

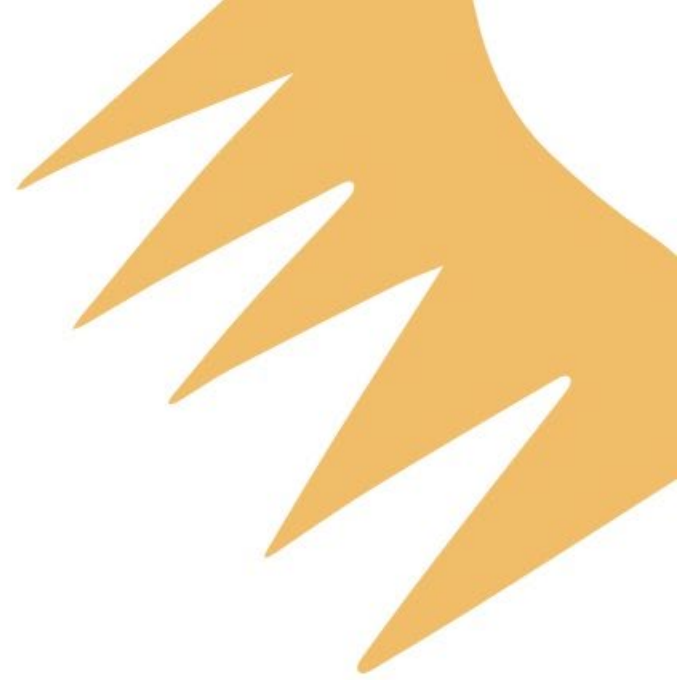
Problem Gambling

Project Worth - 2022 Overview

September 2022

KPS3

Website Overview



Daily Website Visits (year-over-year)



14,272

Sessions

297.8%

04:30

Avg. Time

on Page

112.6%

139

Outbound

Links

239%

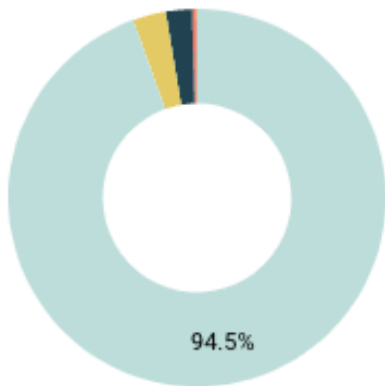
35

Email &

Phone Clicks

250%

Channel Distribution



- Digital Ads
- Direct
- Social
- Organic Search
- Referral

13,097
Digital Ads
330.7%

473
Direct
93.9%

410
Social
632.1%

208
Organic Search
56.4%

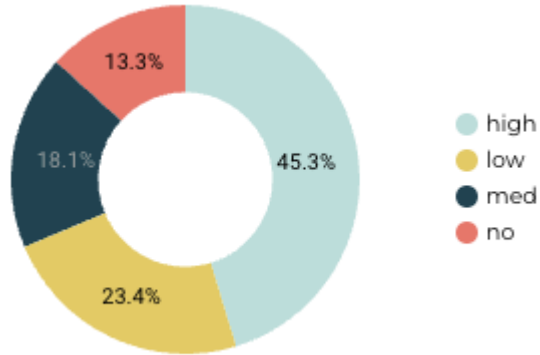
82
Referral
27.4%



Quiz Results



Quiz Results



669

Quizzes
Started

143.3%

415

Quizzes
Submitted

128%

43

Quizzes
Restarted

59.3%

5,175

Quiz
Answers

139.1%

Public Relations



Public Relations

Public Relations Media Placements for FY22

From July 1, 2021 to June 30, 2022, KPS3 worked with the Nevada Advisory Committee on Problem Gambling to earn a variety of placements across traditional news in broadcast, radio and online, as well as industry news sites, podcasts and blogs.

