

SAN FRANCISCO MUSEUMS *for all*

INTEGRATED MARKETING CAMPAIGN

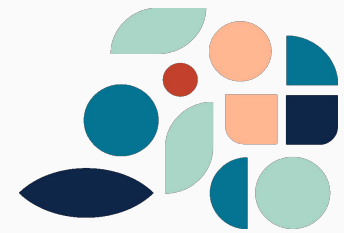
June 17 - Sept. 6, 2022

Prepared for:

City and County of San Francisco
Office of Treasurer and Tax Collector (TTX)
The Financial Justice Project



Direct Mail



Follow three easy steps to receive up to 4 FREE or \$3 tickets each time you visit your favorite San Francisco museum or outdoor attraction:

- 1 Scan the QR code below or go to SFmuseumsforall.org to find a list of participating museums
- 2 If online reservations are available, make reservations for your selected museum or attractions
- 3 On your visit, please show your **EBT** or **Medi-Cal** Card and a proof of SF residence (like this postcard) at the front window to get your tickets



Hold your device over the QR Code so that it's clearly visible within your smartphone's screen.

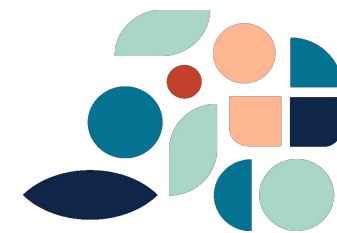
SFmuseumsforall.org or call 3-1-1

Information
Easy to Access
via QR Code



- Spanish, Filipino, and Chinese

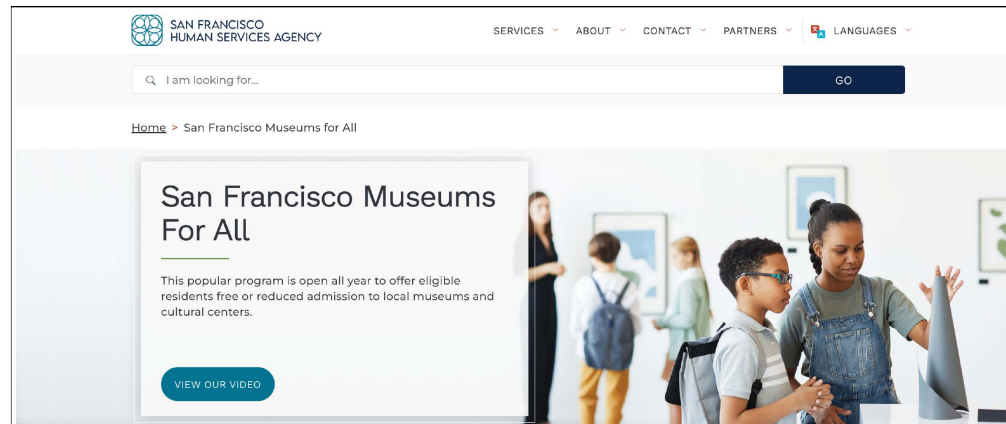
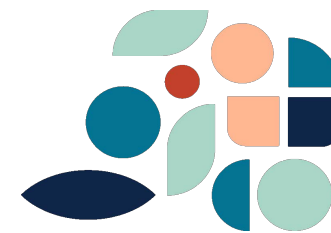
Outreach Flyer




Information is Easy to Access via QR Code

- Spanish, Filipino, and Chinese

Website Optimization



Easy and Clear Steps



Follow three easy steps to get 4 free tickets or reduced admission every time you visit your favorite museum or outdoor attraction.

Step 1

Check each listing below for visiting hours and ticketing information

Step 2

If online reservations are available for your selected museum or attraction, consider making one before your visit.

Step 3

On your visit, show your EBT or Medi-Cal card and proof of SF residence.

Optimized Content Organization



Art

Asian Art Museum: 200 Larkin Street

- **Hours:** Thursday: 1:00 p.m. to 8:00 p.m. | Friday to Monday: 10:00 a.m. to 5:00 p.m. | Tuesday to Wednesday: Closed
- **Contact:** 📞 (415) 581-3500 | Email: visit@asianart.org | Website: asianart.org
- **Admission:** Free | Walk-up admission: Yes | Advanced ticket: No
- [Visitor FAQs](#)

Cartoon Art Museum: 781 Beach Street

- **Hours:** Daily: 11:00 a.m. to 5:00 p.m. (except Wednesdays) | Wednesday: Closed | Closed on New Year's Day, Easter Sunday, Independence Day (July 4th), Thanksgiving Day, Christmas Day
- **Contact:** 📞 (415) 227-8666 | Email: office@cartoonart.org | Website: www.cartoonart.org
- **Admission:** Free | Walk-up admission: Yes | Advanced ticket: No | Parking at Museum: No
- [Visitor FAQs](#)

de Young Museum: 50 Hagiwara Tea Garden Drive

- **Hours:** Thursday to Sunday: 9:30 a.m. to 5:15 p.m.
- **Contact:** 📞 (415) 750-3636 | Email: contact@famsf.org | Website: deyoung.famsf.org
- **Admission:** Free | Walk-up admission: Yes | Advanced ticket: No | Parking at Museum: No
- [Visitor FAQs](#)

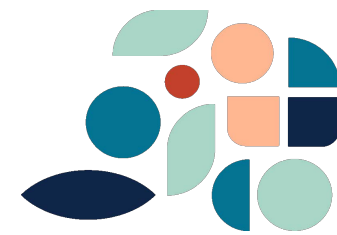
Legion of Honor Museum: 100 34th Avenue

- **Hours:** Tuesday to Sunday: 9:30 a.m. to 5:15 p.m.
- **Contact:** 📞 (415) 750-3600 | Email: contact@famsf.org | Website: legionofhonor.famsf.org
- **Admission:** Free | Walk-up admission: Yes | Advanced ticket: No | Parking at Museum: No
- [Visitor FAQs](#)

Museum of the African Diaspora (MoAD): 685 Mission Street

- **Hours:** Wednesday to Saturday: 11:00 a.m. to 6:00 p.m. | Monday to Tuesday: Closed | Closed on Christmas Eve, Christmas Day, New Year's Eve, New Year's Day, Memorial Day, Independence Day (July 4th), Thanksgiving Day and the following day

