



locateinlex.com

Performance Report

Economic Development Campaign

March–June 2025

7,427,120
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

341,000 Impressions
178K Reach

VIDEO/OTT

9,967 Impressions
42,230 Reach

TARGETING

Select USA
Investment Summit
May 11–14

DISPLAY

4,072 Impressions
1,185 Reach

DIGITAL VIDEO/OTT

1,162 Impressions
377 Reach

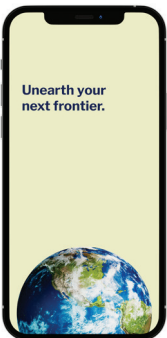
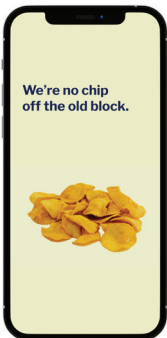
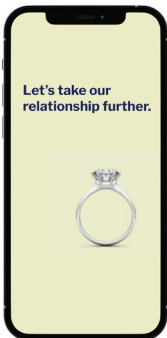
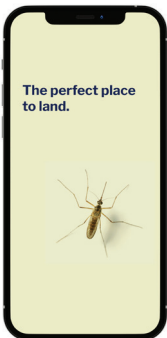
PAID SOCIAL

LINKED IN

7,070,919 Impressions
1,533,395 Reach

CAMPAIGN CREATIVE

MosquitoMate
Tiffany & Co.
Wilde Brand Chips
Space Tango



There's no place *greater*.



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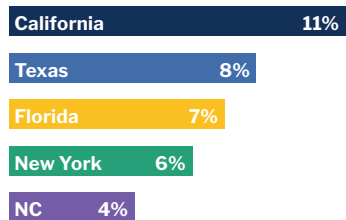
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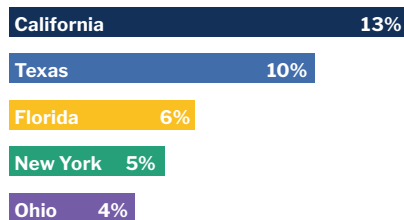
Digital Display

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

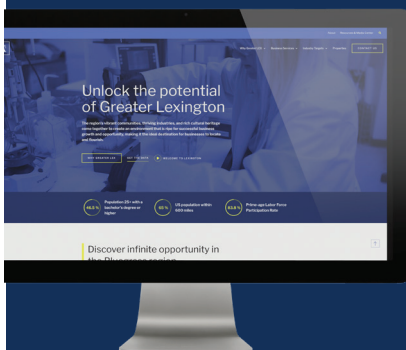
Lane Report/Market Review, Full Page—Spring

Business Facilities + Editorial, 1/2 Pg—April

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



WEB DATA



Top Pages

3,809 users

Unlock the Potential of Greater Lexington

3,186 users

Get the Data

2,476 users

Why Greater Lexington

2,277 users

BioTech & BioPharma

8,869 New Users to LocateinLex.com

Source: Google Analytics

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