

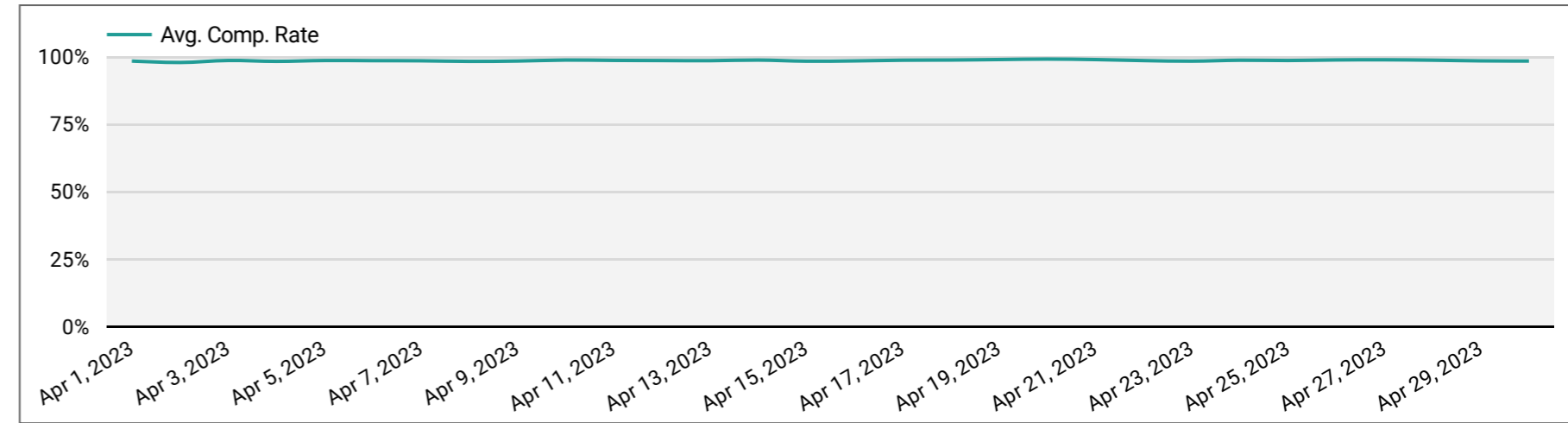


# AUDIO PERFORMANCE

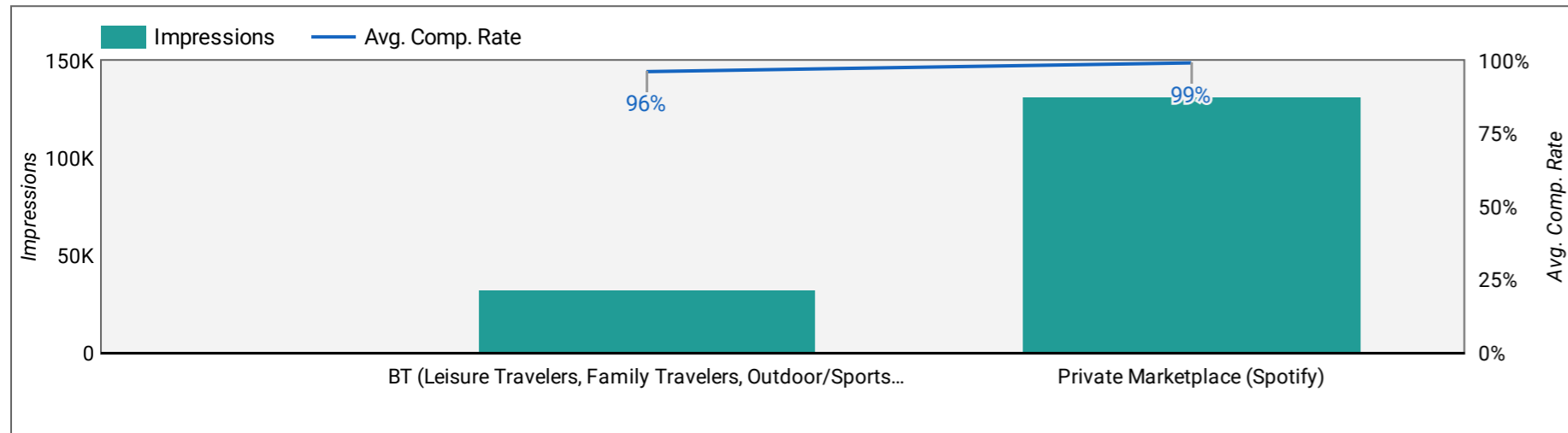
Apr 1, 2023 - Apr 30, 2023

Impressions **164,233**   
 Clicks **33**   
 Audio Starts **163,810**   
 Audio Completions **161,687**   
 Audio Comp. Rate **99%**

Strategy	Impressions	Clicks	Audio Completions	Audio Comp. Rate
Private Marketplace (Spotify)	131,804	23	130,683	99%
BT (Leisure Travelers, Family Travelers, Outdoor/Sports Enthusiasts, Military Families)	32,429	10	31,004	96%
<b>Grand total</b>	<b>164,233</b>	<b>33</b>	<b>161,687</b>	<b>99%</b>

