

City of Valdez Paid Campaign Report

Q2 2022

Campaign Name	Impressions	Ad Recall Lift	Clicks	CTR*	CPR**	Total Cost
Facebook/Instagram	1,201,723	69,400	1,062	0.09%	\$0.03	\$2,100.00
Digital Display	317,146	N/A	426	0.13%	\$0.006	\$1,914.51
Audio	76,173	N/A	14	0.02%	\$0.03	\$1,914.42
Google Search	152,528	N/A	10,951	7.18%	\$0.18	\$2,006.72
YouTube	265,103	N/A	260	0.10%	\$0.008	\$2,073.55
Campaign Totals	2,012,673	69,400	12,713	0.63%	\$0.014	\$10,009.20

*CTR = Click-through rate

**CPR = Cost per result; Facebook = ad recall lift, Digital Display, Audio and YouTube = impressions, Google Search = clicks

Key Takeaways

- This recap reflects data accrued from April 1 – June 30, 2022.
- Due to varied parameters of each platform, these measurements consider different metrics based on platform.
 - Facebook = ad recall lift
 - Digital display, audio and YouTube = impressions
 - Google Search = clicks
- This campaign garnered more than 2M impressions and more than 12K clicks.
- Google keywords that drove the most clicks included “places in America,” “beautiful places to visit in the US” and “best places to visit in the U.S.”
- Google Search CTR and CPC* performed better than industry standards.
 - CTR concluded at 7.18% ([industry standard is 4.68%](#)).
 - CPC concluded at \$0.18 ([industry standard is \\$1.53](#)).
- Google Search performed best in California among men ages 18-24.
- YouTube performed best in Los Angeles among men ages 55+.
- Audio and digital display performed best in California and Florida.
- Yahoo.com, FOXNews.com and the SmartNews app were the top-performing websites for digital display.
- The Happy Color app on Amazon, [AudioPulsar.com](#) and Shoutcast.com were the top-performing platforms for audio.
- The Facebook ad concluded with an ad frequency rate of 1.81 and an ad recall lift rate of 10.45%.
- Approximately 94,315 viewers watched :03 or more of the Facebook ad video.
- Q2 2022 cumulatively outperformed Q2 2021. All platforms performed better, with the exception of YouTube, likely due to the ad performing best on televisions as opposed to click-based devices such as tablets, smartphones and computers.

*CPC = cost per click