

KING

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Genesee Health System

Awareness & Recruitment Campaign

October Report

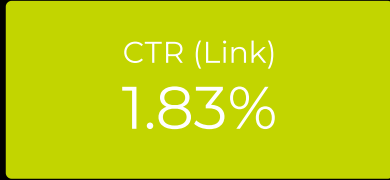
Report Dates: April 6, 2023 - October 31, 2023

Social Branding Campaign

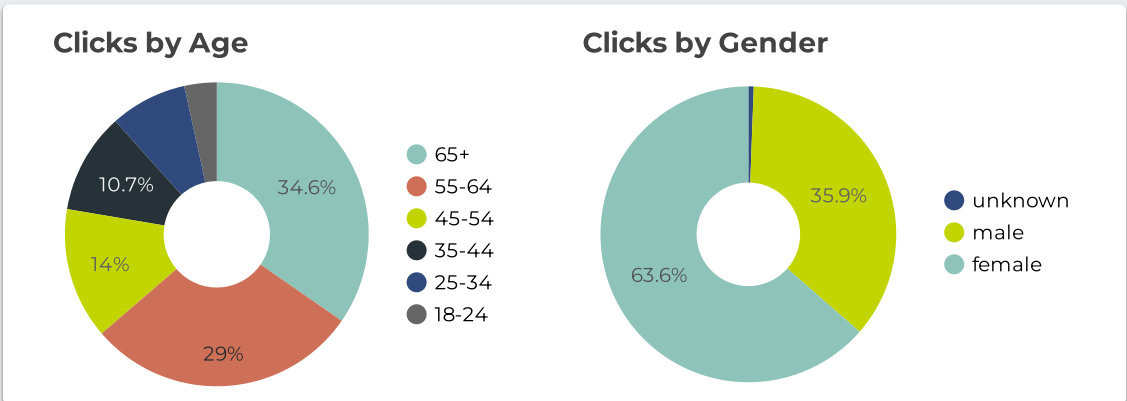
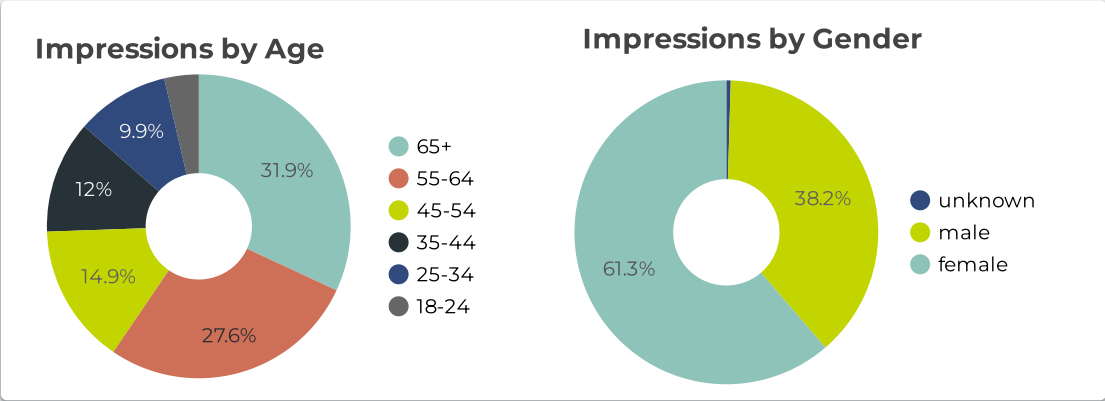
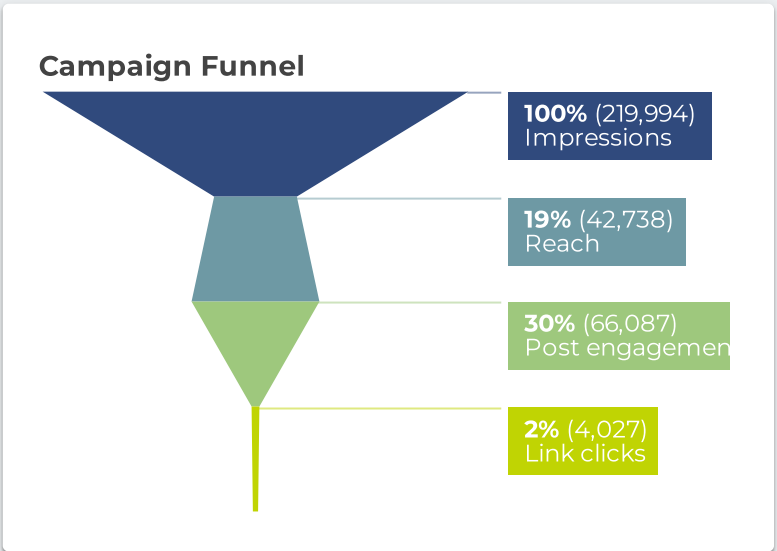
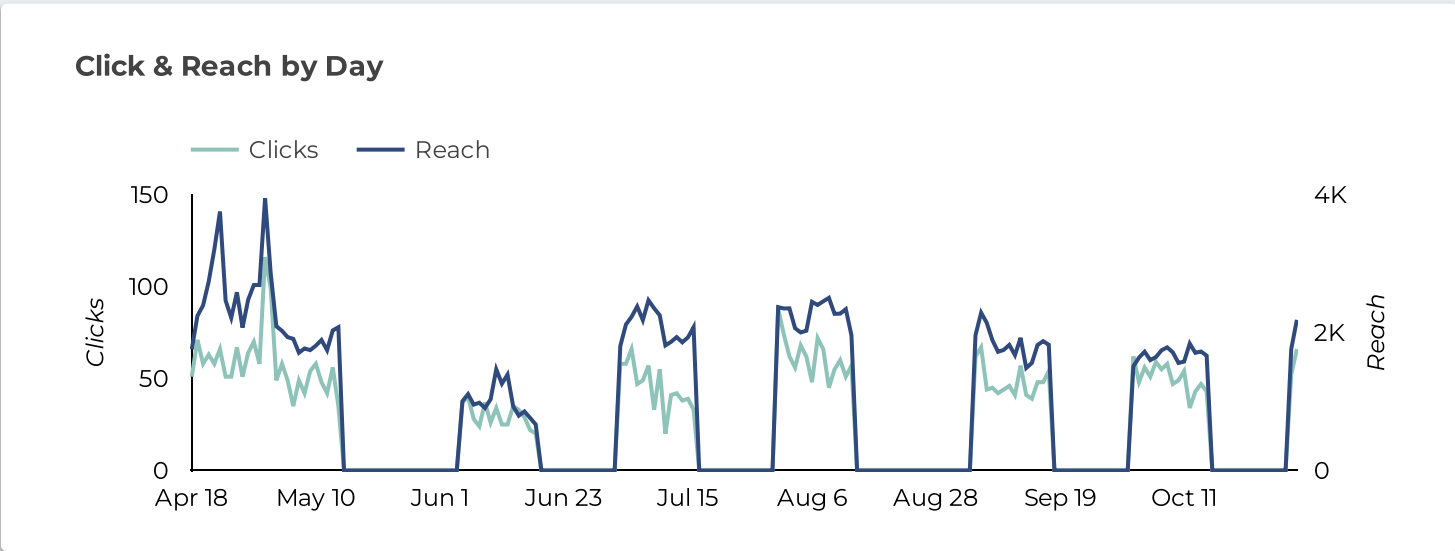
Goal: Website Traffic

