

**DIGITAL MARKETING DEMONSTRATION GRANT**

**EVALUATION REPORT FOR INTERVENTION 2**

**Michigan Department of Health and Human Services**

**Office of Child Support**

**Planning, Evaluation and Analysis Section**

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## **Background**

The Digital Marketing grant program, sponsored by the federal Office of Child Support Enforcement (OCSE) within the U.S. Department of Health and Human Services Administration for Children and Families, is a 24-month demonstration project with the goal of researching how digital marketing may help the child support program more effectively reach and serve families. In September 2018, OCSE awarded funds to 14 child support agencies to test digital marketing approaches and partnerships to reach parents that could benefit from child support services, and/or to create or improve two-way digital communication and engagement with parents. The Michigan Office of Child Support (OCS) was one of the 14 child support agencies selected to participate in the Digital Marketing demonstration grant program.

### **Grant Purpose**

The goal of the Michigan Office of Child Support Digital Marketing demonstration project is to conduct three digital marketing interventions to research how digital marketing may help the child support program more effectively reach and serve families by increasing awareness of child support services. A key measure of success will be our online application proportion: the proportion of applications received in intervention counties during the intervention period which were online applications, not a referral. Our goal is to increase this proportion by 5 percentage points over all three rounds in the counties implementing this intervention. The first intervention served as a test drive of our messaging and online marketing campaign strategy.

### **Problem**

Changes to TANF eligibility requirements mean that many families in Michigan are no longer referred into the child support program as assistance recipients and may not be aware of what child support services are available to them. This grant opportunity allows OCS to increase its outreach efforts to those families via digital marketing channels. It also allows for the testing of messaging and channels in order to maximize the impact of future digital marketing activities.

## **Intervention Two**

### **Goals**

The primary goal across our three rounds of digital marketing interventions is to increase our application proportion by at least five percentage points compared to a baseline proportion sampled from the same calendar months in the year prior, across counties where the intervention is implemented. Application proportion refers to the total number of new cases opened with an online application over the total number of new cases during the interventions. Another goal of the first intervention was to test drive our messaging and online marketing campaign strategy to determine baseline engagement with our digital ads and explore initial impacts on the application proportion in each county and demographic of interest. In round two, we use this baseline data to gather more insight for the purpose of further refining our strategy in the upcoming final intervention.

## **Development**

This grant project is divided into three rounds of interventions, with allotted time between rounds to adjust tactics based on results. We use this dynamic development design process to test what kind of messaging works best for our audience. We hold constant our online target audience, total investment, and chosen marketing channels and compare creative concepts between round one, which took place April-May 2019, to see what works better. The ads are the same.

The primary difference between rounds has turned out to be timing. In round one, both creative ideas had already been designed and implemented simultaneously. Now, we use round two as an opportunity to further test these results, to see if they align with what we saw in round one.

## **Outcome Measures**

We use data from three primary sources to estimate which media channel is our best investment, what kinds of advertisements generate the most web traffic, and what association there is with a change in application proportions:

1. Google Analytics website data for each campaign, which shows pageviews, goal completions, click-through-rate, and average time spent on our page by visitors from each intervention channel.
2. Raw data from our marketing vendor, which further describes each advertisement platform and individual ads run.
3. Our internal application data, which shows the application proportion in the counties tested during each intervention round and throughout the year.

This data provides insights about possible effects these campaigns may have on our target population, which creative concept performs best, and which intervention channel is the most cost-effective. We hope to use these insights to create campaigns to support our goal of increasing application proportions in the future.

## **Results and Analysis**

We used two distinct messaging strategies in the mobile and Google Search ads: Happy Families and Helpful Services. Happy Families is our more emotional appeal to mothers wanting to support their family, while Helpful Services has a more impartial, service-centric messaging theme. Because both concepts were active in both rounds, we can see if the results from round one are confirmed in round two. The only difference is the timing of the intervention rounds and we include the results from the differences between the creative concepts from round one in our analysis in the image below.



The “happier life” ad on the left is the Happy Families version, designed to be more emotionally appealing. The “single mom” ad on the right is from the Helpful Services campaign. These were the best-performing mobile ads, sized 320x50.

### Comparing Creative Concepts

We extracted click-through rate, or CTR, from our mobile marketing pool data to compare the creative concepts. We measured the number of impressions, or times each advertisement was displayed to a viewer, and measured the rate of people who actually click the ad they’ve been shown. This is one primary indicator we used to compare each media channel across budget.

We also used Google Analytics to further track user behavior called “goals.” A goal can be set up for many user actions. Our goal was established to tell us a user’s step after their ad-click. We implemented this goal in round two to measure what intervention channels led to more users proceeding to the child support application portal.

First, an impression was generated every time an ad was displayed on a website. Next, a click was generated if a user clicked on the ad, which tells us the CTR. Once the user was on our landing page, which is distinct for our grant project, we could tell on average how long they spent there, and ultimately see how many of our goals were completed (the number of users who went to the portal).

### Mobile Marketing Pool

In round one, more people were shown the Happy Families concept, as demonstrated by the higher total impressions. However, the Helpful Services concept performed better in terms of CTR. In round two, we saw the opposite: even though Helpful Services had more impressions, the higher CTR campaign was Happy Families (Table 1).

