

Janssen-NBCI National Clinical Trials Strategy Plan Monthly Results

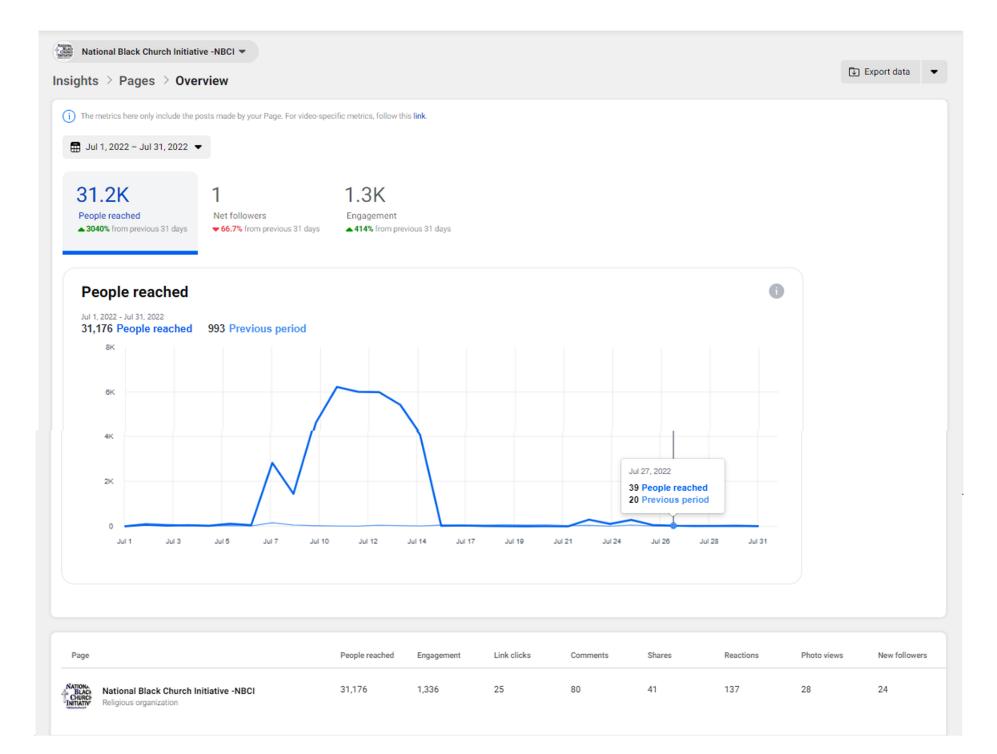


JULY 2022

	Jul-22	Actual Data
Number of Lectures Hosted	1	
Average Number of Attendees per Lecture Hosted	438	
Number of Educational Sessions Per City	4	
Average Number of Educational Sessions Attendees Per City	2	
Number of Surveys Distributed at Educational Sessions	3,765	
Statistical Breakdown at Educational Sessions	1	
Number of Completed Surveys at Educational Sessions	345	
Social Media Numbers		
YouTube		African Americans Talk About Clinical Trials in Atlanta, GA - Shemika
July 1 - July 31		Published - Jul 15, 2022
		Views - 64 (13.0%)
In July, people watched your videos 492 times		Watch time (hours) - 0.1 (2.1%)
97% less than May 31 – Jun 30, 2022		Average view duration - 0:04
		Impressions - 411
Subscribers +1		Impressions click-through rate - 0.5%
86% less than May 31 – Jun 30, 2022		
		African Americans Talk About Clinical Trials in Atlanta, GA - June
Watch time (hours) - 3.6		Published - Jul 15, 2022
99% less than May 31 – Jun 30, 2022		Views - 62 (12.6%)
		Watch time (hours) - 0.1 (1.6%)
Average view duration		Average view duration - 0:03
0:25		Impressions - 365
		Impressions click-through rate - 0.6%
Impressions - 17.8K		
87.2% from YouTube recommending your content		Mother and Daughter Talk About the Importance of African American
		Participation in Clinical Trials
0.4% click-through rate		Published - Jun 2, 2022
		Views - 59 (12.0%)
Views from impressions - 79		Watch time (hours) - 0.1 (4.2%)
		Average view duration - 0:05
Average view duration - 1:15		Impressions - 1,181 (from YouTube recommending your content
		(Total number of times your video thumbnail was shown to viewers since
Watch time from impressions (hours) - 1.66		the video was published.)
		Impressions click-through rate - 0.6%
Traffic source (Impressions - How many times your video thumbnails were		

