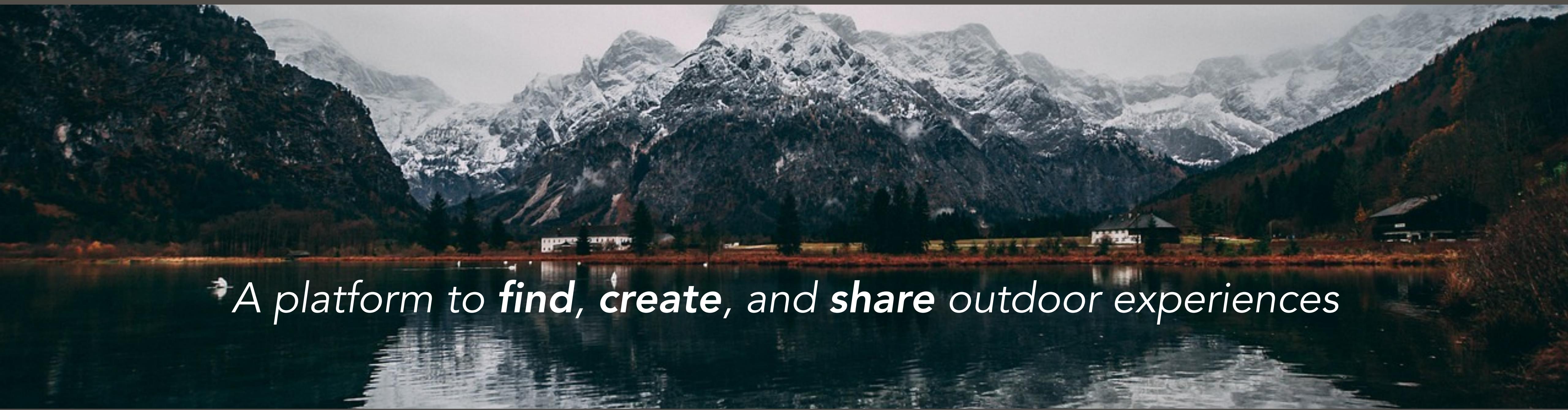


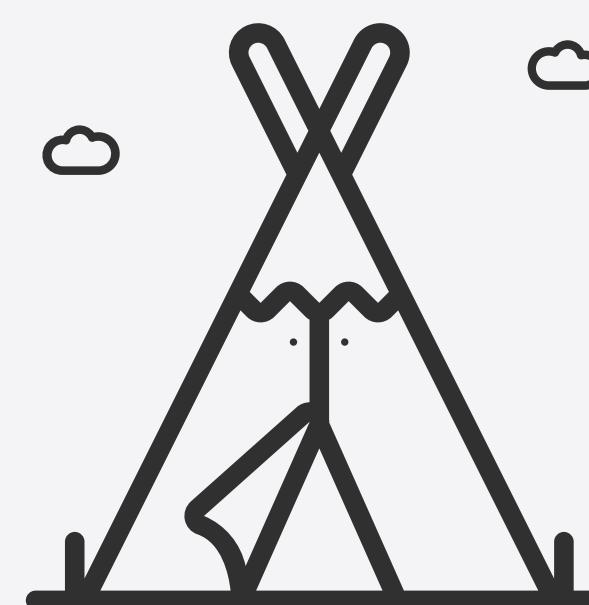
YourTrek

Christopher J. Schmank
UX Strategy Portfolio
Facebook Ad
Campaigns
Spring 2020





A platform to **find**, **create**, and **share** outdoor experiences



YourTrek

Christopher J. Schmank
UX Strategy Portfolio
Facebook Ad
Campaigns
Spring 2020





Problem Statement

Outdoor enthusiasts in LA have difficulty finding new areas to explore



Initial Value Proposition

Trip Advisor for Outdoor Enthusiasts

Validated Provisional Persona



LA-based Outdoor Enthusiasts

Description

- Mid 20s to early 40s
- **Prefer strenuous, outdoor activities**
- Finds it difficult to find new areas to explore

Behaviors

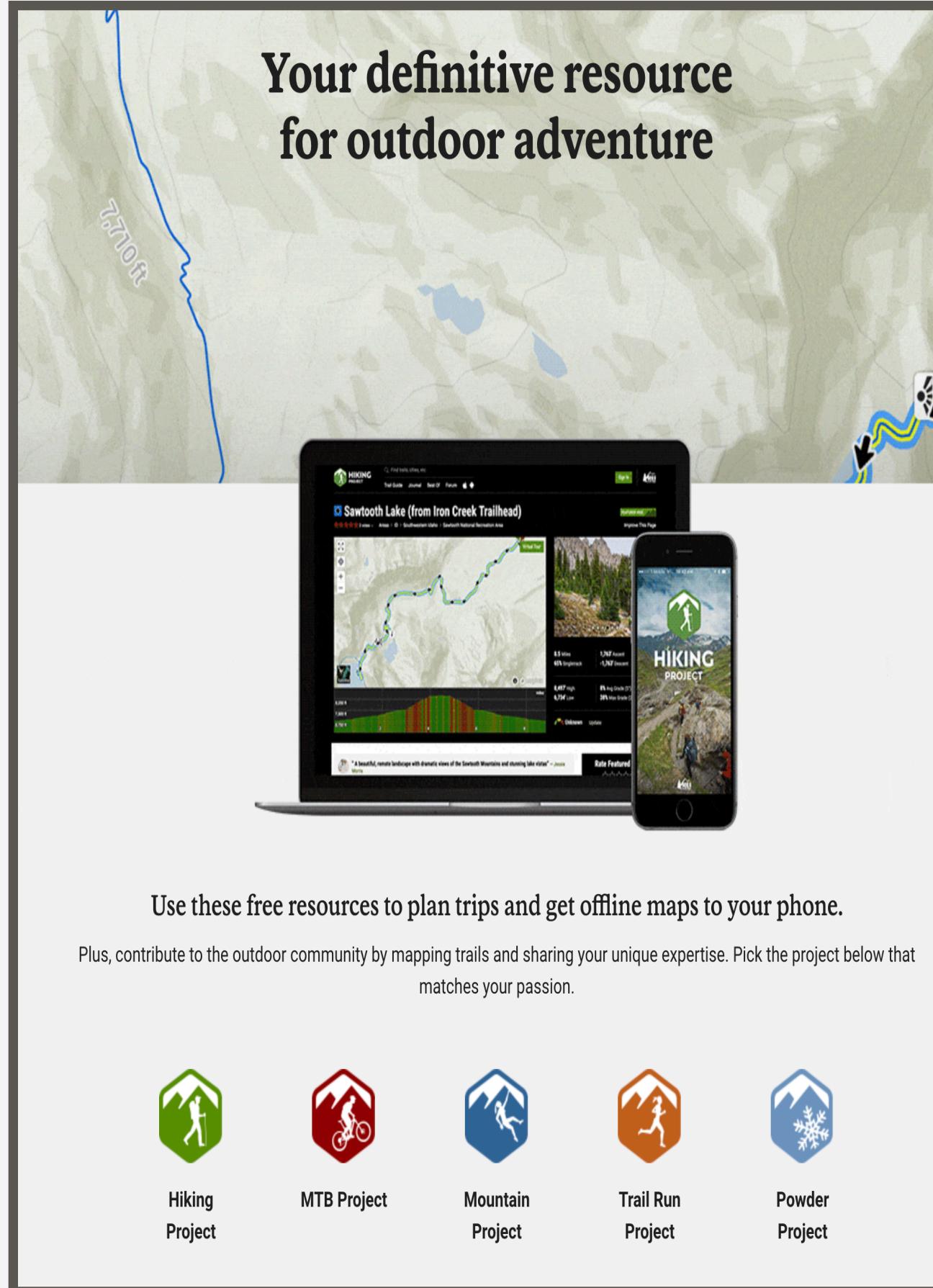
- Regularly exercises outdoors **2-3 times per week**
- Often looking for novel outdoor activities
- **Primarily uses word of mouth** when visiting new locations for exploration

Needs & Goals

- **Wants to find new locations** to explore
- Would like access to novel trails/trailheads
- Wants information to help plan outdoor activity

Most Threatening Competitors

REI Adventure Project



The landing page for REI Adventure Project features a large map of a mountainous region with a blue trail highlighted. Overlaid on the map is the text "Your definitive resource for outdoor adventure". Below the map are two devices displaying the app interface: a tablet showing a map with a route and elevation profile, and a smartphone showing a similar interface. A call-to-action below the devices reads: "Use these free resources to plan trips and get offline maps to your phone." At the bottom, there's a note encouraging users to contribute to the community by mapping trails and sharing expertise, followed by five project icons: Hiking Project, MTB Project, Mountain Project, Trail Run Project, and Powder Project.

Your definitive resource for outdoor adventure

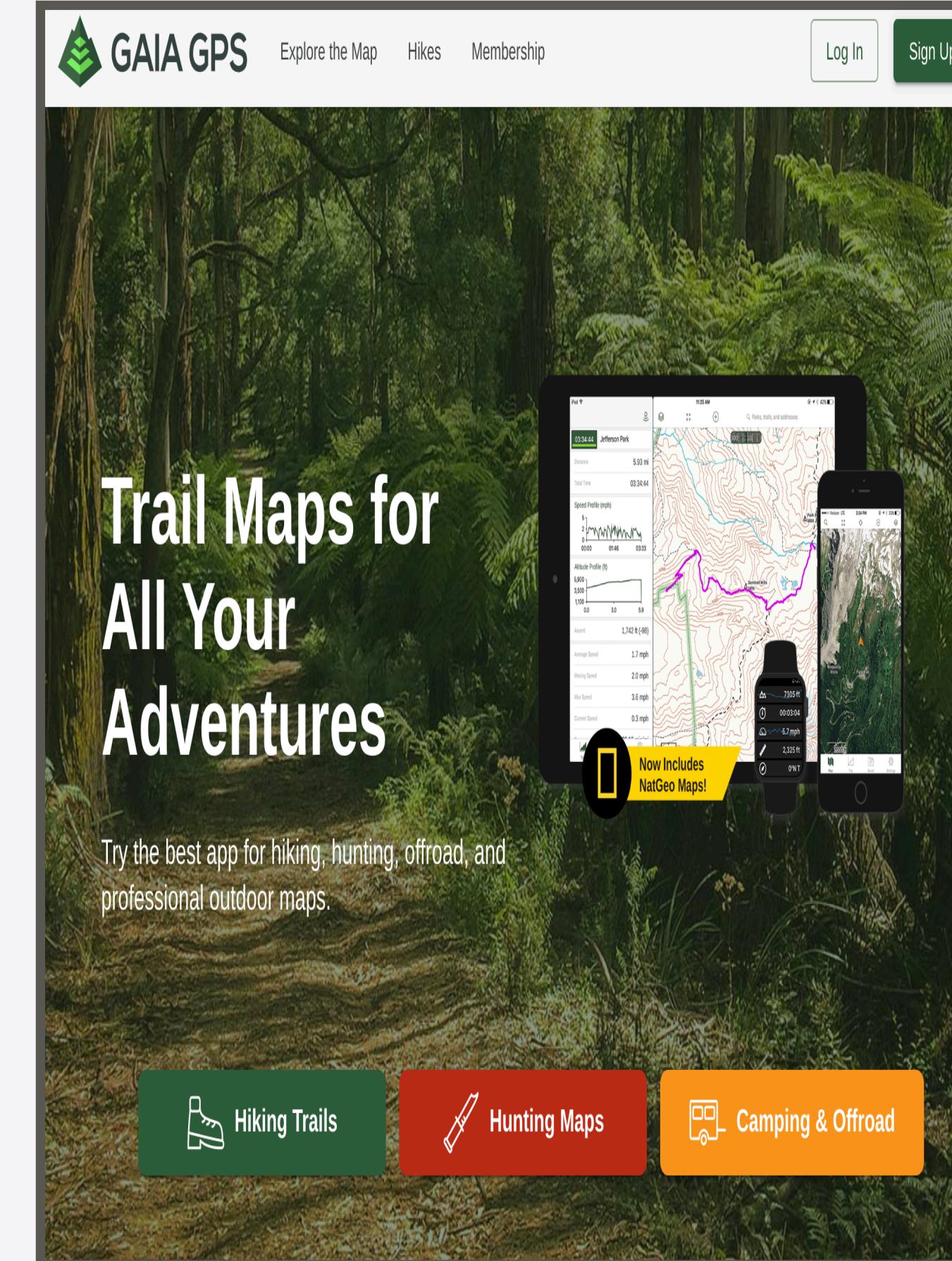
Use these free resources to plan trips and get offline maps to your phone.

