



HSL Campaign report Kutsupilotti / ViaVan

SOME

Facebook and Instagram campaign results

Objective	Impressions	Reach	Frequency	CPM €	Link click	App installs	CPI €	Cost
Reach	87 964	40 000	2.20	14.44 €	809	-	-	1 270.55 €
App Installs	312 725	39 704	7.88	13.18 €	1 430	340	12.14 €	4 122.80 €
TOTAL	400 689	55 088	7.27	13.46 €	2 239	340	15.86 €	5 393.35 €

The main objective of the Facebook and Instagram campaign was to inform people who live in the pilot area about the new ViaVan service. The campaign was carried out in two different phases as we also wanted to lead people to download the app. At the halfway of the campaign we change the campaign plan and allocated all the campaign budget for the app installation objective.

Overall the campaign reached around 35 % of the target group seven times during the four week campaign. The reach was a lot lower than estimated. We change the optimization towards app installs halfway of the campaign which explains the low reach. With the tactical campaign objectives the reach usually is a lot lower. Even though the reach was low, the frequency was in good and recommended level.

The average CPM € price in the campaign was 13.46 €. The CPM € price was higher than expected. The allocated most of the budget to the app installation campaign were usually the CPM € prices are higher. The target group size was also quite small and the competition about this target group was high during the campaign which makes the CPM € prices even higher. Due to a high CPM € price we were not able to gain as much ad impressions as estimated.

The campaign gained 340 app installs with 15.86 € CPI price. The CPI price was in a good level compared to HSL's other app installation campaigns where the CPI price has usually been around 19 € depending on the campaign type.

Demographic performance



Women installed the app a bit more than men. However, most of the people in the target group were women which explains the difference in the amount of installations. Men had lower CPI prices than women as they are usually more eager to download the apps.

The best performing age groups in the campaign were 18-24 and 55-64 year old people as they had the lowest CPI prices. However, most of the app installs came from 35-44 year old people who was the biggest age group in the target group.

Best performing ads

Highest reach

**HSL**
Sponsored · 

...

Nauti helppoa liikkumisesta. Tutustu kutsukyytipalveluun ja tee arjesta sujuvampaa.




Lataa ViaVan-sovellus



HSL.FI/KUTSUKYYTI
Aloitustarjous 2 €/kyyti
Lue lisää

LEARN MORE

5

Most installations and lowest CPI €

**HSL**
Sponsored · 

...

Jätä oma auto kotiin ja hyppää kutsukyytiin. Koodilla VVESPOO2019 ensimmäinen kyyti ilmaiseksi!




Lataa ViaVan-sovellus



Matkaan muutamalla eurolla

INSTALL NOW

Learnings and suggestions

Overall the campaign work okay. We changed the campaign plan halfway of the campaign and as a result of that the reach was lower than expected. However, we were able to gain a bit more app installations than estimated. To reach more people in the next campaign we recommend doing a small reach part in the campaign to increase the awareness before leading people to the app.

The target group size was quite small which made the CPM and CPI prices quite high. In the next campaign we could test to have a bit broader targeted areas and bigger target groups so that we can decrease the CPM and CPI prices. When the target group size is higher, the algorithm has more data to optimize the campaign better.

For the next campaign we could improve the creatives a bit. It is important to bring the car to the creatives as well so that people get the campaign idea a bit better. We could test also video in the app installation campaign as movement might catch the attention a bit better than still pictures.

ViaVan was worried about the activation rates in Facebook. Now the objective of the campaign was to gain app installations, not activate the people to use the app. If we want to increase the activations we could do a separate activation campaign.

Programmatic

Programmatic campaign results

Campaign phase	Impressions	Reach	Cost Per Mile (CPM)	Frequency	Total Clicks	CTR %	Total Cost
Direct buy (reach)	246,912	64,336	16,2 €	3,8	708	0.29 %	4000 €
Phase 1 (reach)	545 115	135 180	10,09 €	4,0	1 737	0,33 %	4 973,96 €
Phase 2 (activation)	439 391	100 161	8,7 €	4,3	912	0,20 %	4 026,05 €
Total	1 231 418	299 677	11.9 €	4,0	3357	0,27 %	13 000 €

The purpose of the programmatic campaign was to raise awareness of the Kutsukyyti traffic pilot and direct users to the HSL's site to explore the topic and download the app. In the first phase, the campaign's focus was on broad reach aimed at informing the target audience about the ViaVan service, and thereafter on second phase on retargeted advertising, where the focus was on activating site visitors to download the app. After the first two weeks, the focus was changed largely towards to the latter, where focus was on the activation of the users.

