

# Rhode Island Energy Efficiency Council

## October 2024 Media Delivery Report

Presented by PivoPath  
November 2024



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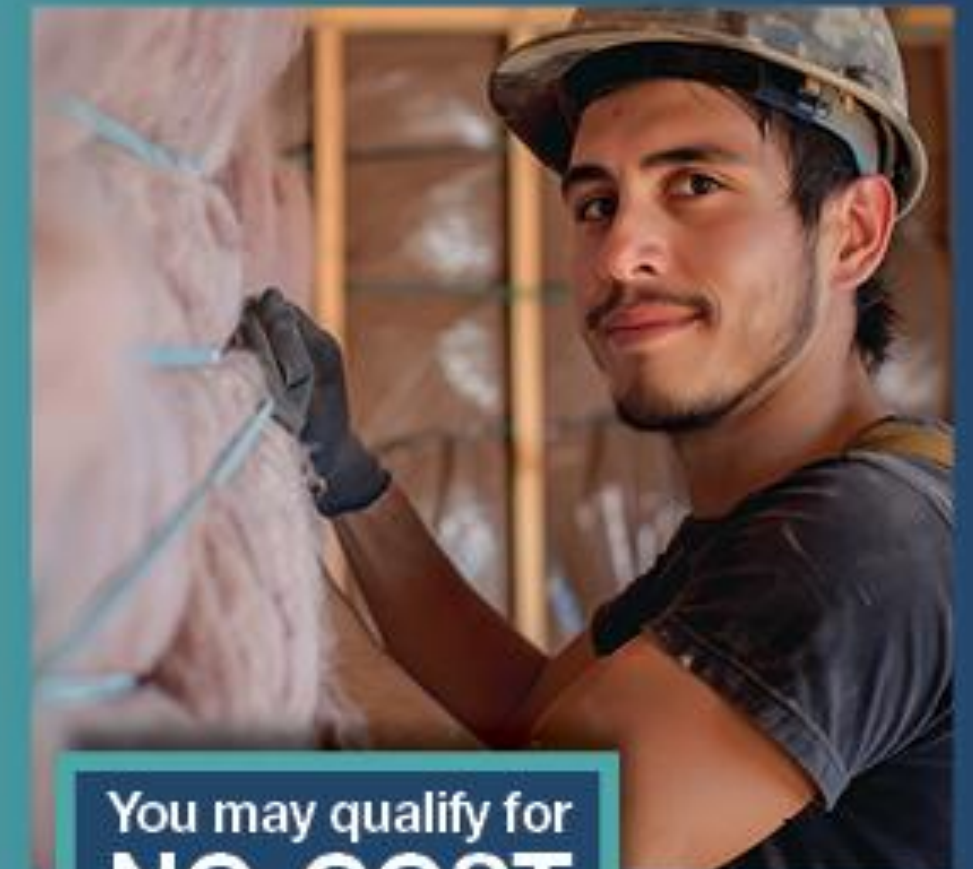


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**YOU  
HAVE  
THE  
POWER**

to lower your  
energy bills now.



You may qualify for  
**NO-COST**  
energy upgrades.  
**FIND OUT NOW**



# Overview



On October 16, PivotPath, in collaboration with the Rhode Island Energy Efficiency Committee (RI EEC), launched a strategic, multi-channel digital campaign designed to broaden audience awareness and engagement of their energy-saving program for low income households.

This targeted initiative includes programmatic digital display ads and audio streaming content, supported by an integrated social media campaign that began on November 1. By implementing the campaign programmatically, we are able to serve ads to the exact audience we are trying to reach. That audience is:

- English and Spanish speaking Rhode Island residents A29-55
- Low to Middle Household Income (HHI) less than \$69k
- Homeowners and Renters
- Age of Home over 20 years old

Through this comprehensive approach, PivotPath aims to extend the reach and impact of the RI EEC's efforts to:

- Educate residents on the benefits of energy efficiency
- Boost participation in energy efficiency programs
- Encourage behavior change to reduce energy consumption
- Direct traffic to a dedicated [landing page](#) that consolidates all program information in a single, easy-to-navigate format. The goal is to encourage visitors to take the next step by signing up for a home assessment and determining their eligibility for program participation.



