



# Bike MS: 2016 Focus Markets

Final Wrap Report

# 2016 Strategic Overview

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- Centralize digital advertising for Bike MS to leverage buying power and create efficiencies of scale
- Create tier structure that prioritizes markets with highest growth potential
- Hold creative constant across tiers in order to test various message tracks
- Spread budget on a wide variety of platforms to get a sense of what works for our audience and what does not



# End Result: More Structure, More Efficiency

## 2015

- 7 markets
- 1 tier
- 1 phase
- \$253,477 spent
- 41.5 million impressions
- 116k clicks
- 2,052 conversions
- \$123.53 CPA

## 2016

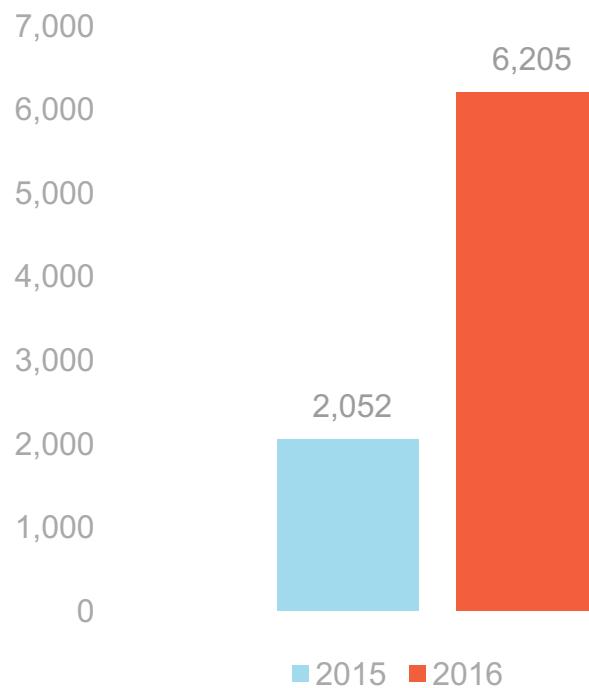
- 16 markets
- 3 tiers
- 3 phases
- \$596,899 spent
- 216.6 million impressions
- 1.1 million clicks
- 6,205 conversions
- \$96.20 CPA



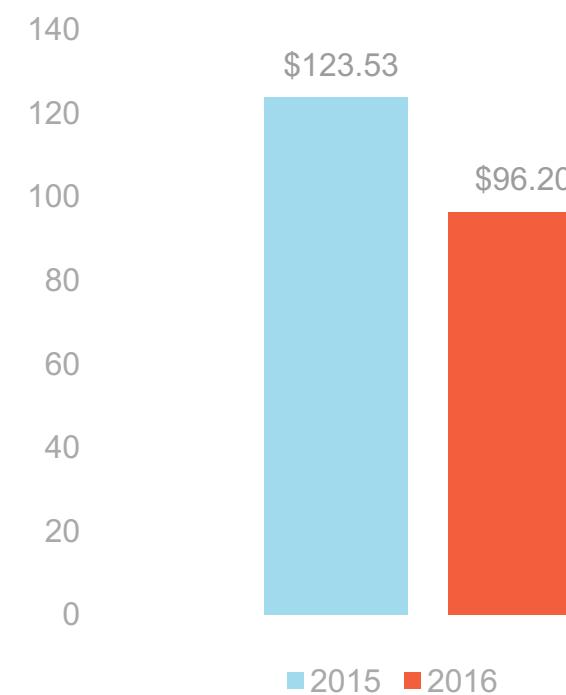
# More Conversions at a Lower Cost

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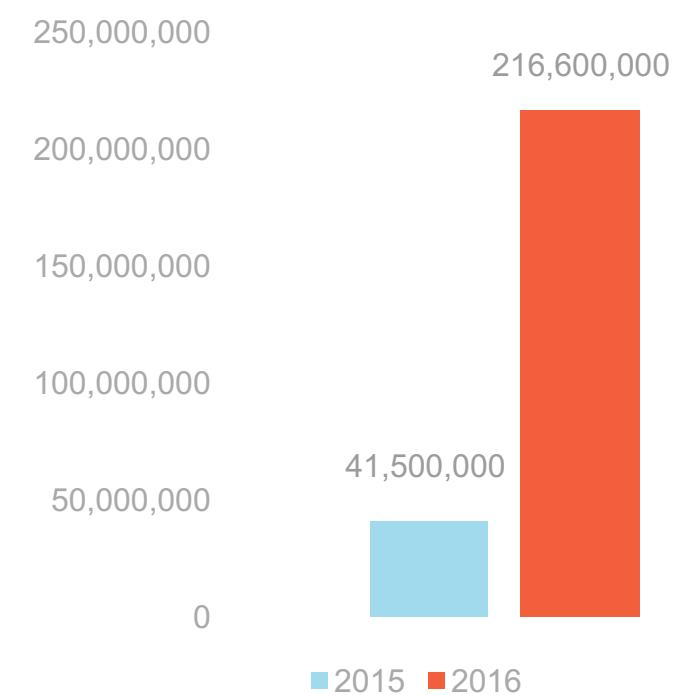
Conversions



CPA



Impressions



# Market Performance

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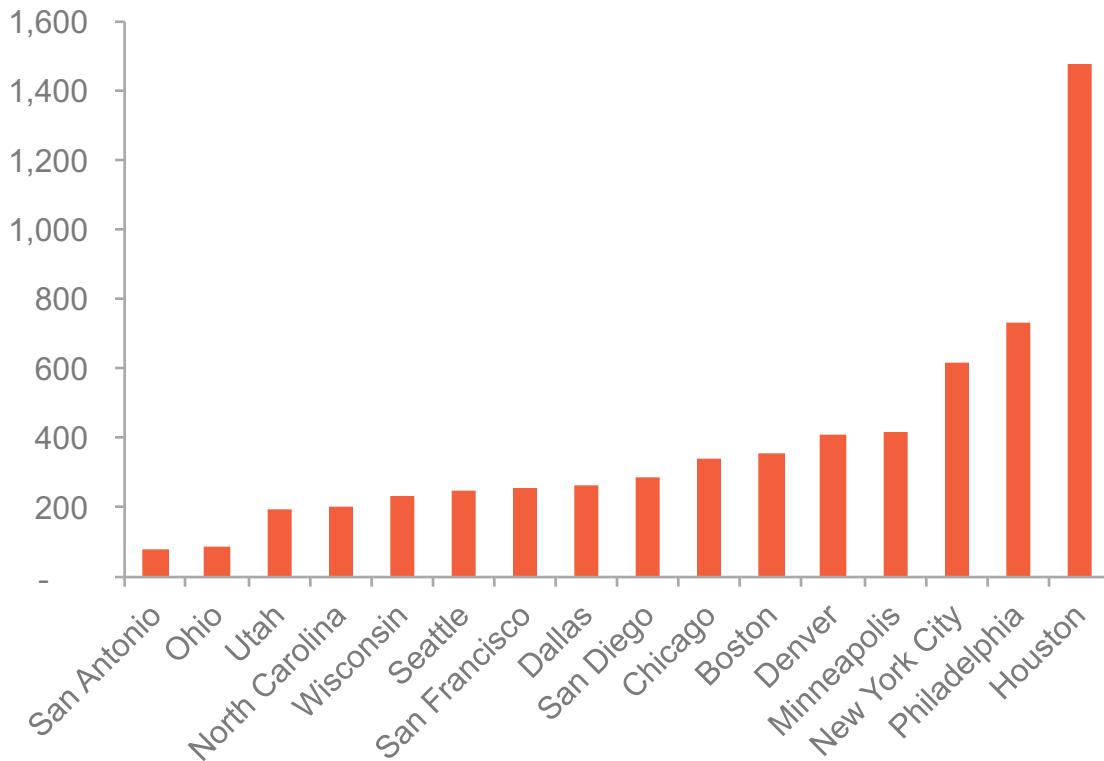
An overview of conversions across audiences, with a deeper dive into our best and worst performing markets



