

Driving Change

June 23, 2021





Overall Metrics

Flight Dates:
May 7-30 & June 3-10

Total Budget:
\$3,500

Amount Spent:
\$3,499.76

Impressions: 254,600

Reach: 62,672

Frequency: 4.06/person (average of both flights)

Unique Link Clicks: 1,957

CTR (all): 2.85%

Links CTR: 0.87%

CPC: \$0.48

Post Engagement Total: 50,523

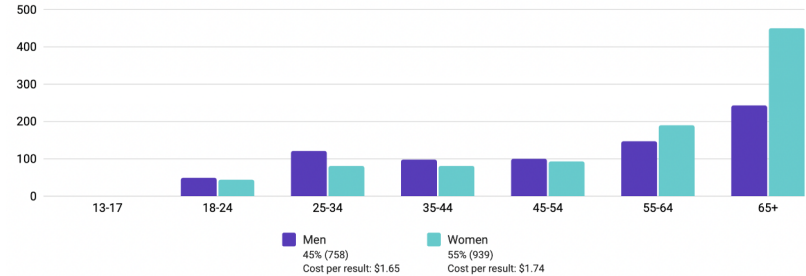
- **Post Reaction:** 483
- **Post Comments:** 128
- **Post Saves:** 14
- **Post Shares:** 134
- **Thruplays:** 12,029
- **Video plays at 100%:** 12,007

Flight 1:

Performance Demographics Platform Delivery

Age and gender distribution

All Results

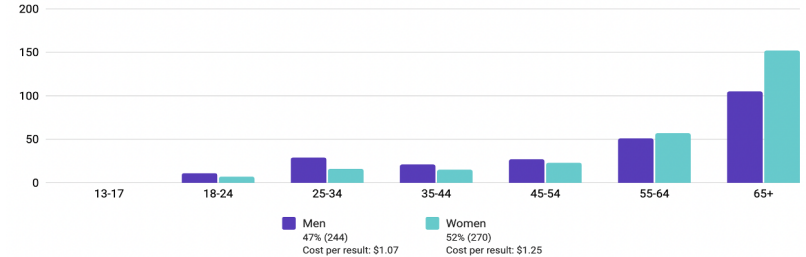



Flight 2:

Performance Demographics Platform Delivery

Age and gender distribution

All Results



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Bicyclists, riding in the same direction as traffic, wearing bright clothes – bright helmets, too – and using lights day and night helps others see you.

**Bicyclists,
See & Be Seen.**

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See and be seen = brighter times ahead [LEARN MORE](#)



Visibility

Reach: 37,089

Impressions: 80,771

Unique Link Clicks: 1,208

Link CTR: 1.16%

Post Engagement: 17,778

Reactions: 172

Shares: 48

Thruplays: 4,120



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Drivers and bicyclists are urged to stay alert and check twice for each other at intersections.
Drivers: Be extra cautious while turning right.
Bicyclists: Maintain eye contact with drivers.



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**Safe turning & crossing =
happy days**

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Intersections

Reach: 37,377

Impressions: 77,074

Unique Link Clicks: 613

Link CTR: 0.85%

Post Engagement: 15,150

Reactions: 96

Shares: 22

Thruplays: 3,579



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Motorists, leave half a lane – at least 5 feet – when passing bicyclists. Slow down until it's safe to pass. More space = extra safety and courtesy.



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Half a lane = better road relationships!

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5-Feet

Reach: 42,536

Impressions: 96,755

Unique Link Clicks: 631

Link CTR: 0.79%

Post Engagement: 17,595

Reactions: 215

Shares: 64

Thruplays: 4,330

Thank You

