

Fiesta Week Santa Barbara 2026

08.05.26 - 08.16.26

Targeting: Downtown Santa Barbara - 93101

Geofencing: Downtown State Street (Victoria St. to Cabrillo Blvd.), De La Guerra Plaza, Santa Barbara County Courthouse, Old Mission Santa Barbara, Stearns Wharf, The Funk Zone, Cabrillo Boulevard / Chase Palm Park, MacKenzie Park (Mercado del Norte), Santa Barbara Harbor, Paseo Nuevo Shopping Center

Destination: multiple - see wireframe

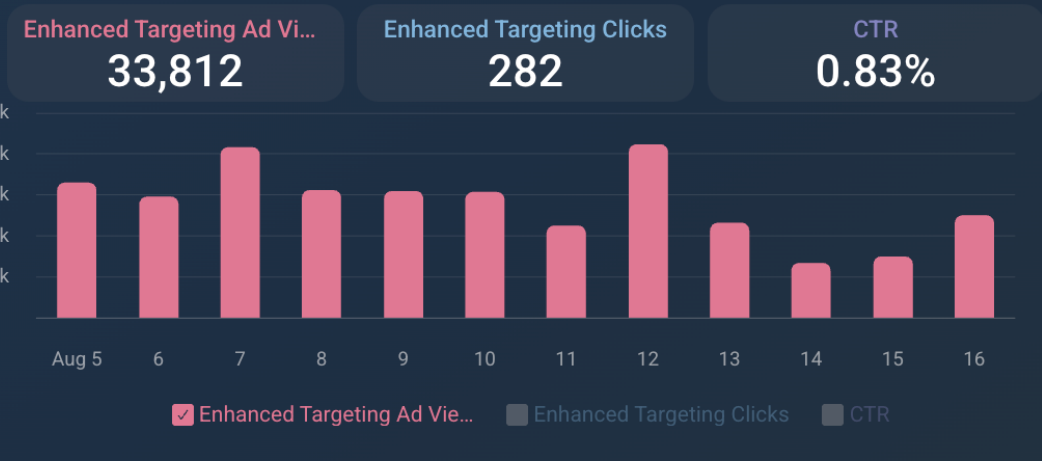
Aug 5 - Aug 16

A/B Testing Results (CTR)

Metrics	Value
August 2026_Fiesta Ad Buy In_Agent Ads_Hugo10.jpg	5.32%
August 2026_Fiesta Ad Buy In_Agent Ads_Hugo15.jpg	3.97%
August 2026_Fiesta Ad Buy In_Agent Ads_Hugo7.jpg	3.28%
August 2026_Fiesta Ad Buy In_Agent Ads_Hugo23.jpg	3.01%
August 2026_Fiesta Ad Buy In_Agent Ads_Hugo24.jpg	2.22%
August 2026_Fiesta Ad Buy In_Agent Ads_Hugo13.jpg	2.14%
August 2026_Fiesta Ad Buy In_Agent Ads_Hugo16.jpg	2.09%

