



Indiana Utility Regulatory Commission

April 17, 2016 - April 24, 2016

Asher Agency



Executive Summary:


The Safe Digging month week long campaign provided 1,902,900 impressions which exceeded our projected impressions of 1-1.25 million. The ads were geo-targeted to Indiana homeowners 35-64 who had a recent interest in home improvement or residential construction projects. Users were sent to the <http://indiana811.org/811now> url. The click-through-rate for the campaign was .23%, which well exceeded the industry standard for Public Safety of .08%.

CAMPAIGN PERFORMANCE
INDIANA UTILITY REGULATORY COMMISSION

Campaign	Clicks	Impr.	CTR	Avg. position
April Safe Dig Month	4,313	1,902,900	0.23%	1.0
Mobile devices with full browsers	3,358	1,186,580	0.28%	1.0
Computers	563	527,175	0.11%	1.0
Tablets with full browsers	392	189,145	0.21%	1.0
	4,313	1,902,900	0.23%	1.0

GOOGLE DISPLAY NETWORK PERFORMANCE
INDIANA UTILITY REGULATORY COMMISSION

Ad	Campaign	Ad group	Clicks	Impr.	CTR	Avg. position
 <p>IND811-2016-21745-Call-Before-You-Di g-Web-Banner-300x250.jpg 300 x 250 View full size image ad</p>	April Safe Dig Month	Ad Group #1	2,696	1,125,702	0.24%	1.0
			2,380	829,278	0.29%	1.0
			205	213,096	0.1%	1.0
			111	83,328	0.13%	1.0
	April Safe Dig Month	Ad Group #1	1,424	708,054	0.2%	1.0
 <p>811 NOW 728x90 728 x 90 View full size image ad</p>						
			843	337,877	0.25%	1.0
			326	277,269	0.12%	1.0
			255	92,908	0.27%	1.0
			4,313	1,902,900	0.23%	1.0

Ad	Campaign	Ad group	Clicks	Impr.	CTR	Avg. position
	April Safe Dig Month	Ad Group #1	193	69,144	0.28%	1.0
IND811-2016-21745-Call-Before-You-Dig-Web-Banner-160x600.jpg 160 x 600 View full size image ad						
Mobile devices with full browsers			135	19,425	0.69%	1.0
Computers			32	36,810	0.09%	1.0
Tablets with full browsers			26	12,909	0.2%	1.0
			4,313	1,902,900	0.23%	1.0

GENDER PERFORMANCE INDIANA UTILITY REGULATORY COMMISSION

Gender	Campaign	Ad group	Clicks	Impr.	CTR
Male	April Safe Dig Month	Ad Group #1	2,163	983,611	0.22%
Female	April Safe Dig Month	Ad Group #1	2,150	919,289	0.23%
			4,313	1,902,900	0.23%

AGE RANGE PERFORMANCE INDIANA UTILITY REGULATORY COMMISSION

Age range	Campaign	Ad group	Clicks	Impr.	CTR
55-64	April Safe Dig Month	Ad Group #1	1,323	528,657	0.25%
35-44	April Safe Dig Month	Ad Group #1	1,266	587,546	0.22%
45-54	April Safe Dig Month	Ad Group #1	1,165	508,662	0.23%
Undetermined	April Safe Dig Month	Ad Group #1	559	278,035	0.2%
			4,313	1,902,900	0.23%