Facebook	, Register today at tinyurl.com/329hw2uu for the seventh NBCI Clinical Trials
National Black Church Initiative - NBCI (new)	Tour webinar with Dr. Martha A. Dawson
July 1 - July 31	Published - July 13, 2022
	49 3-second video views
4.4K Minutes viewed	12 15-second video views
Up 2907% from previous 31 days	2 1-minute video views
	Average minutes viewed 0:08
401 1-minute video views	Engagement 8
Up 2985% from previous 31 days	14 Minutes viewed
14.7K 3-second video views	The Role of African American Physicians to Enroll African Americans in
Up 6146% from previous 31 days	Clinical Trials - Dr. Patricia Whitley-Williams
	Published - July 10, 2022
43 Video engagement	21 3-second video views
Up 169% from previous 31 days	0 1-minute video views
	0:02 Average minutes viewed
1 Net followers	5 Engagement
Down 66.7% from previous 31 days	3 Minutes viewed
See how your different types of posts are performing	The Role of African American Physicians to Enroll African Americans in
	Clinical Trials - Dr. Patricia Whitley-Williams
Organic 2.96%	Published - July 10, 2022
Paid 97%	3-second video views: 17
	1-minute video views: 0
Posted 98.7%	Average minutes viewed 0:04
Crossposted 0.85%	Engagement: 2
Shared 0.48%	Minutes viewed: 3

Facebook	No data available for videos in July, only the overview data at left.
National Black Church Initiative (Old)	
July 1 - July 31	
5 Minutes viewed	
Down 61% from previous 31 days	
1 1-minute video views	
Down 50% from previous 31 days	
21 3-second video views	
Up 10.5% from previous 31 days	
0 Video engagement	
Down 100% from previous 31 days	
Down 100% nom previous 51 days	
-1 Net followers	
Up 0% from previous 31 days	
See how your different types of posts are performing	
Organic 100%	
Paid 0%	
Posted 98.7%	
Crossposted 0%	
Shared 1.26%	
Number of Three-Question Surveys Distributed per City	90
	81
Number of Email Blasts Sent 13,0	
	98
Number of Emails Collected from Promotional Giveaways Campaign	0
Number of Clinical Trials Sent Per City 5	68



