

# Year-End Campaign Update & Strategic Insights for 2025

Rhode Island Energy Efficiency Council



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THROUGH STORYTELLING

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- Recommendations for 2025
- Closing & Next Steps



# Our Project Approach

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## Task 1 — Market Research

- Project Kickoff Meeting
- Literature Review, Supplemental Research and Existing Outreach
- One on one Interviews with Councilmembers

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## Task 2 — Strategic Objectives and Key Messages

- Identify and refine strategic objectives, target audiences, and key messages.
- Ensure alignment with EEC goals
- Establish **Key Performance Indicators (KPIs)** for campaign.

3

## Task 3 — Campaign Conceptualization and Design

- Develop a conceptual framework for the public awareness campaign, incorporating various outreach elements and platforms.
- Design campaign components,

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## Task 4 — Media Plan Development

- Develop a media plan, including various advertising channels potentially including Transit, Social media, and Display, etc.

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## Task 5 — Engagement Goals and Metrics

- Define systems and metrics for measuring and tracking engagement.
- Ensure that metrics align with KPIs and campaign objectives.

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## Task 6 — Campaign Implementation, Monitoring and Reporting

- Execute the public awareness campaign
- Utilizing KPIs established in Phase 1, evaluate and report on the reach, impacts, and outcomes of the campaign.

# Campaign Overview

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In October 2024, PivotPath partnered with the Rhode Island Energy Efficiency Council (RI EEC) to launch a strategic multi-channel campaign promoting energy-saving programs for low-income households.

The campaign uses programmatic digital ads, audio streaming, and a social media push starting November 1 to target **English and Spanish-speaking Rhode Island residents aged 29-55 with household incomes under \$69k.**

By reaching homeowners and renters in older homes, the campaign aims to:

- Educate on energy efficiency benefits
- Increase program participation
- Encourage behavior change
- Drive traffic to a user-friendly landing page for home assessments and eligibility sign-ups.

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

## Media in Market

- Digital Display
- Audio Streaming
- Social Media





# **Actions & Results to Date**

October 16 -December 10, 2024  
Media Delivery Report

# Actions & Results to Date

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

In Google Analytics, Views reflect the total volume of activity (page or screen loads), while Active Users focus on unique individuals who engage with the platform.

Views can far exceed the number of active users if users frequently visit or reload pages. Since the “[eec.ri.gov/power](http://eec.ri.gov/power)” is a new landing page, we are not able to compare any data from previous months.

Page title and screen class	↓ Views	Active users
Total	18,342 100% of total	14,428 100% of total
1 You Have The Power - Energy Efficiency Council	15,717	13,688
2 Home - Energy Efficiency Council	994	392
3 Page not found – Energy Efficiency Council	320	276
4 Public Meetings - Energy Efficiency Council	199	79
5 About the Energy Efficiency Council - Energy Efficiency Council	169	103

TOP PERFORMING DISPLAY AD:  
300X600 SPANISH AD B: 3.38% CTR



# Actions & Results to Date

## Campaign Delivery Performance | Media Buy

RI EEC bought a total of 3.4M+ digital impressions for a digital display, audio streaming and social media campaign.

The total media buy impressions refer to the number of ad exposures purchased in the media plan, reflecting the potential reach of a campaign. Delivered impressions, however, represent the actual number of impressions served and viewed, highlighting the realized reach and effectiveness of the buy.

As of December 10, 80% of the total impressions have been delivered. The campaign runs through 12/31, where the remaining 20% of impressions will serve.

Media Tactic	Bought Impressions	Delivered Impressions 10/16-12/10
Display - English/Spanish	1,166,666	1,085,391
Social - English/Spanish	1,371,429	972,399
Audio Streaming - English	360,000	288,602
Added Value	600,000	458,999
<b>TOTAL:</b>	<b>3,498,095</b>	<b>2,805,391</b>



# Actions & Results to Date

## Campaign Delivery Performance | Oct 16 - Dec 10

The media was split to reach the English and Spanish-speaking audience.

