

CAMPAIGN PERFORMANCE SUMMARY

Issued December 18, 2024

project requested by Mountain View Vision Zero “Drive Wisely” Campaign
City of Mountain View / Karen Gauss

campaign overview The primary objectives of this Mountain View Vision Zero campaign were to:

- Increase awareness of the issue of traffic safety
- Promote behaviors to improve traffic safety for all road users
- Introduce Vision Zero to Mountain View residents and the public at large

This summary report focuses on the performance of the paid media buys. (This summary does not include data and analysis of Mountain View-managed touchpoints, such as light pole banners or MVgo shuttle ads, or outreach results.) Ads were placed in multiple languages and included large-format out-of-home (OOH) and digital marketing. The OOH campaign ran for four weeks from August 19, 2024 to September 15, 2024 and digital marketing ran as two four-week flights from September 2, 2024 through September 30, 2024, and October 14, 2024 through November 13, 2024.

campaign messaging The campaign strategy focused on issue awareness—featuring traffic safety and the need for safer streets—targeting this message to Mountain View residents and those who use Mountain View streets.

Campaign creative featured friendly, colorful illustrations of owls as diverse street users, traveling via various modes—walking, bicycling, scooting and driving. The campaign copy stated:

Headline: **Drive wisely.**

Subhead: **Let’s end traffic deaths in Mountain View.**

Campaign messaging—across out-of-home and digital media placements—was translated and appeared in multiple languages—English, Spanish, Chinese (Simplified) and Russian (digital ads only). Sample transit shelter ads are below:



**campaign
media mix**

The overall campaign spend, which included OOH and digital media buys, was **\$42,000**. The campaign ad placements consisted of the following:

- **Out-of-Home Ads (\$36,000)**
 - **Transit shelters** (\$23,350). Thirty (30) ads were placed throughout the city—notably, along thoroughfares and transit hubs, such as El Camino Real, San Antonio Road, and Showers Drive. Spanish and Chinese in-language ads were placed within or near communities where literacy of these languages was high.
 - **Mountain View Light Rail Station Domination** (\$12,650) included eight (8) station posters and four (4) large-format “windscreens.” Placements also included at least one Spanish and Chinese in-language station poster.
- **Digital Marketing Placements (\$6,000)**
 - **Digital display ads** ran on website properties on desktop, tablet and mobile devices. On a website when viewed on desktop, these ads most commonly come in leaderboard banner (horizontal, 728x90), skyscraper (vertical, 160x600), half-page ad (vertical, 300x600) and “square” sizes (300x250). Similarly, they appear on tablet and mobile devices—the most common size being the mobile leaderboard, 320x50). For this campaign, digital display ads were animated and ran in English and Russian.
 - **Social media ads on Instagram and Facebook** were used for various placements on Instagram and Facebook platforms—whether as a sponsored post (1080x1080) that appears in-feed or as a story (1080x1920). For this campaign, social media ads were animated and ran in English, Spanish and Chinese.

distribution strategy

The audience for this campaign was very broad—essentially all Mountain View residents and non-residents that travel to and through the city on its streets.

While we wanted to focus distribution of this paid campaign on key audiences—Mountain View school communities, its High-Injury Network and low-income communities—to increase the ability to measure impact, the available inventory for advertising limited our ability to micro-target specific communities and areas in the City. The paid media plan was executed more as a blanket approach, leaning more heavily on the City’s community outreach efforts, equipped with campaign-branded materials, to promote this traffic safety campaign among the key targeted audiences.

During our out-of-home media planning phase, transit shelter inventory was limited. While we would have preferred a custom placement plan, the available placements still offered high campaign visibility on major thoroughfares like El Camino Real, along with placements near Graham Middle School and the Showers Drive transit hub. We were also able to secure the Mountain View Light Rail Station Domination buy that provided some drive-by visibility from Evelyn Avenue and Central Expressway and more concentrated reach among light rail riders and commuters.

Based on the campaign's limited budget for digital marketing, it was more effective to target all Mountain View residents with behavioral and contextual targeting—e.g., those with expressed or self-identified interests in bicycling, children/parenting, etc.—than using Polygonal Targeting (PTA) to reach those that travel on specific streets during specific time periods or times of day—which was a strategy that was considered for reaching those that travel to and near schools and those that travel or live near major corridors of the High-Injury Network.

campaign results

Overall, the aggregated placements of the campaign—both out-of-home and digital marketing (includes both flights) garnered **over 11 million total impressions**.

- **Out-of-Home Ads**

- The four weeks of paid advertising on 30 Mountain View **transit shelters** garnered **8,469,813** in estimated impressions. In addition, bonus time was received. The first week after the campaign run was completed, 27 shelters continued to be displayed for an estimated **1.9 million additional impressions**. Even now (November 2024), there are still some transit shelters still up, allowing for even more impressions and campaign exposure/awareness. (For the purposes of this report, only the one additional week of advertising has been included in the total impressions.)
- Unfortunately, estimated impressions were unavailable and not provided by Outfront (media vendor) for the **Mountain View Light Rail Station Domination** placement. With eight station posters and four large-scale windscreens that were visible to light rail riders and drive-by traffic, a significant number of impressions can be assumed. (However, none have been added to the paid campaign's total impression count above.)

