



Janssen-NBCI

**National Clinical Trials Strategy
Plan Monthly Results**



DECEMBER

December 2022		Actual Data
Number of Lectures Hosted		
Average Number of Attendees per Lecture Hosted		
Number of Educational Sessions Per City	4	
Average Number of Educational Sessions	2	
Attendees Per City	397	
Number of Surveys Distributed at Educational Sessions	6,879	
Statistical Breakdown at Educational Sessions	2	
Number of Completed Surveys at Educational Sessions	3,850	
Social Media Numbers		
<p>YouTube December 1 - December 31</p> <p>In December, people watched your videos 99 times 100% less than Oct 31 - Nov 30, 2022</p> <p>Subscribers +2 About the same as Oct 31 - Nov 30, 2022</p> <p>Watch time (hours) - 6.5 99% less than Oct 31 - Nov 30, 2022</p> <p>Average view duration 3:56</p> <p>Traffic source (Impressions - How many times your video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.)</p> <p>Impressions - 13.7K (93.4% from YouTube recommending your content) YouTube recommending your content - 93.4%</p> <p>Recommended on homepage - 47.4% Recommended on watch page - 46.1% Viewers seeking your content / Other - 6.6%</p> <p>Views from impressions - 39</p>		<p>Mother and Daughter Talk About the Importance of African American Participation in Clinical Trials Published - Jun 2, 2022 Watch time (hours) - Views - Average view duration - Impressions - 22 Impressions click-through rate -</p> <p>NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA Published - Mar 24, 2022 Watch time (hours) - Nothing to show for these dates Views - Nothing to show for these dates Average view duration - 2:02 Impressions - 19 (15.8% from YouTube recommending this content) Impressions click-through rate - Nothing to show for these dates</p> <p>Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black Community" Published - Mar 30, 2021 Watch time (hours) - 0.3 Views - 3 Average view duration - 18:18 Impressions - 7 (250% more than Oct 31 - Nov 30, 2022) Impressions click-through rate - 14.3%</p> <p>Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval Published - Jun 7, 2021 Watch time (hours) - 0.0 Views - 2 Average view duration - 0:56 Impressions - 7 (250% more than Oct 31 - Nov 30, 2022) Impressions click-through rate - 14.3%</p>

