Foothill Transit
Class Pass Campaign Report

Overview

- Foster collaboration between Foothill Transit and these local colleges:
  - University of La Verne
  - The Claremont Colleges
  - Cal Poly Pomona
  - Azusa Pacific University
- Provide cost-effective transit solutions for students
- Enhance mobility for students and the community
- Offer convenient and eco-friendly transportation options
- Promote savings and environmental sustainability

Objectives

- Increase awareness of Foothill Transit's Class Pass
- Increase traffic to the Foothill Transit college pass landing page (link: https://www.foothilltransit.org/college-passes)
- Increase pass registration
- Boost ridership among students

Target Audience

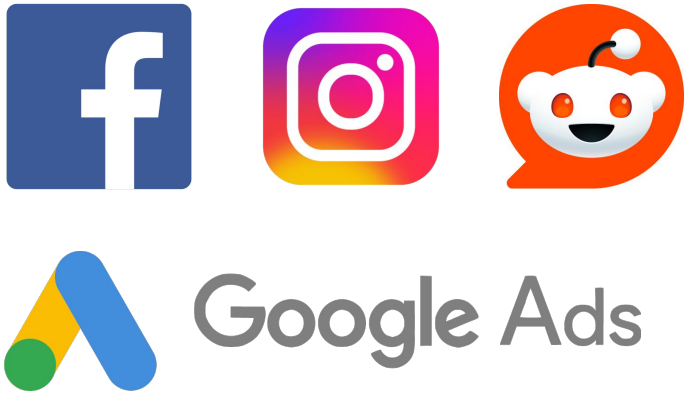
Students (who live on or near campus & commuter students): University of La Verne, The Claremont Colleges, Cal Poly Pomona, and Azusa Pacific University

- 18-34
- Male & Female
- Ethnically diverse

Marketing Strategy

- Create an overarching Class Pass paid digital marketing campaign to reach out to potential new and existing student riders (geo targeting around participating colleges) by highlighting the perks of using Foothill Transit's Class Pass for their transportation needs and contribute to increasing ridership.
- We aligned our campaign rollout with the start of the fall semester at key colleges that participate in the Class pass program. Considering factors such as orientation dates, student behaviors, and historical sign-up rate spikes to craft the media flight. Landing on a six-week campaign that ran from 8/15 to 9/26. This shorter time frame allowed us to leverage the strategic insights to increase ad effectiveness and maximize the campaign's budget.

Tactics



Campaign Performance

2,300,094 Total Impressions	**18,663** Total Link Clicks	**0.80%** Click Through Rate
$14,609 Total Campaign Spend		**$0.93** Average Cost Per Click
4 Paid Media Platforms	**98,964** Video Views	**6** Creative Assets (Stills & Video)

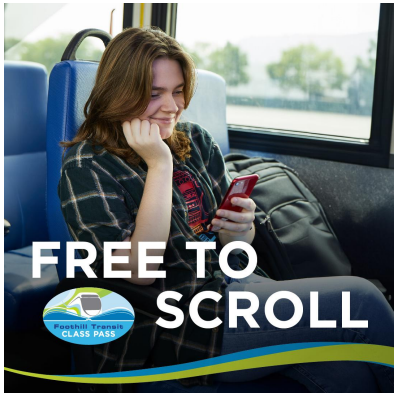
Meta Paid Ads

Meta Paid Static Ads - Total

The total performance of all for paid social static ads generated an impressive **1.2 million impressions**. The objective set within Meta was to maximize clicks to the landing page, over the course of the flight we garnered over **9 thosand clicks to the landing page.**

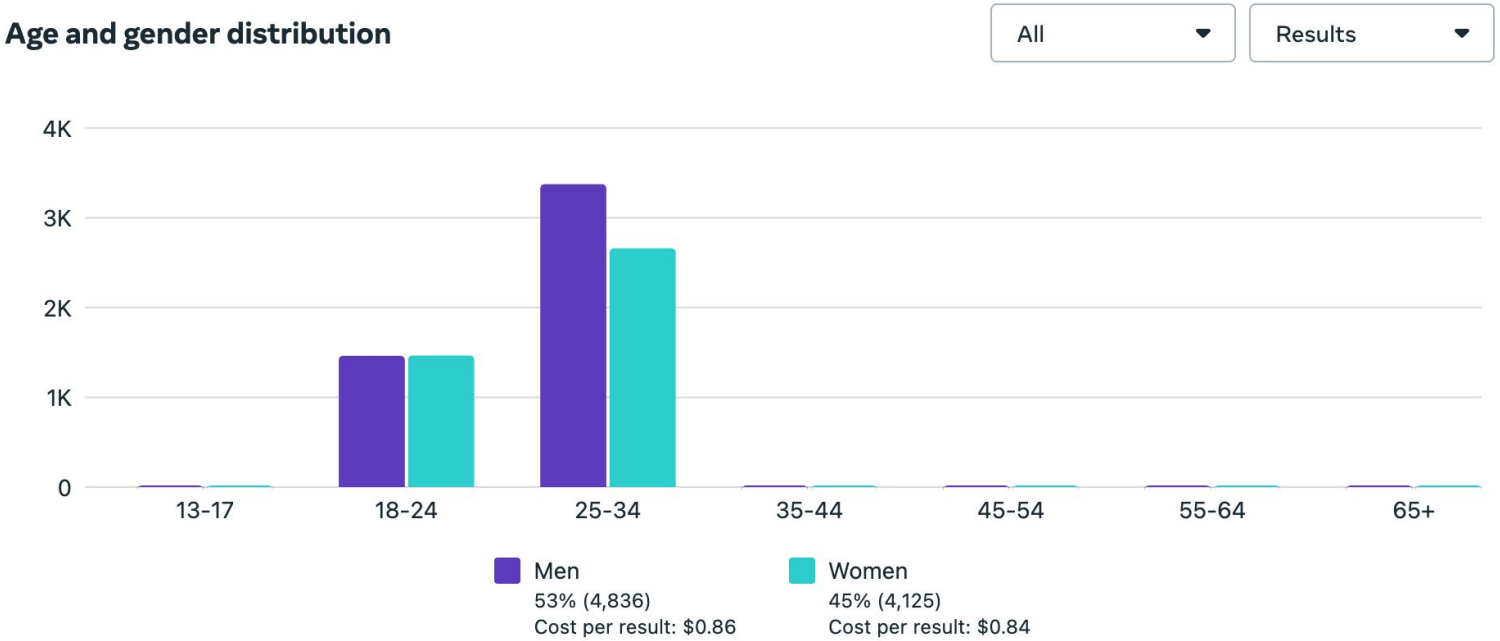
These results reflect strong interest from the targeted audience, efficient reach of the ads, and provided meaningful engagement at a competitive cost per click.

Impressions: 1,291,336
Link Clicks: 9,081
CPC: $0.85
CTR: 0.70%



Meta Paid Static Ads - Total

Overall, the paid static ads on Meta hit our targeted age demographic goals, with men 25-34 being overall top age range by number of clicks.