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

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



Benchmark: 0.9%
Industry Standard

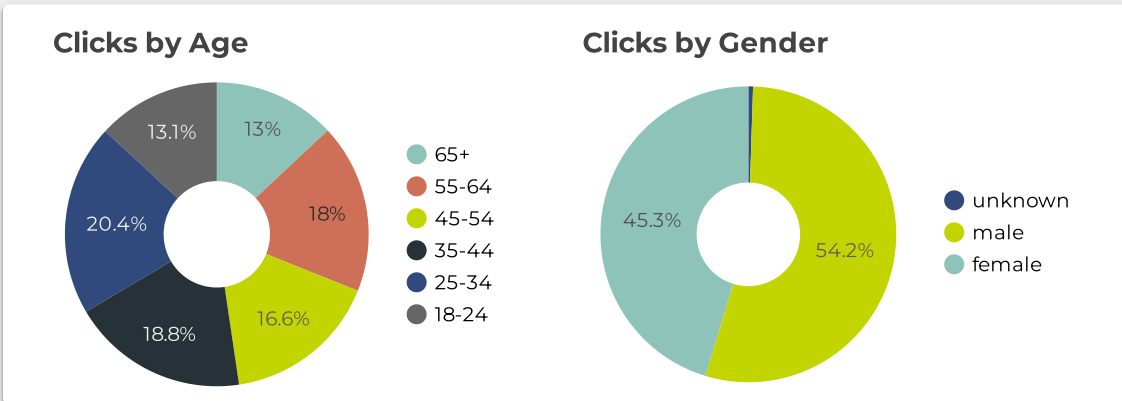
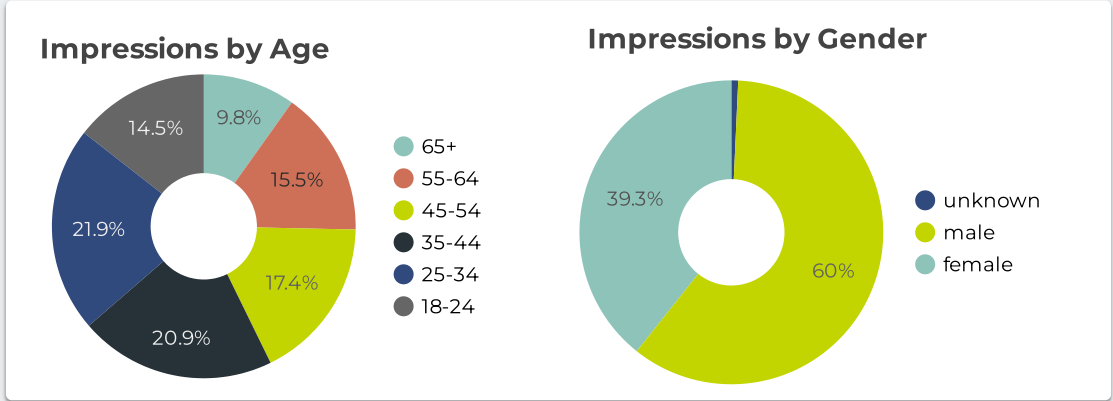
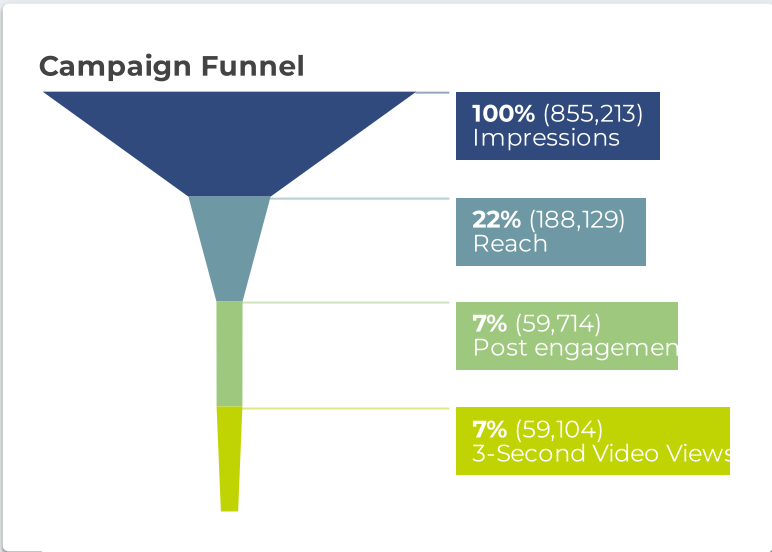
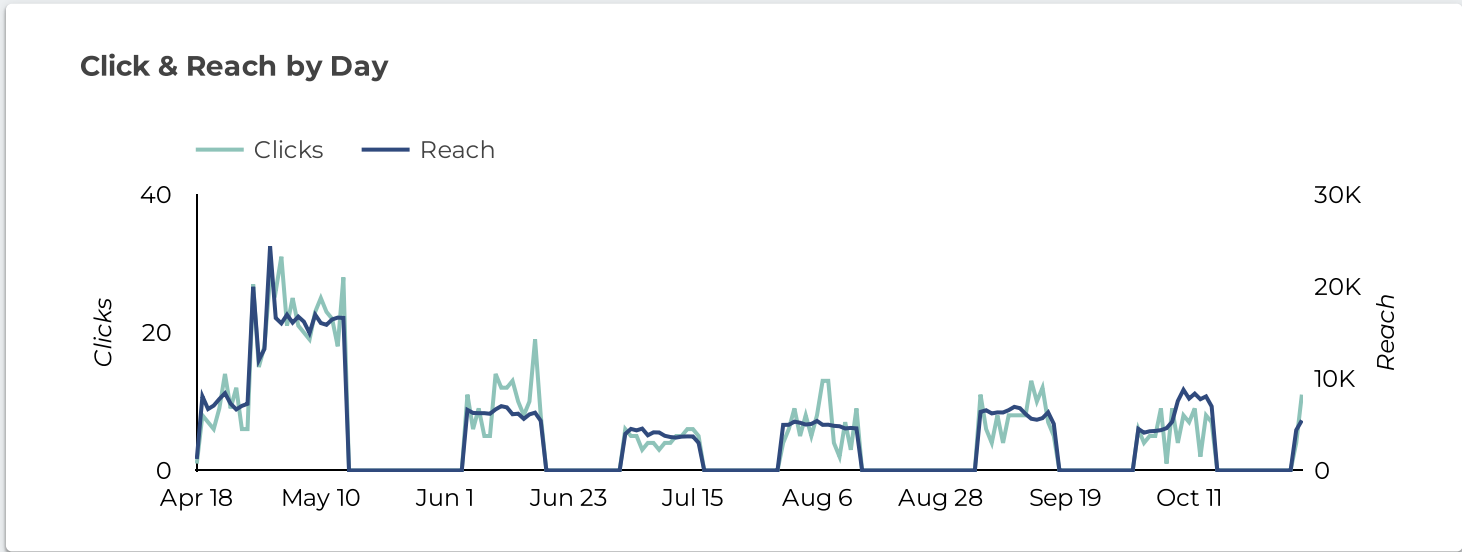
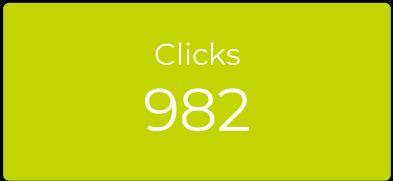


