

DIGITAL AD PERFORMANCE REPORT

For June 19, 2026

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Channel 1: Google Ads

The Plan: What We Were Trying to Do

Google ran two campaigns back-to-back with deliberately different jobs. Understanding the sequence is the key to reading the numbers correctly — this wasn't one campaign that underperformed and one that performed; it was a two-stage funnel where the first stage was never supposed to convert.

Stage 1 — “Website traffic-Performance Max-3” (Awareness)

Goal: Traffic, not conversions. **Job:** Get the Strike Force in front of the right audience early, build a pool of engaged visitors and search-intent signals, and let Google's algorithm learn who responds

Every visitor this campaign touches becomes a candidate for retargeting once the conversion campaign goes live.

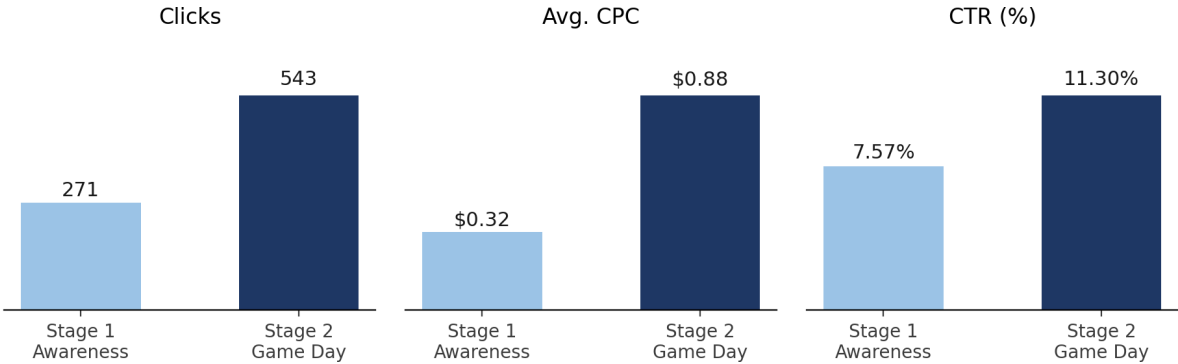
Stage 2 — “SDSF | Game Day Performance Max | June 19” (Conversion / Game Week)

Goal: Conversions — direct ticket-purchase intent. **Job:** Convert the awareness-stage audience (plus net-new high-intent search traffic) into AXS ticket purchases

Creative shifted accordingly: generic experience messaging was replaced with event-specific urgency copy: “Last Chance,” “Tickets from \$29,” “Get Tickets - Fri. June 19,” and direct callouts to the theme, performance, and the matchup.

Google Ads — Combined Results (Both Campaigns, June 1–19)

\$562.18 Total Spend	8,390 Total Impressions	814 Total Clicks	9.71% Blended CTR	\$0.69 Blended Avg. CPC
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What this means

Stage 2's cost-per-click is nearly 3x Stage 1's, but so is its CTR. We were paying more because the algorithm was now competing for higher-intent search placements, and it converted that spend into a better click-through rate (11.30% vs. 7.57%)

Campaign-by-Campaign Breakdown

Stage 1: Website traffic-Performance Max-3 (Awareness)

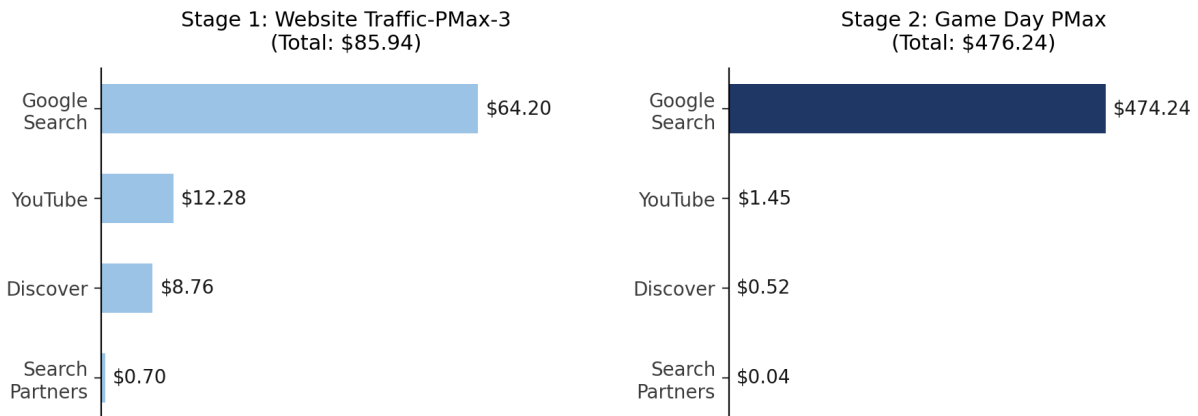
Metric	Result
Clicks	271
Impressions	3,580
CTR	7.57%
Avg. CPC	\$0.32
Total Spend	\$85.94

Placement breakdown:

Placement	Cost	Share of Spend
Google Search	\$64.20	74.7%
YouTube	\$12.28	14.3%
Discover	\$8.76	10.2%
Search Partners	\$0.70	0.8%
Gmail / Display / Maps	\$0.00	0.0%

What this means

Even in the awareness stage, Performance Max chose to spend nearly 3 out of every 4 dollars on Search not Display or Discover, which are the more typical “cheap awareness” placements. That's a good signal the algorithm found real search intent for the Strike Force brand even before game week ads.



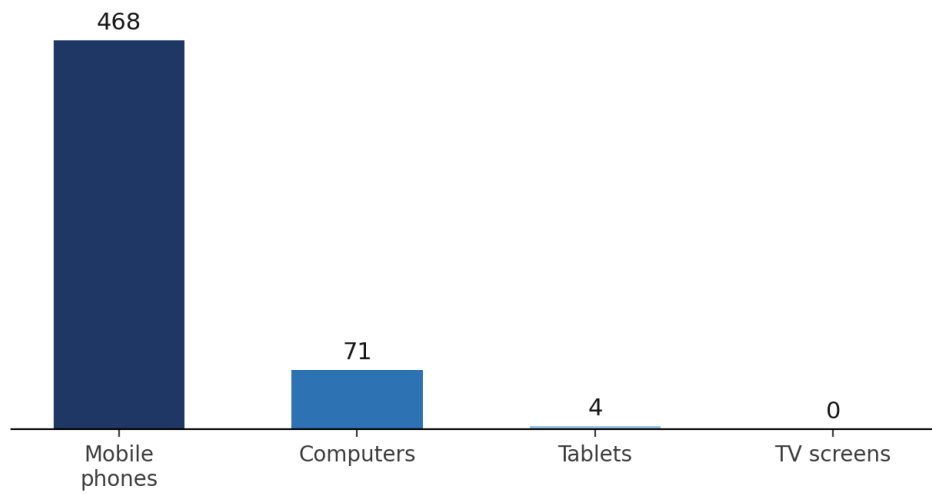
Stage 2: SDSF | Game Day Performance Max | June 19 (Conversion)

Metric	Result
Clicks	543
Impressions	4,805
CTR	11.30%
Avg. CPC	\$0.88
Total Spend	\$476.24

Placement breakdown:

Placement	Cost	Share of Spend
Google Search	\$474.24	99.6%
YouTube	\$1.45	0.3%
Discover	\$0.52	0.1%
Search Partners	\$0.04	0.01%

Stage 2 clicks by device



What this means

Stage 2 went almost entirely to Search (99.6% of spend) This is the algorithm concentrating budget where it found the strongest purchase-intent signal once the goal shifted to conversions. Mobile drove 86% of clicks and 84% of cost, which lines up with how people actually research and buy event tickets.

