

Rhode Island Energy Efficiency Council

November 2024 Media Delivery Report

Presented by PivotPath
December 2024



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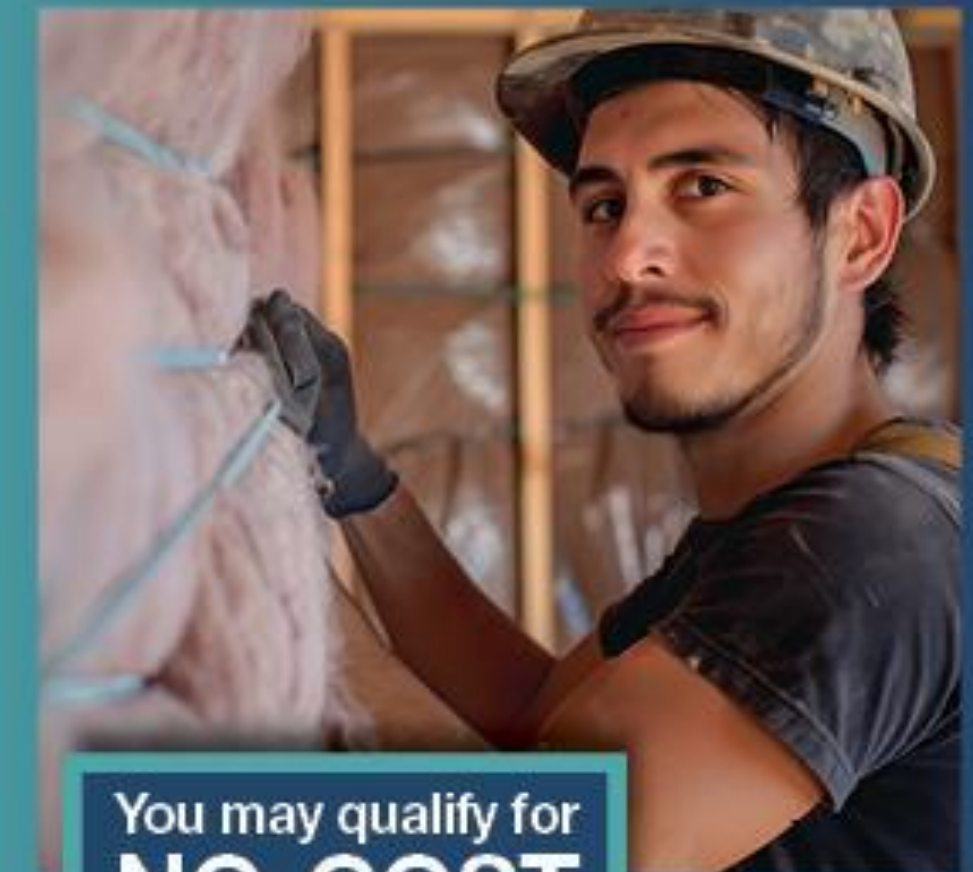
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**YOU
HAVE
THE
POWER**

to lower your
energy bills now.



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



Overview



Since October 2024, 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 | November

- Digital Display
- Audio Streaming
- Social Media



Top Performing Display Ad: 160x600 Spanish Ad B: 3.1% CTR

MEDIA DELIVERY



Digital Analytics and Google Analytics

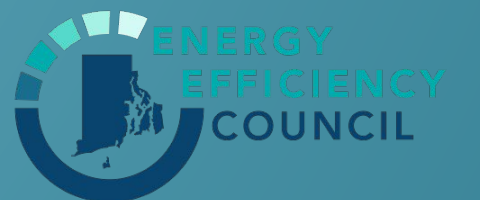
When looking at the Digital Analytics and Google Analytics reporting, there will be differences in the elements from the campaign that are shown.

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.