*Table 1. Mobile Creative Performance*

Concept	Round One			Round Two		
	Impressions	Clicks	CTR	Impressions	Clicks	CTR
Families	5,128,953	28,384	0.55%	3,988,721	28,433	0.71%
Services	4,144,851	24,364	0.59%	5,408,902	36,910	0.68%
<b>Total</b>	<b>9,273,804</b>	<b>52,748</b>	<b>0.57%</b>	<b>9,397,623</b>	<b>65,343</b>	<b>0.70%</b>

## Google Search Advertisements

Both creative concepts were also run on Google Search Ads. Google Search generated 2,337 pageviews on our landing page in round two, and 100% of our goal completions. Round two featured three Google Search ads—two from Helpful Services, and one from Happy Families. Table 2 shows the two best search ads from Intervention Two and their performance measures.

*Table 2. Google Search Ads Creative Performance (Round Two)*

<a href="#">Child Support   Apply Now   Learn More</a> <a href="http://www.michigan.gov/childsupport">www.michigan.gov/childsupport</a> Children Whose Parents Are Involved In Their Lives Are Happier, Healthier & Successful. We Offer Impartial, Non-Judgmental Services To Those Raising Children. Learn More & Apply.	Happy Families Messaging 660 clicks, 4,932 impressions CTR: 13.38%
<a href="#">Child Support For Single Moms   See Our Resources   Apply Now</a> <a href="http://www.michigan.gov/childsupport">www.michigan.gov/childsupport</a> We Offer Impartial, Non-Judgmental Services To Single Moms. Live Happier. Apply Now.	Helpful Services Messaging 1,981 clicks, 24,098 impressions CTR: 8.22%

Table 2. Three Google Search ads were used in round two, the top two ads are shown.

During round two, the Helpful Services ad had higher total impressions than the Happy Families ad. If someone sees an ad more than once, it will count each of those views as an impression. Therefore, a higher number of impressions does not necessarily mean more people saw the ad. The same is true for clicks and goal completions. Additionally, any user may complete any of these actions twice – viewing an ad (which creates an impression), clicking it, or even completing the goal by navigating to the application portal - which is why each deeper measure is more significant than the last. Impressions are broader than click-through-rate, which is in turn broader than our new Google goal completion data.

In round one, Happy Families ads had higher impressions than Helpful Services ads. However, Happy Families ads show a higher click-through-rate in round two, even though these ads were seen less often. This result stands in contrast to the first round, in which Helpful Services ads had the higher click-through-rate. Since the performance metrics from our first two interventions conflict, and the ads used in each round were the same, we cannot predict which ad would perform better in the future. The only new information is from our Google Analytics goal.

## Comparing Intervention Channels

In each round, the budget across our three channels of marketing has stayed the same, as shown in Table 3 below. Table 3 also shows the total number of ad impressions for each channel in round two was about the same as round one, apart from Google Search. In round one, Google Search included seven messaging combinations, and only the best three moved on to round two. Having fewer ads in the mix may have caused the 23.68% decrease in these Google Search impressions, even with the same dollar amount invested.

*Table 3. Budget and Round Impressions*

Channel	Cost (Each Round)	Round One Impressions	Round Two Impressions	Percent Change
Mobile	\$44,026.67	9,273,804	9,397,623	↑ 1.34% ↑
Google Search	\$6,000	42,380	32,268	↓ -23.86% ↓
Facebook	\$2,000	297,625	306,817	↑ 3.08% ↑
Total	\$52,026.67	9,613,809	9,736,708	↑ 1.28% ↑

In the first round, we identified our mobile channel advertisements as the most cost-effective, citing its higher click-through-rate and lower budget in terms of cost-per-click and total impressions. Table 4 shows a comparison of these factors for both intervention rounds. This data shows a similar pattern in the second round as we saw in the first: mobile advertising still directed the most traffic to our landing page, and at the lowest cost-per view (CPV).

*Table 4. Channel Cost per Click and Click-through-rates*

Channel	Intervention 1			Intervention 2		
	Landing Pageviews	CPV	CTR	Landing Pageviews	CPV	CTR
Mobile	41,204	\$1.12	0.57%	51,881	\$0.90	0.70%
Google Search	2,612	\$2.29	6.50%	2,337	\$2.57	8.82%
Facebook	594	\$3.37	0.44%	438	\$4.57	0.44%

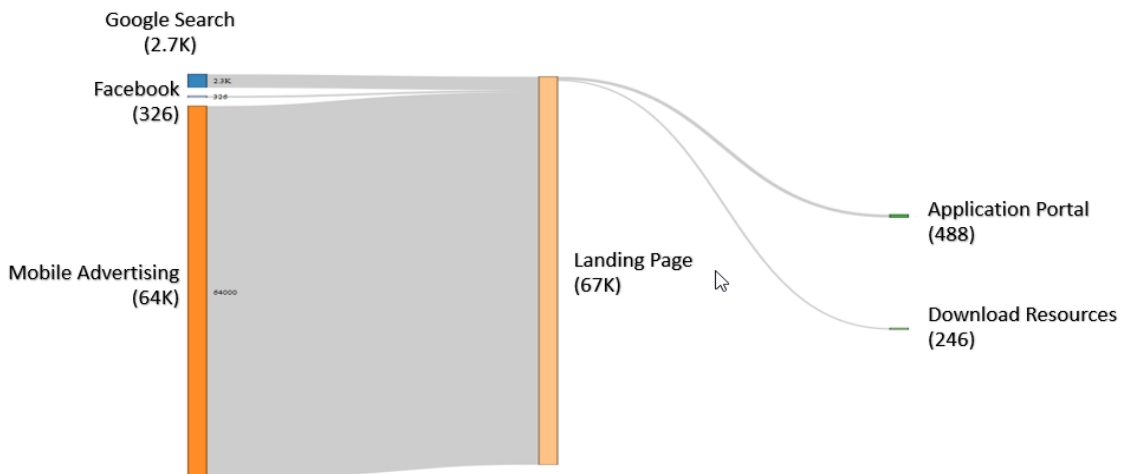
Table 4. Click-through-rate (CTR) is the ratio of clicks/impressions, or how many people who saw the ad “clicked through” to our landing page. Cost per view is the ratio of cost/pageviews, a relative measure of each channel’s value.

