

Kat Madleine

Paid Advertising Report · May 2026
TikTok · 3 campaigns · Song release + Merch launch

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Promoted song: "Heat of the Night" (Release May 15, 2026) · Merchandise shop launched May 20, 2026
Shop on Spreadshirt — newly launched, audience still in discovery phase

COMBINED CAMPAIGN RESULTS · ALL CAMPAIGNS · MAY 14 – 22, 2026

TOTAL AD SPEND	TOTAL VIDEO VIEWS	TOTAL REACH	WEBSITE VISITS
~€ 250	1,090,905	650,163+	19,751
3 campaigns combined	across all campaigns	unique accounts reached	merch page via Staify

CAMPAIGN OVERVIEW

Campaign	Platform	Period	Spend	Impressions	Reach / Clicks	Key Result
REACH: Heat of the Night	TikTok	May 14–21	€159.75	1,059,843	650,163 reached	1,046,636 video views
TRAFFIC: Merch Shop	TikTok	May 20–22	€59.86	38,673	11,508 clicks	CTR 29.76%
SALES: Merch Shop	TikTok	May 20–22	€30.37	9,552	2,273 clicks	19,751 page visits*
—	—	—	€250.00	1,108,068	663,944	—

* 19,751 visits to /merchandise-shop page tracked via Staify. TikTok reported "conversions" were page visits, not purchases — shop newly launched, 0 purchases to date.

Standout results:
REACH: 1,046,636 video views on song release for only €159.75 — CPM €0.15, Cost per 1,000 reached just €0.25
TRAFFIC: 11,508 clicks to website at CTR 29.76% — far above industry average of 1–2%
Website: 19,751 visits to merch page confirm strong audience curiosity — shop in early awareness phase

CAMPAIGN BREAKDOWN · BY OBJECTIVE

REACH	TRAFFIC	SALES
Heat of the Night Song	Merch Shop Launch	Merch Shop Awareness
€159.75 spend	€59.86 spend	€30.37 spend
1,059,843 impressions	38,673 impressions	9,552 impressions
650,163 people reached	11,508 destination clicks	2,273 clicks
1,046,636 video views	CTR: 29.76%	19,751 merch page visits

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REACH Campaign · Heat of the Night
TikTok · May 14–21, 2026 · Total spend: ~€160

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TIKTOK TOTAL RESULTS · REACH CAMPAIGN

TOTAL VIEWS 1,046,636 video views	TOTAL IMPRESSIONS 1,059,843 all campaigns	TOTAL REACH 650,163 unique accounts	TOTAL SPEND €159.75 over 8 days
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PERFORMANCE METRICS

CPM €0.15 Cost per 1,000 impressions	CPR €0.25 Cost per 1,000 reached	CPC €0.11 Cost per click	CTR 0.34% Click-through rate
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DAILY BREAKDOWN

Date	Spend	Impressions	Reach	CPM	CPR	Clicks	Video Views
May 14	€7.98	56,609	42,811	€0.14	€0.19	217	55,902
May 15	€20.32	140,499	99,749	€0.14	€0.20	485	138,895
May 16	€19.78	136,586	103,319	€0.14	€0.19	448	134,885
May 17	€19.79	143,904	112,308	€0.14	€0.18	515	142,157
May 18	€20.43	148,196	122,174	€0.14	€0.17	489	146,322
May 19	€19.65	128,919	104,919	€0.15	€0.19	404	127,274
May 20	€28.70	174,870	139,227	€0.16	€0.21	581	172,523
May 21	€23.10	130,260	106,022	€0.18	€0.22	442	128,678
TOTAL	€159.75	1,059,843	650,163	€0.15	€0.25	3,581	1,046,636

Key insights: REACH Campaign — Heat of the Night

Consistent reach of 99K–139K unique accounts per day across 8 days at minimal cost (€0.14–0.18 CPM).
Peak on May 20: 174,870 impressions, 139,227 reached — highest single-day reach of the campaign.
1,046,636 total video views: strong proof of audience appetite for the new release.
Frequency 1.63 — healthy, not oversaturated. Audience engaged without fatigue.

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TRAFFIC + SALES Campaigns · Merchandise Shop
TikTok · May 20–22, 2026 · Shop launched May 20 on Spreadshirt

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Context: Shop newly launched. Audience still in early discovery phase — 0 purchases to date, which is expected. Goal of these campaigns was awareness & traffic. Website data tracked independently via Staify.

