

Digital Advertising Summary / Proposal
July 1, 2024 through August 26, 2024
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Results:

● Length of Campaign:	52 days
● Target audience who engaged and interacted:	3,196 people
● New and unique visitors to our website from the ads	356 people
● Click-through rate (twice the National average)	0.51%
● Radio / Audio ads delivered	2,794
● Number of audio platforms used (streaming)	27
● Cost of campaign (\$1,530 per month)	\$3,060

Notes:

- Website visits noted above are specifically from the ads, not from Mailchimp emails, Facebook, or other outreach.
- Level of engagement suggests we are reaching our target audience with content that resonates and captures their attention.
- The numbers of visitors to the website are likely understated because some sophisticated users often won't click on an ad, but simply enter our web address into their search engines.

Proposed Path Forward:

- Continue the 2024 campaign through year end under a cost sharing arrangement wherein the majority of the costs would be subsidized by AdXcelerant, my business. Total additional cost to the NLCC would be reduced from \$1,530 to only \$500 per month. Total cost to the NLCC through year-end 2024 would be \$1,500.
 - Benefits
 - Continued visibility to NLCC logo, brand, image, and message.
 - Next quarter will be active with kids in school, pedestrian traffic concerns, winter snow removal operations, continued increase in road congestion.
 - We will be looking for more involvement to help stay on top of issues like the Bogard-Seldon corridor project planning with the State and Borough.