

# FY23-24 P2 Week DON'T FLUSH TISSUES / MEDICINE CAMPAIGN

BAY AREA CLEAN WATER AGENCIES  
GOOGLE & YOUTUBE ADS CAMPAIGN RESULTS



Report Prepared by SGA Marketing  
October 2023

# PERFORMANCE OVERVIEW



Media Name	Language	Cost (A)	Cost Distribution (% share)	Impr. (B)	Impr. (% share)	Clicks (C)	Clicks (% share)	CTR (C/B)	CPM (A/B*1000)	CPC (A/C)
Google Display Ads	English	\$2,490.38	69.99%	1,567,409	73.26%	15,086	73.74%	0.96%	\$1.59	\$0.17
	Spanish	\$1,067.62	30.01%	572,249	26.74%	5,372	26.26%	0.94%	\$1.87	\$0.20
<b>Total</b>		<b>\$3,558.00</b>	<b>100.00%</b>	<b>2,139,658</b>	<b>100.00%</b>	<b>20,458</b>	<b>100.00%</b>	<b>0.96%</b>	<b>\$1.66</b>	<b>\$0.17</b>

## Top Insights:

- Earned over **2.1 million impressions** an average cost of **\$1.66 per thousand impressions**
- Garnered over **20K+ clicks** at a **cost per click of \$0.17** and
- Overall **click through rate was 0.96%**, which falls under the healthy range
- The English-speaking audience was slightly more engaged than the Spanish-speaking audience, earning a higher click through rate at a lower cost per click than the Spanish-speaking audience

# WHAT WE LEARNED & MOVING FORWARD



Here's the list of things we learned from this campaign

- **Mobile phones were the dominant platform** generating the most impressions and clicks
- Generally speaking, **male audiences generated more clicks than the female audiences**
- The campaign achieved its primary goal of driving traffic to the landing page, however, it's important to note that the campaign faced a challenge in retaining the users or encouraging them to engage further with the content. In other words, while it effectively generated interest and curiosity among users, it struggled to maintain their attention

Here's the list of recommendations based on the learnings

- Continue optimizing landing pages in order to ensure their continued effectiveness and compatibility with smartphones, tablets, and other mobile devices
  - Prepare the content in bite-sized pieces and incorporate images to break up the text.
- Focus not just on getting users to the landing page but also on optimizing the user experience and content to keep them engaged and increase the retention

# Landing Page

# Google Analytics



Page path and screen class		↓ Views	Users	Views per user	Average engagement time
SHOW ALL ROWS					
		19,781 vs. 1,108 ↑ 1,685.29%	14,353 vs. 414 ↑ 3,366.91%	1.38 vs. 2.68 ↓ -48.5%	0m 00s vs. 0.03 ↓ -76.92%
1	/residential/your-toilet/				
	Sep 17 - Oct 16, 2023	18,814	14,025	1.34	0m 00s
	Aug 20 - Sep 18, 2023	231	137	1.69	0m 00s
	% change	8,044.59%	10,137.23%	-20.44%	-68.42%

- The landing page pageview increased by 8,000+% compared to the previous term
- The number of Users who are active on the page increased by 10,000+%
- SGA has contacted Google to understand the cause of the extremely low Average Engagement Time. SGA observed 0 Average engagement time on all pages within the site
  - Average engagement time is the average length of time that the web site had focus in the browser. In other words, this measures the length of time that the landing page was in focus on a user's screen.
  - Average engagement time has replaced the old Average Session Duration from the previous Universal Analytics.

# Google Display Ads Insight

ENGLISH

# DEVICES

 Mobile phones  Tablets  Computers  TV screens



- **Mobile phones were the dominant platform** generating most impressions and clicks followed by tablets
- **Tablets account for 48% of impressions despite only spending 20% of the budget.** These results suggest that tablets are an efficient platform for generating awareness, however, they were no more or less effective at generating clicks than smartphones.

