



Bike MS Digital Advertising
2018 Strategy Recommendations

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2017 Performance Report Toplines

- Despite only 8 of 19 market campaigns completed, surpassed target number of total program registrations by 7,500.
- On track for click-through conversions to surpass overall target number of conversions.
- Significantly outperforming target CPAs year to date.
- All completed markets have substantially passed target conversion number and have already more than doubled the total registrations from 2016.

*Data Through 7/9/17

Summary of 2017 Recommendations

- 2017 projected CPA range for campaign to remain at \$155-\$170 with readjusted targets. Houston is an outlier.
- Launch first three markets in fourth quarter 2016.
- Adjust start date of campaigns so that campaign ends two weeks prior to event.
- Adjust Past Participant audience targeting to end after Consideration Phase.
- Standardize deadline/fee increase promotions at five days. Growth Tier to include two deadline/fee increase promotions. Build and Sustain Tiers to include one each.
- Decrease gross spend on display and increase percentage towards remarketing.
- Allocate higher percent of spend towards social. Increase spend and emphasis on video.
- Increase search spend and add additional PPC campaign.

2017 Digital Advertising Program Performance to Date

| Campaign Spend (Gross) | | Impressions | |
|---------------------------------|------------|----------------------|------------|
| 2017 YTD | 2016 Total | 2017 YTD | 2016 Total |
| \$610,770.66 | \$596,899 | 192.7M | 216.6M |
| Clicks | | Cost Per Click | |
| 2017 YTD | 2016 Total | 2017 YTD | 2016 Total |
| 354,940 | 1.1M | \$1.72 | \$0.54 |
| Acquisitions (Registrations) | | Cost Per Acquisition | |
| 2017 YTD | 2016 Total | 2017 YTD | 2016 Total |
| 13,033 | 6,205 | \$46.86 | \$96.20 |

*Data Through 7/9/17

Conversion Performance

| Campaign | Impressions | Clicks | Click-Through Conversions | View-Through Conversions | Total Conversions | Target Conversions | 2016 Total Conversions |
|----------------|--------------------|----------------|---------------------------|--------------------------|-------------------|--------------------|------------------------|
| Los Angeles | 16,525,481 | 33,072 | 107 | 600 | 707 | 307 | - |
| Houston | 13,968,334 | 32,554 | 964 | 2,532 | 3,496 | 438 | 1,475 |
| Dallas | 18,495,120 | 29,773 | 223 | 876 | 1,099 | 307 | 268 |
| Chicago | 18,846,265 | 33,835 | 152 | 519 | 671 | 374 | 338 |
| Denver | 13,615,396 | 23,798 | 320 | 1,110 | 1,430 | 307 | 408 |
| Boston | 16,447,148 | 26,516 | 227 | 693 | 920 | 307 | 357 |
| Minneapolis | 11,501,764 | 19,536 | 285 | 1,175 | 1,460 | 216 | 421 |
| Utah | 10,781,885 | 19,220 | 115 | 361 | 476 | 216 | 194 |
| Wisconsin | 5,054,113 | 11,854 | 66 | 248 | 314 | 216 | 231 |
| Ohio | 7,763,123 | 13,710 | 105 | 235 | 340 | 216 | 87 |
| Seattle | 6,460,952 | 10,197 | 41 | 168 | 209 | 307 | 249 |
| Philadelphia | 8,306,284 | 17,144 | 129 | 522 | 651 | 307 | 730 |
| San Francisco | 7,043,594 | 11,132 | 25 | 100 | 125 | 340 | 257 |
| Godfrey | 6,267,449 | 11,734 | 78 | 183 | 261 | 216 | - |
| North Carolina | 7,542,781 | 13,768 | 57 | 144 | 201 | 216 | 206 |
| Kansas City | 5,502,076 | 11,001 | 34 | 109 | 143 | 216 | - |
| New York City | 6,753,650 | 14,284 | 95 | 167 | 262 | 307 | 616 |
| San Diego | 6,968,510 | 14,314 | 41 | 115 | 156 | 307 | 290 |
| North Florida | 4,860,123 | 7,498 | 45 | 67 | 112 | 216 | - |
| TOTAL | 192,704,048 | 354,940 | 3,109 | 9,924 | 13,033 | 5,336 | - |

