

ACCD and the Dept of Tourism and Marketing invested in some advertising on behalf of CCC. Ads were run across the state on Front Porch Forum from 5/31-6/6. I have attached the stats report from that ad run. They incorporated Census posts (using the digital action weekend ads) into our regular social media feed for several weeks. Additional statistics from ACCD and the Department of Tourism and Marketing may tentatively be provided during or immediately after the meeting.

**May - June 2020 Ad Campaign**  
 180,000 ads scheduled, May 31 - June 6, 2020

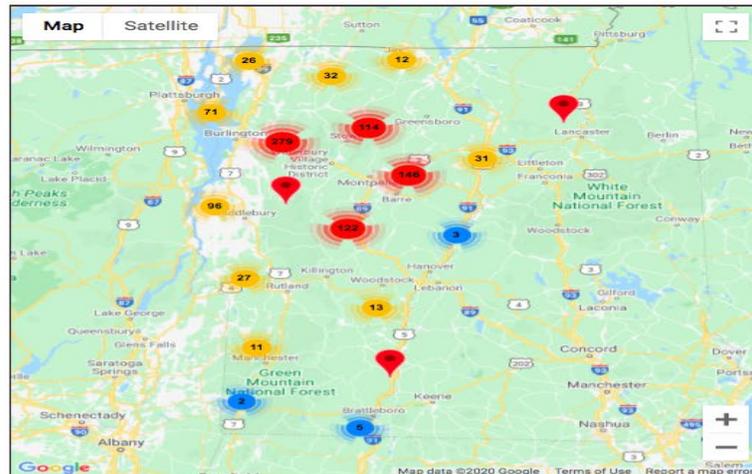
**Ad Results: VT Agency of Commerce and Community Development**

Viewing Data for 1 Campaign:  
 2020 May-June 180/180  
 Sales Rep: Suzie McCoy (RB)

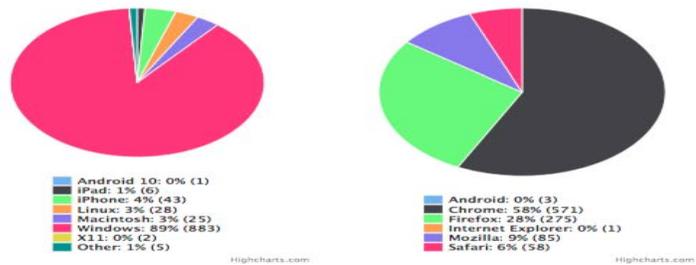
Clicks over Time



Geographic Distribution



Clicks by Platform



**Vermonters: How's Your Town Doing?**

[Paid Ad](#)

Help shape our future. Make sure you and your neighbors are counted in the 2020 Census. It's quick and easy, safe and secure! #2020census

[Fill Out the Census Today](#)