<p>Watch time from impressions (hours) - 3.32</p> <p>Impressions click-through rate - 0.3%</p> <p>Direct or unknown - 10.1%</p> <p>Suggested videos - 10.1%</p> <p>Browse features - 4.0%</p> <p>YouTube search - 30.3%</p> <p>External - 34.3%</p> <p>Others - 3.0%</p>		<p>A Historic Analysis of Medical Abuses and Promises of the Future Published - Oct 8, 2022 Watch time (hours) - 0.0 Views - 1 (80% less than Oct 31 – Nov 30, 2022) Average view duration - 1:07 Impressions - 11 (67% less than Oct 31 – Nov 30, 2022) Impressions click-through rate - 9.1% (200% more than Oct 31 – Nov 30, 2022)</p> <p>Rev Evans Hosts Clinical Trials Education, Awareness and Participation Program (CTEAPP) Live Session Published - Jul 13, 2021 Watch time (hours) - 0.0 Views - 1 Average view duration - 0 Impressions - 3 Impressions click-through rate - 0.0%</p> <p>Understanding Clinical Trials and Sickle Cell Disease Published - Sep 24, 2022 Watch time (hours) - 0.0 Views - 1 Average view duration - 0.09 Impressions - 6 (500% more than Oct 31 – Nov 30, 2022, 16.7% from YouTube recommending content) Impressions click-through rate - 0.0%</p> <p>Rev. Evans' Philadelphia CTEAPP Distribution Event Published - Dec 8, 2021 Watch time (hours) - 0.0 Views - 1 Average view duration - 0 Impressions - 1 Impressions click-through rate - 0.0%</p> <p>CO-OP City Baptist Church CTEAPP Educational Session sponsored by NBCI Published - Aug 9, 2021 Watch time (hours) - 0.0 (52% less than Oct 31 – Nov 30, 2022) Views - 1 (About the same as Oct 31 – Nov 30, 2022) Average view duration - 0:04 Impressions - 11 Impressions click-through rate - 0.0%</p> <p>The Role of African American Physicians to Enroll African Americans in Clinical Trials Published - May 26, 2022 Watch time (hours) - 0.0 Views - 1 Average view duration - 0:10 Impressions - 5 Impressions click-through rate - 20%</p>
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<p>Facebook National Black Church Initiative - NBCI (new) December 1 - December 30</p> <p>400 Minutes viewed Up 185% from previous 31 days</p> <p>37 1-minute video views Up 147% from previous 31 days</p> <p>446 3-second video views Up 47.7% from previous 31 days</p> <p>32 Video engagement (Post reactions, comments and shares) Up 47.7% from previous 31 days</p> <p>13 Net followers Up 40% from previous 30 days</p> <p>See how your different types of posts are performing</p> <p>Organic 100% Paid 0%</p> <p>Posted 93.7% Crossposted 5.12% Shared 1.18%</p> <p>Followers 85.5% Non followers 14.5%</p> <p>Live 11.5% Video 88.5%</p>		<p>Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials Published - Feb 28, 2022 3-second video views: 8 15-minute video views: 2 1-minute video views: 2 Minutes viewed: 17 Average minutes viewed: 0:47 Engagement (Reactions, comments and shares): 0 People reached: 28</p> <p>Rev. Evans' Greater Exodus Baptist Church, Philadelphia CTEAPP Distribution Event Published - Fri Jan 28, 2022 1-Minute video views: 2 15-second video views: 2 3-second video views: 14 Minutes viewed: 14 Average minutes viewed: 0:06 Engagement (Reactions, comments and shares): 1 People reached: 21</p> <p>Rev. Anthony Evans Co-Hosts Lecture: "Why Health Disparities Are Everyone's Problem" Published - Nov 23, 2021 1-minute video views: 2 15-second video views: 7 3-second video views: 20 Minutes viewed: 6 Average minutes viewed: 0:14 Engagement: 0 People reached: 37</p> <p>Visitors to the Atlanta stop of the Clinical Trials Educational Pavillion Published - Feb 28, 2022 1-Minute video views: 1 15-second video views: 1 3-second video views: 6 Minutes viewed: 4 Average minutes viewed: 0:03 Engagement (Reactions, comments and shares): 1 People reached: 19</p> <p>NBCI Introduces Its New Clinical Trials Educational Pavilion (Baltimore, MD) (In advance of webinar with Dr. Martha A. Dawson) Published - Jul 26, 2021 1-minute video views: 1 15-second video views: 6 3-second video views: 8 Minutes viewed: 6 Average minutes viewed: 0:10 Engagement (Reactions, comments and shares): 0 People reached: 36</p> <p>African Americans Talk About the Importance of Clinical Trials Participation - Deshaun and Vera (Register today at tinyurl.com/329hw2uu in advance of webinar with Dr. Martha A. Dawson) Published - Tue Jul 26, 4:57pm</p>
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3-second video views: 1
1-minute video views: 1
Minutes viewed: 4
Average minutes viewed: 0:13
Engagement (Reactions, comments and shares): 0
People reached: 29

NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA
Published - Sat Mar 26, 11:08am

1-Minute video views: 1
3-second video views: 10
Minutes viewed: 3
Average minutes viewed: 0:16
Engagement (Reactions, comments and shares): 0
People reached: 10

The Role of African American Physicians to Enroll African Americans in Clinical Trials - Dr. Patricia Whitley-Williams

Published - May 26 2022
1-minute video views: 0
15-second video views: 2
3-second video views: 11
Minutes viewed: 2
Average minutes viewed: 0:10
Engagement: 0
People reached: 48

Co-Op City Baptist Church CTEAPP Educational Session sponsored by NBCI (Register today at tinyurl.com/329hw2uu in advance of webinar with Dr. Martha A. Dawson)

Published - Jul 27, 2022
1-minute video views: 1
15-second video views: 0
3-second video views: 1
Minutes viewed: 1
Average minutes viewed: 0.02
Engagement: 0
People reached: 4

Co-Op City Baptist Church CTEAPP Educational Session sponsored by NBCI

Published - Jul 27, 2022
1-minute video views: 1
15-second video views: 2
3-second video views: 6
Minutes viewed: 2
Average minutes viewed - 0.06
Engagement - 0
People reached: 28