We see here that the Click Through Rate (CTRs)\* show that the English-speaking audience for the display ads engaged better than the Spanish-speaking audience, and the Spanish-speaking ads performed better on social media. The audio streaming ads are also performing above industry benchmarks @91%.

*\*CTR refers to the metric/percentage people click on a link, ad or email compared to how many times it was viewed.*

*\*ACR (Audio Completion Rate) the percentage of audio ads that are played to the end by listeners. Benchmark for ACR is 91%.*

Media Tactic	Delivered Impressions	Clicks	CTR*	ACR (Audio Completion Rate)
Display - English	611,417	12,467	2.04%	NA
Display - Spanish	473,974	6,788	1.43%	NA
Social - English	513,183	291	0.06%	NA
Social - Spanish	459,216	508	0.11%	NA
Audio Streaming - English	132,902	NA	NA	93%
Audio Streaming - Spanish	155,700	NA	NA	95%
Added Value	458,999	2,630	0.57%	NA
<b>TOTAL:</b>	<b>2,805,391</b>	<b>22,684</b>	<b>0.90%</b>	<b>NA</b>

*\*CTR does not include Audio Streaming impressions.  
Benchmark CTR is 0.25%.  
Images of the above ads in market are on the following slides.*





# Actions & Results to Date

## Digital Display | Delivery Metrics

For the RI EEC marketing campaign, six distinct messages were deployed, with four in English and two in Spanish. (Refer to the ads on the following slide.)

The chart on the right shows the top ad performance metrics in November. The Spanish ads appear in the top 4 slots for CTR/engagement rate. These ads are resonating best with the audience, however, all ads achieved click-through rates (CTR) above 0.95%, 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.

Ad Group	Delivered Impressions	Clicks	CTR
300x600 B SPA	6,901	233	3.38%
160x600 B SPA	11965	357	2.98%
SPA 300x600 C SPA.	8900	263	2.96%
SPA 160x600 C SPA	12576	339	2.70%
160x600 C	11090	298	2.69%
160x600 A	13445	350	2.60%
300x600 C	7918	191	2.41%
160x600 D	13041	311	2.38%
300x600 D	7562	180	2.38%
300x600 A	9870	220	2.23%
160x600 B	14427	313	2.17%

Display CTR Benchmark: 0.25% CTR



# Actions & Results to Date

## Digital Display

**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  
3.38% CTR

**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 160x600  
2.98% CTR

**TIENES EL PODER**  
de reducir tus facturas de energía ahora!

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

Spanish C 300x600  
2.96% CTR

**TIENES EL PODER**  
de reducir tus facturas de energía ahora!

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

Spanish C 160x600  
2.70% 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  
2.69% 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  
2.60% 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  
2.41% CTR



