

2024 XXXXXXXXXX Paid Media Performance Report

Total & Phase A Overview

Media Delivery Overview: Phase A & Phase B

2024 Primary Media	Ad spend ▾	Impressions	CPM
Planned	\$275,000.00	31,789,390	8.65
Delivered	\$273,844.28	44,263,780	6.19
Difference	-\$1,155.72	12,474,390	-2.46

Campaign Dates

Phase A - 11.16.2023 - 1.17.2024

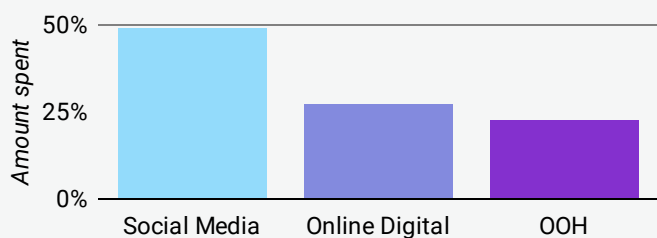
Phase B - 2.5.2024 - 3.5.2024

Phase A Overview

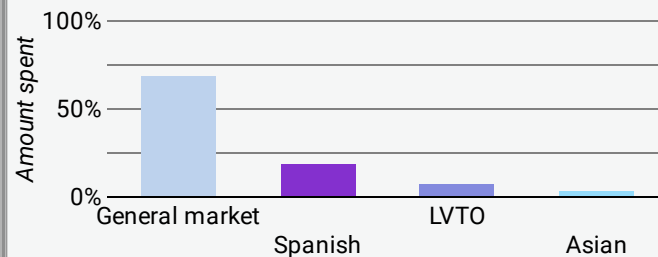
Media Spend

Amount spent
\$51.4K

Media spend by **Medium**



Media spend by **Targeting**

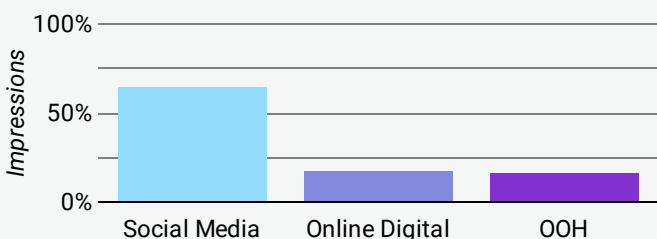


Media Impressions

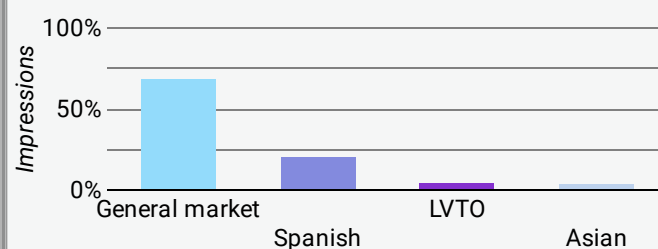
Impressions
8M

Impressions over goal
3.1M

Impressions by **Medium**



Impressions by **Targeting**



Detailed Media Breakdown

	Medium	Channel	Targeting	Language	Amount spent	Impressions ▾
1.	Social Media	Meta	General market	English	\$7,000.00	2,026,930
2.	Social Media	Meta	Spanish	English	\$4,000.00	1,056,030
3.	OOH	Mobile Billboard	General market	English	\$3,090.00	1,019,247
4.	Social Media	Snapchat	General market	English	\$5,010.00	983,623
5.	Online Digital	Google Ads	General market	English	\$2,000.00	431,110

Online Digital & Social Media Performance

Phase A Cont.

Phase A Overview

Online Digital & Social Media Overview

Impressions
6.9M

Clicks
35.7K

CTR
0.52%

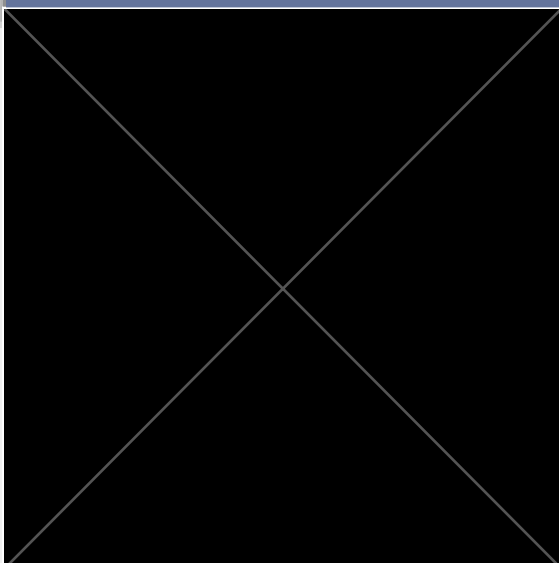
Engagements
41K

Top Performing Digital & Social Media

	Channel	Targeting	Language	Amount spent	Impressions	Clicks	CTR ▾	CPC
1.	Google Search	General market	English	\$3,329.76	10,287	1,987	19.32%	\$1.68
2.	Meta	Asian	English	\$2,000.00	339,267	3,627	1.07%	\$0.55
3.	Google Ads	LVTO	English	\$1,035.26	144,421	988	0.68%	\$1.05
4.	Nextdoor	General market	English	\$2,298.45	325,668	2,211	0.68%	\$1.04
5.	Google Ads	General market	English	\$2,000.00	431,110	2,778	0.64%	\$0.72
6.	Nextdoor	LVTO	English	\$3,137.14	250,521	1,605	0.64%	\$1.95
7.	LED Digital	General market	English	\$5,665.00	220,753	1,358	0.62%	\$2.28
8.	Meta	General market	English	\$7,000.00	2,026,930	11,425	0.56%	\$0.61
9.	Meta	Spanish	English	\$4,000.00	1,056,030	5,250	0.50%	\$0.76
10.	Snapchat	Spanish	English	\$1,994.96	263,066	993	0.38%	\$2.01
11.	Snapchat	General market	English	\$5,010.00	983,623	2,587	0.26%	\$1.94
12.	Spectrum Digital	General market	English	\$4,000.00	425,001	627	0.15%	\$6.38
13.	Spectrum Digital	Spanish	English	\$3,824.25	398,907	298	0.07%	\$12.83

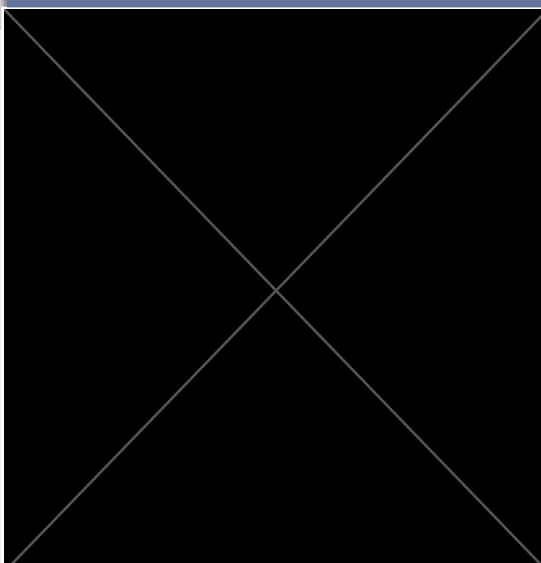
Top Performing Ads

Top Ad by *Impressions & Clicks*



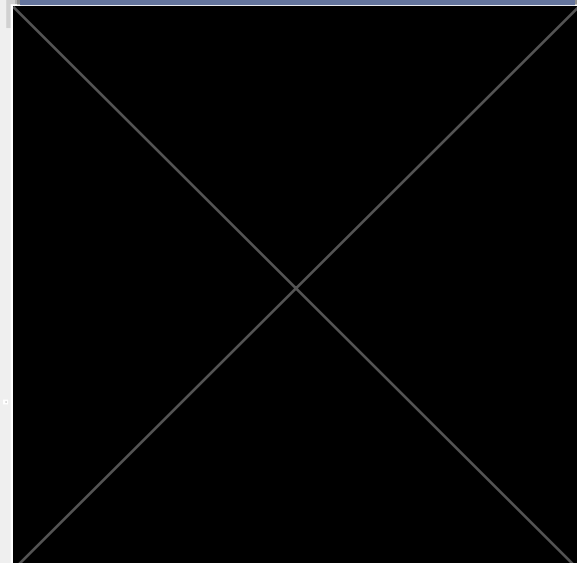
Meta - General market (English)

