

MEDIA



FY 25/26 RECAP

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

BUDGET

\$1,560,360*

TIMING

July 1, 2025 to May 31, 2026*

AUDIENCES

Adventurous Environmentalist
Hunter Adjacent

TACTICS

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

*Note that the CO Rockies Sponsorship is billed through 6/30/26 and the sponsorship costs of \$390,000 are not included in this budget, but they are listed on the flowchart.

CAMPAIGN RESULTS

- **12.9% increase in impressions** from FY 25/26 achieved with a 7% decrease in budget YoY
- Our cost per 1K impressions (**CPM**) **decreased by 33%** (by \$3.64), primarily due to the media mix have a lower amount of TV spend YoY and not running during a presidential election window
- The new round of creative went live in February and did not experience ad exhaustion, as evidenced by most tactics holding steady or improving in performance, which shows the strength of the messaging and the continual optimization of the campaigns
- **Demand Gen**, the latest tactic tested, produced stellar performance and generated the second-lowest cost per interaction of \$0.12 (second only to YouTube Video), a CTR of 3.88% (second only to Search), the second-highest conversion rate of 74.16%, and **the lowest cost per conversion of \$0.16**.

FY 24/25

- 188,160,809 total impressions
- \$1,680,367*
- \$10.98 cost per 1K impressions

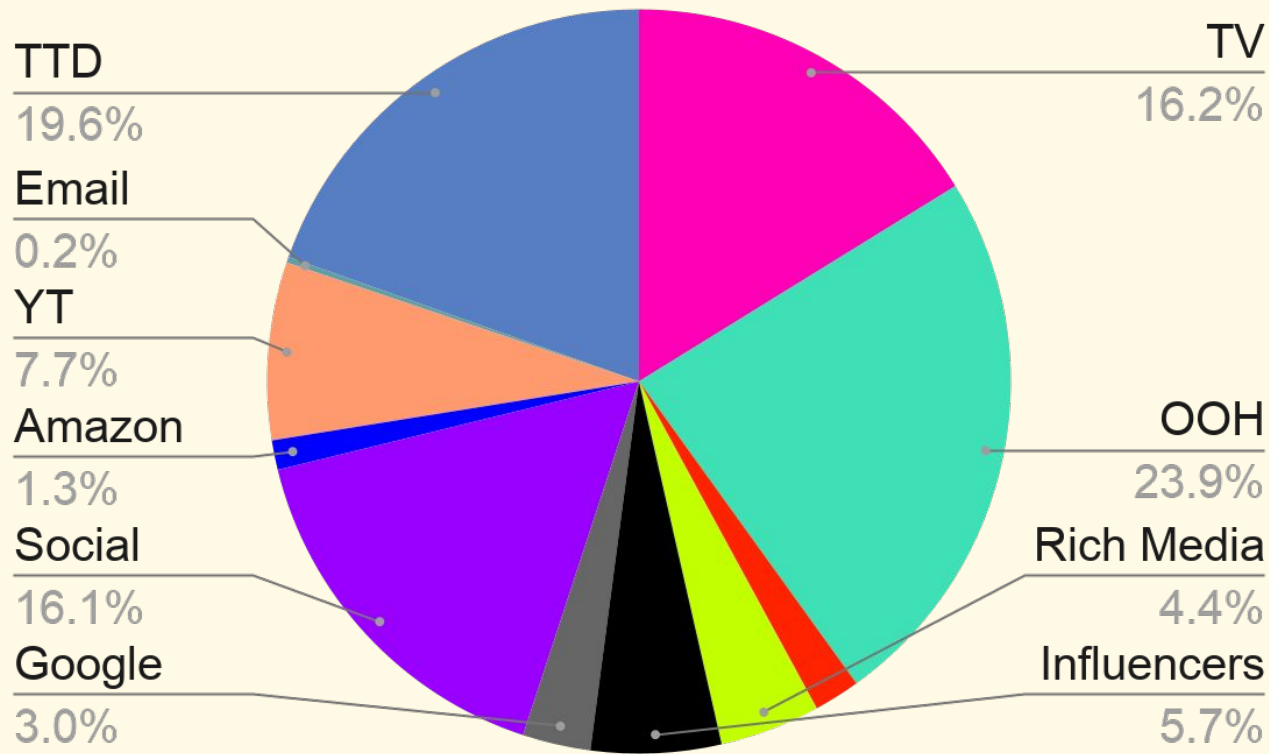
FY 25/26

- 212,501,857 total impressions
- \$1,560,360*
- \$7.34 cost per 1K impressions

Budget Breakout

7

BUDGET



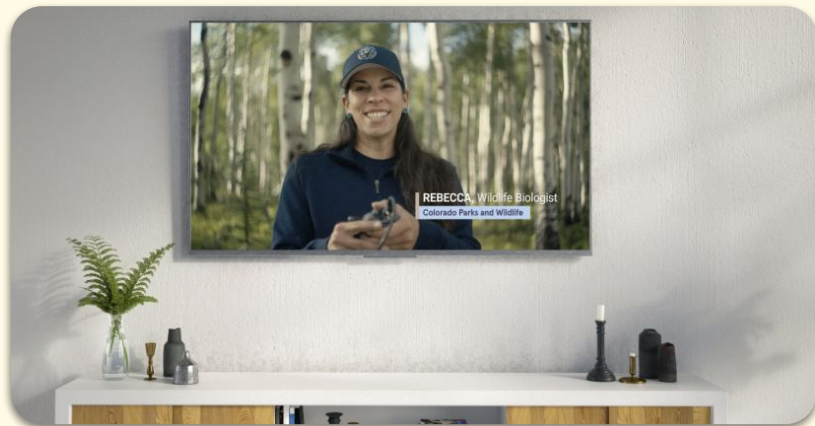
Executive Summary



- Most campaign tactics met or exceeded performance benchmarks.
- All external media placements delivered a healthy amount of added value.
- Display CTR showed a strong increase with new creative.
