

teste1 – AD REPORT

Social / Streaming Stats: teste2

- Instagram Followers: teste3 → teste4
 - Facebook Followers: teste5 → teste6
 - Spotify Monthly Listeners: teste7 → teste8
 - YouTube Subscribers: →
 - Total Video Views:
 - Twitter Followers: →
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ADVERTISING REPORTS

Illusions EP – Total Ad Spend:

EP Release Day Boosts:

Facebook – \$

- Results:
- CPC:
- Impressions:
- Reach:
- Video Plays:

Instagram – \$

- Results:
 - CPC:
 - Impressions:
 - Reach:
 - Video Plays:
-

EP Social Dark Ads – Total Spend:

EP Promo w/ Landing Page Link

(Hero video cuts & album trailer)

Facebook – \$

- Results:
- CPC:
- Impressions:
- Reach:

Instagram – \$

- Results:
 - CPC:
 - Impressions:
 - Reach:
-

EP Promo w/ Spotify Album Link

(Hero video cuts & album trailer)

Instagram – \$

- Results:
 - CPC:
 - Impressions:
 - Reach:
-

EP Promo – Remarketing (Pixel Data) w/ Spotify Link

(Hero video cuts & album trailer)

Instagram – \$

- Results:
 - CPC:
 - Impressions:
 - Reach:
-

Best Performing Ad Videos

- EP Promo – Album Trailer:
 - Little Red Promo – Clip 3:
 - Mastermind Promo – Clip 3:
 - If You Were Alive Promo – Clip 2:
 - Playlist Promo – Hero Clip 3:
 - Addicted Promo – Post-Chorus Clip:
 - Don't Leave Promo – Clip 2:
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Individual Song Promos

Little Red Promo – Landing Page Link

(Little Red video cuts)

IG – \$

- Results:
 - CPC:
 - Impressions:
 - Reach:
-

Mastermind Promo – Spotify EP Link

(Mastermind video cuts)

IG – \$

- Results:
 - CPC:
 - Impressions:
 - Reach:
-

If You Were Alive Promo – Spotify EP Link

(TYWA video cuts)

IG – \$

- Results:
- CPC:

-
- Impressions:
 - Reach:

Hero / Spotify Playlist Promo – Spotify EP Link

IG – \$

- Results:
- CPC:
- Impressions:
- Reach:

Facebook – \$

- Results:
- CPC:
- Impressions:
- Reach:

EP Promo (Post-Release)

Using Addicted Video Assets – Landing Page Link

IG – \$

- Results:
- CPC:
- Impressions:
- Reach:

Using Don't Leave Video Assets – Landing Page Link

IG – \$

- Results:
- CPC:
- Impressions:
- Reach:

YouTube Ads – Total Spend:

Hero (TrueView) – \$

- Views:
- Avg Cost per View:
- Impressions:
- Engagements:
- Clicks:

Mastermind Lyric Video – \$

- Views:
- Avg Cost per View:
- Impressions:
- Engagements:
- Clicks:

Little Red Lyric Video – \$

- Views:
- Avg Cost per View:
- Impressions:
- Engagements:
- Clicks:

If You Were Alive – \$

- Views:
- Avg Cost per View:
- Impressions:
- Engagements:
- Clicks:

Album Trailer & Hero (Discovery Ads) – \$

- Impressions:
- Avg Cost per Click:
- Engagements:
- Clicks:

Spotify Audio Ads – Total Spend:

Spotify Audio Ad #1 – \$

- Impressions:
- Reach:
- Intent Rate:
- New Listeners:

Spotify Audio Ad #2 – \$

- Impressions:
- Reach:
- Intent Rate:
- New Listeners:

Additional Notes / Analyst Commentary