

RIDE: AmeriCorps / Serve RI Campaign Performance

March 2024-May 2024

Photos & Videos Files

Photos:

<https://drive.google.com/drive/folders/1VJn7iZT6d0suN52uTn32WeRFDesmhfo3?usp=sharing>

Videos:

<https://drive.google.com/drive/folders/1xPzbuapQeeZQUBQkeaqxQ6gSpD4oQyZ4?usp=sharing>

Reports: MoM

March: includes digital and paid social reporting

[DDL-RIDEAmericorp-PerformanceReport.pdf](#)

April: digital

[DDL-RIDE-Americorp_April.pdf](#)

April: paid social

[April_RIDE Paid Social Report.pdf](#)

May: digital

[DDL - RIDE_AmeriCorp Performance_May_Report.pdf](#)

May: paid social

[MAY_RIDE Paid Social Report.pdf](#)

Campaign: Numbers in Totality

Display: 866 total clicks

YouTube: 31,000 total video views

OTT: 848 total secondary actions (highest DDL has seen for an OTT campaign)

Paid Social: 8,600 link clicks | 155,193 reach | 799,104 impressions |

IMPRESSIONS IN TOTALITY

Display: served **406,570** vs. estimated 400,000

YouTube: served **41,720** vs. estimated 30,000

OTT: served **243,860** vs. estimated 216,667

Paid Social: served 799,104 vs. estimated 333,333

Paid Social Spanish:

2,950 clicks | 46,954 reach | 337,901 impressions

Paid Social General:

5,618 clicks | 115,153 reach | 453,445 impressions

Paid Social Retargeting:

32 clicks | 7,697 reach | 7,758 impressions

DDL
ADVERTISING

Overall Summary

Numbers surpassed what was estimated, and performed extremely well for it being the first time you have run ads like this before

OTT is a great tactic for RIDE to use in future digital campaigns because the numbers reflected that your target audience was primarily using the services that fall under OTT advertising.

Programmatic display performed best on mobile devices due to the behaviors of the target audience we were reaching

On YouTube, the 15s videos performed significantly better than the 30s videos due to people's attention span being small and ads being skippable

March Numbers

Display:

- 119.01k impressions & 445 clicks
- ***Drove the most traffic to your site out of all digital tactics this month***

OTT:

- 90.53k impressions & 89.23% completion rate
- ***Served 228 secondary actions (people visiting website, people going to contact page or clicking submit button)***

YouTube:

- 14.12k impressions & 10.54k views
- ***Education (15s) saw most engagement this month***
- ***Avg 100% completion rate was 75%***

March Summary

First month running digital ads performed extremely well and served a ton of impressions and website clicks

For your first month, your video completion rate was high for your first time running ads

YouTube had a 75.11% completion rate with most people viewing the ads in East Providence = good numbers

Average completion rate on all 4 videos on OTT was 89.23% this month

April Numbers

Display:

- 144.70k impressions & 223 clicks
- **Still drove the most traffic to your site out of all digital tactics this month**
- **Enables retargeting ads this month (served to 1,658 people in retargeting audience)**

OTT:

- 76.11k impressions & 93% completion rate
- **Served 234 secondary actions = increase (people visiting website, people going to contact page or clicking submit button)**

YouTube:

- 14k impressions & 10.1k views
- **Education (15s) saw most engagement this month (same as last month)**
- **Avg 100% completion rate was 73.91%**

April Summary

Approx. 70% of your audience viewed on mobile devices for display

Average completion rate on all 4 videos on OTT was 93% which was an increase from March by 5%

Most of your ads on YouTube were viewed in East Providence

We relatively increased in most areas of advertising this month vs. last month, plus we enabled retargeting ads to hit people who showed interest but didn't take action

May Numbers

Display:

- 142.87k impressions (increase this month vs. last month) & 198 clicks
- ***Still drove the most traffic to your site out of all digital tactics this month***

OTT:

- 77.22k impressions & 93.02% completion rate (increase from last month)
- ***Served 386 secondary actions (people visiting website, people going to contact page or clicking submit button). This is a significant increase from last month***

YouTube:

- 13.6k impressions & 10.4k views
- ***Education (15s) saw most engagement this month***
- ***Avg 100% completion rate was 78.6% (increase this month vs. last)***

May Summary

We saw a lot more traffic come from tablet devices this month for display ads and your display retargeting audience grew to around 2,000 people which is great!

Average completion rate on all 4 videos on OTT was 93% which stayed the same as last month, but we saw a 95.5% completion for the General (30s) this month which is the highest completion rate we've seen

On YouTube, the 15s videos performed significantly better than the 30s videos due to people's attention span being small and ads being skippable

Radio Post Buy

WWKX Radio station (Cumulus):
5 week campaign

CAMPAIGN	FLIGHT	DEMO	% REACH	FREQUENCY	IMPRESSIONS	GRPS	NET REACH	CPP/CPM	# OF BONUS	CLICKS	CTR
RIDE-SERVE RI	3/4-4/14/24	18+	6.20%	2.1	173,900	14	84,700	\$129.35/\$10.63	31	N/A	N/A