

WRAP REPORT

ORAU – BMC

Campaign 4 – Massachusetts Digital

CAMPAIGN TARGETS

CAMPAIGN GOALS:

- Combat stigma toward people with opioid use disorder
- Address misunderstandings about and generate public support for HCS evidence-based interventions (i.e. naloxone, medication assisted treatment)
- Encourage people with opioid use disorder to utilize treatment and recovery support services available in their communities.

TARGET AUDIENCES:

- A 18+ Hispanic/Spanish language
- A 18+ English language

GEOGRAPHY: MASSACHUSETTS - Bourne, Sandwich, Brockton, Gloucester, Holyoke, Lowell, Plymouth, Salem, Shirley, Townsend

FLIGHT DATES: August 10, 2021 – January 31, 2022

CREATIVE:

- Facebook Static Ads
- Display Banners – 300x250, 728x90, 160x600, 300x600, 320x50
- :15/:30 second video

TACTICS:

- Cross Device Display: English
- Facebook Traffic Ads: Spanish & English
- OTT/CTV: Spanish & English
- Pre-Roll Video: Spanish & English

CAMPAIGN INFORMATION

NET SPEND BY COMMUNITY:

BOURNE: \$1006.59
BROCKTON: \$7,488.80
GLOUCESTER: \$1,277.35
HOLYOKE: \$3,456.71
LOWELL: \$9,816.83
PLYMOUTH: \$3,314.15
SALEM: \$2,564.74
SANDWICH: \$894
SHIRLEY: \$93.16
TOWNSEND: \$87.68

NET SPEND BY AUDIENCE:

PROVIDERS: \$0
PWLE or Family/Friends: \$30,000

NET SPEND BY LANGUAGE:

ENGLISH: \$24,000
SPANISH: \$6,000

TOTAL BUDGET: \$30,000 NET

CAMPAIGN INFORMATION

FLIGHT DATES BY COMMUNITY:

All communities = 8/10/21 – 1/31/22

FLIGHT DATES BY LANGUAGE:

English: 8/10/21 – 12/31/21

Spanish: 12/5/2020 – 1/31/22

FLIGHT DATES BY AUDIENCE:

PROVIDERS: 8/10/21 – 12/31/21

PWLE or Family/Friends of opioid addicts: 8/10/21 – 1/31/22

POPULATION BY COMMUNITY (U.S. CENSUS BUREAU DATA 2020):

BOURNE: 20,452

BROCKTON: 105,643

GLOUCESTER: 29,729

HOLYOKE: 38,238

LOWELL: 115,554

PLYMOUTH: 61,217

SALEM: 44,480

SANDWICH: 20,259

SHIRLEY: 7,431

TOWNSEND: 9,127

CAMPAIGN DELIVERY TOTALS

DISPLAY

CROSS DEVICE DISPLAY – English

- 155,625 IMPRESSIONS
- 260 CLICKS
- 0.17% CLICK THROUGH RATE

PRE-ROLL

PRE-ROLL – English

- 282,588 IMPRESSIONS
- 155,920 COMPLETIONS
- 55.18% COMPLETION RATE
- 381 CLICKS
- 0.13% CLICK THROUGH RATE

PRE-ROLL – Spanish

- 86,581 IMPRESSIONS
- 44,117 COMPLETIONS
- 50.95% COMPLETION RATE
- 125 CLICKS
- 0.14% CLICK THROUGH RATE

SOCIAL

FACEBOOK TRAFFIC ADS - English

- 550,091 impressions
- 111,038 total reach
- 11,334 clicks
- 0.21% CTR
- 275 Post Reactions (likes, loves, etc)
- 43 Comments
- 47 Shares

FACEBOOK TRAFFIC ADS - Spanish

- 137,055 impressions
- 35,396 total reach
- 2,625 clicks
- 0.19% CTR
- 33 Post Reactions (likes, loves, etc)
- 1 Comments
- 7 Shares