Plus, contribute to the outdoor community by mapping trails and sharing your unique expertise. Pick the project below that matches your passion.

Hiking Project MTB Project Mountain Project Trail Run Project Powder Project

REI Adventure Projects is a direct competitor that provides six different interactive websites and smartphone applications focusing on Hiking, Mountain Biking, Climbing/Bouldering, Trail Running, Snow Sports, and National Parks. Due to the Adventure Projects affiliation with REI this enables them to be well established in the world of outdoor enthusiasts.

Gaia GPS



The landing page for Gaia GPS features a large background image of a dense forest. Overlaid on the image is the text "Trail Maps for All Your Adventures". To the right of the text is a smartphone displaying a detailed trail map with elevation profiles and speed metrics. A yellow callout box on the phone screen says "Now Includes NatGeo Maps!". At the bottom, there are three buttons: "Hiking Trails" (green), "Hunting Maps" (red), and "Camping & Offroad" (orange). The top navigation bar includes the Gaia GPS logo, "Explore the Map", "Hikes", "Membership", "Log In", and "Sign Up".

GAIA GPS

Explore the Map Hikes Membership

Log In Sign Up

Trail Maps for All Your Adventures

Try the best app for hiking, hunting, offroad, and professional outdoor maps.

Hiking Trails Hunting Maps Camping & Offroad

Gaia GPS is a direct competitor that provides interactive maps for users to customize and use to find new spaces for exploration. Gaia GPS also enables users to view information regarding various outdoor activities like backpacking, camping, off-roading, hunting, mountain biking, and back country skiing. This platform functions under the value proposition that it was made by outdoor enthusiasts for outdoor enthusiasts.

Current Marketplace & Opportunities



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Current Marketplace

Many outdoor enthusiasts remain frustrated with inability to find new areas for exploration, despite numerous interactive websites and smartphone applications already available.

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Many outdoor enthusiasts remain frustrated with inability to find new areas for exploration, despite numerous interactive websites and smartphone applications already available.

Opportunities

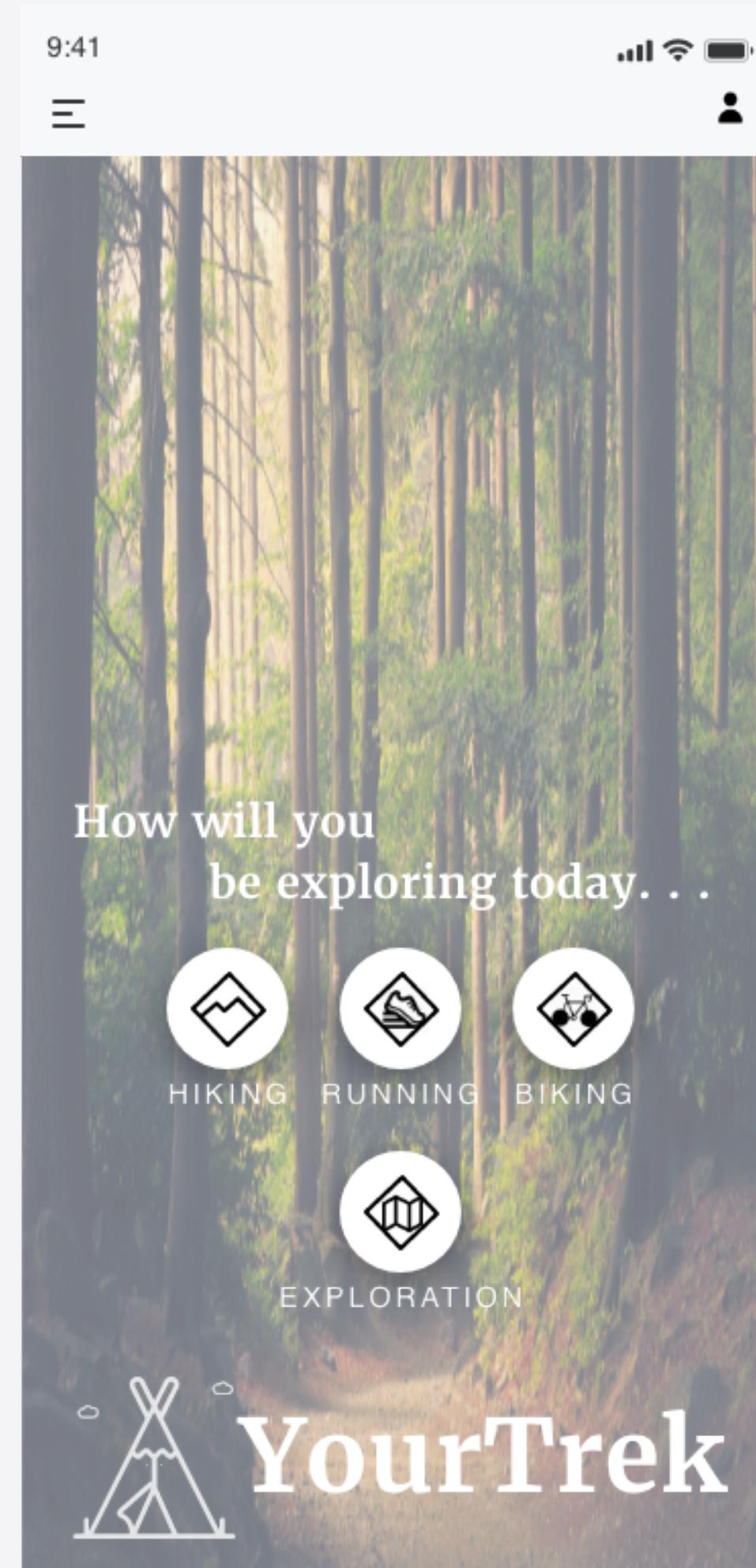
Product offers outdoor enthusiasts ability to explore new areas that are easy to find and fitting to personal requirements/regimens. Some outdoor enthusiasts additionally showed interest in creating and sharing their hiking experiences.

