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Digital Advertising Preliminary Reporting

Oct. 21, 2020

Audience Network Display Advertising

Campaign	Impressions	Clicks	CTR
Labor	1,338,101	4,670	0.35%
Generic	3,641,748	10,943	.30%
Youth	656,094	4,026	.61%
Agriculture	1,373,828	3,811	0.28%
All	7,009,771	23,450	.34%

- The average display advertising campaign across the internet is .08%. Each of these individual campaigns blew that average out of the water.
- The Youth campaign was particularly engaging.

Facebook Advertising

Campaign	Impressions	Clicks	CTR
Labor	938,702	3,094	.33%
Illicit Massage	786,884	2,904	.37%
Agriculture	716,120	2,530	.35%
ALL	2,441,706	8,528	.35%

- The average Facebook CTR across all industries is .90%. However, there is no industry included in Facebook's default grouping that really classify any of our campaigns.
- For some context, the apparel industry average is a 1.24% CTR while Finance & Insurance is .56% and Job Training & Employment .47%.

YouTube Advertising

Campaign	Impressions	Clicks	CTR
Generic	455,318	597	.13%
Youth	505,974	814	.16%
ALL	961,292	1,411	.15%

- Of all the tactics we ran, YouTube appears to have yielded the weakest performance based on platform engagement standards. This doesn't necessarily mean the tactic wasn't effective
- The average CTR ranges for .33%-.51% and the average view rate is 31.9%. Our campaigns averaged a .15% CTR and 25.34% view rate.

TikTok Advertising

Campaign	Impressions	Clicks	CTR
Youth	2,718,335	10,788	.40%

There aren't great baseline metrics available for TikTok, but this campaign garnered close to 11,000 in total and its users are mostly under 24.

Geofencing

Campaign	Impressions	Clicks	CTR
Illicit Massage	1,000,001	923	0.09%

- The average display advertising campaign across the internet is .08%. This campaign was targeting locations that had a high likelihood of including perpetrators. The ads were also in a foreign language. With that in mind this campaign performed very well.
- The locations that ranked in the top ten of engagement ranged from CTRs of .13% - .25%

Octane OTT

Campaign	Impressions Delivered
Generic	222,331
Youth	587,860
All	810,191

You'll notice that this slide doesn't include clicks. That's because these ads were served through streamed television, very similar to broadcast television ads. We'll explain where this awareness plays into web traffic on the final slide.

Website Traffic



- 30,124 pageviews from Sep 1 – Oct 13
- 97.39% of the traffic came from the advertising campaigns (not a surprise)
- The rest of the traffic (635 users) came to the site directly (most likely users who had visited previously who were returning) or finding the site through an organic search
- The foreign language versions of the web pages weren't utilized often (<100 pageviews total)

- Average Time Spent on Generic: 01:20
- Average Time Spent on Agriculture: 03:35
- Average Time Spent on Labor: 03:35
- **Average Time Spent on Youth: 04:09**
- Average Time Spent on Illicit Massage: 01:33

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