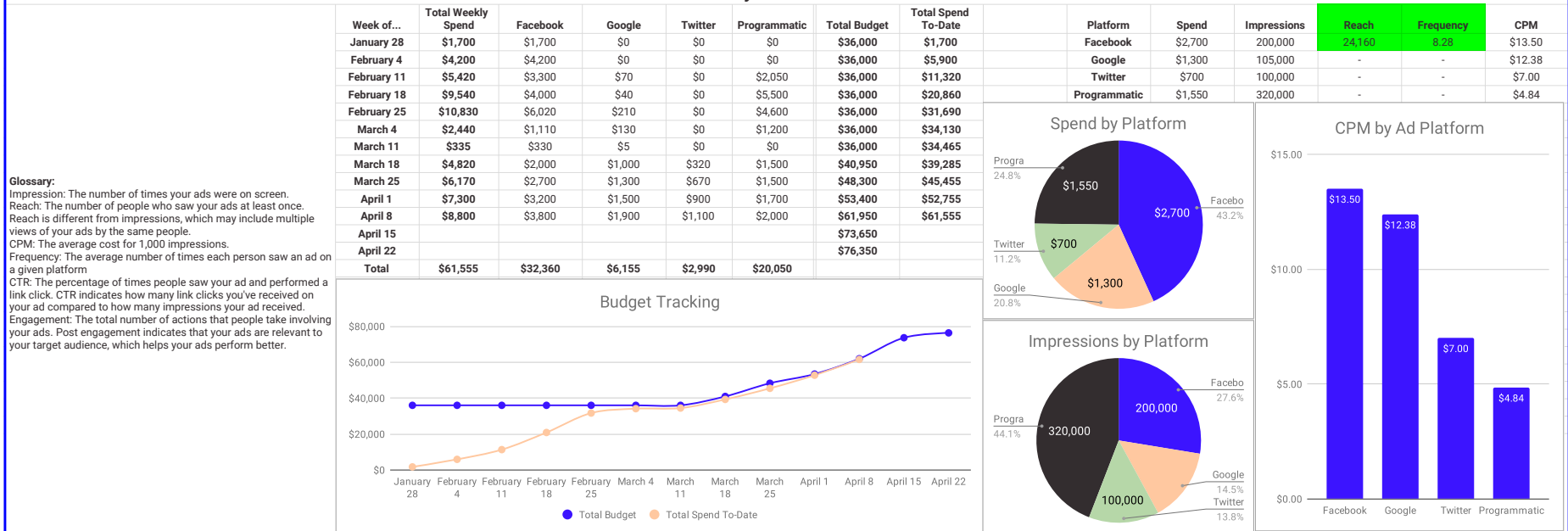


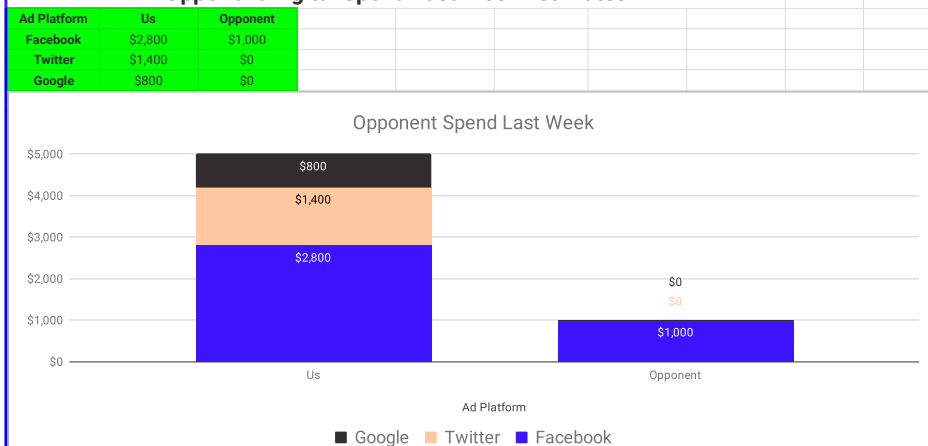
COMPETE_

Sample Weekly Report

Weekly Platform Stats



Opponent Digital Spend Last Week Estimates



Sample Opponent Ads

David Straz for Mayor
 Sponsored • Paid for by David Straz for Mayor, Non-Partisan

Please come support David Straz as he takes the stage at the historic Tampa Theater in downtown Tampa. Visit the link below to get your free tickets, but don't worry if the event sells out, the campaign has a limited number of tickets to be distributed to any supporters who may want to attend.

