



# Facebook Analytics: Testimonial Showcase

CommuterAds

The CommuterAds Testimonial Showcase was posted to Facebook throughout the month of October. The Facebook analytics for the campaign can be seen below. See sample posts from all three social media platforms following the analytics.

Post Date	Post Name	Total Reach	Total Engagement
10/2	Facebook Live Video	171	35
10/3	Crime Stoppers of Tampa Bay	194	36
10/5	Fuyao Glass America	209	38
10/8	Froedtert Hospital	120	12
10/10	Goodwill of Columbus	236	33
10/12	Toledo-Lucas County Health Dept.	100	13
10/15	Milwaukee Art Museum	89	10
10/16	Cleveland Public Health Dept.	87	11
10/18	United Way of Dayton	246	26
10/22	Hunsinger Apartments	105	12
10/24	Ohio Air National Guard	479	43
10/29	Cincinnati State	91	11
11/2	Testimonial Showcase Highlights	252	11
<b>TOTAL</b>	<b>13 Posts</b>	<b>2,379</b>	<b>291</b>

## CommuterAds Testimonial Showcase Facebook Campaign:

13 Facebook Posts

2,379 Impressions

291 Engagements

12.2% Engagement Rate

32 Added Followers





# LinkedIn Analytics: Testimonial Showcase

CommuterAds

CommuterAds featured their Testimonial Showcase on LinkedIn throughout October, this was part of a new LinkedIn presence launched by CommuterAds in 2018. The analytics for the LinkedIn campaign can be seen below. Posts from all three social media platforms can be found after the analytics.

Post Date	Tweet Name	Total Reach	Total Engagement
10/3	Crime Stoppers of Tampa Bay	181	13
10/5	Fuyao Glass America	197	17
10/8	Froedtert Hospital	297	29
10/10	Goodwill of Columbus	186	19
10/12	Toledo-Lucas County Health Dept.	210	20
10/15	Milwaukee Art Museum	273	13
10/16	Cleveland Public Health Dept.	162	21
10/18	United Way of Dayton	137	12
10/22	Hunsinger Apartments	293	12
10/24	Ohio Air National Guard	232	19
10/29	Cincinnati State	90	5
11/2	Testimonial Showcase Highlights	121	6
<b>TOTAL</b>	<b>12 Posts</b>	<b>2,379</b>	<b>186</b>

## CommuterAds Testimonial Showcase LinkedIn Campaign:

12 LinkedIn Posts  
2,379 Impressions  
186 Engagements  
7.8% Engagement Rate  
6 Added Followers





# Twitter Analytics: Testimonial Showcase

CommuterAds

The CommuterAds Testimonial Showcase was tweeted out on Twitter during the month of October. The Twitter analytics for the campaign can be seen below. See sample tweets and posts from all three social media platforms following the analytics.

Post Date	Tweet Name	Total Reach	Total Engagement
10/3	Crime Stoppers of Tampa Bay	621	17
10/5	Fuyao Glass America	465	8
10/8	Froedtert Hospital	680	20
10/10	Goodwill of Columbus	133	3
10/12	Toledo-Lucas County Health Dept.	371	11
10/15	Milwaukee Art Museum	791	26
10/16	Cleveland Public Health Dept.	240	12
10/18	United Way of Dayton	70	1
10/22	Hunsinger Apartments	477	23
10/24	Ohio Air National Guard	997	14
10/29	Cincinnati State	345	21
11/2	Testimonial Showcase Highlights	139	2
<b>TOTAL</b>	<b>12 Tweets</b>	<b>5,329</b>	<b>158</b>

## CommuterAds Testimonial Showcase Twitter Campaign:

12 Tweets

5,329 Impressions

158 Engagements

3% Engagement Rate

5 Added Followers





# Social Media Posts: Testimonial Campaign

CommuterAds

CommuterAds was live.  
October 2 · 🌐

We are so excited to announce our Client Testimonial Showcase! Stay tuned all October to see what our clients have to say about the CommuterAds onboard audio program! #ThePowerofMovingMessages



## Facebook Live Video (FB Only)

Date: 10/2

Reach: 171

Engagement: 35

CommuterAds  
275 followers  
1mo · Edited

Have you ever wondered how we help to solve crimes at CommuterAds? Well, it's what's on the #inside that counts! **CRIME STOPPERS OF TAMPA BAY INC** uses the onboard #audio program to solicit anonymous tips related to crime. We are honored to help make Tampa (and **Hillsborough Area Regional Transit Authority (HART)**) safer every day! #ThePowerofMovingMessages



6 Likes

## Crime Stoppers of Tampa Bay

Date: 10/3

Reach: 996

Engagement: 66



CommuterAds @commuterads · Oct 5

Our partners at @fuyaousa use our #onboard #audio program on the @GDRTA to reach potential employees. We helped Fuyao #hire at least 12 people in the first 2 months! #ThePowerofMovingMessages



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## Fuyao Glass America

Date: 10/5

Reach: 871

Engagement: 63





# Social Media Posts: Testimonial Campaign

CommuterAds



**CommuterAds**  
October 8 · 🌐

How do we help Froedtert & the Medical College of Wisconsin?  
CommuterAds onboard audio is geo-targeted at their clinic locations along the Milwaukee County Transit System. Thank you for all of the good you do in Milwaukee and we look forward to your next campaign!