Solution Prototype

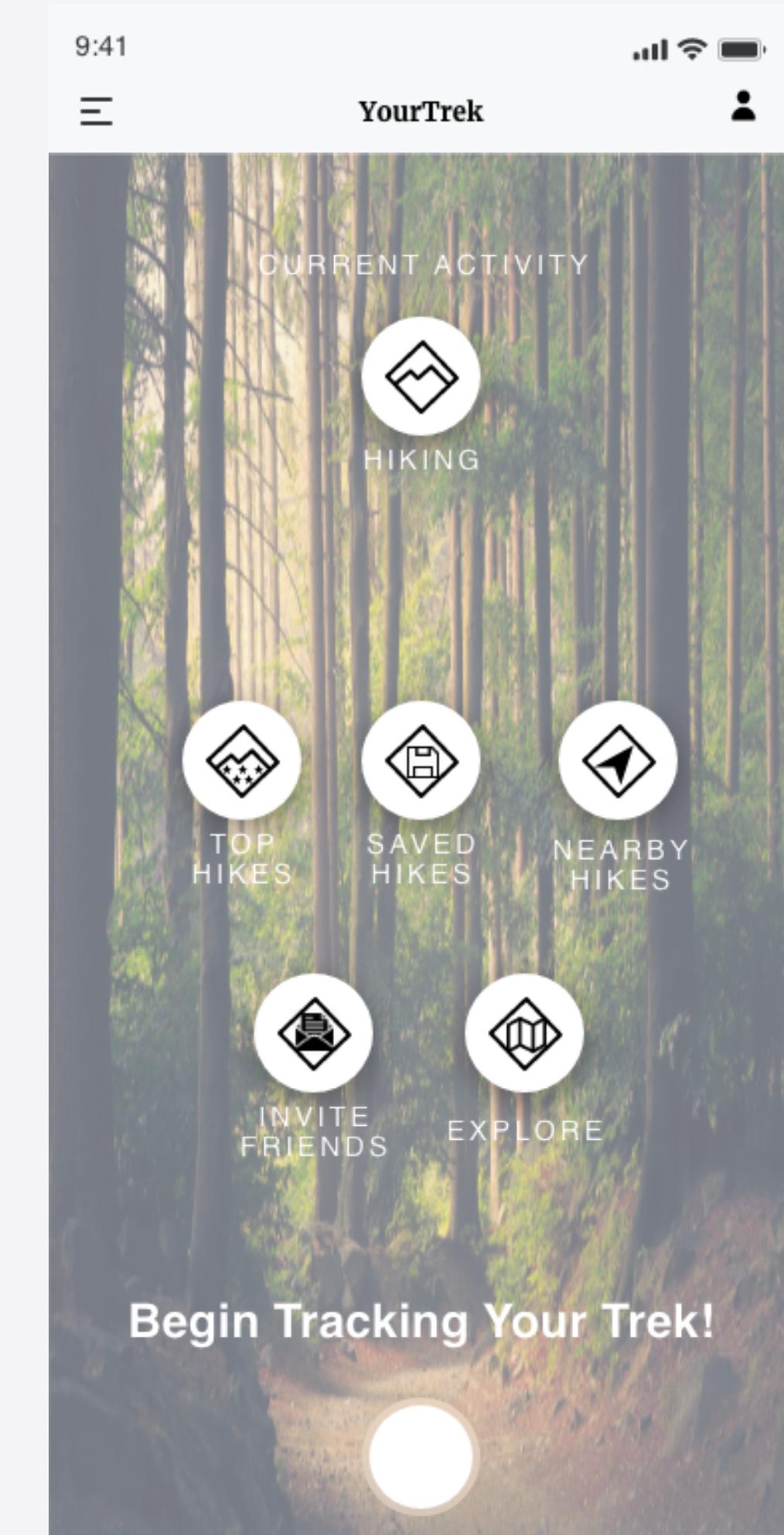
Splash Screen 1



Decision Screen 2

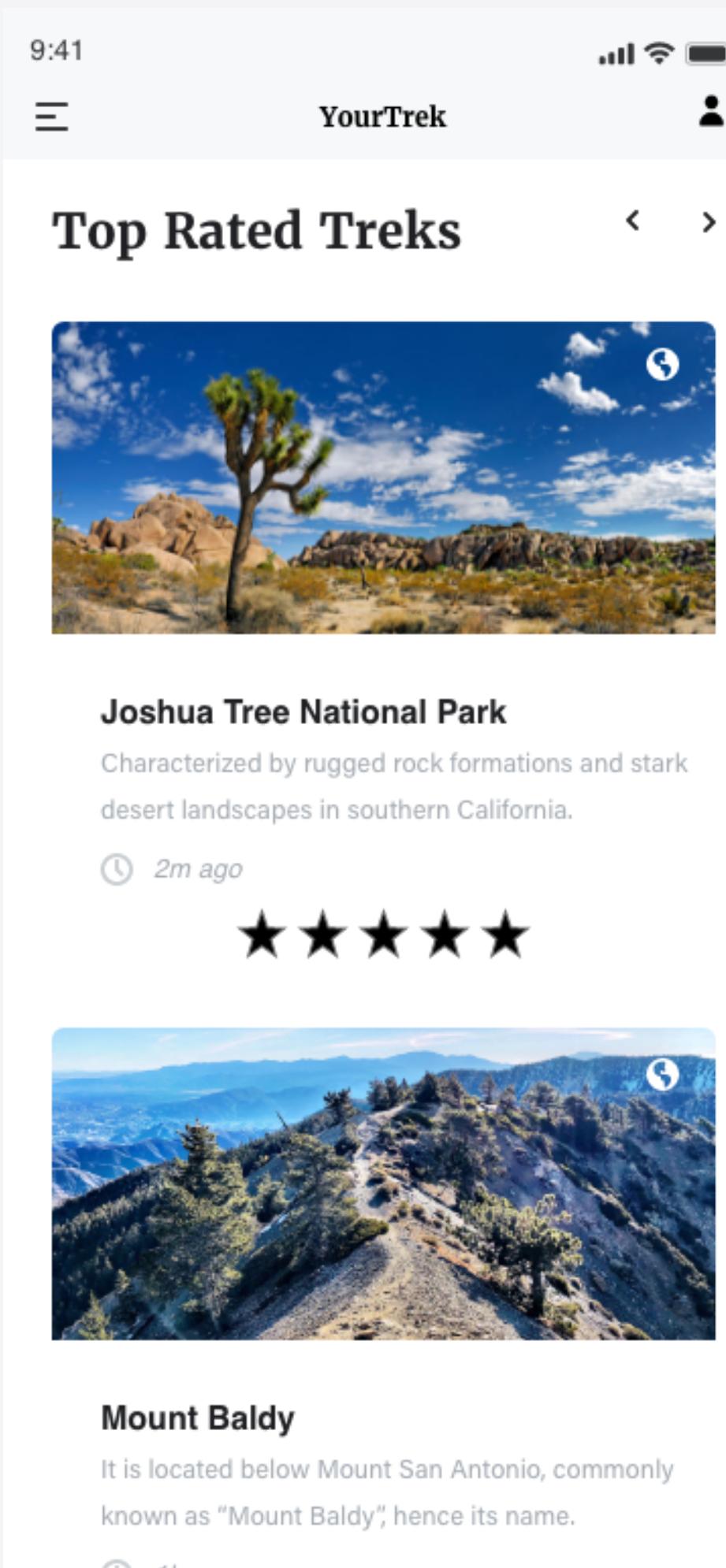


Hiking 3 - Added Nearby Hikes

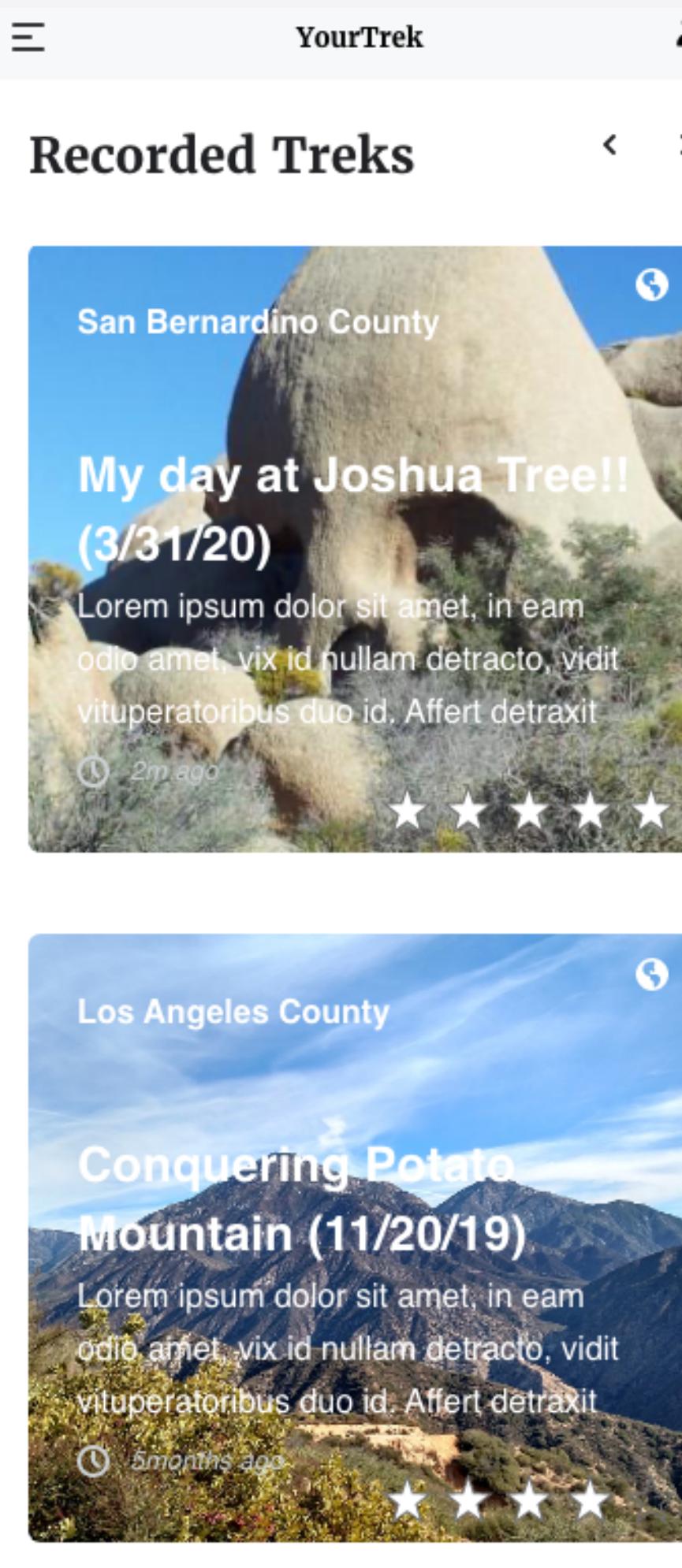


Solution Prototype

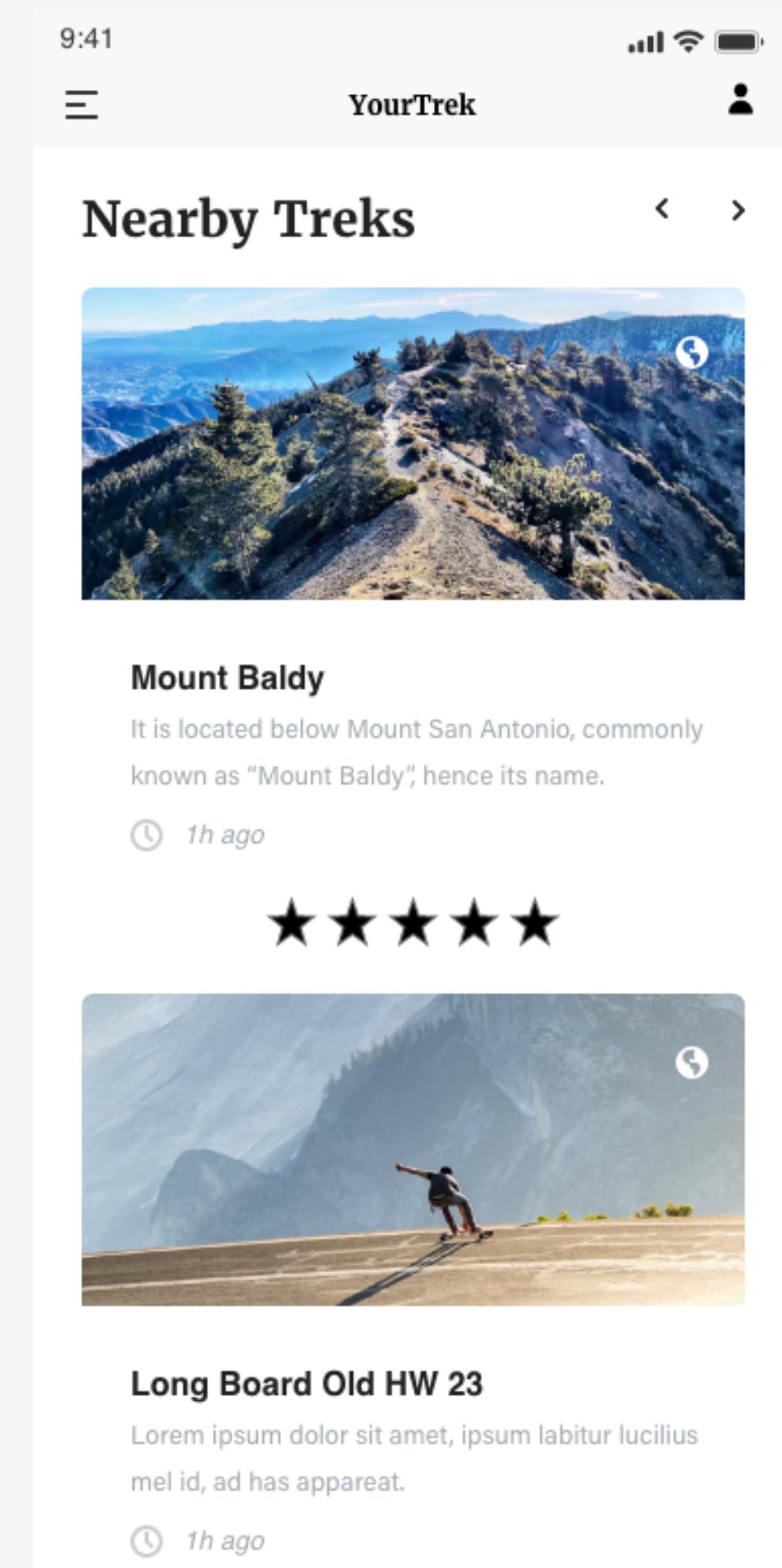
Top Rated Treks 4



Recorded Treks 5

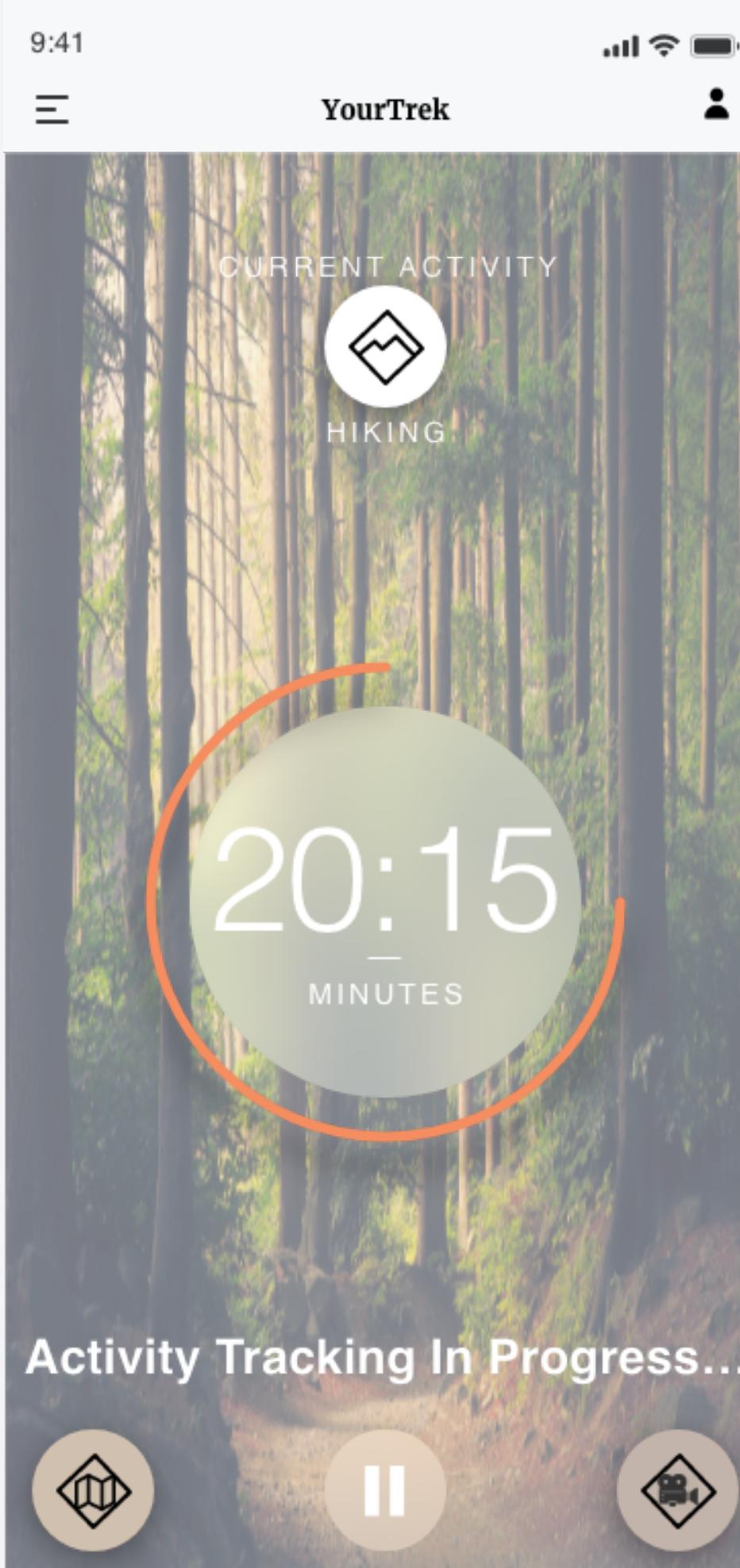


Nearby Treks 6 - Brand New Feature

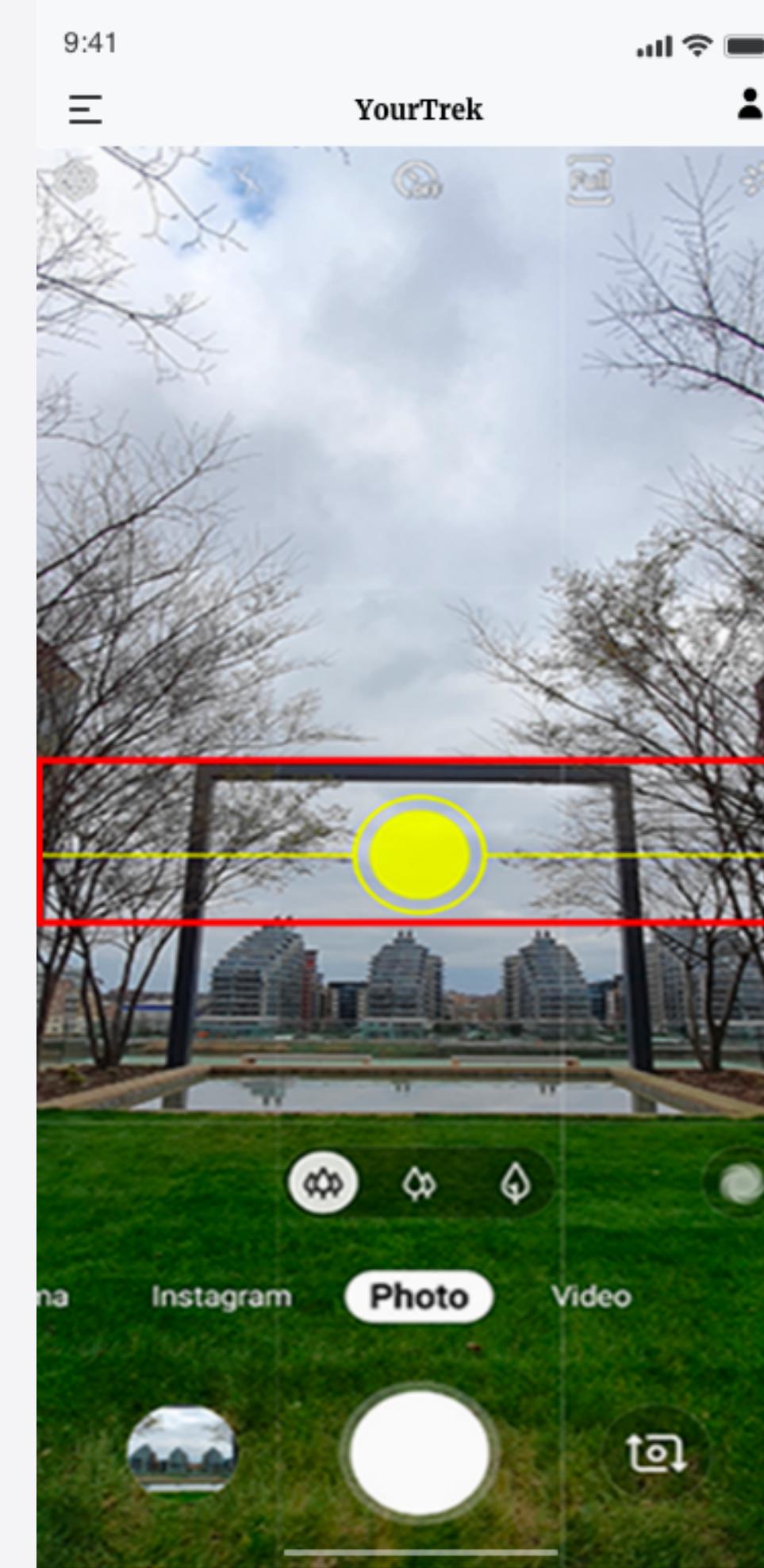


Solution Prototype

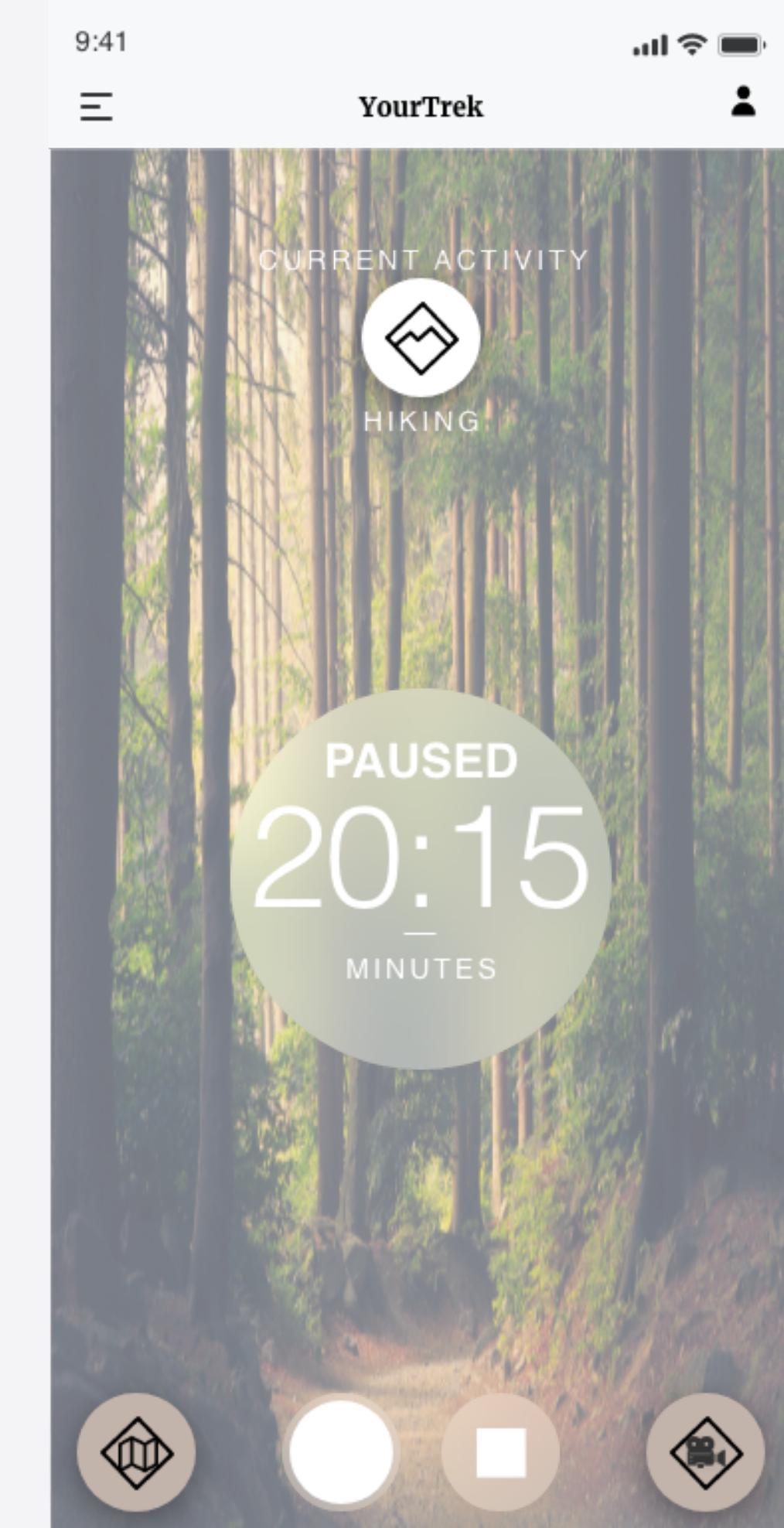
Hike Recording 7



Photo/Video Feature 8



