

# Rhode Island Energy Efficiency Council

## December 2024/End of Campaign Media Delivery Report

Presented by PivotPath  
January 2025



**U.S. Office:**

930 New Hope Rd. Suite 11-628  
Lawrenceville, GA 30045  
Phone: +1 404 919 6560

**S.L Office:**

34 Main Motor Rd, Juba Hill,  
Freetown, Sierra Leone  
Phone: +232 72 403498

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



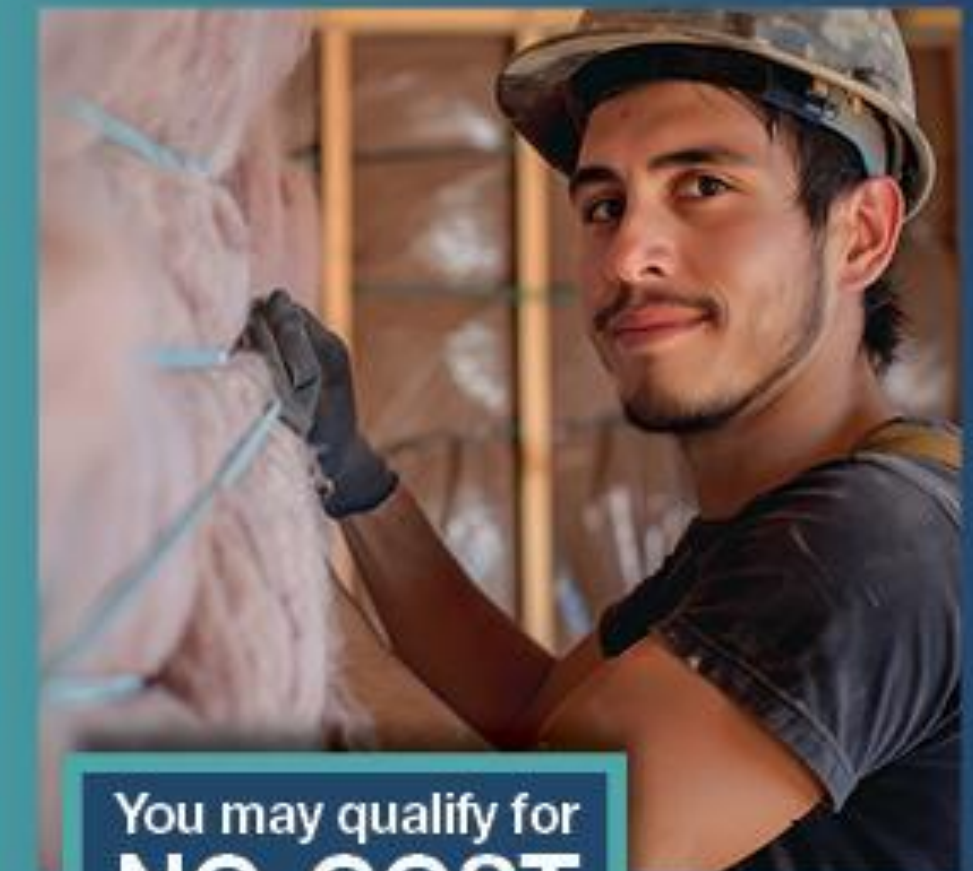
# Table of Contents

- **Overview and Update** Slide 3-5
- **Digital Analytics:**
  - Audience Demo Slide 7
  - Geo Performance Slide 8
  - Performance Metrics Slide 9-18
  - Social Media Slide 19-20
- **Google Analytics** Slide 22-23
- **Insights/Recommendations** Slide 25-27
- **Media Glossary** Slide 29-30



**YOU  
HAVE  
THE  
POWER**

to lower your  
energy bills now.



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



# Overview



In October 2024, PivotPath, in collaboration with the Rhode Island Energy Efficiency Council (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 are in market.

### Media in Market | December

- Digital Display
- Audio Streaming
- Social Media



Top Performing Display Ad: 300x600 Spanish Ad C: 2.6% CTR

# MEDIA DELIVERY



## Digital Analytics and Google Analytics

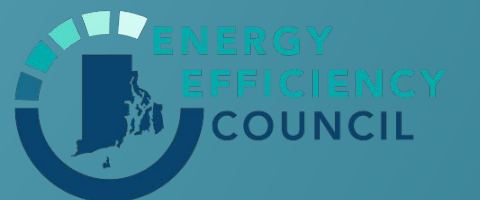
When looking at the Digital Analytics and Google Analytics reporting, there will be differences in the elements from the campaign that are shown.

