



Massachusetts Rehabilitation Commission

Employer Campaign Final Report

January 17, 2024

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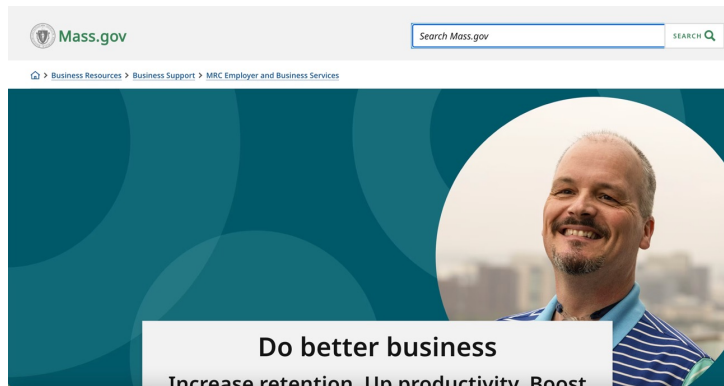
Campaign Parameters

Objective

Campaign objective is to destigmatize disability employment and make it more likely that employers recruit, hire, and support people with disabilities by elevating the perceived value of disability employment. Media's objective is to drive awareness and consideration among employers.

Landing Page

<https://mass.gov/DoBetterBiz>



Success Metric

Awareness



Geography & Target Audience

State of Massachusetts
Employer-focused
campaign across all
industries and types of
employers



Client Expenditure

\$120k Total



Reporting Dates

Final Report
11/20 – 12/22/23

Digital Media Performance Overview

Channel	Impressions	Clicks	CTR
Paid Social	2,415,868	19,501	0.81%
Programmatic Display	3,124,565	8,403	0.27%
Grand Total	5,540,433	27,904	0.50%

- + The MRC Employer campaign was live from Monday, 11/20 through Friday, 12/22. Both digital channels delivered the budget in full.
- + The campaign successfully delivered over 5.5m impressions across both Paid Social and Programmatic Display with nearly 28k clicks (clicks are those that saw the campaign ad unit and clicked the ad to visit the site).
- + Each channel generated strong CTRs (Click-Through Rates – which is the number of clicks divided by the impressions. It's the percentage of people visiting a web page who access by clicking on a campaign ad unit), with an overall CTR of 0.50%.

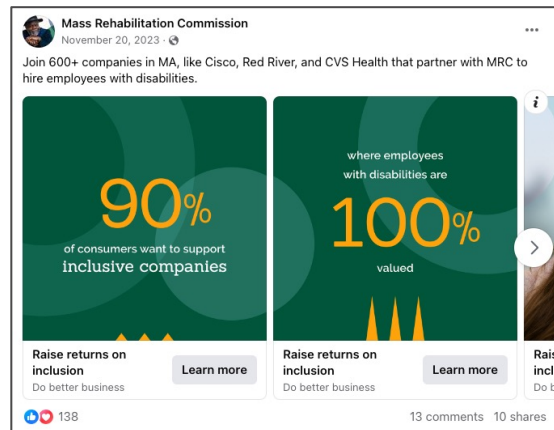
Paid Social delivered a CTR of 0.81% (well above industry benchmark of 0.47%).

Display also generated an impressive CTR of 0.27% (well above industry benchmark of 0.05%).

Paid Social Overview

Ad Unit	Impressions	Clicks	CTR	Link clicks	Post engagements
Cindy Carousel	1,005,732	7,547	0.75%	5,501	5,684
Graham Carousel	655,412	6,111	0.93%	4,007	4,230
Richard Carousel	754,724	5,843	0.77%	4,180	4,274
Grand Total	2,415,868	19,501	0.81%	13,688	14,188

- + The Paid Social campaign generated over 2.4m impressions with an overall CTR of 0.81%.
- + There were over 13.6k link clicks and 19.5k total clicks (which are inclusive of post reactions and clicks to the FB/IG profiles).
- + Cindy was our best performer, generating the highest link clicks at 5,501.
- + Graham had the highest CTR at 0.93% with 4,007 link clicks.
- + Post engagements include likes, shares, comments. Cindy also saw the highest post engagements at 5,684, with Richard and Graham not far behind at over 4k engagements.



