

SYSTEM RELIABILITY PROCUREMENT

2019 Marketing and Engagement Plan

Monthly Progress Report for December 2019

Table of Contents

Table of Contents.....	2
1. Purpose.....	3
2. Executive Summary.....	3
3. Campaign Performance Evaluation.....	3
4. Campaign Performance Measurement.....	4
5. Continuous Improvement: Next Steps.....	6
Appendix A: Table of Terms.....	7
Appendix B: Google AdSense Report Data.....	8
Appendix C: Google Analytics Web Traffic Report.....	14

1. Purpose

The purpose of the Marketing and Engagement Plan Monthly Report is to illustrate to stakeholders the level of effectiveness achieved with the current Marketing and Engagement Plan efforts and, therefore, to assess the potential level of engagement for third-party solution providers with the Rhode Island System Data Portal (Portal).

2. Executive Summary

This Monthly Report for December 2019 demonstrates that the Google Ad Sense campaign continues to maintain strong results in impressions, clicks and click rate. Google rankings-maintained 1st position for all terms in December. Web traffic was down in December which is a common seasonality trend and in line with the System Data Portals year over year data identifying Q1 as the highest traffic quarter for the portal. The team will continue to focus on digital advertising in Q1 2020 to maximize reach during this high traffic period.

3. Campaign Performance Evaluation

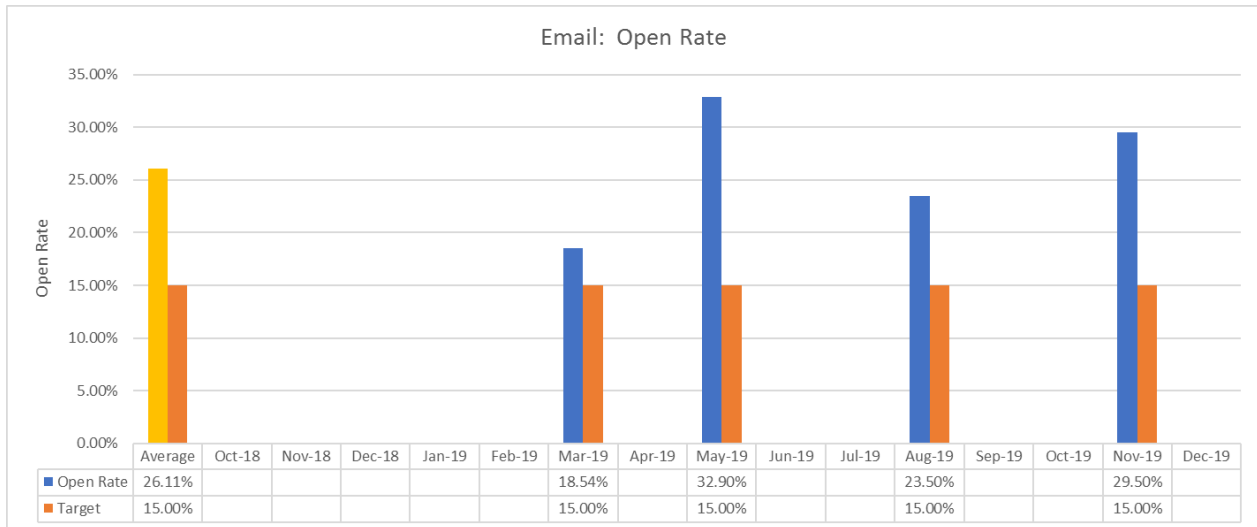
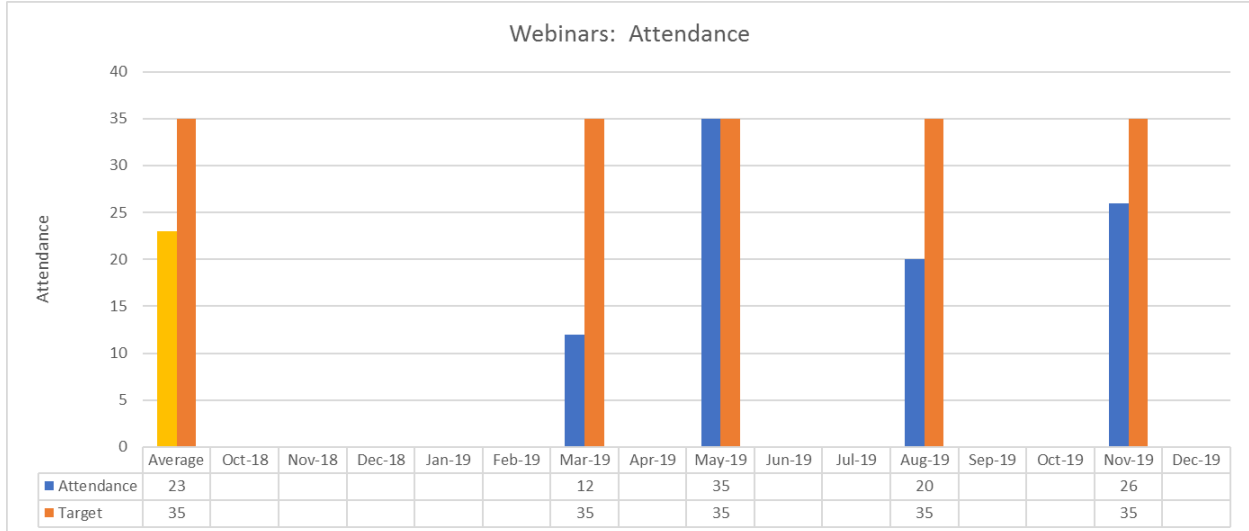
National Grid will continuously monitor, track, and assess the effectiveness of the 2019 SRP Marketing and Engagement Plan.