Foothill Transit

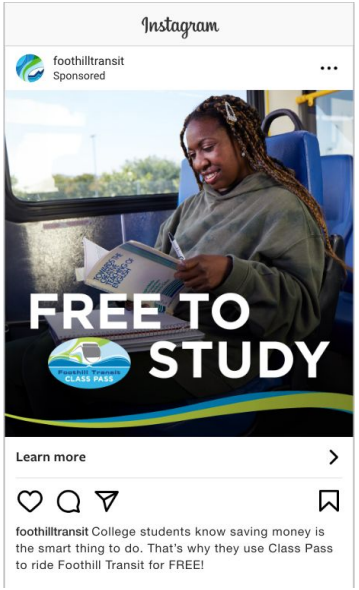
PULSAR

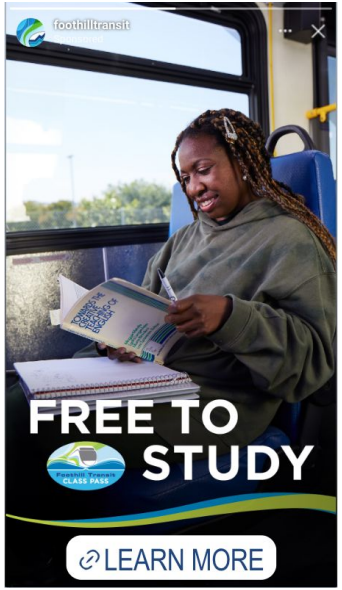
Meta Paid Static Ad - Free to Study

Notably, free to study saw the best performance of the four executions with a the highest click through rate at 0.82%. This may be due to the fact that it was the most relevant for the campaign audience and relates most to the student experience.

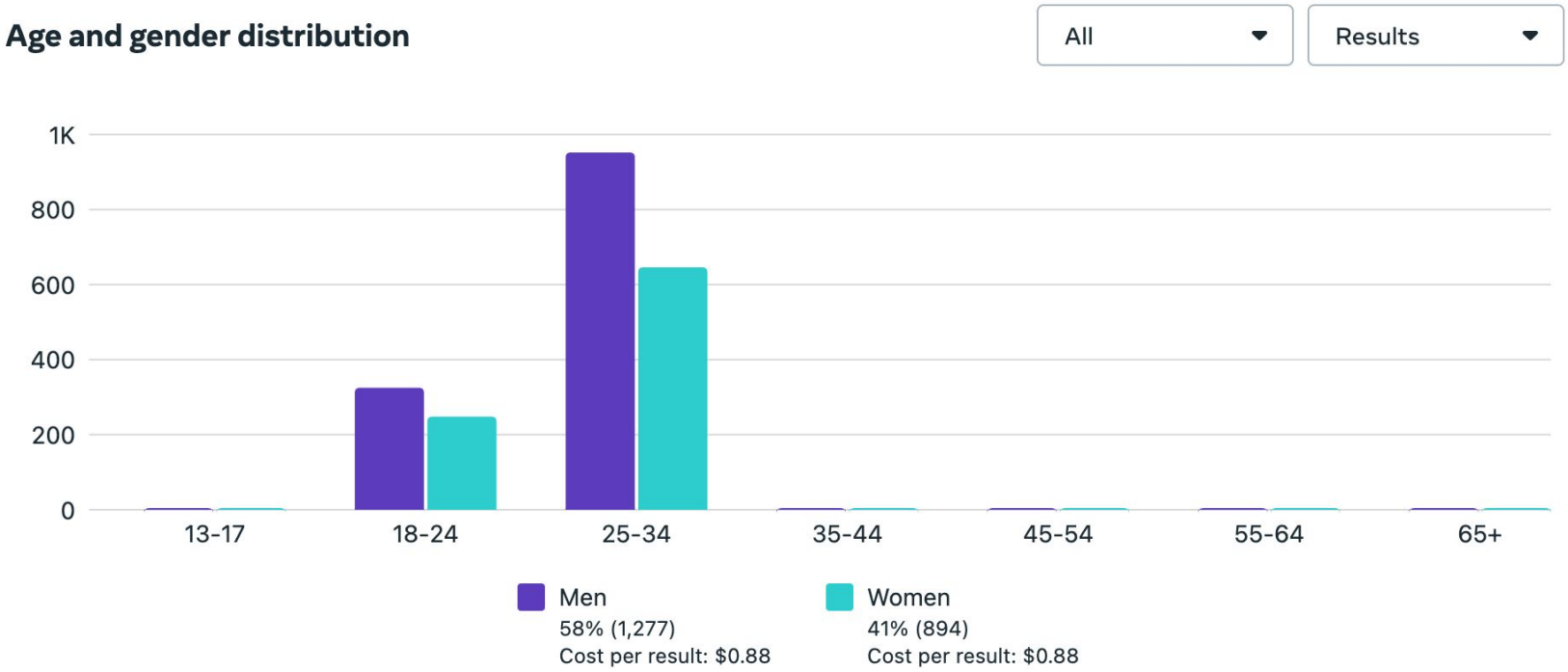
Impressions: 286,868
Link Clicks: 2,192
CPC: $0.88
CTR: 0.82%

Reactions: 26
Saves: 1
Shares: 2





Meta Paid Static Ad - Free to Study



Foothill Transit

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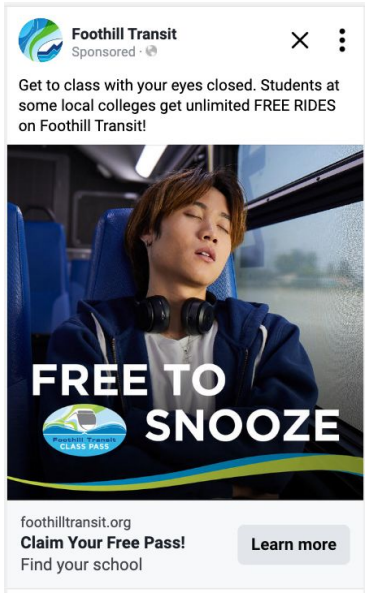
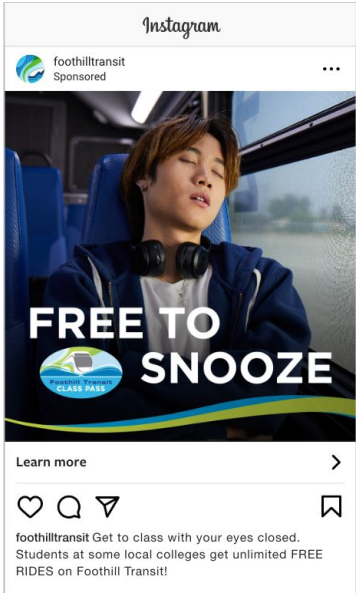
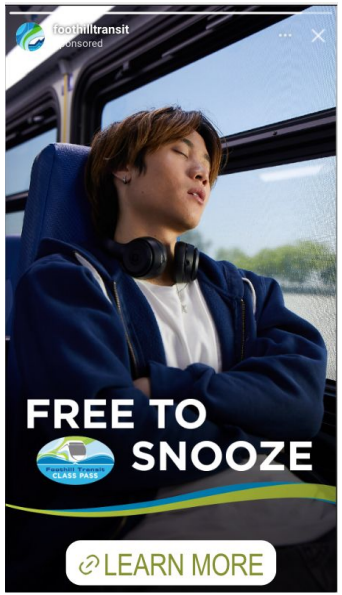
Meta Paid Static Ad - Free to Snooze

