



2018 Ad Campaigns

**Board of Directors Meeting
March 14, 2018**

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Community Outreach Manager



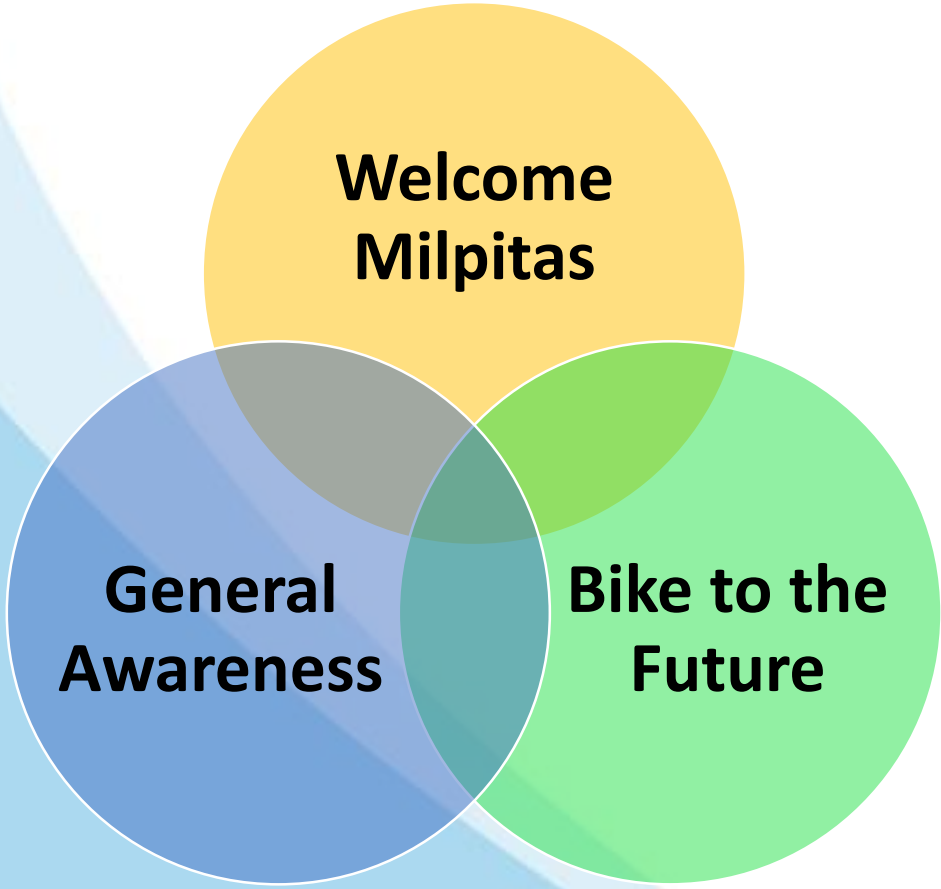
Customers Get News from a Variety of Sources

Multiple channels
with no clear majority
of any channel

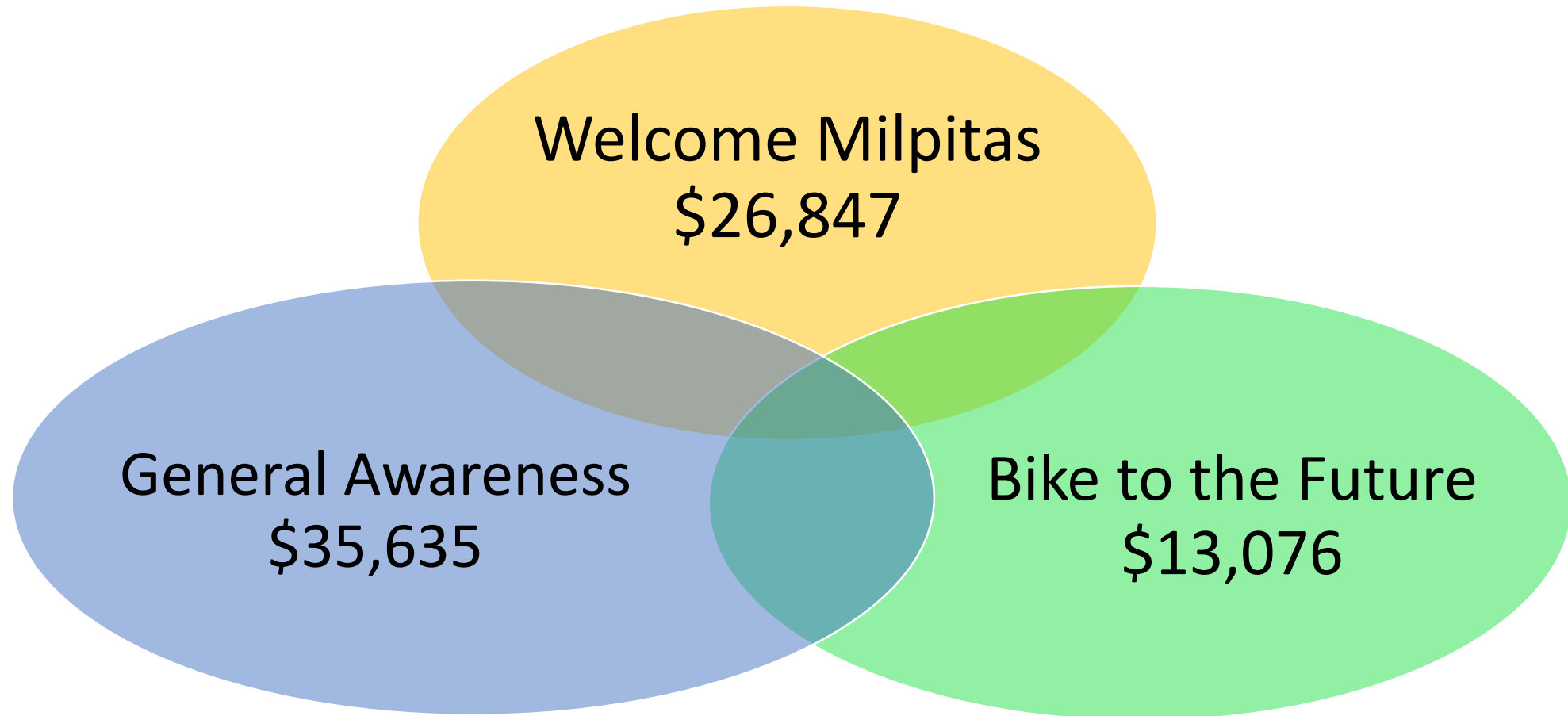
Implies we need a
multi-pronged and
blended strategy

Digital will continue to
grow and print will
reduce

Campaigns



Resource Allocation – Digital is majority and will continue to grow - 60% Digital, 40% Print



Digital & Print - Building on Success

- **Digital**
 - 2017 digital ad campaign over delivered by 2 million impressions
 - **4,716,899** impressions
 - **2.85%** Click-Through-Rate (way above industry standard 0.5%)
 - **134,213** clicks - low cost per engagement of just **\$0.16!**
- **Print**
 - Print circulation among the 10 identified local newspapers is approximately 145,000 across the service area

Target Audience

- Milpitas businesses and residents
- Households for all SVCE communities
- Spanish, Chinese and Vietnamese speakers
- Digital – all ages
- Print – 50+

Questions?