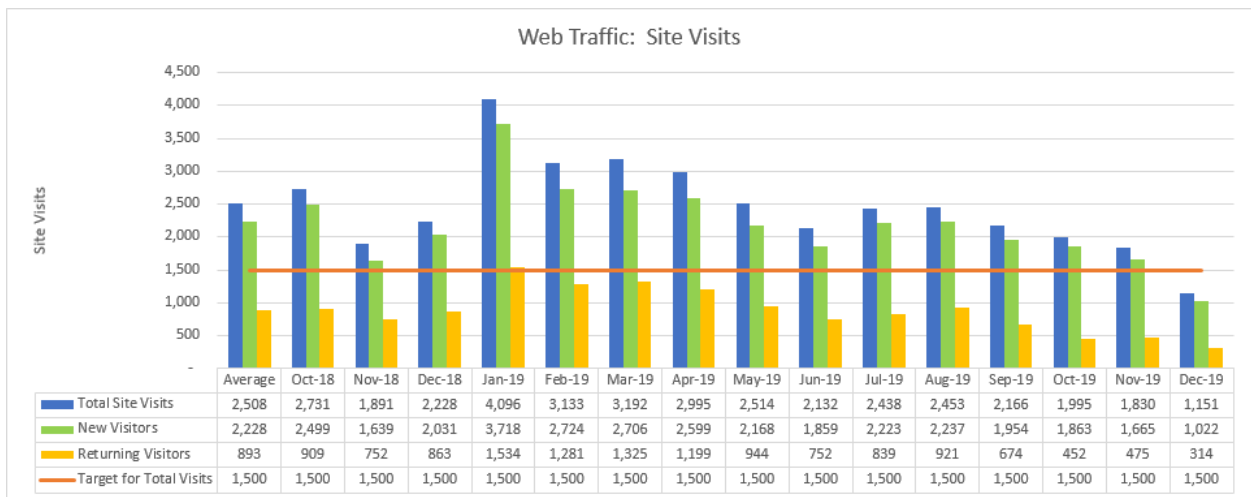
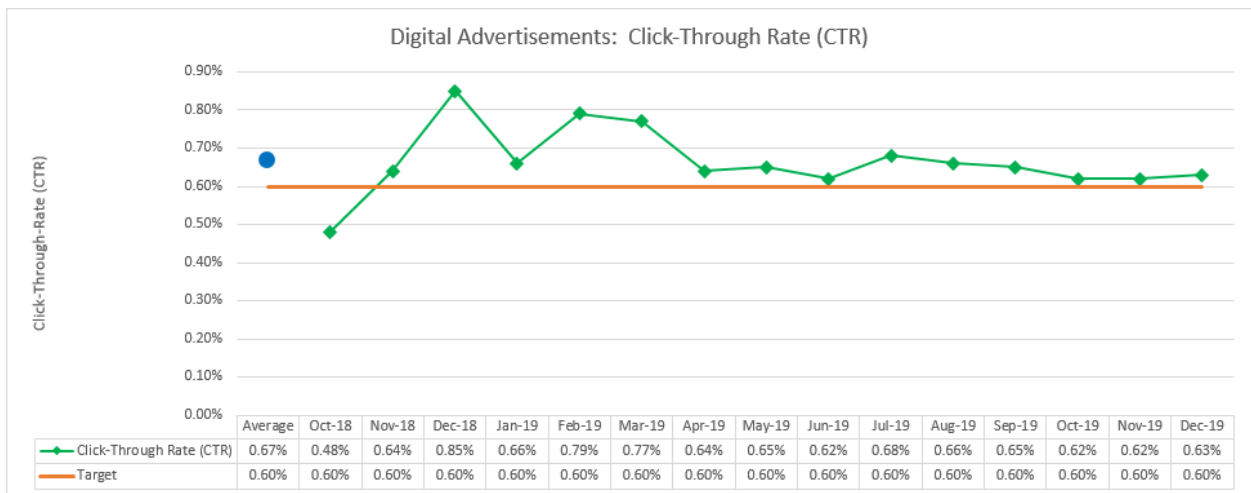
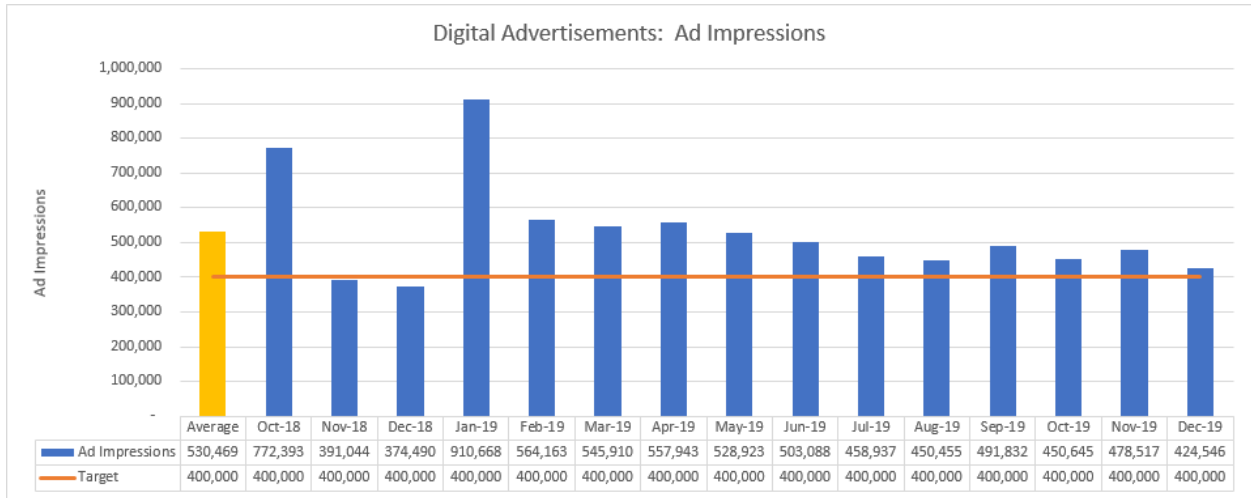
National Grid will evaluate using the metrics outlined in the 2019 Marketing and Engagement Plan and summarized in the table below.

