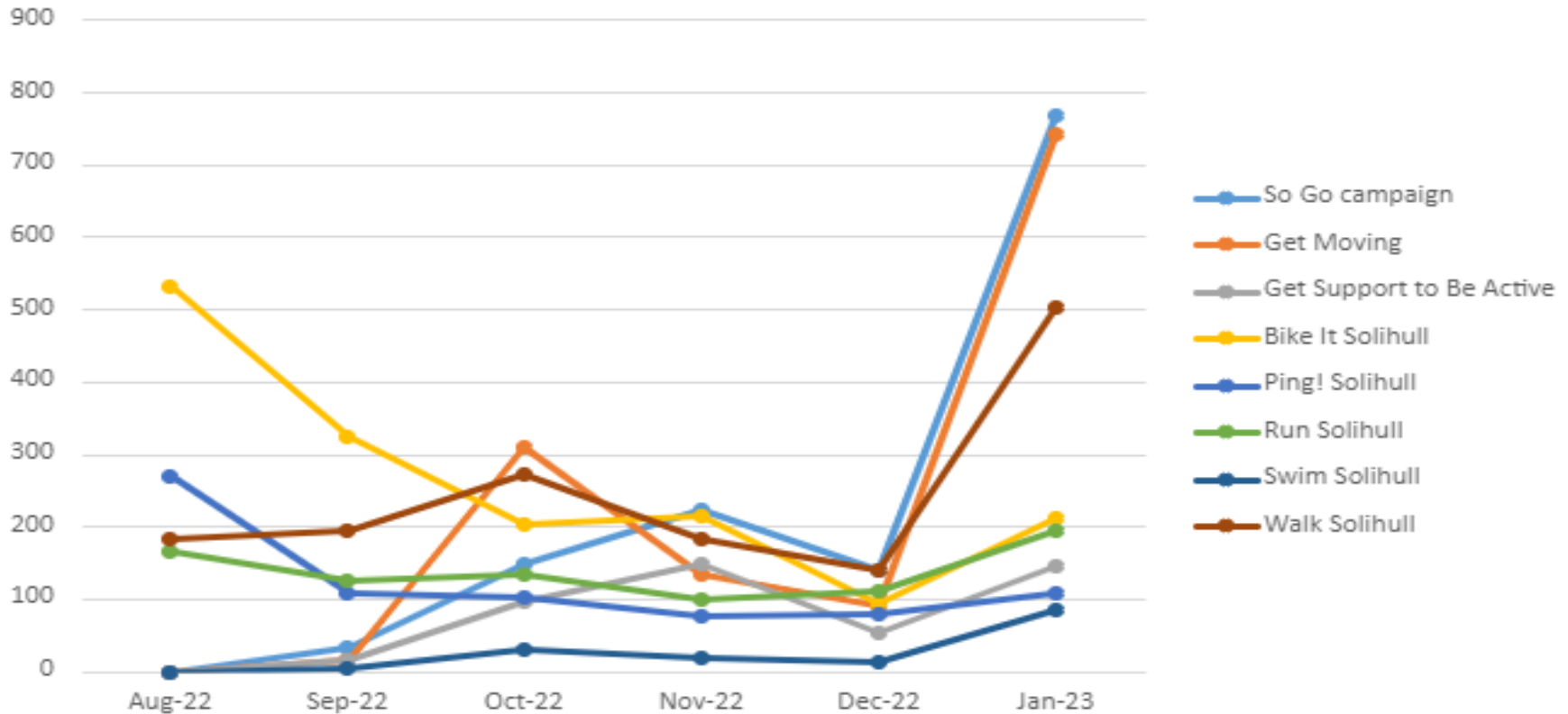


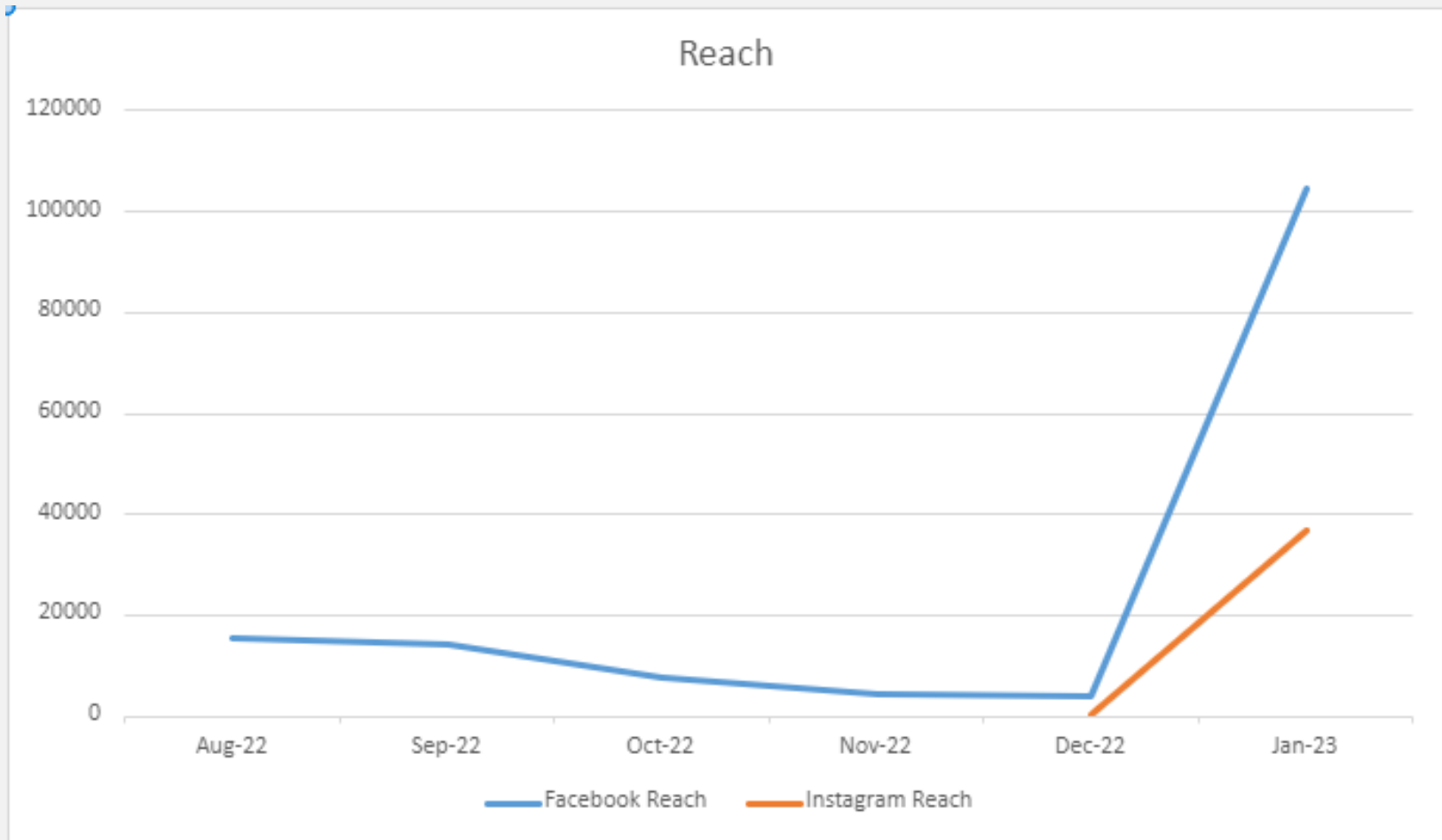
Website Traffic



Website Views - By Page Title



Social Media Platforms



Social Media Platforms



Paid Social



960,000

OOH Reach
32 poster sites and bus rear panels

77,911

Paid Social Reach
1x month on Facebook

2,884

Clicks
From paid social ads

results to-date
On the Move Campaign

Insights and Recommendations



INSIGHTS

- In just 18 days, the ads were seen 378,921 times by 77,911 different users, generating 2,884 clicks to the website.
- Whilst the 25 - 65 ad set received the highest amount of impressions (129,947), the 60+ ad set resulted in the most clicks (1,464).
- The older the age group, the lower the cost-per-click and the higher the click-through rate.

Despite the ad set receiving just 405 clicks, 27.50% of all website traffic came from 18-24 year olds.

RECOMMENDATIONS

- Prioritise budget on the 25-65 and 60+ ad sets, as they performed far greater than the others due to Facebook and Instagram's demographics.
- Consider investing in Snapchat and TikTok advertising for the 13-18 and 18-25 ad sets, as these are the most popular platforms for those demographics.
- Create tailored landing pages for each audience to match up with the creative approach, and improve the overall user journey. This will also help improve the average time spent on page for each user and decrease bounce and exit rates.
- Look at shifting the audience segmentations, and tailor creative, towards demographics the site is seeing less traffic from, such as 45-54, 55-64, and 65+