CAMPAIGN DELIVERY TOTALS

OTT/CTV

OTT/CTV – English

- 207,554 IMPRESSIONS
- 204,221 COMPLETIONS
- 98.39% COMPLETION RATE
- 100 CLICKS

OTT/CTV – Spanish

- 60,382 IMPRESSIONS
- 56,612 COMPLETIONS
- 93.76% COMPLETION RATE
- 43 CLICKS

DISPLAY PERFORMANCE AUDIENCE TARGETING



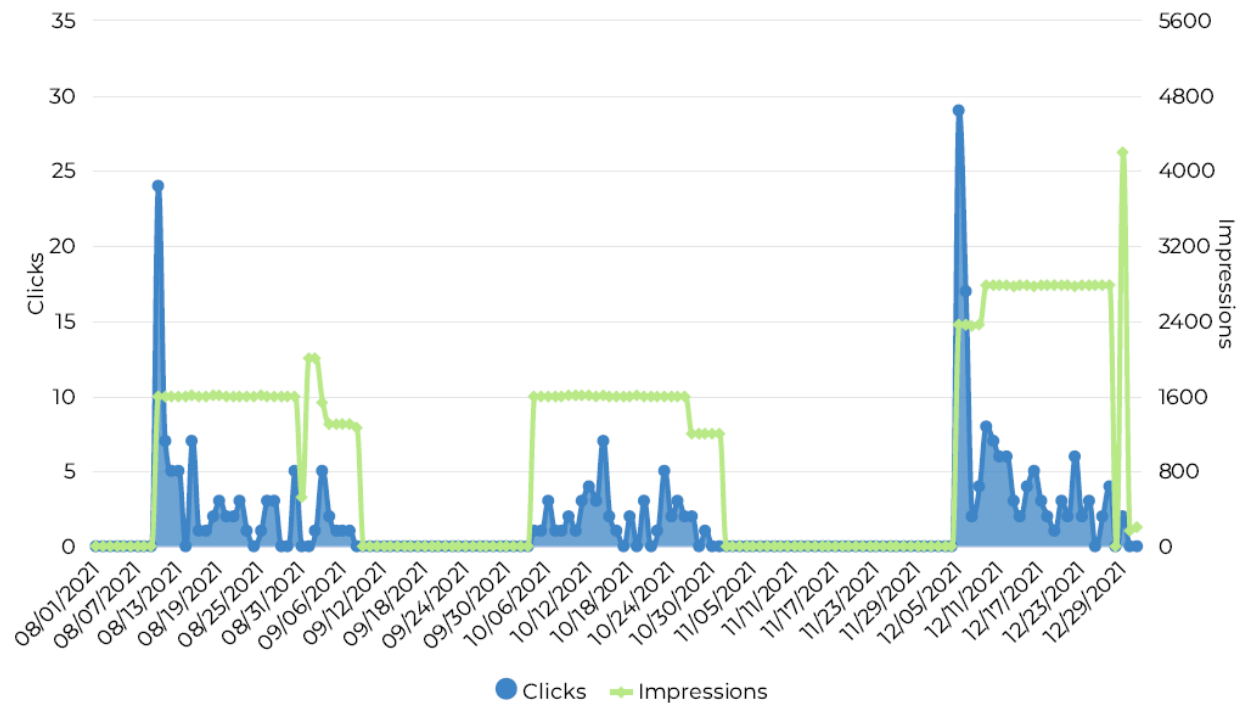
DISPLAY – OVERALL PERFORMANCE

155,625
Impressions

260
Clicks

0.17%
CTR

DISPLAY DAILY CLICKS AND IMPRESSIONS



DISPLAY – BY TOWN

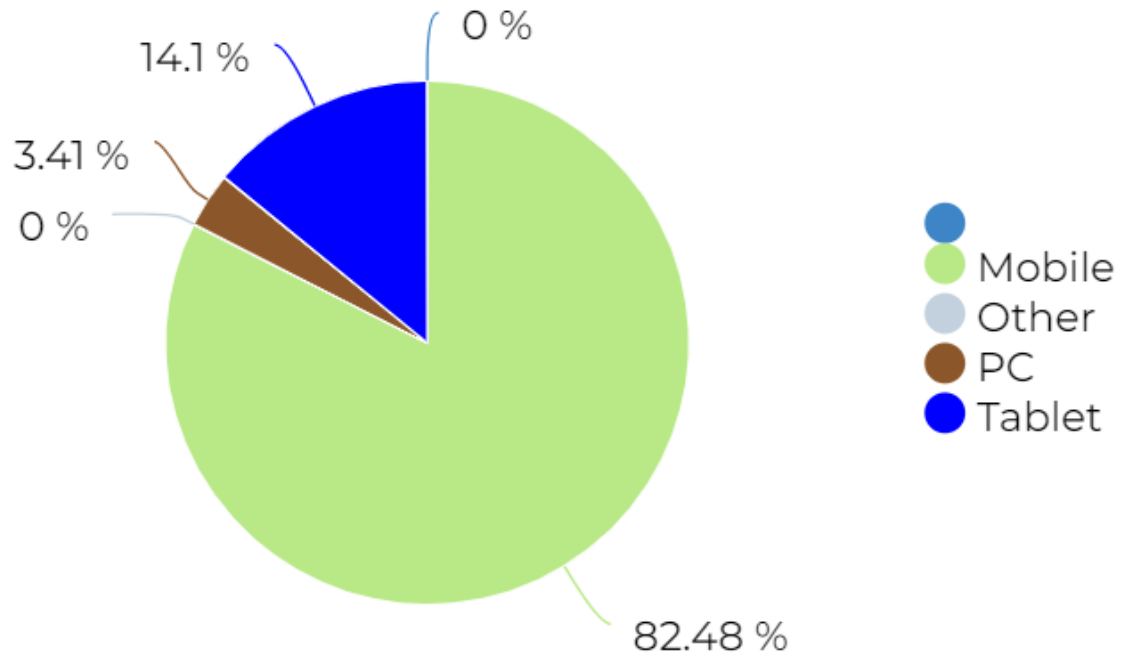
Towns	Impressions	Clicks	CTR
Bourne	46,004	87	0.19%
Brockton	26,445	39	0.15%
Gloucester	15,513	23	0.15%
Holyoke	44,550	65	0.15%
Lowell	11,357	16	0.14%
Plymouth	3,817	8	0.22%
Salem	14	0	0.00%
Sandwich	976	0	0.00%
Shirley	8	0	0.00%
Townsend	6,940	22	0.32%



DISPLAY – CREATIVE

Creative	Impressions	Clicks	CTR
160x600Phase 2_115627_112321	245	7	2.86%
160x600_ENG_115627_080921	85	1	1.18%
300x250Phase 2_115627_112321	16,094	32	0.20%
300x250_ENG_115627_080921	36	3	8.33%
300x600Phase 2_115627_112321	1,313	7	0.53%
300x600_ENG_115627_080921	5,192	17	0.33%
320x50Phase 2_115627_112321	38,608	46	0.12%
320x50_ENG_115627_080921	66,564	72	0.11%
336x280_ENG_115627_080921	751	5	0.67%
728x90Phase 2_115627_112321	10,465	31	0.30%
728x90_ENG_115627_080921	16,272	39	0.24%

DISPLAY – BY DEVICE



TOP VIEWED SITES – DISPLAY

1Weather: Forecast and Radar
20minutos.com
20minutos.es
24-horas.mx
3djuegos.com
abc.com
abc.es
abcnews.go.com
abeautifulplate.com
aboutespanol.com
ABPV Americas best pics and videos
absolutehistory.com
absolutelyconnected.com
academia.edu
accuweather.com
acento.com.do
aciprensa.com
acordes.lacuerda.net
addictinggames.com
affluenttimes.com
ahoramismo.com
ahorapl.prensallibre.com
alertapaisa.com
alertatolima.com
aljazeera.com
allkpop.com
allmusic.com
allrecipes.com
americanpregnancy.org
amomama.es
anapaulaordorica.com
anews.mx
anhqv.es
apartmenttherapy.com
apnews.com
archive.boston.com
argentina.as.com
as.com
ask.com
astrology-zodiac-signs.com
atlanticmirror.com
atlasobscura.com
Audiomack - Download New Music
aurana.es
auto.com
autos.yahoo.com
autotrader.com
babycenter.com
babycocina.com
babymed.com
babynamewizard.com

babysavers.com
bandamax.tv
bangordailynews.com
baseball-almanac.com
baseball-reference.com
bbcgoodfood.com
bbmundo.com
beinsports.com
bet.com
bhg.com
bible.knowing-jesus.com
bible.org
biblegateway.com
biblestudytools.com
bibliacatolica.com.br
bibliaonline.com.br
bibliotecasalvadora.com
bigglobaltravel.com
billboard.com
biography.com
bioguia.com
bleacheration.com
bleacherreport.com
boats.com
boatrader.com
bobshideout.com
bobvila.com
bonvoyaged.com
boredomtherapy.com
boredpanda.com
boredpanda.es
boston.cbslocal.com
boston.com
boston25news.com
bostoncentral.com
bostondirttdogs.boston.com
bostonglobe.com
bostonherald.com
bostonmagazine.com
boticariagarcia.com
bravosnews.com
Brazilian English Dictionary
Bridge Race
britannica.com
brobible.com
burrosabio.com
businessfinder.masslive.com
businessinsider.com
businessinsider.es
businessnewsdaily.com
bustle.com

buzzfeed.com
buzzfeednews.com
cafemom.com
CallApp
cars.usnews.com
carscoops.com
catholicexchange.com
catholicism.com
CBS News - Live Breaking News
CBS Sports App Scores & News
CBS Sports Fantasy
cbslocal.com
cbsnews.com
cbssports.com
ccnadesdecero.es
celticsblog.com
celticswire.usatoday.com
centralamerica.com
centraldesermos.com
centroestudioscervantinos.es
chicago.suntimes.com
chicagotribune.com
cinemablend.com
clara.es
classifieds.masslive.com
cleverclassic.com
cmujer.com.mx
cnet.com
cnn.com
cnnspanol.cnn.com
colombia.as.com
colombianmegusta.com
colombian.com.co
comedy.com
comunidadmontepinar.es
connectate.com.do
coolmathgames.com
cope.es
cosmopolitan.com
countryliving.com
cox.com
cracked.com
cranstononline.com
cronicaglobal.lespanol.com
ctpost.com
dailyfitnessstip.com
dailymotion.com
depor.com
desafiomundial.com
dexterto.com
diario.elmundo.sv

diario.mx
diariodelistmo.com
diarioextra.com
diariolasamericas.com
diariopopular.com.ar
dictionary.com
diez.hn
digitaledition.courant.com
dinnerthendessert.com
directoalpaladar.com.mx
directorio.guatemala.com
discoverlifestyle.com
discovermagazine.com
divinacocina.es
divinity.es
dnaindia.com
doctoreport.com
dominicancooking.com
dotesports.com
drivepedia.com
eatwell101.com
ebaumsworld.com
ebay.com
ebay.es
econsejos.com
edestinos.com.mx
edition.cnn.com
edition.healthline.com
edition.si.com
ehowenespanol.com
eightieskids.com
elcolombiano.com
eldia.es
eldiario.es
eldiariolatinoamericano.com
eldiastro.es
elespanol.com
elespectador.com
elfinanciero.com.mx
elheraldo.co
elitedaily.com
eliteherald.com
elle.com
elle.mx
ellededor.com
eliberall.com
elmueble.com
elmundo.es
elnevodia.com
elpais.com
elperiodico.com

elsalvador.com
elsalvadortimes.com
eltiempo.com
eluniversal.com
eluniversal.com.mx
employmentlawhandbook.com
enewspaper.latimes.com
enewspaper.mcall.com
eonline.com
epicgardening.com
es.247mirror.com
es.dailybee.com
es.dmv-written-test.com
es.gizmodo.com
es.thefunpost.com
es.tideschart.com
es.wikihow.com
es.yourdictionary.com
esbarrio.com
esky.com
esky.es
espanadiario.net
espanol.babycenter.com
espanol.cox.com
espanol.mapsofworld.com
espanol.yahoo.com
espn.com
espn.com.mx
espndeportes.espn.com
esquire.com
essence.com
estrenocasa.com
es-us.finanzas.yahoo.com
etonline.com
everydayhealth.com
everydaykoala.com
ew.com
ewrestlingnews.com
explore.reference.com
famazine.com
familias.com
fcbarcelonanoticias.com
finance.yahoo.com
finance101.com
flickr.com
fodors.com
foodsinthehouse.com
forbes.com.mx
ford-trucks.com
foxbusiness.com
foxnews.com