Impressions: 324,520
Link Clicks: 2,399
CPC: $0.80
CTR: 0.74%

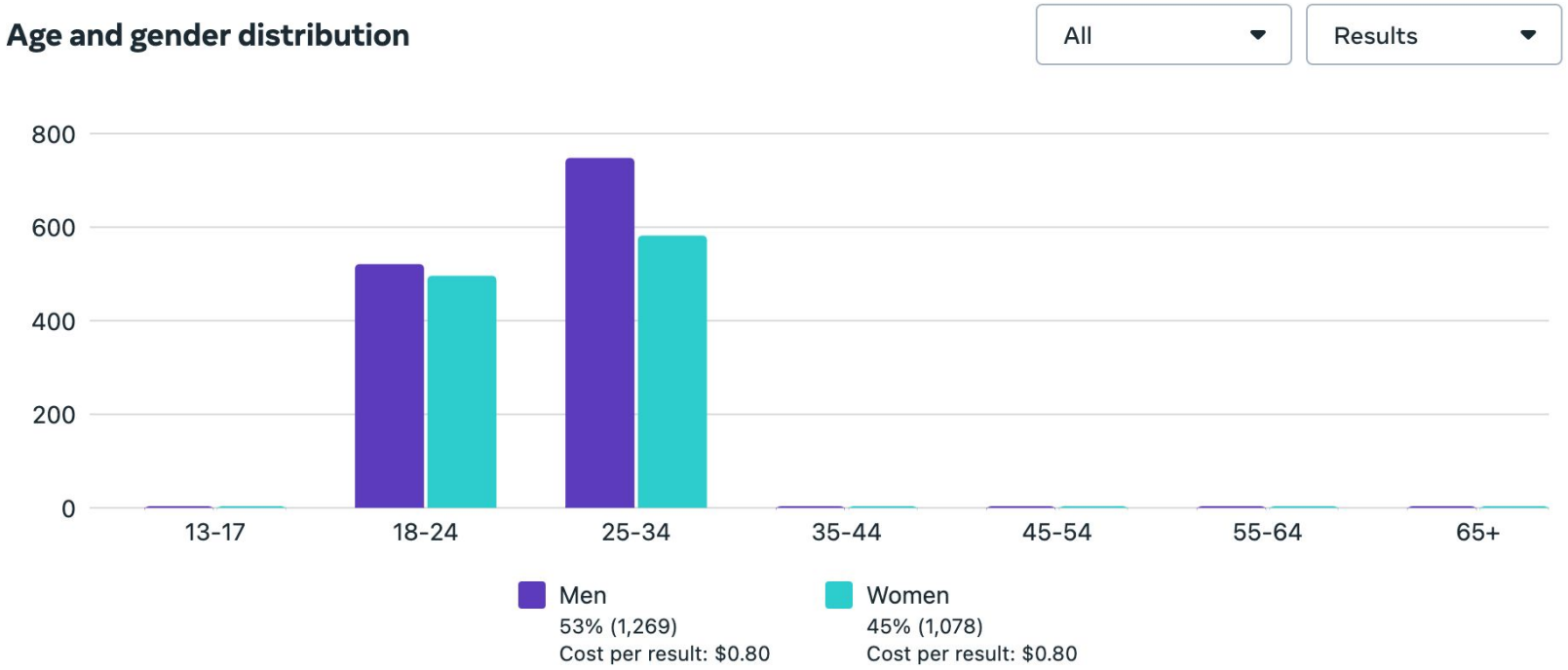
Reactions: 64
Comments: 7
Saves: 2
Shares: 23







Meta Paid Static Ad - Free to Snooze



Foothill Transit

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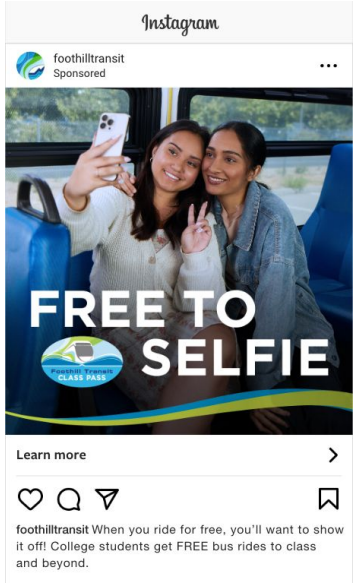
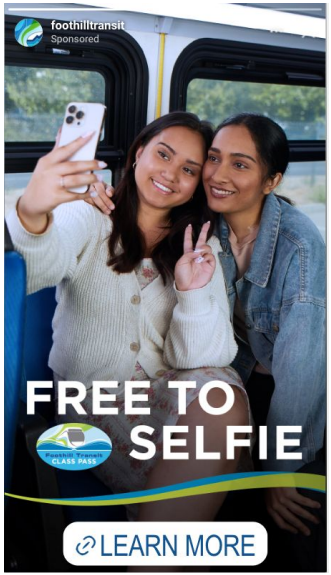
Meta Paid Static Ad - Free to Selfie

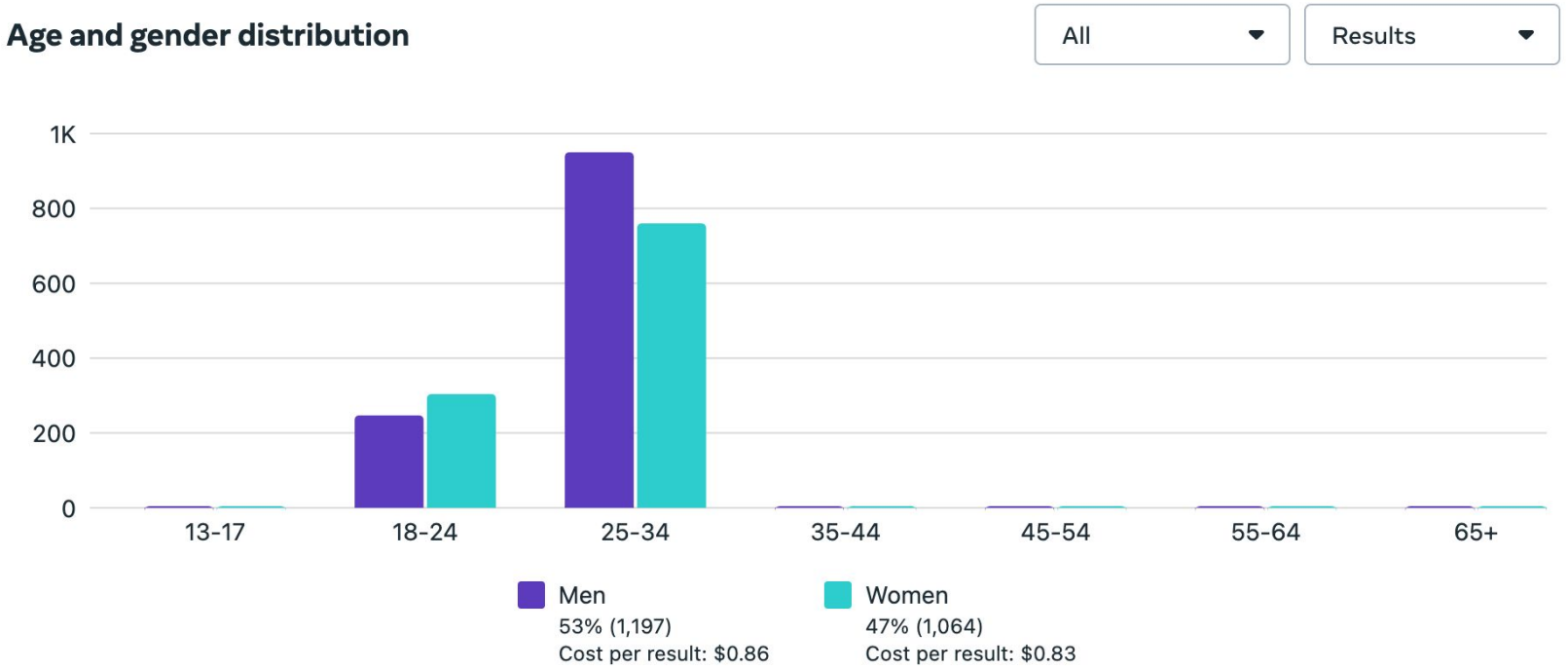
Impressions: 337,186
Link Clicks: 2,279
CPC: $0.85
CTR: 0.68%