- While CTV continues to show strong performance, several tactics did see a bit of a drop when new creative was rotated in.
- The new Rich Media creative outperformed prior creative once rotated in.
- Across social platforms, the 6-second videos outperformed the 15-second videos on both engagement and video completion efficiency.
- While Meta delivered the largest scale, Snapchat generated the strongest engagement metrics.
- Swift Fox was the strongest-performing creative across social channels, consistently delivering the highest engagement and completion rates.
- The :15 video ads delivered the highest CTR and the single image ads the highest impression volume of all ad formats in the new Demand Gen campaign.

TRADITIONAL

TELEVISION



TIMING

July, 2025-June, 2026

TOTAL SPOTS

190 Paid spots
155 Bonus spots

GEO

Denver DMA

Broadcast delivered 2,195,430 Adults 18-49 impressions. A total of **155 bonus spots** aired during this fiscal period at **an estimated value of \$264,286 (94% added value)**.

Top paid programming by Adults 18-49 impressions:

NFL Football Cincinnati @ Denver:	148,369 impressions
NBA - Nuggets v Clippers:	143,127 impressions
NBA Playoffs Gm 4- Nuggets v Timberwolves:	115,068 impressions
NBA Playoffs Gm 5- Nuggets v Timberwolves:	96,328 impressions
Winter Olympics Opening Ceremony	82,277 impressions

OOH OVERVIEW

94,093,778 Total Impressions

Out-of-Home bulletin board ads ran from 12/1 to 4/19 and **Lamar** delivered **9% in added value** (6.35M impressions) and **Outfront** **19% in added value** (4.18M impressions).

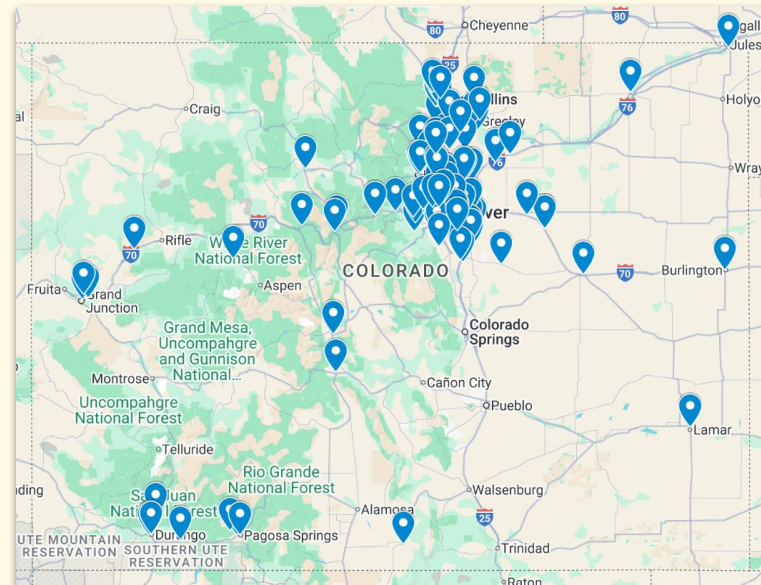
MARKET	MEDIA PARTNER	# OF BOARDS	IMPRESSIONS
CO	Lamar	7x Digital Boards	72,064,805
	Outfront	1x Digital, 2X Static Boards	22,028,973



GSTV OVERVIEW

Gas Station TV video ads ran from 8/1 to 5/31 and delivered **9% in added value** (712,157 impressions).

