

BBVA First Time Home Buyers

CAMPAIGN RECAP



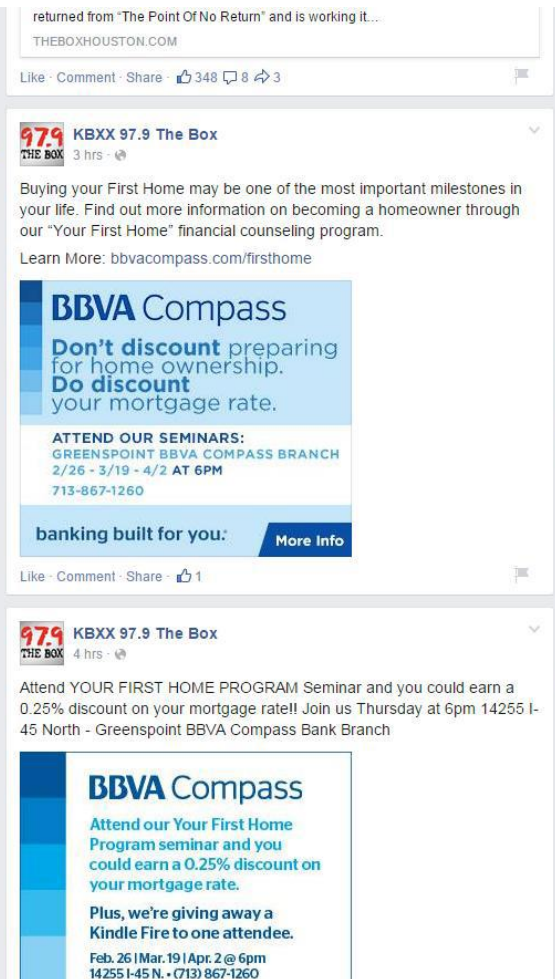
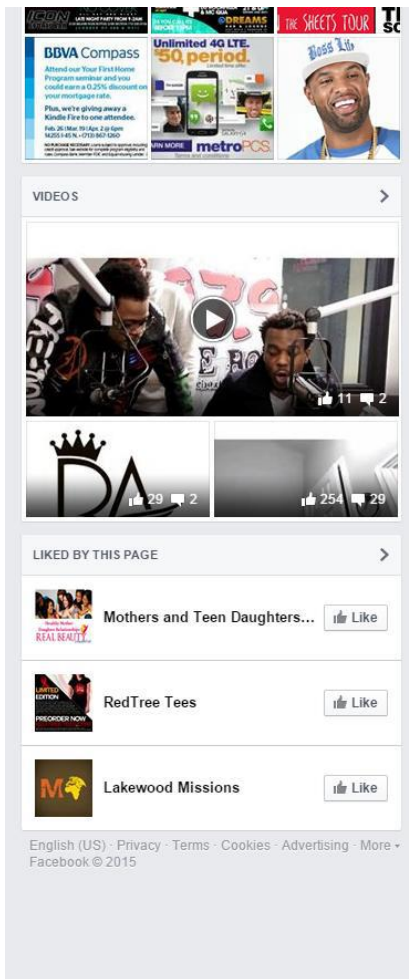
Program: BBVA First Time Home Buyers

Timeline: 3-week campaign (Feb / March / Apr)