Pause Hike 9



Customer Interview Results



Customer Interview Results



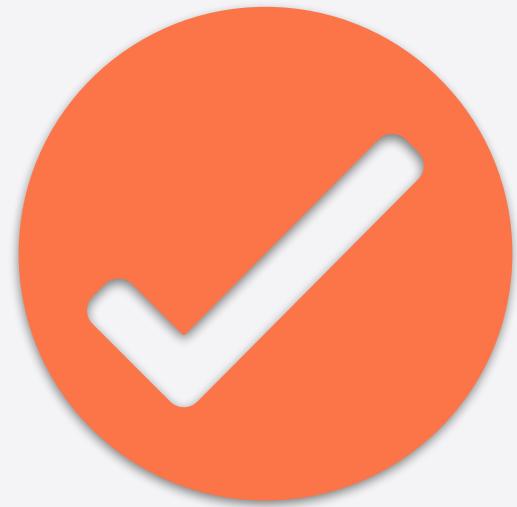
Problem Hypothesis: **VALIDATED**
All interviewees affirmed problem finding
new areas to enjoy outdoor activities

Customer Interview Results



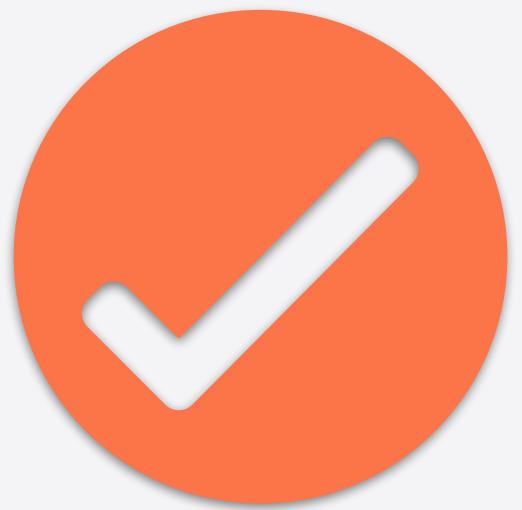
Value Proposition: **VALIDATED**
80% of interviewees affirmed that our
prototype solved problem; 60% affirmed
interest in blog-like features

Customer Interview Results



Business Model: **VALIDATED**
60% of our interviewees expected to pay