Round two also includes insights from data collected through a Google Analytics goal. This goal measured the source channel of users proceeding from the landing page to the child support portal log-in page. This data indicates where our users who clicked through to the portal came from. Interestingly, goal results from round two show only 488 goal completions, all of which

come from Google Search. This suggests our other two channels, mobile and Facebook, had no viewers who continued to the portal. Even though these channels are being seen (impressions) and even interacted with (clicks), their users do not continue to the child support portal.

It's surprising to see these two channels seem to fall off significantly in terms of goal completions. We have no reason to believe our goal completion data is inaccurate, and we confirmed this with the state administrator of our Google Analytics account. It could be that many more users are using these apps and browsers in the pool than the relatively small, niche audience that would be looking to apply. Our target audience, women ages 18-44, casts a wide net in terms of generating impressions; these two channels are more likely to be seen by users without children, or without a need for our services. Our Google Search ads, however, are targeted specifically toward child support related search terms, which are far more likely to be used by people looking for our services.

Figure 1. Google Goal Results

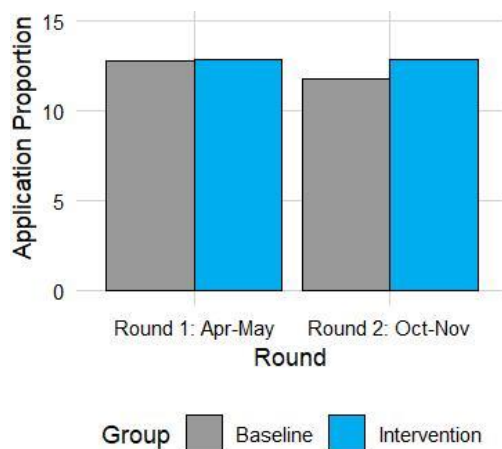


### Association to Application Proportion

In the first round, we compared our application proportion for the target population to the baseline, as well as within each intervention county, age and race subgroup. For consistency, we made similar comparisons for the second round. Difference in proportions significance testing is done at 90% confidence.

Figure 2 shows the application proportion for both rounds of interventions and their baseline from one year earlier. During round two, the application proportion was 12.89%, which was about one

Figure 2. Overall Differences



percentage point higher than the application proportion in the baseline from this period last year, 11.81%. As in round one, we did not see the five point increase we had hoped for, nor did we detect a significant change from the baseline data at a 90% confidence level for the intervention overall. In the final evaluation, we will consider the three intervention periods in total to see if our efforts were associated with any overall change.

We also compare each intervention county to its own baseline taken from 2018. Each county has several distinguishing factors, such as the number of females in each county, our target age ranges and the racial makeup of each county. Our evaluation for round one includes census data describing these factors for each of our six counties. For round two, we make similar comparisons. Figure 3 shows the application proportion for each county and intervention round.

Figure 3. County-level Differences



Figure 3. The shading of each comparison indicates the result of proportion testing with 90% confidence.

Chippewa County showed a significant increase in the application proportion both rounds and was the only county to do so. It was selected as a smaller-sized county, with fewer total applications. The significance of its increase may be evidence of an association with digital marketing performing better in smaller counties. As noted in our first evaluations, smaller application-total counties like Chippewa may also be prone to fluctuation in the application proportion, a small change in the absolute number of online applications can result in a large change in the application proportion.

Genesee county, a larger county which had an increase in round one, showed a decreased in round two, which we hypothesized might be due to it being a larger, more urban county. We



also saw a significant increase for Kent county, which we did not in the first round. As “larger” counties, we would not expect much fluctuation in these counties’ application proportions. However, the baselines for round 1 and round 2 do differ significantly. Although this is why we compare each round to the one-year prior benchmark, it may also be meaningful to compare the total online applications, the numerator of these proportions, to measure for any change over the last year. Round 3 will include such an analysis, in addition to the application proportion, to see if it seems like a more accurate measure of our impact.

We targeted women aged 18-44 in our intervention counties. In round one we saw evidence that some age subgroups within our target age group saw a significant increase in their application proportion, with a significant increase showing for the 25-34 range and the 34-44 range. In round two, we did not see a significant result in these groups but did for the 18-24 age range.

Figure 4 shows a summary of our age group testing with 90% confidence. The second round showed only one age group as significantly higher than last year, but we also see no evidence of a negative impact on any age range this time.

