



**1** **Media Reporting**

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**2** **TikTok Content Calendar**

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**3** **CWC Director's Cut**

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**4**

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# MEDIA REPORTING

# FY 25/26 Q2 REPORT

# MEDIA PLAN

- Campaign Objective
  - Increase **awareness** among the Adventurous Environmentalist and Hunter Adjacent audiences of the benefits of hunting and fishing for the state of Colorado.
- Measurable Goals
  - Increase education of the benefits of hunting and fishing measured by **impression delivery, video views and website visits.**
- Key Performance Indicators (KPIs)
  - Primary: reach, impressions, brand lift and annual tracker study
  - Secondary: clicks (CTR), video views (VCR) and website visits

# TARGET AUDIENCE

## Adventurous Environmentalist



- Adults 18 to 44
- Outdoorsy audience who enjoys hiking, fishing and camping
- More likely to be female
- Leans democratic and liberal
- Falls in higher income bracket

## Hunter Adjacent



- Adults 18 to 29
- Not active hunters, but indifferent to or supportive of hunting
- More likely to be male
- Range on political views; majority are independents
- Falls in a lower income bracket

# PLANNING PARAMETERS

**Q2 BUDGET** \$475,026

**TIMING** October 1, 2025 to December  
31, 2025

**AUDIENCES** Adventurous Environmentalist  
Hunter Adjacent

**TACTICS** TV  
OOH  
Amazon Prime  
Email  
Social Media/ Influencers  
Display  
Native  
Pre Roll  
Rich Media  
Spotify  
Google  
YouTube

# CAMPAIGN RESULTS



- From Q1, to Q2 our impressions increased by 92%, which correlates to a dramatic increase in budget
- Our cost per 1k impressions went up by \$2, driven by our traditional tv buys which typically have higher CPM's