Top Ad by *CTR*



Google Search - General market (English)

Top Ad by *CPC*



Meta - Asian (English)

Paid Media Performance

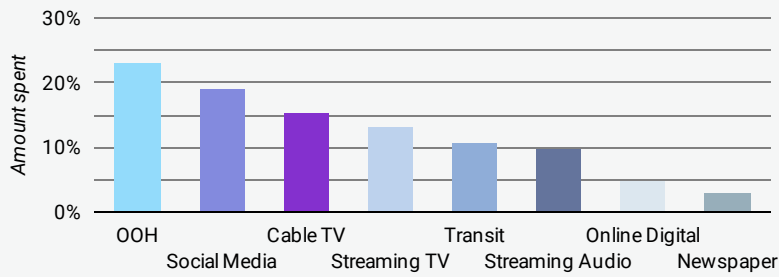
Phase B Overview

Phase B Overview

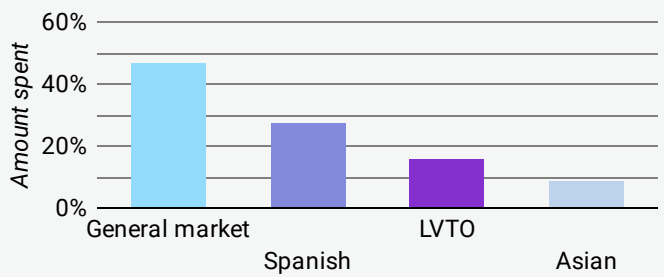
Media Spend

Amount spent
\$222.5K

Media spend by Medium



Media spend by Targeting

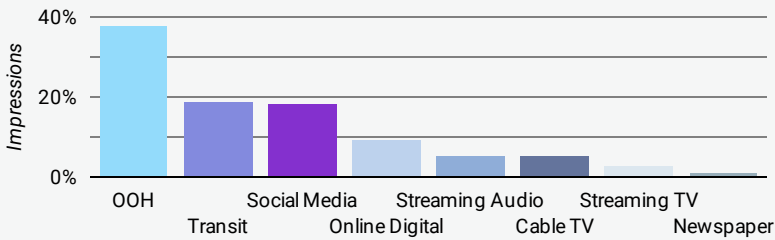


Media Impressions

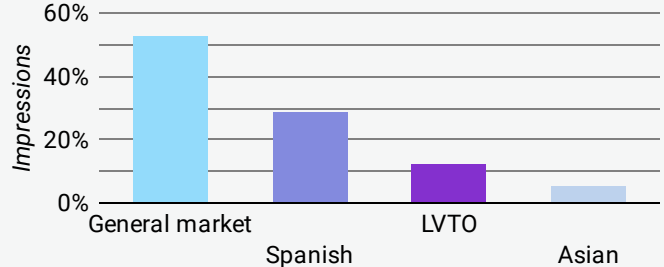
Impressions
36.2M

Impressions over goal
9.4M

Impressions by Medium



Impressions by Targeting



Detailed Media Breakdown

	Medium	Channel	Targeting	Language	Amount spent	Impressions
1.	Online Digital	Google Ads	LVTO	English	\$1,494.38	1,047,699
2.	Online Digital	Google Ads	Spanish	Spanish	\$2,879.83	1,180,338
3.	Social Media	Snapchat	Spanish	Spanish	\$3,978.03	308,073
4.	Streaming TV	Ads E - CTV/OTT	LVTO	English	\$5,000.00	114,638
5.	Online Digital	Google Ads	General market	English	\$1,988.41	820,032
6.	Transit	Interior Bus Ads	LVTO	English	\$2,610.00	334,900
7.	Streaming TV	Ads E- CTV/OTT	Spanish	Spanish	\$5,000.00	98,143
8.	Social Media	YouTube	Spanish	Spanish	\$4,706.09	409,014
9.	Transit	Exterior Bus Ads	General market	English	\$18,839.00	4,478,964
10.	Social Media	YouTube	Asian	Korean	\$1,996.20	182,209

Online Digital & Social Media Performance

Phase B Cont.

Phase B Overview

Online Digital & Social Media Overview

Impressions
12.4M

Clicks
43.8K

CTR
0.35%

Engagements
40.5K

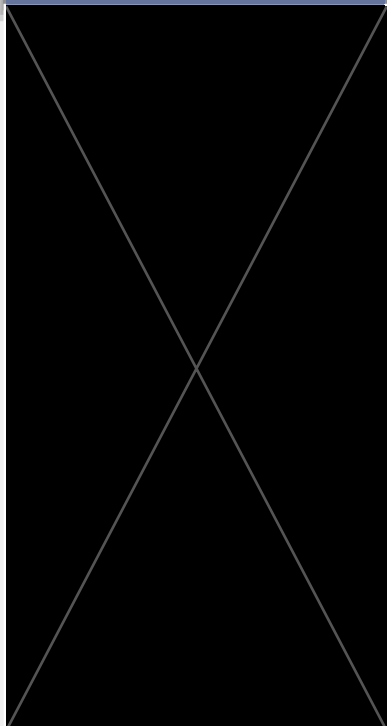
Top Performing Digital & Social Media

	Channel	Targeting	Language	Amount spent ▾	Impressions	Clicks	CTR	CPC
1.	Snapchat	General market	English	\$6,800.00	1,463,941	3,478	0.24%	\$1.96
2.	YouTube	Spanish	Spanish	\$4,706.09	409,014	1,402	0.34%	\$3.36
3.	LED Digital	General market	English	\$4,052.00	421,819	2,751	0.65%	\$0.00
4.	Snapchat	Spanish	Spanish	\$3,978.03	308,073	2,031	0.66%	\$1.96
5.	Excelsior Online	Spanish	Spanish	\$3,840.00	535,359	881	0.57%	\$0.00
6.	YouTube	General market	English	\$3,431.10	295,469	260	0.08%	\$9.89
7.	OC Register Online	General market	English	\$3,200.00	98,143	191	0.09%	\$0.00
8.	Addressable	LVTO	English	\$3,049.80	334,900	244	0.09%	\$0.00
9.	Meta	General market	English	\$3,000.00	1,012,903	1,264	0.12%	\$2.86
1...	Meta	LVTO	English	\$3,000.00	943,274	1,050	0.11%	\$2.37

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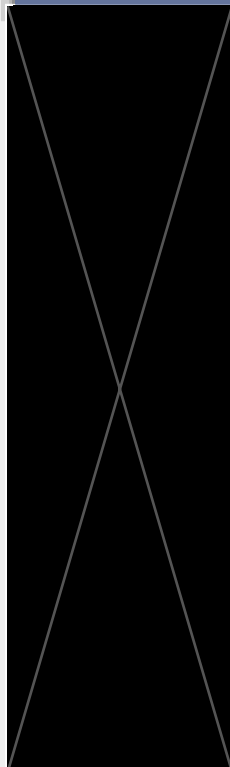
Top Performing Ads

Top Ad by **Impressions**



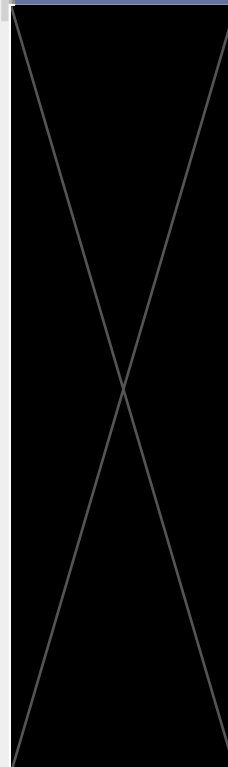
Snapchat - General market (English)