On-air Gross Impressions: 1,671,300

On-air Schedule Cume Persons: 1,404,700

Social Media Screen Shots



Facebook

120 Clicks

13 Shares

64 Likes

16,300 Reach

Twitter

8 Retweet

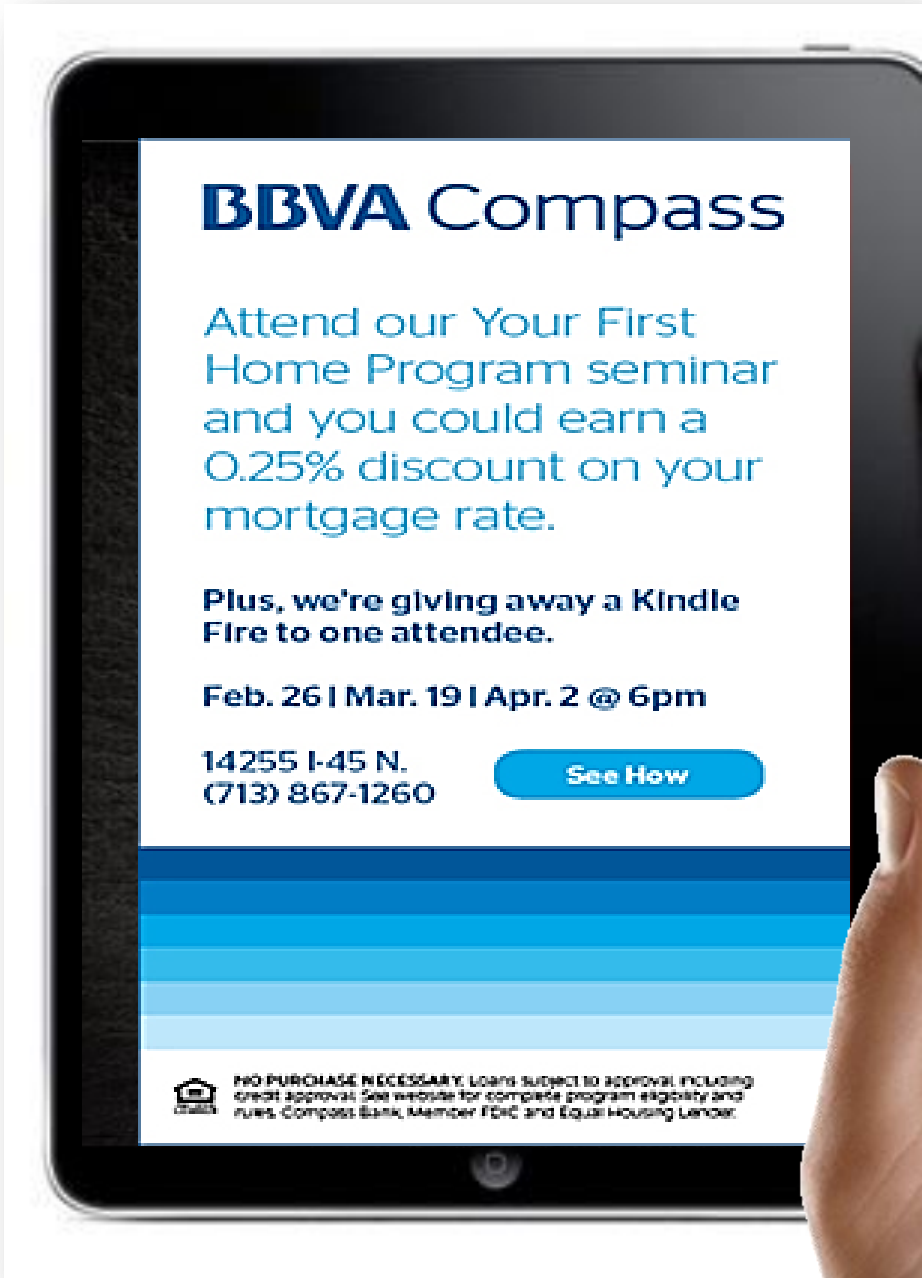
6 Favorites

Social Media: Stats Report

Social Media	Retweets/Shares	Likes/Fav/+1s	Clicks	Reach
Twitter	8	6		
Facebook	13	64	120	16,300

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Interstitial Ads / Mobile Pre-Roll



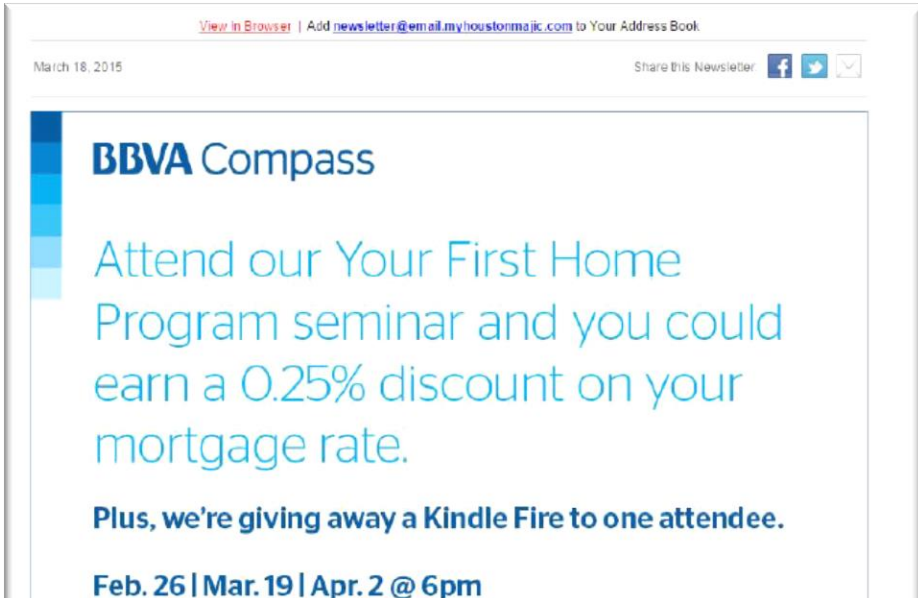
Creative	Ad impressions
Mobile Interstitial First Time Home Buyers	19104