# Top 5 Placements



<input type="checkbox"/> Placement	Type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> MeidasTouch	YouTube channel	244	25,490	0.96%	\$0.14	\$34.77
<input type="checkbox"/> Mobile App: vChannel (iTunes App...	Mobile application	58	19,974	0.29%	\$0.15	\$8.55
<input type="checkbox"/> MSNBC	YouTube channel	160	18,570	0.86%	\$0.16	\$25.18
<input type="checkbox"/> The Royalty Family	YouTube channel	122	13,341	0.91%	\$0.14	\$16.97
<input type="checkbox"/> 新聞大白話	YouTube channel	110	13,062	0.84%	\$0.15	\$16.86

- The majority of this campaign's top-performing advertising placements were on **YouTube Channels** with a few mobile applications also showing good performance.



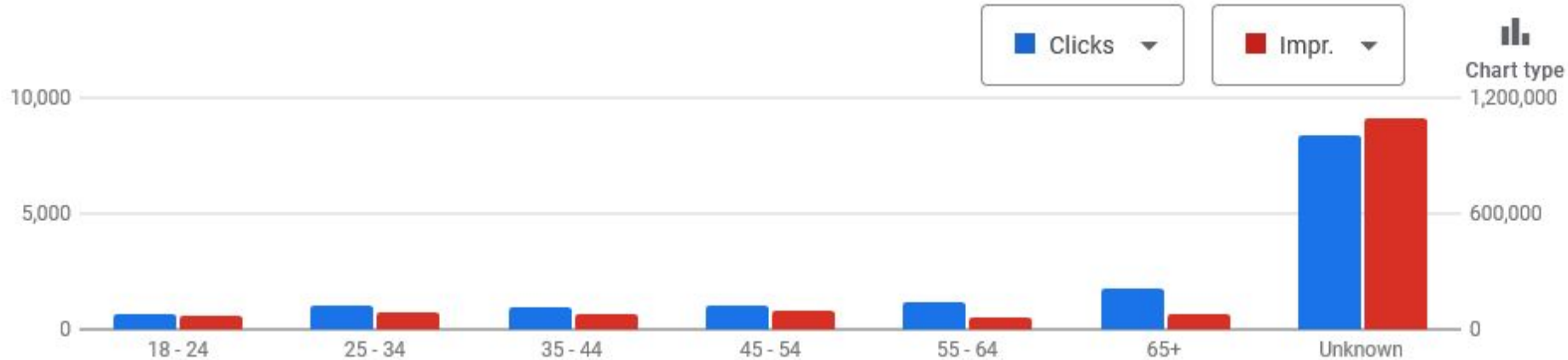
# LOCATIONS



<input type="checkbox"/> Targeted location	Impr.	Interactions	Interaction rate	Avg. cost	Cost	↓ Clicks
<input type="checkbox"/> San Francisco County, California, United States	465,284	6,591 clicks	1.42%	\$0.17	\$1,092.25	6,591
<input type="checkbox"/> Santa Clara County, California, United States	477,920	3,851 clicks	0.81%	\$0.17	\$642.89	3,851
<input type="checkbox"/> Alameda County, California, United States	262,750	2,041 clicks	0.78%	\$0.16	\$318.25	2,041
<input type="checkbox"/> Contra Costa County, California, United States	129,284	918 clicks	0.71%	\$0.17	\$152.43	918
<input type="checkbox"/> San Mateo County, California, United States	120,963	867 clicks	0.72%	\$0.16	\$139.87	867
<input type="checkbox"/> Solano County, California, United States	42,744	336 clicks	0.79%	\$0.17	\$57.39	336
<input type="checkbox"/> Sonoma County, California, United States	37,423	252 clicks	0.67%	\$0.19	\$48.91	252
<input type="checkbox"/> Marin County, California, United States	19,761	136 clicks	0.69%	\$0.18	\$24.52	136
<input type="checkbox"/> Napa County, California, United States	10,830	83 clicks	0.77%	\$0.15	\$12.28	83

