



DART Say Something App Launch Facebook Panel Ads

Project Overview:

Created an interactive Facebook ad to create awareness and generate downloads for the DART Say Something app.

- Facebook ad showed up on phones only and includes video and links to DART.org/DARTSaySomething.
- These were designed to provide ongoing communications support for the broader safety/security initiative.

Project Elements:

Based on Q1 FY18 survey results regarding questions about safety and security, two audience types were utilized:

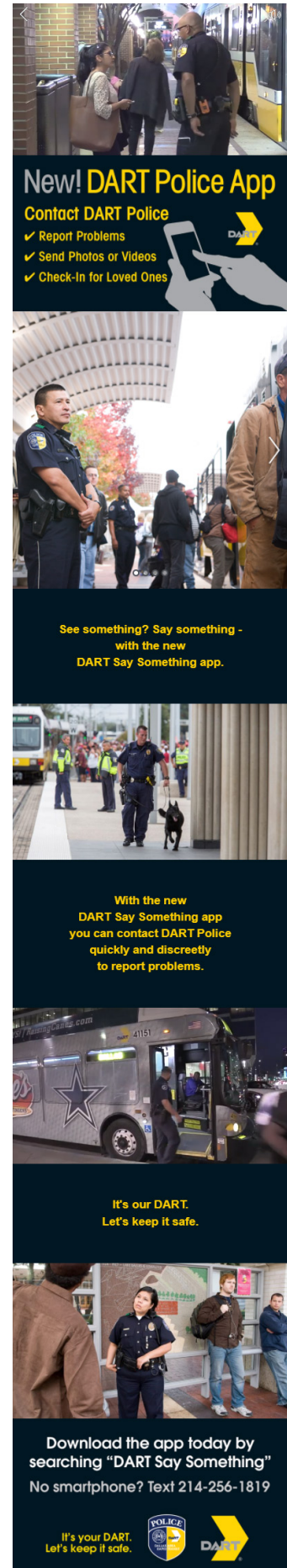
- Matched list from Texas public voter records:
 - Female, ages 18-54, living in targeted zip codes
- Facebook list:
 - Same demographics as matched list, plus college graduates and incomes above \$50,000
- Campaign dates and locations:
 - Dec. 13, 2017-Jan. 29, 2018: downtown Dallas
 - Feb. 6-20: Addison, Farmers Branch, Garland, Richardson, Rowlett and southern Dallas
 - Feb. 20-March 1: Carrollton, Plano, Irving, Cockrell Hill, northwest Dallas and southwest Dallas
 - March 1-7: Uptown, Highland Park, University Park and central Dallas

Highlights:

- Nearly 12 million positive earned media impressions were generated prior to the March 7 system-wide security blitz.
- More than 100 million positive earned media impressions were generated the day of the event.

By the Numbers:

- 1,862 total app installations Dec. 11, 2017-March 5, 2018
- Total audience:
 - Matched lists: 142,700
 - Facebook lists: 600,000
- Reach: 111,146
- Total impressions: 648,874
- Post engagements: 1,516



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Sample Photo Carousel Images

