



locateinlex.com

Performance Report

Economic Development Campaign

March – December 2025

31,119,919
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

1,016,850 Impressions
564,150 Reach

VIDEO/OTT

871,119 Impressions
161,038 Reach

TARGETING

Select USA
Investment Summit
May 11-14

DISPLAY

7,708 Impressions
1,971 Reach

DIGITAL VIDEO/OTT

3,490 Impressions
839 Reach

TARGETING

State Farm Champions
Classic (College
Basketball)
MSG / NYC
November 18, 2025

DISPLAY

2,018 Impressions
819 Reach

DIGITAL VIDEO/OTT

1,660 Impressions
380 Reach

PAID SOCIAL

LINKED IN

29,217,074 Impressions



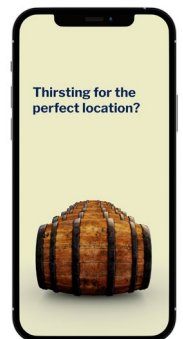
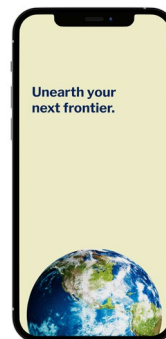
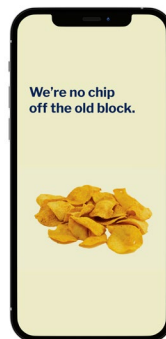
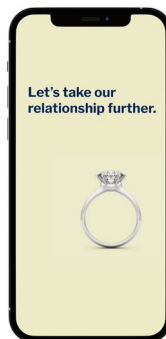
CAMPAIGN CREATIVE

Digital:

- MosquitoMate
- Tiffany & Co.
- Wilde Brand Chips
- Space Tango
- Buffalo Trace Distillery

Video:

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



There's no place *greater.*



locateinlex.com

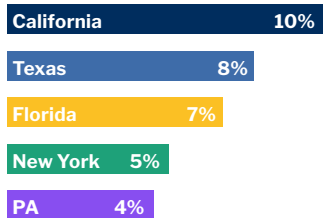
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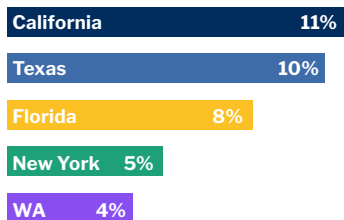
Digital Display

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

State Farm Champions Targeting

Demo Target: Users that attend State Farm Champions Classic

GEO: U.S.

PRINT

Kentucky Economic Development Guide, Full Page—March

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

Lane Report/Market Review, Full Page—Spring

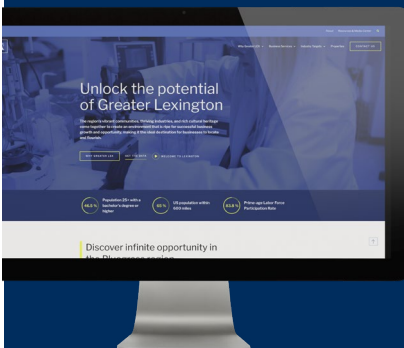
Business Facilities + Editorial, 1/2 Pg—April

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

Area Development / Women's Conference Sponsorship Full Page—October

Business Facilities Annual Directory 1/2 Page—November

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

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