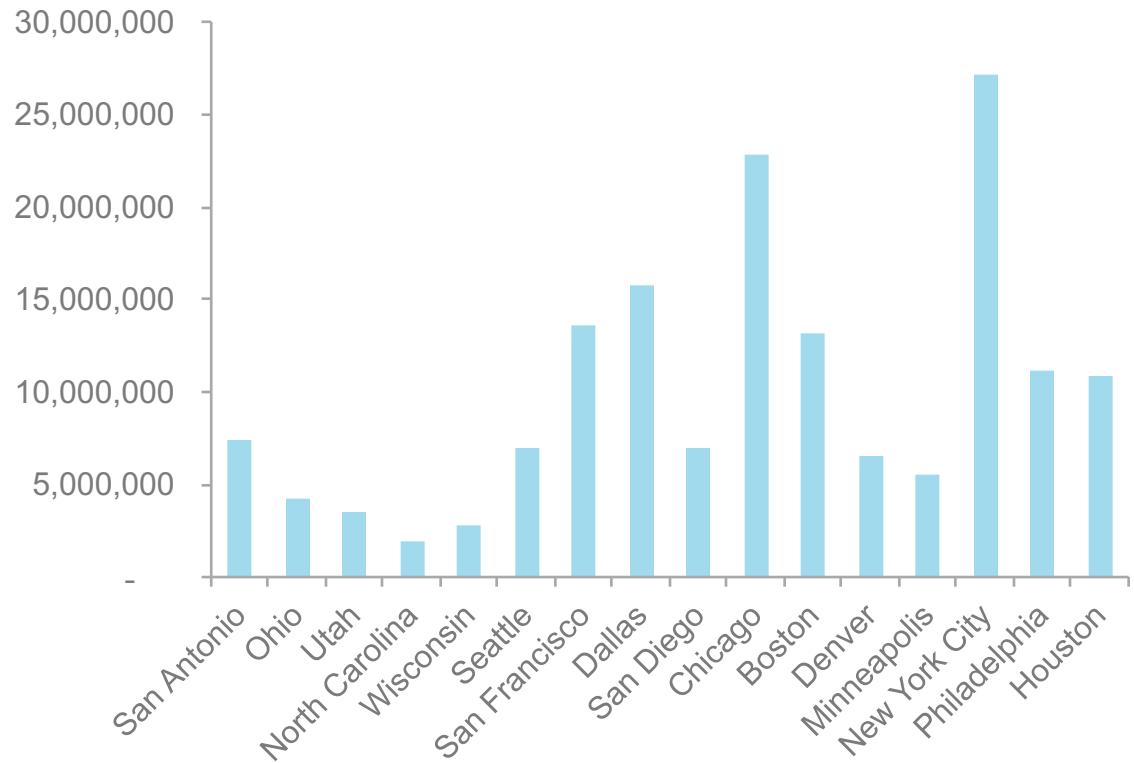
# Conversions by Market

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## Total Conversions

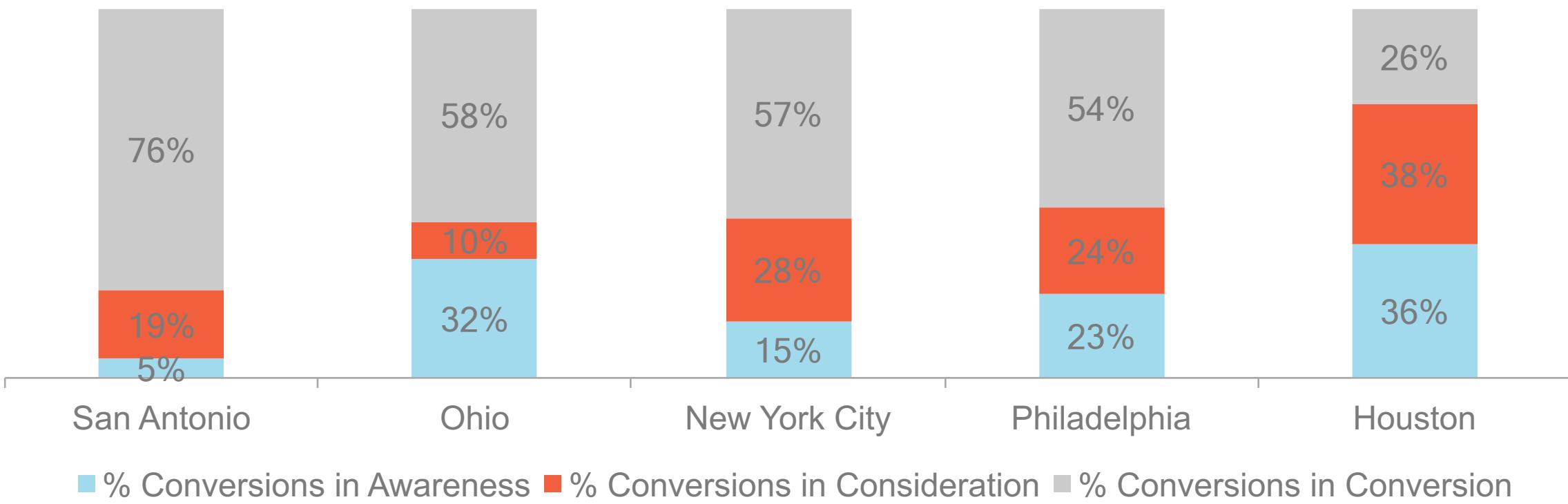


## Media Market Size



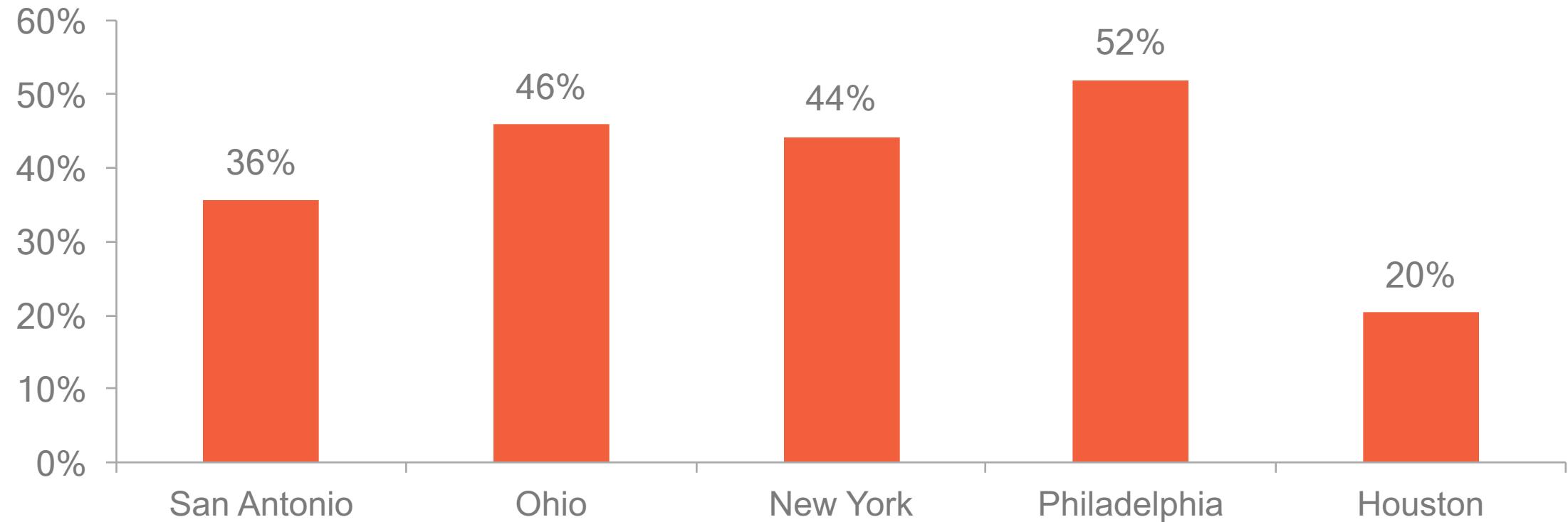
# Top/Bottom Markets: Deeper Dive

- This chart illustrates the breakdown of conversions across phases for the bottom two and top three markets. Note that more successful markets have more conversions in the awareness and consideration phases.



# Percentage of Conversions from Past Participants

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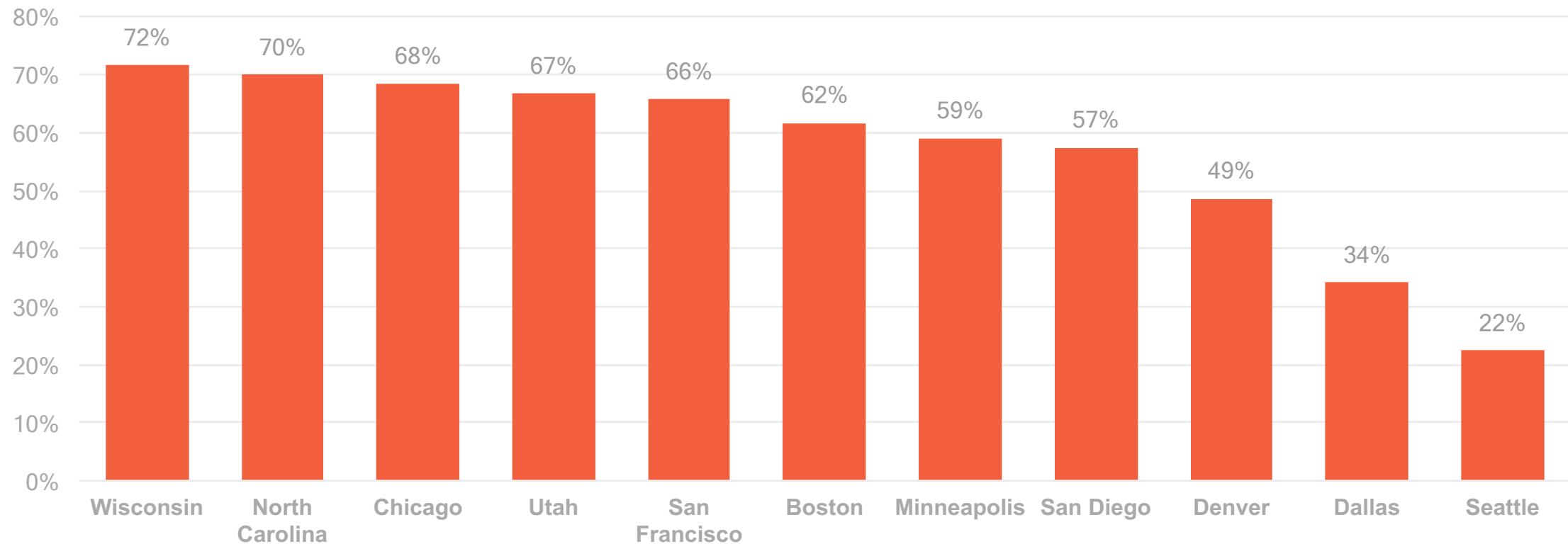