For FY22, KPS3 helped facilitate:

- Sending 19 individual and targeted pitches to statewide media outlets
- Crafting and distributing two press releases and one media brief
- Developing and distributing six blog articles

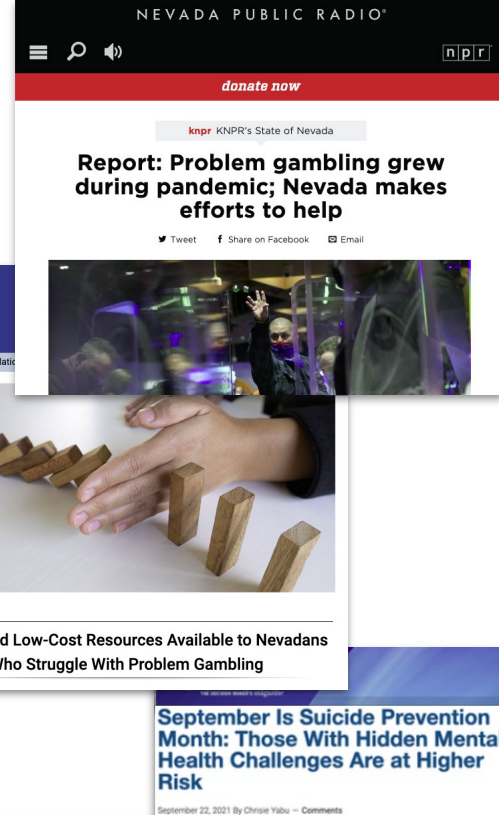
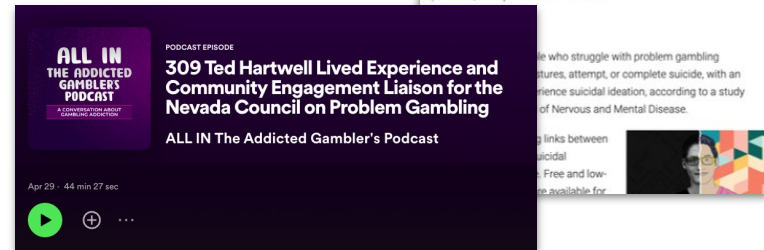
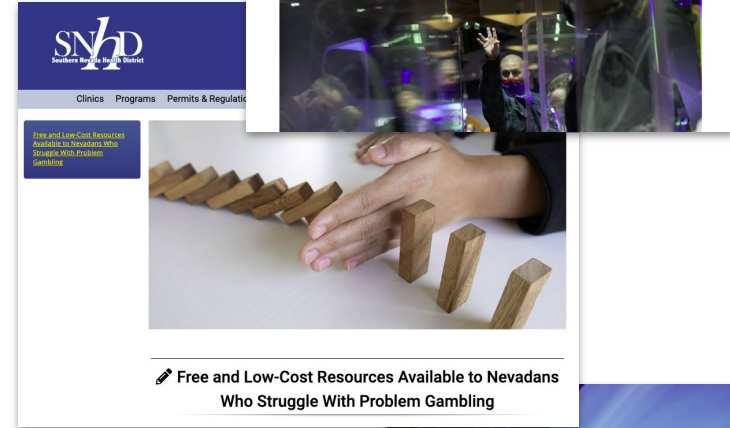
Public Relations

For FY22, KPS3 helped facilitate:

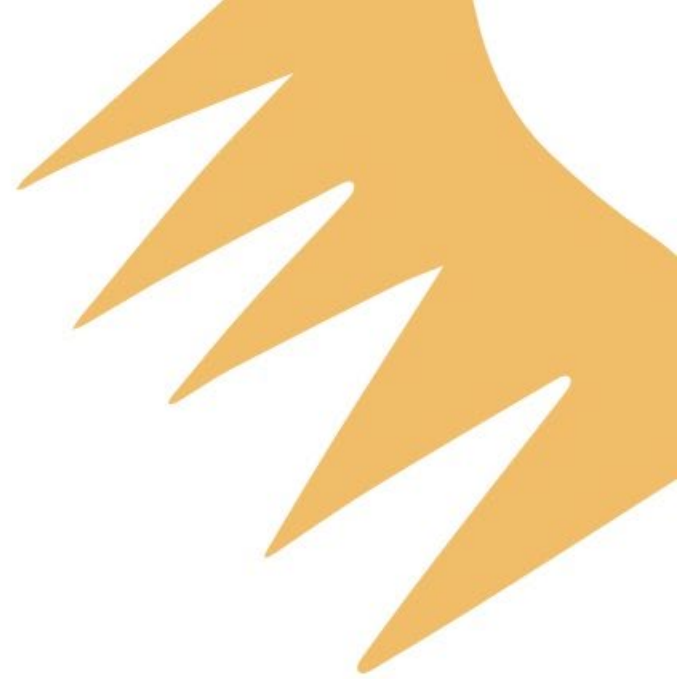
- Sent 19 individual and targeted pitches to statewide media outlets
- Crafted and distributed two press releases and one media brief
- Developed and distributed six blog articles

Public relations efforts for FY22 resulted in:

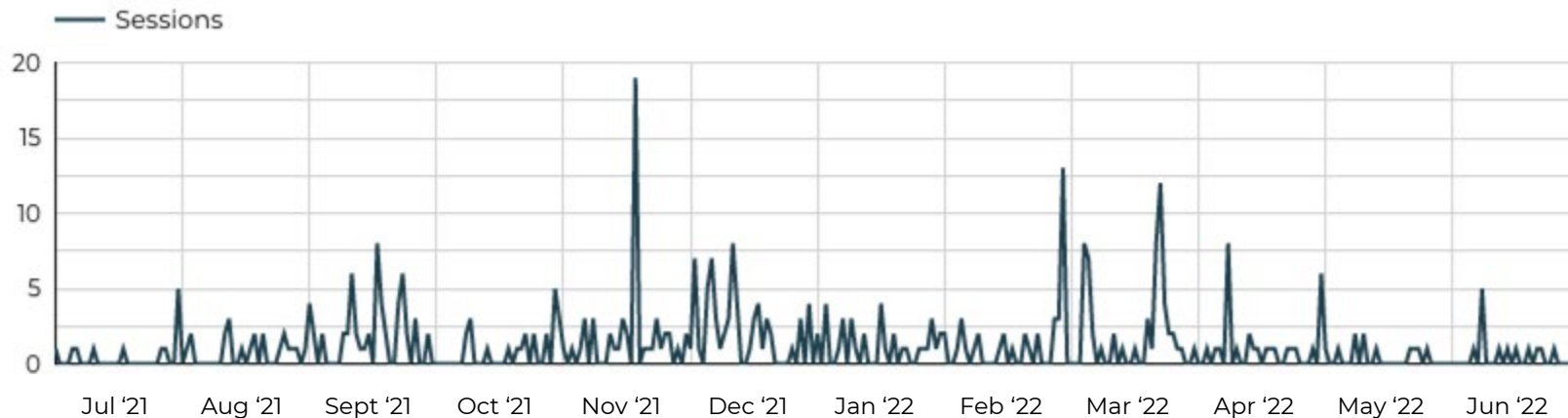
- **33** placements
- More than **\$27K** in publicity value
- Over **3.4 million** in unique visitors per month (UVPM) on online stories
- Over **66K** in reach on broadcast stories.



Organic Social Media



Organic Social Media



410

Social
Sessions
632%

286

Total
Followers
211%

132

Facebook
Followers
43.5%

131

Twitter
Followers
87%

23

Instagram
Followers
N/A

Organic Social Media

This past fiscal year, our goal for follower growth for Project Worth socials was 3-5% and we hit **211%** in growth! The recent addition of Instagram has added to these numbers and, with ongoing efforts, will continue to grow your social media presence.

