

KING

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Genesee Health System

Awareness & Recruitment Campaign

August Report

Report Dates: April 6, 2023 - August 31, 2023

Social Branding Campaign

Goal: Website Traffic

Target: Genesee County, 18+, focusing on communities of color & LGBTQIA+

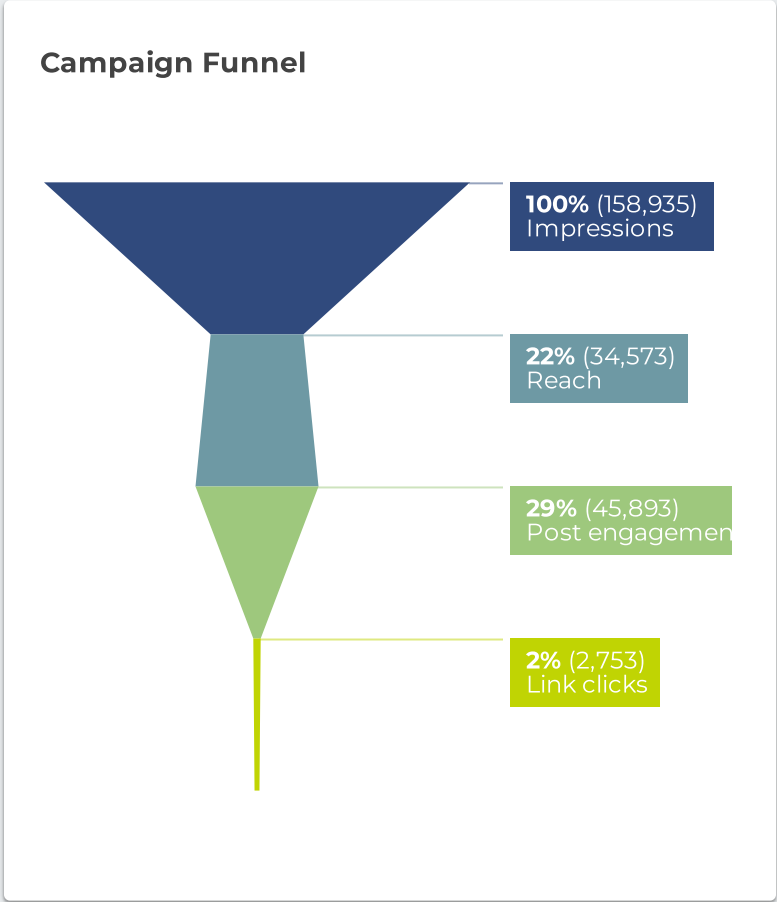
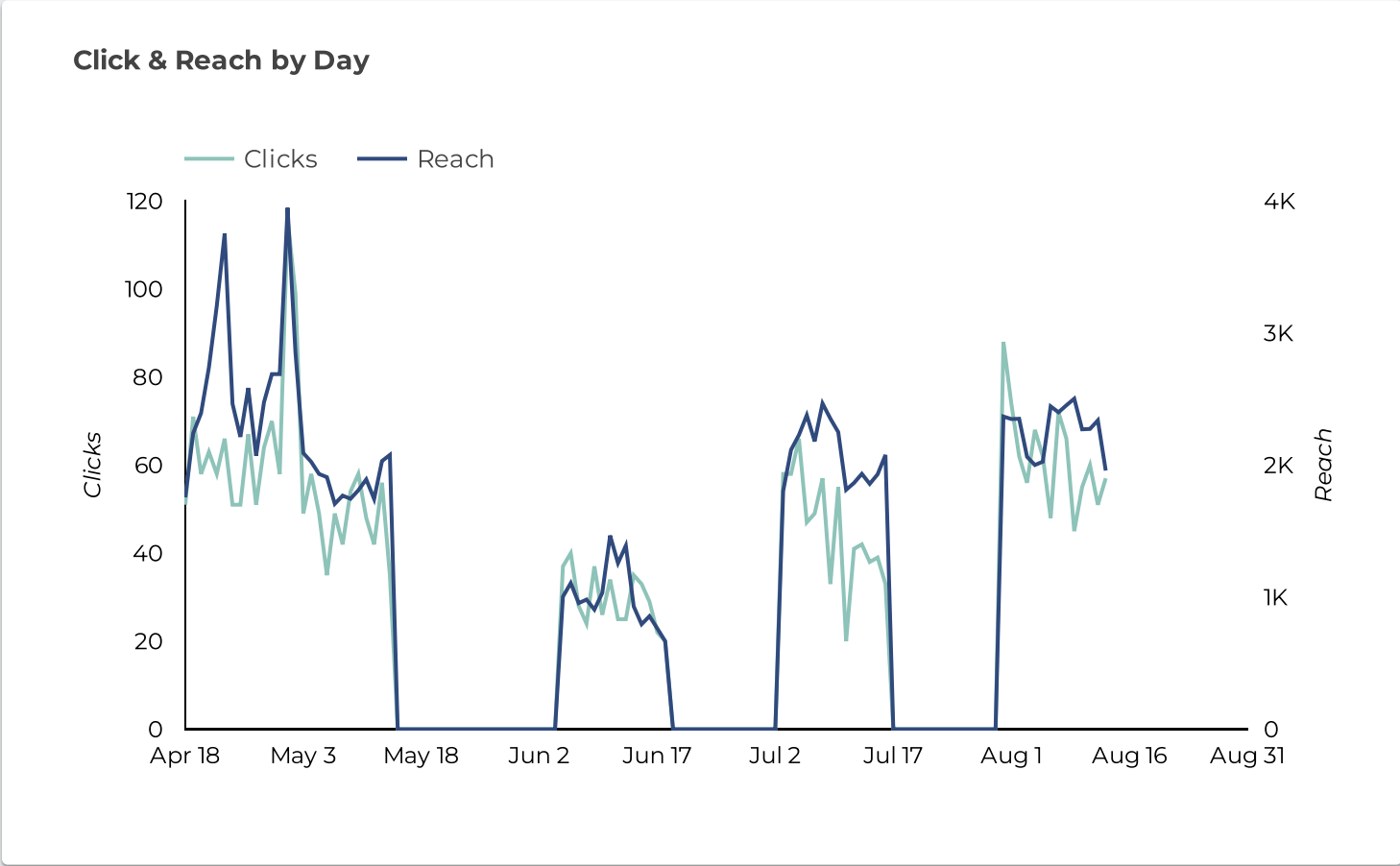
Runs for the first two (2) weeks of each month.

Impressions
158,935

Reach
34,573

Link clicks
2,753

CTR (Link)
1.73%



Social Branding Campaign

Goal: Awareness/Reach

Target: Genesee County 18+

Runs for the first two (2) weeks of each month.

