



2020 Year-end
Marketing Report



Record Web Traffic a Testament to Our Impact in 2020

A Reliable Resource for Policymakers & Taxpayers During a Historic Year



We boosted website traffic by keeping taxpayers and journalists informed on the latest tax developments with our dedicated **COVID-19 tax resource center**, which received **5 million** pageviews this year.

Our analysis of campaign tax proposals, including our modeling of President Joe Biden's tax plan, also received over **4.5 million** pageviews.

In 2020, our website traffic totaled **26.7 million**. That's more than the number of people that visit all of the Smithsonian museums in the U.S. each year.

Key Metrics: January - December, 2020



Total Pageviews

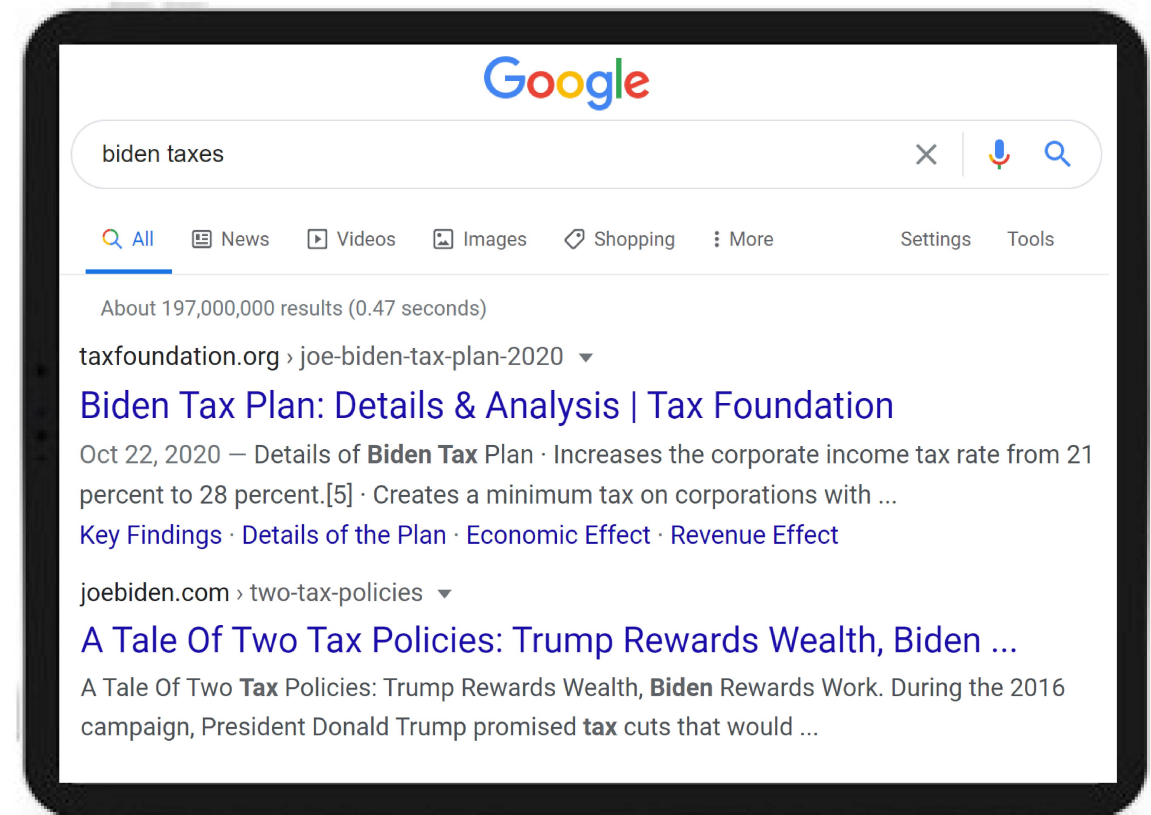
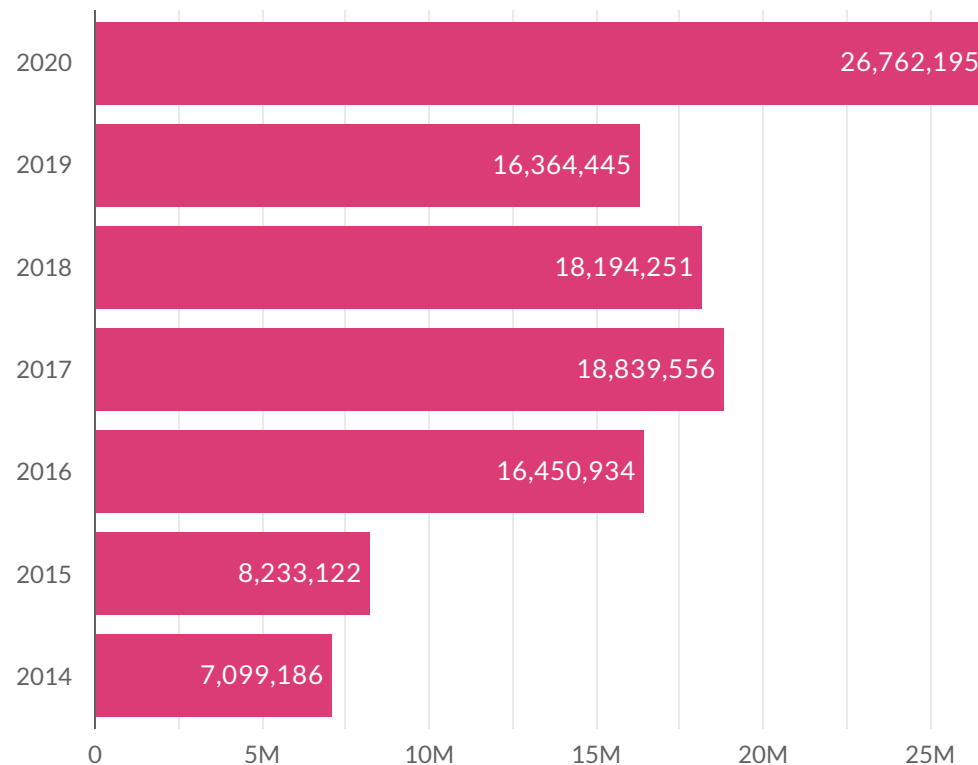
26,762,195



