



Campaign Performance Report

Prepared for:
SFMTA/NTAS_Together We Go

PROGRAMMATIC | Summary

Campaign name: NTAS_Together ... (1) ▾

May 19, 2025 - Jun 20, 2025 ▾

Impressions
1,123,814

Clicks
1,188

CTR
0.11%

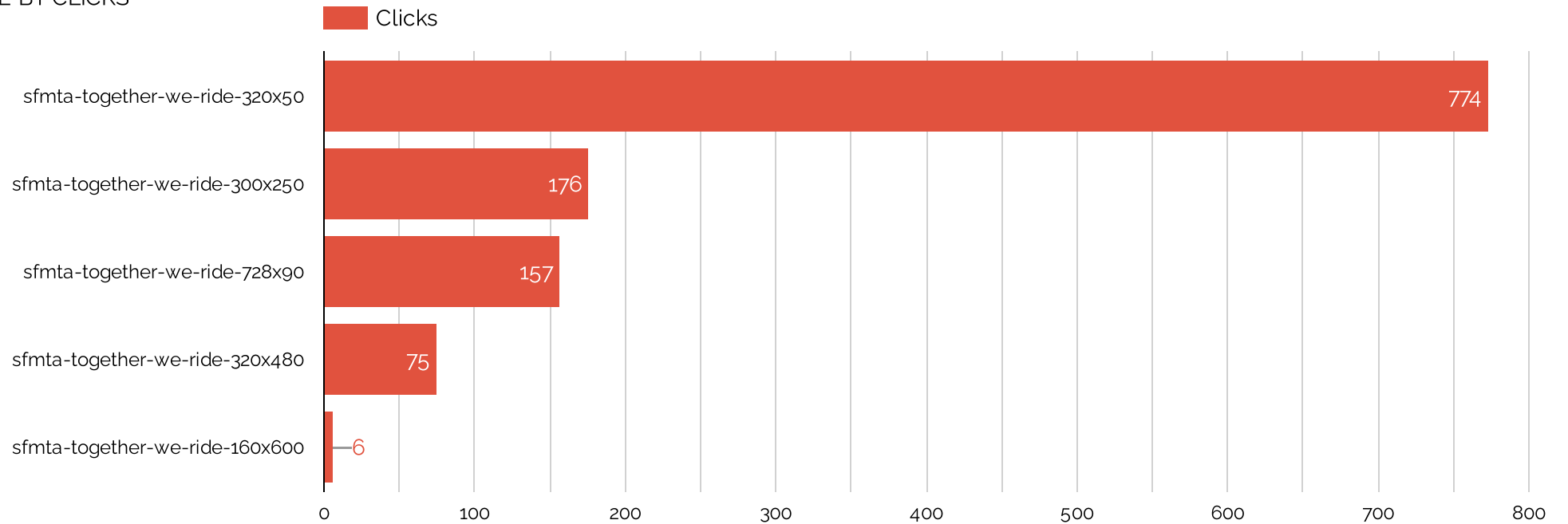
TOP CREATIVE BY IMPRESSIONS

Creative name	Impressions ▾	Clicks	CTR
sfmta-together-we-ride-320x50	719,671	774	0.11%
sfmta-together-we-ride-300x250	252,584	176	0.07%
sfmta-together-we-ride-728x90	140,895	157	0.11%
sfmta-together-we-ride-160x600	7,894	6	0.08%
sfmta-together-we-ride-320x480	2,770	75	2.71%

TOP CREATIVE BY CTR

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sfmta-together-we-ride-320x480	2,770	75	2.71%
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TOP CREATIVE BY CLICKS



PROGRAMMATIC | Campaign Performance

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TOP STRATEGY BY IMPRESSIONS

Ad group name	Impressions ▾	Clicks	CTR
All_Display_PTA	360,010	540	0.15%
All_Display_BT_Concert Goers/Eve...	339,757	391	0.12%
All_Display_Inclusion List	300,987	76	0.03%
All_Display_Propecting	102,398	155	0.15%
All_Display_CT_Events_Gen	20,662	26	0.13%