Reactions: 54
Comments: 1
Saves: 4
Shares: 2
Follows: 4





Meta Paid Static Ad - Free to Selfie



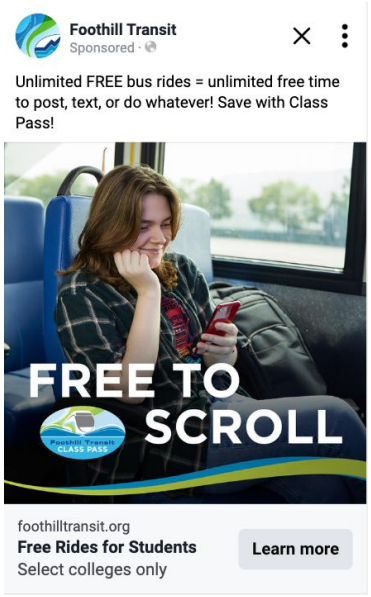
Foothill Transit

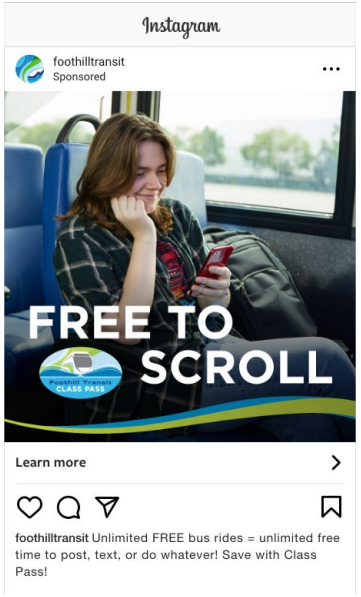
PULSAR

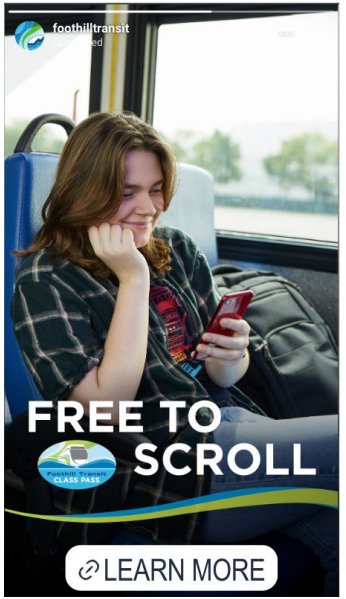
Meta Paid Static Ad - Free to Scroll

Impressions: 342,762
Link Clicks: 2,211
CPC: $0.87
CTR: 0.65%

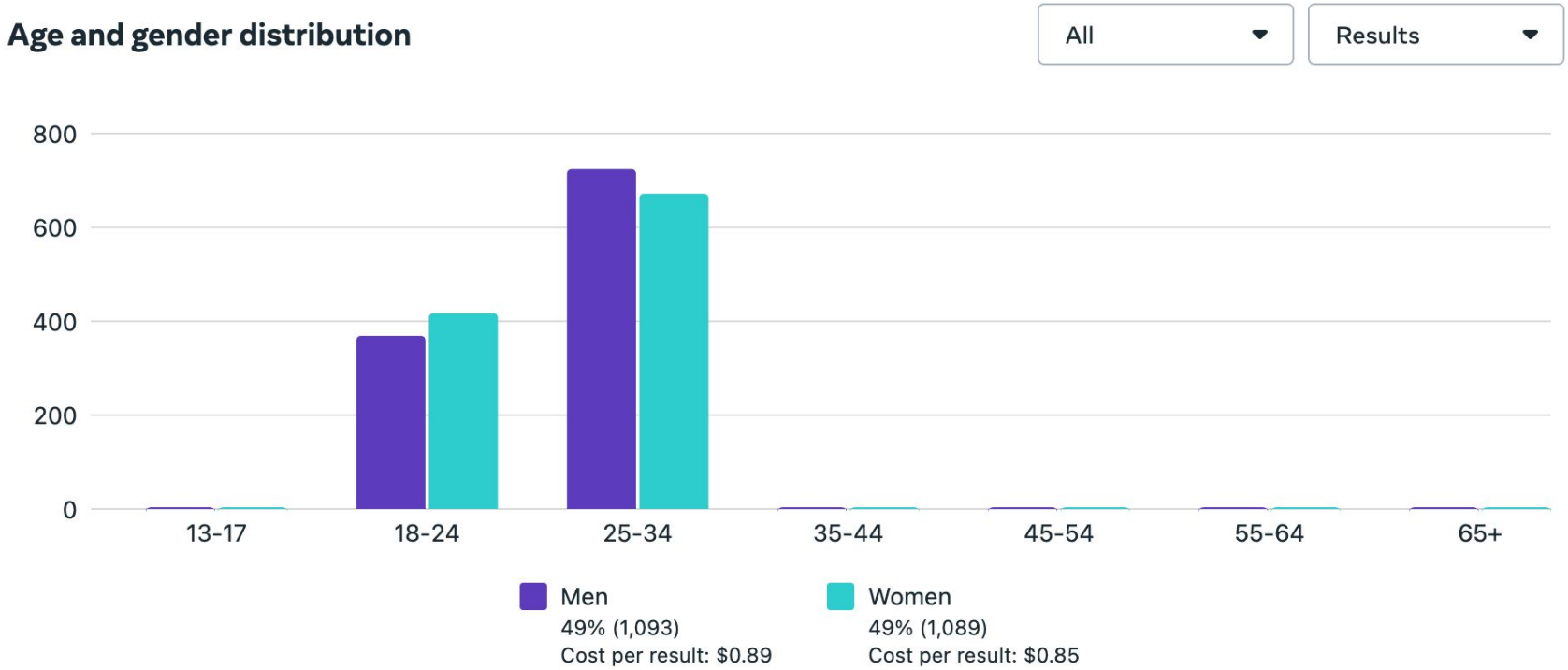
Reactions: 48
Comments: 2
Saves: 12
Shares: 5







Meta - Static - Scroll



Foothill Transit

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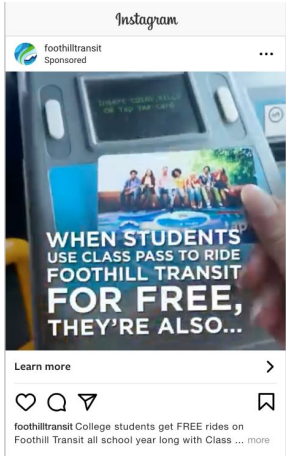
Meta Paid Ads - :15 Video

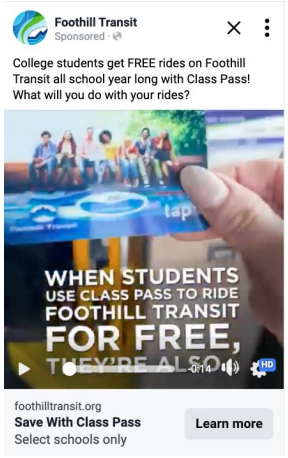
The paid meta video ad performed well across the board with an extremely strong **click through rate of 3.63%**, exceeding benchmarks significantly.

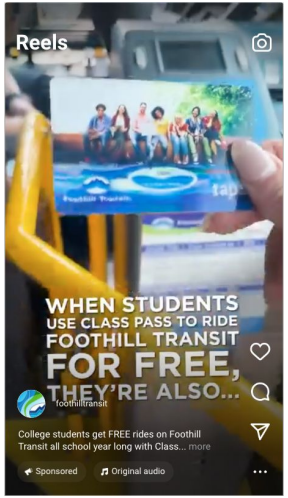
A winning insight to take from this would be to include the most relevant information at the top of the video and keep video short and digestible.

