

# Centesimus Annus Pro Pontifice

## 2022 Digital Media Results

Jan - Nov 21, 2022

107,456 users

### Web Traffic

- 115% increase in organic traffic
- 21% increase in paid traffic



### Social Media

- 1.8 million impressions
- 84,007 Clicks from social media
- Lowered avg. web visit costs to \$0.16 / Compared to avg. of \$0.43 CPC across all industries

### Videos

- 55,881 video views on LinkedIn from Oct until election day
- \$0.01 cost per view

### The Newsletter

- A 152% increase in sign-ups over 2021
- 31.6% Open Rate (5 newsletters) / Compared to 21.33% avg. across all industries
- 4.54% Click Rate (5 newsletters) / Compared to 2.62% avg. across all industries

**IMPRESSION:** Number of times posts were seen.

