

## BLOOD CLOT AWARENESS MONTH 2018: FINAL PROMOTIONAL RESULTS

NBCA implemented a strategic promotional effort during Blood Clot Awareness Month 2018, using older, previously approved content from the *Stop the Clot, Spread the Word™* awareness campaign, including the Year 1 General Public web banner and the Year 2 Hospitalization audio news release and mat release. During this time, NBCA also used images pertaining to this same previously approved content to implement an Outbrain social media sharing effort, as well as a Thunderclap social media campaign.

CDC requested preliminary results of this effort in March and April. Therefore, the results associated with this work have been previously reported in large part by NBCA. This report shows the final results of this overall effort, which took place from February 15 through May 15, and provides some additional detail related to these final results, particularly for those efforts that continued in late-April and into mid-May. These results are outlined below:

**A. OUTBRAIN** *STC-STW™* social sharing content promotions, distributed as Outbrain recommended content, beginning February 15, wrapped up on May 15.

### FINAL RESULTS

- This three-month Outbrain effort realized more than **38,018,733 impressions** and garnered **38,379 clicks** to our *STC-STW™* website during that time
- Click through rate: 10%
- Top Outbrain publishers or websites whose readers clicked on this campaign the most: ABC, FOX News, LifeDaily, ESPN, CNN, *NY Post*, *People*, E! Online, *The Washington Post*, POLITICO. (Outbrain does not supply screen shots.)
- According to our c360 distribution vendor, this campaign trended higher than any other campaign their organization has distributed previously through Outbrain.

### Sample Hyperlinked Outbrain Content:



Blood clots can affect anyone.  
Know your risk and the  
symptoms.



Hospitalization increases blood clot risk.  
Know the signs.



1 person in the U.S. dies from  
blood clots every 6 minutes.



Going to the Hospital?  
Get Better. Don't Get a Blood Clot.

**Outbrain headline results broke down as follows:**

Headline Results Breakdown	Clicks
Blood clots can affect anyone. Know your risk and the symptoms. (headline and image linked to <a href="http://stoptheclot.org/spreadtheword">stoptheclot.org/spreadtheword</a> )	13,473
Hospitalization increases blood clot risk. Know the signs. (headline and image linked to <a href="http://stoptheclot.org/spreadtheword/hospitalization">stoptheclot.org/spreadtheword/hospitalization</a> )	9,250
Headed to the hospital? Have a plan to prevent blood clots. (headline and image linked to <a href="http://stoptheclot.org/spreadtheword/hospitalization">stoptheclot.org/spreadtheword/hospitalization</a> )	6,559
Going to the Hospital? Get Better. Don't Get a Blood Clot. (headline and image linked to <a href="http://stoptheclot.org/spreadtheword/hospitalization">stoptheclot.org/spreadtheword/hospitalization</a> )	4,639
1 person in the U.S. dies from blood clots every 6 minutes. (headline and image linked to <a href="http://stoptheclot.org/spreadtheword">stoptheclot.org/spreadtheword</a> )	4,348
Think you can't get a blood clot? Find out if you are at risk. (headline and image linked to <a href="http://stoptheclot.org/spreadtheword">stoptheclot.org/spreadtheword</a> )	110

**B. WEB BANNER** re-distribution and placement kicked off on February 14, and the *STC-STW™* web banner (general public) appeared widely across the Internet through April 15.

**FINAL RESULTS**

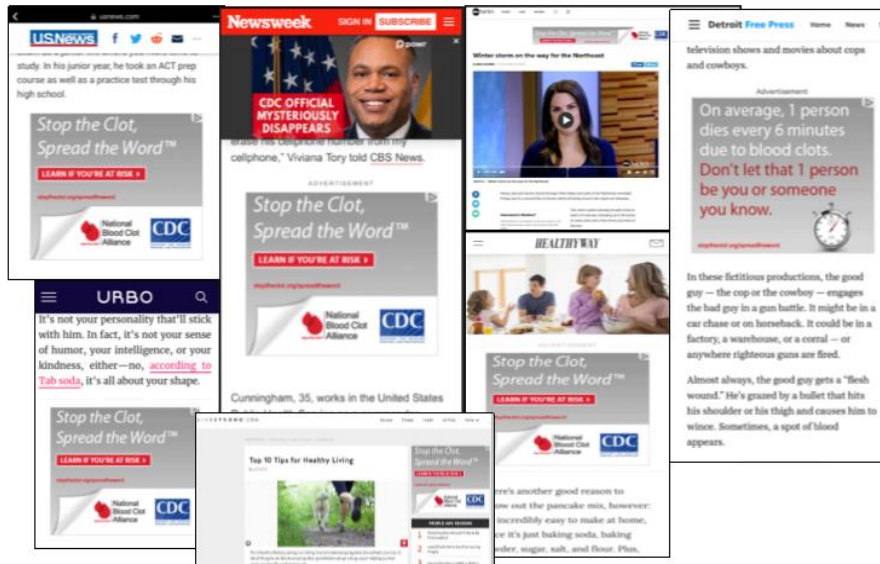
- This two-month banner campaign resulted in **6,039,398 impressions** and **4,417 clicks** to the *STC-STW™* website
- Click through rate: 7%
- Cross device performance for this web banner effort:

Device	Impressions	Click Thru
Desktop	3,335,208	1,716
Mobile	2,704,190	2,701
TOTAL	6,039,398	4,417



**Sample banner placements:**

*Web banner panels shown above.*



Sample banner placements shown to the left and include:

- U.S. News
- Newsweek
- ABC News
- Detroit Free Press
- Urbo
- HealthyWay
- Livestrong.com

**C. MAT RELEASE** from the *STC-STW™/Hospitalization* effort was placed in re-distribution the first week of March.

**FINAL RESULTS**

- Nearly **2,500 placements** nationwide
- **129,647,340 unique visitors** to the mat release content
- **Equivalent ad value** of placements: More than **\$1.5 million**

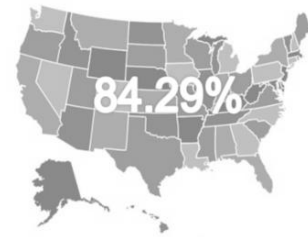
Sample online mat release placements include:

- |                                      |                                           |                                                |
|--------------------------------------|-------------------------------------------|------------------------------------------------|
| <a href="#">AZ Daily Sun</a>         | <a href="#">St. Louis Post Dispatch</a>   | <a href="#">Albany (NY) Democrat-Herald</a>    |
| <a href="#">The Gainesville Sun</a>  | <a href="#">Columbus (OH) Dispatch</a>    | <a href="#">Casper (WY) Star Tribune</a>       |
| <a href="#">Cape Cod Times</a>       | <a href="#">Lincoln (NE) Journal Star</a> | <a href="#">Helena (MT) Independent Record</a> |
| <a href="#">Erie (PA) Times-News</a> | <a href="#">Courier-Tribune (NC)</a>      | <a href="#">Press of Atlantic City (NJ)</a>    |
| <a href="#">Malibu (CA) Times</a>    | <a href="#">Dallas Weekly</a>             | <a href="#">Marietta (GA) Daily Journal</a>    |

**D. RADIO SPOT** re-aired the week of March 5, featuring the *STC-STW™/Hospitalization* radio news release during the first full week of Blood Clot Awareness Month.

**FINAL RESULTS**

- RNR aired on **489 radio stations** nationwide
- RNR **online streams: 312**
- **Cumulative Listenership (radio and Internet): 42.7 million**, with an **advertising value of more than \$56,000**
- Rated DMAs reached: 135, reflecting 85% of the U.S. population
- Top-25 DMAs reached: 24 (005 Dallas excluded) as shown below:



New York 001	Los Angeles 002	Chicago 003
Philadelphia 004	Washington, DC 006	Houston 007
San Francisco 008	Atlanta 009	Boston 010
Phoenix 011	Seattle-Tacoma 012	Tampa-St. Pete 013
Detroit 014	Minneapolis-St. Paul 015	Miami-Ft. Lauderdale 016
Orlando 018	Cleveland 019	Sacramento 020
St. Louis 021	Portland 022	Charlotte 023
Pittsburgh 024	Raleigh-Durham 025	

**E. THUNDERCLAP** (<https://www.thunderclap.it/projects/68013-raise-your-voice-for-bcam>), featuring *STC-STW™* content, was published on March 22, with one, single message across all social media channels and linked to the *STC-STW™* website.

**FINAL RESULTS:**

- Sign-up goal exceeded, with **289 social media users** participating in the campaign
- Total reach: **219,725 impressions**

**“Blood clots are deadly but can be prevented.  
Raise your voice to raise awareness & share  
life-saving info. #BCAM <http://thndr.me/wSIKlz>”**

National Blood Clot Alliance
EMBED </>

**GRAND TOTAL BCAM 2018 *STC-STW™* PROMOTIONAL METRICS**

**TOTAL REACH OF *STC-STW™* BCAM EFFORT OVER THREE MONTHS: MORE THAN 216 MILLION IMPRESSIONS.**