

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 [Pregnancy](#) page of the [Stop the Clot, Spread the Word™ campaign microsite](#).
- 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.
- The **click through rate was 11% in May and 13% in June**: Desktop 210 clicks, Mobile 6,863 clicks.
- Sample screen shots appear below.

