



Janssen-NBCI

**National Clinical Trials Strategy
Plan Monthly Results**



MARCH

2022

	Month/Year	Actual Data
Number of Lectures Hosted	0	
Average Number of Attendees per Lecture		
Number of Educational Sessions Per City	1	
Average Number of Educational Sessions	20	
Number of Surveys Distributed at		
Statistical Breakdown at Educational Sessions		
Number of Completed Surveys at Educational Sessions		
Social Media Numbers		
YouTube		
March 1 - March 31		Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval - Published on Jun 7, 2021
In March, people watched your videos 12,737 times		Views - 6,203 (48.7%)
5% less than Jan 29 – Feb 28, 2022		Watch time (hours) - 256.1 (53.0%)
National Black Church Initiative TV added 32 Subscribers		Average view duration - 2:16
<i>167% more than Jan 29 – Feb 28, 2022</i>		Impressions - 3,012
Watch time (hours) - 483.6		Impressions click-through rate - 1.4%
403.6 more than usual		NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA - Published on Mar 24, 2022
Average view duration - 1:52		Views - 6,172 (48.5%)
Impressions		Watch time (hours) - 211.8 (48.5%)
11.3K		Average view duration - 2:03
64.5% from YouTube recommending your content		Impressions - 1,005
Impressions click-through rate - 2.3%		Impressions click-through rate - 0.6%
Traffic source		Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials
Browse features - 1,205 (0.5%)		Views - 16 (0.1%)
YouTube search - 1,065 (0.3%)		Watch time (hours) - 1.2 (0.3%)
External - 96.7%		Average view duration - 4:32
		Impressions - 597
		Impressions click-through rate - 0.8%
		Rev. Evans' Philadelphia CTEAPP Distribution Event

Facebook

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

March 1 - March 31

1.5K Minutes Viewed

Down 38.4% from previous 31 days

88 1-Minute Video Views

Down 69.4% from previous 31 days

1.1K 3-Second Video Views

Down 71.6% from previous 31 days

86 Video engagement

Down 62.8% from previous 31 days

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

Organic - 74.3

Paid - 25.7

Posted - 90.4%

Crossposted - 0.57%

Shared - 9%

Why Health Disparities Are Everyone's Problem

Published - 02/28/2022 2:40 PM (BOOSTED)

Total Minutes Viewed: 625

1-Minute Video Views: 26

3-Second Video Views: 189

Engagement: 40

**Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black
Community"**

Published - 01/27/2022 7:09 PM

Total Minutes Viewed: 49

1-Minute Video Views: 5

3-Second Video Views: 33

Engagement: 4

NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA

Published - 03/26/2022 11:08 AM

Total Minutes Viewed: 19

1-Minute Video Views: 5

3-Second Video Views: 47

Engagement: 5

**NBCI and the Clinical Trials Educational Mobile Pavilion was at Greater
Piney Grove Baptist Church (Tik Tok post - 15 seconds)**

Published - 02/28/2022 2:19 PM

Total Minutes Viewed: 11

National Black Church Initiative (Old)
March 1 - March 31

15 Minutes Viewed
Down 1578% from previous 31 days

3 1-Second Video Views
Down 50% from previous 31 days

20 3-Second Video Views
Down 42.9% from previous 31 days

3 Video Engagement
Down 100% from previous 31 days

2 Net Followers
Down 100% from previous 31 days

See how your different types of posts are performing
Organic - 100%
Paid - 0%

Posted - 98.1%
Crossposted - 0%

Number of Three-Question Surveys

Number of Three-Question Surveys

Number of Email Blasts Sent

0

Number of Emails Collected

Number of Emails Collected from

Number of Clinical Trials Sent Per City

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

Published - 02/24/2022 8:00 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: 2

Engagement: 0



April 2022
Creator Monthly

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

50

NEW SUBSCRIBERS

12.1K

TOTAL VIEWS

27.4K

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.

[EXPLORE YOUR STATS](#)

Find out what's new this month



Tips to expand your community of fans

Results from Mar 4, 2022 - Mar 31, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

March 4 - March 31

5

Total Actions on Page 100%



Page Views

March 4 - March 31

192

Total Page Views 50%



Page Likes

March 4 - March 31

23

Page Likes 5%



Post Reach

March 4 - March 31

3,666

People Reached 48%



Story Reach

March 4 - March 31

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn more

Recommendations

March 4 - March 31



We have insufficient data to show for the selected time period.