for the platform

Customer Interview Results



Business Model: **VALIDATED**
60% of our interviewees expected to pay
for the platform

Our online user research implies that the
plan for YourTrek would be to **persevere**

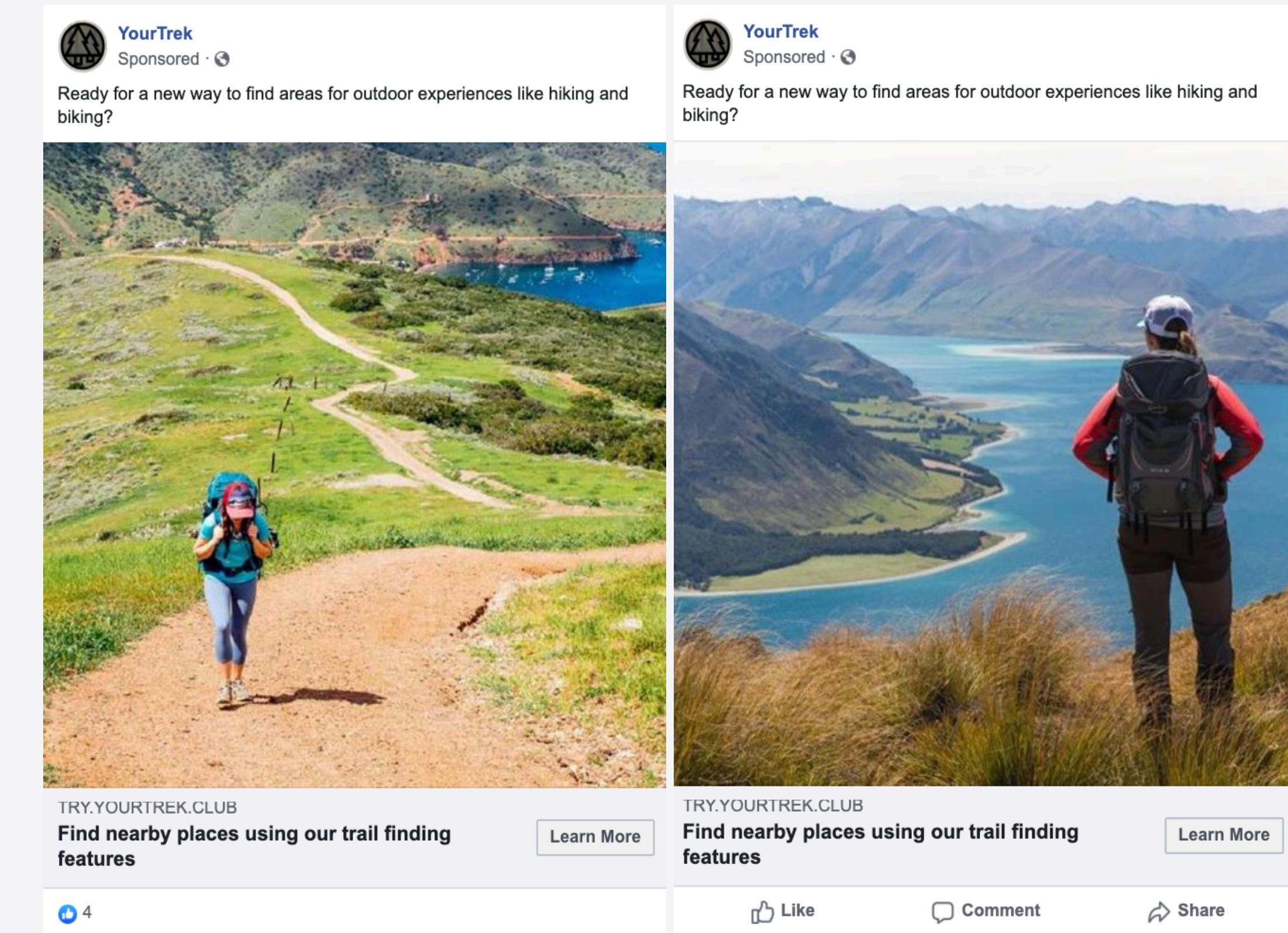
Online Ad Experiment

Facebook Ad Experiment

Same ad content

Region specific photos

Target Audience: Central Colorado and Southern California



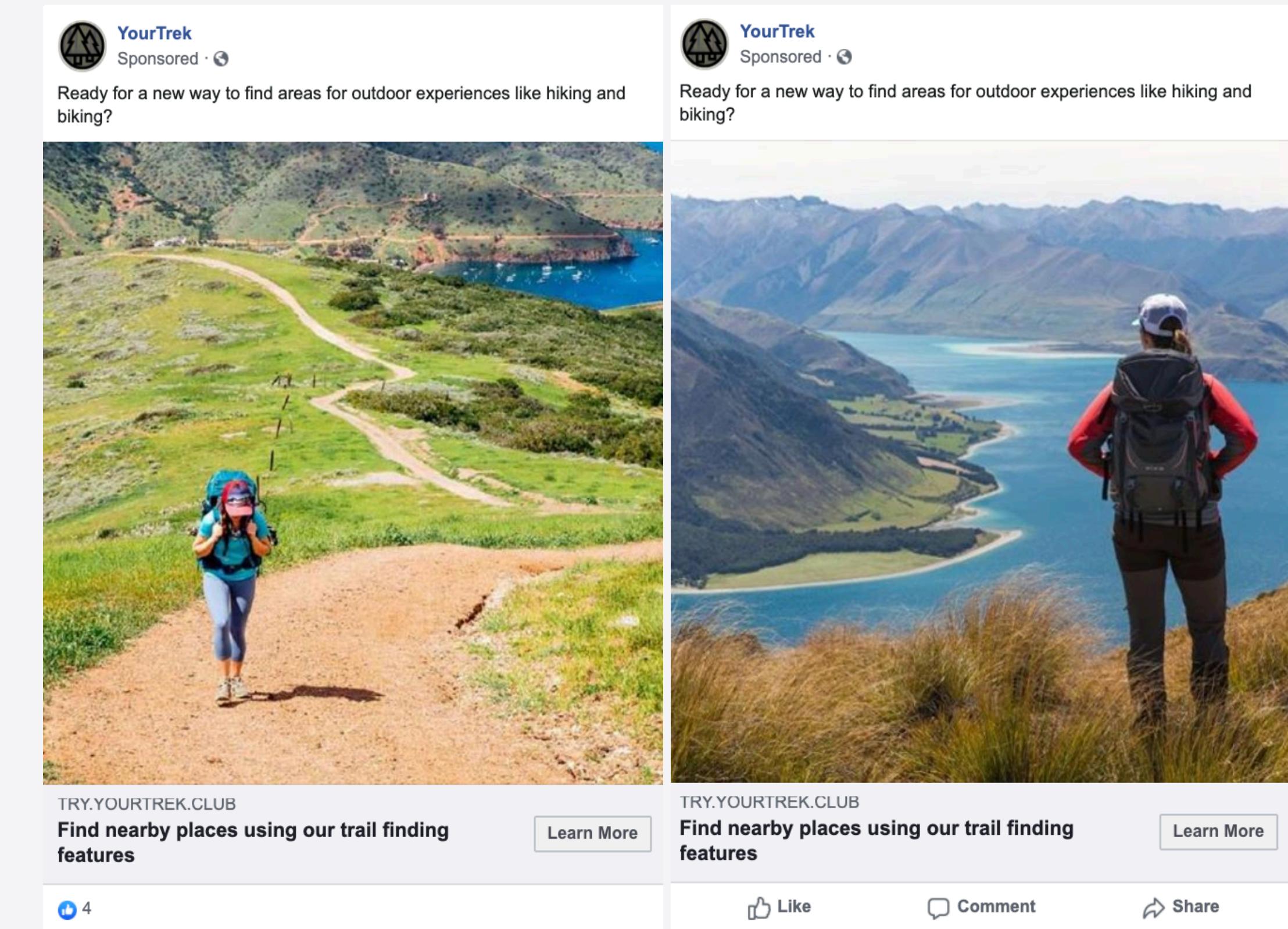
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Online Ad Experiment