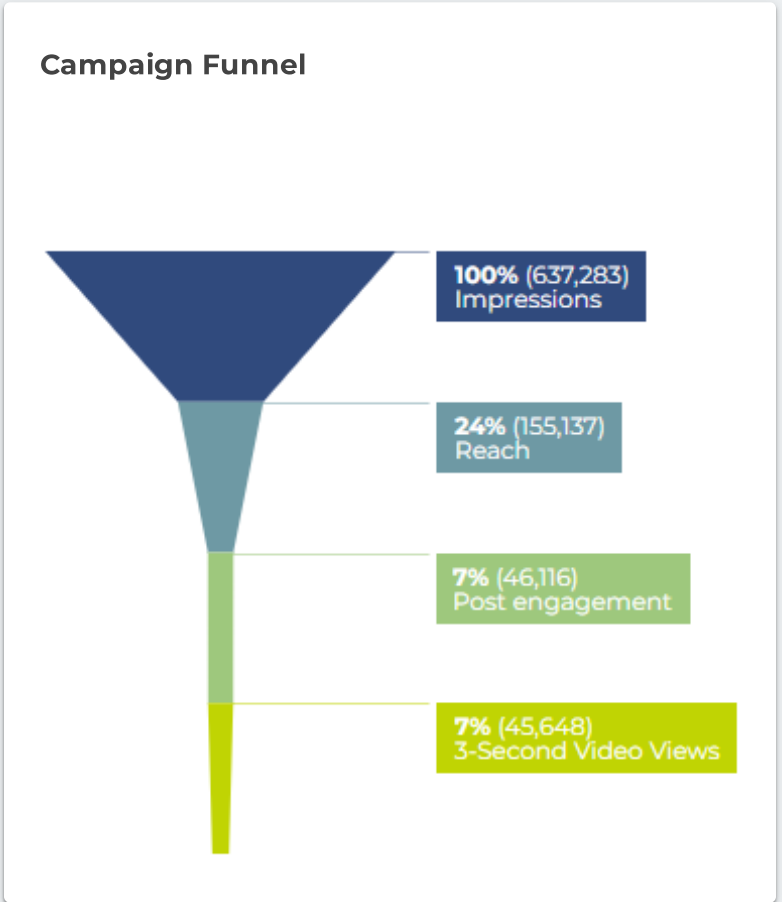
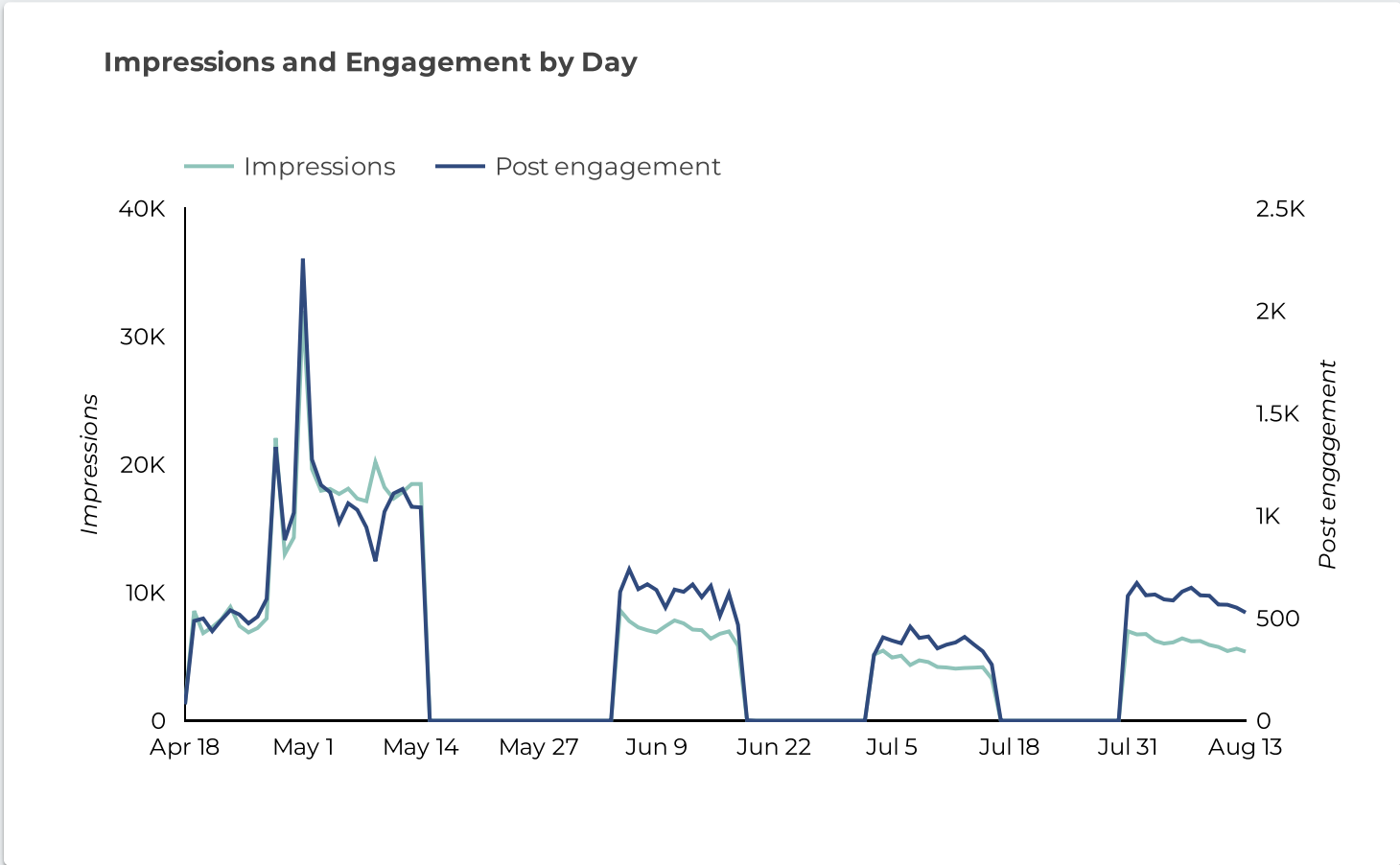
Impressions
637,283

Reach
155,137

Clicks
771

Est. Ad Recall
3,860

Frequency
4.11



Social Recruitment Campaign

Goal: Website Traffic

Target: 40 miles of GHS interest in employment & psychology, health, wellness, or medicine