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

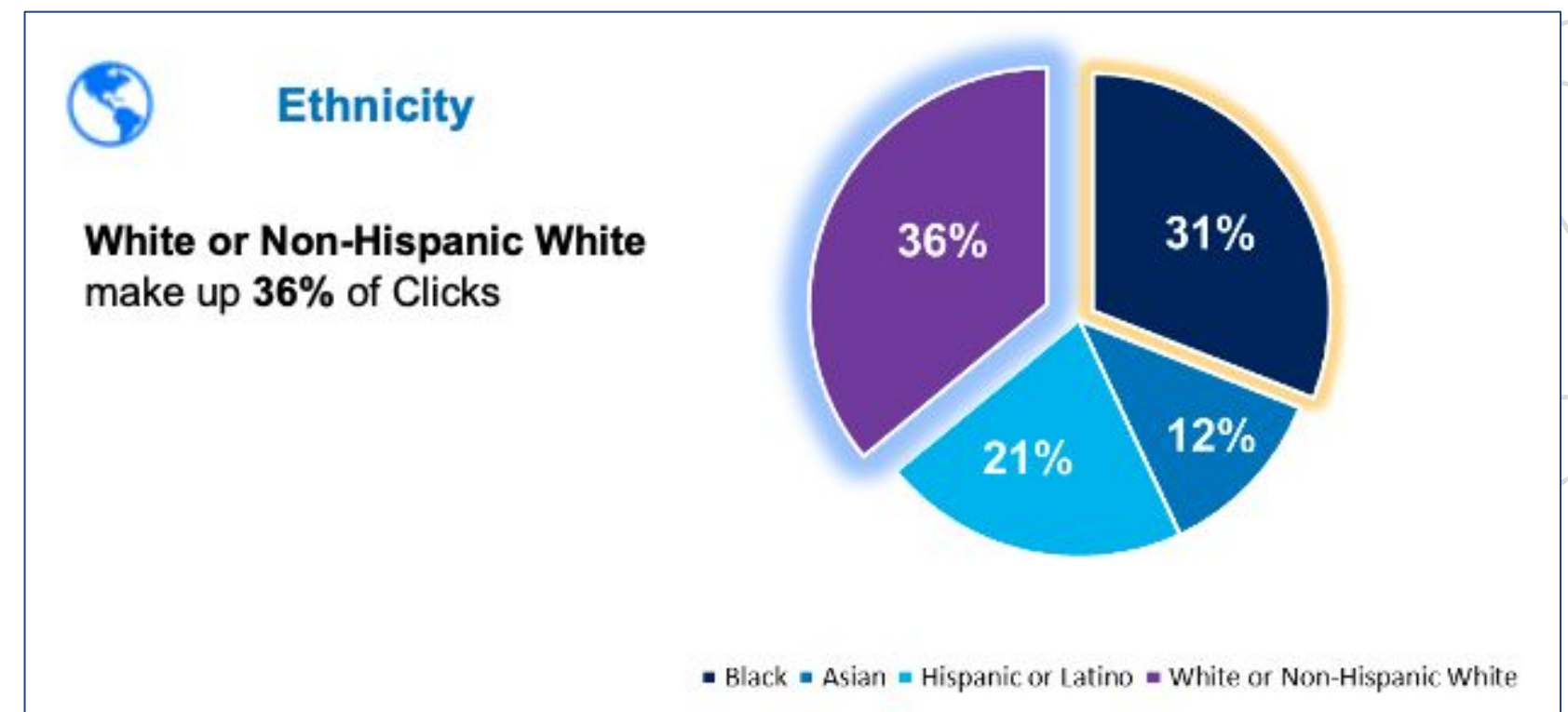




# Audience Demographics | December



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. 67% who **clicked** on the ads identify as Black, White/Non-Hispanic White.