Report Downloads

486,752

Total Website Pageviews by Year



Taxfoundation.org Attracts High-Value Visitors

Our Work Is a Go-to Resource for Tax, Economics, and Finance Influencers

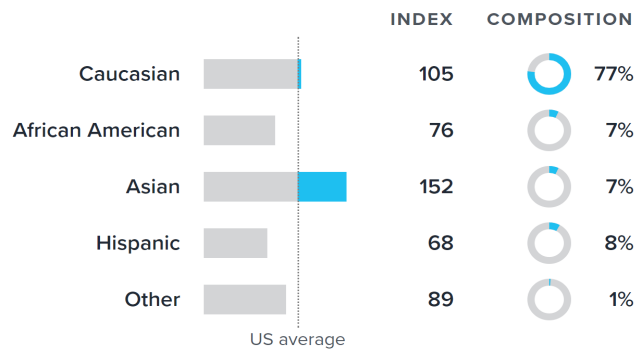


Understanding who comprises our online audience can help us develop better resources and better targeted marketing strategies. The stats below illustrate the demographic makeup of our 2020 website visitors, who tend to be **better educated and higher paid** than the average internet user.*

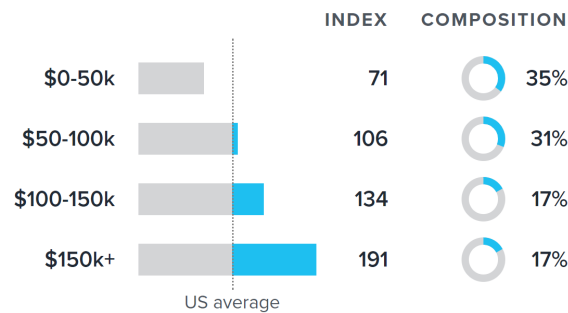
Unsurprisingly, compared to the average user, our visitors are 26.6 times more likely to be in the **tax planning industry**, 12.6 times more likely to work in the **economics** field, and 5.5 times more likely to work in **personal finance**.

