

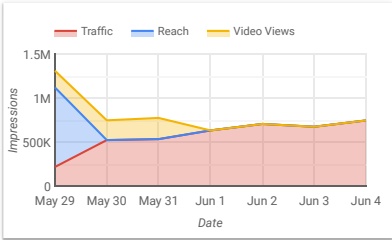
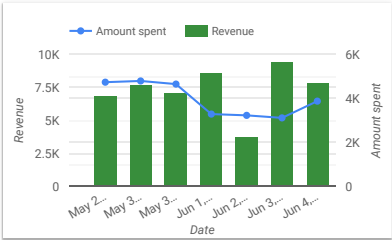
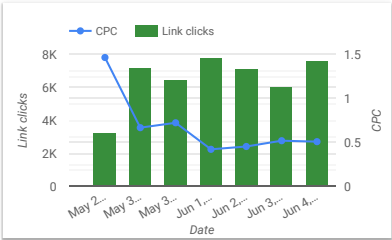
Social: Overall Performance

May 29, 2019 - Jun 4, 2019		Campaign		Campaign Objective	
Clicks	45,376	Imp	5,618,479	CTR	0.81%
Reach	3,040,554	Freq	1.85		
CPM	\$4.93	CPC	\$0.61	Spend	\$27,695.48
Purchases	220	Revenue	\$51,198.16		

Campaign	Reach	Freq	CPM	Imp	Clicks	CTR	CPC	Spend	Revenue	Purchases
Watch Listen Play	1,114,641	1.93	\$5.69	2,150,427	22,460	1.04%	\$0.55	\$12,242.99	\$32,358.51	152
AlwaysOn	1,336,954	8.13	\$4.71	1,811,854	19,896	6.77%	\$3.46	\$8,532.58	\$9,259.88	45
Spring into Summer Tactical	903,429	1	\$2.53	903,429	450	0.05%	\$5.09	\$2,289.03	\$4,984.04	8
Huawei	465,490	1.41	\$6.10	655,057	719	0.11%	\$5.56	\$3,996.14	\$4,288.87	11
SamsungS10Campaign	86,610	1.13	\$6.50	97,712	1,850	1.89%	\$0.34	\$634.74	\$306.86	4
Grand total	3,040,554	1.85	\$4.93	5,618,479	45,376	0.81%	\$0.61	\$27,695.48	\$51,198.16	220

GA Data

Campaign	Sessions	New Users	% New Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue
always-on-2019	14,632	10,854	74.18%	1.53%	2	00:00:37	2.00	\$253.26
google-q2-2019	1,923	1,784	92.77%	0.05%	1	00:00:03	0.00	\$0.00
(not set)	1,447	1,035	71.53%	32.48%	2	00:01:24	8.00	\$4,524.54
huawei-2019	341	336	98.53%	76.25%	2	00:00:22	0.00	\$0.00
spring-summer-2019	274	260	94.89%	0%	2	00:00:41	0.00	\$0.00
may-long-wknd-2019	19	10	52.63%	15.79%	1	00:00:04	0.00	\$0.00
organic	19	6	31.58%	10.53%	3	00:02:22	0.00	\$0.00
big-tech-sale-2019	14	4	28.57%	14.29%	4	00:03:03	1.00	\$141.24
holiday-2018	11	0	0.00%	9.09%	3	00:00:45	0.00	\$0.00
red-tag-sale-2019	8	0	0.00%	0%	7	00:08:36	0.00	\$0.00
mothers-day-2019	3	0	0.00%	0%	3	00:02:47	0.00	\$0.00
apple-apr-2019	3	1	33.33%	0%	3	00:00:15	0.00	\$0.00
oct-media-2018	1	1	100.00%	0%	1	00:00:01	0.00	\$0.00
family-event-2019	1	0	0.00%	0%	52	01:17:54	0.00	\$0.00
fitness-event-2019	1	0	0.00%	100%	1	00:00:01	0.00	\$0.00
brs-got-2019	1	0	0.00%	100%	1	00:00:00	0.00	\$0.00
boxing-week-2018	1	0	0.00%	100%	1	00:00:01	0.00	\$0.00
Grand total	18,699	14,291	76.43%	5.17%	2	00:00:37	11.00	\$4,919.04



Notes

Social: Performance by Tactic

Campaign Objective

Campaign

May 29, 2019 - Jun 4, 2019

Social Benchmarks:
CPC:
CTR:

Clicks
44,208

CTR
1.09%

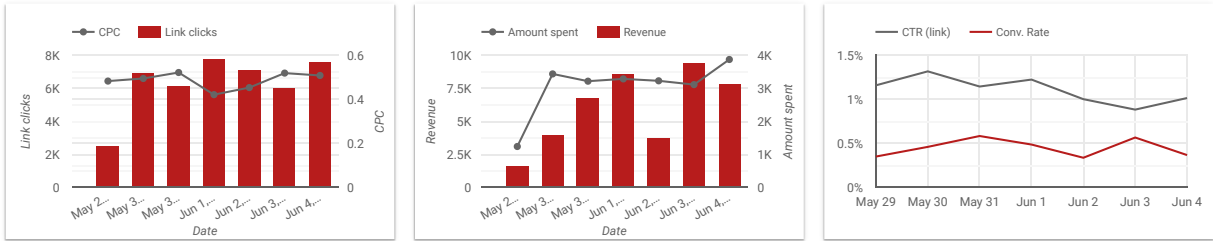
CPC
\$0.48

Revenue
\$41,925.25

Purchases
201

Conv. Rate
0.45%

Campaign	Reach	Freq	CPM	Imp	Clicks	CTR	CPC	Spend	Revenue	Purchases	Conv. Rate
Watch Listen Play	1.1M	1.9	\$5.69	2.2M	22,460	1.04%	\$0.55	\$12,243	\$32,359	152	0.68%
AlwaysOn	1.3M	8.1	\$4.71	1.8M	19,896	0.77%	\$3.46	\$8,533	\$9,260	45	1.72%
SamsungS10Cam...	86.6K	1.1	\$6.5	97.7K	1,852	1.9%	\$0.34	\$635	\$307	4	0.22%



Campaign Objective

Campaign

May 29, 2019 - Jun 4, 2019

Social Benchmarks:
View Rate:
Completion Rate:
Cost/VV:

Video Views
50.2K

Cost/VV
\$0.08

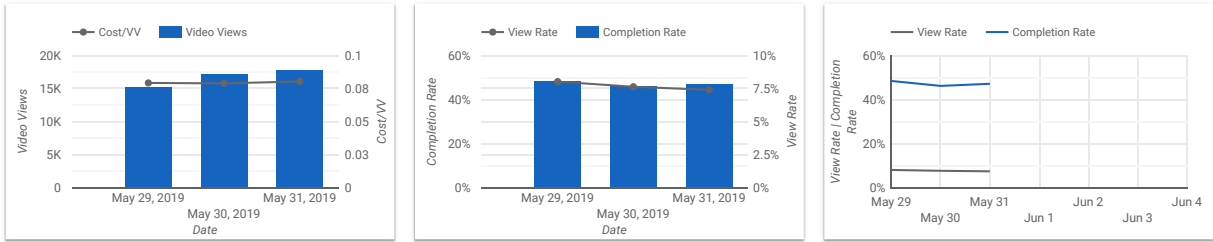
View Rate
7.67%

Cost/CVV
\$0.17

Completion Rate
47%

Spend
\$3,996

Campaign	Reach	Freq	CPM	Imp	Video Views	Cost/VV	View Rate	Completion Rate	Cost/CVV	Spend
Huawei	465.5K	1.4	\$6.1	655.1K	50,220	\$0.08	7.67%	47.25%	\$0.17	\$3,996



Campaign Objective

Campaign

May 29, 2019 - Jun 4, 2019

Social Benchmarks:
CPM:

Reach
903,429

Freq
1

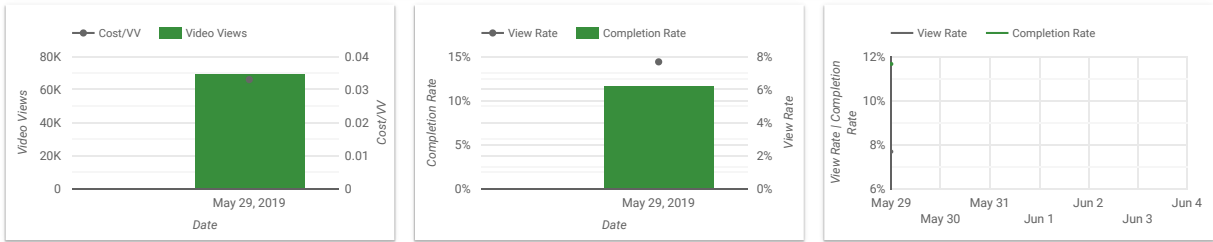
CPM
\$2.53

Clicks
450

Imp
903,429

Amount spent
\$2,289.03

Campaign	Reach	CPM	Freq	Imp	Clicks	Spend
Spring into Summer Ta...	903.4K	\$2.53	1	903.4K	450	\$2,289



