2022 IMPACT REPORT
DISEASE EDUCATION, OUTREACH, AWARENESS & ADVOCACY
8.8.2023
Top five countries who visit us via some sort of digital platform and the corresponding percentage of our total audience they represent.

After Canada, our next five countries in regard to our digital audience are:
- Brazil
- Australia
- Philippines
- Vietnam
- South Korea
The EndBrainCancer Initiative’s (EBCI) total annual reach currently consists of more than 18M cancer patients and their families and/or caregivers, members of the professional brain tumor community, and the general public, considering all media channels. Details are provided in the chart below:

<table>
<thead>
<tr>
<th>MEDIA CHANNEL</th>
<th>ANNUAL REACH</th>
<th>UNIT OF MEASUREMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOCIAL MEDIA IMPRESSIONS</td>
<td>416,316</td>
<td>FACEBOOK, INSTAGRAM, LINKEDIN, TWITTER</td>
</tr>
<tr>
<td>SOCIAL MEDIA FOLLOWERS</td>
<td>14,671</td>
<td>FACEBOOK, INSTAGRAM, LINKEDIN, TWITTER</td>
</tr>
<tr>
<td>GOOGLE ADS</td>
<td>115,046</td>
<td>TOTAL REACH &amp; AD CLICKS</td>
</tr>
<tr>
<td>EBCI WEBSITE</td>
<td>179,039</td>
<td>UNIQUE WEBSITE VISITS</td>
</tr>
<tr>
<td>OUTBOUND EBLASTS</td>
<td>1,097,820</td>
<td>CONTENT DELIVERY</td>
</tr>
<tr>
<td>CURE MAGAZINE (PRINT, WEBSITE, DIGITAL)</td>
<td>14,119,020</td>
<td>IMPRESSIONS &amp; DELIVERY</td>
</tr>
<tr>
<td>DIRECT CONNECT</td>
<td>11,939</td>
<td>DIRECT INQUIRY</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>15,953,851</strong></td>
<td></td>
</tr>
</tbody>
</table>

EBCI’s Press Releases also have a potential reach of up to 9 million print and online readers. If you would like additional details or would like to partner with EBCI, please get in touch with me or my staff for further information.

We look forward to new opportunities to build awareness, expand EBCI’s outreach, and educate cancer patients and their families/caregivers, members of the professional brain tumor community, and the general public about how new therapies, advanced diagnostics, advanced surgical techniques, and next-generation sequencing are leading to improved outcomes, extended survivorship, and better quality of life for patients with brain cancer and other solid tumors. We look forward to partnering with you in uplifting and providing HOPE to the brain tumor community.

Dellann Elliott Mydland, President & CEO
dellann@endbraincancer.org
425-785-8489
EMAIL MARKETING

<table>
<thead>
<tr>
<th>Emails Sent</th>
<th>Emails Opened</th>
<th>Open Rate</th>
<th># Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,097,820</td>
<td>147,223</td>
<td>13%</td>
<td>24,112</td>
</tr>
</tbody>
</table>

AMERICAN SOCIETY OF CLINICAL ONCOLOGY
2022 ANNUAL MEETING

DIRECT ENGAGEMENT

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PeopleRegistered</td>
<td>42,350</td>
<td>Total Professionals</td>
<td>36,000</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>5,150</td>
<td>Media &amp; Others</td>
<td>1,200</td>
</tr>
<tr>
<td>Personal Interactions</td>
<td>7,135</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EBCI EDUCATIONAL EVENTS

<table>
<thead>
<tr>
<th>Participants</th>
<th>Post Event Video Views</th>
<th>Speaking Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>989</td>
<td>2,413</td>
<td>2,357</td>
</tr>
</tbody>
</table>

DIRECT CONNECT PATIENTS & MOBILE APPLICATION SUBSCRIBERS

<table>
<thead>
<tr>
<th>Direct Connect</th>
<th>Mobile Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>864</td>
<td>60+</td>
</tr>
</tbody>
</table>
WEBSITE

