



Region 1 Advertising Results

June 1, 2022

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The Campaign Was a Success!





Bus Ads

- 12 King Size Ads (3 in each market)
- Ran in Stamford, Norwalk and Bridgeport.
 - Received a bonus of 151,200 impressions for a total of **1,360,800 IMPRESSIONS** for one month campaign.

Website Banner Ads

- Campaign produced 465,212 impressions (the amount of times the ad was shown) and generated 2,661 ad interactions and 527 clicks.
- The overall click through rate was 0.11% which is **above the average** of 0.04% - 0.05% that Hearst usually sees.
 - The higher CTR shows that the people who have seen the ad are finding the content engaging.



IT ONLY TAKES ONE PILL!

If it's fake it can be a devastating mistake.



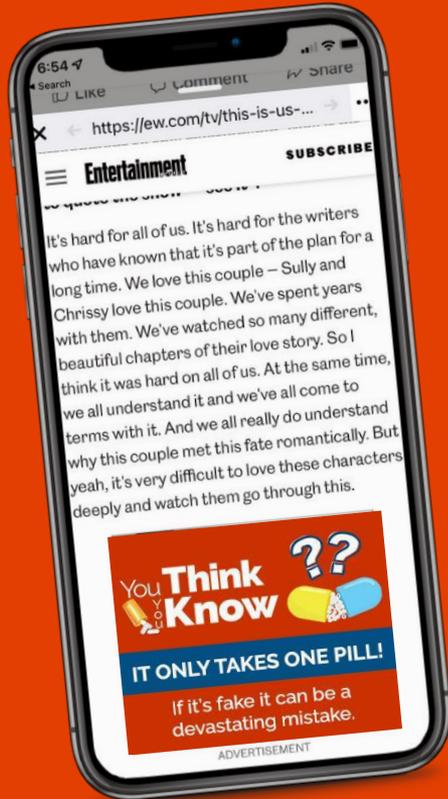
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Website Banner Ads

Place	Impressions	Clicks
Stamford	112,356	101
Bridgeport	72,391	81
Stratford	44,996	62
Fairfield	40,301	58
Norwalk	43,131	54
Greenwich	41,023	48
Trumbull	32,170	33
Monroe	21,532	23
New Canaan	11,469	11
Wilton	8,503	11
Darien	11,736	9
Easton	4,963	7
Weston	5,027	4
Westport	15,614	25

Geofencing



- Campaign delivered in full with 520,344 impressions with an additional \$142.41 in added bonus value for the client
- Overall, the campaign delivered 1,253 clicks for a click-through rate (CTR) of 0.24%
- Relative performance compared to the Substance Abuse vertical was **+201% higher than average**. The industry average CTR for this vertical is 0.08%
- Top Performing location was Stratford, CT with 63,705 impressions and 173 clicks for a CTR of 0.27%

Geofencing Ad Performance by Town

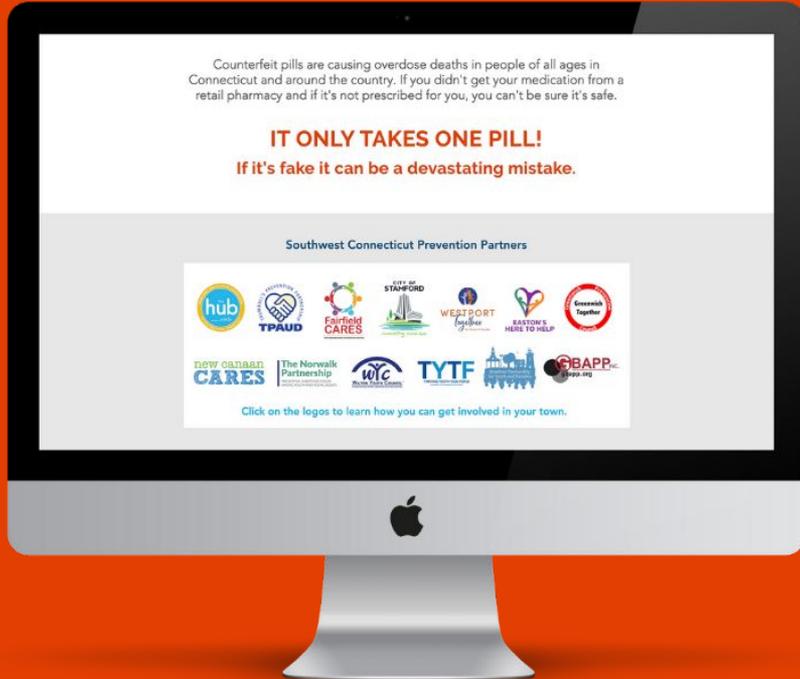
Top Locations	Clicks	Clicks per Day	Impressions	CTR	Relative Performance
Stratford	173	6.0	63,705	0.27%	+239%
Greenwich	177	6.1	66,162	0.27%	+234%
Westport	163	5.6	65,355	0.25%	+212%
Trumbull	156	5.4	64,732	0.24%	+201%
Darien	153	5.3	65,811	0.23%	+191%
Fairfield	148	5.1	65,491	0.23%	+182%
Easton	147	5.1	65,322	0.23%	+181%
New Canaan	136	4.7	63,766	0.21%	+167%
Total	1,253	43.2	520,344	0.24%	+201%

Digital Display at the Sono Collection

- The 3-story digital display ran for the month of April on the elevator bank near Bloomingdales.



Website



- From April 1 - May 15 there were 2,781 users and 4,174 pageviews on the YTYK website.
- The custom landing page created for region 1 had **2,783 pageviews**.
 - This is 163% higher than the average pageviews for the entire website from January - March 2022.
- Compared to the previous 6 weeks, there was a:
 - 456% increase in users
 - 486% increase in new users
 - 167% increase in pageviews
- 388 users came in through Hearst ads targeting teens and young adults
- 327 users came in through Hearst ads targeting parents

1. Stamford - 88
2. Fairfield - 77
3. Norwalk - 66
4. Bridgeport - 57
5. Stratford - 32
6. Trumbull - 29
7. Greenwich - 26
8. Westport - 22
9. New Canaan - 21
10. (not set) - 16

- Darien was #12 with 11 visits
- Monroe was #14 with 9 visits
- Wilton was #18 with 7 visits
- Easton was #19 with 6 visits

* These visits are not specific to one ad - they are total visits to the site.

Website Visits by Town

Please keep in mind, these numbers do not reflect all visits since there are hundreds of visits with no locations available due to user privacy settings.