MEASUREMENTS OF SUCCESS AND TO SUCCESS; Full Circle Look at the power of Analytics

Presented by:
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Measuring & Ensuring Success

How can analytics ENSURE success?

Utilizing analytics full circle at every stage of the campaign process to set expectations and measure success, but also to optimize for success across all future endeavors.
Case Studies

2017 CHP MOTORCYCLE SAFETY PROGRAM
A statewide campaign that utilized data and analytics provided by CHP regarding the target to uncover a greater challenge.

- Creative/Target Challenge
- Key Solutions included custom content and influencers

2017 CHP DESIGNATED DRIVER PROGRAM
A statewide campaign that utilized data and analytics at the planning and recap stage to provide CHP with true impact metrics.

- Geographic/Impact Challenge
- Key Solutions included strategic media plan and experiential tactics
MOTORCYCLE SAFETY
CASE STUDY
GOAL: To reduce motorcycle fatalities by increasing awareness of available motorcycle training and education resources through CHP. Educate, Engage, Enroll!

TARGET: Adults A18-34, Men A35-54

CHALLENGE: Existing creative did not resonate with intended target.

PLAN: A robust statewide media plan that utilized custom content and social influencers to spark change and impact.
OUR APPROACH – COMPONENT FOR CHANGE

Providing strategy across all platforms to deliver creative and message in ways that spark action

85M Impressions

$1.4M In Media

167M Impressions In Added Value
YOU’RE INVITED
WE’RE ROLLING OUT THE RED CARPET FOR ONE DAY AND WANT YOU TO BE OUR VIP.

YOU’RE INVITED
WE’RE ROLLING OUT THE RED CARPET FOR ONE DAY AND WANT YOU TO BE OUR VIP.

RSVP TODAY

YOU’RE INVITED
WE’RE ROLLING OUT THE RED CARPET FOR ONE DAY AND WANT YOU TO BE OUR VIP.

Tryna catch me ridin dirty @chrisbooker CHPMediaDay

CHP Media Day
CALIFORNIA MOTORCYCLE SAFETY PROGRAM RESULTS

PRINT: 49,000 impressions

MOVIE THEATER: 1,237,572 impressions

MALL MEDIA: 3,527,707 impressions

RADIO – RECORDED SPOT: 27,237,000 impressions

RADIO – ENDORSEMENTS: 10,913,300 impressions

DIGITAL: 41,850,000 impressions

ADDED VALUE: 167,000,000 impressions (events, interviews, PSAs)

"Creative content posted by influencers incited engagement between the target and message."

84M TOTAL IMPS
GOAL: To encourage individuals to abstain from consuming alcohol while out with friends so that he/she can be responsible for transporting other members of the group safely.

TARGET: Men A35-54

CHALLENGE: Presented to us as an awareness campaign that lacked an opportunity to show true and immediate impact.

PLAN: A statewide campaign based on research data that not only increased awareness through a strategic media plan, but also made immediate impact through experiential and live tactics at events throughout the communities.
OUR APPROACH – COMPONENT FOR CHANGE

Providing strategy across multiple platforms and custom on-site event engagements.

8M Impressions
$327K In Media
5K Wristbands
NO EXCUSES
DESIGNATE A SOBER DRIVER
A MESSAGE FROM THE CALIFORNIA HIGHWAY PATROL

Remember to Designate a Driver Tonight!
CALIFORNIA DESIGNATED DRIVER PROGRAM RESULTS

8M TOTAL IMPS

- RADIO – RECORDED SPOT: 1,347,600 impressions
- DIGITAL: 6,637,475 impressions
  - 12,892 clicks, .19% CTR
- LIVE ON-SITE WRISTBANDS: 5,000

"12,892 engagements with the campaign’s message AND 5,000 individuals made the decision to stay sober and be a designated driver during the course of this campaign. “
This exclusive new tool allows us to finally measure an advertiser’s lift in website traffic following a radio spot,”

- Bob Philips, Chief Revenue Officer, Entercom.

Let’s talk Benefits!
What’s the big deal about Entercom Audience Analytics?

- Creative Insights: A/B Testing, creative optimization
- Overall Website Activity: % lift and new visitor % (avg. %lift of +4-6%)
- Schedule Insights: Daypart effectiveness & station performance
- No Cost Service

Exclusive to Entercom (in most major markets)
Measuring & Ensuring Success

Next Steps & In Action:
- During prep phase, set expectations. Create plan to hit those measurements
- Set-up backend tools to measure for expectations
- Optimize based on reports throughout campaign
- Review, study recap reports
- Optimize accordingly across platforms

WHAT?

WHO?

HOW?

ANALYTICS
Product Based Digital Reporting
Google Analytics – Web Traffic
Radio Analytics
Outside Data
THANK YOU
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