# Geo Performance | December



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	494116	4683	Tiverton	8048	75
Pawtucket	66275	533	Smithfield	5968	53
Warwick	56622	514	Narragansett	5600	101
Cranston	46600	355	Charlestown	5341	39
Woonsocket	43024	346	North Scituate	5111	44
Coventry	40090	299	Harrisville	4807	39
West Warwick	24789	216	Greenville	4580	35
North Kingstown	22682	109	North Smithfield	4369	23
Westerly	22200	197	Hope Valley	3880	59
East Providence	19724	149	Jamestown	3694	33
East Greenwich	17966	110	Pascoag	3344	30
North Providence	17689	138	Central Falls	3292	29
Cumberland	15929	139	Warren	3260	50
Riverside	13639	139	Rumford	2952	28
Bristol	12608	109	Kingston	2409	27
Johnston	12508	104	West Greenwich	2272	13
Middletown	11628	108	Foster	1942	23
Lincoln	10852	86	Little Compton	1765	15
Newport	10467	92	Manville	1038	10
Barrington	10457	107	Saunderstown	432	6
Portsmouth	10322	119	Exeter	426	7
Chepachet	8093	66	Hope	347	5
Carolina	41	0	West Kingston	265	2
Ashaway	20	0	Wakefield	233	0
Greene	11	0	Wyoming	182	2
Wood River Junction	2	0	Block Island	2	0





# Campaign Media Buy | Purchased/Delivered



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.

**There was 13% additional added value and overdelivery.**

Media Tactic	Bought Impressions	Delivered Impressions 10/16-12/31
Display - English/Spanish	1,166,666	1,393,173
Social - English/Spanish	1,371,429	1,403,195
Audio Streaming - English/Spanish	360,000	390,136
20% Added Value	600,000	779,041
<b>TOTAL:</b>	<b>3,498,095</b>	<b>3,966,345</b>



# Campaign Delivery Performance | October 16-December 31



The media was split to reach the English and Spanish speaking audience. We see here that the 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.

Monthly breakdown reporting is on the following slides.

Media Tactic	Delivered Impressions	Clicks	CTR*	ACR (Audio Completion Rate)
Display - English	777,447	15,475	1.99%	NA
Display - Spanish	616,526	8,671	1.41%	NA
Social - English	702,727	1,091	0.16%	NA
Social - Spanish	700,468	3,480	0.50%	NA
Audio Streaming - English	191,845	NA	NA	93%
Audio Streaming - Spanish	198,291	NA	NA	94%
Added Value	779,041	4,567	0.59%	NA
<b>TOTAL:</b>	<b>3,966,345</b>	<b>33,284</b>	<b>0.93%</b>	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.*



# Campaign Delivery Performance | October 16-31



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.*





# Campaign Delivery Performance | November



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
<b>TOTAL:</b>	<b>1,665,449</b>	<b>9,224</b>	<b>0.60%</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.



# Campaign Delivery Performance | December



Media Tactic	Delivered Impressions	Clicks	CTR*	ACR (Audio Completion Rate)
Display - English	274,886	4,480	1.63%	NA
Display - Spanish	243,302	2,268	1.08%	NA
Social - English	273,249	944	0.35%	NA
Social - Spanish	324,265	3,149	0.97%	NA
Audio Streaming - English	95,706	NA	NA	93%
Audio Streaming - Spanish	60,223	NA	NA	95%
Added Value	329,718	2,347	0.60%	NA
<b>TOTAL:</b>	<b>1,661,429</b>	<b>13,548</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.



# Digital Display | Delivery Metrics | December



Ad Group	Delivered Impressions	Clicks	CTR
300x600 C SPA	1,280	33	2.6%
160x600 B SPA	5,124	115	2.2%
160x600 C SPA.	4,734	106	2.2%
300x600 B SPA	1,303	28	2.1%
160x600 A	6,251	106	1.7%
18667 EEC160x600 C	5,801	98	1.7%
160x600 B	5,894	96	1.6%
160x600 D	7,032	108	1.5%
300x250 B SPA	38,489	534	1.4%
300x600 D	2,454	34	1.4%
300x250 C SPA	43,216	565	1.3%

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 highlights the top ad performance data for November, with the Spanish ads ranking as the top four performers.

All ads achieved click-through rates (CTR) above 0.70%, 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.

