

Work It & Tech Time

Digital Ad Campaign Wrap Report

February - July 2022

Presented by:

Kate Patterson

Director of Communications
San Francisco Public Library

Michelle Jester

Strategic/46Mile Performance Manager
Hearst Bay Area | 46Mile



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



ATTENDANCE METRICS

WORK IT



TECH TIME



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

TARGETING

HOW DID WE REACH THE RIGHT PEOPLE?



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

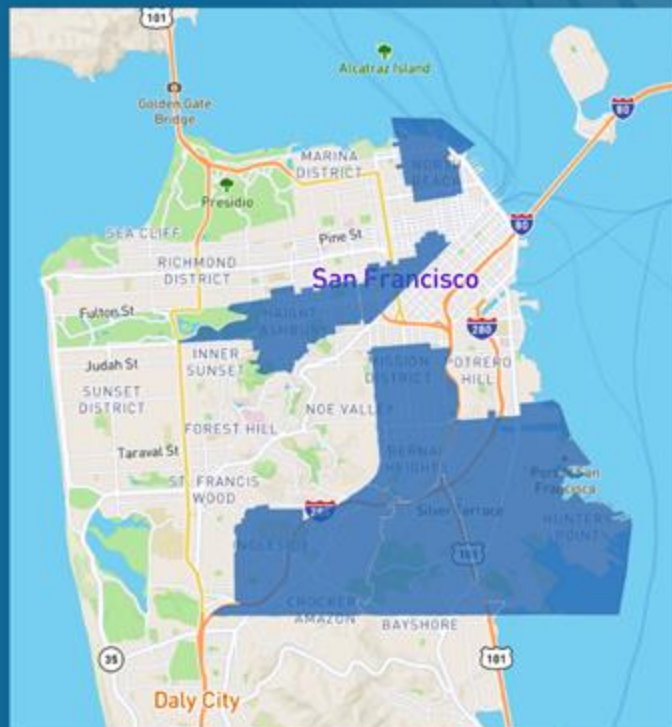
SEARCH TARGETING

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

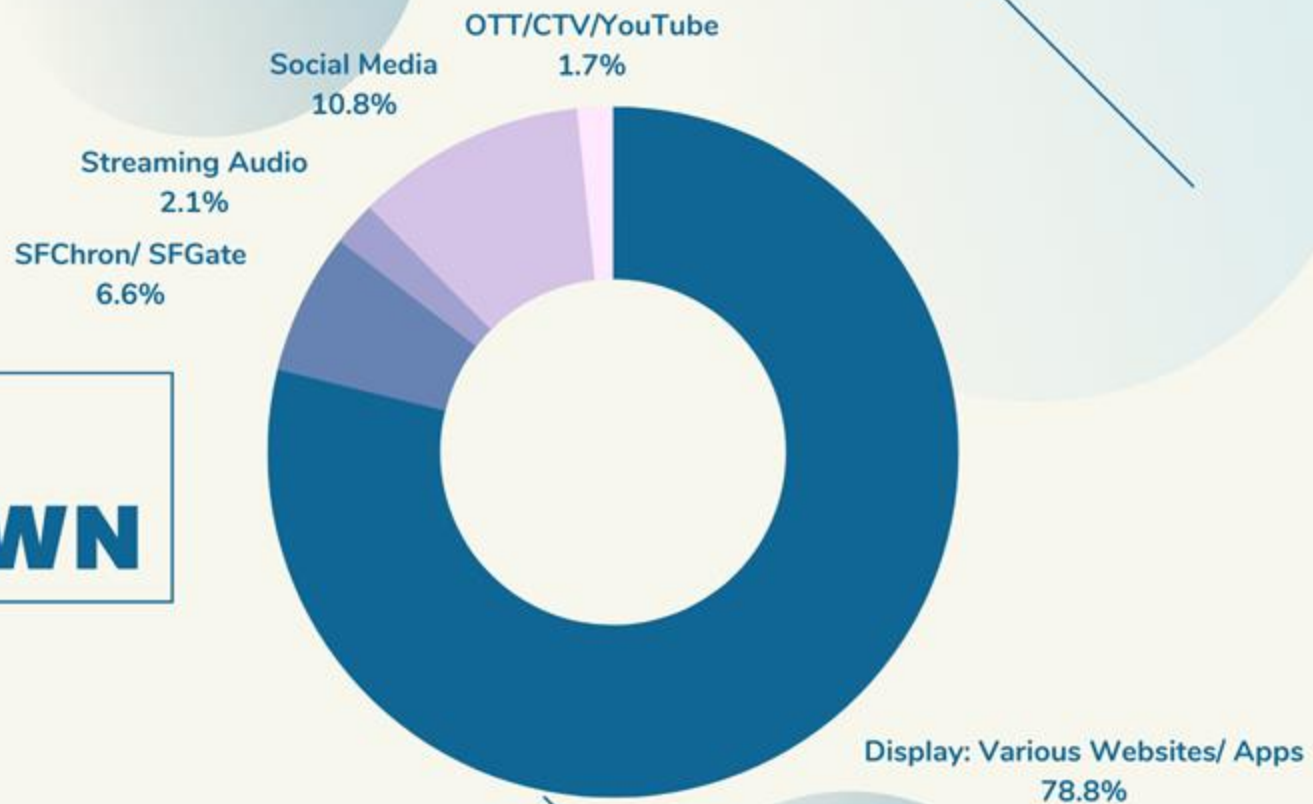
314,800

Conversion