freep.com
Fun Race 3Dfun107.com
futbin.com
futbol.radioformula.com.mx
futbolcentroamerica.com
futebolcudador.com
futbolred.com
futboltotal.com.mx
gamebanana.com
games.ask.com
games.courant.com
games.dallasnews.com
games.usatoday.com
games.washingtonpost.com
Garden of Words - Word Game
gardenersworld.com
gazette.com
gazettenet.com
gazillions.com
giantswire.usatoday.com
gizmono.com
glamorama.latercera.com
glassdoor.com
glassdoor.com.mx
goodhousekeeping.com
goodmorningamerica.com
google.com
gothamist.com
gourmetdemexico.com.mx
graduatez.com
greatergood.com
greedyfinance.com
greenwichtime.com
guatemala.com
guatevision.com
guitarworld.com
gun-control.procon.org
hannity.com
harpersbazaar.com
haynoticia.es
health.com
health.howstuffworks.com
health.usnews.com
healthandwellnessnews.com
healthiersteps.com
healthyeating.sfgate.com
healthyfitnessmeals.com
healthygem.com
heavy.com
heraldo.es

TOP VIEWED SITES – DISPLAY

hermoments.com	lawofficer.com	motor-junkie.com	niusdiario.es	poststar.com	sobrehistoria.com
highschoolsports.masslive.com	legacy.com	motorpasion.com.mx	northattleborough.wickedlocal.com	premium.usnews.com	social.entrepreneur.com
hispanidadcatolica.com	lifelistener.com	motortrendenespanol.com	northjersey.com	prensalibre.com	softzone.es
historiadelnuevomundo.com	lifestylelatino.com	movieinsider.com	noticel.com	prevention.com	solowrestling.mundodeportivo.com
history.com	listindiario.com	msn.com	noticiasdelaciencia.com	pride.com	someecards.com
hola.com	lite987.com	msnbc.com	noticiasponce.com	providencejournal.com	southcoasttoday.com
holadoctor.com	livescience.com	mtvrock.com	nuestro.mundohispanico.com	publico.es	soyfutbol.com
hollywood-tale.com	livestrong.com	mtv.telediario.mx	nuevoperiodico.com	puzzles.usatoday.com	SpanishDict Translator
homehacks.co	lne.es	mujer.com.pa	nvnoticias.com	queerintheworld.com	spanishdict.com
hometalk.com	local.bostonmagazine.com	mundiario.com	nydailynews.com	quizlet.com	sport.es
honesttopaws.com	looper.com	mundodeportivo.com	nypost.com	quizzable.com	sportadictos.com
hora.es	los40.com.mx	mundoenlasalturas.com	nytimes.com	radio.com	sportbible.com
horoscope.com	losreplicantes.com	mundohispanico.com	oann.com	radio.es	sportinal.com
horoscopo.abc.es	lossaboresdemexico.com	mundoprimaria.com	observer.com	ranker.com	sportlife.es
horoscopo.com	loteriasdominicanas.com	Musi - Simple Music Streaming	offers.com	rawstory.com	sports.cbslocal.com
horoscopo.mujerhoy.com	lotterycorner.com	Musica XM Unlimited Streaming	okcupid.com	realestate.boston.com	sports.usatoday.com
horoscoponegro.com	lotterypost.com	musica.com	onceuponachef.com	realestate.usnews.com	sportsbookwire.usatoday.com
housebeautiful.com	lotteryusa.com	muyhistoria.es	oprahmag.com	realhousemoms.com	sports-fantasy.media.yahoo.com
huffingtonpost.es	lotto.pch.com	muyinteresante.es	outlook.live.com	realsport101.com	sportswire.usatoday.com
huffpost.com	lowellsun.com	mx.investing.com	outsider.com	realtor.com	spotify.com
imagenzac.com.mx	luxandlsh.com	my.yahoo.com	paisdelosjuegos.es	recetasdecocina.elmundo.es	spotlightstories.co
independentri.com	mail.yahoo.com	mycentraljersey.com	panamaamerica.com.pa	recordonline.com	stockcharts.com
india.com	mapquest.com	myfitnesspal.com	pareja.enfemenino.com	Red Sox Baseball	subefotos.com
informacion.es	marieclaire.com	naciondeportes.com	parental.com	redbox.com	sumedico.lasillarota.com
informadiario.com	marie-claire.es	narracionescortasyconcisas.com	parentinfluence.com	reddit.com	sweetandsavory.co
informador.mx	marthastewart.com	nationalreview.com	parentingisnteasy.co	redfin.com	symptoms.webmd.com
insider.com	mashable.com	nba.com	parents.com	rentals.com	Tagged - Meet, Chat & Dating
instantlymodern.com	masslive.com	nbadraftroom.com	parentztalk.com	resetera.com	tasteofcountry.com
instyle.com	maternidad.enfemenino.com	nbamaniacs.com	patch.com	rogerebert.com	tasteofhome.com
instyle.es	maternityweek.com	NBC 10 WJAR	patriotswire.usatoday.com	rollingstone.com	telegram.com
jezebel.com	mcall.com	nbcboston.com	pcgamer.com	salary.com	telemadrid.es
juanfutbol.com	mccormick.com	nbccchicago.com	pch.com	salon.com	telemundo.com
kbb.com	medical-news.org	nbconnecticut.com	pcworld.es	saludadiario.es	telemundodeportes.com
lacuarta.com	mediotiempo.com	nbcnews.com	peinados.es	science.howstuffworks.com	Telenovelas mexicanas de televis
ladbible.com	MeetMe - Go Live, Chat & Meet	nbcnewyork.com	people.com	scmp.com	televiscentro.com
lahuertoteca.es	menshealth.com	nbcports.com	peopleen.espanol.com	scribol.com	televisa.com
lanaciondigital.es	mensjournal.com	ncaa.com	pequeocio.com	sdnnoticias.com	theatlantic.com
lanota-latina.com	mentalfloss.com	ncrnoticias.com	pequeviajes.com	seacoastcurrent.com	thesaurus.com
laopiniondemurcia.es	mentehermosa.net	necn.com	perezhilton.com	seacoastonline.com	theScore: Sports News & Scores
lapaginamillonaria.com	merriam-webster.com	newjersey.news12.com	pets.webmd.com	seeitlive.co	thesportsdrop.com
lapandereta.es	metropcs.mobi	News Break: Local Stories App	poj.com	semana.com	thespruceeats.com
laprensa.hn	mlenio.com	newsweek.com	poki.com	semana.es	thesunchronicle.com
lasexta.com	mlb.com	newsweek.espanol.com	politico.com	serpadres.es	thisoldhouse.com
lasillarota.com	mmajunkie.usatoday.com	newyork.cbslocal.com	politico.mx	sfgate.com	time.com
lasprovincias.es	money.cnn.com	nfltraderumors.co	politifact.com	silive.com	timesnownews.com
latimes.com	money.usnews.com	ngenespanol.com	popculture.com	skinnytaste.com	tinyhousetalk.com
latina.pe	motociclismo.es	nhl.com	popsci.com	SKOUT - Meet, Chat, Go Live	
latinamommeals.com	motor.es	nicksifwit.com	popularmechanics.com	slate.com	
				snopes.com	