MARKET	MEDIA PARTNER	# OF LOCATIONS	IMPRESSIONS
CO	Gas Station TV	167	8,748,651



DIGITAL

DIGITAL STATS

****Rich Media** includes the paid Page Grabber ad unit, as well as the added value **Expandable Mobile Adhesion** ad unit, which delivered **4M added value impressions**. The CTR listed is only for the Page Grabber.

Tactic	Impressions	Q3 KPI	Historical Benchmark	Cost
CTV	6,800,939	99.029% Video Completion Rate	90%-96%	\$152,214
AMAZON	475,409	98.23% Video Completion Rate	90%-96%	\$19,394
DISPLAY	6,781,829	0.047% Click Through Rate	0.10%	\$35,996
NATIVE	3,698,857	0.076% Click through Rate	0.15%	\$36,000
PRE-ROLL	4,124,433	68.733% Video completion rate	70%-80%	\$80,990
SPOTIFY	2,698,551	79.22% Video Completion Rate	61%	\$31,260
RICH MEDIA**	8,403,295	3.91% Click Through Rate / 8.06% Engagement Rate	1.0% CTR	\$67,500
PAID SEARCH	352,649	4.62% Click Through Rate	6.4%	\$30,920
DEMAND GEN	3,287,023	3.88% Click Through Rate	1.55%	\$16,339



SOCIAL STATS

Tactic	Impressions	FY26 KPI	Historical Benchmark	Cost
META AD RECALL	26,288,113	0.14% Click Through Rate	0.15%	\$121,398
META BOOSTED POSTS	1,031,938	1.54% Click Through Rate	0.99%	\$4,399
REDDIT	2,699,641	0.24% Click Through Rate	0.20%	\$26,906
SNAPCHAT	4,593,975	28.4% Video Completion Rate	26.9%	\$63,700
TIKTOK	10,223,213	22.7% Video Completion Rate	10.4%	\$36,000
YOUTUBE VIDEO	11,495,180	95.6% Video Completion Rate	90% VCR	\$91,005
YOUTUBE AUDIO	9,640,510	94.7% Video Completion Rate	90% VCR	\$30,505

