



Janssen-NBCI

**National Clinical Trials Strategy
Plan Monthly Results**



JANUARY

	Month/Year	Actual Data
Number of Lectures Hosted	0	
Average Number of Attendees per Lecture Hosted		
Number of Educational Sessions Per City	0	
Average Number of Educational Sessions Attendees Per City		
Number of Surveys Distributed at Educational Sessions		
Statistical Breakdown at Educational Sessions		
Number of Completed Surveys at Educational Sessions		
Social Media Numbers		

YouTube - January 1 - January 31

In January, people watched your videos 212 times, Up 169%

National Black Church Initiative TV added 3 Subscribers

Watch time (hours) - 12.8

Average view duration - 6:34

Impressions - 1.9K, Up 39%

Impressions click-through rate - 3.1%

Traffic source

Browse features - 165 (4.7%)

YouTube search - 54 (24.1%)

External - 103 (48.6%)

Suggested videos - 4 (1.9%)

247 Impressions = How many times people saw the suggested video thumbnails

Direct or unknown - 23 (10.9%)

Channel pages - 8 (3.8%)

Rev. Evans' Philadelphia CTEAPP Distribution Event

Views - 16 (7.6%)

Watch time (hours) - 0.2 (1.8%)

Average view duration - 0:50

Impressions - 27

Impressions click-through rate - 7.4%

NBCI Introduces Its New Clinical Trials Educational Pavilion

Views - 4 (1.9%)

Watch time (hours) - 0.0 (0.0%)

Average view duration - 0:02

Impressions - 29

Impressions click-through rate - 6.9%

Co-Op City Baptist Church CTEAPP Educational Session sponsored by NBCI

Views -3 (1.4%)

Watch time (hours) - 0.0 (0.1%)

Average view duration - 0:10

Impressions - 46

Impressions click-through rate - 0%

The State of COVID 19 in the African Americans and COVID-19: Where Do We Go From Here

Views - 2 (0.9%)

Watch time (hours) - 0.0 (0.0%)

Average view duration - 0:03

Impressions - 14 (How many times your video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.)

Impressions click-through rate - 0% (This measures how often viewers watched a video after seeing an impression.)

Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black Community"

Views - 2 (0.9%)

Watch time (hours) - 0.0 (0.0%)

Average view duration - 0:01

Impressions - 21

Facebook
National Black Church Initiative - NBCI (new)

449 Minutes Viewed

Down 19% from previous 31 days

31 1-Second Video Views

Down 3.13% from previous 31 days

255 3-Second Video Views

Up 5.81% from previous 31 days

Video engagement

Up 45.8% from previous 31 days

See how your different types of posts are performing

Organic - 100%

Paid - 0%

Posted - 86.4%

Crossposted - 7.99%

Shared - 5.64%

Followers - 23.6%

Non Followers - **76.4%**

Live - 0%

Video - 100%

Rev. Evans' Greater Exodus Baptist Church, Philadelphia CTEAPP Distribution Event

Published - 01/28/2022 4:14 PM

Total Minutes Viewed: 57

1-Minute Video Views: 12

3-Second Video Views: 71

Engagement: 13

Octoberfest Clinical Trials Fun Day (00:39:19)

Published - October 25, 2021

Total Minutes Viewed: 37

1-Minute Video Views: 2

3-Second Video Views: 4

Engagement: 0

Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials

Published - 01/28/2022 6:50 PM

Total Minutes Viewed: 36

1-Minute Video Views: 5

3-Second Video Views: 36

Engagement: 4

Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black Community"

Published - 01/27/2022 7:09 PM

Total Minutes Viewed: 12

1-Minute Video Views: 2

3-Second Video Views: 36

Engagement: 6

Why Health Disparities Are Everyone's Problem

Published - 11/23/2021 9:30 PM

Total Minutes Viewed: 11

1-Minute Video Views: 1

3-Second Video Views: 4

Engagement: 0

NBCI Introduces Its New Clinical Trials Educational Pavilion

<p>Facebook National Black Church Initiative (Old)</p> <p>4 Minutes Viewed Down 8.11% from previous 31 days</p> <p>0 1-Second Video Views Down 100% from previous 31 days</p> <p>18 3-Second Video Views Down 10% from previous 31 days</p> <p>0 Video Engagement Down 0% from previous 31 days</p> <p>1 Net Followers Down 85.7% from previous 31 days</p> <p>See how your different types of posts are performing Organic - 100% Paid - 0%</p> <p>Posted - 98.7% Crossposted - 0% Shared - 1.29%</p> <p>Followers - 6.09% Non Followers - 93.9</p> <p>Live - 0% Video - 100%</p>		<p>Rev Evans Hosts Clinical Trials Education, Awareness and Participation Programme (CTEAPP) Educational Session Published - June 12, 2021 12:11 PM Total Minutes Viewed: 0 1-Minute Video Views: 0 3-Second Video Views: 4 Engagement: 0</p> <p>Co-Op City Baptist Church CTEAPP Educational Session sponsored by NBCI Published - 11/27/2021 4:32 PM Total Minutes Viewed: 0 1-Minute Video Views: 0 3-Second Video Views: 3 Engagement: 0</p>
<p>Number of Three-Question Surveys Distributed per City</p>		

National Black Church Initiative TV, start 2022 with tips from your January Creator Monthly Newsletter!

1 message

YouTube Creators <no-reply@youtube.com>
Reply-To: YouTube Creators <no-reply@youtube.com>
To: thenbci-2465@pages.plusgoogle.com

Wed, Jan 19, 2022 at 7:32 PM



January 2022
Creator Monthly

National Black Church Initiative TV, here's how your channel did last month



1

NEW SUBSCRIBERS

79

TOTAL VIEWS

279

MINUTES WATCHED

 Share To
Facebook

 Share To
Twitter



It's a new year – the perfect time to set new goals! Review your Analytics to see what's working and what can be improved. Then read below to focus on your channel strategy and continue to grow.