

# FEP/Congressional Employees

## Direct Response Advertising Campaign Results

December 23, 2015

# Campaign Overview

## Objective

- Target - as precisely as possible - the Federal and Congressional employees
- Increase awareness of product offerings to drive interest and generate response

## Strategy

- Utilize an integrated media mix to reach the target audience

## Target Audience

- Federal Government Employees
- Congressional Employees

## Timing

- Fall 2015: November 2<sup>nd</sup> – December 14<sup>th</sup> (6 weeks)



## Geography

- Baltimore and Washington DC DMAs
- Concentrate around Federal/Congressional Government buildings in DC

# Media Plan



## FEP - Media Flowchart Nov. 2nd - Dec. 14th

Media (Adults 25-54)	Oct	Nov	Dec
	28 5 12 19	26 2 9 16 23 T	30 7 14 21 C
<b><u>DIGITAL</u></b> <b>wbalrtv.com/Yahoo.com</b> 2,619,048 Impressions (.gov addresses/Baltimore & Washington DMAs) <b>washingtonpost.com</b> 155,428 Impressions (senate.gov and house.gov addresses) 467,938 Impressions (.gov/.mil IP addresses) 1,687,500 Impressions (RTG federal and congressional audiences)			
<b>Opera (Mobile)</b> 1,400,000 Impressions (.5 radius around Fed/Congressional Gov't Buildings) 1,100,000 Impressions (.5 radius around Capitol Building) 1,333,333 Impressions (government official behavioral targeting)			
<b><u>PRINT</u></b> <b>Politico (Newspaper)</b> 1/4p, 4c ad		1x	1x
<b>The Hill (Newspaper)</b> 1/4p, 4c ad		1x	1x

# Campaign Final Results

- Overall, the combined FEP/Congress campaign generated 9.7MM impressions, 21,107 clicks and 9,521 visits to the combined landing page, surpassing the 2014 campaign benchmark of 8,330 landing page visits
  - The 2014 campaign in comparison had 9MM impressions, 17,497 clicks and 8,330 visits to the combined landing page
- The click through rate (.22%) and conversion rates (45% to landing page, 7% to Congress page, 14% to FEP page) are very good
  - The 2014 campaign in comparison had a lower click through rate of .19%
  - However, the conversion rates in 2014 were higher (47% to landing page, 31% to Congress page) with the exception of the FEP page at 5% compared to 2015 at 14%
- The WashingtonPost.com WP+ and Fed target and retargeting placement drove the most people to the Congress and FEP pages of any of the placements, 175 and 452 respectively

