

Digital Marketing Report

Impressions

How many ads were served:

250,985

Clicks

Times a user clicked on an ad

1,486

Click-Through Rate

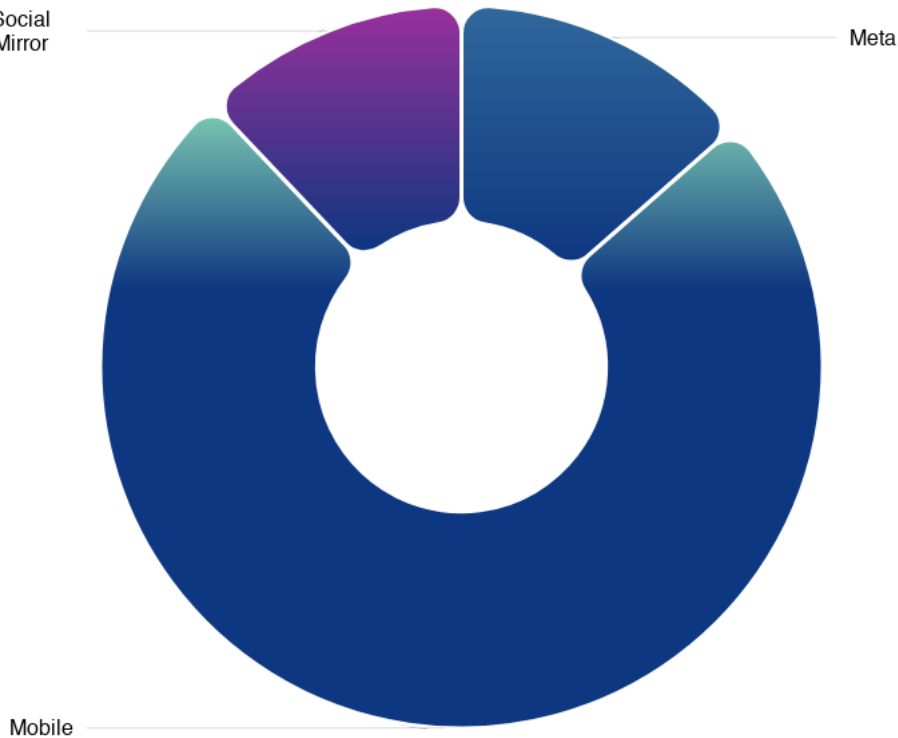
(Clicks/Impressions) x 100

0.59%

Your Product Breakout by Impressions

Social
Mirror

Meta



CTV Completion Rate

9.07%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.62%

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

X the National Average

8.46

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 - Connoisseur (San Francisco KOIT/96.5 AC) - Address Retargeting Mobile	162,680	551	0.34%	4.84
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC) - AI Social Mirror	30,159	512	1.70%	24.25
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC) - Retargeting Facebook/Instagram Premium	24,312	176	0.72%	10.34
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC) - Address Targeting Mobile	14,049	31	0.22%	3.15
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC) - Website Retargeting Mobile	9,939	75	0.75%	10.78
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC) - Cross Platform Facebook/Instagram Premium	9,697	138	1.42%	20.33
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC) - Cross Platform Social Mirror	77	1	1.30%	18.55
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC) - Retargeting Social Mirror	72	2	2.78%	39.68