Top Ad by **Clicks**



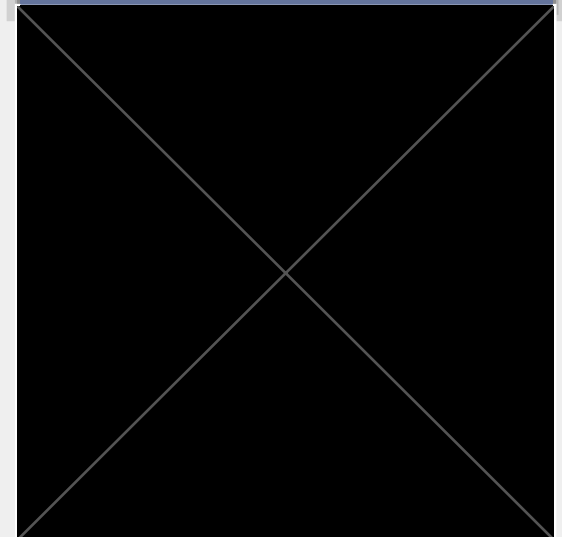
Google Ads - Spanish

Top Ad by **CTR**



Google Ads - General market (English)

Top Ad by **CPC**



Google Ads - LVTO (English)

Media Spend Overview

Phase A Campaigns

Amount spent
\$6.37K

CPC
\$0.79

Phase B Campaigns

Amount spent
\$23.5K

CPC
\$5.01

Performance Overview

Phase A Campaigns

Impressions
585.8K

Clicks
5.8K

CTR (Search)
19.32%

CTR (Display)
0.66%

Phase B Campaigns

Impressions
4.6M

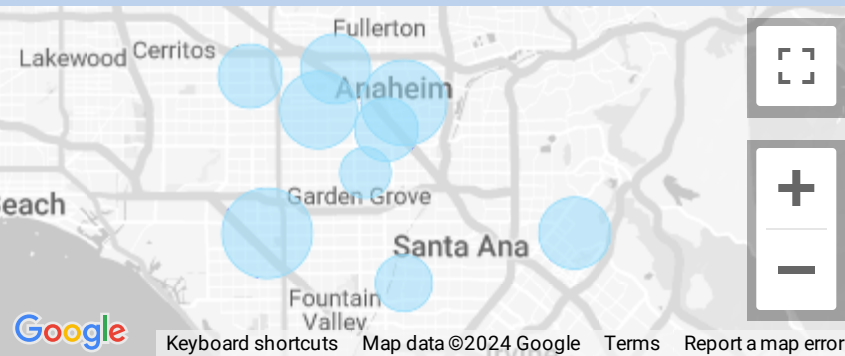
Clicks
27.8K

CTR (Display)
0.80%

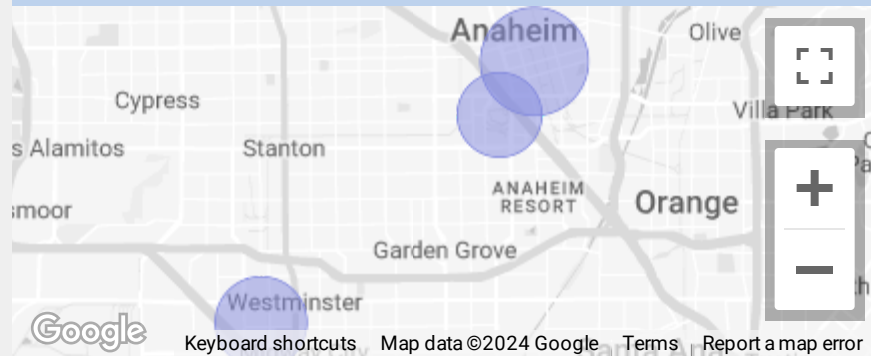
CTR (Video)
0.23%

Geographic Performance

Phase A Campaigns - Top ZIP Codes



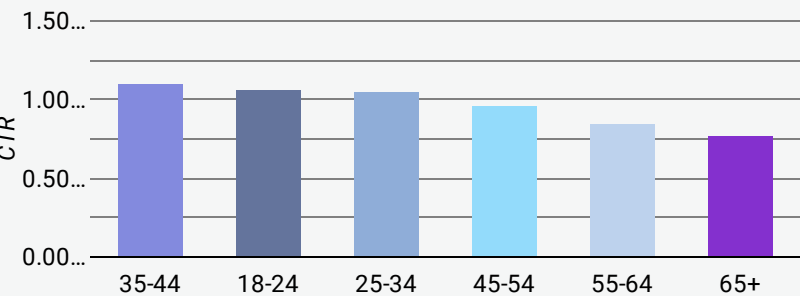
Phase B Campaigns - Top ZIP Codes



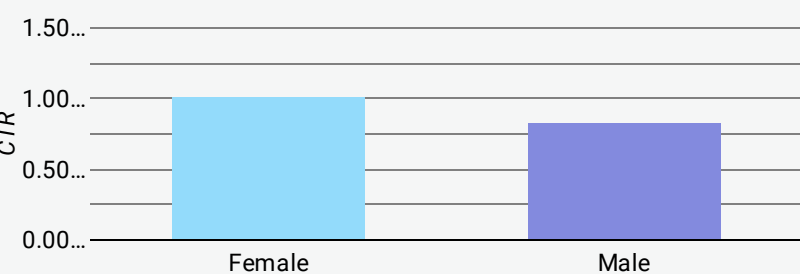
Demographic Performance

Phase A Campaigns

CTR by Age

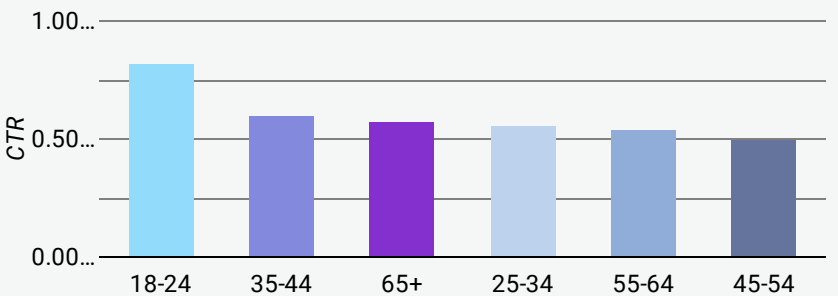


CTR by Gender

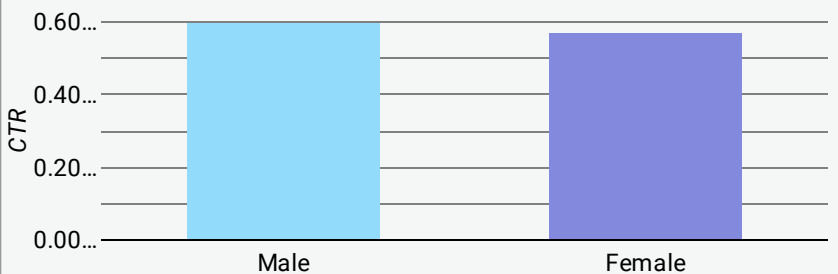


Phase B Campaigns

CTR by Age

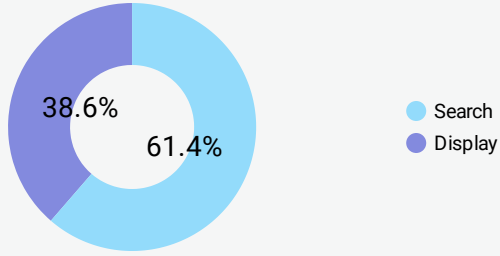


CTR by Gender



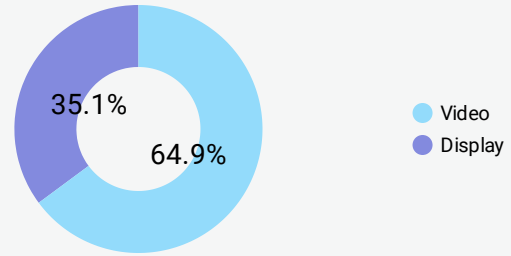
Amount Spent by Channel

Phase A Channels



English only

Phase B Channels



English, Spanish & various Asian languages

Table Breakout by Channel: Search - Recruitment

Campaign Performance - Search

	Campaign name	Targeting	Language	Amount spent	Impressions	Clicks	CPC	CTR
1.	XXXXXXXXXX	XXXXXXXXXX 18+	English	\$3,102	10,287	1,987	\$1.42	19.32%

