

Miami Formula 1 Digital Campaign

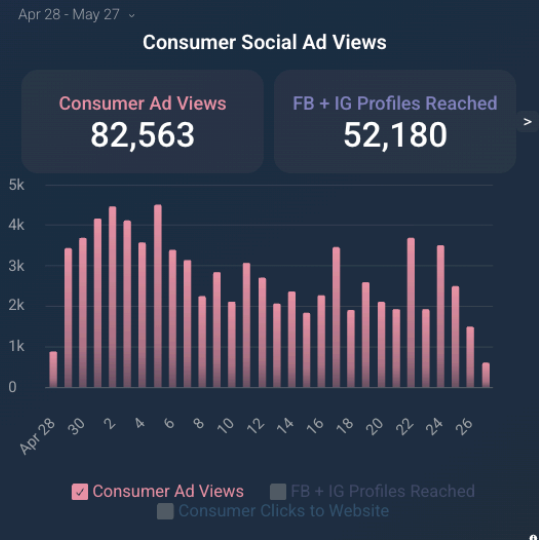
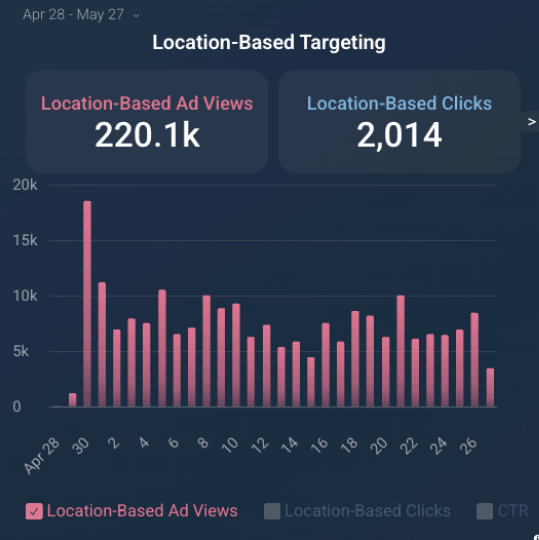
04.28.26 - 05.27.26
 When the world's most qualified buyers land in Miami for the Grand Prix, Compass is already in their feed.

This campaign puts Compass in front of F1 attendees, international UHNW buyers across Google, Meta, and geofenced venues, for 4 weeks straight.

Destination:
compass.com/c/compasscuratedflorida

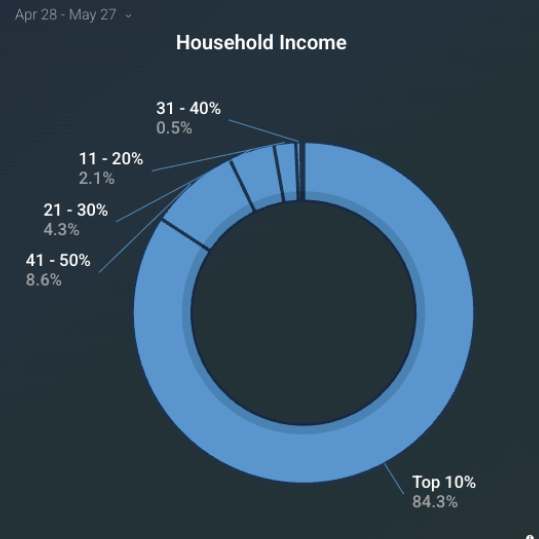
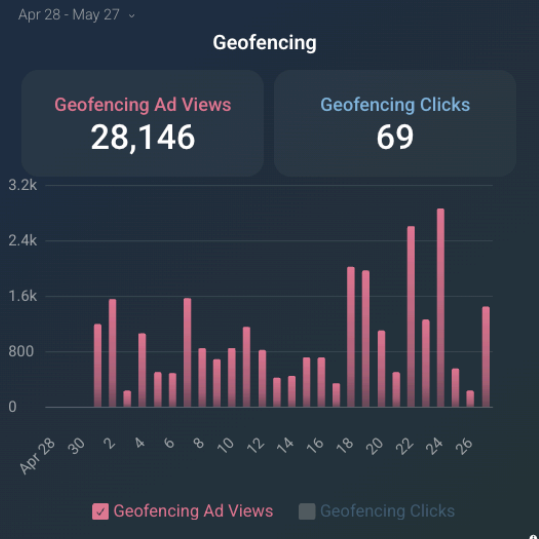
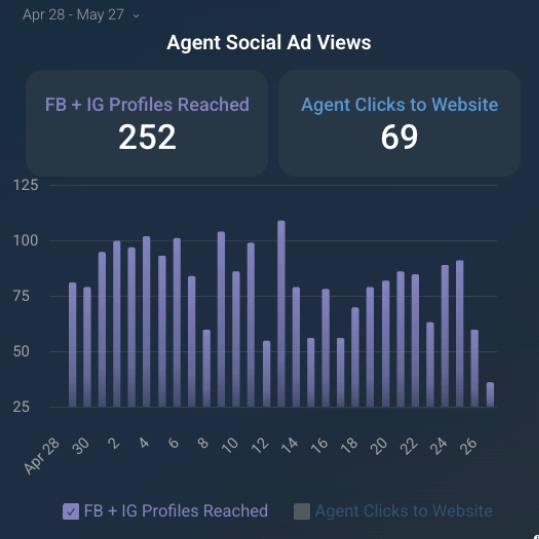
A/B Testing Results (CTR)

