

What's At Stake

The Real Cost of Buying Sex

Campaign Analytics
April -May 2018

What's At Stake

The Real Cost of Buying Sex



Campaign Description: A sex trafficking prevention pilot program in partnership with The NC Department of Health & Human Services; Sexual Violence & Rape Prevention; in the Fayetteville, NC market. (CDC Block Grant)

Campaign Goal: Sex Trafficking Prevention. By raising awareness, highlighting the dangers of soliciting sex, and targeting potential perpetrators; the goal is to prevent current and future perpetrators from soliciting sex. Demand reduction is the ultimate goal.

Target Audience: Individuals living in/around the Fayetteville region that are currently or could potentially be contributing to the sex trafficking industry as a purchaser/ perpetrator.

Tactics: What's At Stake Ads were served to individuals that exhibited online risk behaviors such as visiting websites similar to backpage.com, where sex could be purchased. Additionally, geographic areas such as strip clubs and hotels in high risk areas of Fayetteville were targeted with ads.

Capitol Broadcasting utilized platforms that included geo-fencing and social media to reach a target audience with three different messages. When clicked, these messages linked directly to a website with more information about the consequences of purchasing sex.

The data from this campaign is presented here. Interpretations and next steps are also included.

Content Expertise

Pilot Market Decision: Fayetteville, NC

Pilot Site Location

high number of POLARIS calls

Resource Debate: Call to action?

John School

National Sex Addiction Hotline

Local Resources (Therapists, support groups, etc.)

Content Development

Composite Stories

Top ten list (what you risk when you buy sex)

Human Trafficking Info

Campaigns referenced

Cease Network: Seattle Against Slavery

Geofencing



Geo-Fencing: Pinpoint targeting through mobile devices using shapes drawn around specific addresses.

Purpose: Target potential perpetrators who are visiting strip clubs, bars, hotels, and high risk streets between the hours of 12am-5am. The goal is twofold:

1. Discourage risky behavior that leads to purchasing sex & human trafficking
2. Encourage perpetrators to seek out more information on the What's At Stake website.

Geo-Fencing Tactic

Geographically target very specific addresses and serve ads through mobile device apps (cell phone apps) over the course of 30 days to individuals who step into these geo fences.

List of Geo-Fence Locations:

- Club Barcelona
- Club Xotic
- Hooters of Fayetteville
- House of Sin
- Izzys Sports Bar
- Jumpers
- Kagneys
- Last Call
- Little Reno Billiards
- Mansion
- Phat Daddys Sports Bar and Grill
- Radium Nightclub
- Secrets
- Shady Lady
- Sharkys Cabaret
- Sparkys Sports Bar and Pub
- Star Music Studio
- Stockyard
- Thee Backdoor Sports and Spirits
- Victorias Caberet
- Desires
- DiamondZ Ultra Lounge
- Fantasies
- Fort Video and News
- His and Hers
- House of Sin
- Jozalyns
- Misty's at Drunk Horse Pub
- Papa Doc's
- Peaches Adult Boutique
- Playhouse
- Showgirls



Geofencing

Geofencing strip clubs, massage parlors, bars & clubs as well as main streets at night

Industry Average Click Through Rate: .08%

What's At Stake Click Through Rate: .13%

Strip Clubs had the highest Click Through Rate



Clicks	844
Impressions	645,001
Click Through Rate	.13%

Top Performing Geofences:	Impressions	Clicks	CTR
Last Call: 5395 Ramsey Street	67,873	68	.10%
Jumpers: 520 South Reilly Road	48,986	39	.08%
Misty's at Drunk Horse Pub: 106 S Eastern Blvd	44,094	61	.14%
Star Music Studio: 6318 Yadkin Road	38,034	43	.11%
Playhouse: 905 ...	26,137	71	.27%

Geofencing Ad Breakdown

We saw a stronger performance with the child and military ad. These combined generated 563 clicks to the site.



Clicks	284
Impressions	215,923
Click Through Rate	.13%



Clicks	279
Impressions	215,937
Click Through Rate	.13%



Clicks	281
Impressions	213,141
Click Through Rate	.13%

Industry Average Click Through Rate: .08%

Facebook Targeting Tactic:

Strategy: Utilize this widely used social media outlet to connect with perpetrators in their own environment. Serve relevant messages based on where a person is located, where they have been recently, and online behaviors that indicate that they are indeed a good candidate to receive a “What’s At Stake” ad.

