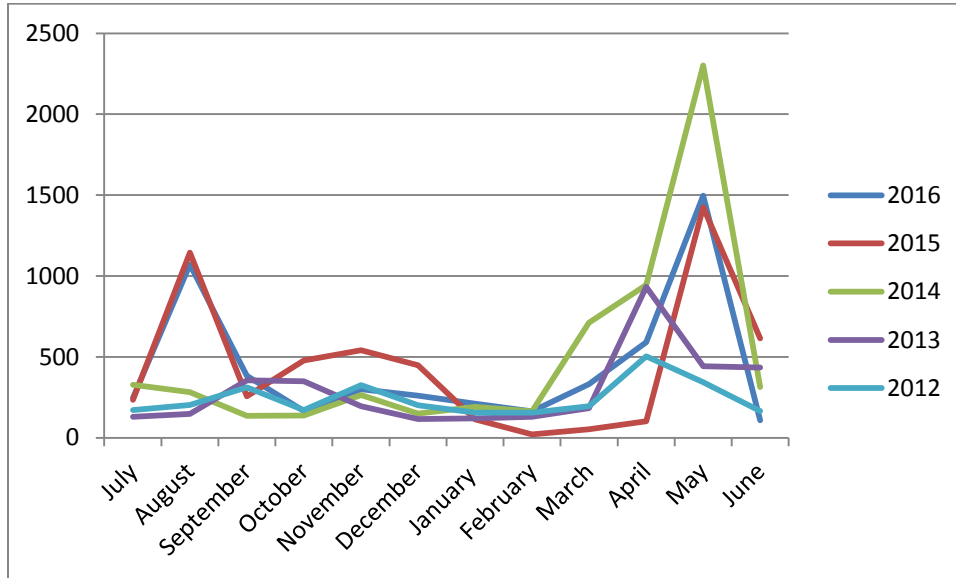


**Year Over Year Web Results, 2012-2016**



TOTAL	TIME PERIOD
4011	FY16
5432	FY15
5924	FY14
3540	FY13
2907	FY12

The Spring 2016 campaign results were very much in line with 2015. However, 2015 performed better overall. It appears that the difference between the two was driven by the Connecting the Drops program in 2015.

## Campaign Results, Spring 2016 vs. Spring 2015

Online Media Results, Spring 2016				
	Impressions	Clicks	Cost	Cost per Click
WCAX	112,000 impressions	194	\$1,000	\$5.15
Xfinity*			\$1,965	
	video pre-roll, 28,000 impressions			
	Comcast Video Plus, 28,000 impression			
Front Porch Forum	120,000 impressions	420	\$1,560	\$3.71
Google ad network	pay-per-click	623	\$938	\$1.51
VPR	10,000 impressions		\$150	#DIV/0!
Seven Days	100,000 impressions	47	\$1,093	\$23.26
<b>TOTAL</b>		<b>1284</b>	<b>\$6,706</b>	<b>\$5.22</b>

Online Media Results, Spring 2015				
	Impressions	Clicks	Cost	Cost per Click
WCAX	90,000 impressions	198	\$990	\$5.00
Xfinity*		832	\$1,990	\$2.39
	video pre-roll, 16,300 impressions			
	Comcast Video Plus, 26,300 impressions			
Front Porch Forum	210,000 impressions	253	\$1,500	\$5.93
Google ad network	pay-per-click	382	\$1,192	\$3.12
Seven Days	100,000 impressions	116	\$1,093	\$9.42
<b>TOTAL</b>		<b>982</b>	<b>\$6,765</b>	<b>\$6.89</b>

Complete media results are not yet ready; however the overall cost per click for 2016 was lower than in 2015, driven mostly by Google. Seven Days was a negative outlier in the cost category, and didn't perform particularly well in 2015 either. This tactic should be reevaluated in future campaigns.