

# Valleyrides Digital Advertising Campaign Performance Report

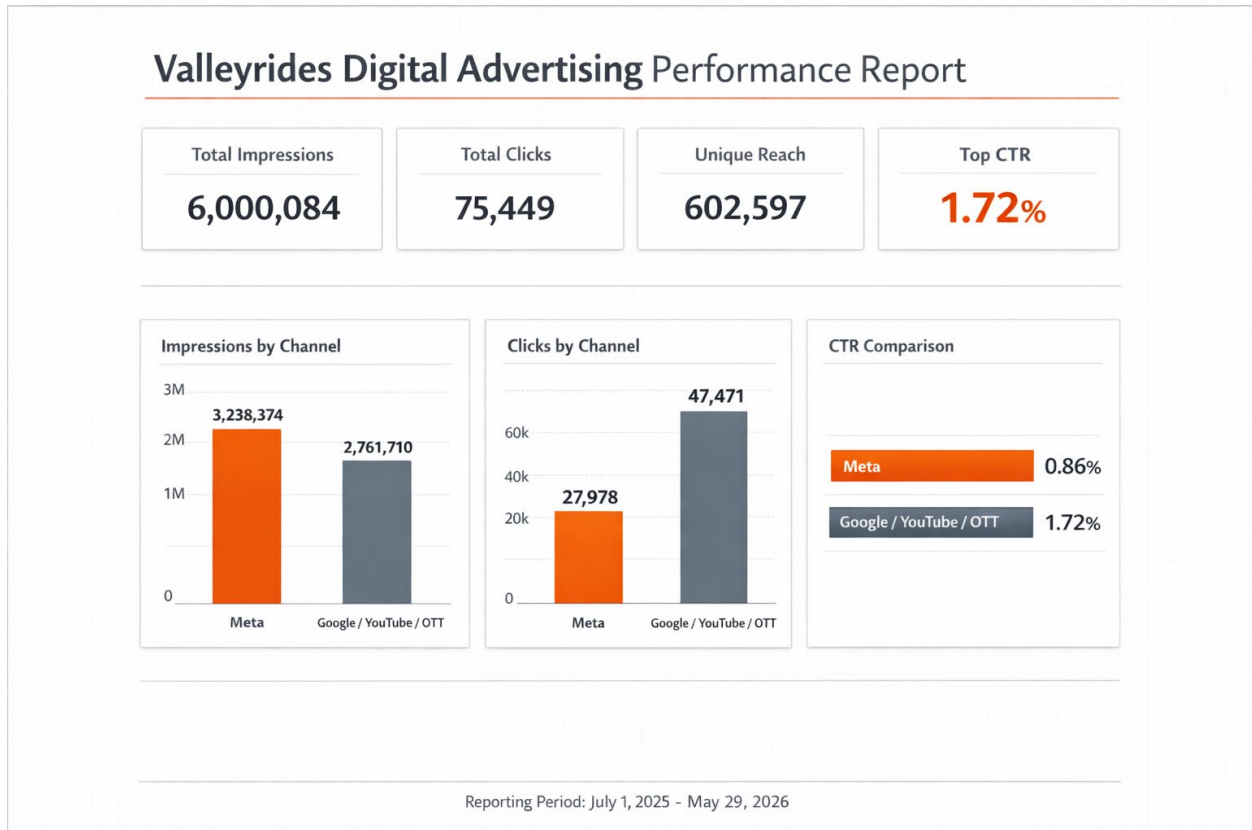
**Reporting Period:** July 1, 2025 - May 29, 2026

An aggregated multi-channel performance summary highlighting reach, engagement, and channel effectiveness across multiple Valleyrides digital campaigns.

## Executive Summary

During the reporting period, Valleyrides' digital campaigns generated strong visibility and meaningful audience engagement across Meta, Google Display, YouTube, and OTT placements. More than 6 million impressions and 75,449 clicks underscore the campaign portfolio's ability to reach audiences at scale and prompt action. The results also reveal a clear performance pattern across channels: Meta served as a powerful driver of awareness through broad reach and repeated exposure, while Google Display, YouTube, and OTT demonstrated higher click-through efficiency, signaling particularly strong audience targeting and message relevance. Taken together, the combined results reflect a disciplined, well-balanced media strategy that advanced both awareness and engagement goals across multiple campaigns.

## KPI Snapshot



## Campaign Overview

Valleyrides implemented a coordinated digital media strategy across multiple campaigns using Meta, Google Display, YouTube, and OTT to expand visibility, strengthen message recall, and

convert attention into engagement. By distributing campaign messaging across multiple platforms, the overall media effort maintained a strong balance between large-scale awareness and measurable response. The channel results below present a combined view of performance across campaigns and show where the media mix generated the greatest efficiency.

**Meta (Facebook and Instagram)**

Metric	Result
Reach	602,597
Impressions	3,238,374
Clicks	27,978
CTR (Click-Through Rate)	0.86%
Frequency	5.37

*Across the campaign portfolio, Meta delivered broad audience reach and sustained visibility, with an average frequency of 5.37 exposures per user. That level of repetition likely strengthened message recognition and supported continued brand recall over time.*

**Google Display, YouTube and OTT (Hulu/Disney+)**

Metric	Result
Impressions	2,761,710
Clicks	47,471
CTR (Click-Through Rate)	1.72%

*Across multiple campaigns, Google Display, YouTube, and OTT placements delivered the strongest click-through efficiency, achieving a 1.72% CTR. This performance suggests a strong match between audience targeting, placement strategy, and creative execution throughout the reporting period.*

**Combined Performance Snapshot**

Metric	Total
Total Impressions	6,000,084
Total Clicks	75,449
Unique Reach (Meta)	602,597

## Strategic Insights

- **Broad market visibility was achieved at scale**, with more than 6 million impressions delivered across multiple digital campaigns during the reporting period.
- **Audience response was strong across the campaign portfolio**, as reflected in 75,449 total clicks, demonstrating meaningful engagement with campaign messaging and creative.
- **Google Display, YouTube, and OTT placements proved especially efficient at driving action**, outperforming Meta on click-through rate and signaling strong alignment between format, audience, and message across campaigns.
- **Meta played an important brand-building role across campaigns**, combining high reach with a frequency of 5.37 to reinforce campaign visibility and increase message retention over time.