Website Metrics

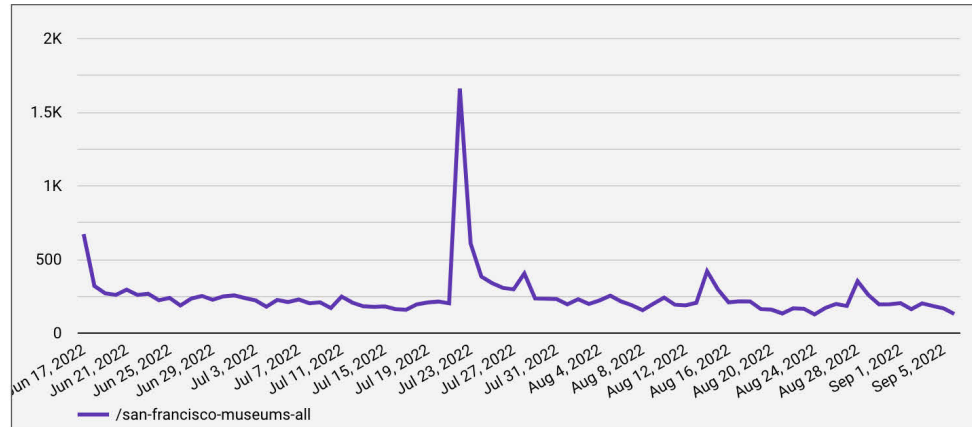


How many people visited the San Francisco Museums for All page in English?

<https://www.sfhsa.org/san-francisco-museums-all>

Jun 17, 2022 - Sep 6, 2022

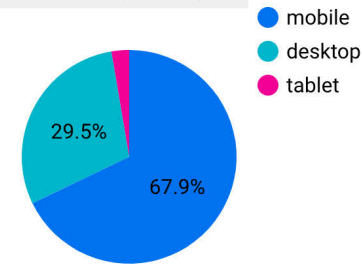
Adjust date range.



New Users

16,108

↑ 4,981 from previous year



What kind of device did users of the page use?

What did people click on the page?*

Event Label	Unique Events	% Δ
1. contact@famsf.org	1,455	-
2. https://www.youtube.com/watch?v=wYcvdW_In_c	1,437	8.1% ↑
3. office@cartoonart.org	593	-
4. visit@asianart.org	533	153.8% ↑
5. https://legionofhonor.famsf.org/	443	-28.8% ↓
6. info@sfmcd.org	336	-
7. https://sfgfta.org/	327	15.1% ↑
8. https://www.sfmoma.org/	326	-
9. /san-francisco-museums-all	294	7.3% ↑
10. https://www.calacademy.org/hours-admission	274	-
Grand total	12,656	-40.7% ↓

1 - 10 / 131

*In-language represent clicks on translation. Examples: 中文(繁体), 語言, English, LIÊN HỆ, GIỚI THIỆU, русский, Español

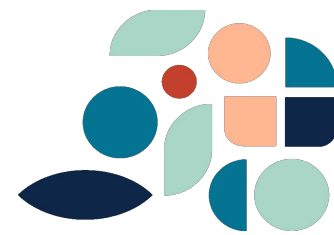
How did people get to the page?*

Source / Medium	Pageviews	% Δ
1. (direct) / (none)	13,056	19.0% ↑
2. google / organic	7,488	42.7% ↑
3. example.com / referral	460	-
4. sfmoma.org / referral	494	75.8% ↑
5. lm.facebook.com / referral	368	36,700.0% ↑
6. exploratorium.edu / referral	317	0.6% ↑
7. sfhsa.org / referral	124	-71.1% ↓
8. l.facebook.com / referral	184	327.9% ↑
9. connect.themediitrust.com / referral	210	-
10. sfgov.org / referral	361	2,676.9% ↑
Grand total	25,197	19.9% ↑

1 - 10 / 352

*(direct) visits from text messages will show up as direct visits.

Website Metrics

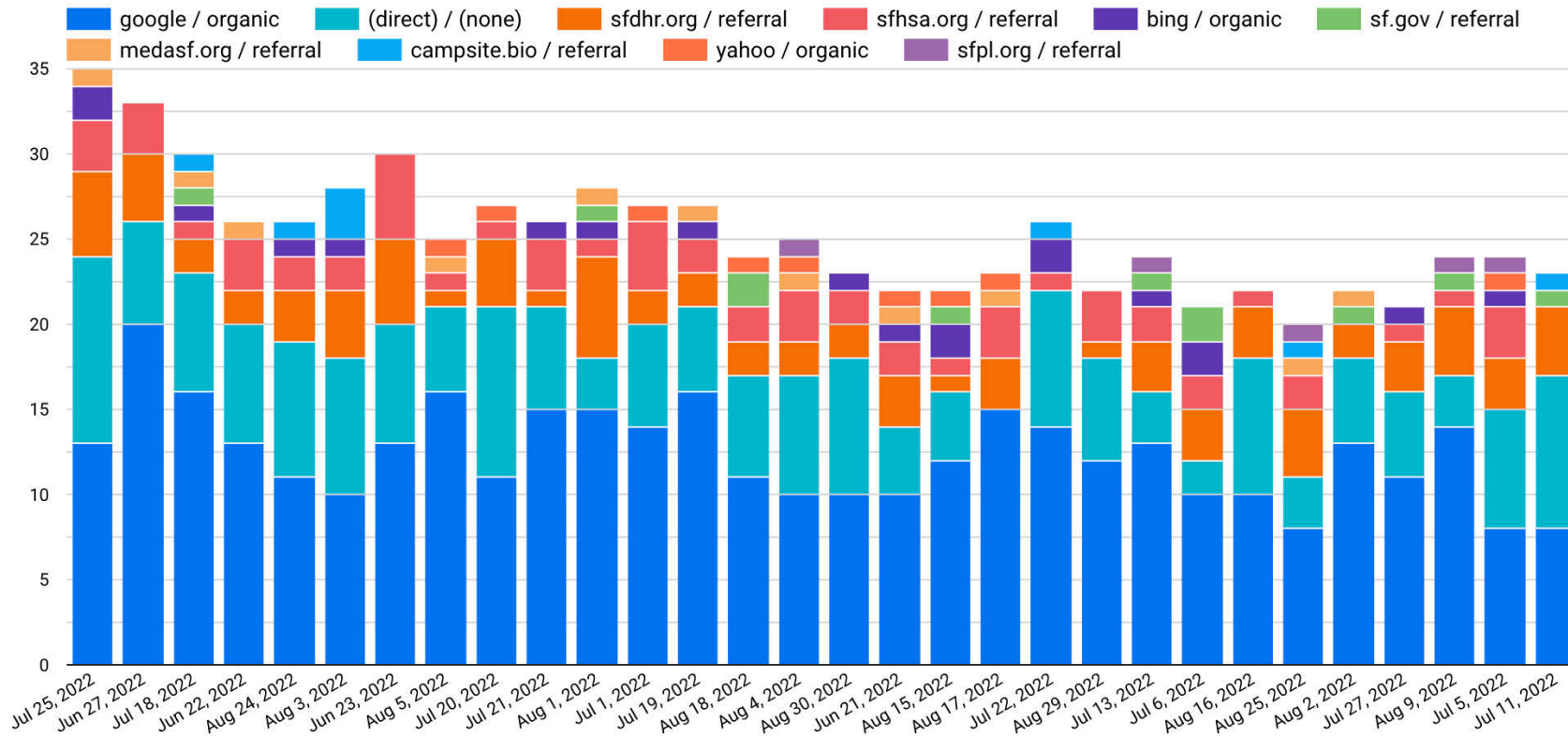


Daily Breakdown of Source of Pageviews

<https://www.sfhsa.org/services/jobs-money/jobsnow/jobsnow-job-seekers>

Jun 17, 2022 - Sep 6, 2022

Adjust date range.



