

# ICC Digital Media Optimization

Presentation to CIG

July 1, 2020



# Agenda

- Digital Paid Media Overview
- Campaign Impact
- Digital Optimization Approach
  - Targeting and Weighting Approach
  - Diverse Mass Optimizations
- Next Steps
  - Regional Push and Reminder Phase Media Planning

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# Digital Paid Media Overview

# Paid Media Goals and Objectives

- **Goal:**
  - Motivate all people living in the United States to self-respond to the 2020 Census in the mode they prefer.
- **Objectives:**
  - Raise and maintain awareness around the 2020 Census to encourage strong response rates.
  - Engage, educate, and motivate people to self-respond.

# Digital Media Channels

Effective digital paid media campaigns use a variety of media types to raise awareness and drive action. Performance is evaluated holistically and at the tactic level.

**Drives Awareness**



**Drives Action**

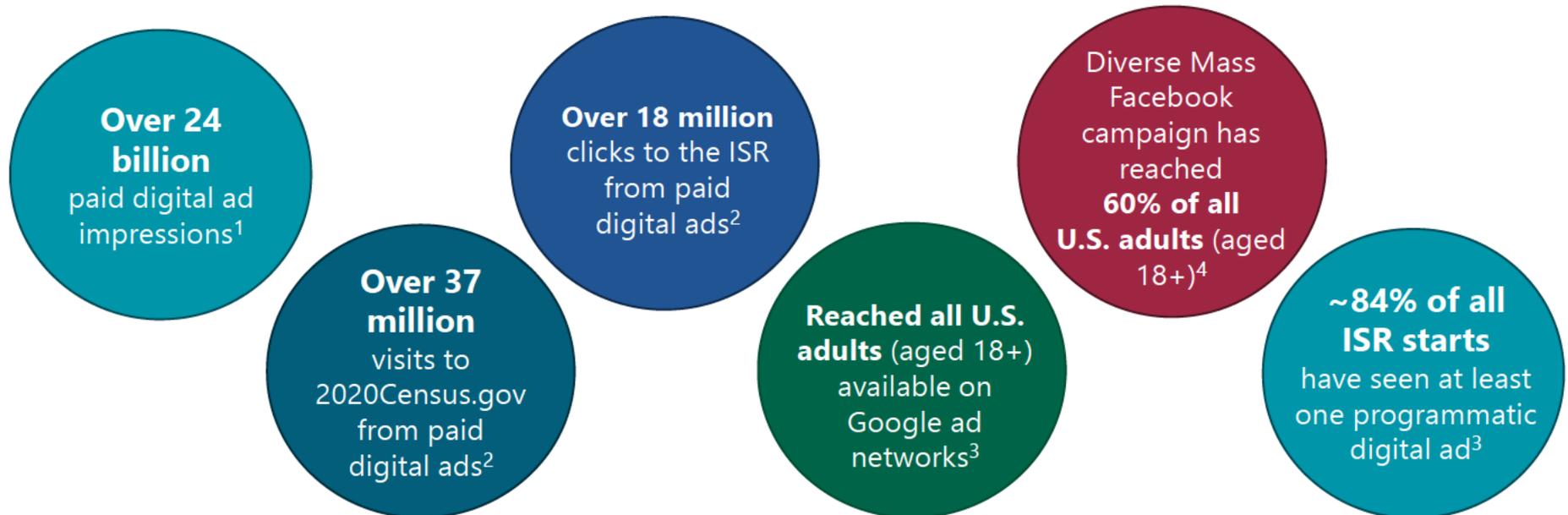
- **Site Direct Buys:** Direct purchases from media vendors that typically result in custom executions like custom content, influencer integrations, and advertorials.
- **Programmatic Media:** Display, video and audio ads that appear on websites based on competitive bidding processes, purchased via Google's DV360 ad technology.
- **Social Media:** Display, video, and custom integrations across major social networks including Facebook/Instagram, Twitter, and Snapchat.
- **Paid Keyword Search Ads:** These appear on search engines like Google and Bing when a user searches a targeted term.

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# Campaign Impact

# Impact of Campaign Digital Media Delivery

While Census awareness and response are driven broadly by the holistic communications campaign, digital media uniquely affords us the data to measure user behavior.