Social Mirror Click Conversions

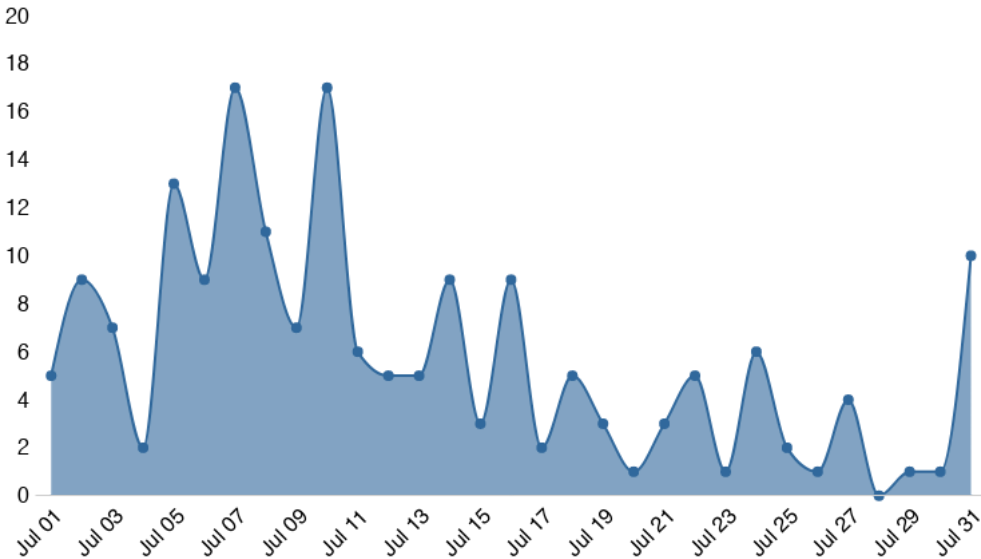


Times users clicked on an ad leading to your site and visited a page or completed an action

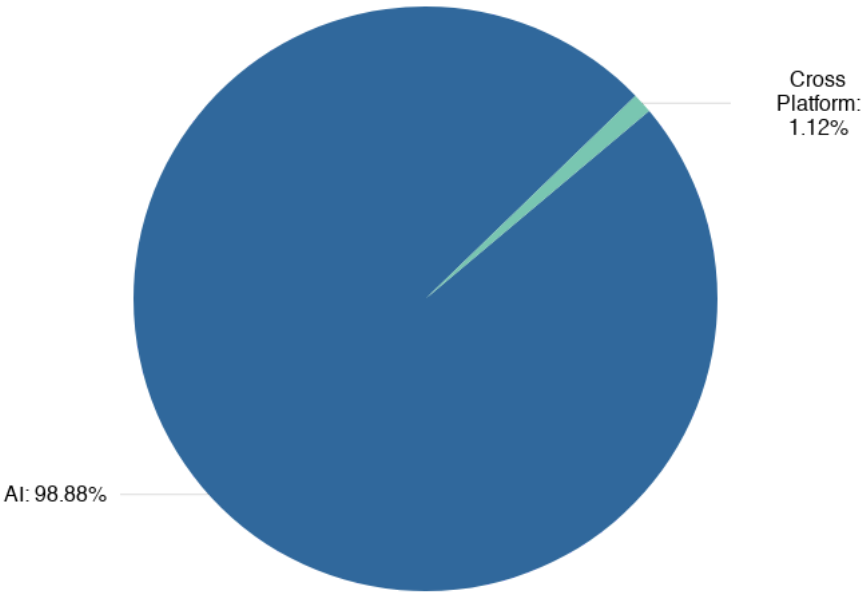
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Koit Secret Contest Page View	179

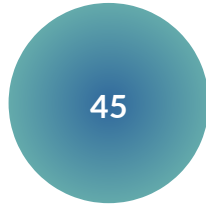
Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