SAN FRANCISCO
MUSEUMS *for all*

DIGITAL CAMPAIGN REPORT

June 17 - Sept. 6, 2022

1,740,235

Impressions

3,949

Clicks

0.23%

CTR

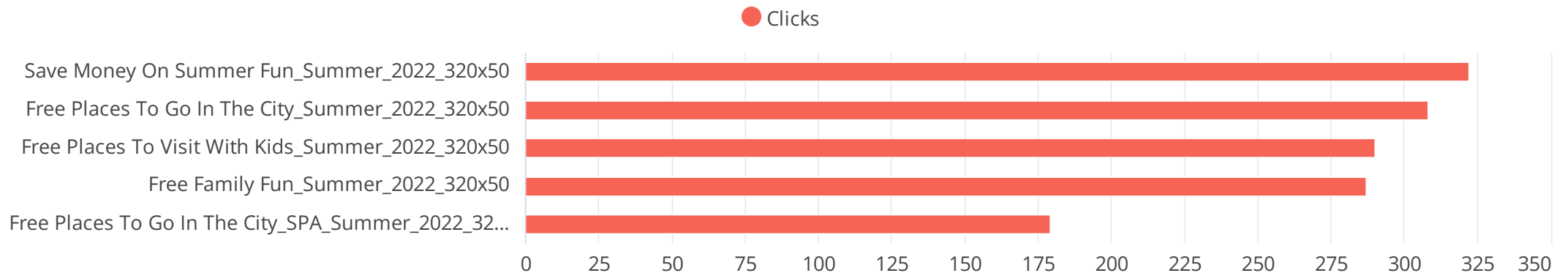
TOP CREATIVE BY IMPRESSIONS

Creative	Impressions	Clicks	CTR
Save Money On Summer Fun_Summer_2022_320x50	186,570	322	0.17%
Free Places To Go In The City_Summer_2022_320x50	183,351	308	0.17%
Free Family Fun_Summer_2022_320x50	177,644	287	0.16%
Free Places To Visit With Kids_Summer_2022_320x50	174,904	290	0.17%
Free Places To Go In The City_SPA_Summer_2022_...	76,296	179	0.23%

TOP CREATIVE BY CTR

Creative	Impressions	Clicks	CTR
Free Places To Visit With Kids_Summer_2022_320x480	410	13	3.17%
Free Family Fun_Summer_2022_320x480	417	12	2.88%
Free Places To Go In The City_Summer_2022_320x480	449	10	2.23%
Save Money On Summer Fun_Summer_2022_320x480	418	9	2.15%
Save Money On Summer Fun_SPA_Summer_2022_32...	104	2	1.92%

TOP CREATIVE BY CLICKS



104,014
Impressions

54,661
Player Completed Views

55%
Video Completion Rate

VIDEO PERFORMANCE BY IMPRESSIONS

Creative	Impressions	Clicks	CTR
TTX_SF_MuseumsForAll_SocialVideo1_F_E_20220...	61,222	169	0.28%
TTX_SF_MuseumsForAll_SocialVideos_081822_v0...	21,800	79	0.36%
TTX_SF_MuseumsForAll_SocialVideos_30A_F_202...	10,694	40	0.37%
TTX_SF_MuseumsForAll_SocialVideos_30B_F_082...	10,298	38	0.37%

VIDEO COMPLETION

- Player 25% Complete
- Player 50% Complete
- Player 75% Complete
- Player Completed Views



VIDEO ACTIVITY

Creative	Player Starts	Player Skip	Player Mute	Player Pause	Player Resume	Player Close	Player Full Screen	Player Views
TTX_SF_MuseumsForAll_Soci...	59,375	45	22,063	14,288	8,033	2,661	58	54,612
TTX_SF_MuseumsForAll_Soci...	20,807	30	6,983	7,414	4,381	937	26	18,804
TTX_SF_MuseumsForAll_Soci...	9,986	53	4,146	2,897	1,370	812	24	9,683
TTX_SF_MuseumsForAll_Soci...	9,604	46	4,085	2,598	1,194	650	28	9,355



1. TTX_SF_MuseumsForAll_SocialVideo1_F_E_20220809



2. TTX_SF_MuseumsForAll_SocialVideos_081822_v02



3. TTX_SF_MuseumsForAll_SocialVideos_30A_F_20220825



4. TTX_SF_MuseumsForAll_SocialVideos_30B_F_082225

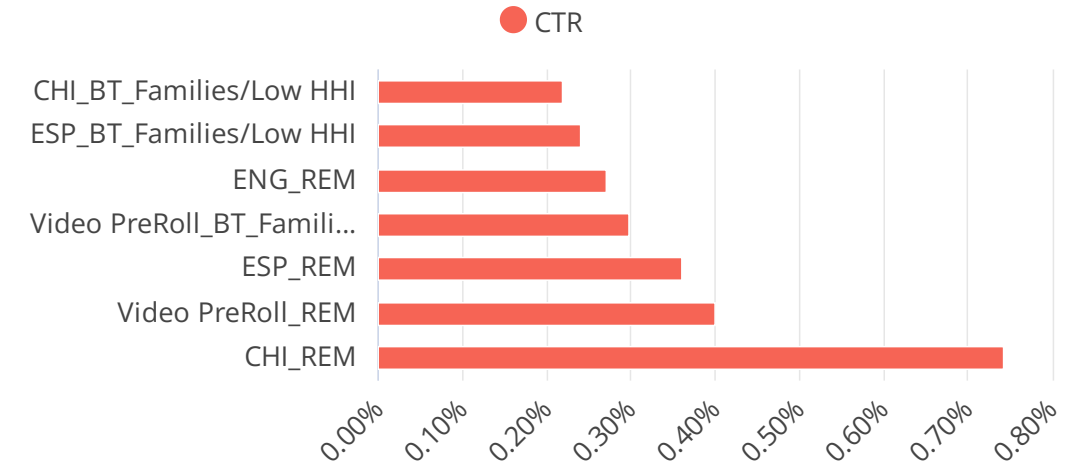
PROGRAMMATIC | Strategy & Geo

Report Date: 06/17/2022 - 09/06/2022

TOP STRATEGY BY IMPRESSIONS

Ad Group Name	Impressions	Clicks	CTR
ENG_BT_Families/Low HHI	601,162	1,275	0.21%
M/T_PTA_Affordable Housing	335,000	613	0.18%
ESP_BT_Families/Low HHI	299,994	722	0.24%
CHI_BT_Families/Low HHI	235,294	514	0.22%
ENG_REM	108,707	294	0.27%
Video PreRoll_BT_Families/Low HHI	88,736	265	0.30%
ESP_REM	55,391	200	0.36%