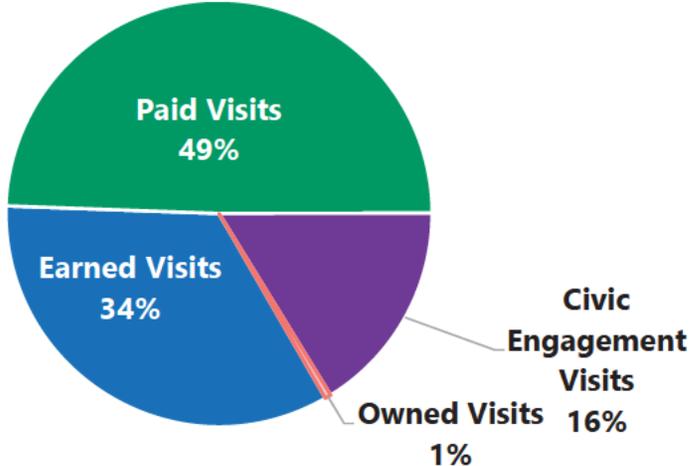
Sources: 1: CMP impression data 2: Adobe Analytics Data from 3/12 – 5/31 3: Google DV-360 4: Facebook Ads Manager

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# Engagement with 2020Census.gov

- There have been **more than 75M total visits** to the 2020Census.gov landing page. Digital media has driven over **49% of total visits**.
- To date, digital paid media has driven **45% of the total clicks** to the ISR.
- Since 4/6, more than **50% of conversions** per week have come from digital paid media.

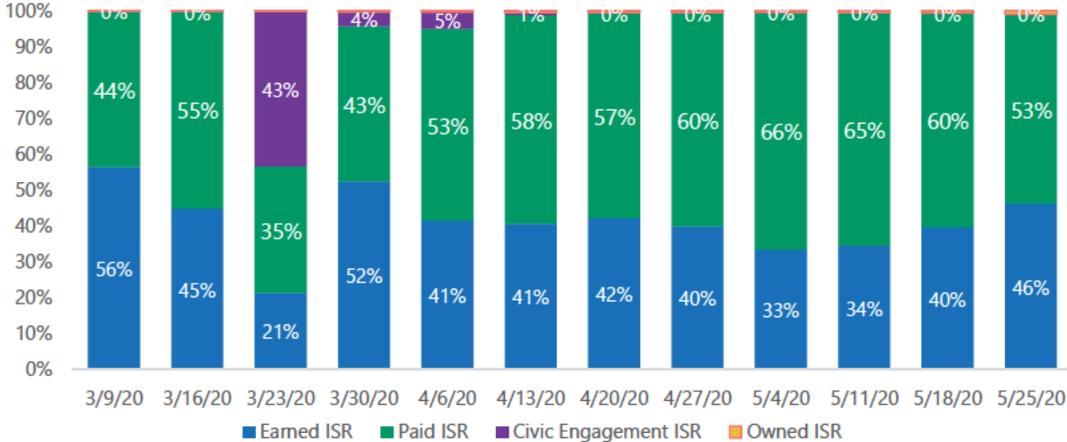
Source of Visits to 2020Census.gov



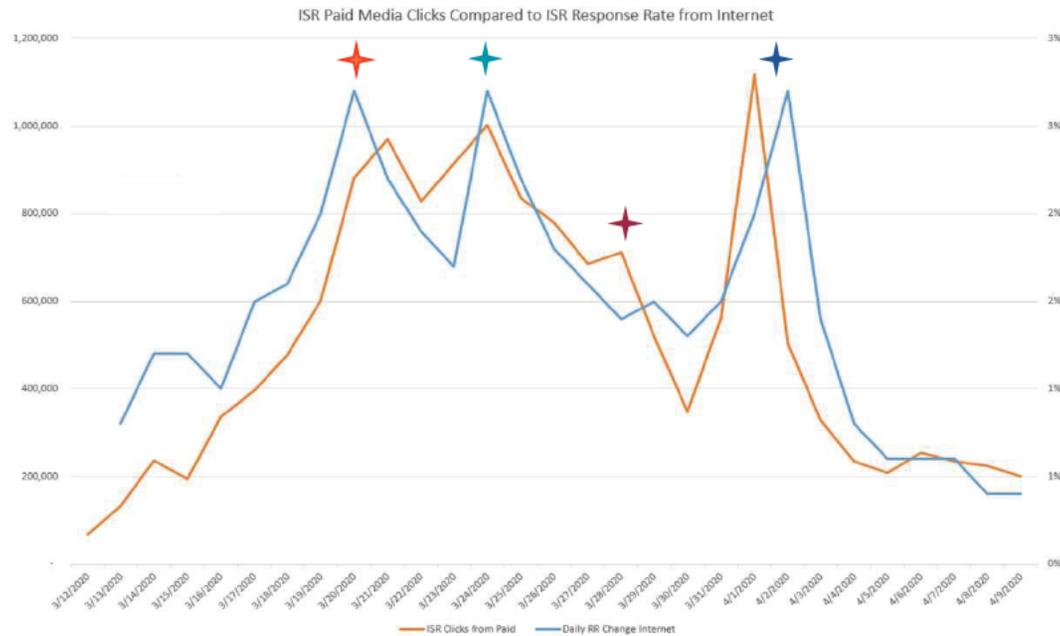
Source: Adobe Analytics  
 Data from 3/12 – 5/31  
 Civic Engagement includes pro bono integrations that Facebook and Google did for the Census Bureau to encourage response