NBCI Introduces Its New Clinical Trials Educational Pavilion (Baltimore, MD)

Published - Feb 23, 2022
1-minute video views: 0
15-second video views: 6
3-second video views: 6
Minutes viewed: 1

		<p>Average minutes viewed: 0:04 Engagement (Reactions, comments and shares): 0 People reached: 24</p> <p>Understanding Clinical Trials and Sickle Cell Disease Published - Sep 23, 2022 1-minute video views: 0 15-second video views: 1 3-second video views: 11 Minutes viewed: 1 Average minutes viewed: 0:05 Engagement (Reactions, comments and shares): 0 People reached: 24</p> <p>NBCI Presents the Clinical Trials Educational Pavilion in Charlotte, NC Published - Mon Jun 20, 3:15pm 1-Minute video views: 1 15-second video views: 3 3-second video views: 8 Minutes viewed: 2 Average minutes viewed: 0:09 Engagement (Reactions, comments and shares): 0 People reached: 24</p>
<p>Facebook National Black Church Initiative - NBCI (old) December 1 - December 30</p> <p>36 Minutes viewed Up 831% from previous 31 days</p> <p>7 1-minute video views Up 147% from previous 31 days</p> <p>85 3-second video views Up 507% from previous 31 days</p> <p>32 Video engagement (Post reactions, comments and shares) Up 100% from previous 31 days</p> <p>7 Net followers Up 40% from previous 30 days</p> <p>See how your different types of posts are performing</p> <p>Organic 100% Paid 0%</p> <p>Followers 23% Non followers 77%</p> <p>Live 76.7% Video 23.3%</p>		<p>A Historic Analysis of Medical Abuses and Promises of the Future Published - Oct 7, 2022 3-second video views: 2 15-second video views: 0 1-minute video views: 0 Minutes viewed: 0:07 Average minutes viewed: 0:11 Engagement (Reactions, comments and shares): 0 People reached: 2</p> <p>Understanding Clinical Trials and Sickle Cell Disease Published - Oct 7, 2022 3-second video views: 3 15-second video views: 0 1-minute video views: 0 Minutes viewed: 0:07 Average minutes viewed: 0:11 Engagement (Reactions, comments and shares): 1 People reached: 1</p> <p>Rev. Anthony Evans Co-Hosts Lecture: "Why Health Disparities Are Everyone's Problem" Published - Sep 28, 2021 1-minute video views: 0 15-second video views: 0 3-second video views: 1 Minutes viewed: 0 Average minutes viewed: 0:14 Engagement: 0 People reached: 1</p>

Number of Three-Question Surveys Distributed per City	4,520	
Number of Three-Question Surveys Completed	1,764	
Number of Email Blasts Sent	16,098	
Number of Emails Collected	321	
Number of Emails Collected from Promotional Giveaways Campaign	0	
Number of Clinical Trials Sent Per City	389	

Insights

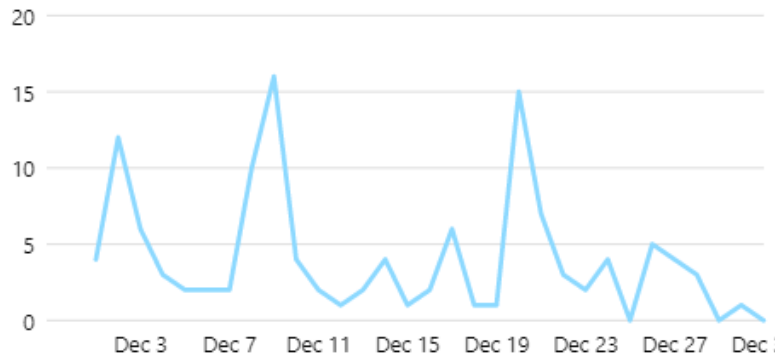
Review performance results and more.