Display CTR Benchmark: 0.25% CTR





# Digital Display | Ads



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



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



Spanish C 300x600  
2.6% 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  
2.2% CTR

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



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



Spanish C 160x600  
2.2% 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  
2.1% 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  
1.7% 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  
1.7% 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  
1.6% CTR





# Digital Display | Ads



Ad D 160x600  
1.5% CTR



Spanish Ad B 300x250 2.38% CTR



Ad D 300x600  
1.4% CTR



Spanish Ad C 300x6250 1.3% CTR



Highest Amount of Impressions and Clicks : SPA Ad C  
320x50 SPA (mobile): 80,592 impressions; 527 clicks; 0.7% CTR



# Digital Display | Top Sites | December



Much of the targeted audience visited news and financial sites this month.

The top sites where the ads had the most clicks were:

Site	Impressions	Clicks	CTR
tunein.com	37,953	654	1.72%
moneydigest.com	14,159	423	2.99%
weather.com	8,085	377	4.66%
usnewson.com	7,490	354	4.73%
whitepages.com	21,499	331	1.54%
vox.com	1,030	279	27.09%
msn.com	12,979	269	2.07%
cbsnews.com	18,834	268	1.42%
today.com	18,330	255	1.39%
forbes.com	17,064	228	1.34%





# Audio Streaming | December



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:

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



*Click to Listen  
(in Adobe Acrobat)*

AD	Impressions	Audio Completion Rate (ACR)
English Audio Streaming	95,786	93%
Spanish Audio Streaming	60,223	95%



# Social Media | December



The social media campaign has significantly increased in engagement rates due to optimizations and learnings from its initial start. While these CTRs are still on the low side, the Spanish audience appears to be engaging much more than the English audience.

Ad	Impressions	Post Engagements/Clicks	CTR
SOCIAL A	76,497	235	0.31%
SOCIAL C	105,794	425	0.40%
SOCIAL D	90,958	284	0.31%
SOCIAL C SPA	324,265	3,149	0.97%





