



**WeAreCT**

Prevention. Mental Health. Substance Use Recovery.

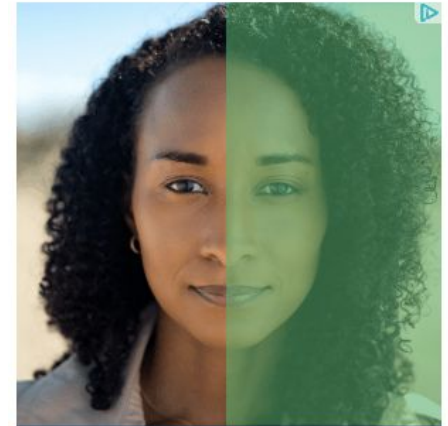
# Digital Update

July 18, 2024

# Agenda

- Campaign Channel Overview & Status
- Current Impressions & Results
- Website Platform Update & Metrics

AD PREVIEW



AD PREVIEW



# Campaign Channel Overview

- OTT (Digital Streaming Ads)
- Online Video (Website video Ads)
- Online Display (Web & App Banner Ads)
- Google Search Ads
- Google Video Ads (Youtube)
- Meta Ads (Facebook & Instagram)
- TikTok Ads



# Campaign Channel Overview

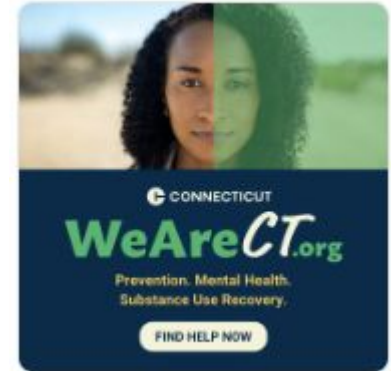
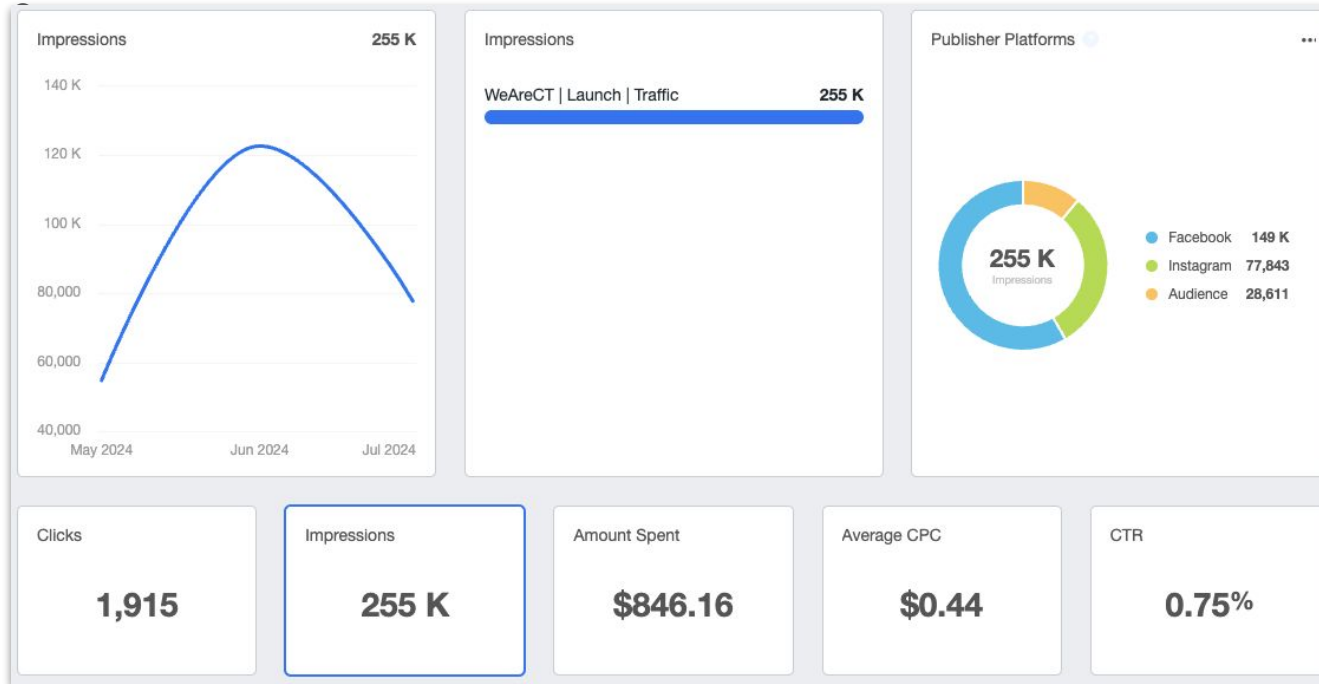
- OTT (Digital Streaming Ads)
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Campaign	Impressions	Clicks	CTR	CPM	Total Spend
Display English   General Awareness GO   5/16/24-8/31/24	1,137,504	1,139	0.10%	\$9.17	\$10,425.87
Display Spanish   General Awareness AGF   5/16/24-8/31/24	378,965	412	0.11%	\$9.17	\$3,474.32
OTT English   General Awareness GO   5/16/24-6/30/24	183,447	19	0.01%	\$46.86	\$8,596.33
OTT Spanish   General Awareness AGF   5/16/24-8/31/24	60,798	17	0.03%	\$51.20	\$3,113.05
Online Video English   General Awareness GO   5/16/24-8/31/24	250,549	348	0.14%	\$18.29	\$4,582.77
Online Video Spanish   General Awareness AGF   5/16/24-8/31/24	124,644	199	0.16%	\$18.35	\$2,287.61
	<b>2,135,907</b>	<b>2,134</b>			<b>\$32,479.95</b>

