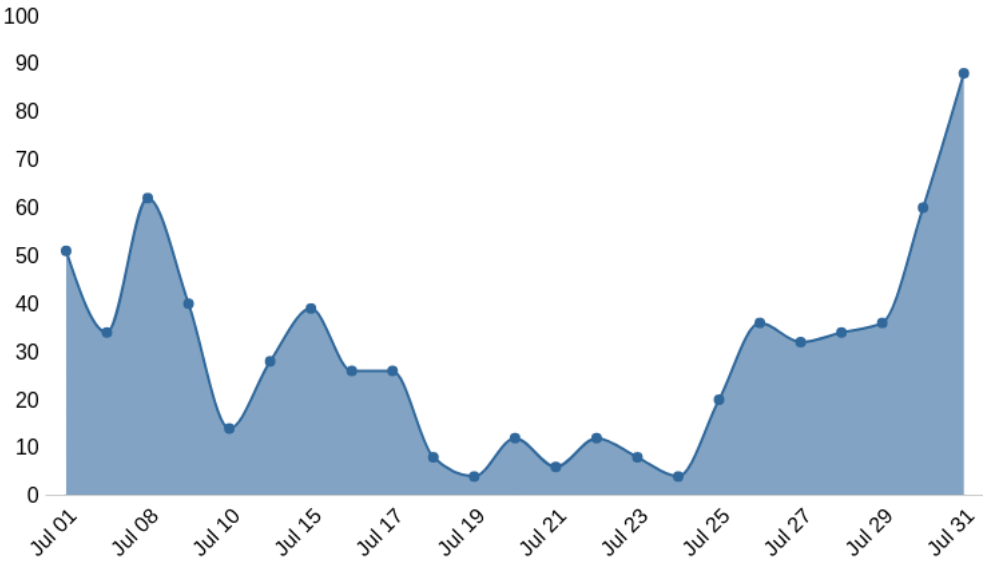


Times users clicked on an ad leading to your site and visited a page or completed an action

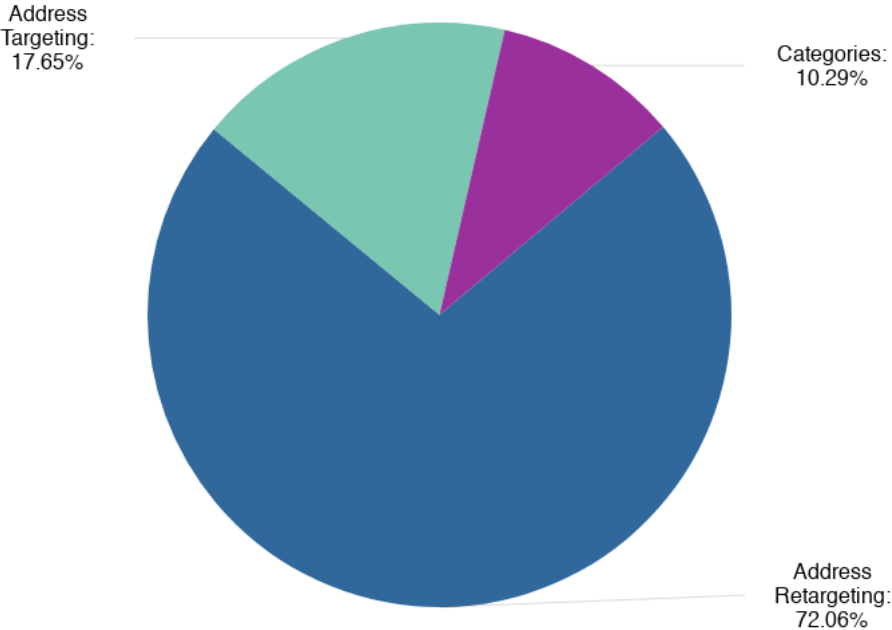
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Power 106 Secret Contest Page View	680