What People Were Actually Searching For

Search Terms data is only available for Stage 1 (Website traffic-PMax-3); Performance Max does not expose a full search-term breakdown for every campaign, and low-volume searches are combined by Google rather than reported individually

Top search terms by clicks (Stage 1, June 1–19):

Search Term	Clicks	Impr.	CTR	Cost
san diego strike force	63	232	27.16%	\$20.88
san diego strike force schedule	21	49	42.86%	\$1.87
strike force football	10	24	41.67%	\$1.96
sd strike force	10	29	34.48%	\$2.77
strike force schedule	8	23	34.78%	\$0.88
sd strike force schedule	8	18	44.44%	\$0.88
arena football san diego	7	19	36.84%	\$4.05
strikeforce san diego	7	14	50.00%	\$2.83
strike force san diego	5	20	25.00%	\$1.14
san diego arena football	5	25	20.00%	\$2.83

Who Responded: Audience Signal

Audience segment data (shown below) reflects the Game Day conversion campaign, this is the audience Performance Max identified as actually engaging once we shifted to the conversion campaign.

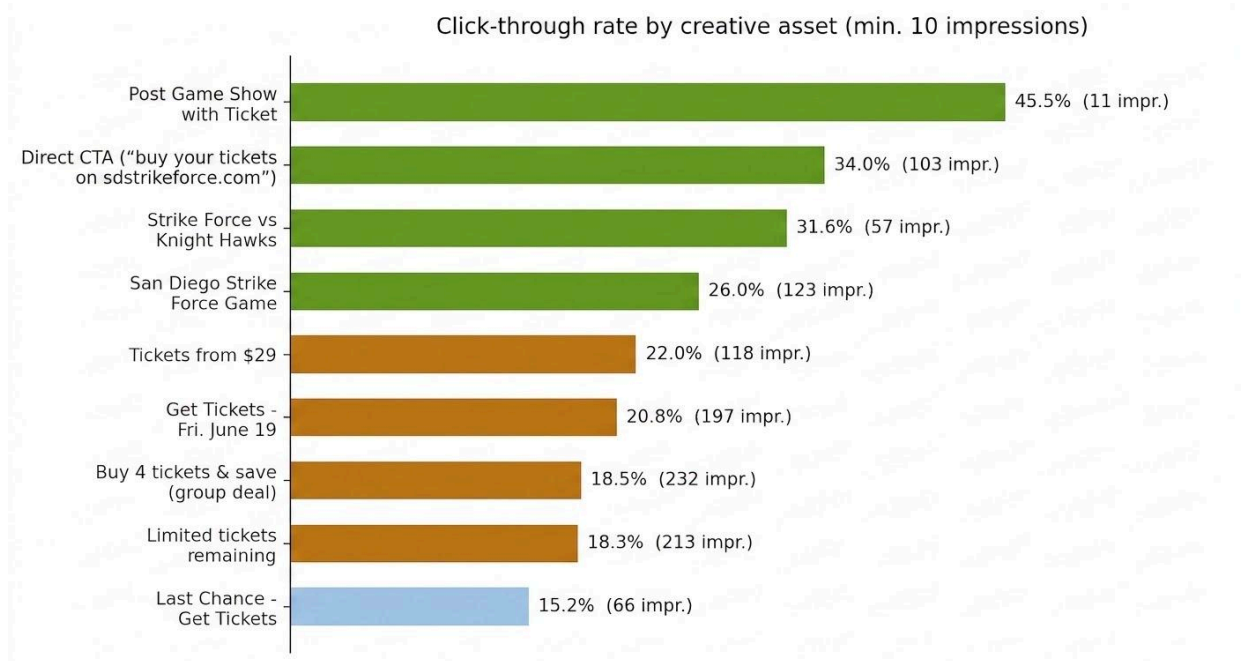
Audience Segment	Type	Share of Clicks	Index vs. Baseline
Trips to San Diego	In-market	26.0%	14.1x
Fans of American Football	Affinity	28.9%	7.4x
Frequently Attends Live Events	Affinity / Signal	44.4%	6.6x
Basketball Fans	Affinity	34.8%	5.5x
Baseball Fans	Affinity	31.0%	4.7x
Sports Fans	Affinity / Signal	66.2%	1.9x

What this means

“Index” shows how over-represented a segment is among our clickers compared to a general baseline audience. “Trips to San Diego” at 14.1x shows people actively researching travel to San Diego or travel plans in San Diego are clicking our ads at over 14 times the rate. The campaign isn't just reaching locals, it's reaching people planning a visit, which can help position Strike Force games as a thing to do while you're in town, not just a hometown team.

Creative Performance: What the Copy Actually Said

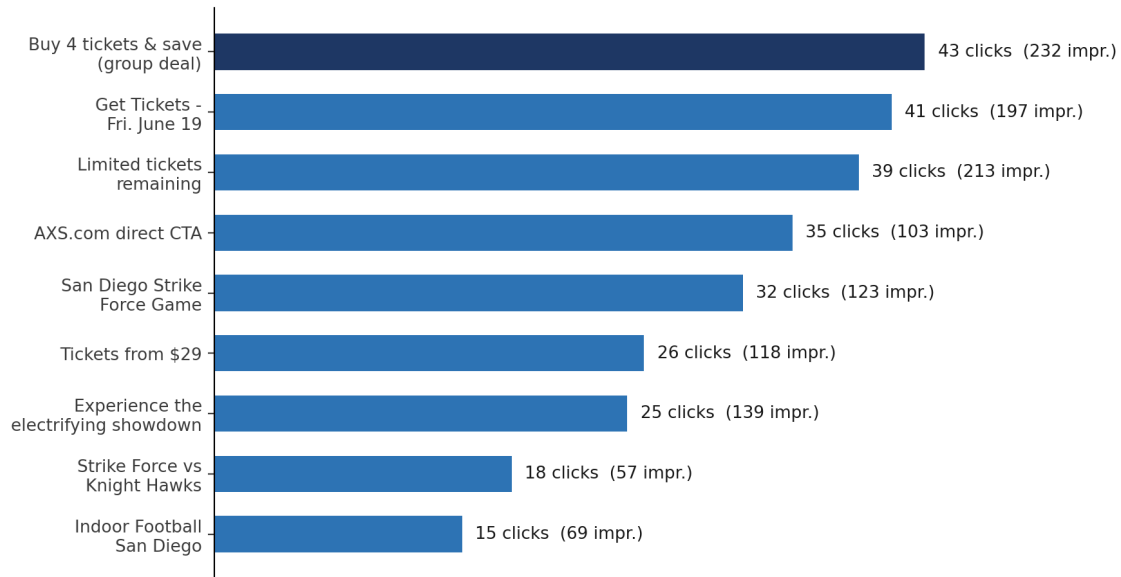
Beyond the campaign and asset-group level, Google's asset-level reporting lets us see exactly which headline, description, and long headline earned clicks - this shows "which angle worked", broken down to individual lines of ad copy. Note first chart shows CTR by creative asset while next chart shows total clicks.