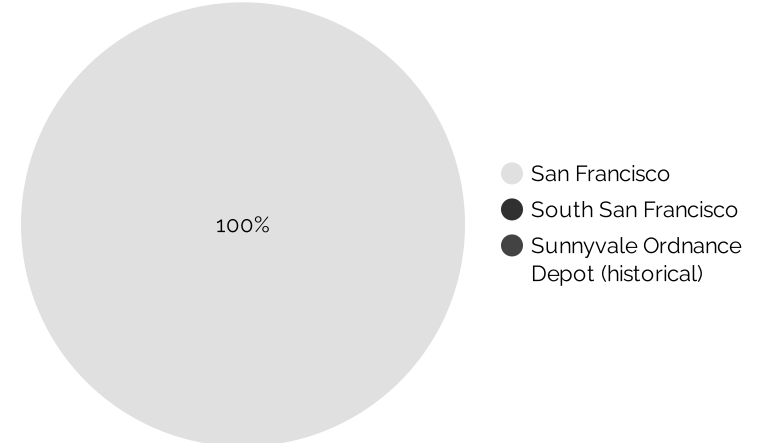
TOP STRATEGY BY CTR

Ad group name	Impressions	Clicks	CTR ▾
All_Display_Propecting	102,398	155	0.15%
All_Display_PTA	360,010	540	0.15%
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All_Display_Inclusion List	300,987	76	0.03%

TOP GEO BY IMPRESSIONS

City	State	Impressions ▾	Clicks	CTR
San Francisco	California	1,123,755	1,188	0.11%
South San Fra...	California	49	0	0.00%
Sunnyvale Ord...	California	10	0	0.00%

