



April – September Media Campaign

Month	IWAC \$2,000 / Month	SAJB \$2,500 / Month
April	<u>Backflow Protection</u>	<u>Sprinkler System Checkup</u>
May	<u>Leak Detection</u>	<u>Repair and Retrofit</u>
June	<u>Drought Tolerant & Native Plants</u>	<u>Smart Controllers & Sensors</u>
July	Saving Water Matters	<u>Catch Can Test</u>
August	<u>Drip Systems & Soaker Hoses</u>	<u>Fertilizers, Pesticides & Herbicides</u>
September	<u>Protect the Aquifer Story Map</u>	<u>Backflow Protection</u>

IWAC Media Campaign April - \$2,000



Impressions	151,782
Clicks	908
CTR	0.6%
Google	1,312

Impressions: The number of times the ad was displayed.

Clicks: The number of times the ad was clicked on.

CTR (Click Through Rate): The number of clicks divided by the number of impressions. (Facebook Average 0.05% - 0.20%)
(Display Average 0.05% - 0.12%)

SAJB Media Campaign April - \$2,500



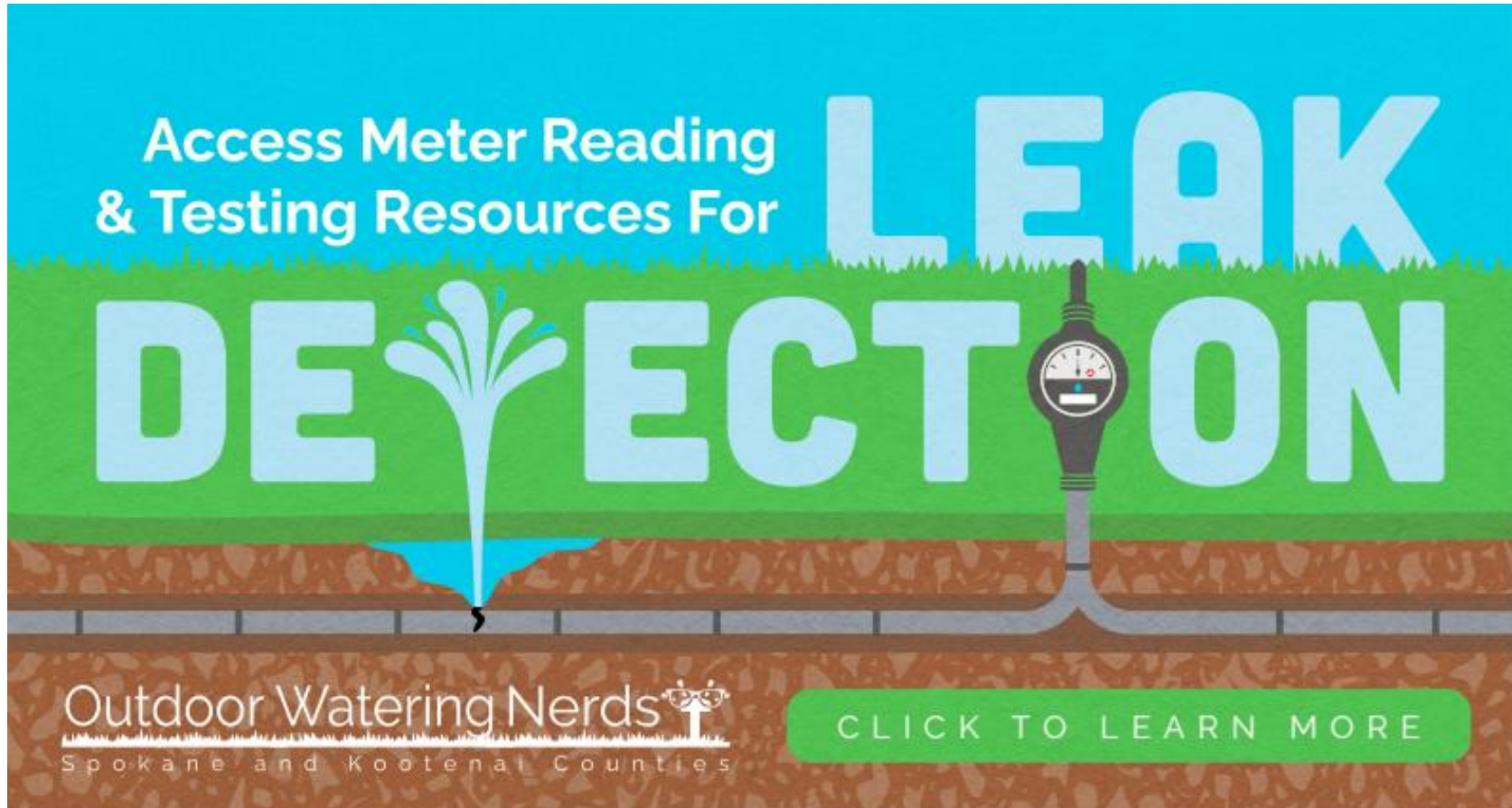
Impressions	117,958
Clicks	1,224
CTR	01.04%
Video Thru Play	3,795
Google	1,163