# Actions & Results to Date

## Audio Streaming

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

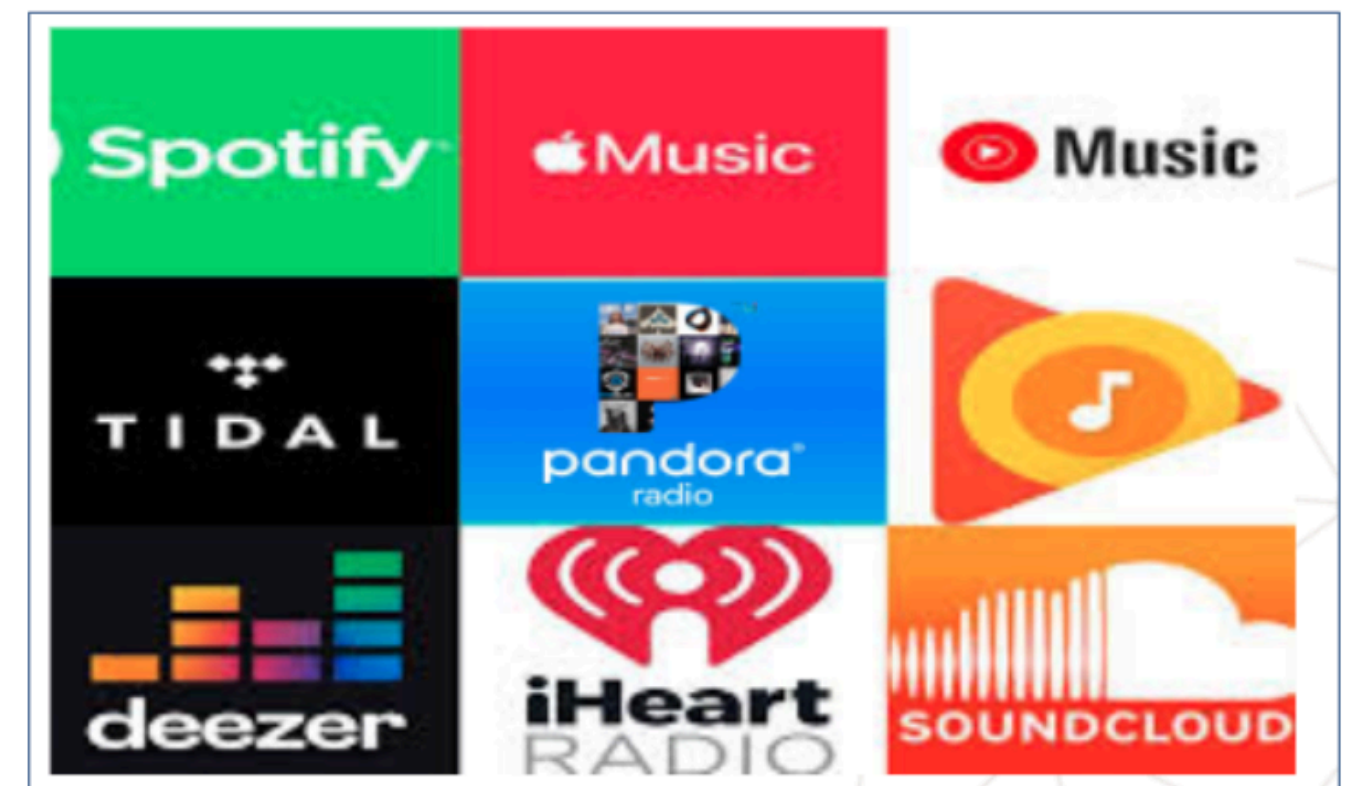
The top platforms where the RI EEC audio spot ran were:

- COX MEDIA GROUP
- BARSTOOL SPORTS
- AUDIOLOGY
- PODCASTONE
- SOUNDCLOUD
- SXM MEDIA PODCAST NETWORK
- TUNEIN
- SPREAKER
- SOUNDCAST
- SONOS RADIO



*Click to Listen*

AD	Impressions	Audio Completion Rate (ACR)
English Audio Streaming	132,902	93%
Spanish Audio Streaming	155,700	95%



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



# Actions & Results to Date

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## Social Media Facebook and Instagram

