

V&T Railway Aug-Oct 2023 Campaign Report



OUTDOOR

Our first poster flight was 9/11 – 10/8. Based on the approved locations we estimate we delivered 522,512 impressions on this flight.

Locations:

- Prater Way e/o Rock Blvd.
- Kietzke Lane w/o S. Virginia St.
- S Virginia N/O La Rue Ave

Poster examples:



TELEVISION

For television, we're running :04/:05 and :10-second billboards leading into high profile programming on channels 2, 4 and 8. The campaigns delivered in full delivering an estimated 2.9 million impressions with a 41.4% reach and 12.2x frequency.

ONLINE MEDIA – SEARCH AND DISPLAY

Our Sept/October ay campaign included display ads, display retargeting and paid search. We delivered over 1,085 clicks over the flight.

Search alone delivered 9296 clicks with a remarkable 34.63% CTR. To put this into perspective, Google's 2023 benchmark for CTR for Travel is 10.03% and 11.78 for Arts/Entertainment. The benchmark for CPC is \$1.63 and \$1.55 for Travel and Arts/Entertainment. We are sitting at 26 cents.

Specific details are below.

V & T Railway	Clicks	CPC	CTR	Impressions	Reach	Frequency
Display	104	\$4.78	0.20%	51,281	12,492	4.11
Display Retargeting	52	\$1.76	0.55%	9,429	2,778	3.39
Search	929	\$0.26	34.63%	2,683		
Total	1,085	\$2.27	1.71%	63,393	15,270	4.15

CAMPAIGN TOTALS

Between outdoor, TV, and online efforts we estimate this campaign delivered over 3,499,820 impressions.