



A.A. in the Lehigh Valley

PUBLIC INFORMATION

“When anyone, anywhere, reaches out for help . . .”

Lehigh Valley A.A. Members,

Your Public Information Committee is excited to share the outcomes from our inaugural month of digital public outreach, made possible with the support of industry leader Viamedia.

We’ve partnered with Viamedia for five months in 2024 to connect with tens of thousands of individuals across the Lehigh Valley, leveraging cutting-edge technologies and strategies.

Our primary assets for public information—the website and telephone hotline—are crucial in making it simple for people to discover A.A. and connect with local recovering individuals, fulfilling our mission of *reaching the alcoholic who still suffers*.



viamedia

May 2024 Report

Viamedia connects organizations and audiences through integrated cross-media strategies.

If you or your group have questions or comments, please email the Public Information Committee:

publicinfo@aalv.org

Two types of PSAs (Public Service Announcements) Ad Units*

Display

Informational messages of various sizes appear on internet sites. They display on any size device (mobile, desktop, or tablet). When the ad is clicked, it takes the viewer to our website: aalv.org

Pre-roll

Short videos provided by A.A. General Services (GSO) appear on various internet sites. They are typically found in articles where a video is present.

They can be watched before, during, or after any video content the viewer is expecting to watch.

The ad is non-skippable which is often why they are shorter in nature. When clicked it takes the viewer to our website: aalv.org

GSO – Public information Digital Materials

Learn more: aa.org/downloadable-videos

**Viamedia term used in their reports.*

24 Hour Local
A.A. Hotline 610-882-0558

If you want to stop
drinking, we can help.

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AALV.org

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24 hour Hotline:
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Alcoholics Anonymous®

Downloadable Videos

HD Broadcast-quality Public Service Announcement Downloads

AA's public service announcements (PSAs) help us communicate our message of hope and life-changing possibilities to the millions who may benefit. HD Broadcast-quality PSAs are available at no cost to your station. **These PSAs have no end date for use.**

Sobriety in AA: When drinking is no longer a party

Key Metric Terms

Impressions:

This represents the number of times the ad is served or shown.

Clicks:

The number of times the ad is clicked on. The campaign is optimized to deliver impressions for click purposes – expecting to drive the viewer to the website for more information. This is also shown as a **Click Through Rate (CTR)** which is a percentage of clicks to the number of impressions.

Conversion:

There are different measures for a conversion:

- Post click conversion – the ad recipient clicked on the ad and took a specific action (form fill, clicking on a specific tab like Find A Meeting, etc.) on the webpage.
- Post view conversion – the ad recipient never clicked on the ad but visited the website organically (typed the URL or completed a search) where they took a specific action (form fill, clicking on a specific tab like Find A Meeting, etc.). The website has tracking information that compares IP addresses.

Media Views:

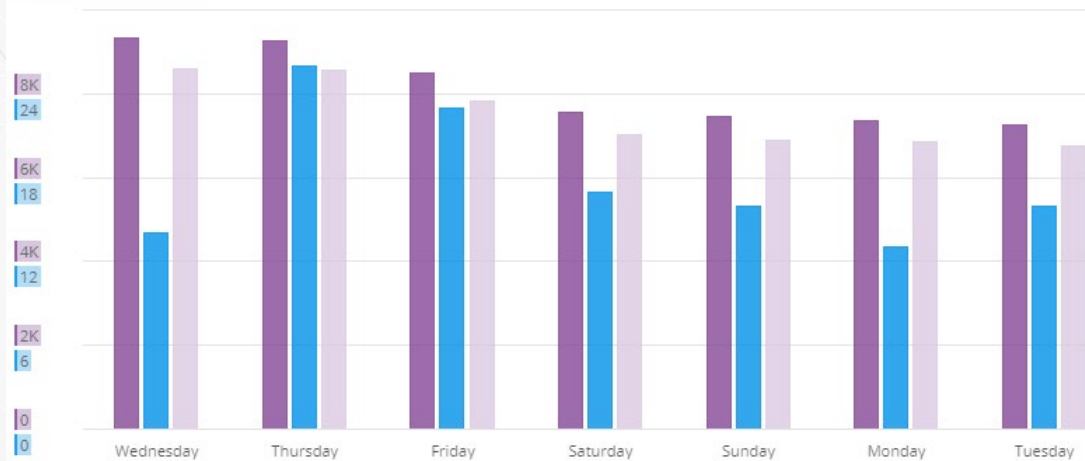
This represents the amount of time the video was viewed. A full view is 100%, additional measures are in quarter time (25%, 50%, or 75%). This works with the **Video Completion Rate (VCR)** which is the same measure in a percentage.