- San Francisco County received the most clicks, followed by Santa Clara County, and then Alameda County. The 3 counties also generated the most impressions, with Santa Clara generating slightly more than San Francisco.
- Napa County and Marin County served much fewer impressions and generated much fewer clicks in comparison to the other counties

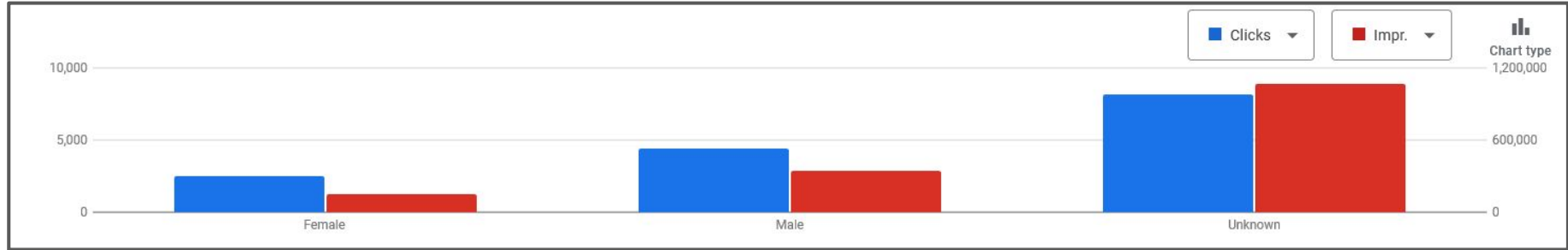
# INSIGHT: AGE



The above chart shows which age group generated the most and least impressions and clicks

- The unknown group generated around 51% of the total impressions
  - The unknown represents that audience which has opted out of demographic targeting and is an increasing part of the population as data protection becomes a larger concern in people's minds.

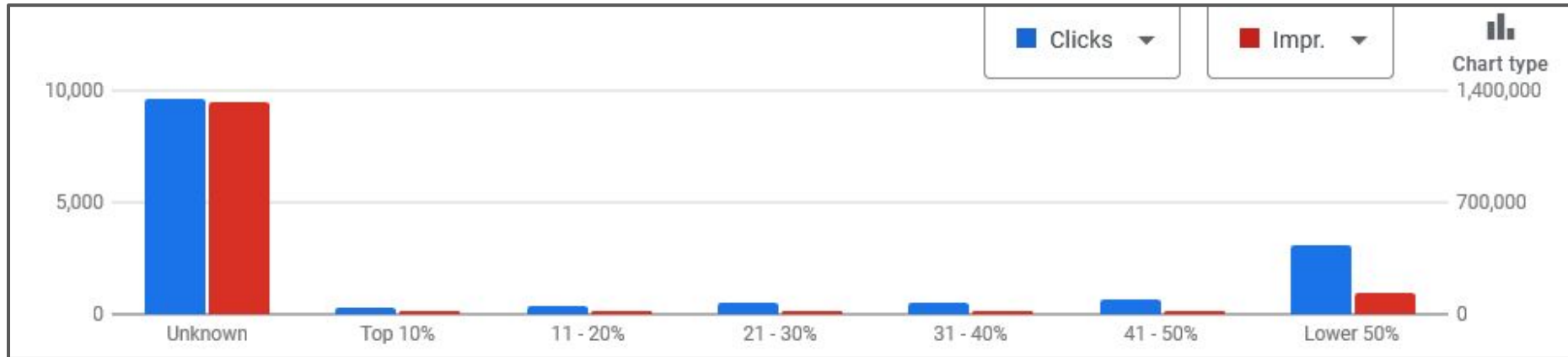
# INSIGHT: GENDER



The above chart shows which gender group generated the most impressions and clicks

- Males generated more clicks and impressions than females.
- A high percentage of clicks and impressions are attributed to unknown sources