Flight #1: 5/1/2023 - 6/25/2023

Flight #2: 9/4/2023 - 10/29/2023

Impressions
422,825

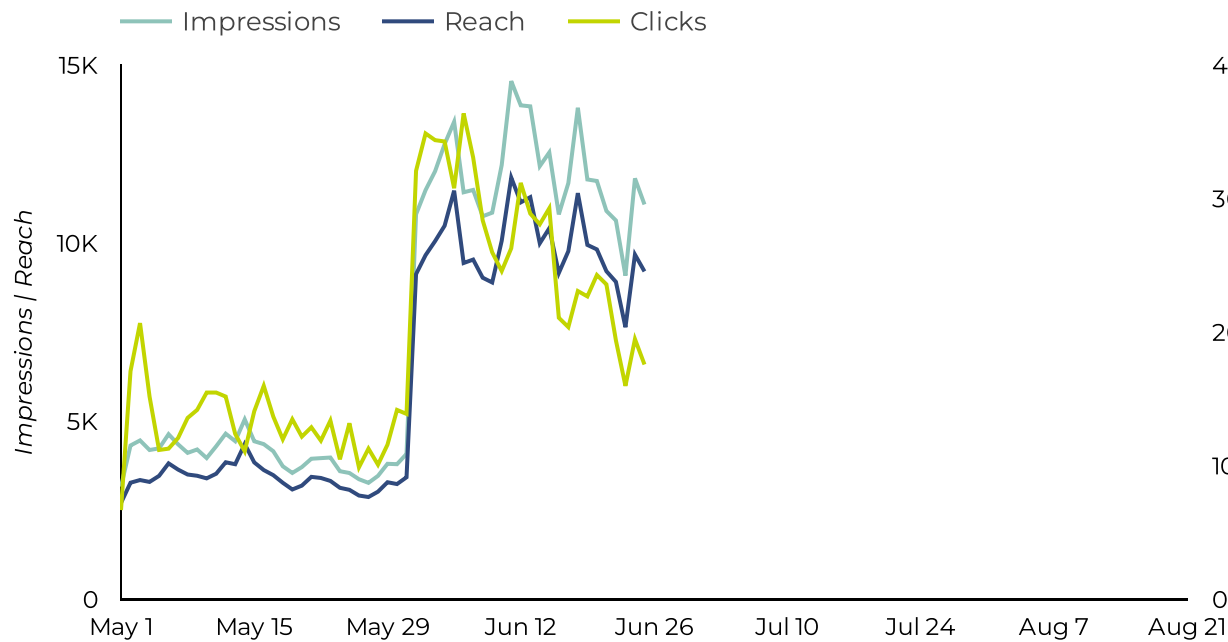
Reach
82,578

Link clicks
5,116

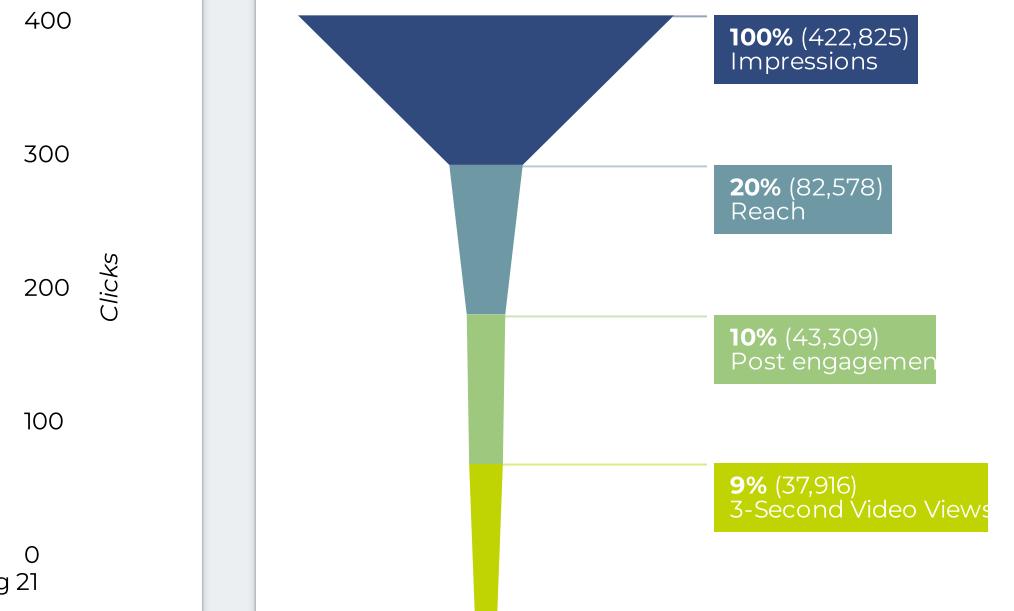
CTR (Link)
1.21%

Frequency
5.12

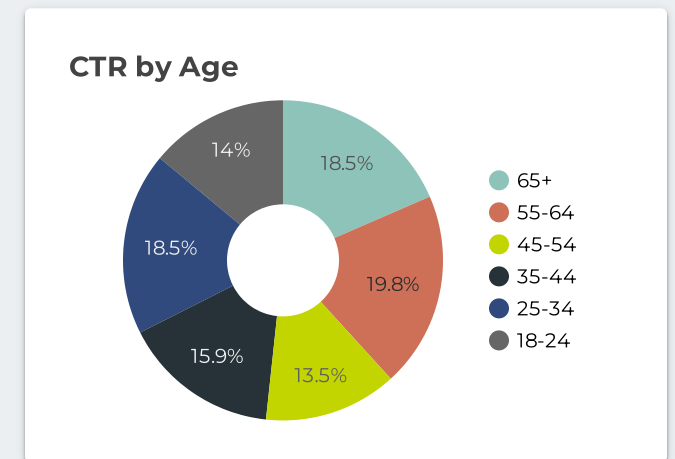
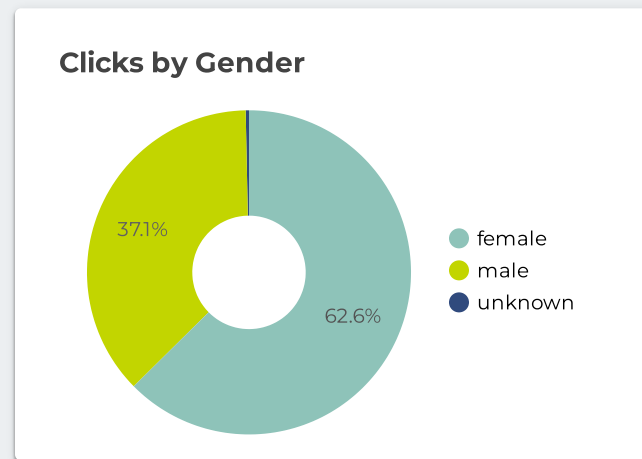
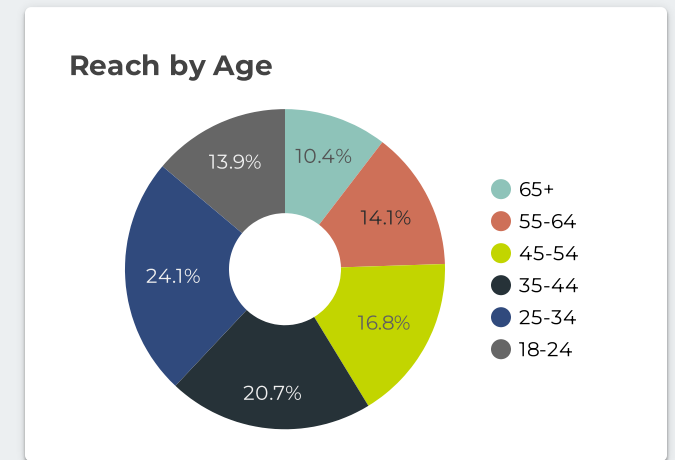
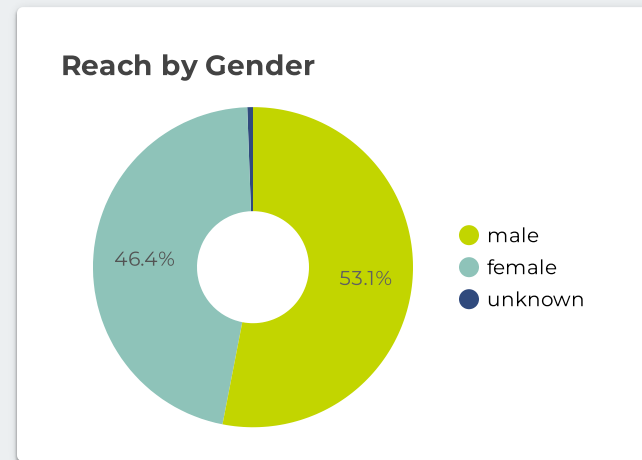
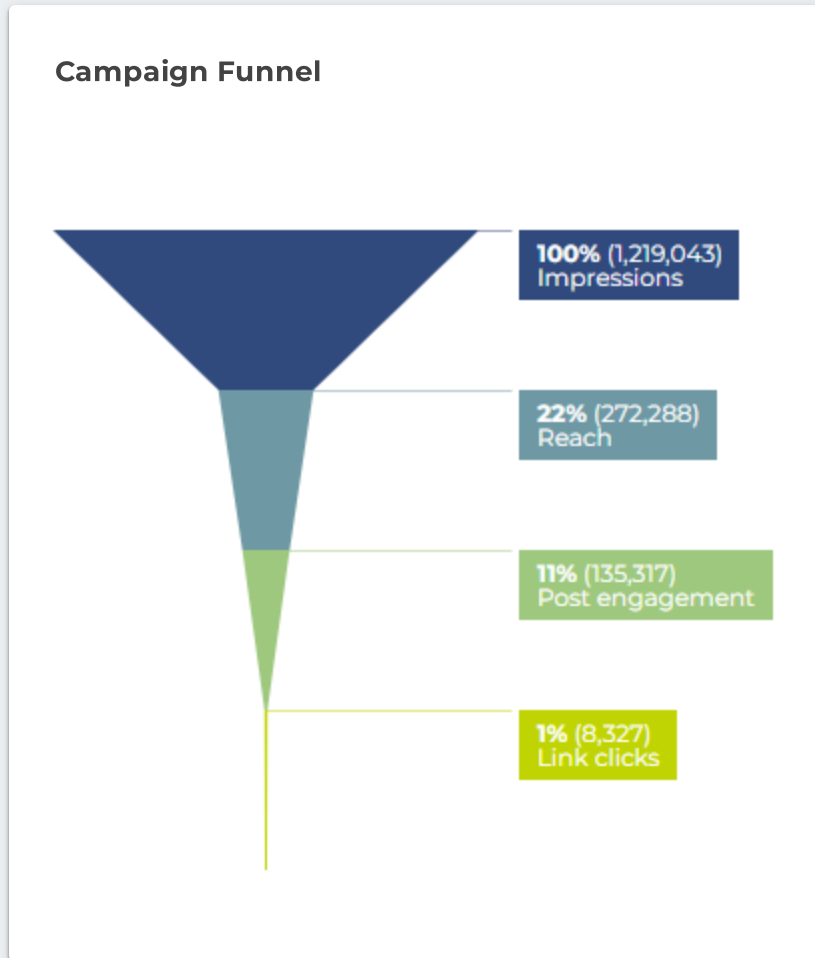
Impressions, Reach, and Engagement by Day