- **Digital Marketing Placements**

- Digital display and social media placements ran during two separate four-week flights for this campaign. The first flight ran September 2, 2024 through September 30, 2024, and the second flight ran October 14, 2024 through November 13, 2024.
- The results below reflect total performance aggregating numbers across both flights. (See Digital Marketing Group Flight 1 and Flight 2 reports for flight-specific performance results.)
- **Digital Display Ads (English and Russian)**
 - **246,603 total campaign impressions** (number of times the ad was published)
 - **381 total campaign clicks** (number of click-throughs to the destination page) with an overall campaign **click-through rate of 0.15%** (CTR, clicks divided by impressions)—well above the industry average of 0.08%-0.1%
 - Across both flights, English display ads garnered **124,304 total impressions** and **185 clicks** for an overall campaign **click-through rate of 0.15%**.
 - Across both flights, Russian display ads garnered **122,299 total impressions** and **196 clicks** for an overall campaign **click-through rate of 0.16%**.
- **Social Media Ads (English, Spanish and Chinese)**
 - **424,033 total campaign impressions** (number of times the ad was published)
 - **5,027 total campaign clicks** (number of click-throughs to the destination page) with an overall campaign **click-through rate of 1.19%** (CTR, clicks divided by impressions)—above the industry average of 0.8%-1.0%
 - The **reach** (number of unique users that viewed the ad) of the English social media ads for the first flight was **47,028** and for the second **53,341**. (Since there may be an overlap of unique users across the two flights, reach numbers across the two flights cannot be combined for an accurate overall campaign reach.)
 - Across both flights, English social media ads garnered **205,569 total impressions** and **2,143 clicks** for an overall campaign **click-through rate of 1.04%** with a **reach** (number of unique

users that viewed the ad) of **47,028 for the first flight** and **53,341 for the second flight**.

- Across both flights, Spanish social media ads garnered **148,848 total impressions** and **1,545 clicks** for an overall campaign **click-through rate of 1.04%** with a **reach of 29,415 for the first flight** and **36,115 for the second flight**.
- Across both flights, Chinese social media ads garnered **69,616 total impressions** and **1,339 clicks** for an overall campaign **click-through rate of 1.92%** with a **reach of 10,822 for the first flight** and **9,894 for the second flight**.

key findings and recommendations

For future Vision Zero campaigns, MIG invites the City to consider the following key findings and recommendations to inform subsequent paid media buys and planning:

- For more strategic and targeted placement of transit shelter advertising, consider planning and reserving transit shelters much earlier than the four- to six-week lead time we had for this campaign. A sequence of shelters on Shoreline Boulevard, Rengstorff and/or San Antonio Avenues—in addition to El Camino Real—would broaden and increase visibility on high-traffic corridors and among Mountain View street users.
- For digital marketing, the display and social media ads—across the board, among all languages, returned above average click-through rates. This data helps confirm that this mix of digital placements were good investments of the media budget—achieving a good balance of impressions (reach) and clicks (engagement). Where social media ads offered higher engagement through clicks, including digital display ads are important to broaden reach so the campaign is not only accessible to users of Facebook and Instagram, but those of the broader, general public too.
- Reviewing the digital ad performance between the two flights, the digital display performance came down significantly during the second flight—the first flight CTR was 0.21% where the second flight returned 0.10%. With an industry average of 0.08%-0.10%, the second flight performed well with the first flight performing exceptionally well. To try to maintain the effectiveness of the first flight, we suggest the City consider updating the creative (advertising artwork) for the second flight—even just slightly, e.g., with a different color background. We

have found that refreshing the creative is often effectively in re-engaging digital display ad audiences.

- In contrast, the social media ad performance slightly improved between the first and second flight—the first flight’s CTR was 1.17% and the second’s was 1.20%. In the case of these social media placements, it looks like the creative held up well and no change in advertising artwork was needed to maintain the above-average performance. (Industry average for social media ad performance is 0.8%-1.0% CTR.)
- It’s worth noting that the Russian language digital display ads performed very well and was an effective way to reach this Mountain View audience segment, achieving 122,299 impressions and 196 clicks across both flights. Surprisingly, these numbers were similar to those garnered by the English digital display ads—124,304 impressions and 185 clicks. Next time, we may want to cap or reduce the budget for Russian ad placements to ensure a proportional amount of the digital display budget is allocated to reaching the city’s majority English-language audience.
- In addition, the Chinese social media ads were highly efficient, achieving 69,616 impressions and 1,339 clicks for a CTR of 1.92%—almost double the industry average of 1.0%. Based on this performance, we recommend continuing to use social media ads to reach and engage Chinese-speaking audiences.
- Lastly, if the City’s media budget increases or a greater proportion of it can be allocated to digital marketing, we recommend using a Polygonal Targeting (PTA) strategy for geographic, time-specific targeting that allows devices that travel through a specific area at a specific time to be identified so that ads can later be served to those devices. For example, PTA can be used to target parents during school drop-off and pick-up times. In this case, devices that are identified at the school during one of those times are later served Vision Zero ads during the later part of the evening, post-dinner time when they are more likely to be consuming content and/or on social media. While PTA costs more than standard social media ads, it can be highly effective in reaching a targeted audience with a targeted message.