



Promotional Campaign Report

Job #: 1850
Committee: Water Awareness
Campaign Name: Fix-a-Leak
Campaign Dates: March 14-20
Target Audience: Adults 25-54
Weeks: 1

PAID MEDIA

TELEVISION
Impressions 2,053,333

ONLINE
Audience Targeted Display Impressions 54,469
Clicks 30
Click through Rate 0.06%
Video pre-roll to news impressions and total views 18,481
 Watched a portion of the ad 7,198
 Watched entire ad 11,283
Clicks 6
Facebook Impressions 40,717
 Total Facebook clicks 327
 Facebook click thru rate (CTR) 0.80%

UNPAID MEDIA
Total Added Value \$ 1,025

OVERALL CAMPAIGN

Total Estimated Impressions: 2,167,000
Total Clicks 363
Total Budget: \$ 11,001
Total Exposure Value: \$ 12,026
Return on Investment: 1.09
Cost Per Thousand Impressions: \$ 5.08

GOOGLE ANALYTICS

Page Views 184
Page Ranking in Week 2

Report Prepared By:

***Added Value:** Included a share in the Hampton Roads show on WAVY/WVBT; share of :05 spot rotators on WVEC; spots and bonus rotators on WTVZ.



Date: May 13, 2016



Promotional Campaign Report

Job #: 1850
Committee: Water Awareness
Campaign Name: Value of Water
Campaign Dates: May 2-8
Target Audience: Adults 25-54
Weeks: 1

PAID MEDIA

TELEVISION
Impressions 2,053,333

ONLINE
Audience Targeted Display Impressions 56,655
Clicks 120
Click through Rate 0.21%
Video pre-roll to news impressions and total views 18,451
Watched a portion of the ad 10,147
Watched entire ad 8,304
Clicks 24
Facebook Impressions 89,946
Total Facebook clicks 639
Facebook click thru rate (CTR) 0.71%

UNPAID MEDIA
Total Added Value \$ 1,025

OVERALL CAMPAIGN
Total Estimated Impressions: 2,218,385
Total Clicks: 783
Total Budget: \$ 11,001
Total Exposure Value: \$ 12,026
Return on Investment: 1.09
Cost Per Thousand Impressions: \$ 4.96

GOOGLE ANALYTICS
Page Views 256
Page Ranking in Week 2

Report Prepared By:



***Added Value:** Included a share in the Hampton Roads show on WAVY/WVBT; share of :05 spot rotators on WVEC; spots and bonus rotators on WTVZ.

Date: May 13, 2015