



ALOYSIUS
BUTLER
& CLARK

DE 529 EDUCATION SAVINGS

CAMPAIGN PERFORMANCE

9.30.19 – 12.02.19

TRADITIONAL & DIGITAL MEDIA PERFORMANCE

&

RADIO + DIGITAL | 9.30.19 – 12.02.19

Radio

Wilmington MSA & Salisbury-OC MSA

- Flight 1: 9/30-10/13 = 96 spots
- Flight 2: 10/28-11/3 = 48 spots

Newarkpostonline.com

Leaderboard (728x90) | Ad Scroll (320x50) | E-Blast Banner (468x60)

- Flight: 10/9-10/27
- Total Impressions: 121,168
- Total Clicks: 367
- CTR: 0.29%

Local.com Sites (doverpost.com, scsuntimes.com, middletowntranscript.com, hockessincommunitynews.com, miflordbeacon.com sussexcountian.com)

300x250 | 728x90 | 970x250 | Interscroller

- Flight: 10/9-10/27
- Total Impressions: 127,015
- Total Clicks: 128
- CTR: 0.10%

Capegazetteonline.com

Dedicated E-Blast to 105,552 Verified Email Addresses

- Deployed: 11/6
- Total # of Opens: 18,682
- Total Clicks: 1,672
- CTR: 1.58%

Brandywine Buzz E-Newsletter

E-Newsletter Banner (300x250) 11/3 & 11/10 + Custom Advertorial Email Blast 11/14

- Total # of Opens (11/3): 997 | Total # of Opens (11/10): 1,132 | Total # of Opens (11/14): 913
- Total Clicks (11/3): 2 | Total Clicks (11/10): 5 | Total Clicks (11/14): 32
- CTR (11/3): 0.1% | CTR (11/10): 1.6% | CTR (11/14): 3.0%

Facebook/Instagram

Newsfeed Image Ads (Shocked Baby & Smiling Baby)

- Total Impressions: 320,763
- Engagement – Link Clicks: 970 | Post Reactions: 82 | Post Comments: 13 | Post Shares: 10

THANK YOU!

