

# Brand Launch Campaign Final Report

December 21, 2023



# Brand Launch Campaign Overview

**Goal:** Create awareness about Virginia's Insurance Marketplace and the transition from HealthCare.gov.

**Primary Objective:** Awareness (measured by impressions)

**Secondary Objective:** Website traffic (measured by clicks and cost per click [CPC])

**Key Audiences:**

- Virginians eligible to use the Marketplace following Medicaid redetermination
- Uninsured Virginians
- Virginians currently enrolled through HealthCare.gov
- Small business owners in Virginia

**Run Time:** October 1–31

**Media Budget:** \$90,000

# Campaign Performance Overview

Channel	Objective	Spend	Impressions	Clicks	Sessions	Cost per 1,000 Impressions (CPM)	Cost per Click (CPC)	Cost per Visit (CPV)	Click-Through Rate (CTR)
Programmatic Display	Awareness	\$10,214.11	438,332	831	1,215	\$23.30	\$12.29	\$8.41	0.19%
Meta	Awareness	\$20,000.00	3,930,368	7,073	2,588	\$5.09	\$2.83	\$7.73	0.18%
Connected TV	Awareness	\$4,927.02	242,051	0	2	\$20.36	-	\$2,463.51	-
YouTube	Awareness	\$5,499.44	637,779	172	57	\$8.62	\$31.97	\$96.48	0.03%
Paid Search	Traffic	\$1,973.37	1,397	85	7	\$1,443.58	\$23.22	\$281.91	6.08%
Radio	Awareness	\$20,000	4,332,700	N/A	N/A	\$4.62	N/A	N/A	N/A
Digital Out-of-Home	Awareness	\$25,000	2,000,778	N/A	N/A	\$12.50	N/A	N/A	N/A
<b>Total</b>		<b>\$87,613.93</b>	<b>11,583,405</b>	<b>8,161</b>	<b>3,869</b>	<b>\$7.56 (average)</b>	<b>\$10.74 (average)</b>	<b>\$22.65 (average)</b>	<b>0.07% (average)</b>

The main objective of the campaign was to build awareness (measured by impressions). Our secondary objective was to generate website traffic (measured by clicks and CPC) once the website was live. The campaign garnered **over 11.5 million impressions** and **8,161 clicks**, with an average CPM of \$7.56 and an average CPC of \$10.74. Additionally, the campaign was able to drive **3,869 sessions** on Marketplace.Virginia.gov. A session initiates when a user either opens the website or views a page or screen on the website.

- Radio proved to be a strong awareness tactic for the campaign. This can be seen in the high number of impressions it drove (over 4.3 million) in just two weeks. Additionally, this channel resulted in the lowest CPM (\$4.62) across the board.
- Meta follows in terms of performance, with over 3.9 million impressions. Meta also was able to drive over 2,500 website visits, indicating that it was not only a successful awareness tactic but also an effective channel for driving traffic to the website.

# Programmatic Display Overview

Programmatic display ran statewide, targeting audiences with custom messaging that resonated with consumers, generated awareness, and drove traffic to the website.

The “Transition” ad informed users of the transition of the health insurance marketplace from HealthCare.gov to Marketplace.Virginia.gov. “Transition” was the top-performing ad for this campaign, with the lowest CPC and highest CTR (\$9.71 and 0.24%, respectively). The “Possibilities” ad followed in terms of performance, with an overall CTR of 0.14%.

*“Transition”*



*CPC: \$9.71, CTR: 0.24%*

*“Possibilities”*



*CPC: \$16.86, CTR: 0.14%*

# Meta Overview

Meta ran statewide, targeting audiences with custom messaging that resonated with consumers, generated awareness, and drove traffic to the website.

We ran Feed and Stories/Reels ad placements on Meta. Of the two placements types, the Feed ad placement had a stronger performance, with a CTR of 0.20%. Stories/Reels ad placements garnered a CTR of 0.15%.

Of the various creative concepts that ran on Meta, the “Path” and “Budget” ad concepts were the overall top performers, with the highest CTRs (0.22% and 0.21%, respectively).

