



BIKE MS 2015 WRAP UP REPORT

September 28, 2015

OVERVIEW & TOPLINES

BIKE MS 2015

Our marketing efforts aimed to boost event registrations and bring in new riders in target markets while creating a baseline for future marketing efforts.

- Ads ran Feb 2 – Sep 19
- Targeted potential riders in the following markets:
 - Dallas
 - Chicago
 - Godfrey (St. Louis)
 - Atlanta
 - Kansas City
 - San Francisco
 - Las Vegas

OVERVIEW & TOPLINES

FINAL RESULTS

- Spent \$253,477 and generated:
 - Over 41.5 million impressions
 - 116,873 clicks
 - 2,052 event registrations
 - CPA of \$123.53



OVERVIEW & TOPLINES

CAMPAIGN LEARNINGS

LAST THREE WEEKS ARE CRUCIAL

For most markets, the majority of marketing conversions came in the last three weeks. In Dallas, 60% of conversions came in the last three weeks and 80% in the last six weeks.

DEADLINES & URGENCY DRIVES ACTION

Every market we ran ads in saw a sharp uptick once we got within one month or within a few weeks of each event.

REMARKETING WORKS

Google Remarketing had the highest conversion rate at 31.5% and lowest CPA at \$21.47. Driving clicks at the beginning of the lookback window will be key to 2016 success.

NOT ALL CPAs ARE CREATED EQUAL

While our campaigns drove an average CPA of \$123, each rider at these events brought in an average of \$653 in donations.

LEARNINGS BY PLATFORM

CAMPAIGN INSIGHTS

SEARCH

Google Search is key bottom of the funnel tactic to capture users that see our ads on other platforms. Deadlines and urgency are key on search.



- **Deadlines and urgency drives action on search**
 - Price increases and deadlines should be called out in search copy
- **Search completes the funnel**
 - Click throughs on search were second highest of any platform
 - Search captures users that already have a desire or inclination to register

CAMPAIGN INSIGHTS

DISPLAY

Display is comprised of Google Remarketing, Under Armour, Precision, and Media IQ banner placements.



- Display banners proved successful in reaching new riders and introducing them to Bike MS
- **Best Display Efficiency: Remarketing**
 - Highest conversion rate (31.5%) and lowest CPA (\$21.47)
- **Strongest Overall Performer: Media IQ**
 - Brought in the most conversions (613) at a reasonable CPA of \$160
 - Media IQ performance varied widely between markets

CAMPAIGN INSIGHTS

FACEBOOK

Facebook is an essential tactic for Bike MS. 675 of our 2,052 total conversions were driven by Facebook ads.



- **Facebook is a highly versatile and important platform for Bike MS**
 - Facebook ads accounted for 77% of total clicks and 32% of total conversions
- **Facebook remarketing drove more conversions than all the other audiences combined**
- **Moving Forward:** utilize page like campaigns to build permanent remarketing pool

CREATIVE & AUDIENCE INSIGHTS

CAMPAIGN INSIGHTS

CREATIVE

Throughout the course of our 2015 Bike MS campaigns, we A/B tested many pieces of creative and measured success based off of click through rates, Facebook shares, and conversions.

ENTHUSIASTIC RIDERS MAKE FOR GREAT ADS

Creative with riders fist pumping or showing excitement in other ways generally drove the highest click through rates.

DEADLINE COPY & URGENCY DRIVES CLICKS

Urgency and specificity about price increases and deadlines drives users to click.

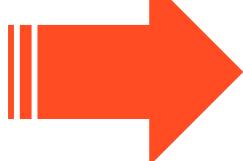
GRAPHIC IMAGES ARE VERY SHAREABLE

The graphic images we tested on Facebook generally led to more shares than pictures of riders.

CAMPAIGN INSIGHTS

CREATIVE

Enthusiastic Rider
+ Urgency



Bike MS  March 3 · 

Plano → Texas Motor Speedway → Fort Worth's Sundance Square
The two day ride includes a journey through historic cities and an opportunity to take a lap around Texas Motor Speedway!
Register now while there's still time.



Register for Bike MS
REGISTER NOW

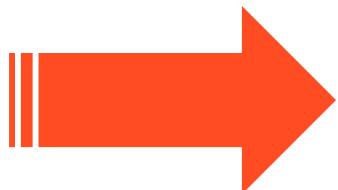
Bike MS  March 3 · 

Challenge your friends, your coworkers and yourself.
Join a team and register for Bike MS: Tour de Farms today.

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4.77
CTR

Eye-Catching
Graphic Image



Don't just ride, Bike MS
REGISTER NOW

Don't Just Ride, Bike MS
For cyclists and all those seeking a personal challenge and a world free of MS, Bike MS is the premier fundraising cycling series in the nation.

NATIONALMSSOCIETY.ORG

 Like  Comment  Share

180
SHARES

CAMPAIGN INSIGHTS

AUDIENCES

Throughout our Bike MS campaigns we tested various audiences to measure performance and bring new riders into the fold.



Cycling & Fitness Enthusiasts



Outdoors/Active Interests



Past Participants



Demographic Match



Donation & Purchasing Behaviors

CAMPAIGN INSIGHTS

AUDIENCES

By adding additional audiences and testing new pools of potential riders, we were able to bring in new riders while also building our remarketing audience.

DEMO MATCH DROVE LOW CPAS BUT HAD TROUBLE SPENDING

Demo match performed almost as well as remarketing but was not able to spend as much as our other audiences. For 2016, we recommend creating a lookalike audience of Bike participants to deal with this scale issue.

UTILIZE ALL FORMS OF REMARKETING

Remarketing consistently drove the lowest CPAs and tactics like Facebook page likes should be utilized in the future to build up a permanent remarketing pool.

LOW VARIATION IN PERFORMANCE BETWEEN AUDIENCES

Overall, our audiences (other than remarketing) performed surprisingly similar to one another.