



Bike MS Digital Advertising  
2017 Recap Report

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# Toplines

- Achieved conversion targets for all 19 markets
  - Total Conversions: 16,988
    - 4,001 Click-Through Conversions
    - 12,987 View-Through Conversions
  - Target Conversions: 5,335
- Achieved gross CPA goal in all 19 markets
  - Gross CPA: \$44.56
  - Target CPAs: \$80, \$150, and \$160
- Successfully launched first-year campaigns in Kansas City and North Florida
- Learnings from 2017 inform 2018 Bike MS digital strategy

# Final 2017 Digital Advertising Program Performance

Campaign Spend (Gross)			Impressions		
2017	2016	2015	2017	2016	2015
\$757,062	\$596,899	\$253,477	240.9M	216.6M	41.5M
Clicks			Cost Per Click		
2017	2016	2015	2017	2016	2015
487K	1.1M	116K	\$1.55	\$0.54	
Acquisitions (Registrations)			Cost Per Acquisition		
2017	2016	2015	2017	2016	2015
16,988	6,205	2,052	\$44.56	\$96.20	\$123.53
Total Markets			Tiers		
2017	2016	2015	2017	2016	2015
19	16	7	3	3	1

# Conversion Performance

*Markets Sorted by Total Conversions*

Campaign	Impressions	Clicks	Click-Through Conversions	View-Through Conversions	Total Conversions	Target Conversions	2016 Total Conversions
Houston	13,968,334	32,554	964	2,532	3,496	438	1,475
Philadelphia	13,247,726	29,362	335	1,382	1,717	326	730
Minneapolis	11,501,764	19,535	285	1,175	1,460	216	421
Denver	13,615,396	23,798	320	1,110	1,430	307	408
New York City	14,809,581	43,474	340	893	1,233	307	616
Dallas	18,495,120	29,773	223	876	1,099	307	268
Boston	16,447,148	26,516	227	693	920	307	357
Los Angeles	16,525,481	33,072	107	600	707	307	-
Chicago	18,846,265	33,835	152	519	671	374	338
Godfrey	10,107,138	18,415	139	375	514	216	-
North Carolina	11,303,462	20,938	134	346	480	216	206
San Diego	13,752,432	35,065	110	368	478	307	290
Utah	10,781,885	19,220	115	361	476	216	194
North Florida	11,673,535	36,704	127	287	414	216	-
Kansas City	9,078,518	16,990	101	305	406	216	-
San Francisco	12,170,436	23,231	61	335	396	320	257
Seattle	10,024,511	17,024	78	305	383	307	249
Ohio	8,913,158	14,782	107	248	355	216	87
Wisconsin	5,681,275	13,029	76	277	353	216	231
<b>TOTAL</b>	<b>240,943,165</b>	<b>487,317</b>	<b>4,001</b>	<b>12,987</b>	<b>16,988</b>	<b>5,335</b>	<b>-</b>

# CPA Performance

## *Markets Sorted by CPA*

Campaign	2017 Gross CPA	2017 Target CPA	2016 Gross CPA
Houston	\$11.35	\$80	\$22.96
Minneapolis	\$23.30	\$160	\$82.37
Philadelphia	\$26.75	\$150	\$62.46
Denver	\$30.23	\$150	\$85.97
Dallas	\$41.20	\$150	\$164.56
New York City	\$44.98	\$150	\$74.80
Boston	\$49.79	\$150	\$130.43
Ohio	\$61.36	\$160	\$259.15
Wisconsin	\$70.41	\$160	\$99.08
Seattle	\$71.19	\$150	\$170.62
Godfrey	\$71.28	\$160	-
Utah	\$71.80	\$160	\$118.70
Los Angeles	\$73.15	\$150	-
Chicago	\$80.03	\$150	\$135.99
North Carolina	\$80.83	\$160	\$162.59
San Francisco	\$82.91	\$150	\$176.00
North Florida	\$89.41	\$160	-
Kansas City	\$97.62	\$160	-
San Diego	\$102.96	\$150	\$151.29
<b>TOTAL</b>	<b>\$44.56</b>	<b>-</b>	

