

# NSW

# Government

## Betiquette – Post Campaign Report

**DATE 29.10.18**

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# Digital Results Overview



**Overall** the campaign delivered **1,941,303 impressions** with a **CTR of 0.76%**








**Facebook** delivered a total **1,216,737 impressions** at a **CTR of 1.06%** (benchmark 1% CTR)

Regional markets delivered a slightly higher CTR (CTR 1.08%) than Metro (CTR 1.05%)

Both markets exceeded their impression volume targets, with Metro delivering 877,565 impressions (forecast 642,500 impressions) and Regional delivering 339,172 impressions (forecast 222,500 impressions)

**Blis Mobile** delivered a total **724,566 impressions** at a **CTR of 0.25%** (benchmark 0.24% CTR)

Video Display was the best performing format, with an overall completion rate of 53.26% across both Metro and Regional markets

Impressions	Clicks	CTR	CPC	Timing	CPM	Budget
 1,941,303	 14,736	 0.76%	 \$2.07	 17 <sup>th</sup> September - 29 <sup>th</sup> September	 \$15.71	 \$32,942.44

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# Web Traffic Results Overview



Over the campaign period, **Facebook and Mobile activity drove 4,611 web sessions** onsite which represented **80% of overall traffic**

While Facebook drove a significant volume of users through to site representing 83% of total campaign web traffic, Mobile delivered an average session duration of 00:57 seconds compared to campaign average of 00:16

Interestingly, Facebook drove incremental reach amongst a unique audience with 86% of new users compared to 14% across mobile

**This indicates that social was successful at driving awareness against a broad audience, while mobile was used to drive consideration against a highly qualified audience**



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# Social – Facebook Link Ad



- Facebook Link Ads delivered a total **325,625 impressions** at a **CTR of 1.89%**
- Regional targeting delivered a slightly higher CTR of 2.21% compared to Metro, with a CTR of 1.76%
- Both markets exceeded the 1% benchmark CTR for Facebook campaigns
- The best performing Link Ad creative was the 'Cruzin Croatia' creative, in both Metro (CTR 1.83%) and Regional (CTR 2.50%)
- The top creative also delivered the highest impression volumes, 2,465 impressions in Metro and 1,214 impressions in Regional

## Learnings:

- 'Cruzin Croatia' messaging resonated highly with the audience, with the highest awareness by a significant amount – this should be considered for future campaigns

Placement	Spend	Impressions	Clicks	CTR	CPC	CPM
<b>Total: Metro Link Ad</b>	<b>\$3,569.44</b>	<b>226,440</b>	<b>3,977</b>	<b>1.76%</b>	<b>\$0.90</b>	<b>\$15.76</b>
Bonus Bet	\$222.01	13,537	229	1.69%	\$0.97	\$16.40
Cruzin Croatia	\$2,071.08	134,614	2,465	1.83%	\$0.84	\$15.39
Hangover	\$840.73	52,683	866	1.64%	\$0.97	\$15.96
Peer Pressure	\$181.77	10,937	130	1.19%	\$1.40	\$16.62
<b>Total: Regional Link Ad</b>	<b>\$1,236.11</b>	<b>99,185</b>	<b>2,190</b>	<b>2.21%</b>	<b>\$0.56</b>	<b>\$12.46</b>
Bonus Bet	\$35.43	\$2,488	46	1.85%	\$0.77	\$14.23
Cruzin Croatia	\$587.57	48,606	1,214	2.50%	\$0.48	\$12.09
Hangover	\$519.17	40,907	821	2.01%	\$0.63	\$12.69
Peer Pressure	\$38.27	2,717	26	0.96%	\$1.47	\$14.09
<b>Total</b>	<b>\$4,805.55</b>	<b>325,625</b>	<b>6,167</b>	<b>1.89%</b>	<b>\$0.78</b>	<b>\$14.76</b>

## Top performing creative

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# Social – Facebook Video Ad