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

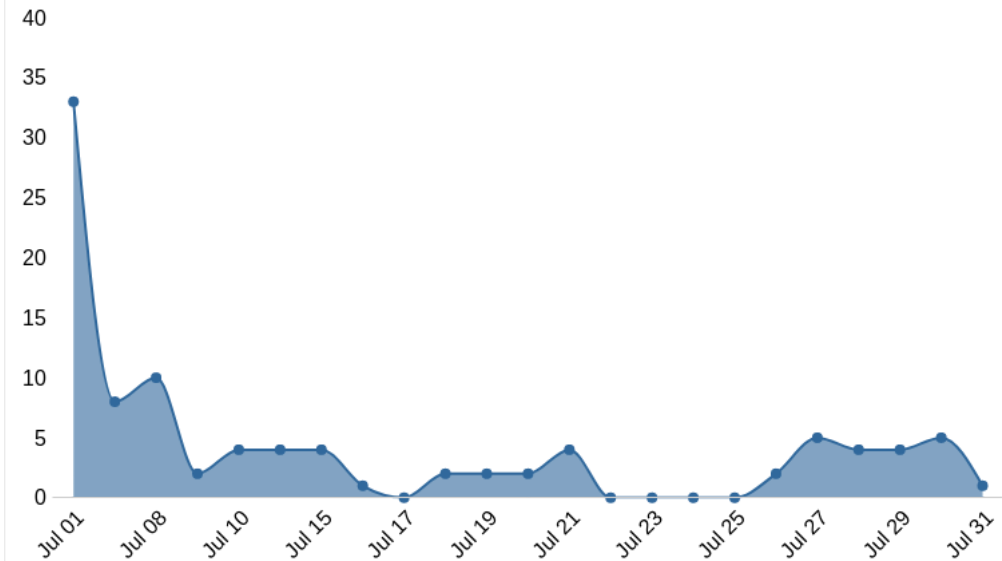


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

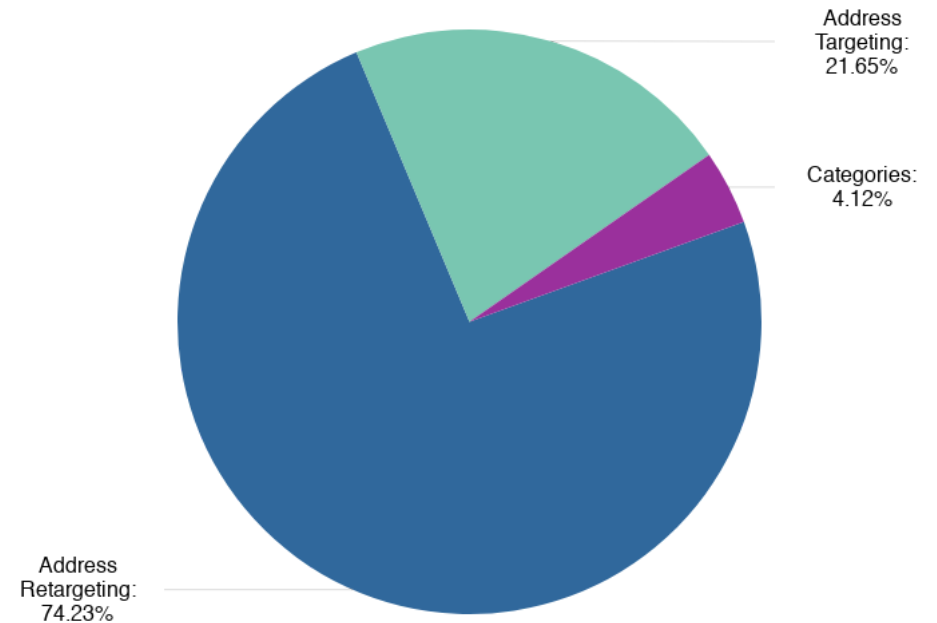
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Power 106 Secret Contest Page View	97

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Social Mirror CTV Click Conversions

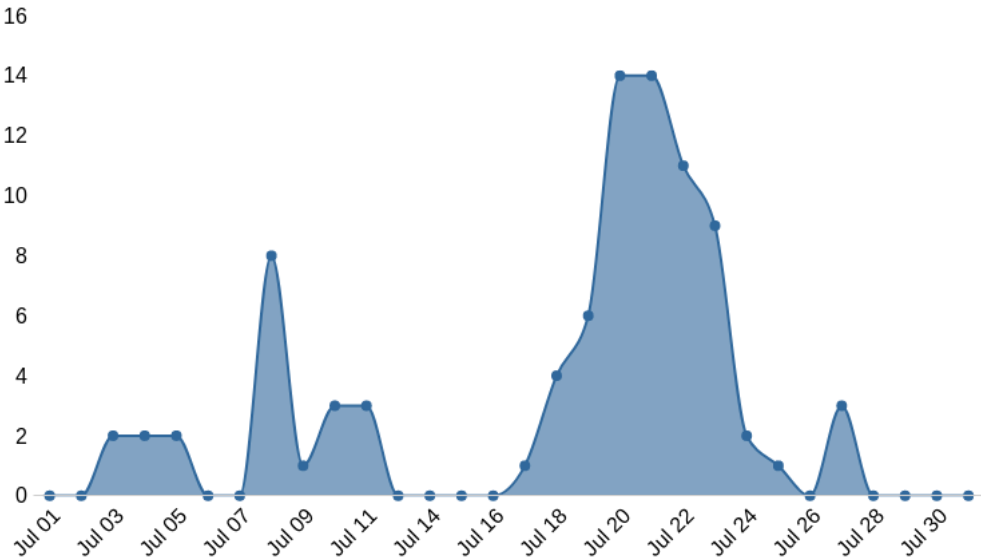


Times users clicked on an ad leading to your site and visited a page or completed an action

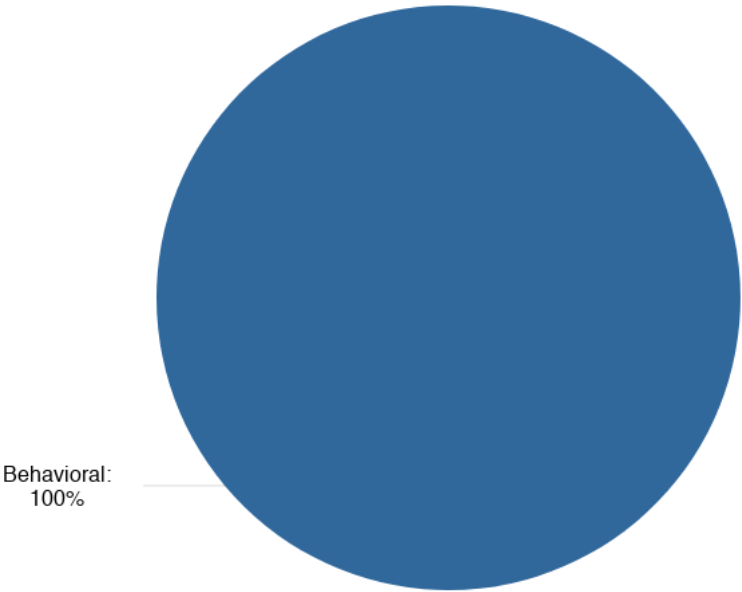
Social Mirror CTV Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Power 106 Secret Page View	86

