



locateinlex.com

Performance Report

Economic Development Campaign

March–September 2025

21,782,859
Digital Campaign
Impressions

The **GreaterLEX Economic Development ad campaign** positions our nine-county region as a smart place to start, grow, or relocate a business. With a strong digital media strategy, we’re reaching decision-makers across the country and showing why GreaterLEX stands out — it’s affordable, connected, and full of opportunity.

This report shares our recent campaign results and our continued progress toward **attracting investment and new business to the region**.

DIGITAL

DISPLAY

683,000 Impressions
360,000 Reach

VIDEO/OTT

494,000 Impressions
100,000 Reach

TARGETING

Select USA
Investment Summit
May 11–14

DISPLAY

7,708 Impressions
1,971 Reach

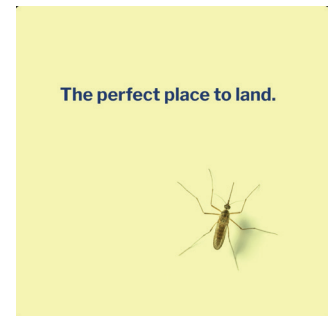
DIGITAL VIDEO/OTT

3,490 Impressions
839 Reach

PAID SOCIAL

LINKED IN

20,594,661 Impressions



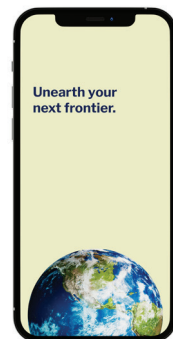
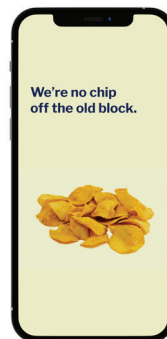
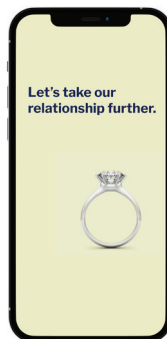
CAMPAIGN CREATIVE

Digital:

- MosquitoMate
- Tiffany & Co.
- Wilde Brand Chips
- Space Tango

Video:

- :30 GreaterLEX 2025
- :60 The Nine / Advanced Manufacturing



There's no place *greater*.



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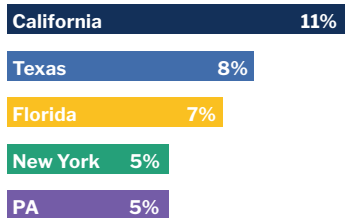
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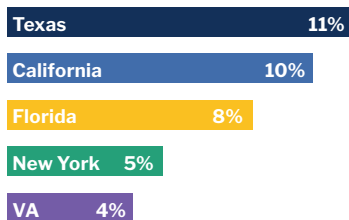
Digital Display

Top 5 States / Impressions



Digital Video

Top 5 States / Impressions



AUDIENCE

Digital

Demo Target: C-Suite

Geo: U.S.

Industries: Select NAICS Codes aligned with strategic plan

Linked In Display Ads

Demo Target: C-Suite

Geo: U.S.

Industries: Food & Beverage; BioTech; Manufacturing; Financial Services; Business Consulting & Services

Select USA Targeting

Demo Target: Users that attended Select USA (Washington, DC)

Geo: U.S. & Select International Locations

PRINT

Kentucky Economic Development Guide, Full Page—March

Area Development/Bio-Tech Issue, 1/2 Pg—April

Lane Report/Market Review, Full Page —Spring

Business Facilities + Editorial, 1/2 Pg—April

Site Selection/Ky Spotlight, 1/2 Pg—May



WEB DATA



Top Pages

6,314 users *Unlock the Potential of Greater Lexington*

5,147 users *Get the Data*

4,816 users *Why Greater Lexington*

4,385 users *BioTech & BioPharma*

18,829

 New Users to LocateinLex.com

Source: Google Analytics

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