Total Event Views,
Registers, & Contacts

113,394

CHANNEL BREAKDOWN



PLACEMENTS

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

.2%



CONVERSION
RATE

Industry standards are
between .22%-2%

.9%



CLICK/VIEW
THRU RATE

Industry standards are
between .08%-.10%

\$0.60



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

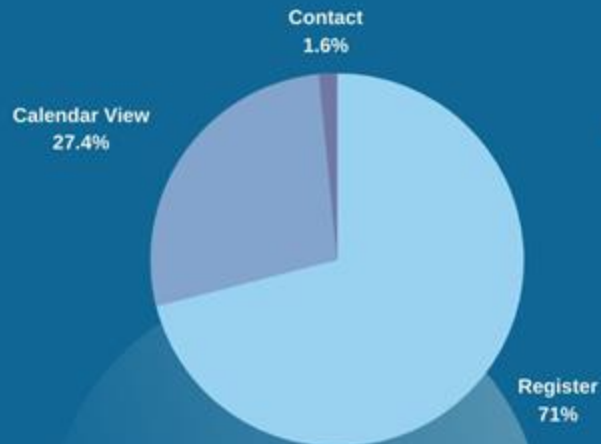
Even after the ads stopped serving at the end of June people continued to register for events because they had seen the ads previously.



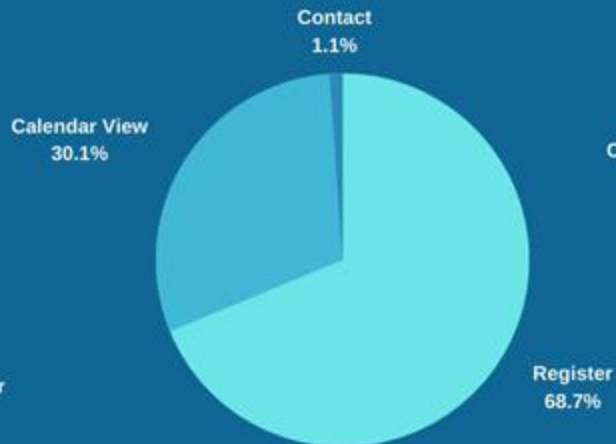
CONVERSIONS

BY CAMPAIGN

Work It



Tech Time



Tech Week



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.



