



CAMPAIGN OVERVIEW

FINAL RESULTS

SPENT - \$60,897.97

IMPRESSIONS DELIVERED – 59,493,584

PAGE VIEWS – 205,479

VIDEO VIEWS – 1,415,560

SOCIAL ENGAGEMENTS – 5,600

AVERAGE TIME ON CONTENT – 1.89 minutes

**TOTAL TIME SPENT (article & video content) –
708 days, 8 hours, 49 minutes and 32 seconds**

AJC with My AJC.
Written by Brandon Spencer Wilhelm [?] · December 5, 2017 · Paid ·

Go behind the scenes into the making of real journalism.



528,397 people reached

485K Views

Like Comment Share

286

43 Shares 59 Comments

AJC with My AJC.
Sponsored ·

Grab a tissue and let some heroic acts remind us of good things that bring us together.




The inspiring local stories that moved us in 2017
ajc.com

370 9 Comments 61 Shares

Like Comment Share

AJC
December 1, 2017 ·

Investigative journalists must follow a story wherever it may lead, often having to overcome numerous obstacles as they uncover wrongdoing that might otherwise never be revealed to the public.



6 eye-opening investigations in Atlanta
Throughout 2017, AJC investigative journalists reported what's really going on in our community. Only the AJC can do this vital work — and it is funded through the support of its subscribers and advertisers.

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Go behind the scenes into the making of real journalism.



286 100 Comments 43 Shares

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FACEBOOK POSTS

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Have you been paying attention to the people and events making headlines this year?



Can you ace this 2017 Atlanta news quiz?
Test your knowledge of what was really going on in...
share.ntv.io

36 18 Comments 17 Shares

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Where were you for these big moments?

Verizon 9:21 PM 53%

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Go behind the scenes into the making of real journalism.



Kevin Riley
Editor

286 100 Comments 43 Shares 485K Views

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FACEBOOK COMMENT SAMPLING



Joyce Thomae Kirk Investigative reporting is a valuable safeguard to our democracy!!! Keep up the good work reporters!

Like · Reply · 5w



truly telling..... And the "big wheel keeps on turning." Paul was unmasked by an investigative journalist. They are vital to preservation of our democracy.

Like · Reply · 5w · Edited



Ed Coker Journalism must be handled like a firearm , with caution and accountability

Like · Reply · 5w



Ann Harry Just wish we could still get the AJC in LaGrange. It was d/c several years ago. Not sure why but I miss it.



Gary McKillips Keep up the great work, AJC!



Susan Marshall Lunsford Good work journalists! Now that is true investigative work!



Michael Baron Thank you for providing us the stories and news that make us more informed. Get some rest this holiday because 2018 will be a busy year.



Daniel Braly Good job Ajc.

Christine Curran To all the haters.open your ears,eyes and minds.there is probably more truth in the paper then you wish.



Jean Vaught Could you investigative report on the DfC allowing of unstable children being allowed to sign then go play....



Mike Shelko Is Anyone investigating corruption at the airport?

Like · Reply · 4w



David Fritsch I'd like to see an investigation into the city Atlanta supposedly selling the Civic Center to the AHA for \$31 million. My guess is it was just signed over. As a resident of this community, I am outraged over this behind closed doors deal. The AHA has plenty of undeveloped land they could be utilizing. Why the Civic Center?



Rick Prettyman Don't make me laugh mostly fake news nothing but democraps and liberals work for AJC

Like · Reply · 4w



Chris Policronis AJC actually hires journalist now?



Wess Adams Attempting to regain lost media Credibility. A great start for all media would be factual reporting of every side, and opinion pieces labeled as such.

Like · Reply · 5w



Edward Vilbig The AJC is not fair reporting. It's so left, it's ridiculous. I would never subscribe. The Wall Street Journal gives you both sides.

Like · Reply · 3w



Jeff Malure Ace'd

Like · Reply · 3w



Kirsten R. Dodson 11 out of 12

Like · Reply · 2w



Barbara Counts Parrott 12 out of 12

Like · Reply · 1w

Arner 9 out of 12

Reply · 3w



urst-Anaya 11 out of 12

Like · Reply · 3w



Georgia Bailey And yet corruption still runs rampant in Atlanta. So these investigations do nothing because the people don't care as long as they get what they want.

Like · Reply · 5w



MP Pat AJC only investigates what they think is worthwhile. They are given plenty of tips they don't think are worthy of their time.

Like · Reply · 4w



S. Day Then why can't my paper delivery person get my paper at 6:00 a.m. ? Some days it's 7:30 and I see it in the paper as I leave for work. Some Sundays it's 9:00 as I leave for work. I call and ask "what can I do as a loyal AJC reader for over 35 years?" Answer: we aren't open right now but leave your name and number and we'll make sure you get your paper! And why don't you report on local high school football anymore? You can go to the game. If I'd wanted that, why would I read newsprint in the first place? No one gives a rats behind at the AJC! Compelling my foot.



SOCIAL SENTIMENT

*Facebook comments vary widely, particularly in dealing with the subject matter or real journalism and fake news in the current climate.

Though negative comments were significant, evaluating overall social sentiment gives further insight into the impact of the campaign.

Feedback ratings take into account further social engagement, such as shares and likes to bring balance to social sentiment measurements.

1. Social posts were shared a total of 1,821 times
2. Posts received 3,397 reactions. 98% of reactions were positive (i.e. like, love, wow)
3. Positive and Negative Feedback Scores for all Facebook Posts:
 - **High Positive Feedback – 56%**
 - **Medium Positive Feedback – 35%**
 - **Low Positive Feedback – 9%**
 - **High Negative Feedback – 0%**
 - **Medium Negative Feedback – 12%**
 - **Low Negative Feedback – 88%**



Cops: N. Fulton home invaded after Mark Wahlberg movie was shot there

Atlanta police charged second suspect in Barcelona Wine Bar killing

Here's why owls are dying near marijuana farms

Faith leaders say president's alleged comments make aid work harder

Photos: Peachtree Ridge beats Collins Hill

Jacob Eason announces his departure from Georgia

myAJC: Family of Marietta woman killed in Florida airport shooting sues...

Killer herpes from Florida monkeys could pass to humans, scientists warn...

Now casting: Netflix's 'Ozark' seeking extras

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ADVICE FROM CLARK HOWARD

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myAJC: Andrew Young says Trump "right" about Haiti but U.S. at fault



ADVERTISER CONTENT: AJC Marketing

12 big stories that made headlines in Atlanta this year

40° Houston

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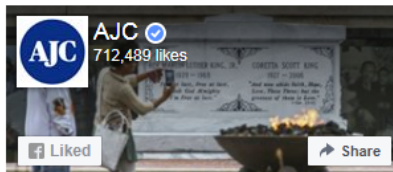
Sponsored By: **AJC**

6 eye-opening investigations in Atlanta

By **AJC Marketing** on December 1, 2017



YouTube



AJC
712,489 likes
7 minutes ago

A man said he was shot and chased by four men in an Atlanta strip club

NATIVO PLACEMENT

TRENDING: IMMIGRATION JAMES FRANCO JULIAN ASSANGE OPRAH WINFREY DONALD TRUMP

DAILY NEWS | SPONSOR



SEARCH SECTIONS

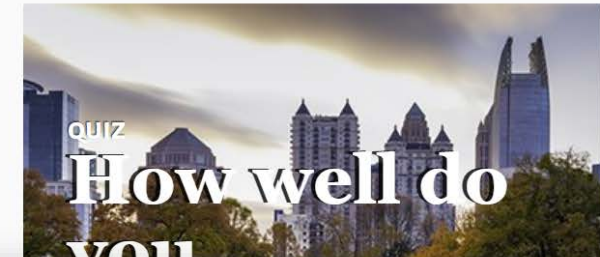
Can you ace this 2017 Atlanta news quiz?



SPONSORED BY
AJC MARKETING
Monday, December 18, 2017,
9:50 AM

Have you been paying attention to the people and events making headlines this year? Test your knowledge of what was really going on in Atlanta with our pop quiz.

RELATED: [Read the AJC's 2017 Year in Real Journalism](#)



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SPONSORED CONTENT

What happened in 2017? The major moments, milestones and more in Atlanta

By **AJC Marketing** on 12.31.17 at 01:15 PM



AJC
712,489 likes
40 minutes ago

A man saw hospital staff dump a barely clothed patient and her belongings at a bus stop. He pulled phone out to document the incident.



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SPONSORED CONTENT

What happened in 2017? The major moments, milestones and more in Atlanta

By **AJC Marketing** on 12.31.17 at 01:15 PM



11 inspiring people who made us smile, laugh and cry in 2017

Real journalism doesn't just tackle tough problems. It also elevates what's good and brings our community together.

Throughout 2017, we introduced readers to people who overcame tremendous odds, achieved unthinkable dreams and inspired us with

What goes into the making of real journalism?

By AJC Marketing on December 18, 2017



NATIVO PLACEMENT



Amazon's Jeff Bezos Gives 'Dreamers' \$33 Million to Pay for College



The Big Dig: How journalists find out what's really going on

BY AJC MARKETING



Lindsey Graham called Mexico, other countr...



