

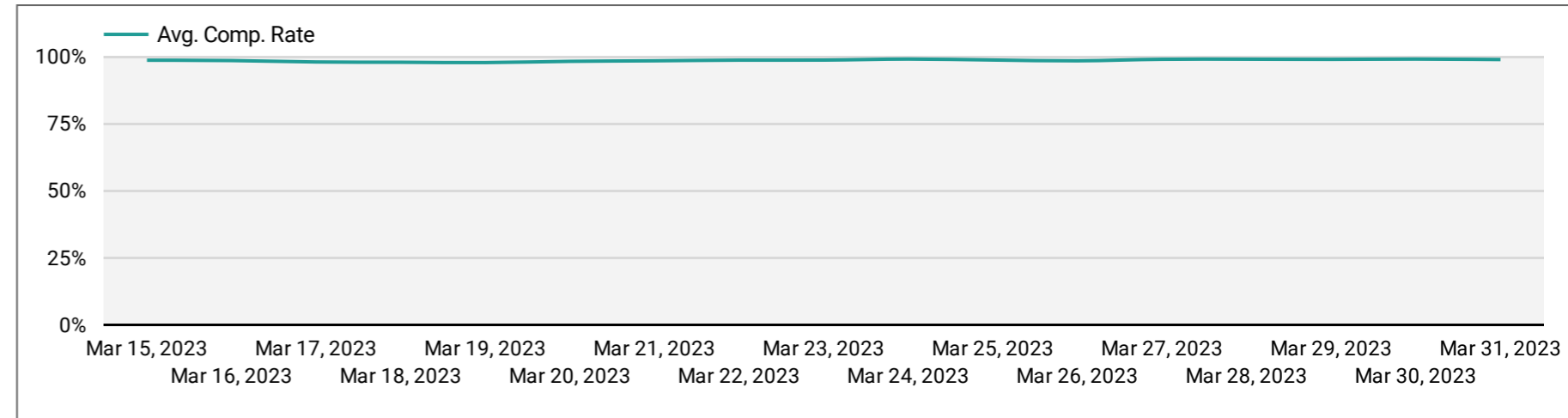


AUDIO PERFORMANCE

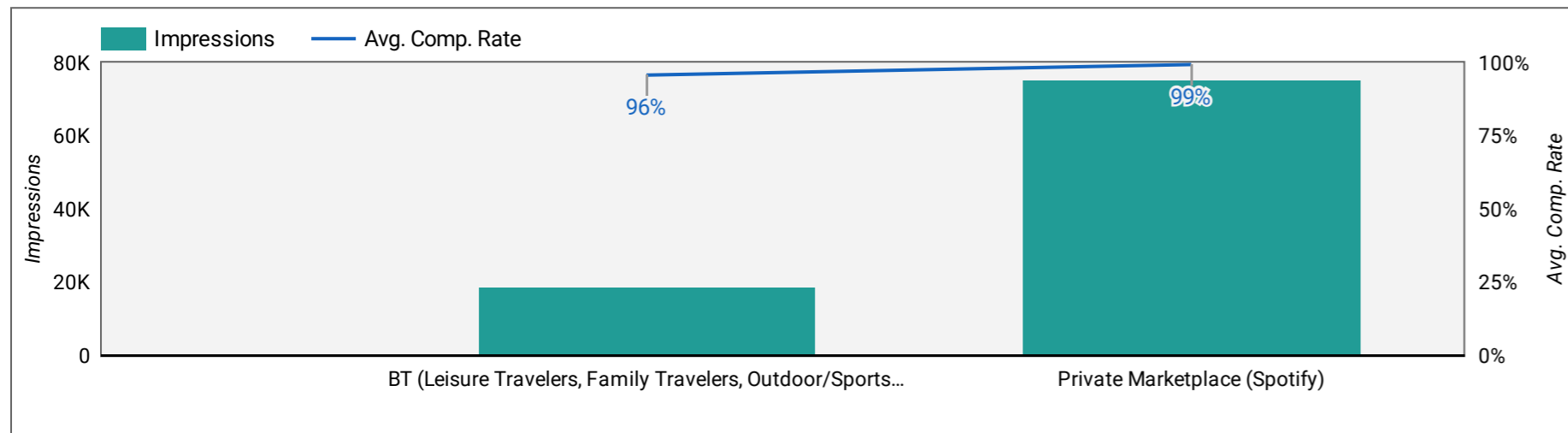
Mar 1, 2023 - Mar 31, 2023

Impressions **94,252** Clicks **13** Audio Starts **94,023** Audio Completions **92,743** Audio Comp. Rate **99%**

Strategy	Impressions	Clicks	Audio Completions	Audio Comp. Rate
Private Marketplace (Spotify)	75,520	13	74,922	99%
BT (Leisure Travelers, Family Travelers, Outdoor/Sports Enthusiasts, Military Families)	18,732	0	17,821	96%
Grand total	94,252	13	92,743	99%

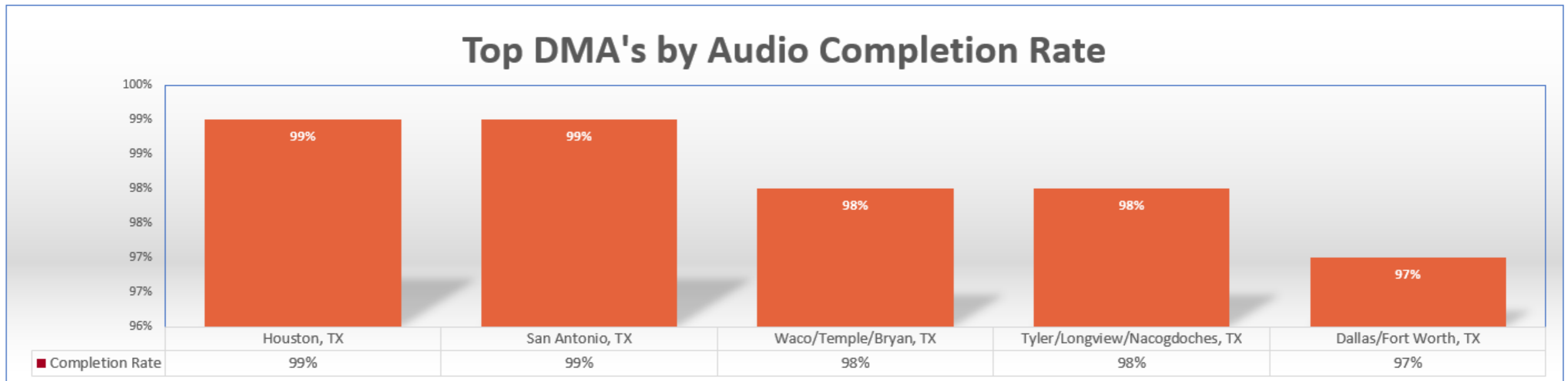


Private Marketplace (PMP); Behavioral Targeting (BT)



Creative	Impressions	Clicks	Video completions	Avg. Comp. Rate
Cedar Park Radio Spots 15_REV3_ROCK Mar-Apr 2023	77,027	10	76,111	99%
Cedar Park Radio Spots 30_REV 3_ROCK Mar-Apr 2023	17,225	3	16,632	97%
Grand total	94,252	13	92,743	99%

Top DMA's by Audio Completion Rate





Audio Companion Banner-Mar-Apr 2023

Mar 1, 2023 - Mar 31, 2023

00:01 00:01

Companion ad will appear after the content is played

A companion advertisement for Visit Cedar Park Texas. It features a vibrant image of a concert stage with purple and blue lighting, a large crowd, and the "Visit Cedar Park Texas" logo. An orange button with the text "Stay For More" is positioned at the bottom right of the ad image.

Stay For More