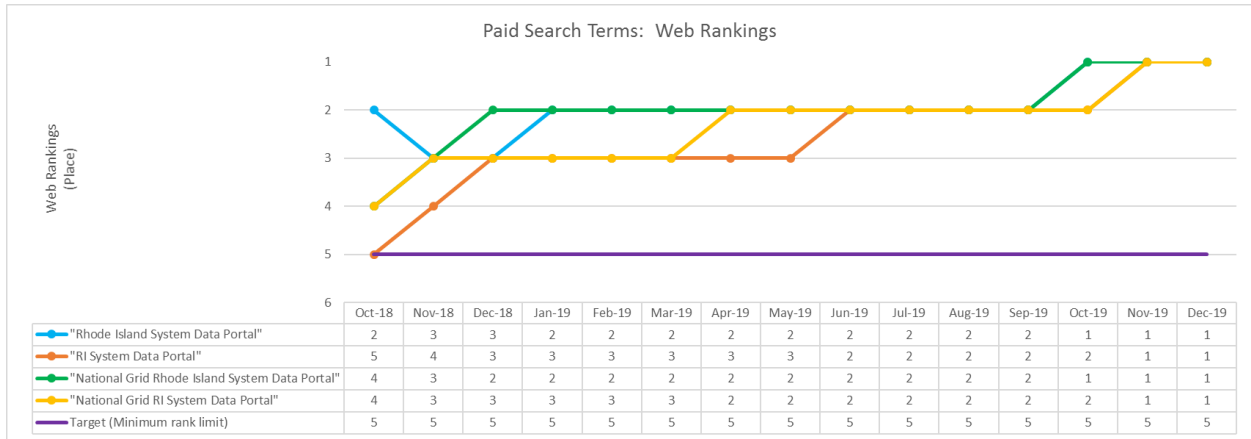
Table 1. Campaign Performance Evaluation Goals

