

Digital Marketing Report

Impressions

How many ads were served:

481,419

Clicks

Times a user clicked on an ad

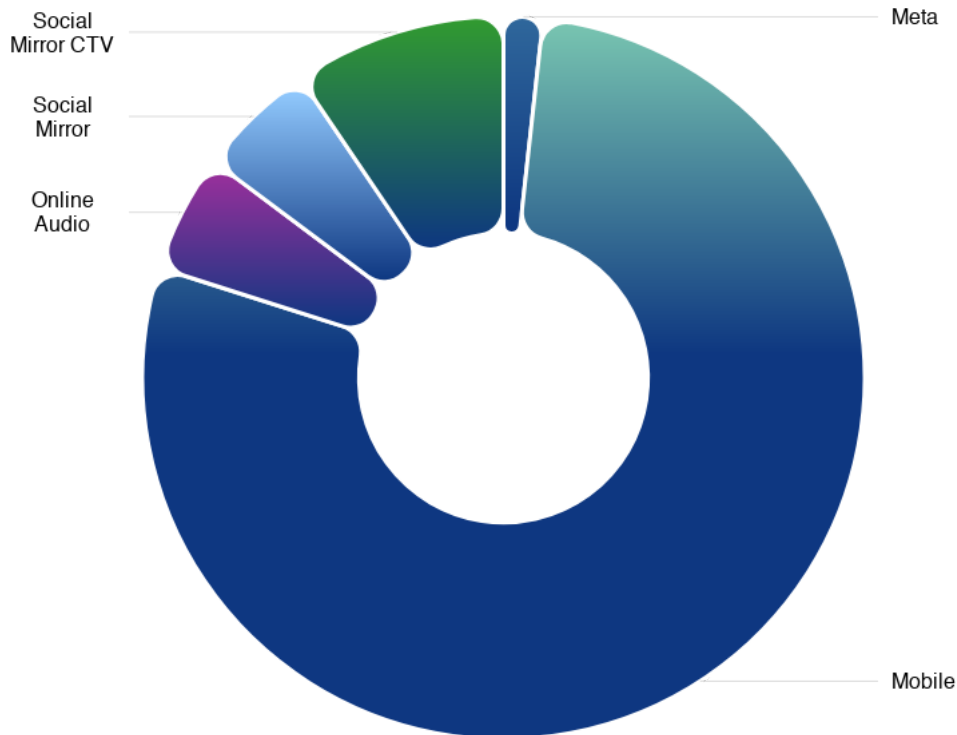
944

Click-Through Rate

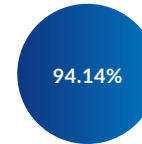
(Clicks/Impressions) x 100

0.22%

Your Product Breakout by Impressions



CTV Completion Rate



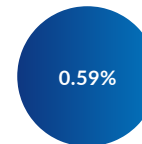
Percentage of users who watched the video from start to finish

CTV Cost Per Completed View



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

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 - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Address Targeting Mobile	263,557	386	0.15%	2.09
Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Address Retargeting Mobile	101,259	138	0.14%	1.95
Collective Heads - KLOS - Behavioral Social Mirror CTV	35,401	279	0.79%	11.26
Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Cross Platform Mobile Retargeting Social Mirror	24,529	62	0.25%	3.61
Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Behavioral Online Audio	15,262	5	0.03%	0.47
Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Website Retargeting Mobile	11,505	41	0.36%	5.09
Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Cross Platform Facebook/Instagram Premium	8,441	307	3.64%	51.96
Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Custom Audience Matching Online Audio	5,439	0	0.00%	0.00
Collective Heads - KLOS - Custom Audience Matching Social Mirror CTV	4,573	8	0.17%	2.50
Collective Heads - KLOS - Custom Audience Lookalike Social Mirror CTV	3,453	7	0.20%	2.90
Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Custom Audience Lookalike Online Audio	2,808	0	0.00%	0.00
Collective Heads - KLOS - Retargeting Social Mirror CTV	2,276	5	0.22%	3.14
Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Retargeting Online Audio	1,908	0	0.00%	0.00
Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Retargeting Social Mirror	996	5	0.50%	7.17

Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Retargeting Facebook/Instagram Premium	12	0	0.00%	0.00
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Social Mirror View-through Conversions

