

Campaign: Cook County Research - PrEPurate April - July 2022 (1) ▾

Data Updated thru: Mar 23, 2023

Month ▾

## DISPLAY MEDIA

Campaign	Property ^	Placement	Status	Clicks	Impressions	CTR
Cook County Research - PrEPurate April - July 2022	Grindr Display	Interstitial 320x480	Completed	1,183	55,479	2.13%
Cook County Research - PrEPurate April - July 2022	Grindr Display	Banner 320x50	Completed	472	867,844	0.05%
Cook County Research - PrEPurate April - July 2022	Grindr Display	Med Rec 300x250	Completed	528	319,787	0.17%
<b>Grand total</b>				<b>2,183</b>	<b>1,243,110</b>	<b>0.18%</b>

## SOCIAL MEDIA

Campaign	Property ^	Placement	Status	Clicks	Impressions	CTR
Cook County Research - PrEPurate April - July 2022	Facebook/Instagram	FB/Insta Posts	Completed	896	144,612	0.62%
Cook County Research - PrEPurate April - July 2022	TikTok	:15 sec video	Completed	2,918	283,037	1.03%
<b>Grand total</b>				<b>3,814</b>	<b>427,649</b>	<b>0.89%</b>

## VIDEO

Placement ^	Status	Clicks	Impressions	CTR
PreRoll	Completed	153	138,337	0.11%