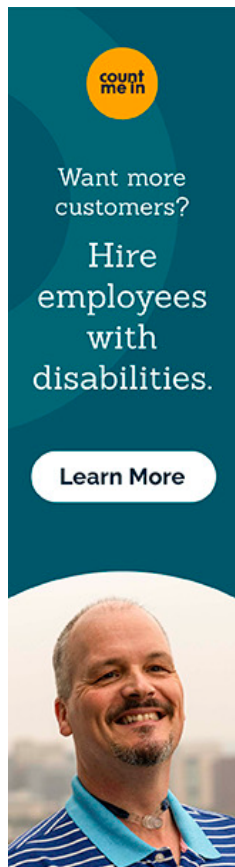
Cindy

Paid Social Overview

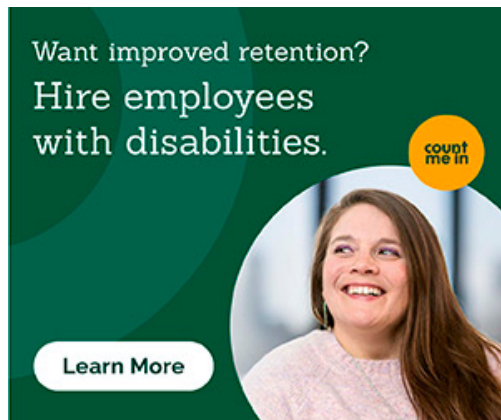
- + Ages 65+ generated the highest CTR with 1.50% followed by ages 55-64 with a CTR of 1.30%.
- + Ages 25-34 generated the most post engagements (3,785) and link clicks (3,749), followed by ages 18-24 with 2,716 post engagements and 2,709 link clicks.
- + Females generated the highest CTR (0.84%) as well as the most post engagements (7,456) and link clicks (7,113).
- + Instagram Stories was our top placement in terms of link clicks with 6,243. The Feed placement generated the highest CTR with 1.11%.

Age	Impressions	Clicks (all)	CTR	Link clicks	Post engagements
18-24	626,092	3,298	0.53%	2,709	2,716
25-34	761,111	5,032	0.66%	3,749	3,785
35-44	418,922	3,202	0.76%	2,377	2,419
45-54	181,854	1,875	1.03%	1,174	1,238
55-64	171,924	2,242	1.30%	1,295	1,443
65+	255,965	3,852	1.50%	2,384	2,587
Grand Total	2,415,868	19,501	0.81%	13,688	14,188
Gender	Impressions	Clicks (all)	CTR	Link clicks	Post engagements
Female	1,230,155	10,367	0.84%	7,113	7,456
Male	1,163,622	8,967	0.77%	6,467	6,619
Unknown	22,091	167	0.76%	108	113
Grand Total	2,415,868	19,501	0.81%	13,688	14,188
Placement	Impressions	Clicks (all)	CTR	Link clicks	Post engagements
Instagram Stories	1,243,793	6,932	0.56%	6,243	6,243
Feed	791,166	8,813	1.11%	3,893	4,385
Facebook Stories	376,391	3,737	0.99%	3,539	3,539
Instagram Reels	3,069	19	0.62%	13	20
Instagram Profile Feed	1,449	-	0.00%		1
Grand Total	2,415,868	19,501	0.81%	13,688	14,188