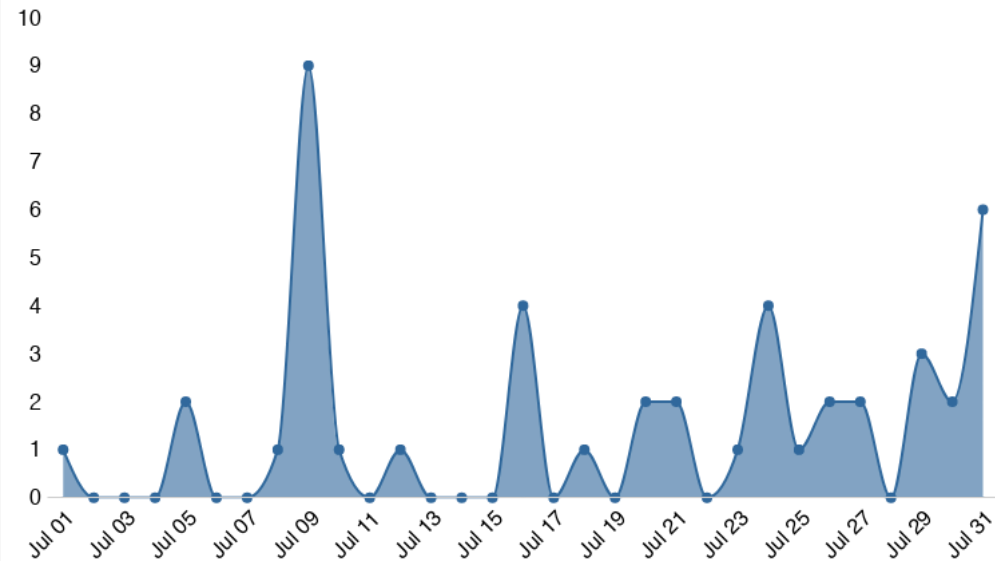


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

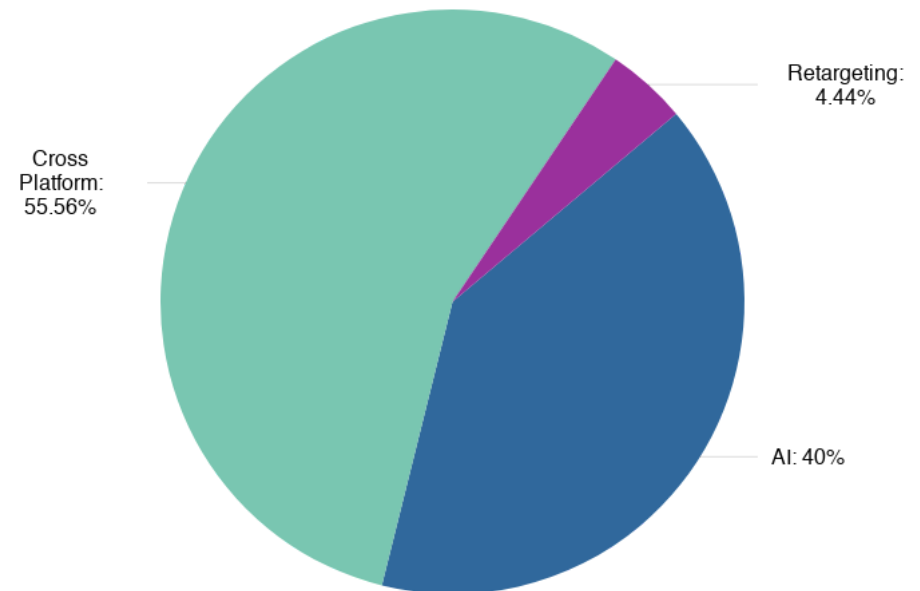
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Koit Secret Contest Page View	36
Koit Contests Page View	9

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting Click Conversions

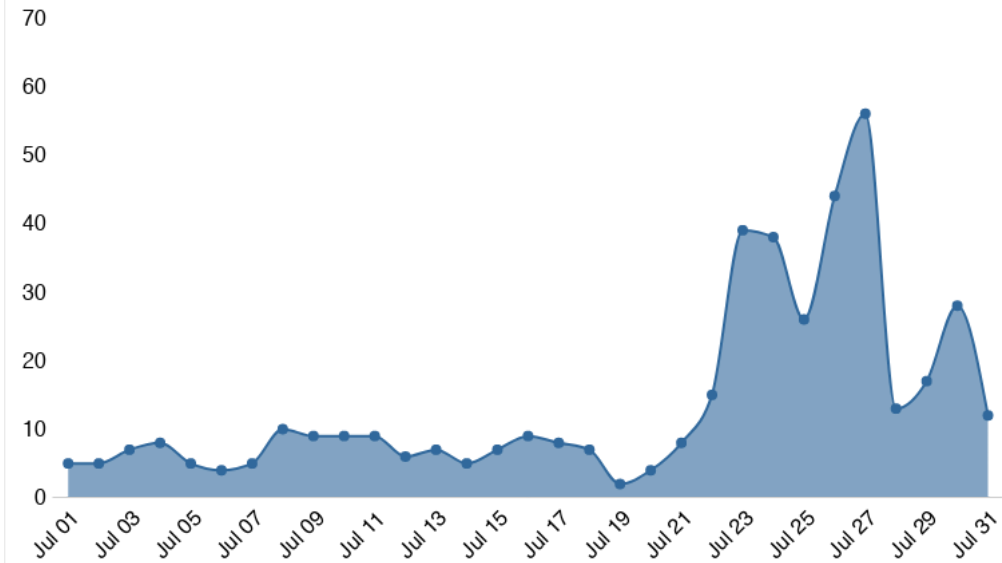


Times users clicked on an ad leading to your site and visited a page or completed an action

