

Tri-State Summer of Soccer

06.12.26 - 07.19.26

Targeting Residents Of: 1. New York County, NY 2. Kings County, NY 3. Hudson County, NJ 4. Bergen County, NJ 5. Essex County, NJ 6. Union County, NJ 7. Westchester County, NY 8. Fairfield County, CT

Enhanced Targeting Of: [Sheet](#)

Jun 12 - Jul 19

A/B Testing Results (CTR)

Metrics	Value
MindySkelly_Final_SummerOfSoccerDigitalAds.jpg	2.27%
Paul ZebenSummerofSoccer 2026 Digital Ad Template.jpg	1.62%
Lisa BendettScout_Vertical_WC_Ad.jpg	1.47%
CVAsoccer.jpg	1.44%
Eland BlumenfeldSummerofSoccer 2026 Digital Ad Template2.jpg	1.4%
MelissaBemis_final_SummerOfSoccerDigitalAds.jpg	1.37%
JuanGamarra_Final_SummerOfSoccerDigital Ads.jpg	1.33%

Jun 12 - Jul 19

Cost Per Click (CPC)

\$ 0.92



Jun 12 - Jul 19

Location-Based Targeting

Location-Based Ad Views

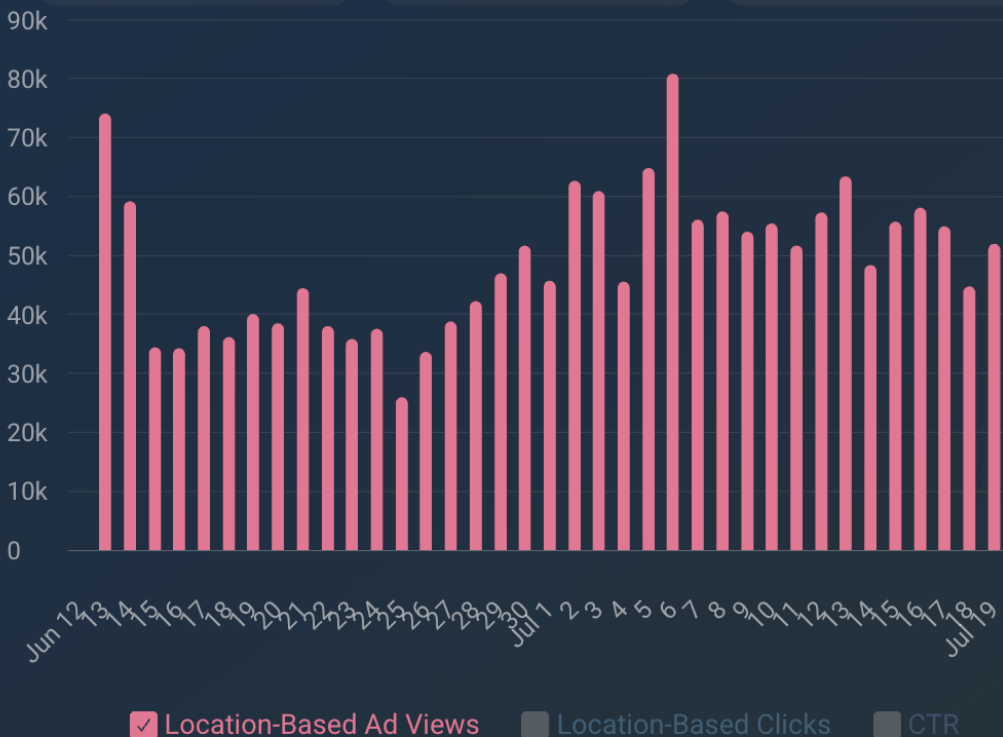
1.82M

Location-Based Clicks

15,920

CTR

0.87%



Location-Based Ad Views



Location-Based Clicks



CTR

Jun 12 - Jul 19

Where Your Ads Were Seen

Top 25 Websites by Ad Views

Value

nytimes.com

1.44M

espn.com

232.9k

Mobile App: ESPN: Live Sports & Scores (iTunes App Store), by Disney Electronic Content, Inc.

