

**LINDSEY WILSON COLLEGE—STEM
DIGITAL CAMPAIGN REPORT
March 22nd, 2023 – May 22, 2023**

CAMPAIGN	IMPRESSIONS	ENGAGEMENTS	AD INTERACTIONS	VISITS	VIEW THROUGHS	CLICKS
OVERALL	248,504	381	0	381	0	381

PROGRAMMATIC DISPLAY:

NAME	START DATE	END DATE	IMPRESSIONS	AD INTERACTIONS	AD INTERACTION RATE (%)	CLICKS	Click Rate (%)	ENGAGEMENTS	VISITS	VIEW THROUGHS
LWC STEM GEOFENCE	3/22/23	5/22/23	200,244	0	0	288	.14%	288	288	0
OVERALL			200,244	0	0	288	.15%	288	288	0

DISPLAY GEOGRAPHICAL PERFORMANCE:

Place	Region	Latitude	Longitude	Impressions	Clicks	Click Rate(%)
Campbellsville University, University Drive, Campbellsville, KY, USA	Geofence	37.3431	-85.3496	126361	177	0.14
Warren Central High School, Morgantown Road, Bowling Green, KY, USA	Geofence	36.9834	-86.4719	19018	24	0.13
Campbellsville High School, West Main Street, Campbellsville, KY, USA	Geofence	37.3385	-85.3484	4278	17	0.4
Greenwood High School, Scottsville Road, Bowling Green, KY, USA	Geofence	36.9264	-86.4143	9279	16	0.17
Somerset High School, College Street, Somerset, KY, USA	Geofence	37.0955	-84.6014	11776	11	0.09
Lindsey Wilson College, Lindsey Wilson Street, Columbia, KY, USA	Geofence	37.1029	-85.3007	4345	11	0.25
Green County High School, Brummal Avenue, Greensburg, KY, USA	Geofence	37.2564	-85.4891	1014	8	0.79
Southwestern High School, WTLO Road, Somerset, KY, USA	Geofence	37.0609	-84.6557	1512	7	0.46

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Russell County High School, U.S. 127, Russell Springs, KY, USA	Geofence	37.0356	-85.0734	2581	5	0.19
Pulaski County High School, University Drive, Somerset, KY, USA	Geofence	37.107	-84.6026	2212	5	0.23
Bowling Green High School, Rockingham Avenue, Bowling Green, KY, USA	Geofence	36.9644	-86.4415	3382	2	0.06
Somerset Community College, Monticello Street, Somerset, KY, USA	Geofence	37.0594	-84.6164	1201	2	0.17
Metcalfe County High School, Randolph Street, Edmonton, KY, USA	Geofence	36.9822	-85.6324	2159	1	0.05
Warren East High School, Louisville Road, Bowling Green, KY, USA	Geofence	37.0369	-86.3403	3313	0	0
Adair County High School, Indian Drive, Columbia, KY, USA	Geofence	37.1077	-85.3284	2955	0	0
Taylor County High School, Old Hodgenville Road, Campbellsville, KY, USA	Geofence	37.3578	-85.3811	1644	0	0

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PROGRAMMATIC PREROLL:

NAME	START DATE	END DATE	IMPRESSIONS	CLICKS	25% COMPLETED /RATE	50% COMPLETED /RATE	75% COMPLETED /RATE	100% COMPLETED /RATE	VISITS	VIEW THROUGHS
STEM VIDEO	3/22/23	5/22/23	48,260	93	44,478/92.16%	42,289/97.63%	40,411/83.74%	38,537/79.85%	93	0

PREROLL GEOPGRAPHICAL PERFORMANCE:

Place	Region	Impressions	Clicks	Click Rate(%)	View Throughs	View Through Rate (%)
Louisville	Kentucky	20680	41	0.2	0	0
Lexington	Kentucky	10708	21	0.2	0	0
Shepherdsville	Kentucky	1078	5	0.46	0	0
Bowling Green	Kentucky	3889	4	0.1	0	0
Elizabethtown	Kentucky	1137	3	0.26	0	0
Campbellsville	Kentucky	798	3	0.38	0	0
Danville	Kentucky	878	2	0.23	0	0
Prospect	Kentucky	488	2	0.41	0	0
Lancaster	Kentucky	220	2	0.91	0	0
Somerset	Kentucky	1003	1	0.1	0	0
Radcliff	Kentucky	897	1	0.11	0	0
Bardstown	Kentucky	724	1	0.14	0	0
Harrodsburg	Kentucky	321	1	0.31	0	0
Russell Springs	Kentucky	305	1	0.33	0	0
Vine Grove	Kentucky	282	1	0.35	0	0
Stanford	Kentucky	166	1	0.6	0	0
Alvaton	Kentucky	119	1	0.84	0	0
Columbia	Kentucky	119	1	0.84	0	0
Fort Knox	Kentucky	106	1	0.94	0	0