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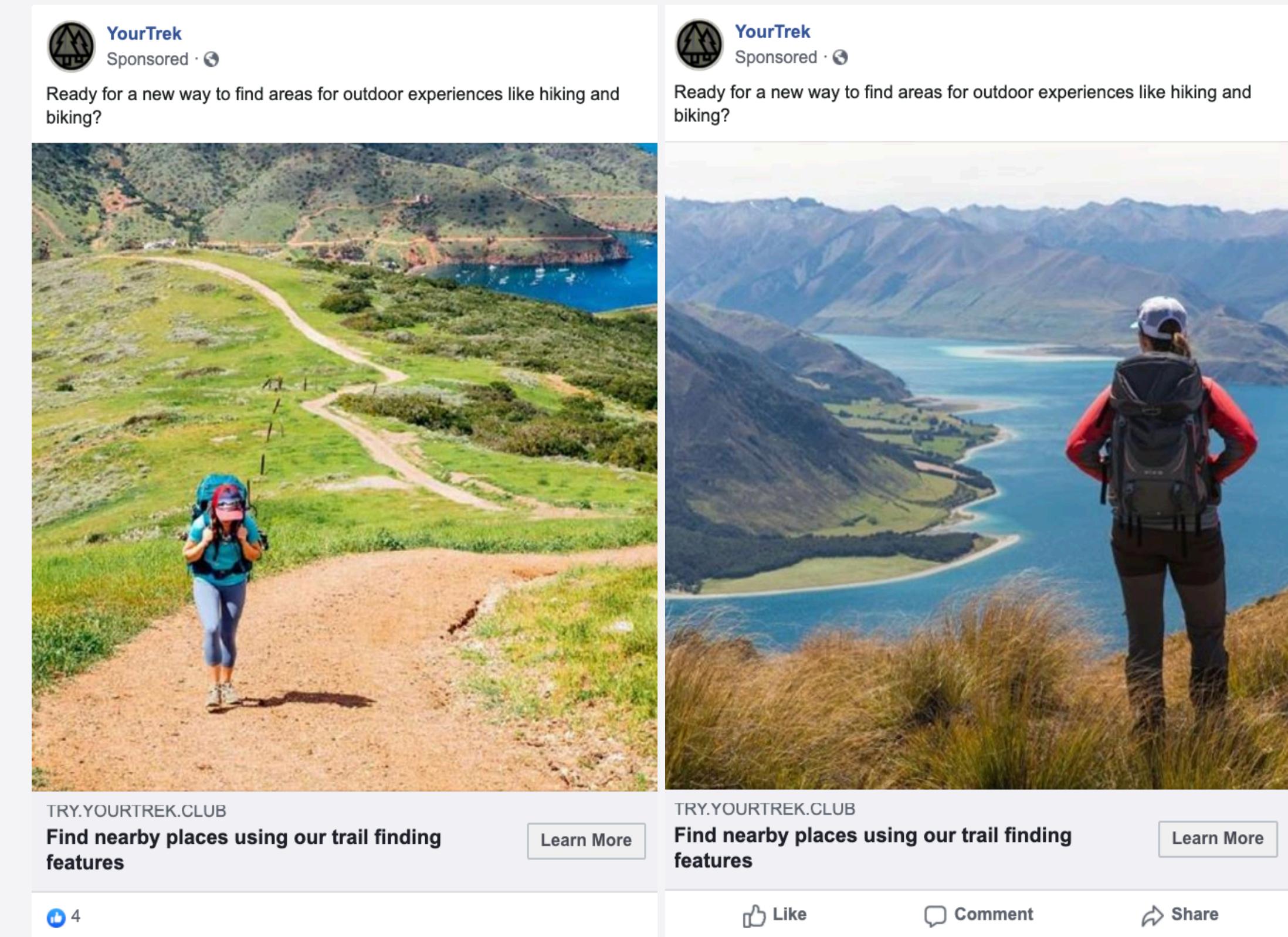
Target Audience: Central Colorado and Southern California

Anticipated Learning

Previous testing: Similar regional interest with different age trends

Will subtle changes to ad content influence interest?

Future decisions: Influenced by isolating appropriate target audience



Online Ad Experiment

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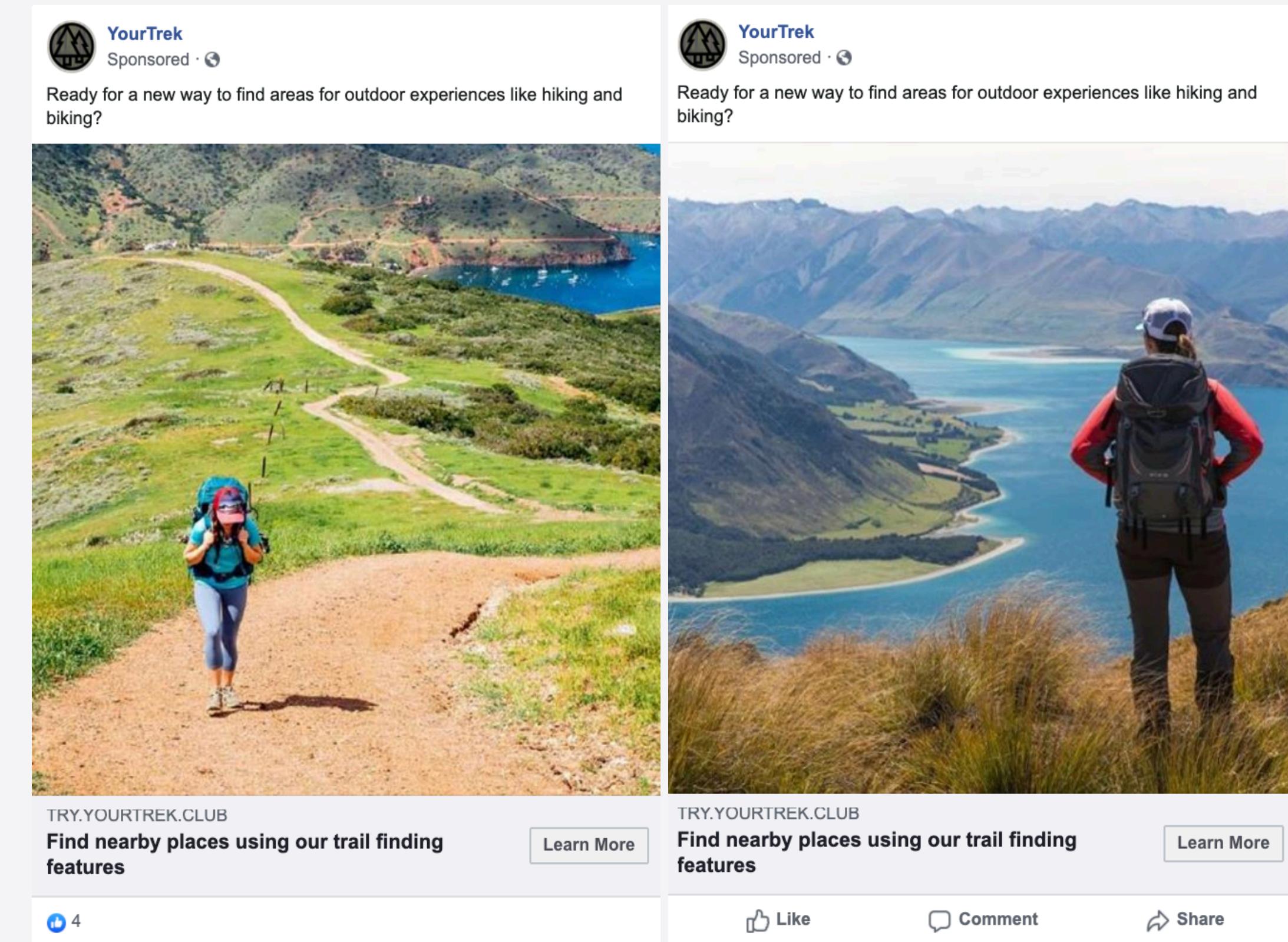
Future decisions: Influenced by isolating appropriate target audience

Experiment Details

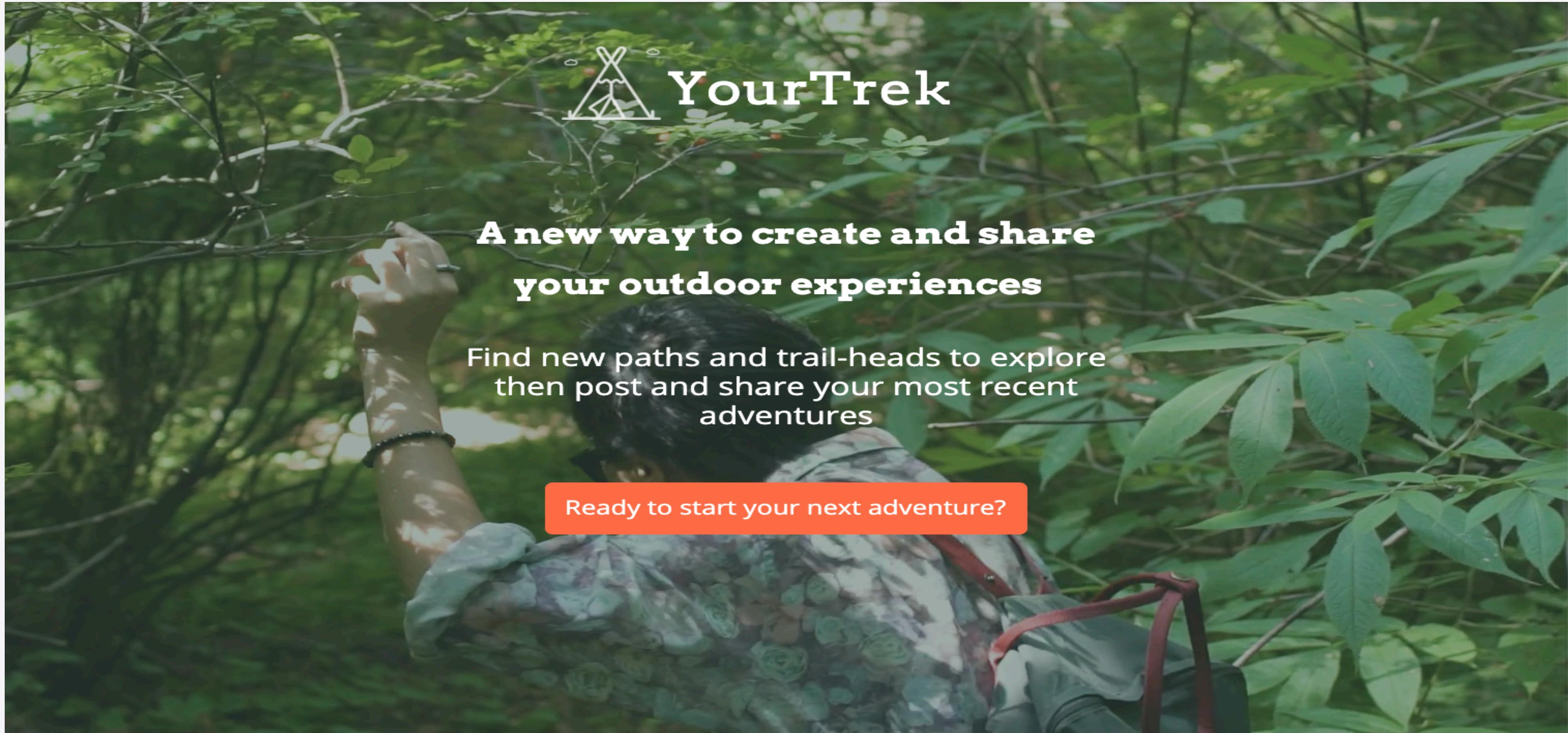
Ad start date: April 29th 12 PM PST

Ad end date: April 30th 12 PM PST

Budget: \$10.00



Unbounce Landing Page

A photograph of a person in camouflage gear crouching in a dense green forest, reaching up towards a tree branch. The person is wearing a cap and a bracelet. The background is filled with lush green foliage.

