

# Results

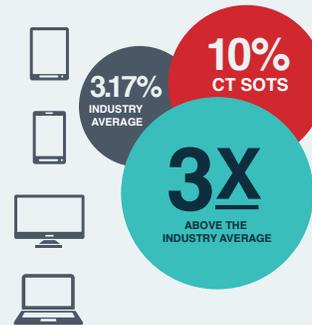
## impressions

total campaign impressions



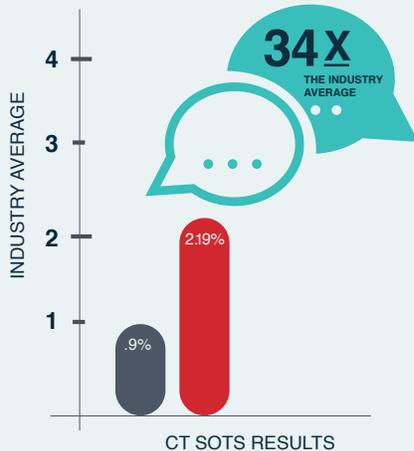
## search

search click through rate



## social

social media engagements



## video

video ad completion rate

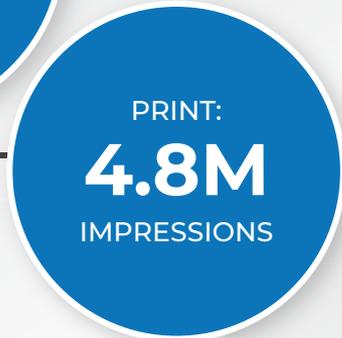
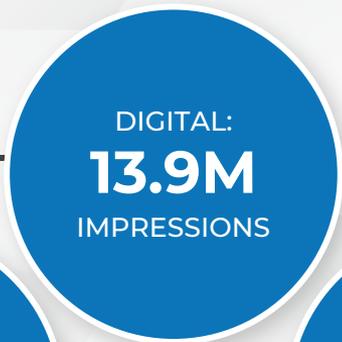
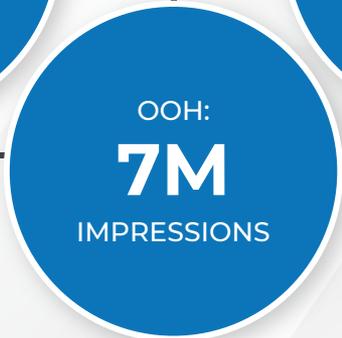
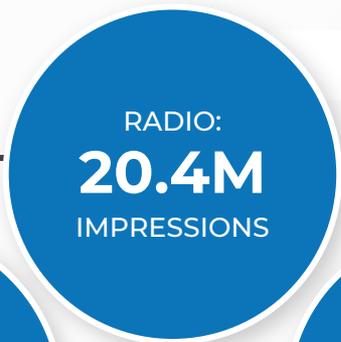
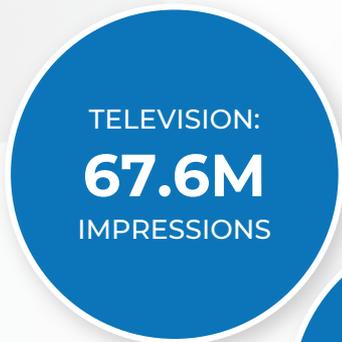