Performance Recap

Ad Unit	Start Date	End Date	Audience	Impressions	Clicks	CTR %
Display	5/1/24	5/31/24	Adults 18+; Persons searching for recovery, rehab, alcoholic, alcoholism, AA meeting	46,252	89	0.19%
Pre-roll	5/1/24	5/31/24		10,502	36	0.34%
				56,754	125	0.22%

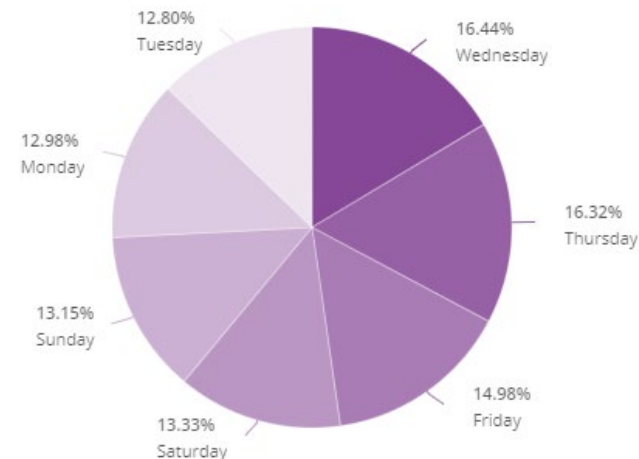
Delivery by Weekday

Impressions Clicks Media Views



Impressions by Weekday

Impressions



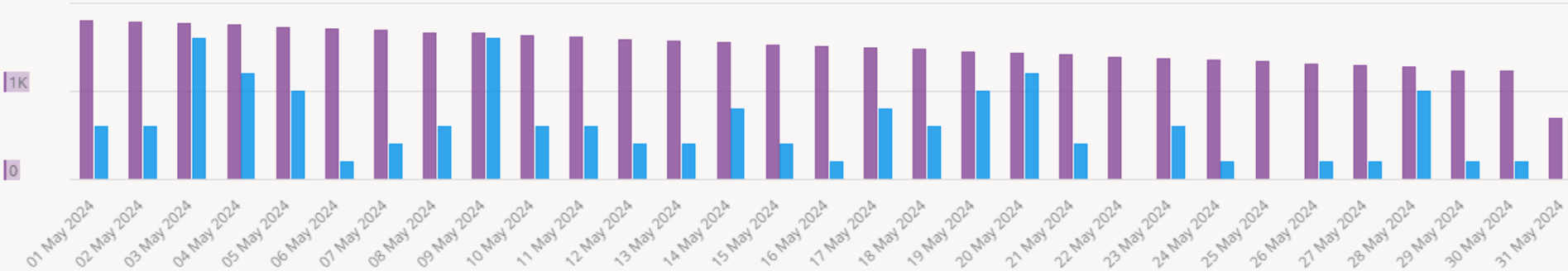
DISPLAY RECAP



Ad Unit	Start Date	End Date	Audience	Impressions	Clicks	Conversions	CTR %	Industry Benchmark
Display	5/1/24	5/31/24	Adults 18+; Persons searching for recovery, rehab, alcoholic, alcoholism, AA meeting	46,252	89	50	0.19%	0.14%
				46,252	89	50	0.19%	