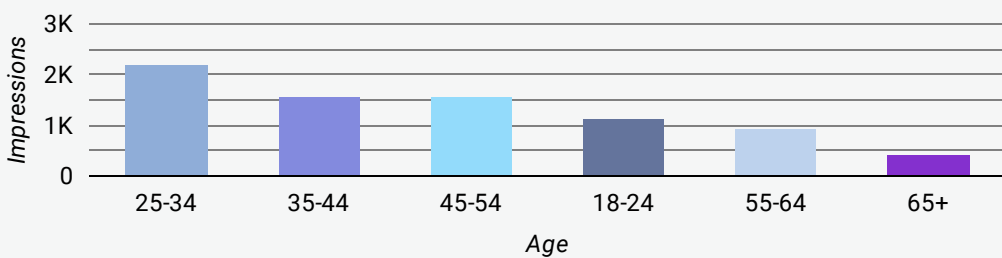
Top 10 Keywords

	Keyword	Impressions	Clicks	CPC
1.	XXXXXXXXXX	3,663	853	\$1.50
2.	XXXXXXXXXXXXXXXXXX	1,265	248	\$1.43
3.	XXXXXXXXXX	611	47	\$1.46

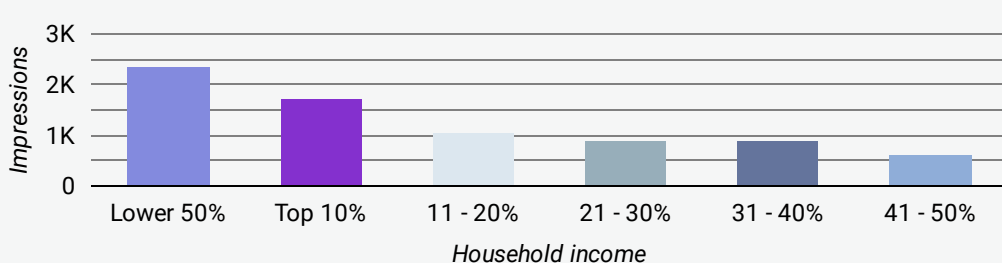
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Demographic Performance

Impressions by Age



Impressions by Household Income



Top Search Ad

Top Ad by Impressions, Clicks & CPC

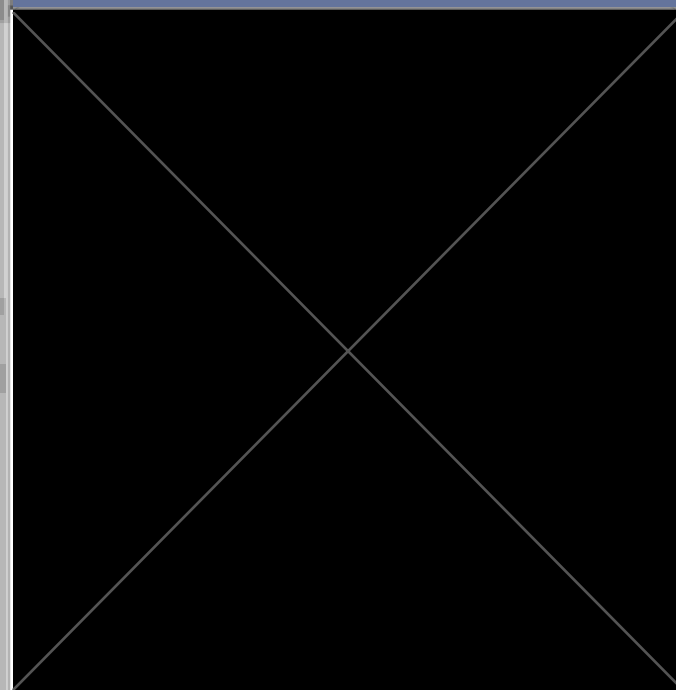


Table Breakout by Channel: Display - Phase A & Phase B

Top Display Campaigns

	Campaign name	Targeting	Language	Amount spent...	Impressions	Clicks	CTR	CPC
1.	██████████	Spanish	Spanish	\$2,880	1,180,338	10,483	0.89%	\$0.27
2.	██████████	LVTO	English	\$1,988	820,032	7,604	0.74%	\$0.25
3.	██████████	General market	English	\$1,494	1,047,699	6,149	0.59%	\$0.24
4.	██████████	General market	English	\$1,470	431,110	2,778	0.64%	\$0.53
5.	██████████	LVTO	English	\$483	144,421	988	0.68%	\$0.49

Top Display Creatives by CTR

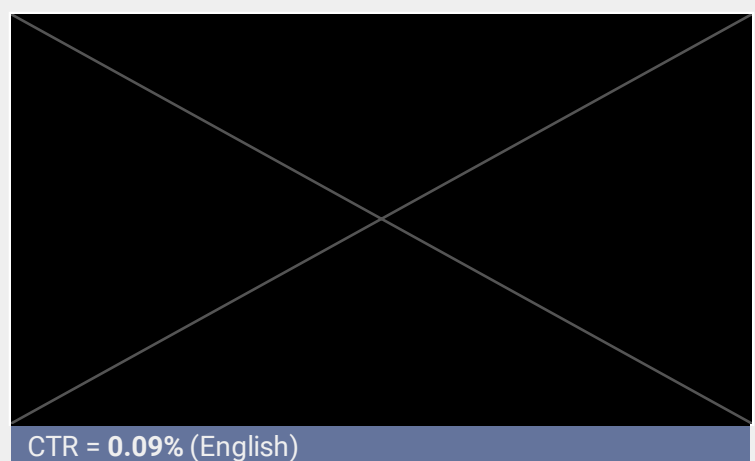
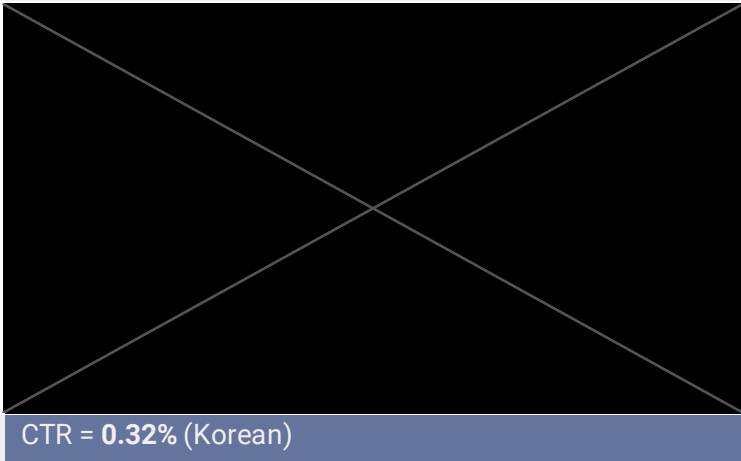
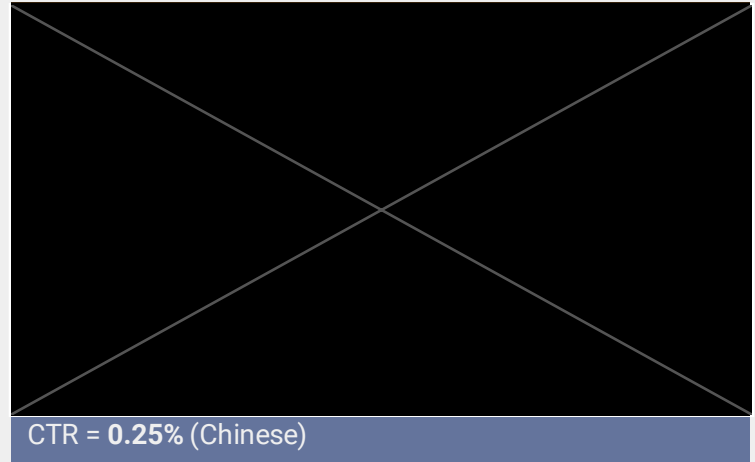
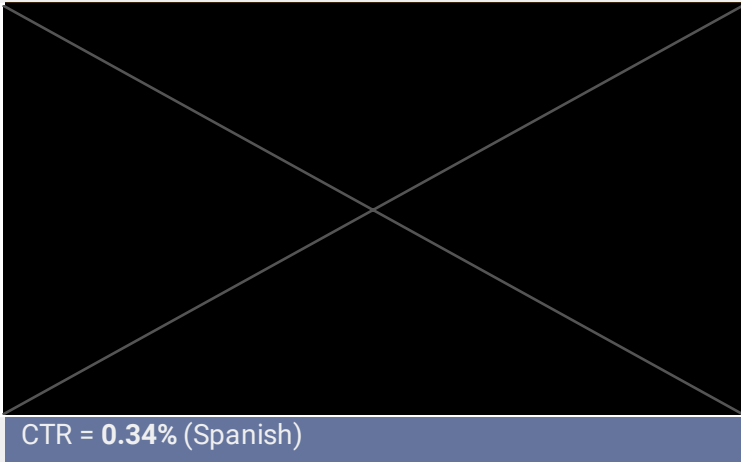
	1.	2.	3.
Creative Im...			