 YourTrek

**A new way to create and share
your outdoor experiences**

Find new paths and trail-heads to explore
then post and share your most recent
adventures

Ready to start your next adventure?

32 visitors 5 conversions 15.63% conversion rate

Split-Test Results

Ad Type	Clicks	Conversions	Conversion Rate
Problem/Solution Ads	39	0	0.00%
Parallel Ad	31	0	0.00%
Region Specific Ad	32	5	15.63%

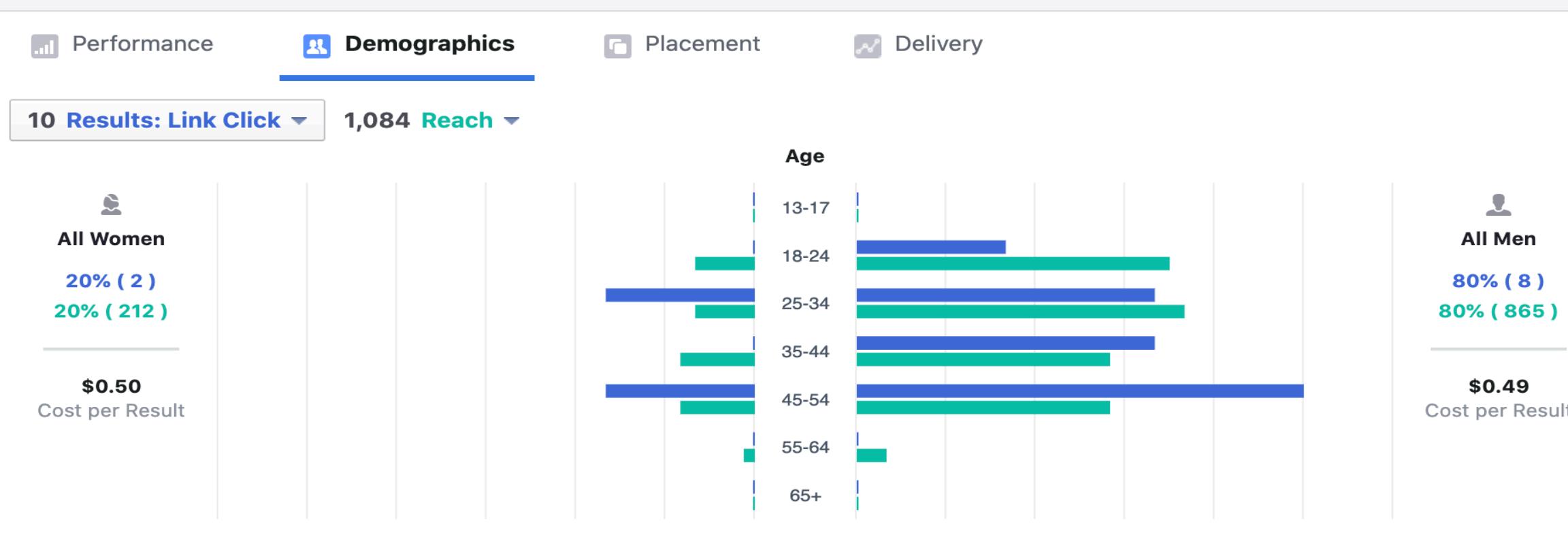
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad Set Name	▼	Results	Reach	Impressions	Cost per Result	Amount Spent	Frequency	Unique Link Clicks	Link Clicks	Post Reactions
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Colorado		10 Link Clicks	1,083	1,164	\$0.50 Per Link Cli...	\$4.99	1.07	10	10	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Southern California		23 Link Clicks	1,086	1,123	\$0.22 Per Link Cli...	\$4.99	1.03	22	23	4
» Results from 2 ad sets ⓘ		33 Link Clicks	2,169 People	2,287 Total	\$0.30 Per Link Click	\$9.98 Total Spent	1.05 Per Person	32 Total	33 Total	33 Total	4 Total	

32 visitors 5 conversions 15.63% conversion rate

Split-Test Results

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Colorado Demographics



Southern California Demographics

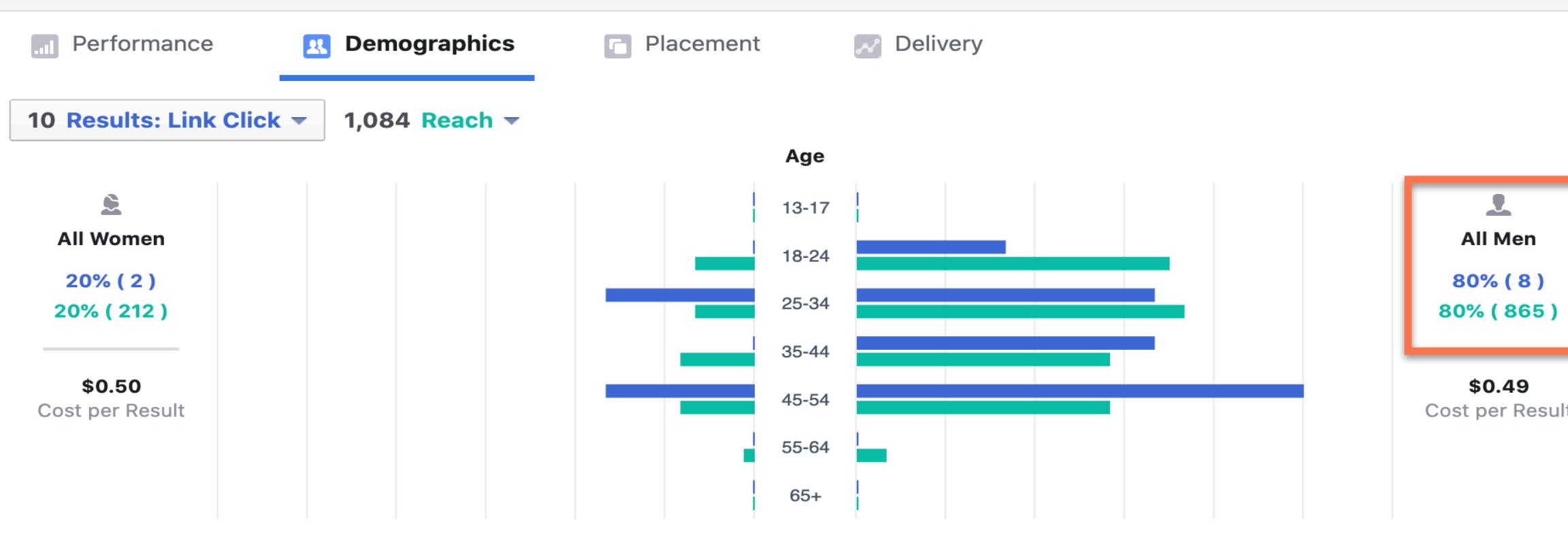


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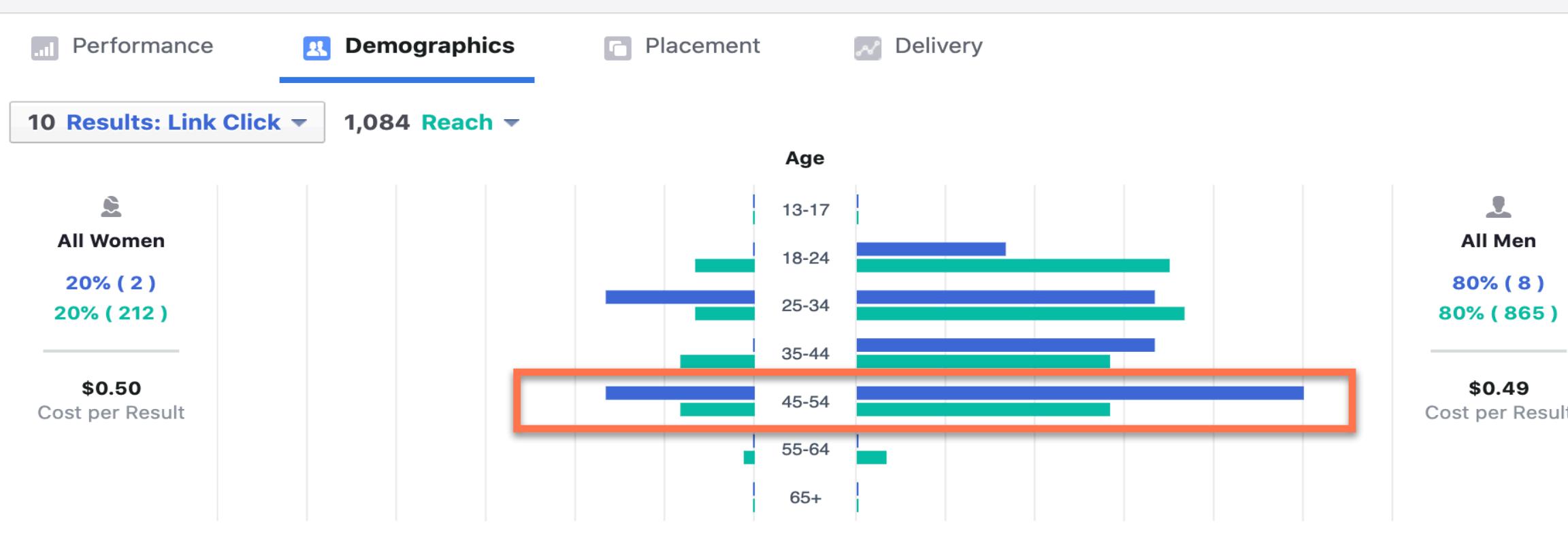


