



McClatchy Media

Powered by Possibilities

CAMPAIGN SUCCESS REPORT

SeaFlower

From Apr 01, 2026 to Jun 30, 2026

Executive Summary

Impressions

247,059

-% ▼
vs 0 prev.

Clicks

304

-% ▼
vs 0 prev.

CTR

0.12%

-% ▼
vs - prev.

Tactic*	Impressions	Clicks	CTR
McClatchy Premium Audience Network, Display	247,059	304	0.12%

Performance Details



McClatchy Media

McClatchy Display

Impressions

247.06K

-%
vs - prev.

Clicks

304

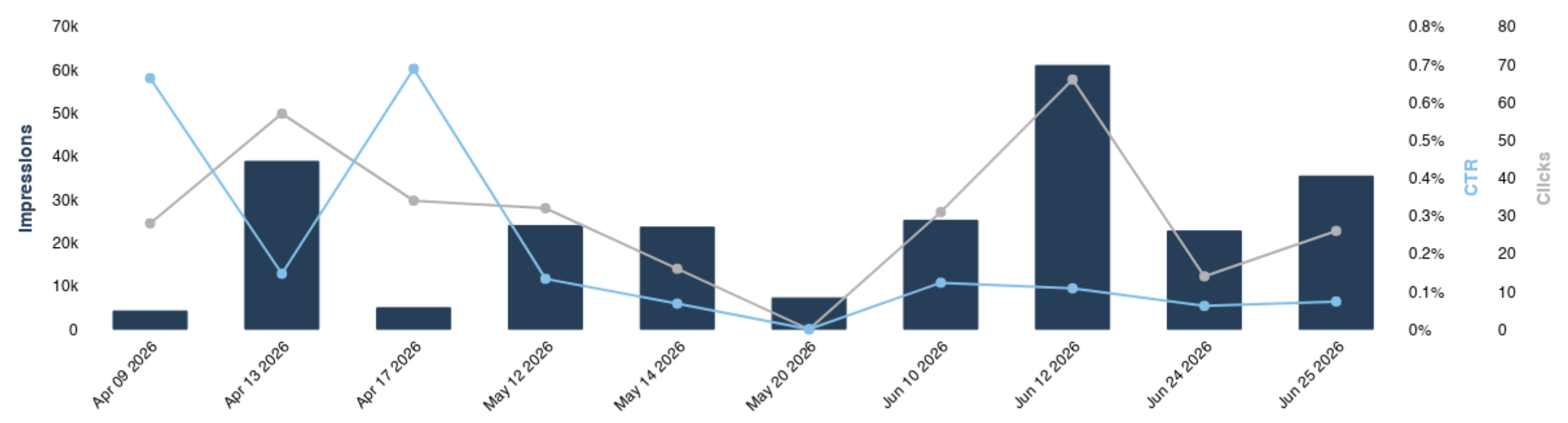
-%
vs - prev.

CTR

0.12%

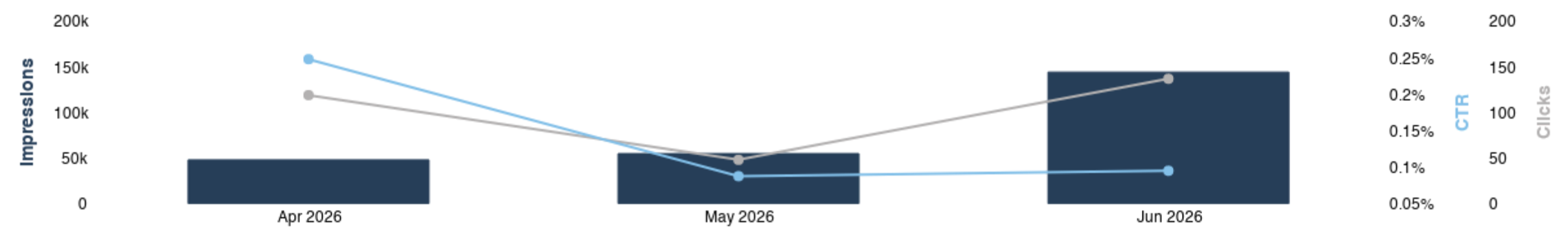
-%
vs - prev.

Performance Trends



McClatchy Display Standard & High Impact Details

Performance Trends | Last 13 Months



McClatchy Display Standard & High Impact Details

Creative Performance - Top Ads

Creative	Preview Thumbnail	Impressions	Clicks
163788DN_172508		14,663	17

McClatchy Display Sponsorship Details

Date	Line Item Type	Line Item	Impressions	Clicks	CTR
Jun 12, 2026	SPONSORSHIP	BRD Takeover Take Five Full - BRD Takeover Take Five Full - (163799-10789*GAM)	60,982	66	0.11%
Apr 13, 2026	SPONSORSHIP	BRD Takeover Take Five Full - BRD Takeover Take Five Full - (163790-9553*GAM)	38,813	57	0.15%
Jun 25, 2026	SPONSORSHIP	BRD Takeover Take Five Full - BRD Takeover Take Five Full - (163802-11040*GAM)	35,414	26	0.07%
Jun 10, 2026	SPONSORSHIP	BRD Takeover Edition All Positions - BRD Takeover Edition All Positions - (163788- 10769*GAM)	25,188	31	0.12%

Glossary (page 1)

Core Performance Metrics



Impressions

The number of times an ad is served and displayed to a user.



Clicks

The number of times an ad or link is clicked by a user.



Click-Through Rate (CTR)

Percentage of clicks per impression.

*Formula: (Clicks / Impressions) * 100*



Cost-per-Click (CPC)

Average cost incurred for each click on a paid advertisement.

Formula: Total Cost / Total Clicks



Conversions

Completed, valuable actions by users after interacting with an ad (e.g., purchases, form submissions).



Secondary Conversions

Less direct actions by users (e.g., page views, button clicks) that provide insights but are not primary optimization goals.



Visits (Foot Traffic Attribution)

Physical store visits attributed to users who were served a native ad.



Video Completion Rate

The percentage of video ads watched to 100% completion.



Audio Completion Rate

The percentage of audio ads listened to 100% completion.

Email Marketing Metrics

Opens

The total number of emails opened and/or impressions served. This count includes multiple opens from individual recipients.

Clicks

The total numbers of clicks registered by recipients. This count includes multiple clicks from individual recipients.

Opens Click Thru Rate%

The percentage of clicks received divided by the total opens.

Open%

The percentage of opens received divided by the total audience.

Click %

The percentage of clicks received divided by the total audience.

Glossary (page 3)

Paid Social - Facebook Metrics

Link Clicks

The number of clicks on links to select destinations or experiences, on or off Facebook-owned properties. (ex: someone clicks Shop Now on your ad and goes to your website).



Link Click CTR Click-Through-Rate

The percentage of times your links that lead to select destinations or experiences were clicked when an ad was served.

Formula: (Link Clicks / Total Impressions)

Search Engine Optimization Metrics



Impressions (Search Console)

The number of times any organic keyword appeared in search results viewed by a user, not including paid Google Ads search impressions.



Clicks (Search Console)

The number of clicks on your organic keywords from a Google Search results page, not including clicks on paid Google Ads search results.

Avg. Keyword Position (Search Console)

The average ranking of your organic keywords.

Thank You!

Your partnership is valued, and we look forward to exceeding your expectations!