

DDL

ADVERTISING

Faith in Action Reporting

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Executive Summary

Faith In Action

The Faith in Action Campaign (FIA) sought to understand which type of creative messaging would activate more residents of Jackson MS, to learn more about their sexual health and ultimately schedule an STI(D) screen at the Crossroads Clinic.

To test this hypothesis the Rhode Island Public Health Institute turned to DDL to launch and manage a marketing campaign to monitor which type of message had a larger impact - Faith Based Messaging, or Sex Positive Message.

DDL Advertising leveraged tactics including paid social media, Programmatic display, Google adwords addressable geo fencing, geo fencing, and the dating app grindr to measure traffic to respective landing pages and actions taken by users to who navigated the respective website. The geofencing and polygonning also included conversion zone tracking allowing the team to see how many residents exposed to an add also entered our designated conversion zone.

At a large scale DDL observed that sex positive and faith based creative generated the same amount of impressions, but the majority of action (clicks, conversions) came from Faith Based campaigns where a recognizable face or some kind of imagery was present.

While Faith based message appeared to be the more dominant messaging, the lack of refreshed sex positive creative and the lifespan of said creative made contributed its poorer performance.

Tactic Performance - Addressable Geo Fencing

In this tactic static programmatic display ads were served on devices in a particular zip code with Faith Based and Sex positive creative. These creative directed to their respective landing pages. Users who interacted with the creative we're tracked. A Conversion refers to any user who interacted with an add then enter our conversion (¼ mile surrounding Crossroads clinic).

Faith Based

Total Impressions: **234,714**

Total Conversions: **3,560**

Top performing zip codes*:

39209-0000	21,773	179
39203-0000	8,870	207
39204-4733	5,243	23
39211-0000	5,034	63
39202-0000	4,250	74

Sex Positive

Total Impressions: **234,247**

Total Conversions: **2,409**

Top performing zip codes*:

39209-0000	22,156	156
39203-0000	10,627	113
39211-0000	5,591	43
39204-4733	5,199	17
39201-4400	5,172	0

Tactic Performance - Geo Fencing

In this tactic static programmatic display ads were served on devices in within a specific location with Faith Based and Sex positive creative. Churches were the target for Faith Based creative. Bars and nightlife locations were the target for the Sex Positive creative. These creative directed to their respective landing pages. Users who interacted with the creative we're tracked. A Conversion refers to any user who interacted with an add then entered our conversion (¼ mile surrounding Crossroads clinic).

Faith Based

Total Impressions: **235,561**

Total Conversions: **931**

Top performing Locations:

Dewayen Pickett	52,713	123
Vincent Russell	28,694	120
Danny Hollins	20,903	41
Gary Adams	19,663	80
Larry Weems	16,848	31

Sex Positive

Total Impressions: **234,375**

Total Conversions: **891**

Top performing Locations:

Time Out Sports Cafe	58,024	167
City Lights Night Club*	34,170	41
One Block East	22,154	22
F Jones Corner	18,570	29
Names and Faces Lounge	16,516	26

Tactic Performance - Geo Fencing in totality

This data reflects the totality of both geofencing tactics by campaign for a date range of 2/14/24 - 7/31/24. CTR refers to percentage of users who interacted with creative and also entered the conversion zone (¼ mile around crossroads clinic).

Faith Based

Total Impressions: **470,475**

Total Conversions: **4,491**

CTR: **.95%**

Sex Positive

Total Impressions: **468,622**

Total Conversions: **3,300**

CTR: **.71%**

Tactic Performance - Grindr

In this tactic static display ads were served on the dating app grindr. There were two campaigns, one called Right Place, and one called Covered. Each directed to their own respective landing page where users to click to call crossroads or make an appointment. **Note:** we did find a ~450 click discrepancy between individual reporting periods vs the entire flight report.

