



Performance Report

Economic Development Campaign

March–September 2025

222,634
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

10,095 Impressions

3,459 Reach

CTV

15,323 Impressions

2,038 Reach

Creative:

MosquitoMate



TARGETING

Keeneland

April 6–25

DISPLAY

68,590 Impressions

6,933 Reach

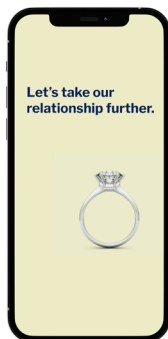
CTV

63,932 Impressions

3,493 Reach

Creative:

Tiffany & Co.



TARGETING

Defender Kentucky

April 24–27

DISPLAY

12,339 Impressions

2,175 Reach

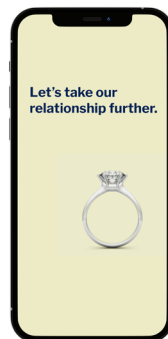
CTV

18,553 Impressions

1,343 Reach

Creative:

Tiffany & Co.



TARGETING

BIO International

June 16–19

DISPLAY

5,571 Impressions

1,917 Reach

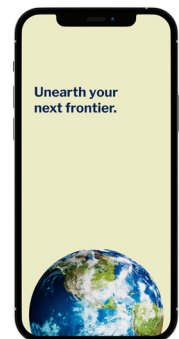
CTV

5,718 Impressions

1,155 Reach

Creative:

MosquitoMate & Space Tango



There's no place *greater.*

Performance Report

Economic Development Campaign

March–September 2025

AUDIENCE

Users that attended:

- DCAT (NYC)
- Keeneland Spring Meet (Lexington)
- Defender Kentucky 3-Day Event (Lexington)
- Bio International (Boston)

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
Keeneland Magazine (Print) Full Page—September



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

There's no place greater.