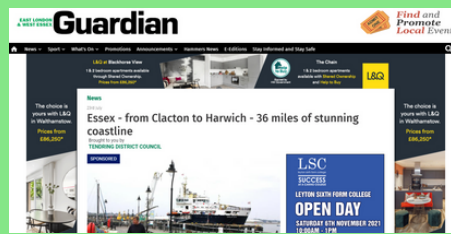


# SUMMER COMMS



## SUMMER COMMUNICATIONS CAMPAIGN 2021 EVALUATION



### FACEBOOK POSTS

Organic: 8.3k reach  
83 clicks  
Boosted: 77.5k reach  
4.7k clicks

### TOTAL CLICKS

Total clicks: 9,586  
Highest CTR: 2.39%  
(London Newsquest Facebook)

### 3.8 MILLION IMPRESSIONS

Local: 812k  
Out of area: 3.025m

### PRINT ADVERTS

94



### RADIO PLAYS

1.5k

### INSTREAM

101k unique users

### APP DOWNLOADS

1,767

### BUDGET

Budget: £90k  
Spent: £77k

