

# End of Campaign Report

LAWDS  
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# Agenda

- Media Buy Overview
- Executive Summary
- Tactic Results
- Recommendations



# Media Buy Overview



# Campaign Goals

- Connect job seekers with job resources and broadband services offered by local libraries.
- Inform job seekers that local libraries have services to help them be successful in their job hunt.
- Direct those interested in finding a job or those on the job-seeking journey to the job center website for further online assistance.



# Target Audience

- Primary: Unemployed adults ages 18-65 of all genders
  - Those of a lower income bracket and minimal accessibility to resources
  - Those who are newly unemployed or who have been unsuccessful in finding a job over time
- Secondary: Family and friends who support job seekers and those unemployed



# Target Geography

- Primary: Rural areas of the state
  - Including geotargeting library locations and a radius surrounding them
- Secondary: Statewide targeting to include urban areas and library locations



# Executive Summary



# Executive Summary

- Overall, these ads were served over 3.3 million times and led to 4,280 clicks (a 0.13% click-through rate).
- The areas of Milwaukee, Madison, Appleton, Green Bay, and Racine were served the most ads.
- The Wausau/Rhineland and Green Bay/Appleton areas saw the highest engagement with ads.





# Tactic Results



# Native Ads

- These ads were seen 2,955,312 times and led to 4,052 clicks. This resulted in a 0.14% click-through rate (CTR).
- The CTR benchmark for these native ads sits around 0.2%. This lower CTR was mainly driven by the contextual-targeting tactics. However, these tactics drove the majority of impressions, working hard to increase awareness.



# Native Ads

- The most impressions were served in Milwaukee, Madison, Green Bay, Appleton, and Racine.
- The highest CTRs were seen in the Wausau/Rhineland and Green Bay/Appleton areas.
- Those ages 18-24 and 45-54 were the most likely to click-through.
- All ad versions saw the same CTR (0.14%).



Ad by Job Center of Wisconsin 

**Find your next job!**

Your public library has the resources you need to find your next job!



Ad by Job Center of Wisconsin 

**Get job search help.**

Your public library can help you find your next job.

# Native Ads Targeting

As a reminder, there were four targeting strategies being used (these were all layered on top of people ages 18-65 who are unemployed):

- **Behavioral:** Targeting those who are unemployed and looking for a job within a 5-mile radius around Wisconsin library locations.
  - Because of limited geography topped with audience targeting, these ads struggled to serve the most.
  - However, this group resulted in the highest CTR at 0.53%



# Native Ads Targeting

- **Behavioral:** Targeting those who are unemployed and looking for a job statewide.
  - This was added in after the mid-campaign report, due to the high CTR seen with the other behavioral targeting segment.
  - This group drove the second-highest CTR, coming in at 0.17%.



Ad by Job Center of Wisconsin



**Ready for a new job?**

Find the support you need with your job search at your public library — it's free!



Ad by Job Center of Wisconsin



**Find that new job!**

Online or in person, your public library has the resources you need to find your next job.



# Native Ads Targeting Continued

- **Contextual:** Targeting content statewide on the web relating to job search, careers, career resources, career planning, and similar topics.
  - This targeting served ads 1,232,634 times and resulted in a 0.09% CTR.
- **Contextual:** Targeting content in rural and suburban areas on the web relating to job search, careers, career resources, career planning, and similar topics.
  - This targeting served ads 1,105,847 times and resulted in a 0.09% CTR.



# Streaming Audio Ads

- Streaming audio ads were served 357,107 times and led to 228 clicks. This resulted in a 0.06% CTR.
  - Streaming audio doesn't tend to lead to many clicks since it serves primarily as a high-level awareness tactic, so this CTR is on par with what we expect.



# Streaming Audio Ads Continued

- With streaming audio, completion rate tends to be a better measure of engagement with ads than CTR. This refers to how often someone served the audio ad listened to it until the end.
  - 15-second ads saw a completion rate of 92.5%, compared to a benchmark of 92%.
  - 30-second ads saw a completion rate of 83.7%, compared to a benchmark of 90.5%.





# Streaming Audio Ads

- Most impressions were served in Milwaukee, Madison, Appleton, Green Bay, and Racine.
- The highest completion rates were seen in the Minneapolis/St. Paul and Green Bay/Appleton areas.
  - The Minneapolis/St. Paul area is referring to the portions of Wisconsin that fall in this DMA. This covers 7 counties in Wisconsin (Washburn, Burnett, Polk, Barron, St. Croix, Dunn, and Pierce).
- The highest completion rates were seen among those ages 55-64, 45-54, and 25-34.



# Streaming Audio Targeting

As a reminder, there were three geotargeting strategies being used, each targeting those unemployed and looking for a job ages 18-65:

- **Statewide**
  - These ads were served 226,430 times and resulted in an 88.07% completion rate.
- **Rural and suburban areas**
  - These ads were served 130,628 times and resulted in an 88.13% completion rate.



# Streaming Audio Targeting Continued

- **5-mile radius around Wisconsin library locations**
  - These ads really struggled to serve, delivering only 49 impressions. Sometimes streaming audio struggles when relegated to a smaller geography while having audience targeting layered on top, which appears to have happened with this campaign. More budget was allocated to the other targeting groups to combat this issue.



# Future Recommendations



# Recommendations

- While contextually-targeted native ads did not result in as high of CTRs as expected, they did function well in terms of raising awareness. In the future, consider implementing online display ads targeting these contextual segments. This ad format is meant to work as a high-level awareness tactic first and foremost and is more cost-efficient than native ads.
  - However, it is difficult to convey as much information in a display ad, so native ads should still be considered as part of the media mix.



# Recommendations

- This campaign utilized tactics where targeting was available to specifically focus on those who are unemployed in order to maximize use of the budget. If more budget becomes available in the future, paid social should be considered to reach the secondary target audience (family and friends who support job seekers and those unemployed).
  - Our audience's screentime consists of a mixture of platforms, including paid social. For example: 69% of U.S. adults in the lowest income households use Facebook (Pew Research Center).
  - Since there aren't targeting segments available in these platforms to find those who are unemployed, having a more general presence here can help at least reach the secondary audience, while potentially serving messaging to the primary target audience as well.



**Thank You!**