TOP VIEWED SITES – DISPLAY

tmz.com	wickedlocal.com
topgear.es	wikihow.com
toppoptoday.com	wired.com
travel.usnews.com	woman.es
travellandleisure.com	womansday.com
travelerdoor.com	women.com
trendencias.com	womenshealthmag.com
tribuna.com	WPRI 12 News - Providence, RI
tripadvisor.com	wpri.com
tripadvisor.es	wsj.com
tripstodiscover.com	wtnh.com
trivia.com	yachtworld.com
triviatoday.com	yahoo.com
trome.pe	
TUDN: TU Deportes Network	
TuneInRadio: Music & Sports	
tunoticiapr.com	
tuotromedico.com	
turnto10.com	
tuvideopr.com	
tvguide.com	
tvinsider.com	
tvpacifico.mx	
tvynovelas.com	
Univision Noticias	
Univision Puerto Rico	
univision.com	
urbandictionary.com	
usatoday.com	
usmagazine.com	
usnews.com	
vaccines.procon.org	
vandal.espanol.com	
vanguardia.com	
vanguardia.com.mx	
vanityfair.com	
variety.com	
venezuelaaldia.com	
vertele.eldiario.es	
video.foxnews.com	
videos.elmundo.es	
vox.com	
washington.cbslocal.com	
washingtonexaminer.com	
washingtonpost.com	
washingtontimes.com	
wcvb.com	
weather.com	
weatherbug.com	
webmd.com	
webosfritos.es	
whdh.com	

PRE-ROLL PERFORMANCE AUDIENCE TARGETING



PRE-ROLL – OVERALL PERFORMANCE

369,169

IMPRESSIONS

506

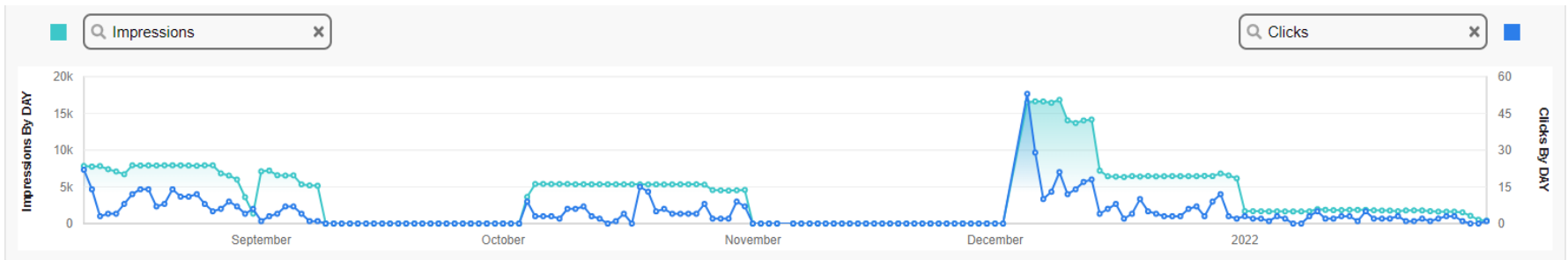
CLICKS

200,037

COMPLETIONS

54.19%

COMPLETION RATE



PRE-ROLL – BY TOWN

Towns	Impressions	Completions	Completion Rate	Clicks	CTR
Bourne	12,944	6,427	49.65%	17	0.13%
Brockton	90,859	79,359	87.34%	158	0.17%
Gloucester	15,933	8,634	54.19%	23	0.14%
Holyoke	30,259	15,574	51.47%	61	0.20%
Lowell	75,214	43,091	57.29%	95	0.13%
Plymouth	42,284	20,002	47.30%	53	0.13%
Salem	30,033	18,616	61.99%	34	0.11%
Sandwich	15,241	7,358	48.28%	27	0.18%
Shirley	1,104	609	55.16%	1	0.09%
Townsend	962	443	46.05%	0	0.00%

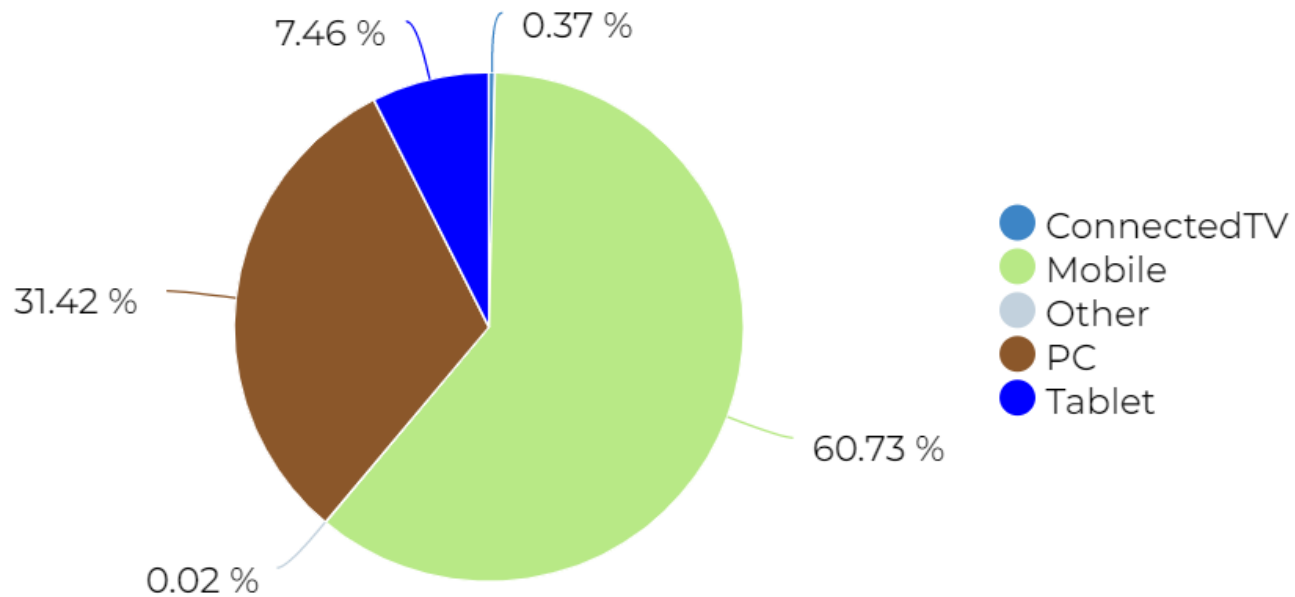


PRE-ROLL – CREATIVE

Creative	Impressions	Clicks	CTR	25% Complete	50% Complete	75% Complete	Completed Views	Completion Rate
PSA_15_Abraham-Brittany	86,189	99	0.11%	67,009	61,318	57,871	54,899	63.70%
PSA_15_Scotty-Lexa	86,760	115	0.13%	67,356	61,367	57,783	54,645	62.98%
PSA_15_Shannon-Brian	32,153	35	0.11%	26,430	24,354	23,120	21,811	67.84%
PSA_30_Abraham-Brittany-Jeremy	23,256	48	0.21%	12,377	10,028	7,533	6,110	26.27%
PSA_30_Johnny-Shannon-Brian	30,055	40	0.13%	20,648	18,150	15,005	11,944	39.74%
PSA_30_Scotty-Lexa-Nick	24,175	44	0.18%	12,858	10,401	8,249	6,511	26.93%
Spanish PSA 15	38,848	58	0.15%	30,895	28,208	26,376	24,794	63.82%
Spanish PSA 30	47,733	67	0.14%	33,228	28,896	23,719	19,323	40.48%



PRE-ROLL – BY DEVICE



TOP VIEWED SITES – SPANISH & ENGLISH

This measurement is not a full list of sites where your ads ran, as they follow the user, not the site, but it represents the sites where your ads were most viewable. Viewability is measured in terms of time on screen, time in view, total time spent by the user with your ads, and more.

