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## CAMPAIGN BUDGET + RESULTS

VER 01 • 03/20/2017

APPROVED

CLIENT	HRPDC / askHRgreen.org
PROJECT	Spring Campaign 2017 for Water Awareness
JOB #	#1895
COMMITTEE	Water Awareness
CAMPAIGN	"Fix A Leak"
FLIGHT DATES	03/20/2017 - 03/26/2017
TARGET DEMO	Adults 25-54
AD VENDOR(S)	WVEC-TV, WAVY-TV, Cox Cable, WTKR.com, WTKR's ad server network



PAID MEDIA CHANNEL	AD LOCATION/TYPE	NUMBER OF SPOTS	REACH %	FREQUENCY	IMPRESSIONS	CLICKS	CLICK THROUGH RATE (CTR)	SIZE(S)	BUDGET
<b>TARGETED TOTAL FOR TV &amp; DIGITAL</b> (Paid and Added Value):		183			2,785,671	1,921	Average 0.14%		\$16,276.00
<b>ANALYTICS</b> (03/20/17 - 03/26/17)									
	SESSIONS	USERS	PAGE VIEWS	PAGES/SESSION	AVG DURATION	NEW VISITOR	RETURNING VISITOR		
Google	1,817	1,623	2,798	1.54	1:00	83.70%	16.30%		

**TOTAL VALUE OF SCHEDULE** **\$19,793.00**

**RETURN ON INVESTMENT** (total value ÷ total spend) **\$1.22**

**COST PER THOUSAND IMPRESSIONS** (total spend ÷ total impressions, including added value) **\$5.84**