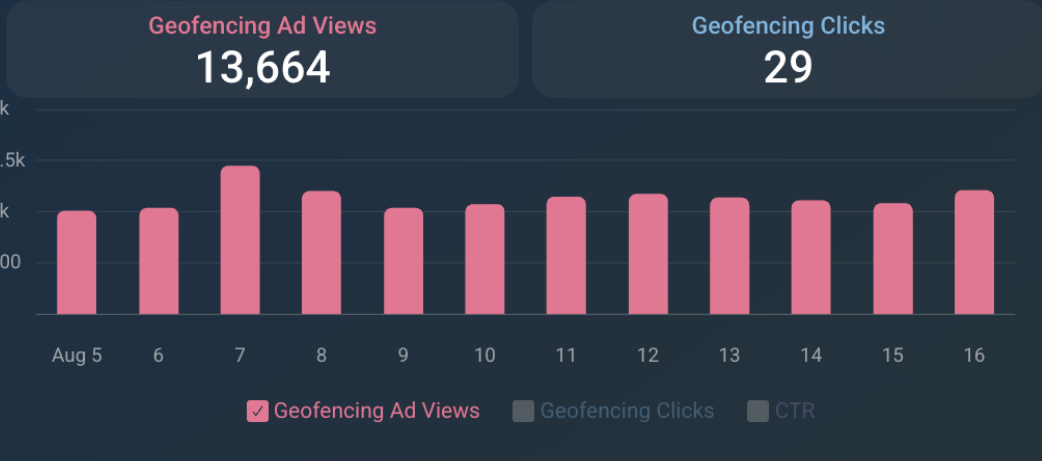
Aug 5 - Aug 16

Enhanced Targeting



Aug 5 - Aug 16

Geofencing



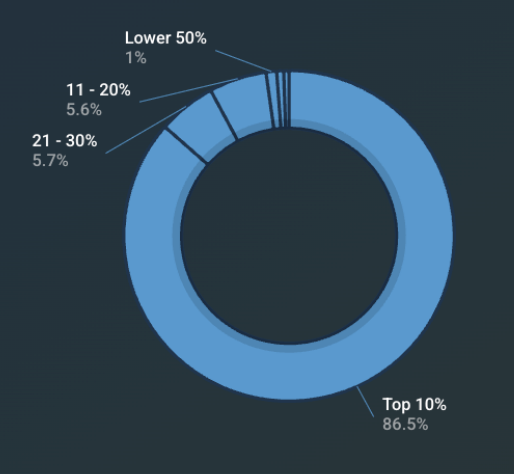
Aug 5 - Aug 16

Where Your Ads Were Seen

Top 25 Websites by Ad Views	Value
nytimes.com	6,884
foxnews.com	3,494
huffpost.com	1,962
apnews.com	1,423
npr.org	1,310
cnn.com	1,244
theatlantic.com	967

Aug 5 - Aug 16

Household Income



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Aug 5 - Aug 16

Enhanced Targeting

Enhanced Targeting Ad Vi...

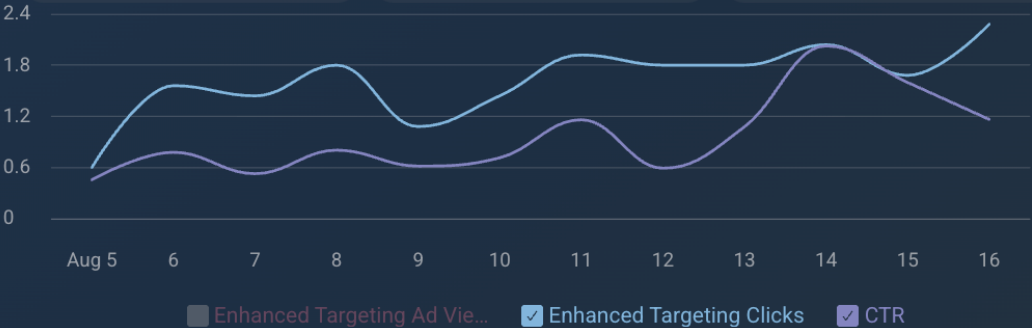
33,812

Enhanced Targeting Clicks

282

CTR

0.83%



Aug 5 - Aug 16

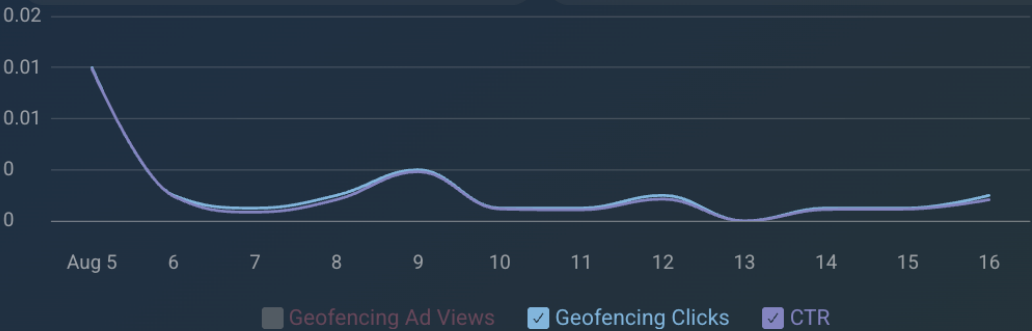
Geofencing

Geofencing Ad Views

13,664

Geofencing Clicks

29



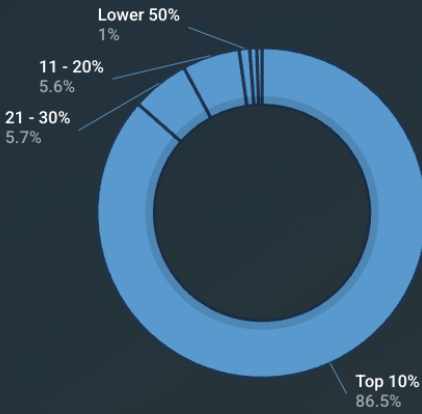
Top 25 Websites by Ad Views

Value

Mobile App: ESPN: Live Sports & Scores (iTunes App Store), by Disney Electronic Content, Inc.	927
ktla.com	922
latimes.com	907
thedailybeast.com	831
hillnews.com	668
Mobile App: LA Times (iTunes App Store), by Los Angeles Times Communications LLC (US)	562
theguardian.com	547
Mobile App: AP News (iTunes App Store), by The Associated Press	459

Aug 5 - Aug 16

Household Income



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Edit

Filter data

Aug 5 - Aug 16

21 min ago

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