*Note: *Data and analytics derived from Quantcast. Composition is the percentage of all taxfoundation.org visitors that meet the given demographic criteria. Index is a comparison of taxfoundation.org visitor composition to the internet population at large. An Index score of 200 means the visitor is twice as likely to be of a particular demographic than the average internet user.*

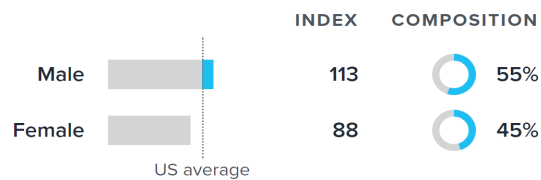
Ethnicity



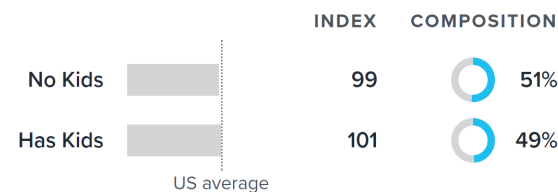
Household Income



Gender

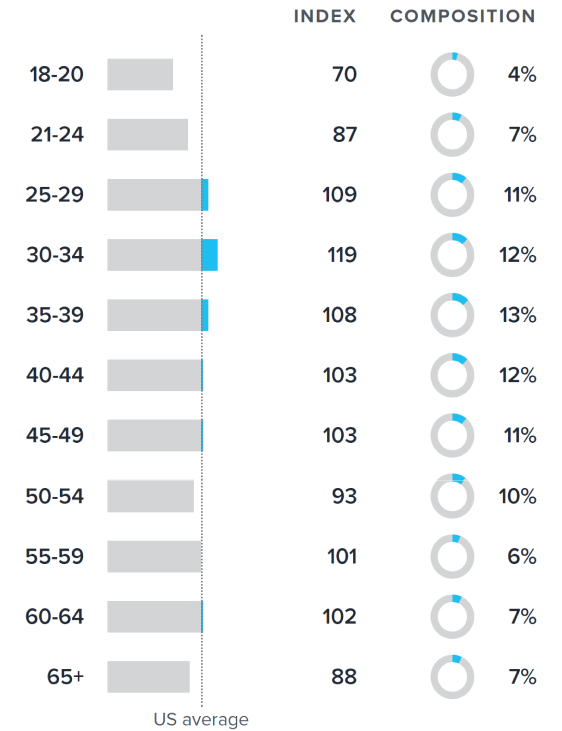


Children

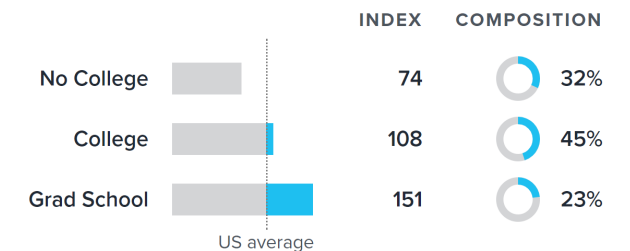


Age

All Genders



Education



America's Leading Tax Policy Resource

Top News Outlets Regularly Rely on Our Analysis



One of our greatest marketing strengths is our outsized media presence, both in the U.S. and abroad.

Despite the fluid news cycle in 2020, we continued to be the **leading tax resource for journalists** at the federal, state, and international levels, once again outperforming our main competitors in terms of media citations in some of the **nation's most respected outlets**.

