



# Kent County Veterans Services

Campaign Recap

Flight: January – December 2021



## Report Summary

This report provides an analysis and evaluation of the campaign strategy which includes broadcast TV, the Exchange, social boosts, branded social, streaming TV and targeted display. The methods of analysis include trendlines, content performance, benchmarks, as well as internal trends to look for.

- Impressions: **1,750,025**
- Reach: **541,128**
- Clicks: **4,410**
- CTR: **1.94%**
- OTT Website Visits: **57**

**Campaign Investment:** \$59,640

## Target Audience Overview



**Adults 18+**



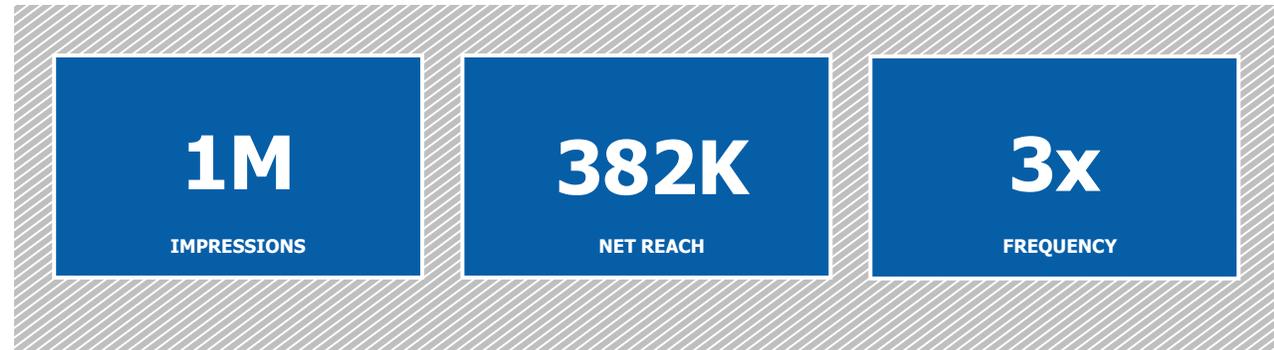
**Veteran**



**Kent County, MI**

## BROADCAST TELEVISION

Reaching people through 13OYS' trusted, high-quality local news, weather, lifestyle and local interest programs to thousands every day.



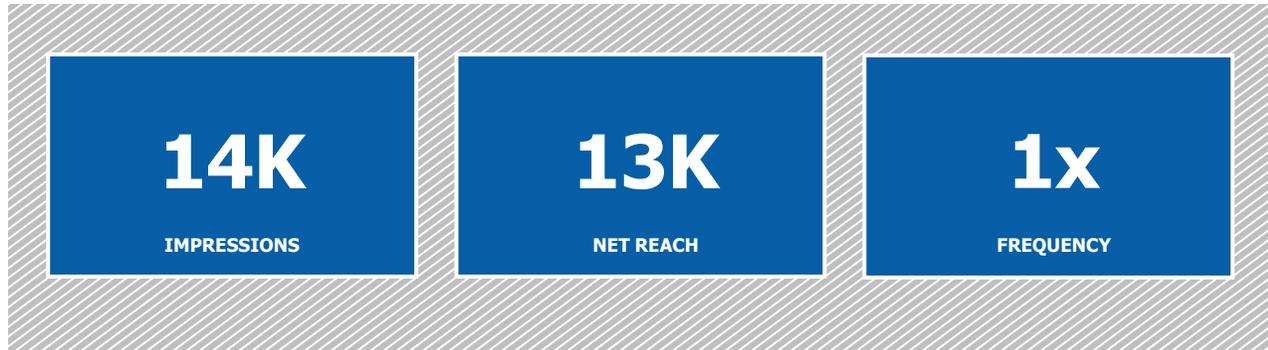
## Insights:

- 115 :15 spots aired during 13OYS Local News Programming
- Reached 60% of your target audience at least 3 times
- Delivered over 1,034,000 impressions



## THE EXCHANGE

Interview style video discussion to help highlight the services and expertise of your organization.