TOP PERFORMERS

TRADE DESK VIDEO



Bighorn Sheep :15

99.262% Completion Rate - CTV
81.404% Completion Rate - Pre-Roll



Seeds :15

99.294% Completion Rate - CTV
81.419% Completion Rate - Pre-Roll

TRADE DESK DISPLAY

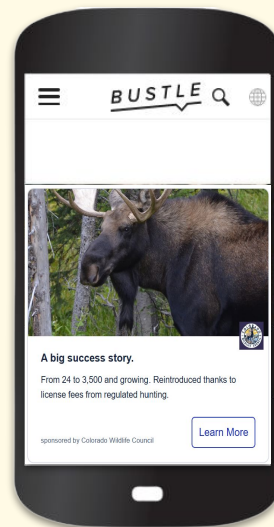
Standard Display

0.145% Click Through Rate



Native

0.101% Click Through Rate



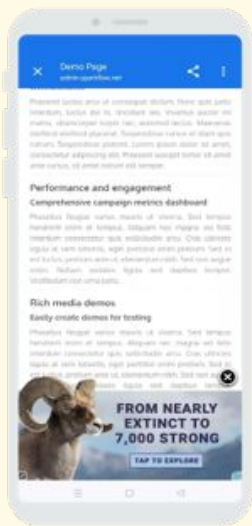
RICH MEDIA / SPOTIFY

19

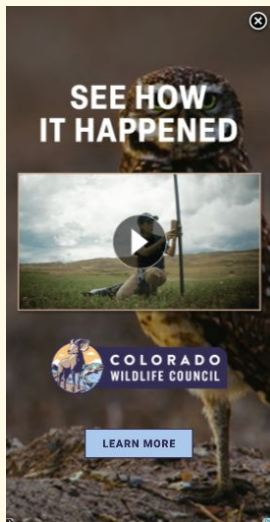
TOP CREATIVE

Rich Media

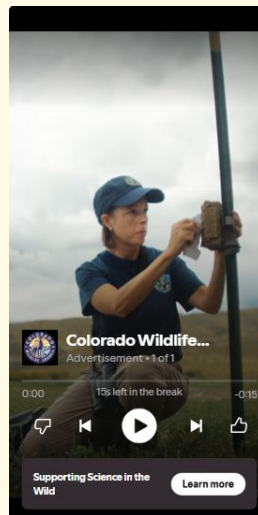
Spotify



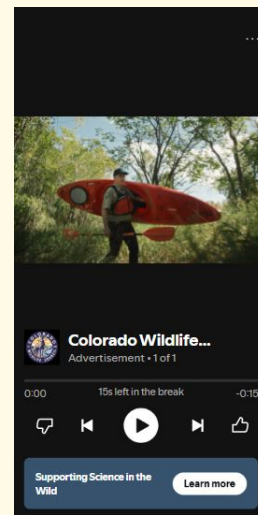
Sheep: 0.04% CTR



Burrowing Owl: 4.50% CTR



Burrowing Owl: 81.88% VCR



River Otter: 81.97% VCR

AMAZON



Seeds :15

98.478% Completion Rate



Fish Delivery :15

98.466% Completion Rate



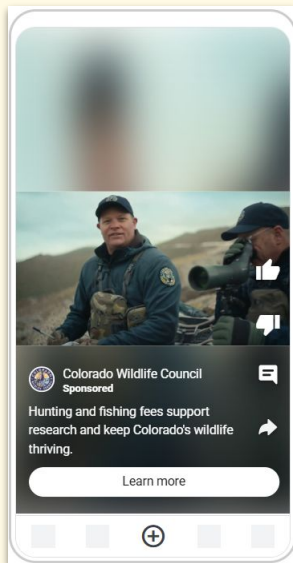
Bighorn Sheep :15

98.4177% Completion Rate

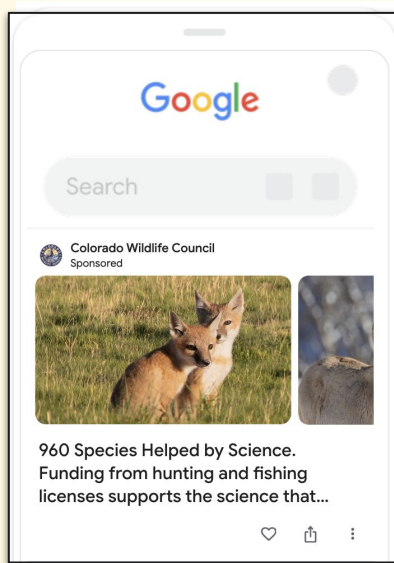
DEMAND GEN

21

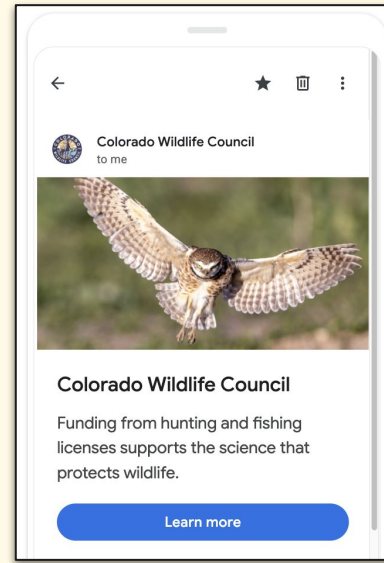
TOP CREATIVE



A Day in the Life :15 Video Ad
14,72% In-Stream VCR
10.48% CTR



Fox Carousel Ad
5.70% CTR



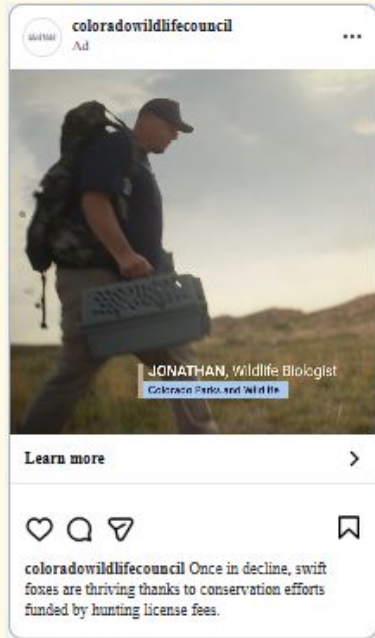
Single Image Ads
7.07% CTR

SOCIAL- PART 1

Meta Paid Ads

Swift Fox 15s (CTR)

Swift Fox and Guided by Science 6s (VCR)



Boosted Post - 9/10/25



SOCIAL - PART 2

23

TOP CREATIVE

Reddit

Swift Fox 15s (CTR)



River Otter 15s (VCR)