Right Place

Total Impressions: **136,787**

Total Clicks: **14,875**

CTR: **11.1%**

Covered

Total Impressions: **136,780**

Total Conversions: **17,213**

CTR: **12.7%**

Grindr Total

Total Impressions: **273,567**

Total Conversions: **32,088**

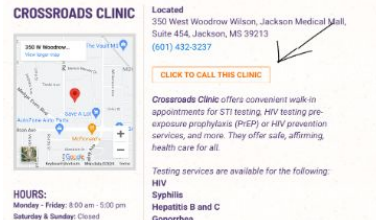
CTR: **11.9%**

Web Performance

The below images are all links to landing pages that ads directed to. Each link either open up a phone number to call, or brought the user to the crossroads info page. Note: Covered was unable to provide data for the first 3 cycles due to history limitations within the software.



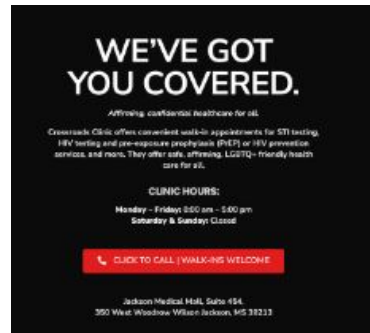
Total Clicks: 480



Total Clicks: 128



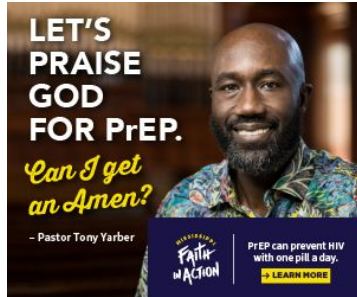
Total Clicks: 147



Total Clicks: 5

Creative Performance - Faith Based

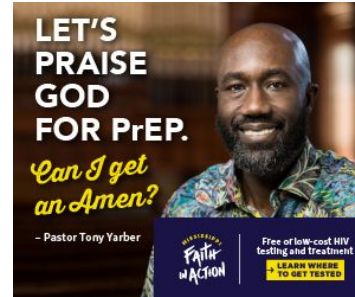
The top 5 Faith based images (strip creative aside) all feature pastors. While The CTA learn was the top performing creative. The CTA “Learn Where” appeared in 4 of the top 5 creative.



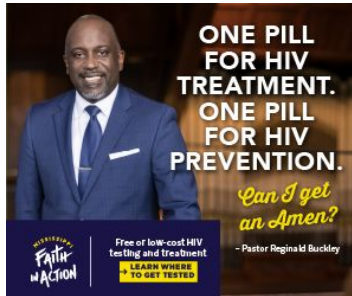
Total Impressions: 45,483
Total Clicks: 134
CTR: .29%



Total Impressions: 41,876
Total Clicks: 81
CTR: .19%



Total Impressions: 41,373
Total Clicks: 132
CTR: .32%



Total Impressions: 39,175
Total Clicks: 80
CTR: .2%



Total Impressions: 20,813
Total Clicks: 47
CTR: .23%

Creative Performance - Sex Positive

The top 5 Sex Positive ads all feature the same messaging. Easily placeable sizing and attention grabbing combinations generate the most clicks.



Total Impressions: **393,081**
Total Clicks: **520**
CTR: **.13%**



Total Impressions: **25,621**
Total Clicks: **63**
CTR: **.25%**



Total Impressions: **20,556**
Total Clicks: **47**
CTR: **.23%**



Total Impressions: **1,668**
Total Clicks: **0**
CTR: **0**



Total Impressions: **831**
Total Clicks: **2**
CTR: **.24%**

Key Takeaways

- **The “Learn Where” CTA activate the most users.**
 - Noted in the digital ad and click throughs on the websites. Users are looking to stay as anonymous as possible.
- **Tony Yarber is the most popular character.**
 - This could be due to his wardrobe. His Church placed 17 of 17 Geofenced churches.
- **Faith Based Creative Places more people in the conversion zone**
 - This could be because more people frequent church than nightclubs.
- **Simple sex Positive message performs better than puns**
 - Less is more when competing for banner ad space.
- **Fresh Creative is Key in a campaign of 6 months or more.**
 - Rotating Faith Based creative did 2.5x better on facebook compared to a single set of Sex Positive creative.
 - Algorithms also have a big influence here.
- **Google Adwords CTR suggests interest broad Sexual Health terms and overall good brand awareness for Crossroads Clinic**
 - More work could be done to boost more specific STI related Keywords.