*Data Through 7/9/17



CPA Performance

| Campaign | 2017 Gross CPA | 2017 Target CPA | 2016 Gross CPA |
|----------------|----------------|-----------------|----------------|
| Los Angeles | \$73.15 | \$150 | - |
| Houston | \$11.35 | \$80 | \$22.96 |
| Dallas | \$41.20 | \$150 | \$164.56 |
| Chicago | \$80.03 | \$150 | \$135.99 |
| Denver | \$30.23 | \$150 | \$85.97 |
| Boston | \$49.79 | \$150 | \$130.43 |
| Minneapolis | \$23.30 | \$160 | \$82.37 |
| Utah | \$72.48 | \$160 | \$118.70 |
| Wisconsin | \$72.89 | \$160 | \$99.08 |
| Ohio | \$60.26 | \$160 | \$259.15 |
| Seattle | \$83.30 | \$150 | \$170.62 |
| Philadelphia | \$48.37 | \$150 | \$62.46 |
| San Francisco | \$146.61 | \$150 | \$176.00 |
| Godfrey | \$106.07 | \$160 | - |
| North Carolina | \$139.79 | \$160 | \$162.59 |
| Kansas City | \$216.51 | \$160 | - |
| New York City | \$101.40 | \$150 | \$74.80 |
| San Diego | \$169.62 | \$150 | \$151.29 |
| North Florida | \$111.10 | \$160 | - |
| TOTAL | \$46.86 | - | |

*Data Through 7/9/17

Platform Performance

| Platform | Impressions | Clicks | CTR | CPC | Click-Through Conversions | View-Through Conversions | Total Conversions | Gross CPA |
|---------------------|-------------|---------|-------|--------|---------------------------|--------------------------|-------------------|-----------|
| Facebook | 54,365,543 | 178,849 | 0.33% | \$1.83 | 1,763 | 6,334 | 8,097 | \$40.36 |
| Instagram | 17,122,648 | 20,122 | 0.12% | \$2.83 | 83 | 1,118 | 1,201 | \$47.02 |
| Google Display | 112,376,421 | 122,613 | 0.11% | \$0.93 | 142 | 2,316 | 2,458 | \$46.50 |
| Google Grant Search | 203,826 | 16,847 | 8.27% | \$0.65 | 1,101 | 0 | 1,101 | \$9.95 |
| Google Paid Search | 216,430 | 1502 | 0.69% | \$1.48 | 6 | 18 | 24 | \$92.56 |

| 2016 | | | | 2017 | | | |
|----------|------------------|-------------|----------|----------|------------------|-------------|---------|
| Platform | Percent of Spend | Conversions | CPA | Platform | Percent of Spend | Conversions | CPA |
| Social | 37% | 2,471 | \$90.40 | Social | 75% | 9,298 | \$41.22 |
| Display | 44% | 2,726 | \$96.30 | Display | 22% | 2,458 | \$46.50 |
| Search | 19% | 1,081 | \$105.00 | Search | 3% | 1,125 | \$11.71 |

*Data Through 7/9/17

Campaign ROI / Constituent ID Mapping

- Identified and captured 958 constituent IDs from display, search, and social advertising for our focus market events.
- Of these, 61% (586) were new participants and 39% (372) were returning participants.
- Total fundraising revenue of identified constituents is \$559,171.44.
- Average fundraising per participant is \$583.69.
- Average CPA is \$46.86.
- Average fundraising revenue per participant is 1245% of the CPA.

*As of 6/30/17



2017 Performance Insights

- Audience Insights
 - Our top 5 audience groups are: 1) Lookalike Registrants 2) Charity Interests 3) Friends of Fans 4) Cycling Interests 5) Outdoor Interests (Social) and Cycling Enthusiasts (AdWords).
 - Lookalike audience was top performing prospecting audience across all markets.
 - Saw major improvement in Friends of Fans audience group from Q1 performance due to widening of age range.
 - The broadly-targeted Outdoor Interests audience is the bottom performer across many markets.
 - Cycling Enthusiasts is the top performing audience on Paid Search, while Bicycling.com was the weakest.
 - Video continues to positively impact the rate of growth of the retargeting pool.
 - Social is most cost-effective for driving prospecting volume with an average CPA of \$52.94.
 - AdWords is effective at converting the bottom funnel with an average CPA of \$14.02.
 - For social prospecting only, approximately 53% of registrations come from Lookalike Registrants, 18% from Charity Interests, 16% from Friends of Fans, and remaining prospecting conversions come from Cycling Interests and Outdoor Interests.

2017 Performance Insights

- Fee Increase
 - In 2017, our top tier markets each had two fee increase promotions. In most markets, those were the top performing weeks and delivered cost-effective conversions.
 - Market-specific fee increase copy is effective in creating urgency.
 - Fee increases deliver a 37% increase in view-through conversions.
 - Use of the date in ad copy successfully creates a sense of urgency.
- Paid Search
 - The average days-to-conversion for search is 4.26 days.
 - The most effective keywords include Bike MS and BP MS 150 with CPAs under \$5.
 - Google Grant spending is difficult to scale.
- Paid Social
 - Prospecting audiences effectively drive traffic to the website and create a strong remarketing pool.
 - Instagram is currently more cost-effective across paid social.
 - Slow initial Instagram performance signals trouble in a market.
 - A majority of our conversions come between 0-3 days on social, with 72% coming before day 12.