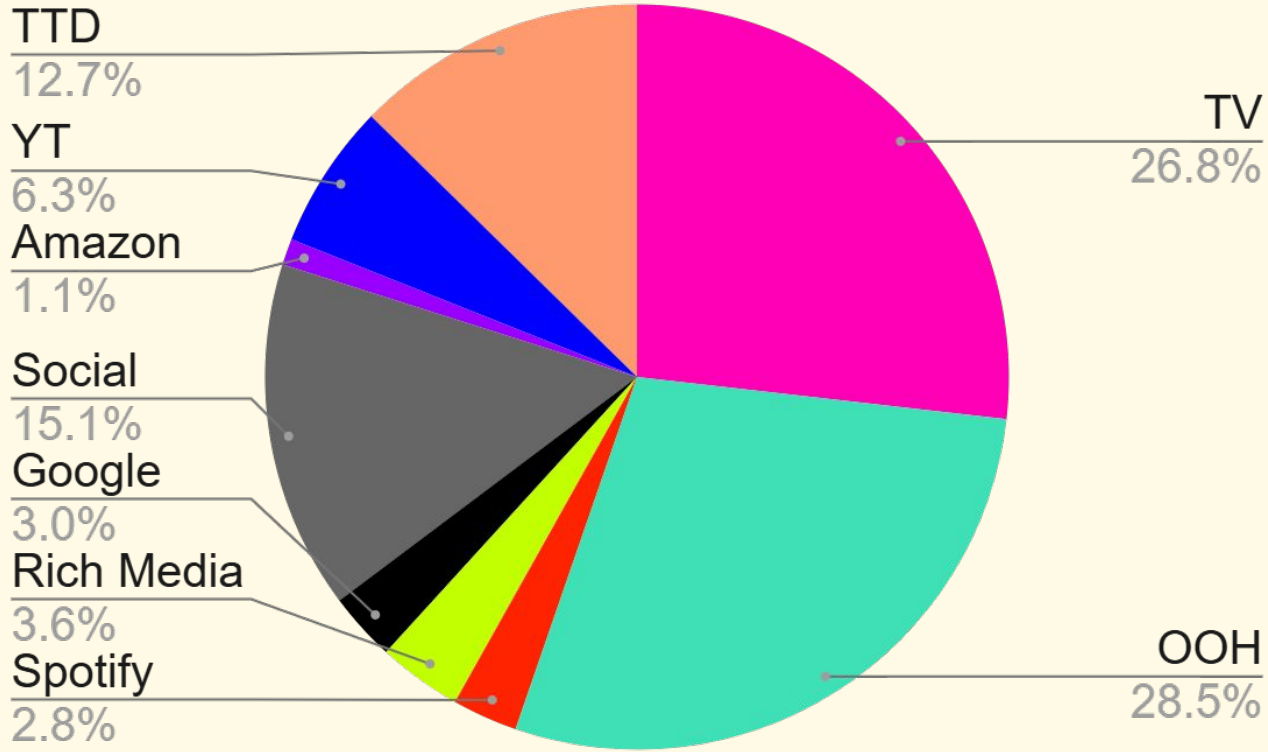
## Q1 25/26

- 20,449,545 total impressions
- \$177,497
- \$8.67 cost per 1k impressions

## Q2 25/26

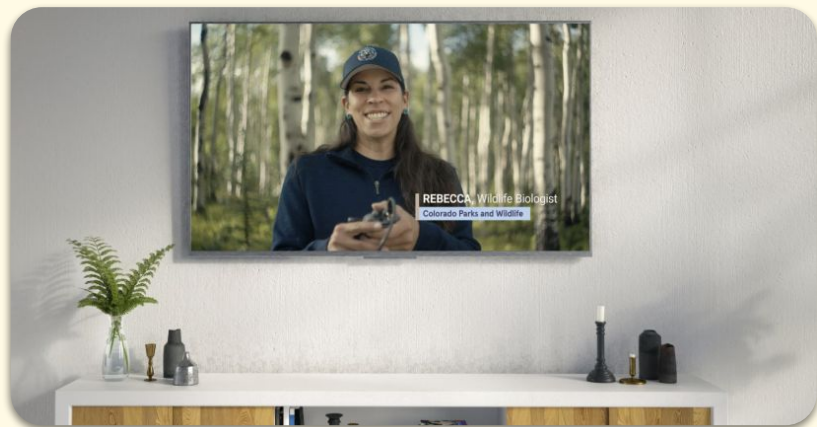
- 39,290,686 total impressions
- \$419,582
- \$10.67 cost per 1k impressions

# Budget Breakout



# TRADITIONAL

# TELEVISION



**TIMING** October-December, 2025

**TOTAL SPOTS** 20

**GEO** Denver DMA

Broadcast delivered 391,664 Adults 18-49 impressions. A total of **seven bonus spots** aired during this period at **an estimated value of \$12,000**.

Top paid programming by Adults 18-49 impressions:

NBA - Nuggets v Clippers:	143,127 impressions
NHL - Avalanche v Stars:	27,824 impressions
NHL - Avalanche v Bruins:	23,976 impressions
NBA - Nuggets v Kings	16,826 impressions

\* Due to the Broncos strong season, local NFL games were not purchased in 2025 due to high cost

# OOH OVERVIEW

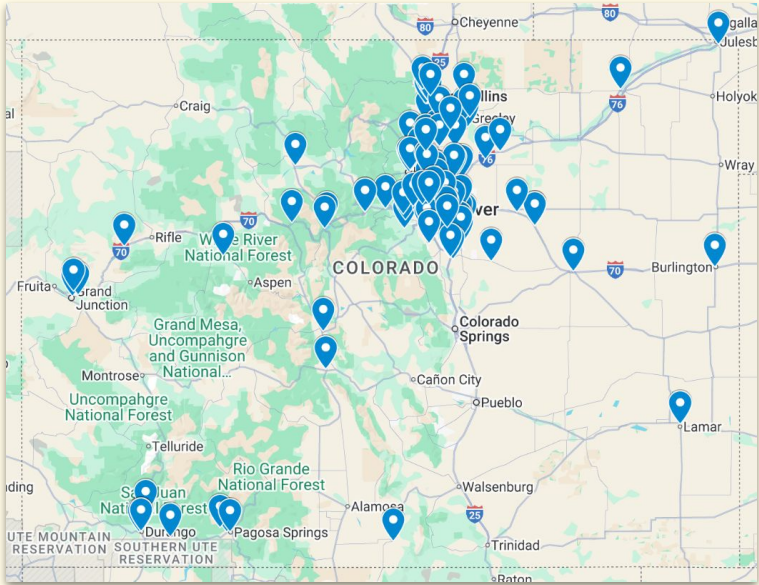
13,747,719 Total Impressions

MARKET	MEDIA PARTNER	# OF BOARDS	IMPRESSIONS
CO	Lamar	6x Digital Boards	10,212,556
	Outfront	1x Digital, 2X Static Boards	3,535,163



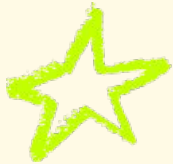
# GSTV OVERVIEW

MARKET	MEDIA PARTNER	# OF LOCATIONS	IMPRESSIONS
CO	Gas Station TV	167	2,556,232



# DIGITAL

# Executive Summary




- Most campaign tactics are meeting or exceeding performance benchmarks, with the exception of Display/Native
- Spotify showed an improvement in VCR, reaching 81%
- CTV is showing particularly strong performance.
- Rich Media continues to outperform click-through benchmarks.
- All social tactics are outperforming benchmarks, with TikTok and Snapchat showing particularly strong results.
- YouTube Audio is continuing to show strong cost efficiency
- The Gmail placement offered the strongest CTR of all placements in the new Demand Gen campaign; the Hunter Adjacent audience outperformed the Adventurous Environmentalist audience
- CWC branded keywords performed well for Paid Search, generating a 36.9% CTR
- In Q3, a test will be implemented on paid search to try move keywords to broad match to boost CTR performance

# DIGITAL STATS

Tactic	Impressions	Q4 KPI	Historical Benchmark	Cost
CTV	895,530	99.287% Video Completion Rate	90%-96%	\$21,047.03
AMAZON	106,687	98.59% Video Completion Rate	90%-96%	\$4,763.43
DISPLAY	1,144,546	0.036% Click Through Rate	0.10%	\$7,518.72
NATIVE	630,801	0.063% Click through Rate	0.15%	\$7,395.53
PRE-ROLL	864,504	73.55% Video completion rate	70%-80%	\$17,196.27
SPOTIFY	800,370	81.14% Video Completion Rate	61%	\$11,937.76
RICH MEDIA	955,165	3.16% Click Through Rate	1.0%	\$15,282.64
PAID SEARCH	108,855	4.47% Click Through Rate	6.4%	\$9,111.47
DEMAND GEN	760,455	2.77% Click Through Rate	1.55%	\$2,860.18



