



Student Campaign

This campaign is the main focus, in terms of advertising, for 2024. Three different prongs for this campaign started in late Q1 and Q2. With this being the first time we are targeting the students of chiropractic schools, we are gathering data and will continue to shift strategies as needed throughout the year. All of these campaigns extend through the end of the year with slightly different approaches for maximum effort.

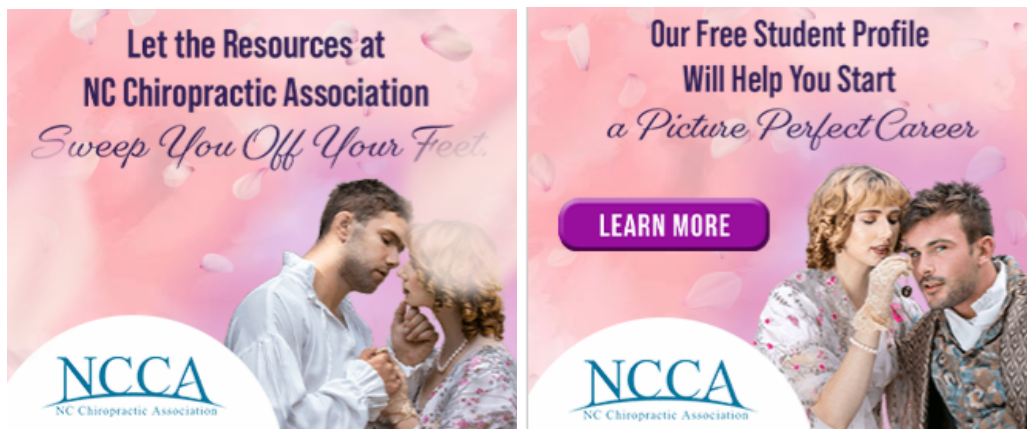
Paid advertising through Spectrum (mid March) and CBS (April) are yielding statistics that will be evaluated as campaigns continue to develop.

The most engaged chiropractic schools per campaign.

Platform	School	Impressions	Clicks	CTR
Spectrum	Palmer Florida	84k	175	0.21%
Spectrum	Cleveland	51.7k	89	0.17%
Spectrum	Parker	21.8k	26	0.12%
CBS	Palmer Florida	23.8k	47	0.20%
CBS	Logan	23.7k	47	0.20%
CBS	Palmer Iowa	16k	33	0.20%

Key Findings:

- Our CTRs (0.12% - 0.21%) significantly exceed the industry average of 0.05%.
- Mobile devices account for 46% of ad clicks.
- Student Facebook ads generated 582 clicks with a CTR of 0.10%. Given high impressions and reach, further targeting refinement may be necessary.



Public Awareness Ads Update

Launched in May, this campaign aims to reach 500,000 people with a reduced budget. While two months of data is insufficient for a dedicated report, initial results indicate progress toward the strategic plan goal.

- **Facebook:** 572,845 impressions, 328,732 reach
- **CBS:** 233,186 impressions, estimated reach of 30,000

Member Acquisition Campaign

With a reduced budget compared to 2023, this campaign commenced in May with social and geo-targeted ads.

- **IP Targeted Campaign:** Optimized delivery achieved in June, generating over 100 clicks.
- **Facebook Ads:** Clicks generated, but targeting refinement required due to high reach.

New Member Acquisition Trends for First Half of Year (7/10 cut off date):

- 2022: 23 new members
- 2023: 30 new members
- 2024: 31 new members

Next Steps

- Continue analysis of Spectrum and CBS campaign data to optimize performance.
- Refine targeting parameters for student Facebook ads.
- Monitor Public Awareness Campaign progress and adjust strategies as needed.
- Continue optimizing Member Acquisition Campaign, focusing on refining Facebook targeting and leveraging IP targeted campaign success.

Other Student Ad Examples

