

JAMA Network



JAMA Network™

GOAL:

Increase awareness of JN Listen and increase sign up for Podcast CME App.

OFFER:

50% off on JN Listen, the Podcast CME App from the JAMA Network

CHANNELS:

Direct Mail, Call Tracking, Social Media and Google Display Network

GRAPHICS:

Direct Mail Pieces Postcard



Online Follow Up Ads



RESULTS:

Campaign Engagements/KPI's

TOTAL TOUCHES: **383,646**

All efforts combined

ENGAGEMENTS: **2,165**

Total clicks from Campaign Accelerator, Online Follow-Up, Social Media Follow-Up, SocialMatch and calls.

TOTAL VISITORS: **600**

Number of people driven to your URL

TOTAL LEADS: **890**

Number of people who clicked on your ad that were not on your mailing list.

TOTAL LEADMATCH: **4**

Number of people who clicked on your ad that were on your mailing list.



Mail Tracking

FIRST DROP

6,619 on 10/1/19

98.07% DELIVERED 50% delivered in 10 days; 74% delivered in 13 days; 98.07% delivered in 21 days

SECOND DROP

6,768 on 11/27/19 (includes 149 new leads)

98.43% DELIVERED 43% delivered in 13 days; 61% delivered in 15 days; 98.43% delivered in 21 days

Call Tracking

30 calls were recorded from the mailing. First call came in 9 days after mail date

Smart Targeting

345,050 times your ads have been displayed

2,100 times your ads have been clicked on

600 people are on your follow-up list (meaning they will continue to be followed by your ad)

AD VIEWS DAILY

MONTH 1:

Average Clicks: 10.43
Average Views: 2,105

MONTH 3:

Average Clicks: 15.93
Average Views: 2,265

MONTH 2:

Average Clicks: 7.83
Average Views: 999

MONTH 4:

Average Clicks: 30.96
Average Views: 5,492

Social Match

1,127 people were identified on your mail list with Facebook or Instagram accounts

1,368 ads were displayed to those people identified

6 clicks (these people would continue to be followed with your ads)

Social Media Follow Up Ads

>1,000 unique visitors w/social media.

NOTE: Facebook will not report a definitive number of followers until the number is greater than 1,000

23,840 ads were displayed

29 clicks (these people would continue to be followed with your ads)

LEADMatch

890 total leads **4** of them were people from your mail list

149 leads were purchased. These were new addresses, outside of current mail list