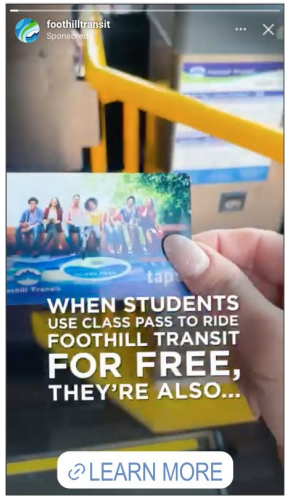
Impressions: 89,947
CPC: $0.75
CTR: 3.63%
Link Clicks: 3,053

Reactions: 109
Comments: 3
Saves: 13
Shares: 14









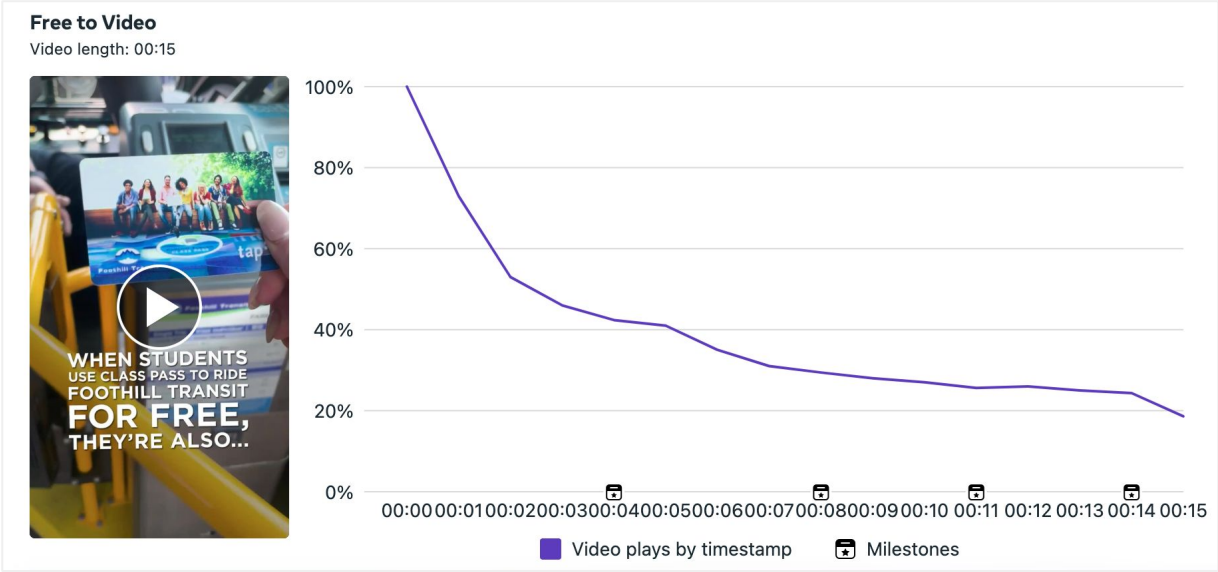
Foothill Transit

PULSAR

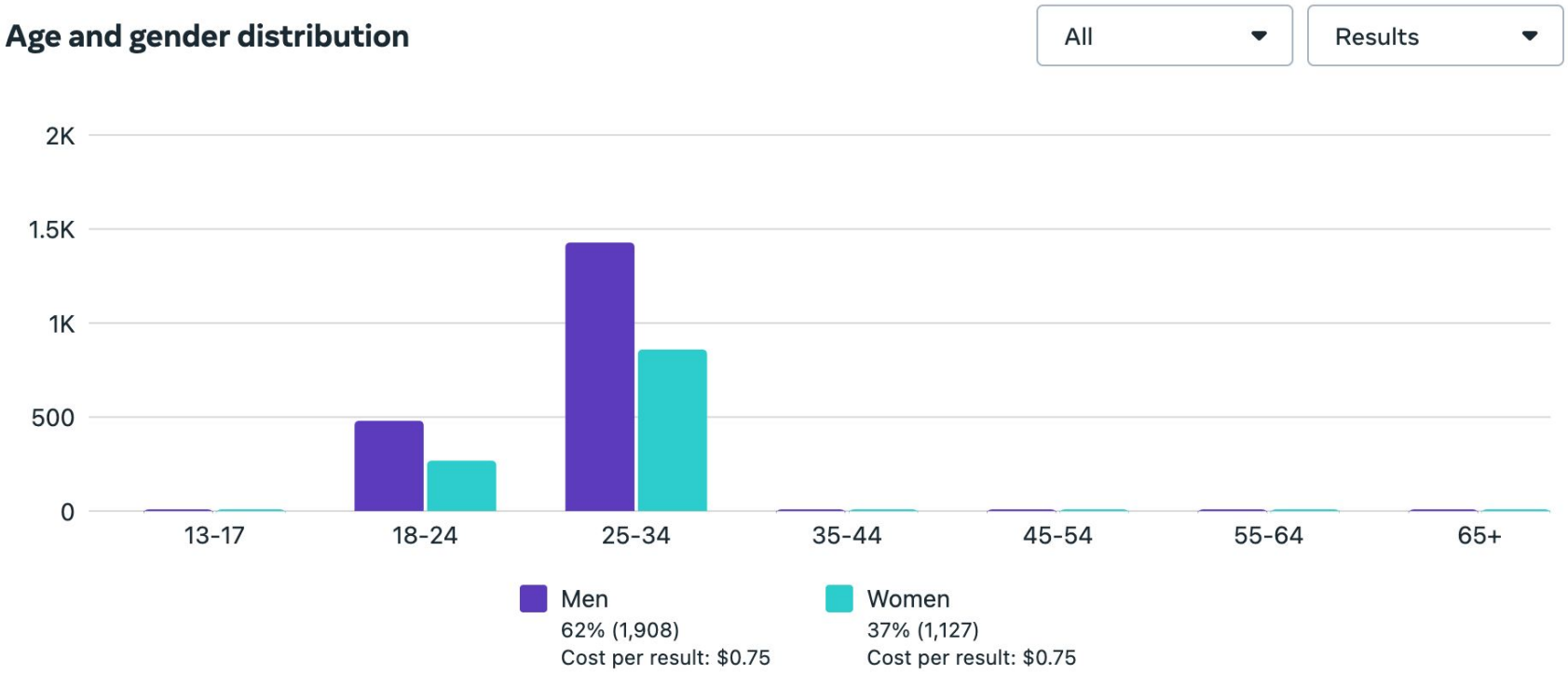
Meta Paid Ads - Video

Video Plays: 80,258
Average Play Time: 00:05

34,005 video plays at 25%
23,614 video plays at 50%
20,552 video plays at 75%
19,531 video plays at 95%