Outreach Channel	Corresponding Metric	Goal
Webinars	Attendance	Average Attendance \geq 35
Email Outreach	Open Rate	Average Open Rate \geq 15%
Digital Advertisements	Click-Through Rate (CTR)	Average CTR \geq 0.60%
Digital Advertisements	Ad Impressions	Average Ad Impressions \geq 400k
Paid Search Terms	Web Rankings	Web Rankings \geq 5 th
Web Traffic	Total Site Visits	Average Total Site Visits \geq 1500

4. Campaign Performance Measurement







5. Continuous Improvement: Next Steps

The outreach and engagement results demonstrate that the team should continue to focus on digital advertising for Q1 2020 to optimize reach during the RI System Data Portals high traffic months. The team will work to finalize the other elements of the 2020 Outreach and Engagement Plan in the including scheduling 2 webinars and in person demonstrations along with a new focus group effort.

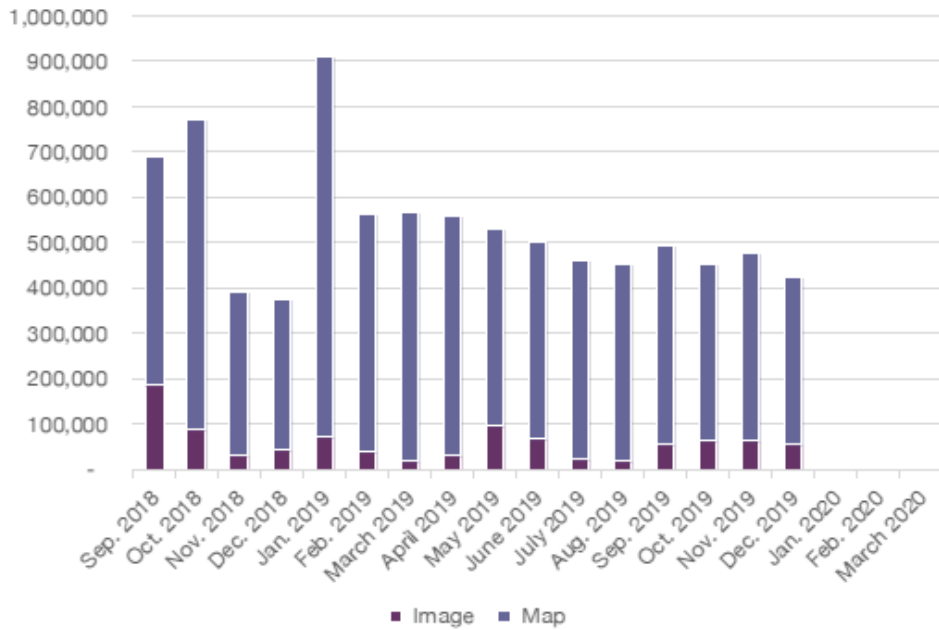
Appendix A: Table of Terms

Below is a table to help provide clarity on the marketing and related terms used in this Monthly Report.

Term	Definition
Clicks	The number of times an individual selects or clicks on an advertisement or its equivalent.
Click-Through Rate (CTR)	The rate of clicks per impression, calculated by clicks divided by impressions. This represents, in part, the percentage of times users have clicked on a banner.
Digital Ad Placements	A specific group of advertisements on which an advertiser can choose to place their ads using placement targeting. A digital placement is one that takes place on digital media, such as the internet.
Impressions	The number of times an advertisement was viewed.
Non-Wires Alternative (NWA)	The inclusive term for any electrical grid investment that is intended to defer or remove the need to construct or upgrade components of a distribution and/or transmission system, or “wires investment”.
Open Rate	The percentage of people who opened an email out of the total number of recipients. This number will include people who opened the email more than once. An indicator of subject line success and topic relevance.
Paid Search Term	A phrase or word on which advertisers bid to trigger their website or webpage to be shown to relevant users, dependent on term used.
Rankings	The position of a website or webpage in a search result list, dependent on the term used in the search engine.
Returning Site Visit	The number of times a unique first-time visitor returns to the website.
Search Engine Optimization (SEO)	The process of maximizing the number of visitors to a website by ensuring that the site appears high on the list of results returned by the search engine.
Total Site Visits	The total number of visits of individuals to a website during a given period. Total site visits are the sum of unique site visits and returning site visits.
Unique Site Visit	The number of visits of distinct individuals to a website during a given period. Does not include the number of revisits that an individual makes to the website.
Webinar	A live, web-based video conference that uses the internet to connect the individual hosting the conference to an audience of viewers. A portmanteau of the terms “web seminar”.

