

MAN THERAPY™

Riverside County, CA
July 2023 Impact Report



MAN THERAPY REMINDERS

The challenges we face /

Working aged men account for the largest number of suicide deaths in the U.S. These men are also the least likely to receive any kind of support.

Depression is
the leading cause
of disability in the
U.S.
affecting
16+ million Americans

White males
account for
7 of 10
of all completed
suicides

Men are
3.63x
more likely to
die by suicide
than women

621
avg. deaths by
suicide per year in
the state of Utah
#2 cause of death

Man Therapy is an evidence-based solution to a growing challenge.

Challenge

Working aged men account for the largest number of suicide deaths in the U.S.

These men are also the least likely to receive any kind of support.



Solution

Man Therapy reduces depression and suicidal ideation and increases help seeking behavior among working age men

CDC-Funded Research Study Results Available

Man Therapy Goals /

Upstream approach to men's mental health and suicide prevention

Reduce Stigma

Increase help-seeking behavior

Reduce Suicidal Ideation

Sustainable Impact

Our model and key elements

How we generate impact

The Innovative
Campaign

Evidence based
Website
User Journey

Impact
Measurement
& Communication

The tools that Man Therapy provides

Mental Health
Assessment

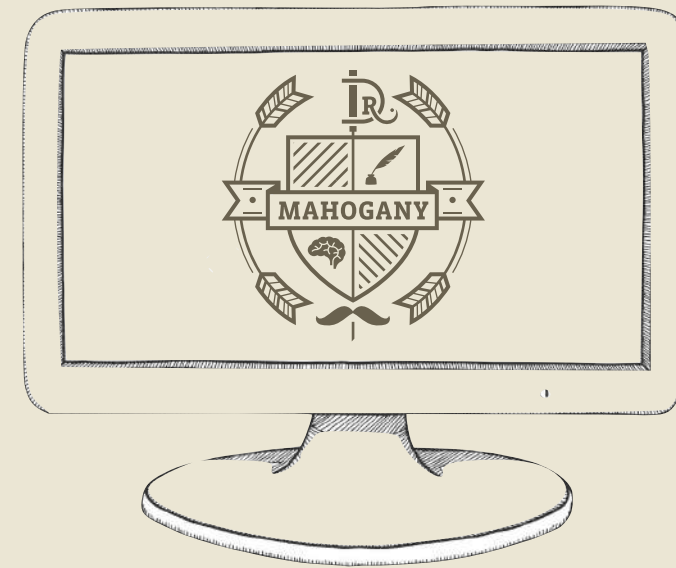
Self-help tips and
testimonials from
other men

Evidence-based
tools and
educational
content

National & local
resource and crisis
line connections

LIFETIME IMPACT TO DATE

JULY 9, 2012 - JULY 22, 2023



Website Users:
1,623,841



Average Time/Visit:
03:28



Head Inspections:
434,488



Crisis Line Clicks:
42,932

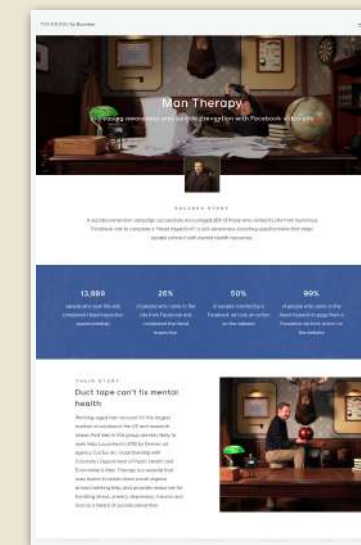
SXSW

AdAge

**The
New York
Times**

**The
Boston
Globe**

INSIDER



**15
ACTIVE
PARTNERS**

RIVERSIDE COUNTY, CA

July 2023

Methods & Tactics

Riverside County California
July 2023

Digital Campaigns paused for the month of July

PARTNER NETWORK
CalMHSA
Help@Hand

Google Adwords /PPC
January 9th Launch

Paid Social
March 3 Launch

Radio:
Live since 2/20

OOH Billboards:
Installed March 9

Additional Tactics
Sunline Bus Ads
Printed Collateral +
Swag

Riverside County, CA July 2022



Digital Campaigns paused for the month of July 2023

Riverside County, CA
July 2023
 vs. July 2022

669%

Increase in total users in Riverside County, CA

29 Users > 223 Users

225%

Increase in Completed HI in Riverside County, CA

4 Users > 13 Users

3.6x

Increase in Organic Traffic in Riverside County, CA

19 Users > 70 Users

2.2x

Increase in Direct Traffic in Riverside County, CA

14 Users > 32 Users



Digital Campaigns paused for the month of July 2023

Riverside County, CA
MID-COUNTY REGION
July 2023 vs. July 2022

90%
Increase in total
users
in Riverside County, CA

1 Users > 91 Users

12x
Increase in Organic
Traffic
in Riverside County, CA

0 Users > 12 Users

5x
Increase in HI
Completed
in Riverside County, CA

0 HIs > 5 HIs



Digital Campaigns paused for the month of July 2023

Riverside County, CA
DESERT REGION
July 2023 vs. July 2022

777%

Increase in total users
in Riverside County, CA

9 Users > 79 Users

6.5x

Increase in Organic Traffic
in Riverside County, CA

2 Users > 13 Users



State: California (1)

