

Transit Recovery Campaign Results

November 2020

Vital technology to keep America's transportation functioning

Timeline

June 2020 – September 2020

Tactics

- Programmatic advertising and social media campaign
 - 2 phases: Thinking inside the Box & Moving Beyond
- Webpage launch
 - Interactive application
 - Video
- Sales toolkit
 - Infographic, video, web



Objectives and Key Messages

Objectives

1. Support Transportation Customers

- Showcase that we are delivering on our current obligations
- Raise awareness for technologies that may help during recovery
- Provide tools that ultimately help with their goal: ***Regaining rider trust and confidence in the transit systems ultimately leading to ridership recovery***

2. Position Siemens Mobility for Infrastructure-Related Crisis Funding

- Highlight our US manufacturing footprint
- Raise awareness for technologies that may help during recovery

Key Messages

In these times of “unknown”, technology already has many of the answers we’re looking for.

- There is proven technology that can help us manage capacity issues and help us minimize unnecessary contact.
- Importantly, technology can help us transition between both “over” and “under” capacity situations especially when we may need to limit human interactions.

COVID-19 has taken a big hit on public transportation these days. *But it has not changed the basic need for public transportation.*

- At the end of the day, there are some unalterable facts: Traffic jams and congestion will revert, especially if people use more cars.
- Passengers still want cleaner and more efficient transportation options.

Channels, Tactics & Audiences

Flight 1			June 22 – Aug 4			\$20,547		
LinkedIn, Twitter, Programmatic (Google DV360)								
Creative								
Rail								
Road								
Geotargeting								
Boston DMA			Los Angeles DMA					
New York City DMA			Seattle DMA					
Washington DC DMA			San Francisco DMA					
Las Vegas, NV DMA			Miami DMA					
Audience Targeting								
Key Transit Executives			Gov't Transportation Decision			Manager, Director, VP, Pres., C-Suite, Exec		

Flight 2			Aug 25 – Oct 7			\$28,646		
LinkedIn, Twitter, Programmatic (Google DV360)								
Creative								
Rail Crossing			Electrification Outside Train Window			Houston LRV and Traffic Intersection		
CBTC NY MTA			Americana skyscraper road intersection					
Geotargeting								
Boston DMA			Los Angeles DMA			Chicago DMA		
New York City DMA			Seattle DMA			Atlanta DMA		
Washington DC DMA			San Francisco DMA			Houston DMA		
Las Vegas, NV DMA			Miami DMA			Austin DMA		
Philadelphia DMA			Dallas DMA			Sacramento DMA		
Pittsburgh DMA			Louisville DMA					
Audience Targeting								
Key Transit Executives			Gov't Transportation Decision			Manager, Director, VP, Pres., C-Suite, Exec		



Phase 1 Creative

Siemens Mobility @SiemensMobility

Innovative technology automatically predicts traffic flow and adjusts traffic signals in real time based on real traffic demands to move goods, services and critical personnel to where they are needed most. Learn more sie.ag/3fM2H3n #infrastructure



4:16 PM · Jun 22, 2020 · Twitter for Advertisers

9 Retweets and comments 32 Likes

Siemens Mobility @SiemensMobility

Communities and businesses depend on vital rail systems to move goods, services and critical personnel where they are needed most. Learn more sie.ag/3fM2H3n #infrastructure



4:13 PM · Jun 22, 2020 · Twitter for Advertisers

18 Retweets and comments 140 Likes

- Boston
- New York City
- Los Angeles
- Seattle
- Washington DC
- Las Vegas
- San Francisco
- Miami

The Boston Globe

TRENDING: HOLYOKE SOLDIERS HOME | JOHN DANILEWICZ | RED SOX | BOSTON CITY BUDGET | NORTH END DINING | NINEJECT TRAVEL | LIVESGUIDE | INNOVATION ETC.



OPINION: We are in deep trouble: US records highest one-day total of new COVID-19

The Washington Post

Democracy Dies in Darkness

It's time to move America's railways beyond safe, seamless and sustainable. Moving beyond.



Opinions: Our Democracy in Peril. Trump has advanced authoritarianism and undermined the free world.

S. political divide comes increasingly violent, rattling activists

Phase 2 Creative


- Boston
- New York City
- Los Angeles
- Seattle
- Washington DC
- Las Vegas
- San Francisco
- Miami
- Pittsburgh
- Sacramento
- Chicago
- Philadelphia
- Houston
- Austin
- Atlanta
- Dallas
- Louisville

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Siemens Mobility @SiemensMobility · Aug 25

The country's new challenges call for novel ideas. Find out about the operational and economic benefits of our freight rail #infrastructure solutions.



3 8

Siemens Mobility @SiemensMobility · Aug 25

The country's new challenges call for novel ideas. Find out about the operational and economic benefits of our rail #infrastructure solutions.



