

viamedia

Campaign Summary & Digital Performance March – December 2024



Campaign Objective 2024

Thank you for considering Viamedia for your advertising needs. Based on our initial conversation, we believe the following solution based services will best fit your goals.

Campaign Objectives:

- Build awareness of local services for persons in need
- Drive consumers to the website for more information
- Focus on mass unique reach

Campaign Strategies

- Cable
- Pre-roll
- Display

Campaign Details

- **Geography:** Service Electric Cable – Lehigh Valley Zone; Lehigh & Northampton Counties in PA
- **Audience:** Persons 18+; Persons searching for recovery, rehab, alcoholic, alcoholism, AA meeting
- **Suggested Months:** March, May, July, October, November

Investment: \$1,400 Cable; \$4,900 Digital



Cable TV Summary

Campaign Details

Geography	Lehigh & Northampton Counties
Audience Targeting	Adults 18+
Estimated Monthly Spots / Impressions	263,417
Campaign Length	7 months
Monthly Allocation	\$700 (\$200 cash)
Total Investment	\$1,400 Cash; \$3,500 In-Kind (PSA)



Ad Units

Display:

This is an ad unit that displays banner ads across internet sites. They are mainly static ads that can appear on any device (mobile, desktop, tablet). The ad can be clicked and sent to a specific landing page.

Pre-roll:

This is an unit that displays video shorts across internet sites. They are typically found in articles where a video is present. They can be watched before, during, or after any video content the viewer is expecting to watch. The ad is non-skippable which is often why they are shorter in nature. The ad can be clicked and sent to a specific landing page.

Key Metric Terms

Impressions:

This represents the number of times the ad is served or shown.

Clicks:

The number of times the ad is clicked on. The campaign is optimized to deliver impressions for click purposes – expecting to drive the viewer to the website for more information. This is also shown as a **Click Through Rate (CTR)** which is a percentage of clicks to the number of impressions.

Conversion:

There are different measures for a conversion:

- Post click conversion – the ad recipient clicked on the ad and took a specific action (form fill, clicking on a specific tab like Find A Meeting, etc.) on the webpage.
- Post view conversion – the ad recipient never clicked on the ad but visited the website organically (typed the URL or completed a search) where they took a specific action (form fill, clicking on a specific tab like Find A Meeting, etc.). The website has tracking information that compares IP addresses.

Media Views:

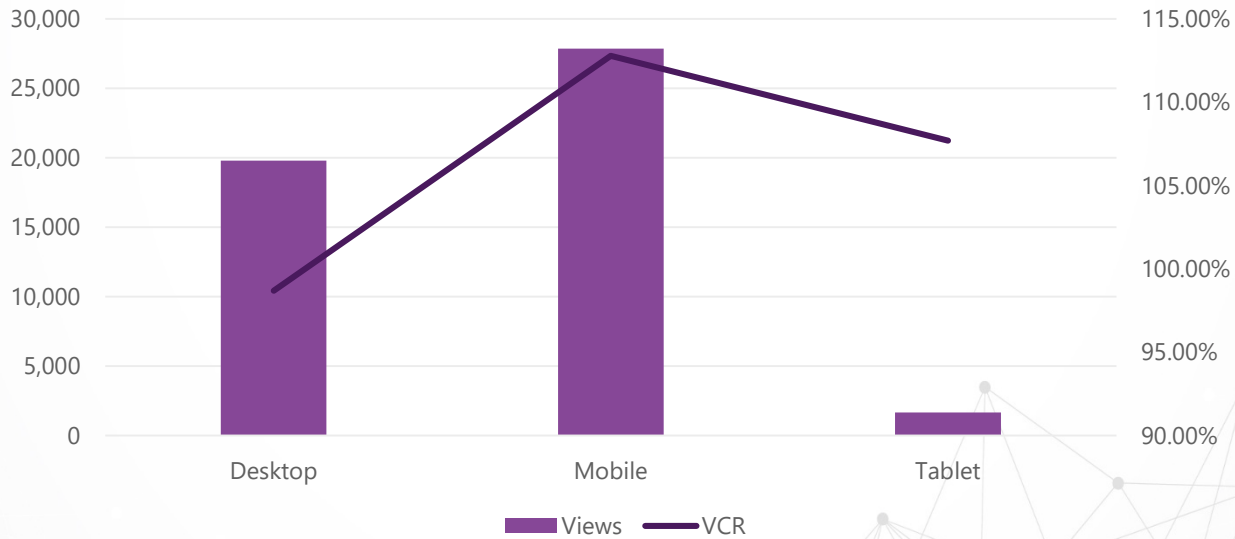
This represents the amount of time the video was viewed. A full view is 100%, additional measures are in quarter time (25%, 50%, or 75%). This works with the **Video Completion Rate (VCR)** which is the same measure in a percentage.

