

## Hispanic Digital Campaign

The Hispanic campaign launched in the fall of 2021 to reach a key ridership segment for Omnitrans: Spanish speakers. The campaign features a landing page fully written in Spanish to ensure a seamless experience from ad to website. The campaign generates clicks at a low cost due to effective targeting and high-quality creative.

# 2,130

Link clicks

# \$2,621

Total digital media buy

# 769,032

Impressions

# \$3.41

Average CPM

**This paid promotion includes messages about family, shopping, and work.**

- Family ad is outperforming other ads by at least 3x
- Ads run on Facebook, Instagram, and the Google Display Network
- Cost per clicks for this campaign were under \$1 per click on average, showing the efficiency of correct targeting



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## Univision Influencer Partnership Featuring Denise Digital

A partnership with Denise Digital at Univision sparked new life into Omnitrans marketing with fresh, authentic content straight from a lively, local Spanish-speaking influencer. Denise and her mom (a SB local), rode the bus to shopping, dining, and even a Quakes game: showing that riding the bus is easy and fun for everyone. The partnership generated tons of positive engagement from the local community and provided two high-quality evergreen videos for Omnitrans. The campaign had impressive reach, broadening Omnitrans' voice to a much larger audience.

# 297,500

Unique people reached

# \$16,800

Total media buy

# 372,900

Impressions

# 2,700

Total engagement

### Denise's fans responded positively to the videos on social media



- **Positive engagements furthered the reach of the campaign**
- **Denise and her mom offered an authentic look at riding the bus, making it fun and playful**

