

MEMORANDUM

TO: Doug Pratt, Michigan Education Association & Dana Sutton, Progress Michigan
 FROM: The New Media Firm
 DATE: June 23, 2021
 RE: Michigan Education Association – Pandemic Education Funding Campaign

Progress Michigan launched its Grassroots Advocacy campaign on behalf of Michigan Education Association on June 3, targeting a Grassroots audience through a wide variety of digital advertising avenues. This audience was comprised of parents of schoolchildren in Michigan, while contextual, look-a-like, and retargeting tactics further expanded the reach of this campaign to interested audiences. The metrics and information included in this report cover the entirety of this campaign, from launch to close on June 15.

Overall Campaign Performance

This campaign managed to serve over 3.3 million impressions during its 12-day run, bringing in 1 million video completions and 7.6 thousand clicks in the process. The table below breaks down the performance of each platform involved.

Platform	Impressions	Clicks	CTR	Video Completes	VCR
Display	2,002,792	2,077	0.10%	-	-
Pre-Roll	471,683	711	0.15%	358,139	75.93%
Contextual Video	305,315	399	0.13%	250,858	82.16%
OTT	416,827	40	0.01%	406,511	97.53%
Facebook	173,474	4,387	2.53%	3,881	5.64%
Total	3,370,091	7,614	0.61%	1,019,389	65.31%

We averaged a 0.61% click through rate (CTR) across all platforms and an impressive 65% video completion rate (VCR). While Facebook led the way in terms of CTR, the Contextual video line exceeded our expectations more than any other platform with its 82% VCR. For reference, the industry standard VCR for contextual and pre-roll video ads is between 60-65%, which this campaign exceeded on both Contextual (20%) and Pre-Roll (15%).

Performance by Audience

Audience	Impressions	Clicks	CTR	Video Completes	VCR
Parents	1,760,501	3,161	0.18%	681,099	75.33%
Contextual	1,364,783	1,275	0.09%	250,858	82.16%
Look-A-Like	40,912	2,720	6.65%	1,563	9.96%
Retargeting	203,895	458	0.22%	85,869	73.43%
Total	3,370,091	7,614	0.61%	1,019,389	65.31%

The above chart breaks down the performance for each target audience. Our core audience of parents performed well, finished with high CTRs and VCRs, and was targeted on every platform that we used. The other audiences were only targeted on certain platforms and often show a correlation in performance metrics with those respective platforms. For example, the Look-A-

Like audience is unique to Facebook's platform, hence the high CTR and low VCR. Contextual and retargeting audiences are limited to display and video ads, explaining the lower CTRs and higher VCRs.

Audience Descriptions

Contextual tactics served the second most impressions after parents and played a very important role in increasing the scale of this campaign. Contextual targeting reaches is audiences based on the content of what they are viewing on the internet. In this case, anyone in Michigan reading an article or watching a video about education, public schools, or their funding, was eligible to see our ads. The Look-A-Like audience was created on Facebook and is comprised of users that the platform identified as having similar interests and behaviors as those who already follow the MEA page. Finally, retargeting is the method of sending ads directly to those who have already expressed interest in our ads by previously clicking on them. This is an effective strategy in reminding engaged individuals of the campaign's messaging and goals.

Top Performing Creatives

We analyzed the performance of each ad, with the top performers on each platform/tactic shown below. The display ads and Facebook are ranked by click-through-rate (CTR). We rated the pre-roll and contextual videos by both CTR and video-completion-rate (VCR). Click-Through-Rate gives us a measure of how effective each creative was in mobilizing grassroots advocacy. Video-Completion-Rate is the best metric for measuring persuasion effectiveness.

The top performing programmatic Display ads were:

- *Whitmer Static* with a 0.12% CTR (top right)
- *Responsibility Static* with a 0.11% CTR (bottom right)

The top performers on Facebook were:

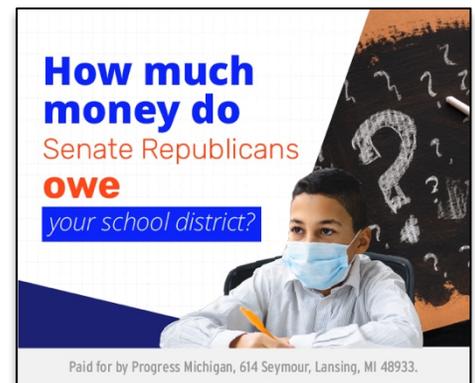
- [Whitmer 6s](#) video ad with a 10.16% CTR
- [Whitmer 15s](#) video ad with a 9.60% CTR
- [Responsibility 6s](#) video ad with an 8.18% CTR
- [Whitmer Static](#) display ad with a 5.03% CTR

The top performing videos (pre-roll and contextual) by CTR are:

- *Whitmer 15s* and *Responsibility 15s* both finished with 0.14% CTRs

The top performing videos (OTT) by VCR are:

- *MI School Relief* had a 99.16% VCR
- *Whitmer 15s* had a 98.89% VCR
- *Responsibility 15s* had a 98.57% VCR