“Path”



CPC: \$2.29, CTR: 0.22%

“Budget”



CPC: \$2.45, CTR: 0.21%

# Connected TV Overview

Connected TV (CTV) ads are video ads placed on streaming platforms through the internet (e.g., YouTube TV, Amazon Prime Video, Sling, Hulu, and Discover+). These ads ran statewide across the web with our audience targeting parameters layered. This layering ensured that ads were shown to users who fall within our target audience.

Because CTV is an awareness tactic that is often nonclickable, number of impressions and CPM are the key performance indicators (KPIs). The ad that ran on CTV for the Brand Launch campaign, “Introduction to VIM,” drove **over 242,000 impressions** and **over 237,000 complete video views**. CTV resulted in a CPM of \$20.36, which is significantly lower than the typical average CPM for channels (\$35–\$45).

*Click below to watch the ad that ran across CTV.*



*“Introduction to VIM”  
Impressions: 242,051  
Complete Video Views: 237,381*

# YouTube Overview

YouTube video ads are shown before, after, and between video content on the platform. These ads ran with our audience targeting parameters layered, ensuring ads were shown to users who fall within our target audience.

Although YouTube ad placements are clickable, they are an awareness tactic and the KPIs are impressions and complete video views. Of the ads that ran, the non-skippable “Introduction to VIM” ad had **293,854 impressions** and **278,590 complete video views**, the highest impression volume across all creative.

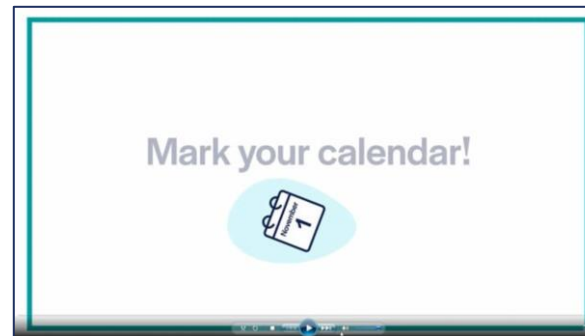
Click below to watch the ads that ran on YouTube.



“Introduction to VIM” - :15  
Complete Video Views: 278,590  
Impressions: 293,854



“Affordable Plans” - :06  
Complete Video Views: 236,350  
Impressions: 247,741



“Calendar” - :06  
Complete Video Views: 49,706  
Impressions: 50,984



“Transition” - :06  
Complete Video Views: 44,168  
Impressions: 45,200

# Paid Search Overview

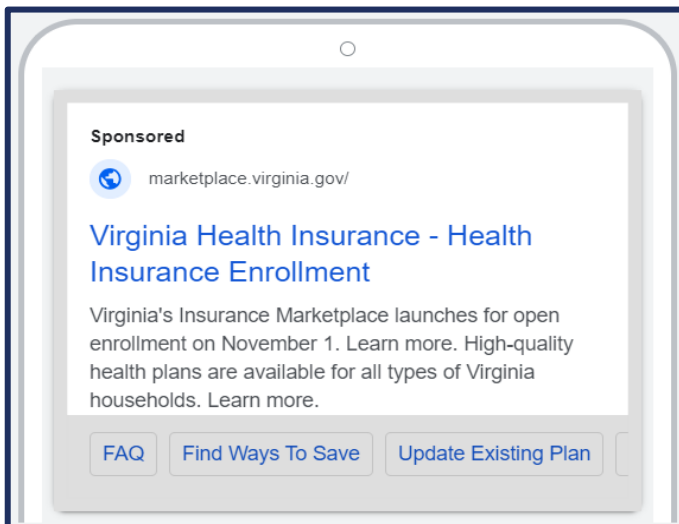
Throughout the campaign, there was less Google Search-generated traffic than anticipated because of lower Google Search volume. That said, the team anticipates that traffic will increase as open enrollment launches.

