

CDPHE WOMEN'S WELLNESS CONNECTION  
**2017 CERVICAL CANCER CAMPAIGN**  
**FINAL REPORT**



# WWC: 2017 Final Campaign Report

## Campaign Details

**Budget:** \$98,000

**Objective:** Increase consumer awareness by driving traffic to an informational landing page where the user can start to determine if they qualify for WWC services.

**Target Audience:**

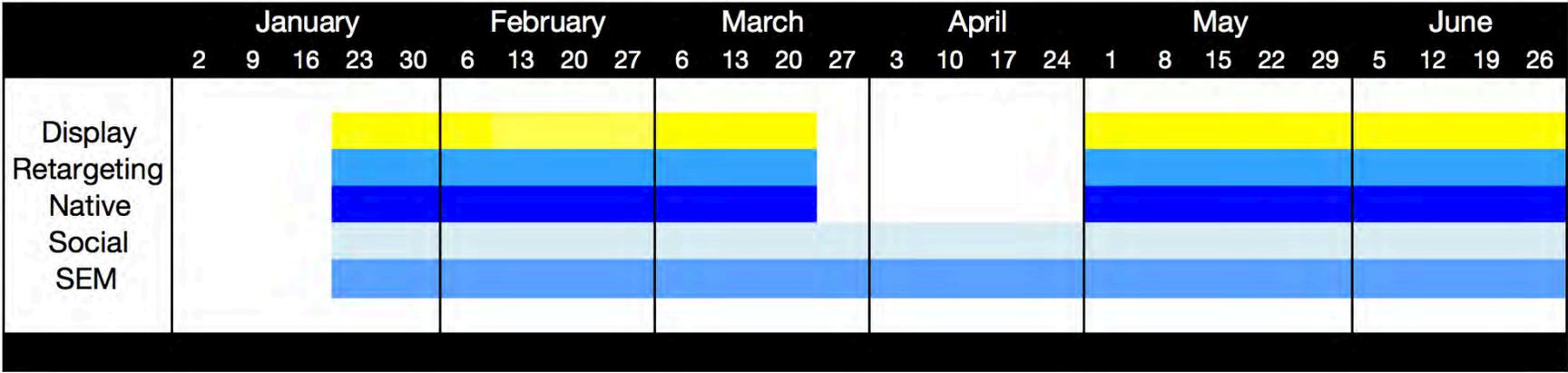
- Women 21-39
- HHI < \$55,000 Per Year
- Un- or Under-Insured
- Colorado Counties of Larimer, Weld, Denver, Boulder, Arapahoe, Jefferson, El Paso, and Pueblo

**Timeframe:** January 23, 2017 - June 30, 2017



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## Campaign Timing





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## Key Performance Indicators (KPIs)

### Primary

- Impressions
- Click-through rate (CTR)
- Dwell time

### Secondary

- Clicks from landing page to CDPHE website
- Social shares, likes and comments



# MEDIA PERFORMANCE

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## Overall Media Delivery

Media Vendor	Budget	Booked Impressions	Delivered Impressions	Difference	% Delivered	Clicks
Google AdWords	\$3,059	N/A	<b>28,709</b>	<b>N/A</b>	100%	448
Facebook	\$11,765	1,593,600	<b>894,891</b>	<b>-698,709</b>	56%	6,741
Undertone	\$43,413	3,219,828	<b>3,313,716</b>	<b>93,888</b>	103%	2,192
Storygize	\$29,413	3,125,000	<b>7,091,721</b>	<b>3,966,721</b>	227%	13,419
Landing Page	\$5,500	N/A	N/A	N/A	N/A	N/A
<b>TOTAL</b>	<b>\$93,150</b>	<b>7,938,428</b>	<b>11,329,037</b>	<b>3,390,609</b>	<b>143%</b>	<b>15,611</b>



# PARTNER PERFORMANCE

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## Performance Breakdown: Google AdWords

Media Vendor	Budget	Booked Impressions	Delivered Impressions	Difference	% Delivered	Clicks
Google AdWords	\$3,059	N/A	<b>28,709</b>	<b>N/A</b>	100%	448

With regard to click volume, the top performing keywords from the pay-per-click (PPC) campaign through Google AdWords were “pap smear” (the overwhelmingly preferred phrase with more than 50% impression share), “pap test,” and “cervical cancer screening.”