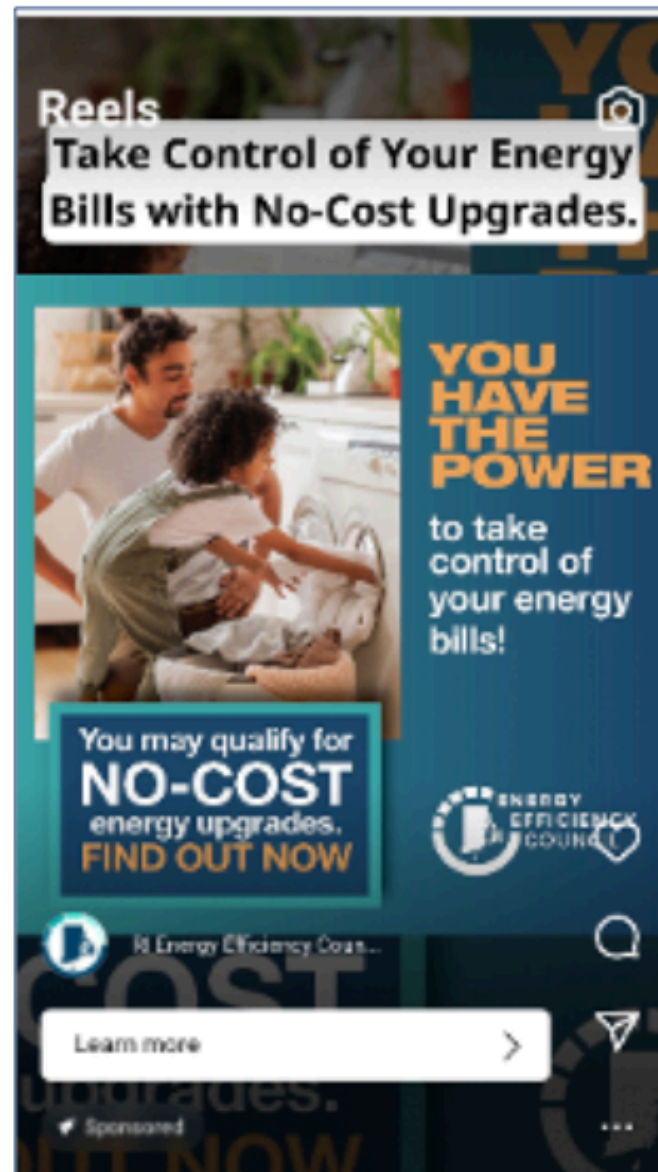
On November 1, the social media campaign launched delivering a combined CTR of 0.06% (Social industry benchmark is 0.50%). CTR was pretty low in November, but that was our first ~month running the campaign and we were still learning what was going to work best. So far, in December, we see that the campaign has greatly improved as the platform still learning what was going to work best. We continue to regularly manage and optimize for this.

Ad	Impressions	Post Engagements/Clicks	CTR
SOCIAL A	132,881	77	0.05%
SOCIAL C	171,522	97	0.05%
SOCIAL D	208,780	117	0.05%
SOCIAL C SPA	459,216	508	0.11%

