



CITY OF
**LONG
BEACH**

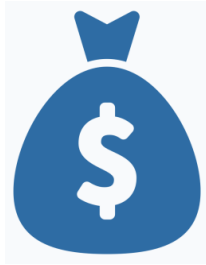
CAMPAIGN RECAP

DATES: 5/27/21 – 11/22/21

Total Redistricting Campaign Recap



\$11,800.54
Spent



757,727
People
Reached



22,186
Clicks



49,853
Video Views



21,370
Engagements



CITY OF
LONG BEACH

Campaign #1: Awareness Summary

Goal: Reaching As Many People As Possible



Reached 510,000 People in Long Beach and was cost efficient and cost only \$6.30 for every 1,000 people!



**\$3,215.86
Spent**



**510,582
People Reached**



**\$6.30
Cost Per
1,000 People
Reached**



**1,046
Clicks**



**36,309
Video Views**



**122
Engagements**



CITY OF
LONG BEACH

Campaign #2-4: Traffic Driver Campaign Summaries



Goal: Landing Page Clicks



Surpassed Benchmarks or were on campaign benchmark for all 3 Traffic-Driver Campaigns.



**\$7,251.08
Spent**



**247,145
People Reached**



**21,140
Clicks**



**\$0.34
Cost Per
Click**



**13,544
Video Views**



**63,086
Engagements**



CITY OF
LONG BEACH

Top Performing Creative

Campaign #1: Top Creative Ads (Awareness)

Goal: Reaching As Many People As Possible



District 1 - ENGLISH

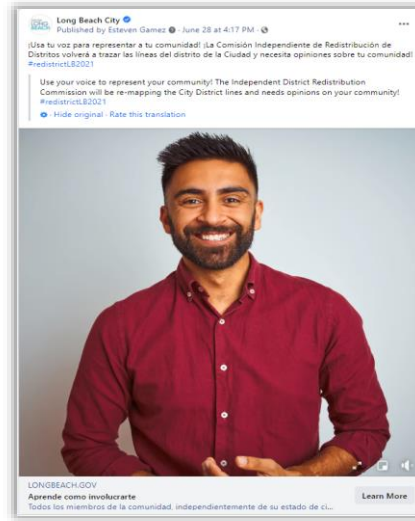
VIDEO SLIDESHOWS
"The Long Beach Independent Redistricting
Commission"
English
Ad 1 - Test A



Spent: \$350
Reach: 72,342
Cost Per 1,000 People: \$4.84
Link Clicks: 134
Impressions: 75,096
Video Views: 4,592

Spanish General Population

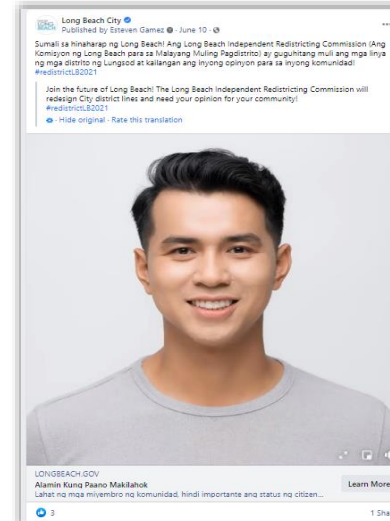
VIDEO SLIDESHOWS
"Use Your Voice"
Spanish
Ad 3 - Test B (Copy)



Spent: \$200
Reach: 35,186
Cost Per 1,000 People: \$5.63
Link Clicks: 42
Impressions: 36,186
Video Views: 1,691

Tagalog General Population

VIDEO SLIDESHOWS
"Join the Future of Long Beach"
Tagalog
Ad 6 - Test A



Spent: \$227.00
Reach: 9,636
Cost Per 1,000 People: \$21.01
Link Clicks: 69
Impressions: 17,372
Video Views: 2,659

Khmer General Population

VIDEO SLIDESHOWS
"Use Your Voice"
Khmer
Ad 5- Test B



Spent: \$309.43
Reach: 6,222
Cost Per 1,000 People: \$49.73
Link Clicks: 89
Impressions: 14,421
Video Views: 2,759

Campaign #2 - #4: Top Creative Ads (Traffic-Driver)



