# Montana State Library

"Begin Here" Final Media Campaign Recap: April 6 – May 31, 2023

06.05.23

# Agenda

Campaign Summary & Future Considerations

April Performance
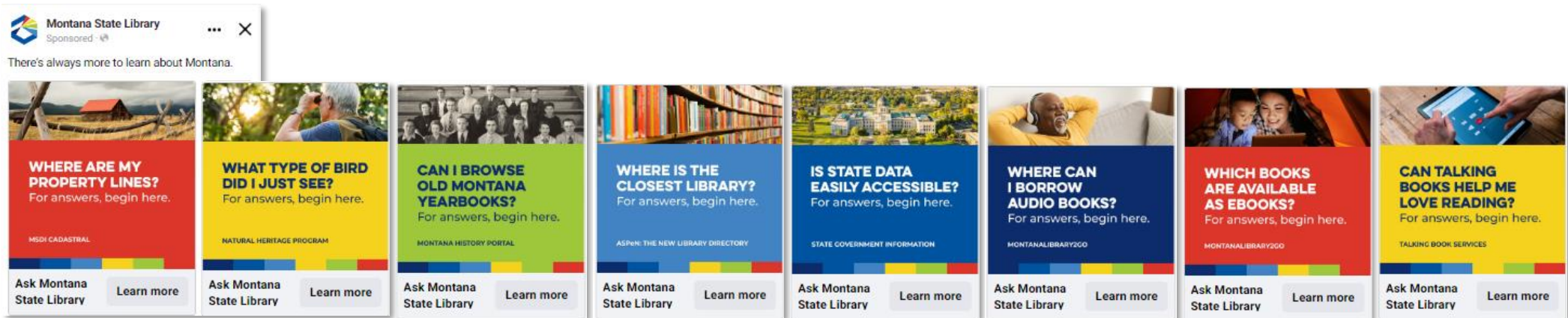
May Performance
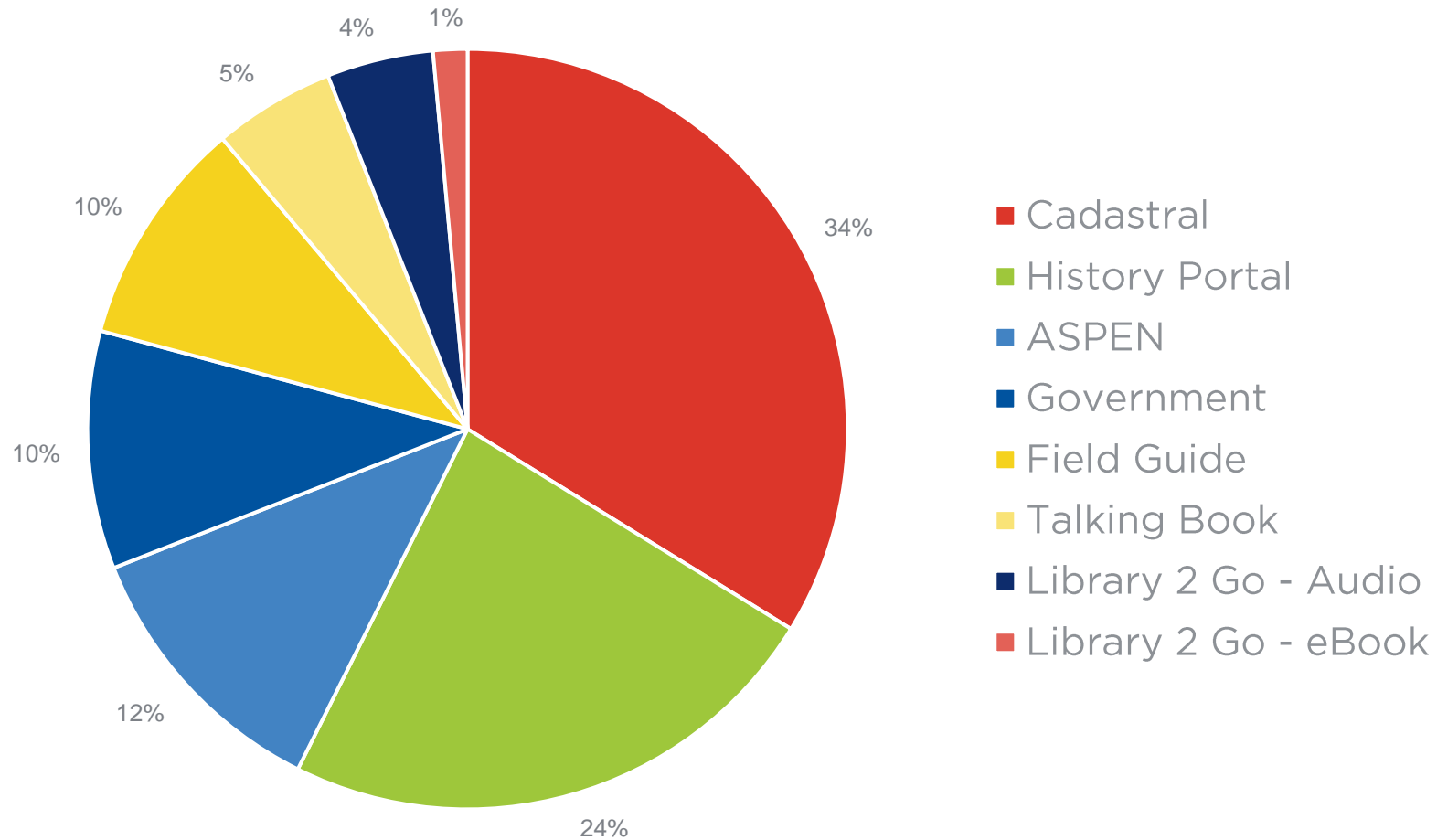
# Campaign Summary & Future Considerations