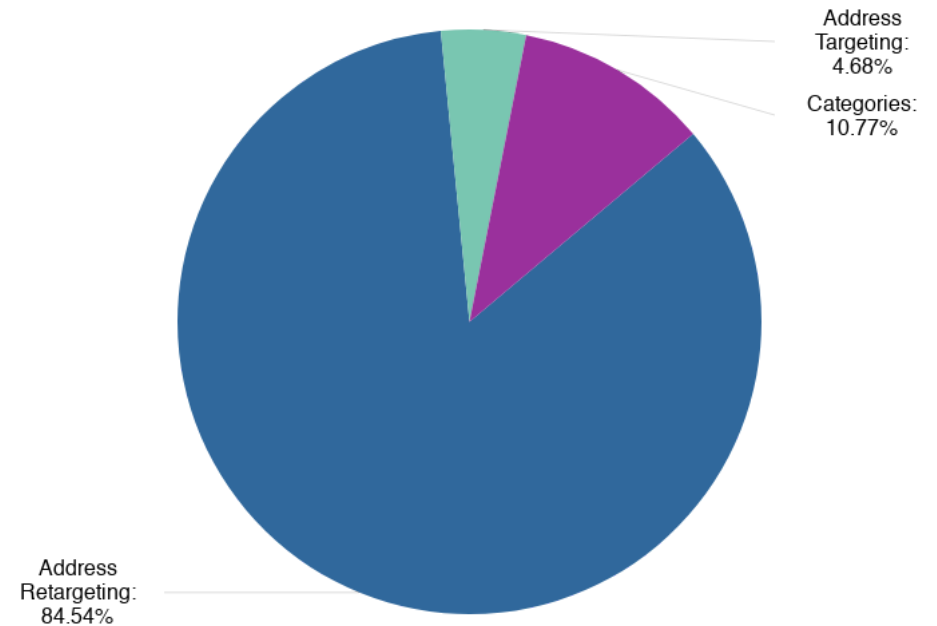
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Koit Secret Contest Page View	426
Koit Contests Page View	1

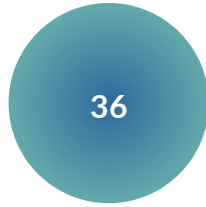
Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

