

CAMPAIGN REPORT

Campaign Summary

Name: Wellpoint TX August Health Education Email - Houston Zips

From/Brand:	Wellpoint		
Headline:	Childhood stress and mental health		
Broadcast Date:	08/05/2025		
Audience:	35,000	ID:	2395156
Views:	7,368	Clicks:	761
View %:	21.05%	Click %:	2.17%

Campaign Creative



Social emotional learning

Social emotional learning helps children of all ages to better comprehend their emotions, to feel those emotions fully, and demonstrate empathy for others. Parents play a crucial role in supporting their child's social-emotional development. You can support social emotional learning at home by:

- **Creating a nurturing and supportive environment**
 - By providing a safe and loving home environment, parents can foster a sense of security and belonging, which allows children to explore and express their emotions freely.
- **Modeling positive social emotional skills**
 - Children learn by observing and imitating their parents. By modeling positive social emotional skills, such as empathy, active listening, and problem solving, parents can teach their children how to navigate social interactions effectively.
- **Encouraging open communication and empathy**
 - By encouraging their children to express their thoughts and feelings openly, parents create an environment where empathy and understanding thrive. This, in turn, helps children develop their own emotional intelligence and empathy towards others.



Childhood stress

CAMPAIGN STATS

Views | 21.05 % *Total Views 7,368*

Clicks | 2.17 % *Total Clicks 761*

CTVR | 10.33 %

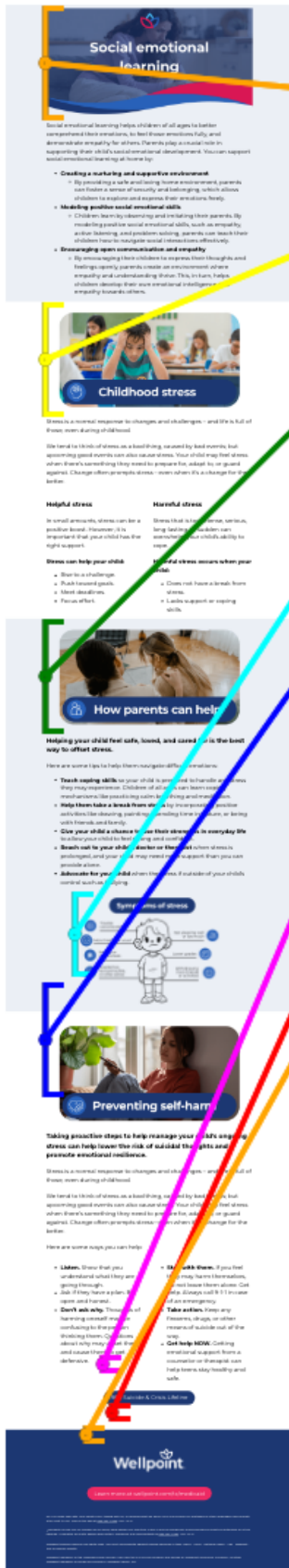
Clicks by Device

 Desktop 5.12%	39
 Mobile 94.88%	722

CLICKS BY WEB BROWSER

 143 Chrome	 2 Edge	 5 Firefox	 85 Safari	 526 Other
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LINK SUMMARY



Index	Link URL	Clicks	%
1	https://urldefense.com/v3/__https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	159	20.89%
2	https://urldefense.com/v3/__https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	146	19.19%
3	https://urldefense.com/v3/__https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	145	19.05%
4	https://urldefense.com/v3/__https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	131	17.21%
5	https://urldefense.com/v3/__https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	146	19.19%
6	https://urldefense.com/v3/__https://988lifeline.org/talk-to-someone-now/_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YUSehOmjaw\$	6	0.79%
7	https://urldefense.com/v3/__https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	25	3.29%
8	https://urldefense.com/v3/__https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	3	0.39%
		761	

GEOGRAPHY

- [ZIP Code]
- (77036) - Houston, TX - 5 Miles
- (77072) - Houston, TX - 5 Miles
- (77083) - Houston, TX - 5 Miles
- (77093) - Houston, TX - 5 Miles
- (77449) - Katy, TX - 5 Miles

