



YOUR CREEK

STORM DRAINS CONNECT
STREETS
T

CREEKS
OURS TO PROTECT

PHASE III: CAMPAIGN REPORT
September 2021 – March 2022

OVERALL CAMPAIGN

BIG PICTURE METRICS

PHASE III: September 2021 – March 2022

STREETSTOCREEKS.ORG

IMPRESSIONS - 50,884

REACH - 41,868

AVG. TIME ON PAGE - 1:43

GOOGLE DISPLAY

IMPRESSIONS - 8,360,055

ENGAGEMENT - 29,447

YOUTUBE ADS

IMPRESSIONS - 1,656,519

CLICKS - 2,793

INTERACTIONS - 371,489

SOCIAL MEDIA

IMPRESSIONS - 160,074

REACH - 47,224

ENGAGEMENT - 4,612

MULTICULTURAL OUTREACH

IMPRESSIONS - 1,959,169

ENGAGEMENT - 26,785

**TOTAL CAMPAIGN
IMPRESSIONS:**

12,166,263

**TOTAL CAMPAIGN
ENGAGEMENT:**

63,637

INDIVIDUAL CAMPAIGNS

DIVING DEEPER

PHASE III: September 2021 – March 2022

ZIP CODE OUTREACH

GOOGLE DISPLAY

IMPRESSIONS – 3,636,945
ENGAGEMENT – 10,172

YOUTUBE

IMPRESSIONS – 1,656,519
VIDEO VIEWS – 232,291
100% VIEW – 65,041 (28%)
50% VIEW – 102,208 (44%)

GENERAL OUTREACH

GOOGLE DISPLAY

IMPRESSIONS – 1,898,646
ENGAGEMENT – 10,412

NEIGHBOR TO NEIGHBOR OUTREACH

GOOGLE DISPLAY CAMPAIGN

IMPRESSIONS – 1,093,598
ENGAGEMENT – 3,036

GOOGLE DISPLAY EDUCATIONAL

IMPRESSIONS – 1,730,866
ENGAGEMENT – 5,827
OF CAMPAIGNS – 15

MULTICULTURAL OUTREACH

IN-STORE CAMPAIGN

OF STORES – 14
OF RADIO SPOTS – 11,658
OF DIGITAL ADS – 6,246

IMPULSO NEWS

DISTRIBUTED PRINT – 45,000

SUMMARY

- Impressions have held steady over the course of the three phases of the campaign.
- Overall engagement in PHASE III, after a dip in PHASE II, rebounded well.
- Multicultural outreach accounted for a small number of impressions, but a large number of engagements suggesting continued efforts in this area will continue to perform.
- YouTube interactions and percent of video watched are exciting metrics and confirm that video is a good tactic for the campaign.
- Neighbor to Neighbor metrics are strong and support an ongoing focus in this area of targeted outreach.
- Fluidity with timing, campaign pauses and a pivot from zip code outreach to a general campaign all contributed to PHASE III successes.

	PHASE I	PHASE II	PHASE III
IMPRESSIONS	12,193,705	12,993,474	12,166,263
ENGAGEMENT	32,934	16,497	63,637