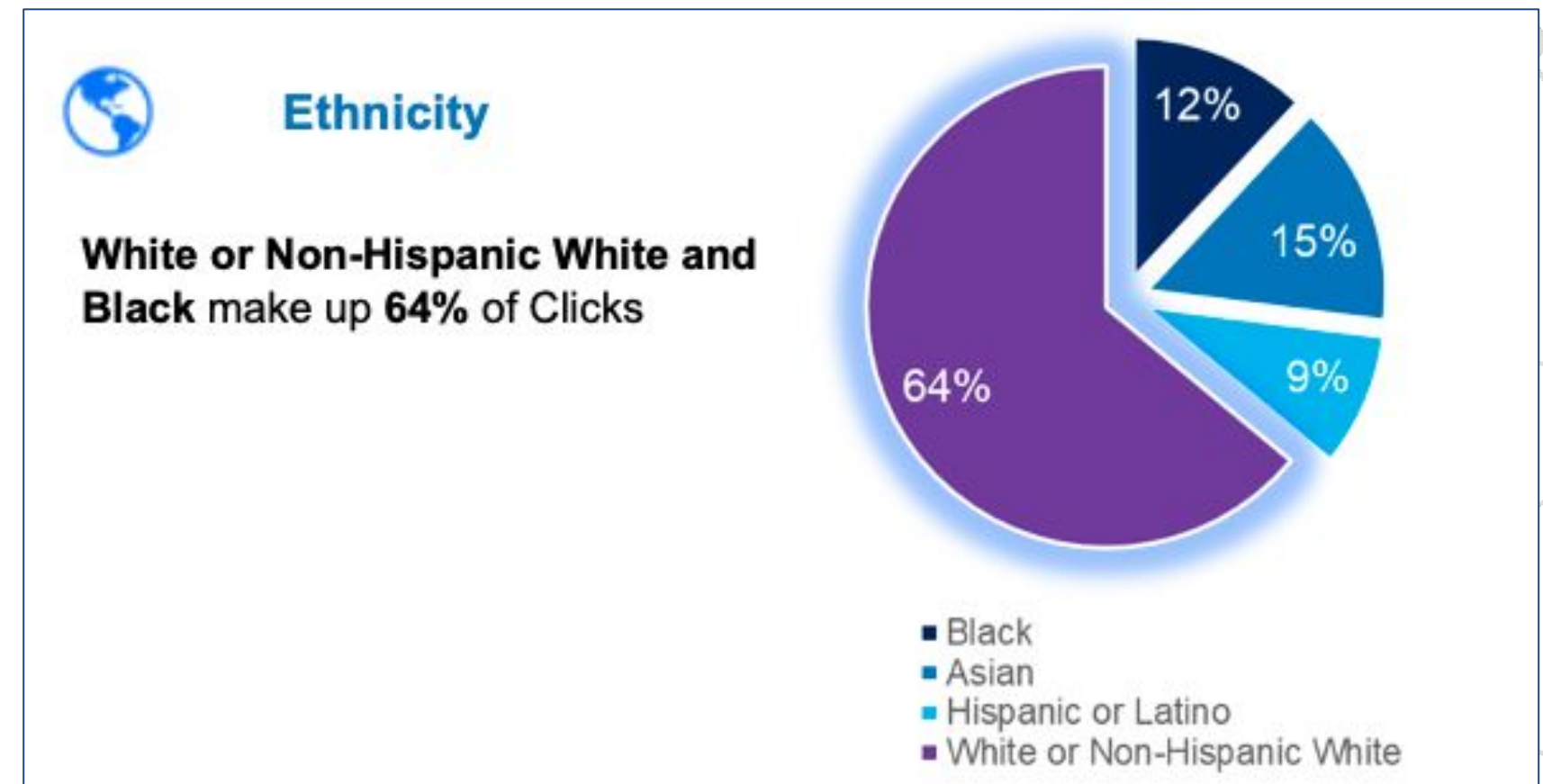
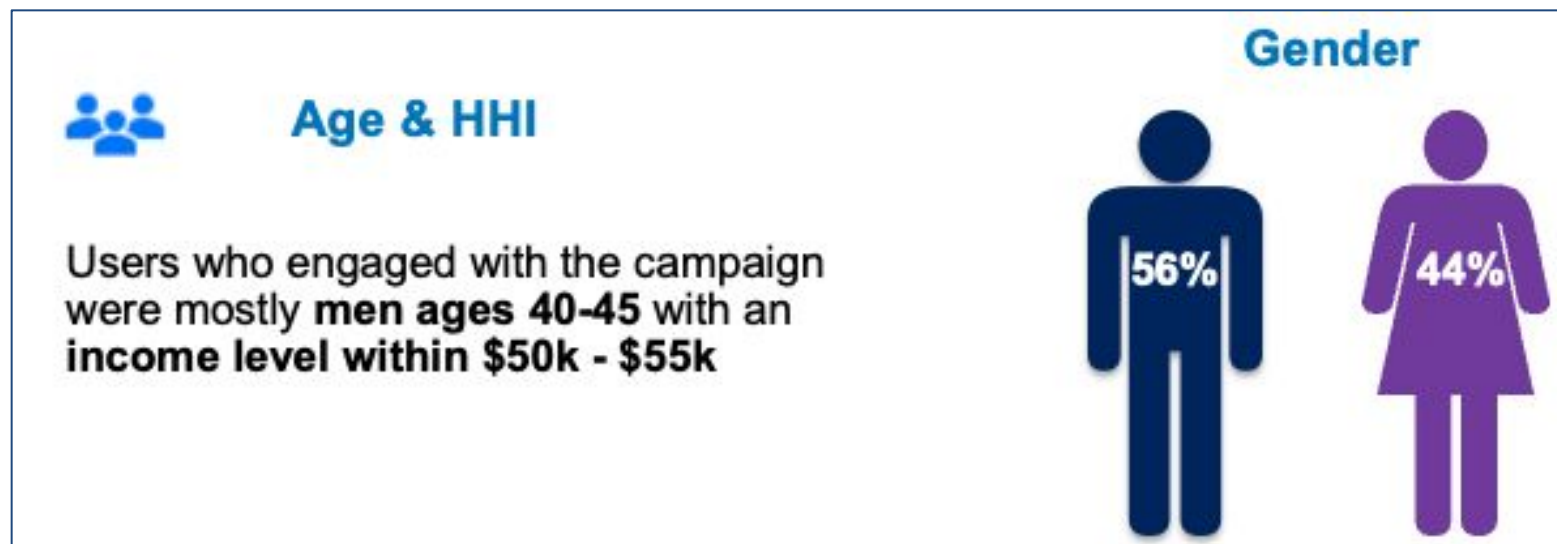
Digital Analytics