\*Note: The data used here is just from Facebook



# Percentage of Conversions from Past Participants

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\*Note: The data used here is just from Facebook



# Performance by Market

Event	Impressions	Clicks	Total Convs.	Gross Spend	Gross CPA
Dallas	16,515,066	104,216	268	\$44,102.67	\$164.56
Houston	11,401,367	66,723	1,475	\$33,857.16	\$22.96
Boston	17,876,706	96,920	357	\$46,562.52	\$130.43
Chicago	19,781,428	99,910	338	\$45,964.48	\$135.99
Minneapolis	11,995,775	71,039	421	\$34,675.94	\$82.37
Utah	9,536,616	47,986	194	\$23,026.96	\$118.70
Denver	14,233,899	73,981	408	\$35,075.05	\$85.97
Ohio	8,209,376	36,402	87	\$22,545.79	\$259.15
Wisconsin	9,427,000	43,200	231	\$22,886.80	\$99.08
Seattle	17,750,271	81,740	249	\$42,483.74	\$170.62
San Francisco	17,965,512	86,923	257	\$45,232.70	\$176.00
Philadelphia	16,444,995	80,491	730	\$45,593.43	\$62.46
North Carolina	12,820,212	63,280	206	\$33,492.78	\$162.59
San Diego	11,457,452	42,870	290	\$43,874.66	\$151.29
New York City	12,305,988	63,439	616	\$46,075.12	\$74.80
San Antonio	8,919,177	48,440	78	\$24,573.54	\$315.05
Ad Serving Costs				\$6,875.90	
Total	216,640,840	1,107,560	6,205	\$596,899.20	\$96.20



# Market Insights

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- Focus rides located in large media markets performed significantly better than smaller market rides
- Stronger performing markets had more conversions earlier in the funnel, while struggling markets take more time to build awareness and thus see more conversions later on
- Proportion of conversions from past participants not a good indicator of market success - Houston and Philadelphia varied widely on past participants but were two of top performers overall
- Cost per click does not tell the entire performance story - San Antonio (worst CPA) and Houston (best CPA) both had a CPC of \$0.51



# Platform Performance

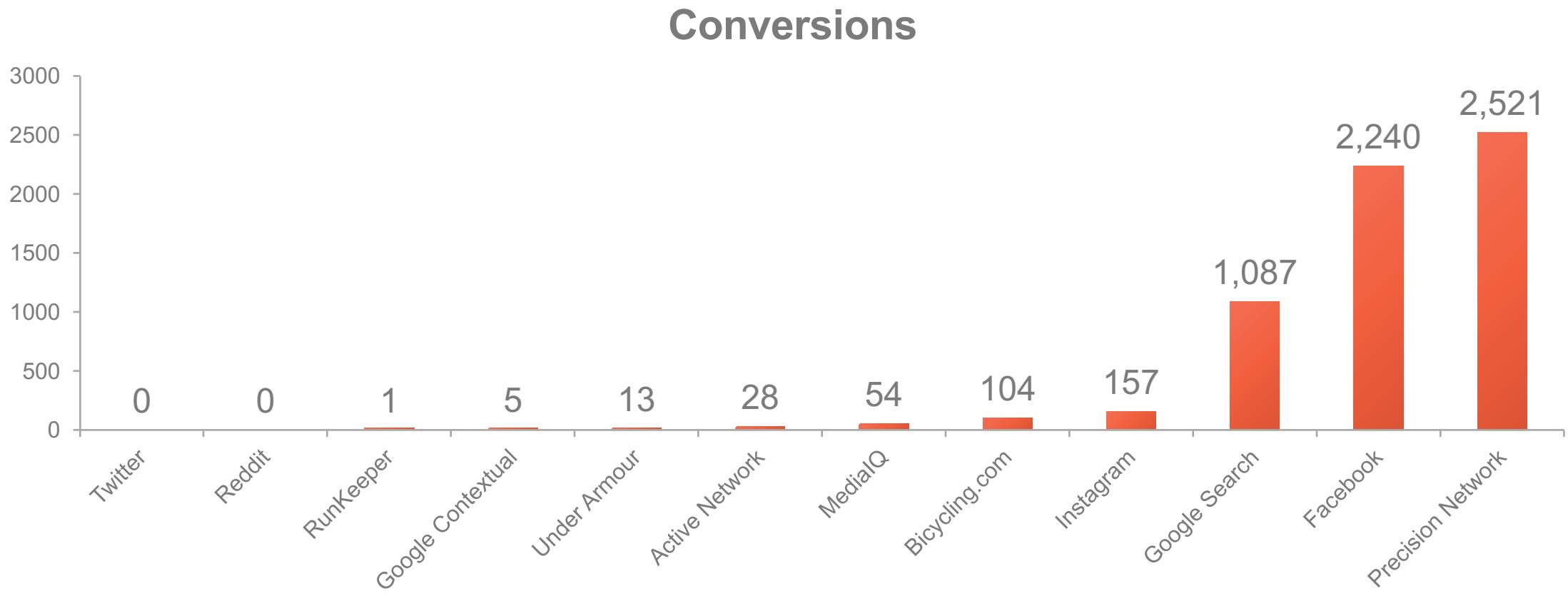
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An overview of platform performance