MERCHANDISE SHOP LAUNCH · COMBINED TRAFFIC + SALES CAMPAIGNS

MERCH PAGE VISITS 19,751 via Staify website tracker	TOTAL CLICKS 13,781 traffic + sales combined	AVERAGE CTR 29.8% traffic campaign avg	TOTAL SPEND €90.23 traffic + sales
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TRAFFIC CAMPAIGN · MERCHANDISE SHOP

TOTAL SPEND €59.86 3-day campaign	DESTINATION CLICKS 11,508 to website	AVERAGE CTR 29.76% exceptional engagement
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Date	Spend	Impressions	CPM	Dest. Clicks	CTR	Video Views
May 20	€20.33	8,214	€2.48	3,022	36.82%	7,783
May 21	€24.85	20,160	€1.23	5,759	28.57%	19,830
May 22	€14.68	10,299	€1.43	2,727	26.48%	10,264
TOTAL	€59.86	38,673	€1.55	11,508	29.76%	37,877

SALES CAMPAIGN · MERCHANDISE SHOP (AWARENESS PHASE)

TOTAL SPEND €30.37 3-day campaign	CLICKS 2,273 to website	VIDEO VIEWS 6,592 on ad content	CTR 24.04% avg click-through
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Date	Spend	Impressions	Dest. Clicks	CTR	Video Views
May 20	€25.51	5,212	1,161	22.28%	4,538
May 21	€3.64	3,536	885	25.62%	1,448
May 22	€1.22	804	227	28.48%	606
TOTAL	€30.37	9,552	2,273	24.04%	6,592

Merch launch summary:
Traffic campaign: 29.76% CTR far exceeds industry average of 1–2% — audience is curious and engaged.
19,751 visits to merch page (Staify) confirm real interest — purchase intent will grow as artist awareness builds.
0 purchases today is expected: Spreadshirt shop is brand new, audience is still discovering the music.
Strategy: REACH campaign warmed audience before shop launch — this funnel is working as designed.
Next step: sustained organic + paid growth will convert curiosity into purchases over time.

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Audience Insights · Geographic Breakdown
TikTok · All Campaigns · May 14–22, 2026

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Markets targeted: South Africa · Italy · United Kingdom · Germany · USA · Canada · Singapore
Data source: TikTok Ads Audience Insight Report (post-campaign). All spend in EUR.

ALL CAMPAIGNS COMBINED · GEOGRAPHIC OVERVIEW

TOP MARKET South Africa 63% of total spend	TOTAL IMPRESSIONS 1,107,068 all countries	TOTAL CLICKS 15,070 destination clicks	SURPRISE MARKET Canada highest CVR 19.8%
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SPEND BY COUNTRY · ALL CAMPAIGNS COMBINED

South Africa	€158.25 (63%)	657,107 impr.	13,677 clicks	CTR 2.08%
Italy	€29.97 (12%)	193,888 impr.	259 clicks	CTR 0.13%
Canada	€29.76 (12%)	35,323 impr.	861 clicks	CTR 2.44%
United Kingdom	€11.34 (5%)	78,882 impr.	146 clicks	CTR 0.19%
Germany	€10.16 (4%)	68,190 impr.	97 clicks	CTR 0.14%
United States	€9.01 (4%)	63,966 impr.	206 clicks	CTR 0.32%
Singapore	€1.49 (1%)	10,712 impr.	24 clicks	CTR 0.22%

SOUTH AFRICA · MARKET SPOTLIGHT

REACH CAMPAIGN €93.65 612,770 impr · 677 clicks · CPM €0.15	TRAFFIC CAMPAIGN €53.77 38,263 impr · 11,408 clicks · CTR 29.81%	SALES CAMPAIGN €10.83 6,074 impr · 1,592 clicks · CTR 26.21%
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CANADA · EMERGING MARKET

REACH CAMPAIGN €4.13 31,441 impr · 80 clicks · CPM €0.13	TRAFFIC CAMPAIGN €6.09 409 impr · 100 clicks · CTR 24.45%	SALES CAMPAIGN €19.54 3,473 impr · 681 clicks · CVR 17.62%
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Geographic insights:
South Africa dominates: 63% of spend, 59% of all impressions — strong cultural resonance with 90s pop rock sound.
Canada: highest conversion rate (19.8% CVR) across all markets — most likely to buy once awareness builds.
Italy: 193,888 impressions at €0.15 CPM with low CTR — awareness reached, engagement strategy needed.
UK + Germany + USA: low spend, low CTR — these markets need more organic groundwork before paid investment.
Recommendation: next campaign focus on South Africa (proven) + Canada (high intent) as primary markets.