

# Trust Lands Administration

## Campaign Performance Review

**CTV + Streaming Audio + Print Campaigns + Paid Digital**  
**May-Sept 2025**

Rural Utah Counties



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# Advertising Campaign

**facebook in**

In-Custom Audiences, Look-A-Like Audiences, Blog Remarketing Content Marketing, Interruption Marketing



Video View Remarketing, Page Likes Campaigns (w/Exclusions), Article/Content Remarketing

View Content Remarketing "Sign Up" Abandonment, Custom Conversion Remarketing

Email List Campaigns, Special Offers/Events or incentives, Machine Learning Audience Expansion

**Traditional Media**

Mass Awareness/Brand Building feed funnel through Radio, Pandora, Outdoor, (Print, Transit, TV as needed)

**Google**

Display In-Market, Display Gmail, Display Remarketing, YouTube Network, Broad Similar Audiences, Follow Up Message Penetration



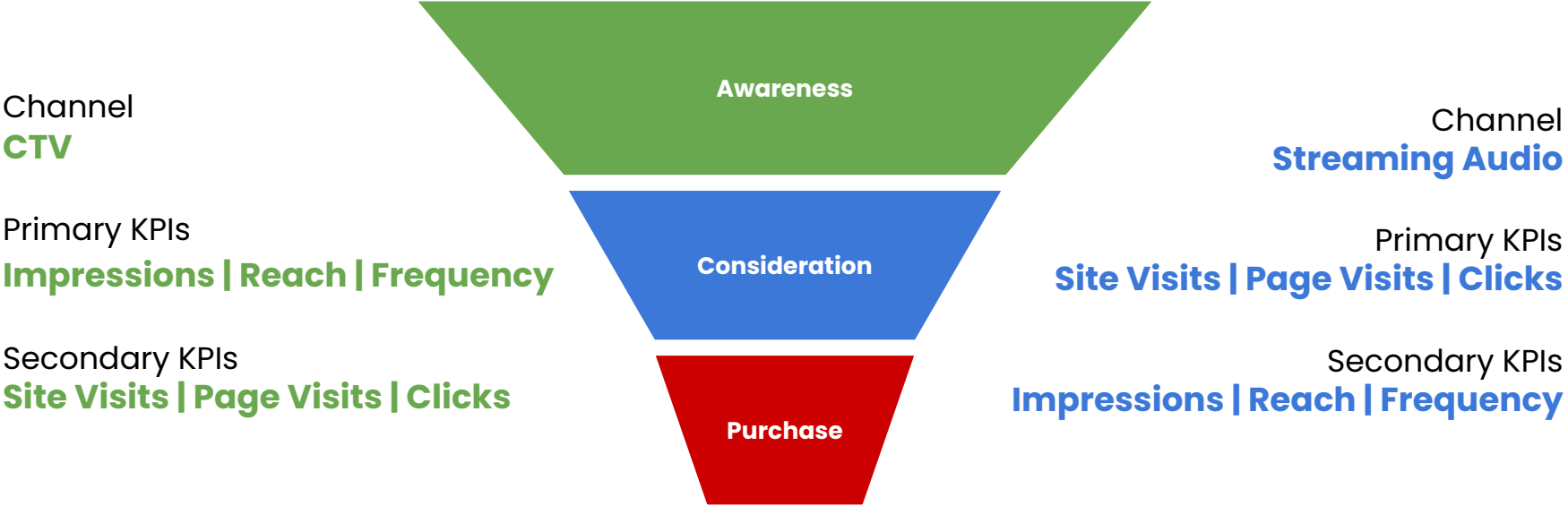
Google Display, Remarketing, Search Campaigns

Google Remarketing, Brand Campaigns, RLSA Campaigns (Remarketing Lists for Search), Display Remarketing

Email List Campaigns, Narrowed Similar Audiences, Special Incentives, Machine Learning Audience Expansion



# Integrated Media Strategy



# Multi-Channel Objectives

## Increase Brand Awareness

Strengthen Trust Lands Administration visibility across Utah using a multi-channel approach. CTV, Streaming Audio, Print, and Paid Digital placements work together to move audiences from high-level awareness to deeper engagement.

## Highlight Economic Impacts

Educate audiences on how Trust Lands support K–12 schools and other local beneficiaries. Multi-channel messaging reinforces brand credibility and ensures the economic impact resonates across both digital and traditional platforms.

## Reach Rural Communities

Target audiences in rural areas with strategic placement across CTV, Streaming Audio, Print, and Paid Digital. Using multiple channels creates repeated exposure and increases the likelihood of consumer engagement.

### County Targeting

Beaver, Daggett, Duchesne, Emery, Garfield, Iron, Juab, Millard, San Juan, Sanpete, Sevier, Tooele, Uintah, and Washington Counties.

## Reinforce Integrated Messaging

Ensure consistency across platforms so that audiences receive a cohesive story, strengthening recognition, trust, and long-term understanding of Trust Lands initiatives.

# Print Media



 **TRUST LANDS**  
ADMINISTRATION

## Our businesses are thriving on Trust Lands

**Over \$48.1M** generated from Washington County this year.

The Utah Trust Lands Administration generates revenue from businesses on its lands, funding public schools and essential programs while boosting local economies and community growth.