139.9k

wsj.com

3,950

vogue.com

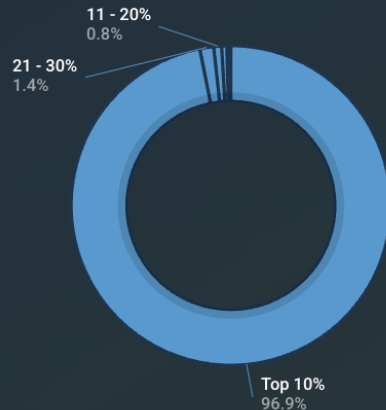
592

Mobile App: The Wall Street Journal. News (iTunes App Store), by Dow Jones & Company, Inc., publisher of The Wall Street...

268

Jun 12 - Jul 19

Household Income



Tri-State Summer of Soccer

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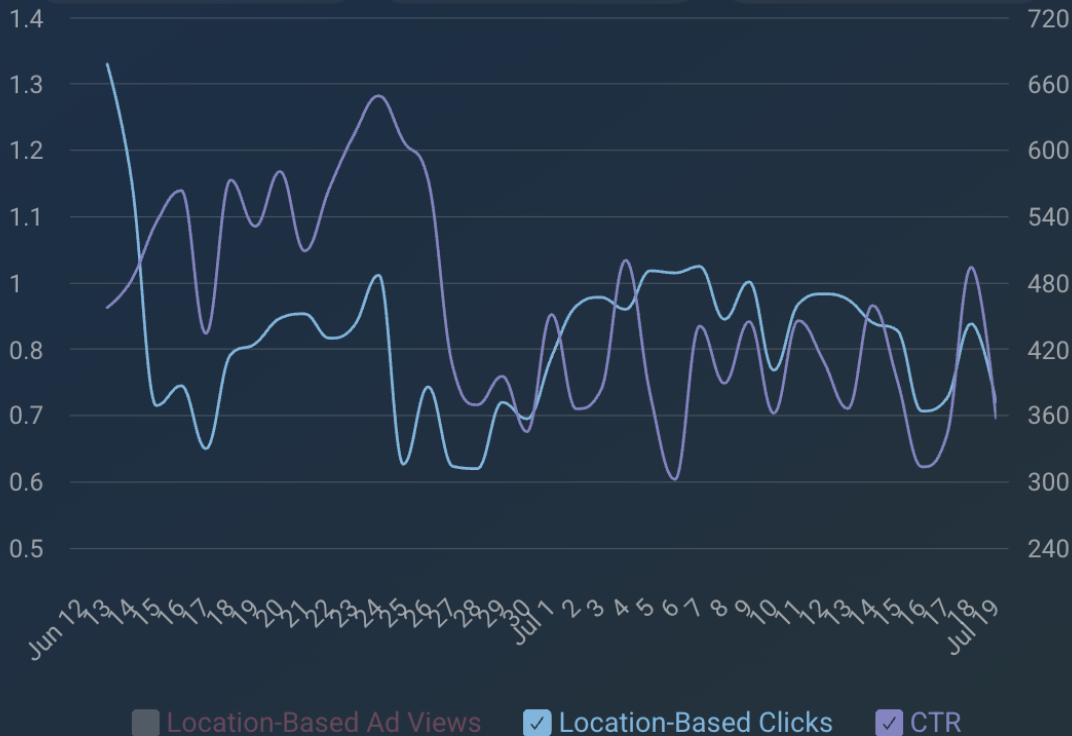
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Mobile App: The Wall Street Journal. News (iTunes App Store), by Dow Jones & Company, Inc., publisher of The Wall Street...

268

Mobile App: ESPN (Google Play), by Disney

146

vanityfair.com

71

architecturaldigest.com

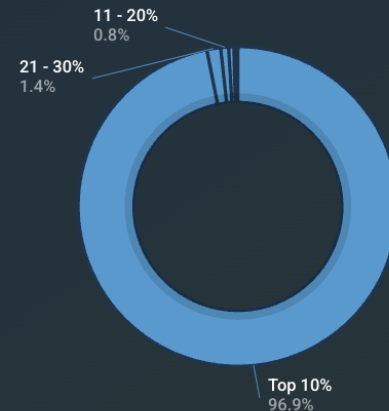
61

Mobile App: NYTimes: US and Global News (Google Play), by The New York Times Company

37

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