THU, APR 11, 2019
 Debate Night 2019 with David Straz
 Tampa Theatre
 Debate Night 2019 with David Straz

[View Event](#)

Yasmine Taab for State Senate
 Sponsored • Paid for by Yasmine Taab for Virginia

Want to replace the Virginia Senate's top recipient of campaign cash from Dominion with a fighter for clean energy and a climate we can live with? Then please vote for me in Climate Hawks Vote's poll to determine their endorsement for #SD35 here: <http://www.123formbuilder.com/form-4721177/va-sd-35-endorsement-survey>

CLIMATE HAWKS VOTE
 2019 Virginia SD 35 Endorsement Survey

About the disclaimer
 When an advertiser categorizes their ad as being related to politics or issues of national importance, they are required to disclose who paid for the ad. [Learn more](#)

Information from the advertiser

Weekly Stats by Creative

Creative	Spend	Impressions	CPM	Comments, Reactions, and Shares	Comments, Reactions, and Shares Rate	Link Clicks	Link Click Through Rate
Banner	\$2,900	350000	\$8.29	700	0.20%	1100	0.31%
VBM2	\$1,800	300000	\$6.00	300	0.10%	600	0.20%
VBMVideo	\$1,100	65000	\$16.92	120	0.18%	300	0.46%

Dick Saslaw
Sponsored • Paid for by Richard L. Saslaw

We must make sure our districts represent the people of the commonwealth -- not special interests.

Do you agree? Join us to stop gerrymandering.
----> www.SenatorSaslaw.com

Voters not politicians. Voters not politicians.

ONE STEP CLOSER TO ENDING GERRYMANDERING

FAIR REDISTRICTING
✓ CONSTITUTIONAL PROCESS
✓ REPRESENTATIVES OF ALL LEGISLATORS
✓ NO GERRYMANDERING
✓ PROVIDES ANTI-COLLUSION CHECKS & BALANCES

End gerrymandering...
END GERRYMANDERING.
JOIN US >> [Sign Up](#)

End gerrymandering...
END GERRYMANDERING.
JOIN US >> [Sign Up](#)

End gerrymandering. Join us >>
SENATORSASLAW.COM [Sign Up](#)

Jane Castor for Mayor
Sponsored • Paid for by Jane Castor for Mayor

Have you gotten your vote-by-mail ballot yet?
Don't forget to drop your ballot in the mail TODAY to make sure your vote is counted!

MAIL YOUR BALLOT IN TODAY FOR A BETTER TAMPA

Jane Castor For Mayor
Mail your ballot in to... [Learn More](#)

Jane Castor For Mayor
Mail your ballot in to... [Learn More](#)

100 22 Comments 8 Shares

[Like](#) [Comment](#) [Share](#)

Jane Castor for Mayor
Sponsored • Paid for by Jane Castor for Mayor

Have you gotten your vote-by-mail ballot yet?
Don't forget to drop your ballot in the mail TODAY to make sure your vote is counted!

MAIL YOUR BALLOT IN TODAY

meet.janeformayor.com
Jane Castor For Mayor
Mail your ballot in today! [LEARN MORE](#)

145 18 Comments 9 Shares

[Like](#) [Comment](#) [Share](#)

Vote for Stacie Gilmore
Sponsored • Paid for by Committee to Elect Stacie Gilmore

We've accomplished so much together for our community. Join me in helping to get the job done in Far Northeast Denver.

Drop off or mail in your ballot TODAY to keep our momentum going.

Make progress our priority. Make progress our priority.

Stacie Gilmore
Choose Team Gilmore for ... [Learn More](#)

Stacie Gilmore
Choose Team Gilmore for ... [Learn More](#)

Choose Team Gilmore for a better Denver.
MEETVOTESTACIEGILMORE.COM [Learn More](#)

[See Ad Details](#)

Dick Saslaw
Sponsored • Paid for by Richard L. Saslaw

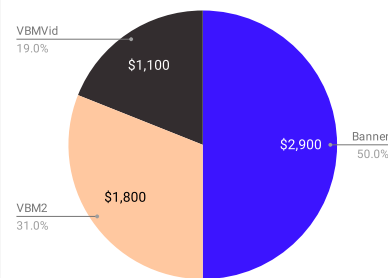
In Virginia right now, getting a gun is as easy as turning 18 years old.

