

STC-STW™ Spanish Language Program (Y4). This effort makes the general public content of the STC-STW™ program available in neutral Spanish on the campaign web portal.

This Spanish language content went live in late-October, and a 30-day Spanish language banner ad campaign was orchestrated 10/30 to 11/30.

This promotion included placement of the four-panel web banner to the right on leading web and mobile Hispanic publication websites, such as EIDiariony.com, LaOpinion.com, Paratimujer.us, LaPresna.com, and LaRaza.com.



With this effort, we reached potentially more than one million Spanish speaking individuals with this important public health content. See several of these banner ad placement samples [here](#) and attached.

With a click through rate of .11%, this effort generated 1,145 clicks to the [STC-STW™ Spanish Language web page](#) during this 30-day effort.

METRICS UPDATE AS OF JULY 12, 2019

Since the Spanish language web banner campaign concluded on November 30, traffic to this specific campaign web page has continued. Between November 1, 2018, and July 12, 2019, the following metrics were realized:

- 1,684 unique page views
- Average time on page 02:34
- Source: NBCA Google Ads account 40%, direct 18%, Google organic 12%, Outbrain 11%, NBCA Facebook 9.62%, cdc.gov/referral 1.6%

Demographics include:

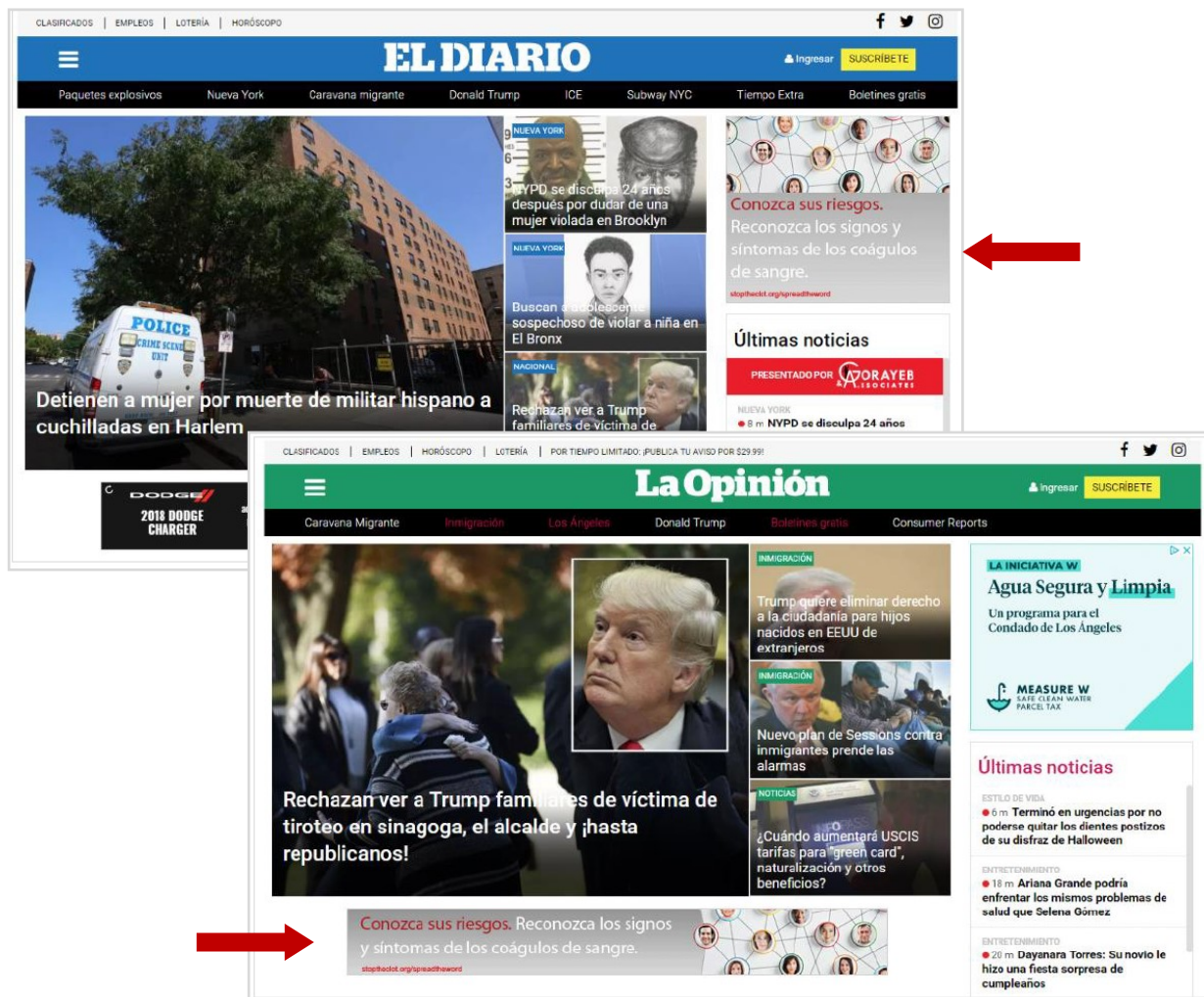
- Gender: 65% female, 35% male
- Age: 23% are 25-34, 21% are 34-44, 20% are 45-54, 17% are 55-64, 14% are 65+, 5% are 18-24
- Geo: 89% United States, 3% United Kingdom, 2.4% Canada, 1% Australia, 1% India
- Device: 67% phone, 25% desktop, 8% tablet

NBCA ROUTINE COMMUNICATIONS

Since it's posting to the STC-STW™ campaign web portal, NBCA has promoted the Spanish language page and content. This new resource was featured in NBCA's December e-Newsletter, with a reach of more than 10,000 VTE stakeholders, including patients, their patients, HCPs, and others.

NBCA also has and will continue to routinely promote this asset across all of its social media channels and with consumers/patients and key HCPs who contact NBCA for resources and information for Spanish speaking individuals.

i-Español Desktop Samples



i-Español Mobile Samples

