

Performance Report

Economic Development Campaign

March – December 2025

266,219
Digital Campaign
Impressions

The **Lexington Economic Partnership's ad campaign** is designed to meet high-intent audiences with targeted, efficient messaging. Working with a smaller budget, we primarily use a capture and serve approach — reaching those already interested in Lexington and reminding them why our city is a smart move for business.

This report highlights our recent campaign performance and how we're positioning Lexington for long-term growth.

TARGETING

DCAT NYC
March 17–20

DISPLAY
10,095 Impressions
3,459 Reach

CTV
15,323 Impressions
2,038 Reach

Creative:
MosquitoMate



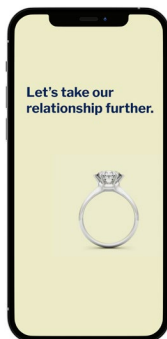
TARGETING

Keeneland
April 6–25

DISPLAY
68,590 Impressions
6,933 Reach

CTV
63,932 Impressions
3,493 Reach

Creative:
Tiffany & Co.



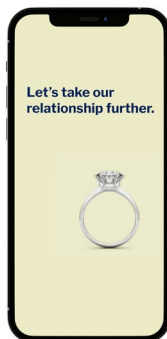
TARGETING

Defender Kentucky
April 24–27

DISPLAY
12,339 Impressions
2,175 Reach

CTV
18,553 Impressions
1,343 Reach

Creative:
Tiffany & Co.



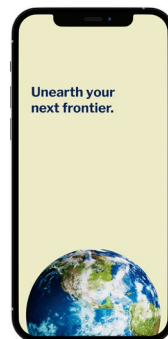
TARGETING

BIO International
June 16–19

DISPLAY
5,571 Impressions
1,917 Reach

CTV
5,718 Impressions
1,155 Reach

Creative:
MosquitoMate & Space Tango



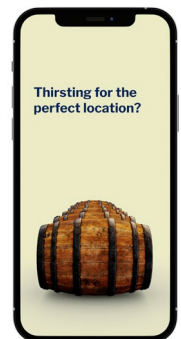
TARGETING

Keeneland
October 3–25

DISPLAY
34,434 Impressions
4,245 Reach

CTV
31,664 Impressions
2,507 Reach

Creative:
Town Branch Distillery



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AUDIENCE

Users that attended:

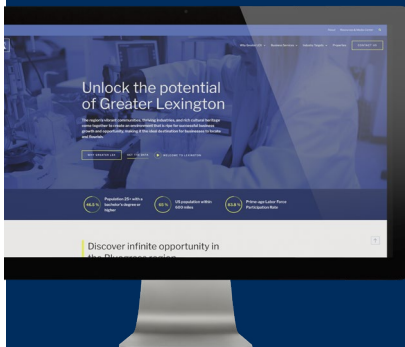
- DCAT (NYC)
- Keeneland Spring Meet (Lexington)
- Defender Kentucky 3-Day Event (Lexington)
- Bio International (Boston)
- Keeneland Fall Meet (Lexington)

PRINT / OUT OF HOME / OTHER DIGITAL

Keeneland Magazine (Print) Full Page—April
Defender KY Three-Day Event (Digital) 940 x 90—April
Bluegrass Airport Display (Out of Home) Exit Corridor—April
Keeneland Magazine (Print) Full Page—September



WEB DATA



Top Pages

11,641 views *Unlock the Potential of Greater Lexington*

7,643 views *Get the Data*

7,050 views *BioTech & BioPharma*

6,974 views *Why Greater Lexington*

3,721 views *Food and Beverage Processing*

30,994 New Users to LocateinLex.com

Source: Google Analytics

There's no place *greater*.