



Final Digital Campaign Report

January 22 – April 14, 2024

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Campaign Overview

- **Goal:** Raise awareness of GAUD's career options and drive quality traffic to the GAUD website to review job postings and apply.
- **Media Tactics & Target Audience:** Use Digital Video to reach the following audience segments:
 - Construction workers
 - Truck driver's
 - High school graduates and Technical College graduates
 - People in the farming industry
 - People working in landscaping
- **Geographic Targeting:** Within a 25-mile radius of Augusta
- **Digital Media Budget:** \$1,000 per month for 3 months
- **Report Dates:** final report covering the full campaign flight Jan 22– Apr 14, 2024

Executive Summary

- Overall, the digital campaign performed very well, delivering 467,835 qualified impressions and 1,749 clicks. The Radio buy ran from Jan 22 – Mar 17 airing 256 spots.
- The digital campaign delivered a strong average CTR of 0.37%; the CTR improved month over month as the campaign progressed, ending at 0.43% in month 3.
 - The High School & Tech College grads segment delivered the highest response rate / best performance.
 - Truck Drivers showed the least amount of interest and the lowest response rate.
- Website traffic has increased ~67% during our campaign, with the highest increase in month 1 when both radio and digital ran simultaneously.
- Clicks to view Job Postings remained at elevated levels throughout our campaign, seeing the most interest in Month 1.
- Received 21 total application submissions in three months, which appears to be very positive.

Campaign Results – Month Over Month

- Overall, the digital campaign performed very well, delivering 467,835 qualified impressions and 1,749 clicks over the three months.
- Click-through-rate (CTR) remained above industry standard (0.10%) throughout the campaign, increasing month over month as the campaign AI optimized over time.

Month-Over-Month	Impressions	Clicks	CTR	Spend
Jan 22 - Feb 18	183,206	614	0.34%	\$ 1,000
Feb 19 - Mar 17	158,887	600	0.38%	\$ 1,000
<i>Mar 18 - Apr 14</i>	<i>125,742</i>	<i>535</i>	<i>0.43%</i>	<i>\$ 1,000</i>
Total Delivered	467,835	1,749	0.37%	\$ 3,000

Campaign Results By Audience

- High School & Tech School Grads showed the most interest with the highest click-through-rate (CTR).
- High School & Tech School Grads and Construction Workers appeared to be the largest segments in the geographic area, thereby delivering the most impressions.
- Farming Industry, Landscaping and Careers page retargeting CTRs are also positive and show interest among these audiences.
- Although Truck Drivers appeared to be the least interested with lowest CTR, results are still positive and above average.

Audience	Impressions	Clicks	CTR	Spend
High School Grads & Tech School Grads	156,058	925	0.59%	\$ 804
Farming Industry	19,781	64	0.32%	\$ 191
Landscaping	27,043	84	0.31%	\$ 198
Careers Page Retargeting	41,464	111	0.27%	\$ 396
Construction Workers	206,966	526	0.25%	\$ 1,123
Truck Drivers	16,523	39	0.24%	\$ 288
Total	467,835	1,749	0.37%	\$ 3,000

Website Traffic

- Website users increased ~67% overall during our campaign.
- Saw the highest increase in website traffic in month 1 when both radio and digital ran together.

Mar18-Apr14:

Total Users: 1,765

Feb19-Mar17:

Total Users: 1,558

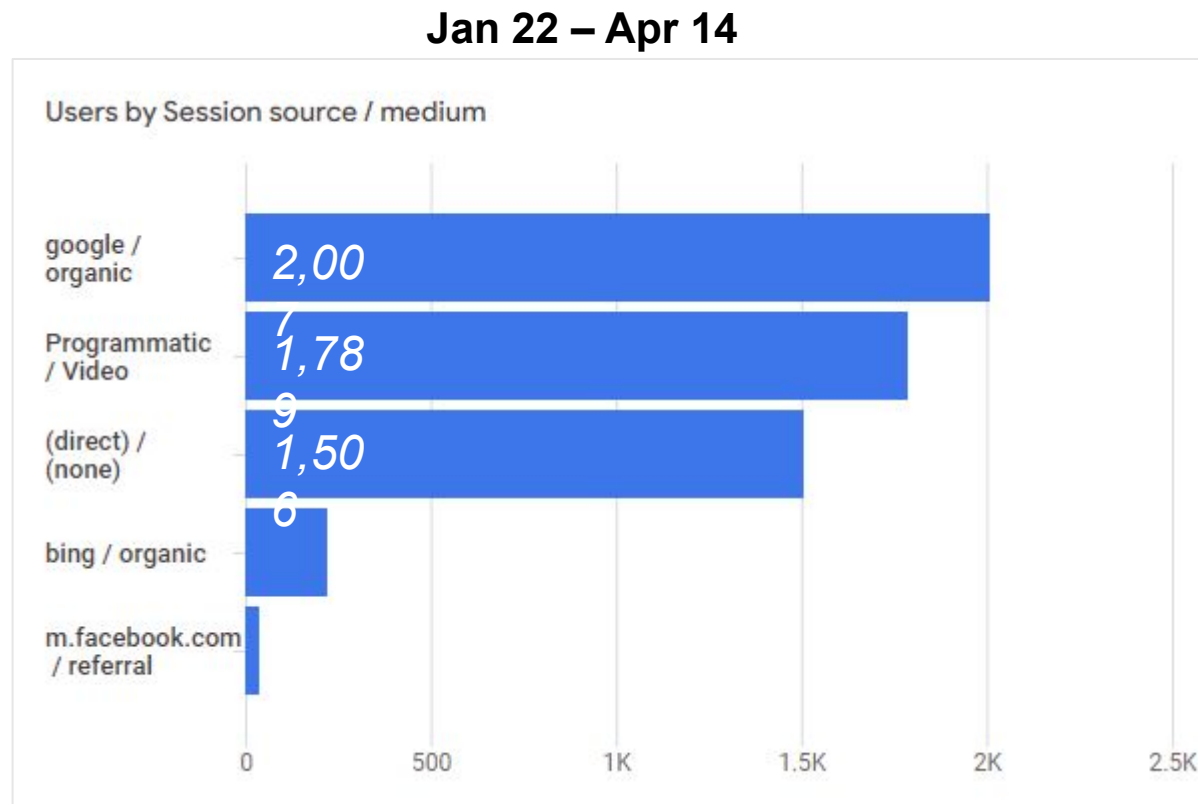
Jan22-Feb18:

Total Users: 2,926



Website Traffic Sources

- The two traffic sources that drove the most traffic during our campaign were google organic, which is likely a result of the radio, and our programmatic digital videos.



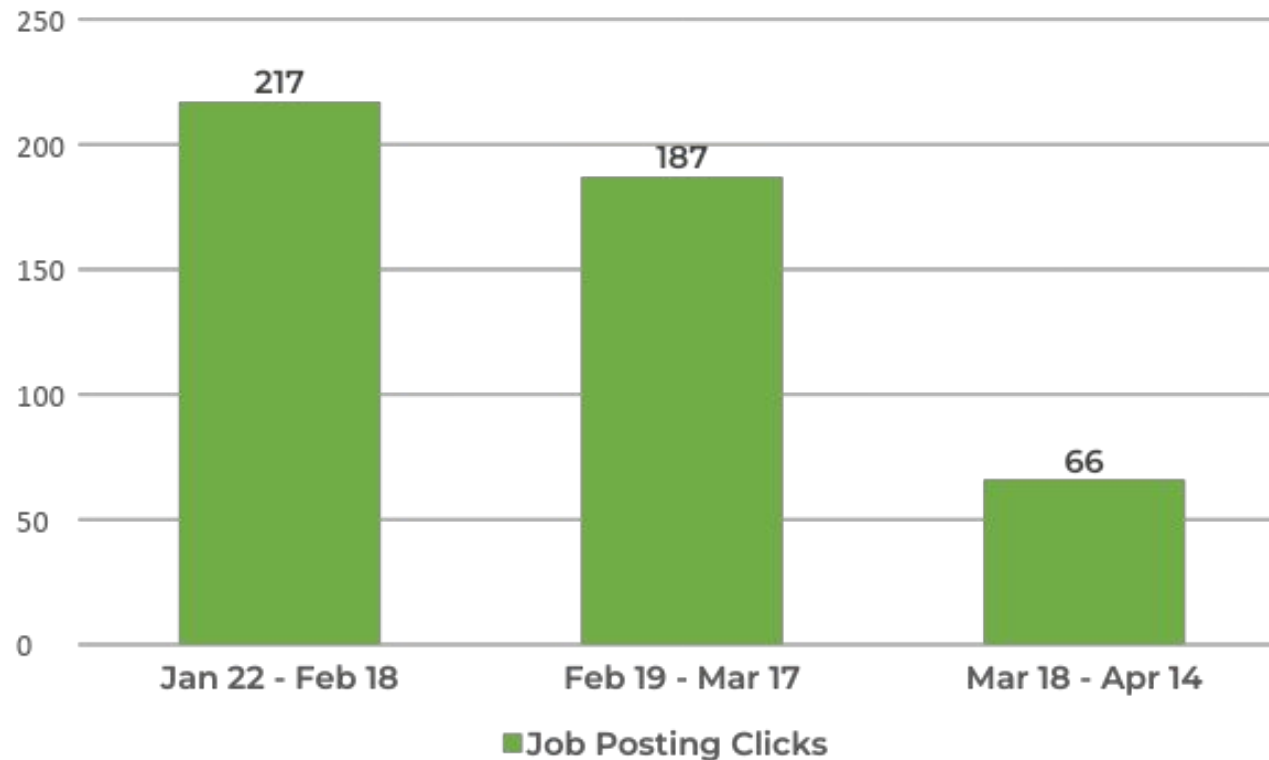
Top Website Pages

- /careers page remained at the #2 spot throughout our campaign, up from position #6 in previous months.

Page path and screen class ▾ +		↓ Views	Users	Views per user	Average engagement time
		12,944 100% of total	5,894 100% of total	2.20 Avg 0%	34s Avg 0%
1	/	5,643	2,167	2.60	35s
2	/careers	2,584	2,283	1.13	6s
3	/request-for-proposals	936	486	1.93	9s
4	/how-to-pay-bill	513	362	1.42	28s
5	/start-stop-service	478	259	1.85	35s
6	/contact-us	386	261	1.48	48s
7	/about-us	226	162	1.40	33s
8	/drinking-water	218	145	1.50	55s
9	/trustees	189	113	1.67	1m 07s
10	/rates	138	106	1.30	1m 16s

Job Posting Clicks

- While clicks on the job posting decreased over the campaign, it still remained at a healthy and positive level.
- Decrease in clicks could be a result of job postings being filled and taken off the website; fewer job postings reduces the potential for clicks.



Application Submissions & Video Views

- Saw a positive number of application submissions over the three months with the highest number of submissions in month 1 when both radio and digital ran simultaneously.
- Views on the recruitment videos appear to be healthy, showing interest and possible consideration.

Engagement Events	Jan 22 - Feb 18	Feb 19 - Mar 17	Mar18 - Apr 14	Total
Application Submissions	10	6	5	21
/careers Video Views	64	45	33	142