



IURC

# 2021 Campaign Recap

March-July 2021



# Agenda

- Media Plan
- Flowchart
- Executive Summary
- Campaign Performance Snapshot
- Performance Breakdown by Channel
  - Safe Gas
  - Click Before You Dig
- Paid Media Glossary of Terms



# Media Plan

## Campaign Strategy:

- To raise awareness of the Safe Gas and Indiana 811 programs and encourage homeowners and contractors to visit [Safegas.in.gov](http://Safegas.in.gov) and [indiana811.org](http://indiana811.org) to learn more.

## Target Audience:

- Indiana homeowners, professional excavators and local departments of public works employees

## Key Performance Indicators (KPIs):

### • Web Sessions

- Increased direct navigation to the [Indiana811.org](http://Indiana811.org) page\*
- Increased paid digital website visits leading to desired interactions (phone calls, form submission or map interaction) as reported from Google Analytics

### • Inquiries

- Shift in ratio of phone calls to online ticket submissions from current breakout (40%/60%)\*

### • Awareness

- The retention of the IURC's 70% awareness rating as reported by the National 811 organization\*
- Increased percentage of awareness as determined by McCarty's baseline and final study\*

\* All IURC Owned, earned and paid media are essential to deliver on this goal.



## ▶ **Executive Summary**

### **Campaign Wins:**

- The 2021 campaigns generated over 35.9 million impressions and drove over 33,000 users to the campaign landing pages.

### **Campaign Insights:**

- The Click Before You Dig paid search CTR of 21.32% outperformed the all-industry benchmark of 3.17% by 6.7x including the Professional ad group which saw the highest CTR of 31.36%.
- Paid social reached 2.79 million Hoosier homeowners an average of 4.5x during the campaign.

### **Optimizations Completed to Enhance Performance:**

- Continually refined audience targeting to improve campaign performance
- Cleansed search keywords
- Reallocated funds mid-flight to better performing mediums to maximize campaign effectiveness

### **Recommendations:**

- Further refine professional to homeowner campaign mix to reach new target audiences with messaging.
- Work with IURC and MGH to get Hiron's Google Analytics access for Indiana811 to further refine mid-flight optimizations for future campaigns.

## Campaign Performance Snapshot

| IURC 2021    | SAFE GAS           |                       |               | CLICK BEFORE YOU DIG |                       |               |
|--------------|--------------------|-----------------------|---------------|----------------------|-----------------------|---------------|
| CHANNEL      | SPEND              | IMPRESSIONS DELIVERED | CPM           | SPEND                | IMPRESSIONS DELIVERED | CPM           |
| VIDEO        | \$7,037.13         | 1,041,907             | \$6.75        | \$83,148.12          | 7,446,707             | \$11.17       |
| AUDIO        | \$12,073.45        | 1,341,494             | \$9.00        | \$37,926.52          | 2,782,161             | \$13.63       |
| DIGITAL      | \$12,974.86        | 3,096,673             | \$4.19        | \$115,793.89         | 20,284,410            | \$5.71        |
| <b>TOTAL</b> | <b>\$32,085.44</b> | <b>5,480,074</b>      | <b>\$5.85</b> | <b>\$236,868.53</b>  | <b>30,513,278</b>     | <b>\$7.76</b> |

# Safe **Gas Campaign**

3/10-4/14

## ▶ Video Performance | YouTube

| CHANNEL | SPEND      | IMPRESSIONS DELIVERED | CPM    | VIEWS   | VIEW RATE % | CPV    | CLICKS | CTR   | CPC    |
|---------|------------|-----------------------|--------|---------|-------------|--------|--------|-------|--------|
| YouTube | \$7,037.05 | 1,041,898             | \$6.75 | 958,650 | 92.01%      | \$0.05 | 1,333  | 0.13% | \$5.28 |

### Key Takeaways:

- In total, our messaging reached 691,851 Hoosier Homeowners an average of 1.2x during the flight.
- The :06 spot saw a video completion rate of 92.01%, which beats the industry benchmark of 90% for the ad length.



## ▶ Audio Performance | Streaming Audio

| STATION | SPEND       | IMPRESSIONS DELIVERED | CPM    | CLICKS | CTR   | CPC     |
|---------|-------------|-----------------------|--------|--------|-------|---------|
| Pandora | \$12,073.45 | 1,341,494             | \$9.00 | 134    | 0.01% | \$90.10 |

### Key Takeaways:

- In total, our audio messaging reached 414,546 Hoosier Homeowners an average of 3.2x.
- In total our audio spot and bonus companion banner delivered 1.3 million ad impressions to Hoosier Homeowners during this flight.
- As a reminder, we are paying for the audio impression with Pandora and any click-thru coming from the added value companion banner ad is a bonus.

