

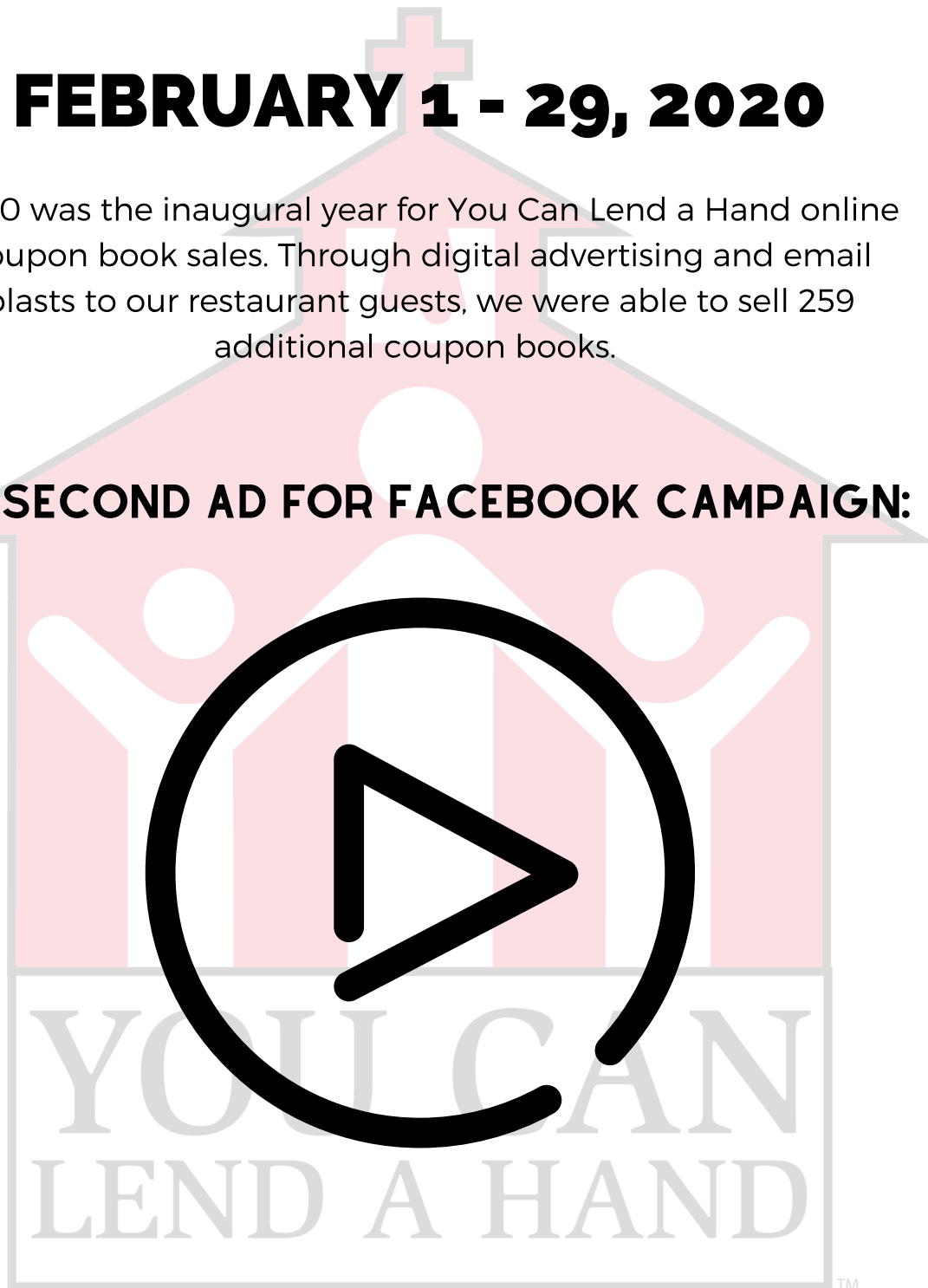
YOU CAN LEND A HAND

2020 DIGITAL CAMPAIGN

FEBRUARY 1 - 29, 2020

2020 was the inaugural year for You Can Lend a Hand online coupon book sales. Through digital advertising and email blasts to our restaurant guests, we were able to sell 259 additional coupon books.

