

Digital Advertising Official Campaign Report

The Joint Chiropractic

(11/1/2020 – 11/30/2020)



Introduction

We were extremely excited to have The Joint Chiropractic as our November contest and featured on the *Collegian.com*. The Joint's advertisement on the Collegian reached over 253,000+ views in a little over a month.

Definitions for Your Understanding

To understand the metrics presented in this report, there is certain terminology that must be defined first for clarity:

Reach: The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.

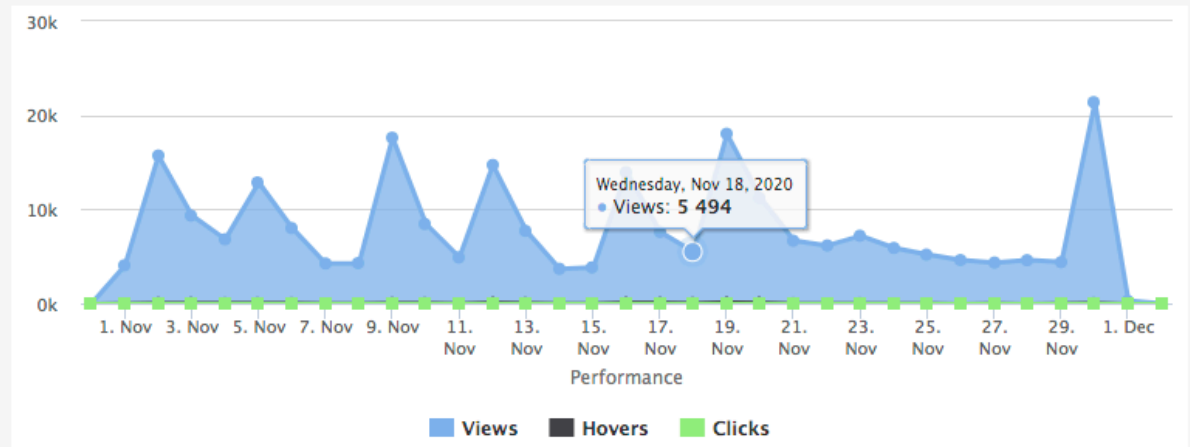
Post-Engagement: The total number of actions that people take involving your ads. Can be composed of likes, reactions, comments, link clicks, video/picture clicks & views, etc.

Impressions: The number of times your content, whether a post or a story, was shown to users. While commonly confused with reach, impressions are the total number of times your content could have been seen.

The Joint New Patient Promo 728x90

ID	Name	Views	Hovers	Clicks	Click Rate
310888	The Joint New Patient Promo 728x90	253,209	2,041	13	0.01%

Core Events By Day



Success Snapshot 728x90



Data Tracking

This section is all about the numbers.

The Joint Chiropractic Collegian Top Banner (728x90)

Impressions (TOTAL): 253,209

Hovers: 2,041

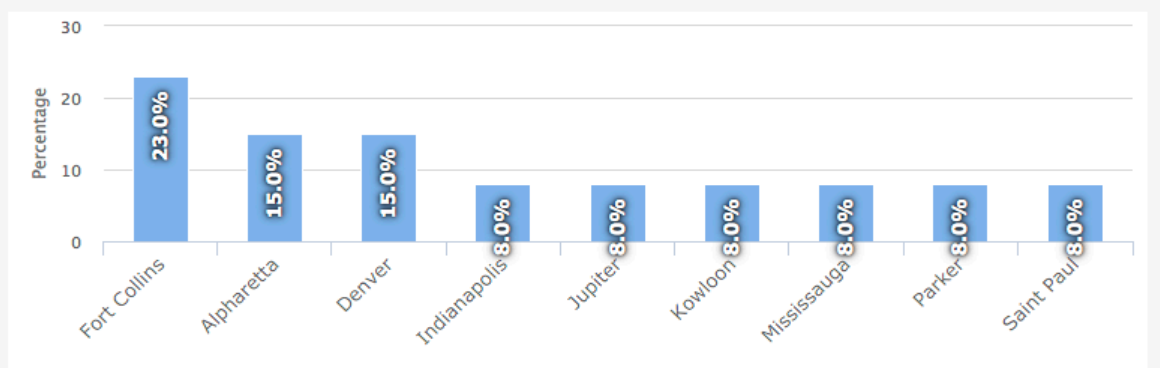
Clicks: 13

CTR: 0.01%

Breakdown By City

Breakdown by City

Here is a breakdown of ad events by city. These can be core events like clicks or hovers, or special events that are available only to certain ad formats.



Preview:

Advertisement Preview

THE JOINT
chiropractic

\$29

WE'VE GOT YOUR BACK!
New Patient Special
Includes Consultation, Exam, & Adjustment

Impression count over 100,000 is deemed successful for a College newspaper. Because the Impression total was 253,000+, we found this advertisement helped promote brand awareness. Although the advertisement didn't receive a high amount of clicks, it still performed successful to help readers become aware of the Joint. For instance, on Monday, November 30th, 21,394 readers were exposed to the advertisement.

