



2019 Midyear  
**Marketing Report**



# America's Leading Tax Policy Resource



One of our greatest marketing strengths is our outsized media presence. We have increased our impact this year by **tripling our op-ed output** and earning **15 percent** more citations in *The Wall Street Journal*, *The New York Times*, and *The Washington Post* than last year.

A strategy focused on timeliness and increasing our visibility in high-quality outlets has allowed us to shape the national tax discussion, build credibility, and push back against rhetoric from better-funded groups.

## Key Metrics: January - June, 2019



Media Citations  
**10,099**



Countries Cited In  
**69**

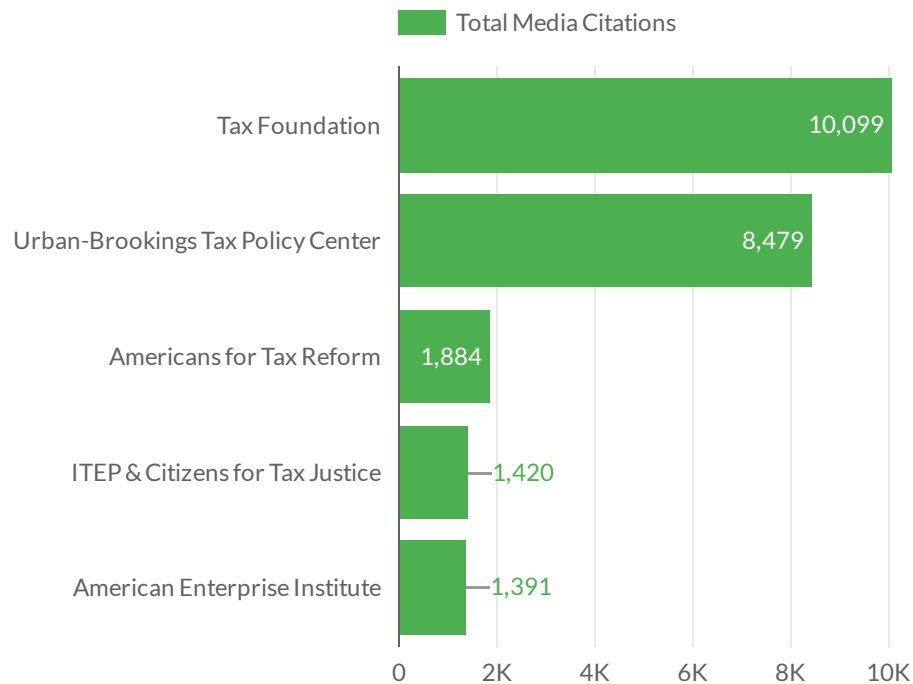


Radio + TV Interviews  
**35**

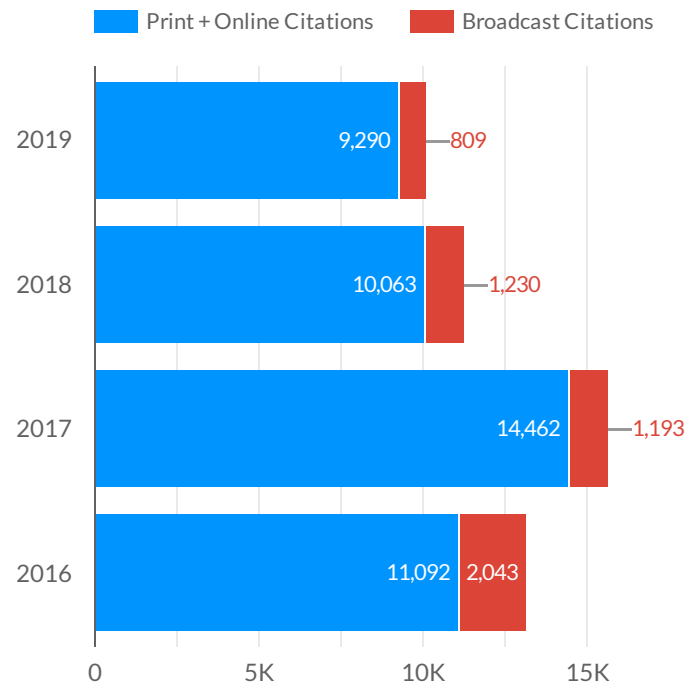


States Cited in  
**50**

Total Media Citations on Tax Policy, January-June, 2019



Tax Foundation Media Citations, as of June 30th



Our Work is Frequently Cited in America's Top News Outlets

THE WALL STREET JOURNAL.