Social Branding Campaign

Goal: Awareness/Reach

Target: Genesee County 18+

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

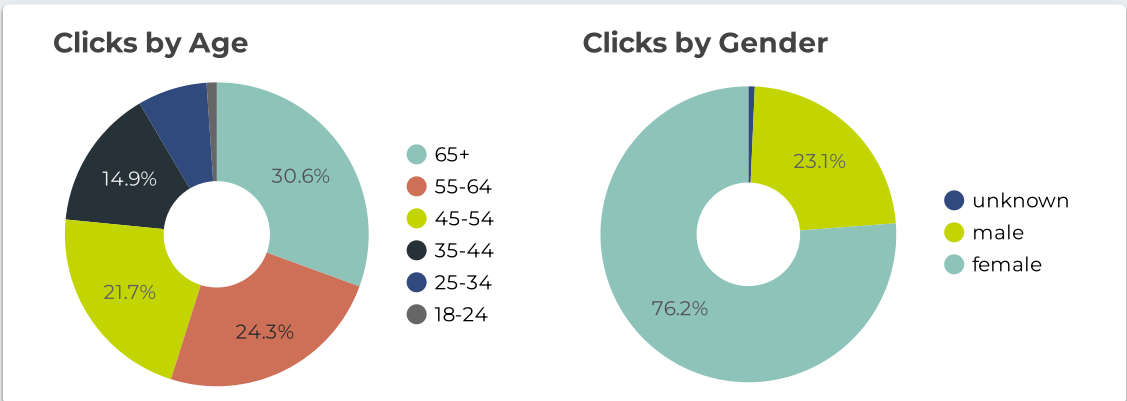
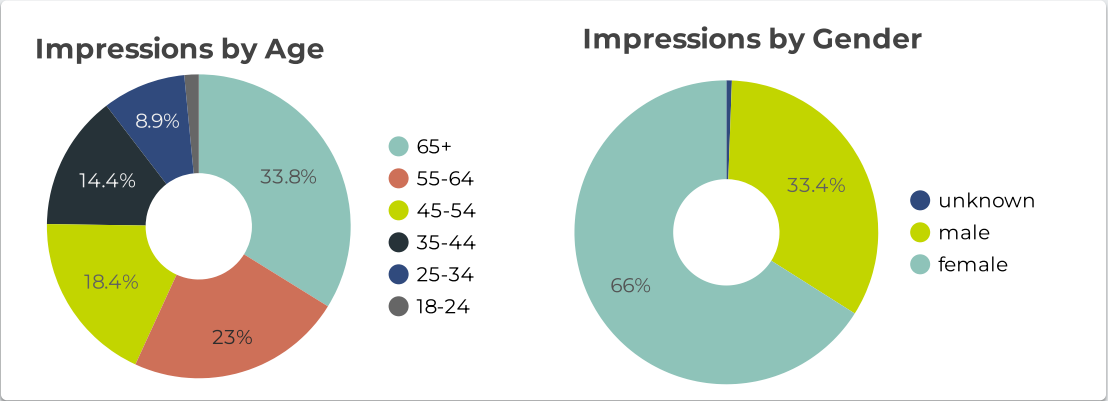
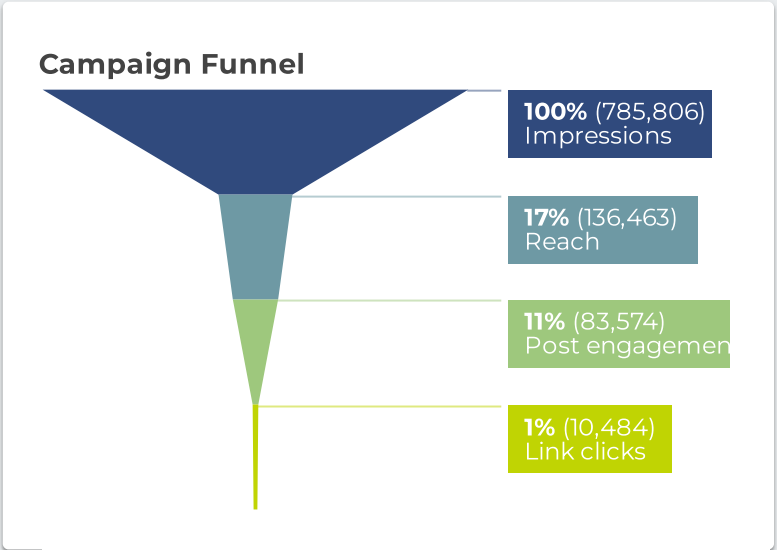
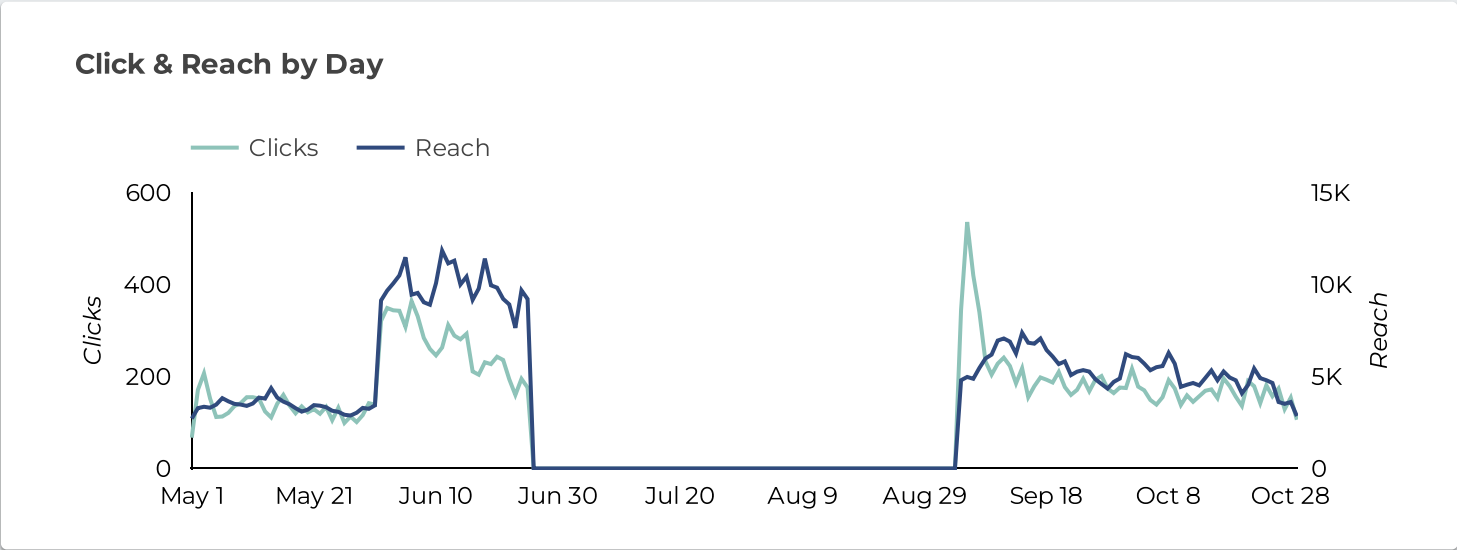
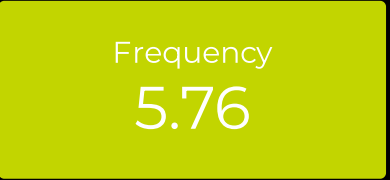


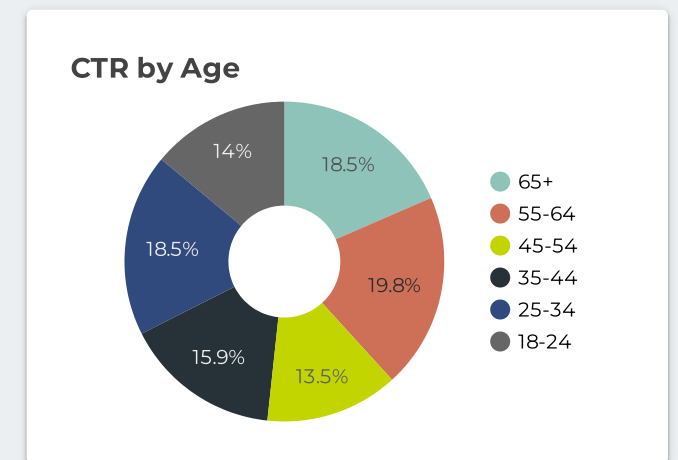
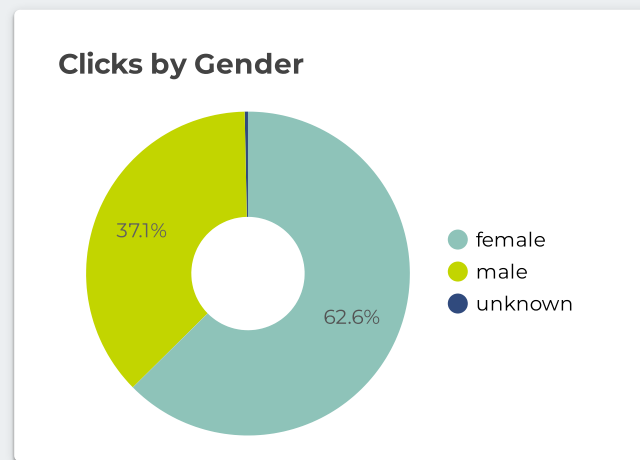
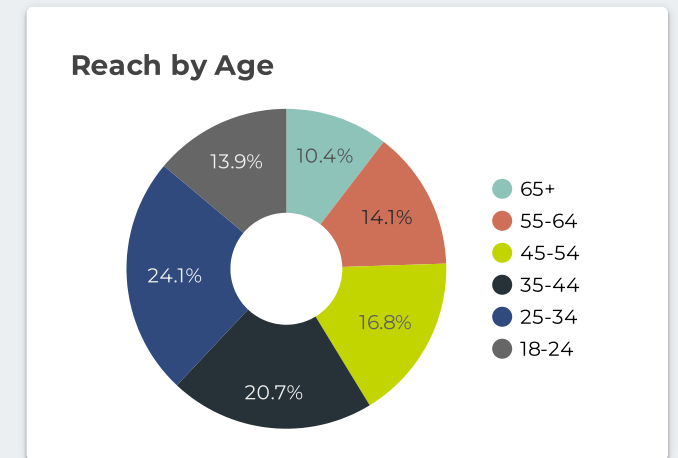
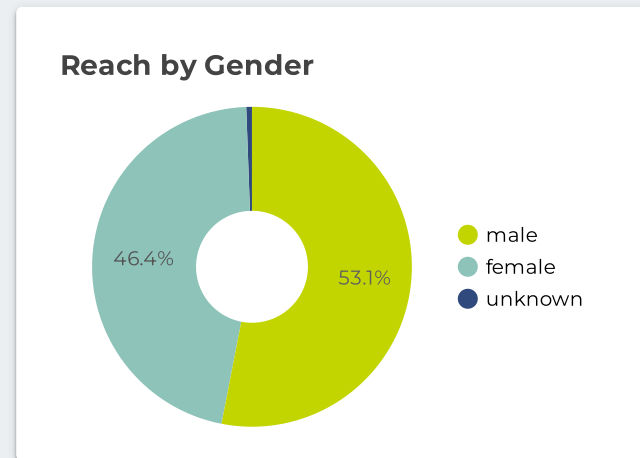
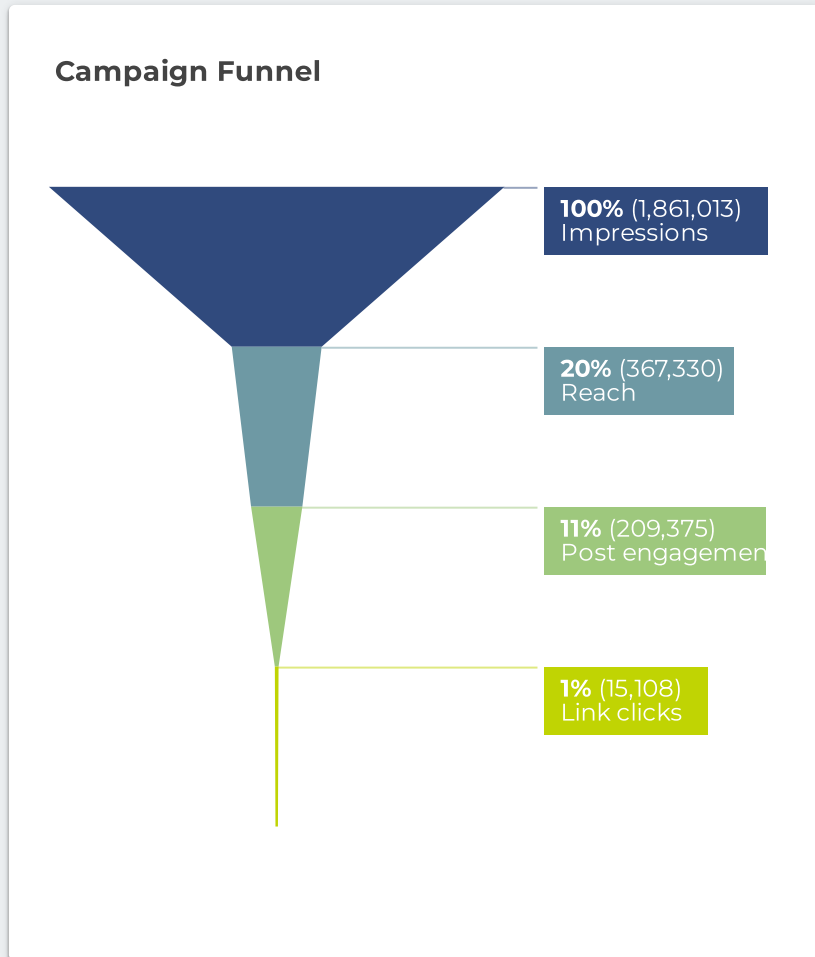
Social Recruitment Campaign

