



Promotional Campaign Report

Job #: 1850  
Committee: Water Awareness  
Campaign Name: Value of Water Video  
Campaign Dates:8/3-9/13, 2015  
Target Audience: 18-54  
Weeks: 6

**PAID MEDIA**

<b>ONLINE</b>		
Audience Targeted Display impressions		208,646
Clicks		329
Click through Rate		0.16%
Native Content Ad impressions		50,004
Click to view story page		1,617
Video views		754
You-Tube Pay-Per -View		
Watched a portion of the ad		83,786
Watched entire ad		16,363
Clicks		274
Facebook Total Impressions:		284,068
Total Facebook clicks:		1,551
Facebook click thru rate (CTR):		0.55%
Twitter Total Impressions:		76,400
Total Twitter clicks:		278
Twitter click thru rate		0.36%

<b>UNPAID MEDIA</b>		
Total Added Value:	\$	3,000
Display Ad Impressions		199,391
Clicks		43
Click through Rate		0.02
Video pre-roll to news news Impressions		40,003
Clicks		2,057
Click through Rate		5.14%

**OVERALL CAMPAIGN**

<b>Total Estimated Impressions:</b>		958,661
<b>Total Budget:</b>	\$	7,500
<b>Total Exposure Value:</b>	\$	10,500
<b>Return on Investment:</b>		1.40
<b>Cost Per Thousand Impressions:</b>	\$	7.82

**GOOGLE ANALYTICS**

Page Views:		2,109
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Report Prepared By:

\*Added Value: WTKR.com ran at no cost display advertising and video pre-roll for a total value of \$3,000



Date: 10/29/2015