Table Breakout by Channel: Video (YouTube) - Phase B

Top Video (YouTube) Campaigns

	Campaign name	Targeting	Language	Amount spent	VCR	Impressions	Clicks	CTR
1.	██████████	General market	Spanish	\$4,706	68.45%	409,014	1,402	0.34%
2.	██████████	General market	Korean	\$1,996	54.58%	182,209	592	0.32%
3.	██████████	General market	Vietnamese	\$1,988	57.38%	193,555	544	0.28%
4.	██████████	General market	Chinese	\$1,995	55.41%	181,084	450	0.25%
5.	██████████	LVTO	English	\$2,997	71.56%	295,470	303	0.10%
6.	██████████	General market	English	\$3,431	71.81%	333,657	260	0.08%

Top Video (YouTube) Creatives



Media Spend Overview

Phase A Campaigns

Amount spent
\$13K

CPC (all)
\$0.64

Phase B Campaigns

Amount spent
\$9K

CPC (all)
\$2.39

Performance Overview

Phase A Campaigns

Reach
2.2M

Impressions
3.4M

Clicks (all)
20.3K

CTR (all)
0.59%

Phase B Campaigns

Reach
1.6M

Impressions
2.7M

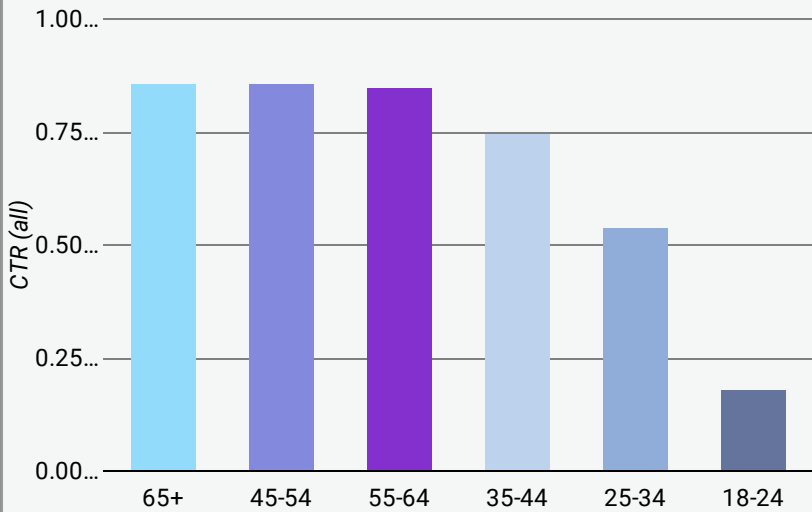
Clicks (all)
3.77K

CTR (all)
0.14%

Demographic Performance

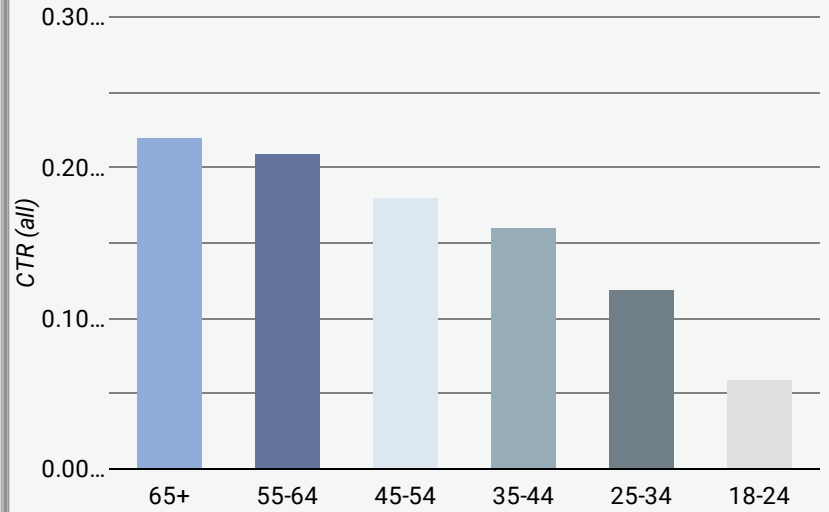
Phase A Campaigns

CTR by Age

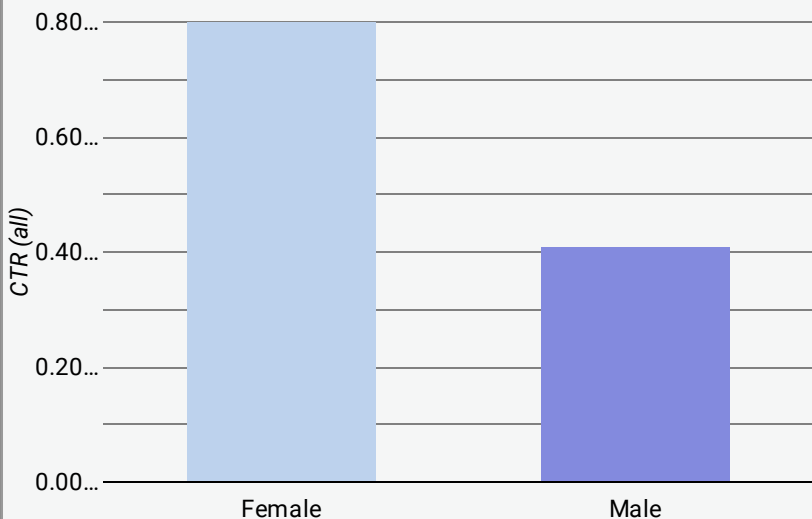


Phase B Campaigns

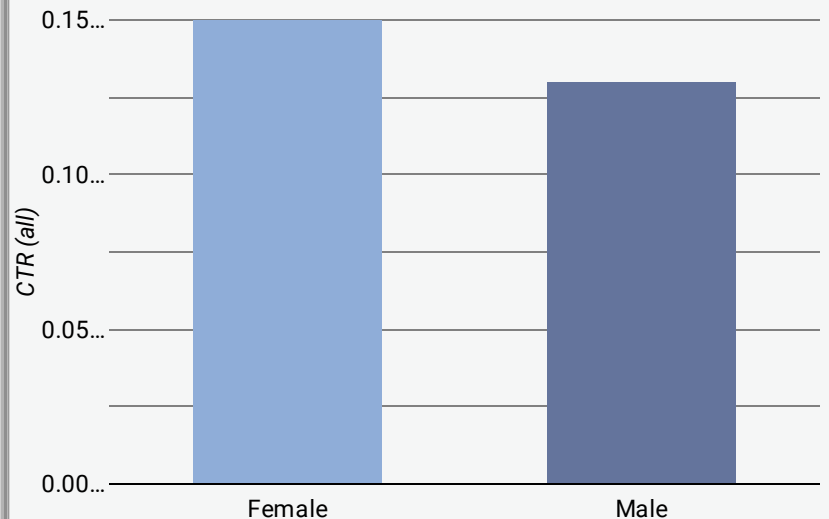
CTR by Age



CTR by Gender