TOP GEO BY CLICKS

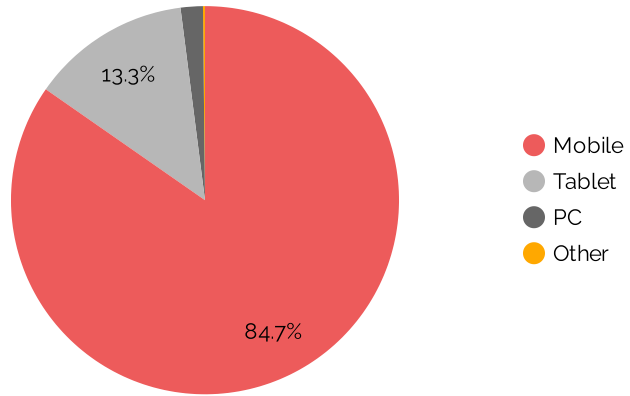


PROGRAMMATIC | Device Performance

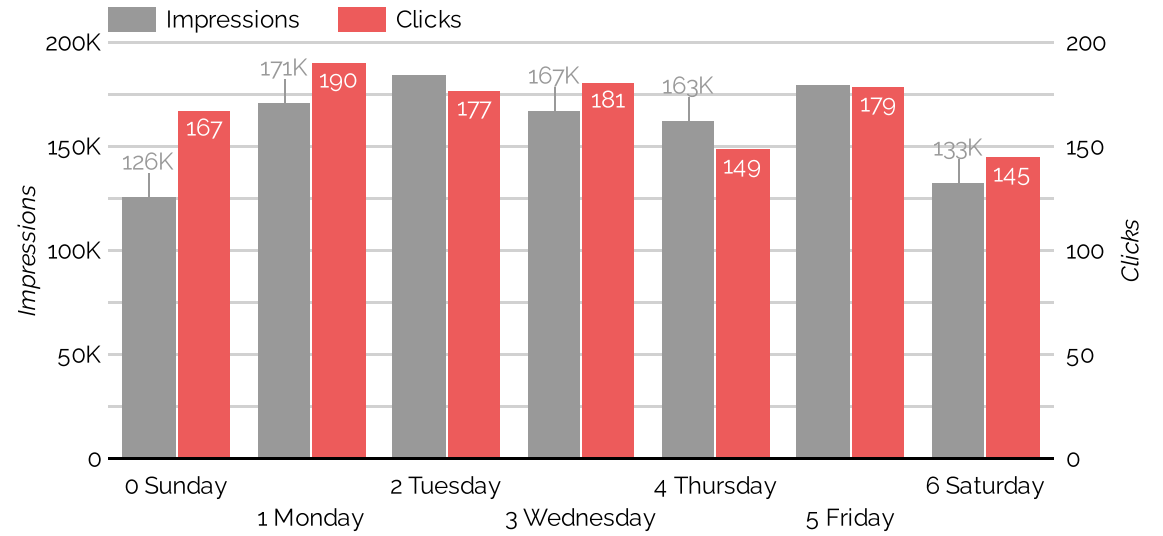
Campaign name: NTAS_Together ... (1) ▾

May 19, 2025 - Jun 20, 2025 ▾

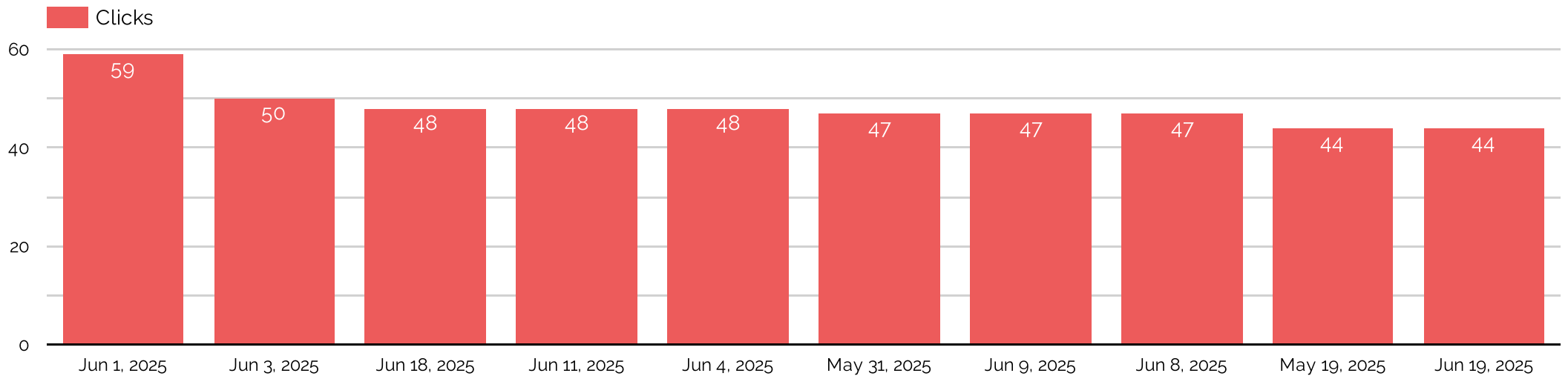