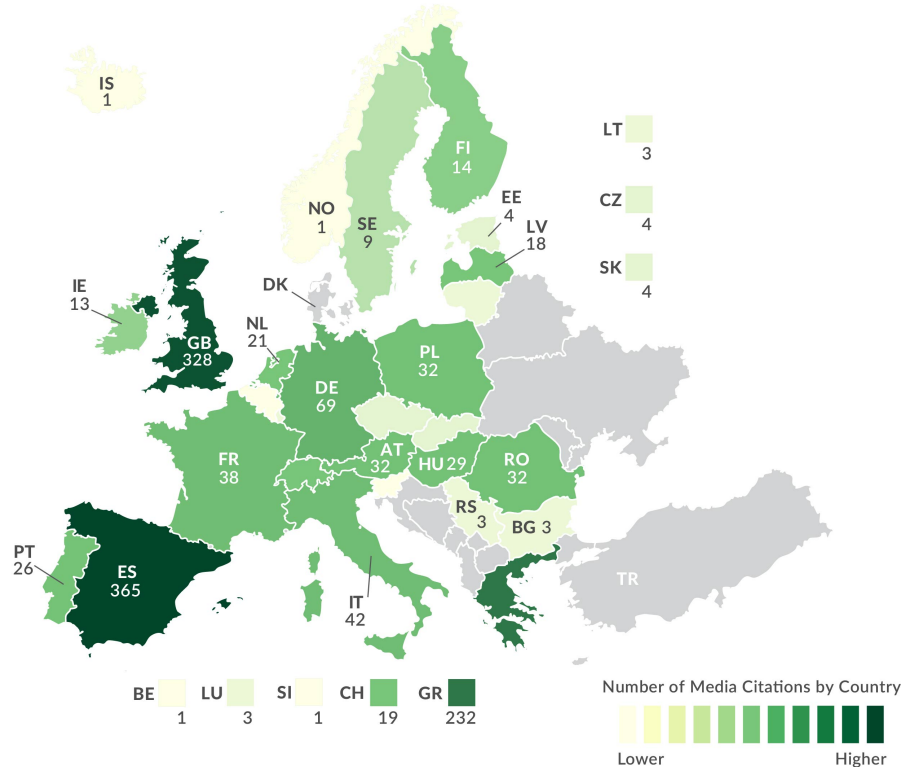
A strategy focused on timeliness and increasing our visibility in high-quality outlets has allowed us to shape tax policy discussions while building credibility.