The Purpose: In a day and age where we are inundated with media messages, it’s important to connect with target audiences in their environment and have presence where they are. The goal of these ads was twofold:

1. Discourage risky behavior that leads to purchasing sex & human trafficking
2. Encourage perpetrators to seek out more information on the What’s At Stake website.

Facebook was used to target individuals in multiple ways.

- Behaviorally: Target individuals who have visited websites that sell sex. Target men in the Fayetteville area with a military background.
- Geographically: Target individuals based on venue addresses that they have visited in the last 30 days. This venue list included massage parlors, strip clubs, hotels with law enforcement reputations, and specific streets that were visited between the hours of 12am-5am.

Facebook’s **Unique Capabilities**: sharing & reacting

Facebook Targeting

Geo-fencing: How it's done



Geo-Fencing Targeted Facebook Ads:

Ads are targeted to individuals who use the social media platform, Facebook, based on where their mobile devices are located and where they've been in the past 90 days.

How it works:

A person with a mobile phone with location services turned on enters a virtual geo-fence or location with a beacon. The person then leaves. We can track the mobile IDs for the people who have been to these locations in the past 90 days.

How it's implemented:

1. Geofence list is created and user Mobile IDs are pulled for all the applicable users in these geofences from Reveal Mobile
2. Ad set is created with different targeting criteria and the mobile ID list is uploaded as the desired audience to reach.
3. Facebook matches up Mobile IDs with Facebook users and serves them ads for the length of the campaign.

Track activity on a daily basis, optimize bid amounts and targeting criteria to deliver highest interaction rates possible.



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What if your sergeant knew?



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The real cost of buying sex.

WHATSATSTAKENC.COM

Facebook Targeting- Military

Targeting males near Fort Bragg
ages 20+ who are in the military

Industry Average Click Through Rate: .10%
What's At Stake Click Through Rate: .19%



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WHATSAATSTAKENC.COM

Clicks	398
Impressions	207,133
Click Through Rate	.19%
Post Reactions	119
Post Comments	5
Post Shares	2

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What if your mother knew?



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What if your daughter knew?



whatsatstakenc.com

Find Out What's At Stake

The real cost of buying sex.

Facebook Targeting Geo-Fencing

Targeting users who went into strip clubs, hotels and bars in Fayetteville in the last 90 days. These users are matched up to their Facebook profiles.

Industry Average Click Through Rate: .10%
What's At Stake Click Through Rate: .19% & .16%



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What if your mother knew?



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Clicks	113
Impressions	59,577
CTR	.19%
Post Reactions	21
Post Comments	1
Post Shares	1

Clicks	69
Impressions	44,024
CTR	.16%
Post Reactions	14
Post Comments	1
Post Shares	-

What's At Stake Website Screen Shot



What's At Stake Website Analytics

*Breakdown of new users on the site,
page views, and the average time on
the site.*

Definitions:

Users: The number of unique IP addresses to visit the website.

New Users: IP addresses that had not previously been to the website.

Sessions: The total number of website visits.

Pageviews: the total number of pages viewed by all users.

Pages/Session: The Average number of web pages viewed per session.

Avg. Session Duration: The average length of time that a user stayed on the website. The time on the site depends on the available content and pages for users to engage with.

Bounce Rate: The rate in which users leave the site after reading just one page of content