# Market Notes

Total Conversions		
Campaign	2017	2016
Houston	3,496	1,475
Philadelphia	1,717	730
Minneapolis	1,460	421
Denver	1,430	408
New York City	1,233	616
Dallas	1,099	268
Boston	920	357
Los Angeles	707	-
Chicago	671	338
Godfrey	514	-
North Carolina	480	206
San Diego	478	290
Utah	476	194
North Florida	414	-
Kansas City	406	-
San Francisco	396	257
Seattle	383	249
Ohio	355	87
Wisconsin	353	231
<b>TOTAL</b>	<b>16,988</b>	<b>-</b>

Gross CPA		
Campaign	2017	2016
Houston	\$11.35	\$22.96
Minneapolis	\$23.30	\$82.37
Philadelphia	\$26.75	\$62.46
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Seattle	\$71.19	\$170.62
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Utah	\$71.80	\$118.70
Los Angeles	\$73.15	-
Chicago	\$80.03	\$135.99
North Carolina	\$80.83	\$162.59
San Francisco	\$82.91	\$176.00
North Florida	\$89.41	-
Kansas City	\$97.62	-
San Diego	\$102.96	\$151.29
<b>TOTAL</b>	<b>\$44.56</b>	

# Platform Performance

Platform	Impressions	Clicks	CTR	CPC	Click-Through Conversions	View-Through Conversions	Total Conversions	Gross CPA
Facebook	73,764,375	280,434	0.38%	\$1.53	2481	9040	11521	\$42.74
Instagram	19,081,452	23,305	0.12%	\$2.80	94	1265	1359	\$55.12
Google Display	147,695,440	163,232	0.11%	\$0.92	241	2981	3222	\$53.55
Google Grant Search	224,638	18,798	8.37%	\$0.66	1237	0	1237	\$11.47
Google Paid Search	216,432	1,503	0.69%	\$1.48	7	18	25	\$102.19

2016				2017			
Platform	Percent of Spend	Conversions	CPA	Platform	Percent of Spend	Conversions	CPA
Social	37%	2,471	\$90.40	Social	75%	12,880	\$44.05
Display	44%	2,726	\$96.30	Display	23%	3,222	\$53.55
Search	19%	1,081	\$105.00	Search	2%	1,262	\$13.27



# Campaign ROI / Constituent ID Mapping

- Identified and captured 1132 constituent IDs from display, search, and social advertising for our focus market events.
- Of these, 61% (692) were new participants and 39% (440) were return participants.
- Total fundraising revenue of identified constituents is \$792,299.93.
- Average fundraising per participant is \$699.91.
- Average CPA is \$44.56.
- Average fundraising revenue per participant is 1571% the CPA.

# 2017 Top Learnings

- Fee increases continue to successfully deliver cost-effective registrations and were the top performing weeks in nearly all markets.
- Social converts at a greater scale and lower CPA than display. The adjustment of budget from display to social capitalized on this trend.
- Video effectively drove traffic to the website to quickly grow the remarketing pool.
- Slow initial Instagram performance is a warning sign for trouble in a market. When this occurs, recommend adjusting budget to Facebook. In 2017, these markets included Los Angeles, Utah, and Chicago.
- Google Grant spending was difficult to scale and should be reevaluated for 2018.
- Lookalike audience was the top performing prospecting audience across all markets on social. Moving forward, continue to test new lookalike audiences.
- Based on performance in 2017, outstanding results should be predicted for Houston, Philadelphia, New York City, Minneapolis, Dallas, and Denver.
- Based on performance in 2017, extra attention should be paid to the California markets of San Francisco and San Diego, the newer markets of Kansas City and North Florida (hurricane), and the new markets of San Antonio and Washington, D.C.

# Appendix

# Constituent ID Mapping

Total Trackable Conversions  
**1132**

**692** New Participants  
**61%** New Participants

**440** Return Participants  
**39%** Return Participants

# Constituent ID Mapping

Total Fundraised Revenue  
**\$792,299.93**

New  
Participant  
Revenue  
**\$366,013.91**

New  
Participant  
Avg. Raised  
**\$528.92**

Return  
Participant  
Revenue  
**\$426,286.02**

Return  
Participant  
Avg. Raised  
**\$968.83**

# Methodology and Limitations

- Constituent IDs are captured in our Floodlight tags and then synced back to Convio data.
- Please note that not all digital conversions are represented in this data. Only click-through conversions for search and social constituent IDs can be mapped, so view-through conversions for search and social are not included in this report.
- Fundraising revenue is the total of all confirmed gifts.