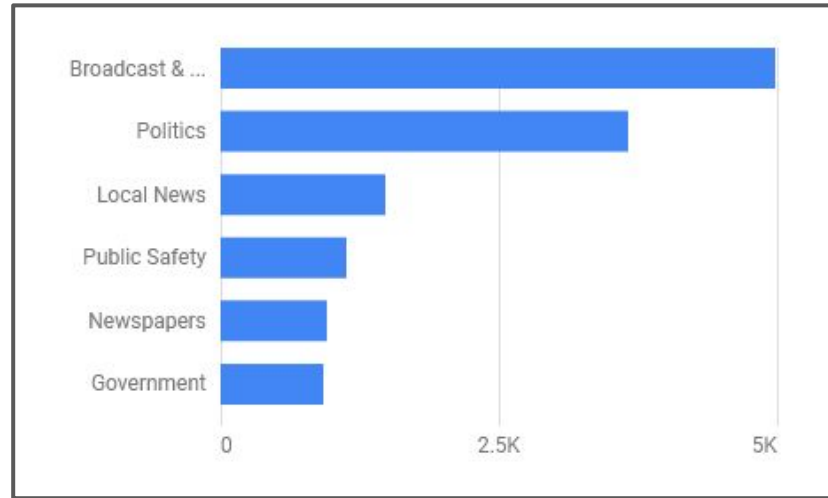
# INSIGHT: HOUSEHOLD INCOME



The above chart shows which household income group generated the most impressions and clicks

- The unknown demographics generated about 62% of the total impressions
- The lower 50% HHI group generated roughly 6% of total impressions and 15% of total clicks

# INSIGHT: AUDIENCE



The above chart shows which interest based audience group generated the most clicks

- Those who are interested in Broadcast and Network News and Local News generated roughly 43% of total clicks earned together

# ASSETS (ENGLISH)

Here are some of the best and poorest performing assets.  
Assets are compared to others of the same type.

## Best Performing

- **Headline:** Don't Flush Tissues and Meds
- **Description:** Tissues and medications clog plumbing and cause pollution. Do not flush.
- **Images:**



5568 x 2915



4018 x 4018

## Poorest Performing

- **Headline:** Don't Rush to Flush
- **Description:** If it's not human waste or toilet paper, it doesn't belong in the toilet. Find out more.
- **Images:**



2848 x 2848



4160 x 4160



6027 x 3155



2063 x 1080

# COMBOS (ENGLISH)

Here are the top image-based combinations. These combinations are ranked by the number of times they appeared on the Display Network



## Flushed Tissues Cause Issues

Flushed medications and tissues cause water pollution and plumbing issues. [Learn here.](#)



## Flushed Tissues Cause Issues

Flushed medications and tissues cause water pollution and plumbing issues. [Learn here.](#)



## Flushed Tissues Cause Issues

Prevent water pollution and clogged pipes by properly disposing of your meds and tissues.



## Flushed Tissues Cause Issues

Flushed medications and tissues cause water pollution and plumbing issues. [Learn here.](#)



## Get Flushed with Knowledge

If it's not human waste or toilet paper, it doesn't belong in the toilet. [Find out more.](#)



## Get Flushed with Knowledge

Prevent water pollution and clogged pipes by properly disposing of your meds and tissues.

# COMBOS (ENGLISH)



Here are the top text-based combinations. These combinations are ranked by the number of times they appeared on the Display Network

**Get Flushed with Knowledge**

**Only Flush TP and Human Waste**

**Don't Flush Tissues and Meds**

**Don't Flush Cold and Flu Meds**


**Only Flush TP and Human Waste**


'Medications and facial tissues can clog pipes and cause pollution. Learn more.

**Don't Rush to Flush**




# Ad Screenshots






### Don't Flush Tissues and Meds

If it's not human waste or toilet paper, it doesn't belong in the toilet. Find out more.