Campaigns	Advertiser	Impressions	Clicks	CTR
KBXX First Time Home Buyers Interstitial Campaign	BBVA	23854	1373	5.76%

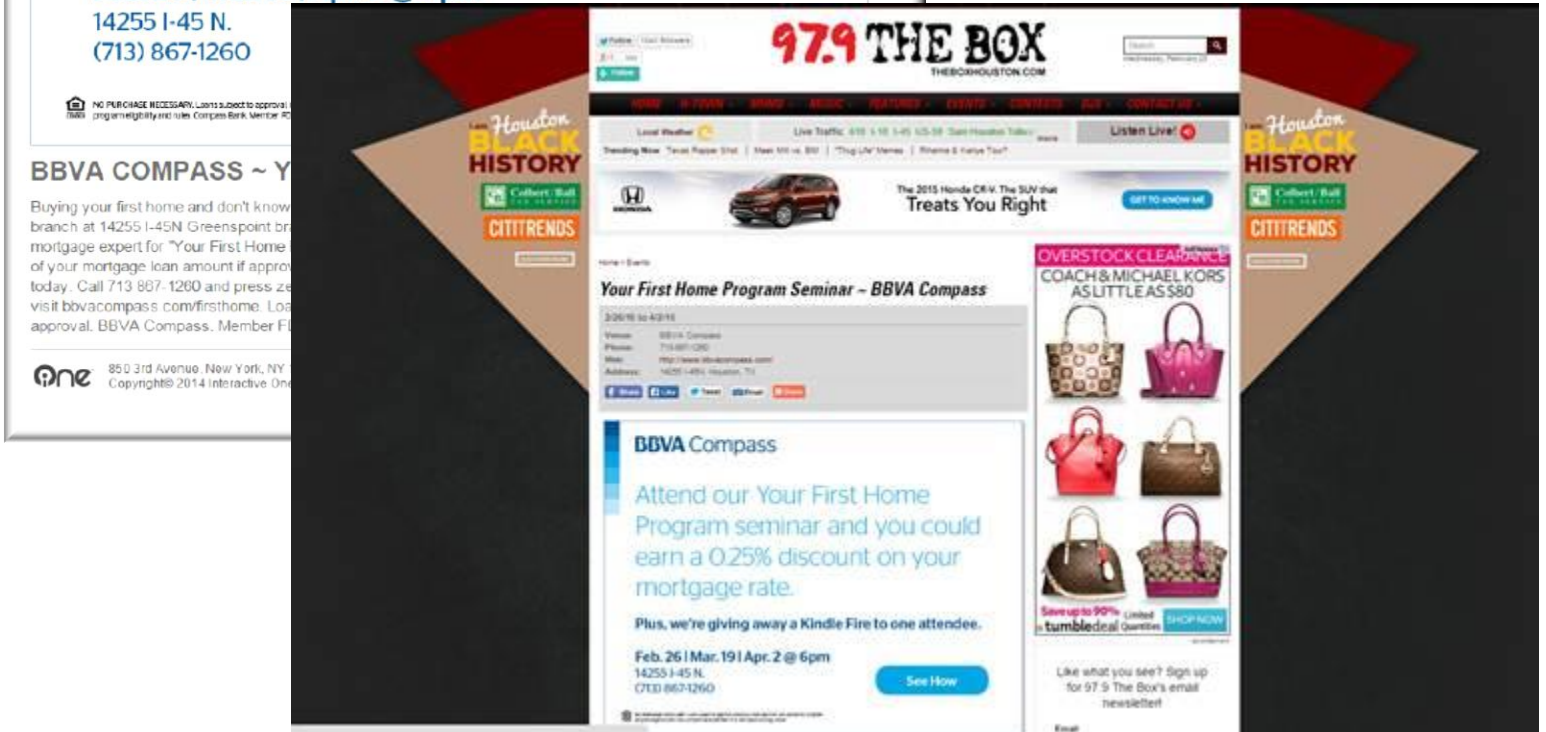
NOTE: The average national Click Through Rate (CTR) is .7%. The campaign with KBXX achieved an AMAZING 5.76% CLICK THROUGH RATE!

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E-Blast Opt in Recipients

50,000 - KBXX



Event Listing on www.TheBoxHouston.com 2/26 – 4/2/15