Meta Paid Ads - Video



Boosted Social

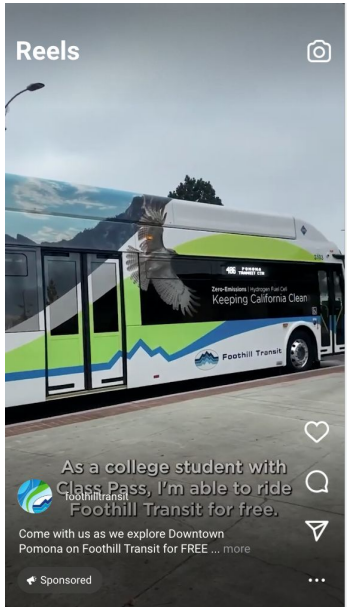
Boosted Instagram - Destination Video

Impressions: 16,852
Video Views: 18,706
Link Clicks: 328
CPC: $0.61
CTR: 0.68%

Reactions: 54
Comments: 1
Saves: 4
Shares: 2
Instagram Profile Visits: 333

In Feed Placement

Stories Placement



Reels Placement

Foothill Transit

PULSAR

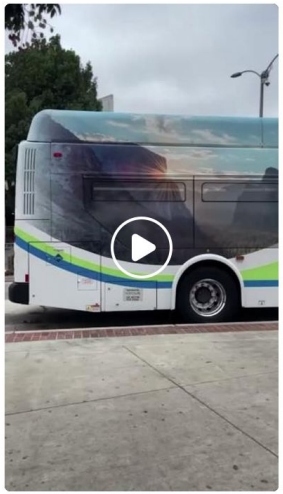
Meta Paid Ads - Video

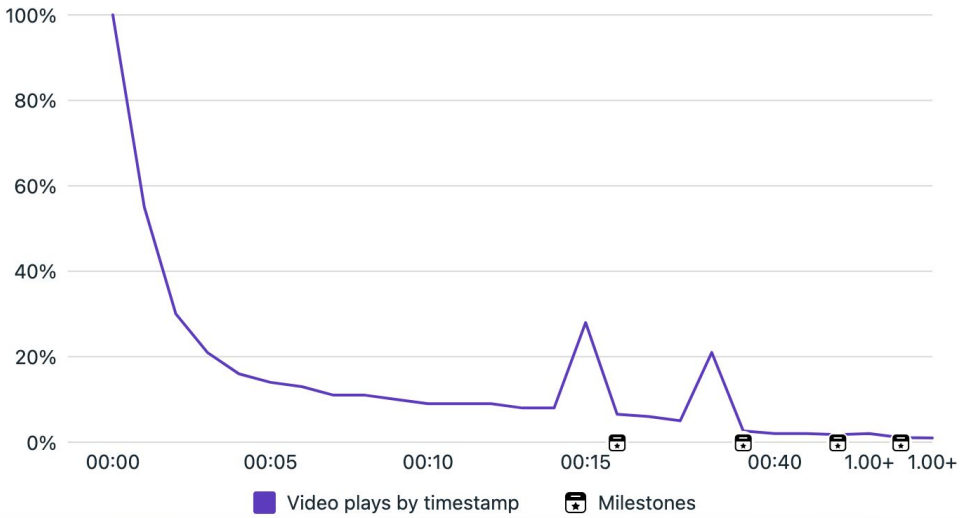
Video plays 18,706

Video average play time 00:05

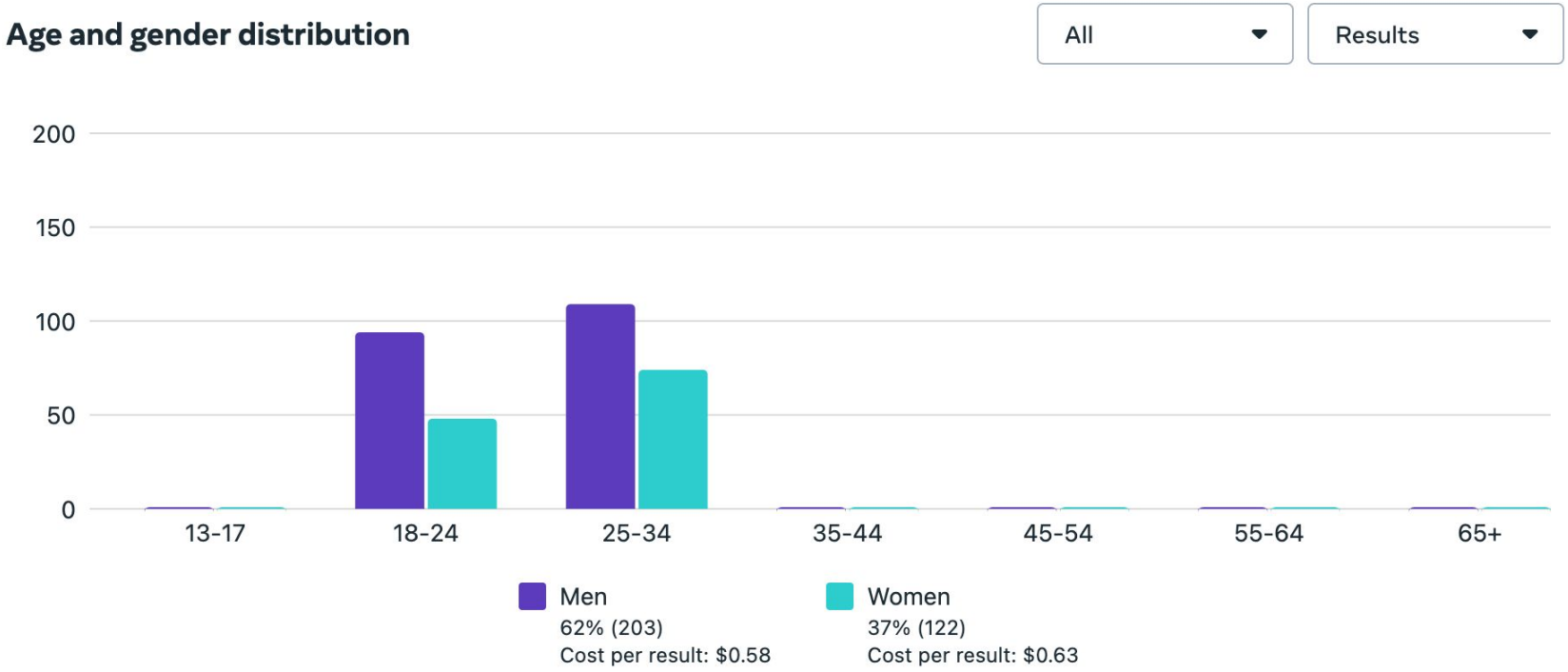
Instagram post: Come with us as we explore...

Video length: 01:14





Boosted Social - Destination Video



Foothill Transit

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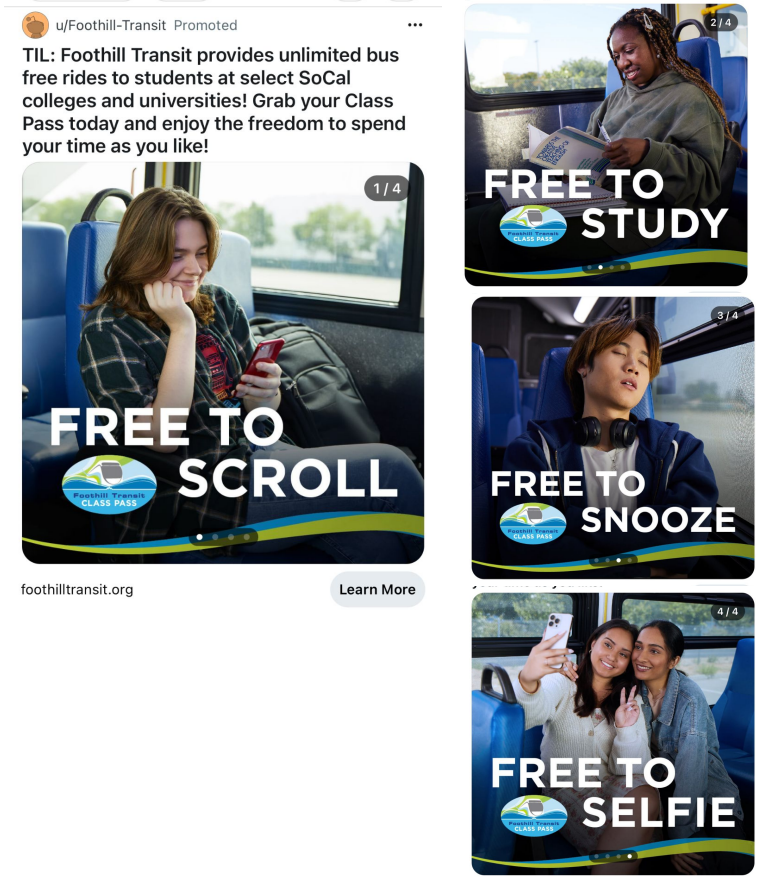
Reddit

Reddit Sponsored Post

The Reddit sponsored carousel ad proved to be successful in reaching a highly targeted, local audience that hit on the key demographics, reaching a majority of **18-34 year olds**. The ad received substantial impressions, hitting on the awareness objective.