Learn more at  
[TrustLands.Utah.gov](https://TrustLands.Utah.gov)



 **TRUST LANDS**  
ADMINISTRATION

## I work on Trust Lands

**1,400+ jobs created** because of Trust Lands in Carbon and Emery Counties.

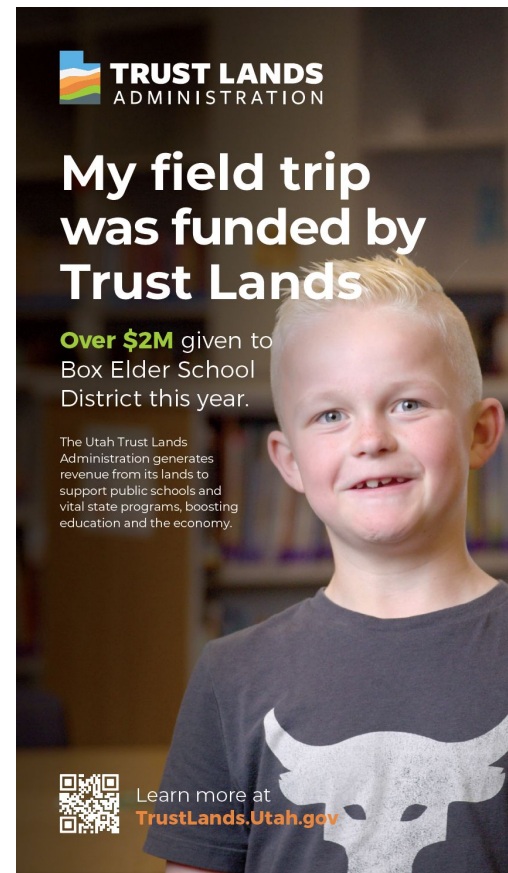
From the ground to the classroom, Trust Lands transforms land and minerals into jobs, stronger communities, and school funding across Utah.


Learn more at  
[TrustLands.Utah.gov](https://TrustLands.Utah.gov)



## My STEM lab is funded by Trust Lands

Learn more at  
[TrustLands.Utah.gov](https://TrustLands.Utah.gov)



 **TRUST LANDS**  
ADMINISTRATION

## My field trip was funded by Trust Lands

**Over \$2M** given to Box Elder School District this year.

The Utah Trust Lands Administration generates revenue from its lands to support public schools and vital state programs, boosting education and the economy.

Learn more at  
[TrustLands.Utah.gov](https://TrustLands.Utah.gov)



## My shop class is funded by Trust Lands

Learn more at  
[TrustLands.Utah.gov](https://TrustLands.Utah.gov)

# Print Campaign Performance Summary

RUMOR

Publication	Times Ran
Box Elder News Journal	11
ETV (formerly Emery County Progress)	11
Iron County Today	11
Millard County Chronicle Progress	11
San Juan Record	11
Southern Utah News	11
St. George Independent	4
The Herald Journal	11
Richfield Reaper	11
St. George News	15
Vernal Express	11
<b>Total</b>	<b>118</b>

**TRUST LANDS**  
ADMINISTRATION

**My business grows on Trust Lands**

**Over \$53.9M** generated from Kane & Washington Counties this year.

The Utah Trust Lands Administration generates revenue from businesses on its lands, funding public schools and essential programs while boosting local economies and community growth.

Learn more at [TrustLands.Utah.gov](https://TrustLands.Utah.gov)

**TRUST LANDS**  
ADMINISTRATION

**My computer class is funded by Trust Lands**

**Over \$3.1M** given to Central Utah Schools\* this year.

The Utah Trust Lands Administration generates revenue from its lands to support public schools and vital state programs, boosting education and the economy.

Learn more at [TrustLands.Utah.gov](https://TrustLands.Utah.gov)



\*North Sanpete, South Sanpete, Sevier, Wayne, Piute, Garfield, and area Charter Schools

\*Flight: 5/5 - 9/21



# Print Campaign Performance Summary

RUMOR

 <b>TRUST LANDS</b> ADMINISTRATION		 <b>RUMOR</b> ADVERTISING   DESIGN   WE																						
2025 Print Campaign		MAY				JUNE					JULY				AUGUST					SEPTEMBER				2025 MEDIA BUDGET
5/1/25 v2		28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	
Salt Lake Market						Memorial Day			Juneteenth		Independence Day			Pioneer Day						Labor Day				
PRIMARY DEMO: A35+   SECONDARY DEMO: A18-34																								
PRINT																								
Box Elder News Journal																								
Print Placement: (11) Insertions																								
Publishes Weekly: Wednesday's																								
Art due: Friday Noon prior to run																								
Ad Size: 3col x 9"																								
																								\$3,080
ETV News																								
Print Placement: (11) Insertions																								
Weekly: Weds																								
Art due: Friday prior to run																								
Ad Size: 1/2 Page Ad																								
																								\$6,886
Iron County Today																								
Print Placement: (11) Insertions																								
Publishes Weekly: Thursday's																								
Art due: Friday prior to run																								
Ad Size: 1/3 Page Ad																								
																								\$6,281
Millard County Chronicle Progress																								
Print Placement: (11) Insertions																								
Publishes Weekly: Weds																								
Art due: Friday prior to run																								
Ad Size: 1/2 Page Ad																								
																								\$5,819
The San Juan Record																								
Print Placement: (11) Insertions																								
Weekly: Weds																								
Art due: Monday AM prior to run																								
Ad Size: 1/2 Page Ad																								
																								\$4,158
StGeorgeNews.com																								
Print Placement: (5) Insertions																								
Art due: 1 Day prior to start date																								
Banner Ad (10 Sizes): 50,000 IMPs																								
Sponsored Story + Boost / (4 sizes)																								
Article Takeover																								
																								\$8,943

\*Flight: 5/5 - 9/21

## RUMOR

*\*Flight: 5/5 - 9/21*



# Ad Creative | CTV + Streaming Audio

RUMOR



On Trust Lands\_ 30



Trust Lands Radio -  
Desert Color\_c3



Trust Lands Radio  
- Mine\_c3



Trust Lands Radio  
- School\_c3

## Target Audiences

A30-55 | A30+

## Market/Geographic

Rural Utah Counties:

San Juan County  
Washington County  
Iron County  
Garfield County  
Beaver County  
Millard County  
Sevier County

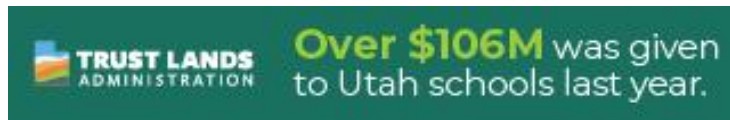
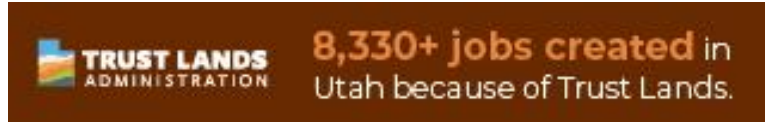
Sanpete County  
Juab County  
Emery County  
Uintah County  
Daggett County  
Duchesne County  
Tooele County

## Campaign Run Dates

5/5/25 - 9/22/25

# Ad Creative | AV Display

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# Streaming Audio + Radio Campaign Performance Summary

<b>Campaign</b>	<b>IMPs</b>	<b>Reach</b>	<b>Freq.</b>	<b>Site Visits</b>	<b>CTR</b>
Trust Lands Streaming Audio	1,572,330	65,004	19	281	-
Added Value Radio + Display	431,375	-	-	136	0.013%
<b>Campaign Totals</b>	<b>2,003,705</b>	<b>65,004</b>	<b>19</b>	<b>417</b>	<b>0.013%</b>

**Added Value:** (12) (:30) spots per week running on two top-tier iHeart radio stations, KZHT and KODJ, providing additional campaign exposure.

\*Flight: 5/5 - 9/21



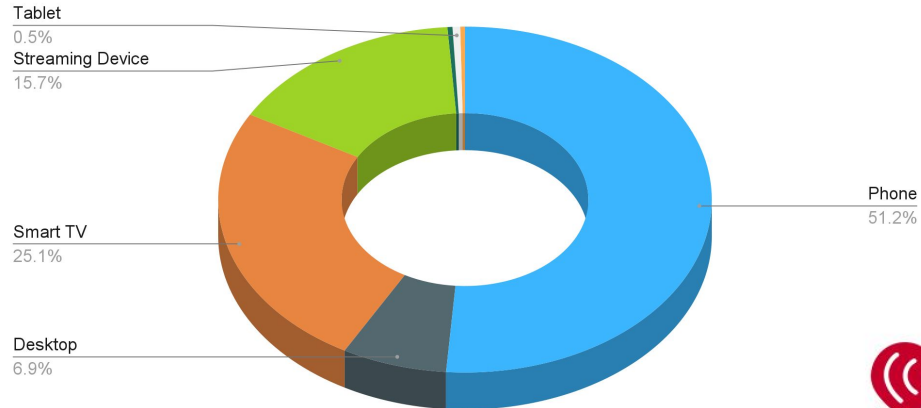
# iHeart CTV Campaign Performance Summary

<b>Campaign</b>	<b>IMPs</b>	<b>Reach</b>	<b>Freq.</b>	<b>CPCV</b>	<b>VCR</b>
Trust Lands CTV	932,971	24,417	38	\$0.02	98%

## Top Impressions by Publisher

- Samsung TV Plus
- LG
- Tubi
- Sling

Impressions by Device %



\*Flight: 5/5 - 9/21

# Paramount+, CBS Properties CTV Campaign Performance Summary

<b>Campaign</b>	<b>IMPs</b>	<b>VCR</b>	<b>Video Completes</b>	<b>Reach</b>	<b>Freq.</b>	<b>CPCV</b>
Trust Lands Paramount CTV	556,161	97.6%	542,853	48,936	8.9	\$0.03

## Top Shows

- Movies - Action & Adventure
- Criminal Minds
- Movies - Comedy
- NCIS
- CSI
- South Park

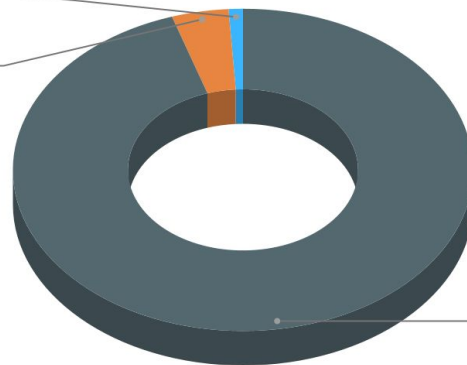
Impressions by Device %

Desktop

1.0%

Mobile

4.0%



TV Glass

95.0%

\*Flight: 5/5 - 9/21



# MNTN CTV Campaign Performance Summary

RUMOR

<b>Campaign</b>	<b>IMPs</b>	<b>HH Reach</b>	<b>Freq.</b>	<b>MNTN Driven Site Visitors</b>	<b>Conversions</b>	<b>CPCV</b>
Trust Lands MNTN CTV	667,052	225,040	3	6,187	89	\$0.03

## Top Performing Networks

- HBO Max
- Tubi
- Paramount Streaming
- Roku News
- CNN



\*Flight: 5/5 - 9/21

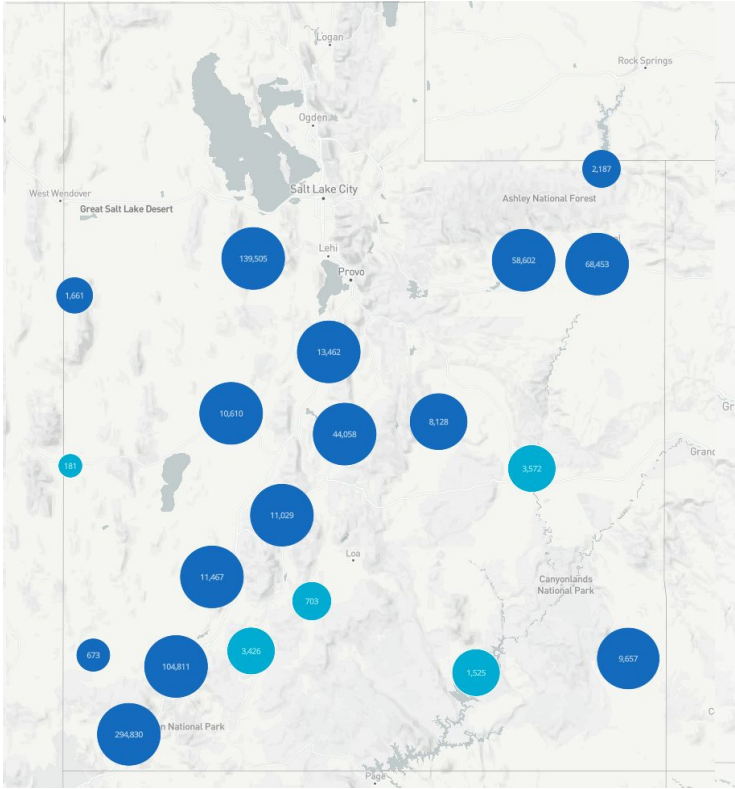


**mntn**

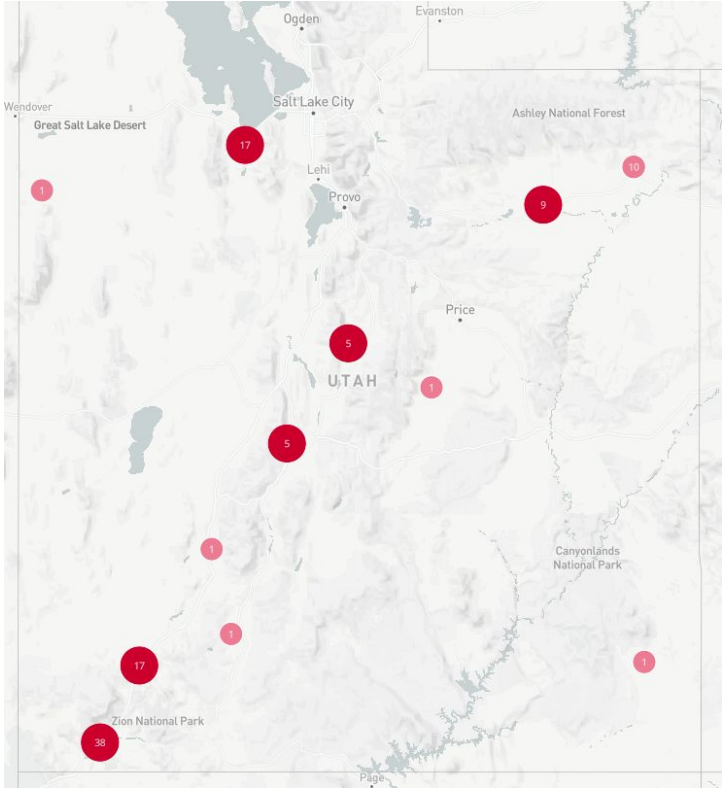


# Trust Lands | Heat Map

RUMOR



Impressions



Clicks

# Paid Digital Campaign

## Campaign run dates

May 5th – September 30th

## County Targeting

Beaver, Daggett, Duchesne, Emery, Garfield, Iron, Juab, Millard, San Juan, Sanpete, Sevier, Tooele, Uintah, and Washington Counties.

## Primary KPIs

See How Your County Benefits Button Clicks

Time On Site and Page Scroll Depth (50% & 75%)

## Secondary KPIs

CPC, CTR

## Channels

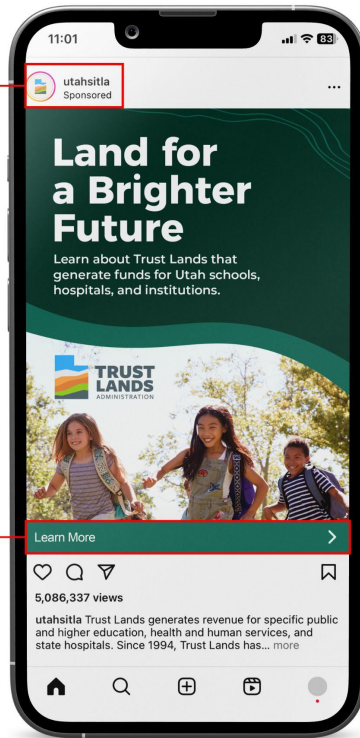


# The Difference Between Paid & Organic Social Media

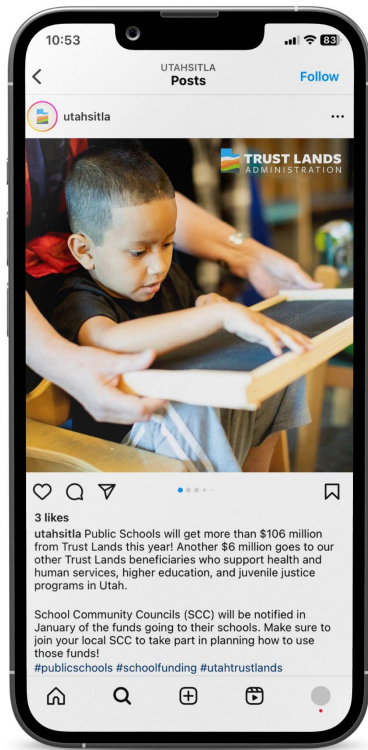
## Paid Social

## vs Organic Social

Sponsored



CTA Button



# Display & Search Advertising

## Funds for Your School

Learn about Utah Trust Land funds and how they can impact your school.





