

Australia's Biggest Blood Pressure Check

1-31 May

2024 Campaign Highlights



105,000

new users to the webpage during May.

Increase of 73%

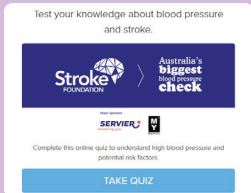
5 x eDMs



sent to more than

20,000

Stroke Foundation supporters



3,956

completions of the online Blood Pressure quiz

including 664 email database leads

Average
Open Rate of 36%



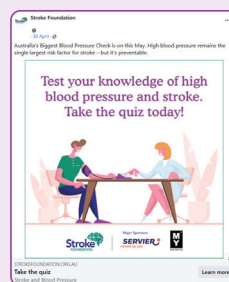
Average Click Through
Rate of 5%



6.2M

ad post impressions

Increase of 64%



Reaching

2.9M

people

Increase of 54%



114 media mentions had a potential reach of approximately



1.2M

people

Increase of 228%