# SOCIAL STATS



Tactic	Impressions	Q1 KPI	Historical Benchmark	Cost
META AD RECALL	7,265,679	0.15% Click Through Rate	0.17%	\$37,292.79
META BOOSTED POSTS	272,280	1.16% Click Through Rate	0.99%	\$1,244.71
REDDIT	398,334	0.28% Click Through Rate	0.20%	\$5,319.89
SNAPCHAT	711,757	32.1% Video Completion Rate	26.9%	\$12,582.34
TIKTOK	1,812,893	23.5% Video Completion Rate	5.06%	\$6,999.85
YOUTUBE VIDEO	1,985,673	96.5% Video Completion Rate	90% VCR	\$17,223.03
YOUTUBE AUDIO	3,881,542	96.5% Video Completion Rate	90% VCR	\$9,262.39

# TOP PERFORMERS

# TRADE DESK VIDEO



## Bighorn Sheep :15

99.406% Completion Rate - CTV  
80.423% Completion Rate -  
Pre-Roll



## Seeds :15

99.408% Completion Rate - CTV  
81.616% Completion Rate - Pre-Roll



# TRADE DESK DISPLAY

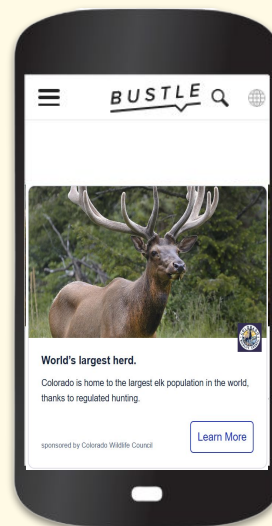
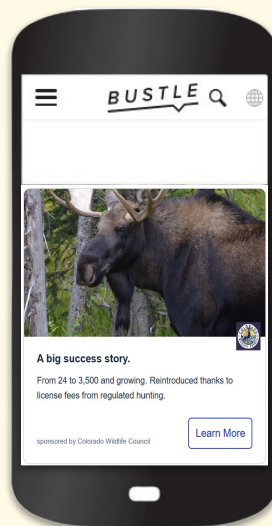
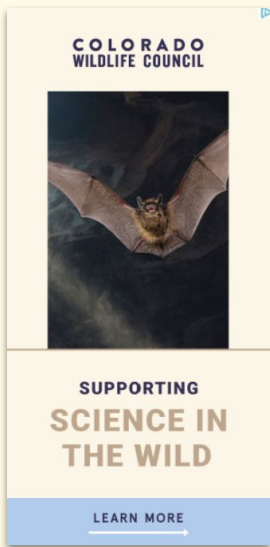
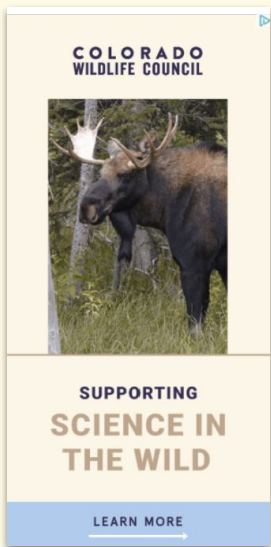