Placement	Total Cost	Impressions	Clicks	CPM	Click Rate	Total Conversions			Conversion Rates		
						CareFirst Congress FEP Landing Page	CareFirst Congress Landing Page	CareFirst FEP Landing Page	CareFirst Congress FEP Landing Page	CareFirst Congress Landing Page	CareFirst FEP Landing Page
<b>Opera Mediaworks</b>											
Geo-Fence Targeting Federal/Congressional Buildings	\$9,000.00	1,835,969	6,477	\$4.90	0.35%	2,284	83	79	35%	4%	3%
Geo-Fence Targeting the Capitol Building	\$5,500.00	1,151,430	4,813	\$4.78	0.42%	2,012	145	161	42%	7%	8%
Government Official Behavioral Targeting	\$9,000.00	1,530,615	5,542	\$5.88	0.36%	1,958	85	75	35%	4%	4%
<b>Opera Mediaworks Total</b>	<b>\$23,500.00</b>	<b>4,518,014</b>	<b>16,832</b>	<b>\$5.20</b>	<b>0.37%</b>	<b>6,254</b>	<b>313</b>	<b>315</b>	<b>37%</b>	<b>5%</b>	<b>5%</b>
<b>WashingtonPost Digital</b>											
.gov/.mil domain targeting	\$13,500.00	467,942	986	\$28.85	0.21%	820	15	174	83%	2%	21%
WP+ Fed Target & Retargeting	\$12,836.70	1,604,587	2,464	\$8.00	0.15%	1,737	175	452	70%	10%	26%
senate.gov/house.gov targeting	\$13,472.26	155,081	83	\$86.87	0.05%	65	67	71	78%	103%	109%
<b>WashingtonPost Digital Total</b>	<b>\$39,808.96</b>	<b>2,227,610</b>	<b>3,533</b>	<b>\$17.87</b>	<b>0.16%</b>	<b>2,622</b>	<b>257</b>	<b>697</b>	<b>74%</b>	<b>10%</b>	<b>27%</b>
<b>Yahoo!</b>											
Government IP Targeting	\$22,000.00	3,048,544	742	\$7.22	0.02%	645	60	348	87%	9%	54%
<b>Yahoo! Total</b>	<b>\$22,000.00</b>	<b>3,048,544</b>	<b>742</b>	<b>\$7.22</b>	<b>0.02%</b>	<b>645</b>	<b>60</b>	<b>348</b>	<b>87%</b>	<b>9%</b>	<b>54%</b>
<b>Grand Total</b>	<b>\$85,308.96</b>	<b>9,794,168</b>	<b>21,107</b>	<b>\$8.71</b>	<b>0.22%</b>	<b>9,521</b>	<b>630</b>	<b>1,360</b>	<b>45%</b>	<b>7%</b>	<b>14%</b>

# Creative Final Results

- Overall, this year's campaign creative produced a slightly higher click through rate of .22% vs. 2014 at .19%
- As was last year, the banner ad that generated the most Landing Page visits was the 320X50 banner ad with 7,517 visits
  - There were 1,871 visits in 2014
- The 300X600 banner ad had the highest conversion rate for the CareFirst Landing page at 85%, while the 728X90 banner ad generated the highest conversion rates for the Congress Page (24%) and FEP Page (91%)
- The CPM went down \$2.46 this year to \$9.14
  - The CPM was \$11.60 in 2014

Creative	Total Cost	Impressions	Clicks	CPM	Click Rate	Total Conversions			Total Conversions		
						CareFirst Congress FEP Landing Page	CareFirst Congress Landing Page	CareFirst FEP Landing Page	Congress Conversion Rate	FEP Conversion Rate	
FEP_Blue2015_160x600	\$12,580.47	1,333,379	596	\$9.44	0.04%	503	59	209	84%	12%	42%
FEP_Blue2015_300x250	\$22,045.41	1,731,652	1,755	\$12.73	0.10%	894	146	349	51%	16%	39%
FEP_Blue2015_300x600	\$9,630.81	205,319	297	\$46.91	0.14%	251	18	143	85%	7%	57%
FEP_Blue2015_728x90	\$14,252.50	1,457,414	462	\$9.78	0.03%	356	86	324	77%	24%	91%
FEP_Blue2015_320x50	\$31,028.34	5,066,404	17,997	\$6.12	0.36%	7,517	321	335	42%	4%	4%
Grand Total	\$89,537.53	9,794,168	21,107	\$9.14	0.22%	9,521	630	1,360	45%	7%	14%

