



Promotional Campaign Report

Job #: 1850  
Committee: Water Awareness  
Campaign Name: Magic Faucet  
Campaign Dates: 4/25-5/3/2016  
Target Audience: Adults 25-54  
Weeks: 1.5 weeks

PAID MEDIA

RADIO

Impressions	726,600
Reach	37.4%
Frequency	3.0
Number of spots	248.0

UNPAID MEDIA

Total Added Value	\$ 22,000
Radio Impressions	included above
Online Display Impressions	7,648
Clicks	63
Click through Rate	0.82%

OVERALL CAMPAIGN

Total Estimated Impressions:	734,248
Total Budget:	\$ 7,500
Total Exposure Value:	\$ 29,500
Return on Investment:	3.93
Cost Per Thousand Impressions:	\$ 10.21

GOOGLE ANALYTICS

Page Views	163
Page Ranking in Week:	1

Report Prepared By:



**\*Added Value Included:** Radio remotes at two sites; prizes and giveaways; 30 promotional mentions per station; clues on Facebook page; dedicated web page; dedicated App Tiles on four stations; four live call ins during remotes; clue inclusions in WGH/WVBW eblast; and spot production.

Date: 06/10/2016