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





Adset Performance Overview

Campaign name ▾	Impressions	Reach	Clicks	CTR (All)	Link clicks	CTR (Link)	3-Sec. Video Views
GHS FY23 Recruitment	785,806	136,463	21,522	2.74%	10,484	1.33%	72,534
GHS FY23 Branding Traffic	219,994	42,738	4,986	2.27%	4,027	1.83%	61,876
GHS FY23 Branding Awareness	855,213	188,129	982	0.11%	597	0.07%	59,104
Grand total	1,861,013	367,330	27,490	1.71%	15,108	1.08%	193,514

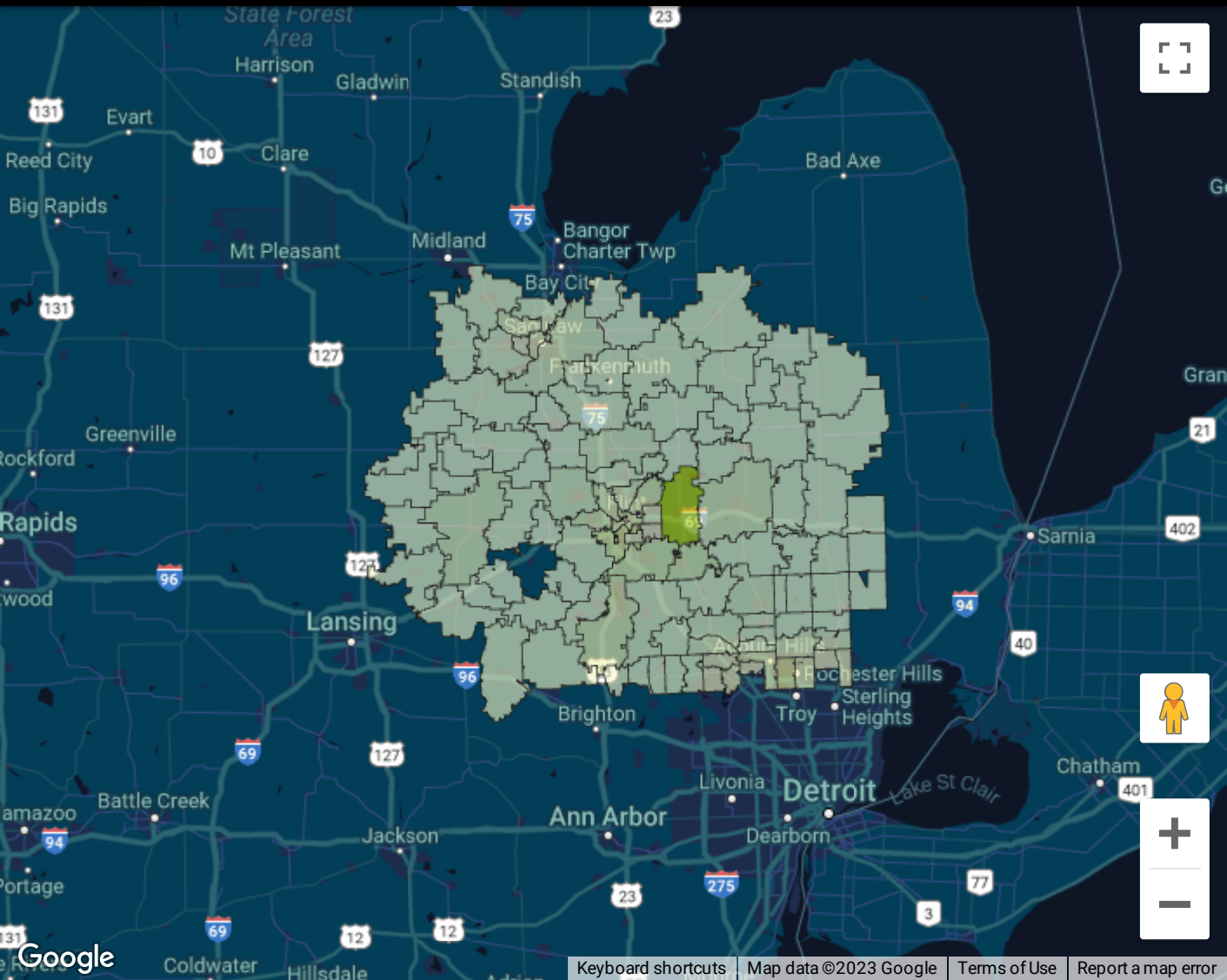
Pre-Roll

Impressions
418,932

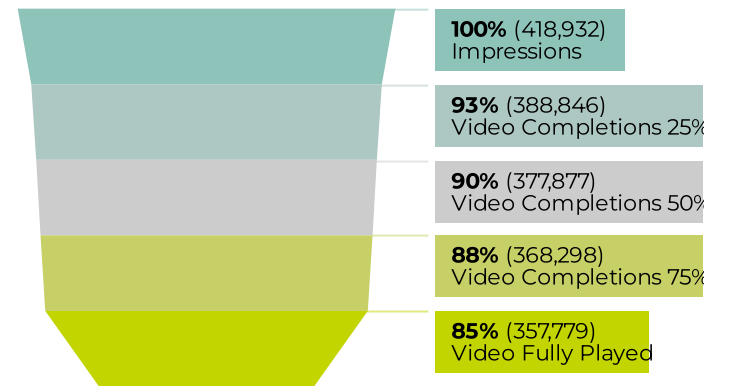
Clicks
840

CTR
0.16%

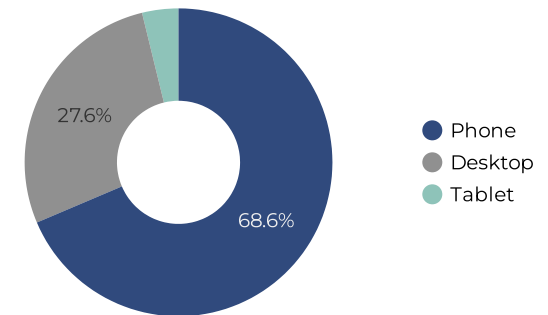
Flight 1: 4/19 - 6/25
Flight 2: 8/28 - 11/26