Dec 1, 2022 – Dec 31, 2022

Page and profile visits

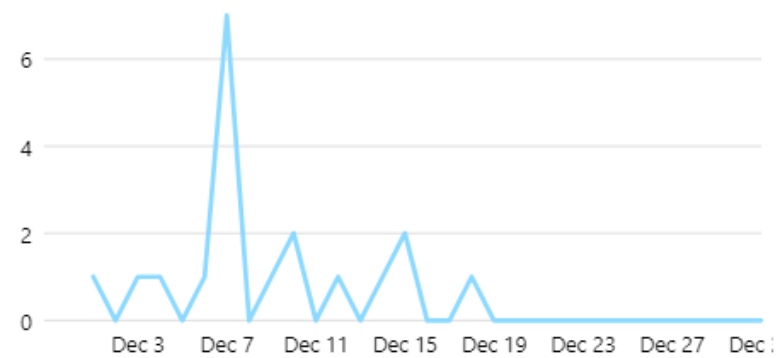
Facebook Page visits ⓘ

125 ↑ 50.6%



Instagram profile visits ⓘ

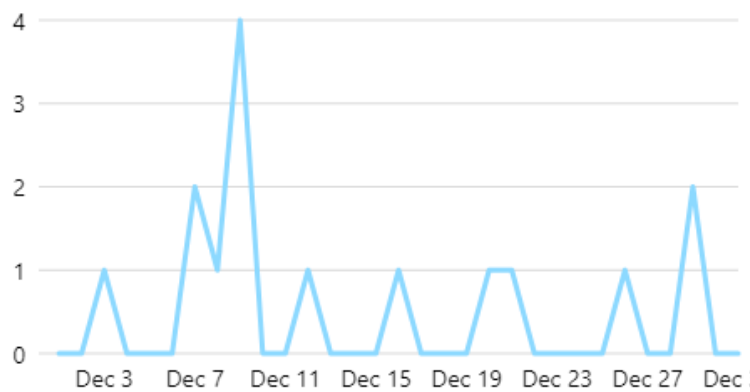
19 ↑ 35.7%



New likes and follows

Facebook Page new likes ⓘ

15 ↑ 87.5%



New Instagram followers ⓘ

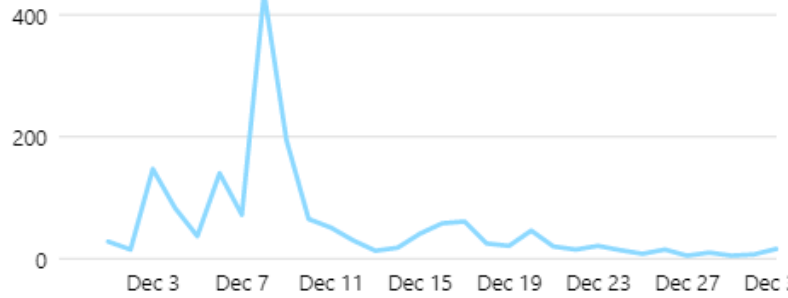
14 ↑ 366.7%



Reach

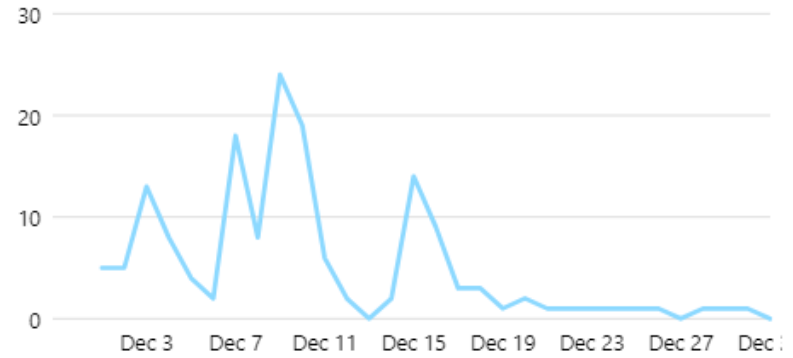
Facebook Page reach ⓘ

1,107 ↑ 12.2%



Instagram reach ⓘ

77 ↓ 9.4%



Audience

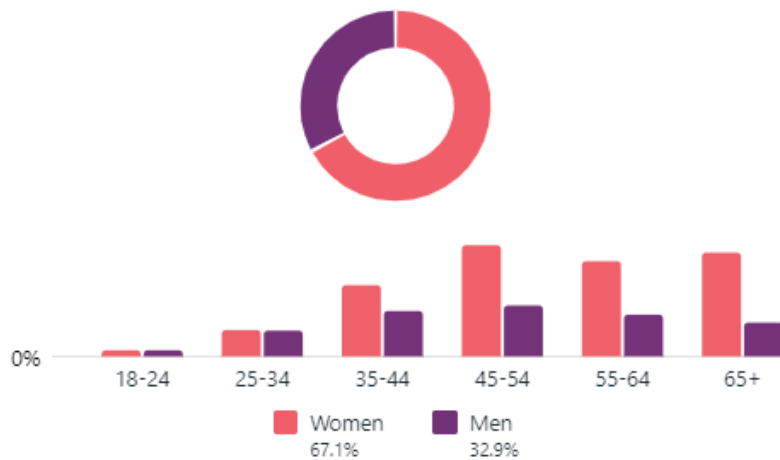
Current audience