30 SECOND AD FOR FACEBOOK CAMPAIGN:



YOU CAN LEND A HAND

2020 DIGITAL CAMPAIGN

STATS AT A GLANCE

259
BOOKS SOLD

\$1,041.75
IN SALES

Online coupon book sales

\$474.97
SPENT

Amount spent on digital Facebook campaign

515
CLICKS

of times viewers have clicked
on the ad link taking them to
the website

1.24%
CLICK THRU
RATE

.% of viewers who have seen
the ad and clicked on it.
National average CTR is 0.90%

41,499
IMPRESSIONS

of times the ad was seen
on screens



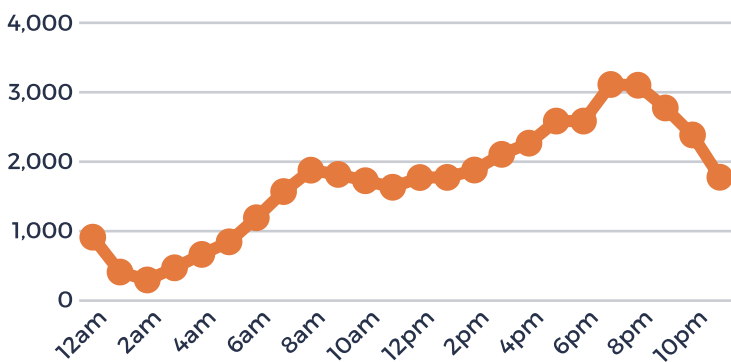
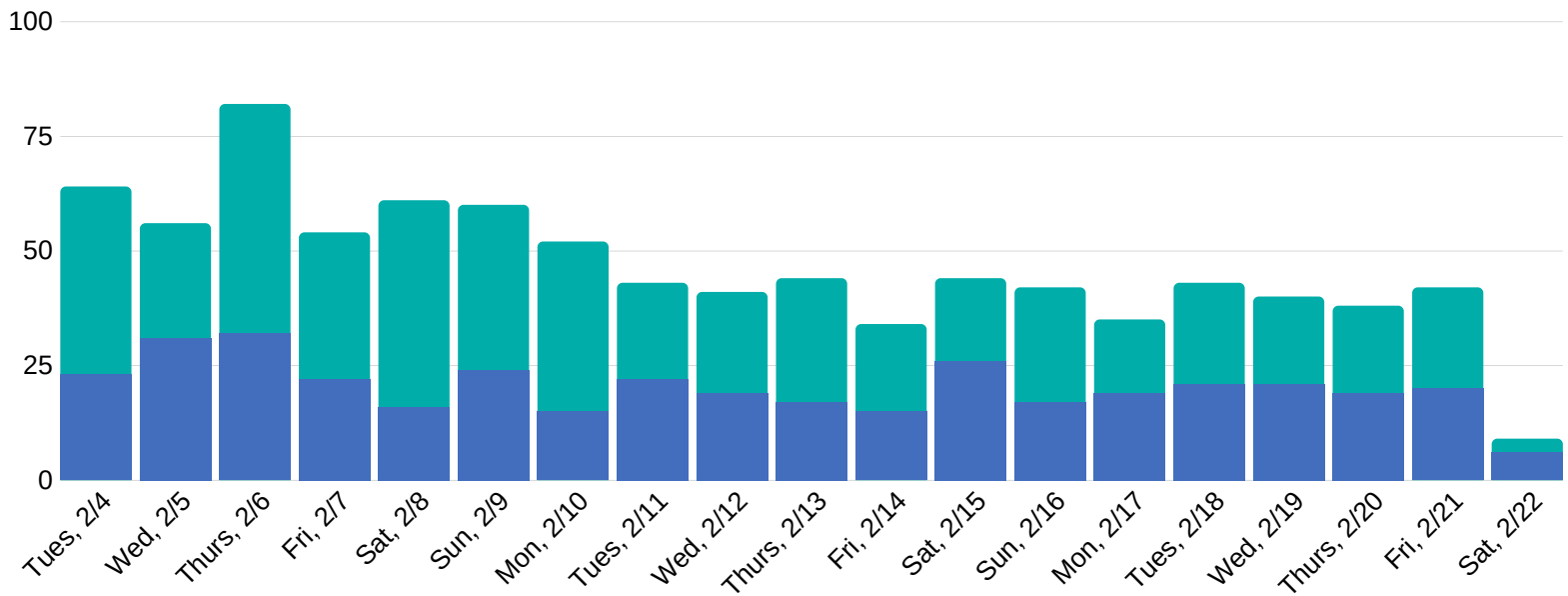
YOU CAN LEND A HAND

2020 DIGITAL CAMPAIGN

DAILY CLICKS

of times viewers have clicked on the ad link taking them to the website. Chart shows day-by-day clicks

- Fort Wayne area
- South Bend area



DAYPART IMPRESSIONS

of times the ad has been on screens. Biggest jump happens between 6-8pm daily. Graph shows average hour-by-hour impressions