# Campaign Channel Overview

- Meta Ads (Facebook & Instagram) May - July 17, 2024

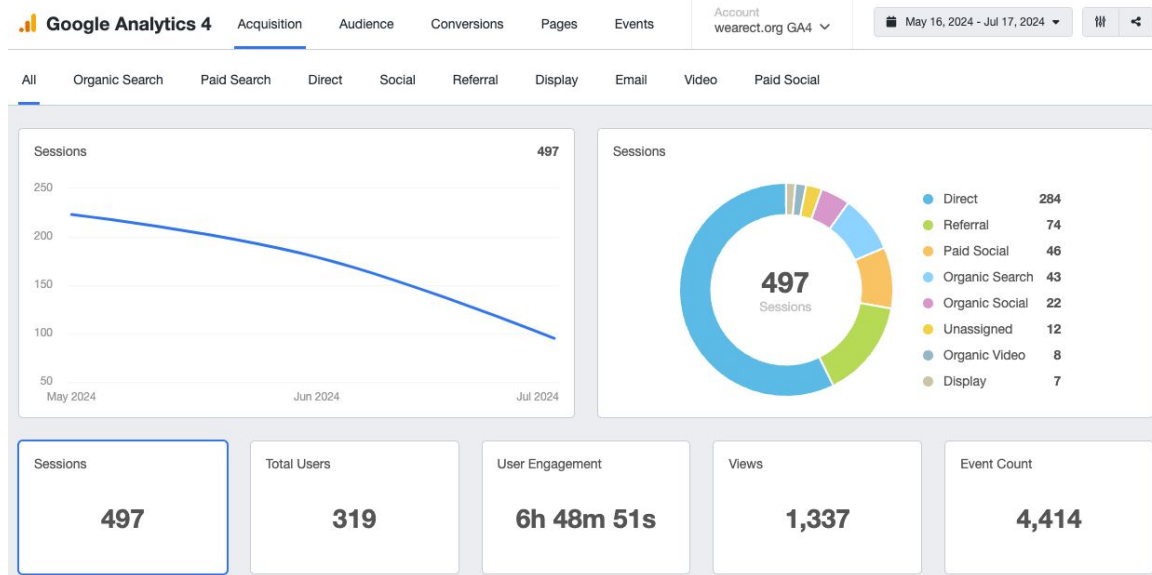


# Campaign Channel Overview

- **Google Search Ads & Google Video Ads (Youtube)**
  - LegitScript - *Blocker*
  - New Position: Launch Youtube and then work directly with Google to enable campaign
  
- **TikTok Ads**
  - Ads are running
  - Metrics in dashboard currently unavailable due to API outage
    - Impressions: 187,537
    - Cost YTD: \$828.73
    - CPM: \$4.42 USD
    - Link Clicks: 944
    - CTR: 0.50%
    - CPC: \$0.88

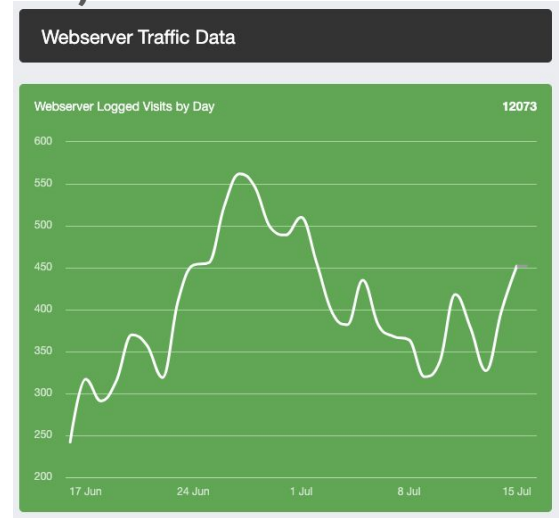
# Website Impressions / Traffic

- Note: cookie consent blocks Google Analytics tracking
  - Remedy: Usage of website server logging to determine impression data



Visits by server traffic last 30 days:

**12,073**



# Questions?