Campaign Funnel



Report Dates: 4/18/2023 - 8/31/2023



Adset Performance Overview

Campaign name ▾	Impressions	Reach	Clicks	CTR (All)	Link clicks	CTR (Link)	3-Sec. Video Views
GHS FY23 Recruitment	422,825	82,578	10,727	2.54%	5,116	1.21%	37,916
GHS FY23 Branding Traffic	158,935	34,573	3,484	2.19%	2,753	1.73%	43,008
GHS FY23 Branding Awareness	637,283	155,137	771	0.12%	458	0.07%	45,648
Grand total	1,219,043	272,288	14,982	1.62%	8,327	1.00%	126,572

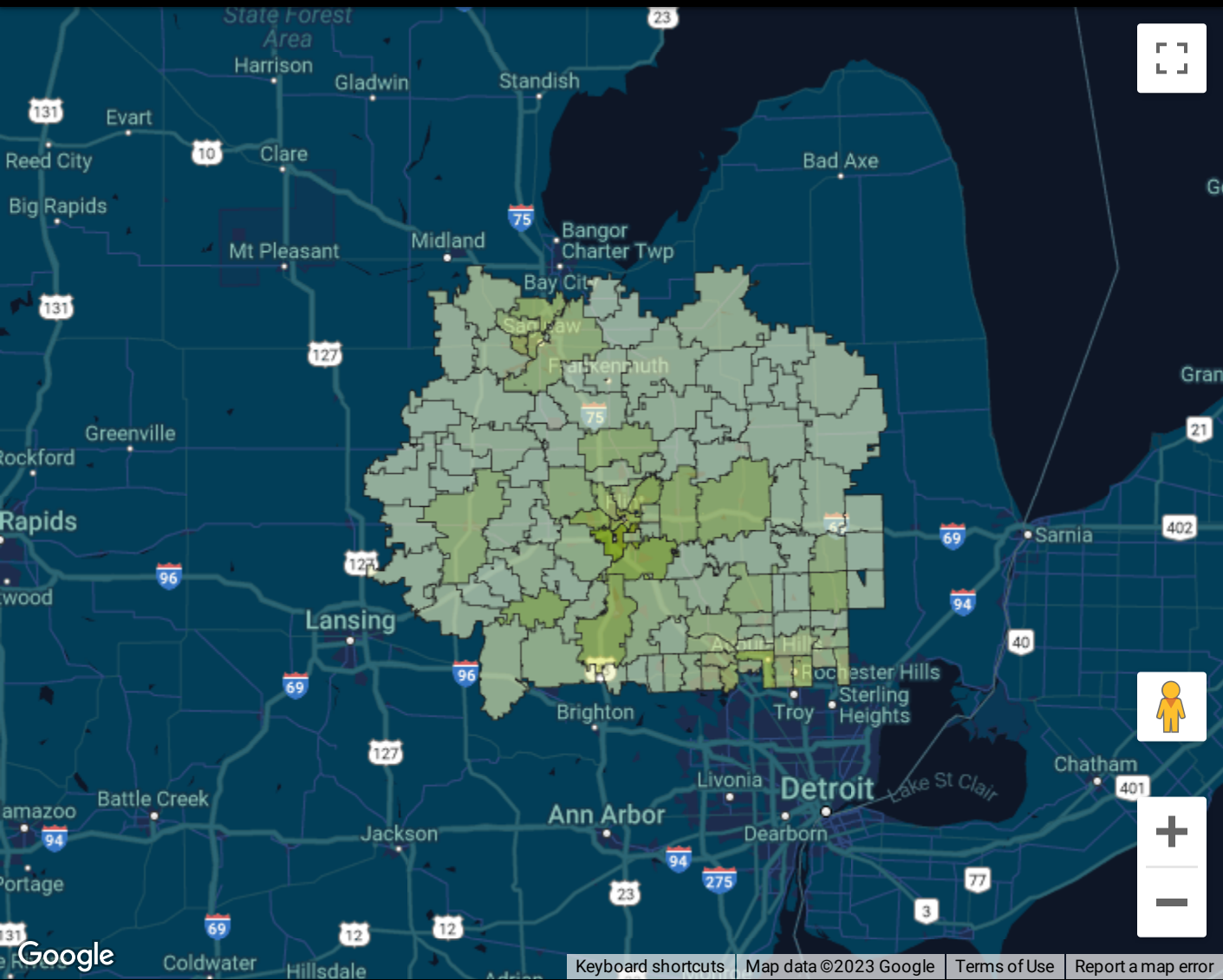
Pre-Roll - Flight #2 started 8/28

Flight 1: 4/19 - 6/25
Flight 2: 8/28 - 11/26

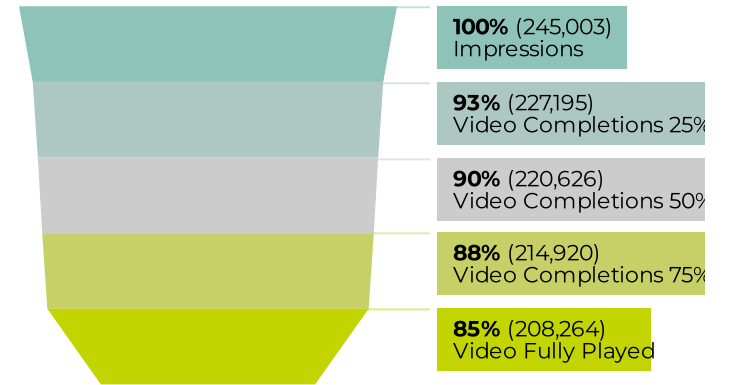
Impressions
245,003

Clicks
494

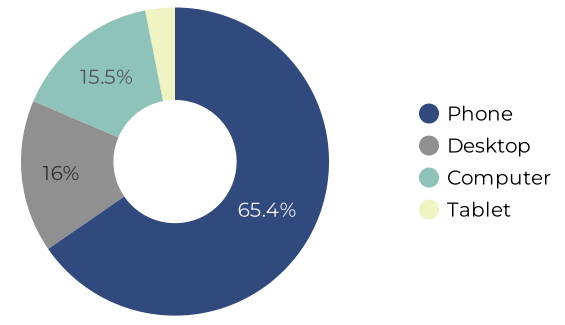
CTR
0.18%



Video Completion Funnel



Impressions by Device



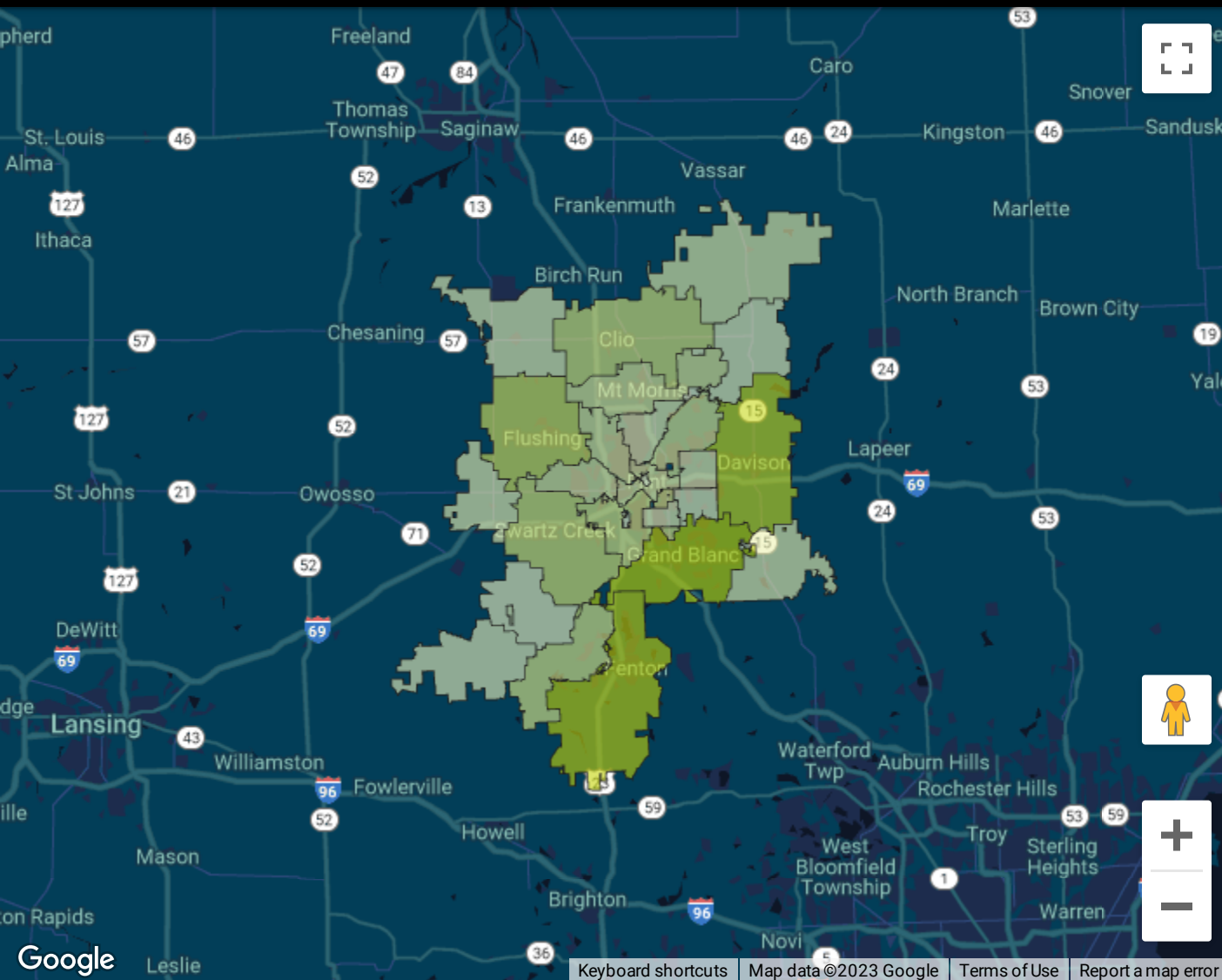
Digital Display

IMPRESSIONS
437,605

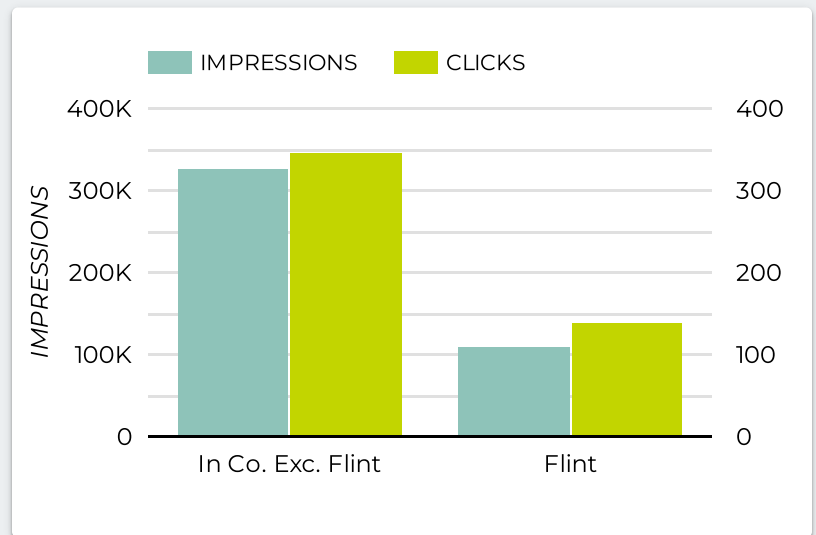
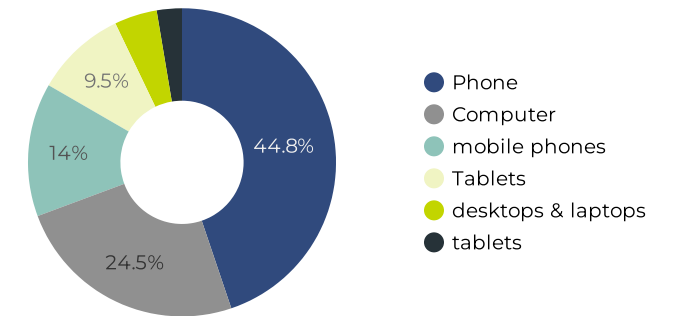
REACH
276,395