Democrats to try to censure Trump over har...



Supreme Court to take T gerrymandering...

6 eye-opening investigations in Atlanta

By AJC Marketing - Friday, December 1, 2017



LEGEND: TRUE NATIVE



Viewable Impressions

In-view impressions of served native ad unit, tracked once user scrolls to headline



CTR – Click Through Rate

Number of Clicks / Number of Viewable Impressions = CTR



Page Views

Number of visits to the content landing page (Content is consumed as editorial directly on site)



CTA – Call to Action

Number of users who click from the content landing page to the brand site (Double opt-in drives hyper-qualified traffic)



CTA Rate

Number of CTAs / Number of Page Views = CTA Rate



Time on Content

Average time spent consuming content landing page content (100% non-incentivized traffic)



Video Views

Number of users that view the embedded video on the content landing page

Investigative Article #1

Top Performing Native Ad Unit

A screenshot of a native ad unit. It features a photo of two women standing in front of a large mural. The text reads: "Sponsored Content", "6 eye-opening Investigations In Atlanta", "A reporter's most powerful stories...", and "BY AJC MARKETING".

Top Performing Content Landing Page

How local investigative reporting stands between you and wrongdoing

BY AJC MARKETING

A row of social media sharing icons for Facebook, Twitter, LinkedIn, Pinterest, and Email.

A video player showing a man in a hat and jacket wading through floodwaters. A red play button is overlaid on the video. The YouTube logo is in the bottom right corner.

A reporter's most powerful stories are often the result of months or years spent exploring a single subject. Investigative journalists must follow a story wherever it may lead, often having to overcome numerous obstacles as they uncover wrongdoing that might otherwise never be revealed to the public.

These are the types of stories that define real journalism at its very best.

[The Atlanta Journal-Constitution's](#) committed and award-winning journalists worked tirelessly on in-depth investigations in 2017, digging deep to expose failing systems and uncovering wrongdoing in Atlanta and across the state. The investigative team is among


NATIVE ARTICLE CAMPAIGN SUMMARY


Report Dates: December 1, 2017 – January 9, 2018

Total Impressions: 12,971,122

Total Number of Articles: 1


Total Number of Creatives Run: 112

 CTR
0.44%

 Avg. Time on Content
108 secs

 CTAs
2,748

 Video Views
2,598

 CTA Rate
2.86%

 Page Views
92,577

NATIVE ARTICLE AD UNIT PERFORMANCE

Top Performer



Sponsored Content

6 eye-opening Investigations In Atlanta

A reporter's most powerful stories...

BY AJC MARKETING

Viewable Impressions: **353,987** CTR: **1.14%**



Sponsored Content

WATCH: How AJC reporters uncover wrongdoing In Atlanta

A reporter's most powerful stories...

BY AJC MARKETING

Viewable Impressions: **253,753** CTR: **0.94%**



Sponsored Content

Inside AJC's Investigative stories, and why they matter

A reporter's most powerful stories...

BY AJC MARKETING

Viewable Impressions: **18,428** CTR: **0.58%**



Sponsored Content

Meet the reporters who uncover what's really going on In Atlanta

A reporter's most powerful stories...

BY AJC MARKETING

Viewable Impressions: **351,875** CTR: **1.03%**



Sponsored Content

6 eye-opening Investigative stories In Atlanta this year

A reporter's most powerful stories...

BY AJC MARKETING

Viewable Impressions: **88,603** CTR: **0.88%**



Sponsored Content

The real story on real Journalism

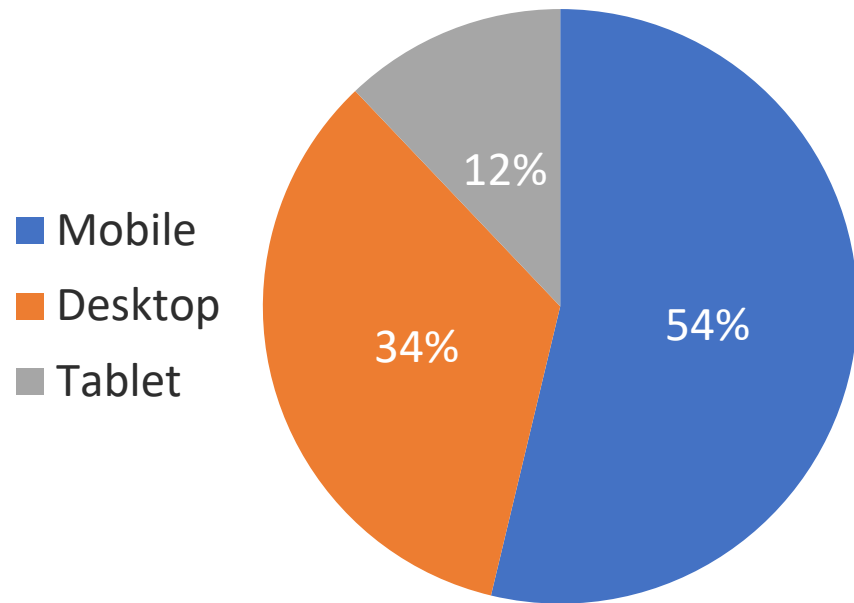
In real journalism, it often takes...