Audience Demographics



Below is demographic information on who is clicking on and engaging with an ad. There are 27% more males than females clicking on the ad. 64% who **clicked** on the ads were White/Non-Hispanic White.



Geo Performance



All impressions are being served within the state of Rhode Island. Providence, Pawtucket and Warwick are showing the highest amount of where the impressions were delivered.

City	Impressions	Clicks	City	Impressions	Clicks
Providence	748732	4361	Jamestown	22528	60
Pawtucket	97583	516	Narragansett	6877	56
Warwick	88318	465	Harrisville	7014	50
Cranston	75254	387	Kingston	6059	50
Woonsocket	60960	344	North Smithfield	5569	49
Coventry	54667	322	Tiverton	11702	47
Unknown	47970	272	Greenville	7603	46
Westerly	36510	210	Charlestown	7652	42
North Providence	25940	150	Smithfield	9825	38
North Kingstown	25581	149	Warren	6338	36
East Providence	30966	146	Hope Valley	6729	33
West Warwick	30519	143	North Scituate	7061	30
Cumberland	28535	133	Pascoag	3684	27
East Greenwich	28375	120	Rumford	4672	23
Riverside	20913	119	Central Falls	4482	20
Newport	19355	109	West Greenwich	4296	20
Bristol	23849	104	Foster	2747	18
Portsmouth	13856	103	Hope	645	7
Barrington	15658	93	Little Compton	2088	5
Johnston	16159	91	Exeter	746	3
Middletown	17829	83	Manville	1891	3
Lincoln	13742	74	Saunderstown	719	3
Chepachet	12122	61	West Kingston	213	2
			Wyoming	422	2