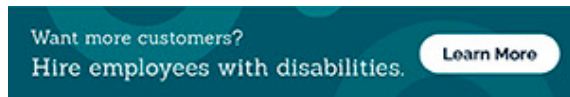
Programmatic Display Creative



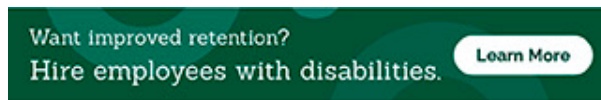
160x600
Creative A



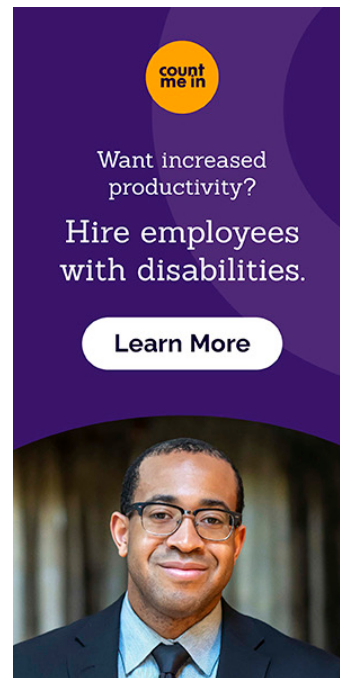
300x250
Creative B



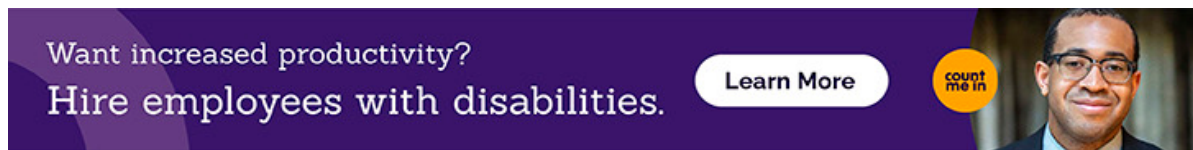
300x50
Creative A



320x50
Creative B



300x600
Creative C



728x90
Creative C

Programmatic Display Overview

Creative	Impressions	Clicks	CTR
A	748,496	2,049	0.27%
B	1,815,455	4,399	0.24%
C	560,614	1,955	0.35%
Grand Total	3,124,565	8,403	0.27%

Creative Size	Impressions	Clicks	CTR
320x50	1,422,532	3,064	0.22%
728x90	1,156,468	3,088	0.27%
300x50	252,846	530	0.21%
300x250	178,098	656	0.37%
300x600	112,899	1,055	0.93%
160x600	1,722	10	0.58%
Grand Total	3,124,565	8,403	0.27%

- + Programmatic Display generated 3,124,565 impressions and 8,403 clicks with an overall CTR of 0.27%.
- + All three creatives performed well with ad 'C' generating the highest CTR of 0.35% followed by ad 'A' with a CTR of 0.27%. However, ad 'B' saw the most impressions and clicks with a CTR of 0.24%.
- + In terms of creative size, the best-performing ad units were the ones with the larger real estate, specifically 300x600 with a 0.93% CTR, followed by 160x600 with a CTR of 0.58%. However, scale can be limited for those units.



Website Activity

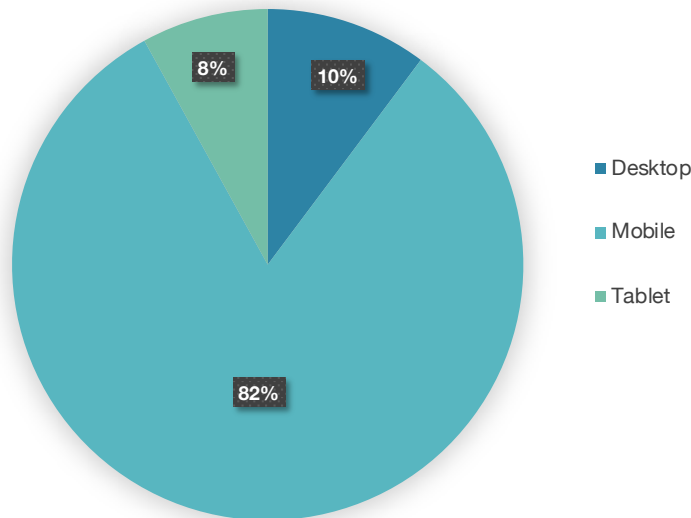
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Website Activity

Medium	Sessions	Avg. Session Duration	Engaged Sessions	Total Users	New Users	% New Users	Views	Bounce Rate
Social	10,361	23	4,418	9,960	9,297	93.34%	15,161	57.36%
Display	7,204	27	567	6,387	5,905	92.45%	7,567	92.13%
TOTAL	17,565	25	4,985	16,347	15,202	93%	22,728	71.62%

- + The MRC Employer campaign generated 22,728 views with 17,565 total sessions and 16,347 total users.
- + Of these users, 93% of them are new, demonstrating that we're primarily reaching a new audience with our paid impressions.
- + The bounce rate was 71.62%. This tells us that nearly 72% of visitors navigated away from the site without engaging. An engaged session is a session that lasted 10 seconds or longer, or 2 or more page or screen views. The campaign generated 4,985 engaged sessions.
- + Most sessions were from mobile devices (82%) with 10% coming from desktops and 8% from tablets.