AccuWeather Winter weather alerts & local forecast

addictinggames.com
aljazeera.com
americanpregnancy.org
aol.com
apnews.com
appleinsider.com
arkadium.com
askmen.com
atlantablackstar.com
Audiomack-New Music
avclub.com
babylonbee.com
barrons.com
bbc.com
beachraider.com
bigglobaltravel.com
bigvikinggames.com
bimmerfest.com
boredpanda.com
Brain Test: Tricky Puzzles
bridesblush.com
budgetbytes.com
bustle.com
buzzfeed.com
buzzfeednews.com
carpaymentcalculator.net
chocolate.com
CNN: Breaking US & World News
CodyCross: Crossword Puzzles
collider.com
com.linmedia.newstouch.wpri
com.linmedia.newstouch.wwlp
com.luckyapp.winner
com.peoplefun.wordcross
com.pixel.art.coloring.color.number
comicbookmovie.com
compareremit.com
consejosytrucos.co
Cookie Jam: Match 3 Games
cox.com
ciudad.com.ar
DAFU™ Casino
Daily Mail Online
Daily Scratch - Win Reward for Free
dailymail.online
Dancing Road: Color Ball Run!
dawn.com
delish.com
Design Home: House Renovation
digitaltrends.com

directexpose.com
disneyfoodblog.com
distractify.com
dominanttoday.com
drivepedia.com
esquire.com
evite.com
ebaumsworld.com
ebay.com
ebony.com
eightieskids.com
elcaribe.do
elcivics.com
elcomercio.pe
eldia.do
eldiariolatinoamericano.com
eldiariony.com
eleconomista.mx
elespanol.com
elfideo.com
eliteherald.com
elle.com
ellededor.com
elmundo.es
elnacional.com
elnacional.do
elnuevodiario.do
elnuevoherald.com
elperiodico.com
elpregonerord.com
elsalvador.com
elsiglodetorreon.mx
elsoldemexico.mx
eltiempo.com
eluniversal.mx
elvocero.com
ensegundos.do
enterpriseneews.com
epicurious.com
espanol.yahoo.com
espn.com
espndeportes.espn.com
factsherald.com
flyordie.com
forreason.com
futbin.com
Galaxy Attack: Alien Shooter
gamedaynews.com
gizmodo.com
groovyhistory.com
hashtagchatter.com

healthline.com
historychronicle.com
homehacks.co
housebeautiful.com
hunt4freebies.com
infoplease.com
insider.com
Jewel Hunter Lost Temple
kfdi.com
koreaboo.com
ladyssavings.com
lawenforcementtoday.com
laverdadnoticias.com
lostimpos.com
loteriasdominicanas.com
lecremedelacrumb.com
lifehacker.com
liveforlivemusic.com
loveandlemons.com
luxandlush.com
magiquiz.com
mamasuncut.com
manoramaonline.com
match.com
medicalnewstoday.com
metaspoon.com
mhoninoticias.com
mic.com
MLB Tap Sports Baseball
motorbiscuit.com
musicoholics.com
myforkinglife.com
necn.com
newyorker.com
nodq.com
noracooks.com
oprahmag.com
paleorunningmomma.com
Panda Pop! Bubble Shooter Saga | Blast Bubbles
penguinmd.com
planetware.com
pof.com
popularmechanics.com
prowrestlingstories.com
radiotimes.com
ranker.com
ranker.com
reddit.com
researchgate.net
reshareworthy.com
ruinmyweek.com

samurai-gamers.com
sarahmaker.com
sciencesensei.com
screenrant.com
simplyrecipes.com
SKOUT - Meet, Chat, Go Live
smalljoys.tv
soapdirt.com
sogoodly.com
Solitaire Relax
space.com
sportschew.com
spotlightstories.co
stadiumtalk.com
statisticsshowto.com
stereogum.com
sweetcsdesigns.com
tacorelish.com
Tagged - Meet, Chat & Dating
theashleysrealityroundup.com
thehollywoodgossip.com
thenation.com
theonion.com
theprimarymarket.com
theroot.com
theScore: Live Sports Scores, News, Stats & Videos
thesportster.com
the-sun.com
totalprosports.com
townandcountrymag.com
travelerdreams.com
travelermaster.com
traveltrivia.com
Trending Music
trivia.com
tvazteca.com
univision.com
vladtv.com
Weather - The Weather Channel
Weather Underground: Local Map
WeatherBug – Weather Forecast
whatculture.com
whiskeyriff.com
womenadvance.com
Words With Friends – Word Game
Words With Friends 2 – Free Word Games & Puzzles
workandmoney.com
WPRI 12 News - Providence, RI
WWLP 22News – Springfield MA
yourrulingplanet.com
yourtango.com

OTT/CTV PERFORMANCE AUDIENCE TARGETING



OTT/CTV – OVERALL PERFORMANCE

274,014

IMPRESSIONS

143

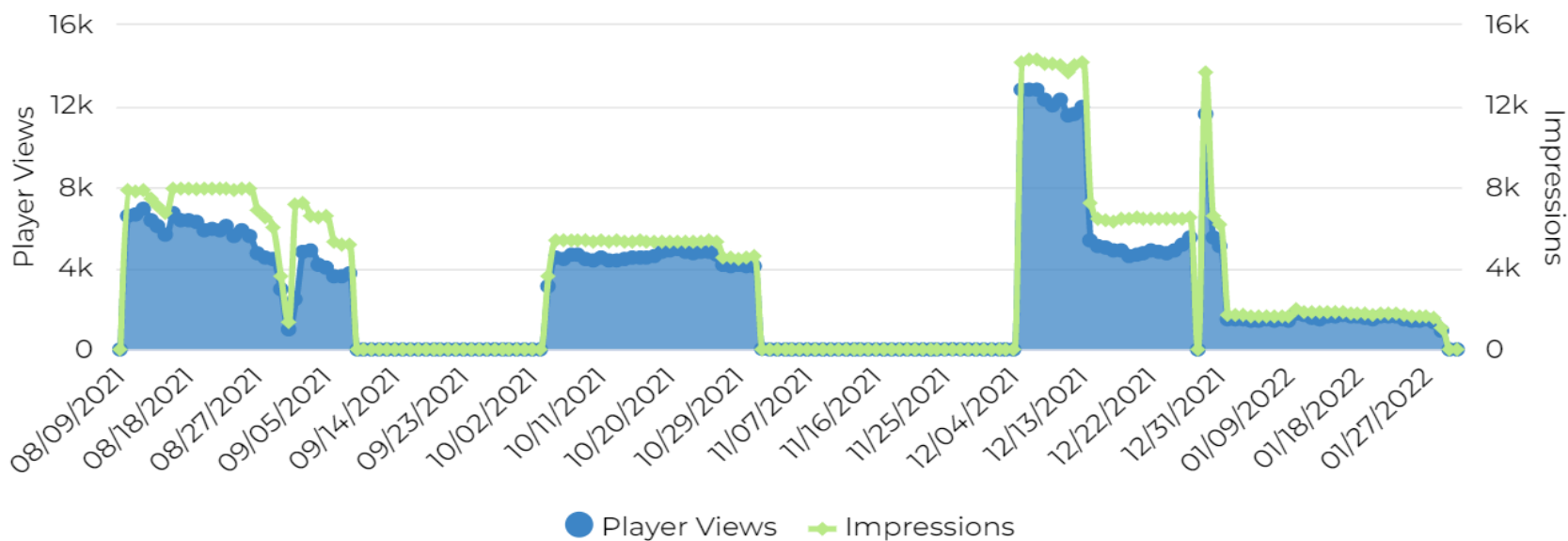
CLICKS

260,833

COMPLETIONS

95.19%

COMPLETION RATE



Towns	Impressions	Completions	Completion Rate	Clicks
Bourne	7,934	7,398	93.24%	9
Brockton	68,703	65,886	95.90%	36
Gloucester	10,176	9,626	94.60%	4
Holyoke	34,399	31,905	92.75%	15
Lowell	94,549	91,694	96.98%	39
Plymouth	29,170	27,569	94.51%	18
Salem	21,879	20,734	94.77%	13
Sandwich	5,954	5,522	92.74%	5
Shirley	461	405	87.85%	1
Townsend	520	493	94.81%	1