Snapchat

Guided by Science 15s
CTRSwift Fox 06s
VCR

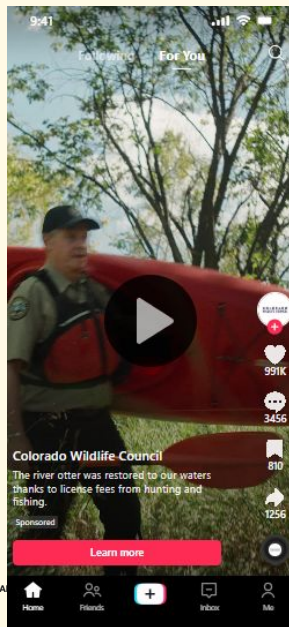
SOCIAL - PART 3

24

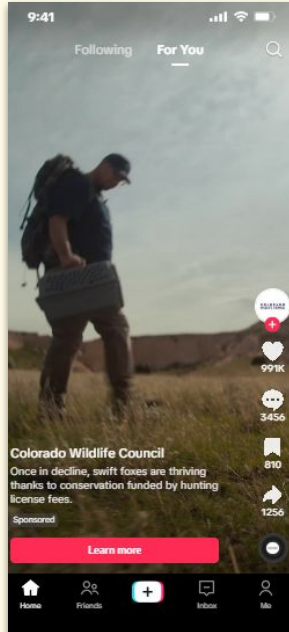
TOP CREATIVE

TikTok

Guided by
Science 06s
Strongest VCR

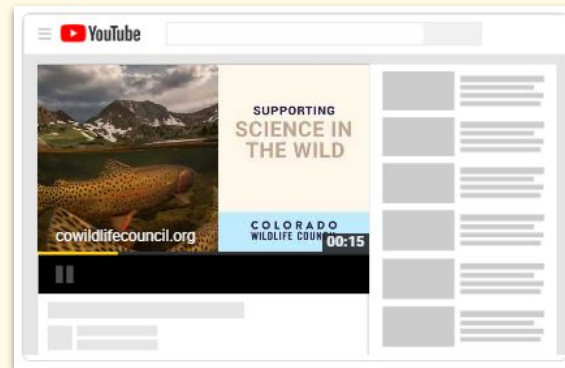


Swift Fox 06s
Strongest CTR

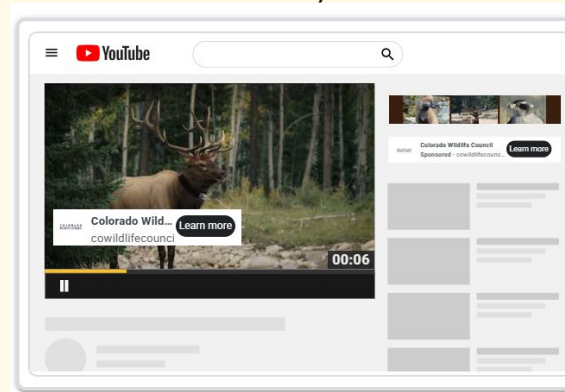


YouTube

Audio- Fish Delivery



Video- Guided by Science 06s



SOCIAL INFLUENCERS



FALL

Here is how our influencers performed in the Fall (Sep-Nov)

CAMPAIGN OVERVIEW

We partnered with influencers to drive awareness of the Colorado Wildlife Council's mission

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

2.3M+
total impressions
vs 1.8M goal

17.7%
average campaign
engagement rate

42K+
total clicks to
CWC website



INFLUENCER LIVE LINKS

Influencer Tracker
houses links to all
live content

Paid Social: Influencer Stats

28

Influencer	Reach	Organic Impressions	Paid Impressions	Total Impressions	Organic Engagements	Paid Engagements	Total Engagements	Organic ER	Overall ER
Connor Scalbom	154,542	50,366	1,054,361	1,104,727	2,515	247,591	250,106	4.99%	22.65%
Bailey Pompea	21,435	4,465	1,172,111	1,176,576	210	155,994	156,204	4.70%	13.28%
Dasha Afanaseva	19,365	5,249	–	5,249	467	–	467	8.90%	8.90%
Madison Pitts	12,854	14,512	–	14,512	642	–	642	4.42%	4.42%
Total	208,196	74,592	2,226,472	2,301,064	3,834	403,585	407,419	5.14%	17.71%

live links [here](#)



Organic Performance



Dasha Afanaseva
[@dashaslens](#)

Dasha is a Colorado-based photographer and travel creator with a love for adventure and storytelling. She shares cinematic hikes, curated itineraries, and outdoor guides designed to inspire meaningful exploration. Whether behind the lens or on the trail, Dasha brings the beauty of the outdoors to life

Dasha's content used a hike-through narrative to highlight Colorado's landscapes and wildlife while educating her audience on how hunting and fishing license fees fund science-led conservation. Through an IG Reel, Carousel, and Stories, she spotlighted wildlife reintroduction efforts, habitat conservation, and the work of Colorado Parks and Wildlife biologists. Her visuals and narration connected everyday trail experiences with the funding that helps protect more than 960 wildlife species across the state, reinforcing the role of the Colorado Wildlife Council in supporting science in the wild.



Campaign Stats

19.3K+
total following

5.2K+
total impressions

467
total engagements*

8.9%
engagement rate

**engagements include comments, shares, reactions, saves, clicks to site, and story engagements.*



live links [here](#)

Organic Performance



Connor Scalbom

[@connography](#)

Connor is a full-time outdoor explorer, photographer, and videographer who—when not traveling—splits his time between Gunnison and Crested Butte. He shares stories of his travels and adventures through striking visual media, capturing high-quality, beautiful imagery that reflects his passion for the outdoors.