The campaign drove a 1.56% CTR and a \$3.77 cost per click (CPC) which fall just shy of industry standard for search campaigns within the health and medical industry.

Finally, of all clicks, 77% came from mobile devices, which indicates our ads were reaching the correct audience.

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## Performance Breakdown: Facebook

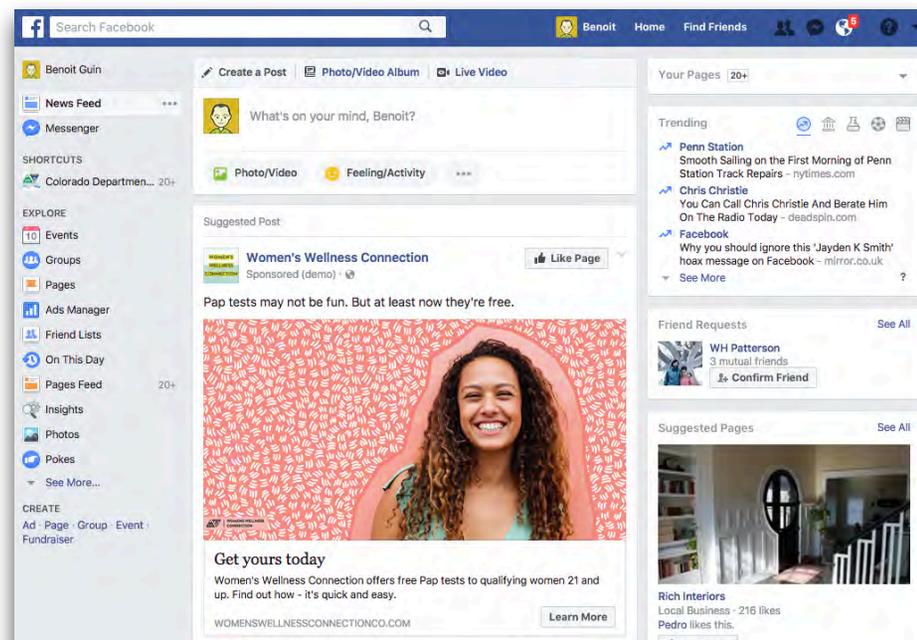
Media Vendor	Budget	Booked Impressions	Delivered Impressions	Difference	% Delivered	Clicks
Facebook	\$11,765	1,593,600	<b>894,891</b>	<b>-698,709</b>	56%	6,741

The social component of the campaign garnered a 0.75% CTR which is significantly better than the industry average of 0.40%.

CPC was the lowest of the campaign at \$1.47.

Viewers reacting to the ads responded in primarily positive ways (like, love, laugh).

Future campaigns would benefit from organic content on CDPHE's WWC Facebook page, though, which would increase credibility and broaden reach potential.



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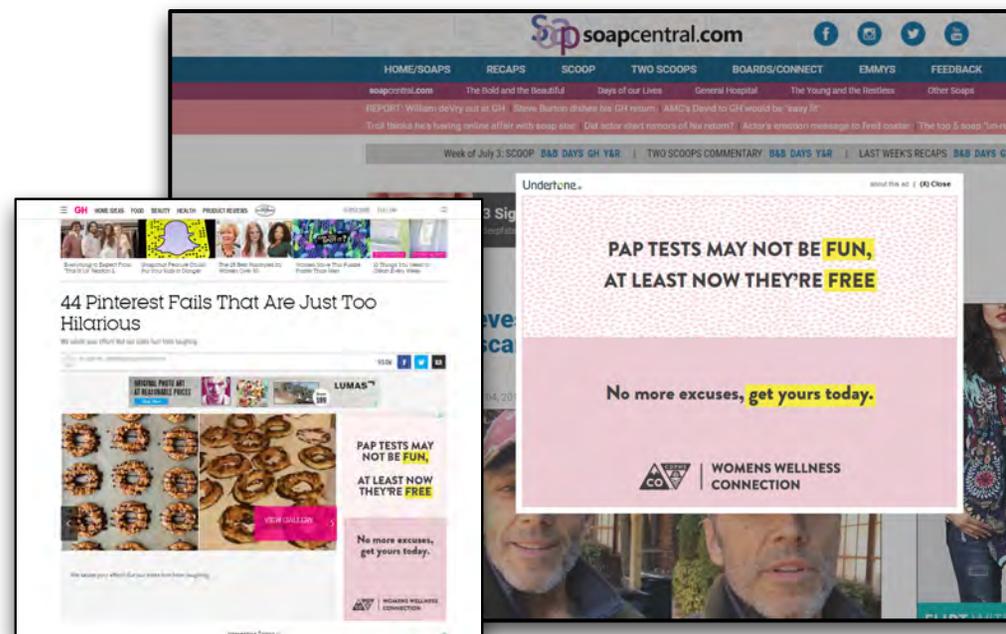
## Performance Breakdown: Undertone