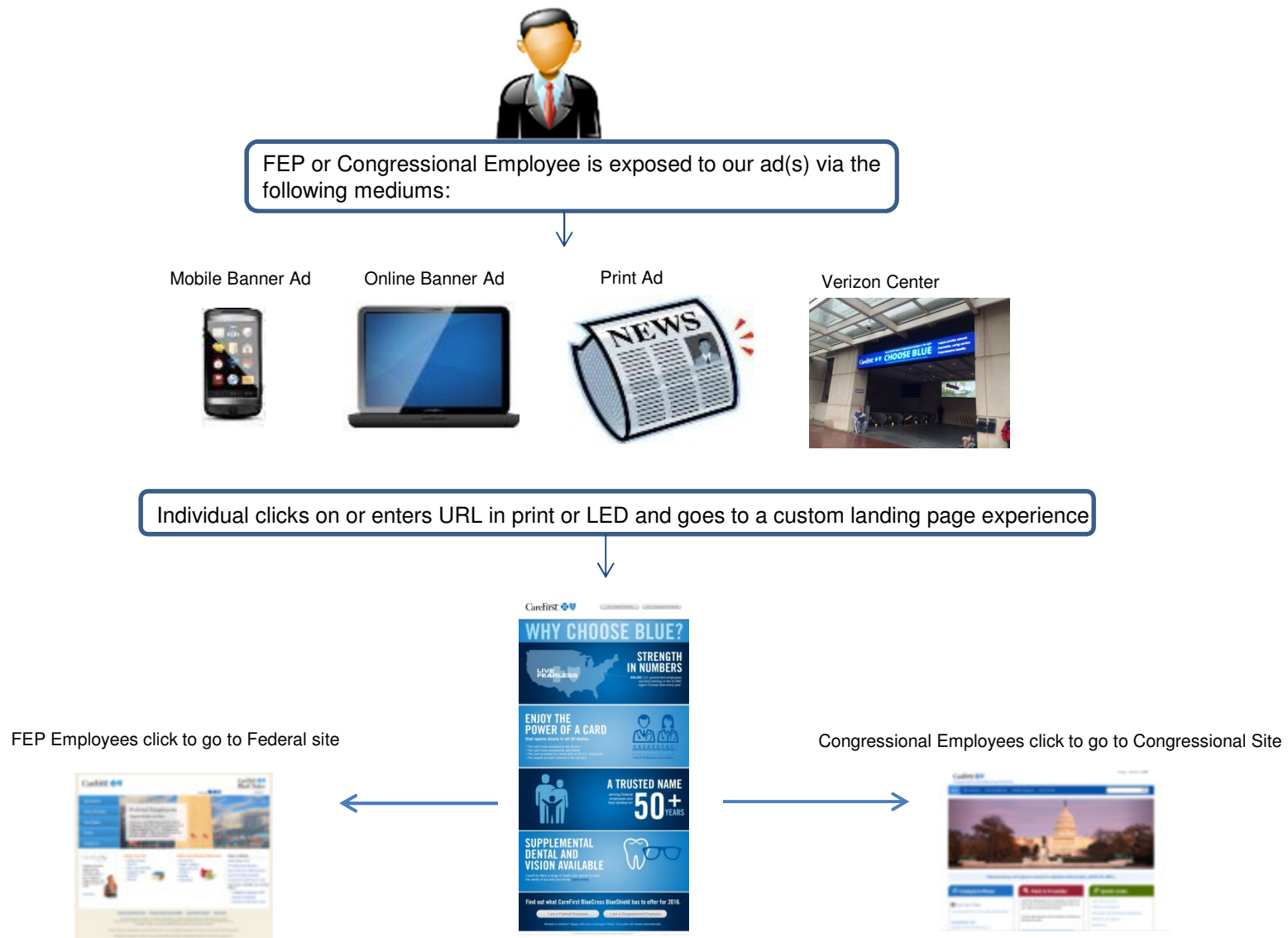
## Key Takeaways

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- Continue to utilize IP address targeting to reach Federal and Congressional employees
- Take advantage of digital retargeting capabilities, where available, to maximize frequency and drive increased visits
- Build upon mobile's proven performance of geo-targeting FEP and Congress users on the go
- Remain present in contextually relevant online and print publications
- Highlight CareFirst's strong brand attributes of strength in numbers and history within the creative messaging

# Appendix

# Combined Campaign - User Experience





# Retargeting Methodology

Step 1

Person visits our landing page or the FEP or Congress homepage



Step 2

Person gets a tracking pixel...



