

AIR AGE MEDIA AUDIENCE DEVELOPMENT PLATFORM

CAMPAIGN CASE STUDIES

Campaign A

RC Car Action October, 2016–December, 2016

Product Launch (multiple cars & trucks)

Duration 45 days

Social Media Impressions:	1,713,466
Website Impressions:	704,282
Website Article Views:	8,454
Newsletter Clicks:	3,658
Video Views:	4,118
Total Audience:	2,433,978

Campaign B

RC Car Action, RotorDrone Magazine, Model Airplane News

October, 2016–November, 2016

Product Awareness (drones & planes, cars)

Duration 30 days

Social Media Impressions:	1,464,746
Website Impressions:	858,273
Website Article Views:	122,851
Newsletter Clicks:	286,784
Video Views:	18,733
Digital Edition Page Views:	417,573
Total Audience:	3,168,960

Campaign C

RC Car Action September, 2016

Product Launch (monster truck)

Duration 30 days

Social Media Impressions:	754,297
Website Impressions:	105,824
Website Article Views:	12,463
Newsletter Clicks:	51,450
Magazine Readership:	167,805
Total Audience:	1,091,839

Each channel was used to deliver the right message at just the right time alongside trusted content. This resulted in high engagement, product sell outs, and tremendous ROI.



Digital & print Edition



Social Media



Websites



Newsletters