Media Vendor	Budget	Booked Impressions	Delivered Impressions	Difference	% Delivered	Clicks
Undertone	\$43,413	3,219,828	<b>3,313,716</b>	<b>93,888</b>	103%	2,192

The goal of the campaign through Undertone was primarily awareness, not clicks, so the overall CTR of 0.06%, although low, is not a huge concern.

In fact, this vendor's performance varied greatly between F1 (0.13% CTR) and F2 (0.04%) which indicates the need for a creative refresh.

In the future, new creative could help keep CTR higher from one flight to the next.



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## Performance Breakdown: Storygize

Media Vendor	Budget	Booked Impressions	Delivered Impressions	Difference	% Delivered	Clicks
Storygize	\$29,413	3,125,000	<b>7,091,721</b>	<b>3,966,721</b>	227%	13,419

Storygize over delivered the campaign by an exceptional amount and drove the largest volume of traffic to the landing page when compared to other vendors.

CTR through this platform was 0.19% which resulted in more than 13,400 of the 15,600 total clicks. Despite a modest CTR (for native), the quality of traffic was great, evidence by an engagement rate of 9.73%.

CPC was lower than many other tactics at \$1.86.





# LANDING PAGE PERFORMANCE

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## Landing Page Performance

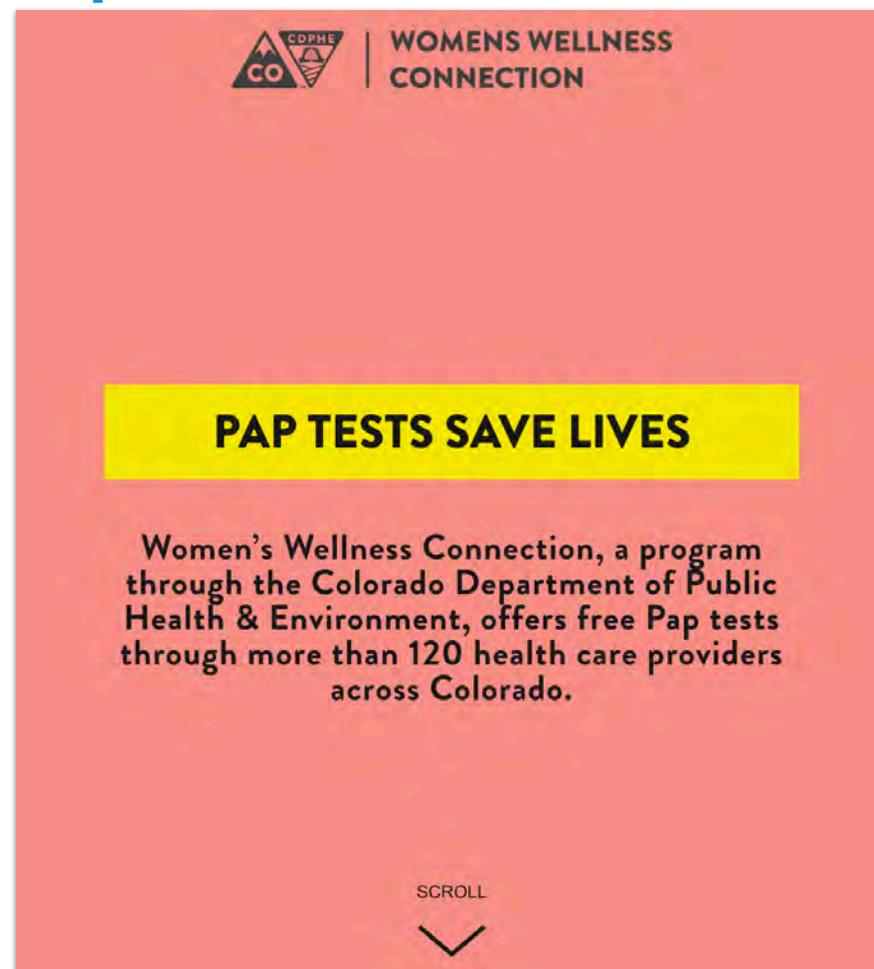
### Goal

To lead the visitor to discovering new information about the programs and knowledge offered by the WWC initiative.