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Lawrenceburg	Kentucky	493	0	0	0	0
Mount Washington	Kentucky	423	0	0	0	0
Paris	Kentucky	372	0	0	0	0
Lebanon	Kentucky	250	0	0	0	0
Springfield	Kentucky	207	0	0	0	0
Taylorsville	Kentucky	205	0	0	0	0
Auburn	Kentucky	165	0	0	0	0
Fisherville	Kentucky	132	0	0	0	0
Rineyville	Kentucky	132	0	0	0	0
New Haven	Kentucky	129	0	0	0	0
Fairdale	Kentucky	121	0	0	0	0
Junction City	Kentucky	120	0	0	0	0
Smiths Grove	Kentucky	107	0	0	0	0
Waddy	Kentucky	106	0	0	0	0
Brodhead	Kentucky	99	0	0	0	0
Albany	Kentucky	91	0	0	0	0
Coxs Creek	Kentucky	88	0	0	0	0
Science Hill	Kentucky	85	0	0	0	0
Liberty	Kentucky	83	0	0	0	0
Greensburg	Kentucky	71	0	0	0	0
Edmonton	Kentucky	51	0	0	0	0
Bloomfield	Kentucky	42	0	0	0	0
Hustonville	Kentucky	42	0	0	0	0
Waynesburg	Kentucky	38	0	0	0	0
Cecilia	Kentucky	36	0	0	0	0
Woodburn	Kentucky	35	0	0	0	0
Brooks	Kentucky	34	0	0	0	0
Sonora	Kentucky	34	0	0	0	0
Horse Cave	Kentucky	32	0	0	0	0
Burnside	Kentucky	31	0	0	0	0
Summer Shade	Kentucky	31	0	0	0	0

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Summersville	Kentucky	31	0	0	0	0
Eubank	Kentucky	30	0	0	0	0
Jamestown	Kentucky	28	0	0	0	0
Magnolia	Kentucky	27	0	0	0	0
Lebanon Junction	Kentucky	26	0	0	0	0
Crab Orchard	Kentucky	25	0	0	0	0
Nancy	Kentucky	24	0	0	0	0
Glendale	Kentucky	23	0	0	0	0
Loretto	Kentucky	22	0	0	0	0
Rockfield	Kentucky	22	0	0	0	0
Bronston	Kentucky	20	0	0	0	0
Mount Eden	Kentucky	16	0	0	0	0
Eastview	Kentucky	15	0	0	0	0
Mount Sherman	Kentucky	14	0	0	0	0
West Point	Kentucky	14	0	0	0	0
Willisburg	Kentucky	14	0	0	0	0
Salvisa	Kentucky	11	0	0	0	0
Buffalo	Kentucky	10	0	0	0	0
Elk Horn	Kentucky	10	0	0	0	0
Jeffersontown	Kentucky	8	0	0	0	0
Upton	Kentucky	8	0	0	0	0
Perryville	Kentucky	7	0	0	0	0
Knob Lick	Kentucky	6	0	0	0	0
Oakland	Kentucky	6	0	0	0	0
Boston	Kentucky	5	0	0	0	0
Hardyville	Kentucky	5	0	0	0	0
Big Clifty	Kentucky	4	0	0	0	0
Center	Kentucky	3	0	0	0	0
Kings Mountain	Kentucky	3	0	0	0	0
Knifley	Kentucky	3	0	0	0	0
Masonic Home	Kentucky	3	0	0	0	0

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Parksville	Kentucky	3	0	0	0	0
Chaplin	Kentucky	2	0	0	0	0
Ferguson	Kentucky	2	0	0	0	0
Glens Fork	Kentucky	2	0	0	0	0
Glenview	Kentucky	2	0	0	0	0
New Hope	Kentucky	2	0	0	0	0
Dunnville	Kentucky	1	0	0	0	0
Mc Kinney	Kentucky	1	0	0	0	0