Reading this

The highest click-through rates came from specificity and direct action, not from the deal itself. "Post Game Concert with Ticket" (45.5% CTR) and naming the actual opponent, "Strike Force vs Knight Hawks" (31.6% CTR), both beat every price- or deal-focused line. The strongest pure call-to-action, "Get ready for an unforgettable night of sports. Find and buy your tickets on sdstrikeforce.com" (34.0%)

Total clicks generated by creative asset (volume leaders)



What this means

By raw click volume, the “Buy 4 tickets & save” group-deal description generated more total clicks (43) than any other single asset, and at 232 impressions it also had the largest reach of any description tested. Its click-through rate (18.5%) was solid but not chart-topping, meaning it didn't out-convert visitors at the same rate as the more specific event-detail lines above. The story this tells us: the group-deal angle is a volume and reach play, earning the most total exposure and the most total clicks even without the highest conversion efficiency. For sales-volume goals, lean on the group deal; for cost-efficient clicks, lean on event-specific and direct-CTA copy.

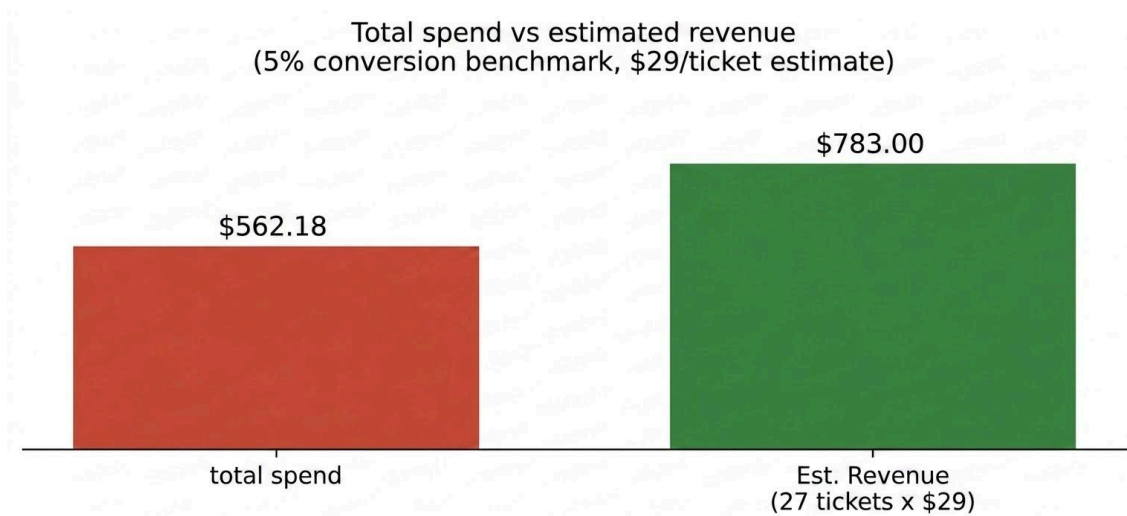
Estimated Ticket Sales & ROAS (Google Ads)

Because the sales are tracked on AXS backend to see actual purchases from these clicks, we're estimating using an industry benchmark conversion rate applied only to Stage 2 (the conversion-goal Game Day campaign) - Stage 1's clicks were never meant to convert directly.

The assumptions

Conversion rate: 5% of Stage 2 clicks, this is a conservative benchmark for high-intent paid search (industry ranges run higher, often 7–9% for branded/high-intent search traffic). Ticket price: \$29, the lowest published ticket tier, used as a conservative anchor for average ticket price. Both choices push the estimate down, not up. If anything, this section understates likely impact.

543 Stage 2 Clicks	5% Est. Conv. Rate	27 Est. Tickets Sold	\$783 Est. Revenue at \$29/ticket
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What this means

At a conservative 5% conversion rate and the lowest ticket price tier, an estimated ROAS of roughly 1.39x. This means that the ads are profitable but indicating there is room for improvement. This is a conservative floor to base future campaigns on. First, the 11.30% CTR on Stage 2 is well above typical paid-search benchmarks, suggesting these clicks carried more intent. Second, many purchases likely used the “buy 4 tickets” group deal or higher-tier seating, both of which push real revenue-per-ticket above our \$29 floor. Third, this estimate only counts Google ads.

Google Ads:

Put together, google ads data tells us:

- Early ad spend to build search-intent signal and a retargeting pool, accepting a lower CTR (7.57%) because the goal was reach and learning, not conversion.
- When we switched to the Game Day conversion campaign and swapped generic creative for date-specific urgency messaging, CTR rose to 11.30%
- The single strongest demand signal in the entire Google dataset, "Trips to San Diego" at a 14.1x index, points to an audience we likely under-leveraged: visitors, not just locals.
- Creative-level data shows two distinct winning strategies, not one: event-specific, direct-action copy (naming the opponent, team/date, naming the postgame show) won on click-through efficiency, while the "buy 4 tickets" group deal won on total reach and total clicks.
- Using a conservative 5% conversion benchmark on Stage 2's 543 clicks and the lowest ticket price tier (\$29), Google's estimated ROAS (~1.39x) - a floor we can cross check with real AXS sales data against Wednesday's final sales audit.
- We cannot yet say how many of these 814 total clicks became AXS ticket purchases until final AXS data, if it allows tracking of UTM to see the channel.

Channel 2: Snapchat

The Plan: What We Were Trying to Do

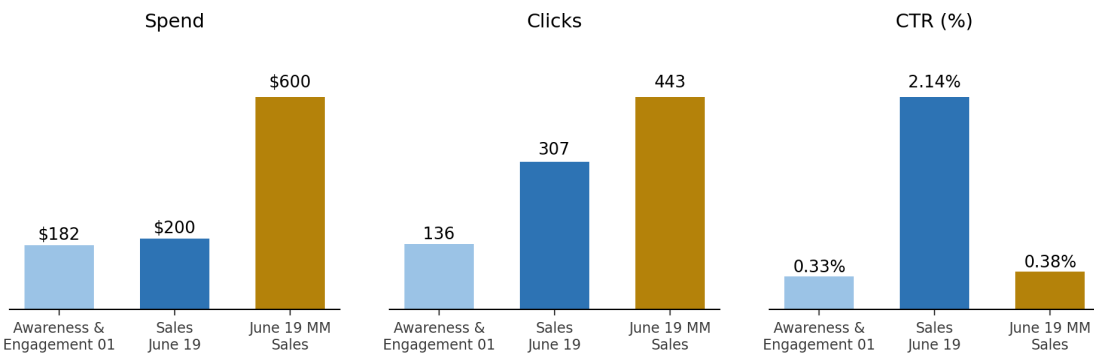
Snapchat ran three distinct campaigns across the cycle, each with a separate job:

- “Awareness & Engagement 01” - ran June 5–10 early in the cycle, to build top-of-funnel reach before any direct sales push.
- “Sales June 19” - ran June 10–19, the longest and steadiest of the three, as the core conversion-focused campaign tied directly to ticket sales.
- “June 19 MM Sales” - ran June 15-19 ,the Method Man-specific campaign, intended to capitalize on the postgame show entertainment
- Unlike Google's clean two-stage handoff, these three campaigns were more loosely sequenced — useful to look at honestly, since the timing tells its own story below.

