

M¹ Program Performance

Conversion

Grant Conversion Ads

Impressions: 1,536,790

Applicants: 229

Total Clicks: 4,233

Newsletter(s)

Open Rate: 42.65%

CTR: 8.48%

Total Clicks: 3,614

Social Series (A+B)

Impressions: 15,294,949

ER: 28.43%

Ad Recall: 7.26%

Consideration

Social Remarketing

Impressions: 3,522,894

Clicks: 44,807

CTR: 1.27%

Programmatic Remarketing

Impressions: 1,156,395

Clicks: 1,728

VCR: 78%

Awareness

Programmatic Video & Banners

Impressions: 4,904,756

Clicks: 2,171

VCR: 82%

Social Awareness Videos

Impressions: 2,664,327

ER: 68.94%

VCR: 33.80%

**Total
Impressions!**
29,080,111