Social Mirror CTV Click Conversions by Day



Top Social Mirror CTV Click Conversions by Strategy



Social Mirror CTV View-through Conversions

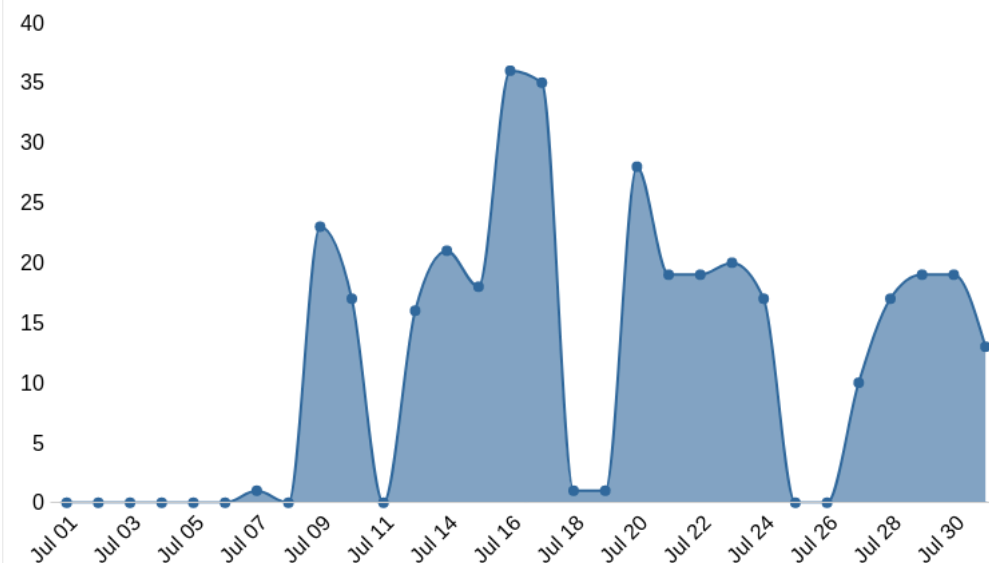


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Social Mirror CTV View-through Conversion Performance Breakout

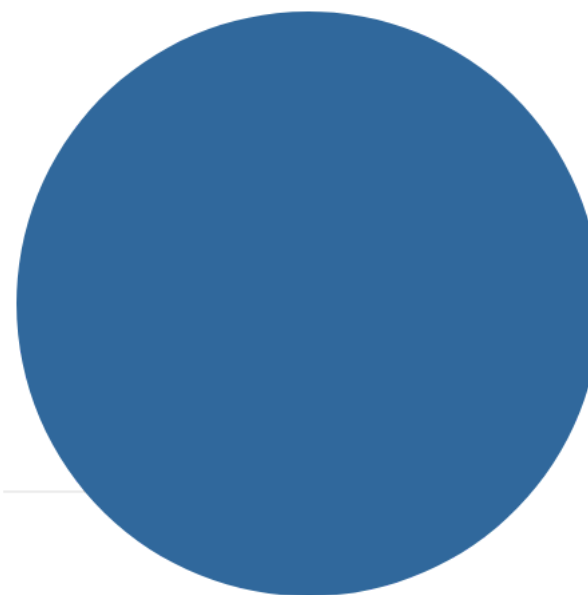
Conversion Name	View-through Conversions ↓
Power 106 Secret Page View	344
Power 106 Homepage Visits	6