## Standard Display

0.22% Click Through Rate

## Native

0.068% Click Through Rate

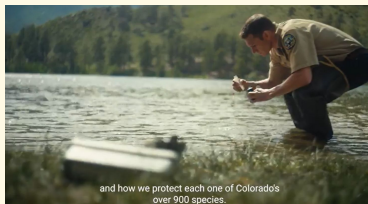


# RICH MEDIA / SPOTIFY

## Rich Media

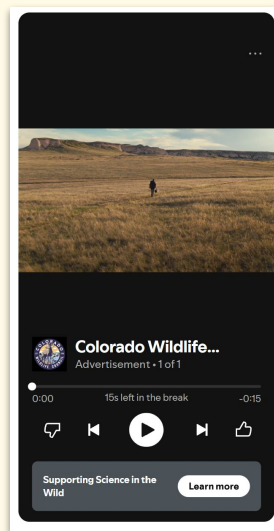


Bighorn Sheep: 3.17% CTR

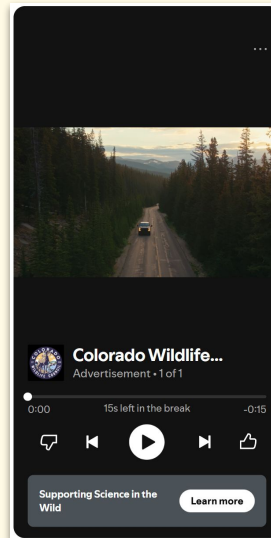


Guided By Science: 3.15% CTR

## Spotify

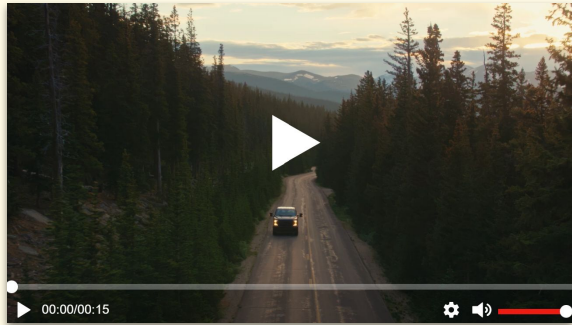


Swift Fox: 83.32% VCR

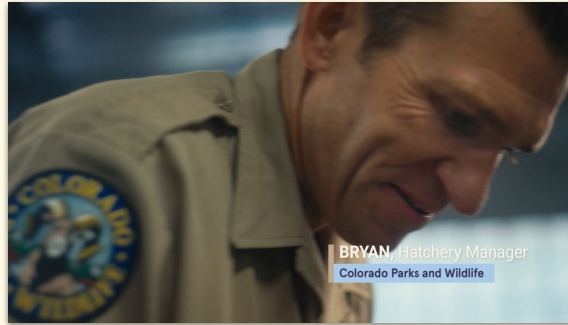


Bighorn Sheep: 83.17% VCR

# AMAZON



Bighorn Sheep :15  
98.58% Completion Rate

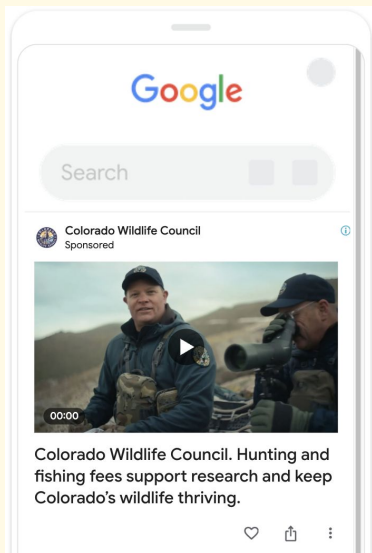


Fish Delivery :15  
98.59% Completion Rate

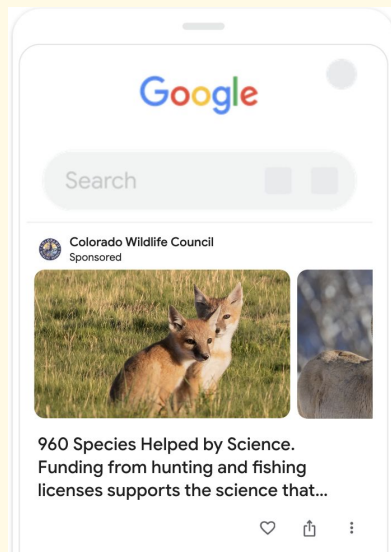


Seeds :15  
98.58% Completion Rate

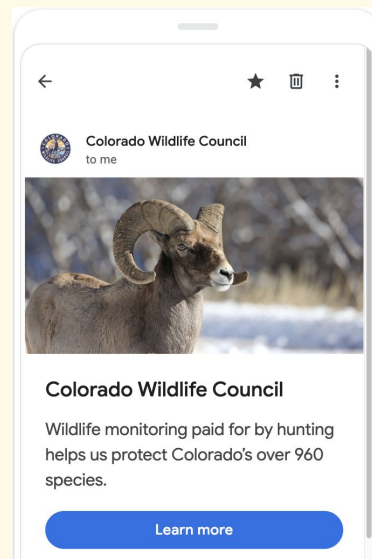
# DEMAND GEN



:15 Video Ads  
16% In-Stream VCR  
8.7% CTR



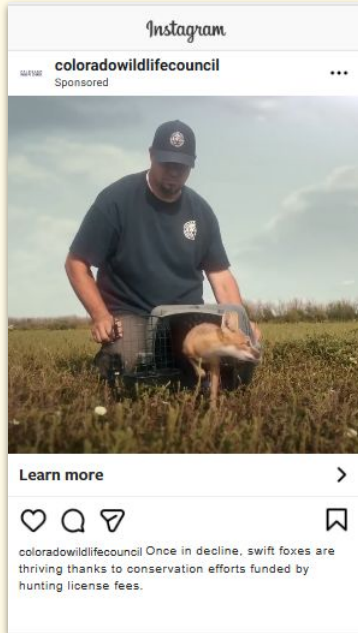
Carousel Ads  
3% CTR



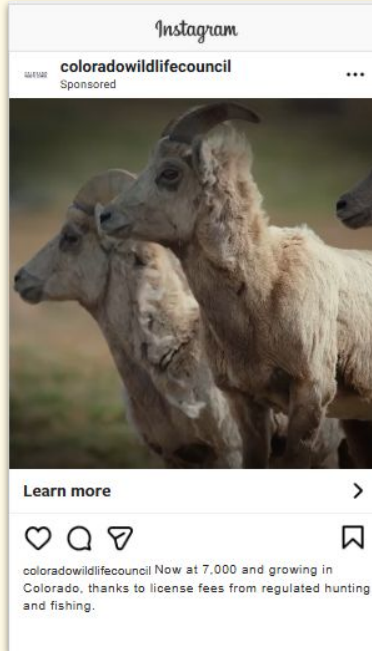
Single Image Ads  
1.6% CTR

# SOCIAL- PART 1

Meta Paid Ad  
Swift Fox  
Strongest CTR



Meta Paid Ad  
Bighorn Sheep  
Strongest VCR



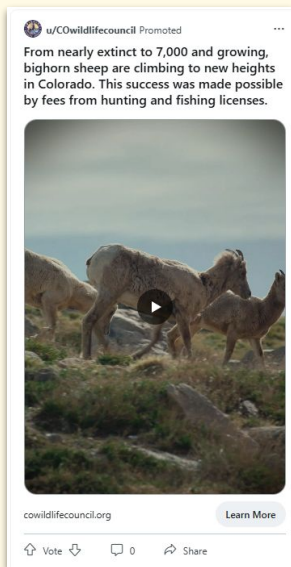
Boosted Post - 11/20/25



# SOCIAL - PART 2

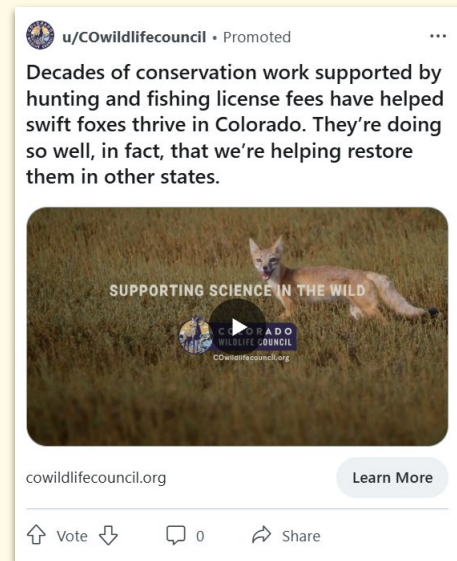
## Reddit

### Bighorn Sheep



## Snapchat

### Swift Fox



# SOCIAL - PART 3

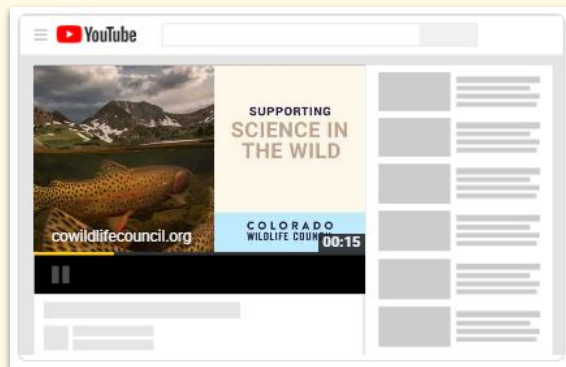
