RI Department of Environmental Management:
RI Seafood Campaign Results

By: DDL Advertising

Definitions

- **Impressions** : the number of times people engaged with your ad
- **Clicks** : the amount of clicks to your website that came from the ad
- **CTR**: click-thru-rate is the amount of clicks divided by impressions to tell us the average click per ad
  - Standard CTR for paid social is 1-2%
  - Standard CTR for digital is 0.5-0.75%

- **Digital Advertising:** marketing through online channels, such as websites, streaming content, and more.
- **Social Advertising:** uses social media platforms to deliver paid ads to target audiences - Meta (Facebook & Instagram)
- **Spaceback Ads:** a form of digital advertising that is presented in the form of a social media post

ROI for RI Seafood Campaign

Objective: increase page followers

- RI Seafood social media following increased by **+605 followers on FB** and **+720 followers on IG** during the time of our campaign

Objective: raise awareness of RI Seafood

- DDL generated over **2,472,985 digital impressions** , **3,827,975 paid social impressions** & **109,308 clicks** to site location(s)
- DDL earned over **494,325 extra impressions** delivered on OOH media in totality

Campaign Numbers MoM

February

Display: 501,999 impressions | 401 clicks
Paid Social: 258,114 impressions | 7,774 clicks

March

Display: 473,026 impressions | 635 clicks
Paid Social: 394,861 impressions | 9,473 clicks
OOH: 1,492,269 impressions

April

Display: 678,000 impressions | 925 clicks
Paid Social: +1.55 M impressions | 43,490 clicks
OOH: 1,119,992 impressions

May

Display : 819.96k impressions | 733 clicks
Paid Social: +1.625 M impressions | 45,877 clicks
OOH: 743,065 impressions

Summary of Campaign

The months we ran Spaceback Ads, we saw an increase in clicks on digital

Boosting of Facebook events running alongside paid social ads performed extremely well and drove a lot of impressions and clicks to the dedicated site location(s)

Paid Social was the main traffic driver to all site location(s) with a total number of 106,614 clicks

OOH creative ran on digital billboards so all creative was rotated throughout the month

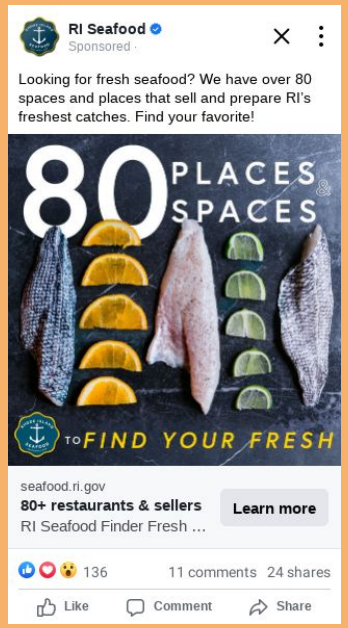
- Rt. 146 @ 55 Clarkson St.
- Rt. 10 @ W. Russe St. W/S F/N
- I-195 @@ 2312 Pawtucket Ave.

We were not able to track conversions on digital ads because we were not able to place a pixel on a .gov website

February

Display: 501,999 impressions | 401 clicks

Paid Social: 258,114 impressions | 7,774 clicks



Campaign launched with digital and paid social ads on the 20th

This was the first time RI Seafood ran ads through digital mediums and through their social media channels.

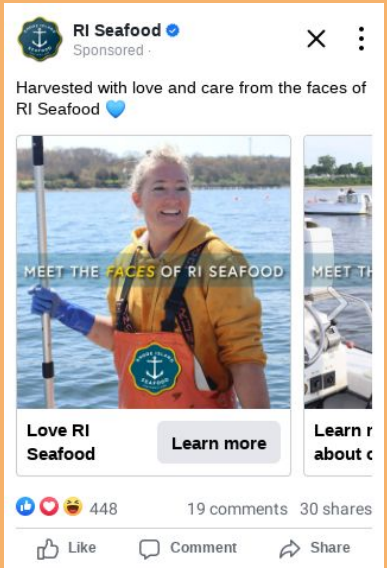
We saw a large **spike in clicks and impressions** from 2/26-2/29 for paid social.