# Update



## Planning and Implementation

**Creative:** English and Spanish ads approved and have been implemented

### Media in Market | October 16 Launch

- Digital Display
- Audio Streaming
- Social Media beginning November 1

A vertical display advertisement in Spanish. At the top, the text "TIENES EL PODER" is written in large, bold, orange letters. Below it, in white text, is "de proteger a tu familia contra los impactos del cambio climático!". The central image shows a smiling family of three (a woman holding a baby, and a man standing next to her) in a living room. At the bottom of the image, a white box contains the text "Puedes calificar para mejoras de energía SIN COSTO. DESCÚBRELO AHORA." in black and orange. The Energy Efficiency Council logo is in the bottom right corner of the ad.

**TIENES EL PODER**  
de proteger a tu familia  
contra los impactos del  
cambio climático!

Puedes calificar para  
mejoras de energía  
**SIN COSTO.**  
DESCÚBRELO AHORA.

The logo for the Energy Efficiency Council, featuring a stylized map of Indiana inside a circular graphic with the text "ENERGY EFFICIENCY COUNCIL" to its right.

# MEDIA DELIVERY



## Digital Analytics and Google Analytics

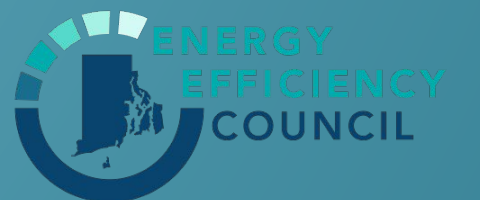
When looking at the Digital Analytics and Google Analytics reporting, there will be differences in the elements from the campaign that are shown.

Digital Analytics (Display/Social/Audio Streaming) evaluates the impact of ads served through their platforms and is measured by clicks - those who are engaging with the RI EEC ads being served to the targeted individual.

The Google Analytics data details overall traffic to the website either from organic searches, social media, or the digital display campaign.



# Digital Analytics



# Campaign Delivery Performance



Media Tactic	Delivered Impressions	Clicks	CTR*	ACR (Audio Completion Rate)
Display - English	208,965	6,084	2.91%	NA
Display - Spanish	199,131	3,598	1.81%	NA
Audio Streaming - English	44,753	NA	NA	91%
Audio Streaming - Spanish	50,711	NA	NA	93%
Added Value	135,907	830	0.61%	NA
<b>TOTAL:</b>	<b>639,467</b>	<b>10,512</b>	<b>1.93%</b>	<b>NA</b>

*\*CTR does not include Audio Streaming impressions.  
Benchmark CTR is 0.25%*

*Performance and Images of all ads in market are on the following slides.*



# Digital Display | Delivery Metrics



Ad Group	Delivered Impressions	Clicks	CTR
300x600 B SPA	3,672	146	4.0%
160x600 C	3,371	130	3.9%
160x600 D	3,613	138	3.8%
160x600 A	3,736	138	3.7%
300x600 D	1,157	37	3.2%
300x600 B	2,981	95	3.2%
300x600 A	1,240	37	3.0%
SPA 300x600 C SPA	7,178	209	2.9%
160x600 B SPA.	6,783	197	2.9%
SPA 160x600 C SPA	6,601	188	2.8%
300x600 C	1,205	34	2.8%

Display CTR Benchmark: .25% CTR

For the RI EEC marketing campaign, six distinct messages were deployed, with four in English and two in Spanish.

The chart on the left shows ad performance data from October 16-31. *(Images of ads on the following slides.)*

All ads achieved click-through rates (CTR) above 1.3%, significantly surpassing the typical CTR of 0.25% for similar campaigns. This high engagement suggests that the messaging is resonating strongly with the target audience, prompting them to click to learn more.





# Digital Display | Ads



**TIENES EL PODER**  
de proteger a tu familia contra los impactos del cambio climático!




Puedes calificar para mejoras de energía **SIN COSTO.**  
DESCÚBRELO AHORA.




