



Janssen-NBCI

**National Clinical Trials Strategy
Plan Monthly Results**



APRIL

2022

	Month/Year	Actual Data
Number of Lectures Hosted		0
Average Number of Attendees per Lecture Hosted		
Number of Educational Sessions Per City		1
Average Number of Educational Sessions Attendees		20
Number of Surveys Distributed at Educational		
Statistical Breakdown at Educational Sessions		
Number of Completed Surveys at Educational		
Social Media Numbers		
YouTube		
April 1 - April 30		NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA - Published on Mar 24, 2022 Views - 4,235 (12.6%) Watch time (hours) - 148.4 (12.7%) Average view duration - 2:06 Impressions - 956 Impressions click-through rate - 0.7%
In April, people watched your videos 33,516 times 178% more than Mar 2 – 31, 2022		Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval - Published on Jun 7, 2021 Views - 4,099 (12.2%) Watch time (hours) - 163.3 (13.9%) Average view duration - 2:23 Impressions - 8,139 Impressions click-through rate - 0.8%
<i>National Black Church Initiative TV -lost 32</i> <i>164% less than Mar 2 – 31, 2022</i>		Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials - Published on May 11, 2021 Views - 18 (0.1%) Watch time (hours) - 3.2 (0.3%) Average view duration - 10:42 Impressions - 699 Impressions click-through rate - 1.0%
Watch time (hours) - 1.2K 1.1K more than usual		Rev. Anthony Evans Co-Hosts Lecture: "Why Health
Average view duration 2:05		
Impressions 18.0K 58% more than Mar 2 – 31, 2022 64.5% from YouTube recommending your content		
Impressions click-through rate - 0.9%		
Traffic source		
Browse features - 1,205 (0.5%)		
YouTube search - 1,065 (0.3%)		
External - 98.4%		

Facebook

National Black Church Initiative - NBCI

(new)

April 1 - April 30

250 Minutes viewed

Down 75.4% from previous 28 days

13 1-minute video views

Down 82.9% from previous 28 days

107 3-Second Video Views

Down 81.9% from previous 28 days

2 Video engagements

Down 97.4% from previous 28 days

8 Net followers

Up 367% from previous 28 days

See how your different types of posts are performing

Organic 100%

Paid 0%

Posted 97.7%

Investigators in Clinical Trials

Published - 02/28/2022 3:07 PM

Total Minutes Viewed: 6

1-Minute Video Views: 1

3-Second Video Views: 5

Engagement: 0

Rev. Evans' Greater Exodus Baptist Church, Philadelphia CTEAPP Distribution Event

Published - 01/28/2022 4:14 PM

Total Minutes Viewed: 1

1-Minute Video Views: 0

3-Second Video Views: 3

Engagement: 0

NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA

Published - 03/26/2022 11:08 AM

Total Minutes Viewed: 0

1-Minute Video Views: 0

3-Second Video Views: 2

Engagement: 0

Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval

Published - 03/29/2022 6:03 PM

Facebook

National Black Church Initiative (Old)

April 1 - April 30

3 Minutes viewed

Down 80.1% from previous 28 days

1 1-minute video views

Down 66.7% from previous 28 days

6 3-Second Video Views

Down 75% from previous 28 days

1 Video engagement

Down 66.7% from previous 28 days

1 Net followers

Down 50% from previous 28 days

See how your different types of posts are performing

Organic 100%

Paid 0%

Posted 95.6%

Crossposted 0%

Number of Three-Question Surveys Distributed per

Number of Three-Question Surveys Completed

Number of Email Blasts Sent

0

Number of Emails Collected

Number of Emails Collected from Promotional

Number of Clinical Trials Sent Per City

Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials

Published - 02/28/2022 3:07 PM

Total Minutes Viewed: 0

1-Minute Video Views: 0

3-Second Video Views: 1

Engagement: 0

NBCI Clinical Trials Education, Awareness and Participation Program (CTEAPP) Educational Session

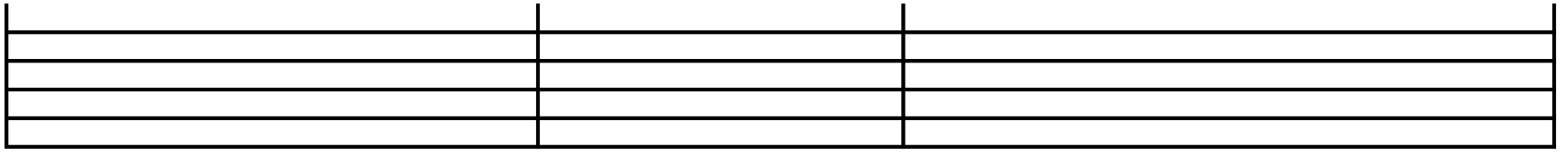
Published - 06/12/2021 12:11 PM

Total Minutes Viewed: 0

1-Minute Video Views: 0

3-Second Video Views: 1

Engagement: 1





May 2022
Creator Monthly

National Black Church Initiative TV, here's how your channel did last month

0

NEW SUBSCRIBERS

33.5K

TOTAL VIEWS

70.2K

MINUTES WATCHED



Compare your results to other months and track how fans are engaging! After checking your channel performance, read below from the latest information from YouTube.

[VIEW YOUR METRICS](#)

Find out what's new this month



New feature alert! Live Redirect is here