

## Executive Summary: Key Communications & Health Marketing Campaign Metrics Tuesday, August 29 – Tuesday, December 31, 2018

The National Blood Clot Alliance (NBCA) unveiled the *Pregnancy* arm of its *Stop the Clot, Spread the Word™* nationwide public health education campaign, August 29, 2018, 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 Five of our cooperative agreement. We realized a potential audience of more than 262 million with this arm of the campaign. While our target audience of pregnant women and women who had recently given birth was more narrowly focused, compared to previous arms of this campaign (i.e., general public, hospitalization), our performance metrics remained strong and in some cases grew with this effort.

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

### Digital Media Press Release

- Audience reach: 10,280,402, with 65 full text placements and 35 headline clippings
- Estimated total or unique DMPR page views: 2,987
- 145 clicks to links within DMPR

### Web Banner

- Audience: 1.47 million impressions
- 5,014 banner clicks, with a 34% click-through rate (CTR), compared to the 2018 national benchmark CTR of about 17%

### *Stop the Clot, Spread the Word™* Pregnancy Web Page

- 34,817 unique visitors to the *Pregnancy* Web page in the first four months after unveiling
- Average time spent on new Web page: 3:33

### Video

- More than 500 views in first four months, with 55% of views from the campaign Web page
- Average view duration via embedded video on campaign website: 3:14

### Infographic Distribution

- 1,052 online placements, with total online audience reach of 84.8 million
- Advertising value of 84.8 million online website readers: \$1,018,591

### Radio News Release

- :60 campaign audio news release airs 540 times on 536 radio stations nationwide, reaching a total listenership of 42.4 million people
- Advertising value of 42.4 million listeners: \$67,500

### Mat Release

- 2,432 mat release placements appear in secondary and tertiary media markets nationwide, with a readership of 123.5 million people nationwide
- Advertising value of 123.5+ million mat release readers: \$1.48 million

### Facebook and Twitter

- 23 campaign-focused NBCA Facebook posts over four-month promotion reach of 60,000+ people
- Facebook posts during this four-month period realize 1,120 engagements (shares, comments, reactions), with 1,700+link clicks to campaign assets
- NBCA's campaign-focused Tweets over four months generate 37,363 impressions on Twitter
- Campaign-focused Tweets result in 575 Twitter user engagements (i.e., favorites, RTs, comments)

### Instagram and Pinterest

- NBCA's Instagram posts reach 11,237 accounts, resulting in 14,574 impressions and 572 likes
- Dedicated campaign Pinterest board averages 541 daily pin views over four months of campaign; and, Pin views during this four-month period results in 1,117 average daily impressions

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