County Segments: Desert (1)

Jul 1, 2023 - Jul 31, 2023

BASIC ENGAGEMENT DATA

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
95	79	75	76.84%	154	131	01:23
↓ -86.8%	↓ -88.3%	↓ -88.6%	↑ 36.6%	↓ -86.4%	↓ -87.0%	↓ -6.0%

SITE GOALS

Head Inspections Started

11

↓ -97.1%

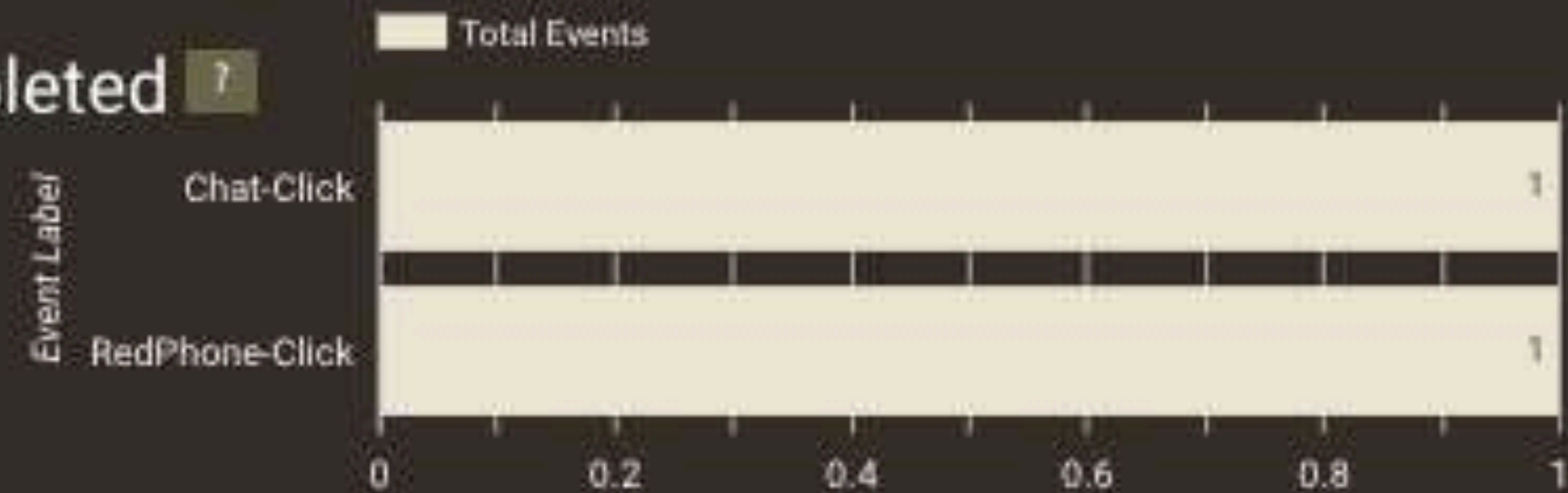


Head Inspections Completed

5

↓ -97.5%

CRISIS ACTIONS



Digital Campaigns paused for the month of July 2023

Riverside County, CA
WESTERN REGION
July 2023 vs. July 2022

179%

Increase in total users
in Riverside County, CA

19 Users > 53 Users

2.6x

Increase in Organic Traffic
in Riverside County, CA

17 Users > 45 Users



State: California (1)

County Segments: Western (1)

Jul 1, 2023 - Jul 31, 2023

BASIC ENGAGEMENT DATA

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
77	53	39	64.94%	167	129	02:22
↓ -86.0%	↓ -87.6%	↓ -90.4%	↑ 25.8%	↓ -83.5%	↓ -84.4%	↑ 6.6%

SITE GOALS

Head Inspections Started

10

↓ -96.6%



Head Inspections Completed

3

↓ -97.7%

CRISIS ACTIONS

Total Events



Digital Campaigns paused for the month of July 2023

RESOURCE ENGAGEMENT

July 2023

Resource Page Engagement by California Users

456 total pageviews among California users on Man Therapy sub-page groups.