The Office of  
Secretary of the State Denise W. Merrill



# PHASE I, PHASE II, & FINAL PHASE CAMPAIGN HIGHLIGHTS

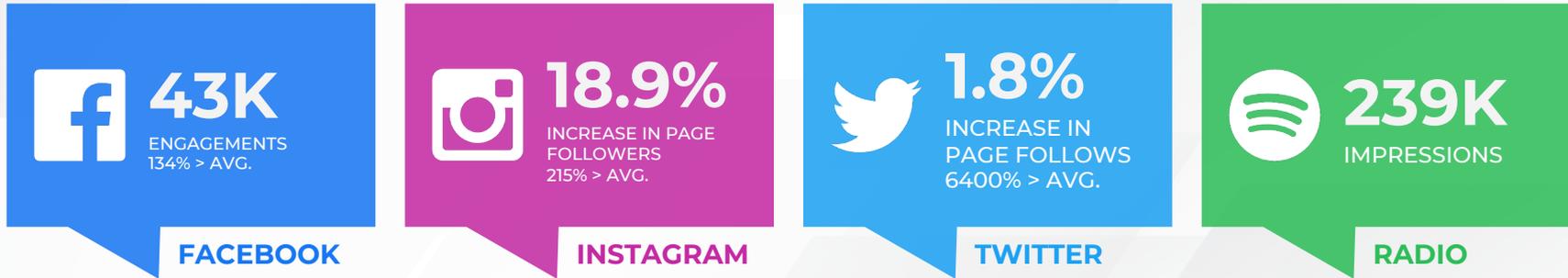
Live Dates: 7/23/2020 - 11/3/2020





# PHASE I PRIMARY CAMPAIGN HIGHLIGHTS ENGLISH & SPANISH

Live Dates: 7/23/2020 - 8/11/2020



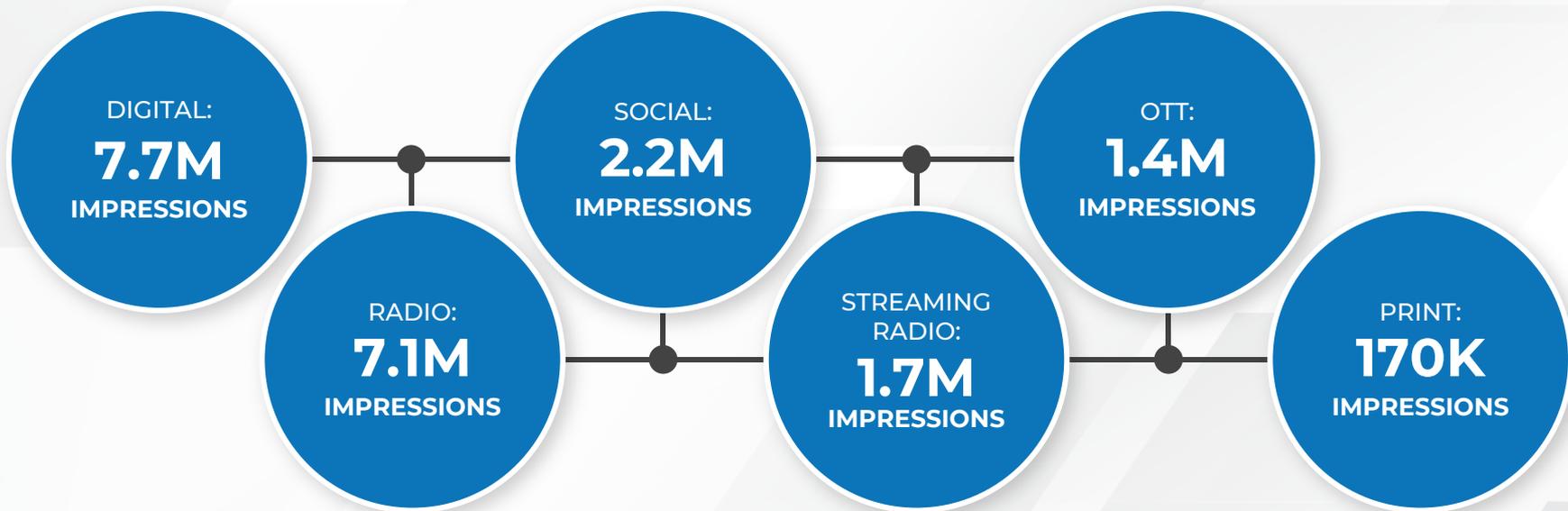
