7th annual event
Provides an opportunity to:
- Support victims
- Connect families and communities with essential resources
- Encourage Arizonans to end domestic violence in Arizona
Governor Ducey outreach:
- Higher Education Institutes
- Legislators
- Tribal Leaders
- State Agency Directors
- Mayors
- Police Chiefs & Sheriffs

#LightingAZPurple Toolkit
#LightingAZPurple Toolkit

Website Updates

Resources:
- Hotlines
- USCVA Resources
- DVP Services
- DV & SA Services
- Tribal Community Resources
- Provider Resources
- Counseling & Crisis Services

Impact of Campaign

<table>
<thead>
<tr>
<th>#EndDVinAZ</th>
<th>#LightingAZPurple</th>
<th>#ItCanStop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts: 101</td>
<td>Posts: 40</td>
<td>Posts: 24</td>
</tr>
<tr>
<td>Shares: 24</td>
<td>Shares: 5</td>
<td>Shares: 5</td>
</tr>
<tr>
<td>Engagement: 8,133</td>
<td>Engagement: 463</td>
<td>Engagement: 463</td>
</tr>
<tr>
<td>Reach: 101,432</td>
<td>Reach: 12,742</td>
<td>Reach: 11,296</td>
</tr>
<tr>
<td>Impressions: 19,215</td>
<td>Impressions: 14,462</td>
<td>Impressions: 13,165</td>
</tr>
</tbody>
</table>
Digital Campaign Impact

<table>
<thead>
<tr>
<th>Display Overview</th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,971,286 Impressions</td>
<td>71,113 Impressions</td>
</tr>
<tr>
<td>928 Clicks</td>
<td>6,096 Post Engagement</td>
</tr>
<tr>
<td>0.05% Click Rate</td>
<td>0.16%</td>
</tr>
</tbody>
</table>

- Social had the highest CTR at 1.27%
- 5 Ad Saves
- Search Retargeting CTR: 0.16%
- Drove 300+ people to ItCanStop.AZ.gov

Questions