DEVICE BY CLICKS



DAY OF WEEK



CLICKS BY DATE



PROGRAMMATIC | Strategy

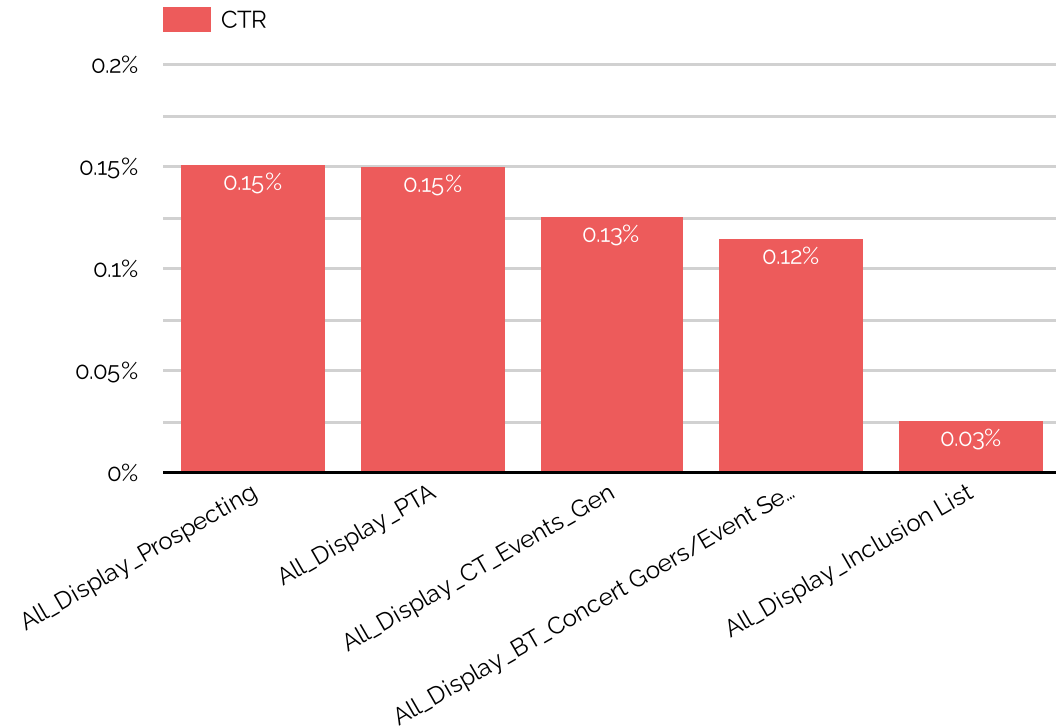
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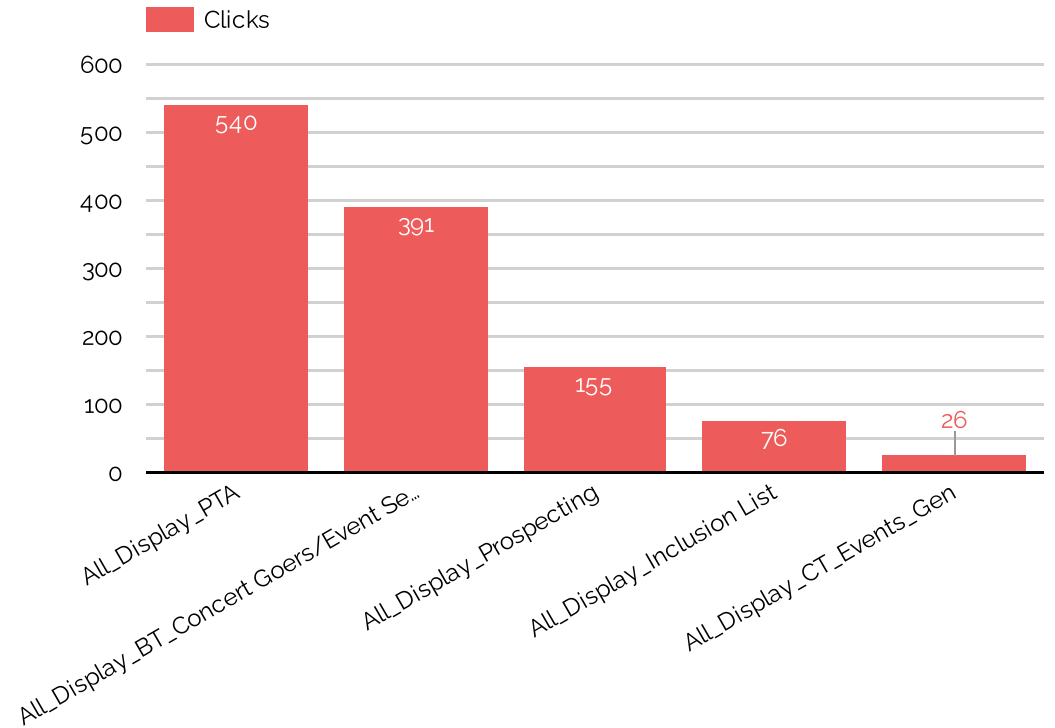
TOP STRATEGY BY IMPRESSIONS