Digital Performance Recap:

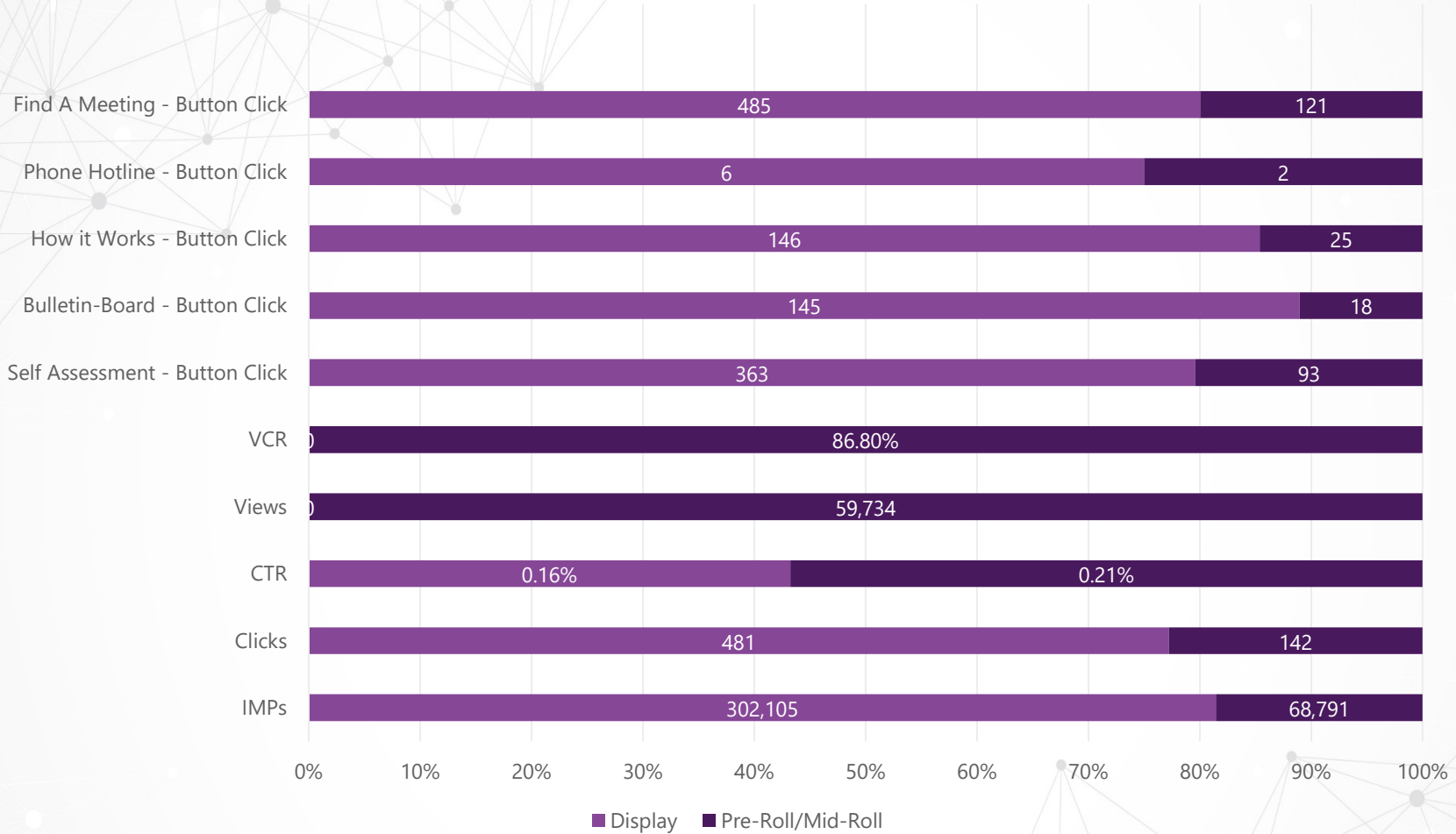
Ad Unit	Start Date	End Date**	Audience	Estimated Impressions	Actual Impressions	Clicks	CTR %
Display	March	December	Adults 18+; Persons searching for recovery, rehab, alcoholic, alcoholism, AA meeting	321,839	302,105	481	0.16%
Pre-roll	March	December		72,639	68,791	142	0.21%
				394,478	370,896	623	0.17%