Impressions: 892,349
Clicks: 3,734
Avg CPC: $1.09
CTR: 0.418%



Reddit - Top Communities (Clicks)

Below are the top performing targeted communities (subreddits) sorted by number of clicks. An insight we can take away from this are that the larger overarching ‘Los Angeles’ related subreddits performed extremely well for us in volume of both clicks and impressions.

Name	Impressions	Clicks ↓	CPC	CTR
asklosangeles	312,366	1,275	$1.12	0.408%
losangeles	286,664	1,229	$1.08	0.429%
genz	249,056	1,007	$1.05	0.404%
foodlosangeles	132,568	549	$1.10	0.414%
personalfinance	135,507	539	$1.14	0.398%

Reddit - Top Communities (CTR)

In comparison, the top performing targeted communities (subreddits) sorted by the highest click through rates proved to be the much smaller and more specific communities.

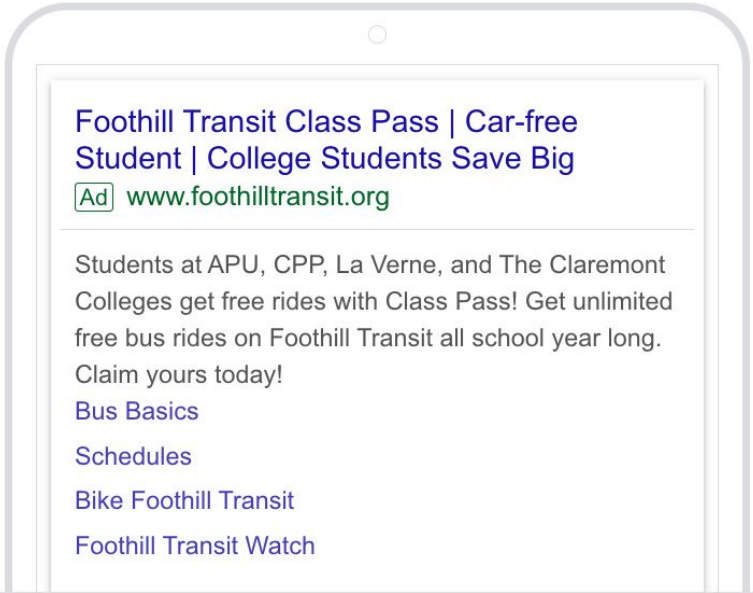
Name	Impressions	Clicks	CPC	CTR ↓
claremontcolleges	372	4	$0.91	1.075%
pomonacollege	252	2	$1.23	0.794%
collegeresults	1,589	11	$1.12	0.692%
sdsu	5,611	32	$1.18	0.570%
transit	5,635	32	$1.05	0.568%

Google Search

Google Search Ads

The Google Search Ads were very successful in the targeting strategy, as seen in the **25.67% click through rate**, proving that the right audience were receiving ads that were extremely relevant and interesting for them.

Impressions: 9,610
Clicks: 2,467
Avg CPC: $1.06
CTR: 25.67%



Google Search Ads - Keywords

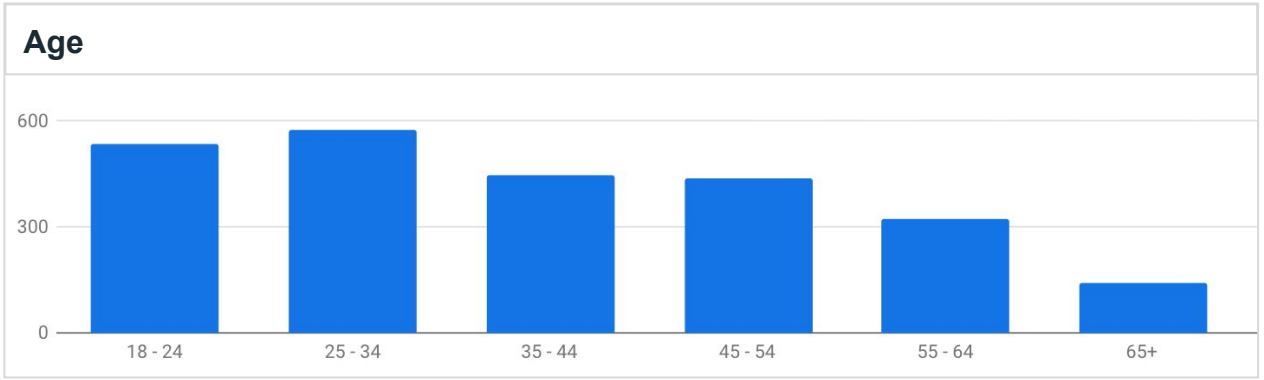
The top keywords performed extremely well when looking at the click through rates. The strongest being “foothill transit” which revived a whopping **40.90% click through rate**.

Notably, the top five performing keywords are the **broad search queries** vs the more specific college related search keywords that we included in this campaign.

	Impressions	Clicks	CTR
public transportation	4,750	821	17.28%
foothill transit	2,741	1,121	40.90%
bus ticket prices and schedules	1,152	349	30.30%
local bus	216	30	13.89%
bus pass	191	37	19.37%

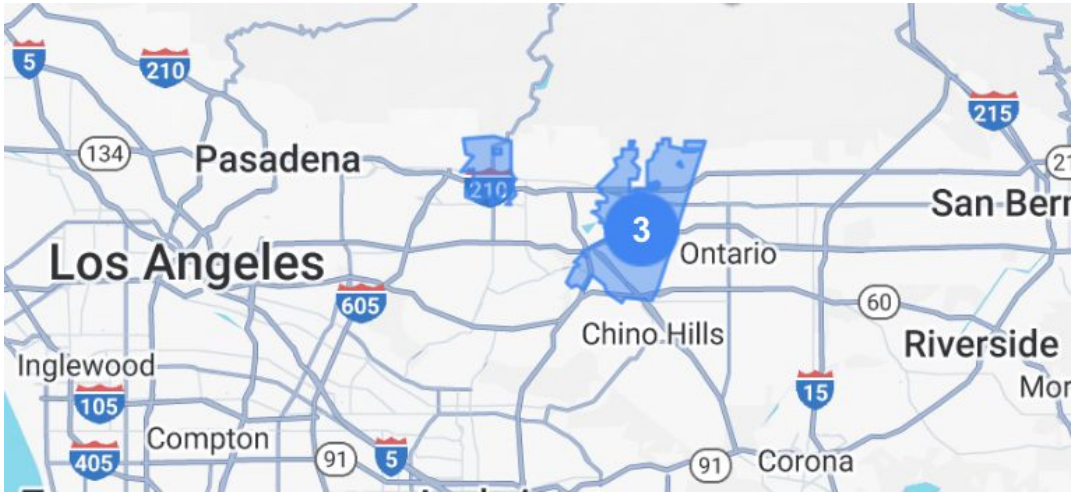
Google Search Ads - Demographics

The top performing age range by number of clicks was **25-34** with **18-24** being a close second. This is perfectly in line with our targeting strategy and campaign goal of reaching an student aged audience.



Google Search Ads - Location

The top performing targeted locations for the Google Search Ads were **Pomona, Azusa, and Claremont.** With Pomona delivering a significant amount of the overall performance, receiving **7,774** of the 9,610 total impressions and **2,017** of the total 2,467 clicks for Google search.