SELECTS

- [Household Income]
 - \$20,000 - \$29,999
 - \$30,000 - \$39,999
 - \$40,000 - \$49,999
 - Under \$20,000
-
- [Presence of Children]
 - Presence of Children

CAMPAIGN REPORT

Campaign Summary

Name: Wellpoint TX August Health Education Email Priority Counties

From/Brand:	Wellpoint		
Headline:	Childhood stress and mental health		
Broadcast Date:	08/05/2025		
Audience:	172,000	ID:	2395155
Views:	32,233	Clicks:	2,643
View %:	18.74%	Click %:	1.54%

Campaign Creative



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Childhood stress

CAMPAIGN STATS

Views | 18.74 % Total Views 32,233

Clicks | 1.54 % Total Clicks 2,643

CTVR | 8.20 %

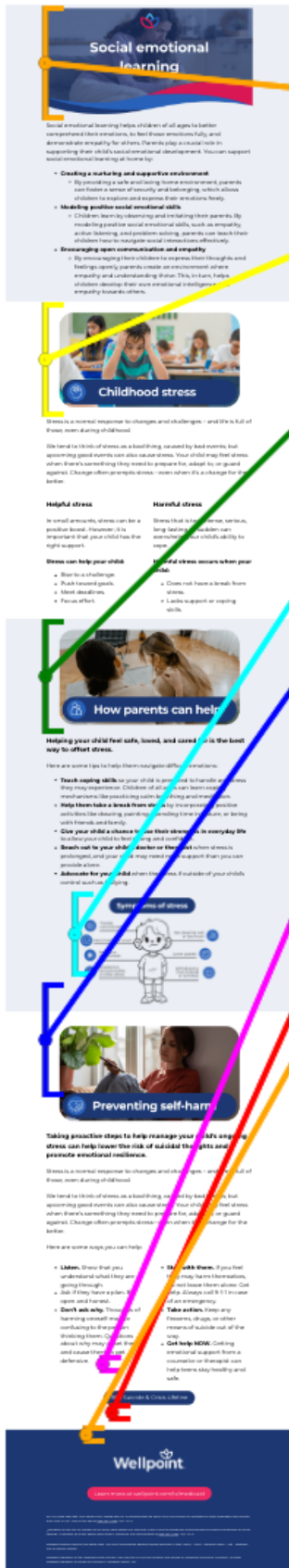
Clicks by Device

	Desktop 5.68% 150
	Mobile 94.32% 2,493

CLICKS BY WEB BROWSER

	546 Chrome		15 Edge		44 Firefox		343 Safari		1,695 Other
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LINK SUMMARY



Index	Link URL	Clicks	%
1	https://urldefense.com/v3/_https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	515	19.49%
2	https://urldefense.com/v3/_https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	508	19.22%
3	https://urldefense.com/v3/_https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	511	19.33%
4	https://urldefense.com/v3/_https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	460	17.40%
5	https://urldefense.com/v3/_https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	505	19.11%
6	https://urldefense.com/v3/_https://988lifeline.org/talk-to-someone-now/_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YUSehOmjaw\$	30	1.14%
7	https://urldefense.com/v3/_https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	86	3.25%
8	https://urldefense.com/v3/_https://www.wellpoint.com/tx/medicaid_!!M5erwxGTI6mITHJSECWB8LY!GirrGPdSVvnk62kL9t8rtM-g8ChNAdsYnQuelfNsh4fJCSBa2dGxOVSh-2W_e0FDaAovX5p9V5o3YURcTAC70Q\$	28	1.06%
		2,643	

GEOGRAPHY

- [DMA]
- (600) Corpus Christi
- (627) Wichita Falls/Lawton
- (634) Amarillo
- (651) Lubbock
- (662) Abilene/Sweetwater
- (692) Beaumont/Port Arthur
- (709) Tyler/Longview/Lufkin/Nacogdoches

SELECTS

- [Presence of Children]
 - Presence of Children
-
- [Household Income]
 - \$20,000 - \$29,999
 - \$30,000 - \$39,999
 - \$40,000 - \$49,999
 - \$50,000 - \$59,999
 - Under \$20,000