Sign up now to support common-sense gun reform.

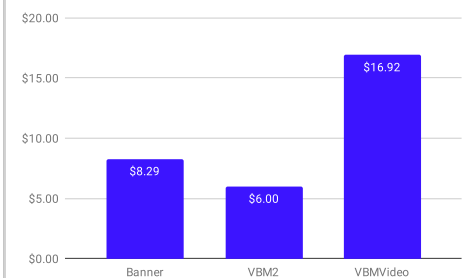
"IN VIRGINIA RIGHT NOW, ANYBODY WHO CAN FOG UP A MIRROR CAN BUY A GUN. I'M TRYING TO CHANGE THAT."
-Dick Saslaw
#EndGunViolence

Sign up NOW to make gun reform happen >>
Sign the petition now for a safer Virginia.
ACT.SENATORSASLAW.COM [Sign Up](#)

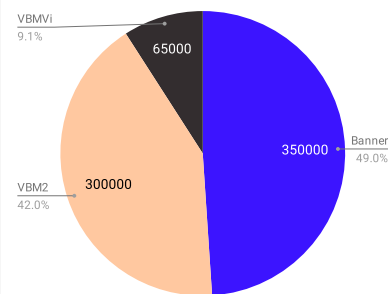
Spend by Creative



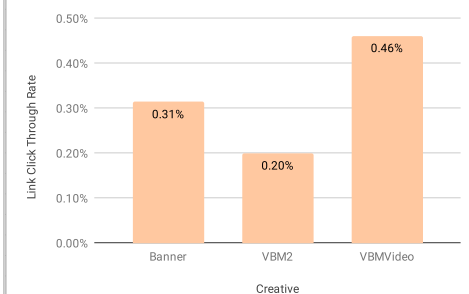
CPM by Creative



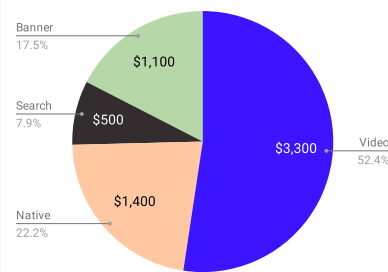
Impressions by Creative



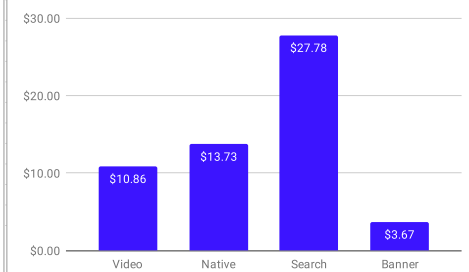
Link Click Through Rate by Creative



Spend by Ad Type



CPM by Ad Type

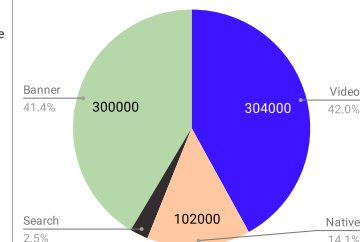


Weekly Stats by Ad Type

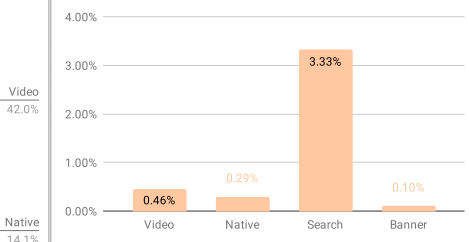
Ad Type	Spend	Impressions	CPM	Comments, Reactions, and Shares	Comments, Reactions, and Shares Rate	Link Clicks	Link Click Through Rate
Video	\$3,300	304000	\$10.86	400	0.13%	1400	0.46%
Native	\$1,400	102000	\$13.73	700	0.69%	300	0.29%
Search	\$500	18000	\$27.78	0	0.00%	600	3.33%
Banner	\$1,100	300000	\$3.67	520	0.17%	310	0.10%

Ad Type Definitions
Video: A :30, :15, or :6 video with broll and audio. Generally, a higher quality but more expensive ad spot.
Native: Rich media that is designed to look like an in-platform post. Difficult to distinguish as an ad from regular organic content (Think Facebook or Twitter ads).
Banner: Static or Gif ads that appear on websites throughout the internet. Easy to distinguish as an ad; not easily confused with organic content. Generally a lower quality but less expensive ad spot.