Potential audience

Facebook Page followers ⓘ

9,808

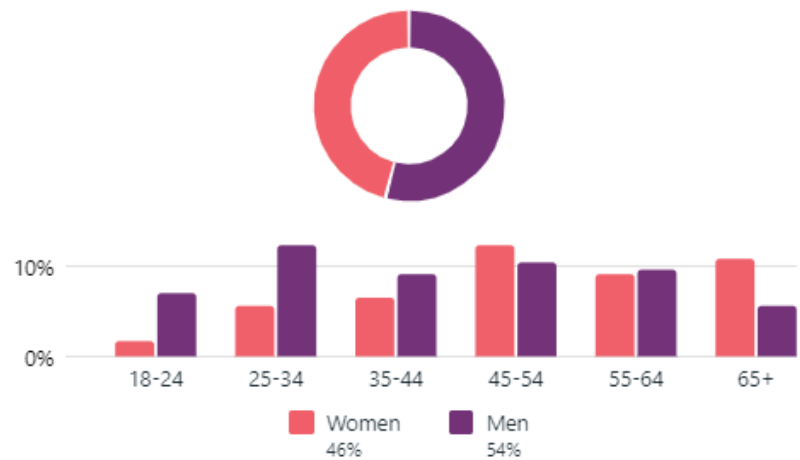
Age & gender ⓘ



Instagram followers ⓘ

398

Age & gender ⓘ



Insights

Review performance results and more.

Ad account: NbcI Press 23846853270280751

Dec 1, 2022 - Dec 31, 2022

Summary

Page	Reactions/Likes, comments and shares	Likes and reactions	Comments	Shares	Link clicks	New followers	Unfollowers
 National Black Church... Nonprofit organization	8	6	1	1	0	9	2

Reach

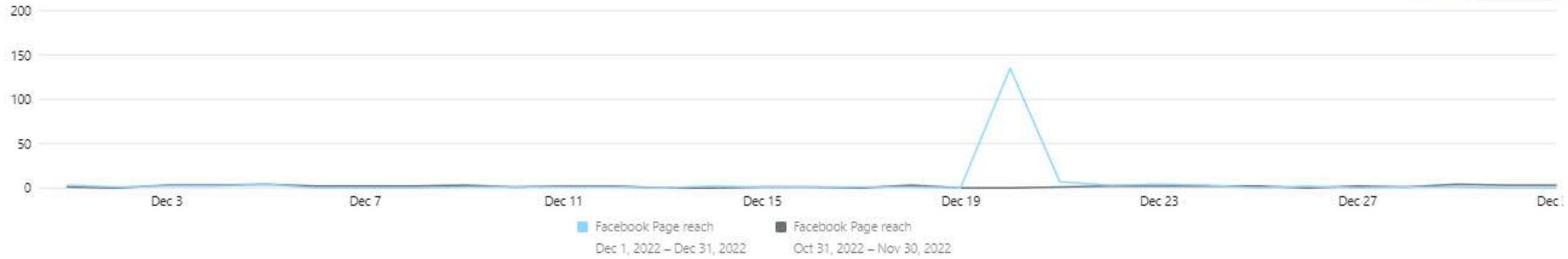
Compare your reach from this period to the previous one.

