



locateinlex.com

Performance Report

Economic Development Campaign

March 2025 – June 2026

47,111,900
Digital Campaign
Impressions
Delivered

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

DIGITAL

Display + Video/OTT

Impressions	Reach
3,022,706	988,709

PAID SOCIAL

Linked In

Impressions
44,003,074



TARGETING

Event	Location / Date	Impressions	Reach
Select USA Investment Summit	National Harbor, MD May 11-14, 2025	11,198	2,810
State Farm Champions Classic	MSG / NYC November 18, 2025	3,678	1,199
Keeneland Spring Meet	Lexington, KY April 3 - 24, 2026	57,330	2,106
BIO Investment & Growth Summit	Miami, FL March 2-3, 2026	9,644	2,049
Defender KY 3 Day Event	Lexington, KY April 23 - 26, 2026	4,270	838
Automate @ Chicago	Chicago, IL June 22 - 25, 2026	Capture Only in Q2 2026	

There’s no place *greater*.



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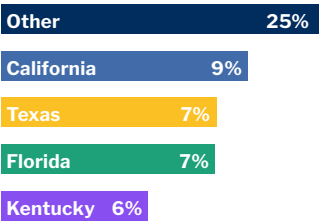
CAMPAIGN CREATIVE

Digital:	Video:
MosquitoMate	:30 GreaterLEX 2025
Tiffany & Co.	
Wilde Brand Chips	:60 The Nine / Advanced Manufacturing
Space Tango	
Buffalo Trace Distillery	:60 The Nine / Biotech
	:60 The Nine / HQ



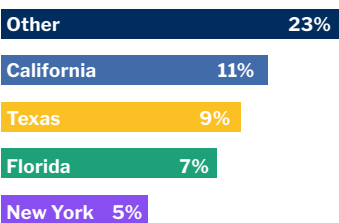
Digital Display

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 (NYC)
GEO: U.S.

Keeneland Targeting

Demo Target: Users that attend Keeneland Spring Meet (Lexington, KY)

Automate @ Chicago Targeting

Demo Target: Users that attend Automate/Chicago Chicago, IL

Defender Kentucky 3 Day Event Targeting

Demo Target: Users that attend Defender Kentucky 3 Day Event Lexington, KY

BIO Investment & Growth Summit Targeting

Demo Target: Users that attend BIO Investment & Growth Summit 2026 Miami, FL



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PRINT

Kentucky Economic Development Guide, Full Page—March, 2025

Area Development/Bio-Tech Issue, 1/2 Pg—April, 2025

Lane Report/Market Review, Full Page—Spring 2025

Business Facilities + Editorial, 1/2 Pg—April, 2025

Site Selection/Ky Spotlight, 1/2 Pg—May, 2025

Area Development / Women's Conference Sponsorship, Full Page—October, 2025

Business Facilities Annual Directory, 1/2 Page—November, 2025

Kentucky Economic Development Guide, Full Page—March, 2026

Site Selection Magazine: Spotlight KY, 1/2 Page—May 2026

Business Facilities: KY Spotlight, 1/2 Page—March/April 2026

Area Development: Industry Features-Life Sciences, 1/2 Page— March 2026

Lane Report: KY Market Review, Full Page + Editorial + Digital Added Value (Digital: lanereport.com + thebourbonflight.com)—June 2026

WEB DATA



Top Pages

27,160 views *Unlock the Potential of Greater Lexington*

12,949 views *Get the Data*

11,101 views *BioTech & BioPharma*

10,216 views *Why Greater Lexington*

6,762 views *Food and Beverage Processing*

55,954 Active Users on LocateinLex.com

Source: Google Analytics

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