Step 3

As this person goes to other web sites within the Washington Post network, CareFirst banner ads are served to them directing them back to CareFirst



## Washington Post Network:

ap.org  
bbc.com  
bbcamerica.com  
cnn.com  
cbsnews.com  
cnet.com  
dailykos.com  
latimes.com  
motherjones.com  
newsweek.com  
nytimes.com  
kiplingers.com  
forbes.com  
morningstar.com  
nationalreview.com

# Choose Blue: Digital Executions

## COMBINED MESSAGE: FEDERAL AND CONGRESSIONAL EMPLOYEES

### Mobile Banners

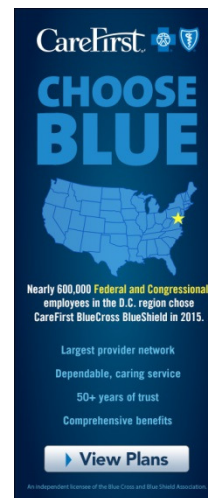


### Display Banners

728X90



336X800



160X600



320X50



300X250



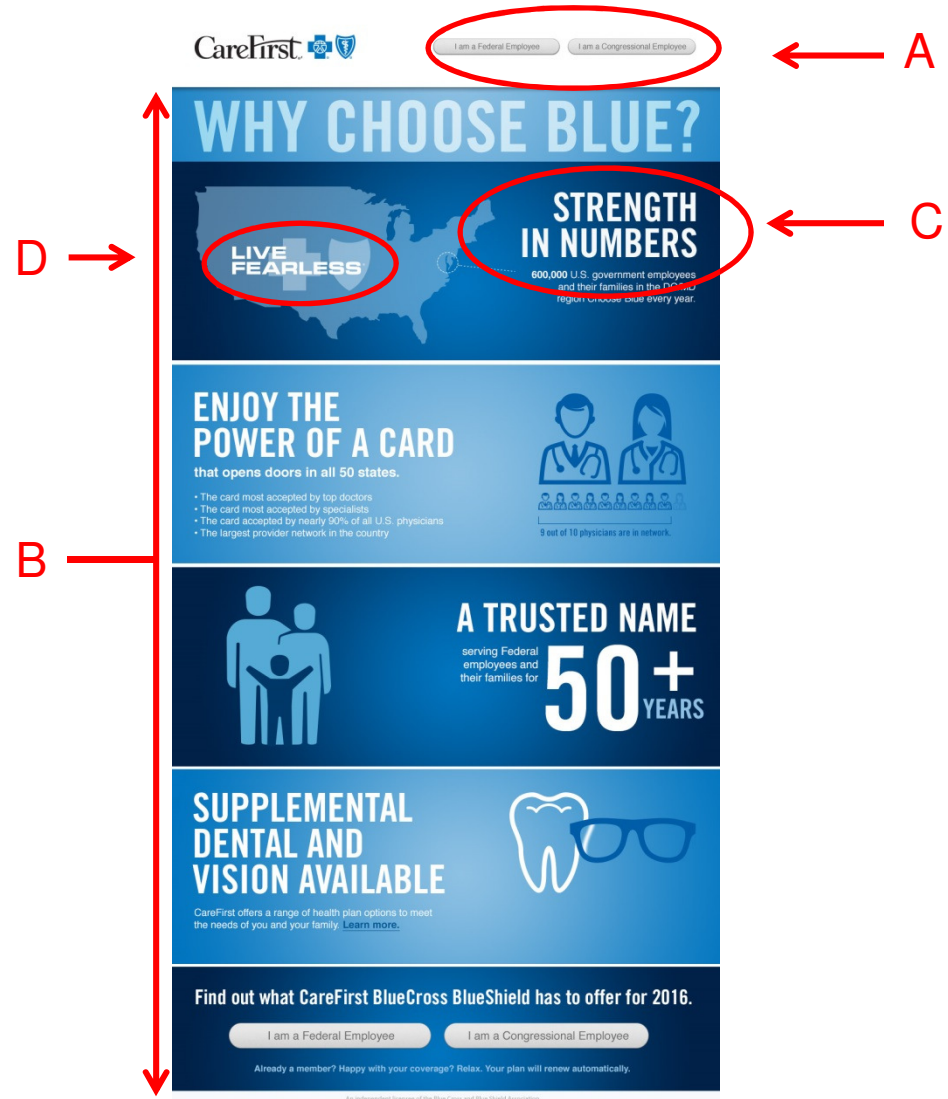
- Mobile ads geo-target Federal and Congressional Employees in a .5 mile radius of Fed/Congressional Government buildings