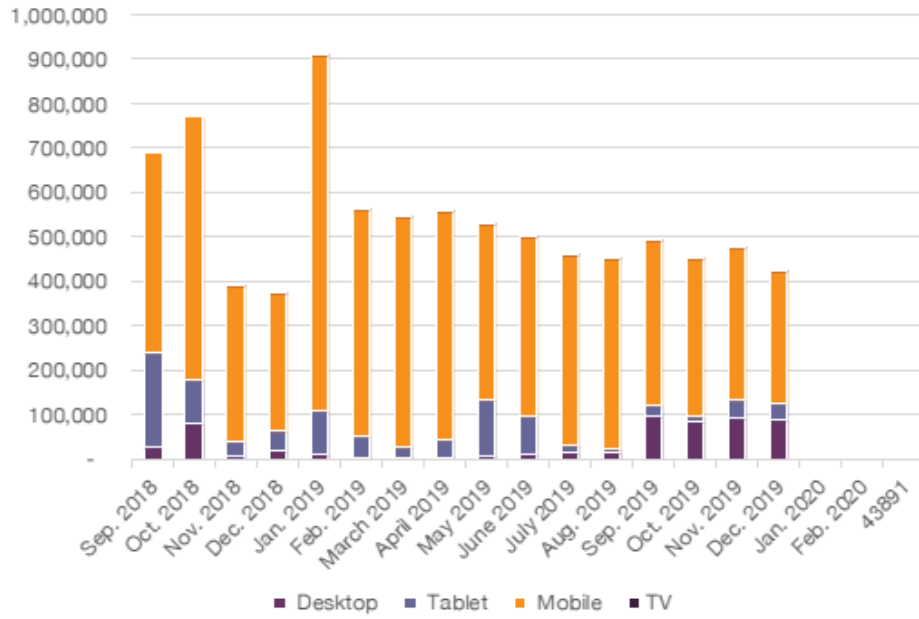
Appendix B: Google AdSense Report Data

Impressions by Messaging





Impressions by Device

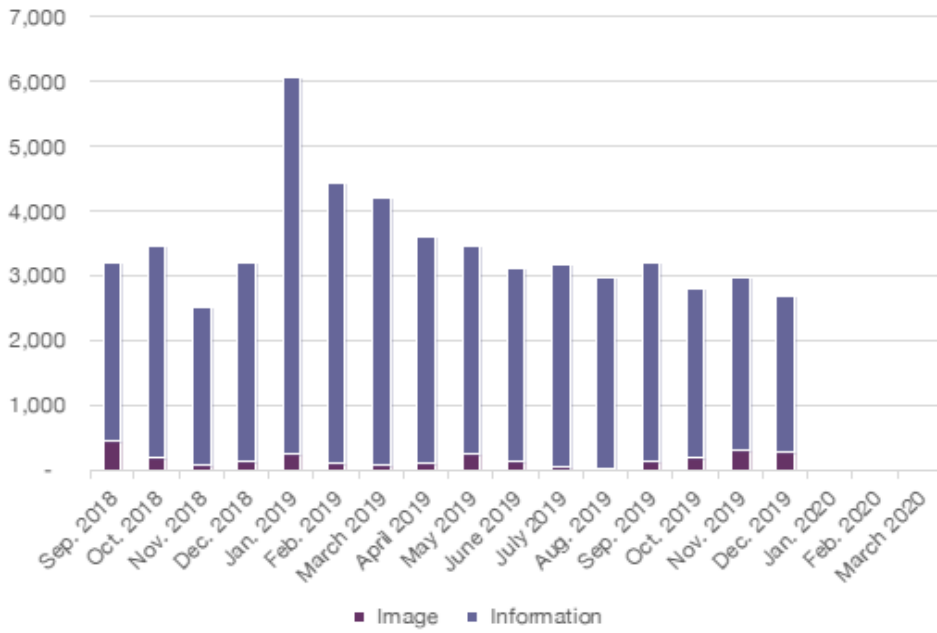


 Impressions by Size

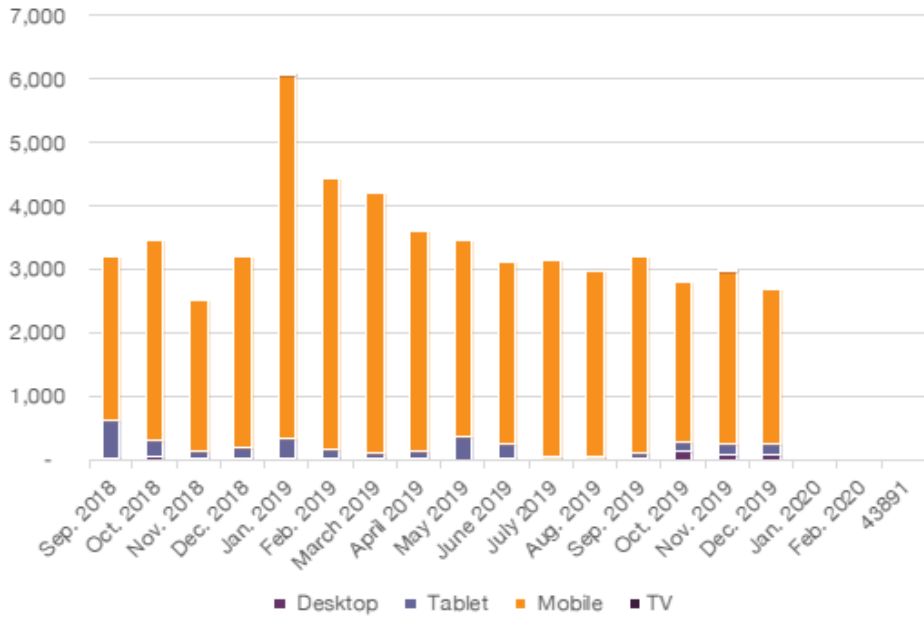




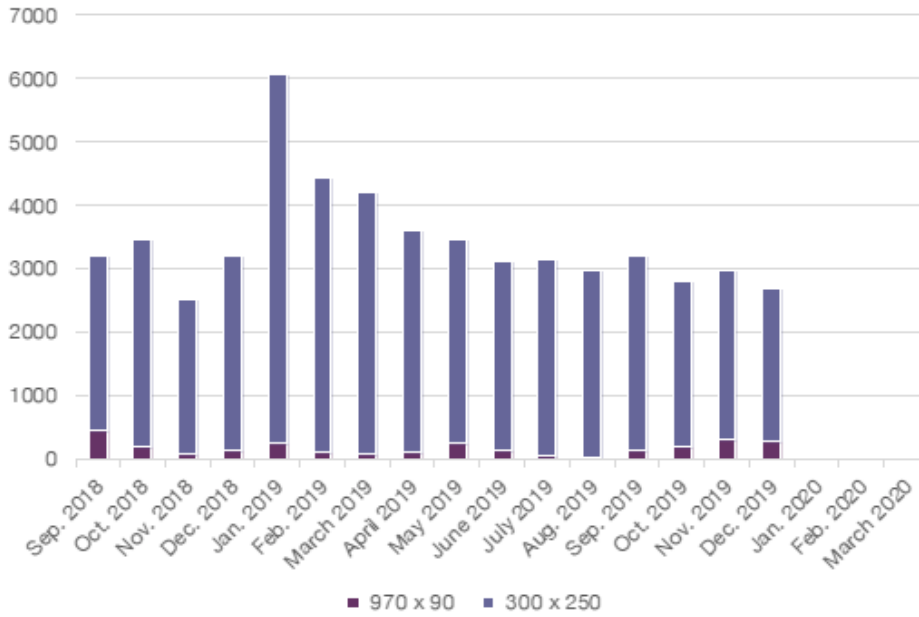
Clicks by Messaging



 Clicks by Device



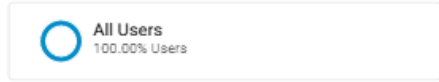
 Clicks by Size



Search Phrase	Google Ranking	Goal
Rhode Island System Data Portal	1	≥ 5
RI System Data Portal	1	≥ 5
National Grid Rhode Island System Data Portal	1	≥ 5
National Grid RI System Data Portal	1	≥ 5

Appendix C: Google Analytics Web Traffic Report

Audience Overview



Dec 1, 2019 - Dec 31, 2019

Overview