Social: Audience & Placement Performance

Campaign Objective ▾

Campaign ▾

May 29, 2019 - Jun 4, 2019 ▾

Performance by Audience

All Ad Performance

Audiences	Reach	CPM	Imp ▾	Clicks	CTR	CPC	Spend	Revenue	Purchases	Conv. Rate	Freq
Broad	2.6M	\$4.38	3,349,972	21.4K	0.64%	\$0.69	\$14,682.94	\$22.27K	90	6.49%	1.31
Look-a-Like	1.1M	\$5.15	1,449,479	12.8K	0.88%	\$0.58	\$7,461.51	\$11.37K	50	44%	1.29
Other	467.3K	\$6.81	782,967	10.9K	1.39%	\$0.49	\$5,329.88	\$17.41K	78	8.5%	1.68
CRM Audience	28.8K	\$6.21	32,273	324	1%	\$0.62	\$200.31	\$154.94	2	12.7%	1.12

Video Ad Performance

Audiences	VideoViews ▾	Cost/VV	View Rate	Comp. Rate
Broad	260,382	\$33.84	9.07%	14.93%
Other	91,876	\$0.81	11.76%	14.58%
Look-a-Like	87,534	\$7.01	8.62%	18.82%
CRM Audience	3,568	\$3.29	10.67%	12.28%

Performance by Placement

All Performance

Placement	Reach	Freq	CPM	Imp ▾	Clicks	CTR	CPC	Spend	Revenue	Purchases	Conv. Rate
instagram	2,393,028	1.74	\$4.48	4.2M	27,184	0.65%	\$0.68	\$18.6K	\$28.41K	154	0.57%
facebook	812,350	1.8	\$6.21	1.5M	18,193	1.24%	\$0.5	\$9.1K	\$22.79K	66	0.36%

Video Performance

Publisher platform	VideoViews ▾	Cost/VV	View Rate	Comp. Rate
instagram	334,667	\$0.06	8.06%	15.28%
facebook	108,695	\$0.08	7.41%	16.6%

Social: Ad Performance

Campaign Objective ▾

Campaign ▾

Ad Name ▾

May 29, 2019 - Jun 4, 2019 ▾

All Ad Performance

Ad Image	Ad Name	Reach	Freq	CPM	Imp	Clicks	CTR	CPC	Spend	Revenue	Purchases	Conv. Rate
	WatchListenPlay	1,016,027	6.73	\$5.39	1,645,751	16,453	5.13%	\$2.06	\$8,862.93	\$28,567.16	130	3.84%
	SpringToSummer	827,404	3.02	\$2.53	828,743	375	0.17%	\$13.77	\$2,094.56	\$4,984.04	8	4.69%
	HeadphonesCa...	16,889	2.24	\$3	350,596	2,311	2.95%	\$1.41	\$1,050.77	\$1,654.87	7	3.06%
	WatchListenPlay	198,090	6.85	\$6.23	337,283	3,872	6.01%	\$1.97	\$2,099.6	\$2,934.57	15	1.88%
Grand total		3,040,5...	1.85	\$4.93	5,618,479	45,376	0.81%	\$0.61	\$27,695.48	\$51,198.16	220	0.48%
1 - 10 / 58												
<div>< ></div>												

Video Ad Performance

Ad Image	Ad Name	VideoViews ▾	Cost/VV	View Rate	Comp. Rate
	WatchListenPlay	183,752	\$0.21	47.03%	43.43%
	SpringToSummer	66,008	\$0.1	23.87%	35.37%
	WatchListenPlay	34,776	\$0.26	43.45%	53.94%
	SpeakersCampaign	20,431	\$0.2	55.59%	31.26%
Grand total		443,359	\$0.06	7.89%	15.6%
1 - 10 / 61 < >					