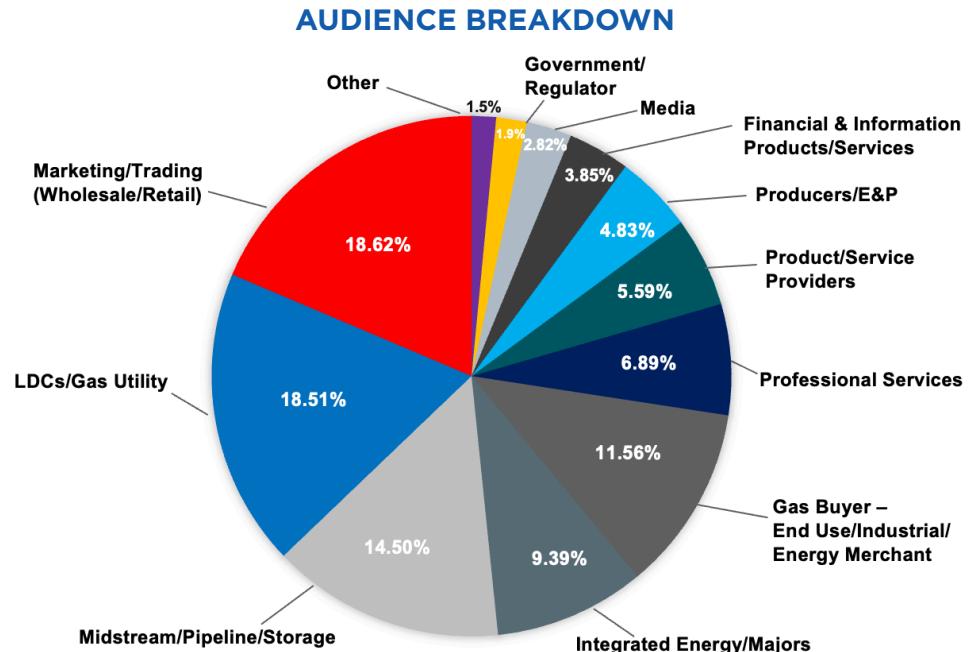
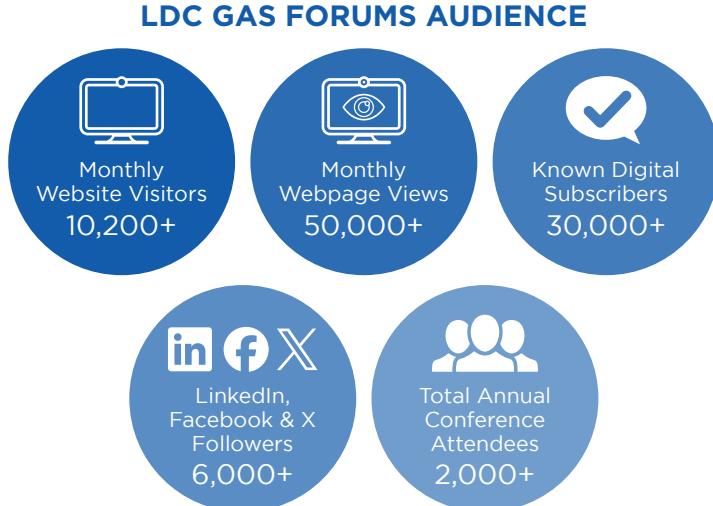


# PERFORMANCE ANALYTICS

## Campaign Reporting & ROI Analysis

The LDC Gas Forums provide complete transparency with campaign performance. Our reports are designed to show performance alignment with campaign objectives, so we never lose sight of our goals. Our Digital Services Team will provide regular updates throughout the duration of the campaign, recommending steps for optimization and enhanced exposure. As the client, you will always have a clear and comprehensive understanding of the effectiveness of your investment.



## AVERAGE MONTHLY METRICS BY AD SIZE

Ad Size	Impressions	Clicks	CTR
728x90 Top & Bottom Leaderboard	47,000+	2,200+	12%
300x250 Footer	2,000+	5+	0.22%

## AVERAGE MONTHLY EMAIL METRICS

Opens	Clicks
8,000+ opens per email	400+ clicks per email