Figure 4. Age Group Differences

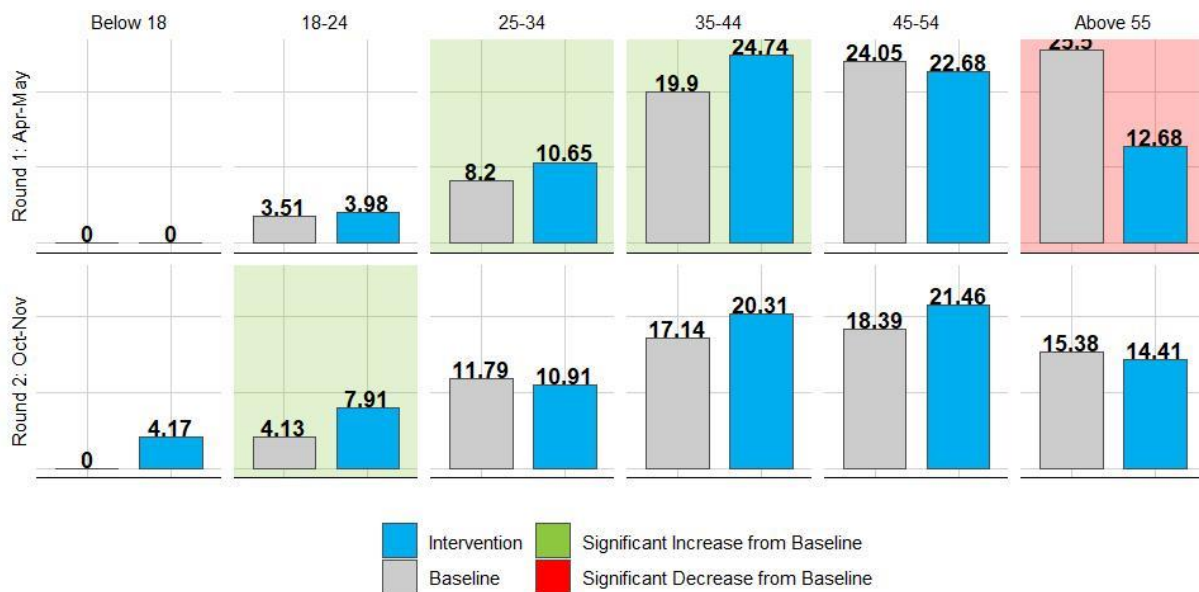


Figure 4. The age ranges shown are for cases opened in any of our six intervention counties. Our target audience is single females age 18-44.

We also considered whether our campaign may have a differential impact on application proportions across racial groups. In round one, we were not able to find evidence that one racial group was affected by our campaign more than any other group. Figure 5 shows the overall comparison for both rounds of testing. As in the first round, no race group’s application proportion seemed to be more affected by our interventions than any other during the second round.

These results are included as a comparison between these first two rounds of interventions, and to see if there is a correlation between key counties and key age or race groups. For example, in round one, we noted that Kent and Chippewa counties share the lowest proportion of their population inside our target age group, but here we see them as the most positively affected groups. This may be further evidence to suggest an association with increased performance for digital marketing efforts in small or more sparse populations. It may also indicate some weakness in our application proportion as a measure of success – it may change if only the number of referrals changes, not online applications, which would skew our results.

Figure 5. Race Group Differences

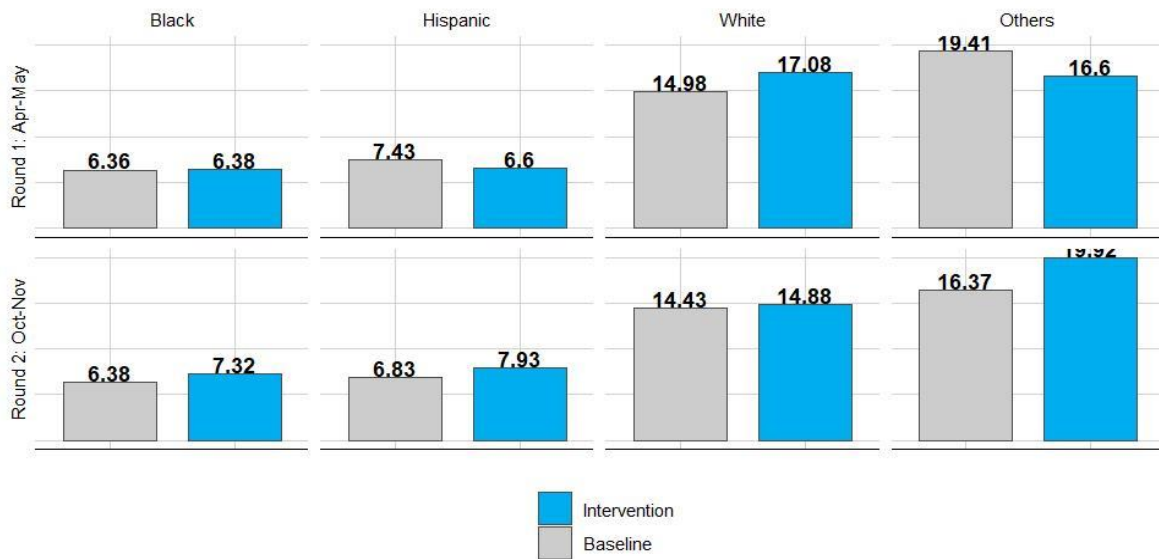


Figure 5. Intervention results from both rounds show no significant increase for any race group.