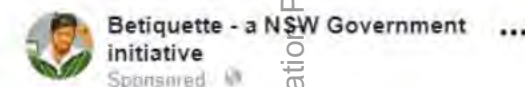
- Facebook Video Ads delivered a total of **319,291 video views** over the duration of the campaign, with a **completion rate of 18.31%**
- Metro targeting delivered a completion rate of 18.87% completion which was slightly higher than the Regional completion rate of 16.83% completion
- The best performing creative across both markets was the ‘Cruzin Croatia’ video, with a completion rate of 21.67% in Metro markets, and 19.61% in Regional markets

## Learnings:

- The ‘Cruzin Croatia’ creative had the highest completion rate, and was also the top performing Link Ad. This is significant to consider for future campaigns as it resonated strongly with the audience
- The ‘Kebab’ creative in Regional had minimal spend, due to being uploaded later than other videos. The Facebook algorithm optimises towards best performing and the other creatives had more data against them

Placement	Spend	Impressions	Video Views	Completed Views	Completion Rate
<b>Total: Metro Video Ad</b>	<b>\$8,328.47</b>	<b>651,125</b>	<b>230,672</b>	<b>43,532</b>	<b>18.87%</b>
Badminton	\$1,780.42	145,436	43,830	8,379	19.12%
Bonus Bet	\$3,577.39	267,366	100,455	16,609	16.53%
Croatia	\$2,730.22	210,413	72,794	15,777	21.67%
Kebab	\$494.29	42,579	13,593	2,767	20.34%
<b>Total: Regional Video Ad</b>	<b>\$2,884</b>	<b>239,987</b>	<b>88,619</b>	<b>14,917</b>	<b>16.83%</b>
Badminton	\$731.11	66,174	21,843	3,517	16.10%
Bonus Bet	\$955.03	77,778	29,039	4,000	13.77%
Croatia	\$1,253.47	100,487	37,729	7,399	19.61%
Kebab	\$0.08	15	8	1	12.5%
<b>Total</b>	<b>\$11,212.47</b>	<b>891,112</b>	<b>319,291</b>	<b>58,449</b>	<b>18.31%</b>

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# Display – Blis Mobile TV Sync

- Overall, TV Sync delivered a total 654,675 impressions with a CTR of 0.14%
- TV Sync utilised real-time targeting, to retarget people who were served an ad by a Betting service i.e. Sportsbest, TAB etc, and Footy Finals matches
- Metro (CTR 0.16%) delivered a slightly higher CTR than Regional (CTR 0.11%)
- The best performing creative in Metro markets was the Leaderboard (CTR 0.17%), however in Regional markets the MREC was the strongest creative (0.12%)

## Learnings:

- For future campaigns we would recommend adding in creative variations i.e. mobile banner, to increase delivery

Placement	Spend	Impressions	Clicks	CTR	CPC	CPM
<b>Total: Metro Ads</b>	<b>\$5,945.65</b>	<b>349,744</b>	<b>571</b>	<b>0.16%</b>	<b>\$10.41</b>	<b>\$17.00</b>
300x250	\$2,424.91	142,642	219	0.15%	\$11.07	\$17.00
728x90	\$3,520.73	207,102	352	0.17%	\$10.00	\$17.00
<b>Total: Regional Ads</b>	<b>\$5,183.83</b>	<b>304,931</b>	<b>348</b>	<b>0.11%</b>	<b>\$14.90</b>	<b>\$17.00</b>
300x250	\$2,383.35	140,197	168	0.12%	\$14.19	\$17.00
728x90	\$2,800.48	164,734	160	0.11%	\$15.56	\$17.00
	<b>\$11,129.48</b>	<b>654,675</b>	<b>919</b>	<b>0.14%</b>	<b>\$12.11</b>	<b>\$17.00</b>



