

VETgirl

OPPORTUNITIES	METRICS	PRODUCTION	REPORT ETA	KPI*	BENCHMARK
Webinar	<ul style="list-style-type: none"> Total Registrants Total Unique Viewers % Live Viewers 	<ul style="list-style-type: none"> 8 weeks 	24 Hours Post Event	700-1,000 Attendees	Attendees
YouTube Live	<ul style="list-style-type: none"> Total Unique Viewers 	<ul style="list-style-type: none"> 8 weeks 	24 Hours Post Event	100-450 Attendees	Attendees
Certificate Program	<ul style="list-style-type: none"> Total Registrants Total Unique Viewers % Live Viewers Certificates Completed 	<ul style="list-style-type: none"> 1 Year 	End of Year	TBD	Completions
Custom Eblast or Banner Ad	<ul style="list-style-type: none"> Delivered Open Rate Click Rate CTR Read/Skimmed/Glanced 	<ul style="list-style-type: none"> Assets due 30 days prior to release date 	7 Days Post Send Date	9.86% Ave Open Rate 8.81 % Ave Click-through Rate	Open Rate
Podcast Episode	<ul style="list-style-type: none"> Total Downloads 	<ul style="list-style-type: none"> 6 weeks 	7 Days After Podcast is Released	5K Downloads/1st 3 Mths	Downloads
Podcast Ad	<ul style="list-style-type: none"> Total Downloads 	<ul style="list-style-type: none"> 6 weeks 	7 Days After Podcast is Released	5K Downloads/1st 3 Mths	Downloads
Educational eBook	<ul style="list-style-type: none"> Landing Page <ul style="list-style-type: none"> Form Submissions Eblast Stats (as listed above) Social Media Ad Stats (as listed below) 	<ul style="list-style-type: none"> 8 weeks 	30 Days After Release	Ave 4-5K Downloads/1st 3 Mths	VETgirl Community
BEAT eMagazine Ad or Featured Story	<ul style="list-style-type: none"> Views Visitors Downloads Links Clicked Time Spent <p>(Not Ad Specific/Overall Issue Stats)</p>	<ul style="list-style-type: none"> Assets due 30 days prior to release date 	30 Days After eMag is Released	1,500 Views/ Issue (Not Ad Specific)	Views
Social Media Ad (Metrics Vary by Network)	<ul style="list-style-type: none"> Reach Engagement Impressions CTR% 	<ul style="list-style-type: none"> Assets due 30 days prior to release date 	7 Days After Post is Released	10K	Reach
Sponsored Blog	<ul style="list-style-type: none"> Ave Time on Site Total Pageviews Unique Pageviews 	<ul style="list-style-type: none"> 4 weeks 	30 Days After Blog is Posted	1K Pageviews/ Mth	Website Traffic

All reporting to be provided on VETgirl template and includes fields as outlined in sponsor's signed proposal. If additional reporting is requested, premium pricing will apply. Cost will be discussed on a case-by-case basis.

*KPI is for sponsor to gauge expectation for average performance. Metrics may vary based on sponsor/content/presenter/topic. VETgirl is not responsible for ad performance.