

A golden retriever is shown in profile, looking intently at a microscope. The entire image has a teal color overlay. The dog is on the left, and the microscope is on the right. The background is dark and out of focus.

CRNY
Q1 2025

ART TAKES WORK POST CAMPAIGN REPORT

May 12, 2025

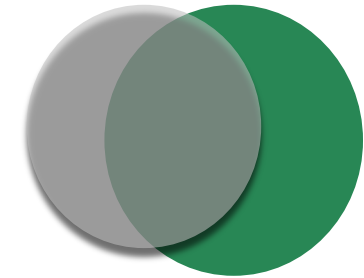
CTV FINAL CALENDAR

			2025																
weeks beginning Monday:			January				February				March								
Tactic	Targeting	Unit	12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24	3/3	3/10	3/17	3/24	4/21	4/28	Total Cost	
Digital Paid Social																			
Facebook/Instagram	NY Metro	:30																\$24,960	
	Western NY																		
	Balance of State																		
	NY State - Working Artist Sub-target																		
	NY State Government																		
	NY State High Income / Art Degree or Philanthropy																		
Digital Television																			
Connected TV Programmatic Execution	NY Metro	:30																\$124,211	
	Western NY																		
	Balance of State																		
																Total Media:	\$149,171		
																Agency Fee:	\$25,000		
																Total Cost:	\$174,171		

CTV PLAN

Connected TV targeting

- Behavioral targeting segment:
 - Inclusion: Art Gallery Interest
 - Exclusion: Arts/culture donor
 - Multiple 3rd party data sources for both
- **Estimated reach potential**
 - **State of New York = 1.45MM CTV devices**



Base Target – Art Gallery Interest
Base Target – Arts/Cultural Donor

SEGMENTS	
	US Interest > Art Galleries or Shows Active IDs: 257,223,200 (Expanded) • Cost: 15% of media cost, \$1.00 CPM max • Estimated cost: \$0.49 CPM fee
	Data Alliance > Arts & Entertainment > Art & Architecture > Visual Art > Art Galleries Active IDs: 36,702,700 • Cost: 20% of media cost, \$1.50 CPM max • Estimated cost: \$0.65 CPM fee
	Leisure Activities > Art Galleries or Shows Active IDs: 8,912,500 • Cost: 38% of media cost, \$3.00 CPM max • Estimated cost: \$1.23 CPM fee
	Fifty > Travel > Tourist Attractions > Arts & Culture Attractions > Art Galleries Active IDs: 4,193,900 • Cost: 25% of media cost, \$1.50 CPM max • Estimated cost: \$0.81 CPM fee
	Bombora > B2B > Industry > Cultural > Museums & Art Galleries Active IDs: 1,393,900 (Expanded) • Cost: 100% of media cost, \$1.50 CPM max • Estimated cost: \$1.50 CPM fee

Behavioral	Type Behavioral	Active IDs: 754,434,400 (expanded)	Segments: 42	Exclusion
Individual Segments				
Q arts donors				
NAME	PROVIDER	RELEVANCE	COST	ESTIMATED COST
<input checked="" type="checkbox"/> Arts Cultural Donor				
LBDigital > Media Source Solutions > Interests > Arts Cultural Donor	LBDig...	N/A	15% of media cost, \$1.00 CPM max	\$0.49 CPM fee
<input checked="" type="checkbox"/> Arts Cultural Donor				
LBDigital > Optimized for CTV > Media Source Solutions > Interests > Arts Cultural Donor	LBDig...	N/A	15% of media cost, \$1.00 CPM max	\$0.49 CPM fee
<input checked="" type="checkbox"/> PodcastOne Listeners Donor Arts				
PodcastOne TTD EXCLUSIVE > PodcastOne Listeners Donor Arts	Centil...	N/A	100% of media cost, \$2.00 CPM max	\$2.00 CPM fee