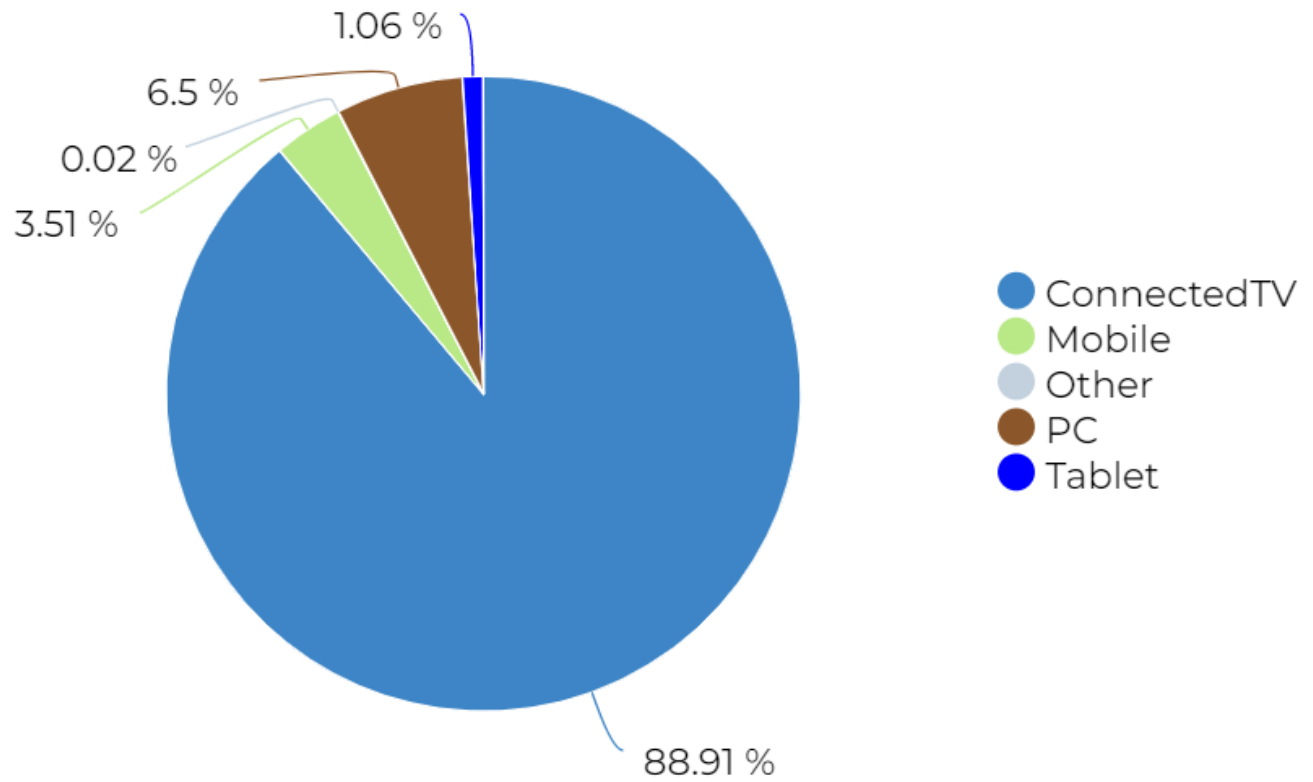


OTT/CTV – BY CREATIVE

Creative	Impressions	Clicks	25% Complete	50% Complete	75% Complete	Completed Views	Completion Rate
PSA_15_Abraham-Brittany_Updated 7.28_ENG	82623	34	80183	79815	79389	78939	95.54%
PSA_15_Scotty-Lexa_FINAL_ENG	70985	27	68860	68704	68405	68001	95.80%
PSA_15_Shannon-Brian	22636	11	22300	22180	22062	21969	97.05%
PSA_30_Abraham-Brittany-Jeremy_Updated 7.28	12096	9	11698	11543	11446	11373	94.02%
PSA_30_Johnny-Shannon-Brian	13249	9	12869	12754	12630	12536	94.62%
PSA_30_Scotty-Lexa-Nick_FINAL_ENG	12043	10	11644	11547	11452	11403	94.69%
Spanish PSA 15	39419	23	38550	38164	37847	37566	95.30%
Spanish PSA 30	20963	20	19935	19559	19317	19046	90.86%



OTT/CTV – BY DEVICE



OTT/CTV Apps

Spanish & English



ABC
ADVENTUROLOGY
AENETWORK
AFHV
AHC GO
AMAZING CLASSICS
AMAZON FIRE TV
AMC
AMERICANNINJAWARRIORNATION
AMERICASVOICENEWS
ANIMALPLANET
ANIMATION MASTERPIECES
ANIME FANZ TUBE - ANIME STACK
ANTHYMTV - EASY, FREE CABLE TV
ARCADECLOUD
ASIANCRUSH
AT&T TV
ATMOSPHERE TV
BABYFIRST
BARSTOOL SPORTS
BBC
BBC AMERICA
BEINSPORTS
BET
BIGTENNETWORK
BILLBOARD
BLOOMBERG
BOBROSS
BOUNCETV
BRAVO
CANELA.TV - SERIES AND MOVIES
CBS INTERACTIVE
CBS NEWS
CBSSPORTS
CHEDDAR
CHEDDAR NEWS
CINEMA FORT
CINEMATIO
CINEMAZING
CINESONY
CLASSIC_MOVIES_AND_TV
CLASSICMOVIEVAULT
CLICKSILVERSCREEN
CMT
CNBC
CNN
COMEDY CENTRAL
COMEDY DYNAMICS
COMETTV
CONTV
COOKING CHANNEL
COOKING CRAZE
COOKING DASH
COURT TV
CRACKLE
CRIME 360
CRIME. CLIFFHANGER. ACTION
CRIMINAL CLIFFHANGERS SERIES
CROSSWORD EXPLORER
CROWD CITY
CRUNCHYROLL
CW
DAILYMOTION
DANGER TV
DAREDEVIL MECCA
DESTINATIONAMERICA
DISCOVERY CHANNEL
DISTROTV
DIVORCE COURT
DIY
DOCURAMA
DOVE CHANNEL
DRAMAMANIA
DUNE!
DUSTX
E!
ENCORETVB
ENETWORK
ESPN
ESPN2

OTT/CTV Apps

Spanish & English

ETLIVE
FAIL ARMY
FAMILY FEUD
FAWESOME.TV
FILM RISE
FLICKSTREAMTV-CONCERTS
FLIPBOARD
FOOD NETWORK GO
FORTHEFANS
FOX BUSINESS NETWORK
FOX NEWS
FOX NOW
FOXSPORTS1
FOXSPORTS2
FREE ACTION CLASSIC MOVIES
FREE FLIX TONIGHT
FREE GRINDHOUSE FLIX TONIGHT
FREE HD MOVIES
FREE MOVIE CHANNEL
FREE MOVIES NOW
FREE MOVIES PLUS
FREE VINTAGE CARTOONS
FREEBIE TV
FREEFLIX TONIGHT
FREEFORM
FREEGRINDHOUSEFLIXTONIGHT
FREEHORRORCLASSICS
FREEWHEEL
FRNDLY TV
FUBOSPORTSNETWORK
FUBOTV
FUSE
FUTURETODAY

FX
FYI CHANNEL
GALAVISION
GAMESHOWNETWORK
GETTV
GLVC SPORTS NETWORK
GOLD COLLECTION OF MUSICALS
GOLF
GOLF RIVAL
GRAVITAS
GREAT HOME IDEAS
GSN ONLINE
GUSTO TV
HALLMARK
HALLYPOP
HAYSTACK TV
HEDWIG
HGTV
HIGH SCIFI
HISTORY
HOLLYWOOD CULT MOVIES
HOOP STARS
HORROR-SCIFI-FANTASY - FREE!
ID
IFC
IMPACT PLUS
INVESTIGATION DISCOVERY
IONPLUS
IT'S TRAVEL TIME
ITV HUB
JADOO TV
JUKIN MEDIA
KALOOPY

KMTV - WATCH K-POP
LAW AND CRIME
LEAGUEOFLEGENDSCLUB
LEARN HOW TO DANCE
LG CHANNELS
LIFETIME
LIVE NET TV
LIVELY PLACE
LOCAL NOW
LOGO
LOONEY CARTOONS
MAGNOLIA PICTURES CINELIFE
MAVERICK BLACK CINEMA
MIDNIGHT PULP - MOVIES & TV
MLB
MOVIE FINDER: FREE ONLINE MOVIES
MOVIE NOOK
MOVIE! PLUS
MOVIE! PLUS+
MOVIEBOMB
MOVIEDOM
MOVIELAND
MOVIEMANIA
MOVIES FOR ADVENTUROUS
MSN
MSNBC
MTV
NAT GEO TV: LIVE & ON DEMAND
NBATV
NBC
NBC NEWS
NBC SPORTS
NBC TODAY
NESN
NESNPLUS
NEW ENGLAND CABLE NEWS
NEWSMAX
NEWSON
NEWSY
NFL