Page Summary Last 28 days \$

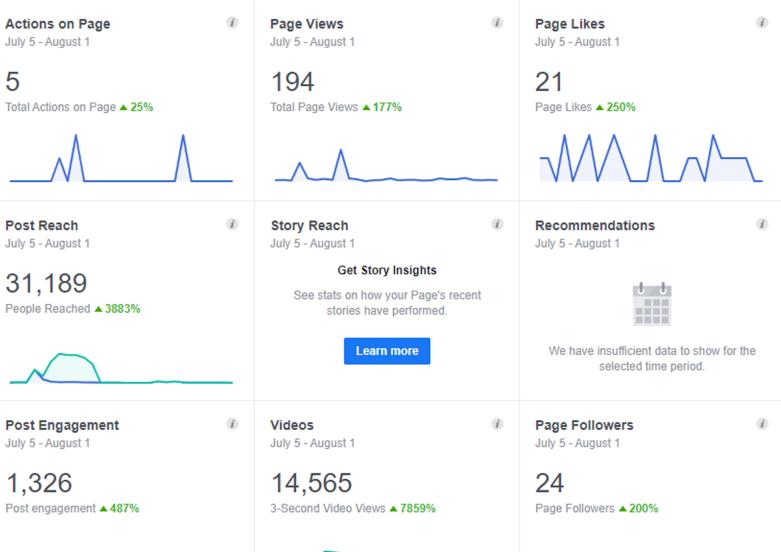
Export Data 🔱

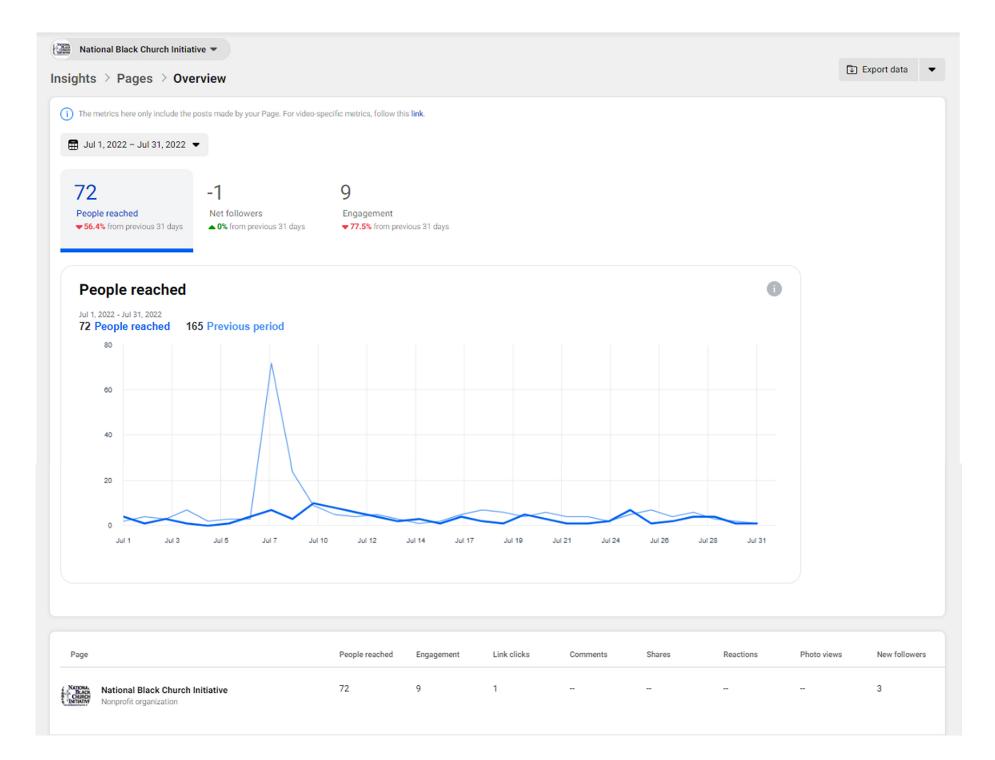
🛛 Organic 🔄 Paid

Results from Jul 5, 2022 - Aug 1, 2022

5

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.





Page Summary Last 7 days \$

Export Data 👃

Results from Jul 26, 2022 - Aug 1, 2022 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the Organic Paid time zone of your ad account. i iActions on Page Page Views i Page Likes July 26 - August 1 July 26 - August 1 July 26 - August 1 9 da da Total Page Views **▼50%** We have insufficient data to show for the We have insufficient data to show for the selected time period. selected time period. iStory Reach iiPost Reach Recommendations July 26 - August 1 July 26 - August 1 July 26 - August 1 Get Story Insights 11 4 4 See stats on how your Page's recent People Reached **v**31% stories have performed. Learn more We have insufficient data to show for the selected time period. iii Post Engagement Responsiveness Videos July 26 - August 1 As of July 30, 2022 July 26 - August 1 10% 5 6 6 Response Rate **A0%** 3-Second Video Views 25% 8 days 18 hrs We have insufficient data to show for the selected time period. Response Time

0 hrs 0 mins