The Washington Post



The New York Times



Los Angeles Times



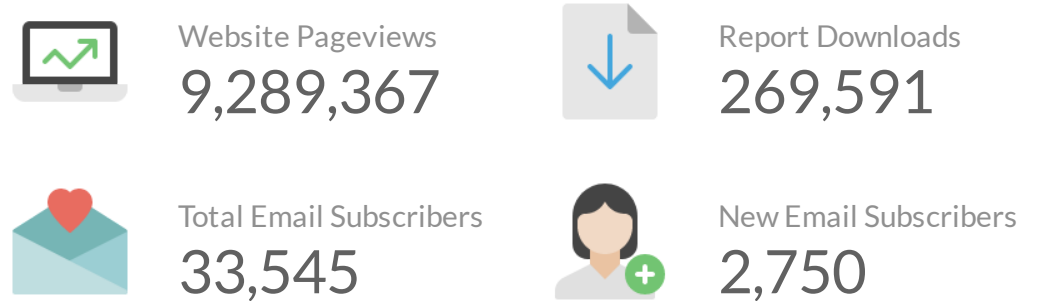
# Enhancing Our Online Presence



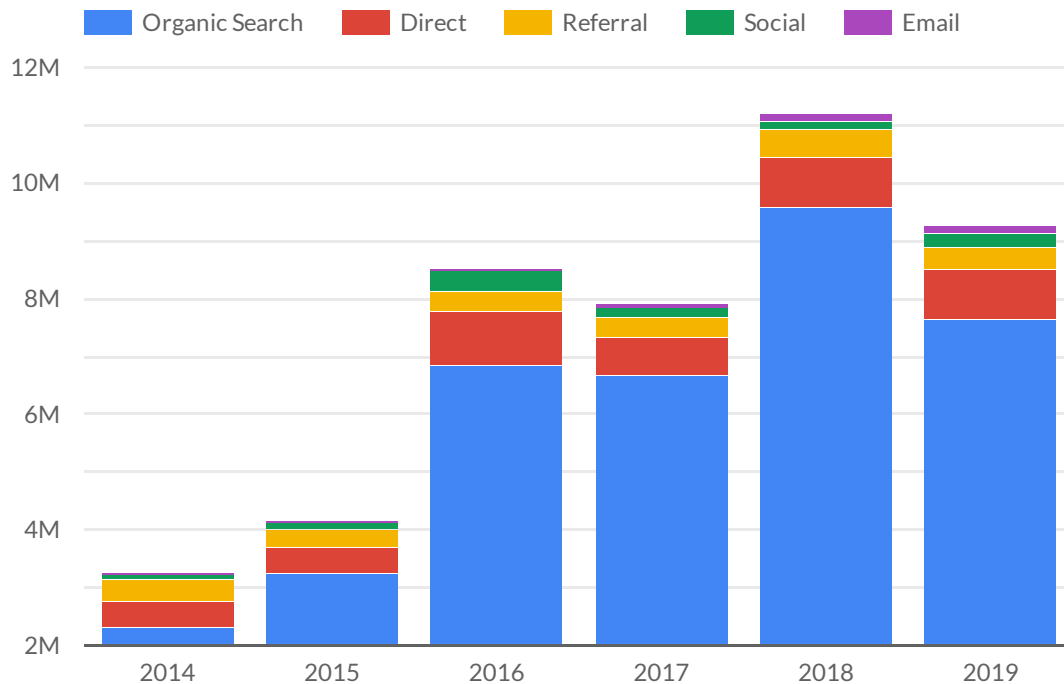
Over the last year, we have boosted online engagement by giving users more opportunities to take action and building more interactive experiences. Our online tax reform calculator, for example, has over **1.4 million** pageviews.

Compared to last year, our email subscriber base is nearly **24 percent larger**, we've received **21 percent** more unique online donations, and our work has been shared on social media over **204 percent** more often.