## ▶ Digital Performance | Display

| CHANNEL              | SPEND       | IMPRESSIONS DELIVERED | CPM    | CLICKS | CTR   | CPC    |
|----------------------|-------------|-----------------------|--------|--------|-------|--------|
| Programmatic Display | \$12,974.86 | 3,096,673             | \$4.19 | 1,690  | 0.05% | \$7.68 |

### Key Takeaways:

- In total, our messaging reached 891,417 Hoosier Homeowners an average of 3.5x during the Safe Gas Campaign.
- The channel's click thru rate (CTR) was within the industry benchmark of .02-.08% for awareness display campaigns.

## Website Analytics | Traffic Sources – Safe Gas

| TRAFFIC SOURCE | USERS | AVG. SESSION DURATION | BOUNCE RATE | PAGES/SESSION |
|----------------|-------|-----------------------|-------------|---------------|
| Organic Search | 3,516 | 3:03                  | 29.21%      | 2.79          |
| Direct         | 1,707 | 1:17                  | 60.94%      | 1.75          |
| Display        | 1,277 | 0:07                  | 88.55%      | 1.22          |
| Referral       | 781   | 3:11                  | 35.72%      | 2.39          |
| Video          | 528   | 0:15                  | 90.75%      | 1.12          |
| Audio          | 137   | 0:32                  | 84.25%      | 2.21          |
| Social         | 61    | 1:40                  | 70.77%      | 1.82          |

### Key Takeaways

- Display, video and audio were the three traffic sources directly attributable to the Safe Gas campaign. They are highlighted in green above for easy reference.
- Display was the top driver of users to the landing page from paid media with 1,277, visiting 1.22 pages and staying on the site for an average of :07 seconds.
- Web visitors from Pandora (audio), while small (137 users), were highly engaged staying on site for an average of :32 seconds and visiting 2.21 pages during the session.

Source: Google Analytics

# Click Before **You Dig Campaign**

4/21-7/31

## ▶ Video Performance | YouTube

| CHANNEL | SPEND       | IMPRESSIONS DELIVERED | CPM     | VIEWS     | VIEW RATE % | CPV    | CLICKS | CTR   | CPC     |
|---------|-------------|-----------------------|---------|-----------|-------------|--------|--------|-------|---------|
| YouTube | \$50,086.55 | 6,314,308             | \$10.47 | 1,096,272 | 17.36%      | \$0.05 | 4,786  | 0.08% | \$10.47 |

| AD GROUPS     | SPEND       | IMPRESSIONS DELIVERED | CPM    | VIEWS   | VIEW RATE % | CPV    | CLICKS | CTR   | CPC     |
|---------------|-------------|-----------------------|--------|---------|-------------|--------|--------|-------|---------|
| Professionals | \$8,727.51  | 1,013,147             | \$7.91 | 194,503 | 17.63%      | \$0.04 | 957    | 0.09% | \$9.12  |
| Homeowners    | \$41,359.04 | 5,211,161             | \$7.94 | 901,769 | 17.30%      | \$0.05 | 3,829  | 0.07% | \$10.80 |

### Key Takeaways:

- In total, our :15 messaging reached 1,807,118 Hoosiers an average of 3.5x.
- The Professionals ad group delivered a lower CPM (\$7.91) and a higher CTR (0.09%) than the Homeowners ad group.

## ▶ Video Performance | Connected TV

| CHANNEL | SPEND       | IMPRESSIONS DELIVERED | CPM     | VIEWS     | VIEW RATE % | CPV    | CLICKS | CTR   | CPC        |
|---------|-------------|-----------------------|---------|-----------|-------------|--------|--------|-------|------------|
| CTV     | \$33,061.57 | 1,132,399             | \$29.20 | 1,115,947 | 98.60%      | \$0.03 | 20     | .002% | \$1,653.08 |

### Key Takeaways:

- CTV delivered a 98.60% view rate, higher than the all-industry benchmark of 96.00%\*\*.
- CTV allowed us to deliver Click Before You Dig messaging to Hoosier Homeowners into counties which fall outside of the PEP Program footprint.
- Please note that CTV, as a medium, sees very little clicks due to most of the viewing happening on televisions with no ability to click thru for more information.