Spanish B  
300x600 4% CTR

**YOU HAVE THE POWER**  
to lower your energy bills now.



You may qualify for **NO-COST** energy upgrades.  
**FIND OUT NOW**



Ad C 160x600  
3.9% CTR

**YOU HAVE THE POWER**  
to keep your home comfortable this winter.




You may qualify for **NO-COST** energy upgrades.  
**FIND OUT NOW**




Ad D 160x600  
3.8% CTR

**YOU HAVE THE POWER**  
to take control of your energy bills!



You may qualify for **NO-COST** energy upgrades.  
**FIND OUT NOW**



Ad A 160x600  
3.7% CTR

**YOU HAVE THE POWER**  
to keep your home comfortable this winter.



You may qualify for **NO-COST** energy upgrades.  
**FIND OUT NOW**



Ad D 300x600  
3.2% CTR

**YOU HAVE THE POWER**  
to protect your family against the impacts of climate change.




You may qualify for **NO-COST** energy upgrades.  
**FIND OUT NOW**




Ad B 300x600  
3.2% CTR

**YOU HAVE THE POWER**  
to take control of your energy bills!



You may qualify for **NO-COST** energy upgrades.  
**FIND OUT NOW**



Ad A 300x600  
3.0% CTR



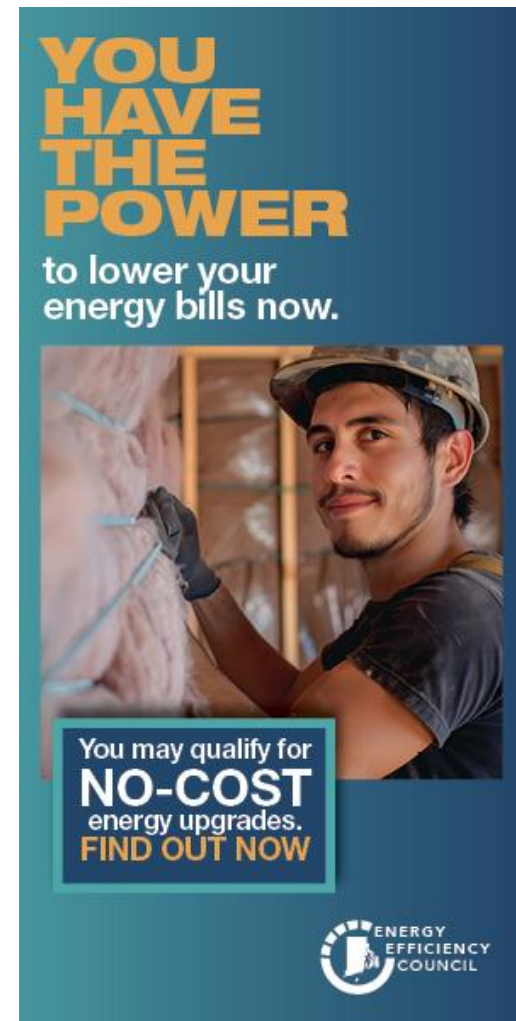
# Digital Display | Ads



Spanish A  
300x600 2.9% CTR



Spanish B  
160x600 2.9% CTR



Ad C 300x600  
2.9% CTR



Highest Amount of Impressions and Clicks : Ad A 320x50 (mobile): 40,091 impressions; 762 clicks; 1.9% CTR