Ad group name ▾	Impressions	Clicks	CTR
ALL_Display_Propecting	102,398	155	0.15%
ALL_Display_PTA	360,010	540	0.15%
ALL_Display_Inclusion List	300,987	76	0.03%
ALL_Display_CT_Events_Gen	20,662	26	0.13%
ALL_Display_BT_Concert Goers/Event Seekers	339,757	391	0.12%

TOP STRATEGY BY CTR



TOP STRATEGY BY CLICKS



PROGRAMMATIC | Creative

Campaign name: NTAS_Together ... (1) ▾

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ALL CREATIVE BY IMPRESSIONS

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1.	sfmta-together-we-ride-320x50	719,671	774	0.11%
2.	sfmta-together-we-ride-300x250	252,584	176	0.07%
3.	sfmta-together-we-ride-728x90	140,895	157	0.11%
4.	sfmta-together-we-ride-160x600	7,894	6	0.08%
5.	sfmta-together-we-ride-320x480	2,770	75	2.71%

PROGRAMMATIC | Ad Group

Campaign name: NTAS_Together ... (1) ▾

May 19, 2025 - Jun 20, 2025 ▾

ALL AD GROUP BY IMPRESSIONS

	Ad group name	Impressions ▾	Clicks	CTR
1.	ALL_Display_PTA	360,010	540	0.15%
2.	ALL_Display_BT_Concert Goers/Event Seekers	339,757	391	0.12%
3.	ALL_Display_Inclusion List	300,987	76	0.03%
4.	ALL_Display_Propecting	102,398	155	0.15%
5.	ALL_Display_CT_Events_Gen	20,662	26	0.13%

