



Janssen-NBCI

**National Clinical Trials Strategy
Plan Monthly Results**



JUNE

2022

	June 2022	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 Per City	20	
Number of Surveys Distributed at Educational Sessions		
Statistical Breakdown at Educational Sessions		
Number of Completed Surveys at Educational Sessions		
Social Media Numbers		

YouTube

June 1 - June 30

In May, people watched your videos 16,378 times

186% more than May 2 – 31, 2022

Subscribers +7

17% more than May 2 – 31, 2022

Watch time (hours) - 532.9

200% more than May 2 – 31, 2022

Average view duration

1:57

Impressions

29.5K 82% less than May 2 – 31, 2022

Impressions click-through rate - 0.9%

Traffic source

Browse features - 0.8%

External - 94.8%

Direct or unknown - 3.0%

Mother and Daughter Talk About the Importance of African American Participation in Clinical Trials

Published - Jun 2, 2022

Views - 15,609 *(15.5K more than usual)*

Watch time (hours) - 519.1 *(518.1 more than usual)*

Average view duration - 1:59

Impressions - 8.6K 96.8% from YouTube recommending your content

(Total number of times your video thumbnail was shown to viewers since the video was published.)

Impressions click-through rate - 1.2%

The Role of African American Physicians to Enroll African Americans in Clinical Trials

Published - May 26, 2022

Views - 40 (0.2%)

Watch time (hours) - 1.3

Average view duration - 1:57

Impressions - 261

Impressions click-through rate - 0.8%

African Americans Talk About the

Facebook

**National Black Church Initiative - NBCI
(new)**

June 1 - June 30

143 Minutes viewed

Down 77% from previous 30 days

13 1-minute video views

Down 63.9% from previous 30 days

232 3-second video views

Down 80.9% from previous 30 days

16 Video engagement

Down 30.4% from previous 30 days

2 Net followers

Down 66.7% from previous 30 days

**See how your different types of posts are
performing**

Organic 100%

Paid 0%

**NBCI Presents the Clinical Trials Educational
Pavilion in Charlotte, NC**

Published - 06/20/2022 3:15 PM

Total Minutes Viewed: 11

1-Minute Video Views: 2

3-Second Video Views: 17

Engagement: 2

Octoberfest Clinical Trials Fun Day

Published - 10/25/2021 7:46 PM

Total Minutes Viewed: 7

1-Minute Video Views: 1

3-Second Video Views: 1

Engagement: 0

**The Role of African American Physicians to
Enroll African Americans in Clinical Trials**

Published - 05/26/2022 11:40 AM

Total Minutes Viewed: 3

1-Minute Video Views: 1

3-Second Video Views: 13

Engagement: 0

**NBCI Presents the Clinical Trials Educational
Pavilion in Charlotte, NC**

Facebook

National Black Church Initiative (Old)

June 1 - June 30

13 Minutes viewed

Down 82.2% from previous 30 days

2 1-minute video views

Down 80% from previous 30 days

19 3-second video views

Down 92.7% from previous 30 days

1 Video engagement

Down 75% from previous 30 days

0 Net followers

Down 100% from previous 30 days

See how your different types of posts are performing

Organic 100%

Paid 0%

Posted 100%

Crossposted 0%

Number of Three-Question Surveys Distributed per City

Number of Three-Question Surveys Completed

Number of Email Blasts Sent

In advance of the Clinical Trials Pavilion

coming to Atlanta, Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval, CEO & Research Director.

Published - 02/24/2022 8:00 PM

Minutes viewed - 0

1-minute video views - 0

3-Second Video Views - 0

Engagement - 0

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

Published - 06/12/2021 12:11 PM

Minutes viewed - 0

1-minute video views - 0

3-Second Video Views - 2

Engagement - 0

Number of Email Blasts Sent 0

Number of Emails Collected

Number of Emails Collected from Promotional Giveaways Campaign		
Number of Clinical Trials Sent Per City		

National Black Church Initiative TV, your July Creator Monthly Newsletter is here!

1 message

YouTube Creators <no-reply@youtube.com>
Reply-To: YouTube Creators <no-reply@youtube.com>
To: thenbci-2465@pages.plusgoogle.com

Fri, Jul 8, 2022 at 6:29 AM



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

7

NEW SUBSCRIBERS

16.4K

TOTAL VIEWS

32K

MINUTES WATCHED

 Share on
Facebook

 Share on
Twitter

Compare your results to other months and
track how fans are engaging!

EXPLORE YOUR STATS

See what's new this month



Do notifications affect your views?

Use the "Subscriber bell notifications" and "Bell notifications sent" cards in YouTube Studio to [see how notifications impact what your viewers watch](#).



Wish granted ✨ Channel Memberships Gifting (beta) is here!



Export data

3

Insights > Pages > Overview

The metrics here only include the posts made by your Page. For video-specific metrics, follow this link.