Sessions by Device





OOH Detail

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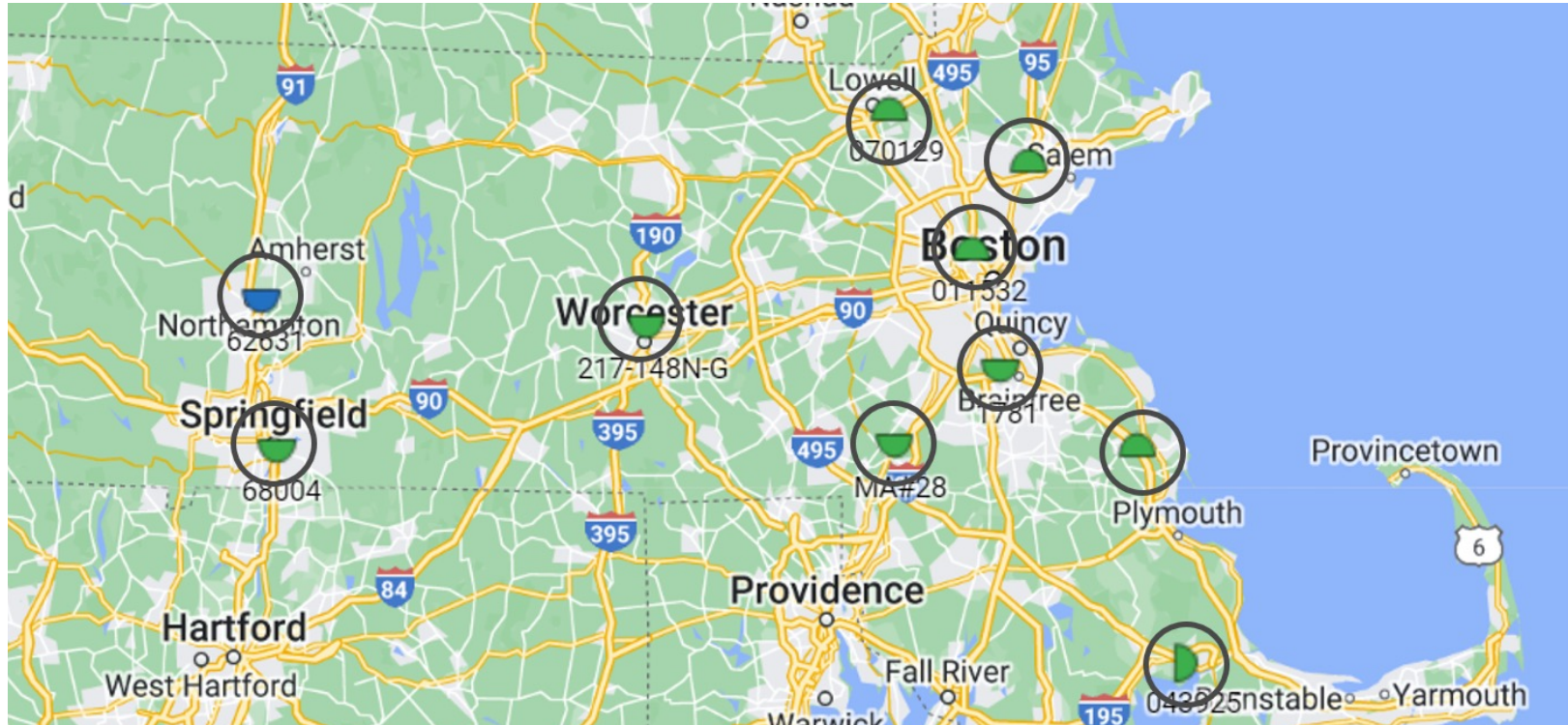
Digital Bulletin Coverage

Market	Media Type	Unit #	Location Description	Facing	Size	Availability	A18+ Total Impressions	Illuminated? (Y or N)
Bulletins:								
Medford	Digital Bulletin	011532	I-93 WS 1890ft N/O Fulbright F/S - 2	S	14' x 48'	11/20/2023	2,853,223	Y
Braintree	Digital Bulletin	1781	I-93 @340 Wood Rd. Braintree	N	14' x 48'	11/20/2023	1,211,924	Y
Foxboro	Digital Bulletin	MA#28	Route 1 @ Gillette Stadium/Patriot Place	N	14' x 48'	11/20/2023	Pending Audit	Y
Lowell	Digital Bulletin	070129	I-495 WS 2112ft S/O Rt 38 F/S - 2	S	14' x 48'	11/20/2023	659,646	Y
Marshfield	Digital Bulletin	163S	Rt. 3 / Pilgrims Hwy 1,000 ft. S/O Rt. 139 F/S	S	14'x48'	11/20/2023	366,236	Y
Sprngfield	Digital Bulletin	68004	I-91 @603 East Columbus, ES Springfield	N	14' x 48'	11/20/2023	1,285,848	Y
Worcester	Digital Bulletin	217-148N-G	I-290 Ex. 19	N	14' x 48'	11/20/2023	1,449,112	Y
Peabody	Digital Bulletin	MA61S	W/S I-95 @ Lowell St. 3/10ths mi. n/o Rt. 1/I-95 interchange F/S	S	14'x48'	11/20/2023	1,539,616	Y
Northampton	Static Bulletin	62631	I-91, 900' S/O Exit 19-Northampton Airport	N	13'6" x 44'	11/27/2023	830,432	Y
Wareham	Digital Bulletin	043925	Rt 6/Rt 28 WS 800ft S/O Main Av F/S	S	14' x 48'	11/20/2023	302,137	Y