See more about your content performance

Facebook Page reach ⓘ Paid reach ⓘ

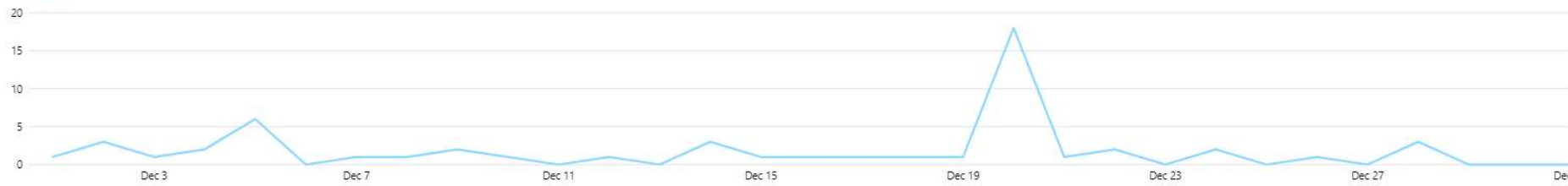
165 ↑ 2.75% 0 0%

Daily Cumulative

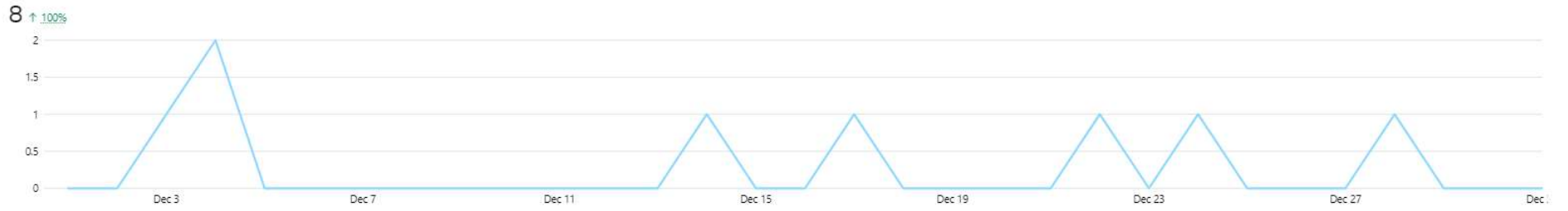


Facebook Page visits

54 ↓ 12.9%



Facebook Page new likes ⓘ



Audience

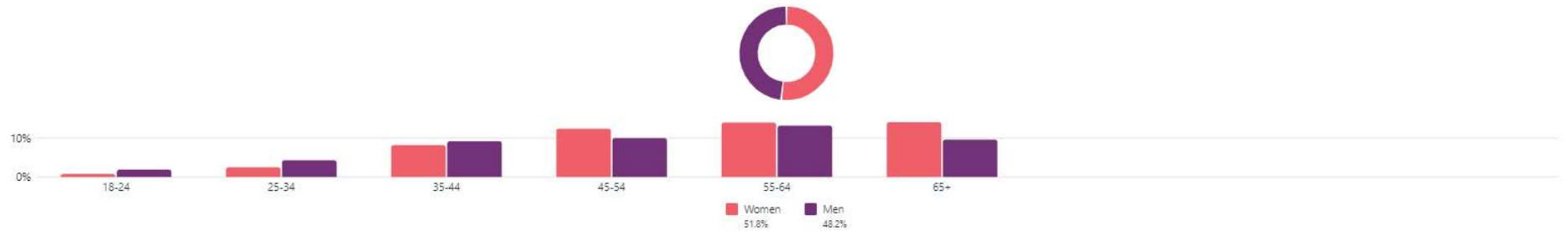
Export ▾

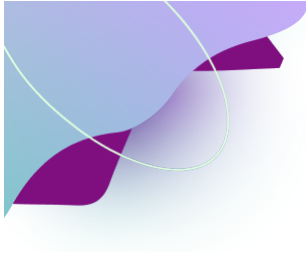
Current audience Potential audience

Facebook Page followers ⓘ

1,135

Age & gender ⓘ





National Black Church Initiative TV, see how your channel did last month

2

NEW SUBSCRIBERS

99

TOTAL VIEWS

390

MINUTES WATCHED