CLICKS
486

CTR
0.21%



Streaming Audio Device



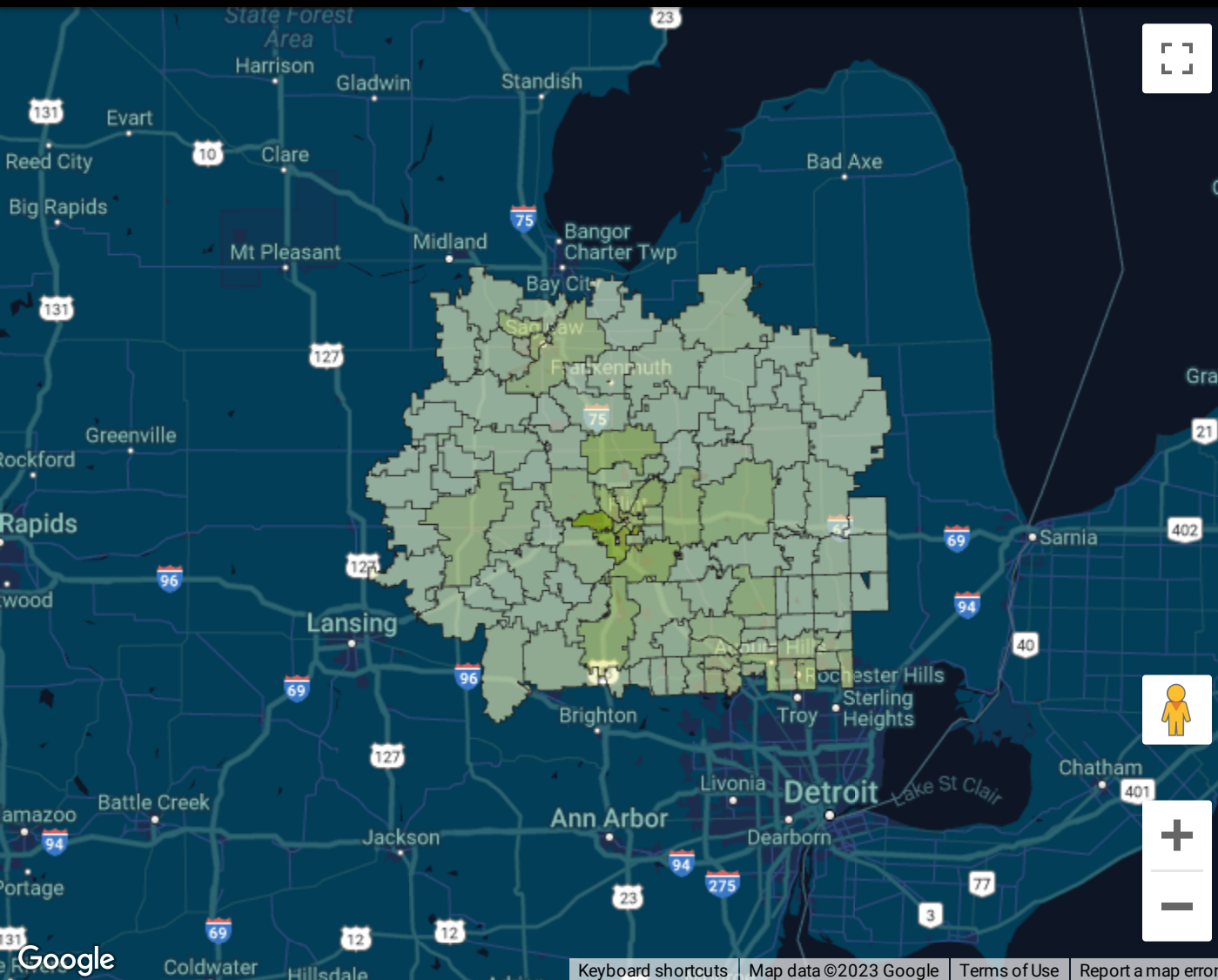
Digital Display

IMPRESSIONS
597,232

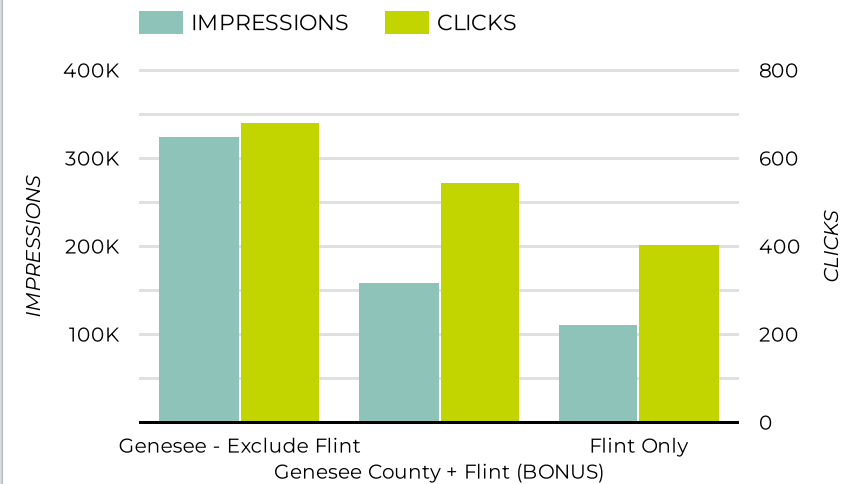
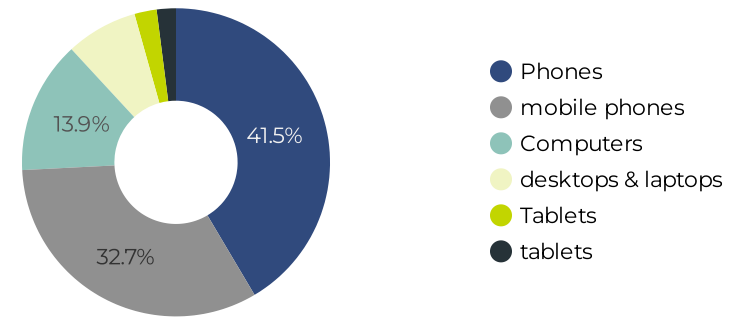
REACH
330,961

CLICKS
1,632

CTR
0.51%



Reach by Region



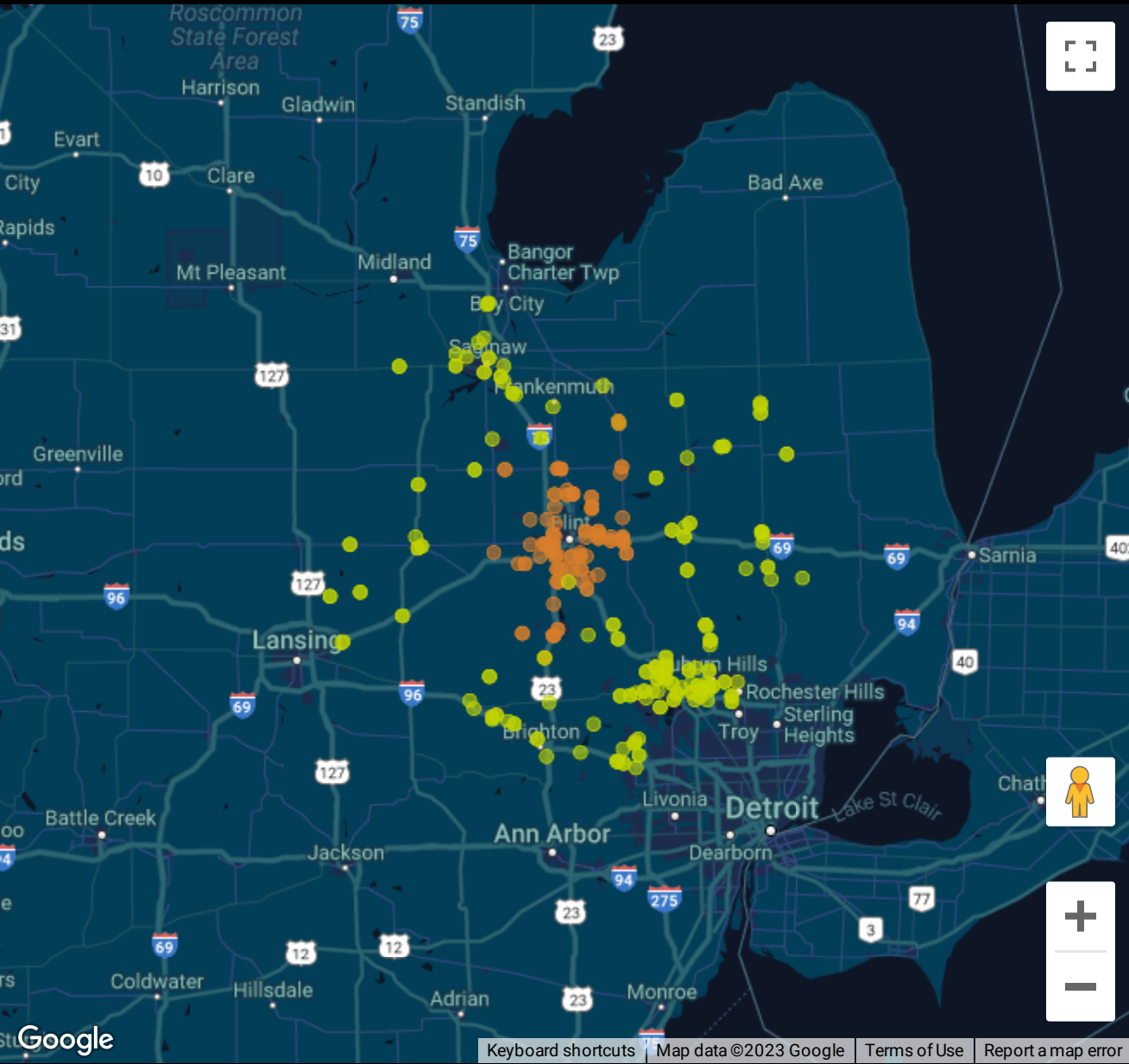
GSTV

Impressions
291,558

Ad Plays
261,427

Screens
123

Flight 1: 4/19 - 5/19
Flight 2: 5/29 - 6/25
Flight 3: 7/31 - 8/27