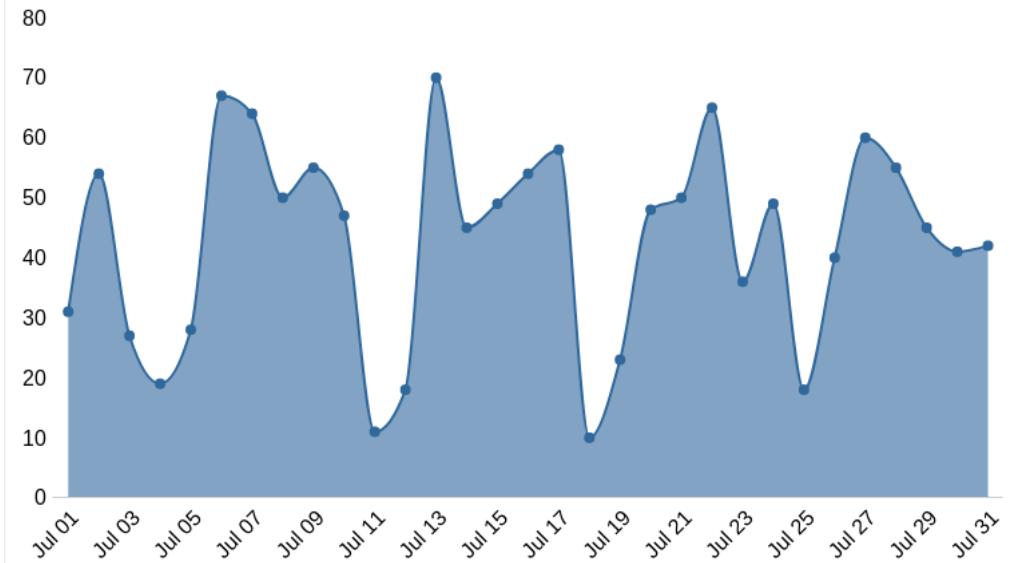
1,329

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

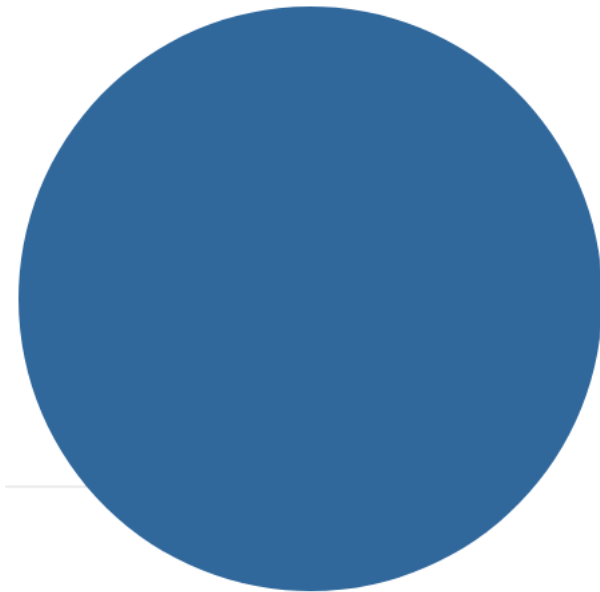
Conversion Name	View-through Conversions ↓
KLOS Homepage Visits	1,329

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

Retargeting:
100%



Mobile Conquesting Click Conversions

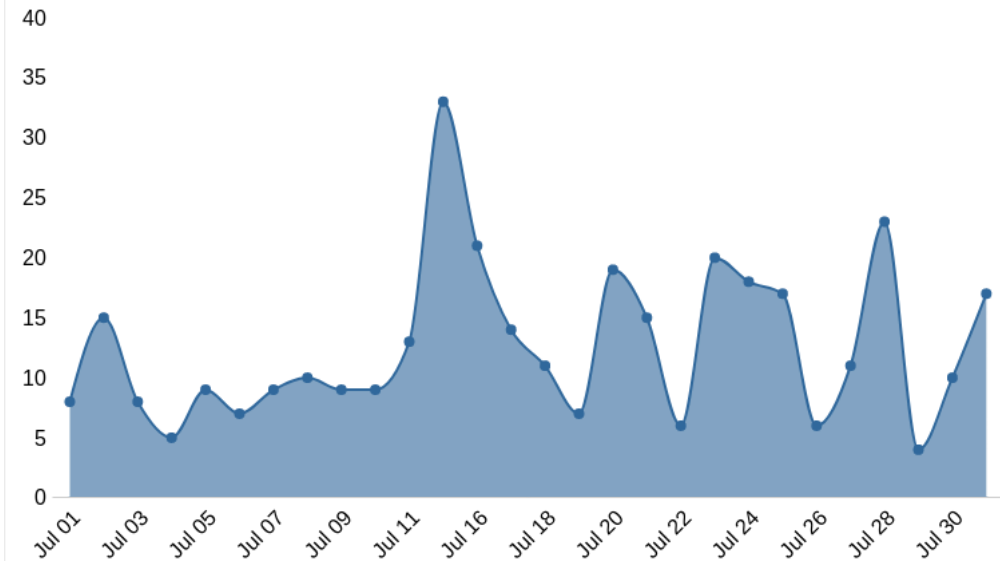


Times users clicked on an ad leading to your site and visited a page or completed an action

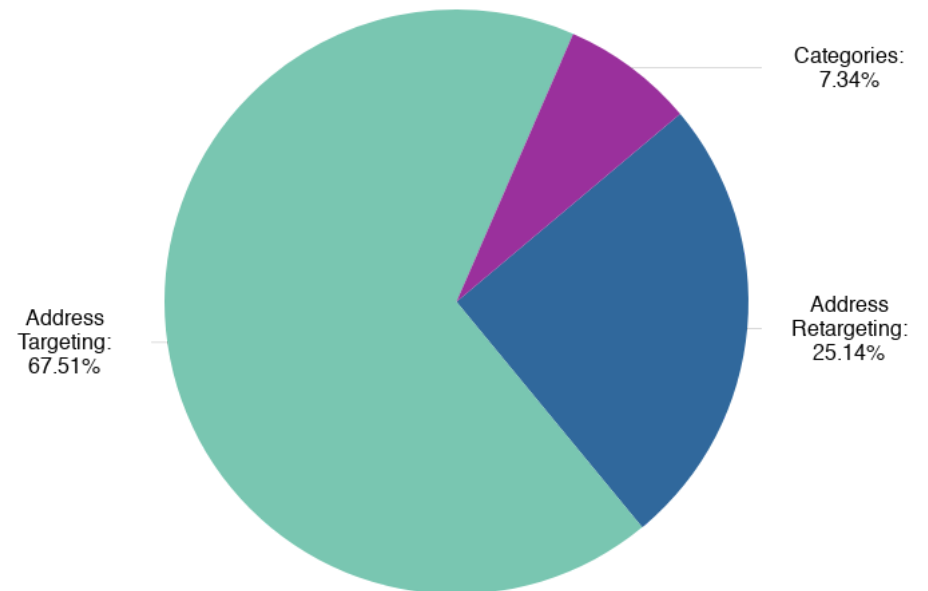
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
KLOS Secret Contest Page View	354

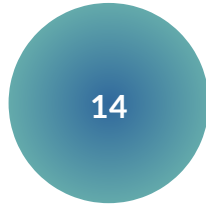
Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

