

# Interactive Success Stats for

 **askHRgreen.org**

8/3 – 9/13



**Tribune** Media

# Audience Targeted Display



We are currently running a display campaign where we are targeting Adults 18-54 who live in Hampton Roads to educate them on the benefits of using Tap Water. We are reaching them on the websites they are visiting when they are visiting them.

## Campaign Stats:

HR Adults 18-54 who have seen your ad:	<b>208,646</b>
Adults who clicked to your website:	<b>329</b>



Attachment 4

# Facebook & Twitter Advertising

We are also reaching those same Adults in Hampton Roads educating them on their Facebook & Twitter pages by advertising to them in their news feed. We are now reaching them in an area that they already go for lifestyle decisions.



## Campaign Stats:

HR Adults 18-54 who have seen your ad in their Facebook and Twitter feeds:	<b>360,468</b>
Adults who clicked to your website from Facebook and Twitter:	<b>1,829</b>
Adults who liked your Facebook page as a result of the ads:	<b>22</b>



Attachment 4

# Native Content Ads

This is an ad unit that appears on WTKR.com as a news story.

## Campaign Stats:

HR Adults who have seen your ad:	50,004
Adults who clicked to view your story page:	1,617
Adults who watched your video:	754



Sponsored  
News  
Story

What Hampton Roads residents  
didn't know about their drinking  
water might surprise you

Clicks Thru to Sponsored  
Content on website



## What Hampton Roads residents didn't know about their drinking water might surprise you

POSTED 4:03 AM, AUGUST 03, 2015 · SPONSORED BY ASKHRGREEN.ORG



The experts at askHRgreen.org get asked lots of questions from residents of Hampton Roads who want an easier, greener lifestyle. But lately we've turned the tables and asked residents a few questions of our own. We hit the streets and asked "What Do You Know?" about your tap water.

We got a wide range of responses to our questions. But when the real answers were revealed, many people were pleasantly surprised.

ON AVERAGE HOW MUCH DOES A GALLON OF TAP WATER COST? DO YOU KNOW THE ANSWER?



Attachment 4

# You-Tube Pay-Per-View

We are running your ad as a must watch commercial on You-Tube before HR Adults can view the video that they want to see. Even though a lot of people see your ad, you only pay for the people who watch your ad in its entirety. 19% of everyone that was exposed to your ad watched all of it.

## Campaign Stats:

HR Adults who watched a portion of your ad: **83,786**  
HR Adults who watched your entire ad: **16,363**  
HR Adults who clicked to your website: **274**



Attachment 4

# WTKR.com Added Value

As a commitment to the campaign, we ran some added value advertising to people who live in Hampton Roads on WTKR.com.  
The total value of the advertising is approx. \$3000.

## Campaign Stats:

HR Adults who have seen your banner ad:	239,394
HR Adults who watched your commercial:	40,003
HR Adults that clicked to your website:	2,100



NEWS

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TAKING ACTION

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WEATHER 82°



WEATHER ALERT

## Tropical Storm Erika continues to move west

Erika will likely impact the Bahamas as a hurricane this weekend.

MORE



Can you identify this



Patrick's forecast: Cold front sparking storms, heavy downpours



Tropical Storm Erika will likely impact Bahamas as a hurricane this weekend



Woman calls Suffolk Police to report she wasn't paid enough for prostitution



Boats destroyed by fire, others





# Total Stats

Platform	Impressions	Video Views	Clicks
Targeted Display	208,646		329
Facebook & Twitter Campaign	360,468		1,829
Native Content Ads	50,004	754	1,617
YouTube Pay-Per-Click Video	83,786	16,363	274
WTKR Added Value	239,394	40,003	2,100
<b>Totals</b>	<b>942,298</b>	<b>57,120</b>	<b>6,149</b>