Impressions by Ad Type

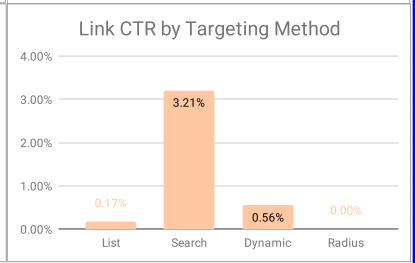
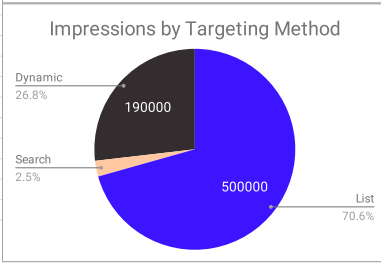


Link Click Through Rate by Ad Type



[illegible]

- List:** Targeting exactly your audience through manipulation of the voter file or CRM data
- Dynamic:** Using advanced Digital targeting methods to hone in on your target audience based off of their political preferences, politicians they like, their age, websites they are on, etc.
- Search:** Targeting keywords on Search Engines.
- Radius:** Targeting very specific locations was small as a city block and as wide as a mile



Google Trends Monitoring

Google's estimate for "How hot" a keyword is, on a scale of 1-100. Good for monitoring popularity spikes.

Week of...	Campaign	Opponent					
October 14	8	8					
October 21	16	0					
October 28	0	8					
November 4	0	0					
November 11	16	12					
November 18	0	12					
November 25	0	0					
December 2	8	16					
December 9	8	8					
December 16	8	8					
December 23	8	8					
December 30	8	0					
January 6	49	34					
January 13	33	41					
January 20	33	36					
January 27	59	100					
February 4	32	49					
February 11	32	49					
February 18	34	46					
February 25	44	26					
March 4	28	10					
March 11	26	11					
March 18	37	18					
March 25	48	32					

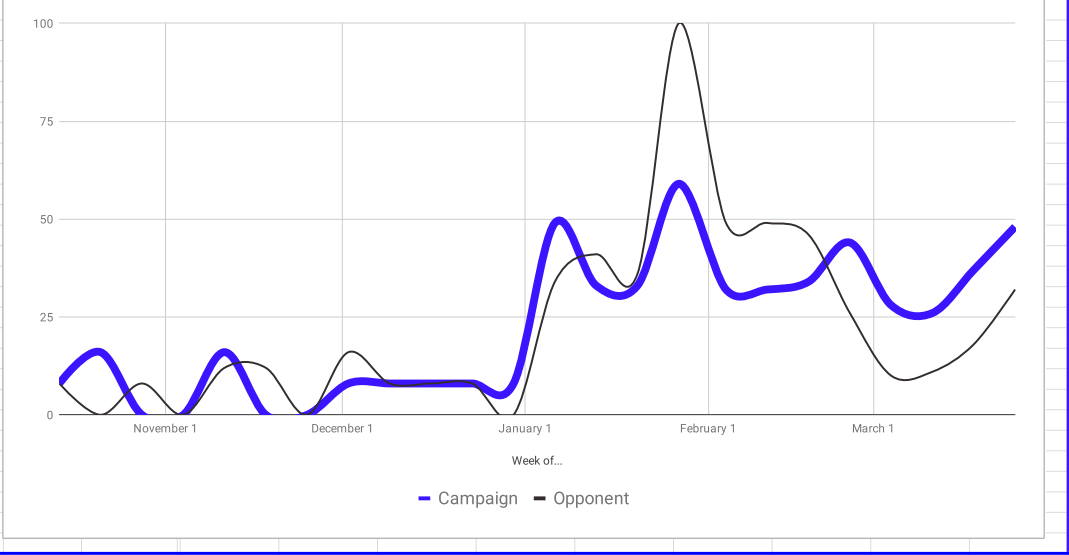
Week of...	Campaign	Opponent				
October 14	8	8				
October 21	16	0				
October 28	0	8				
November 4	0	0				
November 11	16	12				
November 18	0	12				
November 25	0	0				
December 2	8	16				
December 9	8	8				
December 16	8	8				
December 23	8	8				
December 30	8	0				
January 6	49	34				
January 13	33	41				
January 20	33	36				
January 27	59	100				
February 4	32	49				
February 11	32	49				
February 18	34	46				
February 25	44	26				
March 4	28	10				
March 11	26	11				
March 18	37	18				
March 25	48	32				

Google Trends Monitoring (You're the blue bolded line)

Week of...

