

THE MASONIC HOME FOR CHILDREN AT OXFORD

# MARKETING REPORT

# APRIL 2026



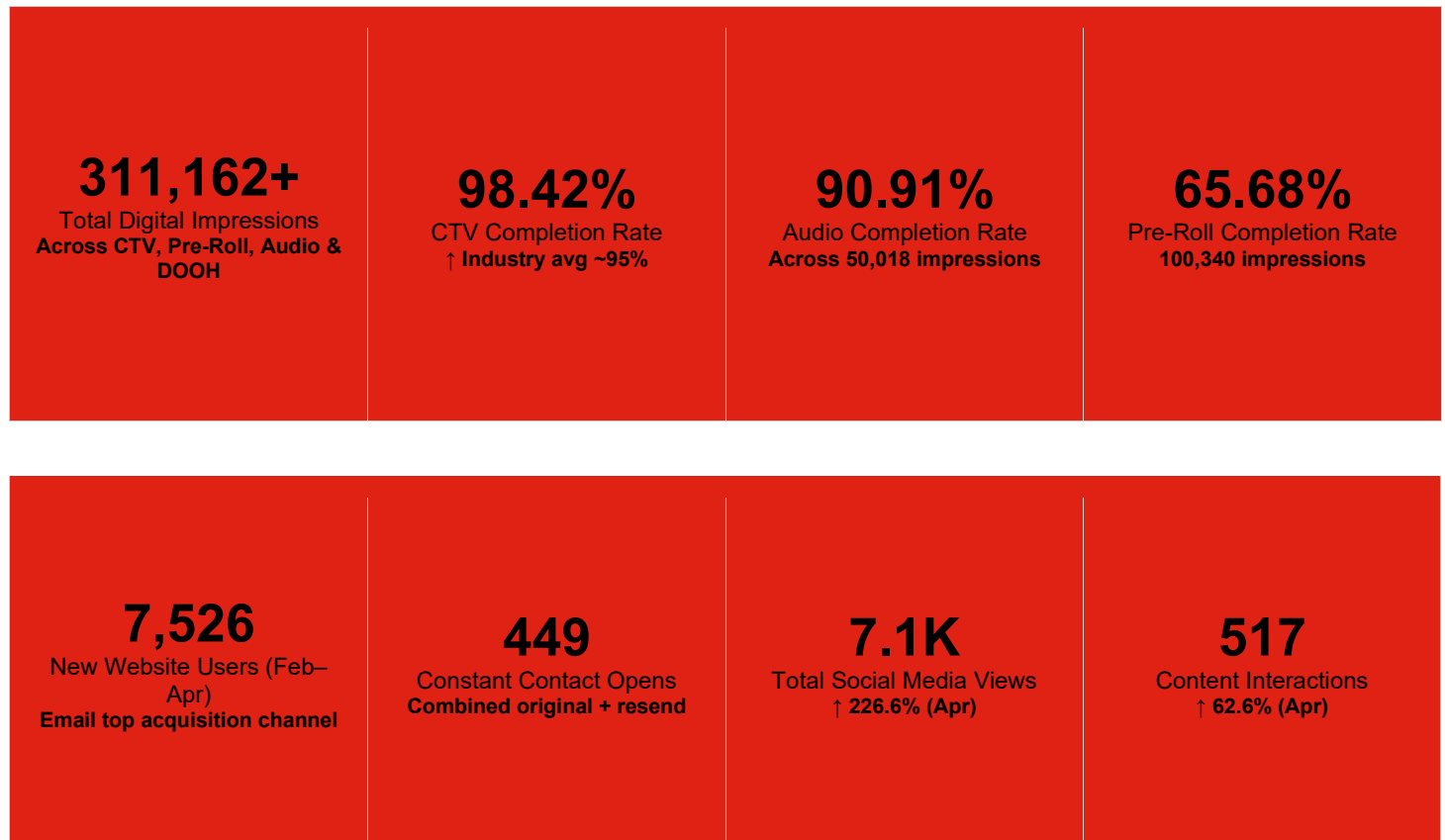
MHCO

## EXECUTIVE SUMMARY

This report summarizes digital and broadcast media performance for the Masonic Home for Children at Oxford (MHCO) across the March–April 2026 campaign period. Campaigns ran across six channels — Connected TV (CTV/OTT), Pre-Roll Video, Streaming Audio, Digital Out-of-Home (DOOH), Email Marketing, and Social Media — supported by website analytics from Google Analytics.

Overall, the campaign achieved strong reach and engagement across North Carolina, with over 311,000 total digital impressions, high video completion rates, and growing social media engagement. Email marketing delivered consistent open rates above industry benchmarks, and website traffic showed notable spikes aligned with email broadcast dates.

