

# MINNESOTA AWARENESS 2021

STATEWIDE DIGITAL AWARENESS STATS THRU AUGUST 31, 2021

**OVER 44 MILLION ONLINE IMPRESSIONS TO DATE**  
**4,164 WEBSITE VISITS TO YOURMONEYFURTHER**

Online Video CTR .37 percent	Online Video Completion Rate 56.83 percent	OTT Completion Rate 97.77 percent	Banner Impressions 6,722,319	OTT Views 4,151,384
Banner CTR .15 percent	Minnesota vs. CUNA 55.49 percent	Online Video Views 3,069,198	Social Media Impressions 4,673,425	Retargeting from OTT 1,254,564

**GREATER MINNESOTA BUS IMPRESSIONS**  
**= 21,992,456**



## OUT OF HOME IMPRESSIONS

**DIGITAL TRUCKS**  
**= 330,000**

**STATE FAIR  
RESTROOM ADS**  
**= 2,250,000**



- Twin Cities Pride
- WeFest
- Bayfront Blues Fest
- TC Summer Jam



**SOCIAL MEDIA  
IMPRESSIONS**  
**= 4,673,425**