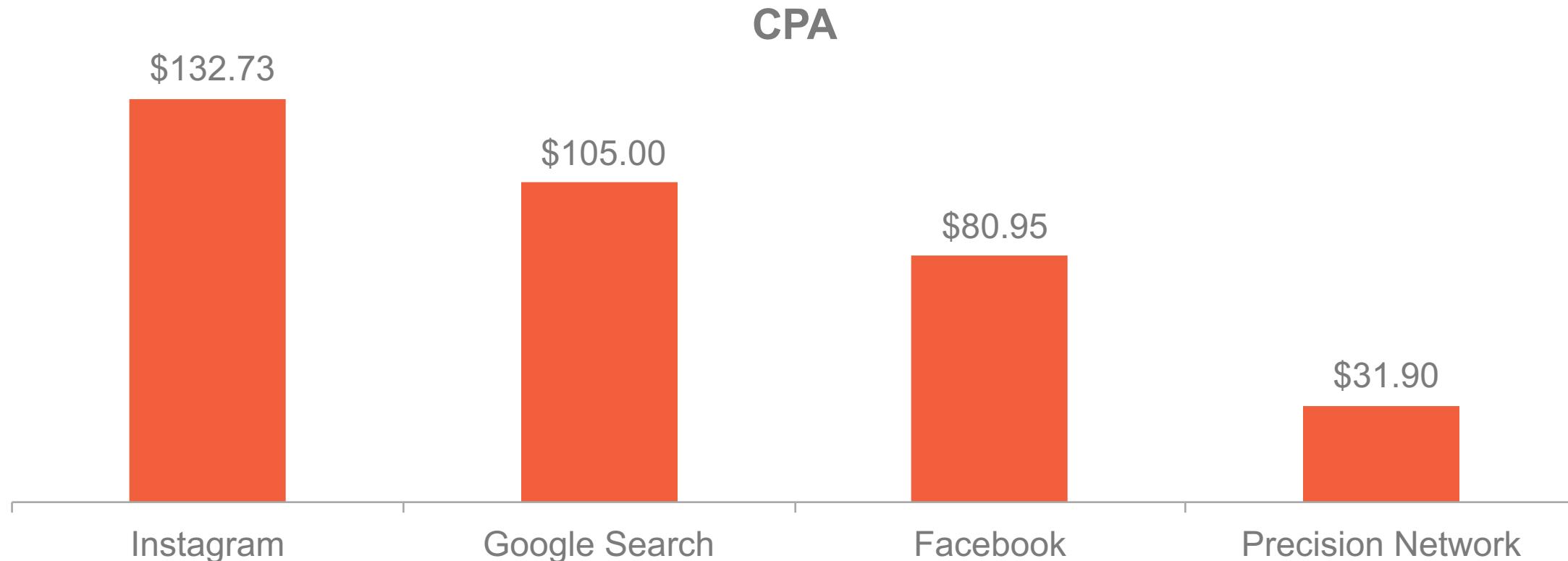
# Conversions By Platform

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# Top Performing Platforms By CPA

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# Performance Across Phases and Platforms

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	Instagram		Google Search		Facebook		Precision Network	
Phase	Conv.	CPA	Conv.	CPA	Conv.	CPA	Conv.	CPA
Awareness	93	\$81.08	209	\$65.25	350	\$55.94	464	\$31.93
Consideration	75	\$192.55	380	\$59.07	672	\$66.37	777	\$20.03
Conversion	63	\$89.79	492	\$156.53	1,196	\$97.46	1236	\$38.93



# Platform Insights

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- The overwhelming majority of conversions came through from Search, Facebook, and Precision Network
- Instagram drove the most conversions in the Awareness phase, while Search drove the most conversions during the Conversion phase – confirming their place in the marketing funnel
- Google Contextual drove a vast amount of clicks and impressions but lacked in conversions



# Creative Performance

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An overview of creatives on different platforms



# Creative Messaging

Ad Type	Impressions	Clicks	CTR	Cost	Conversions	CPA
Challenge	5,785,141	13,358	0.23%	\$18,502.95	316	\$58.55
Experience	5,157,808	13,454	0.26%	\$18,176.92	319	\$56.98
Audience Specific	4,695,353	11,618	0.25%	\$17,154.47	209	\$82.08



# Top Performing Social Creative

Our top performing deadline creative drove 107 conversions at a CPA of \$58.31



Our top performing awareness creative drove 52 conversions at a CPA of \$5.30



# Top Performing Social Creative

Our top performing consideration creative drove 122 conversions at a CPA of \$62.48



Our top performing conversion creative drove 693 conversions at a CPA of \$73.75



# Top Performing Search Creative

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## Top 5 Headlines:

### 2016 BP MS 150

5,071 Clicks, 48,186 Impressions, CTR of 10.5%, \$12.10 CPA

### Bike MS 2016

10,969 Clicks, 123,625 Impressions, CTR of 8.9%, \$18.17 CPA

### BP MS 150

202 Clicks, 2,685 Impressions, CTR of 7.5%, \$5.64 CPA

### Bike MS

162 Clicks, 3,581 Impressions, CTR of 4.5%, \$27.70 CPA

### The BP MS 150 Challenge

1,192 Clicks, 51,110 Impressions, CTR of 2.3%, \$13.09 CPA

## Top 5 Descriptions:

Do more than ride at our premier fundraising cycling event. Sign up!

- 11,273 Clicks, 116,409 Impressions, CTR of 9.7%, \$15.47 CPA

The largest ride of its kind in North America. Sign up!

- 769 Clicks, 7,974 Impressions, CTR of 9.6%, \$11.65 CPA

A series of over 100 extraordinary cycling routes. Find one near you!