Top performing creatives:

YouTube

Video- Guided by Science

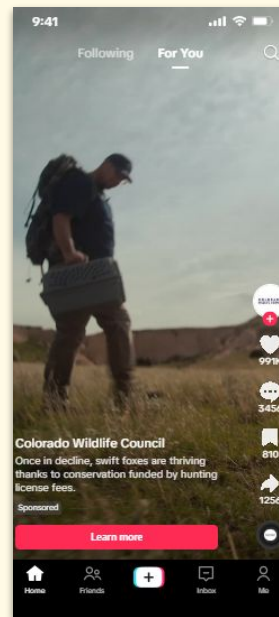


Audio- Fish Delivery

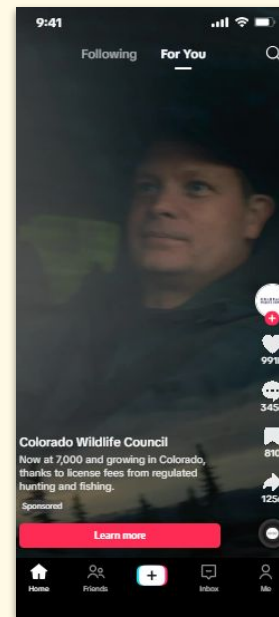


TikTok

Swift Fox  
Strongest CTR



Bighorn Sheep  
Strongest VCR



# SOCIAL INFLUENCER



## Here is how our influencers performed in the fall (Sept-Nov)

We worked with 4 influencers to highlight how the fees from hunting and fishing licenses directly fund conservation efforts that safeguard Colorado's wildlife and natural spaces. They curated short-form video, static, and Instagram Story content and distributed it across their Instagram pages. We then amplified their content across Facebook, Instagram, and in-app video environments to reach your target audience at scale.



Connor Scalbom

154.5K+ followers  
on Instagram



Bailey Pompea

21.4K+ followers  
on Instagram



Dasha Afanaseva

19.3K+ followers  
on Instagram



Madison Pitts

12.8K+ followers  
on Instagram



CAMPAIGN  
RESULTS

2.3MM+

total impressions  
vs 1.8MM goal

17.7%

average campaign  
engagement rate

42K+

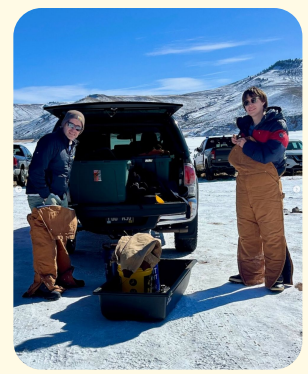
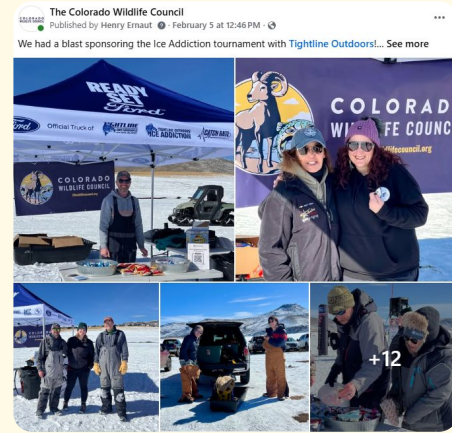
total clicks to the  
CWC website