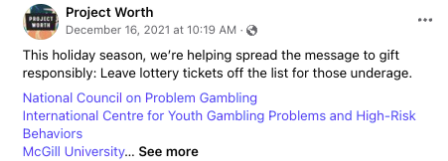
Social media efforts for FY22 resulted in:

- A **667%** increase in impressions, or post views, with **2,755,545** total impressions
 - 7,171 impressions were organic
 - 2,725,496 impressions were paid
- A **401%** increase in engagements (likes, comments, shares, saves, etc.) at **30,721**.
- A **351%** increase in post link clicks with **18,530** clicks.

Organic Social Media

Top Performing Facebook Post

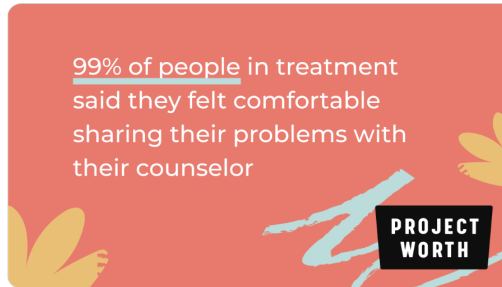
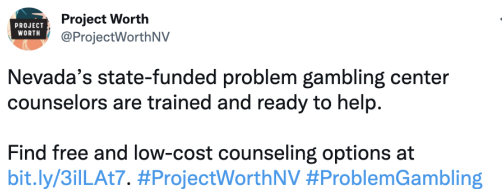
[View the post on Facebook](#)



44 engagements (24 reactions, 4 comments, 1 share, 15 other post clicks)

Top Performing Tweet

[View the post on Twitter](#)



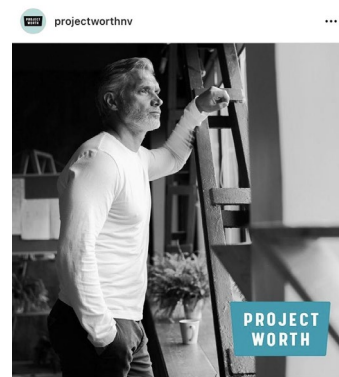
10:07 AM · Jan 22, 2022 · Sprout Social

4 Retweets 8 Likes

39 engagements (8 likes, 1 comment, 5 shares, 2 post link clicks, 23 other post clicks)

Top Performing Instagram Post

[View the post on Instagram](#)



5 likes
projectworthnv Many who suffer from #ProblemGambling often feel the need to gamble with increasing amounts of money or excitement.
If this sounds like you or someone you know, go to the link in our bio to find resources and low-cost counseling options to help you overcome problem gambling and its consequences.
#ProjectWorthNV
April 27

Five total engagements (5 likes)



Facebook Ads



Facebook Ads

FY 22 Facebook Campaigns

Goal: Drive users to ProjectWorthNV.org and connect people to treatment resources.

Two Flights

1. Holiday Campaign (11/4/21 - 2/4/22)
2. Spring Campaign (3/2/22 - 5/20/22)

Overall Performance

2,724,228

Impressions

18,429

Link Clicks

\$1.20

Avg. Cost-Per Click

8,326

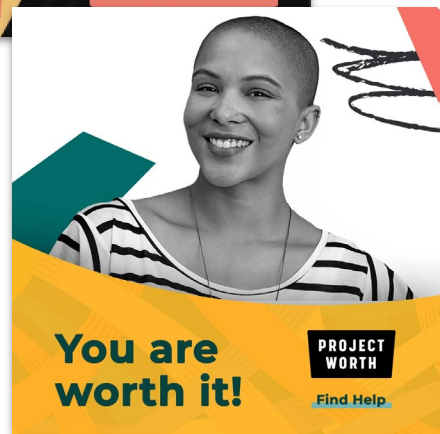
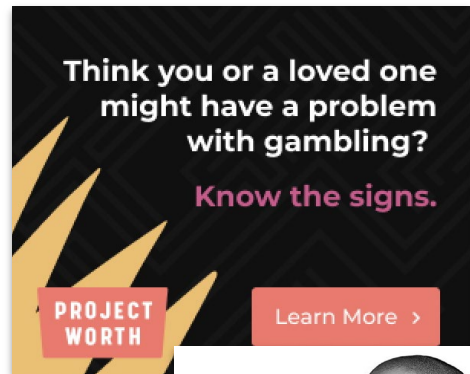
Website
Sessions

592

Quizzes
Started

351

Quizzes
Submitted



Facebook Ads

Holiday Campaign (11/4/21 - 2/4/22)

Goal: Drive users to ProjectWorthNV.com and connect people to treatment resources.