Key Metrics: January - December, 2020

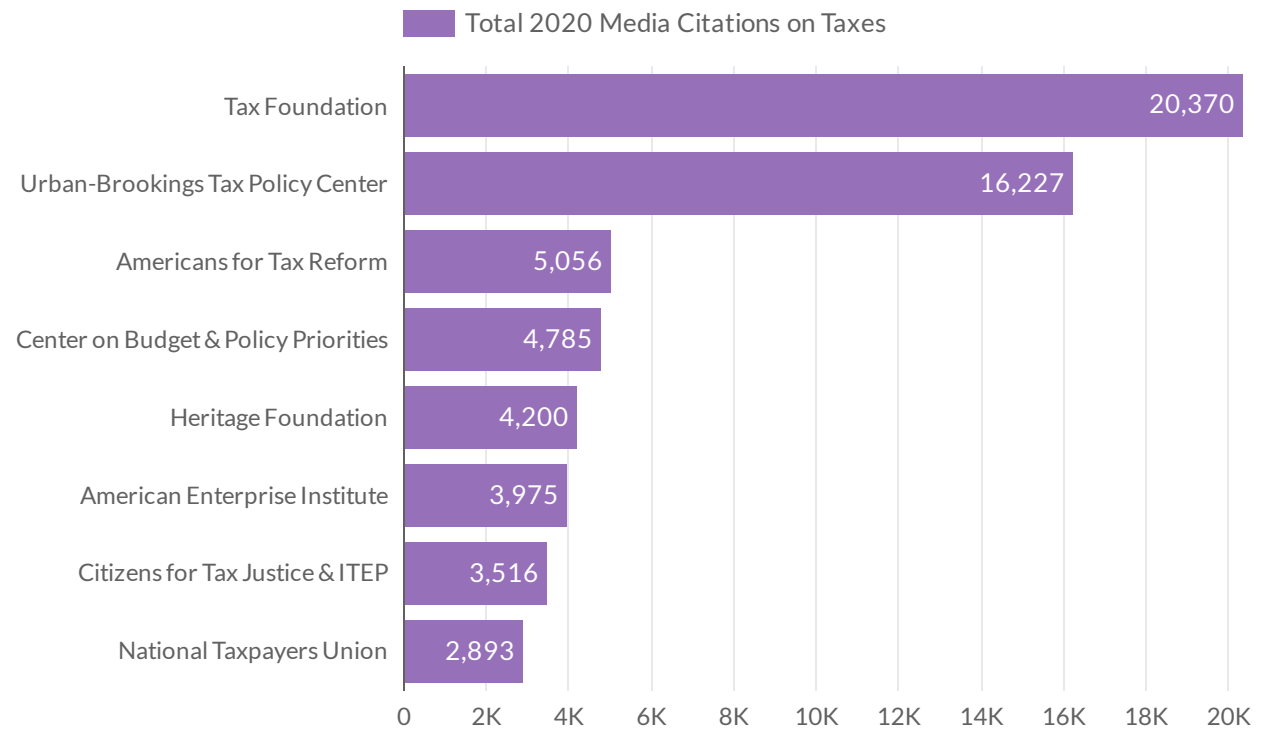


Total Media Citations on Tax Policy in Europe, 2020

3,730 International Media Citations



Total Media Citations on Tax Policy, 2020



Turning Our Policy Efforts into Impact

Effective Legislative Outreach Delivers Our Analysis to Key Decision-Makers



Tax Policy Webinars

In 2020, we quickly pivoted to an online format for our popular tax policy panel discussions in order to continue educating federal and state policymakers amid the coronavirus pandemic.

Our webinar topics ranged from digital services taxes and telework tax issues to federal and state coronavirus responses, and garnered over **1,100 attendees**.

Federal & State Legislative Outreach

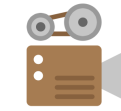
Despite travel restrictions in 2020, our state tax policy experts also pivoted, taking advantage of virtual testimonies and meetings to conduct **27 presentations to state legislators** across the country.

Meanwhile, in our nation's capital, our federal tax policy team was busier than ever, working directly with **45 congressional offices** throughout the year, educating them on topics ranging from corporate taxation and the benefits of increased cost recovery to targeted COVID-19 relief.