### Campaign Performance at a Glance — March 2026



## CONNECTED TV / OTT (CTV)

CTV/OTT delivered the highest reach of any video channel, placing MHCO's commercials on streaming platforms including Paramount Network, Philo, The CW, FuboTV, TV Land, and XUMO. The campaign achieved an exceptional completion rate of 98.42%, indicating strong viewer retention and relevant creative placement.

**102,565**

Total Impressions

**100,942**

Completions

**98.42%**

Completion Rate

**55**

Household Site Visits

### Geographic Reach — Top Cities

City	Impressions
Charlotte, NC	15,833
Raleigh, NC	8,403
Greensboro, NC	5,245
Winston-Salem, NC	3,910
Durham, NC	3,273
Gastonia, NC	3,035
Kannapolis, NC	2,341
Asheboro, NC	2,026

### Featured Streaming Networks

Network	Completion Rate
Paramount Network	99.12%
Philo	99.19%
The CW	99.38%
FuboTV	97.77%
TV Land	99.34%
XUMO	97.70%

## PRE-ROLL VIDEO

Pre-roll video ads ran ahead of online content across high-traffic news, entertainment, and lifestyle websites. The campaign delivered over 100,000 impressions with notable click-through activity from cbs17.com (2.14% CTR) and thehill.com (0.73%), indicating strong engagement from news-oriented audiences.

**100,340**

Impressions

**87**

Clicks

**65,901**

Completions

**65.68%**

Completion Rate

### Top Performing Placements

Website	Click-Through Rate
cbs17.com	2.14%
thehill.com	0.73%
forbes.com	0.34%
chess.com	0.27%
buzzfeed.com	0.12%
dailymail.co.uk	0.16%

### Geographic Reach — Top Cities

City	Impressions	CTR
Charlotte, NC	45,230	0.10%
Raleigh, NC	7,430	0.05%
Durham, NC	4,219	0.09%
Gastonia, NC	1,878	0.11%
Chapel Hill, NC	1,446	0.14%
Indian Trail, NC	1,242	0.16%

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## STREAMING AUDIO

Streaming audio ads aired across major platforms including Audacy, Spotify, and a variety of radio station apps. The campaign achieved a 90.91% completion rate across 50,018 impressions, with Charlotte leading geographic reach and k1047.com delivering a perfect 100% completion rate.

**50,018**

Impressions

**45,471**

Completions

**90.91%**

Completion Rate

**5**

Website Attributions

### Top Streaming Apps by Completion Rate

App / Platform	Completion Rate
k1047.com	100.00%
country1037fm.com	99.68%
v1019.com	99.41%
wmal.com	99.50%
marklevinshow.com	98.96%
olimpicastereo.com.co	98.92%
Audacy	98.36%
All other sites	95.54%
thebigdm.com	92.74%
Spotify Music	73.30%

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## DIGITAL OUT-OF-HOME (DOOH)

Digital Out-of-Home advertising placed MHCO's 'Growing Hearts & Brighter Futures' creative across outdoor billboards, health and beauty locations (such as Planet Fitness), and point-of-care venues throughout central North Carolina. Greensboro Digitals was the top-performing location with over 12,000 impressions.

**58,239**

Total Impressions

**33,690**

Outdoor Venues

**23,000**

Health & Beauty

**1,109**

Leisure Venues

### Top Locations by Impressions

Location	Impressions
Greensboro Digitals	12,099
PlanetFitness Rockbot	3,243
Location 9011	1,629
Location 9190	1,348
Location 8477	1,202
Location 9106	1,011
Location 13200	910
Workout Anytime – Mount Airy	867

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## EMAIL MARKETING

MHCO ran two email campaigns via Nexstar Digital Services (targeting married couples ages 30–55 across 14 NC counties) in March and April, each followed by a re-send (PTO) to non-openers. A separate Constant Contact campaign was also deployed. Both Nexstar campaigns featured dual calls-to-action: job opportunities and donation appeals.

### Nexstar Email Campaigns — Performance Summary

Campaign	Broadcast Date	Delivered	Opens	Open Rate	Clicks	CTR
March Campaign	03/17/2026	94,286	17,508	18.57%	2,532	2.69%
March PTO (Re-Send)	03/24/2026	17,508	3,866	22.08%	526	3.00%
April Campaign	04/07/2026	94,286	18,823	19.96%	2,676	2.84%
April PTO (Re-Send)	04/14/2026	18,823	3,559	18.91%	496	2.64%

*Notable: The March PTO re-send achieved the highest open rate of any campaign at 22.08%, demonstrating that re-engagement messaging to non-openers is an effective strategy for MHCO.*

### Top Link Performance — April Campaign

Destination	Clicks
Job Opportunities Page (mhc-oxford.org)	1,866
MHCO Homepage	810

### Constant Contact — Campaign Summary

A separate email campaign was deployed through Constant Contact with a re-send to non-openers. Combined performance across both sends:

<b>1,154</b> Total Emails Sent	<b>1,131</b> Delivered	<b>449</b> Total Opens	<b>39.7%</b> Combined Open Rate
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Metric	Original Send	Re-Send	Combined
Emails Sent	785	369	1,154
Delivered	762	369	1,131
Confirmed Opens	398	51	449
Bounces	23	0	23
Unsubscribes	4	0	4
Spam Reports	0	0	0

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## SOCIAL MEDIA

MHCO's social media presence showed strong growth in April across both Facebook and Instagram, with all key engagement metrics trending upward compared to prior periods.

