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Annual Report on Advertising Results

2020

We measure our success reaching abortion-vulnerable women partly by the abortion and birth statistics provided by the Pennsylvania Department of Health, and partly by reports on contacts and appointments from the pregnancy medical centers. (In 2020 this included, for the first time, appointments scheduled by clients themselves on one of our partner's websites.) We also measure our effectiveness by the reports from Google and Facebook on the response of viewers to our ads. Here we summarize what Google and Facebook tell us.

Search

Most women seeking abortions today search online. We are ready with ads and search results that will meet that demand. We run Google Ads, and also use "local search optimization" to increase the likelihood that the websites of Choices Pregnancy Services and Women's Choice Network in Pittsburgh, and AlphaCare in Philadelphia, show up in the "organic" search results.

Pittsburgh

Our total contacts from Google Ads and Local Search Optimization for Choices Pregnancy Services and Women's Choice Network (phone, e-mail, texts, forms, chats):

2018 - 3,244

2019 - 4,304

2020 - 5,181*

* This included 1,052 self-scheduled appointments.

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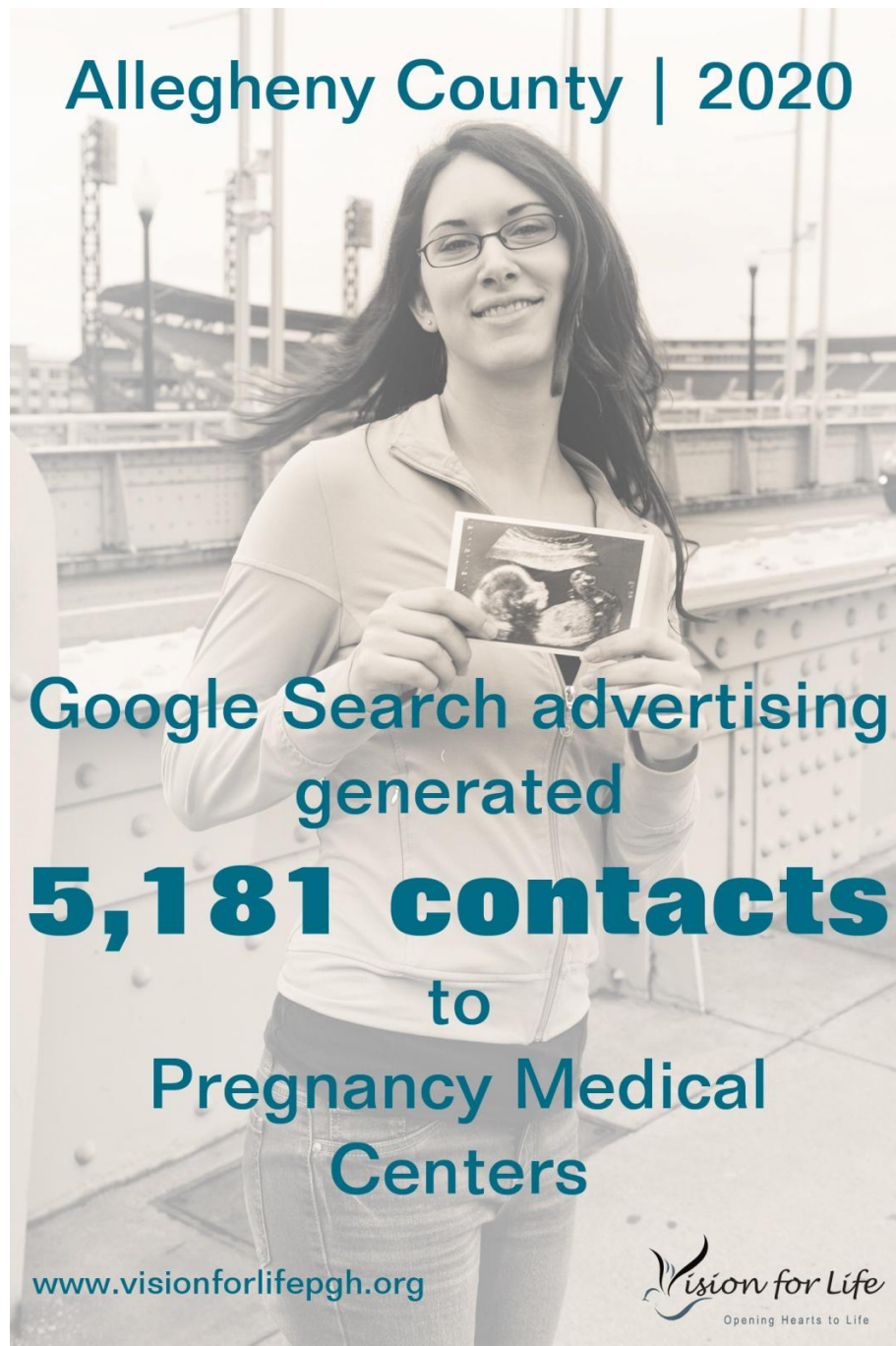
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In 2019, we increased contacts by a third over 2018 with search results only. In 2020, search results (*not including* self-scheduled appointments) dropped to 4,129, a decline of 4%.



Allegheny County | 2020


**Google Search advertising
generated**

5,181 contacts

to

**Pregnancy Medical
Centers**

www.visionforlifepgh.org



Opening Hearts to Life

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Facebook Advertising

Almost every month for several years now, we have put a new video ad on Facebook, Instagram, and Facebook's "Audience Network."

On average, **every day in 2019 . . .**

. . . our ads reached **1,834 viewers**
(versus 1,673 in 2019, and 812 in 2018)

. . . got **406 to engage with the ad** in some way
(versus 712 in 2019, and 401 in 2018)

. . . got **50 to watch 25% of our 2-minute video**
(versus 217 in 2019, and 172 in 2018)

. . . got **2 women* to click on the link** to our Facebook page, or to
a pregnancy help center's web page or phone number
(versus 4 in 2019 and 2018)

Every. Day.

* The daily rate was 2.3 women.

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Allegheny County | 2020

**Ads for Pregnancy Medical
Centers appeared on
womens' Facebook
and Instagram screens
1,940,126 times**

www.visionforlifepgh.org

Vision for Life
Opening Hearts to Life

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Philadelphia

Search

From 2018 to 2020 Vision for Life provided Local Search Engine Optimization ("Local SEO") for AlphaCare in Philadelphia County, though not for an entire year in each case.

2018 - 786

2019 - 226

2020 - 463





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In 2021, we will be providing essential Local SEO for AlphaCare and for The Hope Pregnancy Center. 40% of the abortions in Pennsylvania are performed in this one county. We can expect to see a great increase in 2021.

Facebook Advertising

For seven months in 2019, we advertised AlphaCare in Philadelphia using video ads on Facebook, Instagram, and Facebook’s “Audience Network.”

On average, **every day we advertised in 2019 . . .**

. . . our ads reached 885 viewers

. . . got 614 to engage with the ad in some way

. . . got 131 to watch 25% of our 2-minute video

. . . got 2 women* to click on the link to our Facebook page, or to a pregnancy help center’s web page or phone number

* The daily rate was 2.3 women.

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Philadelphia County | 2020

**Ads for AlphaCare, a
Pregnancy Medical Center,
appeared on womens'
Facebook and Instagram screens
1,331,947 times**

www.visionforlifepgh.org



Opening Hearts to Life