CTR by Gender



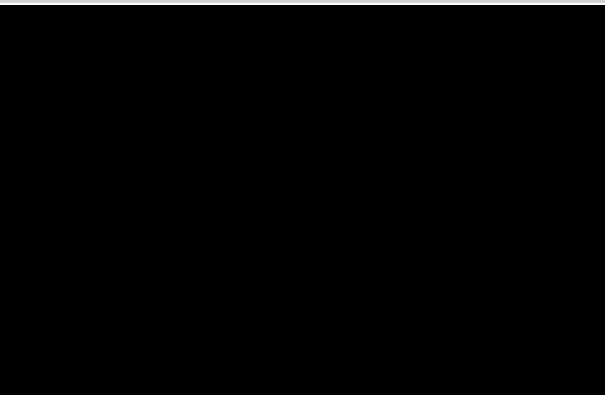
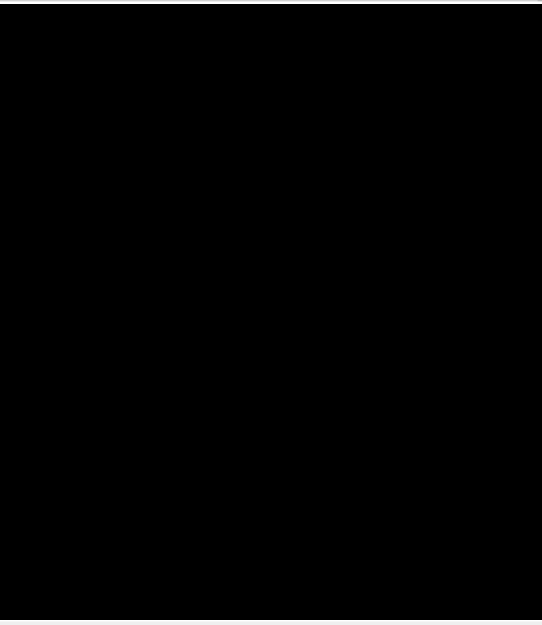



Page Post Engagement

Phase A Campaigns - Top Creatives

Post reactions 550	Post comments 34	Post Saves 166	Post shares 208	Link clicks 4.31K	Clicks (all) 20.3K	Video views 1.1M
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Campaign ...	[Redacted]	[Redacted]
Ad creative...		

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		<p>Note: Link to Facebook post </p>

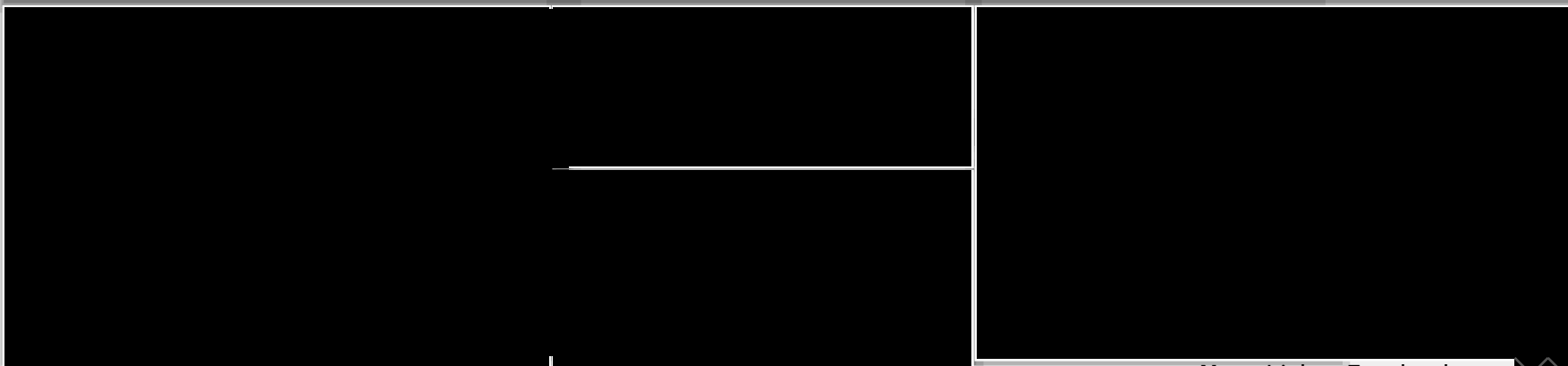
Page Post Engagement

Phase B Campaigns - Top Creatives

Post reactions 224	Post comments 21	Post Saves 13	Post shares 15	Link clicks 1.59K	Clicks (all) 3.8K	Page likes 0
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Campaign ...	[Redacted]		[Redacted]
Ad creative...	[Redacted]		
Amount sp...	\$6,000	\$1,500	\$1,500
Post comm...	18	2	1
Post Saves	8	4	1
Post shares	12	2	1
Link clicks	939	364	285
Clicks (all)	2,314	803	655
Page likes	0	0	0

	Campaign name	Targeting	Language	Engagements ▾	Engagement rate
1.	[Redacted]	LVTO	English	1,809	0.19%
2.	[Redacted]	General market	English	1,486	0.15%
3.	[Redacted]	Spanish	Spanish	1,176	0.24%
4.	[Redacted]	Asian	English	943	0.39%