### Facebook Performance — April 2026

<b>19.9K</b> Total Views ↑ 32.3%	<b>7.8K</b> Unique Viewers ↑ 38.2%	<b>830</b> Page Visits ↓ 30.5% (opportunity)	<b>517</b> Content Interactions ↑ 62.6%
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Facebook video content generated 6,799 views in April, contributing to the 19.9K total view count. Content interactions increased by 62.6% over the prior period, reflecting improved audience engagement. Page visits declined 30.5% — a point of focus for future content strategy to drive traffic back to the website.

### Instagram Performance — April 2026

<b>7.1K</b> Total Views (FB+IG) ↑ 226.6%	<b>302</b> Instagram Views of 7,100 total	<b>96</b> Instagram Reach ↑ 47.7%	<b>6,799</b> Facebook Views of 7,100 total
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Instagram reach grew 47.7% in April, indicating broader organic audience exposure. The combined views metric of 7.1K reflects a 226.6% increase — driven primarily by Facebook content performance.

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## WEBSITE ANALYTICS

Website traffic data from Google Analytics covers the period coinciding with the March and April campaign flights. Email marketing drove the largest share of new user acquisition, with 3,689 new users attributed to email — more than three times any other channel.

### Traffic Acquisition by Channel

Channel	New Users	Sessions
Email	3,689	3,938
Unassigned / Direct	1,487 / 808	1,762 / 943
Organic Search	1,189	1,917
Paid Search	97	156
Organic Social	134	149
Display	46	54
Referral	71	103

Email campaigns were clearly the primary driver of new website traffic, aligning with the Nexstar broadcast dates. Notable spikes in active users coincided with the March 17 and April 7 email deployments.

### Top Pages by Views

Page	Views
Homepage	5,337
Job Opportunities	1,961
mhc-oxford.org (direct)	1,716
About	498
Needs	329
Staff	311
Admissions	304
Portals	280
Contact	246
Ambassadors	214

*The Job Opportunities page was the second most-visited page on the site, consistent with the 'Work With Us' call-to-action featured prominently in both the March and April email campaigns.*

### Key Events & Conversions

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<b>808</b> Phone Clicks	<b>493</b> Ad Conversion Contacts	<b>466</b> Donate Button Clicks	<b>142</b> Christmas List PDF Downloads
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Phone clicks were the top conversion event, followed by ad contact attributions and donate button interactions. Combined, these indicators reflect meaningful audience intent and mission alignment.

### User Retention Summary

Week	New Users	Wk 1 Retention	Wk 2 Retention
Mar 8–14	417	3	5
Mar 15–21	1,151	5	1
Mar 22–28	1,020	3	0
Mar 29–Apr 4	446	3	4
Apr 5–11	1,581	7	—
Apr 12–18	927	—	—

The week of April 5–11 saw the highest new user count (1,581), timed with the April 7 email campaign broadcast. Week-over-week retention remains an area for growth as the organization builds its digital audience.

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## SUMMARY & STRATEGIC NOTES

Across all channels, MHCO demonstrated strong, multi-touchpoint visibility throughout March and April 2026. The following observations are worth noting for committee review:

- CTV/OTT led all channels in completion rate (98.42%), confirming that streaming TV placement is an efficient and high-impact medium for reaching MHCO's target demographic of married couples ages 30–55.
  - Email marketing drove the majority of website traffic (3,689 new users from email), validating the Nexstar digital email campaigns as a top acquisition channel. Open rates between 18–22% are above the nonprofit industry average of approximately 25%, with room to grow.
  - Social media engagement is growing rapidly — Facebook content interactions increased 62.6% in April and total views across Facebook and Instagram rose 226.6%. Continued investment in organic social content will amplify these results.
  - The Job Opportunities page was the second most-visited page on the website, reflecting the effectiveness of the 'Work With Us' messaging in both email campaigns. Ensuring this page is up-to-date with current openings is a priority.
  - DOOH and Pre-Roll provide broad awareness reach in high-traffic, high-dwell-time environments. While direct website attribution is modest (as expected for awareness channels), these placements reinforce MHCO's visibility across North Carolina communities.
  - Donate button clicks (466) and ad conversion contacts (493) indicate real, mission-aligned audience intent. Tracking these conversion events month over month will be valuable to assess campaign ROI.
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