BY AJC MARKETING

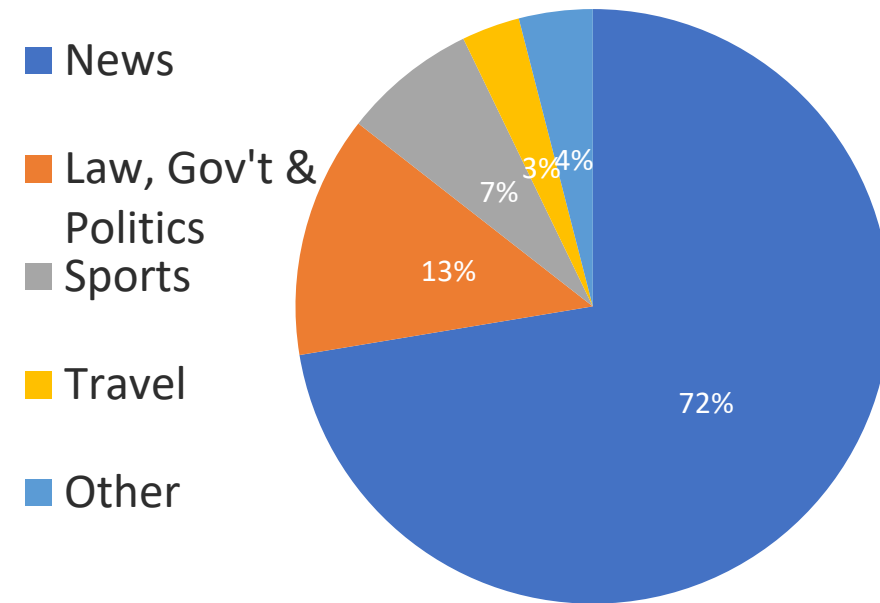
Video Ad Sample

DEVICE & CATEGORY BREAKDOWN

Device Breakdown

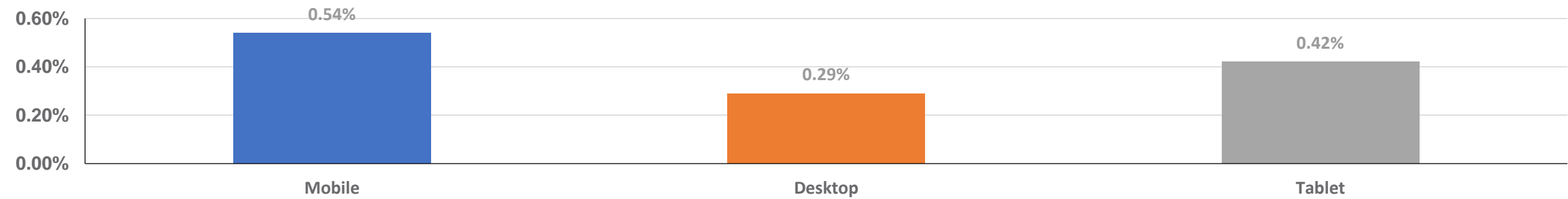


Category Breakdown

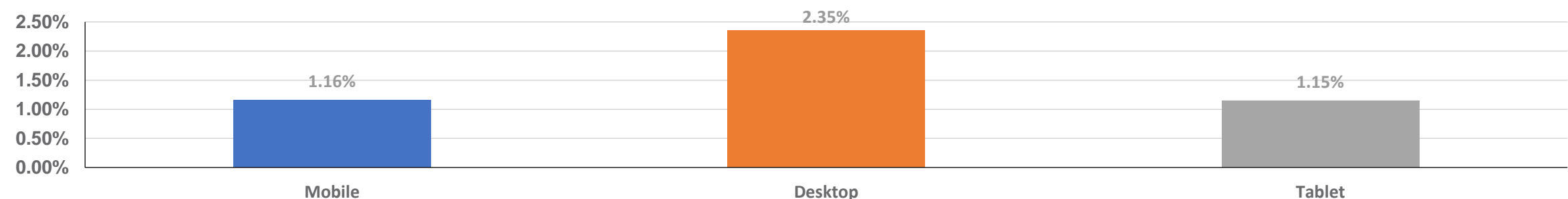


DEVICE PERFORMANCE BREAKDOWN

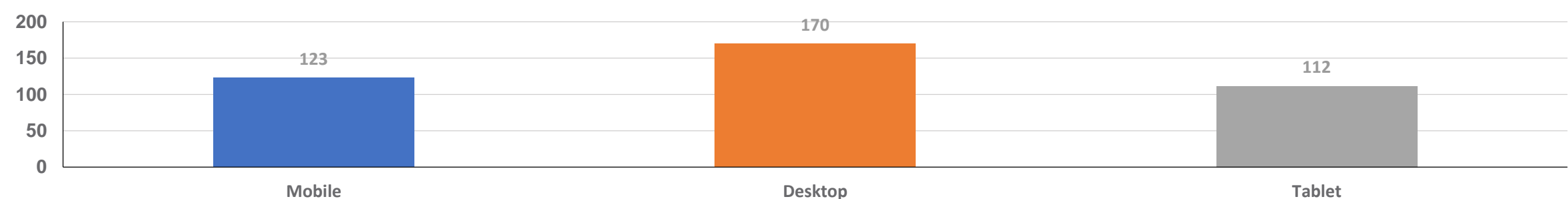
CTR



CTA Rate

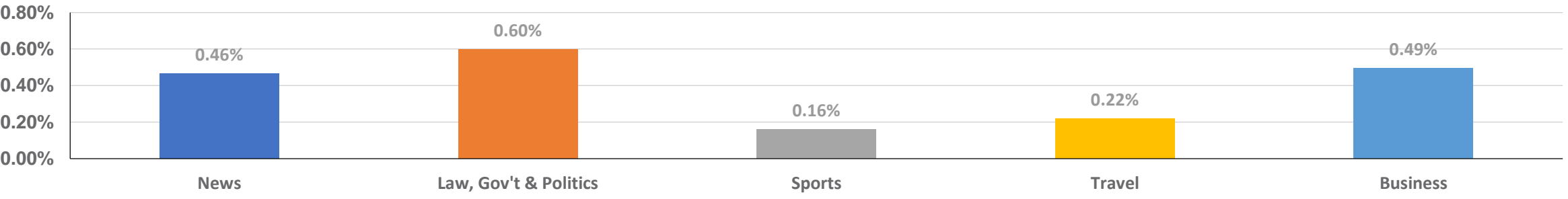


Time on Content

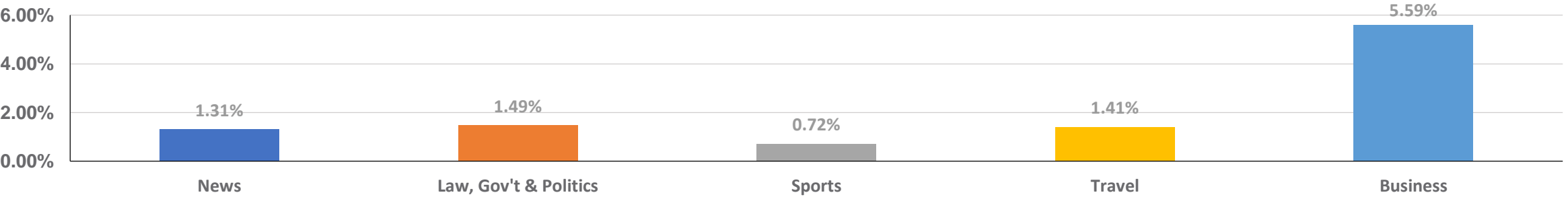


CATEGORY PERFORMANCE BREAKDOWN

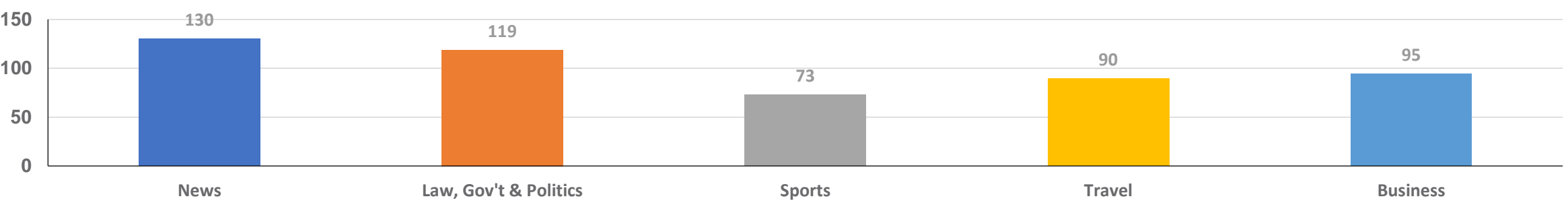
CTR



CTA Rate



Time on Content



Moments Article #2

Top Performing Native Ad Unit



Sponsored Content

A year of surprises: 12 stories that got Atlanta's attention in 2017

They were the moments that impacted...

BY AJC MARKETING

Top Performing Content Landing Page

12 moments, milestones and people that got Atlanta's attention in 2017

BY AJC MARKETING



They were the moments that impacted our lives in Atlanta. They were the milestones that everyone was talking about and sharing on social media. They were the public figures who made big headlines. The AJC's coverage of these and other big stories were worth knowing about in 2017.

RELATED: [Read the AJC's 2017 Year in Real Journalism](#)

1. Atlanta airport blackout




NATIVE ARTICLE CAMPAIGN SUMMARY

Report Dates: December 1, 2017 – January 9, 2018

Total Impressions: 12,245,428

Total Number of Articles: 1

Total Number of Creatives Run: 24



CTR

0.30%




Avg. Time on Content

117 secs



CTAs

1,508



CTA Rate

2.85%



Page Views

52,863

NATIVE ARTICLE AD UNIT PERFORMANCE

Top Performer



Sponsored Content

A year of surprises: 12 stories that got Atlanta's attention in 2017

They were the moments that impacted...

BY AJC MARKETING

Viewable Impressions: **48,525** CTR: **1.53%**



Sponsored Content

12 moments, milestones and people that got Atlanta's attention in 2017

They were the moments that impacted...

BY AJC MARKETING

Viewable Impressions: **36,104** CTR: **1.34%**



Sponsored Content

A look back at Atlanta's biggest news days of 2017

They were the moments that impacted...

BY AJC MARKETING

Viewable Impressions: **40,047** CTR: **1.25%**



Sponsored Content

12 big stories that made headlines in Atlanta this year

They were the moments that impacted...

BY AJC MARKETING

Viewable Impressions: **47,707** CTR: **1.41%**



Sponsored Content

2017 Year In Review: 12 moments that got Atlanta's attention

They were the moments that impacted...

BY AJC MARKETING

Viewable Impressions: **35,862** CTR: **1.30%**



Sponsored Content

12 of Atlanta's most memorable stories of 2017

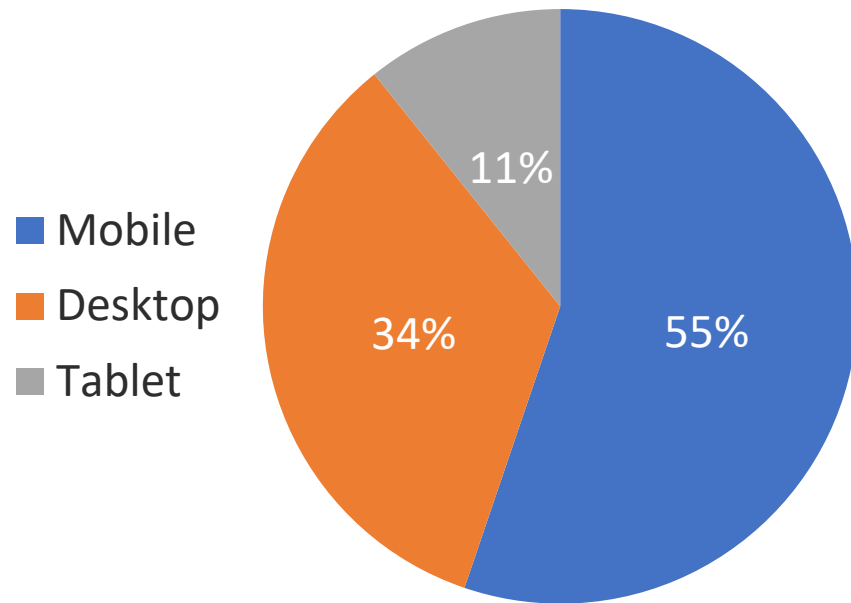
They were the moments that impacted...