Key Metrics: Webinars & Virtual Events



Attendees
1,142



Recording Views
2,798

Key Metrics: Federal & State Legislative Outreach

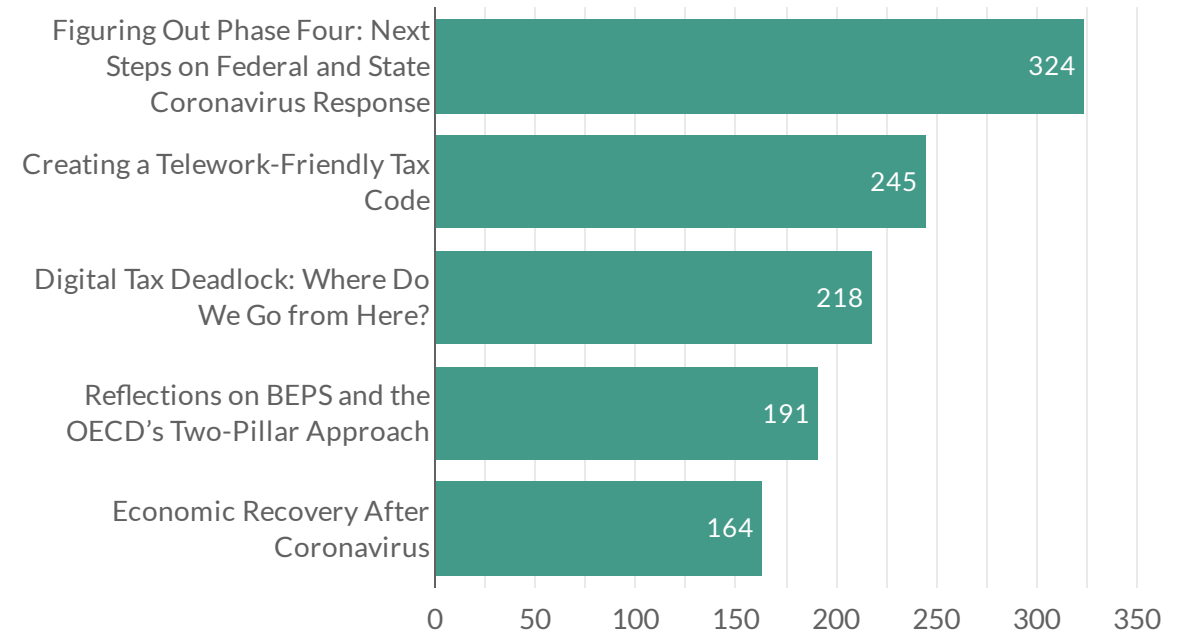


Presentations to State Legislators
27



Meetings with Hill Offices
45

Webinar Attendance by Topic, 2020



Maximizing Our Impact with New Educational Tools

Easily-Accessible Resources Reach New Audiences During Pandemic



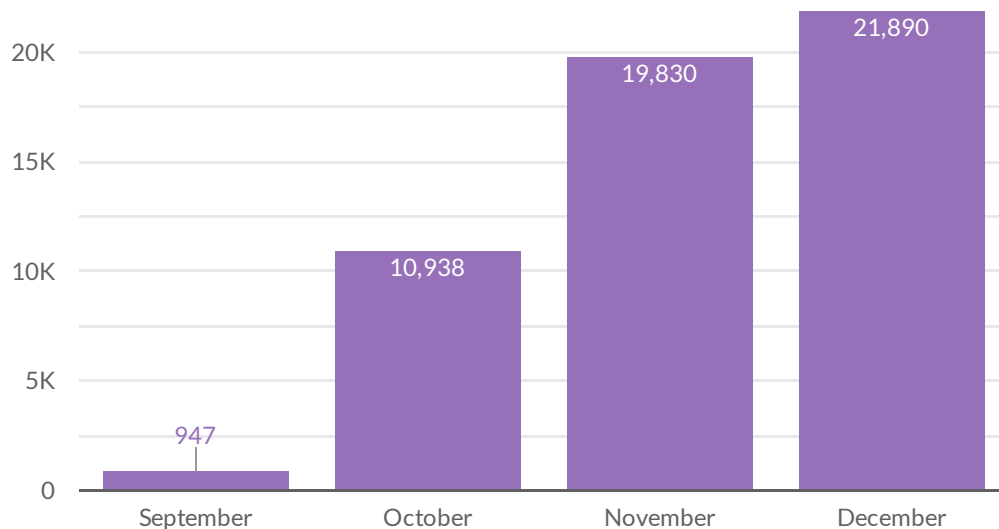
Tax Basics & Tax Policy 101

In 2020, we launched Tax Basics, a new educational platform aimed at helping teach tax concepts to college and high school students, legislative staffers, and taxpayers across the country. Our initial outreach, which included forging partnerships with other educational organizations, was delivered to over 5,500 professors and received praise from professors at institutions like **Harvard University**.

The Deduction Podcast

We also launched our new podcast, *The Deduction*, which features special guests as well as our own tax policy experts, and explores issues such as transportation funding and federal and state tax trends through a more accessible, conversational digital format.

Total Cumulative Downloads, *The Deduction* Podcast, 2020



Key Metrics: Tax Basics Educational Resource



Key Metrics: *The Deduction* Podcast



Top Content, Tax Basics Platform

	Page	Pageviews
1.	The Three Basic Tax Types (Primer)	37,358
2.	Corporate Income Tax (Glossary)	31,157
3.	Individual Income Tax (Glossary)	27,880
4.	SALT Deduction (Glossary)	21,059
5.	Marginal Tax Rate (Glossary)	11,384
6.	Book Income vs. Tax Income (Glossary)	8,882
7.	10 Common Tax Myths, Debunked (Primer)	6,173
8.	Common Tax Questions, Answered (Primer)	3,527
9.	The Weird Way Taxes Impact Behavior (Primer)	2,434
10.	Not All Taxes Are Created Equal (Primer)	2,276

Amplifying Our Cause to New Audiences

Targeted Advertising Puts Our Analysis in Front of Key Stakeholders



We've also continued to build the infrastructure for a robust digital ads program, which has allowed us to expand our network to new audiences, increasing our reach by appearing on **46 percent more** screens and receiving **11 percent more** ad clicks over 2019.