NHL
NHLNETWORK
NICKELODEON
NOSEY
NOW YOU KNOW - EDUCATIONAL TV
ONE AMERICA NEWS NETWORK
ONEUPTV
OPRAH
OUTDOORAMERICA
OUTSIDE TV
PARTY TYME KARAOKE
PBS
PEOPLE ARE AWESOME
PEOPLETV
PHILO: LIVE & ON-DEMAND TV
PLEX - STREAM FOR FREE
PLUTO TV
POPCORNFLIX
PRO LIVE STREAMING NFL
PRO LIVE STREAMING SPORTS
RADAR EXPRESS - WITH NOAA WEATHER
RARE LANDSCAPES
REELZCHANNEL
RETROCRUSH
RISE UP
SAMSUNG CONTENT NETWORK
SAMSUNG TV PLUS
SBTV
SCIENCE CHANNEL GO
SCI-FI
SCIFILM
SERIALS TOWN
SHOUT! FACTORY TV
SHOWGUIDE
SILVERSCREEN
SKIING FREE
SKILLSANDTHRILLS
SLING TV
SMITHSONIAN
SOCCER SCORES & SPORTS LIVESCORE

OTT/CTV Apps

Spanish & English

SOCCER SHOTS FREE	VIKI
SONY	VIZIO
SPIKE	VRV
SPORTS NETWORK	VTV
SPORTS.GLOBAL	WATCH OWN
SPORTSMANCHANNEL	WATCHFREEFLIX
STADIUM	WATCHWPT
STIRR - THE NEW FREE TV	WAYPOINT TV
STRIX	WE TV
SUNDANCE TV	WEATHER GROUP
SURF ADVENTURE	WEATHERNATION
SYFY	WEATHERSPY
TASTEMADE	WILD VENTURE
TCL CHANNEL	WILD WORLD - ANIMAL TV
TED TV	XITE
TENNIS CHANNEL	XUMO
THE CW	YUPP TV
THE FITNESS CHANNEL	YUYU - MOVIES & TV
THE FUNNIEST CARTOONS SET	
THE GAMING CHANNEL	
THE GOLD COLLECTION	
THE JAMAICA CHANNEL	
THE PET COLLECTIVE	
THEGOLFCHANNEL	
THISOLDHOUSE	
TINYHOUSENATION	
TITAN VIDEO PLAYER	
TIVO	
TLC	
TVLAND	
UNIVISION	
VIACOM	
VICELAND	

