Ad set

1. Country: USA
2. Gender: All
3. Interest Targeting (People who match at least one of the following):
   1. Interests:

— Veterans, Supporting Our Veterans, Support Our Veterans

— United States Department of Veterans Affairs, Veterans Health Administration, Veterans Advantage

— American Legion, Veterans of Foreign Wars, Disabled American Veterans, Paralyzed Veterans of America, Wounded Warrior Project, Student Veterans of America, National Military Family Association, Iraq and Afghanistan Veterans of America, AMVETS

— United States Armed Forces, Army, United States Army, Navy, United States Navy, Marines, United States Marine Corps, Air Force, United States Air Force, Coast Guard, United States Coast Guard

— Reserve components of the United States Armed Forces, United States Army Reserve, United States Navy Reserve, United States Marine Corps Reserve, United States Coast Guard Reserve

* 1. Behaviors: Veterans (Charitable Donations)
  2. Other targeting fields: Veteran (Job titles), Veterans (US) (Industries), Military (Industries), United States Army (Employer), United States Navy (Employer), United States Air Force (Employer), United States Marines (Employer), United States Air Force Reserve (Employer), Veterans in home (Household composition)

1. Age: 18-65+ (i.e. No age restrictions)
2. Ad placement: Facebook News Feed (Excluded: Facebook Right Column, Facebook Promoted Posts; Instagram, Instant Articles, Audience Network)
3. Ad modality: Computer (desktop/laptop) (Excluded: smartphone browser, Facebook app)
4. ‘Call to Action’ button: None
5. Duration of ad: 3 weeks
6. Ad scheduling: All the time (vs. at specified days/times)
7. Budget type: Lifetime (vs. daily)
8. Lifetime budget: ~$7200 (Total, for all ads)
9. Type of campaign: Traffic
10. Optimization: Link clicks (vs. impressions or daily unique reach)
11. Charged for: Impressions (vs. link clicks)
12. Bidding: Automatically set bid
13. Ad schedule (all ads simultaneously):
    1. Friday 2/3/17 9 AM – Friday 2/24/17 9 AM
       1. Total budget: $5400
       2. Budget per ad: $360
14. Page: “OHSU Brain Institute” (vs. “Oregon Health and Science University (OHSU)”)

Metrics:

1. Reach: total unique ad recipients
2. Impressions: number of times the ad is presented
3. Cost per 1,000 impressions (CPM: “Cost per mille”)
4. Number of ad clicks
5. Click-through rate (CTR): ad clicks divided by impressions
6. Cost per click (CPC): total ad cost divided by ad clicks
7. Number and percent enrolled: total number of participants who click button to indicate consent and proceed to second survey page, and that number divided by impressions
8. Cost per survey enrollment: Total ad cost divided by number enrolled
9. Number and percent completing: total number of participants who proceed past the last page which contains survey questions (other than contact information), and that number divided by impressions
10. Cost per completion: Total ad cost divided by number completing
11. Number of “likes” on ads
12. Number of comments on ads
13. Number of times ads are “shared”

Image sources:

Computer: http://www.gettyimages.com/license/518414048

Family: http://www.gettyimages.com/license/514645990

Veterans: http://www.gettyimages.com/license/627748560

Ad URLs:

Each ad will have a slightly different URL, which will allow us to use REDCap to track which ad a participant arrived from.

The URL for the ads will be https://octri.ohsu.edu/redcap/surveys/?s=TXJ84RT8XC&fba= plus a unique code for each ad which indicates the image and text the ad uses.

The codes are ‘c’ for computer, ‘f’ for family, and ‘v’ for veteran, plus ‘alt’ for altruism, ‘emp’ for empowerment, ‘inc’ for incentive, ‘sha’ for sharing, and ‘soc’ for social norms.

For example, the code for an ad featuring the veteran family and the headline text “Will you share this with one veteran you know?” would be ‘fsha’, and the full URL would be <https://octri.ohsu.edu/redcap/surveys/?s=TXJ84RT8XC&fba=fsha>.

The full list of codes, from left to right, is: calt, falt, valt; cemp, femp, vemp; cinc, finc, vinc; csha, fsha, vsha; csoc, fsoc, vsoc.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Computer: | Family: | Veterans: |
| Altruism: |  |  |  |
| Empowerment: |  |  |  |
| Incentive: |  |  |  |
| Sharing: |  |  |  |
| Social norms averages: |  |  |  |

Changes from Week 1:

1. Change of page running the ads, from “Oregon Health and Science University (OHSU)” to “OHSU Brain Institute”. Goal: Decrease overrepresentation of Oregon residents by avoiding having the word “Oregon” in the ads.
2. Change in link description (smaller line of text below picture), from “OHSU is a leading academic health center where healing, teaching, and discovery come together.” to “Veterans in every state needed to participate.” Goal: Decrease overrepresentation of Oregon residents by emphasizing nationwide nature of survey.
3. Change in main text, from “Veterans who served since 2001 are needed for an online health survey designed by university researchers.” to “Veterans who served between 2001 and 2017 are needed for an online health survey designed by university researchers. Goal: Clarify/emphasize the era eligibility criterion, so that fewer participants fail the eligibility check.