CTV PLAN

Connected TV creative

- 'All to support myself' Hero :30

SUPPORT NEW YORK ARTISTS

arttakeswork.com



CTV PERFORMANCE

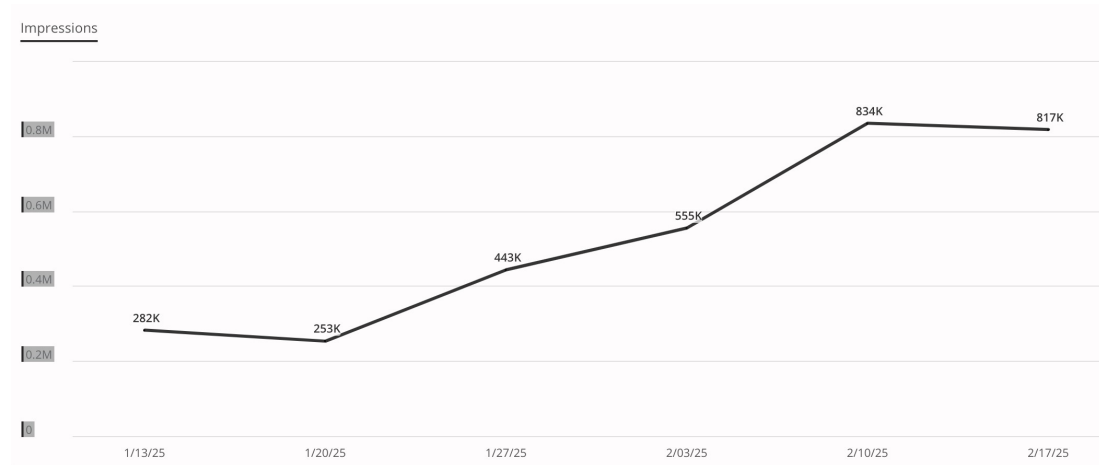


- **69% audience reach achieved** - of the 1.45MM total universe estimate
- 3.2 average message frequency
- High video completion rate is a product of the CTV execution
 - Ad units can't be skipped unless user abandons platform
- \$38 cost per thousand impression (CPM)
 - Slightly higher than broad based audience campaigns (typically \$30-\$35)
 - Strong efficiency when considering the niche behavioral targeting implemented
 - art enthusiast, government employees



CTV PERFORMANCE

3.2 M Impressions	1.0 M Reach	3.2 Frequency	\$38 CPM	98% Video Comp Rate
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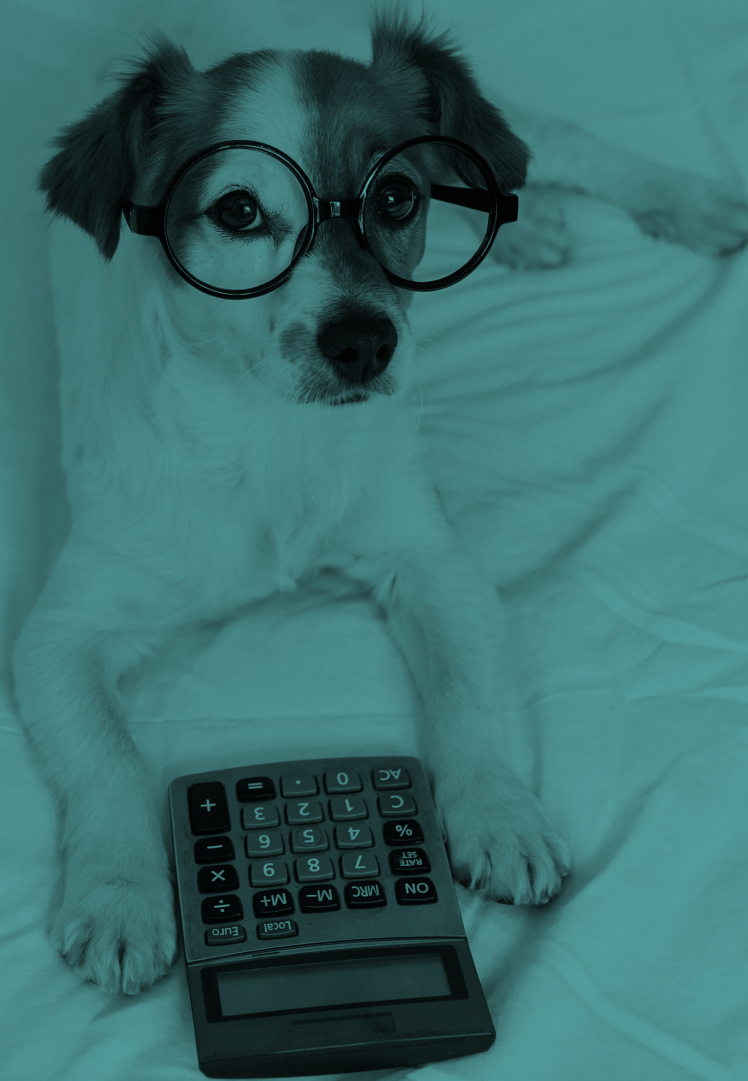
- Impression delivery increased week-over-week as the campaign passed its learning phase, up until the end of the final week