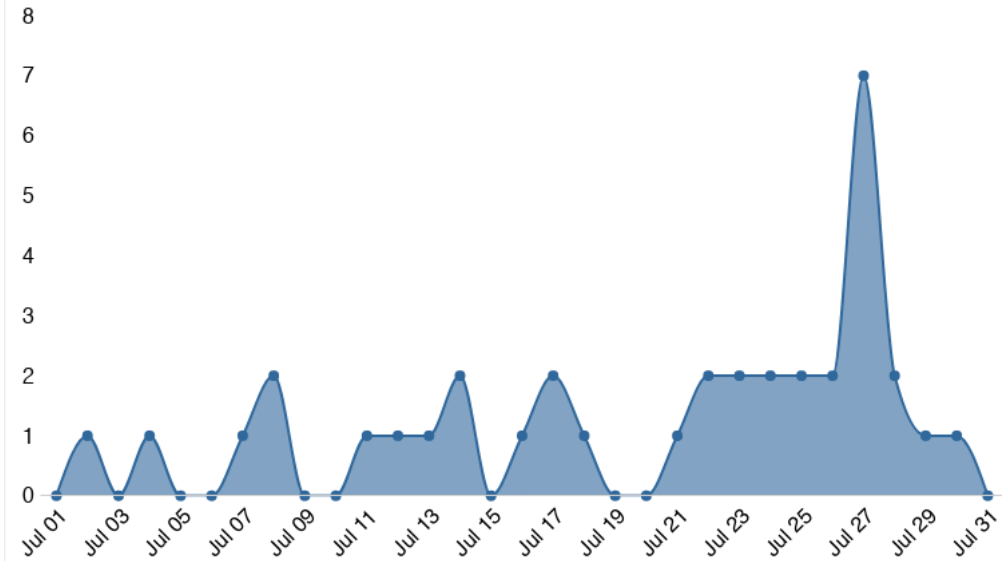


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

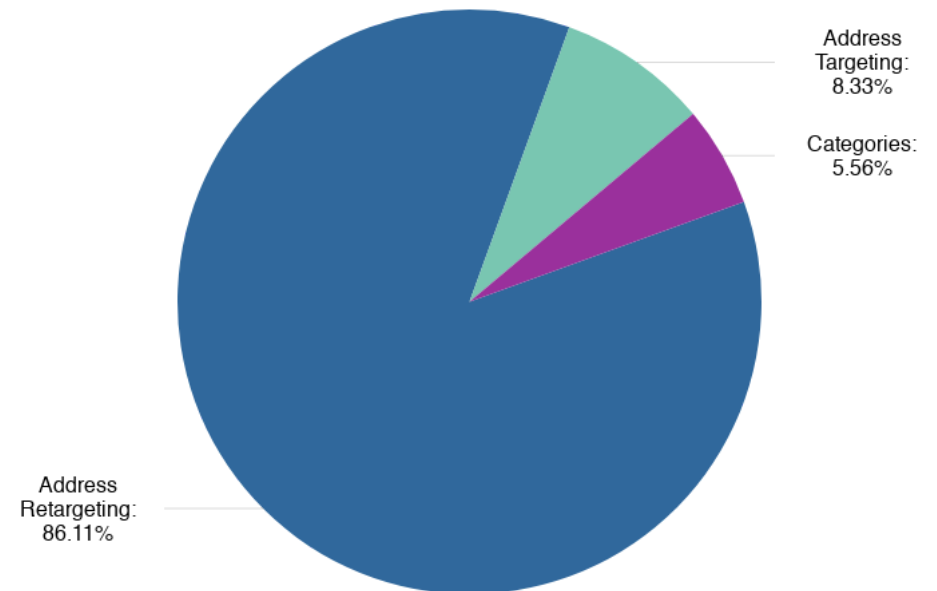
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Koit Secret Contest Page View	36

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Meta Post Engagements

3,612

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

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

30

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

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 - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_6.16_Morris - Horizontal	13,678	317	2.32%	33.11
	Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_6.10_koit-1200.jpg	10,819	129	1.19%	17.03
	Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_7.16_KOIT Win - Motion Graphic.mp4	4,233	38	0.90%	12.82
	Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_6.16_Freska - Vertical	330	11	3.33%	47.62
	Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_FB_6.16_Billy - Vertical	348	9	2.59%	36.95
	Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_FB_6.16_Freska - Horizontal	390	7	1.79%	25.64



Grid contains more rows, but they have been clipped.

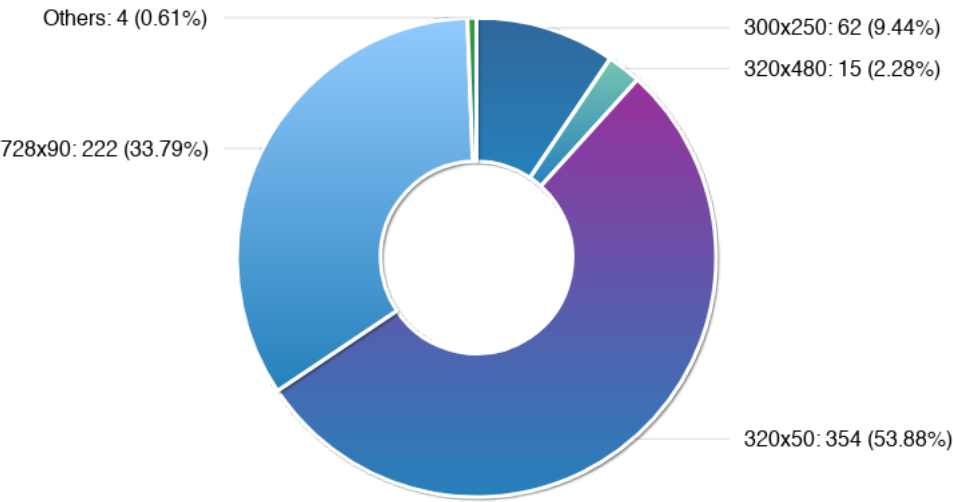
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_6.16_Morris - Horizontal	Variant: V_00014	Story	Click to View	6.70%	5.69%
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_6.16_Morris - Horizontal	Variant: V_00003	Story	Click to View	4.45%	4.91%
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_6.16_Morris - Horizontal	Variant: V_00007	Story	Click to View	4.28%	5.86%
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_6.10_koit-1200.jpg	Variant: V_00028	Story	Click to View	3.87%	5.05%
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_6.16_Morris - Horizontal	Variant: V_00013	Story	Click to View	3.45%	5.29%
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_6.10_koit-1200.jpg	Variant: V_00023	Story	Click to View	2.99%	5.13%
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_6.16_Morris - Horizontal	Variant: V_00006	Story	Click to View	2.79%	3.86%
Collective Heads - Connoisseur (San Francisco KOIT/96.5 AC)_Social Mirror_Story_6.16_Morris - Horizontal	Variant: V_00005	Story	Click to View	2.72%	5.52%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	koit-320.gif	124,391	354	0.28%	4.07
	koit-728.gif	53,141	222	0.42%	5.97
	koit-300x250.gif	7,777	62	0.80%	11.39
	koit-640.jpg	652	9	1.38%	19.72
	koit-320x480.png	649	6	0.92%	13.21
Preview not available	Morris - Horizontal.mov	58	4	6.90%	98.52

Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Freska - Horizontal.mov	7,619	139	1.82%	26.06
koit-1080x1080-2	22,524	131	0.58%	8.31
KOIT Win - Motion Graphic.mp4	3,866	44	1.14%	16.26

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
95123	16,782	235	1.40%	20.00
94533	1,188	21	1.77%	25.25
94601	1,041	22	2.11%	30.19
94509	917	15	1.64%	23.37
94587	861	8	0.93%	13.27
94577	724	19	2.62%	37.49
94086	719	20	2.78%	39.74
94080	698	20	2.87%	40.93
95035	641	10	1.56%	22.29
95148	591	20	3.38%	48.34
95070	586	8	1.37%	19.50
94124	581	9	1.55%	22.13
94582	556	16	2.88%	41.11
94087	519	13	2.50%	35.78
95111	519	19	3.66%	52.30
94014	514	7	1.36%	19.46
94122	503	9	1.79%	25.56
95014	474	10	2.11%	30.14
95136	292	5	1.71%	24.46
94580	256	3	1.17%	16.74



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	47,572	598	1.26%
Desktop	A personal computing device that remains stationary at one location.	14,064	217	1.54%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,324	12	0.52%
Unknown	---	38	1	2.63%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
petmoniker.com	1,240	4	0.32%
lawandcrime.com	943	3	0.32%
huffpost.com	823	2	0.24%
OfferUp: Buy. Sell. Letgo.	640	93	14.53%
otcmarkets.com	614	2	0.33%
theguardian.com	529	5	0.95%
thepostmillennial.com	524	0	0.00%
nypost.com	361	10	2.77%
justthenews.com	349	0	0.00%
tmz.com	345	4	1.16%
whitepages.com	320	2	0.63%
vox.com	309	4	1.29%
dailymail.com	288	4	1.39%
nytimes.com	277	1	0.36%
reuters.com	272	3	1.10%
velvetvogue.space	268	0	0.00%
wildfreinds.website	259	15	5.79%
ultimate-guitar.com	255	6	2.35%
buzzfeed.com	238	2	0.84%
rapidtables.com	222	0	0.00%

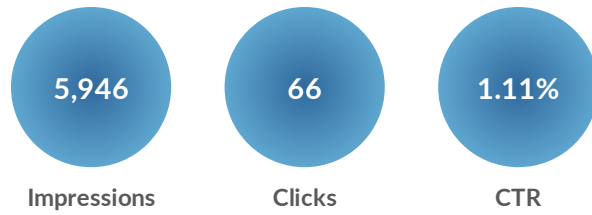
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	16,775	56	0.33%
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.	4,682	96	2.05%
Instagram Stories	Your ads appear in people's Stories on Instagram.	2,819	33	1.17%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	2,411	30	1.24%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,273	32	1.41%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,961	14	0.71%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,166	19	1.63%
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).	565	5	0.89%
Facebook Stories	Your ads appear in people's Stories on Facebook.	508	24	4.72%
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.	479	1	0.21%