TOTAL CAMPAIGN IMPRESSIONS: **900K**



## PHASE II CAMPAIGN HIGHLIGHTS



Live Dates: 9/21/2020 - 11/3/2020



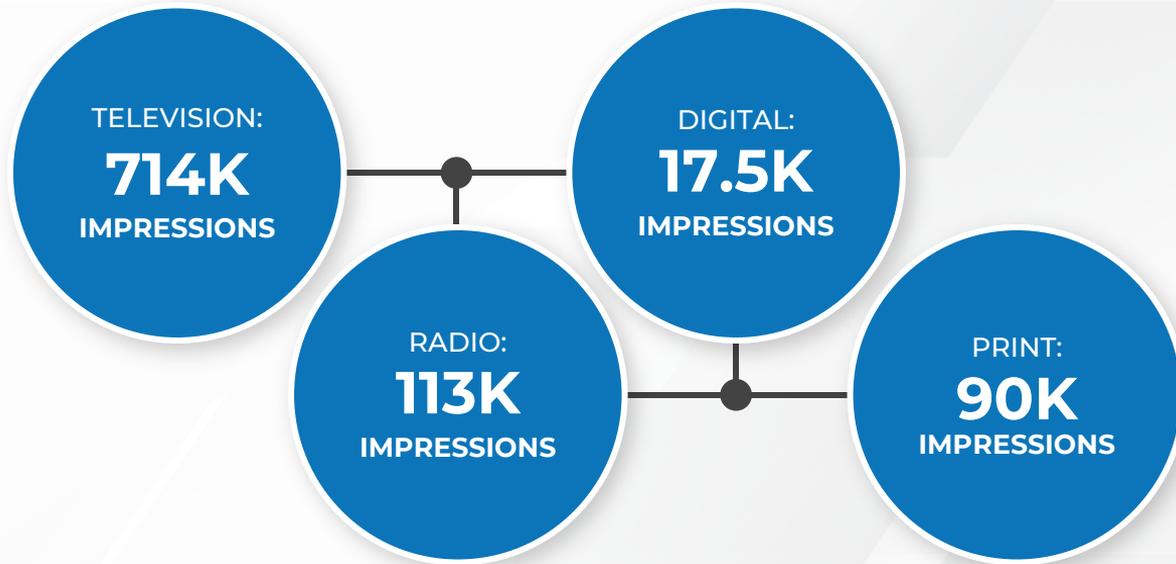
TOTAL CAMPAIGN IMPRESSIONS: **20.2M**



# PHASE II SPANISH CAMPAIGN HIGHLIGHTS



Live Dates: 9/21/2020 - 11/3/2020



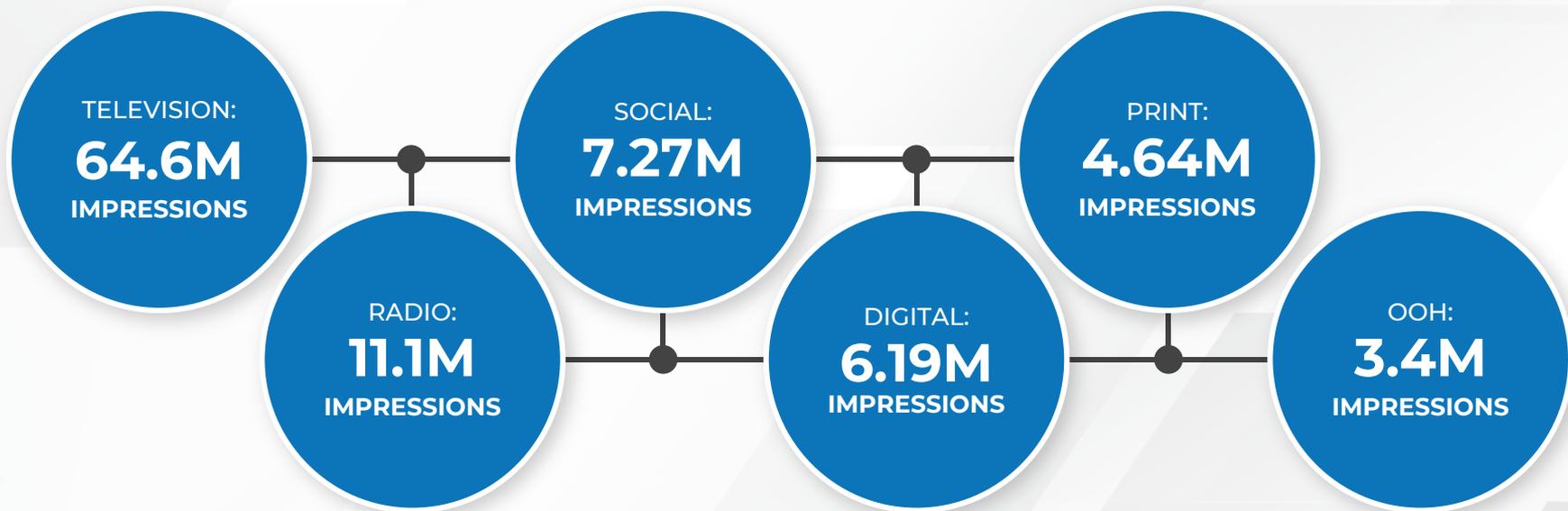