CTV PERFORMANCE

- Top publishers/apps across all targeting groups
- Content channel selection was kept broad to maximize the total reach of all audiences targeted
- Majority of inventory available on CTV run on 'FAST' publishers (Free Ad Supported TV). Content falls under one of two types of FASTs:
 - Manufacturer apps like Roku Channel, Samsung TV, Vizio and LG Channels are built directly into available smart TVs
 - Others like Pluto or Tubi are owned by larger content publishers like Paramount/CBS or Fox

Publisher	Impressions	CPM
1 The Roku Channel	1,065,070	\$ 37.99
2 Samsung TV Plus	438,297	\$ 38.17
3 Pluto	419,511	\$ 34.42
4 Tubi	315,603	\$ 42.68
5 Vizio Inc.	194,555	\$ 31.95
6 LG Channels	86,402	\$ 35.83
7 Sling TV	69,019	\$ 43.91
8 Paramount+	64,180	\$ 50.25
9 Philo	60,782	\$ 38.25
10 FuboTV	45,429	\$ 39.25
11 DISH Network	32,700	\$ 45.43
12 The Movie Hub	27,851	\$ 39.61
13 DIRECTV	26,673	\$ 47.35
14 MAX	21,719	\$ 59.56
15 Haystack	19,813	\$ 42.08
16 Fawesome.tv	19,650	\$ 34.24
17 Fox News	19,455	\$ 45.22
18 TLC	17,179	\$ 51.19
19 Buffalo News from WGRZ	16,923	\$ 40.24
20 Fmdly TV	15,990	\$ 37.90
21 Ion	12,143	\$ 31.12
22 Bounce	11,014	\$ 28.72
23 Xumo Play	8,019	\$ 38.79
24 Plex	7,866	\$ 36.75
25 AMC	7,644	\$ 38.85

PAID SOCIAL DELIVERY



II META BUY SUMMARY

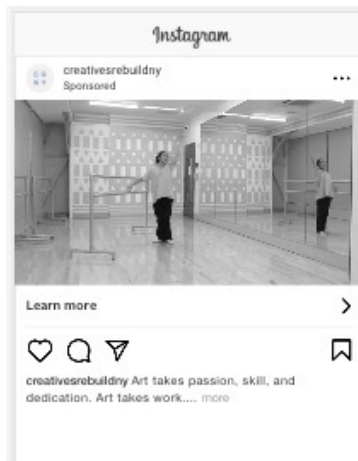
- Multiple demographic and geographic targeting
- Facebook and Instagram platforms used
- In-feed placements
- Video ad unit

<u>Channel</u>	<u>Demographic</u>	<u>Geography</u>	<u>Est. Ad Impressions</u> (000)	<u>NET</u> <u>Budget</u>	<u>% of</u> <u>Total</u>
Facebook / Instagram	Adults 25-54 AND interest in the arts AND interest in social causes	New York City (Exclude any geography outside NY state)	630.0	\$14,976	60%
		Buffalo and Rochester DMAs	115.5	\$2,746	11%
		Balance of NY State (exclude geos above)	157.5	\$3,744	15%
	Adults 21-54 AND interest in the arts AND Industry is Food/Restaurant	New York City - Manhattan/Queens/Kings counties	52.5	\$1,248	5%
	Government Employee	New York State	52.5	\$1,248	5%
	Industry is Philanthropy OR Field of Study is Art History/Arts AND zip code is Top 5% of US HH Income	New York State	42.0	\$998	4%
Totals:			1050.0	\$24,960	100%