### Lessons Learned and Next Steps

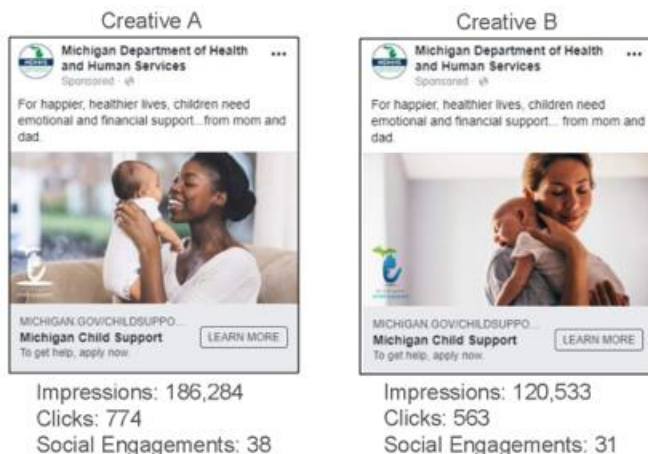
Our plan to test messaging strategies has not yet yielded significant insight. In the first round, Helpful Services seemed to perform best, and in this round Happy Families. In the final round we will adjust the messaging focus slightly. The Intervention Three messaging, called “Value & Services,” will focus on the practical value of having child support, and the services we can provide to parents.

Our first two interventions indicate some positive changes in the application proportion at the county level, and within our target age group. Genesee County’s application proportion increased in the first intervention, but decreased in the second, which suggests our conjecture that more urban counties have a more positive outcome when exposed to digital marketing may not be true. Chippewa County showed an increase in both rounds, which we noted as the county with the highest proportion of persons in a race demographic other than white, black, or Hispanic.

The most improved counties this round were Kent and Chippewa. Chippewa County improved last round as well, but its smaller population makes its application proportion more sensitive to small changes in application totals. Kent and Chippewa Counties share a characteristic of having the smallest share of their population inside our target age group.

**Lessons Learned: Facebook**

Our two Facebook advertisements are served as in-feed posts, and were Happy Families themed for both intervention rounds. The only differences between these posts were timing (they alternated weeks within each round) and the stock photo in the ad. Round one suggested Creative B performed slightly better, but the second round results shown here suggest more engagement with Creative A. Lessons learned from Facebook are still inconclusive, and we will look to round three for any more evidence to evaluate based on our Facebook ads.



**Lessons Learned: Google Search**

This round proved Google Search as the channel having the highest return on our investment of time, attention and funds. Strictly in terms of impressions, our mobile ads are seen much more than any other, which drives the cost for each view down. However, Google Search was shown to have the most users complete analytic goals, which is the end result we care most about.

Google Search allows us to direct more users to our website when our audience uses specific targeted keywords. We worked with our marketing vendor to establish Google Search keywords. The highest-performing keywords are shown in Table 5.

*Table 5. Top Google Keywords for Search*

Most Clicks & Impressions	Highest CTR
1. Child support	1. Apply for child support online
2. Michigan child support	2. How to file for child support
3. Getting child support	3. Am I eligible for child support
4. Child support payments	4. How to get child support from father
5. How do I get child support	5. How to apply for child support

Table 5. The most clicked target keywords and the target keywords with the highest click-through-rate. Simpler terms generally yield higher impressions and clicks, but more specific keywords yield higher CTR.

The keyword that got the most clicks for our two rounds of campaign was “child support,” with a click-through-rate of 8.59%. This means for every 100 people who saw our ad based on this query, about nine clicked through to our landing page. Keywords that show a higher CTR, however, seem to use more specific phrasing, but generate less search traffic. For example, “apply for child support online” had the highest CTR of 55.56% in round two, but only generated five clicks out of nine impressions. Google makes the popularity of these search keywords over time available online for free in Google Trends, and trend data for our most clicked keywords are shown in Figure 6.

Figure 6. Google Trends for Most Clicked Keywords

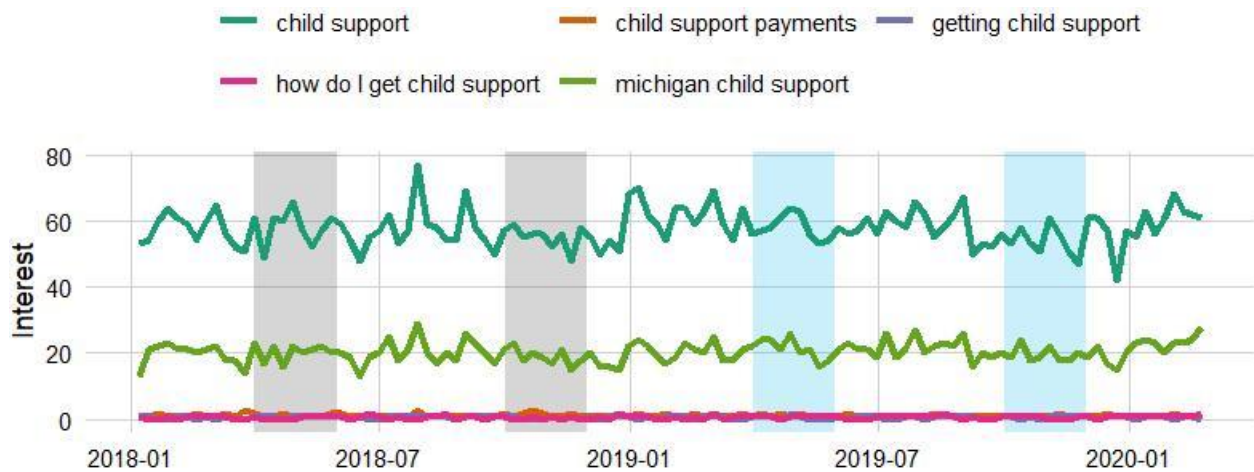


Figure 6. Google Trends data for our top-clicked target keywords. The shaded areas represent baseline periods (gray) and intervention periods (blue) for our comparisons as reference – these periods show no discernable change in trend. Only the top two terms have a significant interest history.