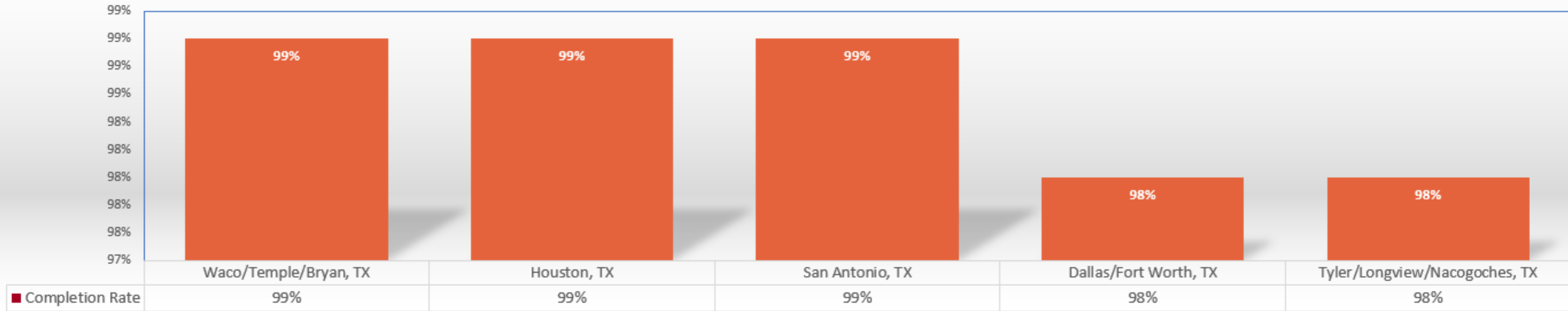


Private Marketplace (PMP); Behavioral Targeting (BT)



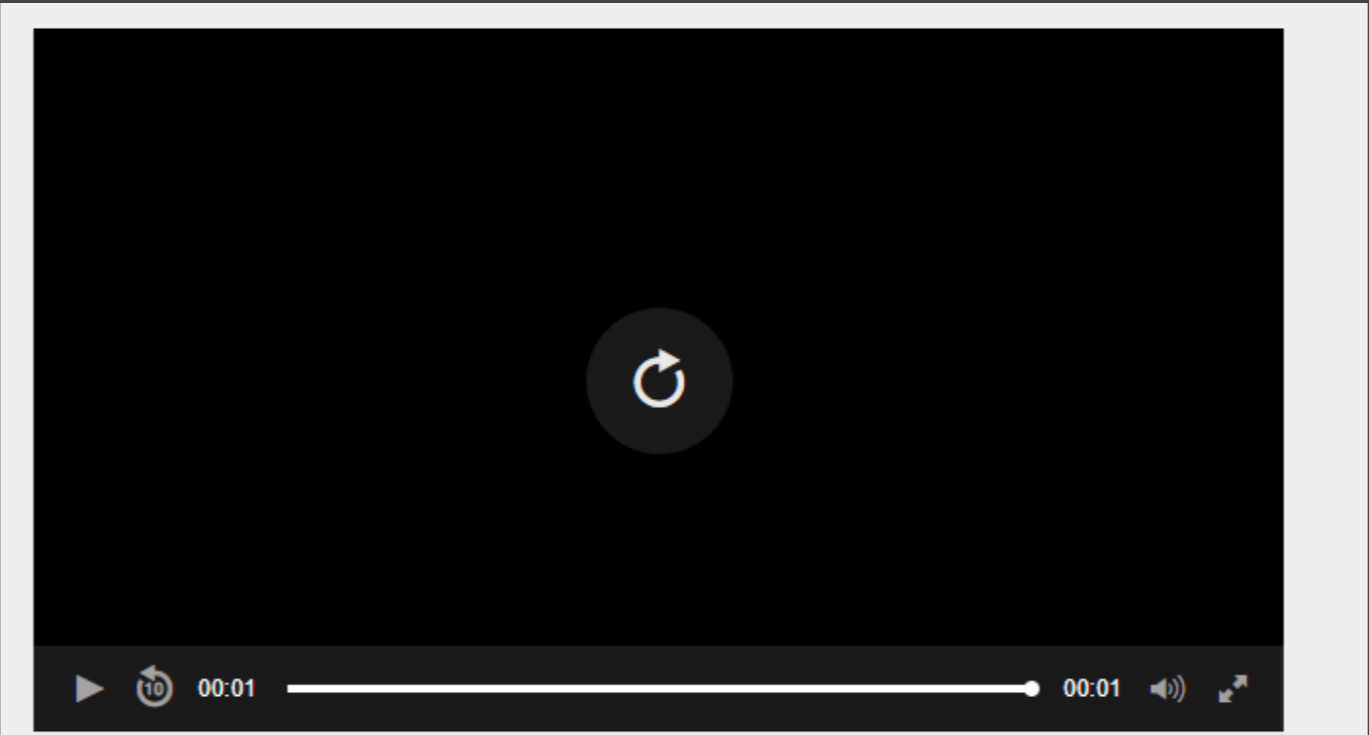
Creative	Impressions	Clicks	Video completions	Avg. Comp. Rate
Cedar Park Radio Spots 15_REV3_ROCK Mar-Apr 2023	135,174	22	133,574	99%
Cedar Park Radio Spots 30_REV 3_ROCK Mar-Apr 2023	29,059	11	28,113	97%
<b>Grand total</b>	<b>164,233</b>	<b>33</b>	<b>161,687</b>	<b>99%</b>

## Top DMA's by Audio Completion Rate



# Audio Companion Banner-Mar-Apr 2023

Apr 1, 2023 - Apr 30, 2023



Companion ad will appear after the content is played