Connor's content showcased the countless gorgeous places Colorado has to explore, with a focus on outdoor exploration, photography, and the positive impact of conservation. Across his Reel, Carousel, and Stories, he highlighted how hunting and fishing license fees help fund programs that safeguard Colorado's wildlife and natural spaces. By weaving these messages into his visual storytelling, he showed his audience how their everyday adventures connect back to the conservation efforts championed by the Colorado Wildlife Council.



Campaign Stats

154.5K+

total following

50.3K+

total impressions

2.5K+

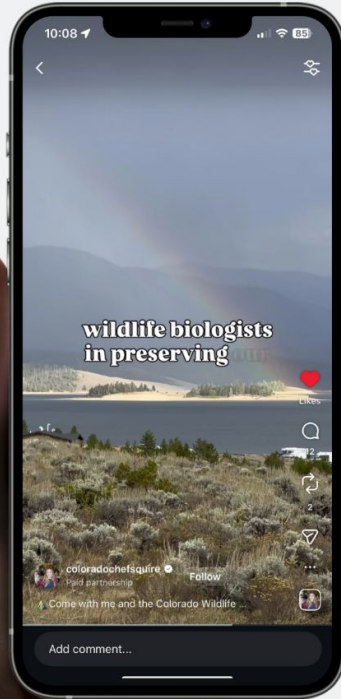
total engagements*

5%

engagement rate

**engagements include comments, shares, reactions, saves, clicks to site, and story engagements.*

live links [here](#)



Organic Performance



Bailey Pompea
[@coloradochefsquire](#)

Bailey is a Denver-based attorney who blends professionalism with a passion for adventure. She shares tips on travel, dining, and exploring Colorado's outdoors, from scenic hikes to hidden nature spots.

Bailey's content centered around a camping trip to Lake Granby, showcasing Colorado's natural beauty through activities like hiking, paddleboarding, and fishing. Across an IG Reel, Carousel, and Stories, she educated her audience on how hunting and fishing license fees help fund conservation efforts and support Colorado Parks and Wildlife biologists. She also highlighted the broader economic impact of hunting and fishing in Colorado, reinforcing how these activities help protect and sustain the state's wildlife and outdoor spaces for future generations.



Campaign Stats

21.4K+

total following

4.4K+

total impressions

210

total engagements*

4.7%

engagement rate

*engagements include comments, shares, reactions, saves, clicks to site, and story engagements.

live links [here](#)



Organic Performance



Madison is a Colorado-based content creator and outdoor enthusiast who resides in Evergreen, CO, in the heart of Colorado's wildlife. She specializes in mountain biking, adventure storytelling, and fitness, blending authentic outdoor experiences with engaging digital content. Through Reels, Carousels, and Stories, Madison shares her day-to-day adventures exploring the outdoors on her bike. When she's not riding, she enjoys training in CrossFit, hiking, and embracing new challenges in nature.

Madison's content followed her outdoor adventures across Colorado, including mountain biking, hiking, and fishing, to highlight how hunting and fishing license fees support conservation statewide. Through an IG Reel, two Carousels, and Stories, she educated her audience on how these fees fund Colorado Parks and Wildlife biologists, wildlife reintroductions, habitat restoration, and the protection of more than 960 species. She also shared key facts around land preservation, fish stocking, and the economic impact of hunting and fishing. Overall, her content connected everyday recreation with the science-backed efforts that keep Colorado's wild places thriving.

Campaign Stats

12.8K+
total following

14.5K+
total impressions

642
total engagements*

4.4%
engagement rate

**engagements include comments, shares, reactions, saves, clicks to site, and story engagements.*

SPRING

Here is how our influencers performed in the Fall (Mar-May)



Influencer	Reach	Organic Impressions	Paid Impressions	Total Impressions	Organic Engagements	Paid Engagements	Total Engagements	Organic ER	Overall ER
Connor Scalbom	160,077	38,885	1,328,945	1,367,830	1,504	365,970	367,474	3.87%	26.87%
Mackenna Stang	47,894	15,125	—	15,125	1,028	—	1,028	6.80%	6.80%
Jamie Rogers	21,071	3,442	1,177,021	1,180,463	286	169,840	170,126	8.31%	14.41%
Taylor Hildreth	17,914	3,961	—	3,961	170	—	170	4.29%	4.29%
Total	246,956	61,413	2,505,966	2,567,379	2,988	535,810	538,798	4.87%	20.99%



Organic Performance

 **Jamie Rogers**
[@captaincoloradophotography](#)

Jamie is a Denver-based photographer behind @captaincoloradophotography. Specializing in nature, landscape, and hospitality photography, Jamie captures the beauty of Colorado and beyond, helping brands and properties alike tell their visual stories with creativity and impact.