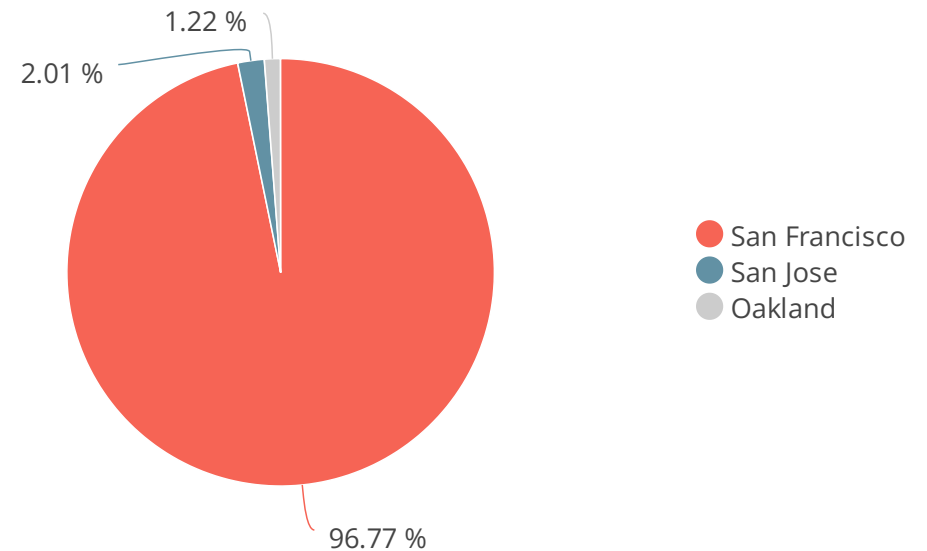
TOP STRATEGY BY CTR



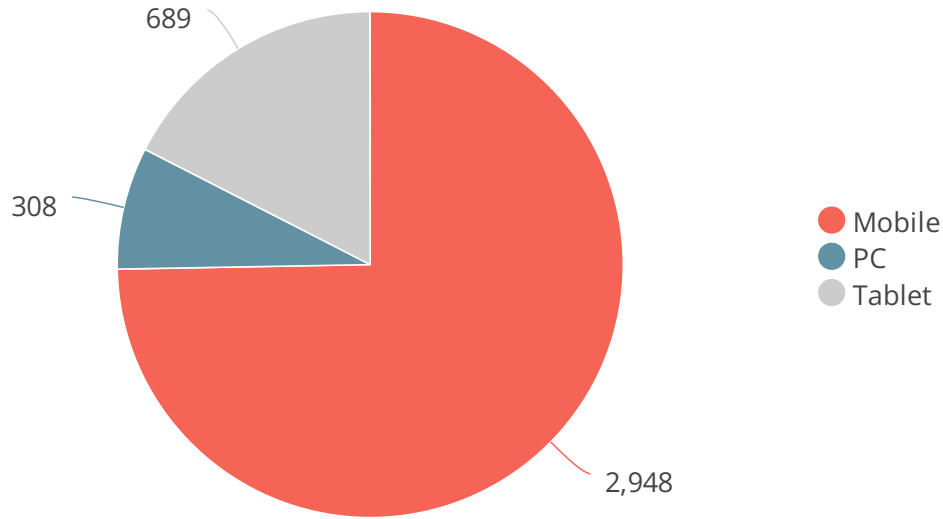
TOP CITIES BY IMPRESSIONS

City	Impressions	Clicks	CTR
San Francisco	1,516,439	3,570	0.24%
San Jose	42,304	74	0.17%
Hayward	28,110	31	0.11%
Oakland	25,391	45	0.18%

