

Attachment D (4 pages)

Staff Report – ADS-B System Service and Delivery Price and Contract (6.26.2019)

Truckee Tahoe Airport Report

ADS-B Social Media Campaign by Abbi Agency featuring Splainers

ADS-B Video: December 22, 2018 – April 24, 2019

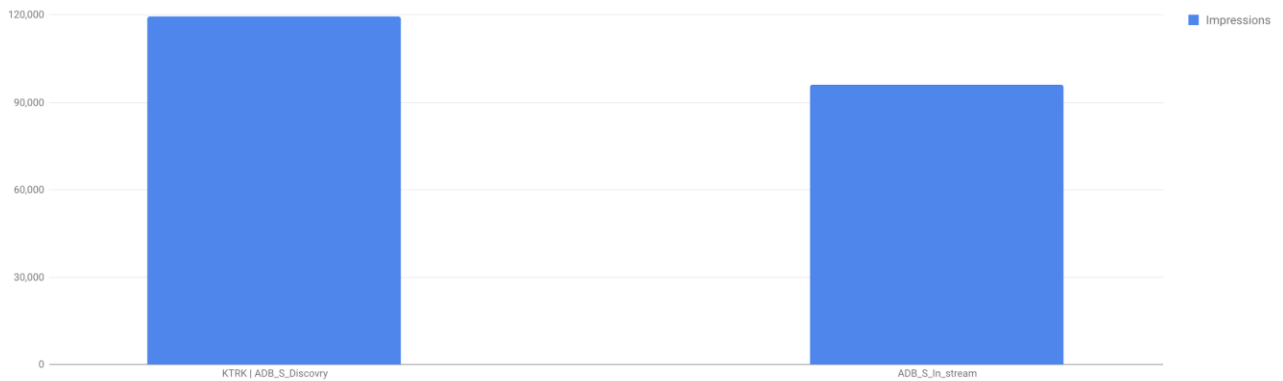
Total Combined Impressions (Facebook, YouTube and Instagram): ~250,000

YouTube – ADS-B In-Stream

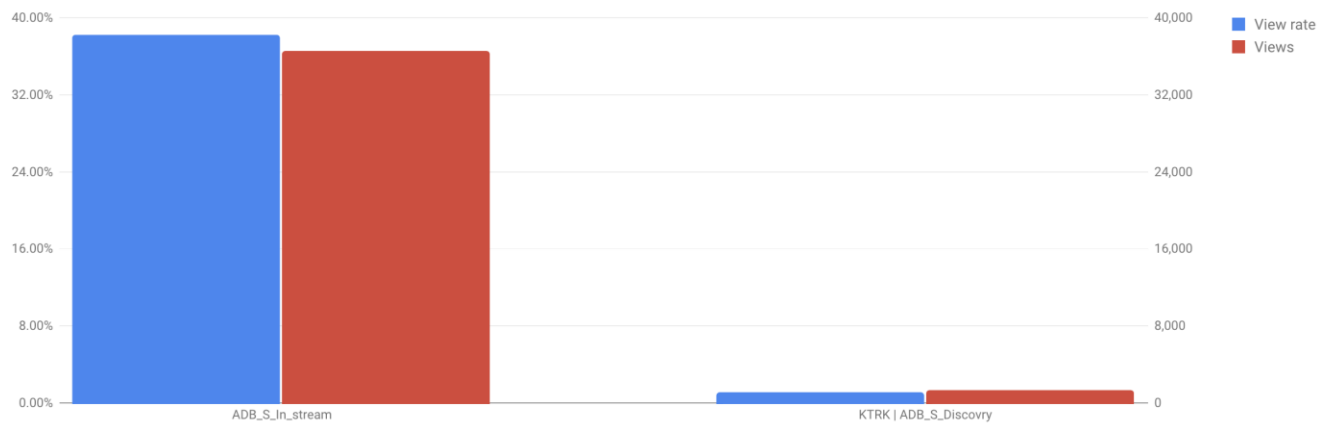
Overview

- 120,000 streams, 37,844 views
- Great view rate for In-Stream
- Really strong 5 second impression
- Targeted and geofenced to apply to District zip codes