## Funds for Your School

Learn about Utah Trust Land funds and how they can impact your school.





## Funds for Your School

Learn about Utah Trust Land funds and how they can impact your school.

[LEARN MORE](#)



## Funds for Your School

Learn about Utah Trust Land funds and how they can impact your school.


[LEARN MORE](#)



**Paid results**  
(Google Ads)




[All](#)
[News](#)
[Images](#)
[Books](#)
[Videos](#)
[More](#)
[Tools](#)

About 7,180,000,000 results (0.68 seconds)

Ad · <https://www.mailchimp.com/>

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### Firebelly - Social Media Marketing Experts

Ready to Take Your **Social Media** to the Next Level? Let's Get Started! Providing Excellent...

<https://www.wordstream.com> Learn

### Social Media Marketing for Businesses - WordStream

**Social media marketing** is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals.

**Social Media Optimization** · **Popular Social Media Platforms**

**Organic results**

People also ask

What is a social media marketing?



# Display Summary Statistics



RUMOR

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Impressions	6,155,449
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Reach (M, J, J, A, S)	222,175 / 178,763 / 222,679 / 187,313 / 163,877
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Frequency (M, J, J, A, S)	7.9 / 7.6 / 6.8 / 7.5 / 6.1
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Clicks	7,279
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Cost Per Click (CPC)	\$2.33
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Click Through Rate (CTR)	0.12%
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15 Second Visit	4,213
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50% Scroll	652
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75% Scroll	467
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See Benefits	48
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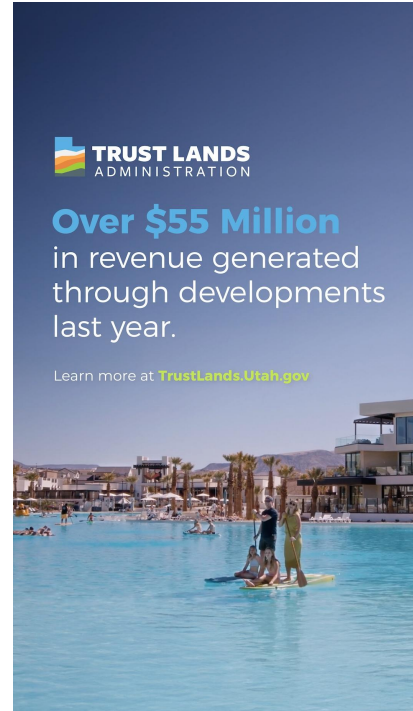
# Digital Advertising Creative



