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Strategy Summary

Campaign placements include Search, Display, YouTube, DOOH (Digital Out of Home), Meta, CTV (Connected TV), and Spotify.

The overall goal is to drive awareness for the Commuter Rail and increase ticket sales to pre covid levels.

Term Glossary:

Reach:
The number of unique users that your ad was served to (platform specific, and not available from all platforms)

Impressions:
The number of times an ad has been seen (at least 50% of ad creative was placed on a user's screen)

Frequency:
the number of times a user has seen any of your ads within a given timeframe

Clicks:
the number of times a link in your ad is clicked

Engagements:
The sum of reactions, comments, saves, and shares on your post

Objective:
The main purpose of the ad campaign, on which spend is optimized (ex: awareness, traffic)

CPM:
Cost per 1k Impressions

CTR:
Click Thru Rate = the % of impressions that click on your ad

ER:
Engagement Rate = the % of impressions that generate an engagement

Keolis Commuter Rail High Level Summary

Let's check in on your progress.

May 27, 2024 - Sep 30, 2024

All comparisons (% change) are compared to the prior date range immediately preceding the selected date range. Ex: if the selected date range is 54 days, comparisons are made to the 54-day period prior to the start of the selected period.

Across all paid efforts, what have our campaigns achieved?

$278K	35M	109,875
–	–	–
Spend	**Impressions Delivered**	**Clicks on Ads**
Across all paid efforts	The number of times ads have been seen by a targeted user	Clicks on promoted ad content that drive to one of your website pages

Insight Notes + Caveats:

11/25 - 12/8
In November, we paused the following tactics for the Leisure campaigns: Meta, CTV, and YouTube. This led to an overall drop in spend and so volume generated, which was planned for the Holiday period.

Our Paid initiatives generated 3M impressions for an overall $10.21 CPM, providing broad exposure to our target audiences.

With over 14.2k clicks, the overall CTR is 0.45%, which is a bit higher than what we would usually expect from awareness-

How does performance compare across Platforms?

Tactic | Objective

Tactic	Spend	% of Spend	Impressions	% of Imps	CPM	Clicks
Meta	$65,042	23%	19,281,479	56%	$3.37	18,805
Connected TV	$51,562	19%	1,082,134	3%	$47.65	38
Digital OOH	$44,377	16%	2,565,190	7%	$17.30	0
Spotify	$35,103	13%	2,015,040	6%	$17.42	1,801
Display	$25,416	9%	3,071,073	9%	$8.28	7,625
Grand total	**$277,945**	**100%**	**34,562,366**	**100%**	**$8.04**	**109,875**

Insight Notes:

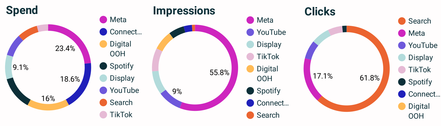
11/25 - 12/8
DOOH Placements accounts for 25% of the spend as they have a heavy investment for awareness compared to other platforms, followed by CTV.

Tiktok and Meta are the primary impression driver, serving 38% and 16% of the impressions generated, respectively. This is due to the large audience they are reaching, with a $3.68 and $6 CPM for Tiktok and Meta.

Context + Caveats

*Engagements included: reactions, comments, saves and shares only. This allows for an apples-to-apples comparison across platforms
- CPM = Cost per 1,000 Impressions (a lower CPM means more efficient

Which platforms account for the most spend? Impressions? Clicks?



Insight Notes + Caveats:

11/25 - 12/8
Tiktok is starting to drive the most impressions as they are reaching both of the Commuter and Leisure audiences. It is also the most delivery efficient tactic with a $3.68 CPM. Historically, Meta has been the primary delivery driver, but we paused the Leisure campaign as of 10/31.

Google Search Ads deliver the highest clicks by targeting users actively searching for public transportation options in Boston, using specific keywords and geo-targeting for events and summer activities.

How are we performing over time on each platform?

Use the button to switch the metric shown in the graph below