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% of ISR Clicks by Source



# Campaign Activity and Online Response



*Milestone events were supported broadly by cross-channel ICC activities.*

- ★ **3/20:** Motivation phase media is one week in-market
- ★ **3/23 – 3/24:** Digital splash of homepage takeovers including Pandora, Spotify, USAToday and YouTube
- ★ **3/24 – 3/27:** Refresh of Motivation phase creative; “Recovery” spot in digital video; COVID-19 assets in market
- ★ **4/1:** Census Day splash in premium publisher placements; increased investment within current media channels

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# Digital Targeting and Weighting Approach

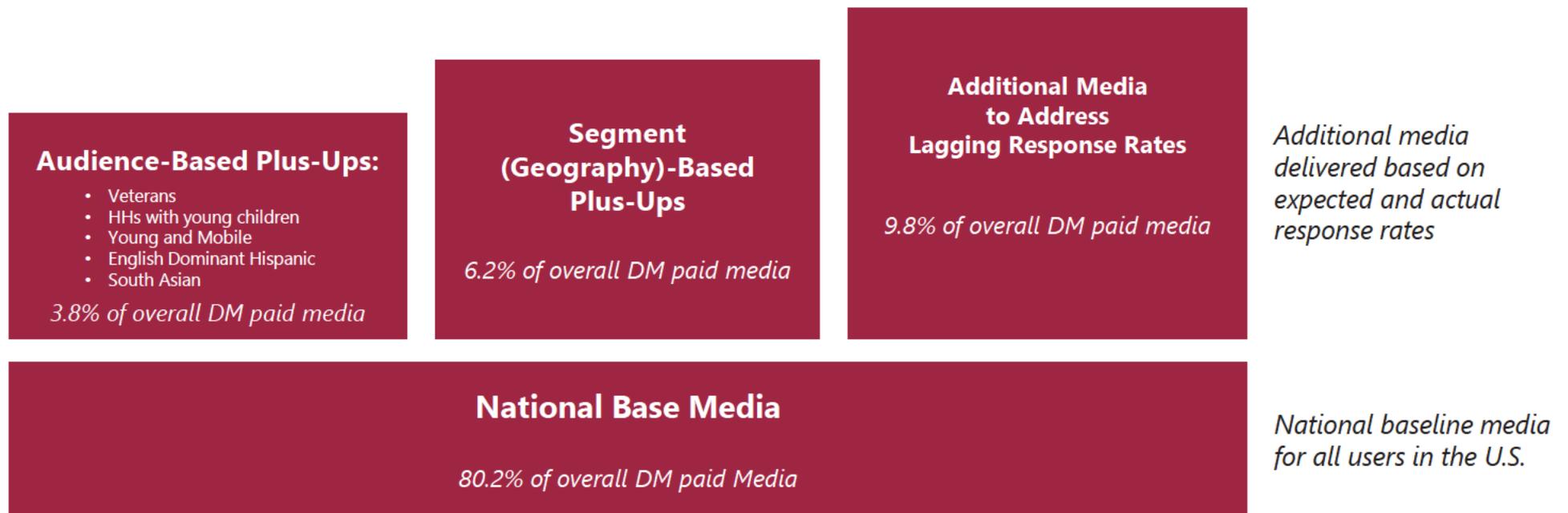
# Targeting and Weighting: Campaign Audiences

- Research informed the media plan and the initial allocations for primary digital audiences:
  - Diverse Mass
  - B/AA
  - Hispanic (Spanish)
  - Asian (Mandarin, Cantonese, Japanese, Vietnamese, Korean, Tagalog)
  - AIAN
  - Puerto Rico
  - NHPI
  - Emerging (Brazilian, Arabic, Polish, Russian)
- While Diverse Mass ads were deployed to reach everyone in the U.S. as a base layer of advertising, additional distinct budgets were deployed for each primary audience.

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# Targeting and Weighting: Diverse Mass

- Within Diverse Mass, Team Y&R applied segmentation research to direct media to audiences believed to be HTC or in need of specific messaging.
- This media was deployed in addition to the national base layer of media via programmatic and Facebook.



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# Segment-Based Weighting Approach: Diverse Mass

Team Y&R applied segmentation research to deliver more media budget weight to zip codes that were less likely to respond.