# SOCIAL MEDIA

# SEND PICTURES!

To truly resonate with Colorado's outdoor community, your team needs to show they aren't just "observing" the system from a desk, but are active participants in the culture they advocate for.

By embedding yourselves visually in the community, you move from "explaining a system" to "sharing a passion," making your message about conservation feel like a conversation between neighbors who both want to keep Colorado wild.



# SOCIAL METRICS GUIDE

## Awareness (The Top of Funnel)

- Reach: The number of unique users who saw your content. (Size of the potential pie).
- Impressions: Total times your content was displayed (even if the same person saw it twice).
- Share of Voice (SoV): How much people talk about you vs. your competitors..

## Engagement (The Health Check)

- Engagement Rate (ER): The gold standard. It measures interactions relative to audience size.
- Amplification Rate: The ratio of Shares per post. It shows how much your audience "advocates" for your brand.
- Video Completion Rate: The % of viewers who watched your video to the end.

## Loyalty & Sentiment (The Long Game)

- Net Sentiment: Is the conversation about you positive, neutral, or negative?
- Follower Growth Rate: Not just the total count, but the speed at which you are gaining new fans.

# DIRECTOR'S CUT

For  
Approval

# Director's Cut

Let's  
Play.

Historical reference to  
current and past budgets

# BUDGET

# FISCAL YEAR 25/26

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	1,422	\$184,860	\$0	\$184,860
2 Travel Expenses	0	n/a	\$20,000	\$20,000
<b>SUBTOTAL:</b>	<b>1,422</b>	<b>\$184,860</b>	<b>\$20,000</b>	<b>\$204,860</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$17,071.67</b>
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1,561	\$202,930	\$200,000	\$402,930
4 Social Media Strategy, Community Management & Creative Graphics	240	\$31,200	\$0	\$31,200
5 Website Maintenance	208	\$27,040	\$4,000	\$31,040
<b>SUBTOTAL:</b>	<b>2,009</b>	<b>\$261,170</b>	<b>\$204,000</b>	<b>\$465,170</b>
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Public Relations/Earned Media	0	\$0	\$0	\$0
7 Analytics, Brand Strategy & Secondary	230	\$29,900	\$0	\$29,900
8 Quantitative Online Survey	75	\$9,750	\$50,500	\$60,250
9 Competitive Analysis & Report	0	\$0	\$0	\$0
<b>SUBTOTAL:</b>	<b>305</b>	<b>\$39,650</b>	<b>\$50,500</b>	<b>\$90,150</b>
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	732	\$95,160	\$1,554,660	\$1,649,820
11 Colorado Rockies Sponsorship and Promotional Item	0	\$0	\$390,000	\$390,000
<b>SUBTOTAL:</b>	<b>732</b>	<b>\$95,160</b>	<b>\$1,944,660</b>	<b>\$2,039,820</b>
<b>GRAND TOTAL**:</b>	<b>4,468</b>	<b>\$580,840</b>	<b>\$2,219,160</b>	<b>\$2,800,000</b>

# FISCAL YEAR 24/25

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	1,362	\$177,060	\$0	\$177,060
2	Travel Expenses	0	n/a	\$25,000	\$25,000
<b>SUBTOTAL:</b>		<b>1,362</b>	<b>\$177,060</b>	<b>\$25,000</b>	<b>\$202,060</b>
<b>Basic Compensation Rate (Monthly Fee)</b>					<b>\$16,838.33</b>
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,462	\$190,060	\$69,268	\$259,328
4	Social Media Strategy, Community Management & Creative Graphics	288	\$37,440	\$0	\$37,440
5	Website Maintenance	208	\$27,040	\$4,000	\$31,040
<b>SUBTOTAL:</b>		<b>1,958</b>	<b>\$254,540</b>	<b>\$73,268</b>	<b>\$327,808</b>
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	0	\$0	\$0	\$0
7	Analytics, Brand Strategy & Secondary	230	\$29,900	\$0	\$29,900
8	Quantitative Online Survey	75	\$9,750	\$47,000	\$56,750
9	Competitive Analysis & Report	0	\$0	\$0	\$0
<b>SUBTOTAL:</b>		<b>305</b>	<b>\$39,650</b>	<b>\$47,000</b>	<b>\$86,650</b>
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
10	Campaign Planning, Buying, Reporting & Optimizing	798	\$103,740	\$1,689,742	\$1,793,482
11	Colorado Rockies Sponsorship and Promotional Item	0	\$0	\$390,000	\$390,000
<b>SUBTOTAL:</b>		<b>798</b>	<b>\$103,740</b>	<b>\$2,079,742</b>	<b>\$2,183,482</b>
<b>GRAND TOTAL**:</b>		<b>4,423</b>	<b>\$574,990</b>	<b>\$2,225,010</b>	<b>\$2,800,000</b>