## Insights:

- Segment aired on March 30<sup>th</sup> during the Noon News 12p-1230p
- Your exchange segment delivered 14,000 impressions to Adults 18+
- Next air date: May 26<sup>th</sup>



## THE EXCHANGE – SOCIAL BOOST

Extend your interview onto social with behavioral and interest targeting of your choice.



## Insights:

- The March segment reached **9,900** people and have **4,600** video views
- The post received great engagement with **63** likes, **2** comments and **7** shares
- The average CTR% on Facebook is 0.90% so this post performed well above average
- Next segment: May 2021

My West Michigan

### Kent County Veterans Services expands its staff and outreach to local vets

Kent County Veterans Services is dedicated to meeting the needs of local veterans, whatever they may be. Despite the pandemic, the staff is fully operational. They continue to provide emergency funds through their Soldier & Sailor Relief Fund, which includes food vouchers, utility payments, or even help with paying the mortgage or rent. See Less



## BRANDED SOCIAL CONTENT

Leverage the brand recognition of 13OYS and the targeting capabilities of Facebook to place an informed message with an implied endorsement in front of your ideal target audience.



## Insights:

- The branded ad reached **34K** unique people and had a strong frequency of **4.66**
- The top performing audience was women 65+
- The ad received great engagement with **177** likes, **8** comments and **22** shares.
- The average CTR on Facebook is 0.90% - so this ad performed **124% above** benchmark
- Next branded ad: May 2021

**13** On Your Side with Kent County Veterans Services. Sponsored ·

Kent County Veterans Services has an events calendar that is constantly updated with free events for veterans that live in Kent County. There are virtual events, and events that place outside to observe social distancing.

[KENTCOUNTYVETERANSSERVICES.COM](https://www.kentcountyveteransservices.com)  
Kent County Veterans Services provides free year-round events to local veterans

[Learn More](#)

## STREAMING TELEVISION

Reach people who are watching their content via an internet connection.

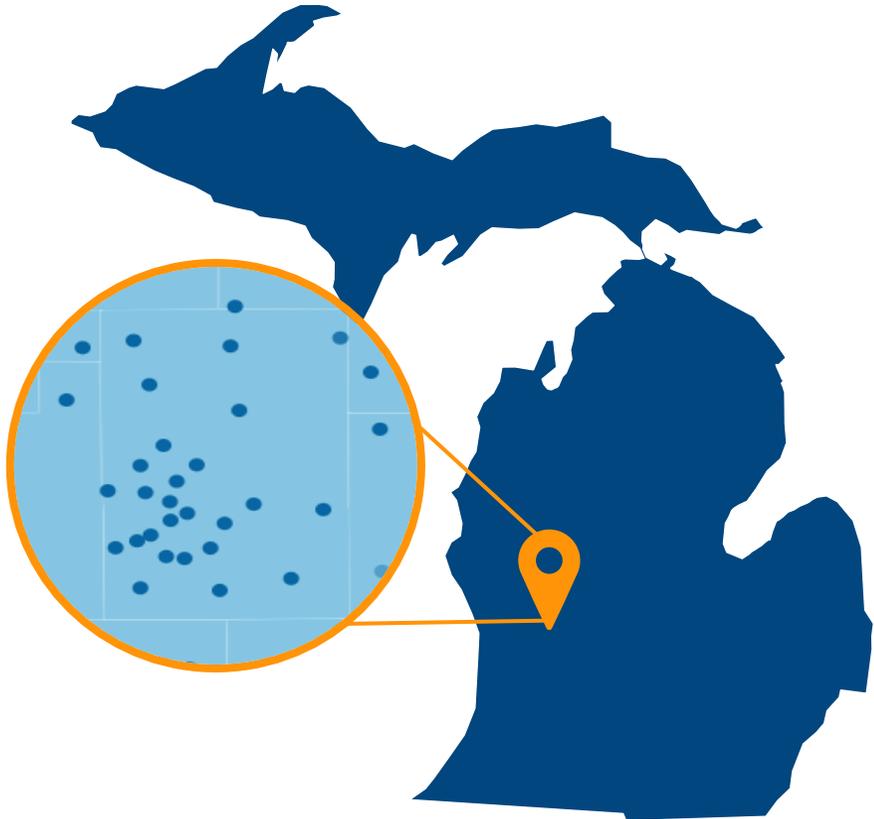


## Insights:

- The top content providers so far are Food Network, TNT, Cooking Channel
- 100% of delivery has been on connected TV – helping create better brand recall and maximize co-viewing potential
- The campaign has a strong frequency of **1.55** – reaching over **101K** unique households.