Jun 1, 2022 - Jun 30, 2022

964

People reached

▼ 94.8% from previous 30 days

2

Net followers

▼ 66.7% from previous 30 days

260

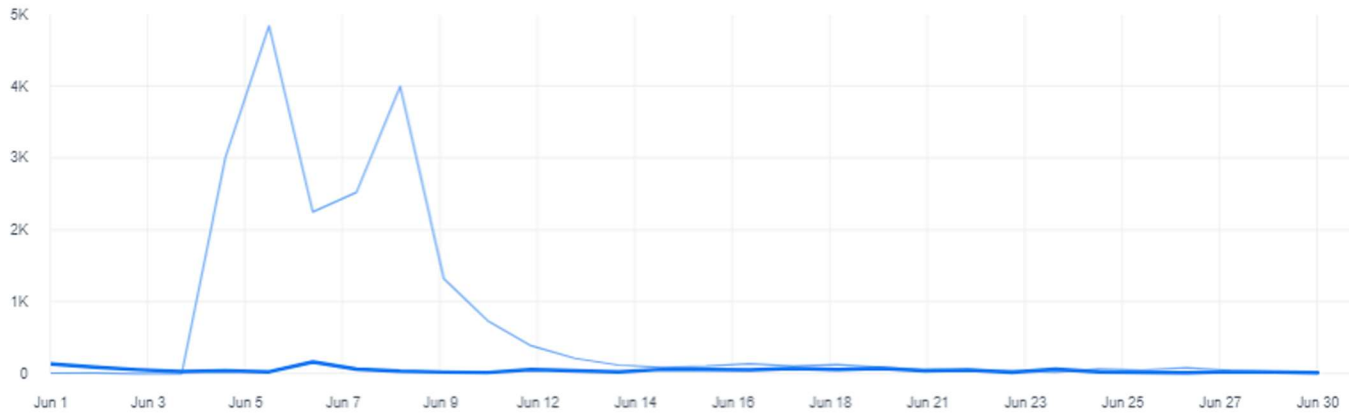
Engagement

▼ 96.7% from previous 30 days

People reached

Jun 1, 2022 - Jun 30, 2022

964 People reached 18,711 Previous period



Page

People reached

Engagement

Link clicks

Comments

Shares

Reactions

Photo views

New followers



National Black Church Initiative -NBCI

Religious organization

964

260

21

9

34

61

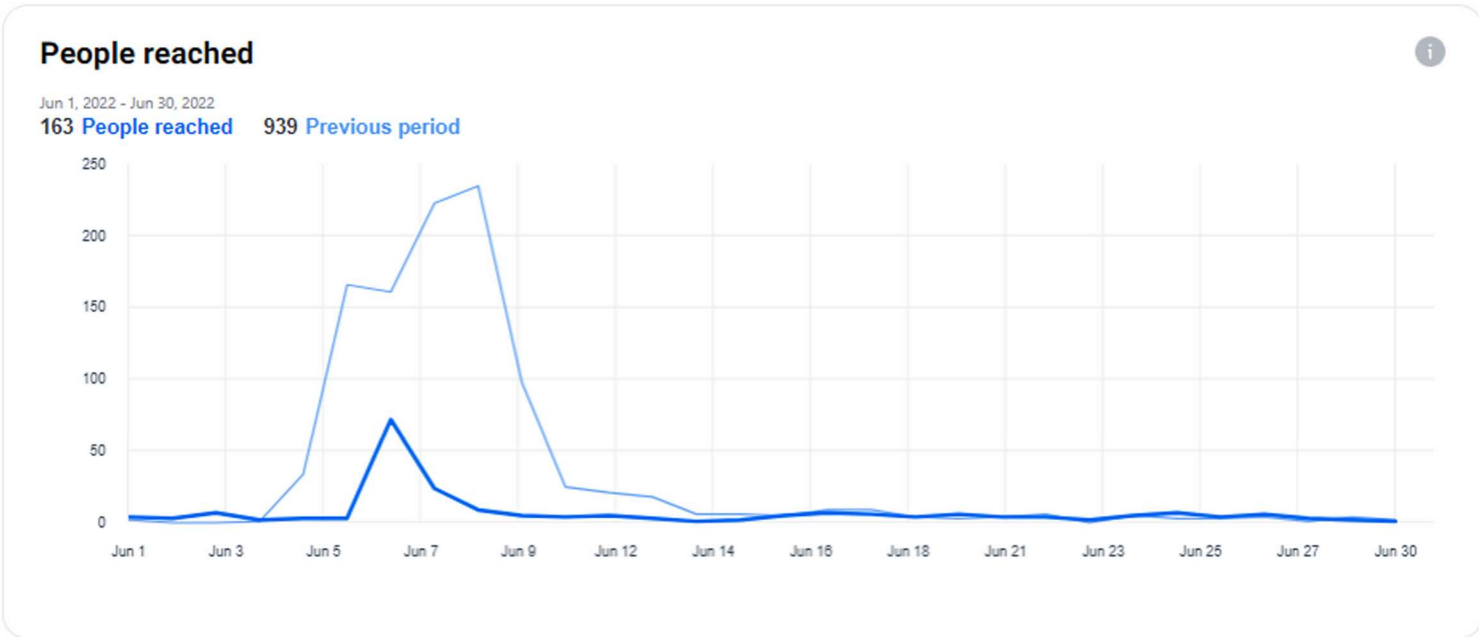
9

12

The metrics here only include the posts made by your Page. For video-specific metrics, follow this [link](#).

Jun 1, 2022 - Jun 30, 2022

<h2>163</h2> <p>People reached</p> <p>▼ 82.6% from previous 30 days</p>	<h2>0</h2> <p>Net followers</p> <p>▼ 100% from previous 30 days</p>	<h2>39</h2> <p>Engagement</p> <p>▼ 40.9% from previous 30 days</p>
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Page	People reached	Engagement	Link clicks	Comments	Shares	Reactions	Photo views	New followers
National Black Church Initiative Nonprofit organization	163	39	10	--	3	4	1	2