2018 Strategy Recommendations

- **Flighted Calendar**
 - Based on industry trends, our focus will be on five flights of digital advertising around trigger points vs. 22/18 consecutive weeks of advertising.
 - Focus on getting participants registered early to allow time for fundraising.
 - Begin at 23-weeks-out and end one-month-out from the event.
- **Audiences**
 - Test an expansion of other lookalike audiences including top website visitors.
 - Narrow down the struggling Outdoor Enthusiasts audience to focus on outdoor athletics like triathlons, marathons, and outdoor sports.
 - Allocate more budget to Cycling Enthusiasts and remove Bicycling.com.
- **Market-Specific Information**
 - Provide additional year-one budget to markets new to digital advertising.
 - Add Corporate Flight to Houston campaign.
- **Platform-Specific**
 - Implement campaign creative refresh for 2018 under existing Bike MS brand guidelines.
 - Continue allocation of 75% to paid social and 25% to paid display/search.
 - Reallocate paid social budget to 40% Instagram and 60% Facebook.
 - Test running Search and Display in the same account to build remarketing lists together and layer audiences on search campaigns.
 - Test having cash spend cover more specific keywords and the Grant target broader, more expensive terms.
 - Optional Lead Generation Program

2018 Tier Recommendations

| Tier | Markets | CPA | Gross Spend* | Target Registrations |
|---------|---|-------|--------------|----------------------|
| Boost | Boston Chicago Dallas Denver Los Angeles Minneapolis New York City North Florida Philadelphia San Diego San Francisco | \$70 | \$50,000 | 714 |
| Sustain | Godfrey Kansas City North Carolina Ohio San Antonio Seattle Utah Wisconsin | \$120 | \$40,000 | 333 |
| Houston | Houston | \$30 | \$60,000 | 2,000 |

*Based on \$970,000 Gross Media Spend

2018 Flight Recommendations

– Start Line – 20%

- At six-months-out, launch a six-week kickoff campaign with a heavy budget allocation.
- Creative to include video and static assets.

– Fee Increase 1 – 25%

- Two weeks of prospecting ads to build up the remarketing pool.
- Two weeks of fee increase creative with a heavy budget allocation.

– Fee Increase 2 – 15%

- Two weeks of prospecting ads to build up the remarketing pool.
- Two weeks of fee increase creative with a heavy budget allocation.

– Finish Line – 10%

- Three-week last chance campaign from six-weeks-out to four-weeks-out from the event.

– Ongoing – 30%

- We'll run a national remarketing campaign to most efficiently spend our remarketing dollars. Markets will launch at five months-out and run until one month out from the event.
- Creative to include monthly rotating creative.
- Search will be ongoing from launch and run until three weeks out from each event. It will pull from the Google Grant.

Bike MS Proposed Flight Calendar

| | Launch | 6-Months Out | | | | 5-Months Out | | | | 4-Months Out | | | | 3-Months Out | | | | 2-Months Out | | | | 1-Month Out | | | |
|---|--------|--------------|----|----|----|--------------|----|----|----|--------------|----|----|----|--------------|----|---|---|--------------|---|---|---|-------------|---|---|---|
| | | 23 | 22 | 21 | 20 | 19 | 18 | 17 | 16 | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |
| Start Line | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fee Increase 1 <i>Timing Dependent on Market</i> | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fee Increase 2 <i>Timing Dependent on Market</i> | | | | | | | | | | | | | | | | | | | | | | | | | |
| Finish Line | | | | | | | | | | | | | | | | | | | | | | | | | |
| Search | | | | | | | | | | | | | | | | | | | | | | | | | |
| Remarketing | | | | | | | | | | | | | | | | | | | | | | | | | |

BP MS 150 Proposed Flight Calendar

| | Launch | 6-Months Out | | | | 5-Months Out | | | | 4-Months Out | | | | 3-Months Out | | | | 2-Months Out | | | | 1-Month Out | | | |
|---|--------|--------------|----|----|----|--------------|----|----|----|--------------|----|----|----|--------------|----|---|---|--------------|---|---|---|-------------|---|---|---|
| | | 23 | 22 | 21 | 20 | 19 | 18 | 17 | 16 | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |
| Start Line | | | | | | | | | | | | | | | | | | | | | | | | | |
| Corporate Flight | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fee Increase 1 <i>Timing Dependent on Market</i> | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fee Increase 2 <i>Timing Dependent on Market</i> | | | | | | | | | | | | | | | | | | | | | | | | | |
| Finish Line | | | | | | | | | | | | | | | | | | | | | | | | | |
| Search | | | | | | | | | | | | | | | | | | | | | | | | | |
| Remarketing | | | | | | | | | | | | | | | | | | | | | | | | | |