The main KPI's for the campaign was reach, CPM, CPC and Conversions (app downloads), however due to some tracking issues, the conversion figures seen on Adform platform did not reflect the correct figures seen on the clients side, hence this KPI's performance was unclear throughout the campaign.

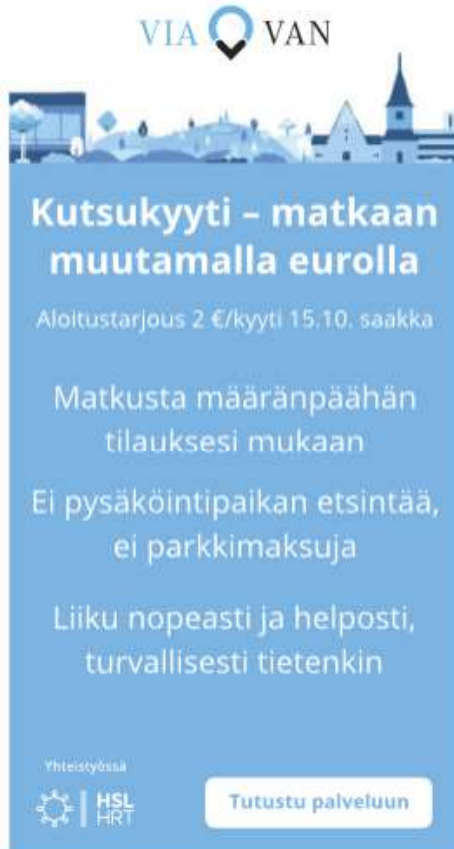
Campaigns actual performance figures outperomed the campaign objectives in all levels.

Total campaign impressions surpassed the estimated figures by 17%, therefore the reach of the campaign being succesfull. The CPM was cost effective 11,9 €, which was slightly below the estimated 12,5 €. Viewability was 67%, which was good, considering the small size of the target audience and the fact that mobile was mostly being employed.

Programmatic targeting strategies

Budget	Device	Targeting strategy	Tactical objective
4000 €	Desktop/ Mobile	HS + IS Cross Screen Direct buy Reach people in Espoo area through the two most read online medias in Finland: HS.fi and IS.fi.	Spread awareness of ViaVan service as widely as possible and generate interest
7000 €	Desktop/ Mobile	Location Targeting (ZIP-codes) Focus advertising on selected East-Espoo ZIP-codes.	Spread awareness of ViaVan services and drive traffic to App stores
2 000 €	Mobile	Retargeting Target audiences that have either been engaged with the phase 1 advertising and those who have visited HSL/Kutsukyyti site.	Reminder, message confirmation, and user activation.

Best performing ads



Most impressions
300x600 V1 banner



Best Click-Through-Rate
620x891 V1 banner

Recommendations

In the campaign, we focused on buying large creative sizes to maximize attention and using small sizes to achieve cost-efficient reach. We also focused heavily on mobile to reach users on the go and to activate users to download the app. The 300x600 creative size performed best in terms of traffic, and we recommend to continue to use this size in future awareness campaigns as well.

Regarding banners, there could perhaps have been more visuals and less text. Hence a strong recommendation would be to alter the visuals in the future, when driving similar campaigns where focus is on informing and raising awareness of a new service.

Furthermore, in future, a video format such as YouTube could be considered at least in the first phase, as this could help raise awareness about the service more effectively than just display banners.

Furthermore, it is suggested that a reach strategy is being employed throughout the campaign as was planned in the initial plan, as this will help to raise awareness of the new service, which will be crucial for the activation strategy to work effectively. As we can see from the figures, the CTR % is higher in phase 1 ads compared to phase 2 ads despite the phase 2 ads being used for a longer period, which indicates that for such new unknown service, people are hesitant to impulsively adopt (download app) such service, without first reading and exploring the topic. Hence, it is suggested that either throughout or at least for a solid amount of time (1 month at least), a reach awareness alike advertising is being used.

