

# the STUDIO

## OBJECTIVE

- Create a PRIDE friendly campaign to increase STI testing and sexual health awareness  
 - Drive traffic to Informational Microsite: <https://safeisexyboston.com/>

## AUDIENCE

People ages 18-65+ living in Boston area with a emphasis on the LGBTQIA+ population

## CAMPAIGN DURATION

5/15/24-7/15/24

## REPORT DURATION PERIOD

5/15/24-7/15/24

## TOTAL PAGE VIEWS

72,578

## TOTAL IMPRESSIONS

2,419,824

## TOTAL CLICKS

83,010

## AVERAGE CTR

3.43%

### Changes from Last Report

## TOTAL PAGE VIEWS

7,376

## TOTAL IMPRESSIONS

359,694

## TOTAL CLICKS

8517

## AVERAGE CTR

.19%

### Sm Banner 01



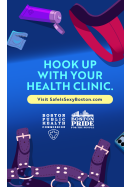
### Sm Banner 02



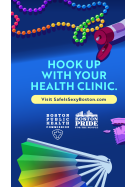
### Lg Ad 01



### Lg Ad 02



### Lg Ad 03



### Dating App



## IMPRESSIONS

957,714

## CLICKS

21,426

## CTR

2.24%

## TOP PERFORMER

Lg Ads

## IMPRESSIONS

208,242

## CLICKS

20,738

## CTR

9.96%

Native Image #1		Native Image #2		Native Image #3							
Video - NightStand		Video - Pride Fan		Video - Neighbors		Video - Jada		Video - Rachel		Video - Sofia	
<b>Dating App</b>				<b>IMPRESSIONS</b>		<b>CLICKS</b>		<b>CTR</b>			
				178,535		39,653		22.21%			
				<b>TOP PERFORMER</b>		<b>IMPRESSIONS</b>		<b>CLICKS</b>		<b>CTR</b>	
				Native Image 3		25,159		531		2.11%	
				Interstitial Video_Video_Portrait_Jada		17,912		6,739		37.62%	

Ad #1		Ad #2		Ad #3							
<b>Dating App</b>				<b>IMPRESSIONS</b>		<b>CLICKS</b>		<b>CTR</b>			
				102,581		714		0.70%			

Digital Social											
NightStand		Pride Fan		Neighbors		Disclosure		Who's In		Verse	
<b>Meta</b>				<b>IMPRESSIONS</b>		<b>CLICKS</b>		<b>CTR</b>			
				286,619		7,510		2.62%			
				<b>TOP PERFORMER</b>		<b>IMPRESSIONS</b>		<b>CLICKS</b>		<b>CTR</b>	
				Neighbors		37,820		846		2.24%	

TikTok



IMPRESSIONS	CLICKS	CTR
322,416	6,193	1.92%

TOP PERFORMER  
Pride Fan

IMPRESSIONS	CLICKS	CTR
77,510	2,061	2.66%

Snap Chat



IMPRESSIONS	CLICKS	CTR
150,391	5,547	3.69%

TOP PERFORMER  
Neighbors

IMPRESSIONS	CLICKS	CTR
31,682	2,432	7.68%

OOH  
Mobile Ads

IMPRESSIONS	CLICKS	CTR
421,568	1967	0.47%