

# DECI #ROOT4EC Awareness Campaign

2020

## Campaign Highlights:

- The Awareness Campaign generated over 1.3M impressions and almost 18k total clicks in just 3 months.
- The YouTube Campaign garnered over 15k video views.
- Google Display Campaign delivered over 1M impressions and over 7k clicks to the website.
- Facebook was also a strong channel with over 223k impressions, over 10k total clicks, and over 3k clicks to the website.

## Key Insights:

- Facebook was popular with the 'Older Adults' demographic. While 'Young Adults' saw 40% of impressions, 'Older Adults' accounted for 46% of total clicks.
- 'Older Adults' was also the leading demographic in Google Display Ad performance. 'Older Adults' accounted for 54% of impressions ('Families' 25%, 'Young Adults' 21%) and 53% of clicks ('Families' 32%, 'Young Adults' 15%).
- The most popular YouTube ad was 'Outdoor Beauty' with 50% of impressions and 57% of views. 'Shopping' video followed with 25% of views, and 'Food' video got 18% of views.
- Overall, 43.2% of YouTube video views were on TV's and 37.4% on mobile. Google Display saw tablets being the most popular device with 65.2% of total clicks followed by mobile (34.5%).

## Top Clicked-On Facebook and Google Display Ads:

