

Preliminary BCAM Social Media/Promotions Metrics, Submitted March 2018

- **Outbrain** STC-STW™ social sharing content, distributed on 2/15, continues to be served up as Outbrain recommended content through May 15.
-- Interim results: 13 million impressions and 12,000 clicks to the STC-STW™ website as of 3/21.
- **Web banner** re-distribution and placement kicked off on February 14, and the STC-STW web banner (general public) is appearing widely across the Internet. It will remain in distribution through April 15.
-- Interim results: 3.2 million impressions and 2,400 clicks to the STC-STW™ website as of 3/21.
- **Radio spot** aired the week of 3/5, featuring the STC-STW™/Hospitalization radio news release during the first full week of Blood Clot Awareness Month.
-- Results: RNR aired on 489 radio stations nationwide, reaching a cumulative audience of 42.7 million.
- **Mat release** from STC-STW™/Hospitalization effort was placed in distribution the first week of March. –
-- Interim results: Nearly 2,500 placements nationwide, reaching 127 million people.
- **Thunderclap**, featuring STC-STW content, published on March 22.
-- Results: Sign-up goal exceeded, with 289 joining the campaign, with a reach of more than 200,000.

A comprehensive results report will be submitted sometime in June, after the banner placement concludes in mid-April and the Outbrain promotion concludes in mid-May.