

Executive Summary: Key Communications & Health Marketing Campaign Metrics Wednesday, October 2 — Friday, January 31, 2020

The National Blood Clot Alliance (NBCA) unveiled the *Cancer* arm of its *Stop the Clot, Spread the Word*[®] nationwide public health education campaign, October 2, 2019, as part of its cooperative agreement with the Centers for Disease Control and Prevention (CDC). This four-month digital health marketing effort was implemented during supplemental Year Six of this cooperative agreement, and marks the third and final clinical arm unveiled as part of this important public health education campaign.

The tactics for this arm of the campaign combined to reach potentially millions of people between October 2, 2019 and January 31, 2020. While the target audience of people diagnosed with cancer, undergoing cancer treatment, and/or their caregivers was narrowly defined compared to previous arms of this campaign (e.g., general public, hospitalization), our performance metrics remained strong.

This report provides details about the results of this effort. A summary of our campaign metrics is outlined below:

Digital Media Press Release (DMPR)

- Audience reach: 137.9 million, with 75 full text placements and 129 headline clippings
- Estimated total or unique DMPR page views: 2,310
- 135 clicks to links within DMPR

Web Banner

- Audience: 655,634
- 733 banner clicks, with an 11% click-through rate (CTR)

Stop the Clot, Spread the Word[®] Oncology Web Page

- 22,888 unique visitors to the *Oncology* web page in the first four months following unveiling
- Average time spent on new web page: 02:51

Video

- More than 300 views in four months, with 73% of views from the campaign web page
- Average view duration via embedded video on campaign website: 02:22

Infographic Distribution

- 1,016 online placements, with total online audience reach of 145.9 million
- Advertising equivalent value of 145.9 million online website readers: \$1,751,897

Radio News Release

- :60 campaign audio news release airs 580 times on 574 radio stations nationwide, reaching a total cumulative listenership of 43.6 million people
- Advertising equivalent value of 43.6 million listeners: \$72,500

Mat Release

- 2,484 mat release placements appeared across news sites nationwide, including *USA Today*, for a total readership of 181.3 million people nationwide
- Advertising equivalent value of 181.3+ million mat release readers: \$2.1 million

Facebook and Twitter

- 23 campaign-focused NBCA Facebook posts over four-month promotion reach more than 80,000 people
- Facebook posts during this four-month period realize 2,500 engagements (shares, comments, reactions)
- Twitter posts generate more than 24,000 impressions, with 419 social engagements

Instagram and Pinterest

- NBCA's Instagram posts reach 14,985 accounts, resulting in 18,986 impressions and 653 likes
- NBCA's STC-STW[®]/Oncology Pinterest board reaches a potential monthly average of 32,290 viewers.

STOP THE CLOT
SPREAD THE WORD[®]



If you have been diagnosed with cancer,
getting well is your top priority.
Protect your health during cancer treatment.



For more information, visit
stopthecLOT.org/spreadtheword