- 4,362 Clicks, 53,694 Impressions, CTR of 8.1%, \$18.01 CPA

Join us for the ride of your life.

Accept the BP MS 150 challenge!

- 612 Clicks, 28,035 Impressions, CTR of 2.2%, \$10.77 CPA

Accept the BP MS 150 challenge and join us for the ride of your life!

- 591 Clicks, 31,003 Impressions, CTR of 1.9%, \$16.50 CPA



# Instagram Creative on Facebook Test

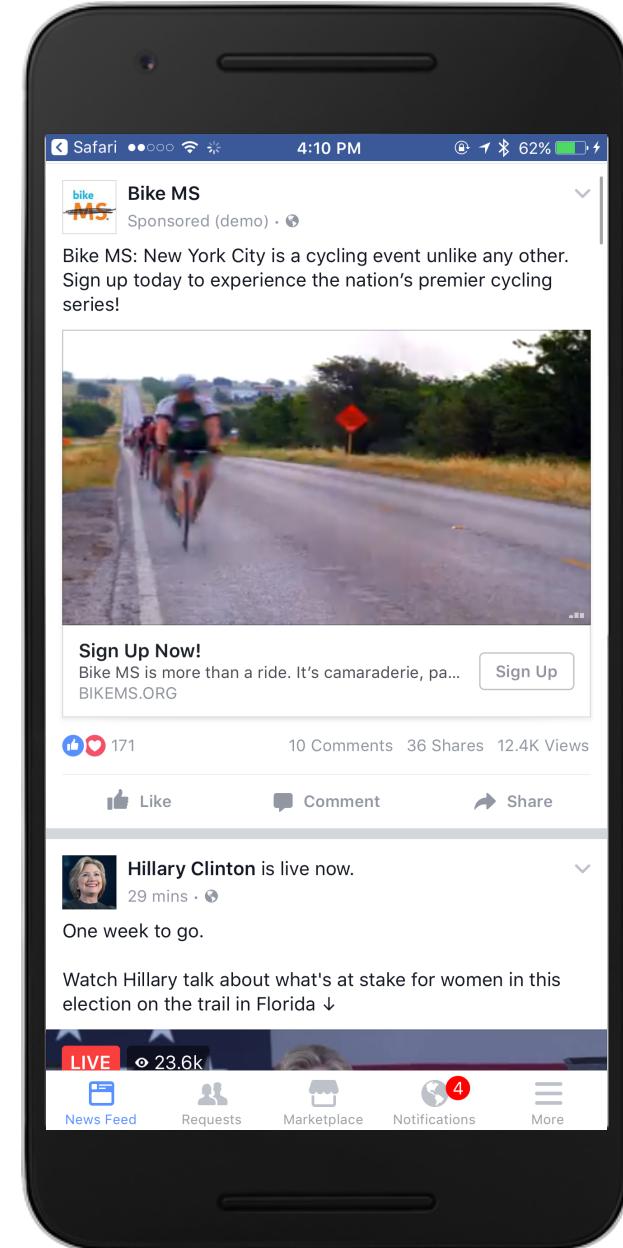
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- Visually appealing Instagram creative with minimal branding drove 15 conversions on Facebook, with the version below driving 9 conversions at a CPA of \$48.40



# Facebook Video Performance

- Videos proved to be an effective awareness metric as we spent just \$0.18 for a video view
- Videos were shown 62,055 times and completed at a completion rate of 10.48%
- Video ads generated 70 conversions at a CPA of \$161.00



# Creative Insights

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- Audience specific creative performed worse than "challenge" or "experience" messaging – with high audience overlap, it is tough to segment creative effectively
- Videos drove strong engagement on social – would recommend expanding video approach in 2017 for awareness phase
- On search, the top performing descriptions described Bike MS as a large event, using words like "premier" and phrases like "largest ride of its kind"



# Audience Performance

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An overview of audiences across platforms and creatives



# Audience Breakdown

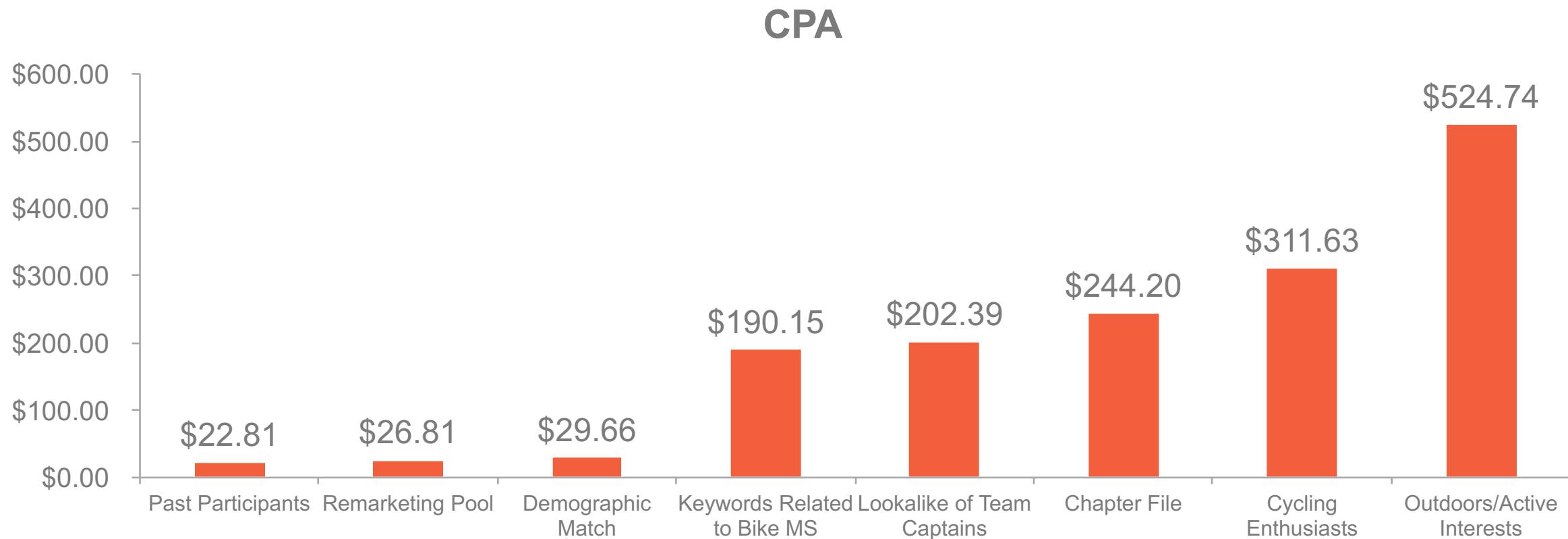
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Audience	Cost	Conversions	CPA
Past Participants	\$40,024.44	1755	\$22.81
Chapter File	\$11,721.39	48	\$244.20
Keywords Related to Bike MS	\$207,645.94	1092	\$190.15
Remarketing Pool	\$68,517.78	2556	\$26.81
Cycling Enthusiasts	\$119,976.95	385	\$311.63
Outdoors/Active Interests	\$112,293.35	214	\$524.74
Demographic Match	\$949.17	32	\$29.66
Lookalike of Team Captains	\$25,299.27	125	\$202.39