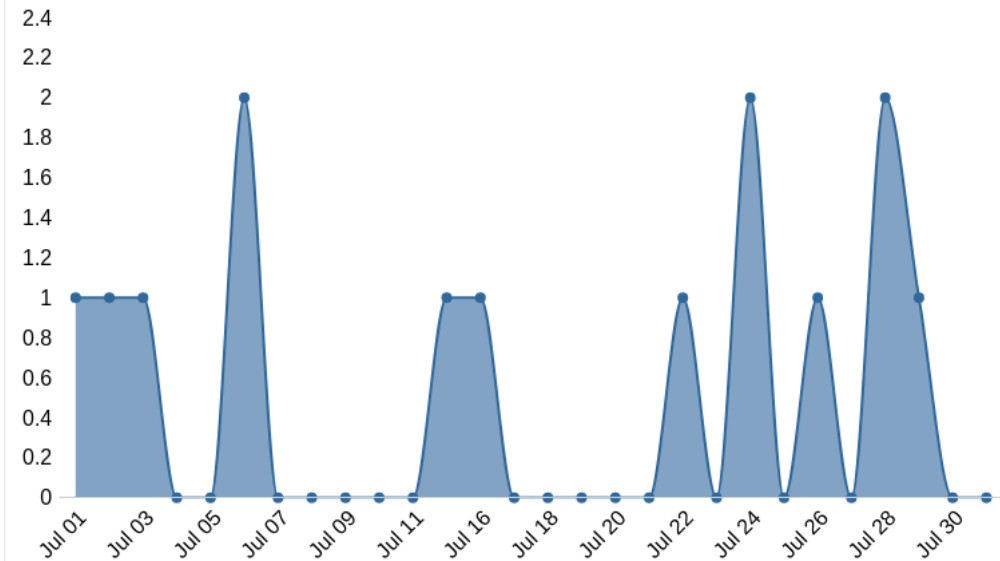


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

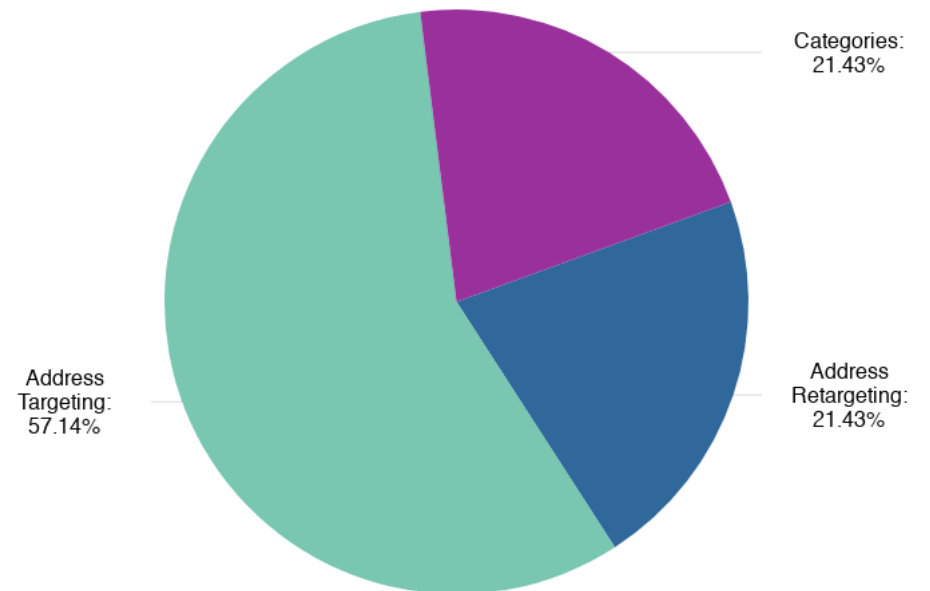
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
KLOS Secret Contest Page View	14

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Social Mirror CTV Click Conversions

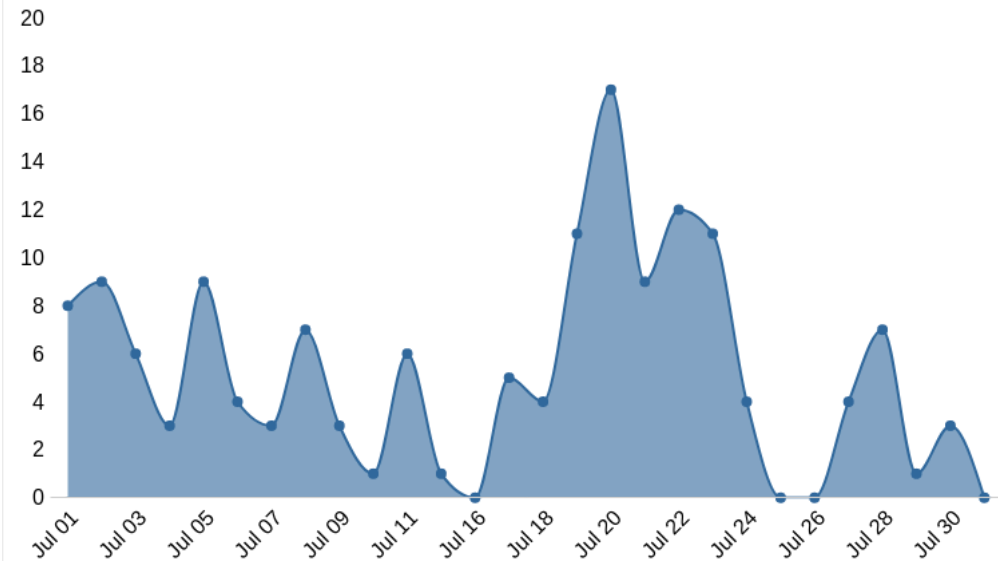


Times users clicked on an ad leading to your site and visited a page or completed an action

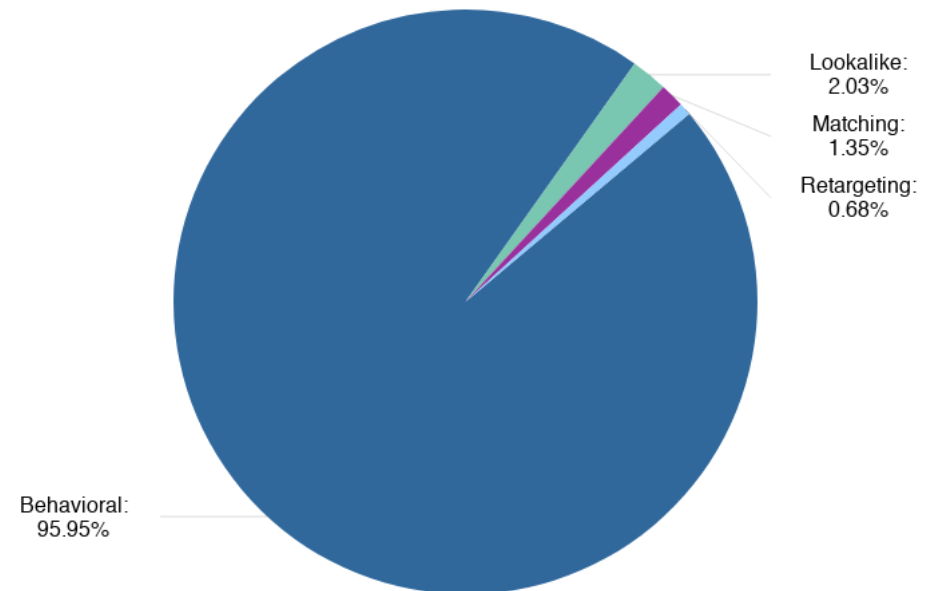
Social Mirror CTV Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
KLOS Secret Contest Page View	148