### Measurement

Included overall sessions on the page, number of conversions\* and traffic source.

*\*Conversions are defined as a click to any of the three buttons: Benefits of screening, See if you qualify, and Clinics near you.*



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## Landing Page Performance

### Overview

- Sessions: 10,513
- Conversions: 623
- Conversion Rate: 5.93%

Traffic showed above average interest in site content. While there are no definitive benchmarks, 3rd party sources report an average of 2% conversion rates for the non-profit sector. This landing page performed well above that benchmark with a 5.93% conversion rate.

### WHY DO I NEED TO GET SCREENED?

Getting a Pap and/or HPV test every 3-5 years can help you detect and even prevent cervical cancer. When detected early, 92% of women diagnosed with cervical cancer survive. A Pap test can find abnormal cervical cells years before any cancerous cells exist.

### DISCOVER BENEFITS OF SCREENINGS

[LEARN MORE](#)

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## Landing Page Performance

### Channel Breakout

When broken out by channel the digital campaigns are represented by direct and referral traffic. They drove the highest volume, but had lower conversion rates comparatively.

Social was the middle ground, driving a 10.72% conversion rate. Facebook in general provides a medium that is more engaging and users are ready to browse into subjects they may find interesting.

Search, while bringing in the fewest sessions overall, brought the highest converting traffic. Users who come across our page are already versed in the topic and looking for solutions, thus driving a more inquisitive nature and higher conversion rates.

Channel	Sessions	Event Label	Engagements	Engagement Rate
Referral	7093	Total Engagements	270	3.81
Referral		Where to Get Pap	117	
Referral		Eligibility	79	
Referral		Benefits of Screening	74	
Direct	1667	Total Engagements	85	5.10
Direct		Where to Get Pap	38	
Direct		Eligibility	27	
Direct		Benefits of Screening	20	
Social	1353	Total Engagements	145	10.72
Social		Where to Get Pap	68	
Social		Eligibility	63	
Social		Benefits of Screening	14	
Search	400	Total Engagements	123	30.75
Search		Where to Get Pap	46	
Search		Eligibility	55	
Search		Benefits of Screening	22	
<b>Total</b>	<b>10513</b>		<b>623</b>	<b>5.93</b>



**INSIGHTS & ACHIEVEMENTS**

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## Key Performance Indicators (KPIs)

### Primary

- Impressions **11.3 million**
- Click-through rate (CTR) **Ranged between 0.06% and 1.56%**
- Dwell time **0:16 seconds**

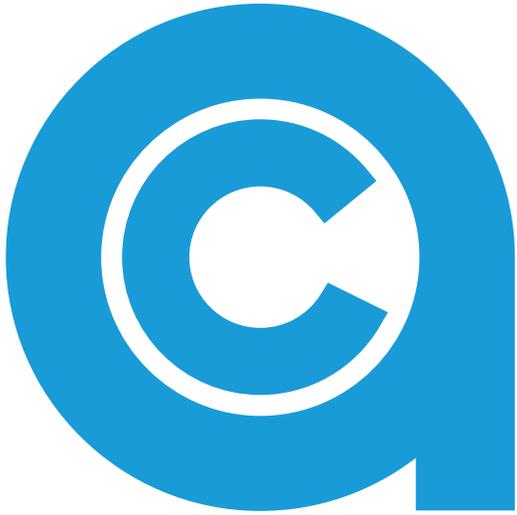
### Secondary

- Clicks from landing page to CDPHE website **623**
- Social shares, likes and comments **Largely positive, though not a lot of interaction**



## WWC: 2017 Final Campaign Report Insights & Achievements

- Delivered more than 11.3 million impressions targeted to women 21-39 years old
- Achieved \$32,763 or 34% of additional media space through added-value negotiations and over delivery
- Drove more than 15,600 clicks directing to WomensWellnessConnectionCO.com
- At 5.93%, the landing page experienced an above-average conversation rate compared to non-profit sector benchmark data



**MERCI**