

FPPC 2022 Primary Election PSA Campaign



Overview

| | Impressions | Clicks | CTR |
|----------------------|-------------|--------|--------|
| McClatchy News Sites | 63,183 | 72 | 0.114% |
| Audience Targeted | 38,086 | 7 | 0.018% |
| Grand Totals | 101,269 | 79 | 0.078% |



McClatchy News Sites

| | Impr. | Clicks | CTR | 100% Cmplt | 100% Pct. |
|-------------------------------|---------------|---------------|---------------|-------------------|------------------|
| sacbee.com | 20,301 | 18 | 0.089% | 15,104 | 74.40% |
| modbee.com | 12,545 | 16 | 0.128% | 9,503 | 75.75% |
| fresno bee.com | 10,155 | 23 | 0.226% | 7,682 | 75.65% |
| merced sunstar.com | 10,023 | 5 | 0.050% | 7,491 | 74.74% |
| sanluis obispo.com | 10,159 | 10 | 0.098% | 7,456 | 73.39% |
| Grand Totals | 63,183 | 72 | 0.114% | 47,236 | 74.76% |



Audience Targeting

| | Impr. | Clicks | CTR |
|---|-------------------------|-------------------------------------|------------------------------------|
| Programmatic - Audience Targeting Law & Government | 38,086 | 7 | 0.018% |
| | Video Starts | 100% Completed Views | 100% Completed Pct. |
| | 35,391 | 23,926 | 67.60% |

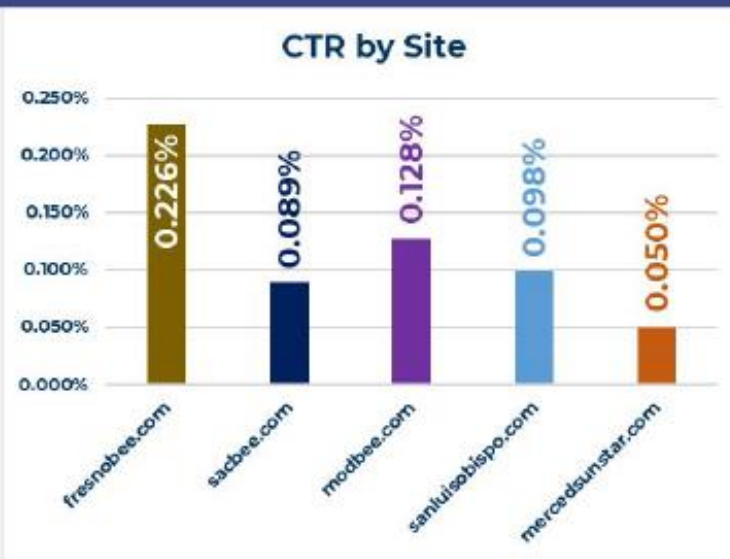


McClatchy News Sites



Sacbee.com served almost 8,000 more impressions than any other site and thus had 5,600 more completed views than the second-best site, modbee.com. Modbee.com did lead all sites with a 75.75% completion rate - and sacbee.com actually had the second-lowest completion percentage, besting only sanluisobispo.com (see above).

