

## 2023 Bike Friendly Kalamazoo Driving Change Public Service Campaign Overview

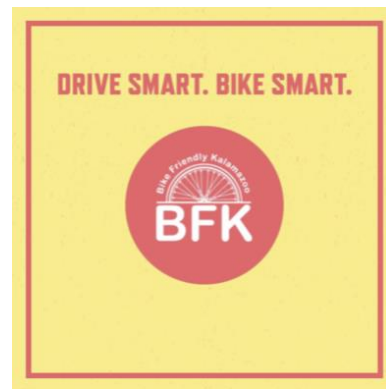
December 6, 2023

**Placement:** Facebook

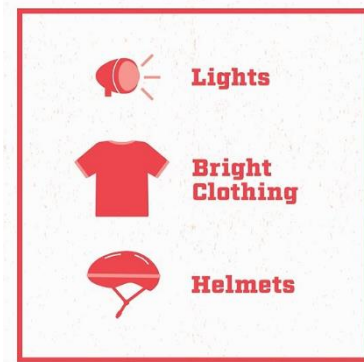
**Dates:** May 24 through June 30, 2023

**Ads Placed:**

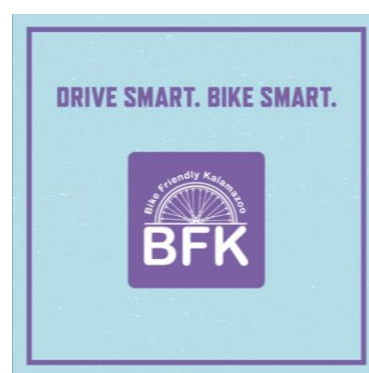
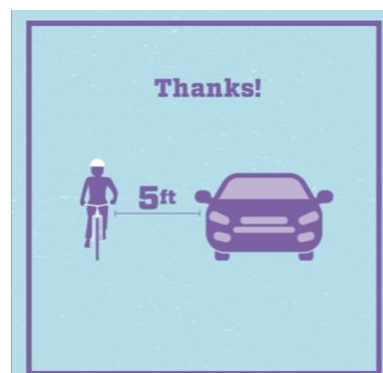
“Intersections”



“Visibility”



“Give 5 Ft”



**Comment:** Ads ran approximately 10 seconds each, contained music, animated slide changes and ended with color-matched “Drive Smart. Bike Smart” BFK logo slide.

**Total Campaign Budget:** \$3,500

Intersections: \$891.80

Visibility: \$1,954.28

Give 5 Ft: 653.92

Learning: Budgets dynamically set to maximize total impressions; in future we might change setting.

**Impressions:** 399,728 - Number of times your ads were on screen.

**Reach:** 83,298 - Number of people who saw your ads at least once.

**Link Clicks:** 4,476 - To Road Safety Tip Sheet - <https://bikefriendlykalamazoo.org/drivingchange/>

**Frequency:** 4.82 - Average number of times the same person sees an ad.

**Click Through Rate:** 1.12 - Percent of people who click on ad after seeing it.