The Joint Chiropractic Contest on Collegian Social Media

Run Dates: 11/02 – 11/14



Platform	Date Posted	Reach/Views	Clicks	Engagements
Facebook	11/02/2020	287	2	7
Facebook	11/03/2020	220	5	1
Facebook	11/04/2020	221	0	1
Facebook	11/05/2020	293	3	3
Facebook	11/06/2020	272	0	4
Facebook	11/09/2020	377	8	20
Facebook	11/10/2020	302	0	3
Facebook	11/11/2020	249	2	3
Facebook	11/12/2020	218	3	4
Facebook	11/13/2020	359	2	4
Facebook	11/14/2020	207	1	1
TOTAL		3,005	26	51

Platform	Date	Impressions	Clicks	Interactions	Reach
Instagram	11/02/2020	645	3	11	595
Instagram	11/04/2020	641	5	5	581
Instagram	11/06/2020	443	2	8	400
Instagram	11/12/2020	458	8	10	415
Instagram	11/13/2020	206	0	4	186
TOTAL		2,393	18	38	2,177

Post Insights

11
0
1
0

3 Profile Visits
 595 Reach

Interactions ①
3
 Actions taken from this post

Profile Visits 3

Discovery ①
595
 Accounts reached
 7% weren't following csu.collegian

Follows N/A

Reach 595

Impressions 645
 From Home 578
 From Profile 65
 From Other 2

This is where your post was seen the most. It got the most impressions from Home, Profile, and Other.


 The Rocky Mountain Collegian is at The Joint Chiropractic (Fort Collins).
 Published by Courtney Wayland · November 9 · Fort Collins ·

*****CONTEST*****
 We've Got Your Back!
 You have the chance to win 6 FREE Adjustments from The Joint Chiropractic!
 To enter, visit → <http://wshe.es/#6014JbY>
 Contest ends November 16th!

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 chiropractic

YOU'RE BACK, BABY.
 WIN 6 FREE
 CHIROPRACTIC ADJUSTMENTS!

*Valid only at the Fort Collins location
 1015 S Taft Hill Rd Unit F,
 Fort Collins, CO 80521



377 People Reached
 20 Engagements
Boost Post

3
5 Shares

Like
Comment
Share

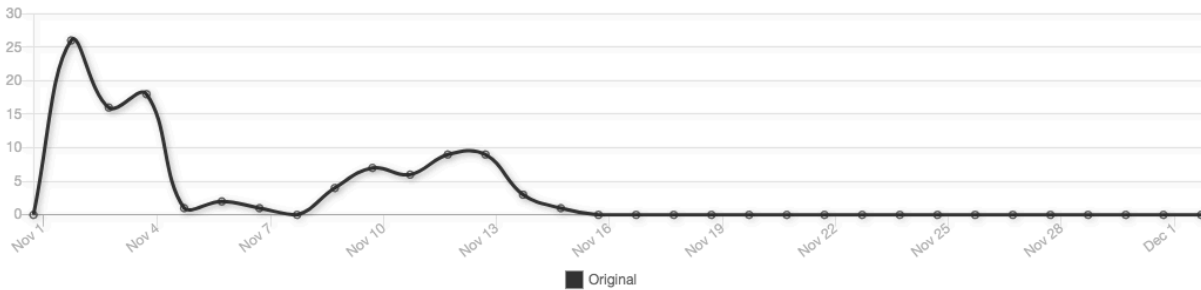
Wishpond Contest Results

Views: 103

Conversions: 21

Conversion Rate: 20.4%

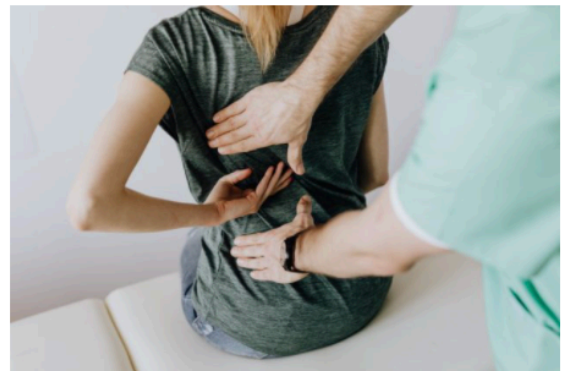
Leads: 16



Collegian.com
Sponsored Article
Feature

The Joint Chiropractic Shares The Benefits of Seeing a Chiropractor

NOVEMBER 2, 2020 BY SPONSORED CONTENT



Sponsored Content: The Joint Chiropractic was originally founded in 1999 with the goal of making routine chiropractic care more convenient, friendly, and affordable. Our mission is to improve the quality of life through routine and affordable chiropractic care. Our membership plans and packages eliminate the need for insurance, and our convenient hours and locations make [...]

FILED UNDER: SPONSORED CONTENT
TAGGED WITH: THE JOINT CHIROPRACTIC



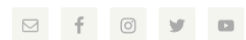
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The Joint Chiropractic Shares The Benefits of Seeing a Chiropractor

NOVEMBER 2, 2020 BY SPONSORED CONTENT



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