Metrics	Value
2026 Compass F1 Digital Ad Artwork1.jpg	1.23%
2026 Compass F1 Digital Ad Artwork5.jpg	0.84%
2026 Compass F1 Digital Ad Artwork6.jpg	0.78%
2026 Compass F1 Digital Ad Artwork2.jpg	0.71%



Where Your Ads Were Seen

Top 25 Websites by Ad Views	Value
foxnews.com	27,921
nypost.com	22,035
theatlantic.com	11,149
thedailybeast.com	9,332
wfla.com	8,828
npr.org	7,725
cnn.com	7,085



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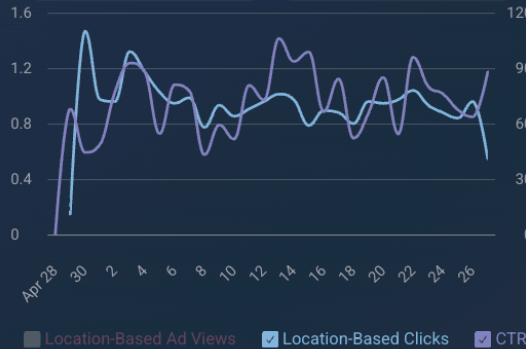
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Apr 28 - May 27

Location-Based Targeting

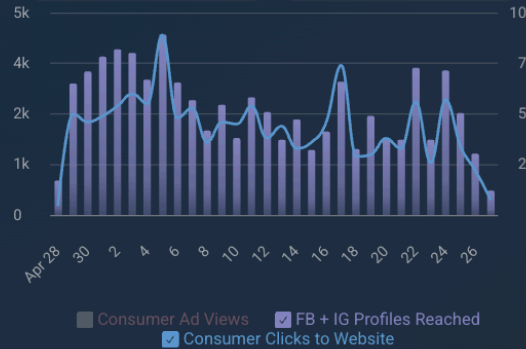
Location-Based Ad Views **220.1k** Location-Based Clicks **2,014**



Apr 28 - May 27

Consumer Social Ad Views

Consumer Ad Views **82,563** FB + IG Profiles Reached **52,180**



Top 25 Websites by Ad Views

Website	Value
yahoo.com	6,748
huffpost.com	5,454
theguardian.com	4,899
dailycaller.com	3,378
Mobile App: AP News (iTunes App Store), by The Associated Press	3,354
kxan.com	3,154
people.com	2,844
goodhousekeeping.com	2,803

Apr 28 - May 27

A/B Testing Results (CTR)

Metrics	Value
2026 Compass F1 Digital Ad Artwork.jpg	1.23%
2026 Compass F1 Digital Ad Artwork5.jpg	0.84%
2026 Compass F1 Digital Ad Artwork6.jpg	0.78%
2026 Compass F1 Digital Ad Artwork2.jpg	0.71%

Apr 28 - May 27

Agent Social Ad Views

FB + IG Profiles Reached **252** Agent Clicks to Website **69**



Apr 28 - May 27

Geofencing

Geofencing Ad Views **28,146** Geofencing Clicks **69**



Apr 28 - May 27

Household Income