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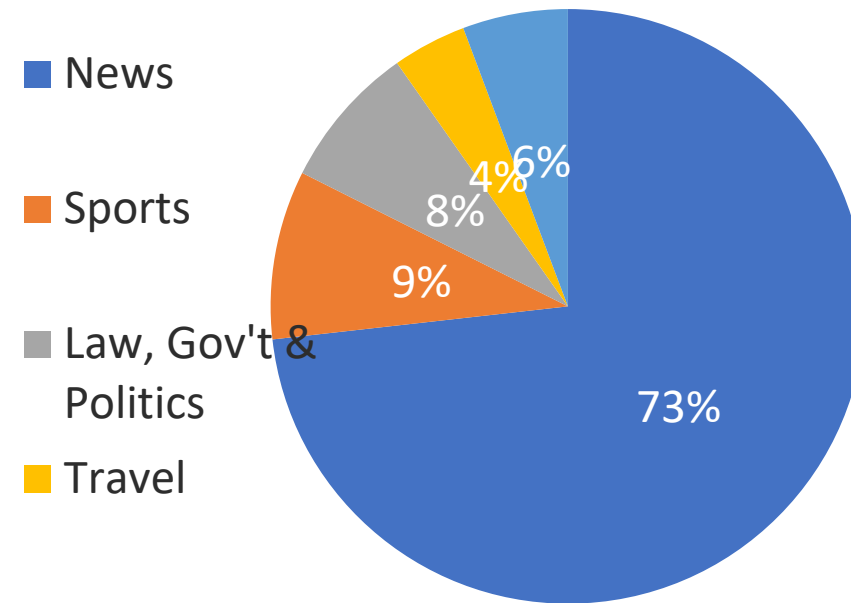
Viewable Impressions: **33,209** CTR: **1.24%**

DEVICE & CATEGORY BREAKDOWN

Device Breakdown

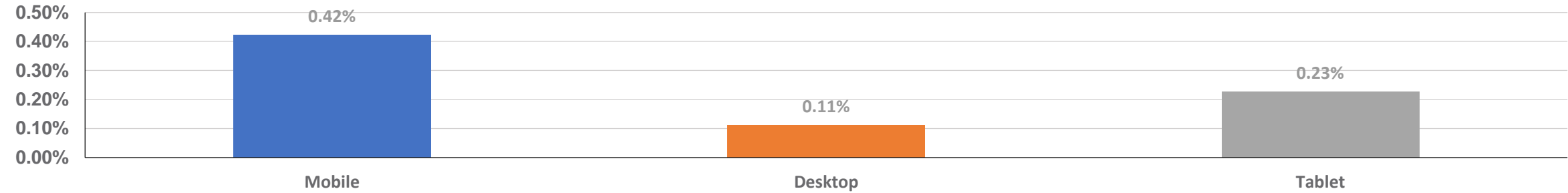


Category Breakdown

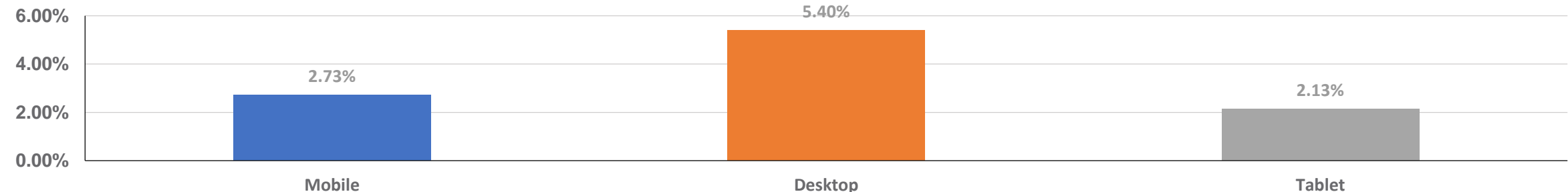


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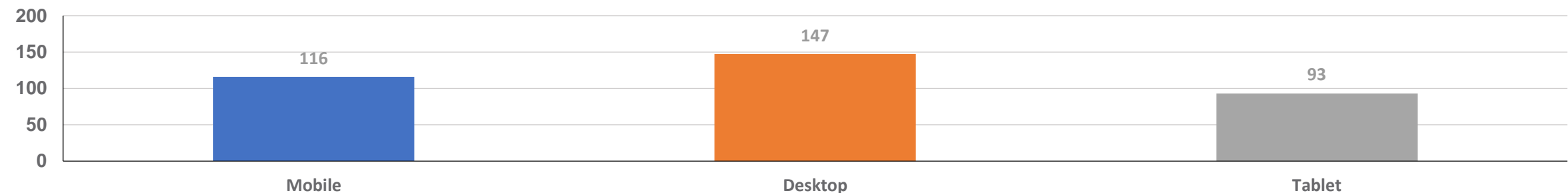
CTR