YouTube Paid Results



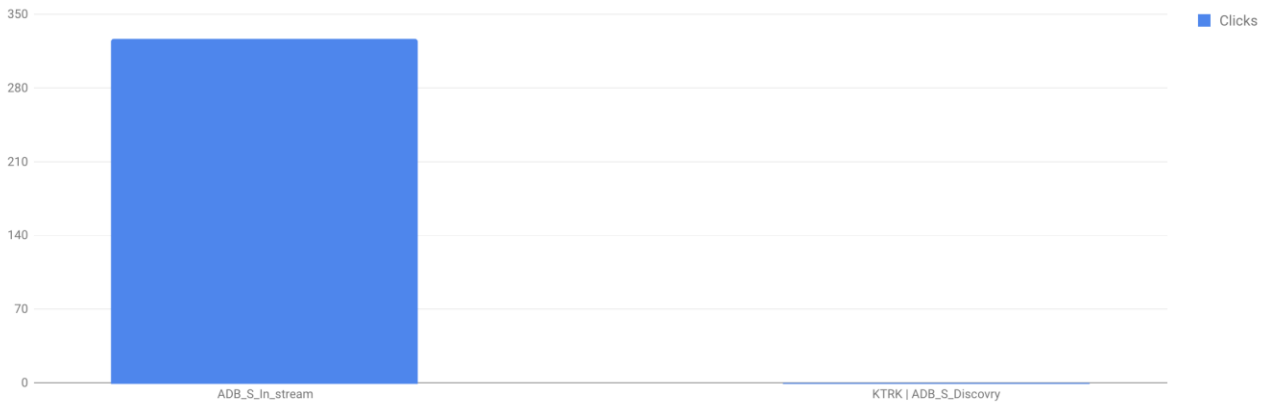
Video Average by Views/ View Rate



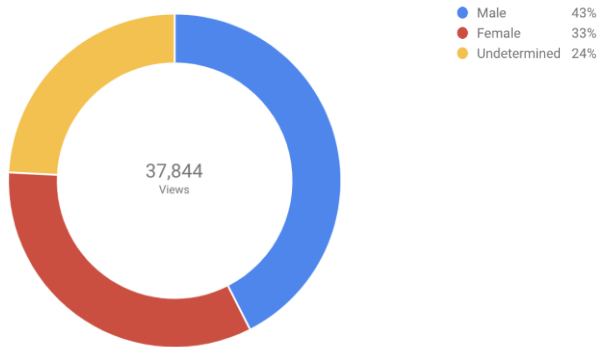
Attachment D (4 pages)

Staff Report – ADS-B System Service and Delivery Price and Contract (6.26.2019)

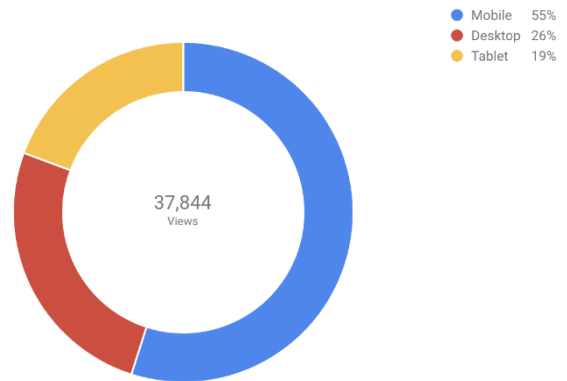
Clicks to Site



Views by Gender



Views by Device



Views by Age



Attachment D (4 pages)

Staff Report – ADS-B System Service and Delivery Price and Contract (6.26.2019)