Jamie's content used a photography-driven storytelling approach to showcase Colorado's breathtaking landscapes while educating his audience on the role hunting and fishing license fees play in conservation. Through an IG Reel, Carousel, and Stories, he highlighted snow-covered mountain ranges, alpine lakes, rivers, and expansive wilderness views, connecting the beauty of Colorado's outdoors to the funding that helps protect wildlife, waterways, and natural habitats. His visuals and narration emphasized that the places Coloradans love to explore are preserved through science-led conservation efforts, reinforcing the Colorado Wildlife Council's message of Supporting Science in the Wild.

 **Campaign Stats**

21K+
total following

3.4K+
total impressions

286
total engagements*

8.3%
engagement rate

*engagements include comments, shares, reactions, saves, clicks to site, and story engagements.



Organic Performance



MacKenna is a Colorado-based angler and outdoor adventurer with a passion for fly fishing and life on the river. A lifelong athlete, she discovered fly fishing after injuries shifted her path and quickly found purpose and connection through the sport. She shares stories from chasing fish across the Rockies and beyond while advocating for greater representation of women in the outdoors. Through travel, mentorship, and time on the water, MacKenna inspires others to build community and follow the pull of the river.

MacKenna's content used a personal storytelling approach to highlight Colorado's outdoors as both home and a shared responsibility to protect. Through an IG Reel, Carousel, and Stories, she showcased fishing, wildlife, and familiar landscapes while educating her audience on how hunting and fishing license fees support Colorado Parks and Wildlife biologists in conserving wildlife and restoring habitats. By linking her time on the water with broader stewardship efforts, her content reinforced that all outdoor recreation contributes to preserving Colorado's lands and wildlife, supporting the Colorado Wildlife Council's mission of Supporting Science in the Wild.



Campaign Stats

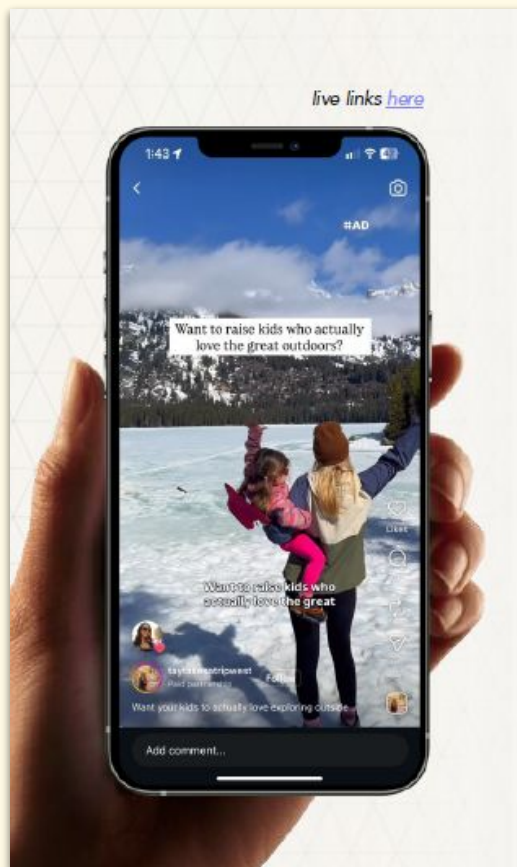
47K+
total following

15.1K+
total impressions

1K+
total engagements*

6.8%
engagement rate

*engagements include comments, shares, reactions, saves, clicks to site, and story engagements.



Organic Performance

 Taylor Hildreth
[@taytakesatripwest](#)

Taylor is a Colorado-based explorer passionate about discovering bucket list adventures, from national parks to hidden local gems. She shares itineraries, travel inspiration, and recommendations for the best coffee, brews, stays, and views along the way.

Taylor's content used family-focused outdoor adventures to highlight the importance of conservation and fostering a love for nature in the next generation. Through an IG Reel, Carousel, and Stories, she shared hiking and ice fishing experiences with her family while educating her audience on how hunting and fishing license fees support Colorado Parks and Wildlife biologists and science-led conservation efforts. By connecting meaningful family moments outdoors with wildlife protection, habitat conservation, and responsible recreation, Taylor reinforced the Colorado Wildlife Council's mission of Supporting Science in the Wild and preserving Colorado's natural spaces for future generations.

 Campaign Stats

17K+
total following

3.9K+
total impressions

170
total engagements*

4.3%
engagement rate

*engagements include comments, shares, reactions, saves, clicks to site, and story engagements.



Organic Performance



Connor is a full-time outdoor explorer, photographer, and videographer who—when not traveling—splits his time between Gunnison and Crested Butte. He shares stories of his travels and adventures through striking visual media, capturing high-quality, beautiful imagery that reflects his passion for the outdoors.