— Campaign — Opponent

Week of...	Campaign (Blue Bolded Line)	Opponent (Black Line)
November 1	~10	~10
December 1	~10	~10
January 1	~10	~10
February 1	~55	~100
March 1	~30	~20



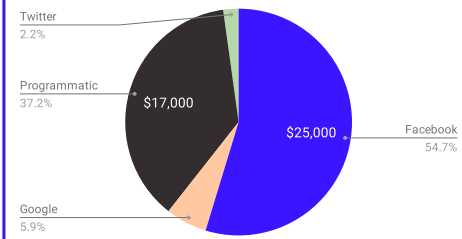
COMPETE

All Time Digital Report

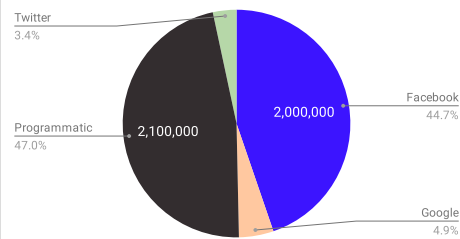
All Time Platform Stats

Platform	Spend	Impressions	Reach	Frequency	CPM	Clicks	Engagements	CTR
Facebook	\$25,000	2,000,000	67878	29.46	\$12.50	2400	5000	0.12%
Google	\$2,700	220,000	-	-	\$12.27	2800	0	1.27%
Programmatic	\$17,000	2,100,000	-	-	\$8.10	3000	0	0.14%
Twitter	\$1,000	150,000	-	-	\$6.67	1100	630	0.73%

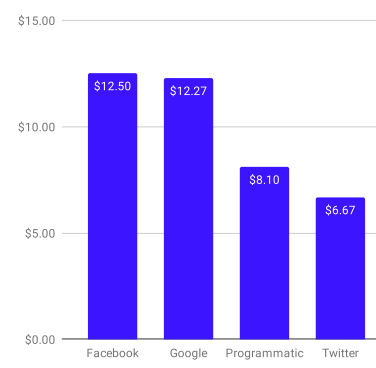
Spend by Platform



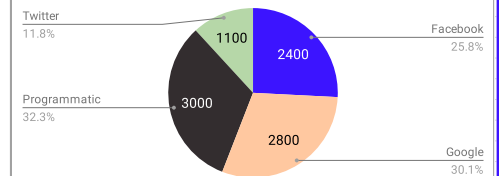
Impressions by Platform



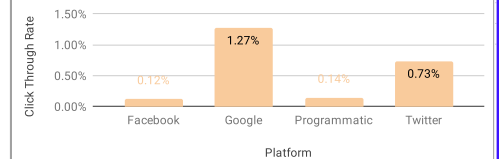
CPM by Ad Platform



Clicks by Platform



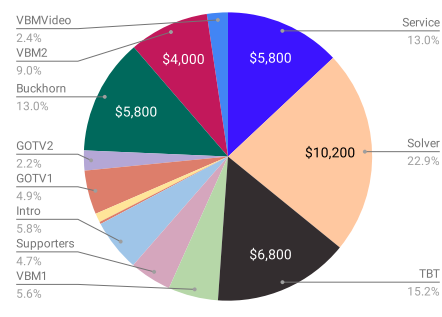
Click Through Rate by Platform



All Time Stats by Creative

Creative	Spend	Impressions	CPM	Comments, Reactions, and Shares	Comments, Reactions, and Shares Rate	Link Clicks	Link Click Through Rate
Service	\$5,800	300000	\$19.33	659	0.22%	500	0.17%
Solver	\$10,200	715000	\$14.27	717	0.10%	750	0.10%
TBT	\$6,800	1020000	\$6.67	629	0.06%	840	0.08%
VBM1	\$2,500	130000	\$19.23	183	0.14%	200	0.15%
Supporters	\$2,100	1000000	\$2.10	237	0.02%	260	0.03%
Intro	\$2,600	300000	\$8.67	569	0.19%	450	0.15%
EMILYsList	\$110	42000	\$2.62	14	0.03%	80	0.19%
JaneGOTV	\$450	25000	\$18.00	0	0.00%	70	0.28%
GOTV1	\$2,200	212000	\$10.38	136	0.06%	210	0.10%
GOTV2	\$1,000	55000	\$18.18	123	0.22%	95	0.17%
Buckhorn	\$5,800	740000	\$7.84	0	0.00%	1900	0.26%
VBM2	\$4,000	630000	\$6.35	558	0.09%	1500	0.24%
VBMVideo	\$1,050	65000	\$16.15	114	0.18%	300	0.46%