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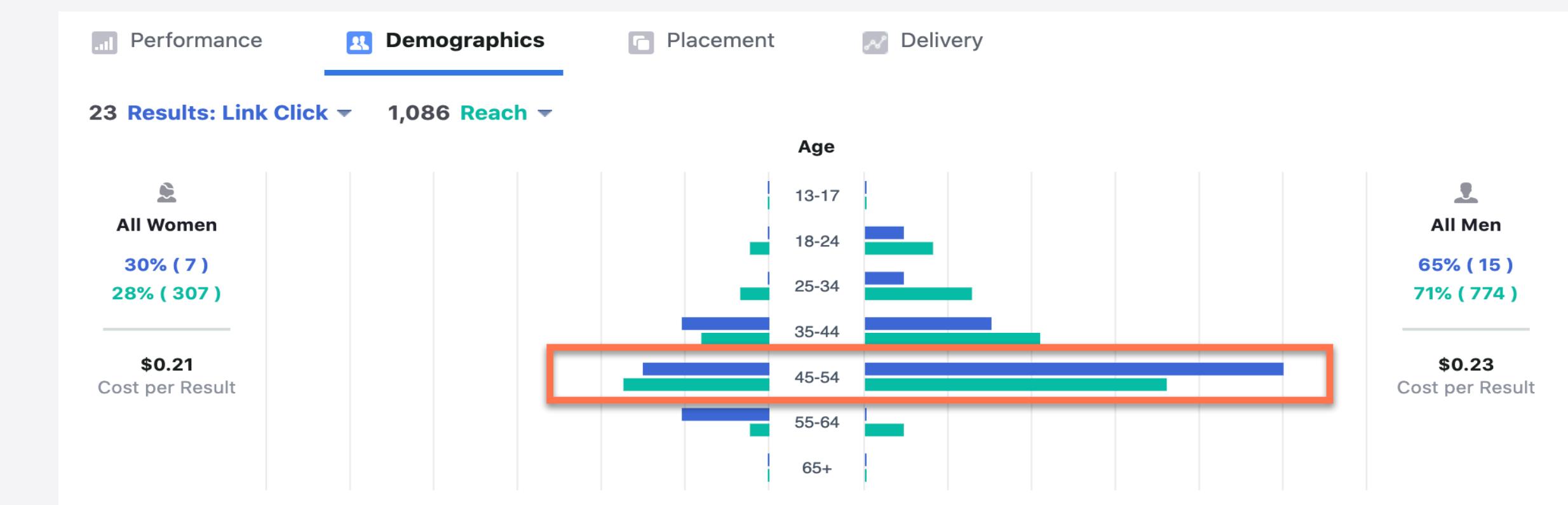
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Colorado Demographics



Southern California Demographics

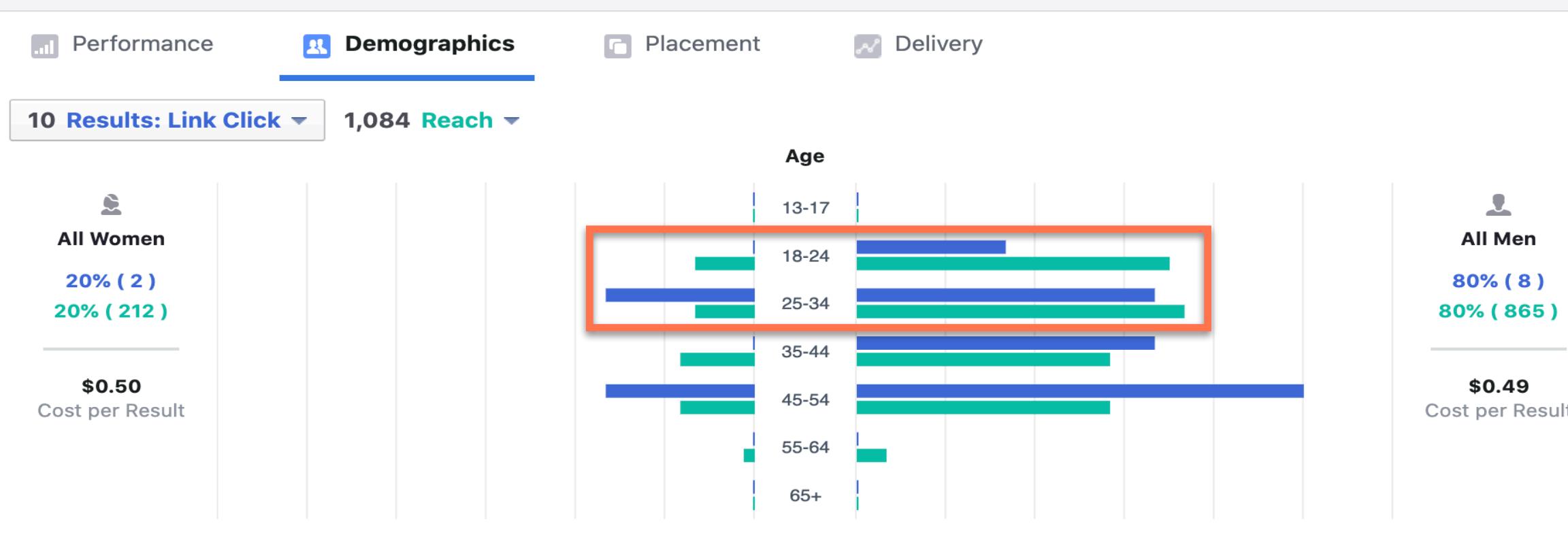


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Colorado Demographics



Southern California Demographics



Split-Test Results

29 VISITORS 31 VIEWS 0 CONVERSIONS 0% CONVERSION RATE

Ad Name		Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	Link Clicks	CPC (All)	CTR (All)	Post Reactions	Post Shares
<input type="checkbox"/>	<input checked="" type="checkbox"/> Colorado YourTrek Ad	13 Link Clicks	937	974	\$0.38 Per Link Cli...	\$5.00	Apr 23, 2020	1.04	13	13	\$0.26	1.95%	4	1
<input type="checkbox"/>	<input checked="" type="checkbox"/> SoCal YourTrek Ad	13 Link Clicks	952	994	\$0.38 Per Link Cli...	\$5.00	Apr 23, 2020	1.04	13	13	\$0.28	1.81%	5	1
> Results from 2 ads ⓘ		26 Link Clicks	1,889 People	1,968 Total	\$0.38 Per Link Click	\$10.00 Total Spent		1.04 Per Person	26 Total	26 Total	\$0.27 Per Click	1.88% Per Impre...	9 Total	2 Total

Colorado Demographics

Southern California Demographics



Findings & Conclusions

Southern California Advertisement

Longer reach (952) compared to Colorado Ad (937)

Men of all ages showed interest in Ad—most clicks (3) by 25-34 year olds

Some interest from younger women (18-34)—most clicks (3) by 45-54 year olds

Colorado Advertisement

Better click-to-reach ratio (1.387%) compared to SoCal Ad (1.366%)

Men between 25-54 showed interest in Ad—most clicks (5) by 25-34 year olds

Among women most interest from 18-34—no clicks (0) by 25-34 year olds

Age Difference

Ad was most successful among 25-34 year olds—producing 11 out of 26 clicks

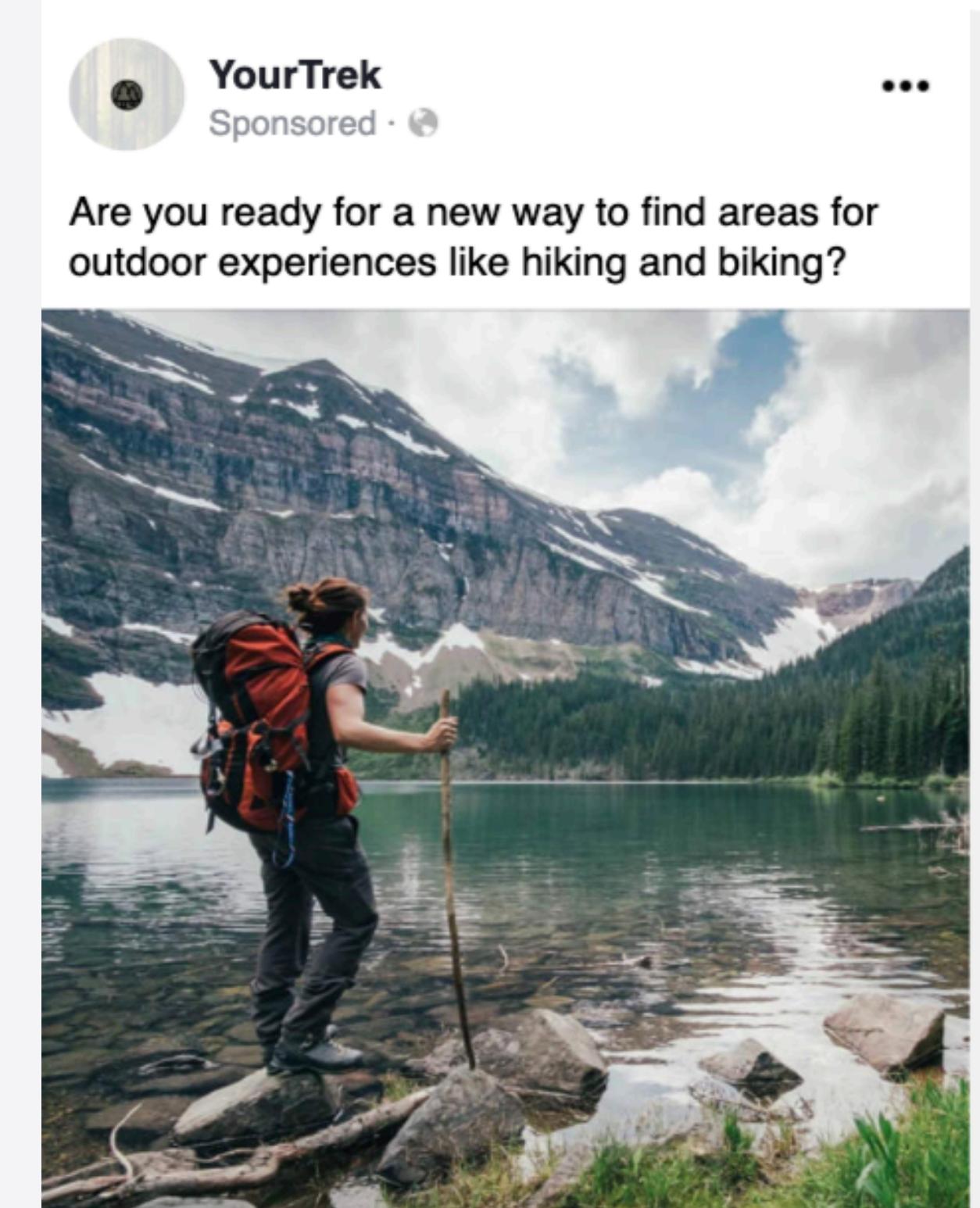
Ad was more successful among 45-54 year olds in SoCal—especially older women

Ad was not successful among 18-24 year old men in Colorado compared to SoCal

Clicks-to-Conversions

Again, both ads drew a decent number of clicks to “Learn More” about YourTrek, however, none of these clicks were converted once on the landing page

Split-Test Ad



YourTrek
Sponsored · ...

Are you ready for a new way to find areas for outdoor experiences like hiking and biking?

A person with a red backpack and trekking poles stands on a log in a lake, looking at a mountain range.

TRY.YOURTREK.CLUB
Find nearby places using our trail finding features!

LEARN MORE

1 Share

Like Comment Share