Social Mirror CTV Click Conversions by Day



Top Social Mirror CTV Click Conversions by Strategy



Social Mirror CTV View-through Conversions

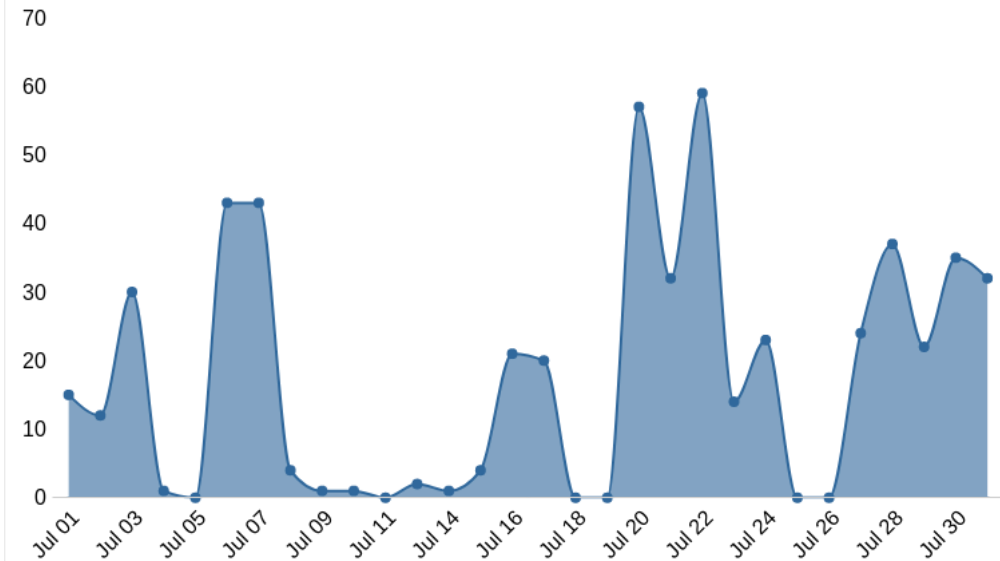


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

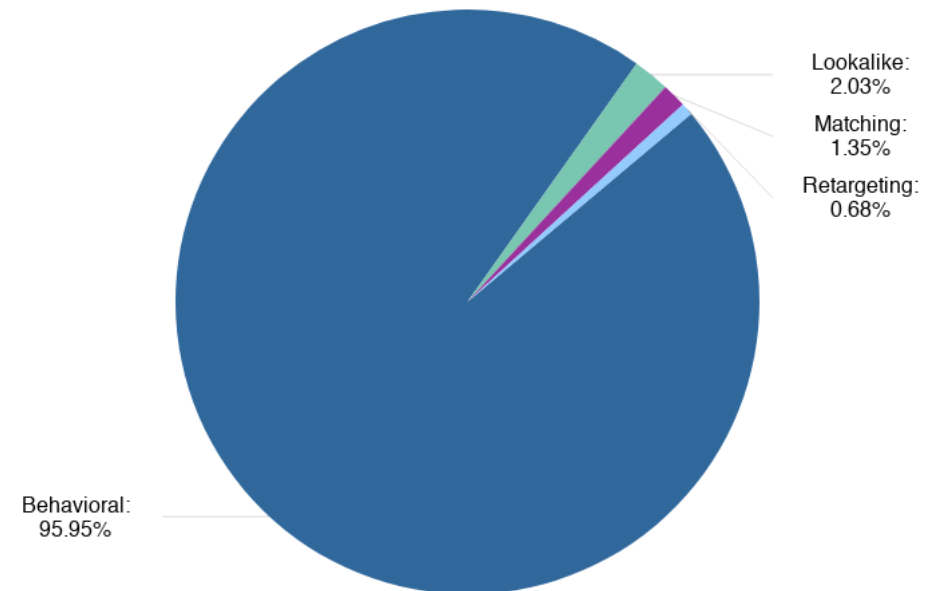
Social Mirror CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
KLOS Secret Contest Page View	505
KLOS Homepage Visits	28

