

# 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:
- 

## 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**