Campaign Delivery Performance



Media Tactic	Delivered Impressions	Clicks	CTR*	ACR (Audio Completion Rate)
Display - English	293,596	4,911	1.67%	NA
Display - Spanish	174,093	2,445	1.40%	NA
Social - English	429,478	147	0.03%	NA
Social - Spanish	376,203	331	0.09%	NA
Audio Streaming - English	51,306	NA	NA	93%
Audio Streaming - Spanish	87,357	NA	NA	94%
Added Value	253,416	1,390	0.55%	NA
TOTAL:	1,665,449	9,224	0.60%	NA

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



Digital Display | Delivery Metrics



Ad Group	Delivered Impressions	Clicks	CTR
160x600 B SPA	4,564	141	3.09%
300x600 C SPA	1,623	47	2.90%
300x600 B SPA	3,096	81	2.62%
160x600 C SPA.	5,321	134	2.52%
300x600 C.	6,275	147	2.34%
300x600 D	5,790	130	2.25%
160x600 C	6,153	138	2.24%
300x600 A.	8,089	171	2.11%
160x600 A	8,232	172	2.09%
160x600 B	5,794	110	1.90%
160x600 D	7,932	144	1.82%

Display CTR Benchmark: .25% CTR

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 left shows top the ad performance data in November.

All ads achieved click-through rates (CTR) above 0.93%, 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 160x600
3.09% CTR

TIENES EL PODER
de reducir tus facturas de energía ahora!

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

Spanish C 300x600
2.9% 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 300x600
2.62% CTR

TIENES EL PODER
de reducir tus facturas de energía ahora!

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

Spanish C 160x600
2.52% CTR

YOU HAVE THE POWER
to lower your energy bills now.

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

Ad C 300x600
2.34% 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
2.25% CTR



Digital Display | Ads



YOU HAVE THE POWER
to lower your energy bills now.

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

Ad C 160x600
2.24% 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
2.11% 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
2.09% 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 160x600
1.90% 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
1.82% CTR

TIENES EL PODER
de reducir tus facturas de energía ahora!

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

Highest Amount of Impressions and Clicks : SPA Ad C
320x50 SPA (mobile): 65,369 impressions; 788 clicks;
1.21% CTR