**Benefits Clicks - 466**



**Benefits Clicks - 226**



**Benefits Clicks - 56**

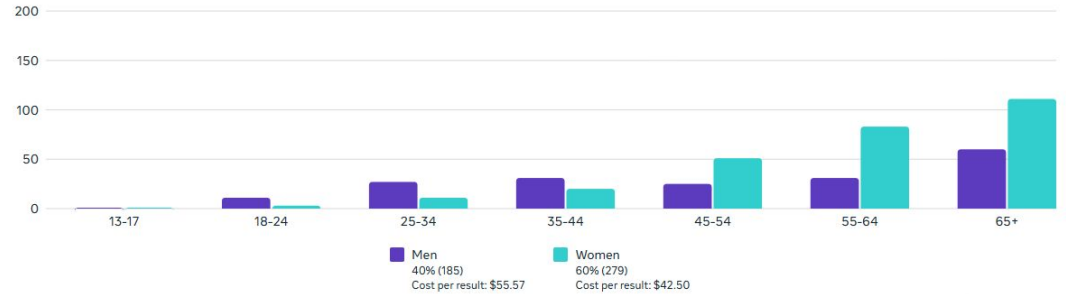


# Demographic Breakdowns: n=466



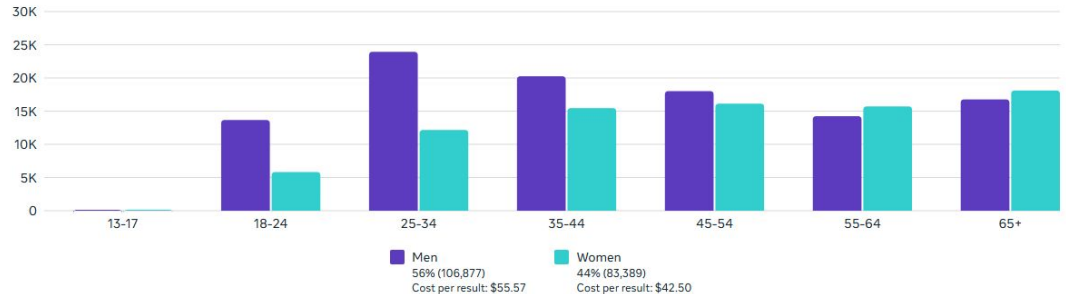
## Benefits Clicks

Age and gender distribution



## Reach

Age and gender distribution



# Demographic Breakdowns: n=226



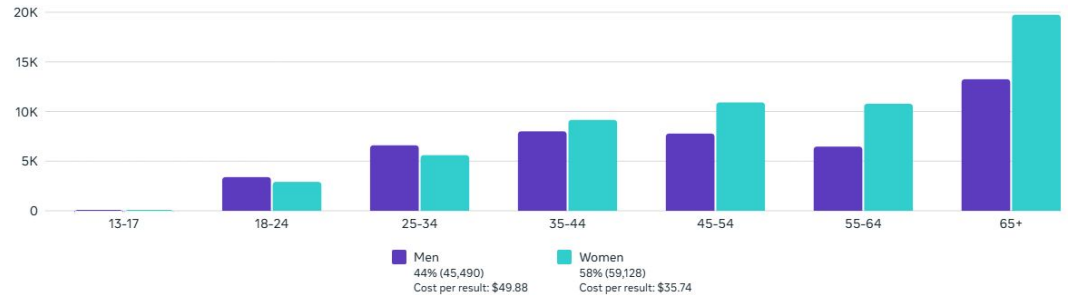
## Benefits Clicks

Age and gender distribution



## Reach

Age and gender distribution



# Demographic Breakdowns: n=56



**Over \$55 Million**  
in revenue generated  
through developments  
last year.

Learn more at [TrustLands.Utah.gov](https://TrustLands.Utah.gov)

## Benefits Clicks

Age and gender distribution









## Reach

Age and gender distribution



# Display Creative Performance

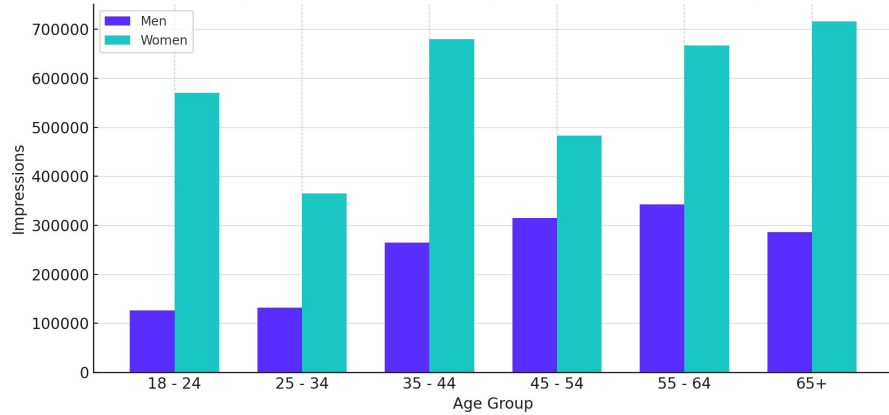
Asset	Performance ↓
 1201 × 1201	Best
 1200 × 628	Good
 1200 × 1200	Good
 1200 × 628	Good
 1200 × 1200	Good
 1201 × 629	Good

# Display Top Performing Sites

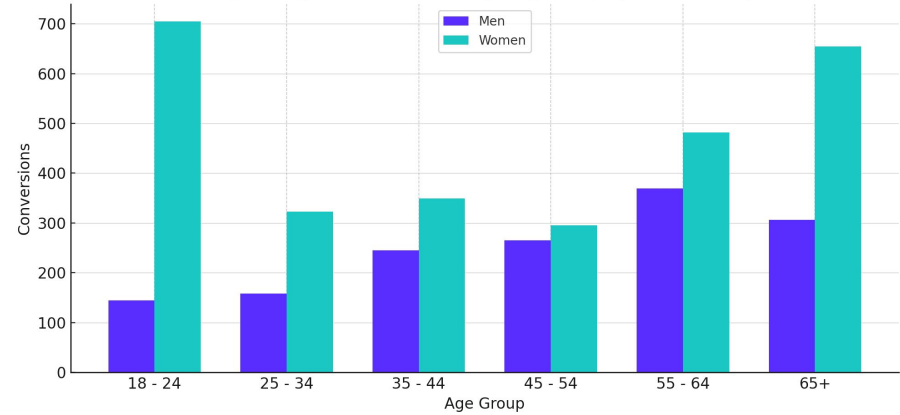
<input type="checkbox"/> Placement	Type	Ad group	↓ Conversions	Cost / conv.	Clicks	Impr.	CTR	Avg. CPC
<input type="checkbox"/> <a href="#">dailymail.co.uk</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	1,254.00	\$3.87	2,348	2,742,699	0.09%	\$2.07
<input type="checkbox"/> <a href="#">sltrib.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	1,248.00	\$2.68	1,315	302,256	0.44%	\$2.54
<input type="checkbox"/> <a href="#">usatoday.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	666.00	\$2.47	800	673,591	0.12%	\$2.06
<input type="checkbox"/> <a href="#">weather.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	570.00	\$3.97	530	295,528	0.18%	\$4.27
<input type="checkbox"/> <a href="#">kutv.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	551.00	\$2.53	675	367,280	0.18%	\$2.06
<input type="checkbox"/> <a href="#">buzzfeed.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	360.02	\$3.12	524	623,241	0.08%	\$2.15
<input type="checkbox"/> <a href="#">stgeorgeutah.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	160.00	\$2.62	179	221,487	0.08%	\$2.34
<input type="checkbox"/> <a href="#">abc4.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	158.00	\$2.24	160	103,740	0.15%	\$2.21
<input type="checkbox"/> <a href="#">people.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	119.00	\$3.92	159	114,821	0.14%	\$2.94
<input type="checkbox"/> <a href="#">deseret.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	78.00	\$2.71	98	48,735	0.20%	\$2.16
<input type="checkbox"/> <a href="#">cnn.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	61.00	\$4.55	106	99,829	0.11%	\$2.62
<input type="checkbox"/> <a href="#">kjzz.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	53.00	\$3.82	97	95,838	0.10%	\$2.09
<input type="checkbox"/> <a href="#">kmyu.tv</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	49.00	\$3.60	73	55,305	0.13%	\$2.41
<input type="checkbox"/> <a href="#">ksl.com</a>	Site	<a href="#">Utah Rural County + Utah Site Targeting</a>	42.00	\$5.17	224	396,514	0.06%	\$0.97

