Women's Health Week/Month 2019: Stop the Clot, Spread the Word™ National Awareness Campaign, Web Banner Placement Results

- NBCA, in connection with Women's Health Week/Month in May 2019, distributed the Stop the Clot, Spread the Word™/Pregnancy web banner (pictured below) to drive highly targeted traffic to the <u>Pregnancy</u> page of the <u>Stop</u> <u>the Clot, Spread the Word™ campaign microsite.</u>
- This web banner was served up online from May 1 through June 30, using a blend of search intent technology, behavioral targeting, and site retargeting to deliver the banner to online viewers when they were engaged and poised to make key decisions.
- The banner resulted in 6,052,806 audience impressions, with a total of 7,073 clicks to the website page during this two-month campaign.



Expecting or recently had a baby? Don't forget to take care of yourself.

Pregnancy puts women at greater risk for dangerous blood clots. Blood clots can be prevented. Make a prevention plan.

Expecting a baby? Cherish the experience. Don't let a blood clot spoil your joy.



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- Stop the Clot, **Spread the Word™** Learn more ► National Blood Clot Alliance
- The click through rate was 11% in May and 13% in June: Desktop 210 clicks, Mobile 6,863 clicks.

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• Sample screen shots appear below.

