

CHFS FOOD SAFETY REPORTING COMPREHENSIVE MEDIA CAMPAIGN REPORT

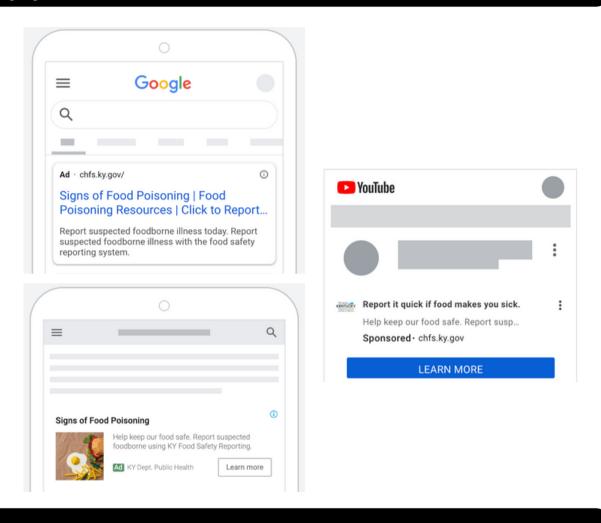
CAMPAIGN DATE RANGE: 2/1/24 - 4/4/24

GOOGLE SEM PERFORMANCE | 2/1/24 - 4/4/24

CAMPAIGN TOTALS 2/1/24 - 4/4/24		
IMPRESSIONS	CLICKS	CTR
297,086	4,769	1.61%

CLICKS BY LOCATION: **

- 1. JEFFERSON COUNTY (1,080 CLICKS)
- 2. KENTON COUNTY (380 CLICKS)
- 3. FAYETTE COUNTY (292 CLICKS)
- 4. BOONE COUNTY (152 CLICKS)
- 5. WARREN COUNTY (129 CLICKS)



INSIGHTS

The Google Food Safety Reporting campaign effectively generated 297,086 impressions, contributing significantly to increasing awareness of Food Safety Reporting in Kentucky. Moreover, the campaign achieved a total of 4,769 clicks to the landing page, translating to a commendable 1.61% click-through rate. Among the targeted locations, Jefferson County stood out with the highest click volume of 1,080, followed by Kenton, Fayette, Boone, and Warren counties. Overall, this campaign successfully enhanced awareness and consideration.