 Tissues and medications clog plumbing and cause pollution. Do not flush.





### Don't Rush to Flush

Toilet paper and human waste are the only things that should be flushed. Explore more.



### Only Flush TP and Human Waste

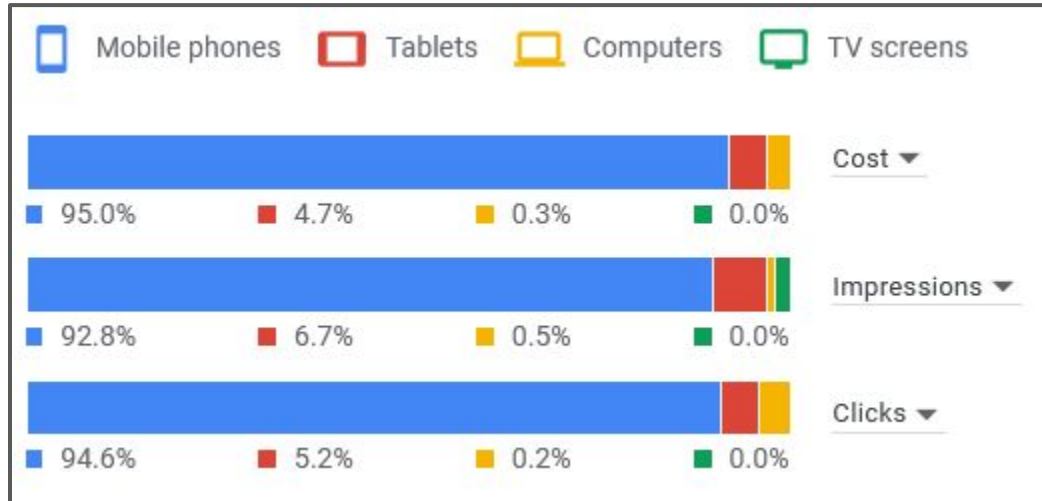
Baywise

Tissues and medications clog plumbing and cause pollution. Do not flush.

# Google Display Ads Insight

SPANISH

# DEVICES



- **Mobile phones were the dominant platform** generating most impressions and clicks followed by tablets

# Placements (Top 5)



<input type="checkbox"/> Placement	Type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> <a href="#">Mobile App: MetroZone (Googl...</a>	Mobile application	304	59,835	0.51%	\$0.22	\$68.37
<input type="checkbox"/> <a href="#">foxnews.com</a>	Site	210	37,679	0.56%	\$0.23	\$49.16
<input type="checkbox"/> <a href="#">Mobile App: vChannel (iTunes ...</a>	Mobile application	118	34,556	0.34%	\$0.18	\$20.79
<input type="checkbox"/> <a href="#">Mobile App: Readict -One Click...</a>	Mobile application	39	29,127	0.13%	\$0.17	\$6.56
<input type="checkbox"/> <a href="#">mobileposse.com</a>	Site	85	27,873	0.30%	\$0.22	\$18.68

- Unlike English ads, Spanish ads were mostly shown on **mobile applications**.