Snapchat — Combined Results, All 3 Campaigns (June 1–19)

\$981.50	172,160	886	0.51%	\$1.11
Total Spend	Total Impressions	Total Clicks	Blended CTR	Blended CPC

Campaign-by-Campaign Breakdown



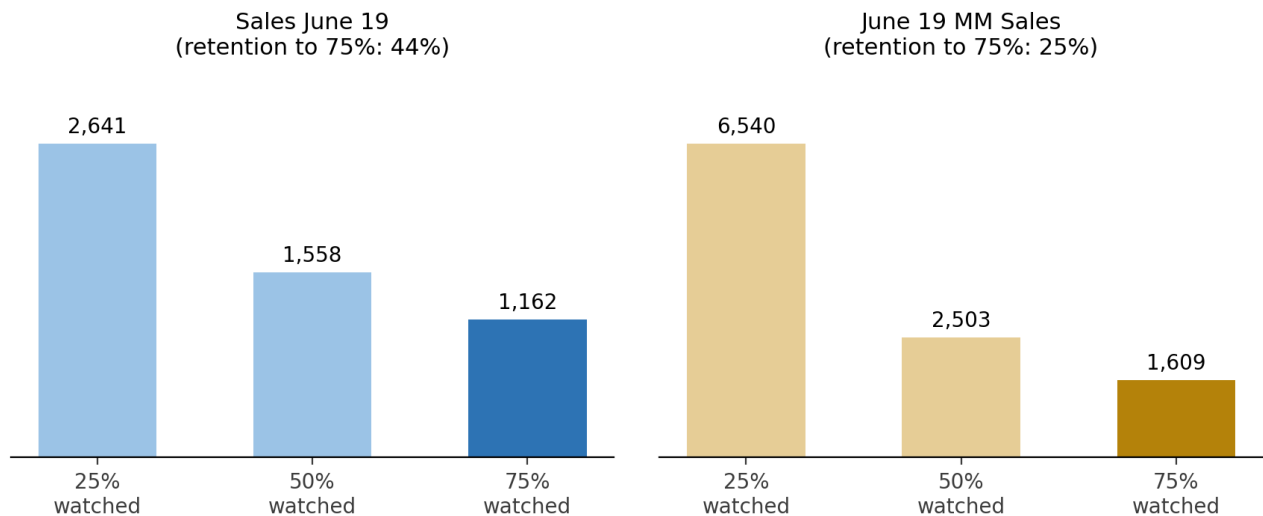
Campaign	Window	Spend	Impr.	Clicks	CTR	Avg. CPC
Awareness & Engagement 01	Jun 5–10	\$181.50	41,357	136	0.33%	\$1.33
Sales June 19	Jun 10–19	\$200.00	14,332	307	2.14%	\$0.65
June 19 MM Sales	Jun 15–19	\$600.00	116,471	443	0.38%	\$1.35

What this means

“Sales June 19” was the standout by efficiency: a 2.14% CTR - roughly 4–6x the other two campaigns. Method Man generated the most raw clicks (443) and impressions (116,471), but at a weaker CTR (0.38%) and 2x-higher CPC (\$1.35): a lot of reach, converted into clicks far less efficiently than the steadier campaign.

Creative Performance: Video Watch-Through

Snapchat reports video completion at the 25%, 50%, and 75% watch marks, which lets us compare how well each campaign's creative actually held attention — not just whether it got seen.



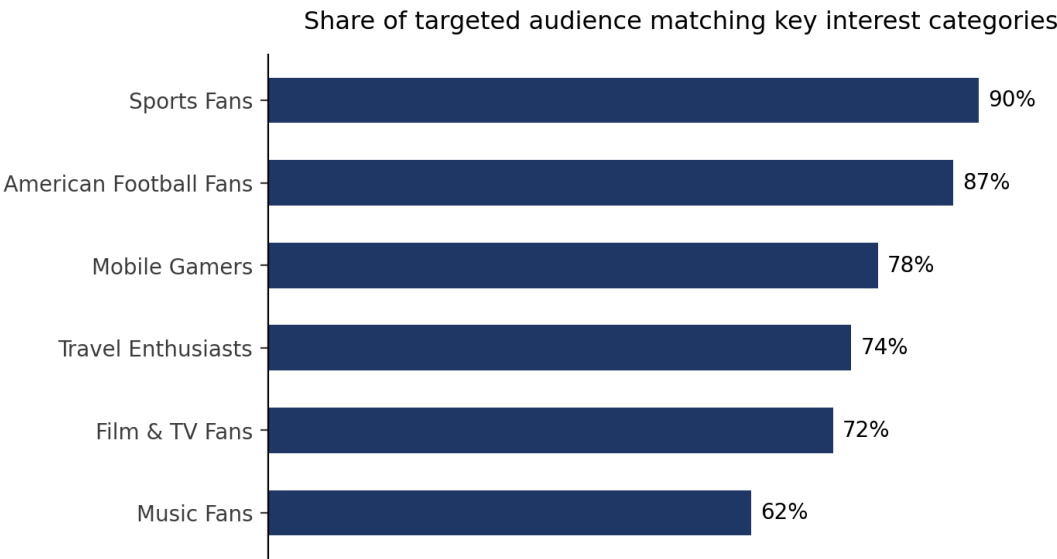
What this means

“Sales June 19” held viewers far better: 44% of people who started the video watched through to the 75% mark, compared to just 25% for the Method Man campaign - a good showing that the awareness campaign built a solid targeting pool seen by this engaged audience. This lines up with the CTR data above: the smaller, steadier campaign's creative was doing a better job of holding attention and earning the click, while the bigger Method Man push earned reach but lost a larger share of its audience partway through the video.

Who We Targeted: Audience Composition

A note on what this data shows

Snapchat's audience export reports the composition of the broader population these campaigns were eligible to reach - what share of that targeted pool falls into each interest or demographic category. It does not measure which segments actually engaged at a higher rate the way Google's audience-index data does (Targeting % and Reference % are identical for every row in this export, so there's no over/under-indexing signal here). Treat this as a picture of who the campaigns were able to reach, not a measured performance breakdown.



What this means

The targeted population skewed heavily toward sports and football interest (90% Sports Fans, 87% American Football Fans) and gaming (93% Gamers, 78% Mobile Gamers) — both expected and reasonable fits for a live sports event. The 74% Travel Enthusiasts share is worth noting alongside the similar “Trips to San Diego” or “Things to do in San Diego” affinity marked in Google audience.

Estimated Ticket Sales & ROAS (Snapchat)

Using a benchmark - 3% conversion rate, \$29 floor ticket price - applied to all 886 clicks across the three campaigns:

886	2%	18	\$522
Total Clicks	Est. Conv. Rate	Est. Tickets Sold	Est. Revenue

What this means

At this benchmark, Snapchat's estimated revenue (\$522) against its actual spend (\$981.50) works out to roughly a 0.53x estimated ROAS - better than Reddit's estimate (0.28x) and under Google's, but still under break-even at this conservative benchmark. Snapchat's much larger total spend means it would need a meaningfully higher real conversion rate than 3% to clear break-even - this is possible given the high CTR on the "Sales June 19" campaign specifically, but not something we can confirm without the AXS sales data for each channel.

Snapchat:

- The best-performing campaign here "Sales June 19" was built on an engaged audience targeting pool and produced more than 5x the CTR and nearly double the video watch-through rate.
- The targeted audience leaned heavily into sports, football, and gaming interest categories, which fits the event well, and surfaced a travel/visitor signal
- Snapchat's estimated ROAS (~0.53x) sits between Reddit's and Google's, a stronger channel than Reddit, not yet confirmed as profitable without real sales data, and worth revisiting once the per-channel comparison is built.