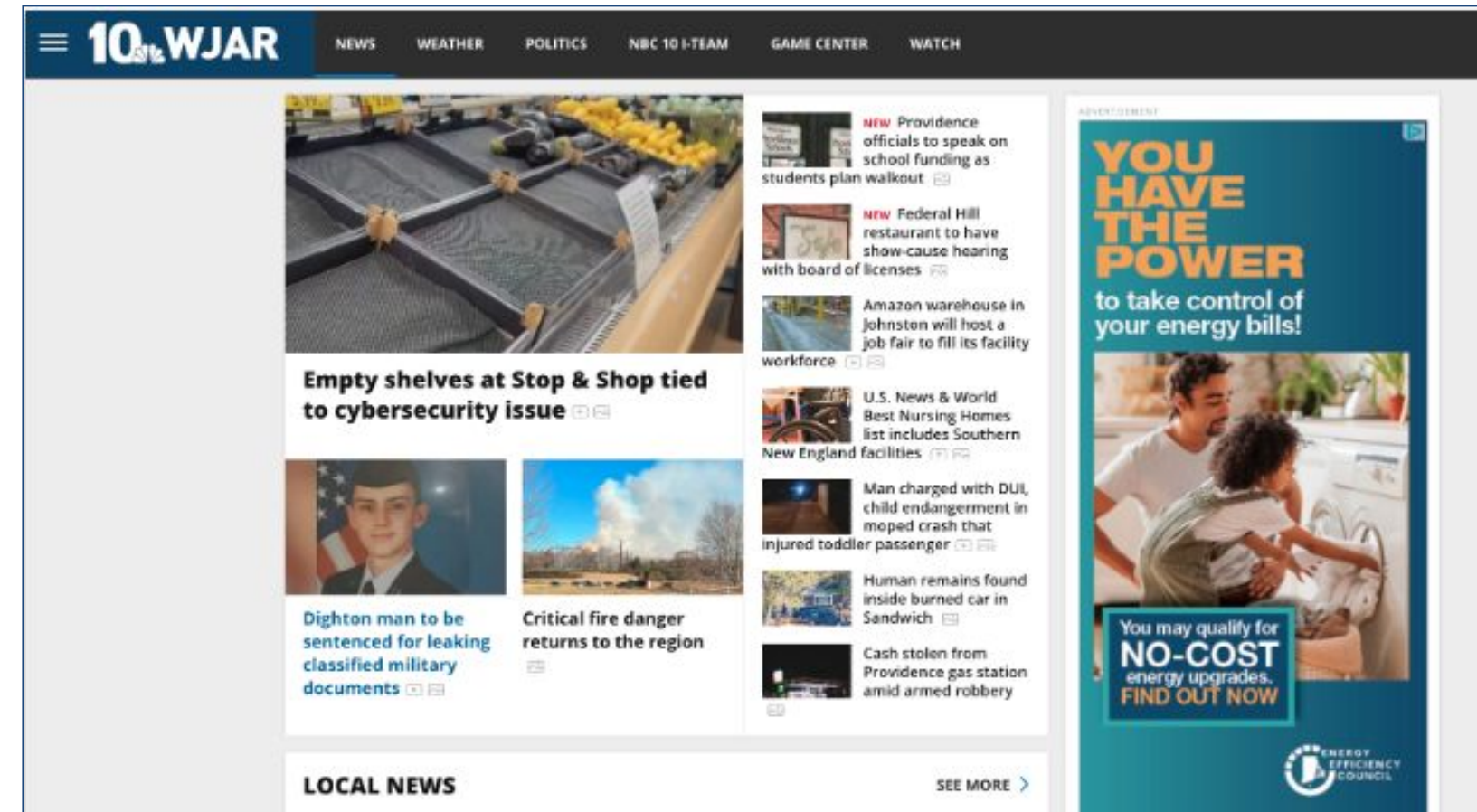
# Digital Display | Top Sites



Much of the targeted audience visited news sites this month.

The top sites where the ads served were:

Site	Impressions	CTR
vox.com	25,081	0.06%
foxnews.com	17,942	0.12%
yahoo.com	13,572	3.04%
aol.com	12,102	0.02%
msn.com	8,572	0.23%
forbes.com	3,991	1.80%
ebay.com	3,430	4.11%
apnews.com	3,299	8.46%
weather.com	3,084	2.92%
cnbc.com	3,055	5.47%



# Audio Streaming



RI EEC ran an audio streaming campaign to a targeted audience network on multiple platforms to help increase reach and awareness.

The top platforms where the RI EEC audio spot ran were:

- SPEAKER
- TUNEIN
- SOUNDCLOUD
- COX MEDIA GROUP
- RADIO.COM
- BLOOMBERG
- WASHINGTON POST
- IHEART
- SXM MEDIA STREAMING NETWORK
- SONOS RADIO

AD	Impressions	Audio Completion Rate (ACR)
English Audio Streaming	44,753	91.05%
Spanish Audio Streaming	50,711	93.24%