2018 Creative Recommendations

- Need market-specific messaging and creative for the BP MS 150.
- Need market-specific creative for Bike MS: New York City.
- Need increased video assets, including market-specific videos for the BP MS 150 and Bike MS: New York City.

Appendix

Social Audience Targeting Groups

| Market | #1 Performing Audience | #2 Performing Audience | #3 Performing Audience | #4 Performing Audience | #5 Performing Audience |
|----------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Los Angeles | Lookalike | Friends of Fans | Charity Interests | Outdoor Interests | Cycling Interests |
| Houston | Lookalike | Charity Interests | Cycling Interests | Friends of Fans | Outdoor Interests |
| Dallas | Lookalike | Charity Interests | Cycling Interests | Friends of Fans | Outdoor Interests |
| Chicago | Lookalike | Charity Interests | Cycling Interests | Outdoor Interests | Friends of Fans |
| Denver | Lookalike | Charity Interests | Friends of Fans | Cycling Interests | Outdoor Interests |
| Boston | Lookalike | Charity Interests | Friends of Fans | Cycling Interests | Outdoor Interests |
| Minneapolis | Lookalike | Friends of Fans | Charity Interests | Cycling Interests | Outdoor Interests |
| Utah | Lookalike | Charity Interests | Friends of Fans | Cycling Interests | Outdoor Interests |
| Wisconsin | Lookalike | Friends of Fans | Charity Interests | Cycling Interests | Outdoor Interests |
| Ohio | Lookalike | Charity Interests | Friends of Fans | Cycling Interests | Outdoor Interests |
| Seattle | Lookalike | Friends of Fans | Charity Interests | Cycling Interests | Outdoor Interests |
| Philadelphia | Lookalike | Charity Interests | Friends of Fans | Cycling Interests | Outdoor Interests |
| San Francisco | Lookalike | Charity Interests | Friends of Fans | Outdoor Interests | Cycling Interests |
| Godfrey | Lookalike | Charity Interests | Friends of Fans | Cycling Interests | Outdoor Interests |
| North Carolina | Lookalike | Friends of Fans | Cycling Interests | Charity Interests | Outdoor Interests |
| Kansas City | Lookalike | Friends of Fans | Charity Interests | Cycling Interests | Outdoor Interests |
| New York City | Lookalike | Charity Interests | Friends of Fans | Cycling Interests | Outdoor Interests |
| San Diego | Lookalike | Friends of Fans | Charity Interests | Cycling Interests | Outdoor Interests |
| North Florida | Lookalike | Outdoor Interests | Friends of Fans | Charity Interests | Cycling Interests |

Display Audience Targeting Groups

| Market | #1 Performing Audience | #2 Performing Audience | Lowest Performing Audience |
|----------------|--------------------------------|----------------------------|----------------------------|
| Los Angeles | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| Houston | Affinity - Cycling Enthusiasts | Placements - Bicycling.com | Topics - Road Bikes |
| Dallas | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| Chicago | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| Denver | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| Boston | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Topics - Cycling Apparel |
| Minneapolis | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| Utah | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Topics - Cycling Apparel |
| Wisconsin | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| Ohio | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| Seattle | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| Philadelphia | Affinity - Cycling Enthusiasts | Placements - Bicycling.com | Topics - Road Bikes |
| San Francisco | Affinity - Cycling Enthusiasts | Placements - Bicycling.com | Topics - Road Bikes |
| Godfrey | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| North Carolina | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| Kansas City | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| New York City | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |
| San Diego | Affinity - Cycling Enthusiasts | Placements - Bicycling.com | Topics - Road Bikes |
| North Florida | Affinity - Cycling Enthusiasts | Topics - Road Bikes | Placements - Bicycling.com |

Constituent ID Mapping

Total Trackable Conversions
958

586 New Participants
61% New Participants

372 Returning Participants
39% Returning
Participants

Constituent ID Mapping

Total Fundraising Revenue
\$559,171.44

New
Participant
Revenue
\$268,685.42

New
Participant
Avg. Raised
\$458.51

Returning
Participant
Revenue
\$290,486.02

Returning
Participant
Avg. Raised
\$780.88

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.

Fee Increase Creative