# Social Media | Ads



Social A



Social C



Social D



Social D SPA





# Google Analytics



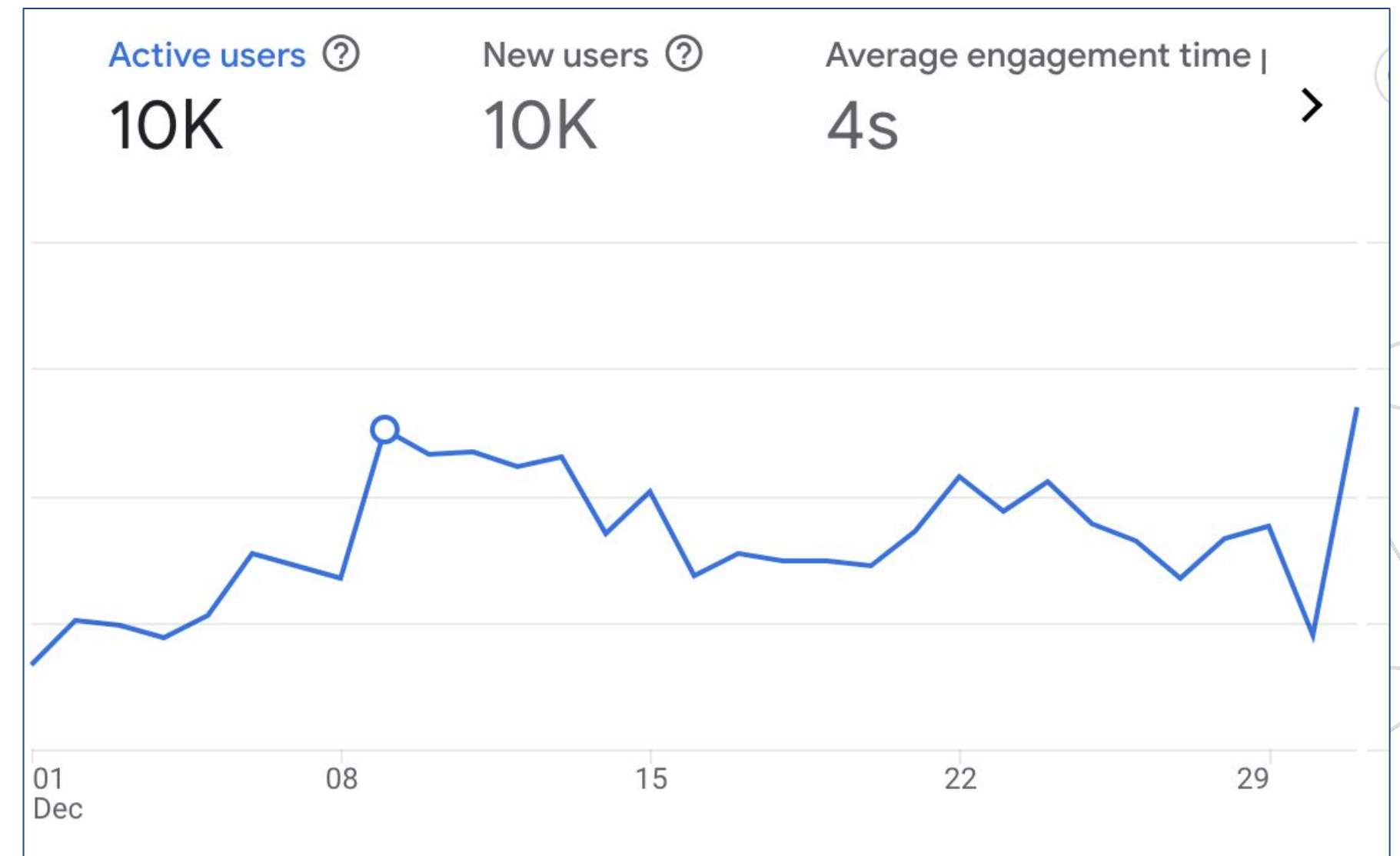
# GOOGLE ANALYTICS | DECEMBER



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

In December,

- There were 10,128 users to the site.
- 51% came to the site via desktop; 43% came to the site via mobile; 5% came to the site via tablet.
- [eec.ri.gov/power](http://eec.ri.gov/power) is how most of the visitors are coming to the site.



