

Clara Lars – AD REPORT

Social / Streaming Stats: Apr to Dec 2022

- **Instagram Followers:** 1530 → 1968
 - **Facebook Followers:** 0 → 133
 - **Spotify Monthly Listeners:** 0 → 54015
 - **YouTube Subscribers:** 0 → 464
 - **Total Video Views:** 699.5K
 - **Twitter Followers:** 0 → 31
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ADVERTISING REPORTS

Illusions EP – Total Ad Spend: \$3,800

EP Release Day Boosts: \$150

Facebook – \$50

- Results: 3463
- CPC: \$0.01
- Impressions: 6870
- Reach: 6432
- Video Plays: 6059

Instagram – \$100

- Results: 8776
 - CPC: \$0.01
 - Impressions: 21532
 - Reach: 19708
 - Video Plays: 20692
-

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

(IYWA 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:
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Additional Notes / Analyst Commentary

Resumo e observações finais aqui.