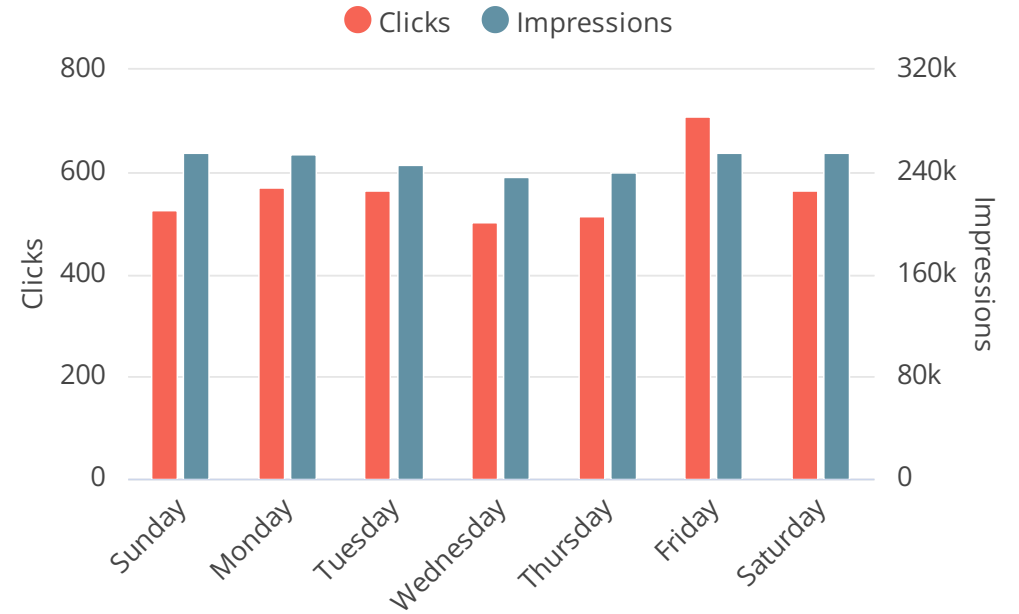
TOP CITIES BY CLICKS



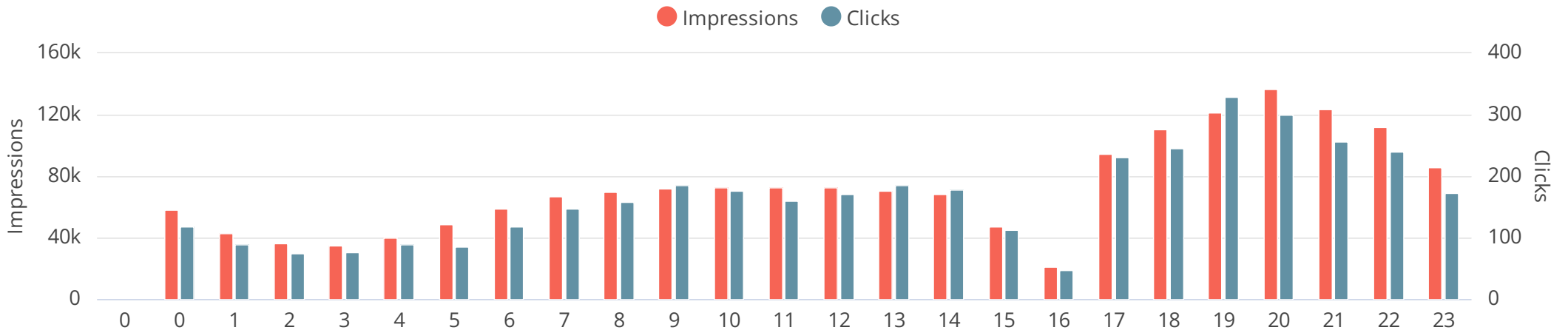
DEVICE BY CLICKS



DAY OF WEEK



HOUR OF DAY



ALL CREATIVE BY IMPRESSIONS

Creative	Impressions	Clicks	CTR
Save Money On Summer Fun_Summer_2022_320x50	186,570	322	0.17%
Free Places To Go In The City_Summer_2022_320x50	183,351	308	0.17%
Free Family Fun_Summer_2022_320x50	177,644	287	0.16%
Free Places To Visit With Kids_Summer_2022_320x50	174,904	290	0.17%
Free Places To Go In The City_SPA_Summer_2022_320x50	76,296	179	0.23%
Free Places To Visit With Kids_SPA_Summer_2022_320x50	70,829	160	0.23%
Save Money On Summer Fun_SPA_Summer_2022_320x50	70,361	160	0.23%
Free Family Fun_SPA_Summer_2022_320x50	66,579	148	0.22%
TTX_SF_MuseumsForAll_SocialVideo1_F_E_20220809.mp4	61,222	169	0.28%
Save Money On Summer Fun_Summer_2022_728x90	54,757	157	0.29%
Free Family Fun_Summer_2022_728x90	53,721	152	0.28%
Free Places To Go In The City_Summer_2022_728x90	53,151	131	0.25%
Free Places To Visit With Kids_Summer_2022_728x90	40,924	108	0.26%
Free Places To Visit With Kids_Summer_2022_300x250	30,547	71	0.23%
Free Family Fun_CH_Summer_2022_320x50	28,473	68	0.24%
Save Money On Summer Fun_CH_Summer_2022_320x50	28,307	61	0.22%
Free Places To Go In The City_CH_Summer_2022_320x50	28,147	59	0.21%
Free Places To Visit With Kids_CH_Summer_2022_320x50	28,094	52	0.19%

ALL CREATIVE BY IMPRESSIONS

Creative	Impressions	Clicks	CTR
Free Places To Go In The City_Summer_2022_300x250	27,029	67	0.25%
Save Money On Summer Fun_Summer_2022_300x250	25,955	66	0.25%
Free Family Fun_Summer_2022_300x250	21,914	66	0.30%
TTX_SF_MuseumsForAll_SocialVideos_081822_v02(Final Cut).mp4	21,800	79	0.36%
Free Places To Visit With Kids_CH_Summer_2022_300x250	15,782	32	0.20%
Free Places To Go In The City_CH_Summer_2022_728x90	15,267	55	0.36%
Free Places To Visit With Kids_CH_Summer_2022_728x90	15,178	45	0.30%
Free Family Fun_CH_Summer_2022_728x90	14,816	30	0.20%
Save Money On Summer Fun_CH_Summer_2022_728x90	14,344	42	0.29%
Free Family Fun_CH_Summer_2022_300x250	14,148	23	0.16%
Save Money On Summer Fun_CH_Summer_2022_300x250	13,901	23	0.17%
Free Places To Go In The City_CH_Summer_2022_300x250	13,581	23	0.17%
Free Family Fun_SPA_Summer_2022_300x250	12,663	49	0.39%
Free Places To Visit With Kids_SPA_Summer_2022_300x250	10,696	41	0.38%
TTX_SF_MuseumsForAll_SocialVideos_30A_F_20220825.mp4	10,694	40	0.37%
TTX_SF_MuseumsForAll_SocialVideos_30B_F_082225.mp4	10,298	38	0.37%
Save Money On Summer Fun_SPA_Summer_2022_300x250	9,104	31	0.34%
Free Places To Go In The City_SPA_Summer_2022_300x250	9,050	29	0.32%
Free Places To Visit With Kids_SPA_Summer_2022_728x90	8,429	39	0.46%

ALL CREATIVE BY IMPRESSIONS

Creative	Impressions	Clicks	CTR
Free Family Fun_SPA_Summer_2022_728x90	8,023	29	0.36%
Save Money On Summer Fun_SPA_Summer_2022_728x90	7,900	29	0.37%
Free Places To Go In The City_SPA_Summer_2022_728x90	7,812	45	0.58%
Save Money On Summer Fun_Summer_2022_160x600	2,458	26	1.06%
Free Places To Go In The City_Summer_2022_160x600	2,271	21	0.92%
Free Places To Visit With Kids_Summer_2022_160x600	2,149	23	1.07%
Free Family Fun_Summer_2022_160x600	2,127	20	0.94%
Free Family Fun_CH_Summer_2022_160x600	1,378	0	0.00%
Free Places To Visit With Kids_CH_Summer_2022_160x600	1,322	0	0.00%
Save Money On Summer Fun_CH_Summer_2022_160x600	1,193	0	0.00%
Free Places To Go In The City_CH_Summer_2022_160x600	1,169	1	0.09%
Free Places To Go In The City_Summer_2022_320x480	449	10	2.23%
Save Money On Summer Fun_Summer_2022_320x480	418	9	2.15%
Free Family Fun_Summer_2022_320x480	417	12	2.88%
Free Places To Visit With Kids_Summer_2022_320x480	410	13	3.17%
Free Family Fun_SPA_Summer_2022_160x600	386	1	0.26%
Save Money On Summer Fun_CH_Summer_2022_320x480	222	1	0.45%
Free Places To Visit With Kids_CH_Summer_2022_320x480	216	1	0.46%
Free Places To Go In The City_CH_Summer_2022_320x480	215	1	0.47%