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(Display Average 0.05% - 0.12%)

IWAC Media Campaign May - \$2,000



Impressions	41,843
Clicks	467
CTR	1.13%
Video Thru Plays	2,160 30,896
Google	405

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SAJB Media Campaign May - \$2,500



Impressions	50,641
Clicks	725
CTR	1.43%
Video Thru Play	4,193 71.5%
Google	632

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IWAC Media Campaign June - \$2,000



Impressions	23,609
Clicks	566
CTR	2.13%
Video Thru Play	4,170
Google	503

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SAJB Media Campaign June - \$2,500



Impressions	80,483
Clicks	734
CTR	2.03%
Video Thru Play	5,617 66.8%
Google	683

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IWAC Media Campaign July - \$2,000



Impressions	101,315
Clicks	626
CTR	1.79%
Video Thru Play	3,901
Google	288

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SAJB Media Campaign July - \$2,500

Is your lawn getting overwatered?
CALCULATE WATER NEEDS
with the catch can test

CLICK TO LEARN MORE

Outdoor Watering Nerds
Spokane and Kootenai Counties

The advertisement features a blue background with white rain streaks. On the left, a black catch can sits on a green lawn. In the center, a red T-shaped tool holds a clear funnel over a blue graduated cylinder. The cylinder is partially filled with blue liquid. A red 'X' and the word 'Excess' are positioned above the cylinder's rim, while a green checkmark and the word 'Excellent' are positioned below it. The text 'Is your lawn getting overwatered?' is at the top, followed by 'CALCULATE WATER NEEDS' in large white letters, and 'with the catch can test' in smaller white letters. A white button with a green border contains the text 'CLICK TO LEARN MORE'. At the bottom right, the logo for 'Outdoor Watering Nerds' is shown, with 'Spokane and Kootenai Counties' written below it.

Impressions	128,524
Clicks	949
CTR	1.25%
Video Thru Play	3,207
Google	817

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IWAC Media Campaign August - \$2,000



Impressions

Clicks

CTR

Google

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SAJB Media Campaign August - \$2,500



Impressions

Clicks

CTR

Video Thru
Play

Google

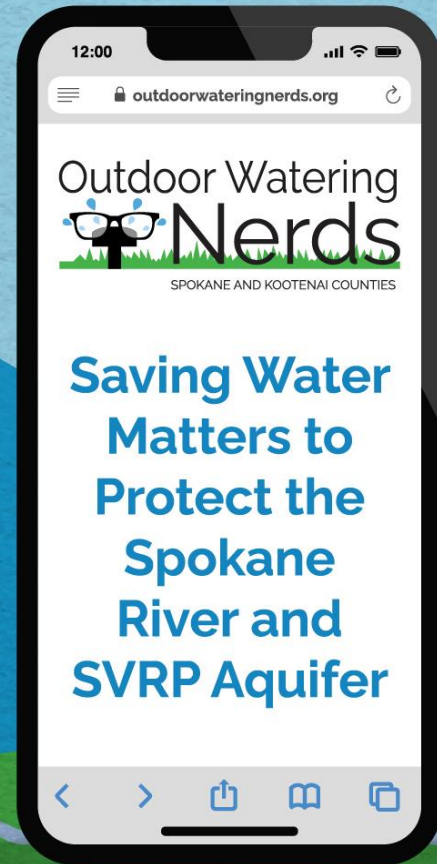
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Fingertips



OutdoorWateringNerds.org

Please add a link to
your websites.



Outdoor Watering



SPOKANE AND KOOTENAI COUNTIES

A Regional Resource Created By



Individual actions make a difference.
Everyone can do their part
to protect the Spokane River and
Spokane Valley Rathdrum Prairie Aquifer.