



**Janssen-NBCI**

**National Clinical Trials Strategy  
Plan Monthly Results**



**APRIL**

**2022**

	Month/Year	Actual Data
Number of Lectures Hosted		0
Average Number of Attendees per Lecture Hosted		
Number of Educational Sessions Per City		1
Average Number of Educational Sessions Attendees		20
Number of Surveys Distributed at Educational		
Statistical Breakdown at Educational Sessions		
Number of Completed Surveys at Educational		
<b>Social Media Numbers</b>		
<b>YouTube</b>		
<b>April 1 - April 30</b>		<b>NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA</b> - Published on Mar 24, 2022 <b>Views</b> - 4,235 (12.6%) <b>Watch time (hours)</b> - 148.4 (12.7%) <b>Average view duration</b> - 2:06 <b>Impressions</b> - 956 <b>Impressions click-through rate</b> - 0.7%
<b>In April, people watched your videos 33,516 times</b> 178% more than Mar 2 – 31, 2022		<b>Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval</b> - Published on Jun 7, 2021 <b>Views</b> - 4,099 (12.2%) <b>Watch time (hours)</b> - 163.3 (13.9%) <b>Average view duration</b> - 2:23 <b>Impressions</b> - 8,139 <b>Impressions click-through rate</b> - 0.8%
<i>National Black Church Initiative TV -lost 32</i> <i>164% less than Mar 2 – 31, 2022</i>		<b>Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials</b> - Published on May 11, 2021 <b>Views</b> - 18 (0.1%) <b>Watch time (hours)</b> - 3.2 (0.3%) <b>Average view duration</b> - 10:42 <b>Impressions</b> - 699 <b>Impressions click-through rate</b> - 1.0%
<b>Watch time (hours)</b> - 1.2K 1.1K more than usual		<b>Rev. Anthony Evans Co-Hosts Lecture: "Why Health</b>
<b>Average view duration</b> 2:05		
<b>Impressions</b> <b>18.0K</b> 58% more than Mar 2 – 31, 2022 64.5% from YouTube recommending your content		
<b>Impressions click-through rate</b> - 0.9%		
<b>Traffic source</b> <b>Browse features</b> - 1,205 (0.5%) <b>YouTube search</b> - 1,065 (0.3%) <b>External</b> - 98.4%		

## **Facebook**

### **National Black Church Initiative - NBCI**

**(new)**

**April 1 - April 30**

**250** Minutes viewed

**Down** 75.4% from previous 28 days

**13** 1-minute video views

**Down** 82.9% from previous 28 days

**107** 3-Second Video Views

**Down** 81.9% from previous 28 days

**2** Video engagements

**Down** 97.4% from previous 28 days

**8** Net followers

**Up** 367% from previous 28 days

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

**Organic** 100%

**Paid** 0%

**Posted** 97.7%

## **Investigators in Clinical Trials**

Published - 02/28/2022 3:07 PM

**Total Minutes Viewed:** 6

**1-Minute Video Views:** 1

**3-Second Video Views:** 5

**Engagement:** 0

## **Rev. Evans' Greater Exodus Baptist Church, Philadelphia CTEAPP Distribution Event**

Published - 01/28/2022 4:14 PM

**Total Minutes Viewed:** 1

**1-Minute Video Views:** 0

**3-Second Video Views:** 3

**Engagement:** 0

## **NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA**

Published - 03/26/2022 11:08 AM

**Total Minutes Viewed:** 0

**1-Minute Video Views:** 0

**3-Second Video Views:** 2

**Engagement:** 0

## **Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval**

Published - 03/29/2022 6:03 PM

**Facebook**

**National Black Church Initiative (Old)**

April 1 - April 30

3 Minutes viewed

**Down** 80.1% from previous 28 days

1 1-minute video views

**Down** 66.7% from previous 28 days

6 3-Second Video Views

**Down** 75% from previous 28 days

1 Video engagement

**Down** 66.7% from previous 28 days

1 Net followers

**Down** 50% from previous 28 days

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

**Organic** 100%

**Paid** 0%

**Posted** 95.6%

**Crossposted** 0%

Number of Three-Question Surveys Distributed per

Number of Three-Question Surveys Completed

Number of Email Blasts Sent

0

Number of Emails Collected

Number of Emails Collected from Promotional

Number of Clinical Trials Sent Per City

**Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials**

Published - 02/28/2022 3:07 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**

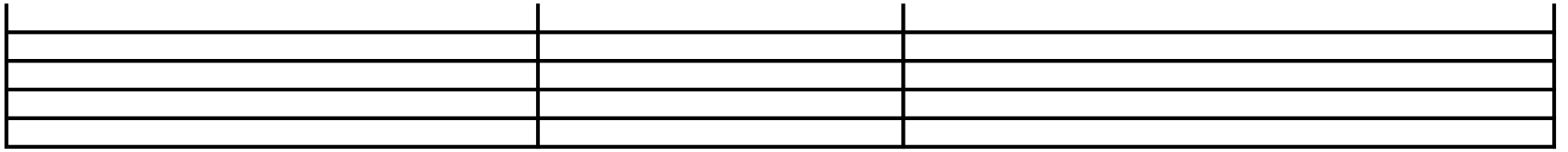
Published - 06/12/2021 12:11 PM

**Total Minutes Viewed:** 0

**1-Minute Video Views:** 0

**3-Second Video Views:** 1

**Engagement:** 1



May 2022  
Creator Monthly

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

0

NEW SUBSCRIBERS

33.5K

TOTAL VIEWS

70.2K

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.

[VIEW YOUR METRICS](#)

## Find out what's new this month



**New feature alert! Live Redirect is here**