META CREATIVE SUMMARY

- :30 video units

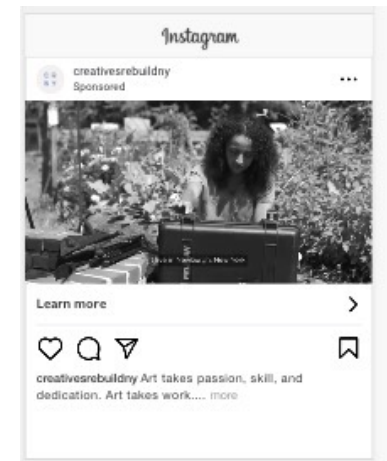
Emma



Ed



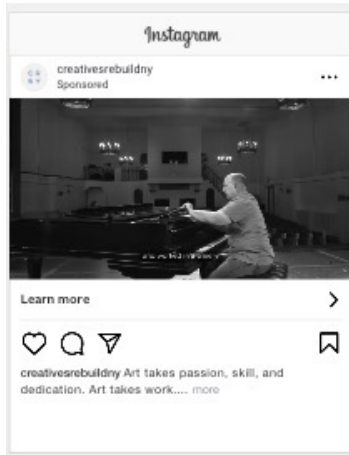
Betty



II META CREATIVE SUMMARY

- :30 video units

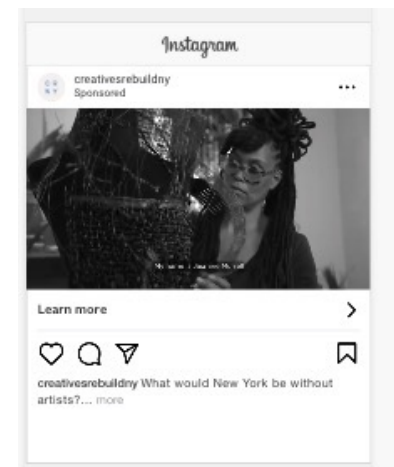
Will



Leslie



Jasmine



META PERFORMANCE OVERVIEW



- Total executed impressions exceeded plan estimate
 - 1,513,161 delivered impressions was **44% above plan**
- Reach for this ad channel was 126,000
 - **17% of Meta** estimated audience was reached

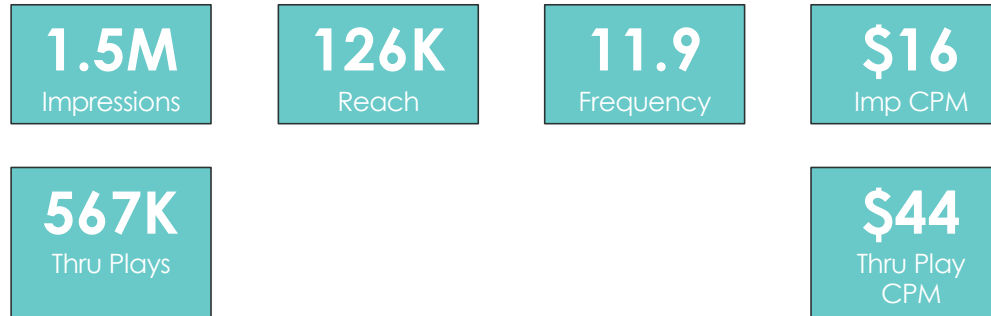
II META DELIVERY SUMMARY

- Total executed impressions exceeded plan estimate
 - 1,513,161 delivered impressions was **44% above plan**
 - Each target set above initial estimate

			Plan		Actual Delivered		
Channel	Demographic	Geography	Ad Imps. (000)	% of Total	Ad Imps. (000)	% of Total	NET Spend
Facebook / Instagram	Adults 25-54 AND interest in the arts AND interest in social causes	New York City (Exclude any geography outside NY state)	630.0	60%	751.2	50%	\$14,975
		Buffalo and Rochester DMAs	115.5	11%	231.2	15%	\$2,746
		Balance of NY State (exclude geos above)	157.5	15%	278.3	18%	\$3,744
	Adults 21-54 AND interest in the arts AND Industry is Food/Restaurant	New York City - Manhattan/Queens/Kings counties	52.5	5%	83.8	6%	\$1,248
	Government Employee	New York State	52.5	5%	94.9	6%	\$1,248
	Industry is Philanthropy OR Field of Study is Art History/Arts AND zip code is Top 5% of US HH Income	New York State	42.0	4%	73.8	5%	\$988
Totals:			1050.0	100%	1513.2	100%	\$24,949