Flight 4: 10/2 - 10/29
Flight 5: 11/27 - 12/24



Delivery by Flight		
Flight	Impressions	Ad Plays
Flight #1	65,963	64,158
Flight #2	104,979	91,877
Flight #3	120,616	105,392
Grand total	291,558	261,427

Delivery by Campaign		
Location	Impressions	Ad Plays
Branding & Recruitment	139,286	125,084
Recruitment	152,272	136,343
Grand total	291,558	261,427

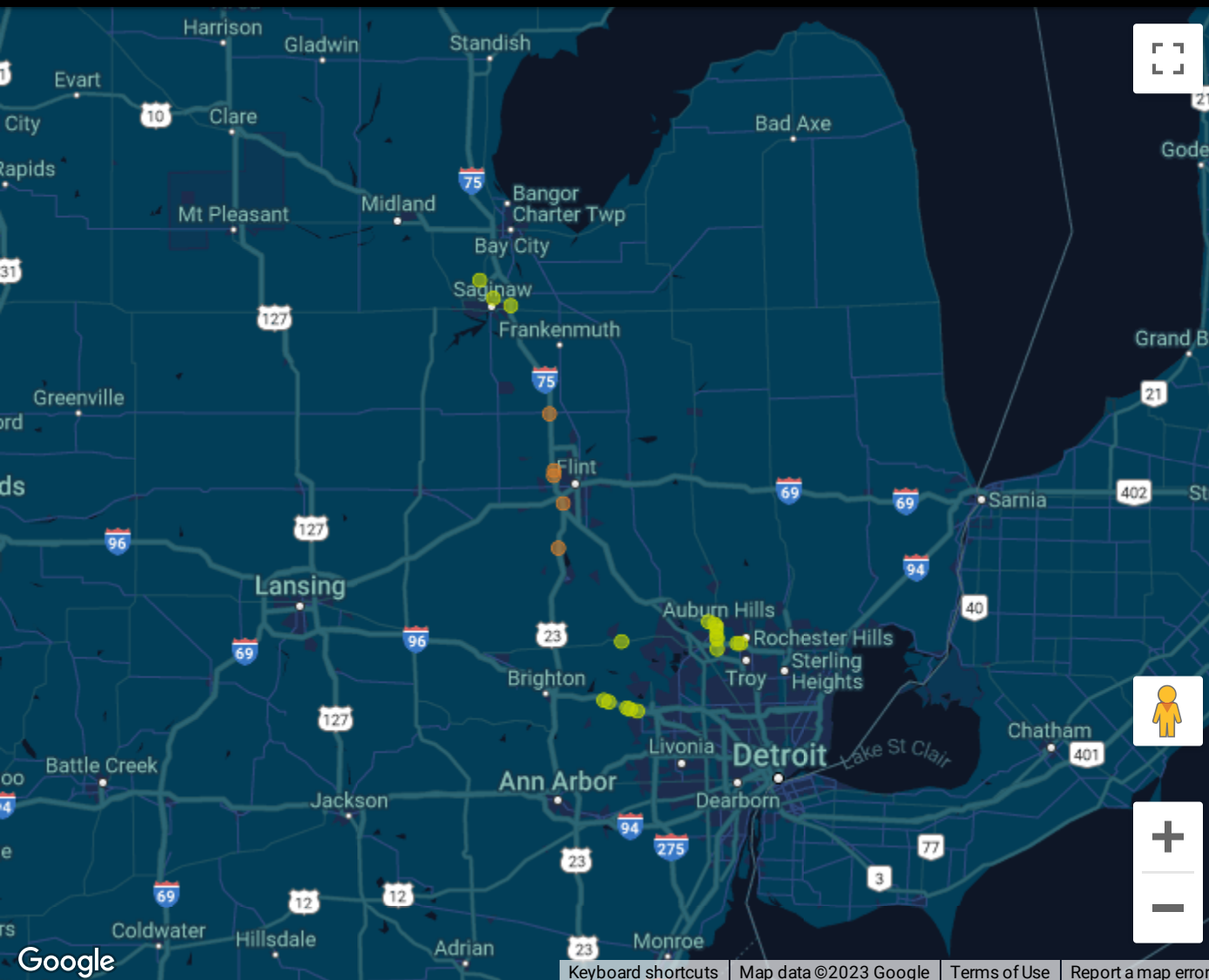
Digital Billboards - Flight #3 started 8/28