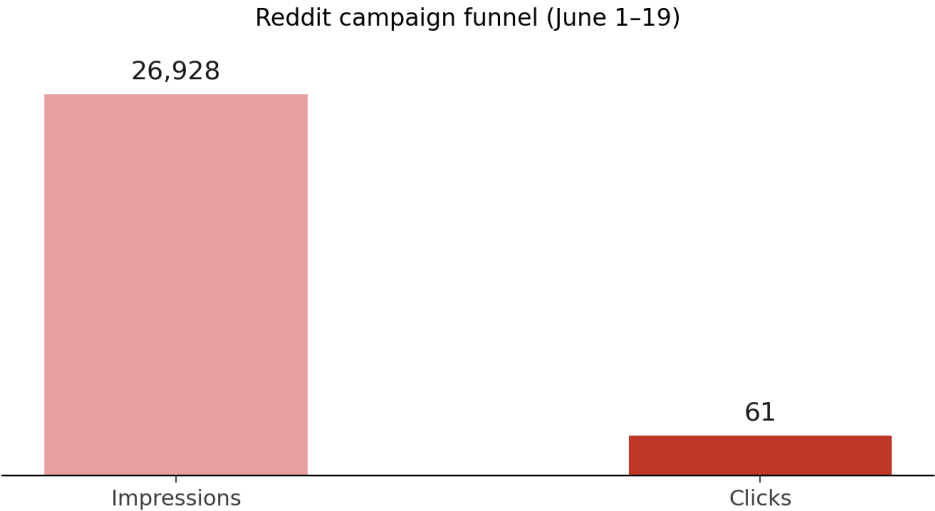
Channel 3: Reddit

The Plan: What We Were Trying to Do

Reddit's role this cycle was simpler than Google's two-stage funnel. For this specific game-week push, that full structure was compiled to a single campaign with one ad group and several creative variations.

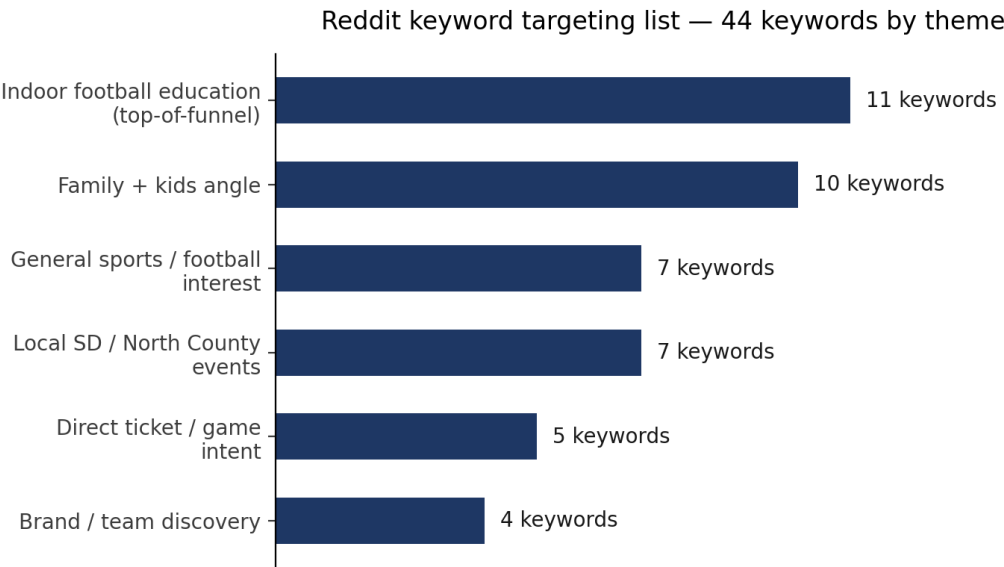
Reddit — Campaign Results (June 1–19)

\$189.72 Total Spend	26,928 Impressions	61 Clicks	0.23% CTR	\$3.11 Avg. CPC
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Who We Targeted: Audience & Keyword Strategy

All 9 ads in this campaign's primary ad group ("Ad group 1 Game Day") ran against the same 44-keyword targeting list, with Reddit's Expand Targeting setting enabled on every ad — meaning Reddit's algorithm had permission to widen delivery beyond the keyword list to similar audiences it identified as likely matches. Grouped by theme, the keyword list breaks down like this:



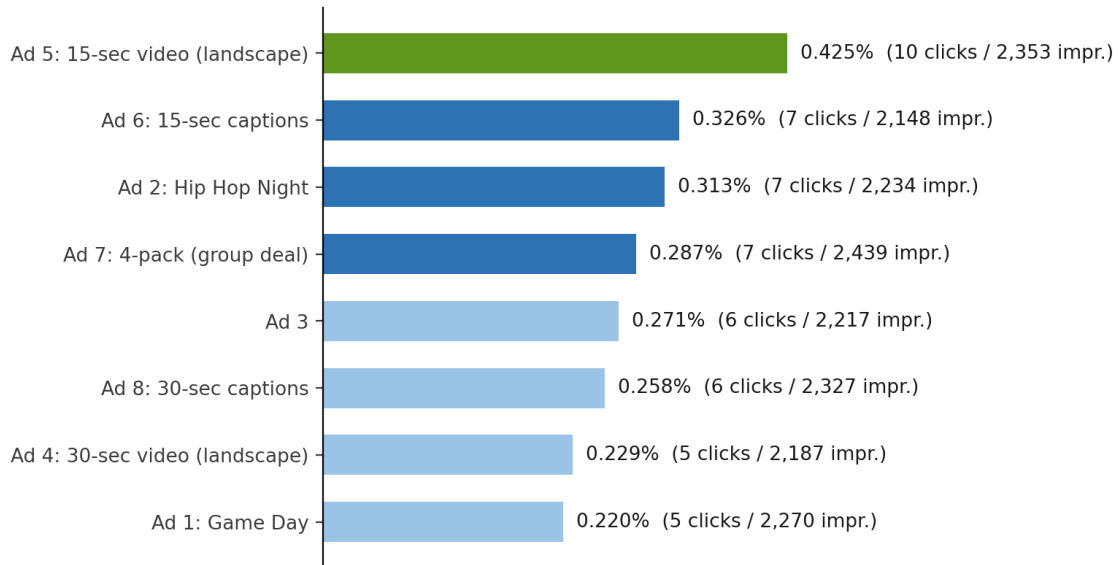
What this means

The two largest themes - indoor football education and the family/kids angle together make up nearly half the list. Most of this targeting was aimed at people who don't yet know what indoor football is or are looking for a family activity, not people already searching to buy tickets. Only 5 of the 44 keywords ("football tickets San Diego," "sports tickets San Diego," "football near me," and similar) reflect direct ticket-buying intent. This matches the lower CTR we saw above — broad, educational targeting earns a lot of impressions but converts to clicks at a lower rate than bottom-funnel, ticket-intent keywords would.

Creative Performance

Within the single ad group, 9 distinct ad variations ran - video in two lengths (15-second and 30-second), with and without captions, a static "4-pack" group-deal creative, a dedicated Hip Hop Night angle, and a couple of unlabeled/generic variants.

CTR by individual ad (this ad group, partial export)



What this means

The 15-second landscape video was the strongest performer in this set (0.425% CTR, 10 clicks from 2,353 impressions). Shorter video beat longer video head-to-head (the 15-second cut outperformed the 30-second cut, both with and without captions). The video completion data tells a consistent story: the 15-second video held 19% of viewers through to the 75% mark (92 of 436 who reached 25%), while the 30-second video dropped off harder. The Hip Hop Night and 4-pack group-deal creatives both performed in the middle of the pack - similar deal-driven copy on Google: these angles tend to hold steady rather than spike.