979,474

Impressions

25,288

Clicks

2.58%

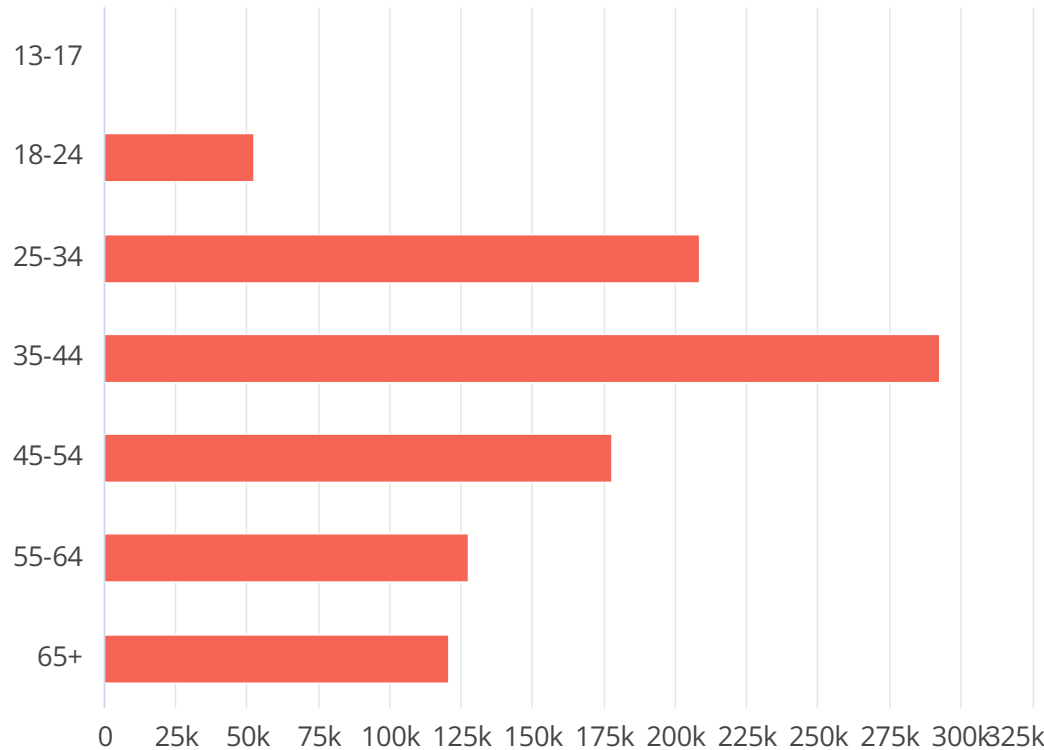
CTR

141,519

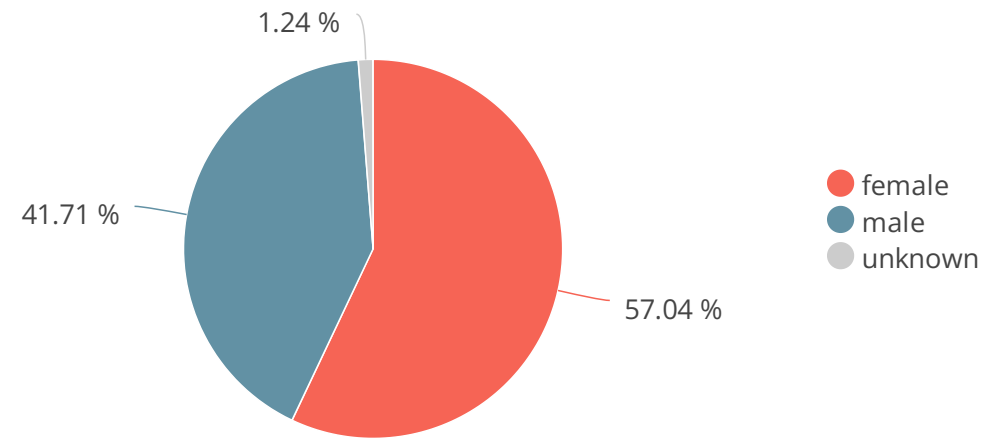
Reach

AGE

● Impressions



GENDER



STRATEGY

Adset Name	Impressions	Clicks	CTR
Museums for All_ENG	554,176	12,211	2.20%
Museums for All_ESP	317,277	9,298	2.93%
Museums for All_CHI	108,021	3,779	3.50%

SOCIAL AD | Device & Geo

Report Date: 06/17/2022 - 09/06/2022

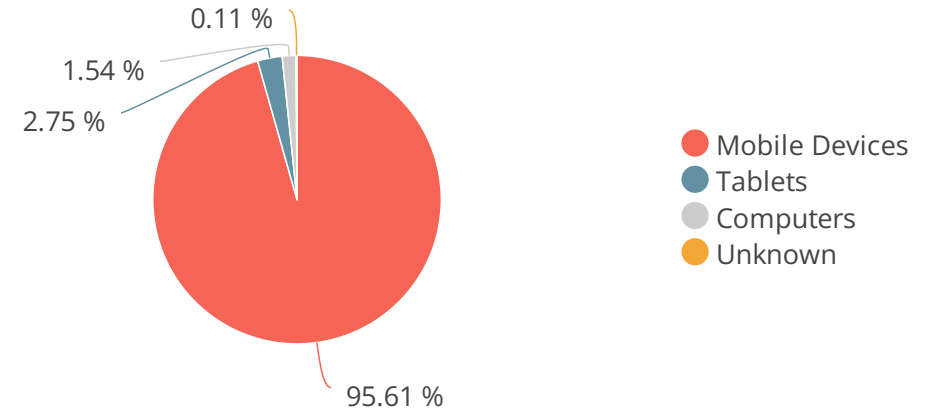
DEVICE PERFORMANCE

Device Type	Impressions	Clicks	CTR	Reach
Mobile Devices	918,704	24,177	2.63%	349,180
Tablets	35,686	695	1.95%	14,086
Computers	22,947	389	1.70%	7,342
Unknown	2,137	27	1.26%	830

