

Promotion Component Data Collection Table

Public reporting burden of this collection of information is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: OMB 0920-XXXX

State Level Data Requests	Data Source	Metrics	
Paid Media	Media Placement Report (forwarded to RTI by TCP staff or media vendor)	Type of media purchased	<ul style="list-style-type: none"> • Television • Radio • Print • Out-Of-Home (OOH) <ul style="list-style-type: none"> • Posters • Billboards • Online banner ads • Search engine ads
		Duration of campaign	Dates of campaign period by media type
		Geographic region exposed to campaign	Designated Media Markets (DMAs) where media aired by campaign
		Level of advertising/dosage	<ul style="list-style-type: none"> • Gross Rating Points (GRPs) or Targetted Audience Points (TARPs) • Number of Impressions • Click-thru-rates (CTRs)
		Cost	Expenditures by campaign

<p>Paid Media (con't)</p>	<p>Examples of specific campaign advertising</p>	<p>Characteristics of Media Campaigns</p>	<p>RTI will code each campaign by</p> <ul style="list-style-type: none"> • Theme/content/message (e.g. humor, emotional, graphic) • Target audiences (e.g. young adults, pregnant women, etc)
<p>Web page/site</p>	<p>Analytics platform (e.g. Google Analytics, WebTrends)</p> <p>States select to forward existing reports to RTI or provide RTI with admin access to platform to extract data.</p>	<p>Reach and Utilization of Web page/site</p>	<p>Aggregate level weekly Web Traffic</p> <ul style="list-style-type: none"> • Total number visits • Number of unique visitors • Average time spent on site per visitor • Average number of pages viewed • Geographic region of visitors • First time vs. repeat visitors • Top referral sources (search engines, direct traffic, referring sites with links) • Top search keywords (words used in search engines) • Top content (pages with the most pageviews)
<p>Social Networks or Social Media</p>	<p>States select to forward existing reports to RTI or provide RTI with admin access to platform to extract data.</p>	<p>Reach & Utilization</p>	<p>Facebook</p> <ul style="list-style-type: none"> - Number of people who “liked” the page (other Facebook users who subscribe or “follow” the program’s Facebook profile) - Demographics of people who “liked” the page (if users have opted to make

			<p>information public)</p> <ul style="list-style-type: none"> - Number of posts made by the program - Number of messages posted by other Facebook users - Number of videos posted <p>YouTube</p> <ul style="list-style-type: none"> - Number of video views <p>Twitter</p> <ul style="list-style-type: none"> - <i>Tweets</i> (number of messages the program posts) - <i>Mentions</i> (number of times other users mention the program in their tweets [signified by the brand or program name and a hashtag] or sends messages to the program [signified by the program name with the @ character]) - <i>Retweets</i> (number of times other users repost the programs tweets) - <i>New followers</i> (number of users who subscribe to the program's twitter account)
<p>Mobile applications (apps)</p>	<p>States select to forward existing reports to RTI or provide RTI with admin access to platform to extract data.</p>	<p>Use of cessation-related apps developed by states on mobile devices (smartphones: BlackBerry, Droid, and iPhones).</p>	<ul style="list-style-type: none"> • Number of apps available for downloads • Number of downloads by app

Quitline Activity	National Quitline Data Warehouse (NQDW) RTI has direct access to this data repository	Impact of promotional activities on quitline call volume	<ul style="list-style-type: none">• Weekly Call Volume• Demographics of callers• Self-reported referral source
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