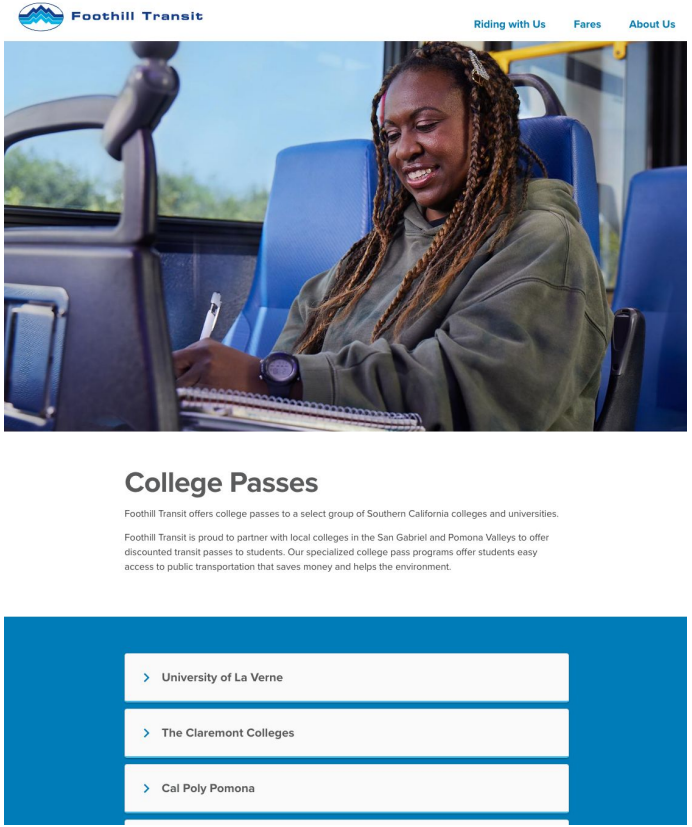


Google Analytics

Google Analytics - Landing Page

The Class Pass landing page saw strong engagement in event count (actions taken on the page), with **20,935 events** tracked, this is likely due to the landing page drop down options and links driving users to each specific college resource page. This same insight likely contributed to the **session duration of 22 seconds**, due to the links provided that drove users away from the landing page itself.

Views: 14,279
Users: 12,289
New Users: 11,304
Average Session Duration: 22s
Event Count: 20,935



Landing Page Traffic Acquisition

Paid Social Static
- Sessions: 6,367
- Avg Session Duration: 22s
- Event Count: 2,301

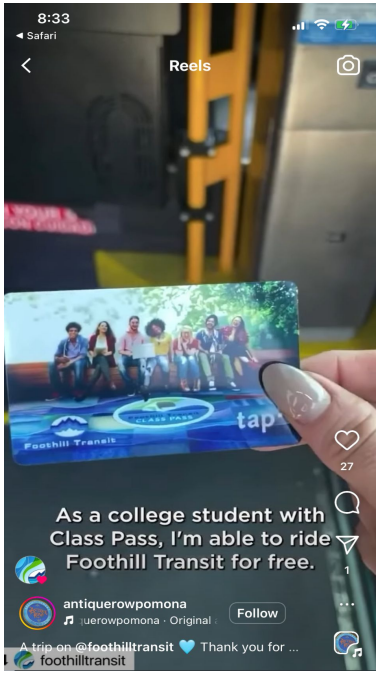
Paid Social Video
- Sessions: 1,605
- Avg Session Duration: 13s
- Event Count: 984

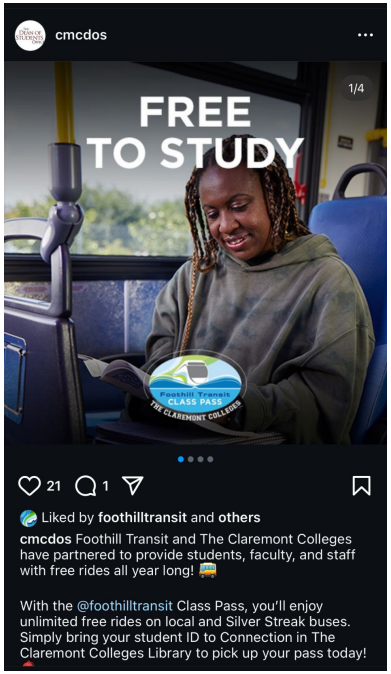
Google Search
- Sessions: 1,008
- Avg Session Duration: 4m 41s
- Event Count: 7,620

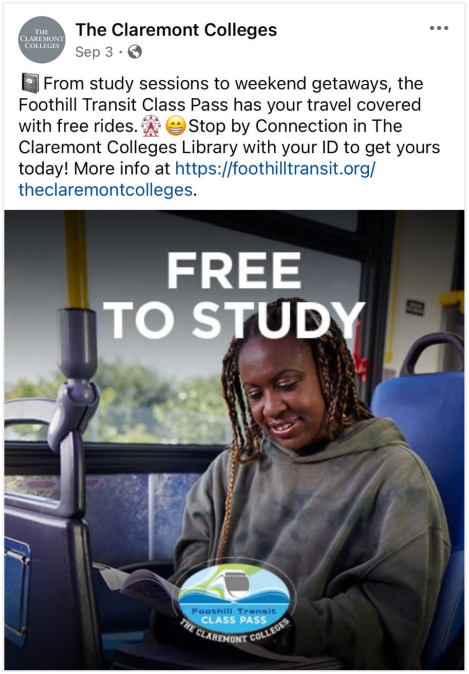
Reddit
- Sessions: 2,698
- Avg Session Duration: 15s
- Event Count: 698

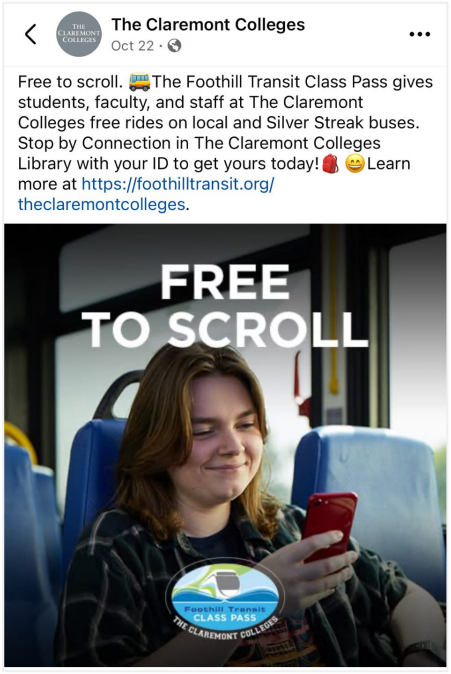
Community Partners

Organic Social - Community Partner Posts









Takeaways & Recommendations

Final Takeaways

The Class Pass campaign as whole performed well and met the goals and objectives, increasing student awareness and participation in the program. The campaign saw great results with over **2.3 million impressions**, a **.80% click-through rate**, and garnering over **18 thousand link clicks** across the paid media platforms.

Additionally, **2024 student ridership increased by 14% in August and 6% in October compared to the same months in 2023.**

By strategically planning the campaign's timing, tailoring the targeting to reach the right audience, and using local students in the campaign's creative, allowed Foothill Transit to foster a sense of community with the schools and students, strengthening their partnership and trust as an affordable, reliable, and sustainable transportation option.

We would recommend continuing to invest in promoting the Class Pass program, reusing the campaign content to help boost mid year enrollment for the Spring semester (late Jan/Early Feb).

Optimizations

Reddit Recommendations
We recommend leveraging Reddit for a spring Class Pass campaign or test. By combining insights from this campaign with the platform's audience data, we can refine our approach to significantly enhance the effectiveness of the copy and creative.

Google Search Targeting
The targeting strategy should include both broad, high-volume audience segments and smaller, highly specific ones. This approach allows the campaign to maximize awareness by reaching new user bases while also engaging a niche audience with hyper-targeted.

Community Partner Channels
Continuing to capitalize on the community partner opportunities. Communicating and coordinating with partners in the community to help organically share out the campaign's message and content.

Optimizations

Media Flight Disruptions
Pausing the paid ads for over a week due to credit card issues likely had a small effect on the ad's overall performance by interrupting algorithms that optimize delivery, causing them to reset when resumed. This loss of momentum reduces targeting efficiency, increases costs, and lowers engagement, making it harder to regain traction of the ads.