👍👍👍 You, Rita Zambon and 7 others

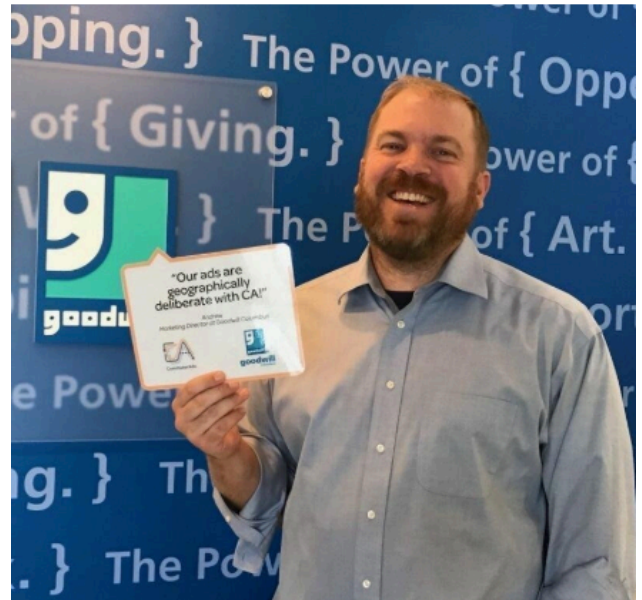
## \*\*\* Froedtert Hospital

Date: 10/8  
Reach: 1,097  
Engagement: 61



**CommuterAds**  
275 followers  
1mo

Goodwill Columbus uses our #onboard #audio program on the Central Ohio Transit Authority (COTA) buses for reaching potential shoppers, new employees, and developing the #workforce with a different audio script every month! #ThePowerofMovingMessages



7 Likes

## Goodwill of Columbus

Date: 10/10  
Reach: 555  
Engagement: 55



**CommuterAds** @commuterads · Oct 12

Take a look at what the @ToledoLucasHD has to say about our #audio program on the @TARTA\_Toledo- "CommuterAds #onboard audio program has definitely been a #return on #investment. It has been a breath of fresh air working with CommuterAds." #ThePowerofMovingMessages



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## Toledo-Lucas County Health Dept.

Date: 10/12  
Reach: 581  
Engagement: 44





# Social Media Posts: Testimonial Campaign

CommuterAds



CommuterAds

October 15 at 12:00 PM · 🌐

Looking to learn more about exhibits at the Milwaukee Art Museum? Try riding a Milwaukee County Transit System bus in downtown Milwaukee! You will hear our audio ads showcasing the latest and greatest exhibits. #ThePowerofMovingMessages

\*\*\* Milwaukee Art Museum

Date: 10/15

Reach: 1,153

Engagement: 49



You, Rita Zambon and 5 others



CommuterAds

275 followers

1mo

Cleveland Department of Public Health left us a one-of-a-kind compliment comparing our #audio #advertising program with Greater Cleveland RTA and Burger King Corporation. "You can get anything you need. It's like Burger King, you can have it your way!" #ThePowerofMovingMessages



7 Likes

Cleveland Public Health Dept.

Date: 10/16

Reach: 489

Engagement: 44



CommuterAds @commuterads · Oct 18

@DaytonUnitedWay is one of 1,200 @UnitedWay offices in the U.S. We partnered to increase calls by 10% for their 2-1-1 campaign which provides 24/7 referrals for social service programs. Thank you for making #Dayton a better place!

#LiveUnited

#ThePowerofMovingMessages



United Way of Dayton

Date: 10/18

Reach: 453

Engagement: 39

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# Social Media Posts: Testimonial Campaign

CommuterAds



CommuterAds  
October 22 at 11:12 AM · 🌐

Hunsinger Apartments uses our onboard audio program to attract students from the University of Illinois at Urbana-Champaign by meeting them on their daily commute to class. Thank you Champaign-Urbana Mass Transit District for making our partnership with Hunsinger Apartments possible! #ThePowerofMovingMessages

... **Hunsinger Apartments**

Date: 10/22

Reach: 875

Engagement: 47



👍👍 You, Rita Zambon and 4 others

CommuterAds  
275 followers  
3w

With the **Air National Guard**, you Protect Community and Empower Yourself. CommuterAds works with the **Ohio Air National Guard** (Air National Guard Recruiting) to recruit applicants and strengthen the diversity of the units. We are proud to contribute in military #recruitment efforts with our #transit #audio #advertising across #Ohio. #ThePowerofMovingMessages



12 Likes

**Ohio Air National Guard**

Date: 10/24

Reach: 1,708

Engagement: 76





# Social Media Posts: Testimonial Campaign

CommuterAds



CommuterAds @commuterads · Oct 30

CommuterAds works with @CinState to boost #enrollment with new #audio #messages every semester! We love our #partnership and the opportunity to help students find their place in higher #education while riding @cincinnati metro. #ThePowerofMovingMessages

✓ Cincinnati State

Date: 10/29

Reach: 526

Engagement: 37



4 likes, 5 hearts



CommuterAds

November 2 at 11:29 AM · 🌐

From the CommuterAds Testimonial Showcase, we have learned a lot about what our clients value most from our team and from our audio advertising program. Thank you to all of our partners who participated and shared their words with us! Check out some of the phrases we heard the most throughout this month! #ThePowerofMovingMessages



You, Rita Zambon and 2 others

1 Share

## Testimonial Showcase Highlights

Date: 11/2

Reach: 512

Engagement: 19