These trends show that only our two most-clicked keywords - “child support” and “Michigan child support” - have any significant search interest. Google Trends has no data for the high-CTR keywords shown on the right side of Table 5; these terms are too specific for trend data history, or are searched too infrequently.

### Lessons Learned: Mobile Advertising and Analytic Goal Insights

Mobile advertisements are shown to any person in our target audience, whether they actually could use our services or not, while Google Search ads are only shown to people who seek out one of our keywords. This means our mobile ads are seen more consistently, which explains the steady trendline for impressions shown in Figure 7 for both rounds.

Search users are also taking one action to generate their impression, and may only need to generate a few impressions to interact with the ad until they are done. With mobile ads, however, users may be just browsing the web or playing games, with more chances to refresh and trigger a new impression. This is just one possible explanation.

However, even with these consistently high impressions, we have not seen a significant bump in our application proportion. The goal completion data from Google Analytics shows that none of the mobile ads could be directly linked to a user proceeding to the portal page.

Figure 7. Mobile Clicks and Impressions

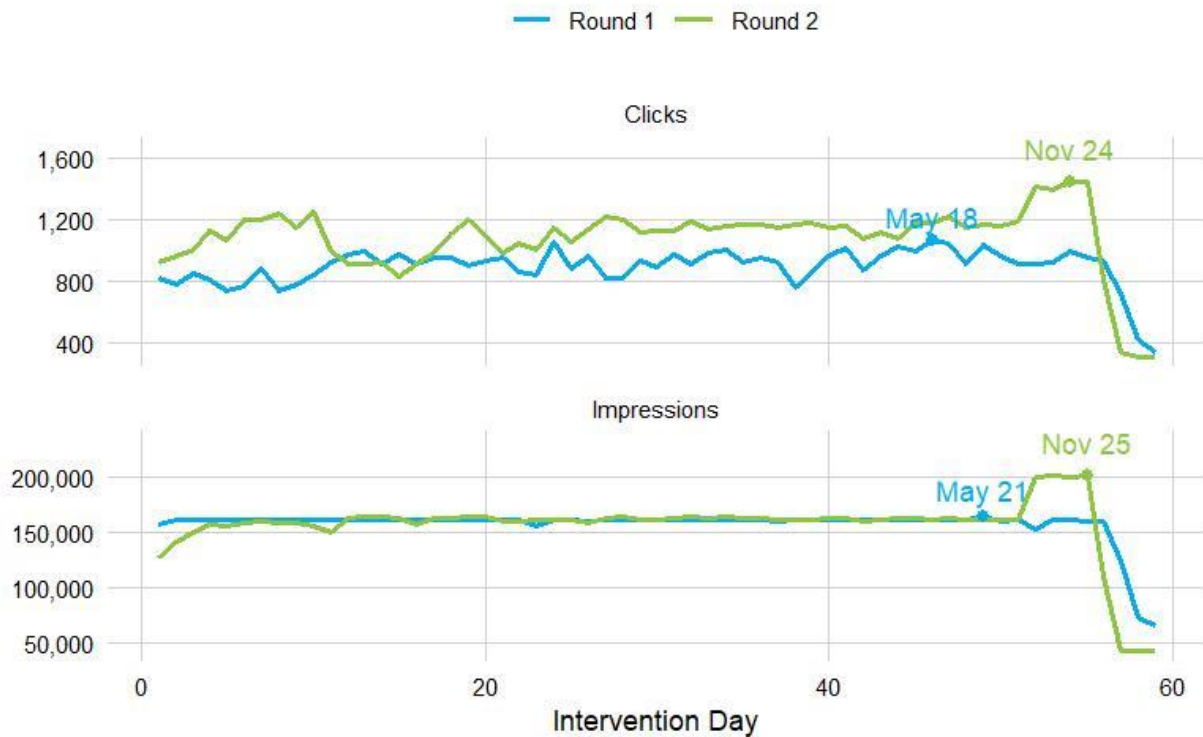


Figure 7. Daily impressions for both rounds were consistently around 160,000 impressions per day. Round two saw consistently higher number of daily clicks. Maximums are labeled.

Our marketing partner places ads in mobile browsers and applications based on market research of our target audience. Even though our goal data shows that none of our portal page users came from the mobile marketing channel, some apps performed better in getting a user to even click. The top three apps and their CTR for each intervention round are shown in Table 6.

Table 6. Top Mobile Applications (CTR)

Round One	Round Two
1. Word Mocha (0.86%)	1. TheScore (5.19%)
2. Jigsaw Puzzle Collection HD (0.80%)	2. Metrozone (4.12%)
3. Photo Editor Pro (0.53%)	3. Merged (4.05%)

Table 6. Top apps from our vendor’s app pool. Even though our Google analytics show none of the Mobile-channel users continued to the Portal, these applications had the highest CTR of each intervention.