# Google Analytics

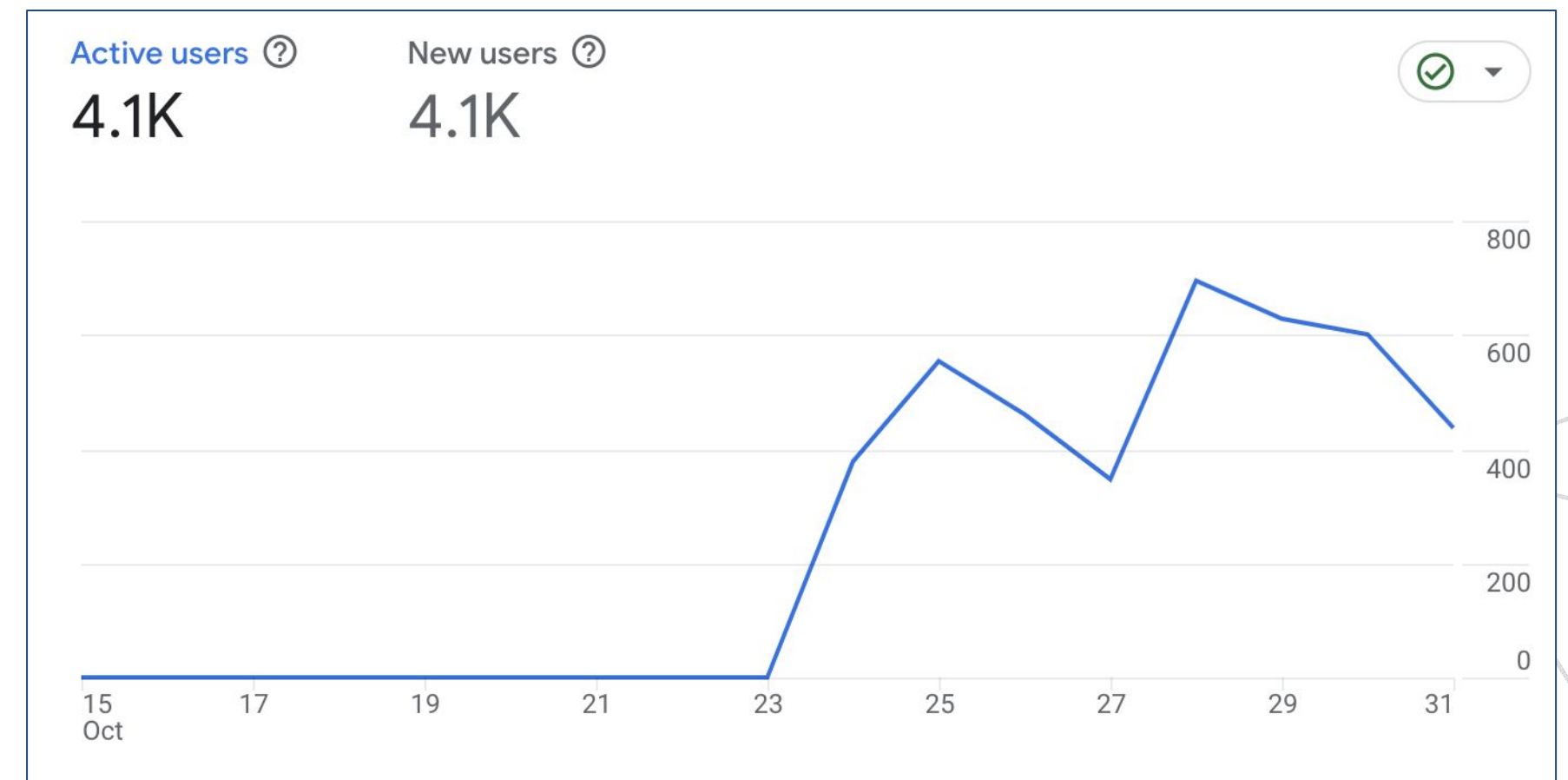


# GOOGLE ANALYTICS



Google Analytics details overall **traffic to the website** from organic searches, social media and the paid campaign

- There were over 4k users to the site in.
- 74% came to the site via desktop; 20% came to the site via mobile; 6% came to the site via tablet.



# GOOGLE ANALYTICS



[eec.ri.gov/power](http://eec.ri.gov/power) is how most of the visitors are coming to the site.

<input type="checkbox"/>	Total	4,511 100% of total
<input type="checkbox"/>	1 /power/	4,069
<input type="checkbox"/>	2 /	169



# Media Glossary





# GLOSSARY

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## Media Terms:

**Audio Completion Rate (ACR):** the percentage of audio ads that are played to the end by listeners.

**Click:** An action taken by a user on a website, such as clicking on an ad or filling out a form.

**Click Thru Rate (CTR):** A metric that measures how often people click on a link, ad or email compared to how many times it was viewed.

**Display Ad:** An online ad that combines text, images, and a URL that links to a website where a user can learn more about what they are clicking on.

**Impressions:** Total number of times your ad content is displayed, no matter if it was clicked or not.

**Programmatic Ads:** An automated digital advertising process that leverages AI and machine learning to analyze audience data, optimize ad placements, and deliver targeted messages to the most relevant audiences across the web. This approach reduces ad spend waste by ensuring ads are served to the right people at the right time.





PIVOT·PATH  
MARKETING STRATEGISTS AND CREATIVE STORYTELLERS.

# Thank You!

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