Estimated Ticket Sales & ROAS (Reddit)

Using the same conservative benchmark applied across every channel in this report — 3% conversion rate, \$29 floor ticket price — and the full campaign totals as the basis:

61 Clicks	3% Est. Conv. Rate	2 Est. Tickets Sold	\$53 Est. Revenue
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What this means

At this benchmark, Reddit's estimated revenue (\$53) against its actual spend (\$189.72) works out to roughly a 0.28x estimated ROAS. This is a low-confidence estimate built on just 61 clicks, so small swings in actual conversion behavior move the percentage a lot. We'll have a clearer read on whether this estimate holds once it's placed alongside the other channels in the cross-channel summary later in this report.

Reddit:

- Reddit reached a large raw audience (26,928 impressions) at a relatively low eCPM (\$7.05 per thousand impressions) the platform is genuinely cheap for reach. The challenge was converting that visibility into clicks at a competitive rate.
- The targeting strategy leaned heavily top-of-funnel: nearly half the 44 keywords targeted people learning what indoor football is or looking for family activities, with only 5 keywords reflecting direct ticket-buying intent. That's a reasonable awareness play, but it likely explains a meaningful share of the lower click-through rate — broad educational reach doesn't convert at the same rate as bottom-funnel intent.
- Short-form video (15 seconds) clearly outperformed longer cuts and static creative within this ad group, both on click-through rate and on watch-through
- This cycle ran a simplified, single-campaign structure and community-level (subreddit) targeting data wasn't visible in this export even though it was part of the setup. Next cycle is an opportunity to pull a cleaner export and actually test that fuller segment structure, leaning further into short-form video and adding more bottom-funnel, ticket-intent keywords alongside the awareness-building terms.

Channel 4: TikTok

The Plan: What We Were Trying to Do

TikTok ran three campaigns across the cycle, each with a distinct role, sequenced from early reach-building through a final 24-hour cleanup push:

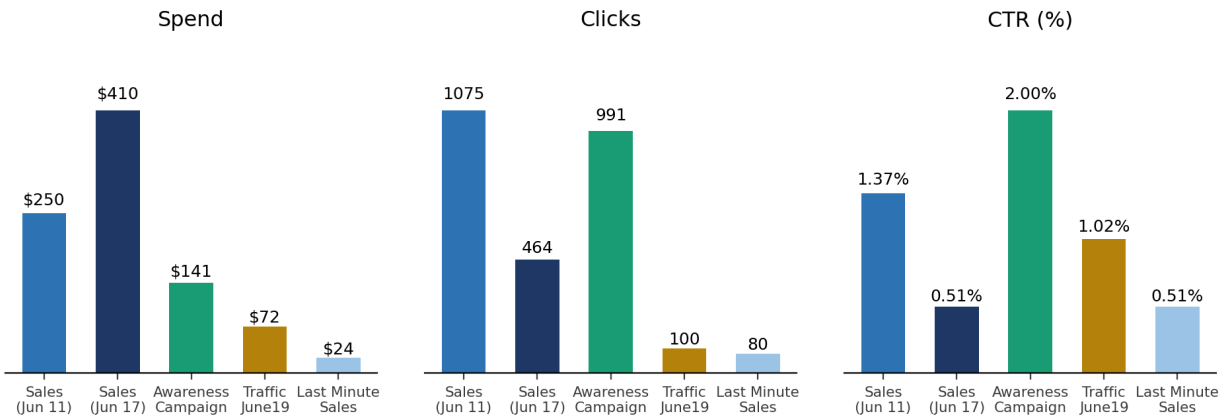
- “Awareness Campaign 6_01” — the broadest reach campaign, built on a large set of creative variations to find what resonated before any direct sales push.
- “Sales (launched June 11)” — the first dedicated conversion-focused campaign, running on the back of the awareness learnings.
- “Sales (launched June 16)” - new campaign launched for method man angle, hip hop entertainment focused audience
- “Last Minute Sales June 19” - a final cleanup campaign running urgent last minute ad copy.

TikTok — Combined Results, All Campaigns (June 1–20)

\$897.74 Total Spend	244,525 Total Impressions	2,710 Total Clicks	1.11% Blended CTR	\$0.33 Blended CPC
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This blended CTR and CPC are both notably strong relative to the other three channels covered so far in this report.

Campaign-by-Campaign Breakdown



Campaign	Spend	Impr.	Clicks	CTR	Avg. CPC
Sales (launched Jun 11)	\$250.00	78,224	1,075	1.37%	\$0.23
Sales (launched Jun 16)	\$410.39	91,392	464	0.51%	\$0.88

Campaign	Spend	Impr.	Clicks	CTR	Avg. CPC
Awareness Campaign	\$213.48	59,195	1091	1.80%	\$0.20
Last Minute Sales June 19	\$23.87	15,713	80	0.51%	\$0.30

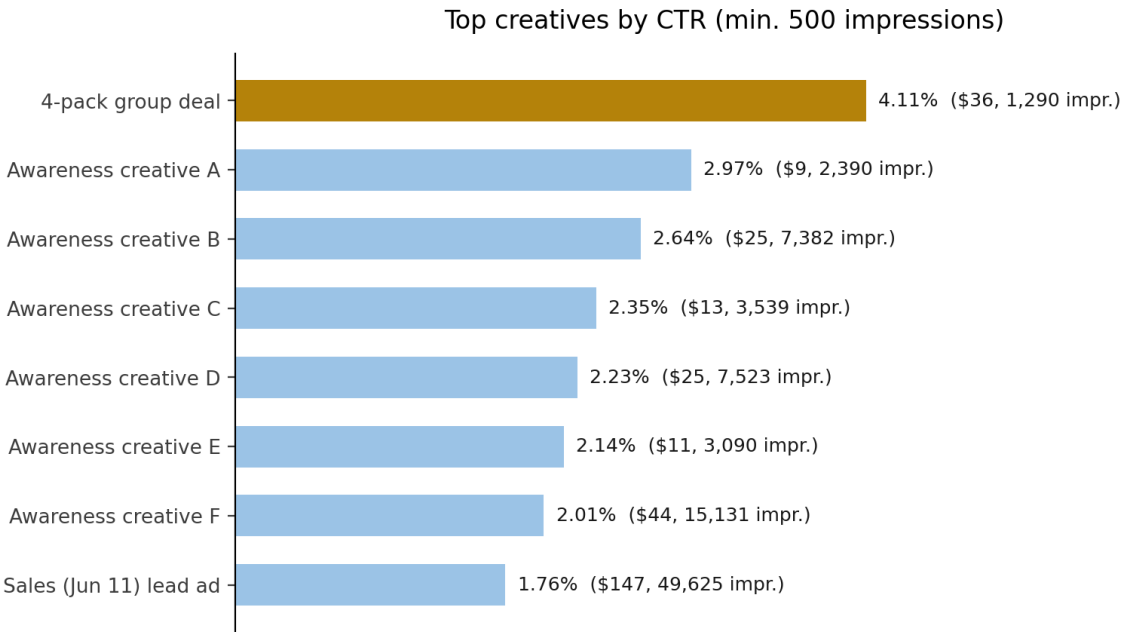
Reading this

The Awareness Campaign posted the best CTR of any full campaign (2.01%) at the lowest CPC (\$0.14) — an efficient top-of-funnel buy. The first Sales campaign (launched June 11) generated the most raw clicks (1,075) at a strong 1.37% CTR and very low \$0.23 CPC, making it the standout conversion-focused campaign on this channel. The second Sales push (launched June 17, the largest single investment at \$410) ran at a much weaker 0.51% CTR and \$0.88 CPC — a late, larger-budget campaign that didn't perform as efficiently as the earlier, smaller one, echoing a pattern we also saw on Snapchat with its late Method Man push.