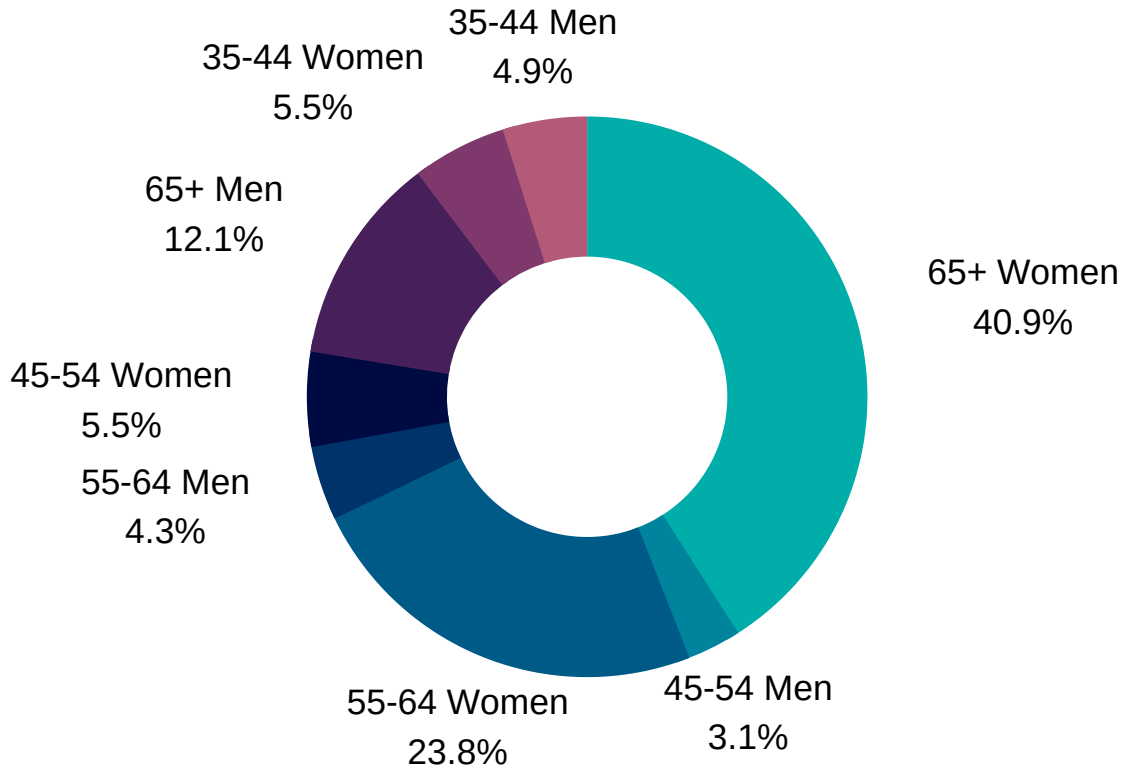


YOU CAN LEND A HAND

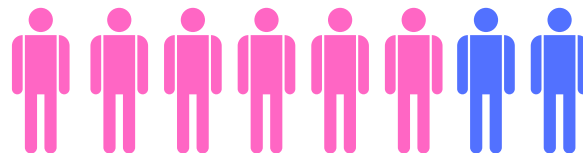
2020 DIGITAL CAMPAIGN

DEMOGRAPHICS

Women ages 65+ account for nearly half of our clicks.



**WOMEN WERE 3X MORE LIKELY TO
CLICK ON OUR ADS**



YOU CAN LEND A HAND

2020 DIGITAL CAMPAIGN

PAPA VINO'S EMAIL BLASTS

Papa Vino's sent out two YCLAH emails to their database.

WEDNESDAY
FEBRUARY **12**

7:15pm

14,928 Emails
Delivered

422 Link
Clicks

2,824 Emails
Opened

44 Books Ordered In
Following 24 Hours

WEDNESDAY
FEBRUARY **26**

7:15pm

14,926 Emails
Delivered

287 Link
Clicks

2,565 Emails
Opened

36 Books Ordered In
Following 24 Hours

2
EMAILS
SENT



709
LINK
CLICKS



80
BOOKS
SOLD

YOU CAN LEND A HAND

2020 DIGITAL CAMPAIGN

CHILI'S EMAIL BLASTS

Chili's sent out two YCLAH emails to their database.

**TUESDAY
FEBRUARY 11 2:00pm**

28,782 Emails
Delivered

509 Link
Clicks

7,813 Emails
Opened

18 Books Ordered In
Following 24 Hours

**TUESDAY
MARCH 3 9:00am**

29,755 Emails
Delivered

477 Link
Clicks

8,375 Emails
Opened

13 Books Ordered In
Following 24 Hours

2
EMAILS
SENT



986
LINK
CLICKS



31
BOOKS
SOLD

YOU CAN LEND A HAND

2020 DIGITAL CAMPAIGN

BURGER KING EMAIL BLASTS

Burger King sent out two YCLAH emails to their database.

**FRIDAY
FEBRUARY 7**

2:00pm

11,602 Emails
Delivered

69 Link
Clicks

655 Emails
Opened

4 Books Ordered In
Following 24 Hours

**WEDNESDAY
FEBRUARY 26**

3:00pm

11,483 Emails
Delivered

25 Link
Clicks

346 Emails
Opened

40 Books Ordered In
Following 24 Hours

2
EMAILS
SENT



94
LINK
CLICKS



44
BOOKS
SOLD