FB/IG | Summary

Campaign name

May 19, 2025 - Jun 20, 2025

Impressions
512,427

Clicks
6,934

CTR
1.35%

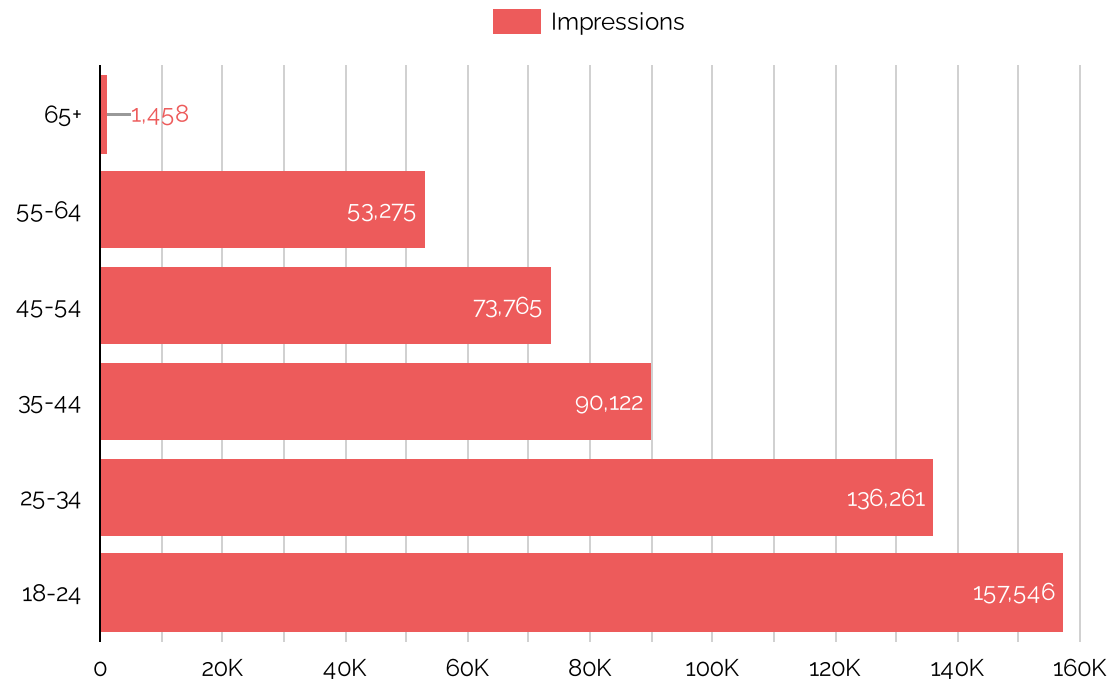
Reach
220,339

Post Shares
40

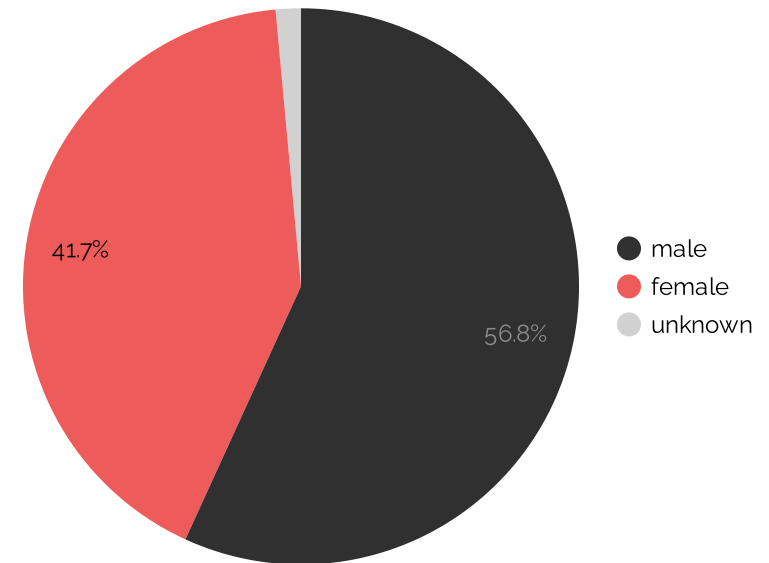
Post Reactions
567

Post Comments
22

Age



Gender



FB/IG | Device, Geo & Platform

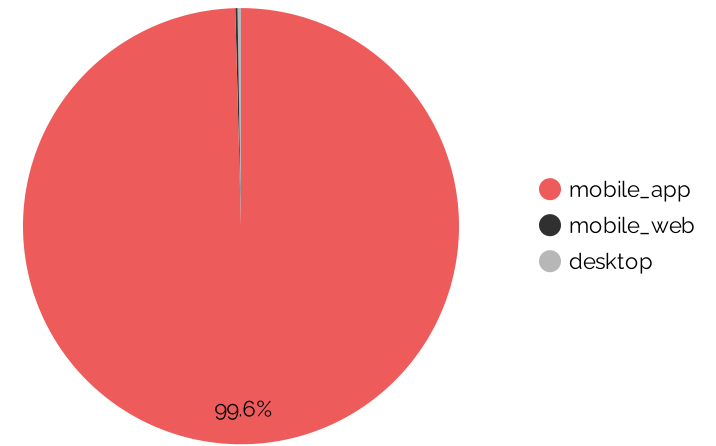
Campaign name

May 19, 2025 - Jun 20, 2025

PLATFORM PERFORMANCE

Platform Performance	Impressions	Clicks	CTR
feed	223,694	4,614	2.06%
instagram_reels	155,161	1,215	0.78%
instagram_stories	83,856	553	0.66%
facebook_reels	32,100	277	0.86%
facebook_stories	14,889	250	1.68%
instagram_explore	2,523	21	0.83%
facebook_profile_feed	111	0	0%
video_feeds	47	1	2.13%
facebook_notification	38	3	7.89%
search	8	0	0%