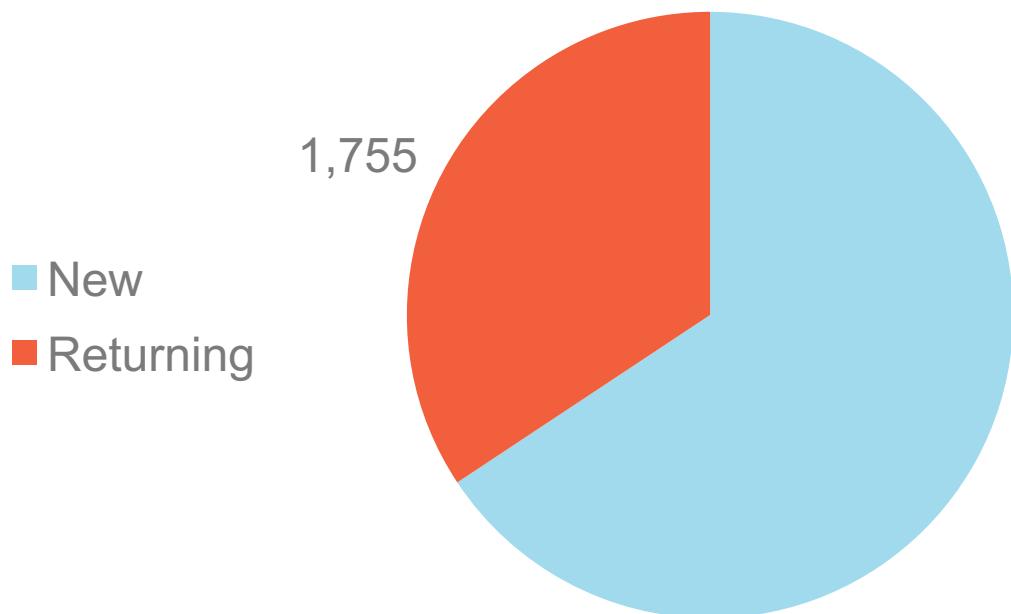
# Audience Breakdown

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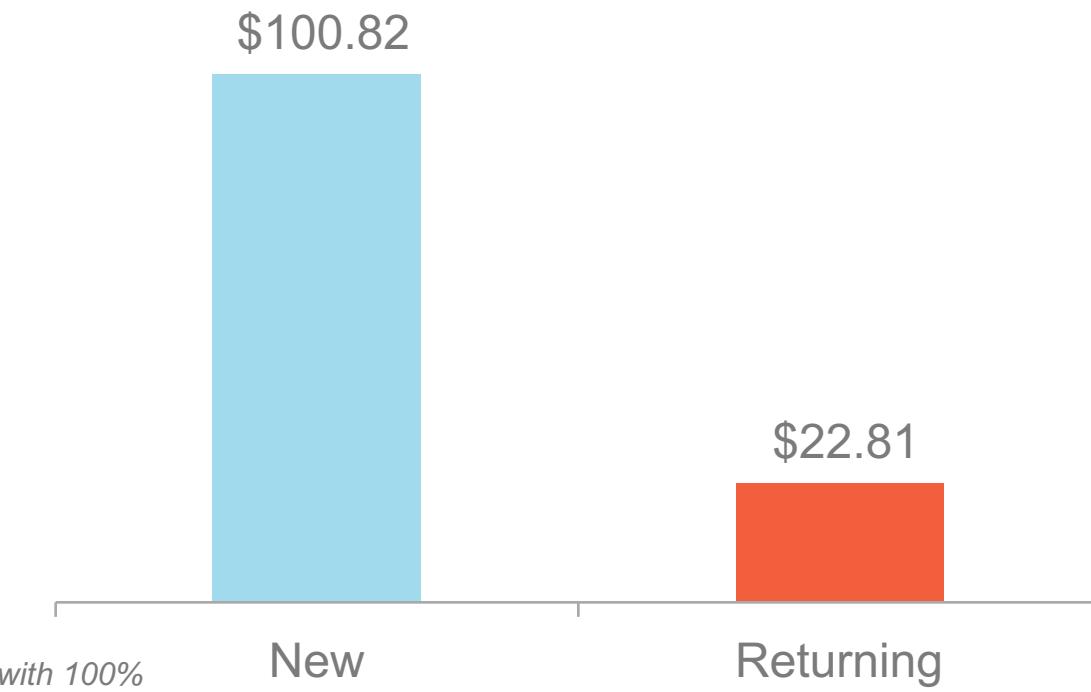


