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# DIGITAL PERFORMANCE REPORT

From Feb 23, 2023 to Mar 18, 2023

 | MEDIA SOLUTIONS

# SeattleTimes.com

## Campaign Summary

Feb 23, 2023 - Mar 18, 2023

Order

Creative

Advertiser: Stroum Jewish Commun... (1)

Line item



### Campaigns Summary

Order	Total impressions	Total clicks	CTR
2023 Seattle Jewish Film Festival Advertising Campaign (49431)	220,281	220	0.10%

### Line Item Summary

Line item	Total impressions	Total clicks	CTR
Local ROS Banners: February 24, 2023 - March 18, 2023	220,281	220	0.10%

### Creative Size

Creative Size	Total impressions	Total clicks	CTR
300x250	137,251	163	0.12%
320x106	34,999	38	0.11%
970x250	16,040	6	0.04%
300x600	14,705	8	0.05%
728x90	9,835	1	0.01%
1200x250	7,451	4	0.05%

# Seattle Times: Subscriber Rewards

Overview

Dates	Campaign Sends	Campaign Opens	Campaign Clicks	SJCC Clicks	SJCC CTR
2/22	104,191	67,156	1,833	356	19.4%
3/8	103,930	65,598	1,336	101	7.6%
Total:	208,121	132,754	3,169	457	14.4%

# Programmatic Display

## Overview



## Campaign Summary

Campaign Group Name	Imps. Won	Clicks	CTR
Display - Feb-Mar 2023	250,502	230	0.09%

# Programmatic Display

## Conversion Breakout




Name	Total Conversions
In-Person Ticket Button Clicks	13
SJFF Page	172
Virtual Ticket Button Clicks	18
Total	203

## View-Thru Visits

Name	View-Thru Conversions
View Through	2,826
Total	2,826

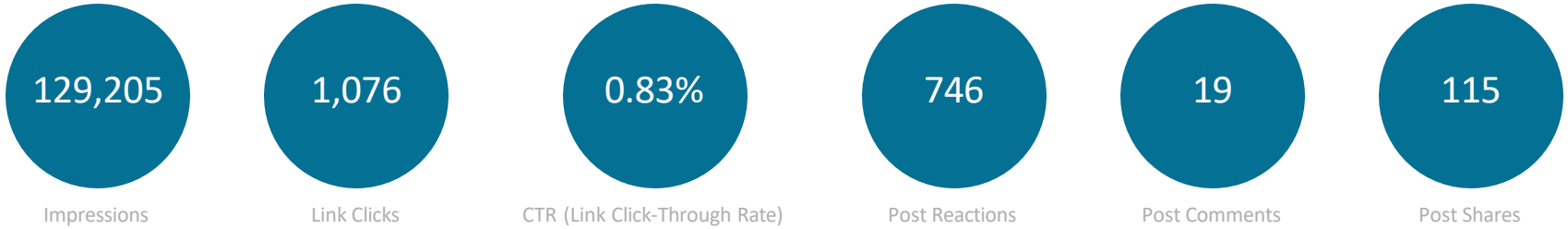
# Programmatic Display

## Creative Summary

Name	Imps. Won	Clicks	CTR	Embed Preview
SJFF 2023_300x600	4,517	3	0.07%	
SJFF 2023_300x250	52,051	44	0.08%	
SJFF 2023_728x90	39,454	51	0.13%	
SJFF 2023_320x50	149,158	129	0.09%	
SJFF 2023_160x600	4,481	2	0.04%	

# Facebook Ads

## Overview



## Campaign Summary

Campaign	Impressions	Link Clicks	CTR (Link Click-Through Rate)	Post Reactions	Post Comments	Post Shares
Conversions - Feb/March 2023	129,205	1,076	0.83%	746	19	115

# Facebook Ads

## Conversion Summary

Custom Conversions	Total
SJ Film Festival - 'Full Details + Trailer' Click	116
SJ Film Festival - 'In-Person Ticket' Click	39
SJ Film Festival - 'Virtual Ticket' Click	38
Total	193