**Data as of 12.13.24. Information does not reflect the full month.

DEVICES



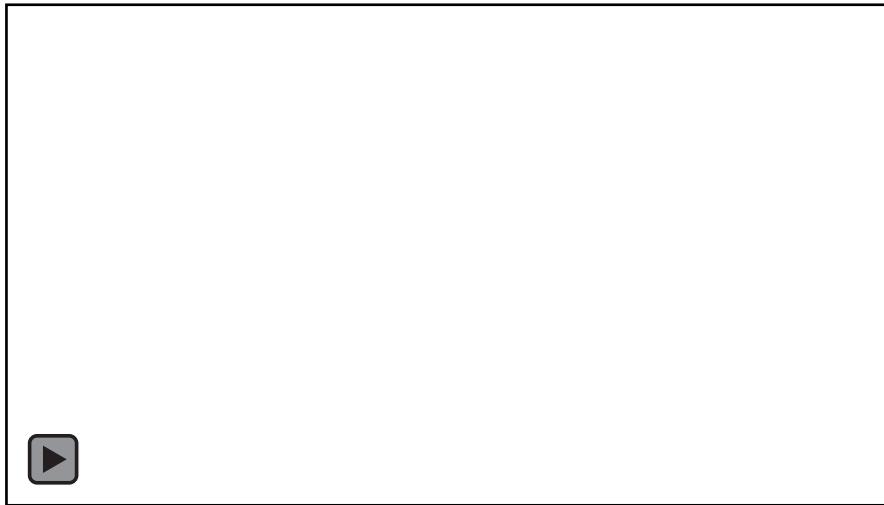
CONVERSIONS



CREATIVE PERFORMANCE

PERFORMANCE BY CREATIVE

Creative	Impressions	Clicks	CTR	Views	VCR
AALV_15secReadyToStop24H.mp4	68,791	142	0.21%	59,734	86.80%
aalv-160x600.jpg	14,584	14	0.10%--	--	--
aalv-300x250.jpg	105,331	149	0.14%--	--	--
aalv-300x600.jpg	11,850	12	0.10%--	--	--
aalv-320x480.jpg	3,060	98	3.20%--	--	--
aalv-320x50.jpg	131,236	190	0.14%--	--	--
aalv-728x90.jpg	36,044	18	0.05%--	--	--



If you want to stop drinking, we can help.

AALV.org

24 hour Hotline:
610-882-0558


If you want to stop drinking, we can help.

AALV.org



24 HOUR HOTLINE
610-882-0558

If you want to stop drinking, we can help.



24 hour A.A. Hotline
610-882-0558

Campaign Objective 2025

Thank you for considering Viamedia for your advertising needs. Based on our initial conversation, we believe the following solution based services will best fit your goals.

Campaign Objectives:

- General Brand Awareness

Campaign Strategies

- Cable
- Display

Campaign Details

- **Geography:** Service Electric Cable – Lehigh Valley Zone; Lehigh & Northampton Counties in PA
- **Audience:** Persons 18+;
- **Suggested Months:** March, May, July, October, November



2025 Campaign Overview



Channel	Audience	KPI	Total # Months	Monthly Budget	Total Impressions	Total Budget
Display	Adults 18+	Clicks	5	\$300	187,266	\$1,500
Cable	Adults 18+	Views	5	\$500	439,140	\$2,500

Additional Info:

Cable purchase is \$500 cash and \$500 in bonus commercials monthly. Networks are similar to the \$3,000 option.

Total Delivery: 625,406

Total Investment: \$4,000