Users

1,709



New Users

1,709



Sessions

1,938



Number of Sessions per User

1.13



Pageviews

2,298



Pages / Session

1.19



Avg. Session Duration

00:00:19



Bounce Rate

89.27%

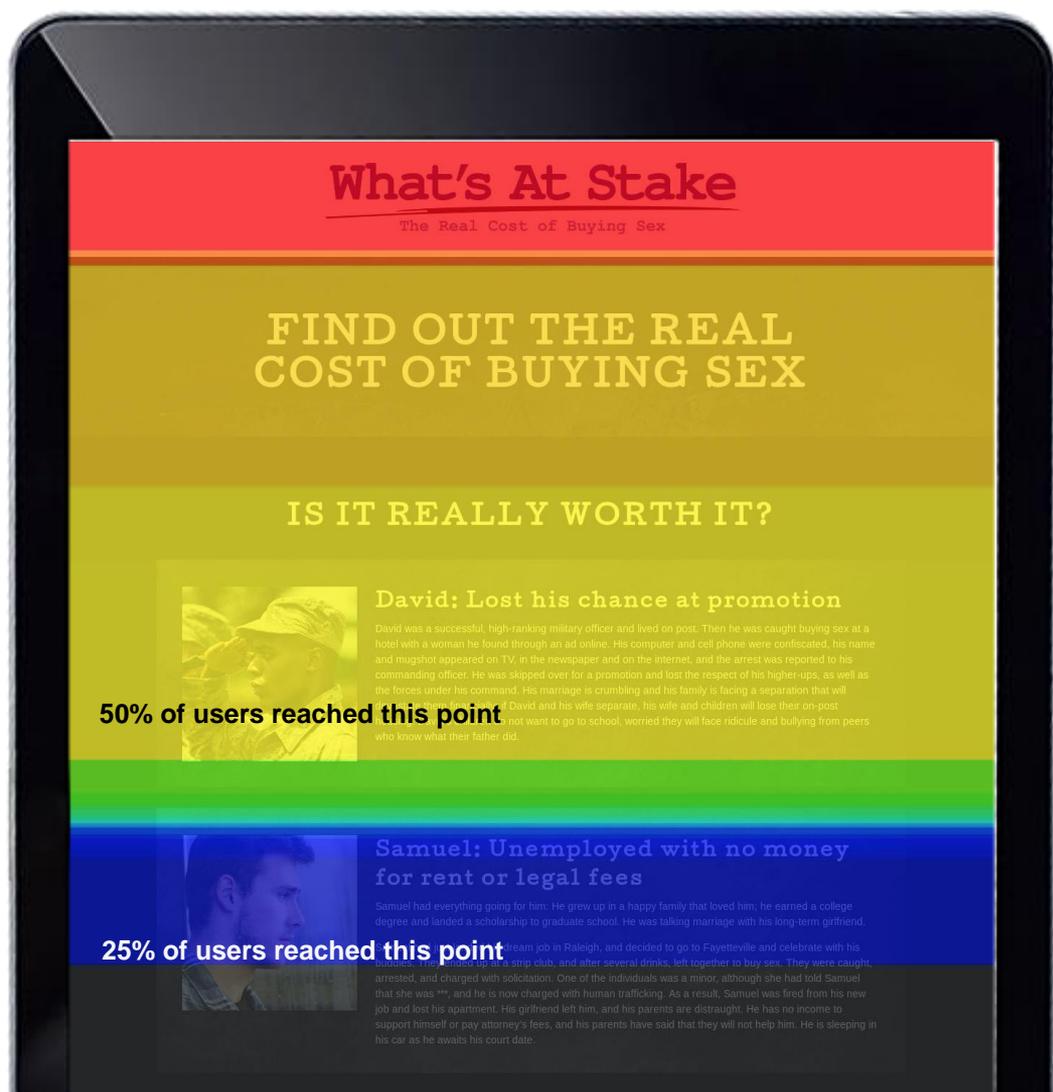


Website User Interaction Heatmap

This tool measures how far users scroll on the home page. We can correlate how far users are scrolling with how much content they are reading.

25% of users read the entire first story about a military man and 1/2 of the second story provided.

