

# AIR AGE MEDIA AUDIENCE DEVELOPMENT PLATFORM 2017 CAMPAIGN CASE STUDIES

## Campaign A

Model Airplane News

### Product of the Year

(1) Facebook Post Impressions:	136,279
Banner Impressions:	34,301
Banner Clicks:	996
Digital & Print Editorial Impressions:	227,968
Email opens & rate:	16,162, 24.6%
<b>Total Audience:</b>	<b>415,706</b>

## Campaign B

Rc Car Action

### Product Launch (multiple cars & trucks)

Duration 45 days

Social Media Impressions:	1,713,466
Website Impressions:	704,282
Website Article Views:	8,454
Newsletter Clicks:	3,658
Video Views:	4,118
<b>Total Audience:</b>	<b>2,433,978</b>

## Campaign C

Rc Car Action, RotorDrone Magazine, Model Airplane News

### Product Awareness (drones & planes & cars)

Duration 30 days

Social Media Impressions:	1,464,746
Website Impressions:	858,273
Website Article Views:	122,851
Newsletter Clicks:	286,784
Video Views:	18,733
Digital Edition Pge Views:	417,573
<b>Total Audience:</b>	<b>3,168,960</b>

## Campaign D

Rc Car Action

### Product Launch (monster truck)

Duration 30 days

Social Media Impressions:	754,297
Website Impressions:	105,824
Website Article Views:	12,463
Newsletter Clicks:	51,450
Video Views:	167,805
<b>Total Audience:</b>	<b>1,091,839</b>

Each channel was used to deliver the right message at just the right time alongside trusted content. This resulted in high engagement, product sell outs, and tremendous ROI.



Digital & print  
Edition



Social Media



Websites



Newsletters