II

META PERFORMANCE OVERVIEW



- **Thru plays and the costs efficiency of that metric is a KPI**
 - **38% of the impressions reached a thru play**
 - Thru play is defined as 15 seconds or more
- **Thru play CPM at \$44 is higher than the CTV CPM for :30**
 - As a pure video media channel Meta is at a premium cost
 - Allocation of budget 80% to CTV and 20% to Meta accounted for that inefficiency
 - Meta does deliver user engagement and ability to click thru to website

RESULTS BY AD SET

Targeting Sets	Impressions	Reach	Frequency	ThruPlays	Video plays at 100%	Post engagements	Video Completion Rate	Engagement Rate
new_york_city	751,156	67,554	11.12	357,725	14,452	527,582	1.92%	70.24%
balance_of_ny	278,314	28,581	9.74	90,951	6,792	174,048	2.44%	62.54%
buffalo_rochester_dmas	231,230	18,185	12.72	59,499	6,141	132,198	2.66%	57.17%
government_employees_ny_state	94,870	6,266	15.14	23,399	2,120	51,892	2.23%	54.70%
arts_interests_and_food_industry_ny_metro	83,791	9,774	8.57	24,398	1,891	47,147	2.26%	56.27%
highincome_artdegree_philanthropy_ny_state	73,820	6,932	10.65	11,218	2,297	36,550	3.11%	49.51%
Grand Total	1,513,181	137,292	8.57	567,190	33,693	969,417	2.23%	64.06%

ThruPlays

The number of times your video was played to completion, or for at least 15 seconds.

- Engagement Rate
 - Highest Impressions & Reach
 - Highest Engagement Rate
- High Income + Art Degree or Philanthropy had the highest Video completion rate
- Government Employees audience had the highest frequency of seeing ads with the lowest Video completion rate

II RESULTS BY CREATIVE

Creative Name	Impressions	ThruPlays	Video plays at 50%	Video plays at 95%	Page engagement	Link clicks	Post shares	Post saves
Emma	530,253	172,258	102,901	13,454	322,544	3,176	16	19
Ed	251,974	100,725	102,001	6,448	165,054	2,089	11	7
Betty	378,383	97,452	99,095	9,940	214,559	1,869	15	19
Will	154,579	78,156	78,769	3,823	112,994	1,804	9	10
Leslie	103,306	66,608	66,770	1,395	83,720	1,490	6	3
Jasmine	94,686	51,991	52,217	1,642	70,579	1,142	11	11
Grand Total	1,513,181	567,190	501,753	36,702	969,450	11,570	68	69

- The Emma creative was most favored by the platform in delivering impressions resulting in the most video completions
- The Ed creative had best Thru Play rate and video plays up to 50%
 - Views beyond the 50% mark had a more severe drop off than other creative
- The Betty creative had lower Thru Plays but those who did make it past the :15 seconds were more likely to complete the video

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Creative Name ▼	Impressions	ThruPlays	Video plays at 50%	Video plays at 95%	Post engagement	Link clicks	Post shares	Post saves
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Grand Total	1,513,181	567,190	501,753	36,702	969,450	11,570	68	69

- Emma version led the group in post engagement rate
 - Creative earned engagement for 60% of the impressions
- The Ed creative had strong video plays up to 50%
 - Link clicks – although not a key metric – did perform best for this version
- The Betty creative had lower Thru Plays but post shares and saves metrics were strongest as a percent of impressions.

KEY INSIGHTS



II PERFORMANCE SUMMARY

- The video campaign for Art Takes Work showed targeted and cost-efficient audience delivery
 - From a cost efficiency perspective, CTV was the winner
 - CTV delivered 3.2MM :30 ad impressions at a CPM of \$38
 - Meta delivered 567K :15 ad impressions at a CPM of \$44
- The execution did a good job in maximizing target audience reach
 - CTV was the winner in this metric reaching 69% of the identified target
 - Meta campaign was optimized to 'engagements'. This goal had the algorithm chase users who were more likely to engage longer.
 - Optimization for the future is to test the 'reach' objective.
- Creative insights:
 - Versioning only ran in Meta
 - The Meta algorithm optimized to Ed, Emma, and Betty as the best versions
 - The Ed version distinguished itself as the best creative based on thru play rate