Social Mirror CTV View-through Conversions by Day



Top Social Mirror CTV View-through Conversions by Strategy



Online Audio View-through Conversions

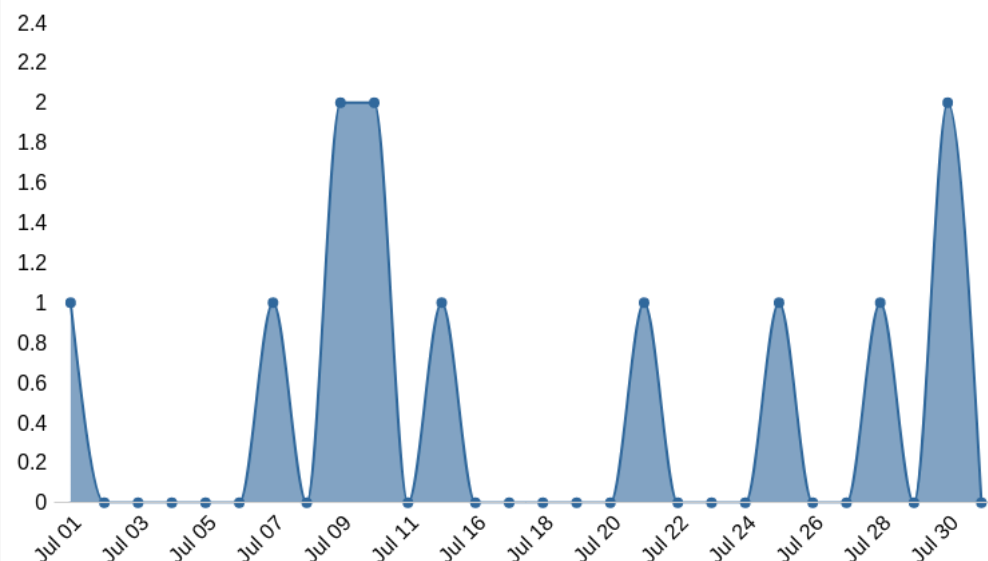


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

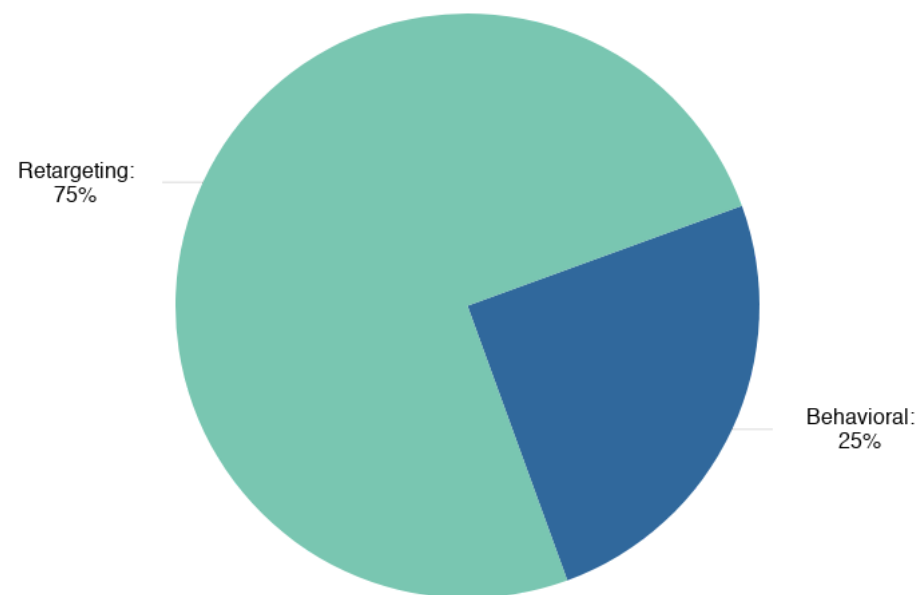
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
KLOS Homepage Visits	12

Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy



Meta Click Conversions

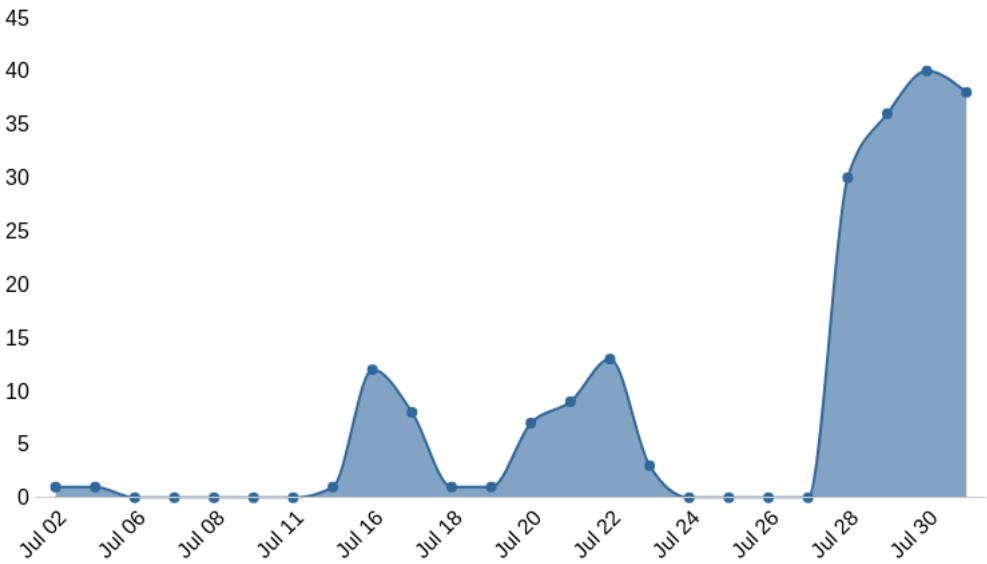


Times users clicked on an ad leading to your site and visited a page or completed an action

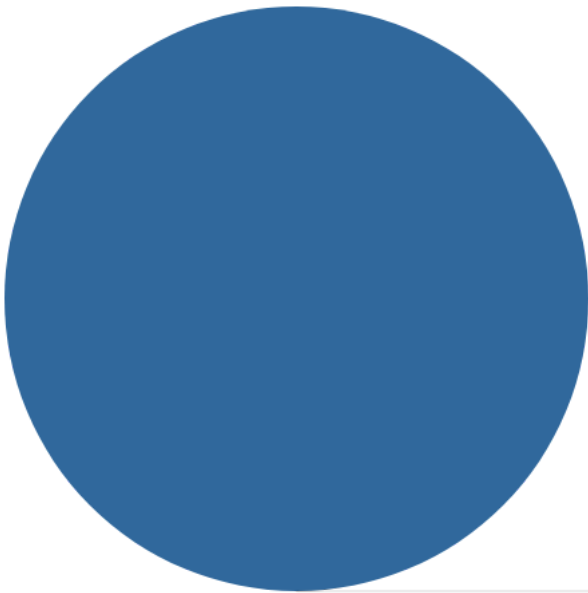
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
KLOS Secret Contest Page View	197
KLOS On Air Now Page View	4

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Cross Platform: 100%

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

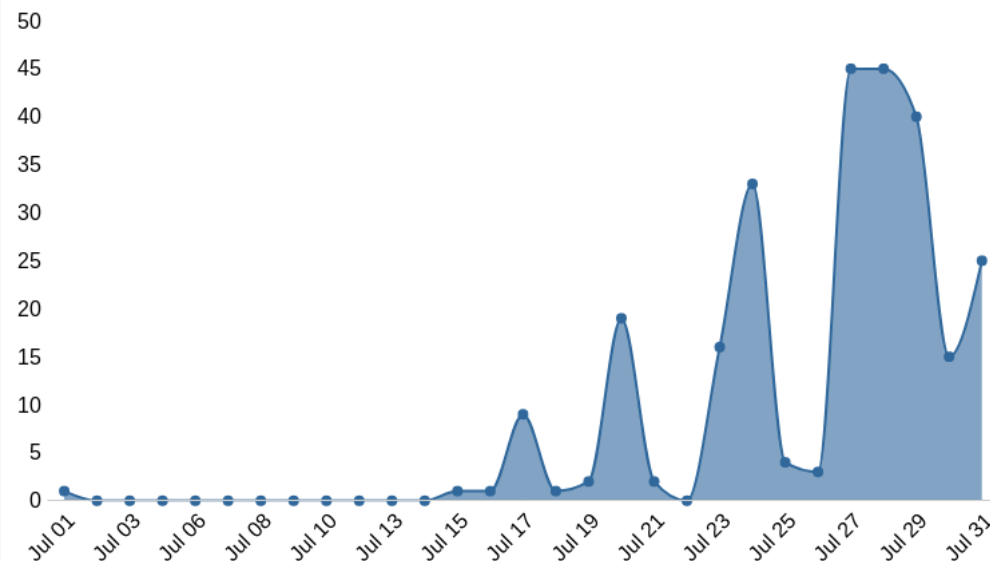
Meta View-Through Conversion Performance