CTA Rate

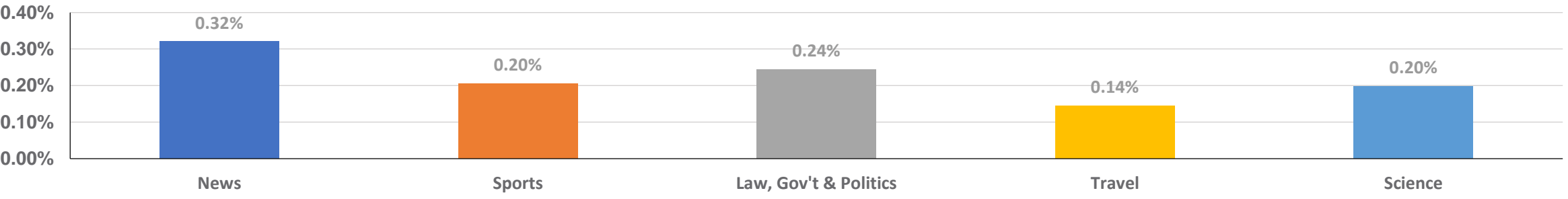


Time on Content

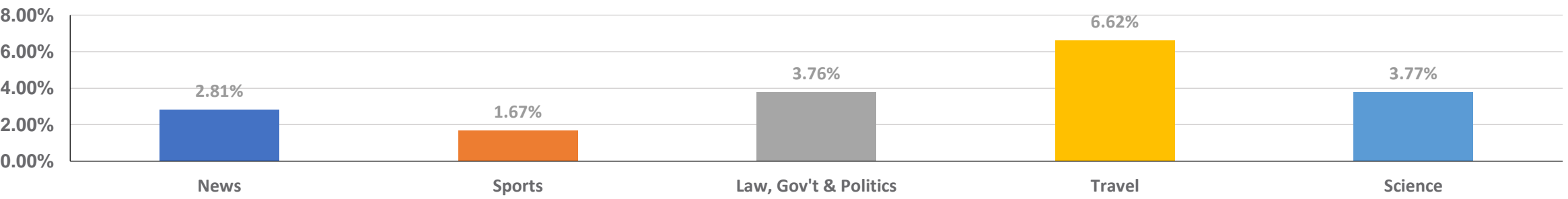


CATEGORY PERFORMANCE BREAKDOWN

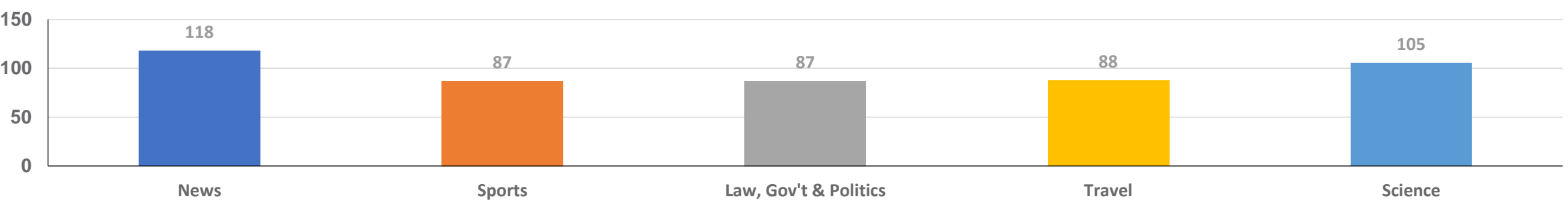
CTR



CTA Rate



Time on Content

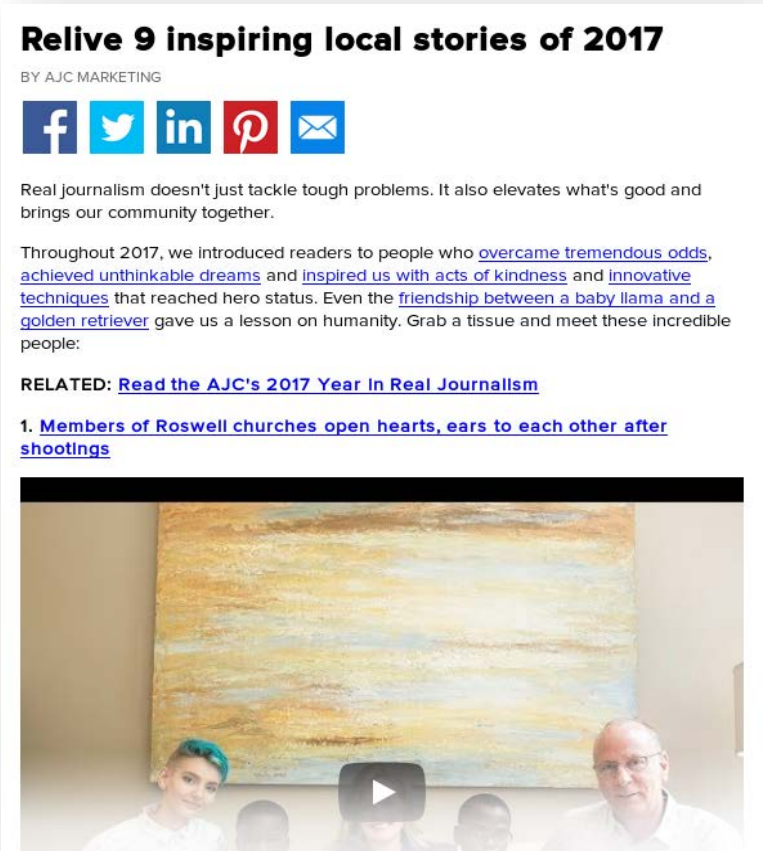


Inspiring Stories *Article #3*

Top Performing Native Ad Unit





Top Performing Content Landing Page



NATIVE ARTICLE CAMPAIGN SUMMARY

Report Dates: December 1, 2017 – January 9, 2018
Total Impressions: 12,204,868
Total Number of Articles: 1
Total Number of Creatives Run: 104