“What Is VIM?” was the top-performing Search ad. It had a CTR of 6.82%, indicating that nearly 7% of users who saw the ad clicked through to the site.

The overall top-performing keywords were “health insurance marketplace,” which drove the largest number of clicks, and “health care plans.” These keywords had 27 clicks and 20 clicks, respectively.

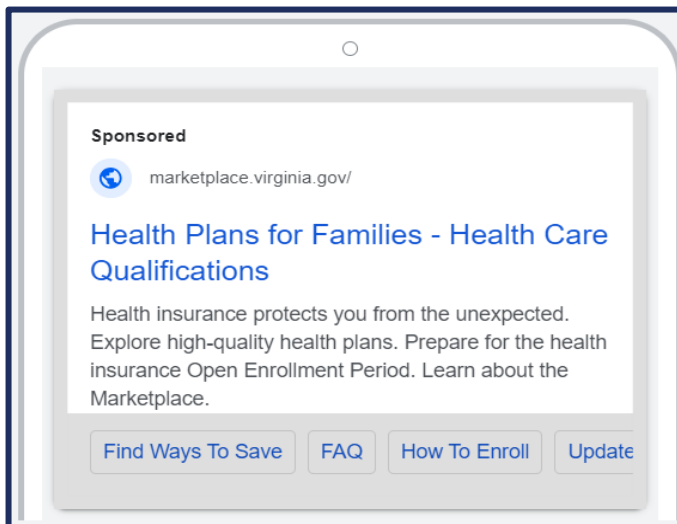
**“What Is VIM?”**

CPC: \$22.65, CTR: 6.82%



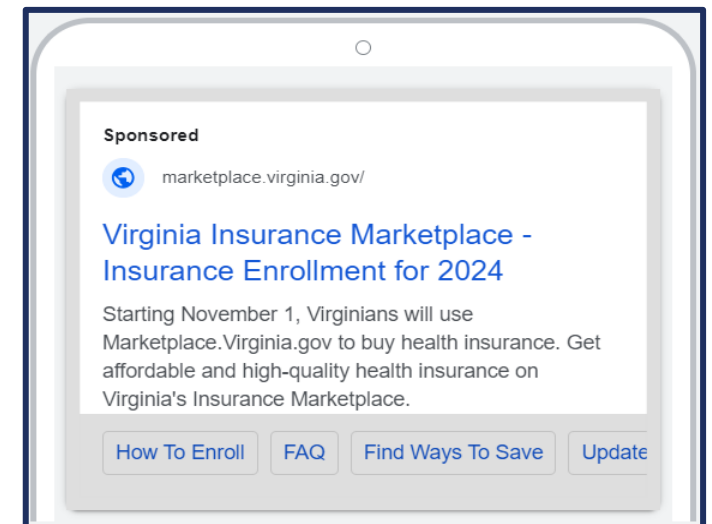
**“Eligibility”**

CPC: \$26.81, CTR: 6.73%



**“Transition to VIM”**

CPC: \$20.26, CTR: 4.56%



# Radio Overview

Radio ad placements launched on October 15 and ran through the end of the month. Radio ads resulted in **4,332,700 impressions**.

All four spots, two with a female voice and two with a male voice, had strong reach. Those with a male voice had stronger performance across the board, as they resulted in more impressions than the other spots.

*Click below to listen the ads that ran on radio.*

*VIM Intro (male) - :30  
Impressions: 1,374,600*



*VIM Intro (male) - :15  
Impressions: 1,715,100*



*VIM Intro (female) - :30  
Impressions: 635,500*



*VIM Intro (female) - :15  
Impressions: 607,500*



# Digital Out-of-Home Overview

Digital out-of-home (DOOH) ads ran across the state from October 15 through October 31. They appeared on digital displays in locations such as at gas pumps, grocery stores, and bus stations.

These awareness ads are nonclickable, so the KPI is the number of impressions. Of the various venues where Marketplace DOOH ads appeared, the grocery store placements had the most impressions (1,012,308), followed by urban panels (615,471).

*See examples of DOOH ads below.*

