



# ITTN CAMPAIGN REPORT

New England (C/O Woodstock Communications)  
Campaign 23134

Report Sent On: 15 Aug 2023  
Report Sent By: [carrie@ITTN.ie](mailto:carrie@ITTN.ie)

# CAMPAIGN OVERVIEW

- 3 x 90sec Destination Videos - June 2023
- Solus eDM - 21 June 2023
- Advertorial - 21 June 2023

## VIDEO STATS

### Video #1

**Reach:** 943

**Total Views:** 455

**Avg Time:** 00:00:25

### Video #2

**Reach:** 920

**Total Views:** 773

**Avg Time:** 00:00:29

### Video #3

**Reach:** 695

**Total Views:** 605

**Avg Time:** 00:00:20



## ADVERTORIAL STATS

### View Article

- **Page Views:** 378
- **Unique Views:** 335
- **Avg Time:** 00:01:02 (above average)

## SOLUS EDM STATS

### View eDM

- **Sent To:** 2,739
- **Delivered To:** 2,729
- **Opened By:** 859 (31.48%)
- **Click Through:** 227 (8.32%)