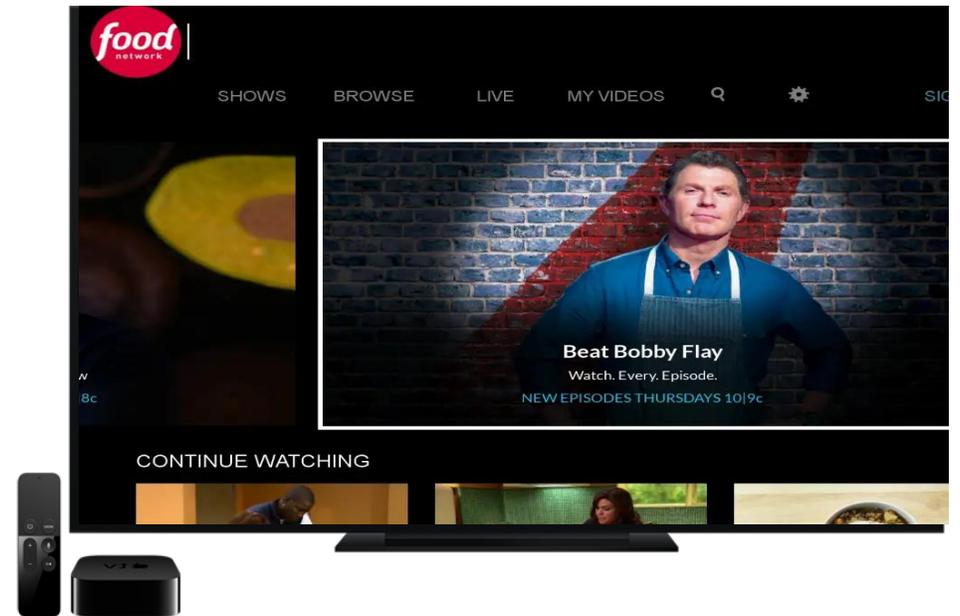
# Geographic Performance



Top Zip Codes	Impressions
49525 (Plainfield)	14,272
49503 (Grand Rapids)	12,713
49508 (Grand Rapids)	11,047
49504 (Walker)	9,384
49519 (Wyoming)	9,095