The MRC OOH campaign delivered 10.4mm+ impressions on 10 boards across 4-weeks

+ Also received 1,831,768 no charge added value impressions

Coverage Mapping



Digital Bulletins



Key-Takeaways

- + Our data showed strong reach across our key audience statewide via smart targeting and healthy impression levels.
- + MRC Employer campaign was live for four weeks with enough targeted scale to deliver the budget in full.
- + The campaign successfully delivered over 5.5m impressions across both Paid Social and Programmatic Display with nearly 28k clicks.
- + The MRC OOH campaign delivered a 10.4mm+ paid impressions as well as received 1,831,768 no charge added value impressions.
- + We exceeded all industry CTR benchmarks across channels throughout the campaign, which tells us that targeting was on point and that the creative messaging resonated with prospects.
- + This above average performance indicates that both display and social media channels should be considered for similar campaigns in the future.



Appendix

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Digital Bulletin

Market: Medford

Unit #: 011532

Location: I-93 WS 1890ft N/O Fulbright F/S - 2



Digital Bulletin

Market: Braintree

Location: I-93 @ 340 Wood Rd. Braintree

Unit #: 1781



Digital Bulletin

Market: Foxboro

Unit #: MA#28

Location: Route 1 @ Gillette Stadium/Patriot Place

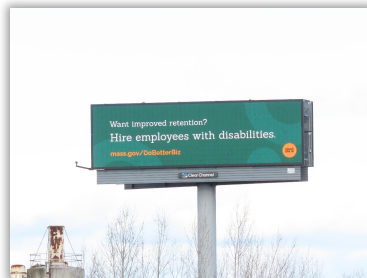


Digital Bulletin

Market: Lowell

Location: I-495 WS 2112ft S/O Rt 38 F/S - 2

Unit #: 070129



Digital Bulletin

Market: Marshfield

Unit #: 163S

Location: Rt. 3 / Pilgrims Hwy 1,000 ft. S/O Rt. 139 F/S



Digital Bulletin

Market: Springfield

Unit #: 68004

Location: I-91 @603 East Columbus, ES Springfield



Digital Bulletin

Market: Worcester

Location: I-290 Ex. 19

Unit #: 217-148N-G

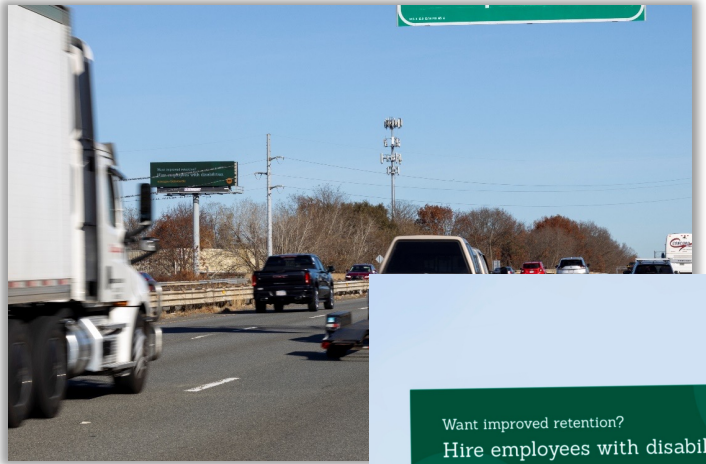


Digital Bulletin

Market: Peabody

Unit #: MA61S

Location: W/S I-95 @ Lowell St. 3/10ths mi. n/o Rt.1/I-95 interchange F/S



Bulletin

Market: Northampton

Unit #: 62631

Location: I-91, 900' S/O Exit 19-Northampton Airport



Digital Bulletin

Market: Wareham

Location: Rt 6/Rt 28 WS 800ft S/O Main Ave

Unit #: 043925



Thank you!