TECH WEEK



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

NEW JOB



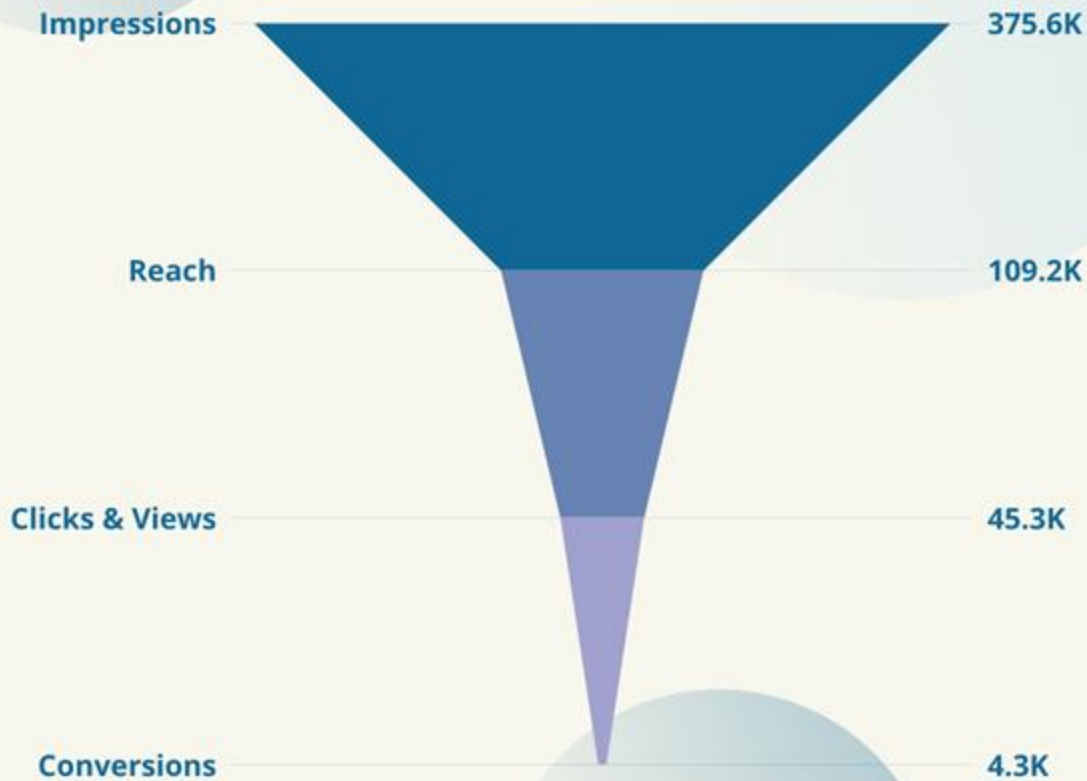
SMALL BUSINESS



TECH TIME



OVERVIEW



CONVERSIONS

BY CREATIVE



STREAMING AUDIO

REACHING PEOPLE
WHEN THEY ARE
LISTENING

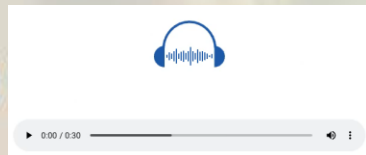


TOP PERFORMING ADS

OVER THE CAMPAIGN

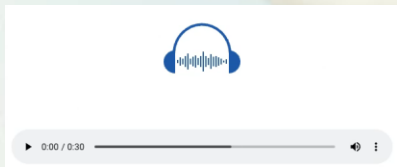
TECH TIME

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

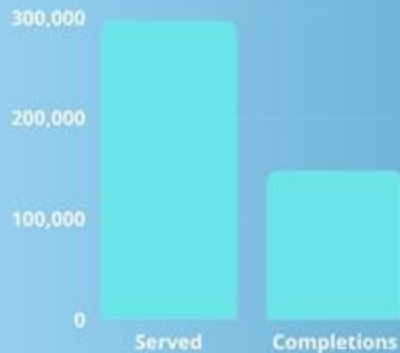
WHERE WERE THE ADS HEARD?