SOCIAL PERFORMANCE FACEBOOK & INSTAGRAM



SOCIAL PERFORMANCE - OVERALL

687,146

Impressions

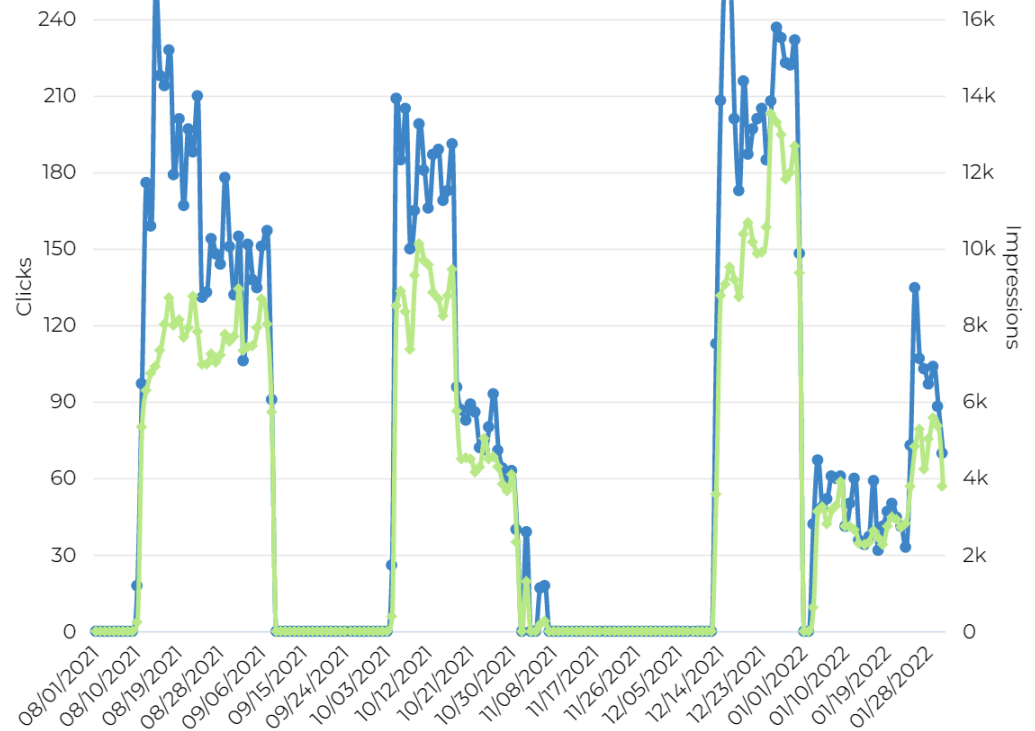
13,959

Clicks

2.03%

CTR

CLICKS VS. IMPRESSIONS





SOCIAL PERFORMANCE - OVERALL

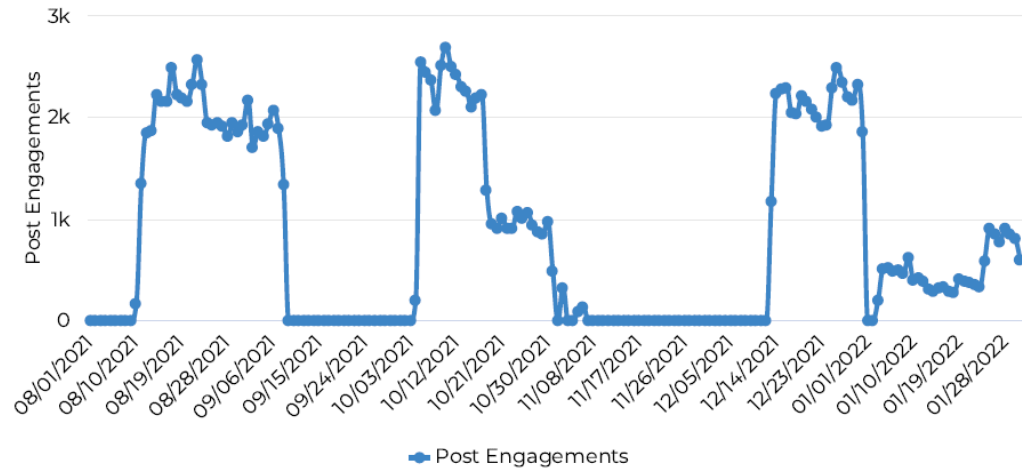
157,315
Post Engagements

308
Post Reactions

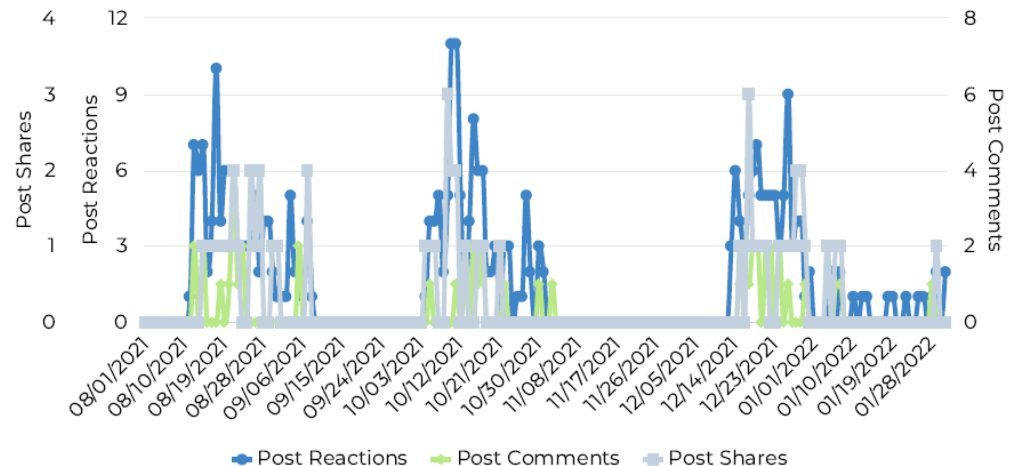
44
Post Comments

54
Post Shares

DAILY POST ENGAGEMENTS



DAILY REACTIONS, COMMENTS, & SHARES





SOCIAL PERFORMANCE: ENGLISH CREATIVE

Creative	Impressions	Clicks	CTR	Link Clicks	Engagements	Comments	Shares	Post Reactions
PSA 15 Abraham Brittany https://www.facebook.com/102650498106646_359238652447828	88,333	1,434	1.62%	1,046	18,716	4	1	21
PSA 15 Scotty-Lexa https://www.facebook.com/102650498106646_359241792447514	173,968	4,896	2.81%	2,092	48,871	23	15	115
PSA 30 Abraham Brittany https://www.facebook.com/102650498106646_359269302444763	30,274	520	1.72%	374	9,046	1	1	12
PSA 30 Scotty-Lexa https://www.facebook.com/102650498106646_359262029112157	46,590	630	1.35%	485	10,792	1	6	11
PSA_15_Shannon-Brian https://www.facebook.com/102650498106646_393583372346689	85,805	1,623	1.89%	901	20,321	10	8	49
PSA_30_Johnny-Shannon-Brian https://www.facebook.com/102650498106646_393586672346359	125,121	2,231	1.78%	1,392	28,675	4	16	67
Grand Total	550,091	11,334	2.06%	6,290	136,421	43	47	275

AD TYPE: TRAFFIC (CLICK TO WEBSITE)

TOTAL IMPRESSIONS: 550,091

TOTAL CLICKS: 11,334

CTR: 0.21%

TOTAL REACH: 111,038



SOCIAL PERFORMANCE: SPANISH CREATIVE

Creative	Impressions	Clicks	CTR	Link Clicks	Engagements	Comments	Shares	Post Reactions
Traffic Spanish 15 sec https://www.facebook.com/102650498106646_427956925576000	15599	300	1.92%	190	3345	0	1	15
Traffic Spanish 30 sec https://www.facebook.com/102650498106646_427956775576015	121456	2325	1.91%	1071	17549	1	6	18
Grand Total	137,055	2,625	1.92%	1,261	20,894	1	7	33

AD TYPE: TRAFFIC (CLICK TO WEBSITE)

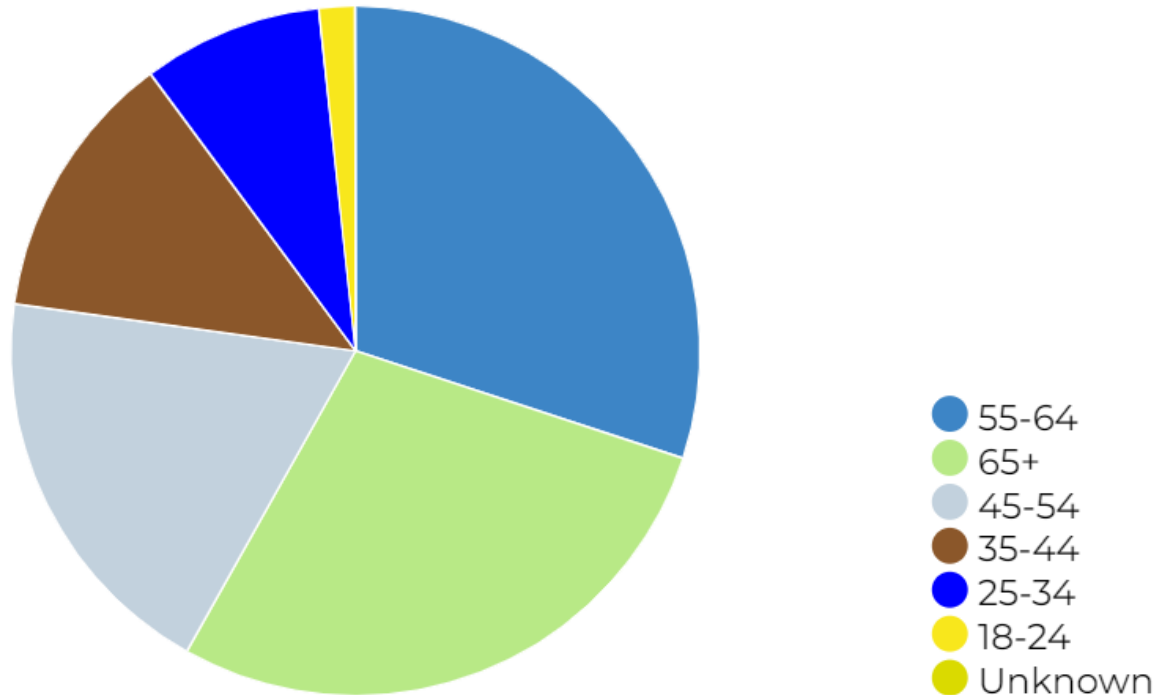
TOTAL IMPRESSIONS: 137,055

TOTAL CLICKS: 2,625

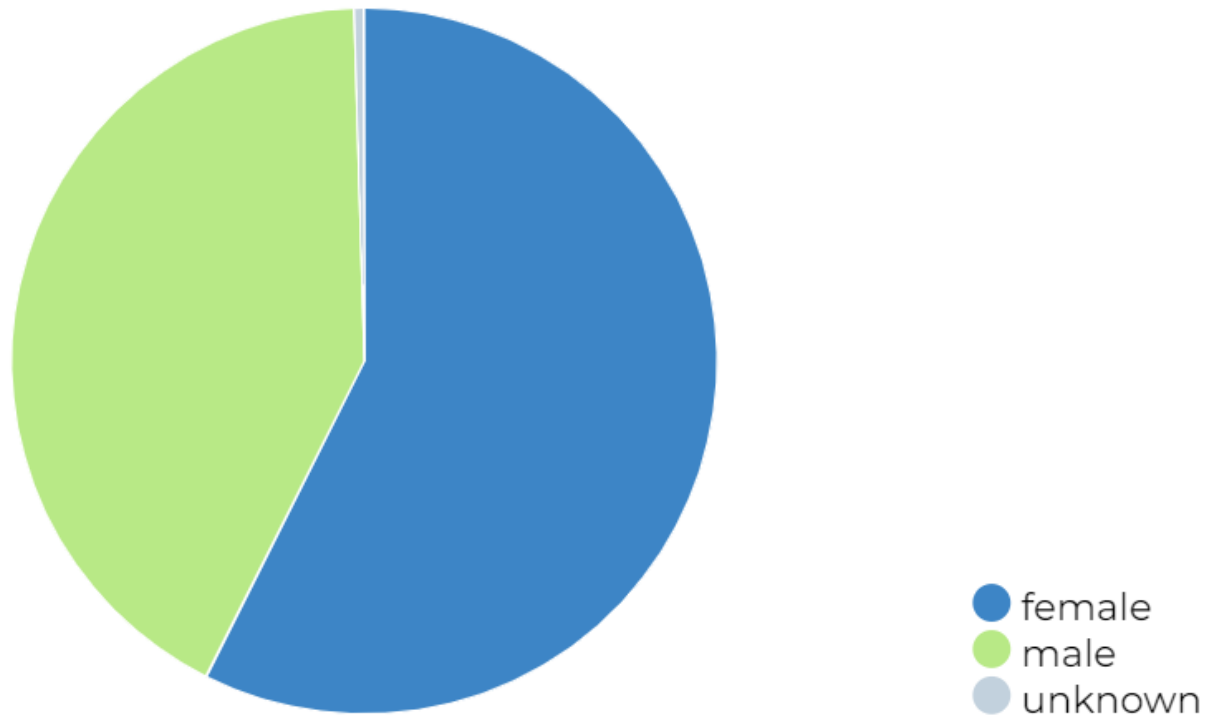
CTR: 0.19%

TOTAL REACH: 35,396

AGE GROUPS BY CLICKS



GENDER BY CLICKS



SOCIAL – CLICKS BY DEVICE