Video Completion Funnel



Impressions by Device



Digital Display

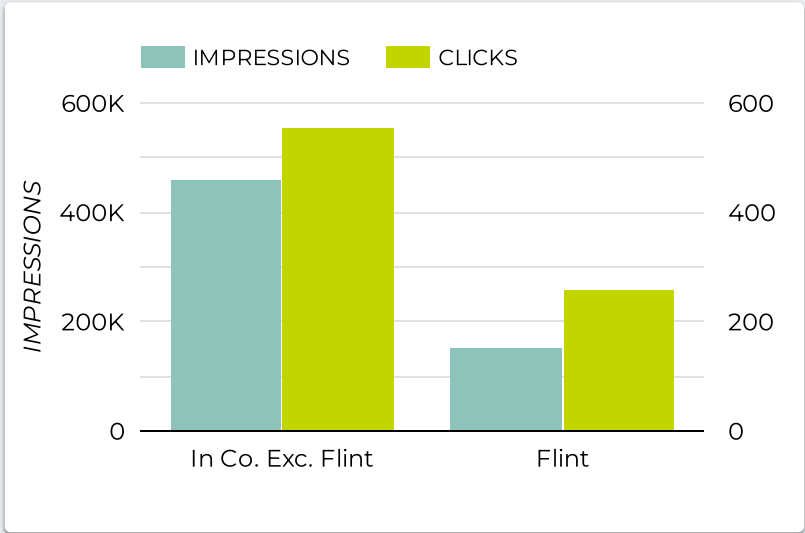
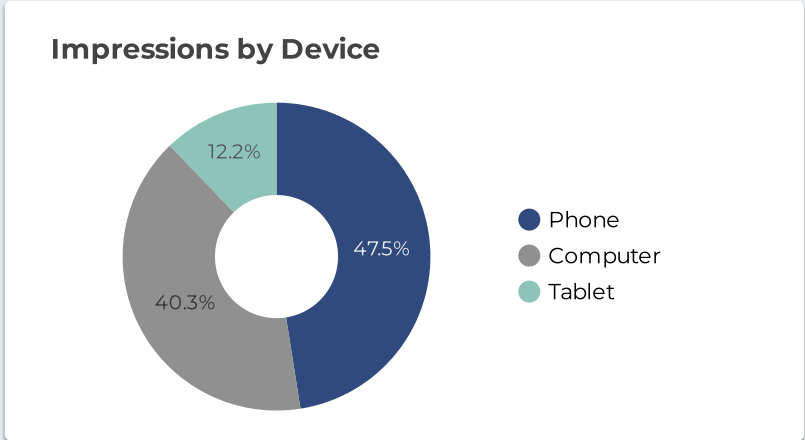
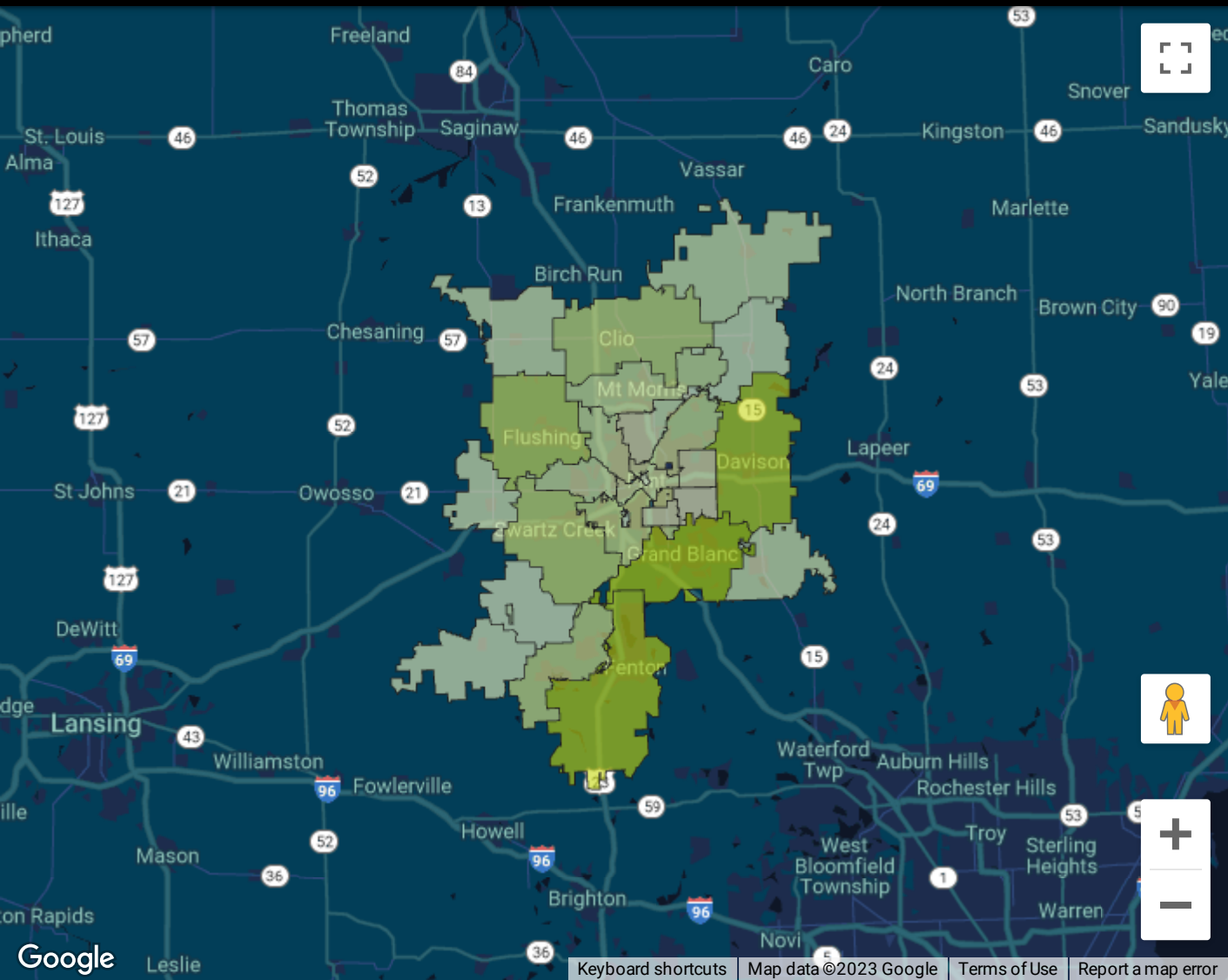
Run Dates: 4/6 - 12/31

