

To whom it may concern:

I wanted to provide an update on the Digital Marketing campaign. The current campaign is set to expire on June 5th.

Here is the latest data:

Geofencing: is a location-based service in which an app or other software uses GPS, RFID, Wi-Fi or cellular data to trigger a pre-programmed action when a mobile device or RFID tag enters or exits a virtual boundary set up around a geographical location. We have geofencing locations set up downtown, at the Acme Plaza, south of town near Drug Mart, in the Darrowville area and north of town at Northend.

- 1.42M Impressions (ads) served – how many times the ads have been on the screen
- 1,343 Visitors tracked to local merchants – people who were exposed to the ad and then tracked via their phone to one of the fenced areas
- 34,800 Audience reach – how many people have been exposed to the ad but not tracked to one of our geofenced locations

Social Media: Ads are running currently on Facebook and Instagram.

- 148k Audience Reach – how many people have been exposed to the ad but did not click or otherwise engage
- 876k Impressions (ads) served – how many time the ads have been on the screen
- 7,412 Engaged users – how many have clicked, liked, commented or shared the ad

Shop Local Shop Hudson website: www.shoplocalshophudson.com was created and paid for by the Chamber of Commerce. It's purpose is to be a one-stop location for all of our service, retail and restaurant businesses. It also provides information about Hudson's parks and a link to the City Events Calendar.

- 2,159 Visitors to website April and May
- 82% of visitors from neighboring cities (Stow, Twinsburg, Cuyahoga Falls top 3). This is tracked by their IP address when they visit the website.

It would be extremely helpful to our community and small businesses if another round of funding could be approved. As we have already set up the ground work, any additional funds would go directly to advertising our great town and businesses. Just \$20,000 more could make a huge difference through the summer months. In the next round of ads we could promote the new city event calendar along with the splash pad and other city attractions, encouraging people to make a day trip to Hudson.

The current data proves this is working and we have far surpassed our goals for the campaign.

Thanks for your consideration.

Nicole Alverson
President
The Hudson Area Chamber of Commerce