# Display – Blis Mobile Video

- Display video delivered a total 69,891 impressions across both Metro and Video with a CTR of 1.28%
- Video targeting was used to isolate users who have a betting app installed on their phone to deliver cross-device video messaging in the lead up to the footy final
- The overall completion rate of the videos was 53.26% average across both markets
- Metro and Regional targeting delivered the same CTR of 1.28%

## Learnings:


- Across the Blis Display assets, Video was the strongest performing – in future we should look to run multiple video assets in order to capitalise on this strength

Placement	Spend	Impressions	Clicks	CTR	CPC	CPM
Metro Video	\$1,814.78	37,808	484	1.28%	\$3.75	\$48.00
Regional Video	\$1,539.98	32,083	411	1.28%	\$3.75	\$48.00
<b>Total</b>	<b>\$3,354.77</b>	<b>69,891</b>	<b>895</b>	<b>1.28%</b>	<b>\$3.75</b>	<b>\$48.00</b>



# Digital Screenshots


Publisher  
FACEBOOK

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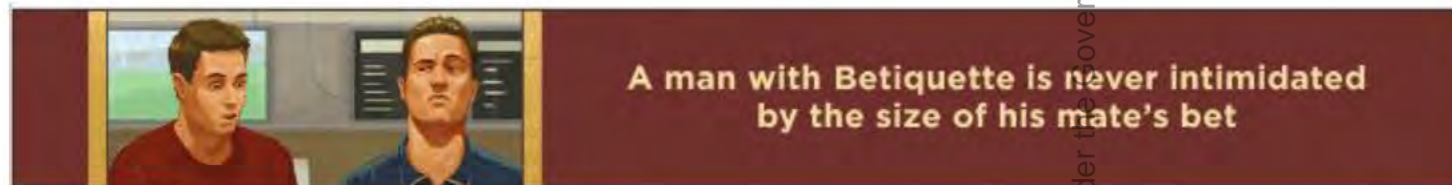
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BLIS MOBILE

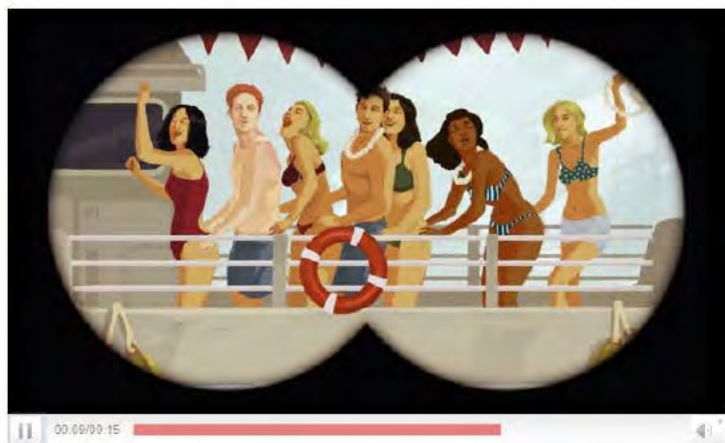
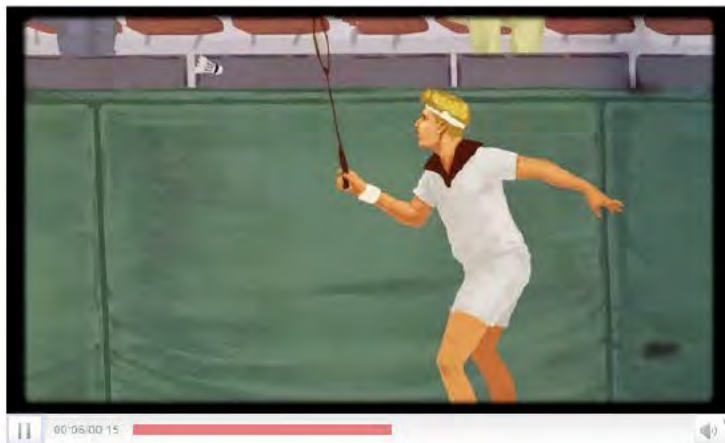


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