

This is a summary of activity from December 15th to February 25.



TRUCKEE  
TAHOE  
AIRPORT

the  
abbi  
agency

Media Buy Recap

*February 25, 2019*



# Paid Advertising: YouTube



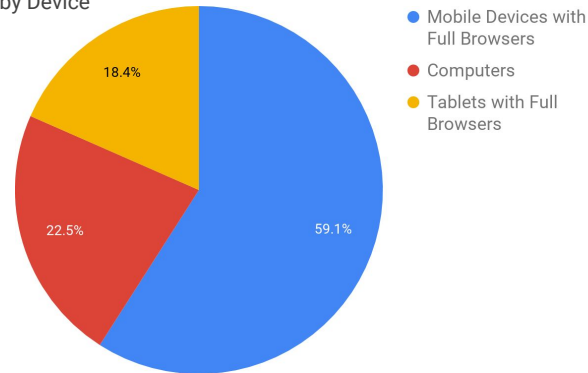
## ADS-B In Stream

- Impressions: **95,892** Ad that plays before your video
- Video Views: **36,571** #of times it was viewed
- Link Clicks: **326** #ctr to our website

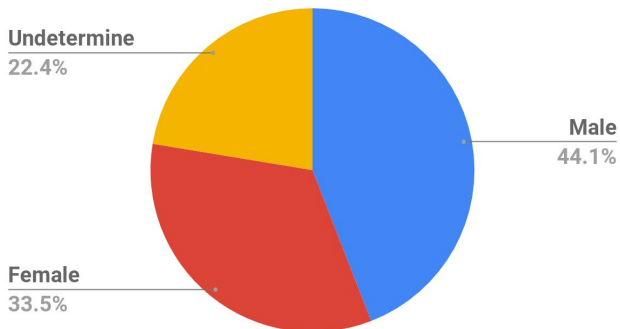
## KTRK | ADS-B Discovery

- Impressions: **119,351** Ad placed along youtube search results
- Video Views: **1,289** #of times it was viewed
- Link Clicks: **0**

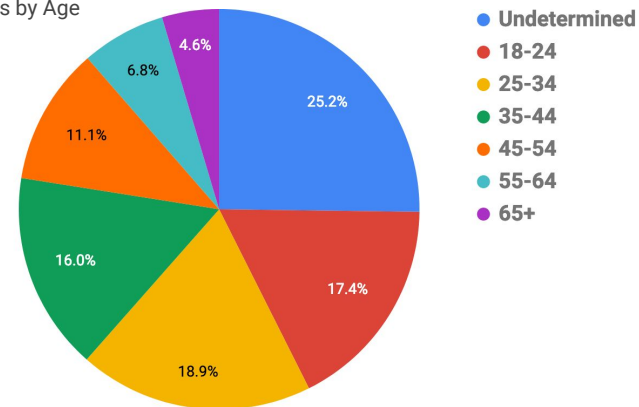
Views by Device



Views by Gender



Views by Age





## Results

- Impressions: 92,595
- Reach: 19,982
- Link Clicks: 85
- Video Views: 24,909

## Insights

Based on the delivery of the multiple ads, the 15 second iteration yielded a higher completion percentage along with a higher link click through rate. Data listed below:

- Long Version:
  - Video Percentage Watched: 8.07%
  - CTR: 0.11%
- 15 Second Version:
  - Video Percentage Watched: 84.23%
  - CTR: 0.23%

truckeetahoeairport • Follow

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Create more direct flight paths?

14,286 views

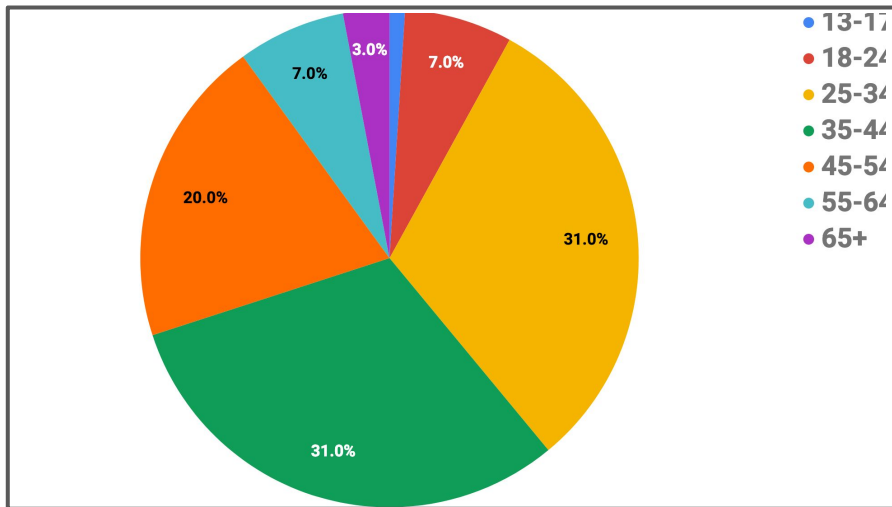
truckeetahoeairport The Truckee Tahoe airport is aiming to make our neighborhood a better place. The implementation of Automatic Dependent Surveillance-Broadcasting (ADS-B) will assist in not only making our neighborhoods quieter but will substantially reduce our carbon footprint as well. Good neighbors should always look out for one another, which is something we will never stop doing. Your opinion impacts the decisions made at Truckee Tahoe Airport District and we want to hear from you. Please follow the link in our bio to provide your feedback on this revolutionary initiative.



# Organic Advertising: FB + IG



- Estimated Impressions: **1,350** These are subscribers to our FB page
- Engagement: **22** 22 people clicked and went to our website
- CTR: **1.5%**
- Instagram Engagement Rate: **9.19%**



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14,286 views

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# Thank you!



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