 CTR
0.25%

 Avg. Time on Content
118 secs

 CTAs
1,019

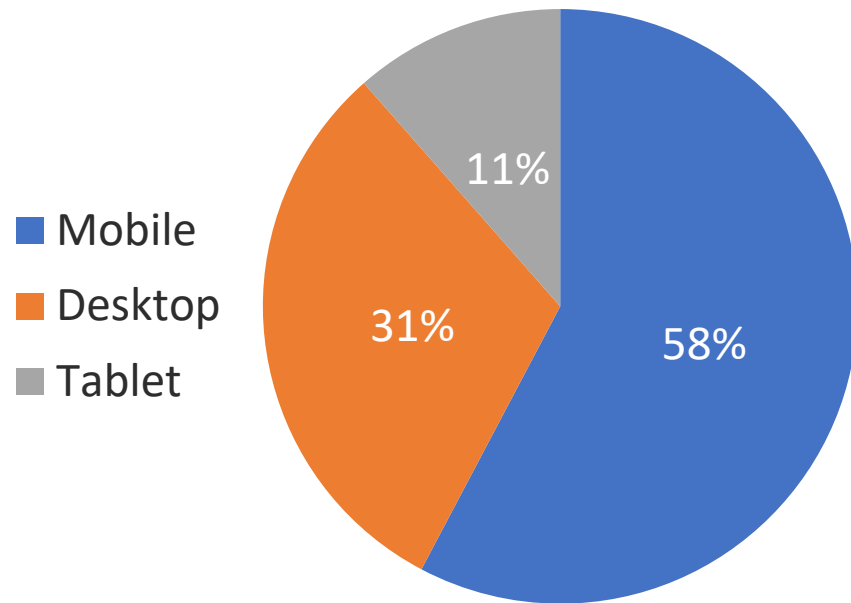
 Video Views
1,567

 CTA Rate
4.66%

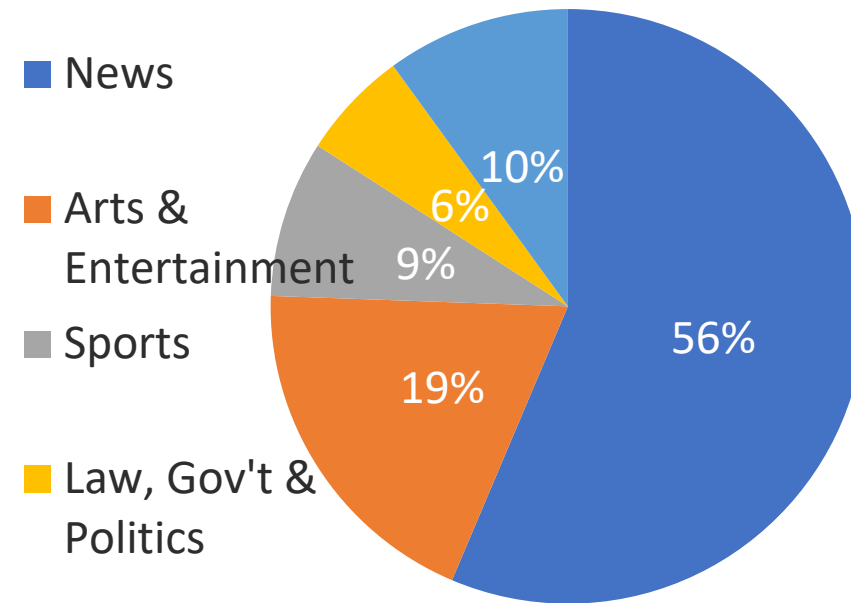
 Page Views
21,868

DEVICE & CATEGORY BREAKDOWN

Device Breakdown

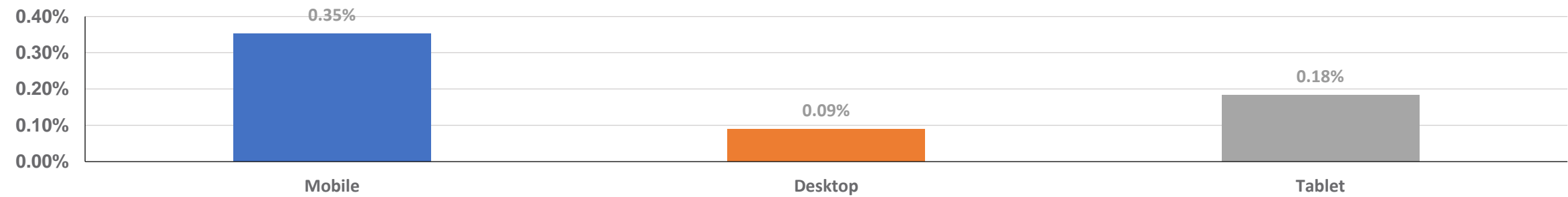


Category Breakdown

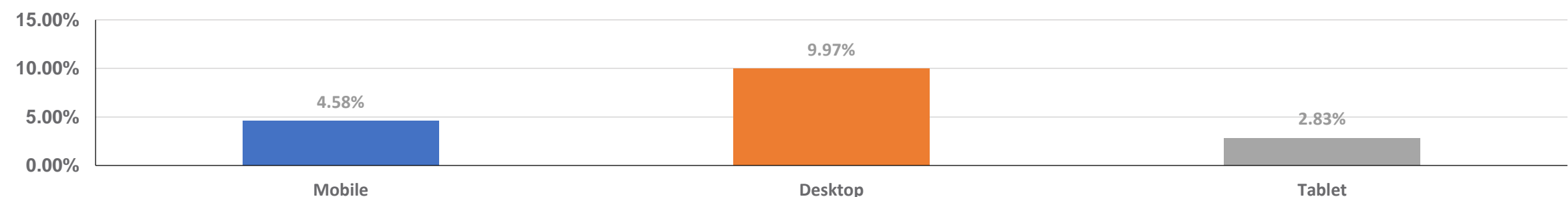


DEVICE PERFORMANCE BREAKDOWN

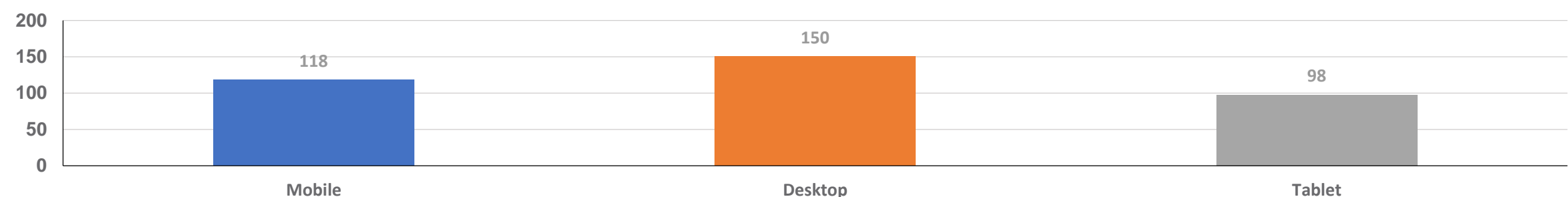
CTR



CTA Rate

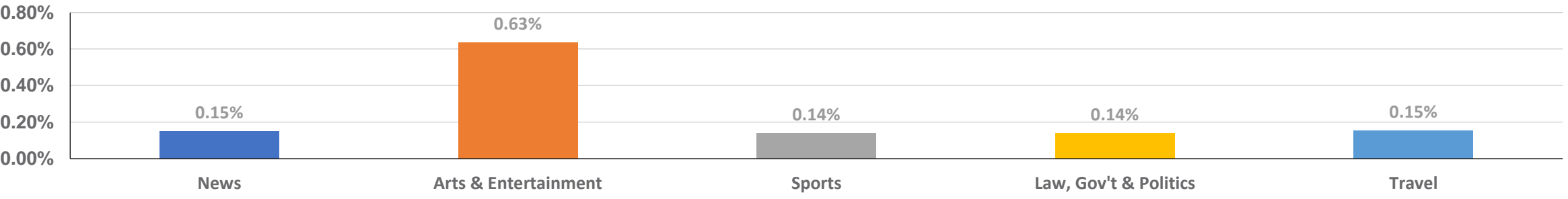


Time on Content

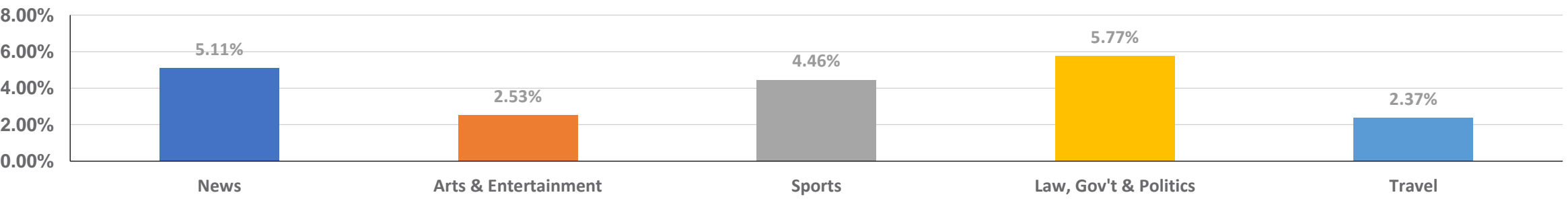


CATEGORY PERFORMANCE BREAKDOWN

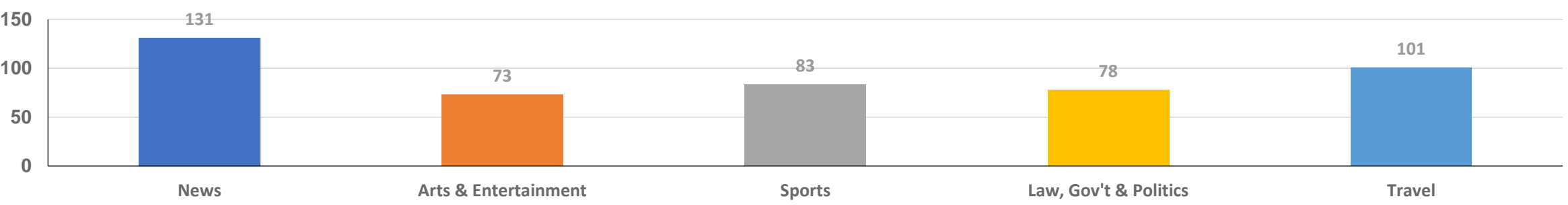
CTR



CTA Rate




Time on Content



2017 News Quiz

Top Performing Native Ad Unit

SPONSORED CONTENT



Can you ace this 2017 Atlanta news quiz?
BY AJC MARKETING

Top Performing Content Landing Page

Atlanta news quiz: 9 quick questions to ring in the new year
BY AJC MARKETING



Have you been paying attention to the people and events making headlines this year? Test your knowledge of what was really going on in Atlanta with our pop quiz.

RELATED: [Read the AJC's 2017 Year In Real Journalism](#)

QUIZ

How well do you remember 2017?


Question 1 of 12





How many weeks were Atlanta's drivers impacted by the close of the


NATIVE ARTICLE CAMPAIGN SUMMARY

Report Dates: December 1, 2017 – January 9, 2018
Total Impressions: 12,253,394
Total Number of Articles: 1
Total Number of Creatives Run: 506