Key 2020 Advertising Metrics

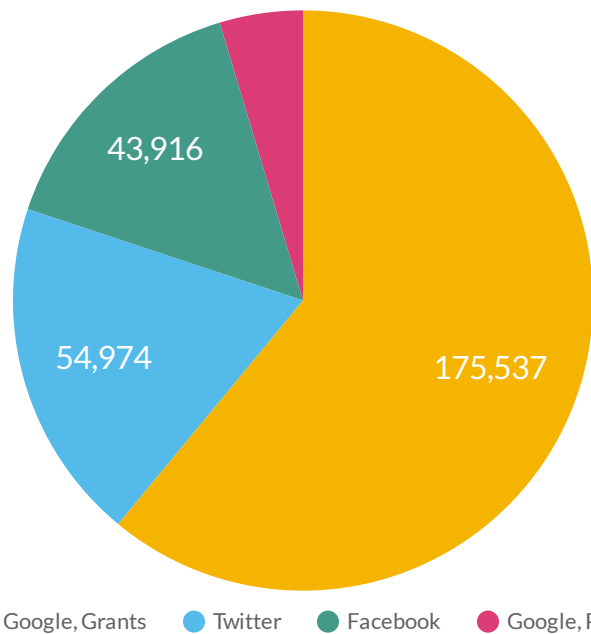


We have also expanded our portfolio of advertising tools with micro-targeted promotion on Facebook, Twitter, Google, LinkedIn, and YouTube.

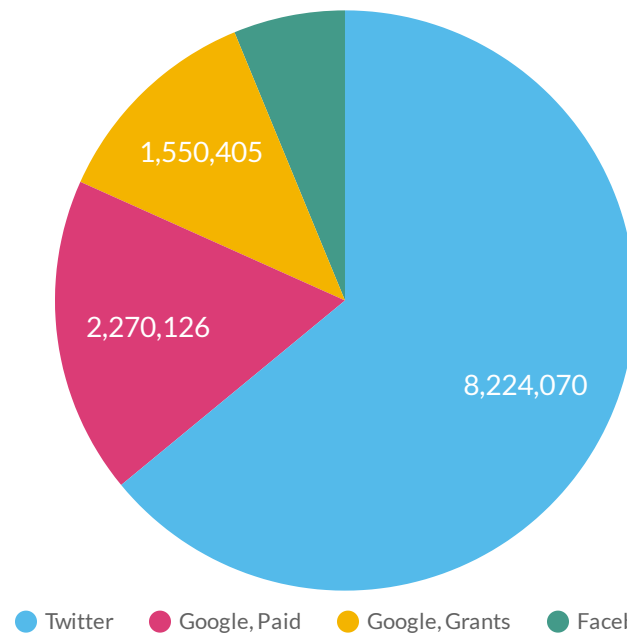


Our Twitter advertising campaign featuring our *International Tax Competitiveness Index* received over **2.5 million** impressions and was responsible for nearly 70,000 clicks to our website in just two months.