Snapchat Marketing Individual Channel Performance

Topline Performance

Media Spend Overview

Performance Overview

Phase A Campaigns

Phase A Campaigns

Amount spent
\$7K

eCPSU
\$0.49

Impressions
1.2M

Swipes
3.58K

Swipe up rate
0.29%

Phase B Campaigns

Phase B Campaigns

Amount spent
\$10.8K

eCPSU
\$1.79

Impressions
1.8M

Swipes
5.51K

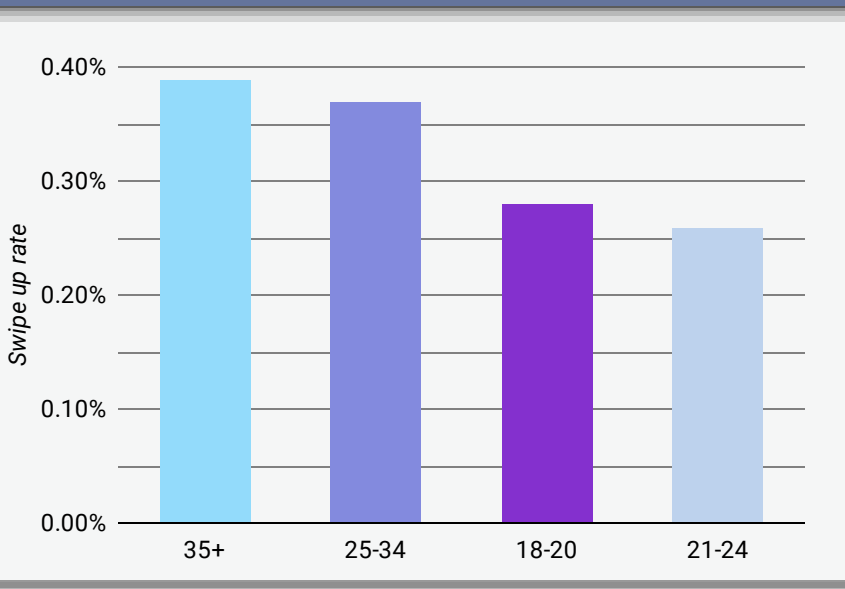
Swipe up rate
0.32%

Demographic Performance

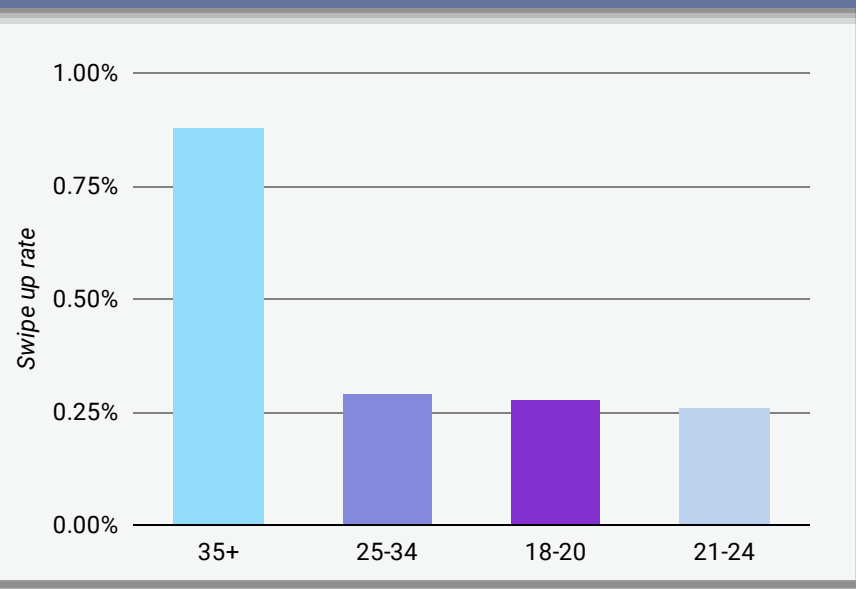
Phase A Campaigns

Phase B Campaigns

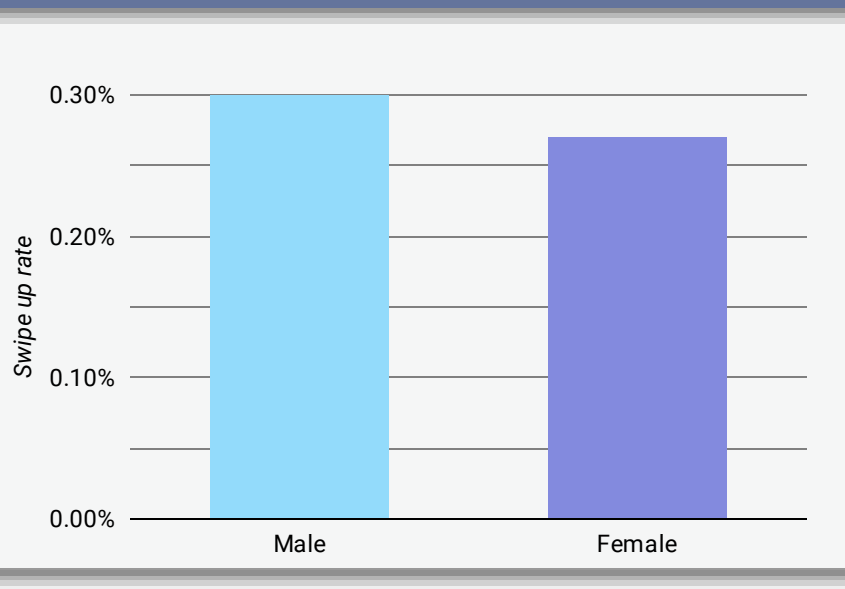
Swipe up rate by Age



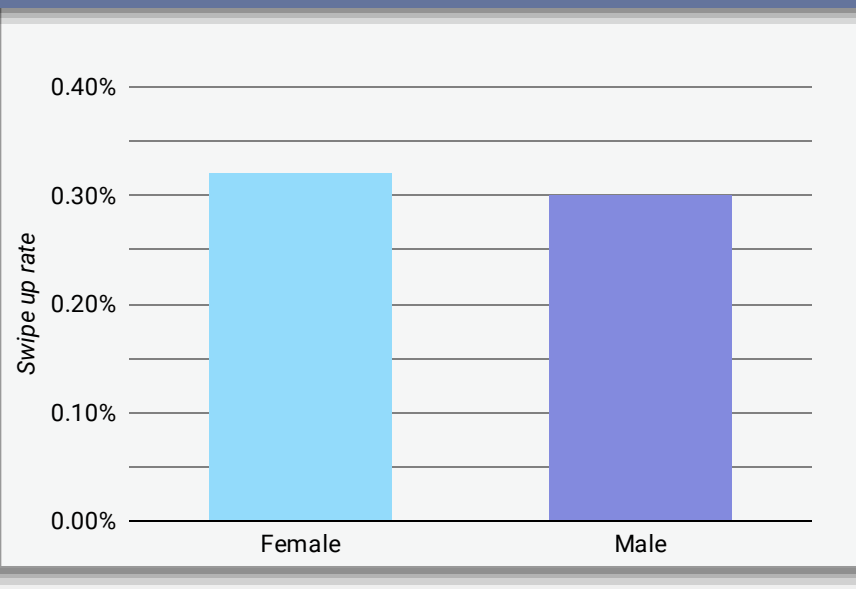
Swipe up rate by Age



Swipe up rate by Gender



Swipe up rate by Gender





Snapchat Marketing Individual Channel Performance Breakdown

Engagements

Phase A Campaigns

Reach 176.4K	Site visits 1.71K	Video views 44.3K
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	Campaign name	Targeting	Language	Reach ▾	Site visits	Video views
1.	XXXXXXXXXX	General market	English	140,955	1,335	13,183
2.	XXXXXXXXXX	Spanish	English	35,477	371	31,134

Phase B Campaigns

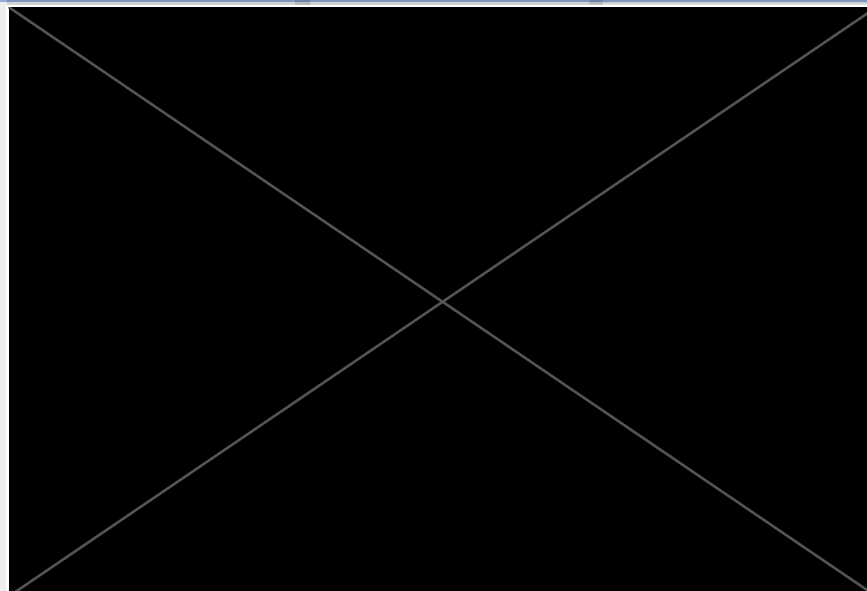
Reach 253.6K	Site visits 3.93K
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	Campaign name	Targeting	Language	Reach ▾	Site visits
1.	XXXXXXXXXX	General market	English	202,263	2,878
2.	XXXXXXXXXX	Spanish	Spanish	51,311	1,053