\*\*<https://www.marketingcharts.com/digital/video-112536>

## ▶ Audio Performance | Streaming Audio

| STATION | SPEND       | IMPRESSIONS DELIVERED | CPM     | CLICKS | CTR   | CPC     |
|---------|-------------|-----------------------|---------|--------|-------|---------|
| Pandora | \$37,926.52 | 2,782,161             | \$13.63 | 483    | 0.02% | \$78.52 |

### Key Takeaways:

- In total, our audio messaging reached 414,546 Hoosier Homeowners an average of 6.7x.
- Our audio spot and bonus companion banner delivered 2.78 million ad impressions to Hoosier Homeowners during this flight.
- The Click Before You Dig campaign CTR was double that of Safe Gas (0.01%).
- As a reminder, we are paying for the audio impression with Pandora and any click-thru coming from the added value companion banner ad is a bonus.

## ▶ Digital Performance | Paid Social

| CHANNEL  | SPEND       | IMPRESSIONS DELIVERED | CPM    | CLICKS | CTR   | CPC    |
|----------|-------------|-----------------------|--------|--------|-------|--------|
| Facebook | \$50,000.00 | 12,739,652            | \$3.93 | 12,107 | 0.10% | \$4.13 |

### Key Takeaways:

- Paid social delivered the most impressions along with the lowest CPM of all paid media channels for this campaign.
- In total, our messaging has reached 2.79 million Hoosier homeowners an average of 4.5x.
- 12,107 clicks were the 2<sup>nd</sup> most by any paid media channel, trailing only paid search (24,843)



## ▶ Digital Performance | Display

| CHANNEL              | SPEND       | IMPRESSIONS DELIVERED | CPM    | CLICKS | CTR  | CPC    |
|----------------------|-------------|-----------------------|--------|--------|------|--------|
| Programmatic Display | \$40,966.57 | 7,428,210             | \$5.51 | 5,028  | .07% | \$8.15 |

| AD GROUP     | SPEND       | IMPRESSIONS DELIVERED | CPM    | CLICKS | CTR  | CPC    |
|--------------|-------------|-----------------------|--------|--------|------|--------|
| Professional | \$20,419.13 | 3,704,856             | \$5.51 | 2,528  | .07% | \$8.08 |
| Homeowners   | \$20,547.44 | 3,723,354             | \$5.51 | 2,500  | .07% | \$8.21 |

### Key Takeaways:

- The campaign CTR of .07% falls on the high end of the industry benchmark (.02-.08%) for awareness display campaigns and outperformed the Safe Gas by .02%.
- The Professional ad group outperformed the Homeowners ad group, delivering a lower CPC (\$8.08) while driving a higher number of clicks (2,528).

## Digital Performance | Paid Search

| CHANNEL       | SPEND       | IMPRESSIONS DELIVERED | CPM      | CLICKS | CTR    | CPC    |
|---------------|-------------|-----------------------|----------|--------|--------|--------|
| Google Search | \$24,827.32 | 116,548               | \$213.02 | 24,843 | 21.32% | \$1.00 |

| AD GROUP     | SPEND       | IMPRESSIONS DELIVERED | CPM      | CLICKS | CTR    | CPC    |
|--------------|-------------|-----------------------|----------|--------|--------|--------|
| Professional | \$12,485.92 | 26,233                | \$475.96 | 8,226  | 31.36% | \$1.52 |
| Homeowners   | \$12,341.40 | 90,315                | \$136.65 | 16,617 | 18.40% | \$0.74 |

### Key Takeaways:

- Paid search's CTR of 21.32% outperformed the all-industry benchmark of 3.17% by 6.7x including the Professional ad group which saw the highest CTR of 31.36%.
- The Homeowner's ad group saw more clicks (16,617) at a lower CPC of \$0.74 than the Professional ad group.