TOTAL CAMPAIGN IMPRESSIONS: **934.5K**



# FINAL PHASE CAMPAIGN HIGHLIGHTS



Live Dates: 10/12/2020 - 11/3/2020



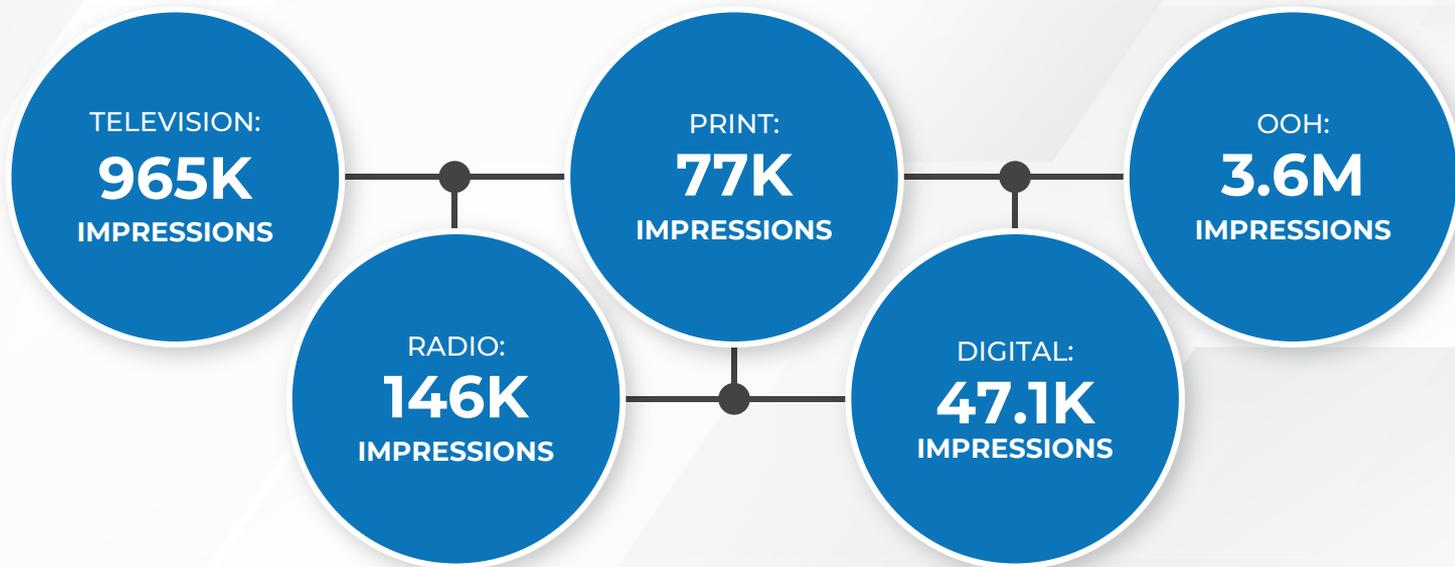
TOTAL CAMPAIGN IMPRESSIONS: **97.2M**



# FINAL PHASE SPANISH CAMPAIGN HIGHLIGHTS



Live Dates: 10/12/2020 - 11/3/2020



TOTAL CAMPAIGN IMPRESSIONS: **4.8M**