Social Mirror CTV View-through Conversions by Day

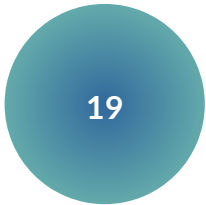


Top Social Mirror CTV View-through Conversions by Strategy

Behavioral:
100%



Online Audio View-through Conversions

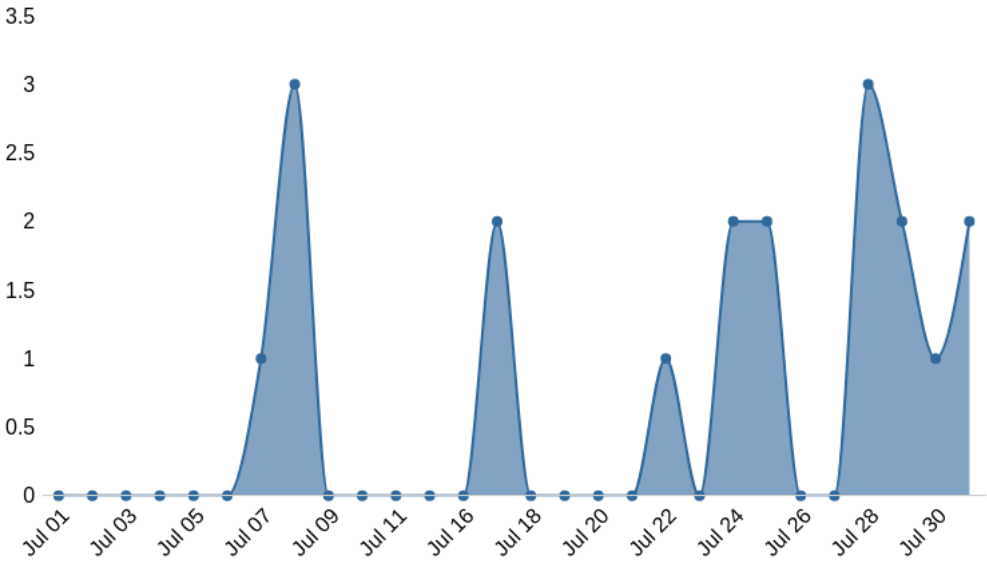


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

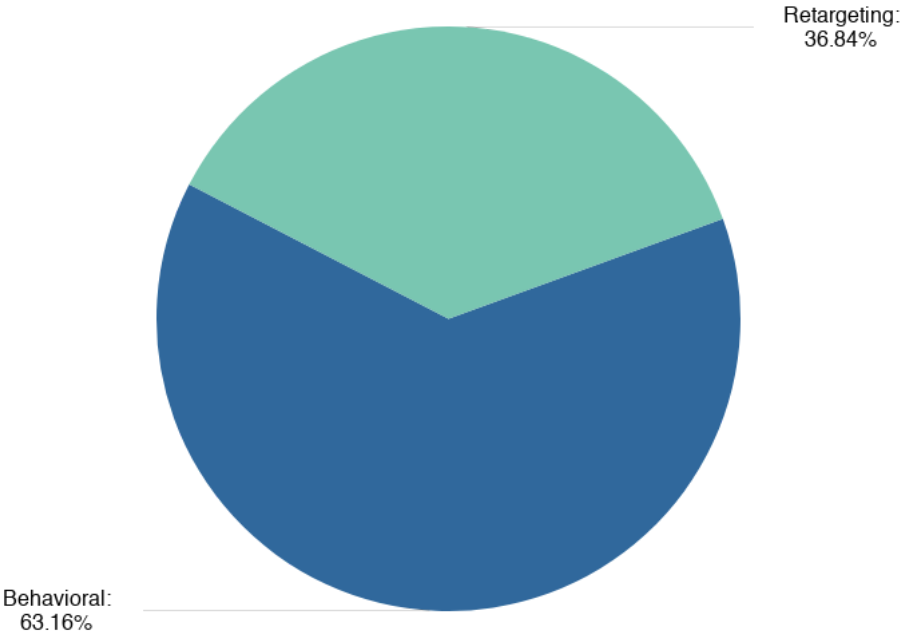
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Power 106 Homepage Visits	19

Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy



Meta Click Conversions

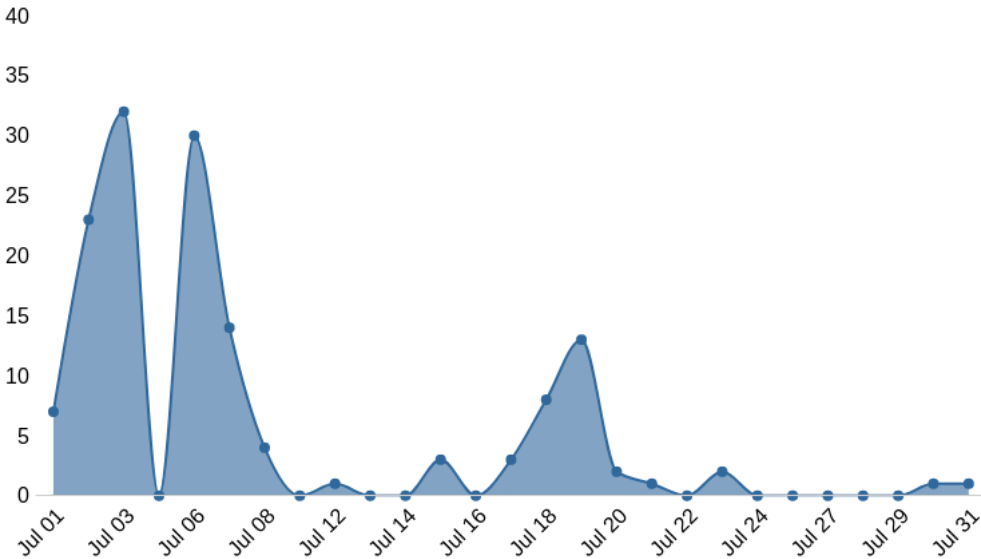


Times users clicked on an ad leading to your site and visited a page or completed an action

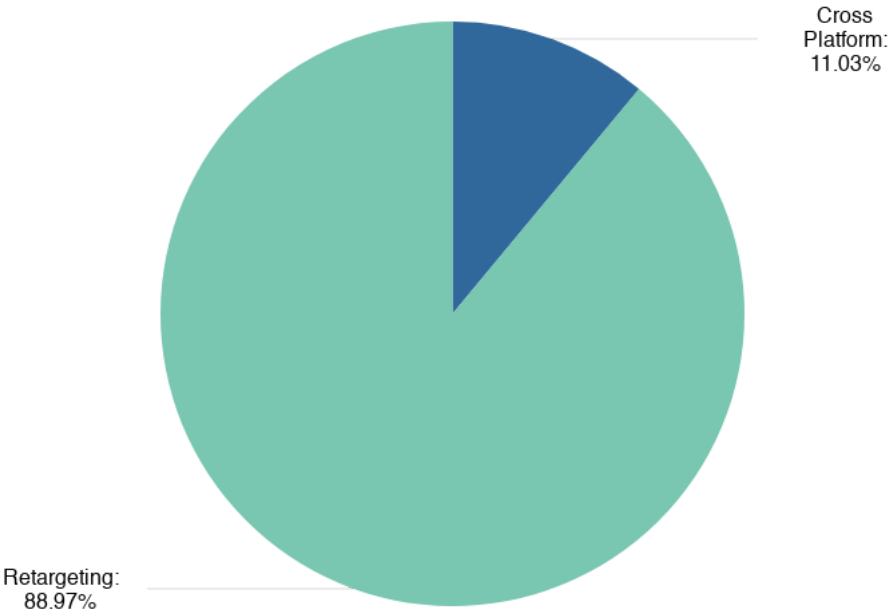
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Power 106 Secret Contest Page View	143
Power 106 Brown Bag Mornings Page View	2