# FISCAL YEAR 23/24 REVISED

## CWC BUDGET: 2023/2024 - (\$2,800,000)

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	1176	\$152,880	\$0	\$152,880
2 Travel Expenses	0	n/a	\$20,000	\$20,000
<b>SUBTOTAL:</b>	<b>1176</b>	<b>\$152,880</b>	<b>\$20,000</b>	<b>\$172,880</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$14,406.67</b>
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1,513	\$196,630	\$320,732	\$517,362
4 Social Media Strategy, Community Management & Creative Graphics	240	\$31,200	\$0	\$31,200
5 Website Maintenance	156	\$20,280	\$2,000	\$22,280
<b>SUBTOTAL:</b>	<b>1,909</b>	<b>\$248,110</b>	<b>\$322,732</b>	<b>\$570,842</b>
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Public Relations/Earned Media	130	\$16,900	\$3,000	\$19,900
7 Analytics, Brand Strategy & Secondary	112	\$14,560	\$0	\$14,560
8 Quantitative Online Survey	70	\$9,100	\$47,000	\$56,100
9 Competitive Analysis & Report	44	\$5,720	\$0	\$5,720
<b>SUBTOTAL:</b>	<b>356</b>	<b>\$46,280</b>	<b>\$50,000</b>	<b>\$96,280</b>
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	732	\$95,160	\$1,814,838	\$1,909,998
11 Paid Media Opportunity Fund	0	\$0	\$50,000	\$50,000
<b>SUBTOTAL:</b>	<b>732</b>	<b>\$95,160</b>	<b>\$1,864,838</b>	<b>\$1,959,998</b>
<b>GRAND TOTAL**:</b>	<b>4,173</b>	<b>\$542,430</b>	<b>\$2,257,570</b>	<b>\$2,800,000</b>

# FISCAL YEAR 23/24 ORIGINAL

## CWC BUDGET: 2023/2024 - (\$2,800,000)

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	1176	\$152,880	\$0	\$152,880
2 Travel Expenses	0	n/a	\$20,000	\$20,000
<b>SUBTOTAL:</b>	<b>1176</b>	<b>\$152,880</b>	<b>\$20,000</b>	<b>\$172,880</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$14,406.67</b>
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Conceiving & Creative Asset Production	2,209	\$287,170	\$450,000	\$737,170
4 Social Media Strategy, Community Management & Creative Graphics	240	\$31,200	\$0	\$31,200
5 Website Maintenance	156	\$20,280	\$2,000	\$22,280
<b>SUBTOTAL:</b>	<b>2,605</b>	<b>\$338,650</b>	<b>\$452,000</b>	<b>\$790,650</b>
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Public Relations/Earned Media	130	\$16,900	\$3,000	\$19,900
7 Analytics, Brand Strategy & Secondary	112	\$14,560	\$0	\$14,560
8 Quantitative Online Survey	70	\$9,100	\$47,000	\$56,100
9 Competitive Analysis & Report	44	\$5,720	\$0	\$5,720
<b>SUBTOTAL:</b>	<b>356</b>	<b>\$46,280</b>	<b>\$50,000</b>	<b>\$96,280</b>
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	732	\$95,160	\$1,595,030	\$1,690,190
11 Paid Media Opportunity Fund	0	\$0	\$50,000	\$50,000
<b>SUBTOTAL:</b>	<b>732</b>	<b>\$95,160</b>	<b>\$1,645,030</b>	<b>\$1,740,190</b>
<b>GRAND TOTAL**:</b>	<b>4,869</b>	<b>\$632,970</b>	<b>\$2,167,030</b>	<b>\$2,800,000</b>

# PAID MEDIA APPENDIX

# FLOWCHART



Colorado Wildlife Council

FY 25/26 Media Plan  
 AE(18-44) & HA(18-34)  
 Spot TV/Cable Denver DMA  
 Spot TV/Cable :30s / 15s A18-49 English  
 Traffic Costs  
 Watermarking  
 Spot TV/Cable Total

Net Costs

	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026
\$246,400												
\$1,500												
\$10,440												
\$258,340												
\$119,943												
\$48,344												
\$34,983												
\$1,300												
\$34,000												
\$15,000												
\$12,800												
\$7,280												
\$7,280												
\$35,600												
\$27,200												
\$27,200												
\$308,750												
\$81,250												
\$760,929												
\$27,000												
\$3,840												
\$120,000												
\$4,800												
\$27,000												
\$63,000												
\$36,000												
\$70,000												
\$36,000												
\$36,000												
\$99,000												
\$81,000												
\$88,000												
\$67,500												
\$830												
\$90,000												
\$30,000												
\$15,421												
\$30,000												
\$925,399												
\$1,944,660												