Audience Segment (Tracts translated to targetable ZIP Codes)	Expected Self Response Rate (As of 6/3)	Actualized Investment per Person (Through 6/7)
Responsive Suburbia	69.76	<b>Average National Media Baseline</b>
Main Street Middle	66.97	103%
Downtown Dynamic	60.95	115%*
Country Road Student + Military Communities	58.06	108%
Multicultural Mosaic	57.99	114%
Rural Delta + Urban Enclaves	48.72	125%
Sparse Spaces	46.33	119%
	43.22	142%*

- Starting investment levels accounted for audience size and projected response rates (prior to COVID-19 adjustments).
- Actualized investment demonstrates increased media budget weight delivered to segments less likely to respond.

*\*Downtown Dynamic and Sparse Spaces received additional investment from programmatic make-good refunds in Mid April, given response concerns at that time.*

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# Diverse Mass Digital Optimizations

# Optimization Challenges

- Approaches to optimize digital media must consider:
  - **Last-click attribution** does not account for the varieties of other communications that may have influenced a user to respond.
  - Some ads **do not drive an immediate response** but increase awareness and can ultimately lead to response via other sources (on- and offline).
  - Media types vary in effectiveness of driving towards **different objectives**, i.e. awareness vs. action.
  - There's **risk to enabling platform auto-optimization** for objectives like ISR starts, as the platforms will show ads to users most likely to start, as opposed to the entire eligible population.
  - **Full response attribution is not available**, given data protections and the heavy concentration of this campaign's digital media efforts in a relatively short time frame.
- Recognizing these challenges, Team Y&R has pursued tactics to increase ISR starts while still delivering on the original goals of the campaign.

# Motivation Phase Adjustments: Social Media

- **Conversion vs. Reach-based Optimization:** With high response occurring during the Motivation phase, we adjusted ads to deliver to users *most likely* to click to start the ISR. We then analyzed the impact on the cost per survey start.
  - **Results:** *Focused media mix on conversion optimization.*
- **Media Mix:** We are adjusting the mix to favor ad units most likely to result in an immediate ISR start.
  - **Results:** *Focused media mix on delivering static ads over video ads.*

Campaign Objective	Cost Per Survey Start
Facebook Reach (original optimization approach)	Baseline Average
Facebook Conversion-focused approach	<b>57% reduction</b> in cost per ISR start

Ad Unit Type (Facebook) Conversion Optimized)	Cost Per Survey Start
Facebook (all ad types)	Baseline Average
Display Ad Units	<b>1.4% reduction</b> in cost per survey start
Video Ad Units	<b>2.4% higher</b> in cost per survey start

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# Motivation Phase Adjustments: Programmatic Media

- **Optimizing Programmatic Ads for Viewable Impressions vs. Clicks vs. Conversions:** We have explored optimization capabilities and the cost per survey start by ad platform.
  - **Results:** *Focused media mix on maximizing conversions and viewable impressions (vs. clicks).*
- **Shifting the media mix:** We are adjusting the mix to favor ad units most likely to result in an immediate survey start.
  - **Results:** *Focused media mix on delivering static and video ads over audio ads.*

Campaign Objective	Cost Per ISR Start
Maximize Viewable Impressions (original optimization approach)	Baseline Average
Maximize clicks	<b>150% higher</b> in cost per ISR start
Maximize conversions	<b>16% higher</b> in cost per ISR start

Ad Unit Type	Cost Per ISR Start
All ad types	National Baseline
Display Ad Units	<b>57% reduction</b> in cost per ISR start
Video Ad Units	<b>57% reduction</b> in cost per ISR start
Audio Ad Units	<b>314% higher</b> in cost per ISR start

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# Paid Media Rapid Response Timeline

Team Y&R has quickly adjusted the paid media campaign in reaction to a changing environment.

## March

- ✓ NASCAR advertising paused after major crash
- ✓ Removed CQA phone numbers from paid digital advertising
- ✓ Paused ads in U/L areas due to suspended operations
- ✓ Puerto Rico campaign adjusted for COVID-19

## April

- ✓ Census Day media splash across all digital channels
- ✓ COVID-19 creative is released in market
- ✓ Rapid response targeted to specific DMAs begins with weekly adjustments based on response data

## May

- ✓ Extended Motivation phase creative as a result of COVID-19
- ✓ Breakthrough media activations involving influencers, live concerts, and commencement activities
- ✓ Tested Click-to-Call digital ads
- ✓ Began ZIP code reduction approach

## June

- ✓ Deploying search and display ads in additional languages
- ✓ Social media blackout: paused social ads during George Floyd protests
- ✓ Began regional push planning for July

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# Next Steps

# Next Steps

- **Regional Push:** Team Y&R is continuing to apply learnings from throughout the campaign to July regional push and Reminder phase planning in the following areas:
  - Creative development
  - Media mix planning
  - Optimization approaches
  - Historical delivery data at the geography and audience levels