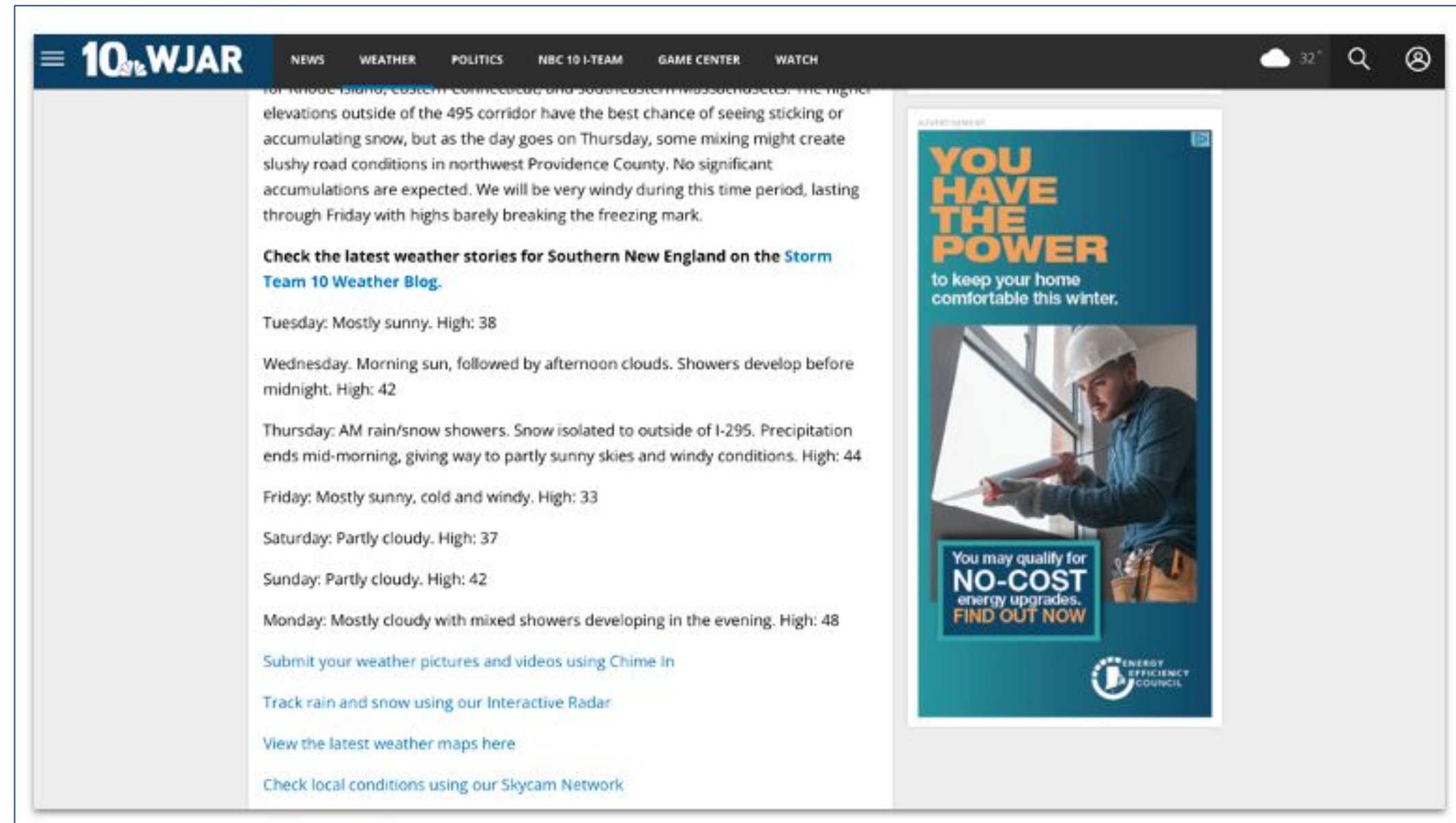
Digital Display | Top Sites



Much of the targeted audience visited news sites this month.

The top sites where the ads had served were:

Site	Impressions	CTR
vox.com	19,485	1.19%
cnn.com	12,108	0.31%
today.com	11,046	0.10%
foxnews.com	10,318	0.46%
cbsnews.com	7,611	0.07%
ebay.com	6,466	1.08%
aol.com	6,299	0.98%
yahoo.com	6,128	1.27%
msnbc.com	5,359	0.15%
vanityfair.com	5,221	1.21%



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
(in Adobe Acrobat)*

AD	Impressions	Audio Completion Rate (ACR)
English Audio Streaming	51,306	94.47%
Spanish Audio Streaming	87,357	94.83%



Top Audience Persona



The top audience persona represents the top engaging audience for the campaign. These are the audience and behavior profiles that the engaged audience most closely aligns with.

RI EEC November Top Persona

The top engaging audience segments for the RI EEC Campaign were:

- Homeowners > Green Energy
- Home Ownership > Owns Home
- Interest > Energy, Natural Resources and Utilities > Energy
- Ecofriendly Activities > Green Energy Service
- Lifestyle Triggers > New Home Owners
- Interest > Energy, Utilities & Waste Treatment
- Hobbies & Interests > Clean Energy
- Demographic > Home Ownership > Home Owners
- Interest > Renewable Energy
- New Movers > 60 Days > Green Energy



Social Media



On November 1, the social media campaign launched delivering a combined CTR of 0.05% (*Social industry benchmark is 0.50%*). This is very low for a social campaign. We are monitoring and optimizing performance and will reconsider for future planning if engagement remains low.

