

GREATER
LEX

RESOURCE HUB



Kentucky's Bluegrass Region

PERFORMANCE REPORT: Talent Attraction Marketing Campaign

TIME FRAME

Oct 01 - March 31
2024 2025

As a cornerstone of our Regional Competitiveness Plan, the **Greater LEX Talent Attraction Campaign** is a marketing initiative aimed at positioning our region as a top destination for talent. By targeting tourists and alumni living outside the area, we highlight the vibrant job markets, affordable living, and exceptional quality of life across each of the nine counties in Greater LEX. Through strategic messaging and placement, we are building awareness beyond our borders, and strengthening our regional competitiveness. This report highlights the campaign's recent performance and illustrates the progress toward our **ultimate goal of attracting new talent, ideas, and energy to Greater LEX.**

Digital Ad Performance

UNIQUE REACH

3.56M

IMPRESSIONS

6.4M

Highest
Performing
Creative



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BOURBON | CLARK | FAYETTE | FRANKLIN | JESSAMINE | MADISON | MONTGOMERY | SCOTT | WOODFORD



Kentucky's Bluegrass Region

Engagement & Website Traffic



AUDIENCE 1:
Greater LEX Alumni



AUDIENCE 2:
Recent & Prospective
Greater LEX Tourists

Engagement by City

Oct. 1, 2024- March 31, 2025



30,813

NEW USERS TO
TALENT WEBSITE

Top Pages

- | | |
|-----------|---|
| 01 | 11,535 users visited Live Here |
| 02 | 6,587 users visited Find a Job |
| 03 | 6,043 users visited Work Here |
| 04 | 3,576 users visited Cost of Living |