



Performance Report

Economic Development Campaign

March–June 2025

99,283
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

6,498 Impressions

2,199 Reach

CTV

9,951 Impressions

1,336 Reach

Creative: **MosquitoMate**



TARGETING

Keeneland

April 6–25

DISPLAY

34,525 Impressions

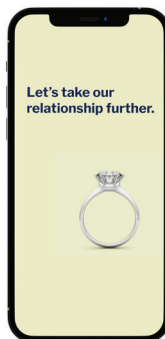
5,236 Reach

CTV

32,627 Impressions

2,567 Reach

Creative: **Tiffany & Co.**



TARGETING

Defender Kentucky

April 24–27

DISPLAY

6,217 Impressions

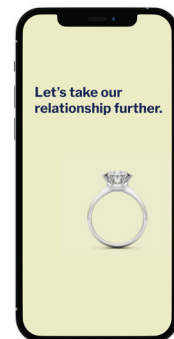
1,635 Reach

CTV

9,465 Impressions

916 Reach

Creative: **Tiffany & Co.**



There's no place *greater.*



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AUDIENCE

Users that attended DCAT (NYC), Keeneland Spring Meet (Lexington), and Defender Kentucky 3-Day Event

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



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

There's no place greater.