 CTR
0.29%

 Avg. Time on Content
121 secs

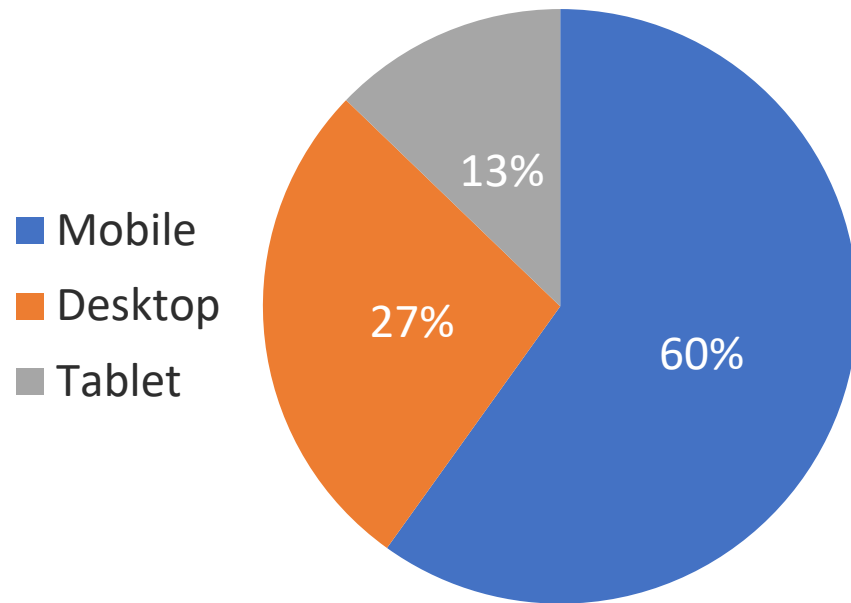
 CTAs
1,593

 CTA Rate
4.17%

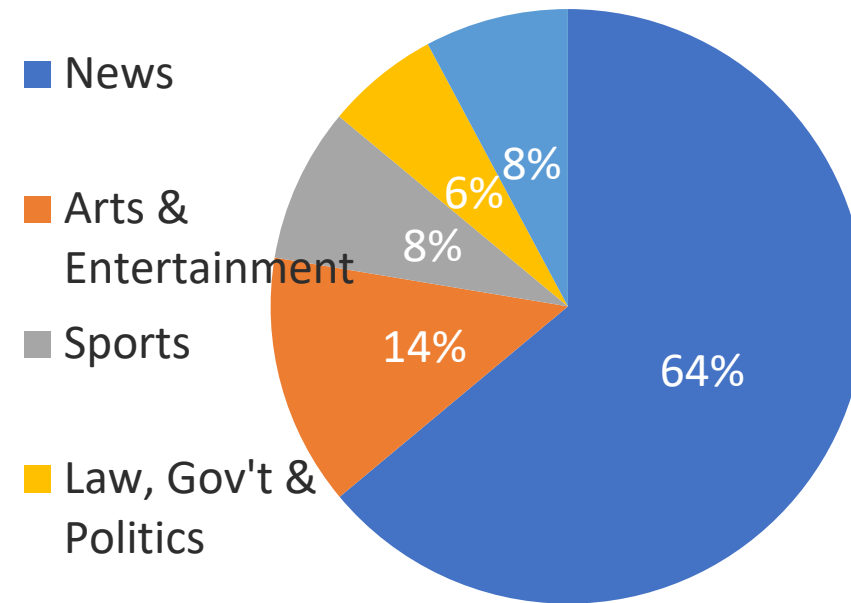
 Page Views
38,194

DEVICE & CATEGORY BREAKDOWN

Device Breakdown

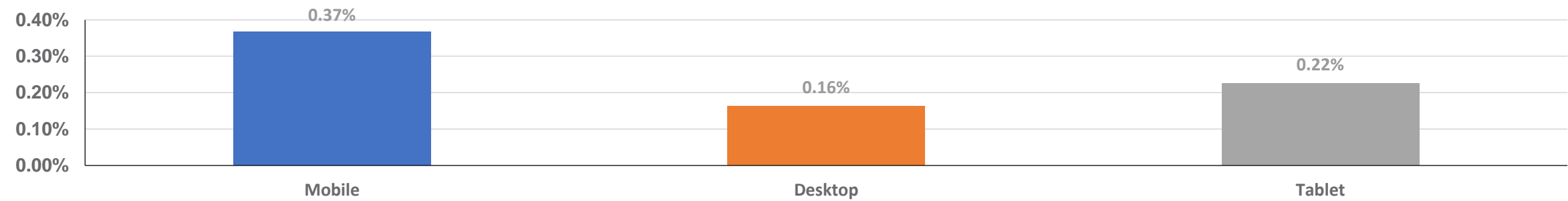


Category Breakdown

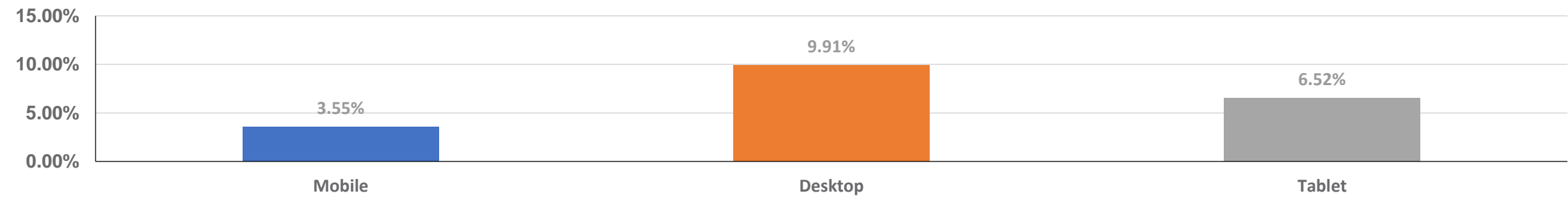


DEVICE PERFORMANCE BREAKDOWN

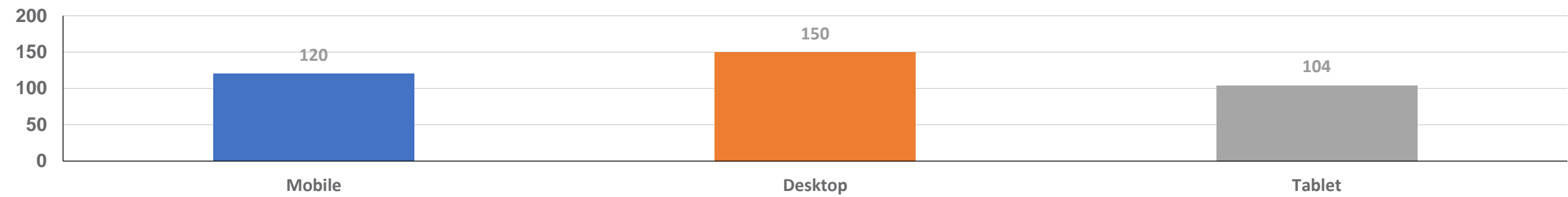
CTR



CTA Rate

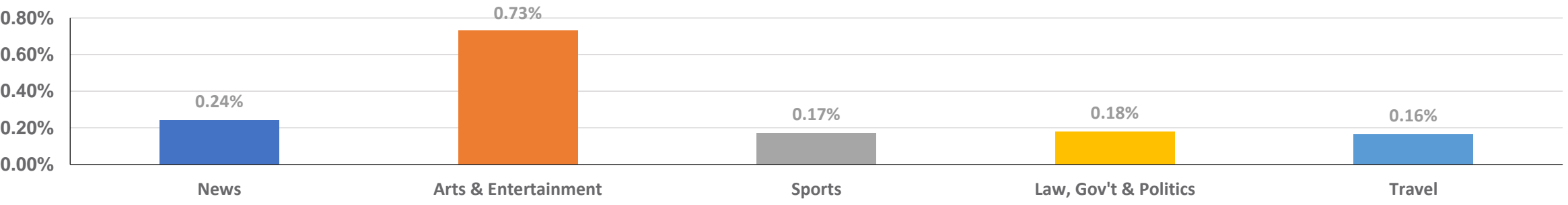


Time on Content

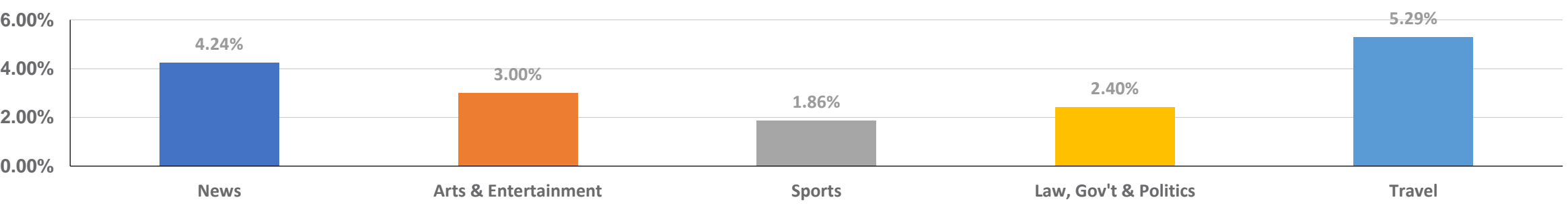


CATEGORY PERFORMANCE BREAKDOWN

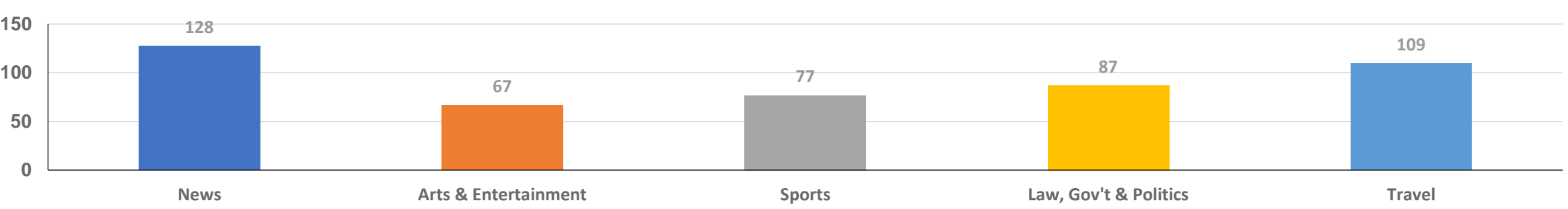
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CTA Rate

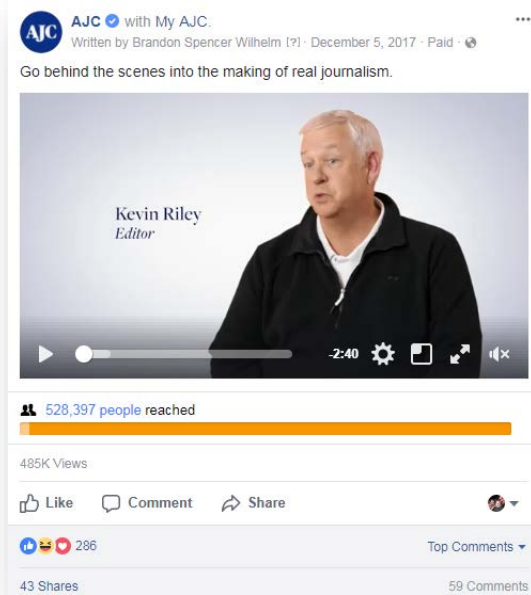


Time on Content

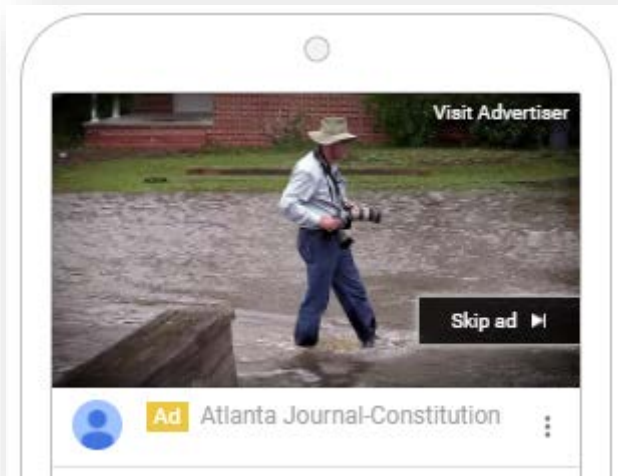


Video Ads

FACEBOOK



YOUTUBE



NATIVE VIDEO CAMPAIGN SUMMARY

Report Dates: December 16, 2017 – January 9, 2018

Total Impressions: 9,818,771

Total Number of Native Videos: 4

Total Number of Creatives Run: 124



Native Video Start Rate
0.44%



Native Video Views
1,415,560



Native Video Completion Rate
27.09%



Completed Views
368,676



Native Video Views to 25%
41% - 557,440 views



Native Video Views to 50%
33% - 446,185 views



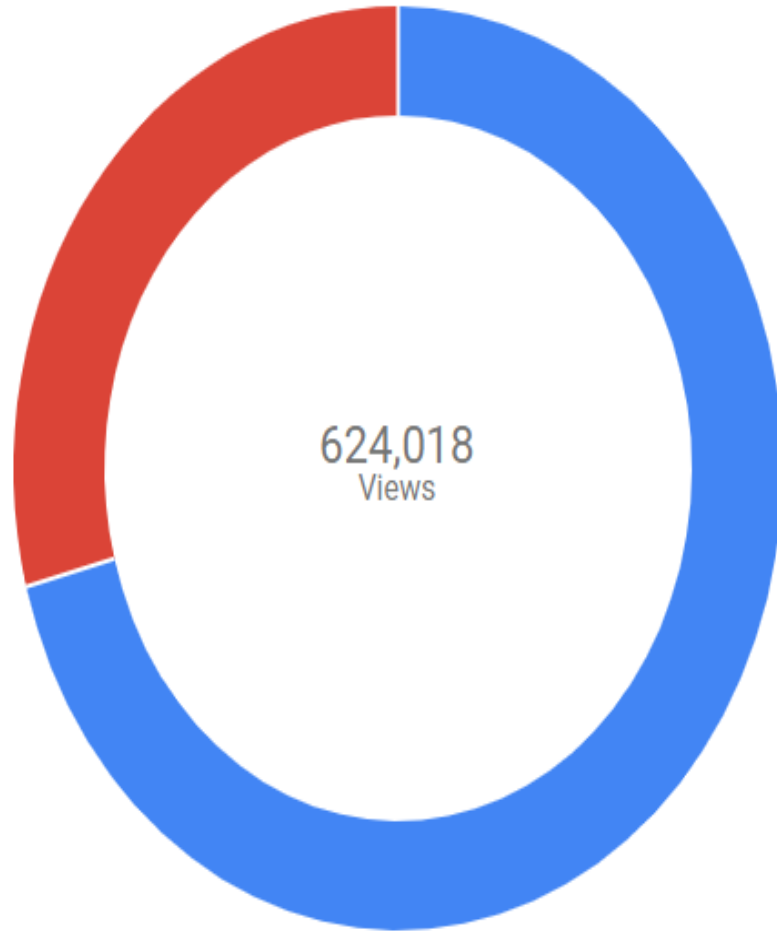
Native Video Views to 75%
29% - 395,846 views