Channel placements included:

- Spotify.com
- Spotify Music (app)
- Radio.com
- Elboton.com
- kgoradio.com
- ksfo560.com
- cumulusmedia.com
- iheart.com
- allthingscomedy.com
- foxnewsradio.com

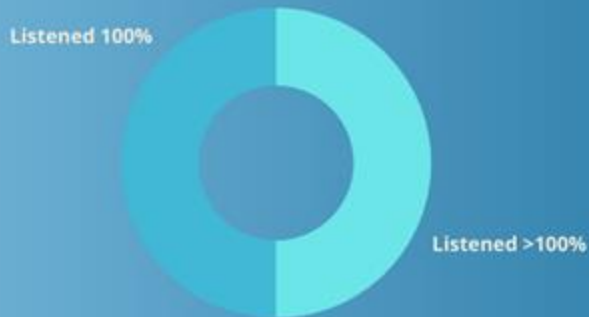


OVERVIEW



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

.48%



CONVERSION
RATE

Industry standards are
between .22%-2%

.94%



CLICK THRU
RATE

Industry standards are
between .08%-.10%

\$2.14



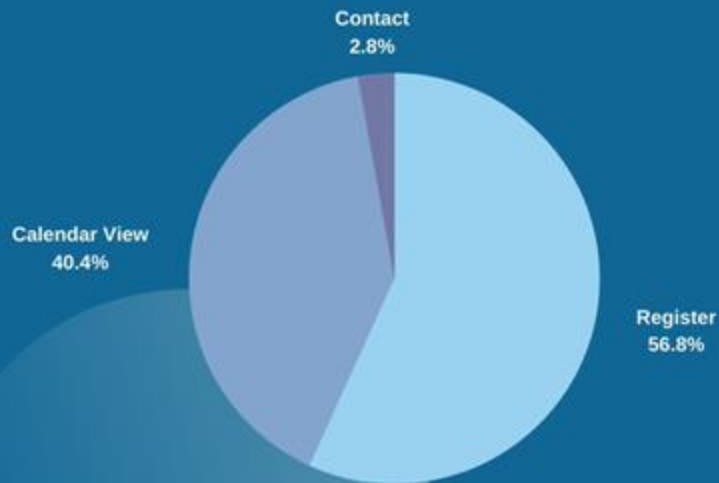
COST PER
CONVERSION

Industry standards are
between \$124-\$284

CONVERSIONS

BY CAMPAIGN

Work It



Tech Time



TOP PERFORMING ADS

OVER THE CAMPAIGN

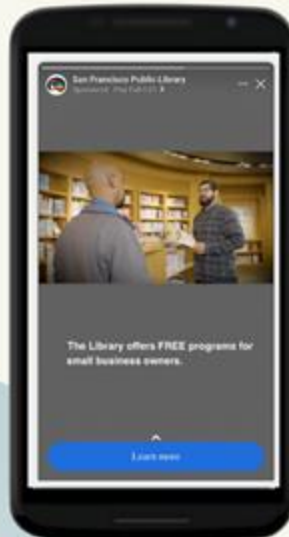
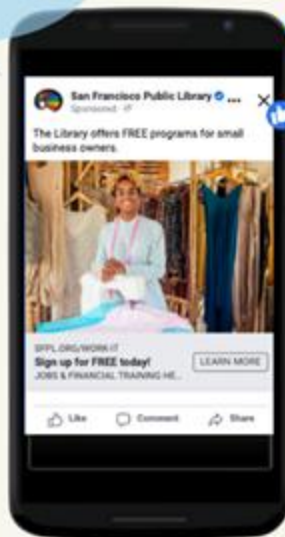
WORK IT

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 PERFORMER
SINCE CAMPAIGN
LAUNCH



TOP PERFORMING ADS

OVER THE CAMPAIGN

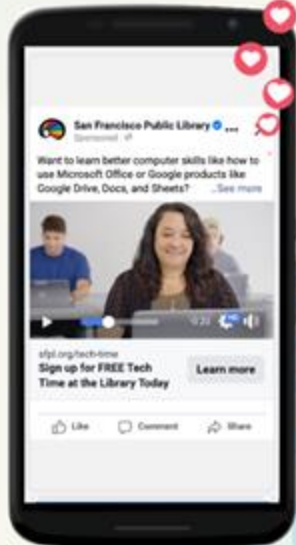
TOP PERFORMER FOR
2 CONSECUTIVE
MONTHS

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!