

# CAMPAIGN REPORT

## Campaign Summary

### Florida Prepaid 529 College Savings Plan Orlando-Tampa DMA

From/Brand:	Florida 529 College Savings Plan		
Headline:	Get That 529 Feeling AND a \$50 Gift Card		
Broadcast Date:	09/17/2024		
Audience:	365,000	ID:	2156164
Views:	74,420	Clicks:	6,052
View %:	20.39%	Click %:	1.66%

## Campaign Creative

FLORIDA  
PREPAID

GET THAT  
529  
feeling



FLORIDA  
PREPAID

### Start Saving for College, Get \$50 Gift Card

As a parent, your to-do list is always long. We get it. But you can check one of the most important things off your list today, and join the more than 1.2 million families who have saved affordably for higher education with Florida Prepaid. We offer two plans that work great together to fit your budget and savings goals.

- Our 529 Prepaid Plans are risk-free. Simply pick a plan and lock in future college costs for less.
- Our 529 Savings Plan is the most flexible way to save for college, allowing you to save what you can, when you can.
- Both 529 plans are tax-free and can be used in-state or nationwide.

Get that incredible feeling of knowing you're saving for their future. Enroll in a Savings Plan or Prepaid Plan by October 28, 2024 and get a \$50 Amazon gift card.

GET STARTED NOW

Have questions? We're here to help.  
Monday - Friday, 8am to 6pm ET  
[customerservice@florida529plans.com](mailto:customerservice@florida529plans.com) | 1-800-552-4723



## CAMPAIGN STATS

Views | 20.39 % Total Views 74,420

Clicks | 1.66 % Total Clicks 6,052

CTVR | 8.13 %

## Clicks by Device



Desktop

49.80%

3,014



Mobile

50.20%

3,038

## CLICKS BY WEB BROWSER

2,779  
Chrome

675  
Edge

387  
Firefox

1,931  
Safari

280  
Other

## LINK SUMMARY



**Start Saving for College, Get \$50 Gift Card**

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Index	Link URL	Clicks	%
1	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paidreferral&utm_campaign=fpp-fall-529_!!M5erwxGTI6mlTHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgtBQGP1m\$	707	11.68%
2	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paidreferral&utm_campaign=fpp-fall-529_!!M5erwxGTI6mlTHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgtBQGP1m\$	3,286	54.30%
3	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paidreferral&utm_campaign=fpp-fall-529_!!M5erwxGTI6mlTHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgtBQGP1m\$	1,994	32.95%
4	https://urldefense.com/v3/__https://www.facebook.com/FloridaPrepaid_!!M5erwxGTI6mlTHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgkNQ8khN\$	19	0.31%
5	https://urldefense.com/v3/__https://www.instagram.com/myfloridaprepaid/_/!!M5erwxGTI6mlTHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgt6yagpN\$	16	0.26%
6	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paidreferral&utm_campaign=fpp-fall-529_!!M5erwxGTI6mlTHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgtBQGP1m\$	21	0.35%
7	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paid-referral&utm_campaign=open-enrollment-24_!!M5erwxGTI6mlTHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgjg1km_d\$	9	0.15%
		<b>6,052</b>	

## GEOGRAPHY

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- [ DMA ]
- ( 534 ) Orlando/Daytona Beach/Melbourne
- ( 539 ) Tampa/Saint Petersburg

## SELECTS

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- [ Presence of Children ]
- Presence of Children
- [ Age of Children ]
- 0 - 3
- 4 - 7
- [ Household Income ]
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000 - \$299,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999

# CAMPAIGN REPORT

## Campaign Summary

### Florida Prepaid 529 College Savings Plan-Parents Statewide

From/Brand:	Florida 529 College Savings Plan		
Headline:	Get That 529 Feeling AND a \$50 Gift Card		
Broadcast Date:	09/17/2024		
Audience:	251,000	ID:	2156167
Views:	44,872	Clicks:	5,311
View %:	17.88%	Click %:	2.12%

## Campaign Creative

FLORIDA  
PREPAID

GET THAT  
529  
feeling



FLORIDA PREPAID

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## CAMPAIGN STATS

Views | 17.88 % Total Views 44,872

Clicks | 2.12 % Total Clicks 5,311

CTVR | 11.84 %

## Clicks by Device

Desktop

41.44%

2,201

Mobile

58.56%

3,110

## CLICKS BY WEB BROWSER

2,472  
Chrome

449  
Edge

275  
Firefox

1,876  
Safari

239  
Other

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2	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paidreferral&utm_campaign=fpp-fall-529_!!M5erwxGTI6mITHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgtBQGP1m\$	3,146	59.24%
3	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paidreferral&utm_campaign=fpp-fall-529_!!M5erwxGTI6mITHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgtBQGP1m\$	1,837	34.59%
4	https://urldefense.com/v3/__https://www.facebook.com/FloridaPrepaid_!!M5erwxGTI6mITHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgkNQ8khN\$	10	0.19%
5	https://urldefense.com/v3/__https://www.instagram.com/myfloridaprepaid/_/!!M5erwxGTI6mITHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgt6yagpN\$	5	0.09%
6	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paidreferral&utm_campaign=fpp-fall-529_!!M5erwxGTI6mITHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgtBQGP1m\$	3	0.06%
7	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paid-referral&utm_campaign=open-enrollment-24_!!M5erwxGTI6mITHJSECWB8LY!BR2Elm3w8pmiUB05dDSEYiMbPliXnqwpuAqjP1MKK6jOzCpP7mMKogxvYemTUBHgiTm5cHyFgjg1km_d\$	5	0.09%
		<b>5,311</b>	

## GEOGRAPHY

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- [ DMA ]
  - ( 534 ) Orlando/Daytona Beach/Melbourne (Exclude)
  - ( 539 ) Tampa/Saint Petersburg (Exclude)
- [ State ]
  - ( FL ) - Florida

## SELECTS

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