Creative Spotlight: The 4-Pack Group Deal

You asked specifically not to lose track of the “4 for \$40”-style group-deal creative across channels. On TikTok, it ran as a single ad (“4 pack”) inside the TrafficJune19 campaign, and the results are worth calling out on their own:

\$35.61 Spend	1,290 Impressions	53 Clicks	4.11% CTR
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Reading this

The 4-pack group-deal creative posted the highest click-through rate of any individual ad in the entire TikTok dataset — 4.11%, nearly 1.4x the next-best creative and roughly 4x the channel's overall blended CTR. This is a consistent signal across this whole report: a similarly-themed group-deal creative also performed well on Google (most total clicks of any single asset) and held steady on Reddit and Snapchat. On TikTok specifically, it's the strongest performer by a clear margin, on a modest budget — a strong candidate to scale further next cycle rather than treat as a side test.

Estimated Ticket Sales & ROAS (TikTok)

2,710 Total Clicks	2% Est. Conv. Rate	54 Est. Tickets Sold	\$1,566 Est. Revenue
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What this means

TikTok's blended CTR (1.11%) and CPC (\$0.33) are both better than Google, Snapchat, or Reddit over the same window, meaning this performed as one of the stronger channels.

TikTok:

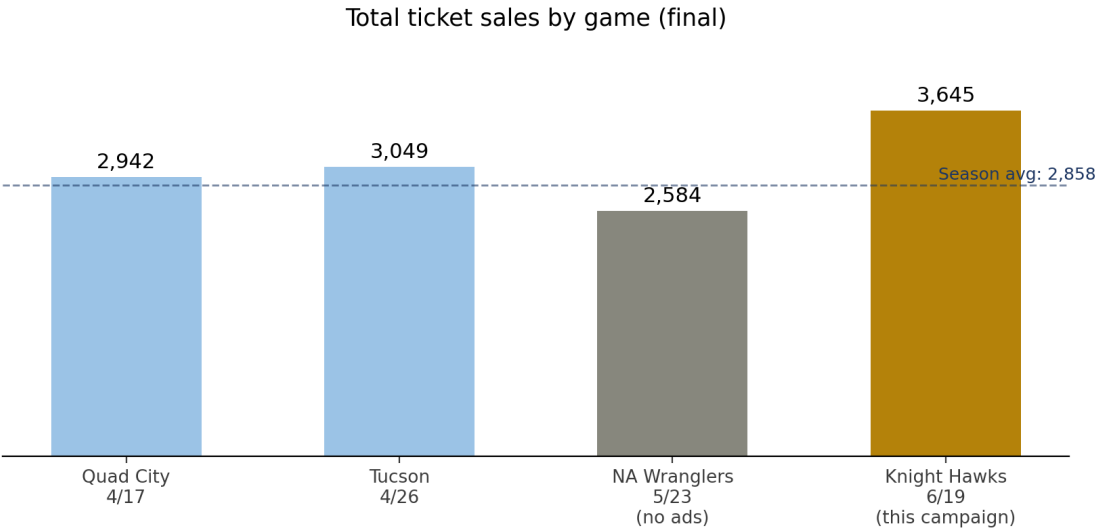
- TikTok delivered the best efficiency metrics of any channel in this report - highest blended CTR (1.11%), lowest blended CPC (\$0.33), and by far the strongest estimated ROAS (~2.63x) at this report's conservative benchmark. Of the four channels covered so far, this is the one to lean into further next cycle.
- The 4-pack group-deal creative was the standout individual performer on this channel (4.11% CTR), reinforcing a pattern visible across multiple channels in this report: bundled-ticket, deal-forward creative consistently performs well, and deserves a bigger, more deliberate share of the creative mix next time rather than running as one ad among many.
- This mirrors what we saw with Snapchat's Method Man campaign: bigger and later isn't automatically better, and earlier, sustained campaigns are outperforming late bursts across more than one channel

Sales Correlation: Did the Ads Work?

The Final Numbers

The June 19 game against the Vegas Knight Hawks finished at 3,645 tickets sold for \$22,277.26 in revenue — the strongest single-game result of any game covered in this report, and a clear step up from where the campaign stood just two days before kickoff.

3,645 Final Tickets	\$22,277 Final Revenue	41.7% % of Capacity	286 Web Channel Tickets
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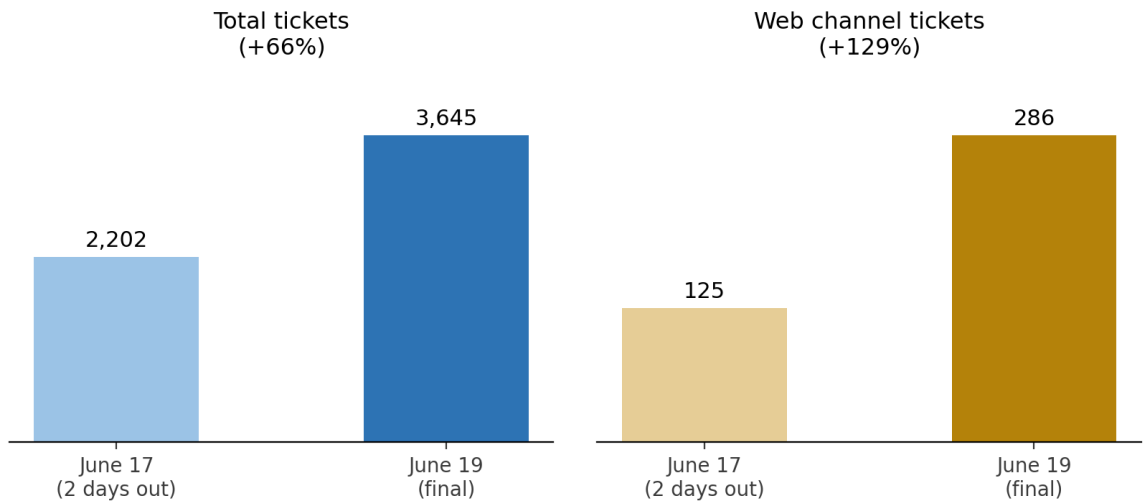


What this means

3,645 tickets is the highest total of any game and 41% increase from last game. This game also had the most going on with the Method Man postgame concert, the 4-pack group deal, and the heaviest ad investment of the season

Growth vs. the Last Snapshot (June 17 → Final)

The June 17 audit — taken two days before the game, the last data point we had when planning this campaign showed early momentum building. Comparing that snapshot to the final numbers shows just how much came in during the final 48 hours



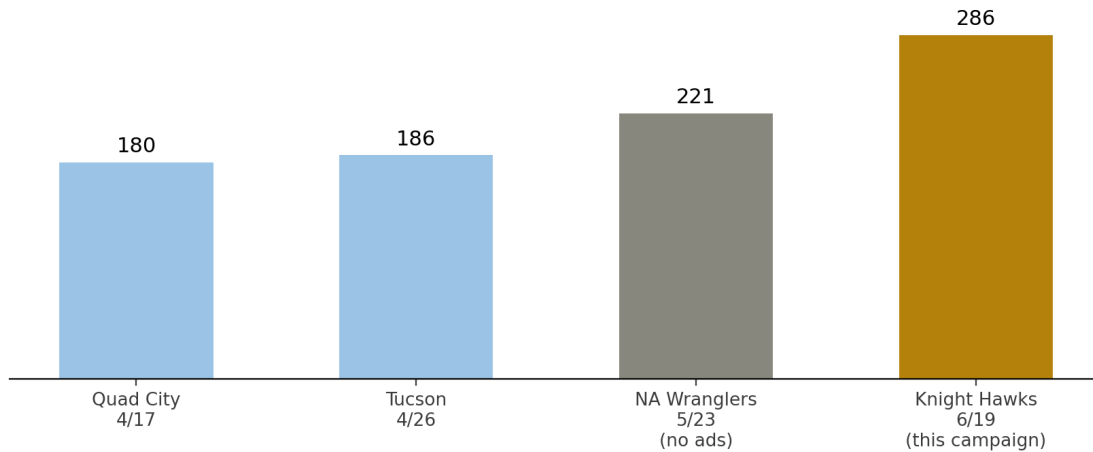
What this means

Total tickets grew 66% in the final two days (2,202 → 3,645), and the Web channel, the one most directly tied to digital ad clicks, grew even faster at 129% (125 → 286). Web outpacing the overall sales growth rate by roughly 2x in the final stretch. That's consistent with a late ad push (and the urgency-driven creative we saw across multiple channels in this report) doing real work in the final days.