Detailed Media Breakdown

	Campaign name	Targeting	Language	Amount spent ▾	Impressions	Swipes	Swipe up rate
1.	XXXXXXXXXX	General market	English	\$6,800	1,463,941	3,478	0.24%
2.	XXXXXXXXXX	General market	English	\$4,986	983,623	2,587	0.26%
3.	XXXXXXXXXX	Spanish	Spanish	\$3,978	308,073	2,031	0.66%
4.	XXXXXXXXXX	Spanish	English	\$1,658	263,066	993	0.38%

Top Creatives





Nextdoor Individual Channel Performance

Topline Performance & Breakdown

Media Spend Overview

Performance Overview

Phase A Campaigns

Phase A Campaigns

Amount spent
\$5.44K

CPC
\$1.18

Impressions
576.2K

Clicks
3.82K

CTR
0.66%

Phase B Campaigns

Phase B Campaigns

Amount spent
\$5.6K

CPC
\$3.17

Impressions
608.6K

Clicks
1.63K

CTR
0.27%

Detailed Table Breakdown

Phase A Campaigns

	Campaign name	Targeting	Language	Amount spent	Impressions	Clicks	CPC	CTR
1.	XXXXXXXXXX	LVTO	English	\$3,137	250,521	1,605	\$1.31	0.64%
2.	XXXXXXXXXX	General market	English	\$2,298	325,668	2,211	\$1.05	0.68%

Phase B Campaigns

	Campaign name	Targeting	Language	Amount spent	Impressions	Clicks	CPC	CTR
1.	XXXXXXXXXX	General market	English	\$2,901	343,243	799	\$3.34	0.23%
2.	XXXXXXXXXX	LVTO	English	\$2,696	265,343	829	\$2.99	0.31%

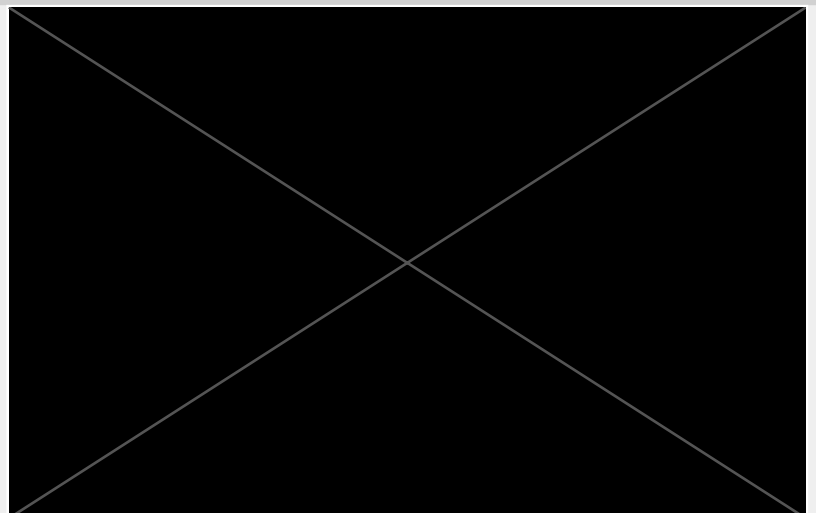
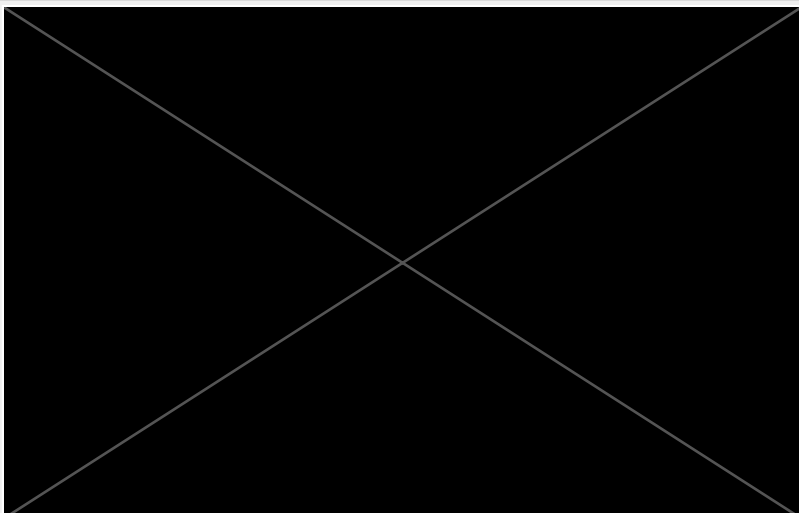
Top Creatives

Phase A Campaigns

	Campaign name	Language	Amount spent	CTR
1.	XXXXXXXXXX	English	\$5,436	1.32%

Phase B Campaigns

	Campaign name	Language	Amount spent	CTR
1...	XXXXXXXXXX	English	\$5,597	0.27%





Streaming TV - Topline Performance Breakdown

Phase B Campaigns

Media Spend Overview

Amount spent
\$29.4K

eCPM
\$24.38

Performance Overview

Impressions (Planned)
783.8K

Impressions (Delivered)
1.1M

Detailed Table Breakdown

	Channel	Campaign name	Targeting	Language	Amount spent	Impressions
1.	SmartyAds - CTV	XXXXXXXXXX	Spanish	Spanish	\$10,287	535,359
2.	SmartyAds - CTV	XXXXXXXXXX	General market	English	\$4,116	280,520
3.	Ads E - CTV/OTT	XXXXXXXXXX	LVTO	English	\$5,000	163,649
4.	Ads E - CTV/OTT	XXXXXXXXXX	Spanish	Spanish	\$5,000	98,143
5.	Ads E - CTV/OTT	XXXXXXXXXX	General Market	English	\$5,000	65,627

Top Creatives

XXXXXXXXXX *Spanish Creatives*

XXXXXXXXXX *English Creatives*



Streaming TV - Topline Performance Breakdown

SmartyAds - Top Applications

	App name	Targeting	Language	Impressions
1.	My NRS Store	Spanish	Spanish	120,319
2.	Watch OWN	General market	English	94,494
3.	HGTV GO-Watch with TV Provider	General market	English	86,185
4.	VideoElephantTV	Spanish	Spanish	42,088
5.	Samsung TV Plus	Spanish	Spanish	36,932
6.	AXS TV	General market	English	34,552
7.	NRS TV	Spanish	Spanish	30,784
8.	Sling TV - Live Sports, News, Shows Freestream	Spanish	Spanish	30,212

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Spectrum - Top Networks

	Network	Targeting	Language	Impressions
1.	Spectrum News	General market	English	18,594
2.	Spectrum SportsNet	Spanish	Spanish	15,969
3.	TNT	Spanish	Spanish	12,884
4.	Spectrum News	LVTO	English	8,956
5.	MSNBC	General market	English	8,827
6.	Comedy Central	Spanish	Spanish	8,055
7.	Investigation Discovery	General market	English	7,720
8.	ESPN Deportes	Spanish	Spanish	7,342

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Spectrum - Top Devices

	Device	Targeting	Language	Impressions
1.	Roku	General market	English	49,086
2.	CTV	General market	English	45,993
3.	Roku	Spanish	Spanish	32,434
4.	CTV	Spanish	Spanish	22,808
5.	Roku	LVTO	English	21,280
6.	CTV	LVTO	English	17,301
7.	Fire TV	Spanish	Spanish	12,916
8.	Fire TV	General market	English	11,953

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