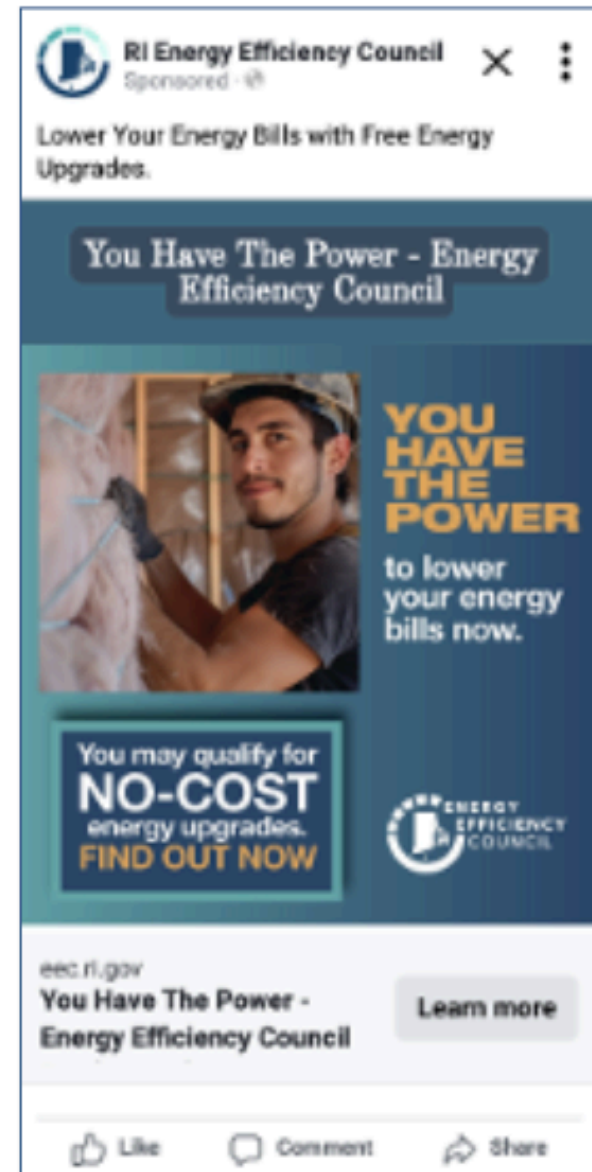


# Actions & Results to Date

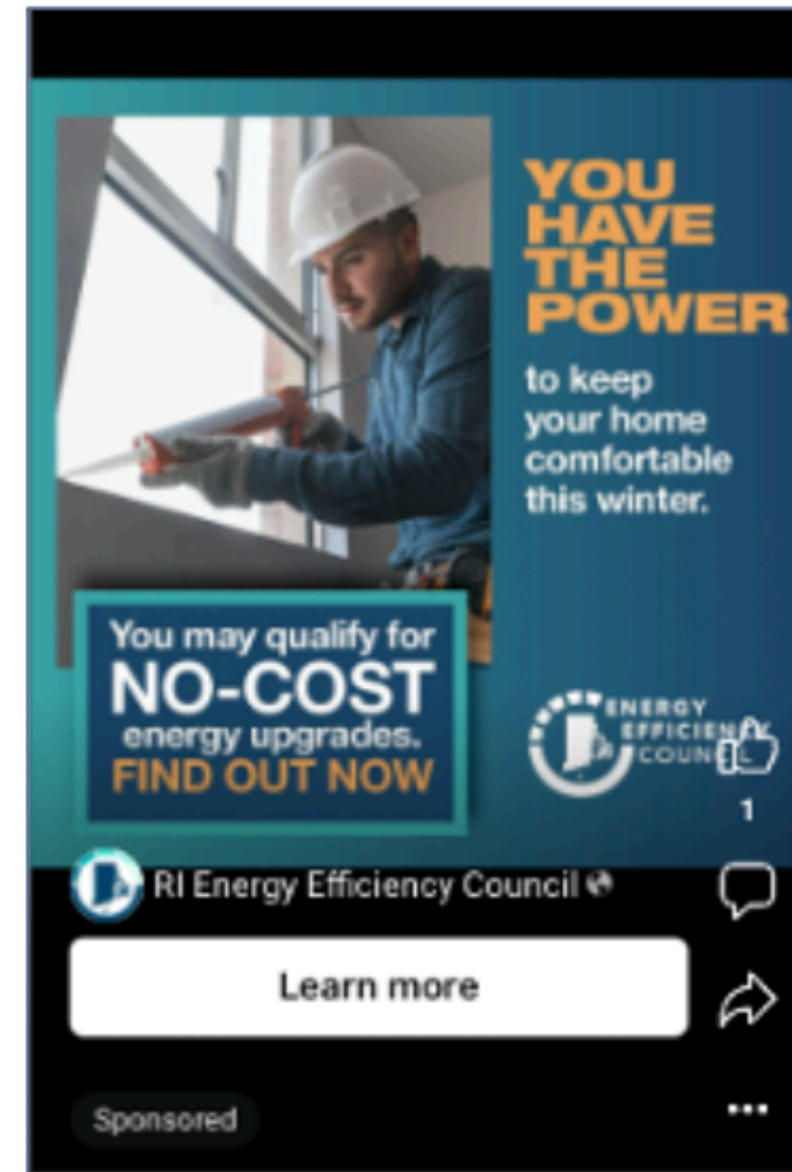
## Social Media



Social A



Social C



Social D



Social D SPA

# Key Takeaways & Insights

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- **Campaign Duration:** The campaign has been active for seven weeks with encouraging engagement results, especially for display and audio streaming efforts.
- **Display Campaign Performance:** Strong Click-Through Rate (CTR) percentages indicate high engagement (CTR = impressions served ÷ click-throughs).
- **Audio Streaming Success:** Audio ads achieved a 93-95% Audio Completion Rate (ACR), reflecting strong listener retention despite being non-clickable.
- **Social Campaign Improvement:** December performance has significantly improved due to AI insights, management strategies, and ongoing optimizations.
- **Data Needs:** Access to historical program sign-up data (October 2023 - November 2024) is recommended to assess the paid campaign's overall effectiveness and impact.