Conversion Name

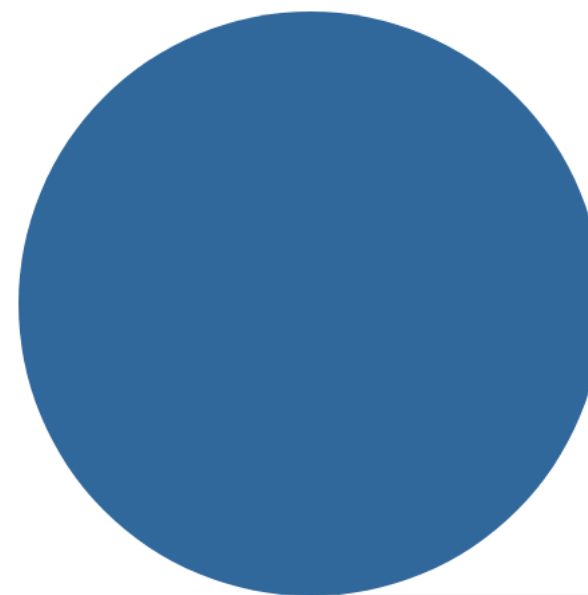
View-Through Conversions ↓

KLOS Secret Contest Page View	223
KLOS Homepage Visits	36
KLOS On Air Now Page View	2
KLOS Heidi and Frank Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Cross
Platform: 100%

Meta Post Engagements



2,947

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

Meta Post Comments



5

The total number of comments your ads received

Meta Post Reactions



34

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

Meta Post Shares



1

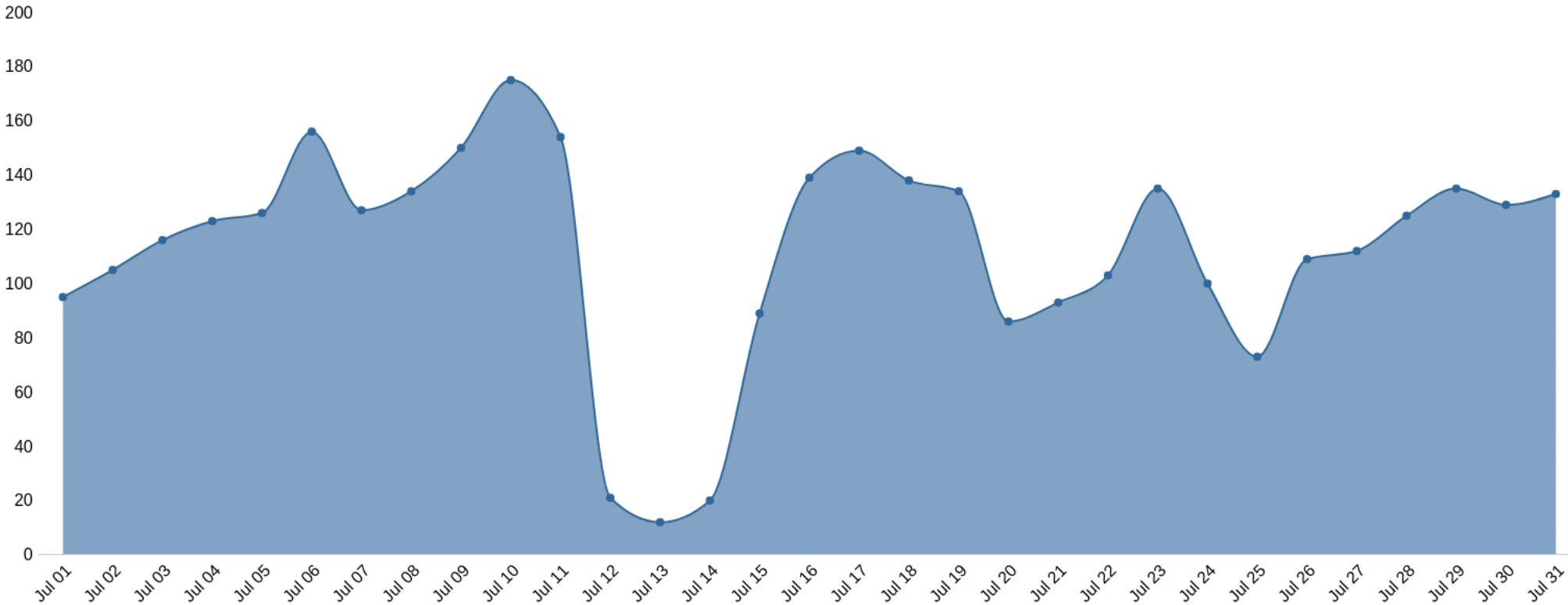
The total number of people who shared your ad, giving your campaign free impressions

QR Code Scan Performance

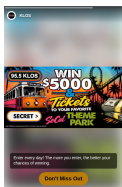
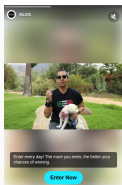
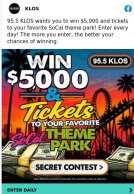


Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	KLOS_Social Mirror_Story_7.16_KLOS Theme Park Horizontal Motion Graphic.mp4	2,996	18	0.60%	8.58
	KLOS_Social Mirror_Story_7.9_NIK WIDE 15 5K + Theme Park.mp4	12,381	18	0.15%	2.08
	KLOS_Social Mirror_Story_7.16_KLOS Theme Park Square Motion Graphic.mp4	3,070	10	0.33%	4.65
	KLOS_Social Mirror_IG_7.9_klos- 1080x1080 5K + Theme Park.jpg	1,538	6	0.39%	5.57
	KLOS_Social Mirror_IG_6.11_FRANK VERTICAL 30_Revised KLOS June Update.mp4	1,900	5	0.26%	3.76
	KLOS_Social Mirror_IG_6.11_FRANK WIDE 30 KLOS June Update.mp4	1,808	5	0.28%	3.95



Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
KLOS_Social Mirror_Story_7.9_NIK WIDE 15 5K + Theme Park.mp4	Variant: V_00016	Story	Click to View	6.07%	1.57%
KLOS_Social Mirror_Story_7.9_NIK WIDE 15 5K + Theme Park.mp4	Variant: V_00009	Story	Click to View	4.64%	1.97%
KLOS_Social Mirror_Story_7.9_NIK WIDE 15 5K + Theme Park.mp4	Variant: V_00004	Story	Click to View	4.56%	1.84%
KLOS_Social Mirror_Story_7.9_NIK WIDE 15 5K + Theme Park.mp4	Variant: V_00007	Story	Click to View	4.05%	1.41%
KLOS_Social Mirror_Story_7.9_NIK WIDE 15 5K + Theme Park.mp4	Variant: V_00006	Story	Click to View	3.33%	2.41%
KLOS_Social Mirror_Story_7.9_NIK WIDE 15 5K + Theme Park.mp4	Variant: Original	Story	Click to View	2.55%	2.39%
KLOS_Social Mirror_Story_7.9_NIK WIDE 15 5K + Theme Park.mp4	Variant: V_00010	Story	Click to View	2.43%	1.25%
KLOS_Social Mirror_Story_7.9_NIK WIDE 15 5K + Theme Park.mp4	Variant: V_00018	Story	Click to View	2.42%	3.15%
KLOS_Social Mirror_Story_7.9_NIK WIDE 15 5K + Theme Park.mp4	Variant: V_00005	Story	Click to View	2.28%	2.51%
KLOS_Social Mirror_Story_7.16_KLOS Theme Park Square Motion Graphic.mp4	Variant: V_00001	Story	Click to View	2.22%	2.74%

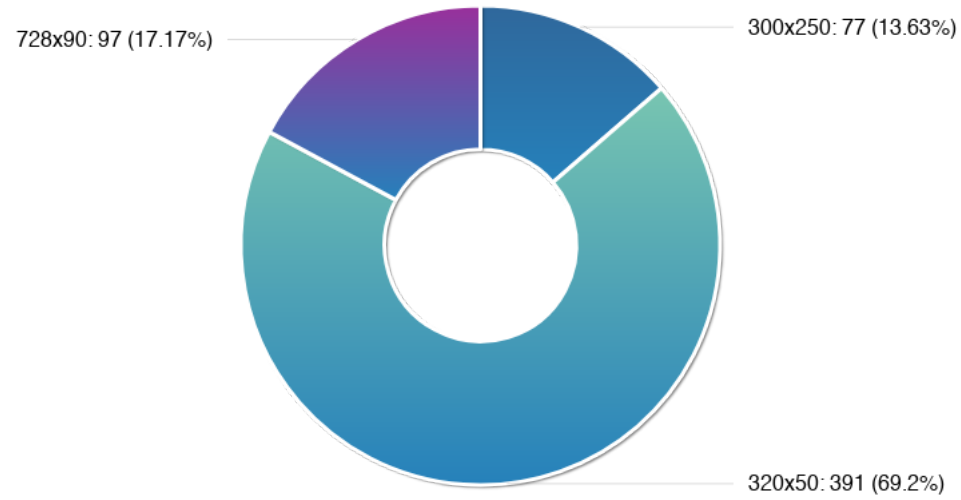
Social Mirror Ad Screenshots

	KLOS_Social Mirror_Story_7.24_FRANK WIDE 300x250
Screenshot	

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	klos-320 5K h Theme Park.gif	184,072	275	0.15%	2.13
	KLOS-320x50-gif.gif	109,176	116	0.11%	1.52
	klos-300x250.gif	30,364	23	0.08%	1.08
	KLOS-300x250 5K h Theme Park.gif	26,237	54	0.21%	2.94
	klos-728x90 5K h Theme Park.gif	15,162	75	0.49%	7.07
	KLOS-728x90-gif.gif	9,334	22	0.24%	3.37
	FRANK WIDE 30 KLOS June Update	558	0	0.00%	0.00
	FRANK WIDE 15 KLOS June Update	556	0	0.00%	0.00
Preview not available	NIK WIDE 15 5K h Theme Park	448	0	0.00%	0.00
Preview not available	NIK WIDE 30 5K h Theme Park	414	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 - Meruelo Media - Los Angeles (KLOS 95.5) ROCK_SM CTV_6.8_KLOS Frank Quick Edit 15.mp4_Red	8,995	98.72%
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK_SM CTV_6.8_KLOS Frank Quick Edit 15.mp4_Blue	8,684	98.81%
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK_SM CTV_6.10_FRANK WIDE 15 KLOS June Update.mp4	7,649	98.93%
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK_SM CTV_6.10_FRANK VERTICAL 15 30 KLOS June Update.mp4	7,141	98.77%
Thumbnail not available	Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK_SM CTV_6.10_FRANK WIDE 30 KLOS June Update.mp4	4,604	98.81%



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
15sec klos secret contest june 2026 rev1.mp3	7,700	2	0.03%	0.37
30sec klos secret contest june 2026.mp3.mp3	6,279	2	0.03%	0.46
15sec klos secret contest july 2026.mp3	5,780	0	0.00%	0.00
30sec klos secret contest july 2026.mp3	5,658	1	0.02%	0.25

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 (KLOS 95.5) ROCK - Retargeting Online Audio	99.79%	99.53%	99.00%	98.69%
Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - Custom Audience Matching Online Audio	97.22%	96.08%	94.83%	93.68%
Collective Heads - Meruelo Media - Los Angeles (KLOS 95.5) ROCK - iHeartRadio Subscribers/Music App Users Behavioral Online Audio	95.79%	93.97%	92.50%	90.86%

Grid contains more rows, but they have been clipped.

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
NIK VERTICAL 15 VERSION 4 5K + Theme Park.mp4	5,717	232	4.06%	57.97
KLOS Theme Park Horizontal Motion Graphic.mp4	2,388	62	2.60%	37.09
FRANK VERTICAL 15 30 KLOS June Update.mp4	224	9	4.02%	57.40
KLOS Theme Park Square Motion Graphic.mp4	41	4	9.76%	139.37
FRANK WIDE 15 KLOS June Update.mp4	9	0	0.00%	0.00
klos-1080x1080 5K + Theme Park.jpg	3	0	0.00%	0.00
NIK WIDE 30 5K + Theme Park.mp4 - Copy	16	0	0.00%	0.00
klos-1080x1080 5K + Theme Park.jpg - Copy	16	0	0.00%	0.00
NIK VERTICAL 15 VERSION 4 5K + Theme Park.mp4 - Copy	39	0	0.00%	0.00