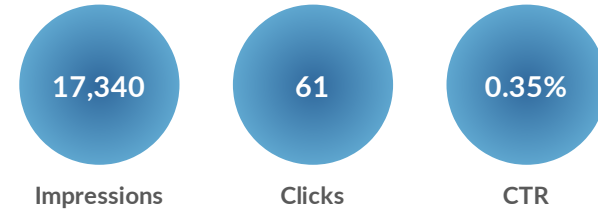
Facebook News Feed Performance



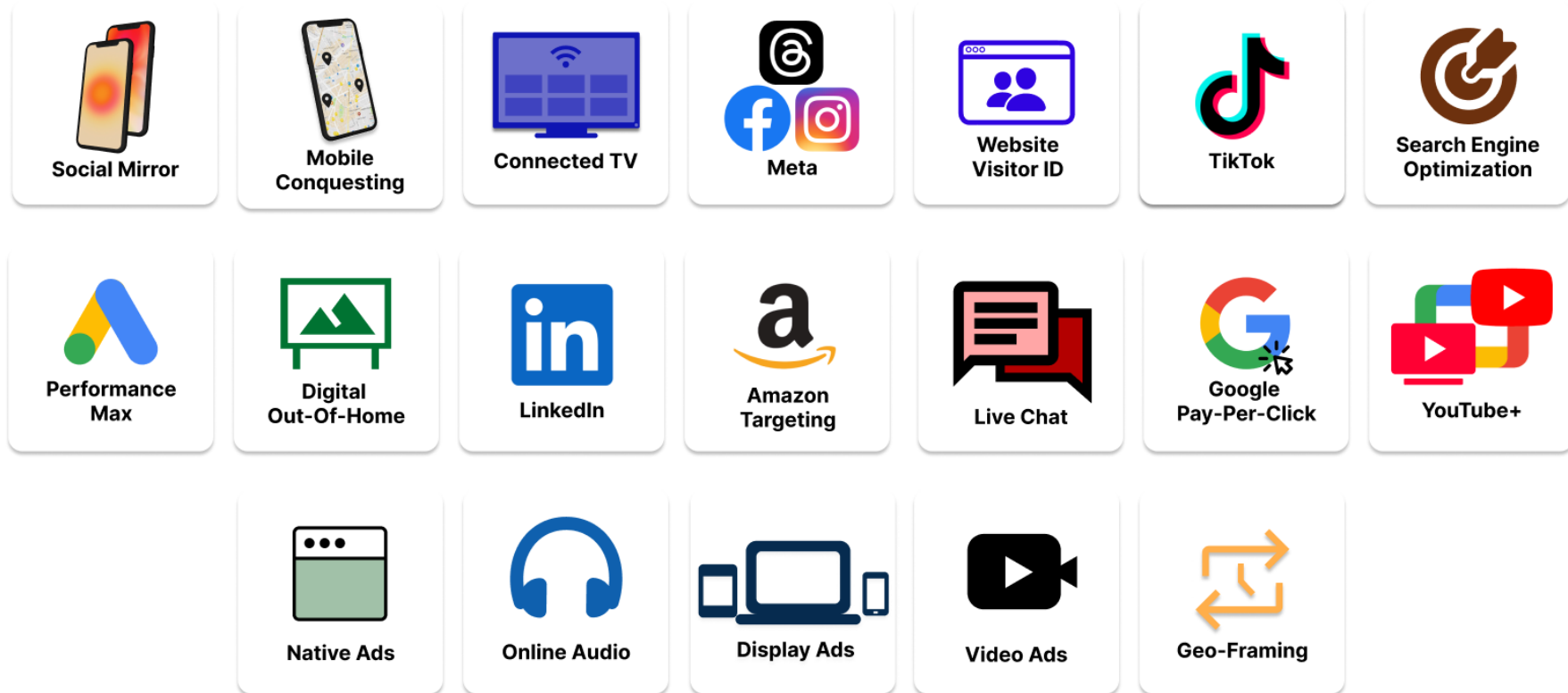
Instagram Performance



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.