Growth vs. Baseline and Season Average

Two more useful comparison points: the May 23 game against the Northern Arizona Wranglers ran with no paid advertising at all, making it the cleanest “what happens without ads” baseline we have. The season average across the three completed games before June 19 gives a second, broader comparison point.

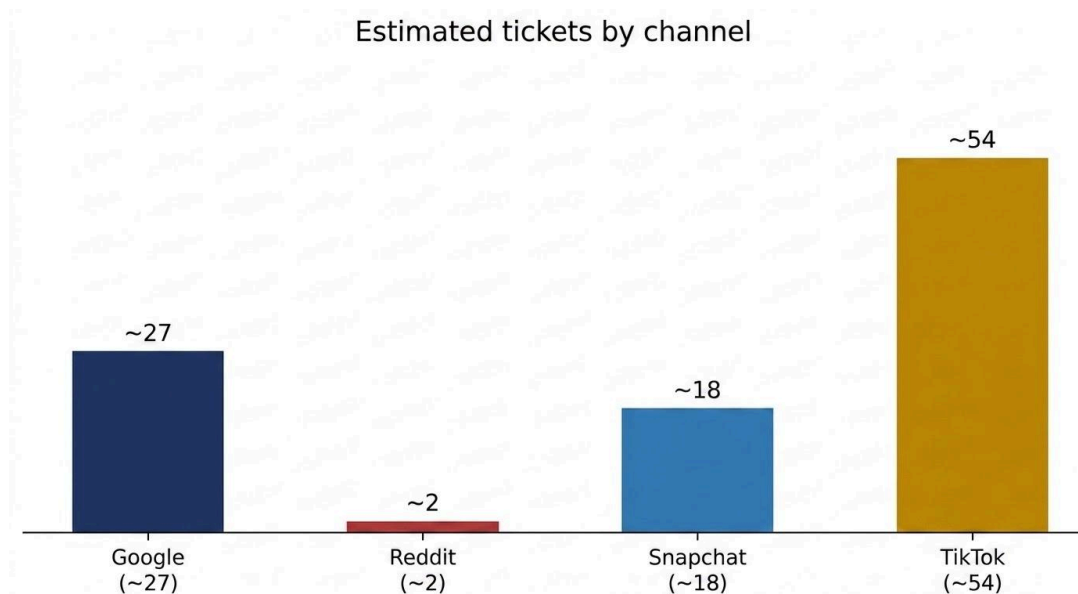
Web channel ticket sales by game (the channel most tied to digital ads)



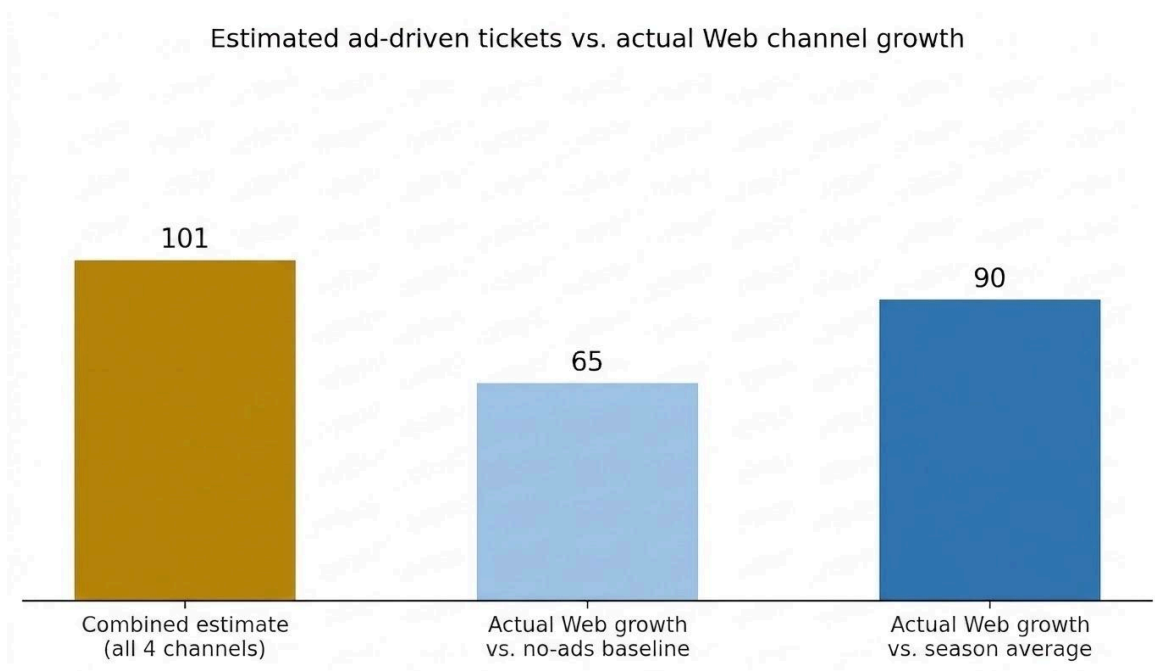
What this means

Web channel sales have climbed every single game this season — 180 → 186 → 221 → 286 — and June 19's 286 is the largest Web total of any game in this dataset, 29% above the no-ads baseline and 46% above the season average. Total ticket sales tell a similar story: June 19's 3,645 tickets beat the no-ads baseline by 41% and the season average by 27.5%.

Comparing Actual Growth to Our Channel Estimates



Combined across all four channels, that benchmark projects roughly 101 estimated tickets sold from paid ad clicks.



What this means

Ads very plausibly contributed to the Web channel's outsized growth this cycle, but our per-channel estimates should be read as a rough, upper-bound-leaning planning tool, not a direct attribution of who bought what.

Summary Notes

- The campaign coincided with the best ticket sales result of the season - 3,645 tickets, 41.7% of capacity, beating both the no-ads baseline and the season average
- The Web channel specifically grew faster than the rest of the business both in the final 48 hours (129% vs. 66% overall) and across the season trendline (286 tickets, the highest of any game, up from a steady 180 → 186 → 221 climb).
- We cannot, and should not, claim a precise number of tickets each platform generated. The AXS data doesn't trace a purchase back to a specific ad click, and our per-channel estimates (totaling ~101) actually exceed the Web channel's own measured growth, a sign the estimates are a useful planning ceiling, not a verified count.
- Digital advertising very likely contributed meaningfully to this game's strong result, evidenced by the disproportionate growth in the one channel - but the exact return on any single platform's spend remains an estimate, not a measured fact.