

AIR AGE MEDIA AUDIENCE DEVELOPMENT PLATFORM 2023 CAMPAIGN CASE STUDIES

Campaign A

Model Airplane News

Product of the Year

(1) Facebook Post Impressions:	136,279
Banner Impressions:	34,301
Banner Clicks:	996
Digital & Print Editorial Impressions:	227,968
Email opens & rate:	16,162, 24.6%
Total Audience:	415,706

Campaign B

Rc Car Action

Product Launch (multiple cars & trucks)

Duration 45 days

Social Media Impressions:	1,713,466
Website Impressions:	704,282
Website Article Views:	8,454
Newsletter Clicks:	3,658
Video Views:	4,118
Total Audience:	2,433,978

Each channel was used to deliver the right message at just the right time alongside trusted content. This resulted in high engagement, product sell outs, and tremendous ROI.

Campaign C

Rc Car Action, RotorDrone Magazine, Model Airplane News

Product Awareness (drones & planes & cars)

Duration 30 days

Social Media Impressions:	1,464,746
Website Impressions:	858,273
Website Article Views:	122,851
Newsletter Clicks:	286,784
Video Views:	18,733
Digital Edition Pge Views:	417,573
Total Audience:	3,168,960

Campaign D

Rc Car Action

Product Launch (monster truck)

Duration 30 days

Social Media Impressions:	754,297
Website Impressions:	105,824
Website Article Views:	12,463
Newsletter Clicks:	51,450
Video Views:	167,805
Total Audience:	1,091,839



Digital & print
Edition



Social Media



Websites



Newsletters