CTAs
1,708

NATIVE VIDEO CAMPAIGN SUMMARY

YouTube



- Community Impact main video 71%
- Community Impact Snackable Videos 29%

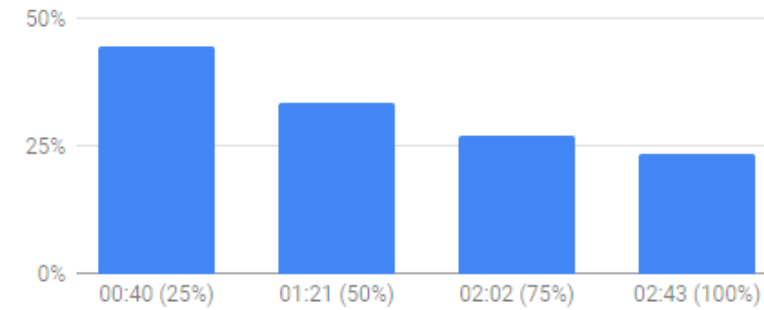
Video

Select video by Impr. ▾ ⋮



The making of real journalism

Audience retention ⓘ



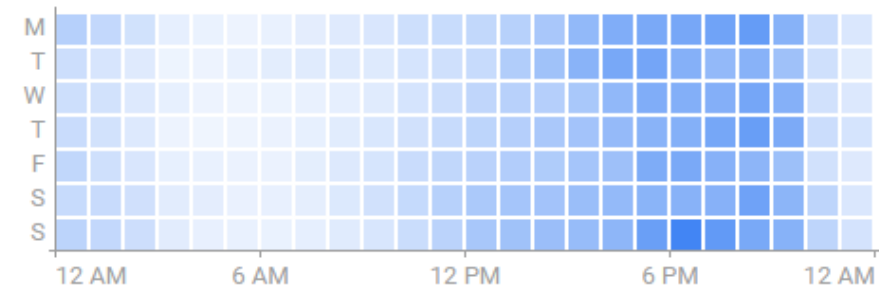
Day & hour

Views ▾ ⋮

DAY

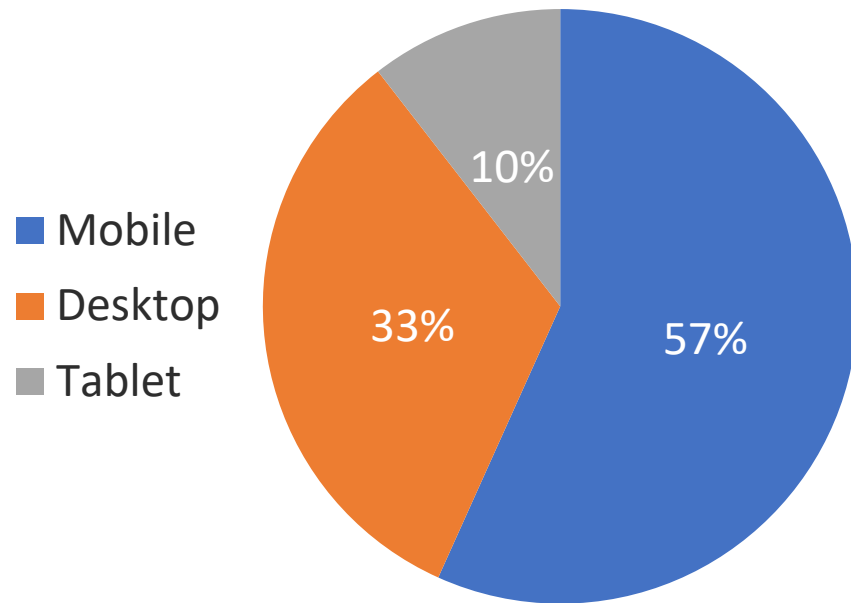
DAY & HOUR

HOURL

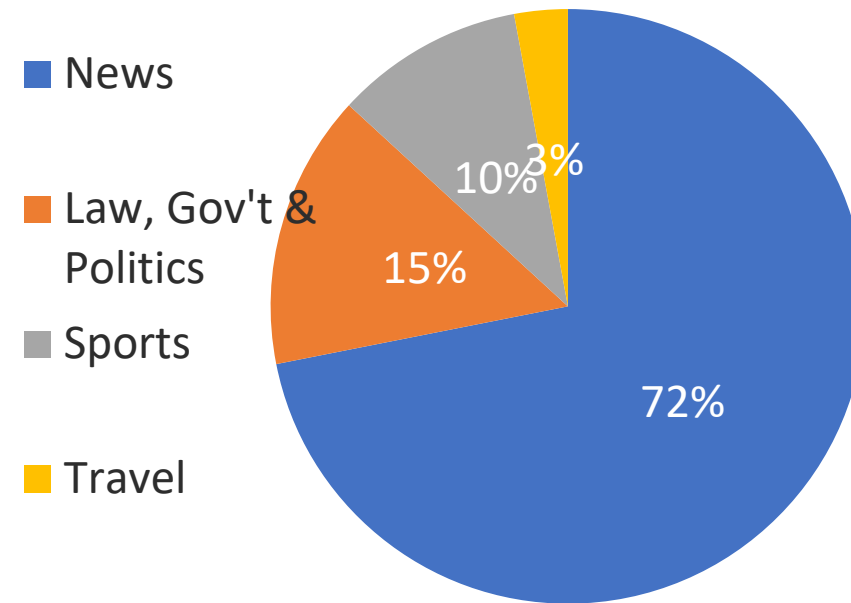


NATIVE VIDEO: DEVICE & CATEGORY BREAKDOWN

Device Breakdown

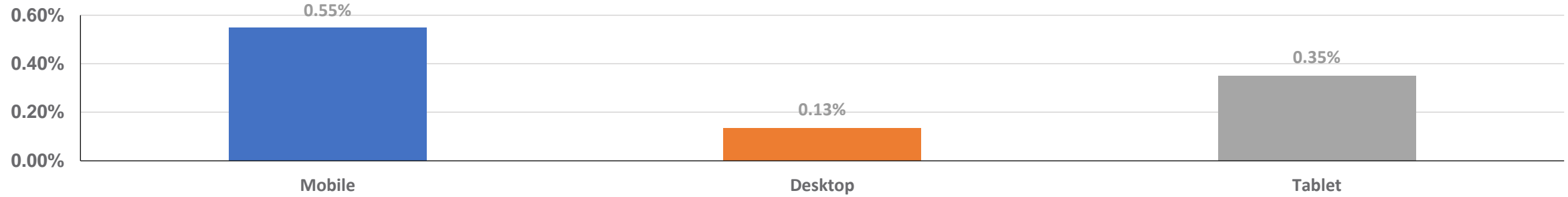


Category Breakdown

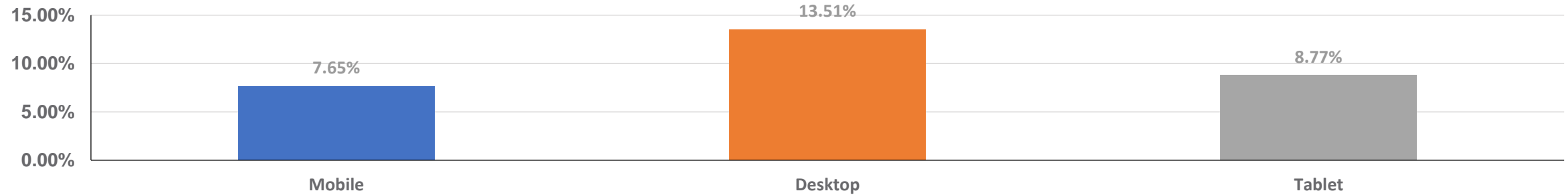


NATIVE VIDEO: DEVICE PERFORMANCE BREAKDOWN

CTR



CTA Rate



Time on Content