## Website Analytics | Traffic Sources – Click Before You Dig

| TRAFFIC SOURCE              | USERS         | AVG. SESSION DURATION | BOUNCE RATE   | PAGES/SESSION |
|-----------------------------|---------------|-----------------------|---------------|---------------|
| Organic Search (Google)     | 28,660        | 1:35                  | 44.52%        | 2.06          |
| Direct                      | 27,985        | 1:08                  | 55.13%        | 1.76          |
| <b>Paid Search</b>          | <b>17,700</b> | <b>1:02</b>           | <b>41.10%</b> | <b>1.99</b>   |
| Call811.com Referral        | 8,009         | 1:00                  | 77.47%        | 1.41          |
| <b>Social</b>               | <b>6,203</b>  | <b>0:08</b>           | <b>91.32%</b> | <b>1.15</b>   |
| Organic Search (Bing)       | 4,482         | 1:46                  | 28.83%        | 2.31          |
| <b>Display</b>              | <b>4,232</b>  | <b>0:07</b>           | <b>94.08%</b> | <b>1.09</b>   |
| 811.indiana811.org Referral | 4,031         | 1:29                  | 49.58%        | 2.04          |
| <b>Video</b>                | <b>2,706</b>  | <b>0:18</b>           | <b>87.79%</b> | <b>1.22</b>   |

### Key Takeaways

- Display, paid search, social and video were the traffic sources directly attributable to the Click Before You Dig campaign. They are highlighted in green above for easy reference.
- The paid media sources drove over 30,800 users to the site (31% of all site traffic) during the campaign flight dates.
- Paid Search was the highest paid channel for users (17,700), avg session duration (1:02), bounce rate (41.10%) and pages per session at 1.99.

Source: Google Analytics

# Digital **GLOSSARY.**

# Digital Glossary of Terms

**A/B Testing:** A method used to compare performance across different versions of a digital ad or website landing page. A typical A/B test involves running two ads simultaneously, then measuring which version gets a better response from the audience.

**Average Session Duration:** The average amount of time a user spends on a website during one session.

**Bounce Rate:** The percentage of visitors to a particular website who navigate away from the site after viewing only one page.

**Click-Through Conversion (CTC):** Click-through conversion happens when a user clicks on an image or video ad they've been served and completes a conversion on your site during the same web session.

**Click-Through Rate (CTR):** How often users clicked on an ad compared to the number of times they saw it. Serves as a strong indicator of how effective particular ads are at driving traffic; calculated as link clicks divided by impressions.

**Connected Television (CTV):** Video streaming platforms played through Smart TV, Roku, Firestick and PlayStation.

**Conversion (CONV):** The point at which an activity or response to a call to action fulfills the desired outcome (i.e., subscribing to a newsletter, attending an event or completing a transaction). Conversions may be reported differently by advertising and website platforms involved in a campaign. Google Ads, which is used by advertisers to reach digital audiences, attributes conversions based on the date of the ad click and not the transaction date (if different). In addition, Google Ads only counts a user's transactions as a single conversion in its reporting. Google Analytics, used by organizations to track metrics on their websites, reports a conversion based on the date it occurs and counts conversions based on the number of transactions and/or goals the user completes.

**Cost Per 1,000 Impressions (CPM):** The average cost for 1,000 ad impressions. Measures cost-effectiveness of an ad campaign, particularly display campaigns where an ad's value is less often associated with direct actions. Calculated as the total amount spent on a campaign divided by impressions, then multiplied by 1,000.

**Cost Per Acquisition (CPA):** Cost per acquisition, cost per action, cost per conversion.

**Cost Per Click (CPC):** The average cost for each link click. Measures ad efficiency and performance; calculated as total amount spent divided by total link clicks.

**Cost Per Landing Page Visit (CPLPV):** The average cost for each user visiting your landing page. Measures ad effectiveness and performance; calculated as total amount spent divided by total number of landing page visits.



# Digital Glossary of Terms

**Direct Referral:** A visit to a website by a visitor who typed the site's URL directly into their browser. This also refers to a visitor who clicked on a link saved as a bookmark or an untagged link within an email.

**Display ads** target consumers deemed by Google (via online activity, interests and past search history) as most likely to be interested in an ad's content though they are not actively searching in the present moment. The intention is to truly resonate with consumers by delivering content that best aligns with their interests and is relevant to them even when they aren't explicitly searching for it. Stronger efforts are required to attract users and persuade them to engage with an ad. These efforts include engaging ad copy, creative design and strategic placements. Possible results of display advertising are increased brand awareness, recognition and ad interaction. This interaction is expected to drive users to the company website or engage in other calls to action that ultimately result in conversions.

**Earned actions** occur when a user views a paid advertisement and then proceeds to further engage with the advertiser's other content (e.g., clicking through a YouTube ad and then choosing to continue watching additional videos on the advertiser's channel, or tagging a friend in a post that then causes them to view the ad content). All such actions occurring within seven days of the initial ad's impression are results of the original paid advertisement. These leads are not included in a paid campaign's performance metrics, as they were not each "paid" for individually. They are, therefore, earned.