Connor's content used scenic outdoor imagery and educational storytelling to highlight the connection between Colorado's wildlife, public lands, and conservation efforts. Through an IG Reel, two Carousels, and Stories, he showcased Colorado's thriving elk population and shared how hunting and fishing license fees help fund habitat conservation, species protection, and wildlife restoration programs. His content connected the outdoor experiences Coloradans enjoy with the funding that helps keep these landscapes and wildlife populations healthy, reinforcing the Colorado Wildlife Council's mission of Supporting Science in the Wild.



160K+
total following

38.8K+
total impressions

1.5K+
total engagements*

3.9%
engagement rate

*engagements include comments, shares, reactions, saves, clicks to site, and story engagements.

FALL+SPRING

Influencer	Reach	Organic Impressions	Paid Impressions	Total Impressions	Organic Engagements	Paid Engagements	Total Engagements	Organic ER	Overall ER
Connor Scalbom (F1)	154,542	50,366	1,054,361	1,104,727	2,515	247,591	250,106	4.99%	22.65%
Bailey Pompea	21,435	4,465	1,172,111	1,176,576	210	155,994	156,204	4.70%	13.28%
Dasha Afanaseva	19,365	5,249	—	5,249	467	—	467	8.90%	8.90%
Madison Pitts	12,854	14,512	—	14,512	642	—	642	4.42%	4.42%
Connor Scalbom (F2)	160,077	38,885	1,328,945	1,367,830	1,504	365,970	367,474	3.87%	26.87%
MacKenna Stang	47,894	15,125	—	15,125	1,028	—	1,028	6.80%	6.80%
Jamie Rogers	21,071	3,442	1,177,021	1,180,463	286	169,840	170,126	8.31%	14.41%
Taylor Hildreth	17,914	3,961	—	3,961	170	—	170	4.29%	4.29%
Total	455,152	136,005	4,732,438	4,868,443	6,822	939,395	346,217	5.02%	19.44%

APPENDIX

FLOWCHART

		Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026
		1 7 14 21 28	4 11 18 25	1 8 15 22 29	6 13 20 27	13 20 27 31	10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22
R&R													
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	\$246,400.00												
Traffic Costs	\$1,500.00												
Watermarking	\$10,440.43												
Spot TV/Cable Total	\$258,340.43												
		\$1,000	\$36,798	\$37,871	\$36,478	\$36,828	\$36,828	\$34,281	\$35,362				
Out of Home													
Gas Station TV :15 Videos	\$119,943.00												
Outfront Static Board #3160/3162	\$48,343.75												
Outfront Static Board #6882A	\$34,982.50												
Outfront Static Production	\$1,300.00												
Outfront Digital Board # 3199	\$34,000.00												
Lamar # 30023	\$15,000.00												
Lamar# 30022	\$12,600.00												
Lamar #30021	\$7,280.00												
Lamar #30020	\$7,280.00												
Lamar #30019	\$35,600.00												
Lamar # 30018	\$27,200.00												
Lamar #30017	\$27,200.00												
CO Rockies Sponsorship	\$308,750.00												
CO Rockies Sponsorship FY26/27 Payment	\$81,250.00												
OOH Total	\$760,929.25	\$87,717	\$27,184	\$68,880	\$17,136	\$4,727	\$97,868	\$101,419	\$78,484	\$38,790	\$81,982	\$27,184	\$132,708
Digital													
Amazon Prime Video CTV	\$27,000.00												
Email	\$3,840.00												
Social- Meta Paid Ads	\$120,000.00												
Social- Meta Boosted Posts	\$4,800.00												
Social- Reddit	\$27,000.00												
Social- Snapchat	\$63,000.00												
Social- TikTok	\$36,000.00												
Spotify	\$70,000.00												
TTD Standard Display	\$36,000.00												
TTD Native	\$36,000.00												
TTD CTV	\$99,000.00												
TTD Pre Roll	\$81,000.00												
Jun Group Influencers	\$88,000.00												
Undertone Rich Media	\$67,500.00												
Undertone Rich Media-Ad Serving	\$829.57												
YouTube Video	\$90,000.00												
YouTube Audio	\$30,000.00												
Demand Gen	\$15,420.75												
Paid Search- Google	\$30,000.00												
Digital Total	\$925,390.32	\$10,729	\$79,704	\$97,748	\$115,348	\$92,279	\$35,304	\$103,479	\$103,044	\$96,893	\$110,261	\$79,766	\$745
FY 25/26 Media Total	\$1,944,660.00	\$98,646	\$106,398	\$201,426	\$170,484	\$123,484	\$171,088	\$245,923	\$215,780	\$170,486	\$191,843	\$108,969	\$133,453

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.