Gentlemental
Health Pages

107

Pageviews

Avg. Time on
Page
1:38

Mental Health
Resource Pages

196

Pageviews

Avg. Time on
Page
1:54

Tips & Testimonial
Pages

83

Pageviews

Avg. Time on
Page
0:59

Man FAQ
Pages

70

Pageviews

Avg. Time on
Page
0:53

Mental Health Resources Accessed by California Users

Page path level 2	Pageviews	Unique Pageviews	Avg. Time on Page
California	196 % of Total: 0.20% (95,821)	167 % of Total: 0.20% (83,026)	00:01:54 Avg for View: 00:02:15 (-15.39%)
1. /grief-advice-from-an-old-guy	27 (13.78%)	25 (14.97%)	00:06:40
2. /online-therapy-at-your-fingertips	22 (11.22%)	18 (10.78%)	00:04:37
3. /connect-local-resources-near-you	16 (8.16%)	11 (6.59%)	00:00:10
4. /california-resources	15 (7.65%)	12 (7.19%)	00:03:10
5. /local-resources-in-riverside-county-california-western-region	10 (5.10%)	9 (5.39%)	00:01:06
6. /divorce-11-questions-to-ask-yourself	9 (4.59%)	8 (4.79%)	00:01:49
7. /lifeline-crisis-chat	8 (4.08%)	8 (4.79%)	00:01:53
8. /local-resources-in-riverside-county-ca	7 (3.57%)	5 (2.99%)	00:00:17
9. /cares-line	5 (2.55%)	5 (2.99%)	00:00:15
10. /LGBTQ-crisis-and-support-resources	5 (2.55%)	5 (2.99%)	00:00:34
11. /normal-responses-to-trauma	5 (2.55%)	5 (2.99%)	00:05:48
12. /first-responder-crisis-supports	4 (2.04%)	3 (1.80%)	00:09:53
13. /national-fatherhood-initiative	4 (2.04%)	4 (2.40%)	00:00:41
14. /Family-Wellness-Resources	3 (1.53%)	2 (1.20%)	00:00:09
15. /healing-our-own-california	3 (1.53%)	1 (0.60%)	00:00:07
16. /national-police-suicide-foundation	3 (1.53%)	1 (0.60%)	00:00:43
17. /PFLAG	3 (1.53%)	3 (1.80%)	00:00:36
18. /being-social-while-physical-distancing	2 (1.02%)	1 (0.60%)	00:01:20
19. /California-Professional-Firefighters	2 (1.02%)	1 (0.60%)	00:00:02
20. /local-resources-in-riverside-county-california-mid-county-region	2 (1.02%)	1 (0.60%)	00:00:09

21. /sbx-youth-and-family-services-moreno-valley-california	2 (1.02%)	2 (1.20%)	00:00:00
22. /Sweetwater-County-Prevention-Coalition-Rock-Springs-wyoming	2 (1.02%)	1 (0.60%)	00:00:30
23. /worried-about-someone	2 (1.02%)	1 (0.60%)	00:00:33
24. /arizona-local-resources	1 (0.51%)	1 (0.60%)	00:00:00
25. /colorado-dads	1 (0.51%)	1 (0.60%)	00:00:00
26. /colorado-local-resources	1 (0.51%)	1 (0.60%)	00:00:00
27. /colorado-west-regional-mental-health-1	1 (0.51%)	1 (0.60%)	00:00:00
28. /connect-inland-empire-riverside-california	1 (0.51%)	1 (0.60%)	00:00:00
29. /fatherhood-support-services	1 (0.51%)	1 (0.60%)	00:00:00
30. /fishing-and-mental-health	1 (0.51%)	1 (0.60%)	00:00:49
31. /fishing-the-good-fight	1 (0.51%)	1 (0.60%)	00:00:05
32. /free-things-to-do-that-weren-t-free-before-coronavirus	1 (0.51%)	1 (0.60%)	00:02:51
33. /healingourown.org	1 (0.51%)	1 (0.60%)	00:00:04
34. /heartbeat-grief-support	1 (0.51%)	1 (0.60%)	00:00:00
35. /Inspiring-Stigma-Free-Stories	1 (0.51%)	1 (0.60%)	00:00:00
36. /internal-family-systems	1 (0.51%)	1 (0.60%)	00:00:48
37. /kansas-local-resources	1 (0.51%)	1 (0.60%)	00:00:05
38. /local-resources-in-riverside-county-california-desert-region	1 (0.51%)	1 (0.60%)	00:00:25
39. /men-suicide-and-society	1 (0.51%)	1 (0.60%)	00:00:00
40. /modern-loss-candid-conversations-about-grief	1 (0.51%)	1 (0.60%)	00:02:19

Thank you!