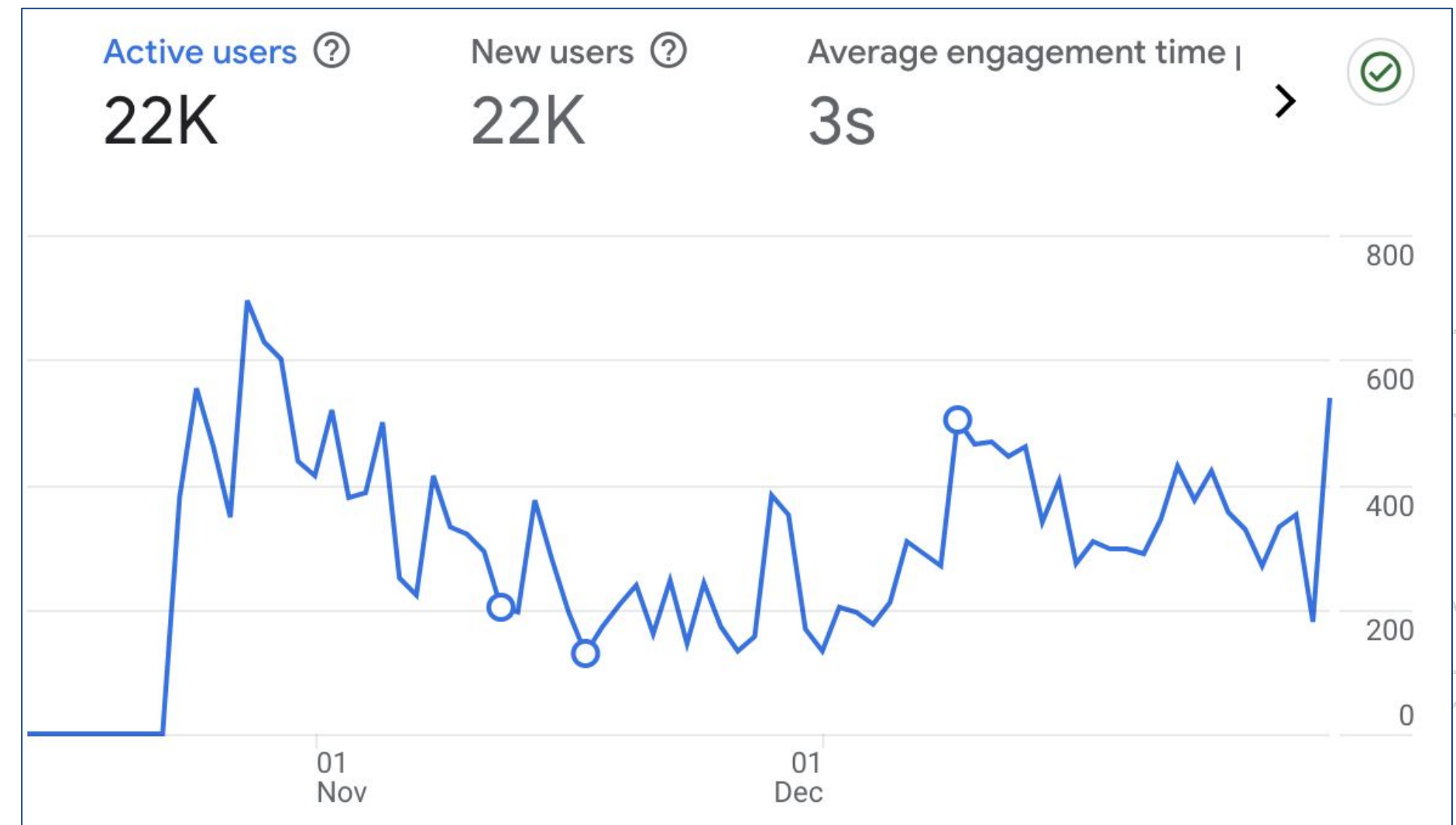
# GOOGLE ANALYTICS | OCTOBER - DECEMBER



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

From October 16-December 31,

- There were 22,238 users to the site.
- 60% came to the site via desktop; 35% came to the site via mobile; 5% came to the site via tablet.
- [eec.ri.gov/power](http://eec.ri.gov/power) is how most of the visitors are coming to the site.





# Insights & Recommendations



# Insights and Recommendations

---



Analyzing the performance of the recent digital campaign has provided valuable insights into audience behavior, engagement trends, and overall campaign effectiveness. Through a comprehensive review of key metrics such as click-through rates, and audience demographics, we are able to determine what resonated most with our target audience and identified opportunities for optimization.

The data highlights areas of success, including high-performing channels and content types, while also revealing gaps that can inform future strategies.

This report delves into these findings, offering actionable recommendations to enhance future campaigns and drive even stronger results.

*Insights and Recommendations on the following slide.*



# Insights and Recommendations



**Insight:** Pixel data reveals nearly 40,000 total page visits, with digital efforts contributing 100% of the overall traffic to the landing page. This aligns with the clicks from the ads, and Google Analytics visits.

**Recommendation:** Focus on optimizing high-performing digital channels, enhancing landing page conversion elements, and leveraging retargeting strategies to maximize engagement and drive conversions from the site traffic.

**Insight:** Site traffic /Google Analytics reports over 22,000 visits to the landing page.

**Recommendation:** Assess conversion metrics to identify areas for improvement in engaging this traffic.

**\*Pixel Data/Google Analytics (Difference):** *Google Analytics usually tracks sessions vs clicks. A session is recorded when a user visit lasts at least 10 seconds, has one or more conversion events, or has two or more page views. The pixels tracking is what we see on our side from serving the ads and can only track the initial click and the user landing on that page.*





# Insights and Recommendations



**Insight:** The overall click-through rate (CTR) was 0.93%, significantly exceeding the industry benchmark of 0.25%.

**Recommendation:** Continue with the current messaging and ad formats, as they effectively resonate with the audience and outperform industry standards. Create seasonal messaging to help engagement throughout the year.

**Insight:** Social media (Meta) campaign CTR improved in December, with the Hispanic market engaging nearly five times more than the English-speaking market.

**Recommendation:** Focus Meta ad spend on the Hispanic market to maximize engagement and ROI.



# 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!

**Elizabeth M'balu Oke**

**President & CEO, PivotPath**

elizabeth@pivotpathdigital.com

(404) 919-6560 ex. 1



#PivotPath

EDUCATE. ENGAGE. EMPOWER.  
THROUGH STORYTELLING

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