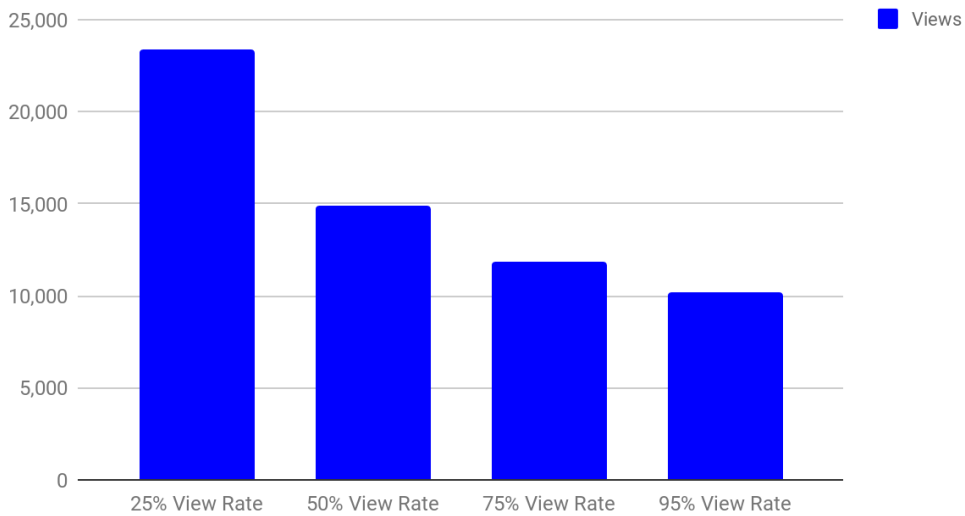
Facebook Ads

Overview

- Facebook Ad did well – Geofenced and targeted to individuals in the District boundaries
- Almost 24,000 viewed ¼ of the video which is valuable
- 10,000 people viewed the video to 95% completion
- Majority of views in the 55 – 65+ age group

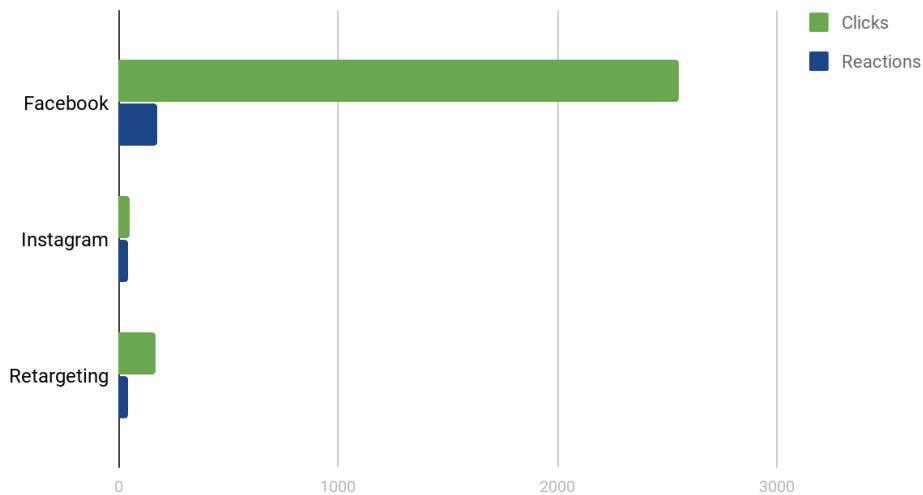
Facebook Paid Results

Video Ad View Rate



Clicks to Reactions (Engagement)

Clicks to Reactions

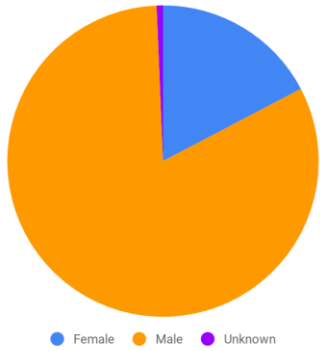


Attachment D (4 pages)

Staff Report – ADS-B System Service and Delivery Price and Contract (6.26.2019)

Clicks by Gender

Clicks by Gender



Clicks by Device

Clicks by Device



Views by Age

Views by Age