### Website Traffic Sources

- **Organic Search**: 15,000
- **Direct**: 10,000
- **Social Media**: 5,000
- **Referral**: 0

### Social Media Channel Referral Sources

- **Facebook**: 0
- **Twitter**: 250
- **LinkedIn**: 500
- **Instagram**: 750

### 2022 Website Audience Overview

<table>
<thead>
<tr>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Page Views</th>
<th>Pages/Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>32,402</td>
<td>27,088</td>
<td>39,577</td>
<td>127,974</td>
<td>3.95</td>
</tr>
</tbody>
</table>

#### Age

- **16-24**: Users: 15.14%
- **25-34**: 21.34% of total users

#### Gender

- Female: 48.6%
- Male: 51.4%

#### 4 Year - YOY Website ORGANIC Growth History

- **Users**: 2022 vs. 2019
- **New Users**: 2022 vs. 2019
- **Sessions**: 2022 vs. 2019
## SOCIAL MEDIA CHANNELS

### FACEBOOK

<table>
<thead>
<tr>
<th></th>
<th>Page Impressions</th>
<th>Post Impressions</th>
<th>Engaged Users</th>
<th>Page Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>156,778</td>
<td>74,570</td>
<td>2,763</td>
<td>8,056</td>
</tr>
</tbody>
</table>

**Fans By Country**

- United States of America: 6,303 (8%)
- United Kingdom: 313 (4%)
- Australia: 141 (2%)
- Philippines: 124 (2%)

**Fans By City**

- Seattle, WA: 120
- New York, NY: 100
- Sammamish, WA: 49
- Chicago, IL: 47
- Los Angeles, CA: 44
- Vancouver, CA: 43
- San Diego, CA: 38
- Indianapolis, IN: 35
- Melbourne, VIC, Australia: 32
- Cranston, RI: 32

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### INSTAGRAM

<table>
<thead>
<tr>
<th></th>
<th>Followers</th>
<th>Post Impressions</th>
<th>Daily Reach</th>
<th>Profile Views</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,863</td>
<td>61,060</td>
<td>121.07</td>
<td>1,876</td>
</tr>
</tbody>
</table>

**Followers By Age & Gender**

- 13-17: 100
- 18-24: 200
- 25-34: 300
- 35-44: 400
- 45-54: 300
- 55-64: 200
- 65+: 100

**Followers By City**

- New York, New York: 31
- Los Angeles, California: 22
- Chicago, Illinois: 14
- Sydney, New South Wales: 14
- Dublin, Dublin: 12
- Melbourne, Victoria: 11
- Calgary, Alberta: 10
- Houston, Texas: 10
- London, England: 10
- Phoenix, Arizona: 9
**LINKEDIN**

Followers | Page Views | Page Impressions | Page Engagement
---|---|---|---
432 | 379 | 3,897 | 227

**Followers By Job Function**

- Business Development: 65
- Healthcare Services: 36
- Sales: 36
- Operations: 28
- Research: 27
- Education: 18
- Community and Social Services: 17
- Human Resources: 15
- Marketing: 15

**Followers By Industry**

- Medical Device: 28
- Pharmaceuticals: 28
- Biotechnology: 26
- Hospital & Health Care: 21
- Higher Education: 10
- Non-profit Organization Management: 18
- Medical Practice: 15
- Information Technology & Services: 14

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**TWITTER**

Tweets | Tweet Impressions | Profile Visits | Mentions | Followers
---|---|---|---|---
27,816 | 194,581 | 16,339 | 312 | 4,320

**TOTAL FOLLOWERS**

![Graph showing the number of followers over time]

- 4,304 followers on Aug 01-Aug 31
- 4,312 followers on Sep 01-Sep 30
- 4,328 followers on Oct 01-Oct 31
- 4,336 followers on Nov 01-Nov 12