IMPRESSIONS
615,084

REACH
388,609

CLICKS
816

CTR
0.30%



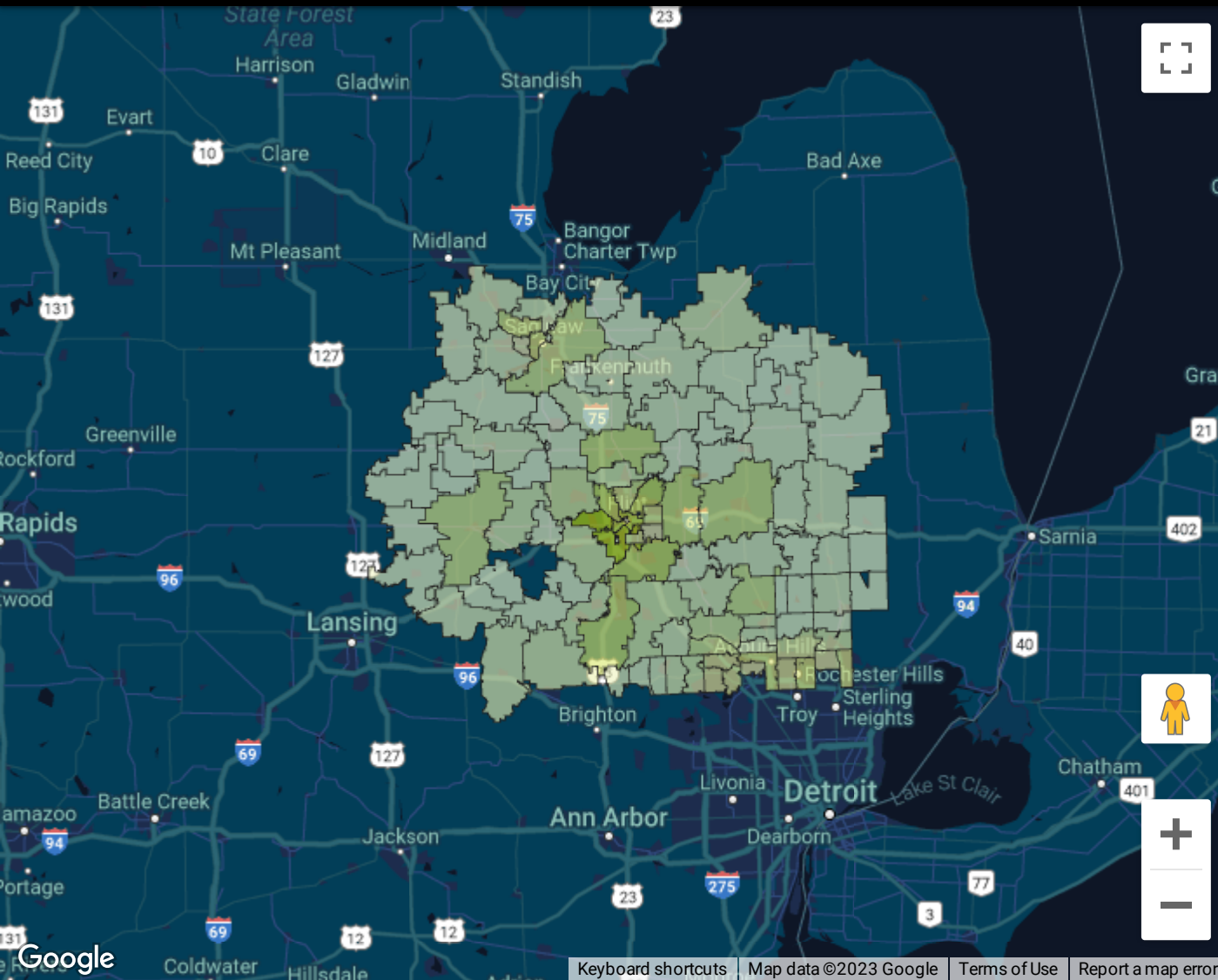
Digital Display

IMPRESSIONS
838,922

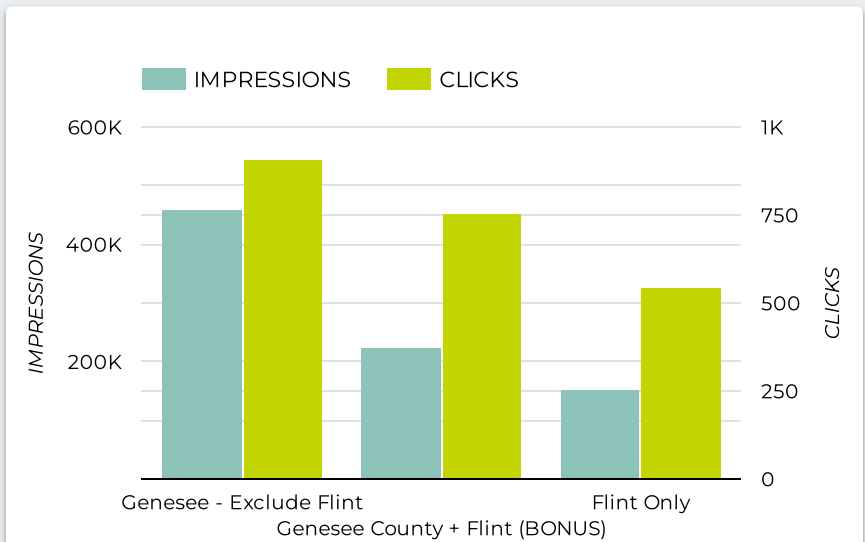
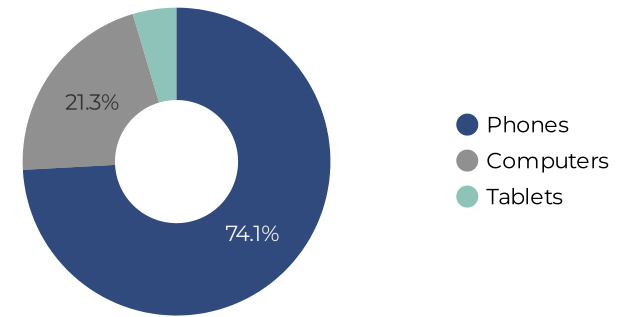
REACH
464,430

CLICKS
2,211

CTR
0.51%



Impressions by Device



Tactic Include: Digital Display, Pre-Roll & Streaming Audio

Impressions
2,153,387

Home Page
4,206

Careers
560

Total Visits
4,766

HP EvPM
2.42

Digital tactics, such as digital display, pre-roll, and streaming audio, utilize a pixel to track when a user who was served your ad visits your website. "Home Page" and "Careers" represent the number of visits those pages received from a user who was served your ad. Through the pixel, we can see that 4,766 website visits were influenced by a digital ad. The success is measured through Home Page visits per Mille (HP EvPM).

Tactic	Target Audience...	Target Geo	Impressions	Clicks	CTR	Home Page	Careers	HP EvPM
Digital Display	A18+	Flint, MI Zip Codes	56,499	108	0.19%	290	30	5.13
Digital Display	A18+	Genesee County (Excluding Flint)	168,835	196	0.11%	408	45	2.42
Digital Display	Education Level	Flint, MI Zip Codes	114,714	382	0.33%	524	73	4.57
Digital Display	Education Level	Genesee County (Excluding Flint)	167,237	542	0.32%	839	64	5.02
Digital Display	Education Level	Genessee County	339,259	609	0.18%	803	101	2.37
Digital Display	Multicultural	Flint, MI Zip Codes	56,769	104	0.18%	283	28	4.99
Digital Display	Multicultural	Genesee County (Excluding Flint)	170,308	235	0.14%	465	60	2.73
Pre-Roll	Education Level	Flint, MI Zip Codes	61,282	59	0.1%	123	35	2.01
Pre-Roll	Education Level	Genesee County (Excluding Flint)	186,700	283	0.15%	323	73	1.73
Streaming Audio	RON	Flint, MI Zip Codes	164,087	-	-	45	14	0.27
Streaming Audio	RON	Genesee County (Excluding Flint)	473,515	-	-	98	36	0.21
Streaming Audio	RON Spanish	Flint, MI Zip Codes	54,862	-	-	2	0	0.04
Streaming Audio	RON Spanish	Genesee County	139,320	-	-	3	1	0.02
Grand total			2,153,387	2,518	0.19%	4,206	560	2.42