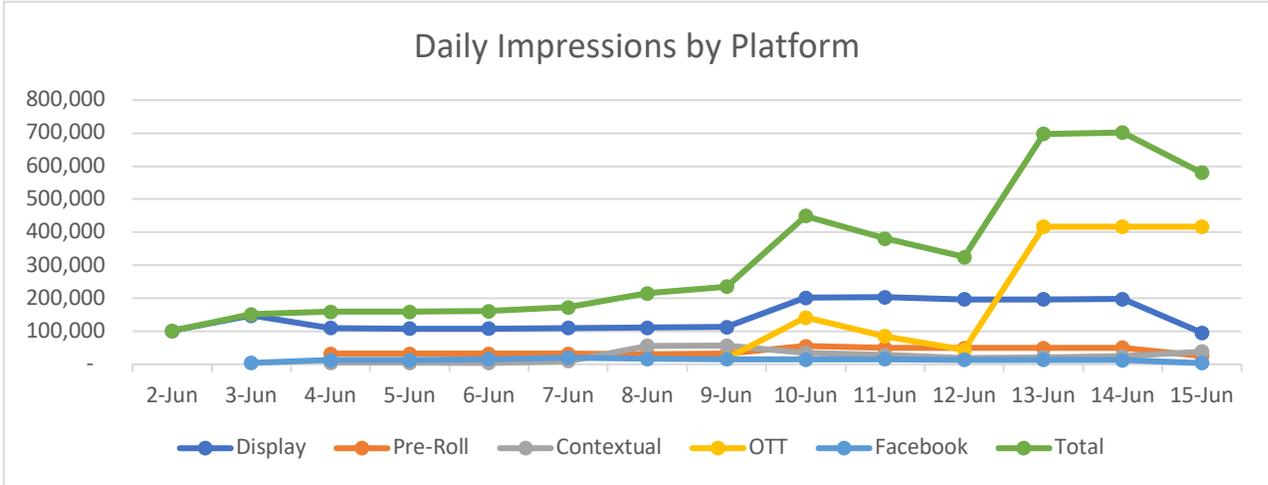


Whitmer Static (Above)

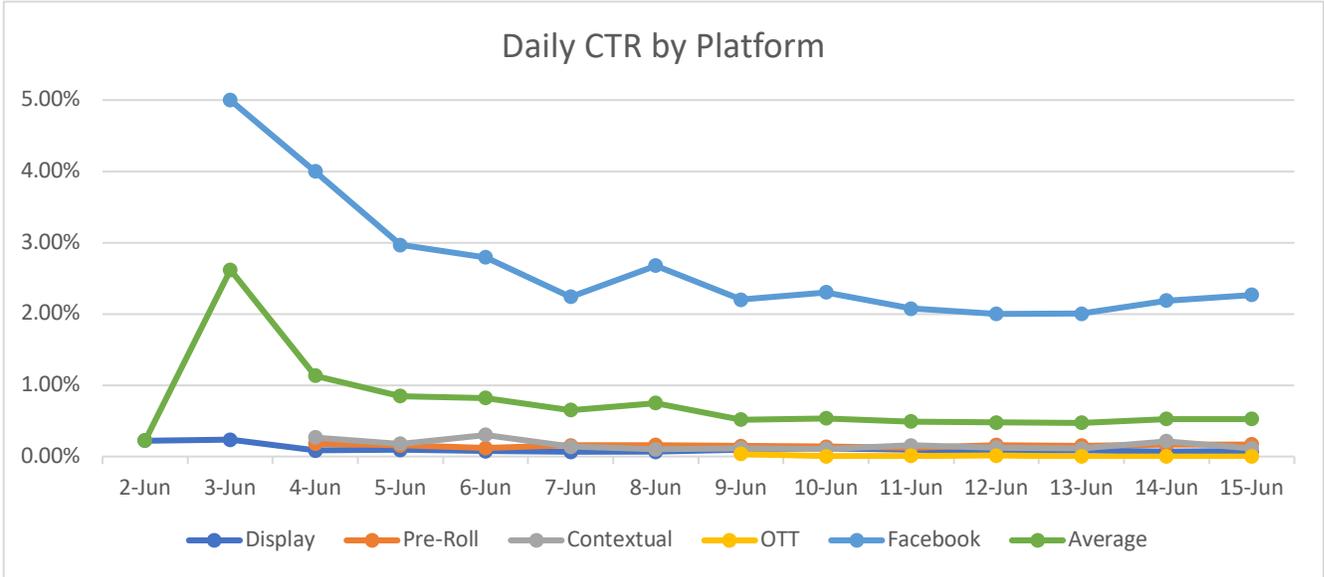


Responsibility Static (Above)

Performance Charts



Daily Impressions by Platform / Tactic – We averaged about 261 thousand impressions each day, with a peak of 449 thousand on June 10. More impressions were served per day on following the 10th after ramping up media spend in anticipation of a shortened campaign schedule. Impressions then dropped dramatically on the 15th, as the campaign was paused in the middle of the day.



Daily Click-Through-Rate (CTR) by Platform / Tactic – The average CTR fluctuated throughout the campaign as more platforms went live and our audiences began seeing the ads more. Facebook was clearly the top performer in this metric and had a significant impact on the daily average, while display, contextual, and pre-roll generally held steady within the 0.1-0.2% range. OTT averaged the lowest CTR by far at 0.01% (but the highest VCR by far at 97%) due to the fact that these ads almost exclusively appear on TV screens and are non-clickable.