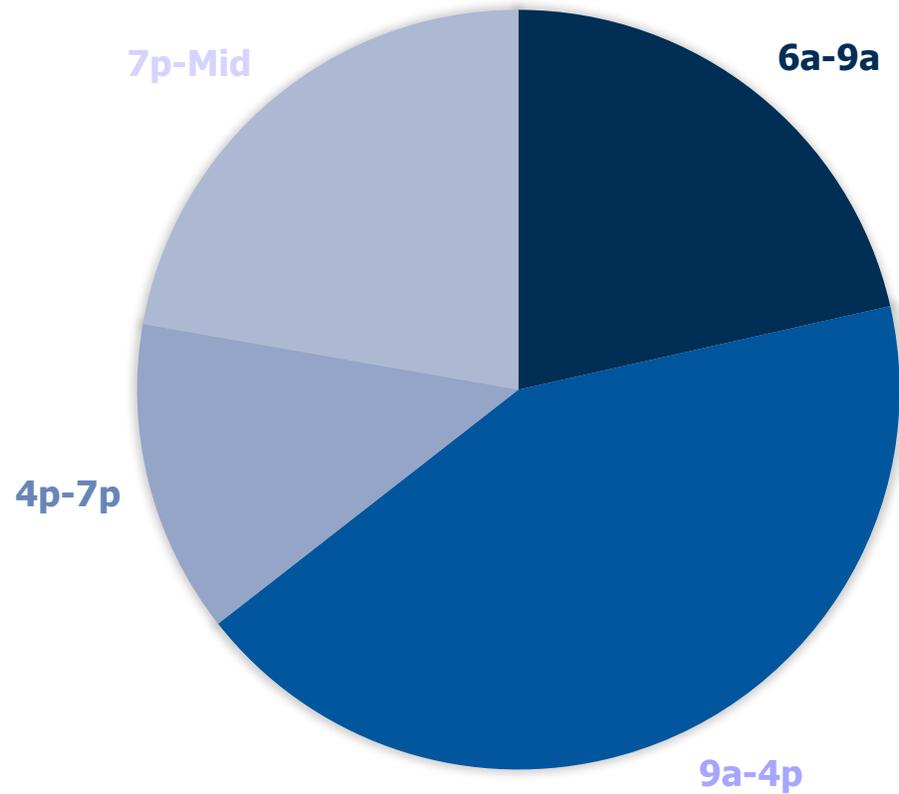
# Top Content Providers

Content Provider	Impressions	VCR%
Food Network	13,575	98.81%
TNT	11,509	98.24%
Cooking Channel	10,536	98.36%
AMC	7,498	98.65%
FOX Sports	7,451	97.80%
Discovery ID	6,701	98.57%
Sundance TV	6,574	98.65%
NFL	6,432	97.93%
Outside TV	6,084	98.75%
NHL	5,956	97.35%



**Food Network** was the top content provider with shows like Hell's Kitchen, Cupcake Wars, BBQ Brawl, Chopped and more.

# Daypart Performance



The bulk of impressions have delivered in the 9a-4p and the 6a-9a range.

More people are at home and watching content throughout the day as well as during primetime.

# Website Attribution

# 158,220

STREAMING IMPRESSIONS

# 57

WEBSITE VISITS

# 0.04%

CONVERSION RATE

## Insights

- 6a-12p was the top performing daypart with 50% of website visits
- Monday is the top performing day of the week with 29% share of visits
- TNT drove the most site visits on average representing 13% of site traffic
- 100% of visitors came to your site after seeing your ad 1-2 times
- 60% of site visitors took 8-15 days after seeing your ad to come to the site and 20% took 4-5 days
- **Confirm URL pixel is placed on and confirm it's placed on all pages. We may want to also place on:**  
<https://www.accesskent.com/Departments/VeteransServices/>

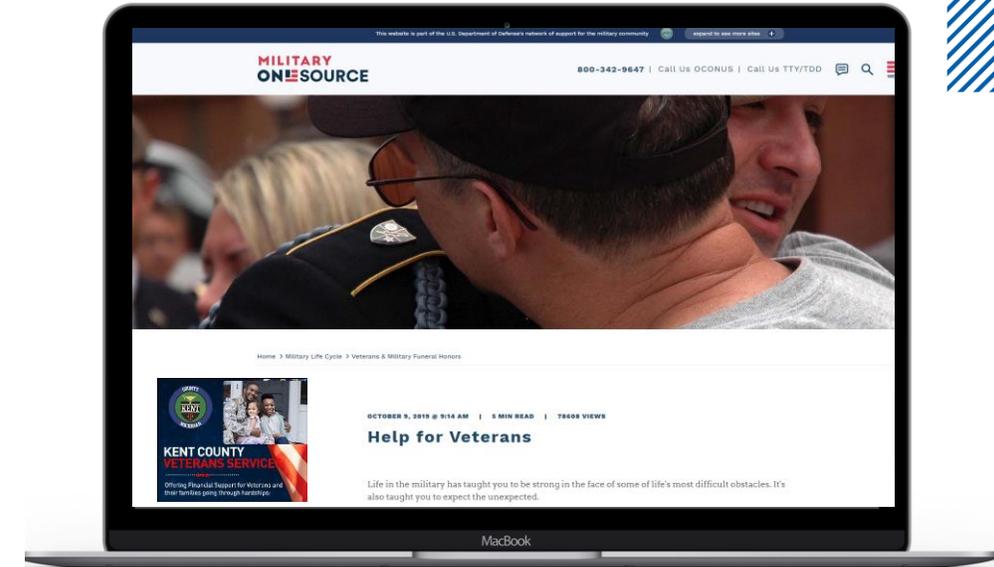
## TARGETED DISPLAY

Place your message in prominent placements across the web to people who are actively searching for your services.