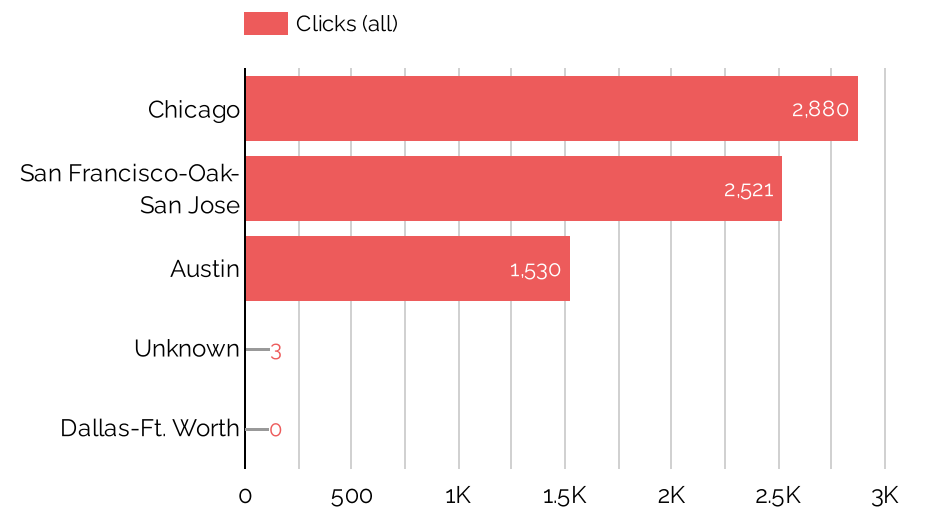
DEVICE BY CLICKS



TOP DMA BY IMPRESSIONS

DMA	Impressions	Clicks	CTR	Reach
San Francisco-Oak-San Jose	176,313	2,521	1.43%	70,725
Austin	168,492	1,530	0.91%	74,373
Chicago	166,466	2,880	1.73%	80,902
Unknown	1,147	3	0.26%	64
Dallas-Ft. Worth	5	0	0%	0
Los Angeles	1	0	0%	0
New York	1	0	0%	0

TOP DMA BY CLICKS






FB/IG | Ads

Campaign name

May 19, 2025 - Jun 20, 2025

AD PERFORMANCE

Ad name	Ad creative image URL	Ad body	Impressions	Clicks	CTR	Reach
1. VIDEO_NTAS_CAPMETRO_TARGETED_MAY_V1		More than a way to get around, public transit connects us to our people and places.	168,706	1,531	0.91%	71,170
2. VIDEO_NTAS_CTA_TARGETED_MAY_V1		More than a way to get around, public transit connects us to our people and places.	167,405	2,882	1.72%	78,248
3. VIDEO_NTAS_SFMTA_TARGETED_MAY_V1		More than a way to get around, public transit connects us to our people and places.	164,814	2,395	1.45%	72,644
4. VIDEO_PTA_NTAS_SFMTA_TARGETED_MAY_V1		More than a way to get around, public transit connects us to our people and places.	11,502	126	1.1%	1,615

FB/IG | Engagement

Campaign name

May 19, 2025 - Jun 20, 2025

AD ENGAGEMENT

	Ad name	Post engagements	Post reactions	Post comments
1.	VIDEO_NTAS_CTA_TARGETED_MAY_V1	14,965	271	12
2.	VIDEO_NTAS_SFMTA_TARGETED_MAY_V1	14,124	218	9
3.	VIDEO_NTAS_CAPMETRO_TARGETED_MAY_V1	11,531	66	1
4.	VIDEO_PTA_NTAS_SFMTA_TARGETED_MAY_V1	1,166	12	0