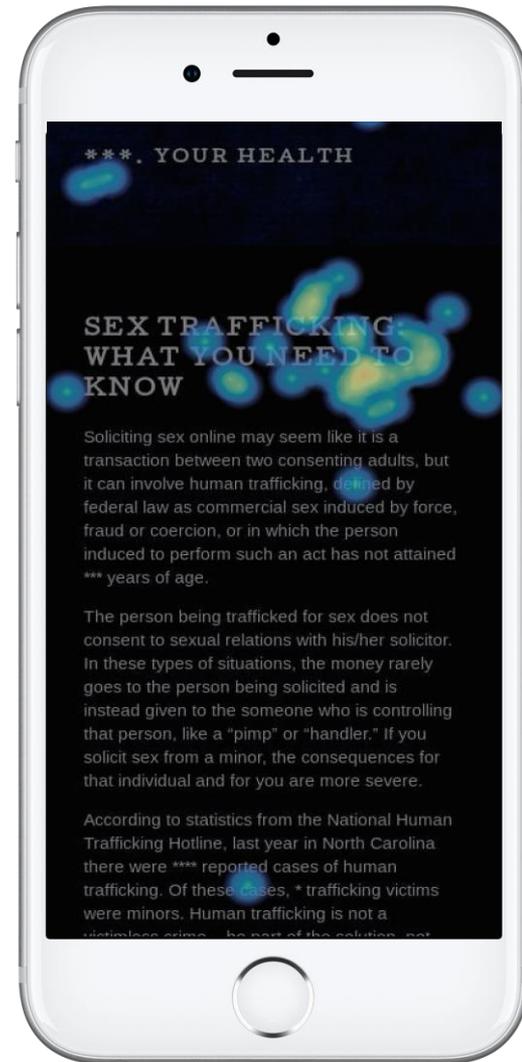
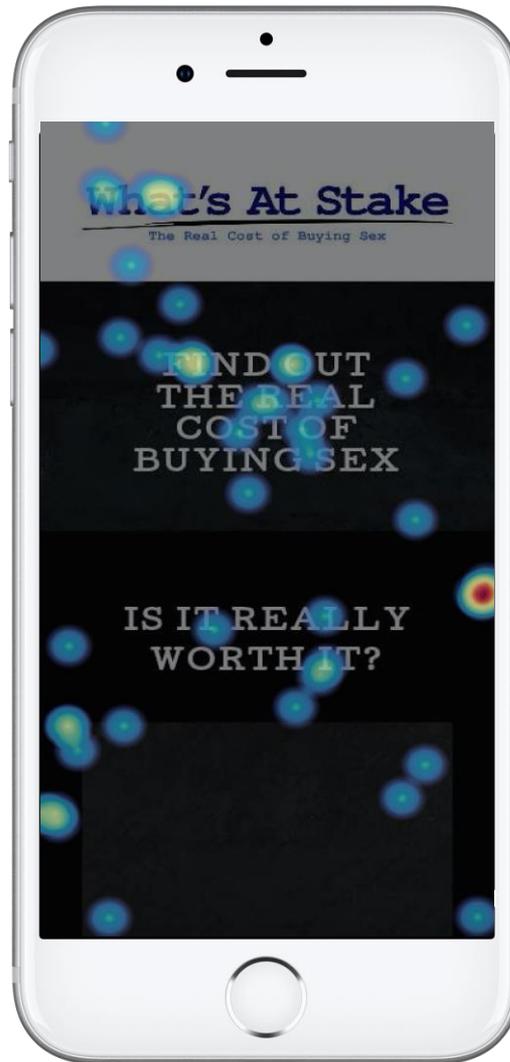
50% of users read the majority of the first story.



Website User Interaction Heatmap

This tap heat map indicates where users tapped on their mobile phone while reading the website pages. The data indicates users were interested in content at the top of the site as well as the “what you need to know” section” located at the bottom of the site.

Conclusions: Based on these actions, we recommend building out additional content that users can click off of the home page and get to.



Website Data Interpretation

1700 unique visitors to any new website over the course of two months would be considered a reasonably healthy amount of traffic. The high amount of website traffic was a pleasant surprise, given the nature of the content and the individuals targeted.

The site heat map indicates that 50% of individuals visiting the site took the time to read the first story that referenced a military man. The ads that also received the most interaction were the military ads. This information can be interpreted a few different ways:

1. Individuals are reading the top story because it relates to the ad that they clicked on. (content relevance)
2. The story is relatable in general and we are reaching our intended target audience.

The tap heat map indicates that users were searching for additional information, perhaps even resources, while attempting to click around in the website.

