

Kat Madleine

Paid Advertising Report · June–July 2026

TikTok + Meta · 21 June – 4 July 2026 · Song: Taormina (release 26 June)

Label Pitch Document

Promoted song: "Taormina" — released 26 June 2026. Campaigns: TikTok Reach + TikTok Community + Meta Traffic.
New markets: Italy (incl. Sicily/Taormina), Greece, Spain. Total combined spend: ~€380.

COMBINED OVERVIEW · ALL CAMPAIGNS · 21 JUNE – 4 JULY 2026

TOTAL AD SPEND ~€380 3 campaigns combined	TOTAL VIDEO VIEWS 581,559 TikTok Reach + Community	TOTAL IMPRESSIONS 534,361 across all campaigns	LANDING PAGE VIEWS 6,084 /tour-2026 · TikTok+Meta
--	---	---	--

CAMPAIGN OVERVIEW

Campaign	Platform	Period	Spend	Impressions	Key Result	Target Markets
REACH: Taormina	TikTok	21 Jun–4 Jul	€99.99	492,782	487,379 video views	Italy·Greece·Spain·Canada
COMMUNITY: Taormina	TikTok	21 Jun–4 Jul	€179.96	41,579	1,046 new follows	Italy·UK·Canada
TRAFFIC: Tour 2026	Meta	21 Jun–4 Jul	€99.63	53,500	3,300 landing pg views	Italy (all regions)
TOTAL			€379.58	587,861	Italy · Greece · Spain · UK · Canada	

* Meta campaign targeted Italy only (all regions). TikTok campaigns: Italy, Greece, Spain, Canada, UK, Austria, Czech Rep., Poland.

Standout results:

TikTok REACH: 487,379 video views for €99.99 — CPM €0.20, consistent with previous campaigns.

TikTok COMMUNITY: 1,046 new paid follows + 1,537 likes for €179.96 — strong engagement with Taormina content.

Meta TRAFFIC: 3,300 landing page views at €0.03 per view — 8.84% CTR, 92% male audience in Italy.

CAMPAIGN BREAKDOWN · BY OBJECTIVE

REACH Taormina · TikTok €99.99 spend 492,782 impressions 487,379 video views CPM €0.20 · Italy+Greece+Spain	COMMUNITY Taormina · TikTok €179.96 spend 41,579 impressions 1,046 new followers 1,537 likes · 47 comments	TRAFFIC Tour 2026 · Meta €99.63 spend 53,500 impressions 3,300 landing page views CTR 8.84% · Italy only
---	--	--

TikTok REACH Campaign
21 June – 4 July 2026 · Italy · Greece · Spain · Canada €99.99 total

VIDEO VIEWS 487,379 total	IMPRESSIONS 492,782 total reach	REACH 181,249 unique people	NEW FOLLOWS 11 paid follows
---------------------------------	---------------------------------------	-----------------------------------	-----------------------------------

SPEND BY COUNTRY

Italy	€44.15 (44%)	213,922 impr · 211,291 views
Greece	€38.48 (38%)	188,521 impr · 186,598 views
Spain	€12.30 (12%)	66,670 impr · 66,062 views
Canada	€3.49 (3%)	15,426 impr · 15,259 views
Czech Rep.	€0.95 (1%)	5,678 impr · 5,627 views
Poland	€0.33 (0%)	1,519 impr · 1,508 views
Austria	€0.29 (0%)	1,046 impr · 1,034 views

SPEND BY AGE GROUP

55+	€29.90 (30%)
18–24	€25.75 (26%)
45–54	€21.32 (21%)
25–34	€13.32 (13%)
35–44	€9.67 (10%)

REACH Campaign · Key insights:

- Italy (44%) + Greece (38%) = 82% of budget — Taormina/Mediterranean cultural connection is working.
- 55+ age group received highest spend (30%) — mature audience responds to 90s pop rock content.
- CPM €0.20 — consistent efficiency. 487K video views for €100 is strong value.
- Greece as new market: 188K impressions organically — not previously targeted, algorithm discovered it.

Kat Madleine

TikTok COMMUNITY + Meta TRAFFIC · Taormina / Tour
21 June – 4 July 2026

Label Pitch Document

TikTok COMMUNITY Interaction Campaign

21 June – 4 July 2026 · Italy · UK · Canada

€179.96 total

NEW FOLLOWERS

1,046

paid follows

LIKES

1,537

paid likes

COMMENTS

47

paid comments

VIDEO VIEWS

40,780

total

COMMUNITY · SPEND BY COUNTRY

Italy	€153.76 (85%)
United Kingdom	€16.83 (9%)
Canada	€9.37 (5%)

COMMUNITY · TOP PERFORMING AUDIENCE SEGMENTS

Segment	Spend	Impressions	Follows	Likes	Comments	Avg. Playtime
Italy - Lombardy - 35–44 - Male	€5.40	1,425	21	42	1	2.08s
Italy - Lombardy - 45–54 - Male	€3.63	1,016	31	47	1	2.51s
Italy - Campania - 35–44 - Male	€3.51	1,254	18	42	3	2.98s
Italy - Lombardy - 25–34 - Male	€3.27	1,290	24	28	0	1.93s
Italy - Campania - 55+ - Male	€3.22	962	20	42	0	2.30s
UK - England - 55+ - Male	€2.35	256	10	14	0	2.69s

Community Campaign · Key insight:

Italian men 25–54 are the core engagers — they follow, like, and watch. Average play time 2.0–3.0s = genuine interest.
1,046 new followers for €179.96 = €0.17 per follower — strong result for a niche 90s pop rock artist.

Meta TRAFFIC Campaign · Tour 2026

21 June – 4 July 2026 · Italy only · €99.63

organic only

LANDING PAGE VIEWS

3,300

at €0.03 per view

TOTAL VIEWS

53,500

video impressions

CTR

8.84%

above average

TOTAL SPEND

€99.63

14-day campaign

META · TOP REGIONS IN ITALY

Sicilia	2,792 views
Campania	2,544 views
Lombardia	2,308 views
Puglia	2,078 views
Lazio	1,845 views
Piemonte	1,284 views

Audience gender split (Meta Italy):

Men 92% (19,214 reached) · Women 7% (1,565 reached) · Non-binary 0.5%

→ Combined 6,084 total landing page views across TikTok + Meta campaigns