**Entry Page:** The first page a visitor arrives at on a website from another domain.

**Estimated Ad Recall Lift (Facebook):** The estimated number of people who may remember seeing an ad within two days of seeing it. Measures the effectiveness of ad creatives as well as audience targeting.

**Estimated Ad Recall Lift Rate (Facebook):** The estimated ad recall lift (number of people) divided by an ad's reach; a useful metric in measuring and comparing the effectiveness, relevance and overall quality of an ad.

**Exit Page:** The last page a visitor accesses during a visit before leaving a website.

**Frequency:** The average number of times an accumulated audience has the opportunity to be exposed to advertisements, a particular program, or program schedule, within a measured period of time.

**Impressions (IMPS):** The number of times an ad is shown on a screen. Measures how often ads appear in front of a target audience.

**Impression Share (IMP Share):** The number of impressions received divided by the number of impressions that were available.

# Digital Glossary of Terms

**Landing Page:** The page intended to identify the beginning of the user experience resulting from a defined marketing effort. A landing page is often a stand-alone webpage that has been designed for a single objective.

**Landing Page Visits:** The number of users who visit your landing page due to exposure by paid advertising.

**Link Clicks (Facebook):** The number of clicks on ad links to select destinations or experiences, on or off Facebook.

**Link Referrals:** A count of all referrals from links on other websites (that are not search engines or social networks) during a select time period.

**Load Time:** The average amount of time in seconds that it takes a page to load from initiation of the pageview (i.e., click on link) to completion of load in the browser window.

**New Visitor:** A visitor who has reached a site for the first time.

**Organic Search:** A search initiated by a visitor entering one or more terms into a search engine, generating results that are not part of a paid advertising campaign.

**Pageviews:** An internet user's visit to a particular page on a site. A pageview is recorded whenever a full page of a website is viewed or refreshed.

**Reach:** The number of people who saw an ad at least once during a campaign; differs from impressions in that it counts only one exposure per person whereas ad impressions consider the number of times an ad was shown.

**Retargeting campaigns** remind users of an interest they expressed or searched for at an earlier time but did not further engage with the ad or website, which means they did not complete a conversion. These users are retargeted in an attempt to bring them back to the website and, ultimately, convert.

**Returning Visitor:** A visitor who can be identified with multiple visits, through cookies or authentication.

**Search campaigns** target users as they actively search for specific content, allowing their own search activity to inform and prompt relevant ad impressions. These campaigns yield much higher CTRs relative to their display counterparts, a result of ad placement and user predisposition. Such user-initiated impressions indicate high and potentially time-sensitive user engagement, making them more likely to click on the ad content.

**Session:** The period of time a user is engaged with a website. Measured until 30 minutes of inactivity. A single user can start multiple sessions.



# Digital Glossary of Terms

**Social campaigns** include Facebook, Snapchat, Instagram, LinkedIn, Twitter and Pinterest.

**Spend:** The total amount spent thus far on a campaign and all of its associated ads on a given platform; advertiser cost.

**Total Clicks:** All clicks occurring on or in association with a Facebook page, including posts, photos, post reactions, comments, shares or actions that are directed to an associated business page profile.

**Unique Visitors:** The number of distinct individuals who request pages from a website during a specific period, no matter how many times they visit.

**View-Through Conversion (VTC):** View-through conversion happens when a user sees an image or video ad and doesn't click at the time, but later returns to your site through a bookmark, organic listing or direct URL and completes a conversion on your site within a set lookback window (typically 30 days). This is tracked via a conversion pixel placed on your landing page which can match previous ad exposure to converting users.

**Visitor (or User):** An individual visiting a website during a period of time.

**Visits:** The number of times a site is visited, no matter the number of unique visitors that make up those sessions.

**YouTube Bumper Ad:** Users are not given the option to skip 6-second videos. Because of this, YouTube does not consider 6-second video impressions as "views."

**YouTube Skippable Ad:** Users have the option to skip non-bumper ads after 5 seconds. Understanding viewer retention rates and drop-off points for 30-second video ads informs ongoing optimizations and creative strategies. Users viewing just 25% of a 30-second video ad have already surpassed the required viewing threshold. Fifty percent of the video equates to 15 seconds of viewing time, which is longer than the average 10-second user watch time across social streaming platforms.