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iHeart Digital Campaign

4/17/23-5/20/23

Presented to: Brittany Dobbs

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Agenda



- Overview of Digital Campaign
- Key Takeaways
- Audience Engagement by Asset
- Targeted Social
- Email Metrics
- Event Photos
- Final Campaign Overview
- Thank You!

Our Strategic Approach



CAMPAIGN KPI(s):

Drive awareness for May 20th recruitment event

GEOGRAPHY:

Specified Bay Area zip codes

REPORT TIMEFRAME:

4/17/23-5/20/23

CROSS-PLATFORM APPROACH

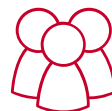
Cross platform approach to connect AC Transit to their target audience across multiple points throughout the consumer funnel:



Broadcast Radio



Digital Streaming
Audio



Social



Email

Key Takeaways



1. Streaming Audio impression delivery was **101%**, with a **healthy reach & frequency**
2. Targeted Social (KMEL handle) overdelivered at **102%**, with **over 37k forms of engagement** – **content resonated, and targeting was on point**
3. Email deployment & re-deployment had above benchmark open rates at **16.08%** and **12.56%** (benchmark is 10%)
4. Email HTML CTRs were both above benchmark at **11.5%** and **15.33%** (benchmark is 10%) – this shows **great recipient intent**, since this is the *percentage of people who clicked a link in your email out of the people opened your email*

Audience Engagement by Asset

Broadcast Radio



MEDIA DELIVERY:

KMEL

166x Total Ads Delivered

1,633,442 Total Impressions Delivered

INFLUENCER / AUDIO CREATIVE:



AC Transit :30



Hiring Fair



Shay AC Transit :30

Digital Streaming Audio



MEDIA DELIVERY:

174,831 Total Impressions Ordered

176,818 Total Impressions Delivered

20,949 Reach

8.4 Frequency

DISTRIBUTION PLATFORM:

Live, Custom & Artist Stations on iHeartRadio Desktop & Mobile App

TARGETING CRITERIA:

A25-45, Caregivers, Household Income Under \$50k, Children in Household

All genres excluding Spanish

Click to play



Bus Operator Mechanic



Targeted Social Shay Diddy

MEDIA DELIVERY:

8,564 Plays on IG & Meta

302 Likes

87 Post Engagements

DISTRIBUTION PLATFORM:

Meta/Instagram

TARGETING CRITERIA:

Influencer (Shay Diddy) Organic Post to Followers in
Specified Zip Codes



Targeted Social KMEL

MEDIA DELIVERY:

419,000 Total Impressions Ordered

427,488 Total Impressions Delivered

2,973 Total Clicks

0.70% CTR

37,348 Post Engagements

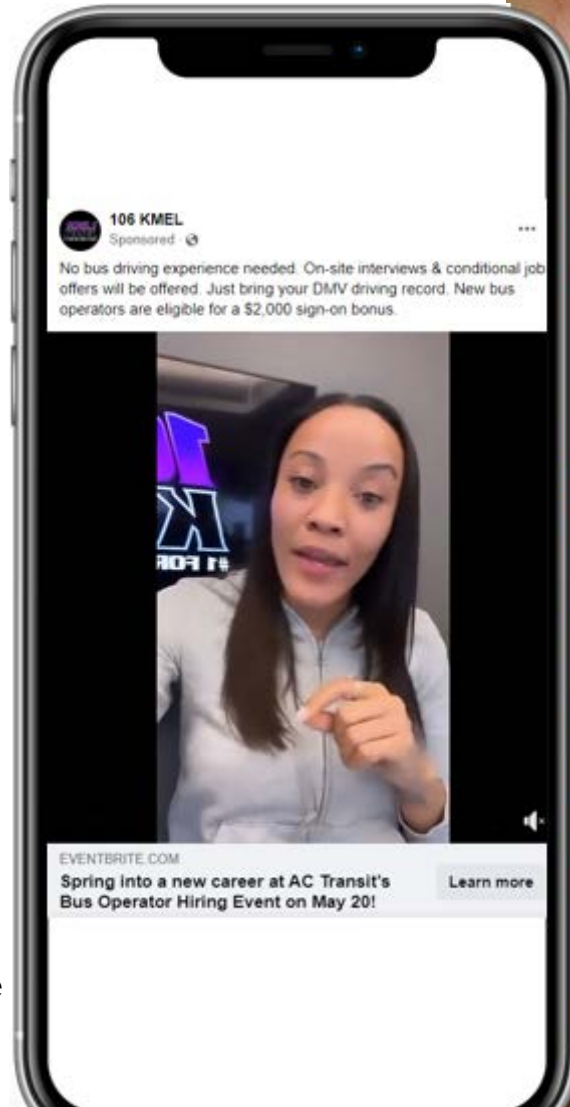
- Video View – 36,124
- Link Click – 1,129
- Post Reaction – 70
- Post Share – 22
- Comment - 3

