October 2010

CASE STUDY: Health-related, parent-targeted online advertising campaign using multiple digital media strategies

EXECUTIVE SUMMARY:

Broad Street Interactive put together a 6-week proposal for a health-related awareness campaign targeted to parents (specifically pregnant mothers and families-to-be) for a state advocacy client using a multi-tiered approach. This campaign not only achieved its primary goal of driving traffic to a specific web site to increase awareness of a health issue, but also the secondary goal of specific call-to-action conversions. The use of multiple channels, targeted to parents planning families or currently expecting, and a variety of media partners, was key to the success of this campaign.

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CAMPAIGN GOALS

Reach males and females in target demographic 21-35, families pregnant or planning to have children, household income N/A, geo-targeted to the state of Texas. **Primary goal:** Drive traffic to health issue awareness web site. **Secondary goal:** Have new moms or moms-to-be enter email addresses for e-newsletter.

CAMPAIGN PROPOSAL

A multi-tiered approach to achieve over four million impressions/views over a six-week campaign period, which included the following areas:

Blogs

Although blog readership has declined in the past several years, one of the categories with a strong readership is "mommy blogs." We selected out a small group of Texas-based, high-traffic mom blogs for advertising directly (non-network buy) and placed 250K projected (estimated) impressions on those sites. The ROI can also be quite high for these sites because our direct-to-bloggers approach means we pay a set rate per month for advertising on the blog - not per click, per impression, or on a CPM basis. So if we're expecting 70,000 impressions based on Quantcast or ComScore, but in the middle of our campaign one of the bloggers makes a top 10 list, is mentioned in national media, or gets a sponsorship by a corporation marketing products to moms, the spike in traffic and CTR is a bonus for our client and the campaign. We also find that the demographic profiles for these sites help to achieve advertising objectives.

Hyper-local Web Sites

We placed close to 1 million impressions (CPM) on traditional media news web sites, such as the *Houston Chronicle*, *Austin-American Statesman*, *Fort Worth Star-Telegram*, and the *Dallas*

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Morning News. These impressions were all behaviorally-targeted to parents, specifically moms, either on the feature or mom blog pages on these sites.

Local Parenting Magazines

We placed a smaller percentage (50,000 impressions) on three parenting magazine web sites in the state of Texas. While the traffic on these sites tends to be lower than traditional media (or even blog sites), the targeted parent demographic results in a high conversion rate.

National Web Sites Geo-targeted to Texas

We selected five national parenting web sites, including BabyCenter.com, TheBump.com, and BabyNames.com, and placed close to 2 million impressions geo-targeted to the state of Texas on these sites. By placing a high number of impressions on a small number of sites with geo-targeting, we were able to achieve a high share of voice on these sites and, in turn, a high click-through rate.

In-Application Mobile Advertising Geo-targeted to Texas

We placed 1.3 million impressions on three mobile applications with a high share of voice and demographic of new moms and moms-to-be. These impressions were split evenly between the iPhone and Android applications.

RESULTS

Blogs

Our expected/projected impression level on these sites was 250K. The total impression number on all "mommy blogs" was over 400K with an average click-through-rate of .28%, which is more than .20% above industry standard CTR for awareness and advocacy campaigns. Additionally, the conversion rate on these sites was nearly twice as high than what was achieved on traditional media news sites and national parent-targeted sites.

Hyper-local Web Sites

Behavioral targeting was key on these sites, as they over-delivered by close to 300,000 impressions overall. Click-through-rates on these sites were as expected and ranged from .06% to .09%.

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Local Parenting Magazines

While these sites slightly under-delivered on expected impressions, the overall click through rate was nearly .30%. We were also able to quantify value of placement on these sites with a conversion rate of over 50%, meaning that more than half of the users who clicked on the ads performed the expected conversion.

National Web Sites Geo-targeted to Texas

These sites delivered just over the expected 2 million impressions, but also out-performed what is traditionally expected on high-traffic national web sites: click-through-rates ranged from .09% all the way up to .17%, most likely the result of achieving a high share of voice in the geo-targeted market. Conversion rates were strong in this area as well.

In-Application Mobile Advertising Geo-targeted to Texas

The iPhone and Android applications performed equally well, delivering right on target (less than 100K over the expected 1.3 million impressions purchased). However, when it comes to performance, the in-application advertising exceeded expectations and closed the six-week campaign with an average CTR of .42% (ranged from .38% to .51%), which is unheard of for display advertising of any type.

<u>FINAL ANALYSIS</u>

Considering that the client's budget was under $50K for the 6-week campaign, our approach to hyper-local ad placement and a targeted demographic, combined with a strong share of voice, the cost analysis for this campaign by impressions, clicks, and conversions demonstrates that Broad Street Interactive developed the best strategy to achieve the highest ROI for our client. While we could have spent a portion of that budget on "shiny new objects" (such as site sponsorships, iPad inventory, augmented reality, QR codes, location-based check-ins), the strategy for this campaign was to stick with known online advertising tactics that have performed well in the past for this demographic and this type of advertiser.

With a total delivery of just under 5 million impressions for the 6-week campaign, 9,370 clicks, and an average overall CTR of .19%, both the client and our agency declared this campaign a success, particularly in the area of in-application mobile advertising.