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
90011	27,900	32	0.11%	1.64
91605	6,482	19	0.29%	4.19
90706	4,132	19	0.46%	6.57
93535	4,032	8	0.20%	2.83
90241	3,998	5	0.13%	1.79
92780	3,729	8	0.21%	3.06
93536	3,654	44	1.20%	17.20
92804	3,648	17	0.47%	6.66
91706	3,592	25	0.70%	9.94
92683	3,463	10	0.29%	4.13
92648	3,326	20	0.60%	8.59
90803	2,793	13	0.47%	6.65
91773	2,649	11	0.42%	5.93
90604	2,184	8	0.37%	5.23
90601	2,162	14	0.65%	9.25
90255	2,160	4	0.19%	2.65
90744	2,014	15	0.74%	10.64
90001	1,925	10	0.52%	7.42
91801	1,873	10	0.53%	7.63
90807	1,638	9	0.55%	7.85

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	33,365	167	0.50%
Mobile	A portable electronic device that can connect to the internet.	33,195	350	1.05%
Desktop	A personal computing device that remains stationary at one location.	20,819	20	0.10%
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.	15,301	132	0.86%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,541	8	0.52%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	306	0	0.00%
Unknown	---	55	1	1.82%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	16	0	0.00%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	9,282	1	0.01%
Samsung	6,247	4	0.06%
Vizio	1,352	0	0.00%
Motorola	789	0	0.00%
Amazon	540	0	0.00%
Google	275	0	0.00%
LG	15	0	0.00%
TCL	12	0	0.00%
Hisense	11	0	0.00%
Lenovo	6	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
tmz.com	4,506	1	0.02%
Spotify: Play music & podcasts	3,475	4	0.12%
Spotify - Music and Podcasts	2,978	1	0.03%
deadline.com	2,327	0	0.00%
foxnews.com	2,109	15	0.71%
latimes.com	1,995	0	0.00%
robbreport.com	1,054	0	0.00%
rollingstone.com	1,012	0	0.00%
msn.com	541	1	0.18%
biblegateway.com	538	0	0.00%
stocktwits.com	515	0	0.00%
dailymail.com	485	2	0.41%
nypost.com	470	3	0.64%
Pocket FM: Audio Series	370	0	0.00%
people.com	325	2	0.62%
espn.com	290	1	0.34%
realtor.com	287	0	0.00%
refinery29.com	263	0	0.00%
succulentalley.com	250	0	0.00%
AOL - News, Mail & Video	219	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	3,841	214	5.57%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	1,217	12	0.99%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	1,200	18	1.50%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	890	22	2.47%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	449	19	4.23%
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).	244	8	3.28%
Instagram Stories	Your ads appear in people's Stories on Instagram.	203	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	136	10	7.35%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	129	2	1.55%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	59	1	1.69%

Facebook News Feed Performance



Audience Network Performance



Instagram Performance

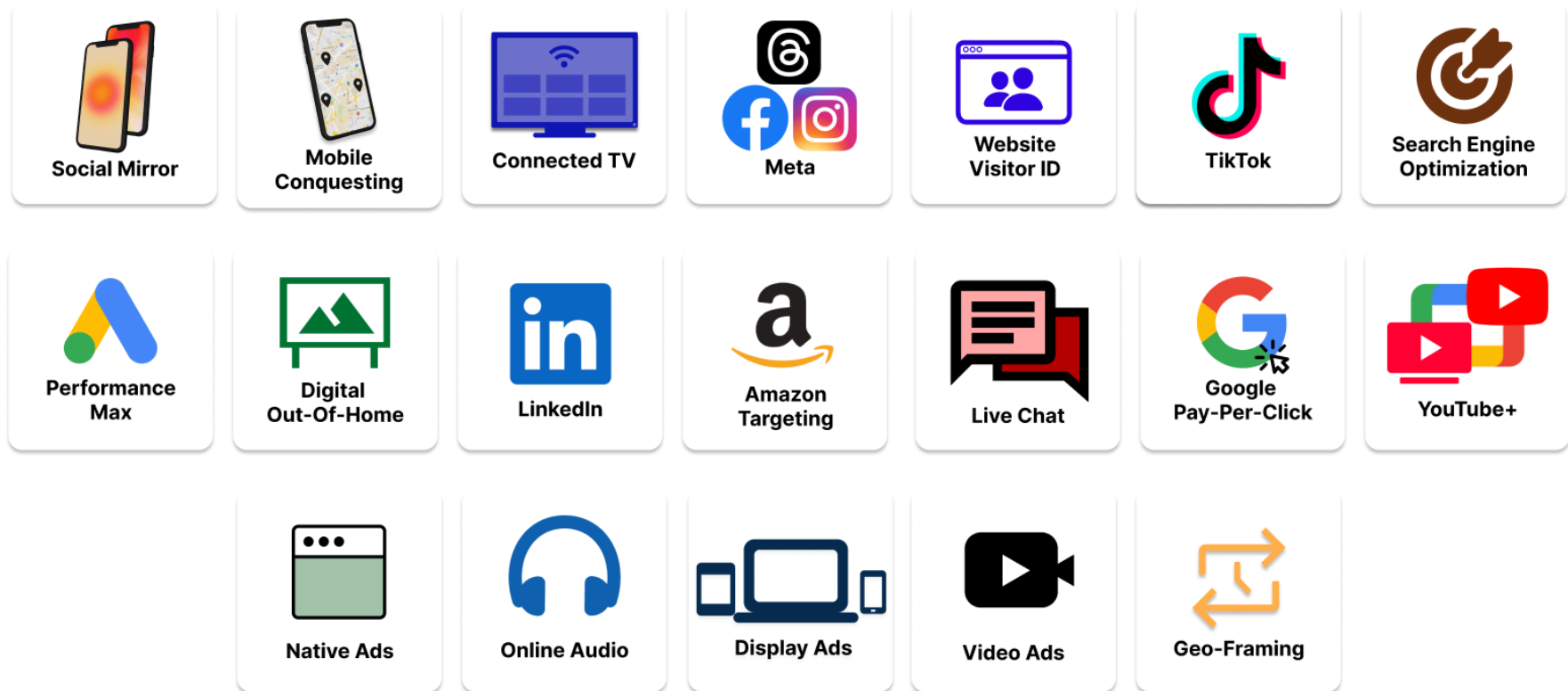


Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	5,201	71.19%
	KTLA+	1,925	91.33%
	Telly - The Truly Smart TV	1,873	98.08%
	Vizio - Vizio WatchFree+	1,304	93.80%
	The Roku Channel	1,179	96.74%
	Tubi - Movies & TV Shows	667	96.91%

		The CW	349	97.77%
		Frndly TV	126	100.00%
		TCL Channel	75	91.67%
		Tubi - Free Movies & TV	73	84.52%

All available products in our *toolbox*.



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