# Display Summary Statistics

Age and gender distribution (Google Display Impressions)

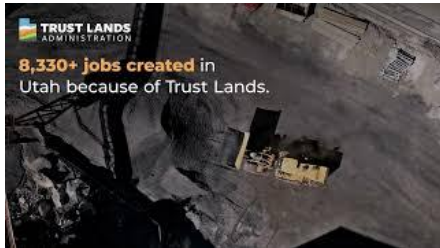


Age and gender distribution (Google Display Conversions)





# YouTube Summary Statistics



RUMOR

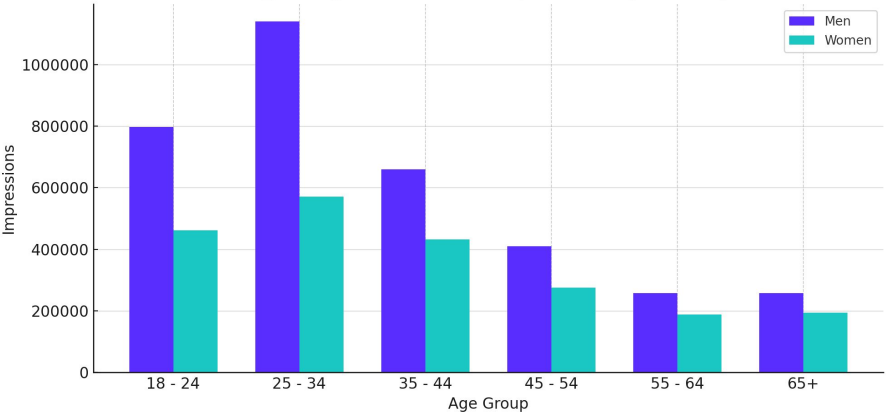
Impressions	6,344,809
Reach (M, J, J, A, S)	154,003 / 181,518 / 140,316 / 164,785 / 157,909
Frequency (M, J, J, A, S)	7.8 / 6.3 / 6.4 / 7 / 6.8
Clicks	120,022
Cost Per Click (CPC)	\$0.14
Click Through Rate (CTR)	1.89%
15 Second Visit	28,557
50% Scroll	1,735
75% Scroll	1,219
See Benefits	170

# YouTube Summary Statistics

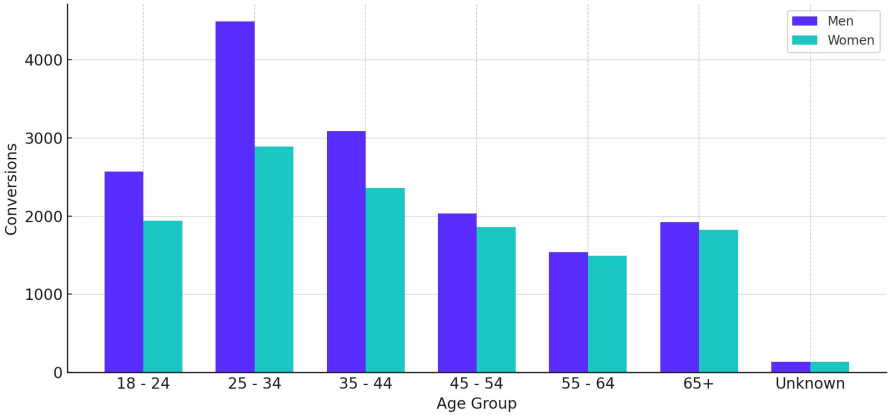
Asset	Asset name	Impr.	Clicks	CTR	↓ Conversions	Cost / conv.
 Length: 0:15	Trust Land   Elementary School	477,467	10,631	2.23%	2,561.77	\$0.60
 Length: 0:15	Trust Lands   Mine	265,948	7,231	2.72%	1,636.59	\$0.63
 Length: 0:15	Trust Lands   Desert Color	313,863	6,381	2.03%	1,337.91	\$0.71
 Length: 0:15	Trust Lands   Elementary School	5,555	72	1.30%	14.00	\$0.80
 Length: 0:15	Trust Lands - Desert Color	3,379	50	1.48%	14.00	\$0.46

# YouTube Summary Statistics

Age and gender distribution (YouTube Impressions)