The “Places” static creative performed better than the others this month and had a **3.81% CTR** on paid social

Weekday impressions were much higher than weekend impressions for paid social.

March

Display: 473,026 impressions | 635 clicks
Paid Social: 394,861 impressions | 9,473 clicks
OOH: 1,492,269 impressions



First full month that the campaign ran

This month allowed us to hone in more particularly on our audience to serve more targeted ads to our target demo (explaining the dip in impressions this month, but the increase in clicks)

We ran Spaceback digital ad creative for Quahog Week beginning mid month

OOH over-delivered an **extra 104,658.67 impressions**

From February to March, the CTR increased from 0.08% to **0.13%** on digital

Paid social increased in impressions by **53%** and clicks by **22%**

Consistent audience behavior taken on ads this month across the board for paid social

The "Faces" creative performed better than the others this month and had a **2.25% CTR** on paid social

Audience is **36% female, 31% male,** and **31% unknown** (turned off on devices)

April

Display: 678,000 impressions | 925 clicks

Paid Social: +1.55 M impressions | 43,490 clicks

OOH: 1,119,992 impressions

****budget increased across digital and paid social this month***

This month we began incorporating advertising for Quahog Week through boosting social media events and Spaceback ads.

OOH over-delivered an **extra 79,284.62 impressions**

From March to April, impressions increased by **43%** and clicks by **46%** for digital

Paid social increased in impressions by **292%** and clicks by **364%**

2 boosted Facebook events for Quahog week earned **156,074 impressions** and **5,133 clicks** in total

Consistent audience behavior taken on ads this month across the board for paid social

The Quahog static creative performed better than the others this month and had a **5.66% CTR** on paid social

Audience is **33% female, 33% male,** and **33% unknown** (turned off on devices)

May

Display : 819.96k impressions | 733 clicks

Paid Social: +1.625 M impressions | 45,877 clicks

OOH: 743,065 impressions

****budget increased across digital and paid social this month***

This month we wrapped up our advertising for Quahog Week through boosting social media events and Spaceback ads.

OOH over-delivered an **extra 49,259.89 impressions**

From April to May, impressions increased by **21%** and clicks decreased by **21%** for digital (decrease in clicks attributed to no Spaceback ads running for Quahog week)

Paid social increased in impressions by **5%** and clicks by **4%**

2 boosted Facebook events for Quahog week earned **85,859 impressions** and **2,522 clicks** in total (ran for 15 days)

Consistent audience behavior taken on ads this month across the board for paid social

The "State to Plate" static creative performed better than the others this month and had a **3.40% CTR** on paid social

Audience is **34% female, 33% male,** and **32% unknown** (turned off on devices)

APPENDIX

Reports, Creative links

How data is pulled from OOH ads

The Geopath Ratings system, which pulls the data from mobile devices.

The count of passers is adjusted based on visibility factors to give us a display's impressions. Factors include size, side of the road, proximity to the road, and line of sight of each display, and distance.

Mobile trip data provides the average speed of vehicles that pass each out of home display, accounting for how many seconds it takes to pass through the line of sight.

Impressions per play represents the number of impressions received each and every time a slot plays on a panel over a 24 hour period.

Links to all creative

February: mockups

March: RISeafood-Creative-March.pdf

April: RISeafood-Creative-April.pdf

May: RISeafood-Creative-May.pdf

Links to monthly reports: digital, paid social & OOH

February & March: Feb-March report.pdf & Proof of Play - Impressions - March.pdf

April: RIDEM_April_Digital:Social.pdf & RI DEM April Digital Impressions.pdf

May: RIDEM_May_Digital:Social Report.pdf & Proof of Play - Impressions - RI Seafood - May.pdf