Google Search is the key channel where our audience takes the actions we want, and explains why such large clicks and impressions from our mobile ads didn't yield much change in our application pool. While users who come to our landing page by way of mobile ads may be gaining knowledge or coming back at a later time, these actions cannot be directly measured. The only data that could be associated with knowledge gain would be the 246 downloads on the landing page. The pdfs available on that page are a factsheet and a parent's guide to child support.

### **Next Steps**

The third and final intervention round is set to start October 1, 2020, being pushed back due to COVID-19. Intervention round three will feature our new campaign creative concept: Value and Services, framing services as a sensible, value-adding boost to a family's life. This will further contribute to our effort of testing for a messaging strategy that works best, since our first two concepts have performed about the same.

Although our analysis of round two does indicate Google Search is the only channel which results in users using our portal, we did not have this goal data for round one. In round three, we will hold the budget elements of the intervention channels constant, to compare with the results of our first two interventions.

Evaluation of the final intervention round will reflect our interest in each county, our target age group, and race subgroups, and compare the success of our third creative concept against the other two. We are interested to see if we meet our goal of a five-point increase in the application proportion in the effected counties overall, if there is any affect at all, and what intervention channel proves most effective in our analytic goals.



## Attachment – Media Vendor Recap



## Campaign Overview

**Objective:** To direct people who are eligible for child support to the website to learn more and/or enroll

**Target:** People who are eligible for child support – low income, single mothers who never married

**Geography:** Counties participating in MiChild Support two-way communications: Genesee, Saginaw, Berrien, Chippewa, Calhoun, and Kent counties

**Phase 2 Media Timing:** October – November 2019

**Budget:** \$52,026.67

### Insights:

- Mobile phase 2 had a higher CTR than phase 1. Although “services” was the better performing creative concept in Phase 1, “Happy Families” was the stronger performer in Phase 2
- Digital CTR was 0.59% higher than the 0.16% benchmark at 70%
- Paid search click-through rate was 5.5% higher than the CTR Benchmark 3.27% for Google Ads at 8.82%
- While Facebook and Instagram posts optimized to best performing platform, 99% of impressions were served on Facebook due to better performance
- Social creative A received 65,751 more impressions than creative B



# Budget Breakdown

Media	Cost	Added Value	Total Cost	Impressions
Mobile	\$44,026.67	\$2,491	\$46,517.67	9,397,623
Paid Search	\$6,000	NA	\$6,000	32,268
Paid Social	\$2,000	NA	\$2,000	306,817
<b>Total</b>	<b>\$52,026.67</b>		<b>\$54,517.67</b>	<b>9,736,708</b>



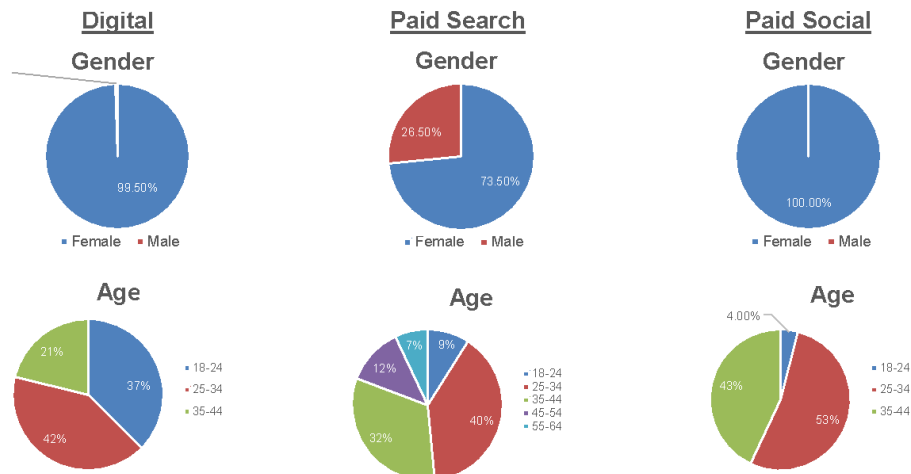
## Demographic Data by Tactic

### Target Audience

- Low income, single mothers who never married

### URL

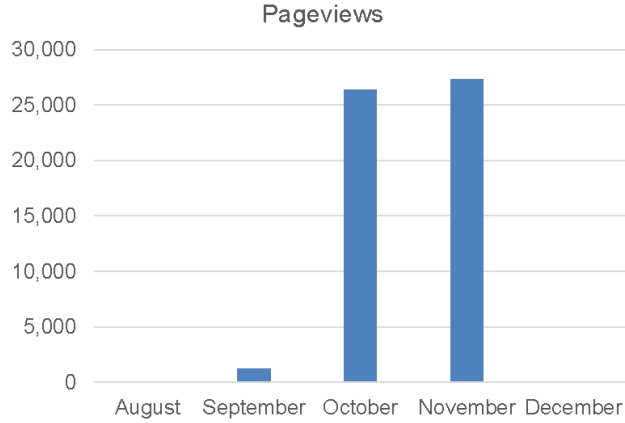
- [https://www.michigan.gov/mdhhs/0,5885,7-339-73971\\_5528\\_61204\\_61827\\_91885---,00.html](https://www.michigan.gov/mdhhs/0,5885,7-339-73971_5528_61204_61827_91885---,00.html)





# Google Analytics

Media ran September 30 – December 1



Media Tactic	Pageviews	Avg Time on Page
Digital	51,881	05:14
Paid Search	2,337	02:95
Paid Social	438	06:29