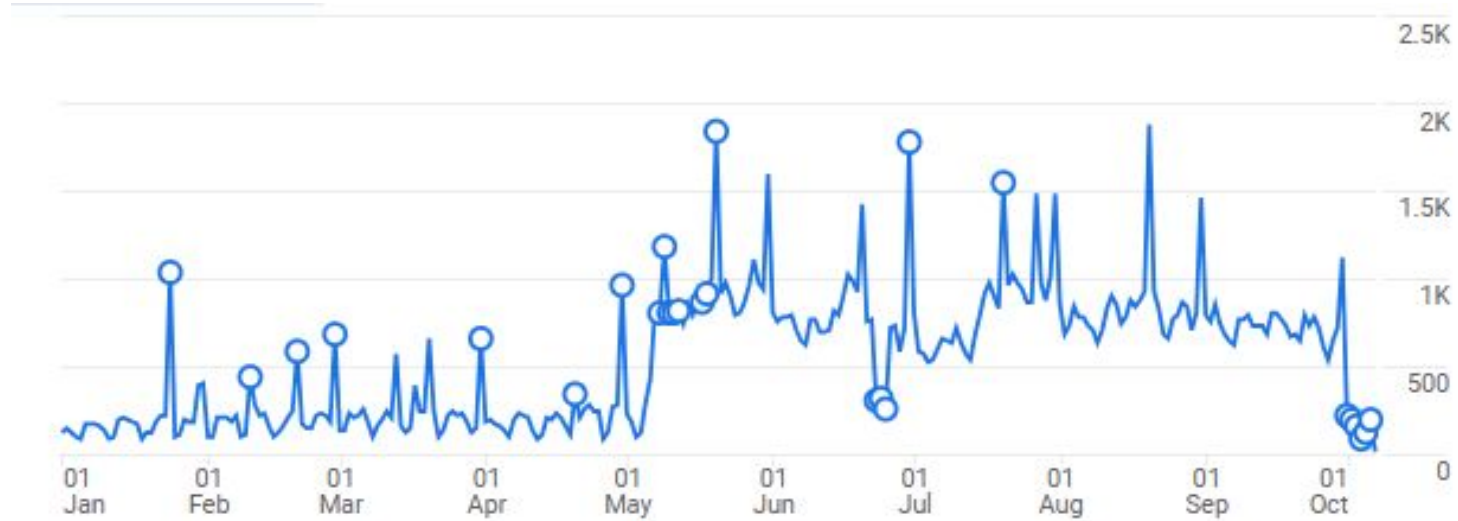
Age and gender distribution (YouTube Conversions)



# YouTube Top Performing Placements

<input type="checkbox"/> Placement	Type	Ad group	↓ Conversions	Cost / conv.	Clicks	Imp.	CTR	Avg. CPC
<input type="checkbox"/> <a href="#">youtube.com</a>	Site	<a href="#">Rural County Targeting</a>	657.19	\$0.55	2,357	444,539	0.53%	\$0.15
<input type="checkbox"/> <a href="#">Fox News</a>	YouTube channel	<a href="#">Rural County Targeting</a>	384.35	\$0.42	1,149	49,199	2.34%	\$0.14
<input type="checkbox"/> <a href="#">MeidasTouch</a>	YouTube channel	<a href="#">Rural County Targeting</a>	120.49	\$0.44	392	11,679	3.36%	\$0.13
<input type="checkbox"/> <a href="#">YouTube Movies</a>	YouTube channel	<a href="#">Rural County Targeting</a>	114.89	\$0.50	438	20,040	2.19%	\$0.13
<input type="checkbox"/> <a href="#">Law&amp;Crime Network</a>	YouTube channel	<a href="#">Rural County Targeting</a>	99.38	\$0.55	377	12,326	3.06%	\$0.15
<input type="checkbox"/> <a href="#">penguin20</a>	YouTube channel	<a href="#">Rural County Targeting</a>	93.84	\$0.58	401	23,758	1.69%	\$0.14
<input type="checkbox"/> <a href="#">SML</a>	YouTube channel	<a href="#">Rural County Targeting</a>	90.00	\$0.51	337	14,769	2.28%	\$0.14
<input type="checkbox"/> <a href="#">Benny Johnson</a>	YouTube channel	<a href="#">Rural County Targeting</a>	88.60	\$0.43	282	10,889	2.59%	\$0.13
<input type="checkbox"/> <a href="#">Sky News Australia</a>	YouTube channel	<a href="#">Rural County Targeting</a>	84.47	\$0.37	202	9,722	2.08%	\$0.15
<input type="checkbox"/> <a href="#">MrBallen</a>	YouTube channel	<a href="#">Rural County Targeting</a>	70.50	\$0.52	277	7,187	3.85%	\$0.13
<input type="checkbox"/> <a href="#">Joe Bartolozzi</a>	YouTube channel	<a href="#">Rural County Targeting</a>	69.50	\$0.44	248	9,680	2.56%	\$0.12
<input type="checkbox"/> <a href="#">MSNBC</a>	YouTube channel	<a href="#">Rural County Targeting</a>	66.14	\$0.39	165	7,731	2.13%	\$0.16
<input type="checkbox"/> <a href="#">RISE 310N</a>	YouTube channel	<a href="#">Rural County Targeting</a>	65.71	\$0.39	179	4,352	4.11%	\$0.14
<input type="checkbox"/> <a href="#">Stephen Gardner</a>	YouTube channel	<a href="#">Rural County Targeting</a>	65.16	\$0.41	185	4,323	4.28%	\$0.14
<input type="checkbox"/> <a href="#">LiveNOW from FOX</a>	YouTube channel	<a href="#">Rural County Targeting</a>	62.70	\$0.42	202	9,688	2.09%	\$0.13

# Site Traffic Overview



Site traffic before Campaign vs During vs After

# Key Campaign Takeaways

**Strong Overall Awareness.** Placements on Streaming Audio and Connected TV effectively boosted mass awareness and visibility across Rural Utah Counties, reaching over 363,000 unique individuals.

**High Awareness Driving Meaningful Action.** The visual impact of CTV ads not only raised awareness for Trust Lands Administration but also drove 6,138 page views to the website. Podcast ads complemented this strategy, adding another layer of exposure and offering a more intimate, conversational format for engaging listeners.

**Value from Bonus Media.** The Added Value Display ads generated 101,439 impressions and 136 page views without additional spend.

**Effective Creative Spread.** Each ad type was very effective in engaging a different part of the population with the school and mine ad activating a variety of subgroups that tend to be more politically involved.