## Insights:

- The average display CTR% is **0.05%** - so this campaign is performing **120% above benchmark**
- The top performing ad size has been the 728x90 in terms of CTR% and the 320x50 in terms of clicks
- The top performing tactic is the search/keyword based tactic – so people actively looking for veteran support

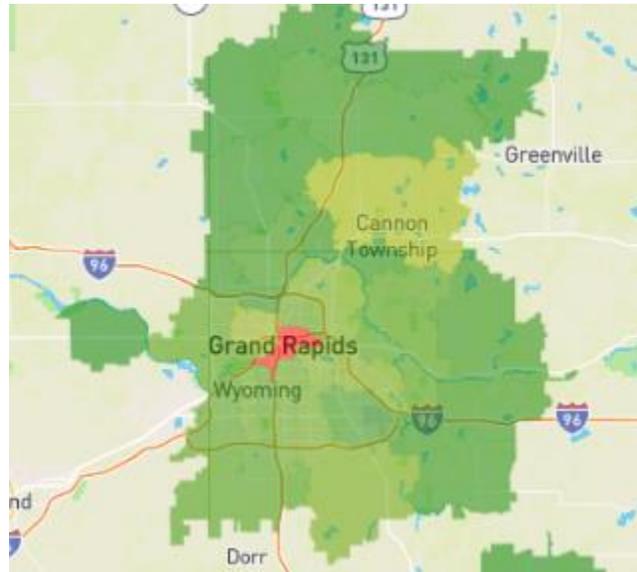


Ad Size	Impressions	Clicks	CTR%
320x50	186,778	223	0.12%
728x90	85,068	106	0.12%
300x50	34,861	41	0.12%
300x250	50,877	39	0.08%
160x600	6,061	6	0.10%

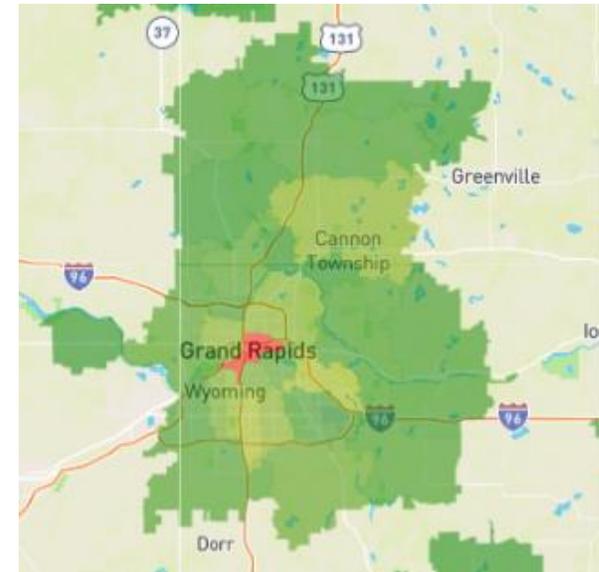
# Heat Map Analysis



### Impressions



### Clicks



#### Engagement Level

-  = Average
-  = Above Average
-  = High



# Total Campaign Summary

To date, the campaign delivered **1.7M** impressions, reached **541K** people, and generated **4.4K** clicks.

## Up Next:

- May Exchange Segment: confirm zoom recording date
- Logo & CTA for Heart Threads Sponsorship elements
- Update display in May for Memorial Day
- Social Branded Content ad approval
- Next report: 6/7/2021

# Important Timeline Updates



May

## Memorial Day

- Exchange Interview
- *Air Date: May 26<sup>th</sup>*
- Social Boost
- Social Branded Content
- Heart Threads
- Sponsorship Elements

July

## Independence Day

- Exchange Interview
- *Air Date: July 2<sup>nd</sup>*
- Social Boost
- Social Branded Content
- Heart Threads
- Sponsorship Elements

Nov

## Veteran's Day

- Exchange Interview
- *Air Date: Nov 11<sup>th</sup>*
- Social Boost
- Social Branded Content
- Heart Threads
- Sponsorship Elements





Thank you.

<p><b>13</b> ON YOUR SIDE</p>	<p><b>TEGNA</b> Be in good company.</p>
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