Program Summary & Next Steps

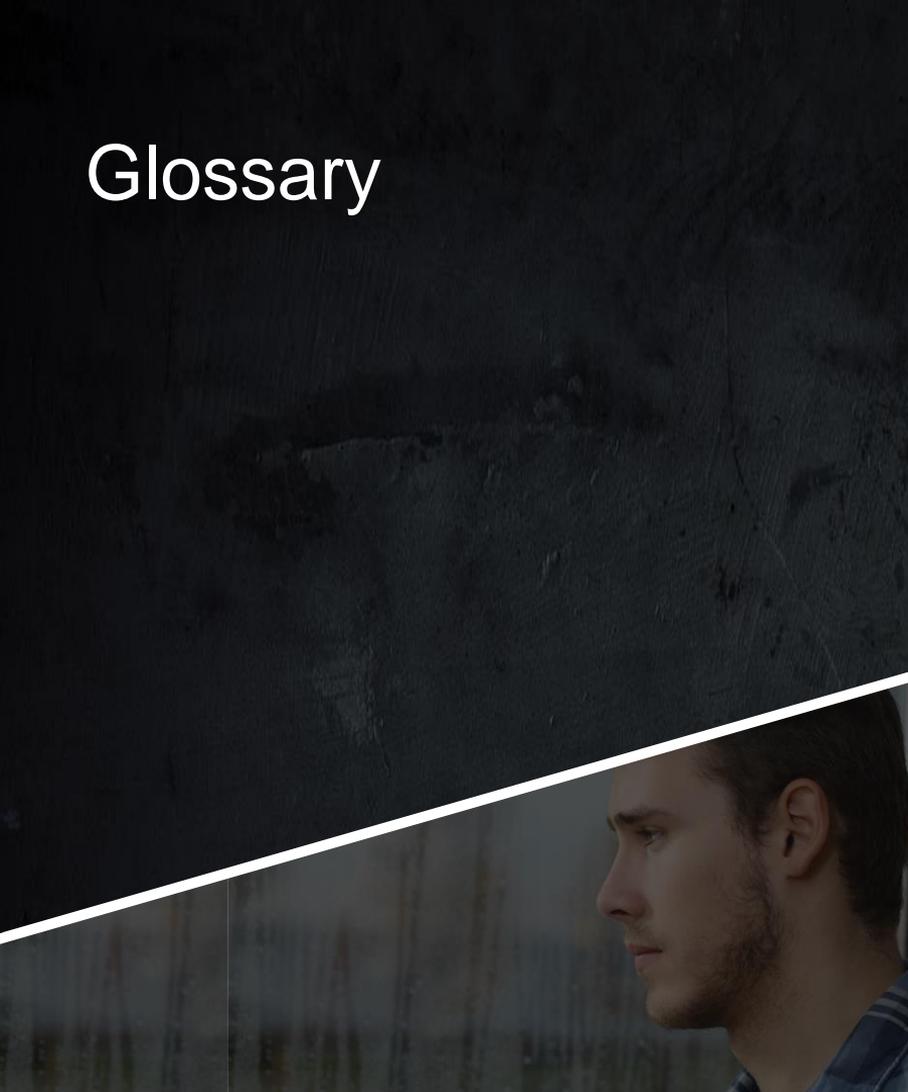
The What's At Stake program ran April 2018- May 2018 and delivered over 1.5 million digital ad impressions to individuals within the Fayetteville region. The What's At Stake website received over 1700 unique visitors as a result of this initiative..

Conclusions: The display ads and website received more interaction than originally anticipated. The creative concept that generated the most interaction was the military ad series. Both geo-fencing and social media targeting proved to be successful tactics to reach the intended audience.

Recommended Next Steps:

- Build out additional pages on the What's At Stake website with more detailed information and resources.
- Partner with a 3rd party research company to verify future data; show correlation between media efforts and demand reduction
- Expand campaign to 2 new pilot markets: urban vs. rural in North Carolina

Glossary



Impressions: the number of times a message appears on screen to potential viewers

Clicks - the number of times someone clicks on a display banner

Click Through Rate - Number Clicks divided by number of impressions; this is a general guideline of how well ads are performing. Expected CTR average is .06% based on industry-wide studies.

Post Reactions: Individuals can not only “like” a social media ad, but they can post various emotional reactions such as a “heart”, “dislike”, “crying face”, etc. These are “post reactions.”

Post Comments: Individuals can post written comments below an ad on social media.

Post Shares: Individuals can share a social media ad with their network that will display in news feeds once shared.

Geo-Fencing - Physical targeting based on specific geographic locations; these banners are served to mobile users who pass within the “fence” drawn on a map in areas where we expect people most likely to be receptive to your message, or at high traffic events like a Carolina Panthers game. People who have physically been through the fence will be served banners after they leave the fence for up to 30 days.

Behaviorally Targeted Ads: Targeting individuals online based on previous online behavior that indicates certain qualities about that person.

Industry Average: The average at which digital marketing entities base benchmark success from.

Glossary Continued...

Website Definitions:

Users: The number of unique IP addresses to visit the website.

New Users: IP addresses that had not previously been to the website.

Sessions: The total number of website visits.

Pageviews: the total number of pages viewed by all users.

Pages/Session: The Average number of web pages viewed per session.

Avg. Session Duration: The average length of time that a user stayed on the website. Session duration indicates that the website content pertains to the ads that are being served.

Bounce Rate: The rate at which individuals would leave the site without reading any content.