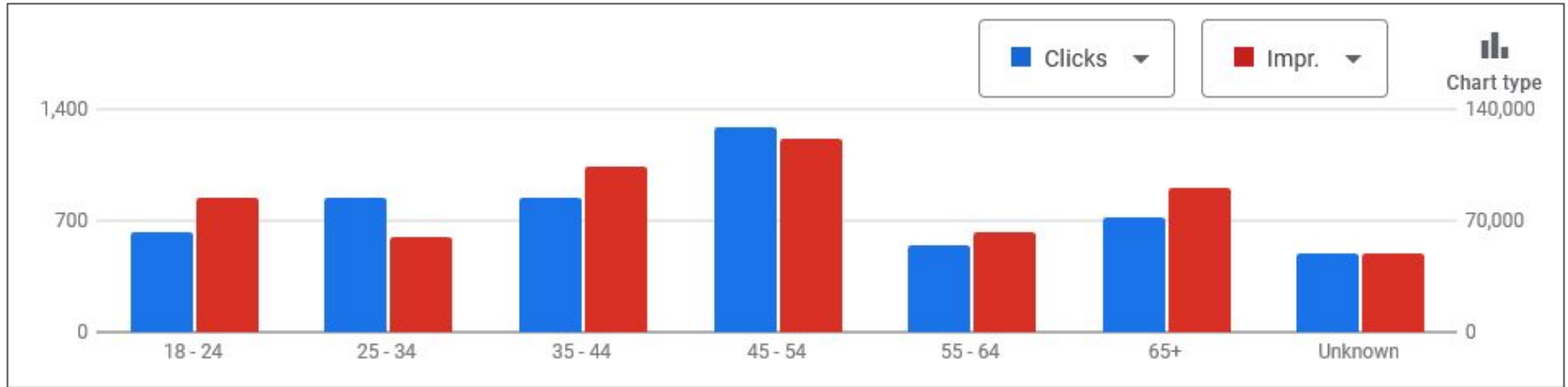
# LOCATIONS



<input type="checkbox"/> Targeted location	Impr.	Interactions	Interaction rate	Avg. cost	Cost	↓ Clicks
<input type="checkbox"/> San Francisco County, California, United St...	307,854	3,123 clicks	1.01%	\$0.20	\$610.43	3,123
<input type="checkbox"/> Santa Clara County, California, United States	122,424	985 clicks	0.80%	\$0.20	\$198.39	985
<input type="checkbox"/> Alameda County, California, United States	48,393	403 clicks	0.83%	\$0.21	\$83.42	403
<input type="checkbox"/> Contra Costa County, California, United Sta...	30,863	299 clicks	0.97%	\$0.21	\$61.32	299
<input type="checkbox"/> San Mateo County, California, United States	23,942	178 clicks	0.74%	\$0.19	\$33.42	178
<input type="checkbox"/> Sonoma County, California, United States	16,021	154 clicks	0.96%	\$0.21	\$33.07	154
<input type="checkbox"/> Solano County, California, United States	14,377	127 clicks	0.88%	\$0.21	\$27.22	127
<input type="checkbox"/> Marin County, California, United States	4,838	47 clicks	0.97%	\$0.22	\$10.57	47
<input type="checkbox"/> Napa County, California, United States	3,301	45 clicks	1.36%	\$0.18	\$8.02	45

- San Francisco County served by far the most impressions, followed by Santa Clara County and Alameda County. The 3 counties also generated the most clicks as well.
- Marin County and Napa County served much less impressions and generated much less clicks compared to the other counties