Post Engagement

March 4 - March 31

776

Post engagement 33%



Videos

March 4 - March 31

722

3-Second Video Views 83%



Page Followers

March 4 - March 31

28

Page Followers 8%



Results from Mar 4, 2022 - Mar 31, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

March 4 - March 31

1

Total Actions on Page ▼ 67%



Page Views

March 4 - March 31

70

Total Page Views ▼ 40%



Page Likes

March 4 - March 31

5

Page Likes ▲ 150%



Post Reach

March 4 - March 31

84

People Reached ▼ 46%



Story Reach

March 4 - March 31

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn more

Recommendations

March 4 - March 31



We have insufficient data to show for the selected time period.

Post Engagement

March 4 - March 31

21

Post engagement ▼ 46%



Videos

March 4 - March 31

60

3-Second Video Views ▼ 56%



Page Followers

March 4 - March 31

6

Page Followers ▲ 50%





Mar 1, 2022 - Mar 31, 2022

Posted

1.5K

Minutes viewed

▼ 38.4% from previous 31 days

88

1-minute video views

▼ 69.4% from previous 31 days

1.1K

3-Second Video Views

▼ 71.6% from previous 31 days

86

Video engagement

▼ 62.8% from previous 31 days

14

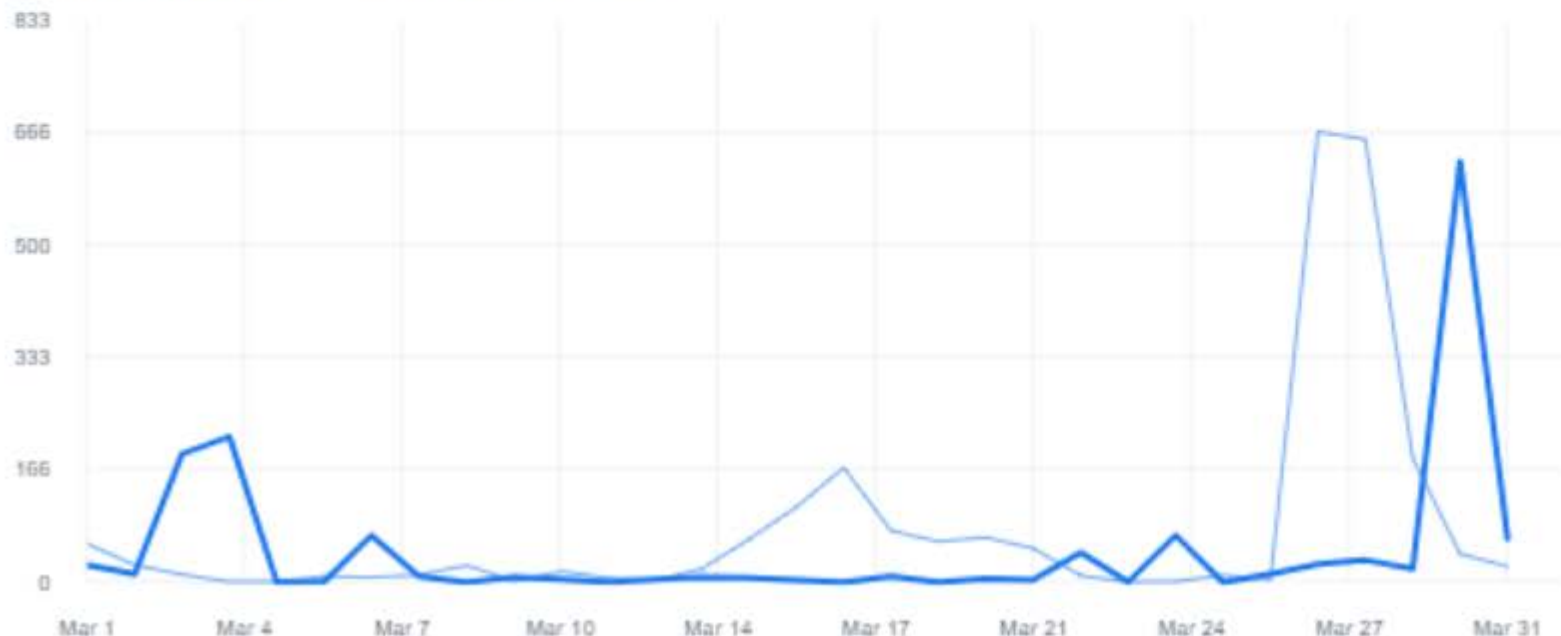
Net followers

▲ 367% from previous 31 days

Minutes viewed

Mar 1, 2022 - Mar 31, 2022

1,484 Minutes viewed 2,408 Previous period



Show by:

See how your different types of posts are performing

- Organic 74.3%
- Paid 25.7%
- Posted 90.4%
- Crossposted 0.57%
- Shared 9%
- Followers 38.2%
- Non followers 61.8%
- Live 28.4%
- Video 71.6%

Audience

Export

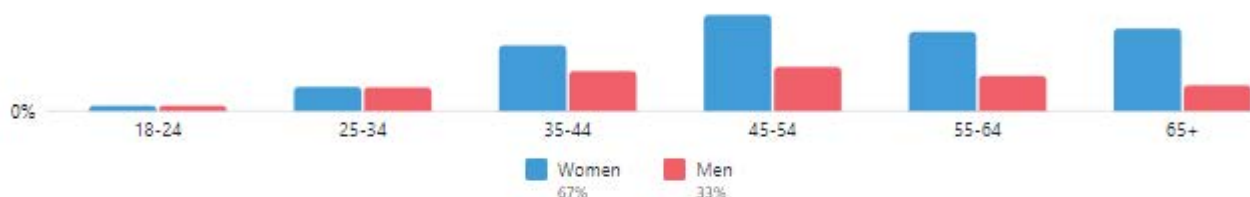
Current audience

Potential audience

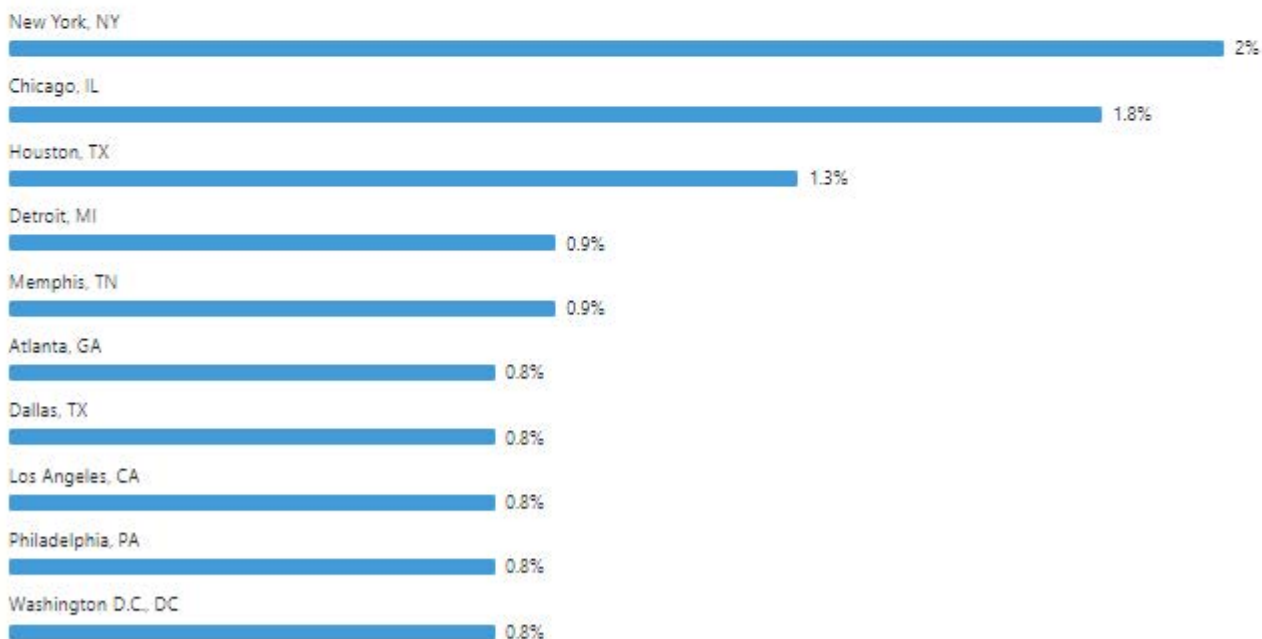
Facebook Page Likes

9,401

Age & Gender



Top Cities



Top Countries