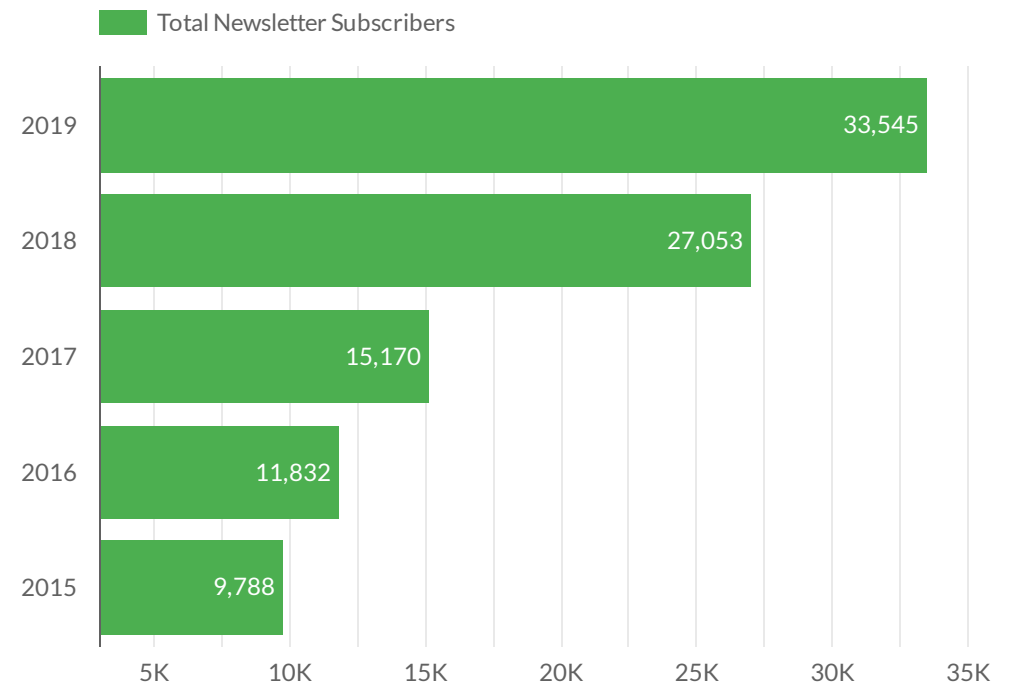
## Key Metrics: January - June, 2019



## Total Website Pageviews by Source, January - June, 2019



## Total Email Newsletter Subscribers, as of June 30th



# Amplifying Our Cause to New Audiences



Over the last three years, our influence on social media has continued to grow, giving us an increasingly large platform from which to promote sound, pro-growth tax policy. Since this time last year, our Twitter audience has grown by **9 percent**, our Facebook audience has grown by **5 percent**, and our LinkedIn audience has grown by **42 percent**.

Over the last year, we have also built the infrastructure for a robust digital ads program, which has allowed us to expand our network to new audiences, generating over **3.4 million new impressions** and over **143,000 ad clicks** so far in 2019.

## Key Metrics: January - June, 2019



Social Media Followers

51,590



Total Social Media Impressions

10,848,452



Ad Impressions

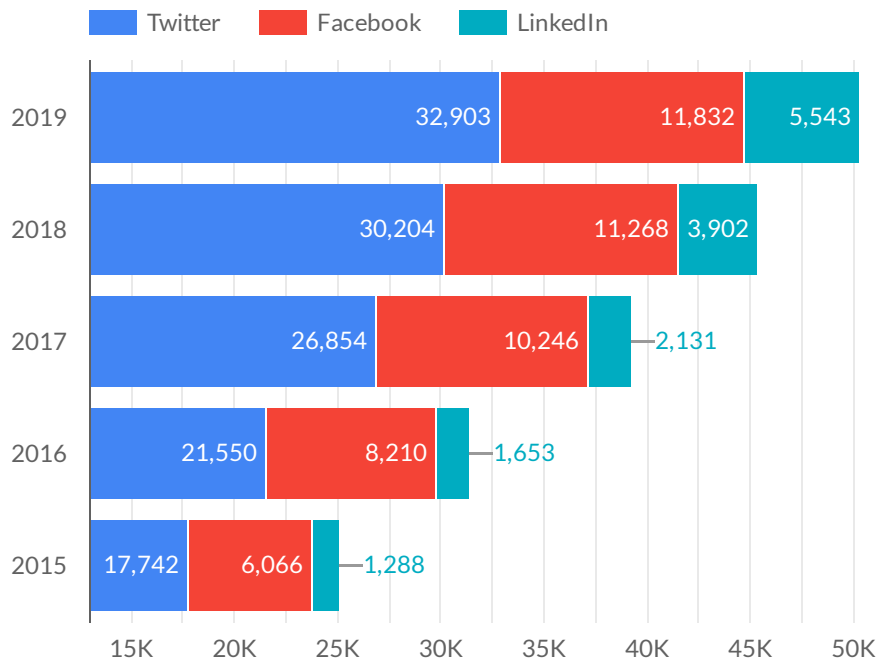
4,566,544



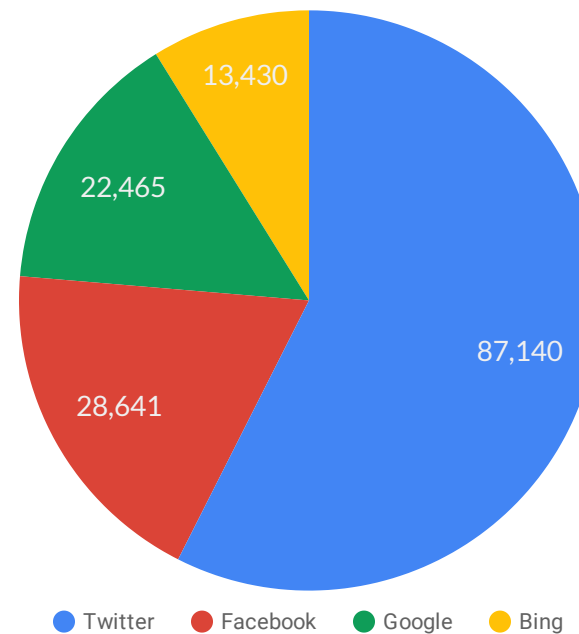
Ad Clicks

151,676

## Total Social Media Followers by Platform, as of June 30th



## Ad Clicks by Platform, January - June, 2019



## Ad Impressions by Platform, January - June, 2019