The Know The Signs ad (pictured right) significantly drove the majority of these results with 3,557 clicks and 315,447 impressions.

Overall Performance

1,223,539

Impressions

10,146

Link Clicks

\$1.08

Cost-Per Click

4,851

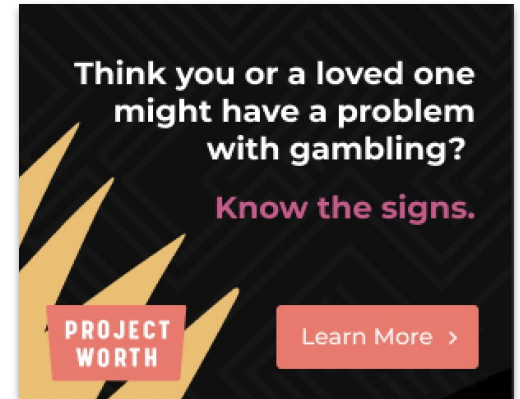
Website
Sessions

493

Quizzes
Started

295

Quizzes
Submitted



Facebook Ads

Spring Campaign (3/2/22 - 5/20/22)

Goal: Increase awareness of the available treatment options and increase number of people going to treatment.

The You Are Worth It ad (pictured right) significantly drove the majority of these results with 2,553 clicks an 503,000 impressions.

Overall Performance

1,500,689

Impressions

8,283

Link Clicks

\$1.32

Cost-Per Click

3,475

Website
Sessions

99

Quizzes
Started

56

Quizzes
Submitted



Display Ads



Display Ads

FY 22 Display Ad Campaigns

Goal: Drive impressions and awareness of ProjectWorthNV.org to connect people to treatment resources.

Two Flights

1. Holiday Campaign (11/22/21 - 2/14/22)
2. Spring Campaign (3/2/22 - 5/20/22)

Overall Performance

3,374,068

Impressions

6,075

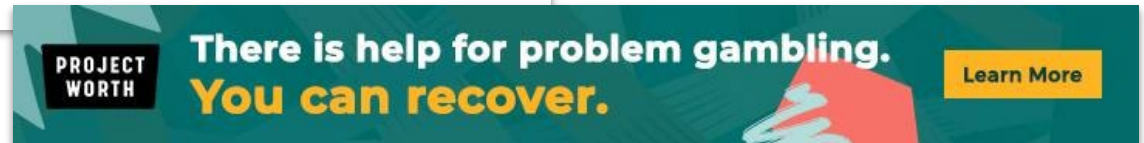
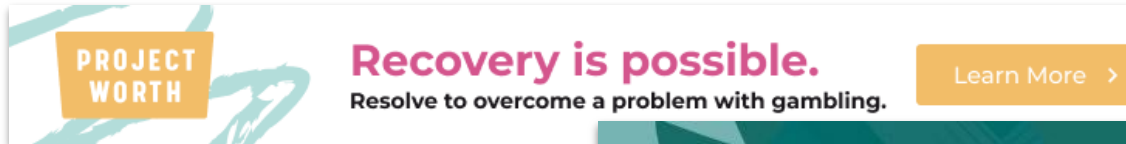
Link Clicks

4,629

Website Sessions

\$2.73

Avg. Cost-Per Click



Display Ads

Holiday Campaign (11/22/21 - 2/14/22)

Goal: Drive impressions and awareness of ProjectWorthNV.com to connect people to treatment resources.

The Recovery Is Possible ad (pictured below) generated the most clicks (812) and impressions (339,131) over the course of the campaign.

