

Executive Summary: Key Communications & Health Marketing Campaign Metrics Tuesday, August 9 — Saturday, December 31, 2016

The National Blood Clot Alliance (NBCA) unveiled the *Hospitalization* arm of its *Stop the Clot, Spread the Word™* nationwide public health education campaign, August 9, 2016, as part of its cooperative agreement with the Centers for Disease Control and Prevention (CDC). This four-month digital health marketing effort was implemented in Year Two of our cooperative agreement. We realized more than 167 million impressions with this arm of the program. While our audience was more narrow compared to our 2015 launch year, with a call to action focused on people “heading the hospital or returning from a hospital stay,” our metrics were more than double those we realized in 2015. The addition of a radio news release and mat release helped to fortify these efforts significantly.

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

Digital Media Press Release

- Audience: 6,874,618 estimated unique viewers 4,125 combined page views
- 272 clicks to links within DMPR, two times higher than the industry average of 124

Web Banner

- Audience: 4,633,581 impressions
- 9,936 banner clicks, with a 21% click-through rate (CTR), three times the national benchmark CTR of about 7%

Stop the Clot, Spread the Word™ Hospitalization Web Page

- 40,931 unique visitors to the *Hospitalization* Web page in the first four months after unveiling
- Average time spent on new Web page: 2:11; risk factor check list downloads: 1,012 in first four months

Video

- 1,688 views in first four months, with 66% of views from the campaign Web page
- Average view duration via embedded video on campaign website: 4:03

Infographic Distribution

- 1,090 online news placements, with total online readership of 62+ million
- Advertising value of 62+ million online news website readers: \$749,178

Radio News Release

- :60 campaign radio news release airs 452 times on 477 radio stations, reaching 42.7 million people nationwide
- Advertising value of 42.7 million listeners: \$56,500

Mat Release

- 1,001 mat release placements appear in secondary and tertiary media markets nationwide, reaching 50+ million readers
- Advertising value of 50+ million mat release readers: \$600,708

Facebook

- 24 campaign-focused NBCA Facebook posts over four-month promotion reach 188,000+ people
- Facebook posts during this four-month period realize 3,093 shares, with more than 8,600 link clicks to campaign assets

Twitter

- NBCA's campaign-focused Tweets over four months generate 44,307 impressions on Twitter
- Campaign-focused Tweets result in 559 Twitter user engagements (i.e., favorites, retweets, comments)

Instagram

- NBCA's Instagram posts reach 7,802 accounts
- Instagram reach among 7,802 accounts results in 10,810 impressions and 547 engagements

Pinterest

- Dedicated campaign Pinterest board averages 337 daily pin views over four months of campaign
- Pin views during this four-month period results in 872 average daily impressions

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SPREAD THE WORD™



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For more information, visit
stoptheclot.org/spreadtheword