# Past Participants

Conversions



CPA

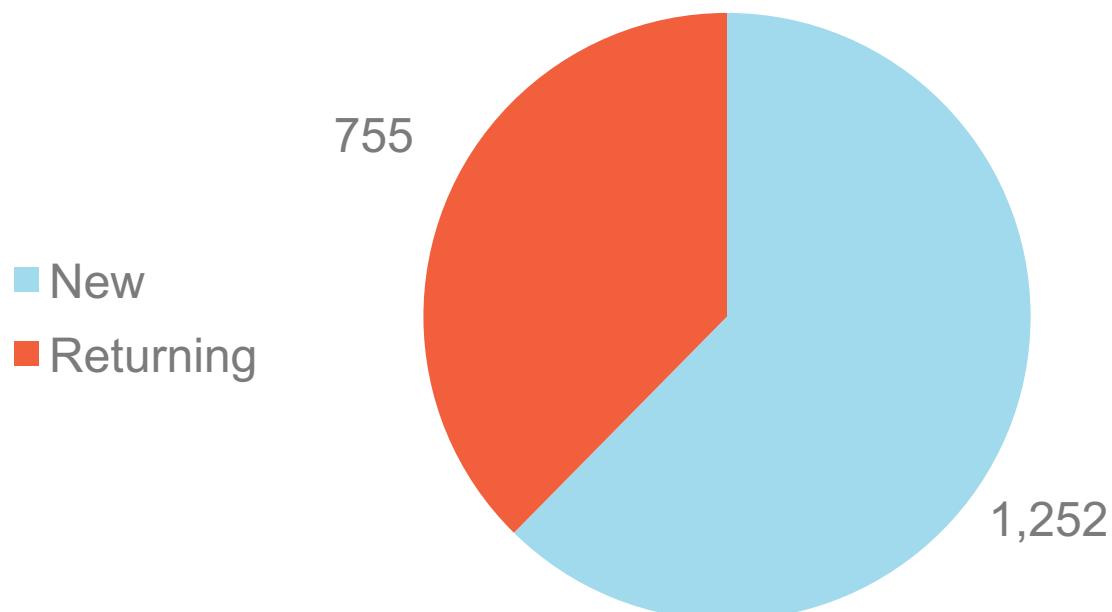


\*Note: The data above is conversions from past participant targeting. We do not know with 100% certainty that these are past participants and these do not account for all past participants that were brought in via digital advertising.

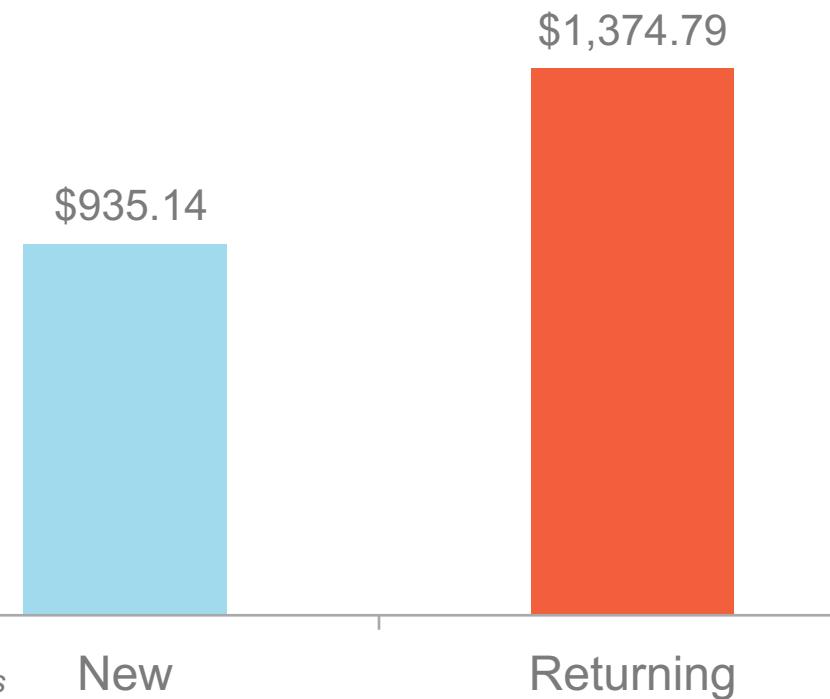


# Past Participants

Conversions



Revenue Per Rider



\*Note: The data above is a breakdown of participants that can be attributed to digital advertising. This data is pulled by matching constituent IDs captured in advertising tags with IDs in Blackbaud. ID capture began in March and excludes view-through conversions from social and search platforms.



# Search Keyword Analysis

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Keyword	Conversions
bike ms ride	493
ms 150	232
ms150	167
bp ms 150	56
bike ms	37
bp ms150	23
ms bike ride 2016	23
bike ms 2016	22
bike ride	18
bike event	3
bike racing	3
mountain biking	3
biking charity	3
cycling event	2
bike race	1
charity bike ride	1
ms rides	1
Total	1,088



# Audience Insights

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- Besides Past Participants, our remarketing pool and demographic matches had CPAs under \$30 with all other audiences having CPAs over \$190
- New participants had a CPA over four times higher than returning participants, while also driving \$400 less than returning participants
- Cycling Enthusiasts had a CPA over \$200 less than than Outdoor Enthusiasts
- Simple, straightforward keywords drove the highest volume of conversions on search



# Future Recommendations

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An overview of BPI's recommendations to the MS Society moving forward  
with advertising Bike MS digitally



# Recommendations

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- Continue to invest in returning participants

*With an additional 3,360 new participants this year, the pool of past participants will be larger next year. Because they drive more revenue than new participants, presumably due to more experience fundraising, we believe this audience is worth investing in*

- Focus on most compelling visual creative rather than audience specific

*Overall, creatives with less branding were more successful than ones with more branding, and our “Experience” and “Challenge” creatives were more successful than audience specific ones. Rather than investing time into developing different creatives for different audiences, we recommend testing fewer, more effective creatives*

- Expand search presence with addition of Bing Ads

*While Bing Search generally reaches less people than Google Search, investing in Bing will expand the number of people seeing ads through search. Because search had a lower CPA, it's worth expanding search whenever possible*

- Invest in testing pre-roll as an awareness phase tactic

*Test whether pre-roll increases likelihood of conversions later on in the funnel*