Impressions
456,011

Ad Plays
45,989

Screens
38

Flight 1: 5/1 - 5/28
Flight 2: 7/3 - 7/30
Flight 3: 8/28 - 10/1
Flight 4: 10/30 - 11/26



Delivery by Flight		
Flight	Impressions	Ad Plays
Flight #1	210,895	21,869
Flight #2	217,094	22,494
Flight #3	28,022	1,626
Grand total	456,011	45,989

Delivery by Campaign		
Location	Impressions	Ad Plays
Branding & Recruitment	231,938	34,306
Recruitment	224,073	11,683
Grand total	456,011	45,989

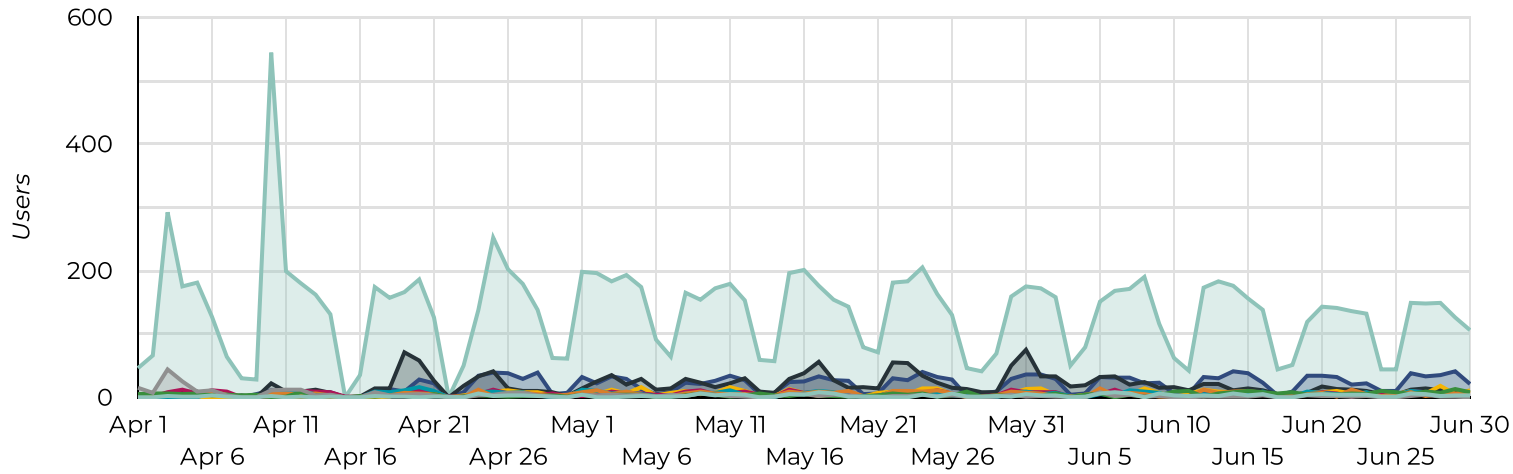
Report Dates:

Apr 1, 2023 - Jun 30, 2023

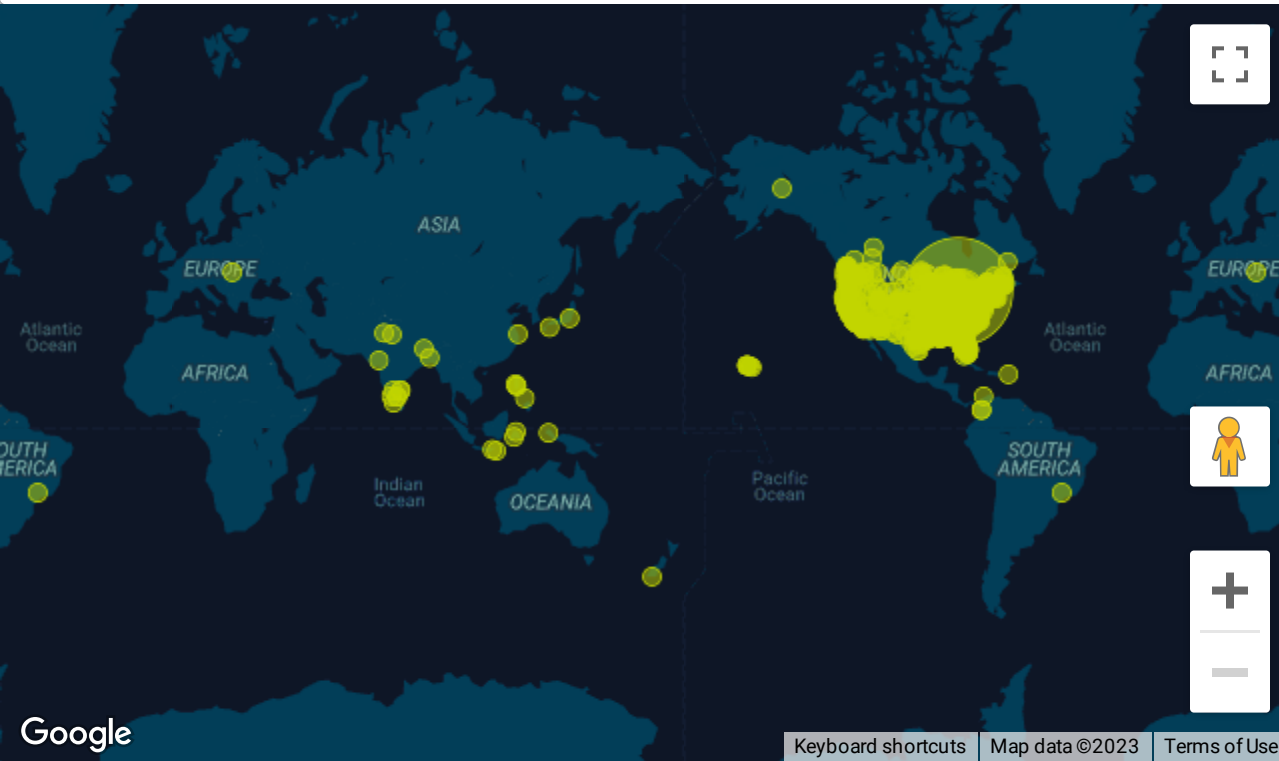
New Users
18,263

Users
19,514

Sessions
29,709



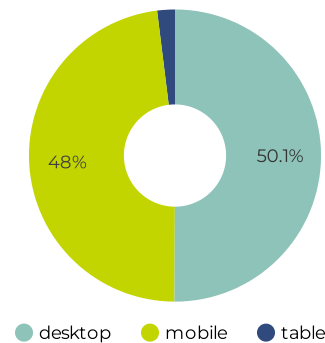
Acq. Source/Medium	Campaign	Sessions...
google/organic	(not set)	9,600
(direct)/(none)	(not set)	7,073
(direct)/(none)	(direct)	2,285
fb/paid	63172054943...	2,108
bing/organic	(not set)	1,289
google/organic	(organic)	1,136
bing/organic	(organic)	889