Overall Performance

1,841,386

Impressions

3,450

Link Clicks

2,689

Website Sessions

\$2.60

Cost-Per Click



Display Ads

Spring Campaign (3/2/22-5/20/22)

Goal: Drive impressions and awareness of ProjectWorthNV.com to connect people to treatment resources.

The You Can Recover ad (pictured below) generated the most clicks (904) and impressions (487,210) over the course of the campaign.

Overall Performance

1,532,682

Impressions

2,625

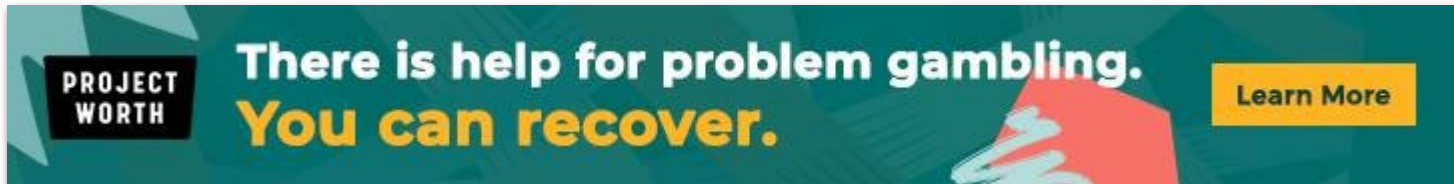
Link Clicks

1,940

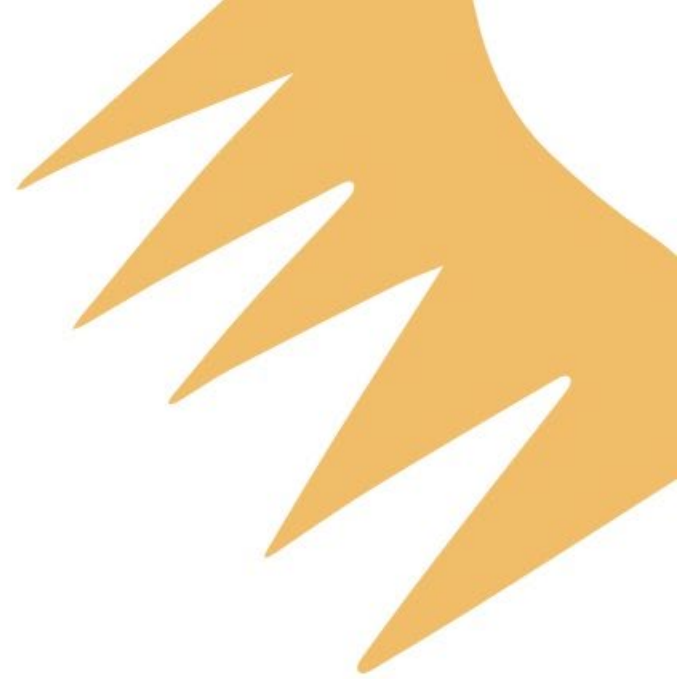
Website Sessions

\$2.86

Cost-Per Click



Plans for 2023



2023 Paid Digital

Goals:

1. Connect people to the four treatment options in the state, and to the resources available.
2. Increase public awareness about problem gambling across Nevada.

Channels:

- Paid Search
- Paid Social
- Spotify Audio

Timeline:

Ads will run on a flighted schedule between September 2022 – June 2023

Assets:

In addition to paid search ads, we will be leveraging video, static image and audio ads from the *Piece It Back Together* video.

2023 Social Media

Goals:

1. Drive Nevadans to the four treatment options in the state, and to the resources available.
2. Continue to utilize the various social platforms to reach those affected by problem gambling and share resources.

Channels:

- Twitter
- Facebook
- Instagram

Timeline:

July 2022 – June 2023

2023 Website and Reporting

Website

Hosting and maintenance for the projectworthnv.org website, as well as enhancements to the page and updates for changing information and resources.

Reporting

Monthly reporting on performance of website, social channels, and digital ad campaigns.



Questions?