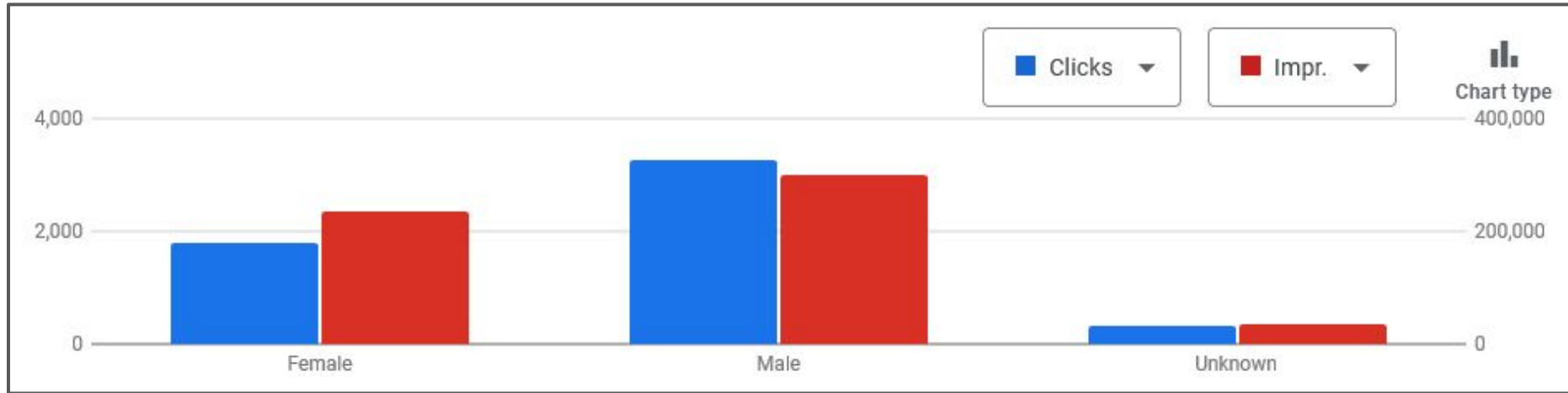
# INSIGHT: AGE



The above chart shows which age group generated the most and least impressions and clicks

- The age group of 45-54 and 65+ generated roughly 40% of total impressions and clicks

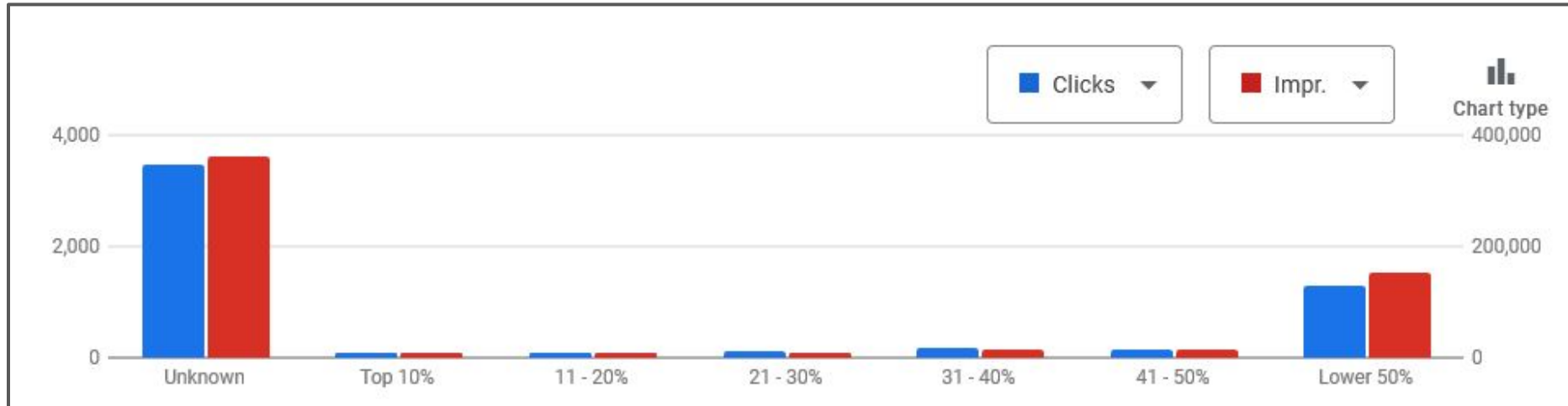
# INSIGHT: GENDER



The above chart shows which gender group generated the most impressions and clicks

- Males generated more clicks and impressions than females
- Females generated a lower amount of clicks in proportion to impressions, indicating they may be less interested than their male counterparts