Moreover, the pilot area and target segment was too narrow (east-Espoo area), so in future when advertising such new service (especially in the pilot stage), a larger area such as entire Helsinki could be employed, as this would help to drive awareness of the campaign more effectively, specifically when piloting such service.

Campaign time could also be extended in the future. For example, continuous campaigning throughout two to three months would ensure a steady visibility that effectively communicates to a small target group about the new service.

SEM

SEM campaign results

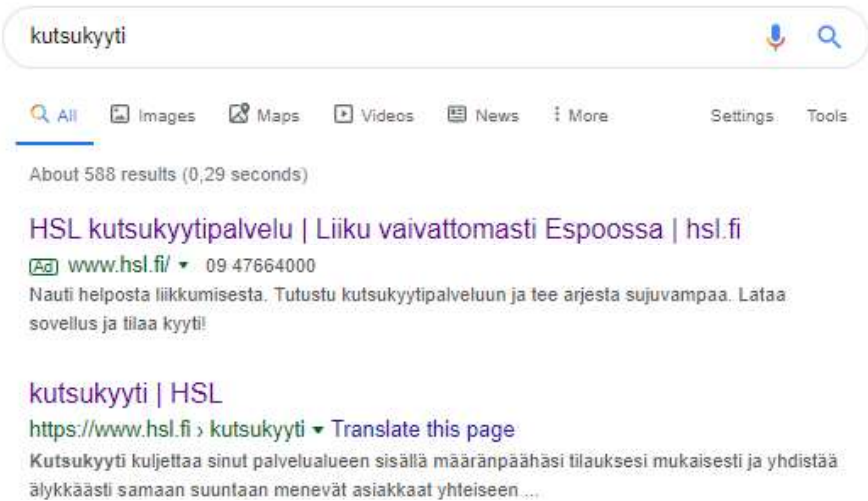
Campaign	Impressions	Clicks	Avg. Cost per click	CTR%	Conversions	Cost per conversion	Cost
HSL Kutsukyyti Espoo FI 2019	874	251	0,19€	28,72%	1	48,53€	48,92€
HSL Kutsukyyti Espoo ENG 2019	25	0	-	-	0	-	0
TOTAL	899	251	0,19€	27,92%	1	48,53€	48,92€

- We created two SEM-campaigns on HSL’s Google Ads account. The first campaign was in Finnish, the second on in English
- On SEM we were struggling to get enough search volume for our keywords. We added several keywords that were related to the ride-sharing service, but the awareness of the service was not good enough. Therefore the amount of ad impressions was low.
- Despite low search volume, almost 30% of the people who saw the ads clicked to the website. This means that the ads were highly relevant to the audience.
- SEM campaign led to 1 conversion (Via Van app install), and the cost per conversion was 48€.
- Since the awareness of the service is increasing, we will continue running SEM ads

SEM campaign results

- Our keyword list consisted of ride-sharing related keywords and the most searched ones were kimppakyyti and kutsukyyti
- People also searched with terms "hsl viavan", which means that some of them had heard about the campaign somewhere else
- We targeted the advertising to Espoo region and therefore most of the searches came from Espoo.

Example of Kutsukyyti ad on Google



List of Finnish keywords

Keyword	↓ Clicks	Impr.
+kimppakyyti	83	157
+kutsukyyti	43	103
+hsl +viavan	30	66
[kimppakyyti]	25	285
+hsl +kutsukyyti	23	44
[hsl kutsukyyti]	19	43
[kutsukyyti]	14	34
[hsl viavan]	10	26
+kutsukyyti +espoo	3	101
[kutsukyyti espoo]	1	8

Targeted locations

<input type="checkbox"/> Targeted location	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conversions
<input type="checkbox"/> Espoo, Uusimaa, Finland	—	205	458	44.76%	€0.19	€38.53	1.00
<input type="checkbox"/> Helsinki, Uusimaa, Finland	—	41	366	11.20%	€0.20	€8.13	0.00
<input type="checkbox"/> Kauniainen, Uusimaa, Finland	—	1	7	14.29%	€0.08	€0.08	0.00
<input type="checkbox"/> Vantaa, Uusimaa, Finland	—	4	43	9.30%	€0.55	€2.18	0.00

