

Arorp Information Dissemination

Please complete the survey below.

Thank you!

Please only report on ARORP-funded services provided this quarter.

Number of impressions by billboard	4350156
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Number of impressions by radio ad	8742966
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Number of impressions by newspaper ad	0
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Number of impressions by handout (for example, flyers or notecards)	0
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Number of impressions by television	143326
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Number of impressions by social media	1477231
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Number of mobile app downloads	3117
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Number of other impressions	433326596
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Please describe other media impressions (for example, press releases)

Number of total media impressions	448040275
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From the total number of media impressions listed above, did you provide any media impressions from content in a language other than English?

Yes
 No

Please upload any reports from media vendors and billboard locations (if you have multiple files please contact ARORP administration)

Age (for people receiving media services)

The total from this section should match the total number of media impressions.

0 to 11	0
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12 to 17	0
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18 to 25	0
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26 to 44	0
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45 to 64	0
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65 plus	0
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Unknown Age	0
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Gender (for people receiving media services)**The total from this section should match the total number of media impressions.**

Male	0
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Female	0
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Non-Binary	0
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Unknown Gender	0
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Race (for people receiving media services)**The total from this section should match the total number of media impressions.**

White	0
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Black or African American	0
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Asian	0
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Native American	0
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Tribal Affiliation	unknown
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Pacific Islander	0
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Unknown Race	0
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Other Race/Multi-Racial (please specify)	0
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Please specify which race	unknown
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Ethnicity (for all people receiving media services)**The total from this section should match the total number of media impressions.**

Hispanic	0
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Non-Hispanic	0
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Unknown Ethnicity	0
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ReviveAR 2024 Proof of Performance

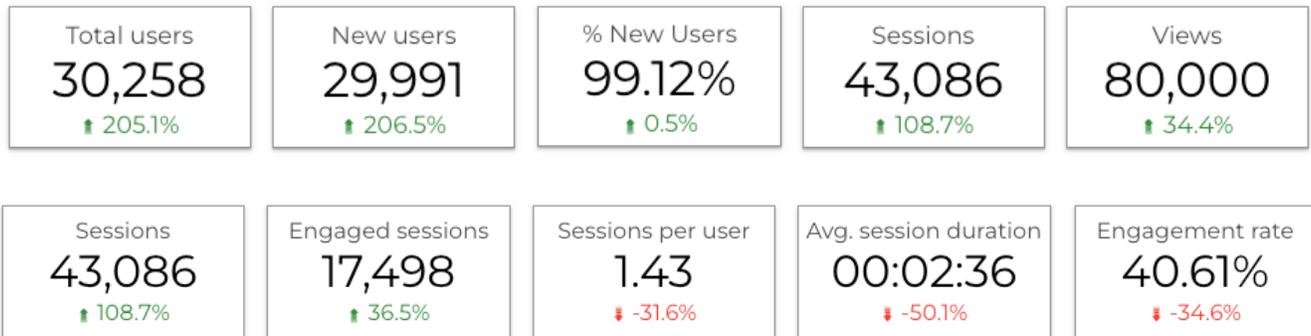
Tallied January 9, 2025 • Presented April 30, 2025

App Downloads

- 3,117

Website Performance

Cumulative Google Analytics Overview on www.arorp.org (January 1-December 31, 2024)



Top Pages by Views and Page Engagement

	Page path	Views	View Percent	Sessions	Average session duration	Engagement Rate %
1.	/revivear-app/	21,687	27.11%	19,511	00:00:31	21.52%
2.	/	12,943	16.18%	10,971	00:01:29	60%
3.	/progress/	6,219	7.77%	3,297	00:03:03	86.17%
4.	/funding-opportunities/	5,762	7.2%	5,065	00:02:32	74.39%
5.	/about/	1,823	2.28%	1,593	00:02:11	84.18%
6.	/applicant-information/	1,668	2.09%	1,530	00:02:09	82.09%
7.	/learn-more-general-application/	1,652	2.07%	1,542	00:03:23	80.87%
8.	/our-board/	1,604	2.01%	1,482	00:02:23	84.41%
9.	/our-team/	1,267	1.58%	1,144	00:02:20	88.55%



strategy. performance. results.

Public Relations

[Cumulative Media Pickups \(February 20-December 31, 2024\)](#)

Broadcast	Online	Social Media	Print	Newsletter	Total Pickups	Impressions
76	75	32	15	1	199	433,087,424

Digital Media Performance

Cumulative Targeted Media Results (February 29-December 31, 2024)

Platform	Impressions	Clicks	Conv.
Facebook	1,062,536	14,799	370
LinkedIn	414,695	1,602	0
Display	239,172	998	0

Traditional Media Performance

- RARN: 7,882,200 impressions
- Billboards: 4,350,156 impressions
- Point of Care Network: 143,326 impressions
- Spotify: 860,766 impressions