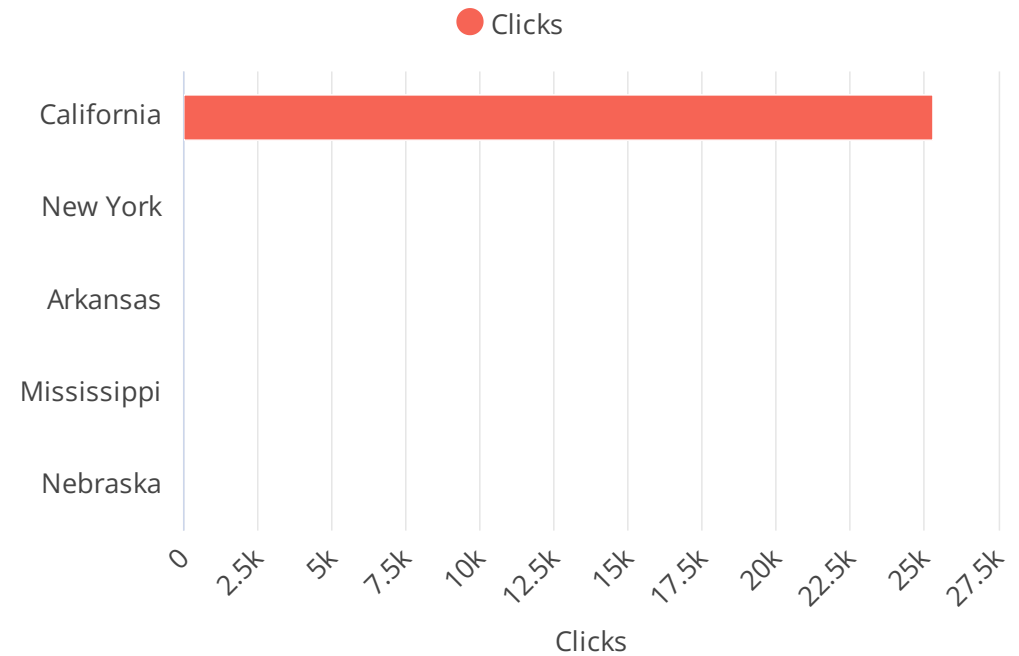
TOP REGION BY IMPRESSIONS

Region	Impressions	Clicks	CTR	Reach
California	979,263	25,284	2.58%	364,397





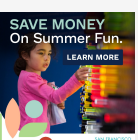
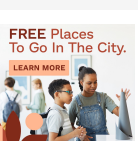
DEVICE BY CLICKS



TOP REGION BY CLICKS



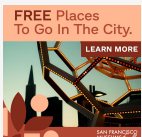



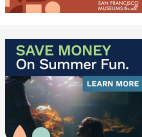


AD PERFORMANCE



Ad	Impressions	Clicks	CTR	Reach
 <p>Free Places/City_3A For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	105,258	3,896	3.70%	46,216
 <p>Free Places/Kids_3B SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	73,116	2,643	3.61%	28,462
 <p>Save Money/Summer Fun_1D For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	59,299	99	0.17%	21,254
 <p>Free Family Fun_2C For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	49,696	1,334	2.68%	29,959
 <p>Save Money/Summer Fun_2D For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	42,655	66	0.15%	16,501
 <p>Free Places/City_5A For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	41,950	85	0.20%	12,971

1 row not shown

AD PERFORMANCE








Ad	Impressions	Clicks	CTR	Reach
 <p>Free Places/City_3A SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	38,880	1,506	3.87%	20,415
 <p>Free Family Fun_4C For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	35,946	1,241	3.45%	16,656
 <p>Free Places/City_3A For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	32,543	2,013	6.19%	0
 <p>Free Places/Kids_3B For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	32,286	243	0.75%	15,334
 <p>Free Places/Kids_3B CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	29,294	790	2.70%	6,094
 <p>Free Places/City_5A SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	27,258	56	0.21%	8,052
 <p>Save Money/Summer Fun_3D For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	25,749	46	0.18%	11,742

AD PERFORMANCE








Ad	Impressions	Clicks	CTR	Reach
 <p>FREE Family Fun_2C For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	23,410	1,761	7.52%	0
 <p>Free Places/City_3A CHI 持有 EBT 或 Medi-Cal 卡的三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	23,122	1,065	4.61%	7,108
 <p>Save Money/Summer Fun_1D SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	20,545	40	0.19%	7,593
 <p>Free Family Fun_2C SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	20,199	756	3.74%	11,416
 <p>Free Family Fun_4C SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	20,147	297	1.47%	8,843
 <p>Free Places/City_3A SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	17,822	1,405	7.88%	0

2 rows not shown








AD PERFORMANCE

Ad	Impressions	Clicks	CTR	Reach
 <p>FREE Family Fun. LEARN MORE</p> <p>Free Family Fun_3C For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	11,727	26	0.22%	5,673
 <p>¿Qué hacer con la familia SIN GASTAR? Más información</p> <p>Free Family Fun_1C SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	11,228	15	0.13%	5,418
 <p>本市免費參觀玩樂的場所 了解詳情</p> <p>Free Places/City_4A CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	10,887	78	0.72%	2,839
 <p>FREE Places To Visit With Kids. LEARN MORE</p> <p>Free Places/Kids_5B For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	10,802	32	0.30%	4,965
 <p>FREE Family Fun. LEARN MORE</p> <p>Free Family Fun_1C For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	10,596	21	0.20%	5,545
 <p>¿Qué hacer con la familia SIN GASTAR? Mas información</p> <p>Free Family Fun_2C SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	9,777	896	9.16%	0
 <p>¿Dónde ir con los niños SIN GASTAR? Más información</p> <p>Free Places/Kids_5B SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	9,746	58	0.60%	4,788








AD PERFORMANCE

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 <p>Free Places/Kids_2B For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	9,138	27	0.30%	5,037
 <p>Free Places/City_3A CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	8,586	935	10.89%	0
 <p>Free Family Fun_4C For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	8,431	525	6.23%	0
 <p>Save Money/Summer Fun_2D SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	8,246	52	0.63%	3,986
 <p>Save Money/Summer Fun_3D SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	7,768	39	0.50%	4,228
 <p>Free Family Fun_3C SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	7,666	12	0.16%	3,677
 <p>Free Places/Kids_1B For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	6,592	19	0.29%	4,500