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

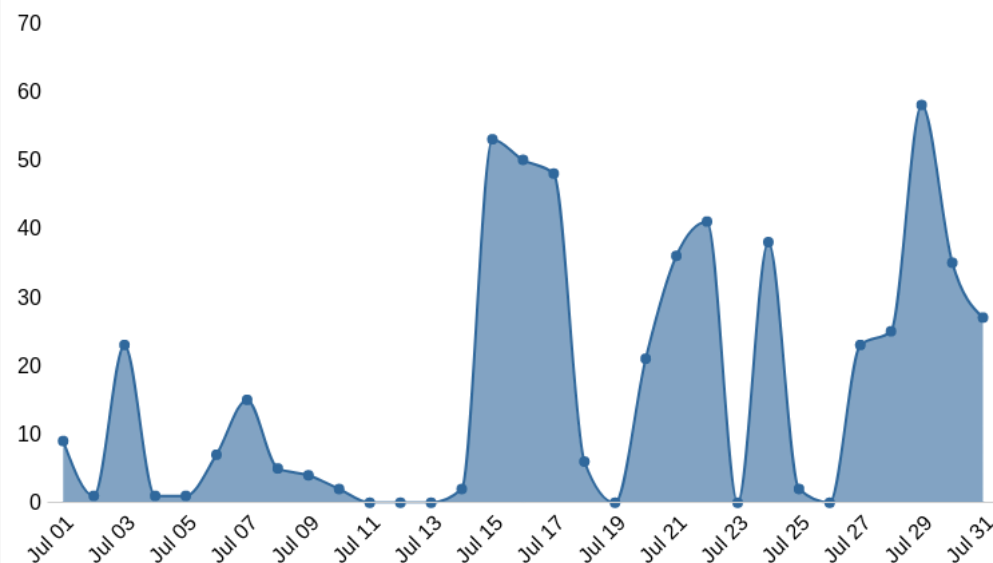
Meta View-Through Conversion Performance

Conversion Name

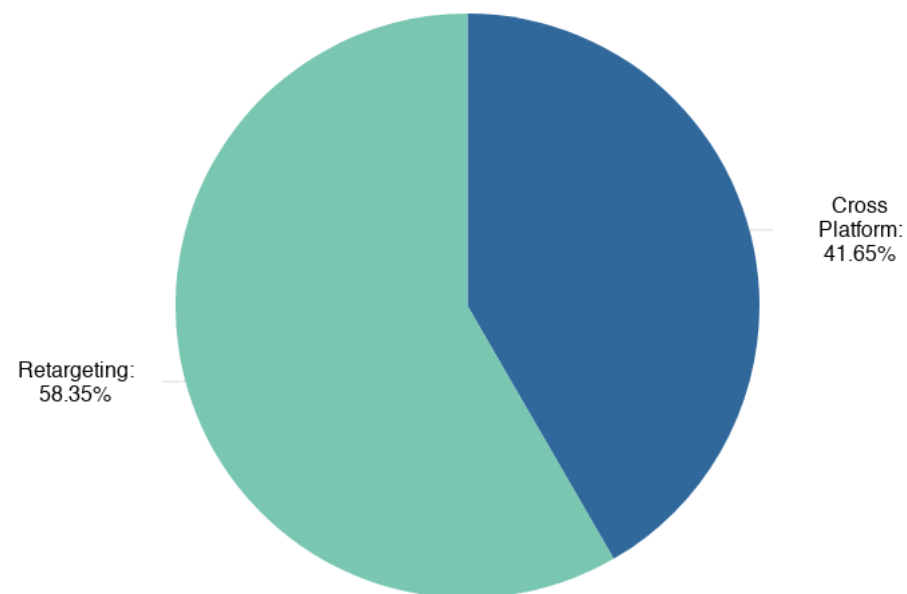
View-Through Conversions ↓

Power 106 Secret Contest Page View	502
Power 106 Homepage Visits	24
Power 106 On Air Page View	5
Power 106 Brown Bag Mornings Page View	2