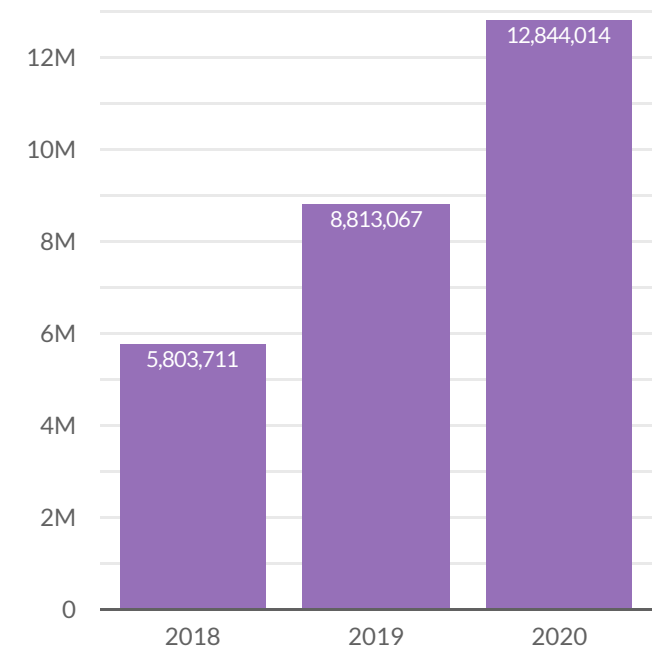
Ad Clicks by Platform, 2020



Ad Impressions by Platform, 2020



Ad Impressions (Reach) By Year



Building Trust with Insightful Analysis & Engaged Experts

Thousands Rely on Our Emails & Social Media to Stay Informed



Every day, our email subscribers and social media followers rely on our experts to provide trusted tax policy research, analysis, and commentary on a host of tax issues. On Twitter alone, we posted nearly 6,000 times in 2020.

Compared to 2019, our email subscriber base is nearly **33 percent larger** and our social media follower base is over **26 percent larger**.

And that's just the hard figures. The quality of our online audience should also be noted as it's comprised of top journalists, lawmakers, and notable policy influencers.

Key Metrics: January - December, 2020



Total Email Subscribers

47,508



New Email Subscribers

11,812



Total Social Media Followers

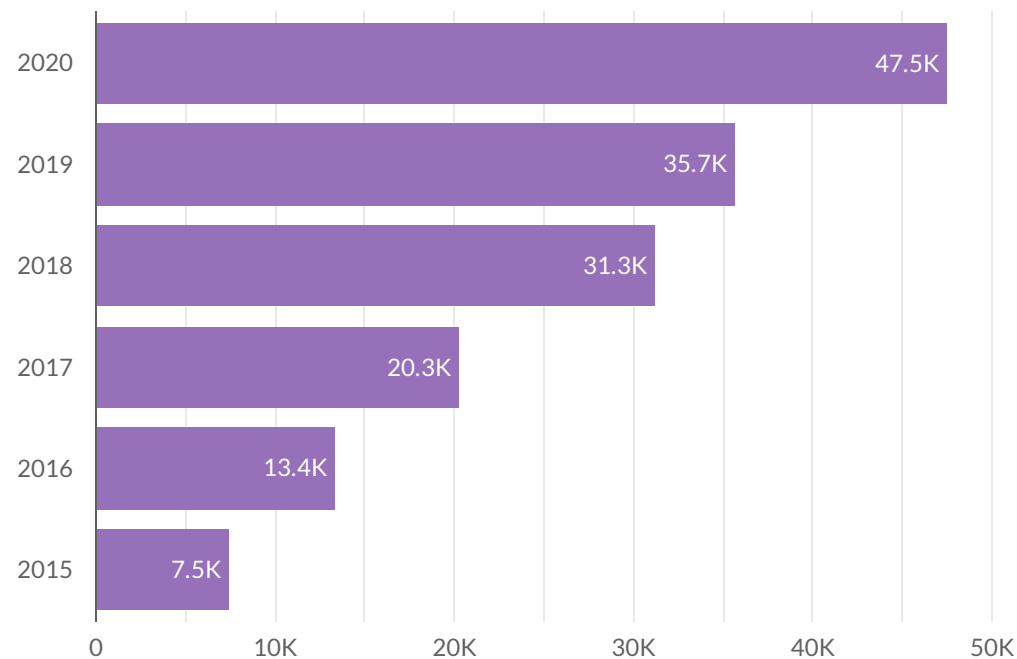
76,121



Total Social Media Impressions

26,992,095

Total Email Newsletter Subscribers by Year



Total Social Media Followers by Platform