# GLOSSARY OF TERMS

## Glossary of Terms

- **animated display ad:** digital creative that has motion awareness: top-of-funnel marketing to drive brand awareness and educate your target audience
- **benchmark:** a single metric that averages the performance of all brands in an industry, used to gauge performance of media efforts
- **bumper ad:** six-second videos that play before a user's selected video content. These add frequency to a larger Campaign.
- **call to action (CTA):** the instruction in the creative to take some action; for example: "Book Now," "Learn More" or "Sign Up."
- **connected TV (CTV):** TV connected to the internet that can stream videos through apps. CTV allows full-length video assets to be distributed on a big screen to our audiences (like broadcast) with the added benefit of precise targeting (like digital).
- **consideration:** engaging users who have interacted with your brand and driving toward a call to action. cost per acquisition (CPA): measures the total costs to acquire a desired campaign objective for your business;
- **cost per click (CPC):** your cost for each click your ad receives. Keep in mind that a click is not unique to the person taking action. If one person clicks on your ad three times, you will be charged for three clicks.
- **cost per thousand impressions (CPM):** this is the most common method for web pricing. You will be charged for every 1,000 times your ad loads to a page. Keep in mind that a CPM is not a unique view.

**click-through rate (CTR):** the number of clicks your ad receives divided by the number of times your ad has been shown. The CTR percentage allows you to measure the engagement with your ad. The higher the percentage, the higher the engagement.

**display tactics:** made up of text-based, image or video advertisements that encourage the user to click through to a landing page and take action (e.g., signing up for the newsletter)

**designated market area (DMA):** a geographic location representing a county, state or country you choose to Target

**demand side platform (DSP):** a technology that allows advertisers to purchase display ad inventory across real-time bidding (RTB) networks like Google. Think of it this way: This is your campaign, your bid, your target audience; the DSP is just placing the ad buys on your behalf based on the criteria you've identified.

**engagement:** metric used to gauge user interaction with creative

**frequency:** average number of times individuals are exposed to the ad.

**interactive advertising bureau (IAB):** a business organization that sets the industry standard for digital advertising including ad specifications. Consider these specifications the standard and best practice for anything digital-advertising related.

**impressions:** the number of people exposed to an ad, without regard to duplication

## Glossary of Terms

**influencer marketing:** partnering with a prominent social personality (“influencer”) to create content and posts for a brand. Compensation is either paid or in trade for products/services, or a combination of both.

**key performance indicator (KPI):** key metric(s) you plan to measure to determine the success of a campaign

**MoM, YoY, PoP:** timeline acronyms for: month over month, year over year, period over period

**native ads:** an ad that looks to be part of the host site, often presented as an article. These must be clearly labeled as sponsored or promoted.

**opt-in:** when a user chooses to receive messaging from a company or advertiser

**organic social:** a brand’s social presence on owned channels, such as the Way to Quit Facebook page

**outstream:** video/display ad format that fits within natural breaks of website article content

**over the top (OTT):** content delivered over the internet without the involvement of a cable or satellite operator. Examples of OTT devices include Roku, AppleTV, Chromecast, game consoles, connected TVs. OTT services/apps include Hulu, Netflix, Amazon Prime, HBO Max, Discovery+, Peacock, etc.

**page view:** each time a full web page loads

**paid social:** paid advertising opportunities within social media networks

**paid traffic vs. organic traffic:** paid traffic is website traffic from paid media sources. Organic traffic is those visitors to your website who manually type in the URL. Note that much of the organic traffic is a result of offline paid media efforts promoting <https://cowildlifecouncil.org/>.

**pre-roll:** 15- or 30-second video ad that plays before the user’s selected video content; can be skippable or non-skippable.

**programmatic:** programmatic media buying uses data insights and algorithms to serve ads to the right user at the right time and at the right price. This gives us more control over the inventory and placement of our ads. It’s our preferred digital buying method.

**reach:** the number of unique individuals or homes exposed to media.

**referral traffic:** users who come to your domain from other sites, without searching for you on Google

**retention:** re-engaging users who have taken action and are superfans of your brand; can be effective if the bulk of your searches are happening at specific times

**rich media ad:** digital ad with motion, and additional features like an embedded video player, game or link to Pages.

## Glossary of Terms

**real-time bidding (RTB):** this is a method of purchasing unsold inventory by CPM through programmatic auction. Your CPM bid may be overruled by other advertisers and is not guaranteed. The highest bid takes inventory priority.

**search engine marketing (SEM):** examples of SEM are the advertisements that appear on Google Search, Bing Search or Yahoo Search. Your ad would appear based on the search criteria, keywords and your maximum budget.

**social bookmarking:** aggregation, rating, describing and publishing “bookmarks” – links to web pages or other content

**standard display ad unit:** an online banner that falls within the usual sizes

**streaming audio:** streaming audio refers to listening to content that arrives via an over-the-air data connection: in-car Wi-Fi or the data signal from your cellphone. This also includes devices such as smart speakers or desktop.

**The Trade Desk:** The Trade Desk is a demand side platform (DSP) that uses programmatic advertising for media buying to get more efficient targeting and optimize digital media, allowing us to layer on third-party data across multiple publishers.

**unique visitor:** someone visiting a website for the first time that day or time period.

**video completion rate (VCR):** the percentage of times the video played to the end.

**view-through click (VTC):** helps you measure the effectiveness of your ad campaign. A view-through click would mean that a customer saw your ad, did not click; however, in a later session, visited your website and took action.