DISTRIBUTION PLATFORM:

Meta/Instagram

TARGETING CRITERIA:

Post thru KMEL Station Handle to A25-45, Household Income
Under \$50k to Specified Zip Codes



Email

MEDIA DELIVERY for Initial Email Deployment:

Deployment Date 5/11/23

Subject Line Are you looking for a rewarding career?

From Line AC Transit

67,500 Total Impressions Delivered

10,853 Total Opens

16.08% Open Rate

1,248 Total Clicks

1.85 Clicks %

11.50 HTML CTR

TARGETING CRITERIA:

A25-45

Household Income Under \$50k

Children in Household

Caregivers

3810729



3810730

Bus Operator Hiring Event May 20

Are you looking for a rewarding career? Look no further than AC Transit! Join us at our Bus Operator Hiring Event on Saturday, May 20th at 9:00 AM at the AC Transit Training and Education Center.

AC Transit has hundreds of bus operator positions available! No bus driving experience needed--AC Transit provides paid training. Plus, new bus operators are eligible for a \$2,000 sign-on bonus. On site interviews and conditional job offers will be offered to qualified candidates. All you need to bring is your DMV driving record.

[Register Now](#)

Email
Creative



3810731



Pre-register for a chance to win one of ten \$100 Visa gift cards, or simply walk-in and learn more about the exciting opportunities available with us.

Don't miss out on this chance to start your journey with AC Transit!

[Learn More](#)

AC Transit
1600 Franklin St, Oakland, CA 94612
510-891-4777
www.actransit.org



Email



MEDIA DELIVERY for Re-Deployment:

Re-Deployment Date 5/16/23

Subject Line Hiring Event on Saturday, May 20th

From Line AC Transit

6,750 Total Impressions Delivered

848 Total Opens

12.56% Open Rate

130 Total Clicks

1.93 Clicks %

15.33 HTML CTR

TARGETING CRITERIA:

A25-45

Household Income Under \$50k

Children in Household

Caregivers



May 20

AC Transit Bus Operator Hiring Event



Sold Out

Details

Join AC Transit at our Bus Operator Hiring Event! Pre-registration is closed. Walk-ins welcome!

By AC Transit

43 followers

Follow

When and where



Date and time

Saturday, May 20 - 9am - 2pm PDT



Location

AC Transit Training and Education Center
20234 Mack Street Hayward, CA 94545

Show map

Email Glossary



Open Rate:

The percentage of total recipients who open a given email.

iHeart guarantees a 10% open rate, due to our constantly scrubbed database, CAN-SPAM compliant practices, creative abilities, and scope of demographic & behavioral targeting options.

Clicks %:

Clicks divided by the total quantity.

The % of people who clicked a link in your email out of the people who received your email.

HTML CTR:

Clicks divided by the total opens.

This is the percentage of people who clicked a link in your email out of the people opened your email.

Total Clicks:

The total number of times a link was clicked, includes recipients who may have clicked multiple times.

Event Photos May 20th



Event Photos May 20th



Event Photos May 20th



Final Campaign Overview



Huge AC Transit Hiring Event Success

- Goal: 100 pre-registered guests.
- Over-Delivery: 300 pre-registered guests.

May 20th Day of event

- Huge Success!
- AC Transit had more than 100 candidates interview AND received conditional offers.
- The attendance was outstanding!
- KMEL Shay + Activation Street Team added fun interactive games, cool prizes, and excitement!

Thank you very much for this great partnership!
We look forward to working with you again soon!