Metrics pulled through 12/5



## Mobile

### Flight Dates

- October – November 2019

### Rationale:

- 60% of women own two or more mobile devices

### Dollars Invested

- \$44,026.67

### Added Value

- \$2,491

### Total Impressions

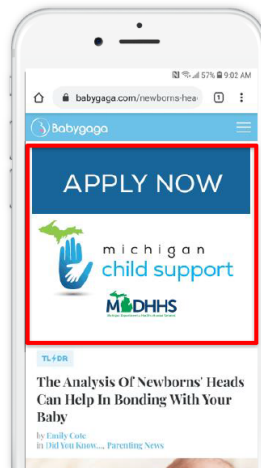
- 9,397,623

### Total Clicks

- 65,343

### CTR

- 0.70%
  - Benchmark: 0.16%



Top Three Sites/Apps Include:

TheScore (5.19% CTR)

Metrozone (4.12% CTR)

Merged (4.05% CTR)

Nielsen @Plan and 2017, Google and Zephoria Marketing 2018



# Mobile

## Creative Performance

Creative Concept	Phase 2			Phase 1		
	Impressions	Clicks	CTR	Impressions	Clicks	CTR
Happy Families	3,988,721	28,433	0.71%	5,128,953	28,384	0.55%
Services	5,408,902	36,910	0.68%	4,144,851	24,364	0.59%
<b>Grand Total</b>	<b>9,397,623</b>	<b>65,343</b>	<b>0.70%</b>	<b>9,273,804</b>	<b>52,748</b>	<b>0.57%</b>

## Best Performing Units



Services 320x50  
 Impressions: 2,487,781  
 Clicks: 17,552  
 CTR: 0.71%

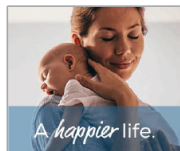


Happy Families 320x50  
 Impressions: 2,193,968  
 Clicks: 15,805  
 CTR: 0.72%



# Mobile

## Creative Performance – Happy Families



Creative A: 300x250  
 Impressions: 367,526  
 Clicks: 2,820  
 CTR: 0.67%



Creative A: 728x90  
 Impressions: 550,299  
 Clicks: 3,579  
 CTR: 0.59%



320x50  
 Impressions: 2,193,968  
 Clicks: 15,805  
 CTR: 0.72%



Creative B: 300x250  
 Impressions: 362,674  
 Clicks: 2,758  
 CTR: 0.68%



Creative B: 728x90  
 Impressions: 514,254  
 Clicks: 3,473  
 CTR: 0.62%



# Mobile

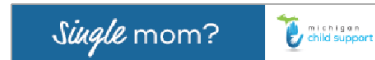
## Creative Performance – Services



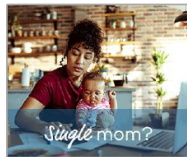
Creative A: 300x250  
 Impressions: 399,377  
 Clicks: 2,952  
 CTR: 0.68%



Creative A: 728x90  
 Impressions: 1,255,141  
 Clicks: 7,664  
 CTR: 0.58%



320x50  
 Impressions: 2,487,781  
 Clicks: 17,553  
 CTR: 0.71%



Creative B: 300x250  
 Impressions: 383,885  
 Clicks: 2,988  
 CTR: 0.72%



Creative B: 728x90  
 Impressions: 882,718  
 Clicks: 5,754  
 CTR: 0.61%



# Paid Search

## Flight Dates

- October – November 2019

## Rationale:

- 60% of the target audience use Google when searching the internet

## Dollars Invested

- \$6,000

## Total Impressions

- 32,268

## Total Clicks

- 2,845

## CTR

- 8.82%
  - Google Benchmark: 3.27%

Top Performing Ads	
<a href="#">Child Support For Single Moms   See Our Resources   Apply Now</a> <a href="http://www.michigan.gov/childsupport">www.michigan.gov/childsupport</a> We Offer Impartial, Non-Judgmental Services To Single Moms. Live Happier. Apply Now.	1,981 clicks
<a href="#">Child Support   Apply Now   Learn More</a> <a href="http://www.michigan.gov/childsupport">www.michigan.gov/childsupport</a> Children Whose Parents Are Involved In Their Lives Are Happier, Healthier & Successful. We Offer Impartial, Non-Judgmental Services To Those Raising Children. Learn More & Apply.	660 clicks



## Paid Search

Top 5 Keywords	Clicks
+child +support	1,833
+Michigan +child +support	665
+my +child +support	100
Child support	84
+child +support +payment	72

Performance by County	Clicks
Kent County	1,048
Genesee County	792
Saginaw County	387
Berrien County	304
Calhoun County	259
Chippewa County	55



## Paid Social

### Facebook/Instagram

#### Flight Dates

- October – November 2019

#### Rationale:

- 76% of women use Facebook

#### Dollars Invested

- \$2,000

#### Total Impressions

- 306,817

#### Total Clicks

- 1,337

#### CTR

- Facebook CTR: 0.44%
  - 99% of impressions were served on Facebook due to low Instagram performance



# Social

Creative A



Impressions: 186,284  
 Clicks: 774  
 Social Engagements: 38

Creative B



Impressions: 120,533  
 Clicks: 563  
 Social Engagements: 31



# Media Flowchart

Phase 2	Sep-19			Oct-19				Nov-19				Dec-19			Jan-19								
	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	1/6	1/13	1/20	1/27
Mobile																							
Paid Search																							
Social																							
Evaluation																							