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



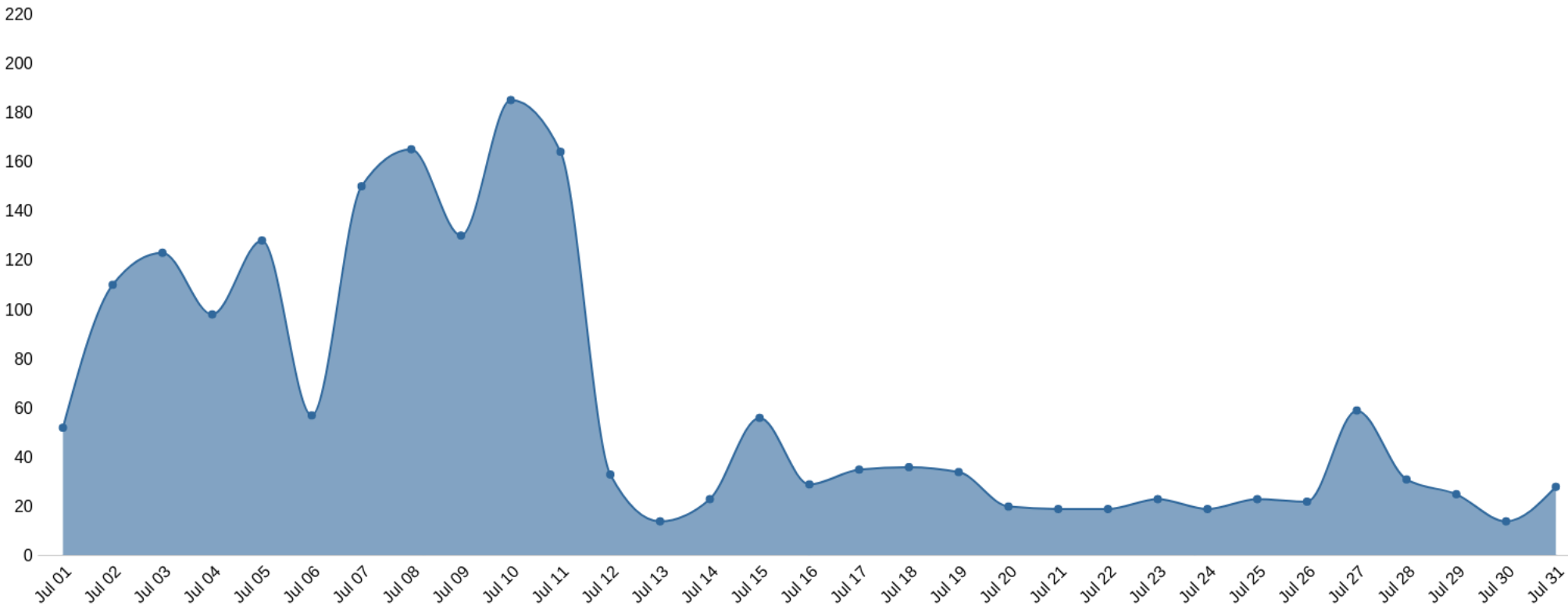
The total number of people who shared your ad, giving your campaign free impressions

QR Code Scan Performance



Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror_FB_6.24_LUDACRIS SECRET CONTEST 30WIDE.mp4	7,397	21	0.28%	4.06
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror_FB_6.17_ LUDACRIS SECRET CONTEST Audio Fix.mp4	12,381	20	0.16%	2.31
	Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror_Story_7.16_ Power 106 Theme Park Square Motion Graphic.mp4	1,489	13	0.87%	12.47
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror_TT_6.11_BBM VERTICAL 15 KPWR June Update	798	12	1.50%	21.48
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror_Story_6.11_BBM WIDE 15 KPWR June Update.mp4	856	3	0.35%	5.01
Thumbnail not available	Collective Heads - Power 106 Hip-hop_Social Mirror_TT_6.11_BBM VERTICAL 15 KPWR June Update	81	0	0.00%	0.00



Grid contains more rows, but they have been clipped.

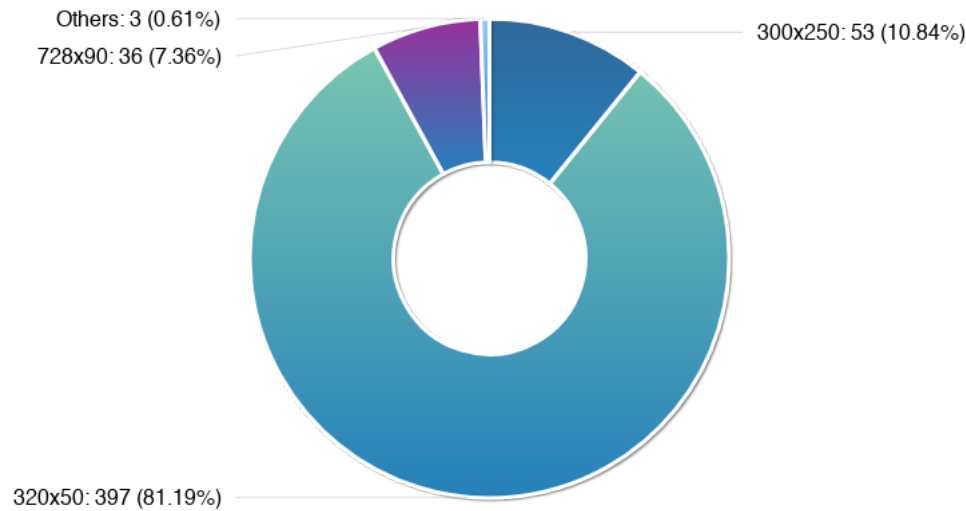
Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror_FB_6.17_LUDACRIS SECRET CONTEST Audio Fix.mp4	Variant: V_00013	Video	Click to View	7.47%	1.89%
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror_FB_6.17_LUDACRIS SECRET CONTEST Audio Fix.mp4	Variant: Original	Video	Click to View	6.70%	2.81%
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror_FB_6.17_LUDACRIS SECRET CONTEST Audio Fix.mp4	Variant: V_00011	Video	Click to View	4.22%	2.13%
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror_FB_6.17_LUDACRIS SECRET CONTEST Audio Fix.mp4	Variant: V_00003	Video	Click to View	3.93%	2.62%
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror_FB_6.17_LUDACRIS SECRET CONTEST Audio Fix.mp4	Variant: V_00010	Video	Click to View	3.90%	1.87%
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror_FB_6.24_LUDACRIS SECRET CONTEST 30 WIDE.mp4	Variant: Original	Video	Click to View	3.05%	2.39%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	power-320x50 5K h Theme Park.gif	207,430	271	0.13%	1.87
	Power-320x50-gif.gif	36,796	86	0.23%	3.34
	Scroller	11,728	40	0.34%	4.87
	power-300x250 5K h Theme Park.gif	10,365	48	0.46%	6.62
	Power-728x90-gif.gif	8,332	36	0.43%	6.17
	Power-300x250-gif.gif	1,560	5	0.32%	4.58
	power-640x960 5K h Theme Park.jpg	112	1	0.89%	12.76
	power-320x480 5K h Theme Park.png	109	2	1.83%	26.21
	Power-640x960.jpg	75	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size