Goal: Landing Page Clicks

ENGLISH – General Population

Ad 3 - Test C
STATIC PHOTO

English

Vibrant, Colorful Graphic Design

ENGLISH – General Population

Ad 4 - Test A
CAROUSEL

English

Multiple Photos

ENGLISH – General Population

Ad 3 - Test A
STATIC PHOTO

English

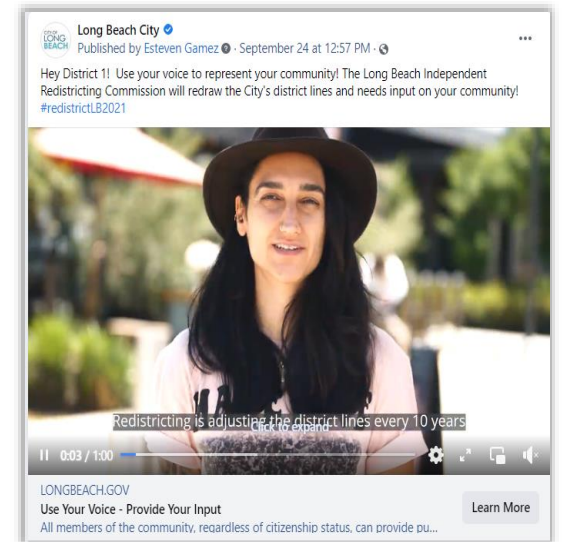
Vibrant Photo W/ Inspiring Words

District 1

Ad 2 - Test A
VIDEO

English

"Hey District 1! Use Your Voice to..."



Spend: \$57.06
Reach: 10,339
Link Clicks: 1,004
Cost Per Link Click (CPC): \$0.06
Video Views: 0

Spend: \$119.27
Reach: 3,398
Link Clicks: 273
Cost Per Link Click (CPC): \$0.44
Video Views: 0

Spend: \$119.55
Reach: 3,450
Link Clicks: 243
Cost Per Link Click (CPC): \$0.49
Video Views: 0

Spent: \$66.50
Link Clicks: 138
Cost Per Link Click (CPC): \$0.48
Reach: 1,783
Impressions: 3,081
Video Views: 921

Campaign #2 - #4: Top Creative Multicultural Ads



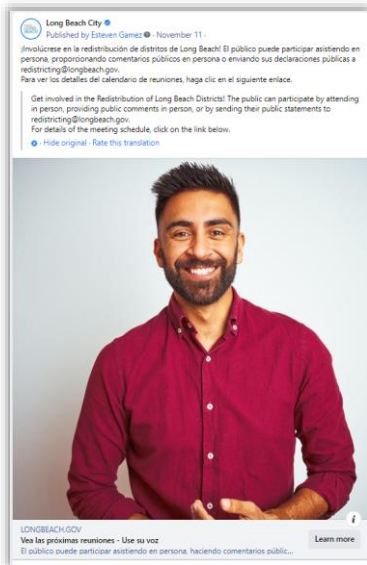
Goal: Landing Page Clicks

SPANISH – General Population

Ad 4 - Test B
STATIC PHOTO

Spanish

"Get Involved In Long Beach"



Spend: \$30.55

Reach: 5,504

Link Clicks: 413

Cost Per Link Click (CPC): \$0.07

Video Views: 0

TAGALOG – General Population

Ad 6 - Test B
STATIC PHOTO

Tagalog

"Take Part In Long Beach"



Spend: \$89.52

Reach: 92,212

Link Clicks: 104

Cost Per Link Click (CPC): \$0.86

Video Views: 0

KHMER – General Population

Ad 5 - Test A
STATIC PHOTO

Khmer

Woman W/ Yellow Background
"Use Your Voice"



Spend: \$907.36

Reach: 35,183

Link Clicks: 3,133

Cost Per Link Click (CPC): \$0.29

Video Views: 0

TAGALOG – General Population

Ad 12 - Test B
VIDEO SLIDESHOW

Tagalog

"The Long Beach Redistricting Commission..."



Spent: \$100.00

Link Clicks: 391

Cost Per Link Click (CPC): \$0.26

Reach: 3,489

Impressions: 10,666

Video Views: 707

Insights & Recommendations



- Overall, #Redistricting Campaign has delivered:
 - 757,727 People Reached
 - 22,186 Clicks
 - 49,853 Video Views
 - 21,370 Engagements
- The top performing ENGLISH Ad was PHOTO that had bright and vibrant “cartoon-like” colors with graphic-design image, driving 1,004 clicks, and was cost-efficient at \$0.06—the most cost efficient ad of the last campaign.
 - Recommend testing more cartoon-like graphic designs with vibrant imagery, as they tend to catch people’s attention
- In our last campaign, the 2nd top performing ENGLISH Ad was a CAROUSEL Ad with STATIC PHOTOS, driving 273 clicks at a cost-efficient rate of \$0.44
 - Recommend testing more carousel ads for future campaigns and have several ads with different PHOTO imagery.
- In our last campaign, VIDEO SLIDESHOWS performed better than real video, with a bigger average of 225 clicks, compared to 202 average clicks.
 - Continue to test VIDEO versus VIDEO SLIDESHOWS
- Recommend PEOPLE VIDEOS as they have performed well with other City of Long Beach campaigns
- For Hispanic audiences, continue to test imagery of different people in the imagery, with different copy. Test People Videos.
- For Filipino audiences, continue to test imagery with different females and different sets of copy. Test People Videos
- For Cambodian audiences, continue to test imagery with vibrant colors (i.e. Yellow Backgrounds) with females.