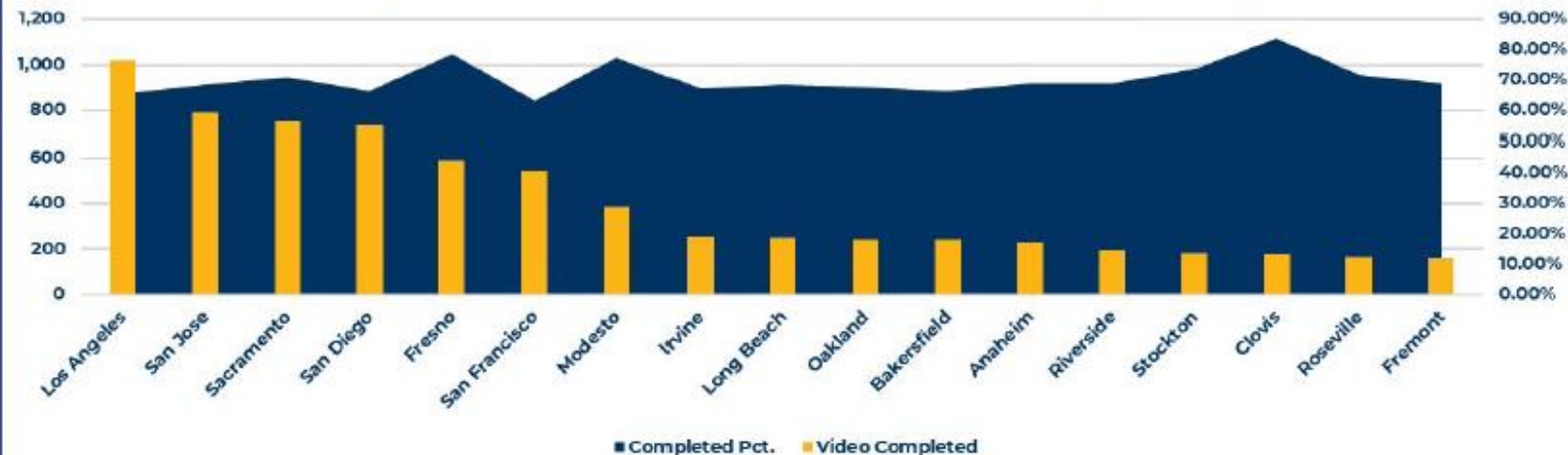
Sacbee.com also averaged the second-lowest CTR and trailed fresnobee.com in total clicks (see right). Fresnobee.com recorded nearly 30 percent of the campaign's clicks.





Audience Targeting

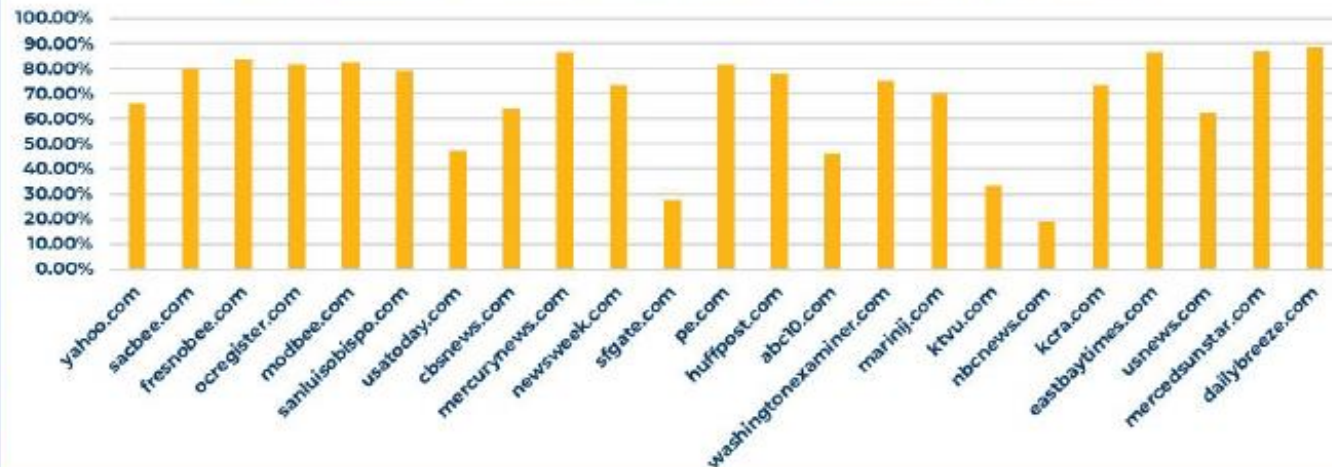
Programmatic - Completed Views and Percentage By City



Among the cities where the videos were finished most often, the percentage completed was usually around 70 percent. The highest percentages were in Central Valley cities like Fresno (78.53%), Modesto (77.06%), and Clovis (83.49%).

Eighty-percent completion rates were averaged on many national and California news sites, from all of the state of California. The completion rates were low on the TV stations sites, with kcra.com being the best of those, by far.