7 16

Siemens Mobility @SiemensMobility · Aug 25

The country's new challenges call for novel ideas. Find out about the operational and economic benefits of our urban mobility solutions. #infrastructure



5 9

Overall Results - Programmatic and Social

Programmatic – Display banners
4,073,687 Impressions

LinkedIn
114,061 Impressions

Twitter
533,931 Impressions

Top Performing Cities

- 1. LA – 17%
- 2. New York City – 16%
- 3. Seattle – 16%
- 4. San Francisco – 14%
- 5. Washington, DC – 14%

Top Performing Cities

- 1. Dallas-Fort Worth
- 2. Atlanta
- 3. Seattle
- 4. New York
- 5. Los Angeles
- 6. Washington, DC

Top Performing Regions*

- 1. California – 42%
- 2. New York – 20%
- 3. Massachusetts – 7%
- 4. Washington- 7%
- 5. District of Columbia, US – 3%

Top Performing Publishers

- 1. The Washington Post
- 2. The Wall Street Journal
- 3. The New York Times
- 4. CNN
- 5. USA Today

Top Performing Job titles

- 1. Transportation Assistant
- 2. Executive VP Development
- 3. Vice President Operations
- 4. Chief Strategy Officer
- 5. Maintenance Project Manager
- 6. Senior Civil Engineer

Top Performing Industries

- 1. Transportation/Trucking/Railroad
- 2. Government Administration
- 3. Civil Engineering

4,721,679
Impressions

23,168
Engagements/Clicks

18.75%
Increase CTR
Phase 2 over Phase 1

00:04:53
Avg Time on Site 25%
increase from Phase One

*Twitter regions from Phase 1 only

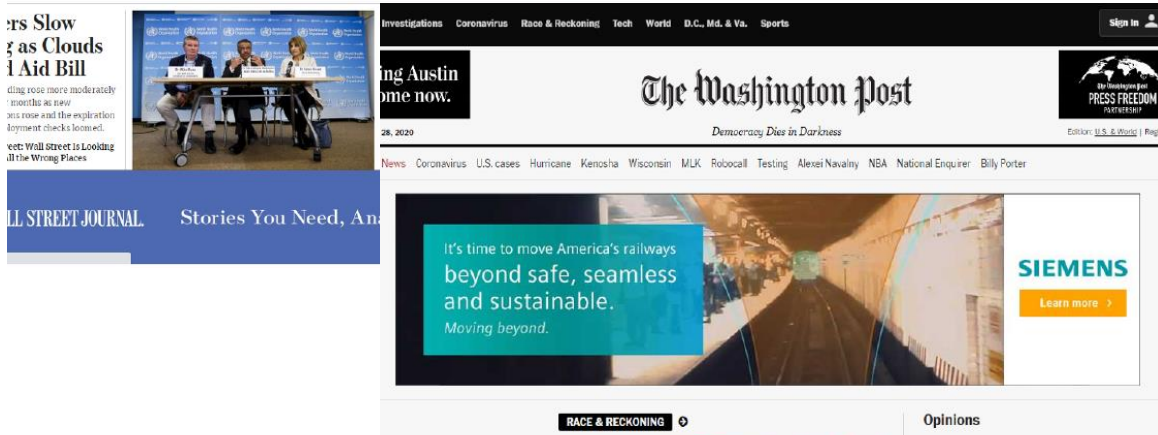


Phase 2 Programmatic and Social Campaign Tactics

Campaign Flight: August 25 – October 7, 2020

Channels: LinkedIn, Twitter & Programmatic
(Google DV360)

Spend: \$28,645.67



New Creative

1. Rail Crossing
2. Electrification Outside Train Window
3. Houston LRV and Traffic Intersection
4. CBTC NY MTA
5. Americana skyscraper road intersection

Geotargeting

XX cities

Audience targeting

Transit agencies, elected officials, senior manager and above



Phase 2 Programmatic and Social Campaign Results

Programmatic – Display banners
2,330,307 Impressions

- Cities
- 1. LA - 17% of total clicks
 - 2. New York City- 16% of total clicks
 - 3. Seattle - 16% of total clicks
 - 4. San Francisco - 14% of total clicks
 - 5. Washington, DC– 14% of total impressions

- Publishers
- 1. The Washington Post
 - 2. The Wall Street Journal
 - 3. The New York Times
 - 4. CNN
 - 5. USA Today

LinkedIn
74,392 Impressions

- Cities
- 1. Dallas-Fort Worth
 - 2. Atlanta
 - 3. Seattle
- Job title
- 1. Transportation Assistant
 - 2. Executive Vice President Development
 - 3. Vice President Operations
 - 4. Chief Strategy Officer
 - 5. Maintenance Project Manager
 - 6. Senior Civil Engineer
- Industry
- 1. Transportation/Trucking/Railroad
 - 2. Government Administration
 - 3. Civil Engineering

Twitter
153,685 Impressions

Regions

2,558,384
Impressions

4,850
Clicks

18.75%
Increase CTR
Phase 1 over Phase 2

14,548
Engagements/Clicks

00:05:26
Avg Time on Site 25%
increase from Phase One



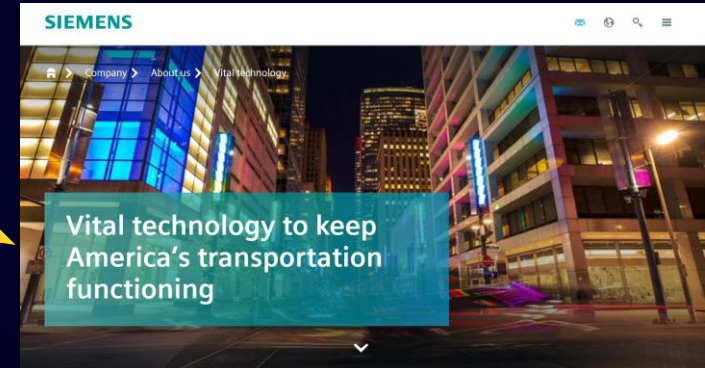
Marketing Infographic | 2 New Videos | Interactive Webpage

[link to page](#)

Layered infographic: Imagining the possibility of a digitalized ecosystem



New webpage for transit recovery



Video: SMO is an Essential Service



[link to stream](#)

Interactive Application SMO solutions for transit recovery