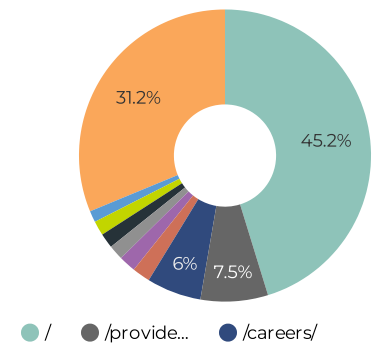
Campaign 6317205494375 is Meta Recruitment Campaign
 Campaign 6317205494575 is Meta Awareness Campaign
 Campaign 6317205494775 is Meta Branding Traffic Campaign

Sources listed as KingMedia are other digital tactics we have booked.
 Mediums listed as Audience are digital ads booked to target a specific audience.

Sessions by Device



Sessions by Landing Page



Sessions 1 • ● 5,415

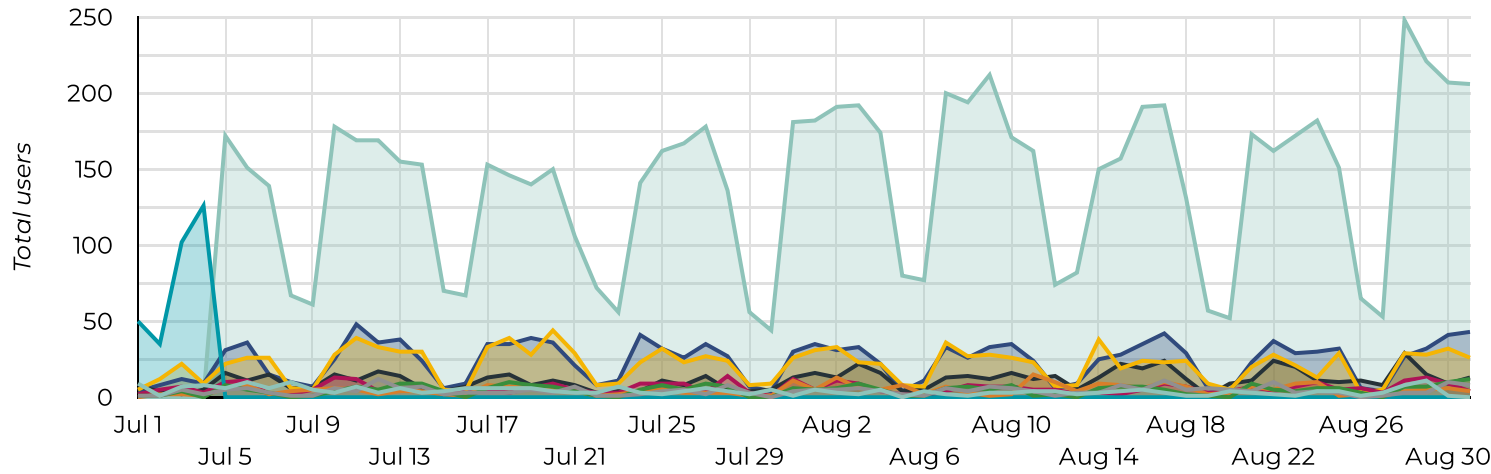
New users
10,612

Total users
10,938

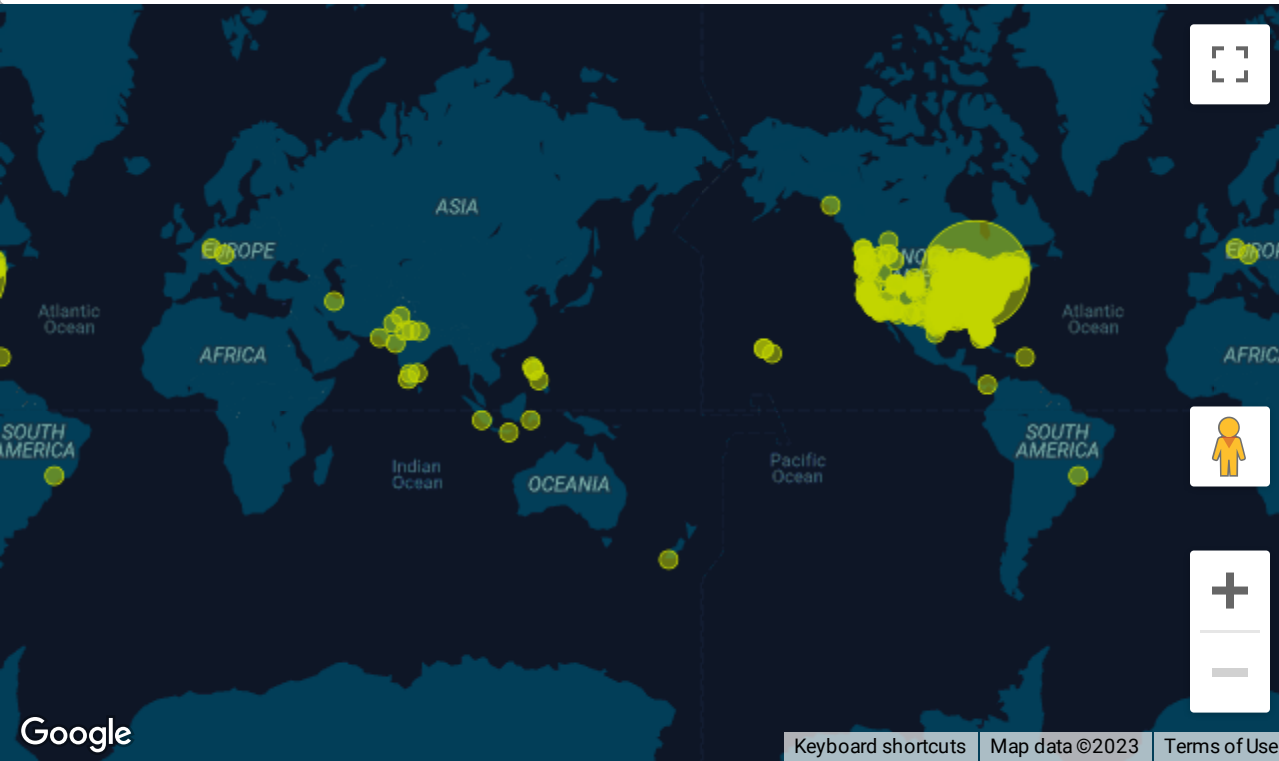
Sessions
18,094

Report Dates:

Jul 1, 2023 - Aug 31, 2023



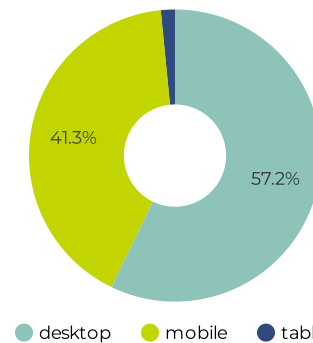
Aquisition Channel	Campaign	New users...
Organic Search	(organic)	5,048
Direct	(direct)	3,648
Referral	(referral)	742
Paid Social	6317205494775	479
Organic Shopping	(referral)	300
Organic Social	(referral)	186



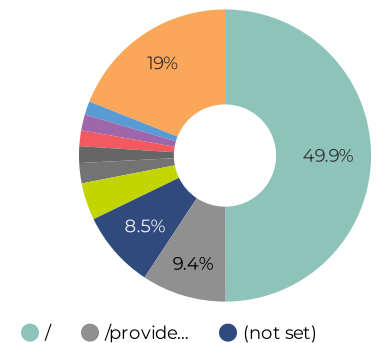
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Sessions by Device



Sessions by Landing Page



Sessions 1 • ● 3,800