Grid contains more rows, but they have been clipped.

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Collective Heads - Power 106 Hip-hop_Social Mirror CTV_6.24_LUDACRIS SECRET CONTEST 30 WIDE.mp4	15,615	97.99%
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror CTV_6.24_LUDACRIS SECRET CONTEST 30 WIDE.mp4_Red	15,061	98.18%
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror CTV_6.24_LUDACRIS SECRET CONTEST 30 WIDE.mp4_Yellow	14,998	98.67%
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror CTV_6.11_BBM VERTICAL 15 KPWR June Update.mp4	2,294	97.36%
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop_Social Mirror CTV_5.22_BBM 15 WIDE V2.mp4	2,119	97.63%



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
15sec power 106 secret contest june 2026 rev1	9,487	3	0.03%	0.45
30sec power 106 secret contest june 2026.mp3	6,044	3	0.05%	0.71
30_POWER 106 SECRET CONTEST_SO CAL THEME PARK.mp3	5,290	1	0.02%	0.27
15_POWER 106 SECRET CONTEST_SO CAL THEME PARK.mp3	4,384	0	0.00%	0.00

Grid contains more rows, but they have been clipped.

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Custom Audience Matching Online Audio	97.75%	97.18%	95.98%	94.33%
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Retargeting Online Audio	97.17%	95.75%	94.13%	89.07%
Collective Heads - Meruelo Media - Los Angeles (KPWR FM Power 106) Hip-hop - Custom Audience Lookalike Online Audio	96.44%	95.67%	94.38%	93.00%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
LUDACRIS SECRET CONTEST Audio Fix.mp4	10,790	224	2.08%	29.66
LUDACRIS SECRET CONTEST 30 WIDE.mp4	10,168	169	1.66%	23.74
BBM WIDE 15 KPWR June Update.mp4	8,215	155	1.89%	26.95
1080-power-2 5K + Theme Park.jpg	9,422	140	1.49%	21.23
BBM VERTICAL 30 KPWR June Update.mp4	3,263	85	2.61%	37.21
BBM WIDE 30_Revised KPWR June Update.mp4	3,477	72	2.07%	29.58
power-1200-v2 5K + Theme Park.jpg	1,560	28	1.79%	25.64
Power 106 Theme Park Square Motion Graphic.mp4	589	11	1.87%	26.68
Power 106 Theme Park Horizontal Motion Graphic.mp4	255	5	1.96%	28.01

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
90044	6,376	12	0.19%	2.69
90805	6,004	16	0.27%	3.81
90706	5,579	17	0.30%	4.35
91331	5,273	18	0.34%	4.88
91335	5,012	7	0.14%	2.00
91405	4,800	2	0.04%	0.60
90221	4,628	11	0.24%	3.40
90604	4,568	5	0.11%	1.56
90022	4,319	3	0.07%	0.99
91402	4,163	9	0.22%	3.09
90813	4,149	7	0.17%	2.41
90723	3,731	7	0.19%	2.68
90023	3,680	7	0.19%	2.72
92691	3,488	3	0.09%	1.23
90001	3,415	0	0.00%	0.00
90063	2,971	1	0.03%	0.48
91423	2,744	15	0.55%	7.81
90002	2,673	0	0.00%	0.00
90037	2,535	7	0.28%	3.94
91406	2,445	7	0.29%	4.09

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	76,607	931	1.22%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	56,609	116	0.20%
Desktop	A personal computing device that remains stationary at one location.	14,100	29	0.21%
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.	8,165	44	0.54%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,212	5	0.41%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	322	0	0.00%
Unknown	---	31	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	1	0	0.00%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Samsung	9,154	1	0.01%
Apple	6,068	4	0.07%
Vizio	2,190	0	0.00%
Motorola	1,425	0	0.00%
Google	414	1	0.24%
Amazon	380	0	0.00%
LG	179	0	0.00%
Lenovo	27	0	0.00%
TCL	20	0	0.00%
Oppo	5	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Spotify: Play music & podcasts	5,088	2	0.04%
Spotify - Music and Podcasts	2,544	4	0.16%
tmz.com	1,809	9	0.50%
deadline.com	1,690	0	0.00%
aol.com	1,479	0	0.00%
rollingstone.com	800	0	0.00%
realitytea.com	686	0	0.00%
genius.com	633	0	0.00%
robbreport.com	618	0	0.00%
OfferUp: Buy. Sell. Letgo.	535	8	1.50%
merojax.am	416	0	0.00%
skout.com	374	0	0.00%
pinterest.com	369	0	0.00%
audiorama.mx	366	0	0.00%
foxnews.com	365	1	0.27%
mako.co.il	307	1	0.33%
espn.com	288	0	0.00%
biblegateway.com	271	1	0.37%
Solitaire: Play Classic Cards	270	0	0.00%
alfabb.com	269	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Stories	Your ads appear in people's Stories on Instagram.	13,938	317	2.27%
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.	7,581	127	1.68%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	6,635	127	1.91%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	5,294	41	0.77%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	3,592	82	2.28%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	3,392	70	2.06%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	3,242	42	1.30%
Facebook Stories	Your ads appear in people's Stories on Facebook.	2,107	53	2.52%
Facebook Notification	Your ads appear within a user's notifications feed.	723	21	2.90%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	475	1	0.21%