# Recommendations for 2025

# Recommendations for 2025

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- **Localized One-Pager Development:**

- Create bilingual (English and Spanish) one-pagers to highlight program benefits, financial options, and steps for participation.
- Distribute through community centers, schools, churches, and local markets.

- **Targeted Digital Out-of-Home (DOOH) Advertising:**

- Place culturally relevant ads in high-traffic areas like local markets, gyms, C-stores, bus stops, and transit hubs.
- Use Spanish messaging with QR codes for easy access to program details.

- **Expand Media Outreach:**

- Partner with Hispanic radio stations and TV networks for ad placements and interviews.
- Leverage social media ads targeting Spanish-speaking Rhode Island residents.

- **Community Partnerships:**

- Collaborate with local Hispanic organizations and leaders to build trust and awareness.
- Sponsor cultural events to promote energy-saving programs directly to attendees.

- **Digital Retargeting and GA Updates:**

- Utilize retargeting ads to re-engage users who haven't converted.
- Optimize Google Analytics to track user journeys and refine strategies.





# Next Steps

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- **Develop Multilingual Materials:** Create a one-pager in English and Spanish to ensure accessibility for Hispanic communities and non-English speakers.
- **Monthly Meetings:** Hold regular meetings with Rhode Island Energy to fully view the user journey from the EEC site to sign-up and assessment completion.
- **2025 Media Plan:** Collaborate with the steering committee to update and finalize the 2025 media plan, aligning with campaign goals and audience needs.
- **Optimize Current Campaign:** Continue refining ongoing campaign strategies to maximize performance and engagement.
- **A/B Testing Landing Pages:** Test variations of landing pages to address bounce rate challenges and identify the most effective layout for user engagement.
- **Enhanced Data Collection:** Determine the best methods for collecting user data to better understand audience behaviors and improve program targeting.
- **Enhanced Data Tracking:** Work with Rhode Island Energy to refine Google Analytics tracking for improved retargeting and reporting.



# Media Terms

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- **Audio Completion Rate (ACR):** the percentage of audio ads played to the end by listeners.
- **Click:** An action a user takes 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 users 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.
- **Link Clicks:** the number of clicks on ad links to specified destinations or experiences, on or off Facebook/Instagram. Ex: If someone clicks on a call-to-action button that takes them to a website or app store, this click is reported as a link click.
- **Pixels:** A small code added to a website or email to track visitors or subscribers to gather data.
- **Post Engagement:** The number of times people interact with a social media post, such as by liking, commenting, or sharing.
- **Post Reaction:** The total number of reactions to a social media post or ad including likes, loves, haha, wow, sad, or angry.
- **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.
- **Reach:** The total number of people who see your content (specifically on social media).





**PIVOT·PATH**  
MARKETING STRATEGISTS AND CREATIVE STORYTELLERS.

## Mailing Address

**U.S. Office:**

930 New Hope Rd STE 11-628  
Lawrenceville, GA 30045

**Sierra Leone Office:**

34 Main Motor Rd.  
Juba Hill, Freetown, Sierra Leone

## Phone Numbers

**U.S. Office:**

+1 (404) 919-6560

**Sierra Leone Office:**

+232 72 403489

## Email Address

[elizabeth@pivotpathdigital.com](mailto:elizabeth@pivotpathdigital.com)



#PivotPath

[www.pivotpathdigital.com](http://www.pivotpathdigital.com)