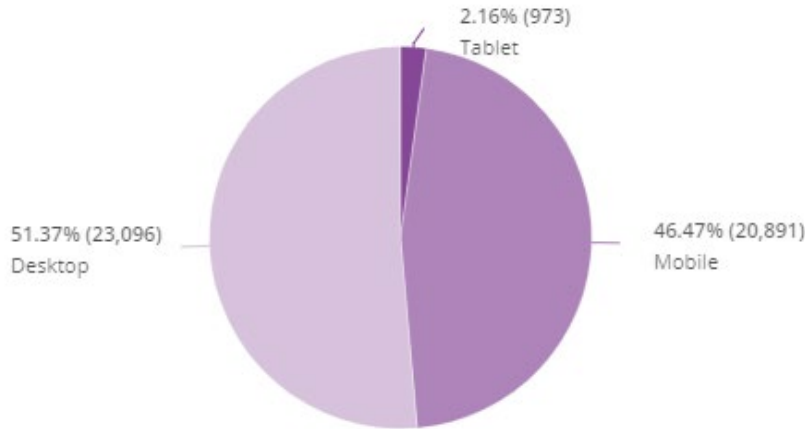
DELIVERY BY DAY

Impressions Clicks



DISPLAY AD CREATIVE PERFORMANCE AND TOP DEVICES

Impressions



If you want to stop drinking, we can help.

AALV.org

24 hour Hotline:
610-882-0558

If you want to stop drinking, we can help.



24 hour A.A. Hotline
610-882-0558

PERFORMANCE BY CREATIVE

Creative	Impressions	Clicks	CTR %
aalv-300x250.jpg	19,255	13	0.07 %
aalv-320x50.jpg	14,796	62	0.42 %
aalv-728x90.jpg	6,506	4	0.06 %
aalv-300x600.jpg	2,700	3	0.11 %
aalv-160x600.jpg	2,385	3	0.13 %
aalv-320x480.jpg	610	4	0.66 %

If you want to stop drinking, we can help.

AALV.org



24 HOUR
HOTLINE

610-882-0558

PRE-ROLL DELIVERY ANALYSIS

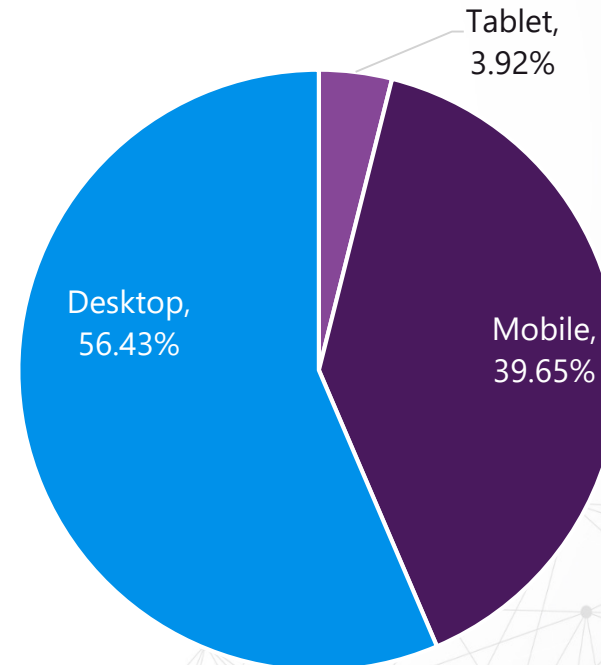
Ad Unit	Impressions	Clicks	CTR	Industry Benchmark	Conversions	VCR %	Industry Benchmark
Pre-Roll	10,502	36	0.34%	0.10%	14	86.58%	76.00%

Creative	Impressions	Conversion	VCR %
AALV_15secReadyToStop24H.mp4	10,502	14	86.58%

TOP DOMAINS

dailymotion.com
 thesaurus.com
 thegamer.com
 drivepedia.com
 pensandpatron.com
 sportzbonanza.com
 thestarsworldwide.com
 vox.com
 twentytwowords.com
 buzzfeed.com
 justperfect.com

PERFORMANCE BY DEVICE TYPE



TOP GEOS

Zip Code	Impressions
18104	4,992
18102	4,416
18103	4,214
18017	3,635
18042	3,525
18018	3,034
18015	3,000
18049	2,415
18045	2,075
18062	1,934
18052	1,863
18020	1,828
18080	1,492
18013	1,420
18064	1,383
18109	1,316
18067	1,220
18040	1,214
18078	1,062
18106	977
18034	886
18036	800
18101	762
18031	736
18055	653
18051	600