# Overall Campaign Performance

- **PERFORMANCE**: Meta outperformed LinkedIn for efficiency and interest
  - Meta platforms offered more cost-efficient impression opportunities (CPM = $8.54, $66.88) and saw more unique reach than LinkedIn
  - Users on Facebook and Instagram expressed more interest, as demonstrated by stronger click performance (CTR = 0.77% vs 0.47%) and greater engagement/share volume

# Clicks By Creative Message



- Cadastral — 34%
- History Portal — 24%
- ASPEN — 12%
- Government — 10%
- Field Guide — 10%
- Talking Book — 5%
- Library 2 Go - Audio — 4%
- Library 2 Go - eBook — 1%

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# Overall Campaign Performance

- REACH: Meta exceeded HY's planned reach estimate by reaching 35% of the potential audience; LinkedIn reached 14% of the potential audience
  - HY estimated 30% reach with both platforms

- FREQUENCY: Both platforms saw higher frequencies than originally estimated for a two-month campaign duration
  - Meta estimated = 6x, actual = 14.60x
  - LinkedIn estimated = 3x, actual = 6.29x

# Campaign Metrics Summary

## Full Campaign: April 6 – May 31, 2023

| Platform | Spend | Impressions | CPM | Reach | Frequency | Link Clicks | CTR | CPC |
|---|---|---|---|---|---|---|---|---|
| Meta | $29,999.75 | 3,513,890 | $8.54 | 240,704 | 14.60x | 26,964 | 0.77% | $1.11 |
| LinkedIn | $14,349.11 | 214,538 | $66.88 | 34,116 | 6.29x | 1,019 | 0.47% | $14.08 |
| Total | $44,348.86 | 3,728,428 | $11.89 | -- | -- | 27,983 | 0.75% | $1.58 |

### April

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Meta | $13,311.33 | 1,625,569 | $8.19 | 187,650 | 8.66x | 12,931 | 0.80% | $1.03 |
| LinkedIn | $6,355.12 | 100,696 | $63.11 | 22,092 | 4.56x | 537 | 0.53% | $11.83 |
| Total | $19,666.45 | 1,726,265 | $11.39 | -- | -- | 13,468 | 0.78% | $1.46 |

### May

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Meta | $16,687 | 1,888,034 | $8.84 | 204,544 | 9.23x | 14,031 | 0.74% | $1.19 |
| LinkedIn | $7,973 | 113,560 | $70.21 | 26,516 | 4.28x | 482 | 0.42% | $16.54 |
| Total | $24,660 | 2,001,594 | $12.32 | -- | -- | 14,513 | 0.73% | $1.70 |

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# Future Considerations

- Renew the campaign for two additional three-week "pulses" in 2023 to maintain momentum while minimizing creative wearout

- Place budget emphasis on Meta platforms as it offers greater potential reach and strong performance
  - Opportunity to manually set budgets for Facebook and Instagram, rather than allowing for automatic optimization

- Test video ad(s) to educate and drive consideration
  - Meta Feeds and Reels placements

- Test new tactics and platforms, like paid search
  - Recommended to trial for Talking Book Library

# April Performance

# April Performance

- April spent as planned ($19K of $45K campaign budget)

- Campaign generated 1.7MM impressions and 13.5K link clicks in April, averaging an effective click-thru-rate (CTR) of 0.78% and cost-per-click (CPC) of $1.46

- 95% of Meta spend distributed to Facebook, which has generated strong click metrics (CPC = $1.02, CTR = 0.79%)

- Great Falls DMA is seeing a strong CTR on Meta (0.83%) whereas greater Billings is seeing a strong CTR on LinkedIn (0.54%)

| Platform | Spend | Impressions | CPM (cost per thousand) | Reach | Frequency | Link Clicks | CTR | CPC |
|----------|-------|-------------|-------------------------|-------|-----------|-------------|-----|-----|
| Meta | $13,311.33 | 1,625,569 | $8.19 | 187,650 | 8.66x | 12,931 | 0.80% | $1.03 |
| LinkedIn | $6,355.12 | 100,696 | $63.11 | 22,092 | 4.56x | 537 | 0.53% | $11.83 |
| Total | $19,666.45 | 1,726,265 | $11.39 | -- | -- | 13,468 | 0.78% | $1.46 |

*Average CTR for Meta is around 1.3%

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# April Performance by Designated Market Area (DMA)*

| Meta DMA | CTR |
|---|---|
| Great Falls | 0.83% |
| Billings | 0.79% |
| Missoula | 0.79% |
| Helena | 0.77% |
| Butte-Bozeman | 0.76% |
| Glendive | 0.75% |

| LinkedIn DMA | CTR |
|---|---|
| Billings | 0.54% |
| Missoula | 0.52% |
| Great Falls | 0.52% |

*Platforms do not report on the same DMAs; LI only reports on three.