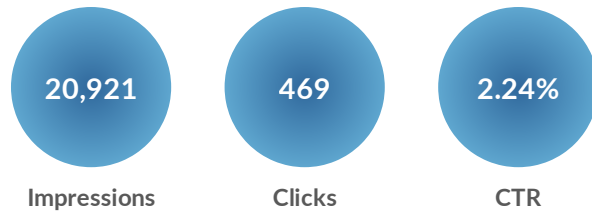
Facebook News Feed Performance



Audience Network Performance



Instagram Performance

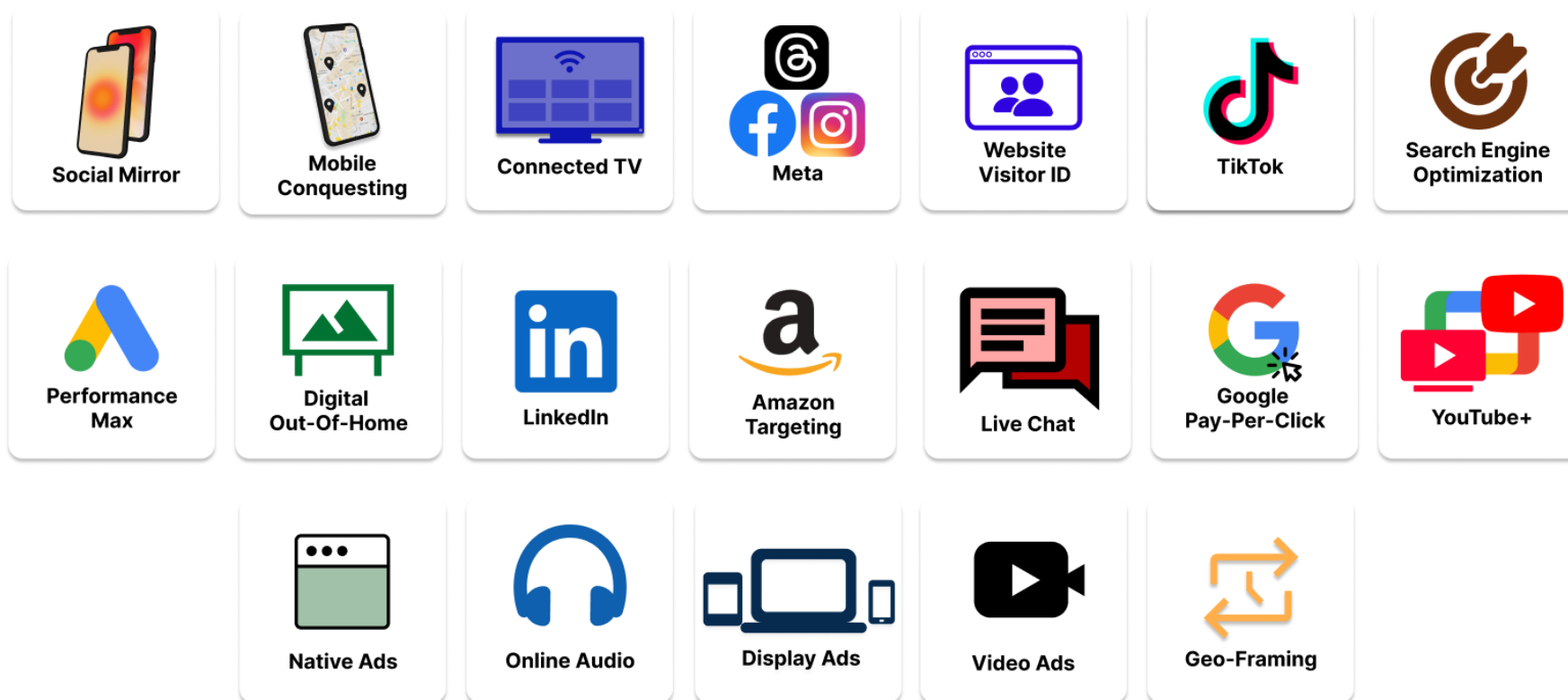


Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	15,073	93.56%
	Vizio - Vizio WatchFree+	5,068	89.73%
	KTLA+	2,056	99.60%
	Tubi - Movies & TV Shows	1,092	98.69%
	SAMSUNG TV PLUS	669	85.94%
	TCL Channel	147	99.87%

	The CW	140	97.77%
	Dailymotion: Explore and watch videos	114	80.59%
	Plex: Stream Movies & TV	110	100.00%
	DIRECTV	90	33.33%

All available products in our *toolbox*.



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