Ad	Reach	Impressions	Post Engagements/Clicks	CTR	Post Reactions
SOCIAL A	30,985	112,745	37	0.03%	0
SOCIAL C	38,043	145,643	44	0.03%	0
SOCIAL D	45,795	171,090	66	0.03%	1
SOCIAL C SPA	32,117	376,203	330	0.08%	0



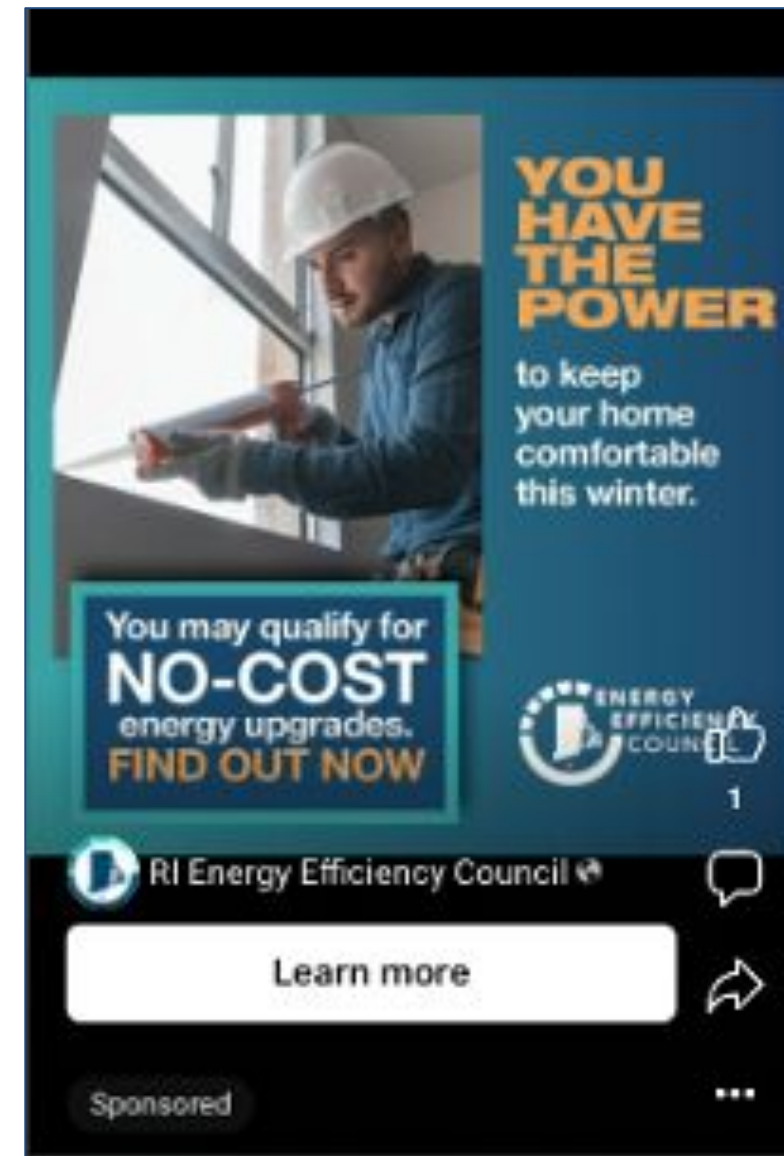
Social Media | Ads



Social A



Social C



Social D



Social D SPA



Google Analytics

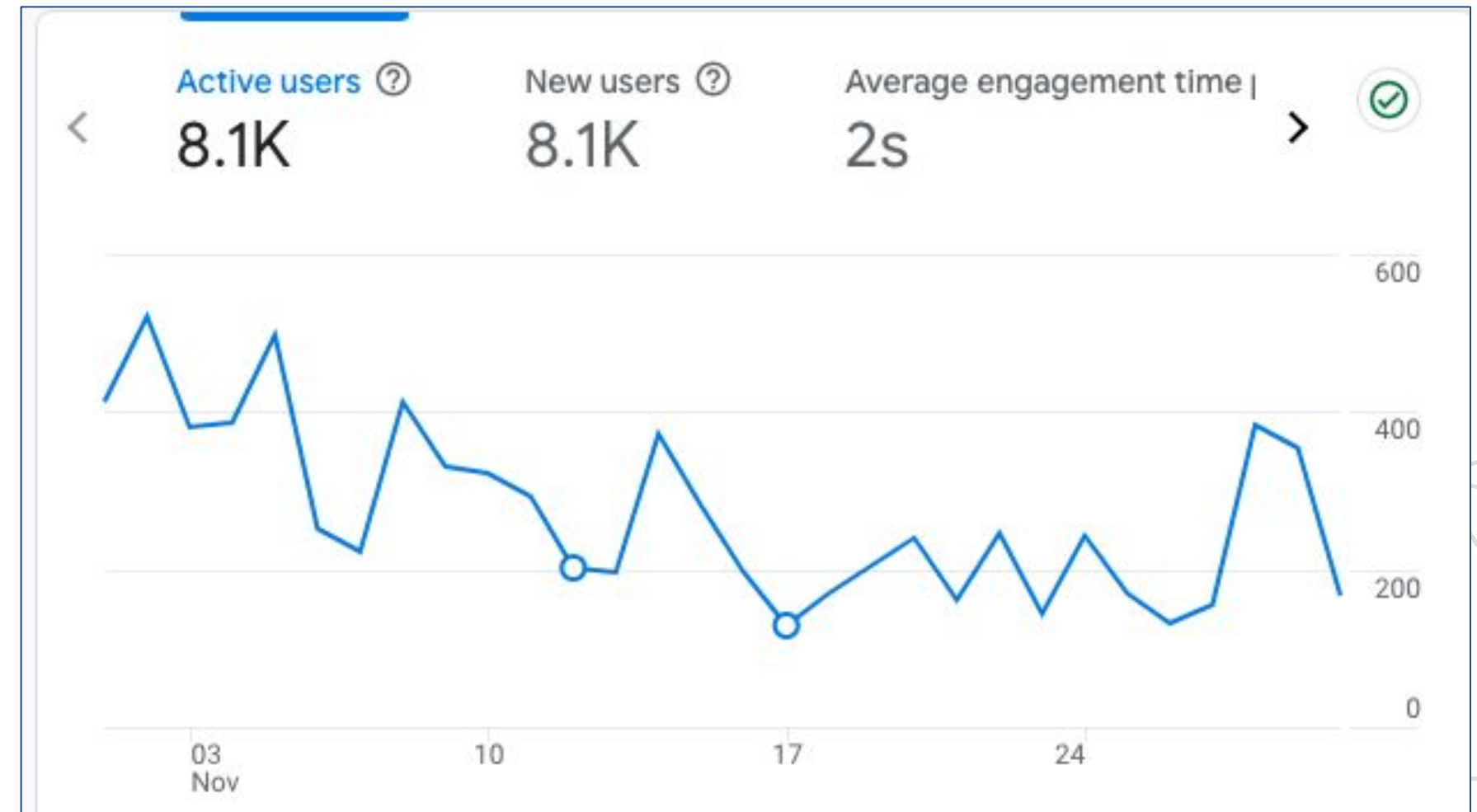


GOOGLE ANALYTICS



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

- There were over 8k users to the site in.
- 68% came to the site via desktop; 32% came to the site via mobile; 5% came to the site via tablet.



GOOGLE ANALYTICS



eec.ri.gov/power is how most of the visitors are coming to the site.

<input checked="" type="checkbox"/>		Total	10,739 100% of total
<input checked="" type="checkbox"/>	1	/power/	9,248
<input checked="" type="checkbox"/>	2	/	559



Media Glossary



GLOSSARY



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.

Link Clicks: the number of clicks on ad links to specified destination 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 piece of code that is added to a website or email to track visitors or subscribers to gather data.



GLOSSARY



Media Terms:

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.

Thank You!

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THROUGH STORYTELLING

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