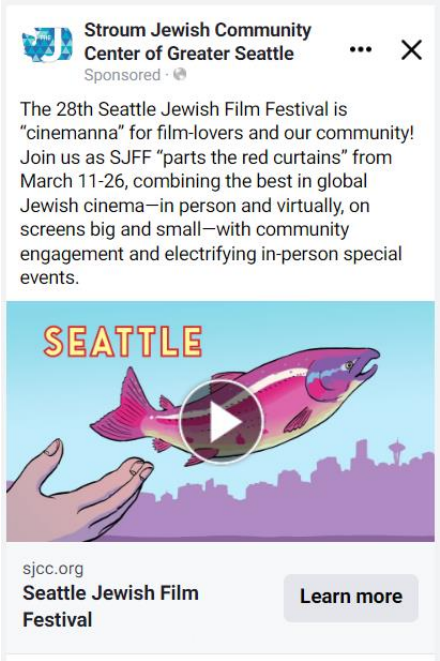


# Facebook Ads

Ad	Impressions	Link Clicks	CTR (Link Click-Through Rate)	Post Reactions	Post Comments	Post Shares
Carousel 1	1,266	4	0.32%	7	0	1
Video 1 - Trailer	7,159	51	0.71%	37	0	9
Single Image - Film Strip	32,444	215	0.66%	157	3	6
Single Image - Curtain	44,805	360	0.80%	206	7	36

# Facebook Ads

## Creative Summary



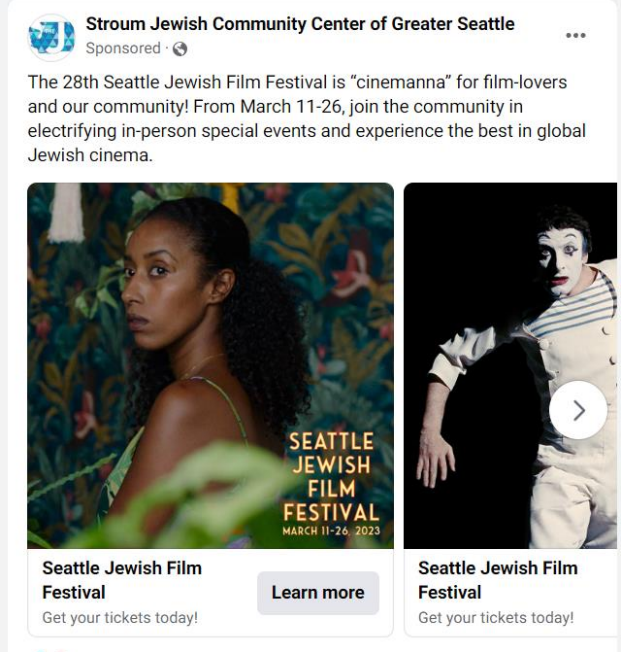
Video 1 - Trailer



Single Image – Film Strip

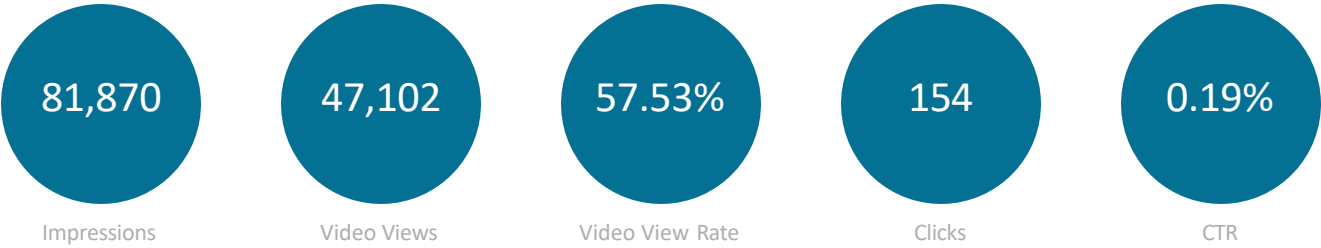


Single Image – Curtain



Carousel 1

Overview



Campaign Summary

Campaign Name	Impressions	Video Views	Video View Rate	Average Video 25% Completes	Average Video 50% Completes	Average Video 75% Completes	Average Video 100% Completes
Stroum Jewish Film Festival - 2023	81,870	47,102	57.53%	65.99%	54.29%	47.26%	38.83%