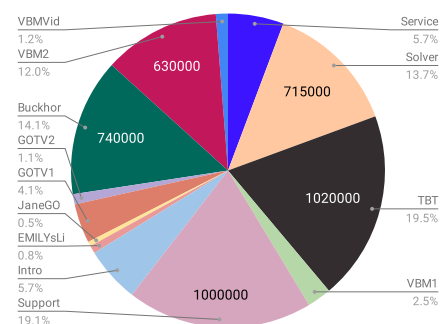
Spend by Creative



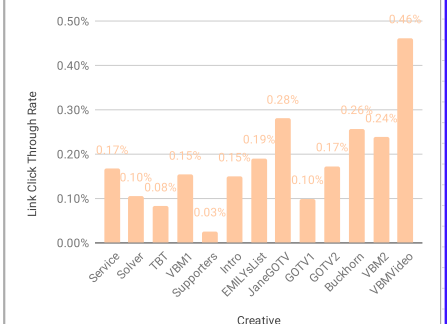
CPM by Creative



Impressions by Creative



Link Click Through Rate by Creative



Jane Castor for Mayor
Sponsored - Paid for by Jane Castor for Mayor o...

With over three decades of service in the Tampa Bay police department, Jane has the experience to address our city's problems and keep it thriving.

Meet Jane -----> Meet JaneForMayor.com

meet.janeformayor.com
Jane Castor For Mayor
The Experience To Get Things D...
LEARN MORE

66 1 Comment 4 Shares

Jane Castor for Mayor
Sponsored - Paid for by Jane Castor for Mayor o...

Tampa is on the right track, but we need a problem solver as our next Mayor - someone who will fix traffic, grow jobs, and keep crime low.

Meet Jane -----> Meet JaneForMayor.com

Like 146 9 Comments 11 Shares

Jane Castor for Mayor
Sponsored - Paid for by Jane Castor for Mayor o...

Jane has been endorsed by the Tampa Bay Times because she is the best choice for Mayor. She'll keep our city safe, improve transportation, infrastructure, and provide a thoughtful approach to finances - preparing us for whatever the future brings.

Together we can make Tampa even better!

Meet Jane -----> Meet JaneForMayor.com

COMPETE Creative Tracker

Link to client Power Point

Asset	Estimated Active Period	Platform	Status	Link to asset	Actual Launch Date	Actual Completion Date	Estimated Budget		Status	Explanation			
Landing Page	1/24-E Day	Instapage	Active		1/24	3/5	-		Queue	In the queue to be created down the road			
Static	1/26-2/6	Facebook	Completed		1/26	2/11	-		Production	We've started working on it			
Video	2/1-2/18	Facebook IP Targeting	Completed		2/1	2/16	-		Approval	Sent to client and in approval/edit			
1 min Testimonial	1/24-E Day	Facebook Landing Page	Completed		2/20	3/3	-		Active	Launched and running			
Press Endorsement	2/5-2/18	Facebook IP Targeting	Completed		2/5	2/28	-		Completed	Complete due to saturation or some other reason			
Video 2	2/18-E Day	Facebook IP Targeting	Completed		2/18	3/3	-						
GotV 1	2/28-E Day	Facebook IP Targeting	Completed		3/1	3/5	-						
GotV 2	2/28-E Day	Facebook IP Targeting	Completed		3/1	3/5	-						
GotV Candidate	E-Day	Facebook	Completed		3/5	3/5	-						
Endorsement Native	3/8-3/25	Facebook IP Targeting	Active		3/14								
Endorsement Video	3/8-3/25	Facebook IP Targeting	Active		3/18								
VBM Video	3/19-4/13	Facebook IP Targeting	Active		3/20								
VBM Native	3/19-4/13	Facebook IP Targeting	Active		3/20								