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# April Creative Performance

- CTR remained consistent each week in April, indicating no sign of diminished return on creative

- Stories, Meta's full-screen mobile placement, recorded an effective CTR (1.51%, CPC = $1.12)
    - As a result, 28% of Facebook and 91% of Instagram spend distributed to these placements

- 62% of clicks occurred on the Cadastral carousel card
    - An additional 14% of clicks took place on MHP carousel card, 11% on Gov't Info, and remaining 13% distributed among the other five cards
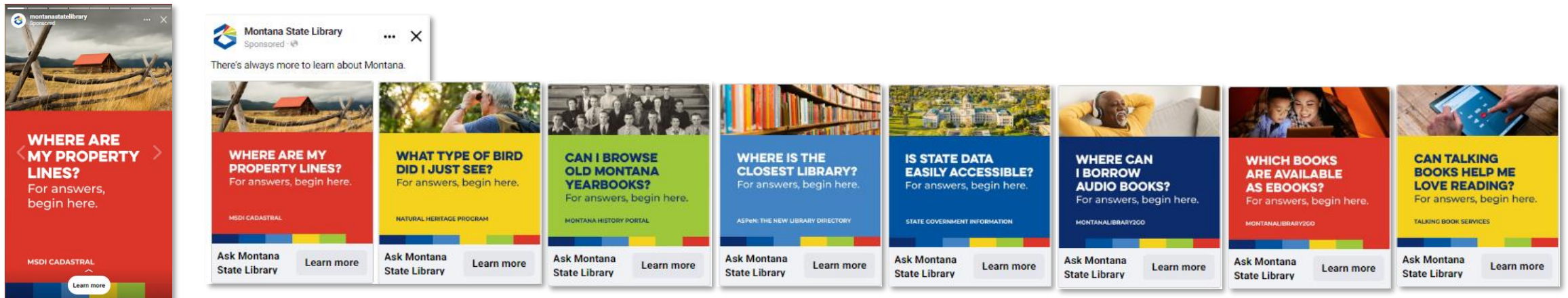
# May Performance

# May Performance

- May spent nearly $25K of the $45K campaign budget, which is a slight underspend ($651)

- Campaign generated 2MM impressions and 14.5K link clicks in May, averaging an effective click-thru-rate (CTR) of 0.73% and cost-per-click (CPC) of $1.70
  - Campaign generated 0.78% CTR and $1.46 CPC in April, demonstrating some creative fatigue
  - LinkedIn's CTR decreased by 25% MoM showing signs of creative wear; Meta's CTR remained steady MoM (from 0.80% to 0.74%)

- With the bulk (83%) of Meta spend in May, Facebook continued to generate strong click metrics (CPC = $1.17, CTR = 0.74%)
  - Month-over-month, more budget distributed to Instagram (17% vs. 5%); this may be due to rising frequencies on Facebook (campaign overall frequency FB = 14.60x vs IG = 6.29x)

| Platform | Spend | Impressions | CPM | Reach | Frequency | Link Clicks | CTR | CPC |
|----------|-------|-------------|-----|-------|-----------|-------------|-----|-----|
| Meta | $16,687 | 1,888,034 | $8.84 | 204,544 | 9.23x | 14,031 | 0.74% | $1.19 |
| LinkedIn | $7,973 | 113,560 | $70.21 | 26,516 | 4.28x | 482 | 0.42% | $16.54 |
| Total | $24,660 | 2,001,594 | $12.32 | -- | -- | 14,513 | 0.73% | $1.70 |

*May 1 – May 31*

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# May Performance

- Stories placements continued to generate strong click performance (CTR = 1.34%, CPC = $1.17)
  - As a result, Meta platforms optimized more spend to these placements in May: 70% of Facebook spend (vs. 28%) and 94% of Instagram spend (vs. 91%)

- 34% of clicks occurred on Cadastral carousel card and 24% occurred on the History Portal card
  - ASPeN, Government, and Field Guide cards each received an additional 9-11% of link clicks, and remaining 11% distributed to the other three cards
  - After HY made optimizations* on Meta platforms, 32% of clicks occurred on the History Portal card
  - On LinkedIn, 40% of clicks took place on History Portal and 39% occurred on Cadastral cards



*Removed the ad set that led with the Cadastral card to improve engagement with other messages

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# May Performance by DMA

| Meta DMA | CTR |
|----------|-----|
| Helena | 0.80% |
| Billings | 0.76% |
| Missoula | 0.75% |
| Great Falls | 0.74% |
| Butte-Bozeman | 0.71% |
| Glendive | 0.67% |

| LinkedIn DMA | CTR |
|--------------|-----|
| Great Falls | 0.50% |
| Billings | 0.42% |
| Missoula | 0.34% |

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