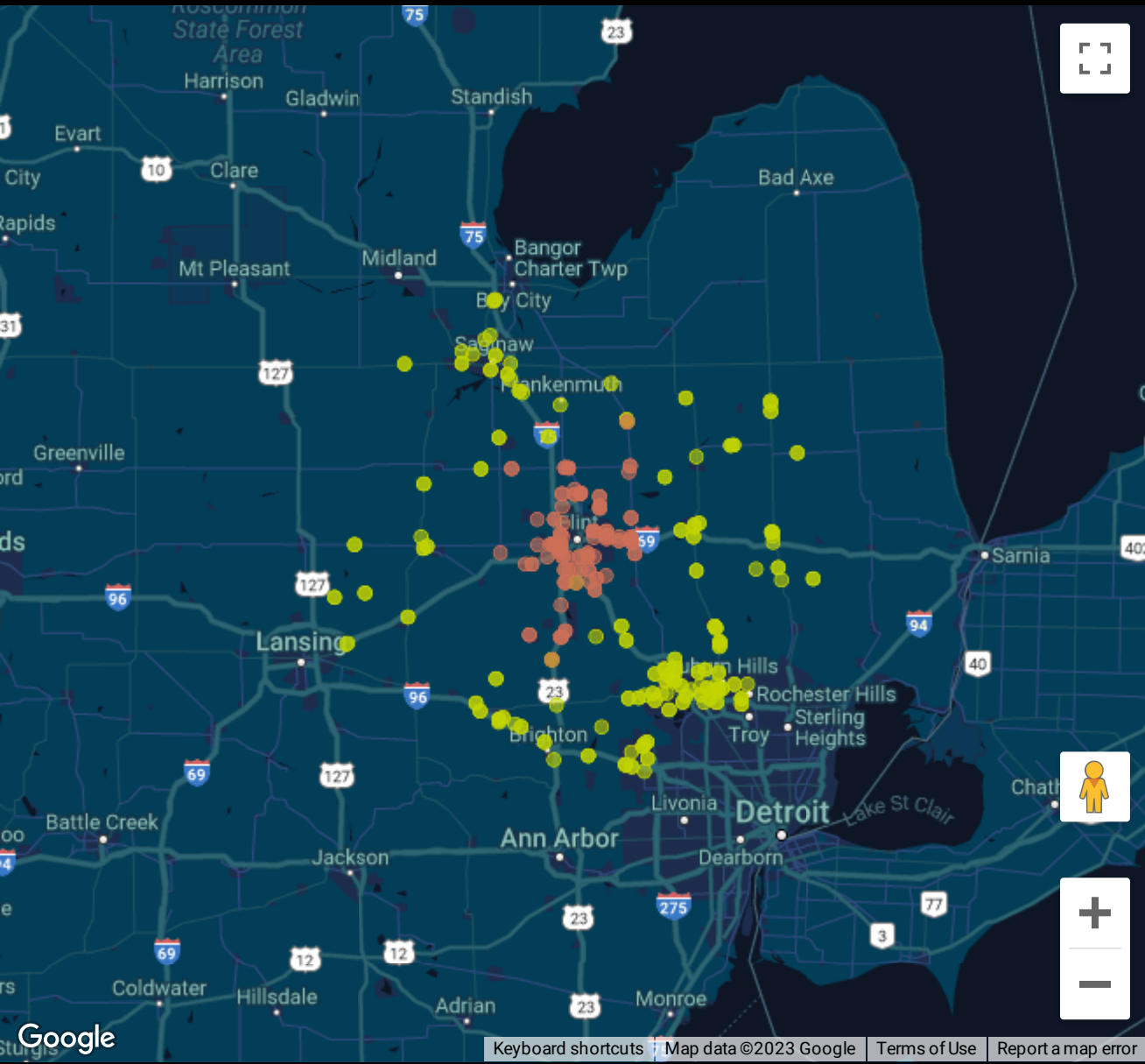
GSTV

Impressions
404,076

Ad Plays
360,052

Screens
123

Flight 1: 4/19 - 5/19
Flight 2: 5/29 - 6/25
Flight 3: 7/31 - 8/27
Flight 4: 9/25 - 10/22
Flight 5: 11/20 - 12/17



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
Flight #4	112,518	98,625
Flight #5		
Grand total	404,076	360,052

Delivery by Campaign		
Campaign	Impressions	Ad Plays
Branding & Recruitment	195,596	175,567
Recruitment	208,480	184,485
Grand total	404,076	360,052

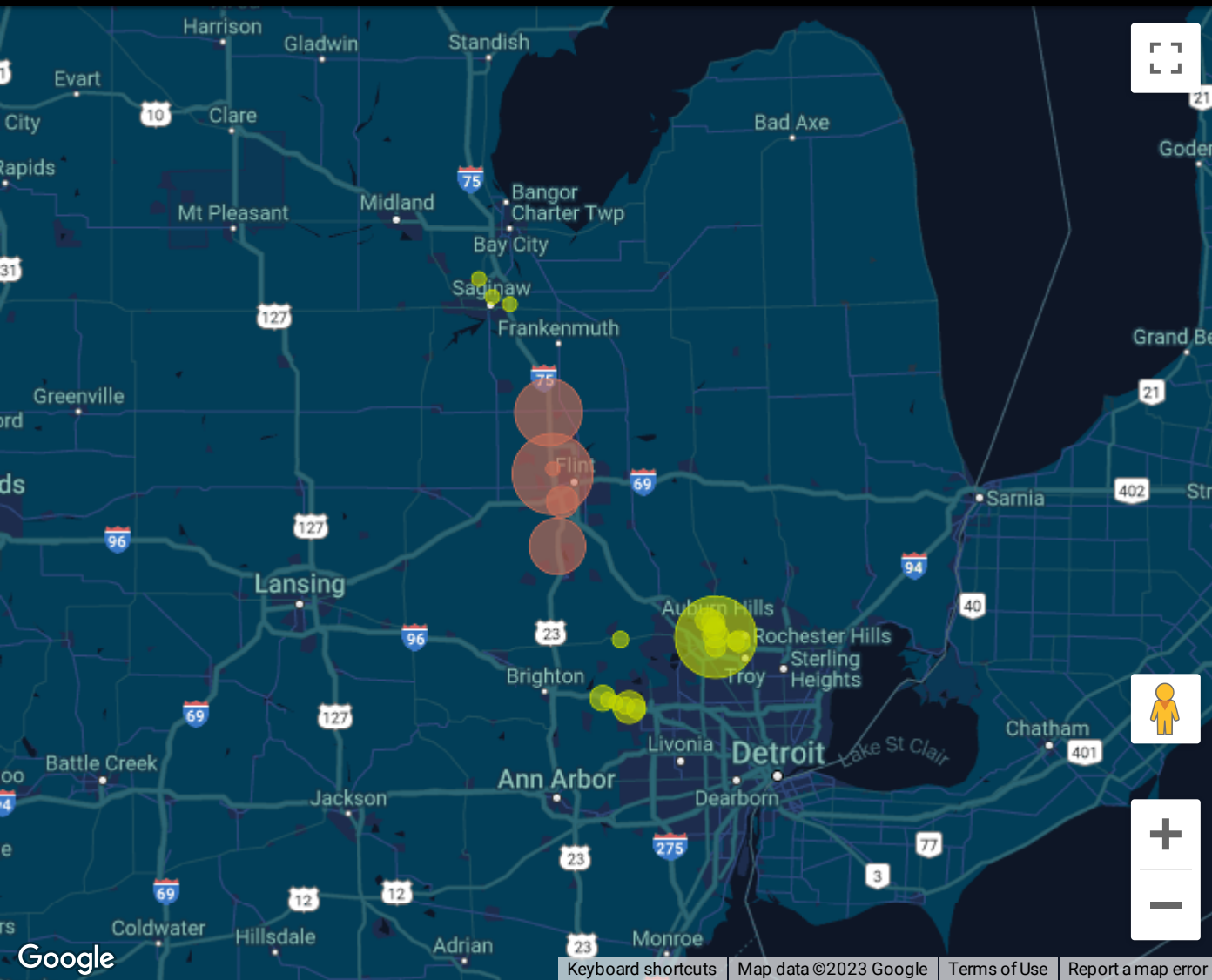
Digital Billboards

Impressions
654,527

Ad Plays
56,117

Screens
38

Flight 1: 5/1 - 5/28
Flight 2: 7/3 - 7/30
Flight 3: 8/28 - 10/1
Flight 4: 10/23 - 11/19



Delivery by Flight		
Flight	Impressions	Ad Plays
Flight #1	210,895	21,869
Flight #2	217,094	22,494
Flight #3	183,180	9,359
Flight #4	43,358	2,395
Flight #5		
Grand total	654,527	56,117

Delivery by Campaign		
Location	Impressions	Ad Plays
Branding & Recruitment	337,692	41,732
Recruitment	316,835	14,385
Grand total	654,527	56,117

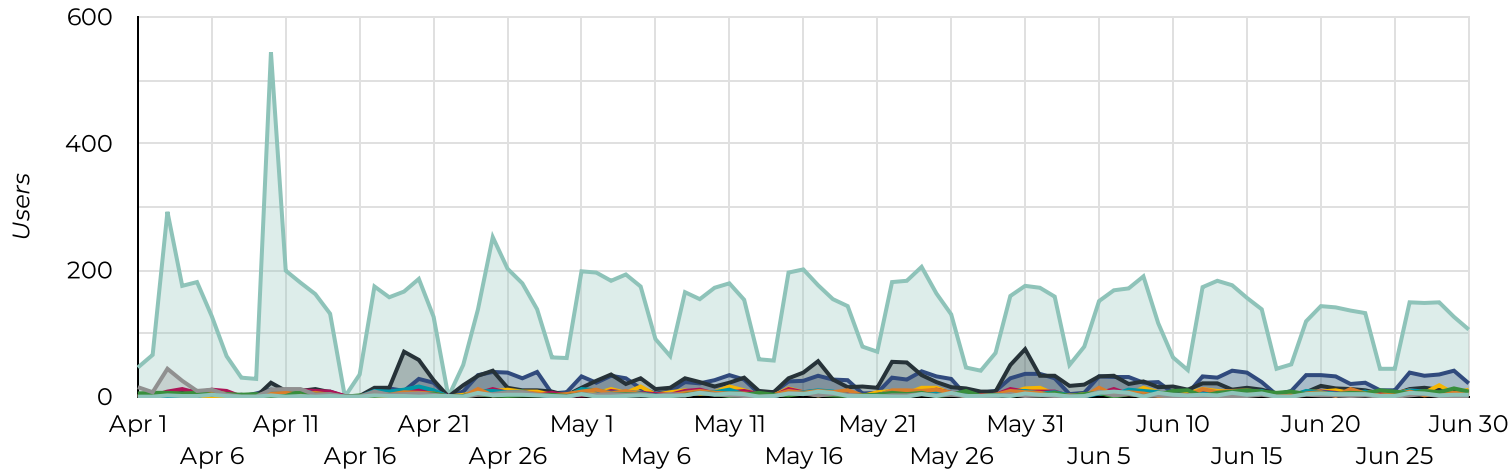
Report Dates:

Apr 1, 2023 - Jun 30, 2023

New Users
18,263

Users
19,514

Sessions
29,709



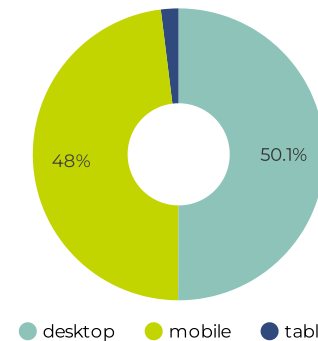
Acq. Source/Medium	Campaign	Sessions...
google/organic	(not set)	9,600
(direct)/(none)	(not set)	7,073
(direct)/(none)	(direct)	2,285
fb/paid	63172054943...	2,108
bing/organic	(not set)	1,289
google/organic	(organic)	1,136
bing/organic	(organic)	889



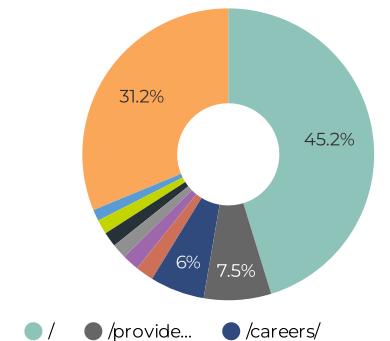
Campaign 6317205494375 is Meta Recruitment Campaign
 Campaign 6317205494575 is Meta Awareness Campaign
 Campaign 6317205494775 is Meta Branding Traffic Campaign

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

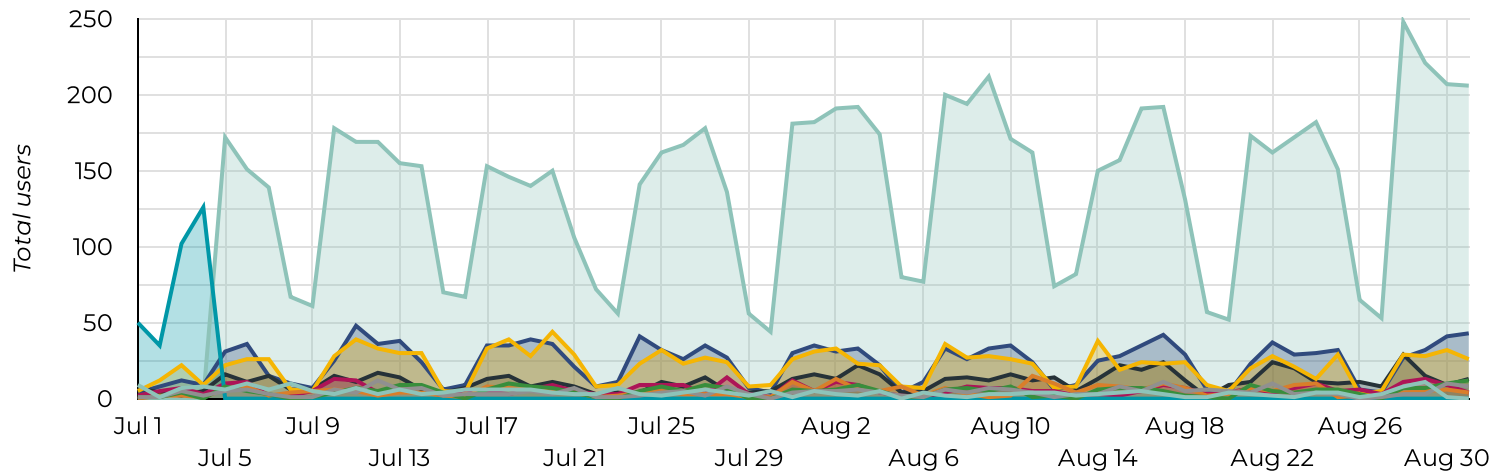
Report Dates:

Jul 1, 2023 - Aug 31, 2023

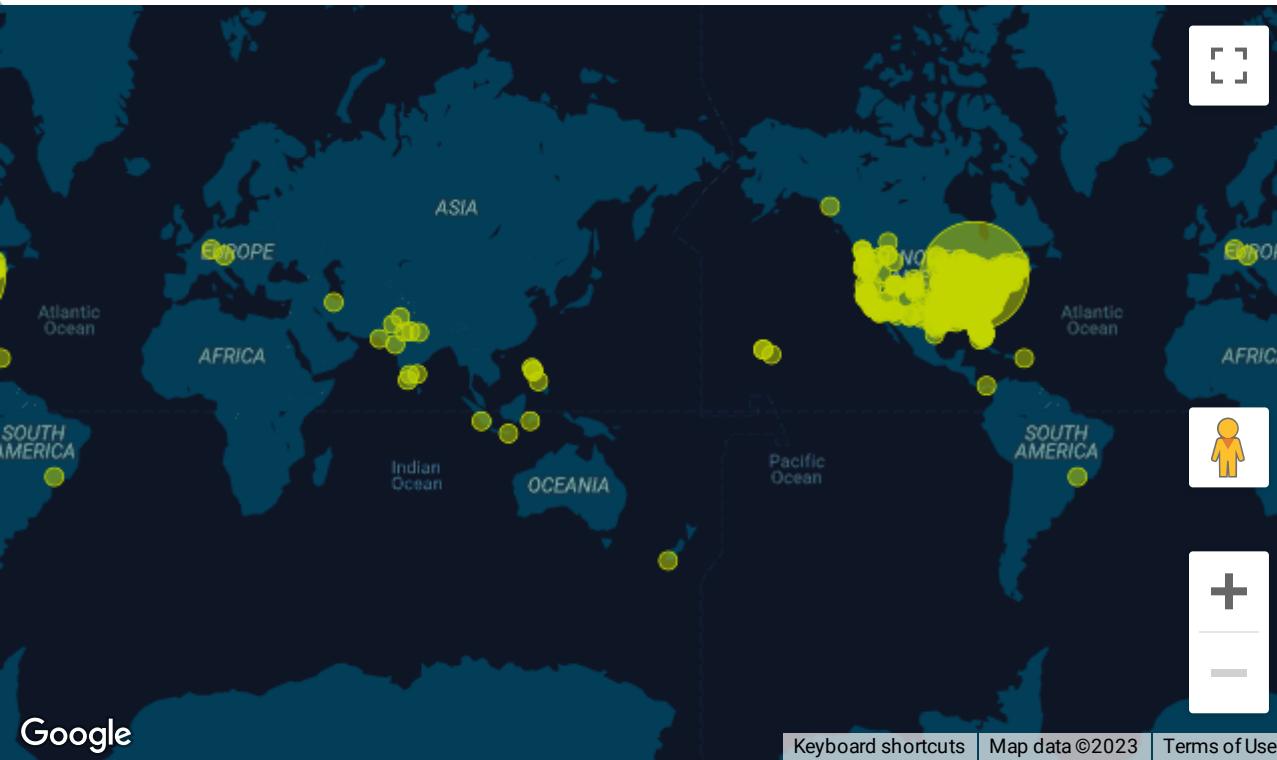
New users
10,612

Total users
10,938

Sessions
18,094



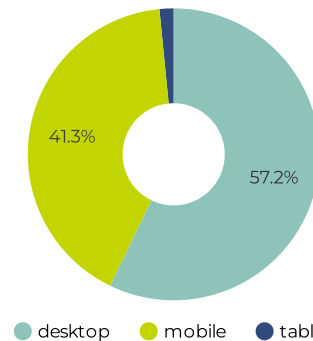
Aquisition Channel	Campaign	New users...
Organic Search	(organic)	5,048
Direct	(direct)	3,648
Referral	(referral)	742
Paid Social	6317205494775	479
Organic Shopping	(referral)	300
Organic Social	(referral)	186



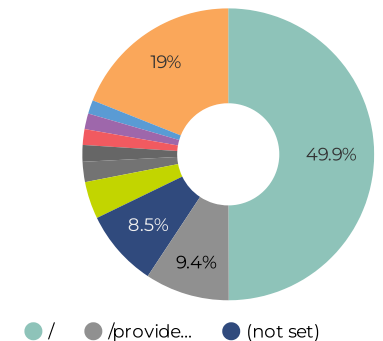
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Sessions by Device



Sessions by Landing Page



Sessions 1 • ● 3,800