Programmatic - Completed View Percentage, Top Sites



Summary of how your ads are performing on these devices

📱 Mobile phones 📺 Tablets 💻 Computers 📺 TV screens



Clicks ▾

82.6% 17.4% 0.0% 0.0%



Impressions ▾

56.7% 12.3% 3.5% 27.4%



Views ▾

53.1% 10.3% 4.6% 32.1%

Devices



Networks



YouTube video



Display network



91.5%

8.5%

Views ▾



44.2%

55.8%

Cost ▾



\$0.02



\$0.24

Avg. CPV ▾

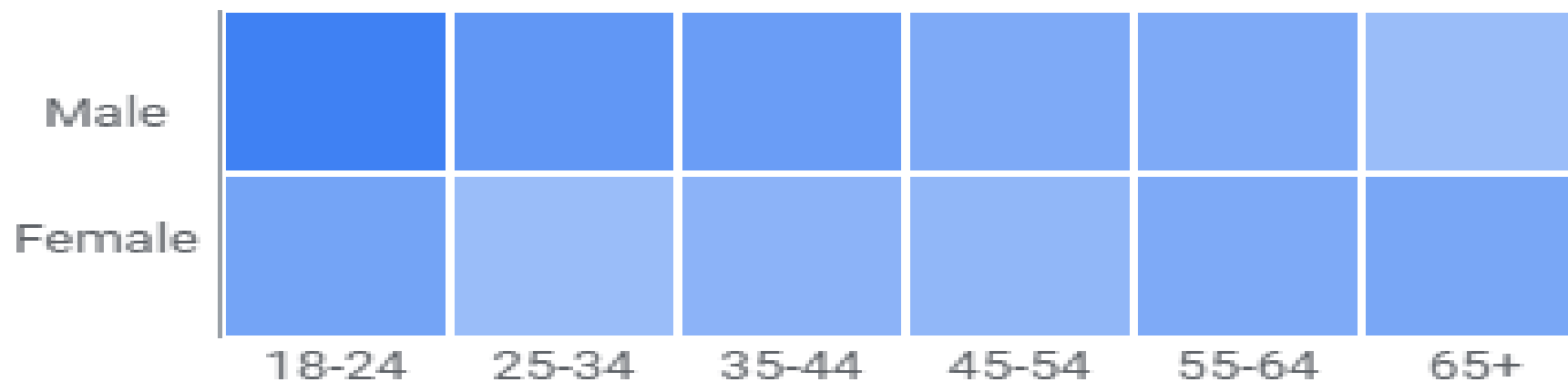
Networks



Gender

Gender & Age

Age



Based on the 88% of your impressions with known gender and age. [?](#)



Day & hour

Impressions ▼

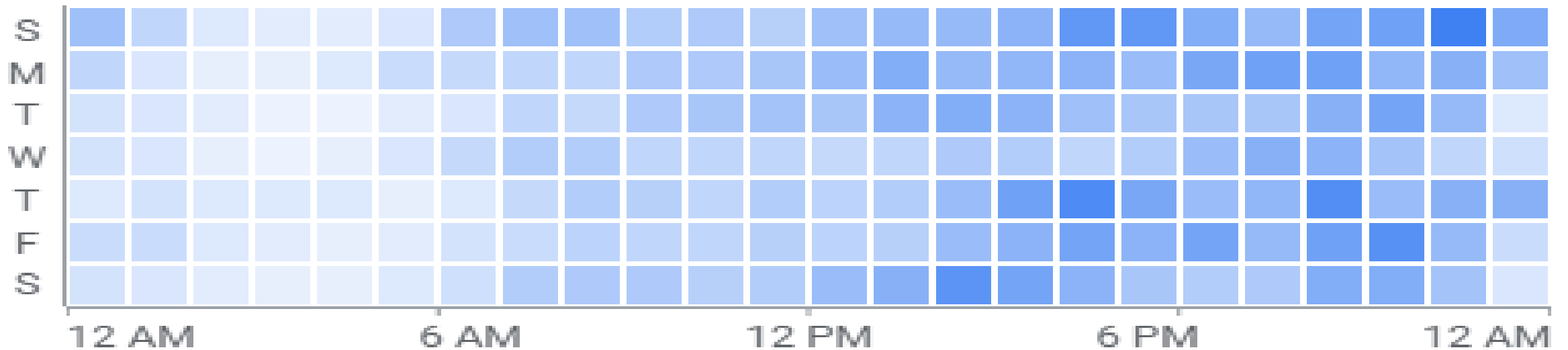


Your performance by day of week and time of day

Day

Day & Hour

Hour



[Ad schedule](#)