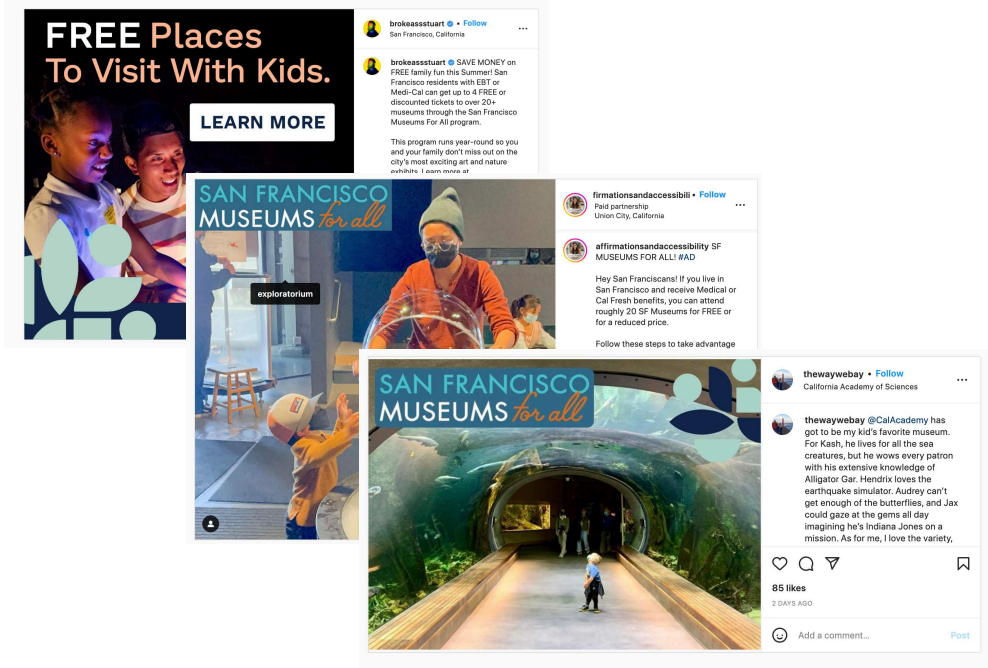
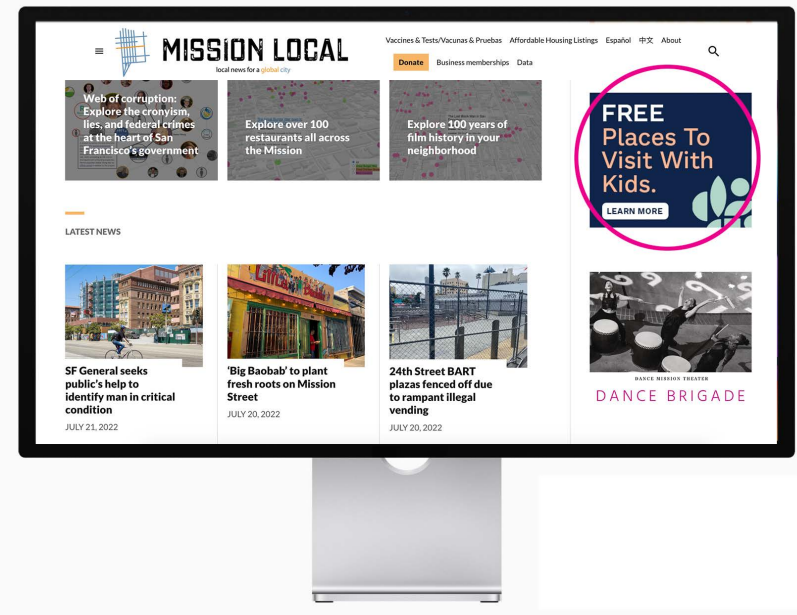
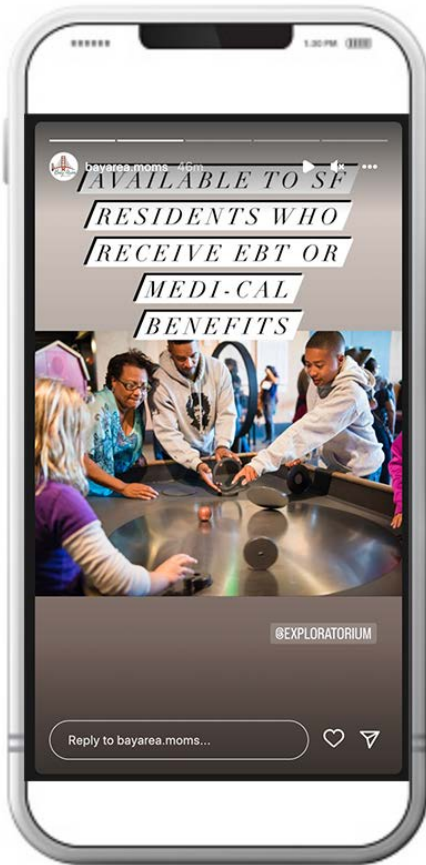
AD PERFORMANCE

Ad	Impressions	Clicks	CTR	Reach
 <p>Free Places/Kids_2B SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	5,273	30	0.57%	3,784
 <p>Free Places/Kids_1B SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	5,018	25	0.50%	2,394
 <p>Save Money/Summer Fun_7D For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	4,194	18	0.43%	2,584
 <p>Free Places/Kids_3B CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	4,032	365	9.05%	0
 <p>Free Family Fun_2C CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	3,990	18	0.45%	1,432
 <p>Free Places/City_5A CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	3,558	10	0.28%	1,263
 <p>Save Money/Summer Fun_2D CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	3,389	12	0.35%	1,314

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 <p>Save Money/Summer Fun_3D CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	3,346	84	2.51%	1,464
 <p>Free Places/City_5B CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	2,961	79	2.67%	1,450
 <p>Free Places/City_4A For San Francisco residents with EBT or Medi-Cal cards. Spread the word. Receive up to 4 FREE or \$3 tickets each time you visit a museum or outdoor attraction. https://www.sfhsa.org/san-francisco-museums-all</p>	2,345	121	5.16%	0
 <p>Free Places/Kids_2B CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	2,104	11	0.52%	1,102
 <p>Free Family Fun_1C CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	2,062	10	0.48%	950
 <p>Free Places/Kids_1B CHI 持有 EBT 或 Medi-Cal 卡的 三藩市居民專享福利 請大家傳播這個信息。每次參觀博物館或戶外展覽可獲得至多 4 張免費 或 \$3 優惠門票。</p>	2,039	45	2.21%	1,390
 <p>Save Money/Summer Fun_7D SPA Para habitantes de San Francisco con tarjetas EBT o de Medi-Cal Corra la voz. Reciba hasta 4 entradas GRATUITAS o de \$3 cada vez que visite un museo o una atracción al aire libre.</p>	1,896	15	0.79%	1,176

SOCIAL | Influencer Content



Participating Influencers

- Erin Castillo - @affirmationsandaccessibility
- Lauren Thayer - @bayarea.moms
- Cathy Hill - @thewaywebay
- Mary Bass - @bay_explorer
- Stuart Schuffman - @brokeasstuart
- Lydia Chavez - @missionlocal

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