# INSIGHT: HOUSEHOLD INCOME

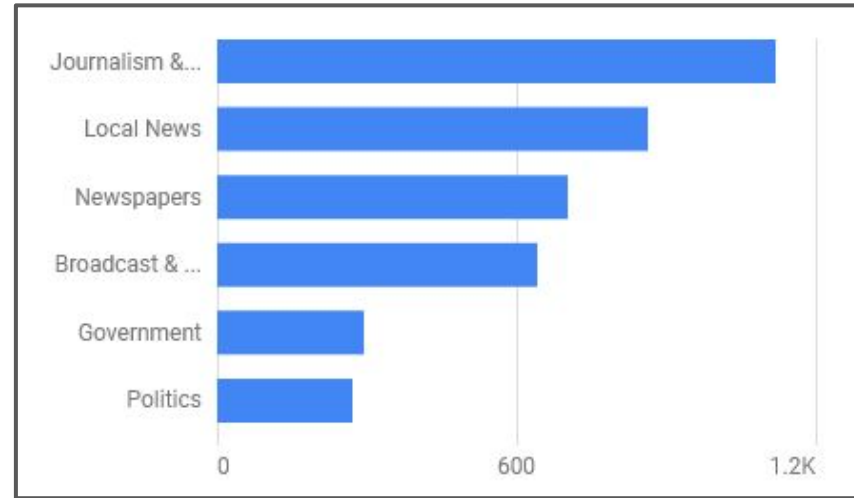


The above chart shows which household income group generated the most impressions and clicks

- The lower 50% HHI group generated roughly 7% of total impressions
- The unknown demographic generated roughly 16.9% of total impressions



# INSIGHT: AUDIENCE



The above chart shows which interest based audience group generated the most clicks

- Those who are interested in Journalism, Local News, and Newspapers generated 50% of the total clicks among Spanish-speaking individuals

# ASSETS (SPANISH)

Here are some of the best and poorest performing assets. Assets are compared to others of the same type. Both best and poorest performing images were the same as the English campaign, but the headlines and descriptions were different.

## Best Performing

- **Headline:** No se apure a tirar la cadena (*Don't rush to flush the toilet*)
- **Description:** Los medicamentos y pañuelos faciales pueden obstruir las tuberías y causar contaminación.. (*Medications and facial tissues can clog pipes and cause contamination.*)



5568 x 2915



4018 x 4018

## Poorest Performing

- **Headline:** No tire medicamentos de gripe (*Don't throw away flu medicines*)
- **Description:** Medicinas y pañuelos desechables causan contaminación y problemas de plomería. Aprenda más. (*Medicines and disposable tissues cause contamination and plumbing problems. Learn more*)



2848 x 2848



4160 x 4160



6027 x 3155



2063 x 1080

# COMBOS (SPANISH)


Here are the top image-based combinations. These combinations are ranked by the number of times they appeared on the Display Network



No tire medicamentos de gripe




No tire medicamentos de gripe





No tire medicamentos de gripe



No tire medicamentos de gripe



No tire medicamentos de gripe



No tire medicamentos de gripe

Los medicamentos y pañuelos faciales pueden obstruir las tuberías y causar contaminación.

# COMBOS (ENGLISH)



Here are the top text-based combinations. These combinations are ranked by the number of times they appeared on the Display Network

**No tire medicamentos de gripe**

**Solo tire PH y residuo humano**

**Papel tirado causa problemas**


**Lavese con conocimiento**


**No tire medicamentos de gripe**

Los medicamentos y pañuelos faciales pueden obstruir las tuberías y causar contaminación.

**No se apure a tirar la cadena**

# Ad Screenshot







### No tire papel ni medicamentos

Si no son desechos humanos o papel higiénico, no pertenecen al inodoro. Descubra más.

[Cerrar](#) [Abrir](#)



**No tire papel ni medicamentos**

 Los medicamentos y pañuelos faciales pueden obstruir las tuberías y causar contaminación.

[>](#)






### Lavese con conocimiento

Los medicamentos y pañuelos faciales pueden obstruir las tuberías y causar contaminación.

[CERRAR](#) [ABRIR](#)



**DON'T FLUSH**  
COLD & FLU MEDS

### Papel tirado causa problemas



Medicinas y pañuelos desechables causan contaminación y problemas de plomería. Aprenda más

[>](#)