Work It & Tech Time
Digital Ad Campaign Wrap Report
February - July 2022
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TALKING POINTS

- Key Metrics
- How do we measure success?
- How did we reach the right people?
- Where were the ads seen?
- All Channel Summary
- Channel Breakdown:
  ◦ Programmatic Display
  ◦ Video: CTV + OTT + YouTube
  ◦ Streaming Audio
  ◦ Facebook & Instagram
Key Metrics

**IMPRESSIONS**
How many times an ad was shown

**CONVERSIONS**
The point at which the recipient of a marketing message performs a predetermined desired action.

**CLICK THROUGH RATE**
The number of clicks divided by impressions

**VIEW THROUGH**
When a recipient sees an ad then later visits the website
OBJECTIVES

HOW DO WE MEASURE SUCCESS?

Awareness
• Impressions

Interest
• Clicks, Views/Completions, View Throughs

Prospecting
• Event Calendar Views

Nurture
• Retargeting

Conversion
• Registers, Calls, Directions, Emails

Awareness
Interest
Prospecting
Nurture
Conversion
Loyalty
WEBSITE ANALYTICS

OUR GOAL WAS TO DRIVE NEW USERS TO THE WEBSITE & INCREASE REGISTERS

BEGAN MEASURING REGISTERS IN MAY
ATTENDANCE METRICS

WORK IT

FINANCIAL PLANNING MONTH
CAMPAIGN START

TECH TIME

CAMPAIGN START

Keep in Mind:
- Library attendance data is incomplete overall and especially for June and July 2022
- Classes were canceled in June 2022, so there were less offerings
- Seasonality (patrons on vacation, out of school, etc) may also contribute to attendance figures
How did we reach the right people?

**Targeting**

**Audience Targeting**
San Francisco
Work It: M/F Ages 18-55
- Interest in Employment/Career/Learning
Tech Time: M/F Ages 30-65+
- Interest in Learning About Tech

**Search Targeting**
Targeting users based on what they are searching that is relevant to employment, career, learning technology, etc.

**Retargeting**
Targeting users who have recently visited the website, letting them know about the programs the library offers.
TARGETED ZIP CODES
ALL CHANNEL SUMMARY

Awareness

Total Impressions Served: 13,971,600

Interest

Total Clicks, Listens & View Throughs: 314,800

Conversion

Total Event Views, Registers & Contacts: 113,394
WHERE WERE THE ADS SERVED?

Channel placements included:

- SFGate.com
- SFChronicle.com
- Yahoo.com
- USAToday.com
- Radio.com
- Spotify Music (app)
- Facebook
- Instagram
- & More
DISPLAY

REACHING PEOPLE WHERE THEY ARE
IN THE WILD
OVERVIEW

- Impressions: 11,646K
- Reach: 350K
- Clicks & Views: 104K
- Conversions: 22K
OVERVIEW

CONVERSION RATE
Industry standards are between .22%-2%

CLICK/VIEW THRU RATE
Industry standards are between .08%-10%

COST PER CONVERSION
Industry standards are between $124-$284
OVERVIEW

7,997,875

UNIQUE IDS
REACHED

100% of the addressable population was reached

18 ADS PER PERSON
CONVERSIONS

OVER THE CAMPAIGN

Even after the ads stopped serving at the end of June people continued to register for events because they had seen the ads previously.
CONVERSIONS

BY CAMPAIGN

Work It
- Contact: 1.6%
- Calendar View: 27.4%
- Register: 71%

Tech Time
- Contact: 1.1%
- Calendar View: 30.1%
- Register: 68.7%

Tech Week
- Contact: 1.7%
- Calendar View: 32.8%
- Register: 65.5%
TOP PERFORMING ADS
OVER THE CAMPAIGN

The evolution of the ads throughout the campaign led to an increase in registers that we attribute to the target demographic seeing themselves reflected in the creative.
The campaign drove a total of 871 Registers.

Registrations peaked on May 11 & 12.

The ads continued to drive Registers after Tech Week.
VIDEO: CTV + OTT + YOUTUBE*

REACHING PEOPLE WHEN THEY ARE WATCHING

*The following are preliminary results - the video campaign is continuing into September
OVERVIEW

- Impressions: 375.6K
- Reach: 109.2K
- Clicks & Views: 45.3K
- Conversions: 4.3K
CONVERSIONS

BY CREATIVE
STREAMING AUDIO

REACHING PEOPLE WHEN THEY ARE LISTENING
TOP PERFORMING ADS

OVER THE CAMPAIGN

TECH TIME

The African American female voice drove a 96.54% completion rate

WORK IT

The African American male voice drove a 96.89% completion rate
PLACEMENTS

WHERE WERE THE ADS HEARD?

Channel placements included:
- Spotify.com
- Spotify Music (app)
- Radio.com
- Elboston.com
- kgoradio.com
- ksfo560.com
- cumulusmedia.com
- iheart.com
- allthingscomedy.com
- foxnewsradio.com
OVERVIEW

IMPRESSIONS
Served 300k impressions

COMPLETION RATE
Overall 50%
Spotify 98%

DEVICES
70% of impressions were served on mobile
FACEBOOK & INSTAGRAM

REACHING PEOPLE ON SOCIAL MEDIA
OVERVIEW

- Impressions: 1,650K
- Reach: 118.6K
- Clicks: 15.5K
- Conversions: 7.9K
OVERVIEW

CONVERSION RATE
Industry standards are between .22%-2%

CLICK THRU RATE
Industry standards are between .08%-.10%

COST PER CONVERSION
Industry standards are between $124-$284

.48%

.94%

$2.14
TOP PERFORMING ADS
OVER THE CAMPAIGN

WORK IT
A majority of clicks came from females 25-54 at night (after 8 PM)
Interest targeting drove the most
Registers
New Job video creative has outperformed Small Business to date
TOP PERFORMING ADS
OVER THE CAMPAIGN

TOP PERFORMER FOR 2 CONSECUTIVE MONTHS

TECH TIME

A majority of clicks came from females 65+ at night (after 6 PM)

This campaign was the most efficient in driving Registers

Tech Time video creative has driven more Registers than any other video
CAMPAIGN SUMMARY

14M
Total Impressions Served

315K
Interactions with Ads

$0.53
Average Cost per Conversion
THANK YOU!