- Display ads run on contextually relevant sites. Banners are served to Federal and Congressional IP addresses exclusively to maximize targeting efficiency

# Combined Campaign Landing Page

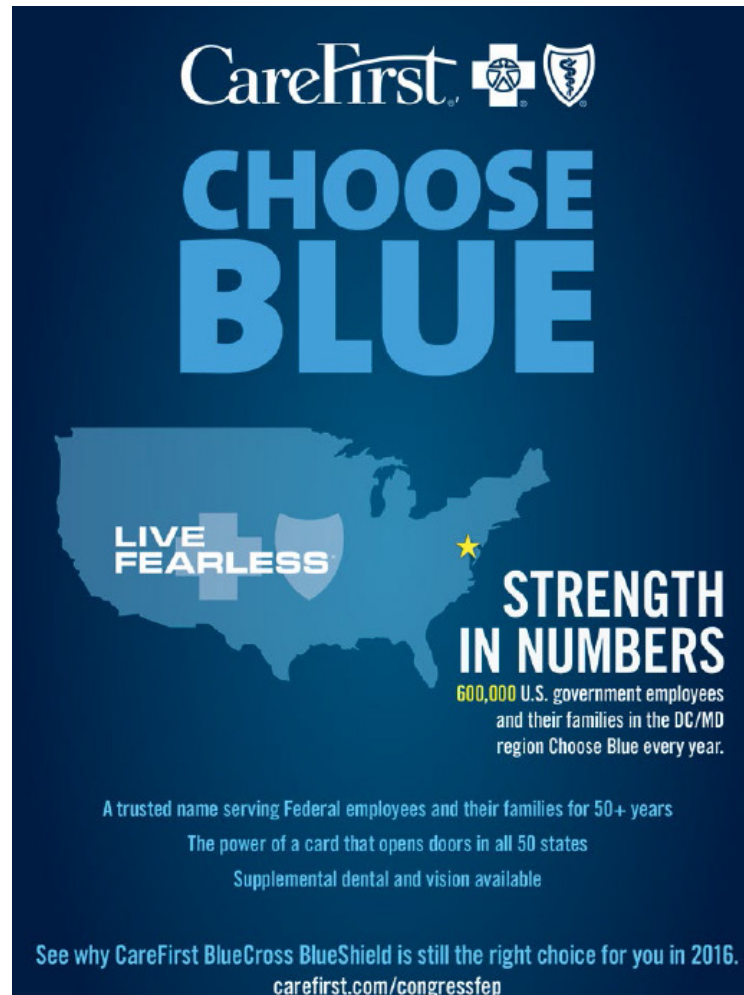
Creative updated as follows:

- A. Moved call-to-action buttons to top of page
- B. Layout of key message point organized into sections of copy vs. previous infographic treatment
- C. Put more emphasis on Strength in Numbers copy
- D. Incorporated Live Fearless messaging



# Choose Blue: Print Execution

## COMBINED MESSAGE: FEDERAL AND CONGRESSIONAL EMPLOYEES



- Print insertion featured in *Politico* and *The Hill*



# LED Exterior Signage - Verizon Center

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COMBINED MESSAGE: FEDERAL AND CONGRESSIONAL EMPLOYEES

