

MADPH MassPAT Campaign Overview

February 25, 2019

Final Campaign Recap

thinkargus

work that matters.

1 | Strategy Recap

Strategy

Objectives:

- Enhance awareness of the MassPAT program for all prescribers
- Encourage participation in MassPAT
- Drive traffic to website for more information

Target Audience:

- Physicians
- Dentists
- Physician's Assistants
- Nurse Practitioners

Geography:

Statewide MA

Media:

- Print
- Display
- Pre-Roll

Flight Dates:

- **Digital:** 11/19-12/23/18 and 1/14-2/17/19
- **Print:** 2/12 and 3/12

Flowchart

Medium/Market	Delivered Impressions	# Wks	November				December					January				February				March				
			29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25
Print																								
Journal of the American Medical Association (JAMA) - FC 4PG Inse	23,060	2																						
Digital																								
Display/Mobile	7,837,002	10																						
Pre-Roll	3,755,148	10																						
TOTAL	11,615,210																							

2 | Print

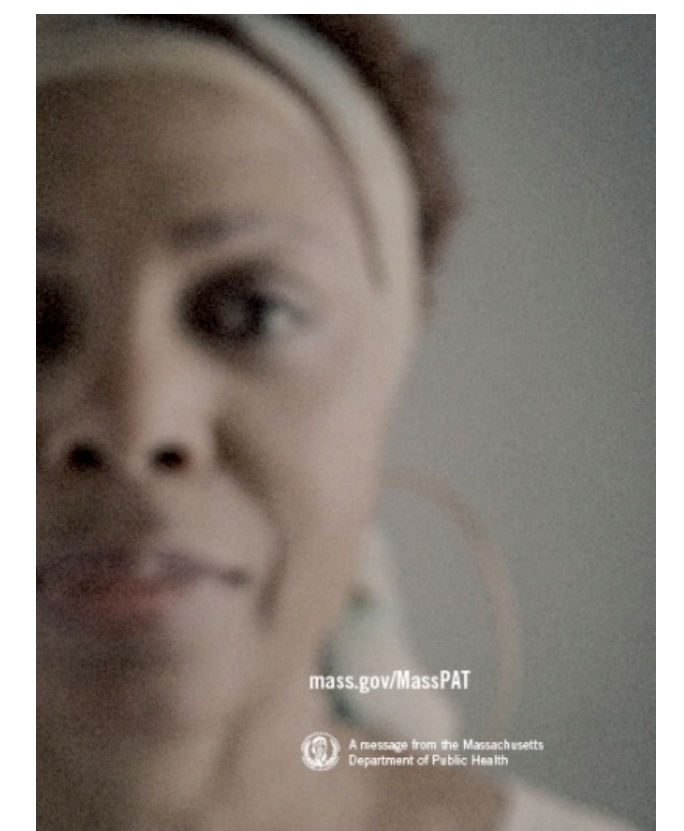
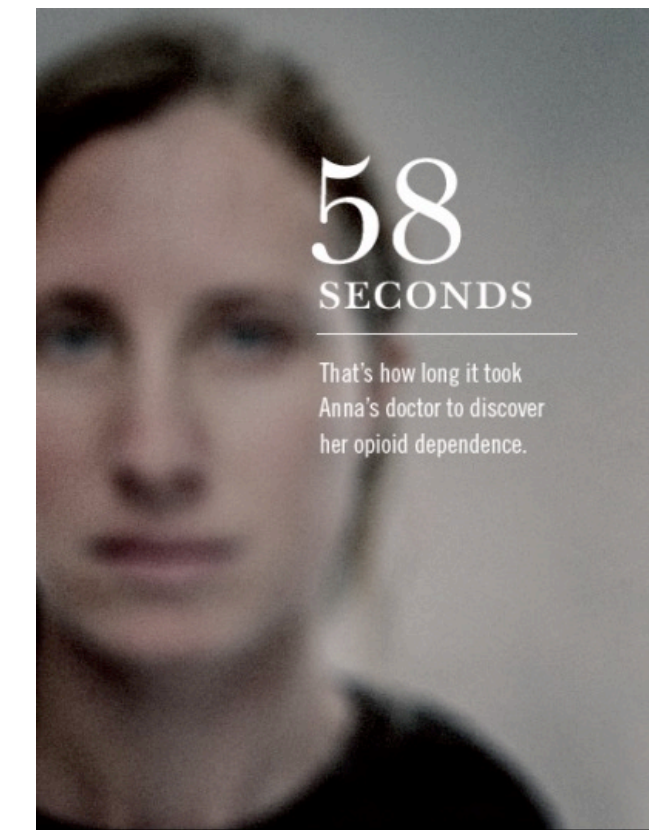
2

Print: JAMA Inserts

- Two 4-page inserts distributed to subscribing physicians in the state of MA
- 11,530 subscribers per drop
- Drop Dates: 2/12 and 3/12

As one of the most widely circulated peer-reviewed general medical journals, **JAMA, THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION** provides subscribers throughout Massachusetts with essential medical information and a unique forum for discussions shaping the future of medical practice and public health.

JAMA, THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION is directed primarily to physicians in office-based practice, hospital based practices, and other professional activities.



3 | Digital Overview

Delivery Snapshot: Overview

Campaign Analysis	Impressions	Clicks	Click-Through Rate
MA DPH MassPAT Program - Display	7,837,002	15,746	0.20%
MA DPH MassPAT Program - Pre-Roll	3,755,148	12,881	0.34%
Totals	11,592,150	28,627	0.25%

The MassPAT campaign generated over 11.5 million impressions across Display and Pre-roll tactics.

- 28,627 clicks delivered an average click-through rate (CTR) of .25%, well above industry benchmarks.

Delivery Snapshot: Audience

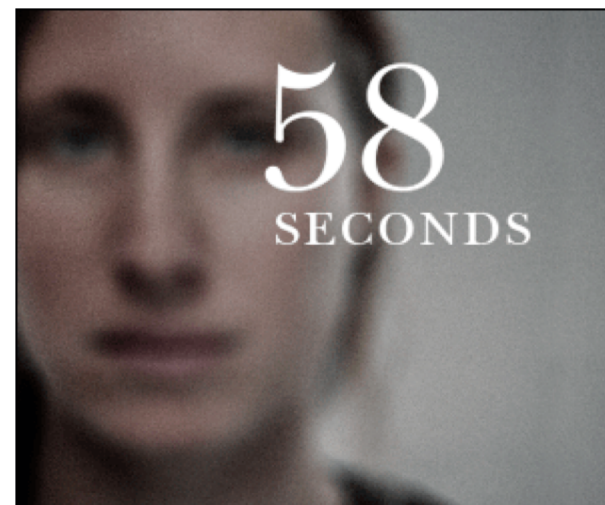
Audience Analysis	Impressions	Clicks	Rate
MA DPH MassPAT Program - Display	7,837,002	15,746	0.20%
Doctors Audience	1,966,812	3,985	0.20%
Dentist Audience	1,926,086	3,821	0.20%
Nurse Practitioner	2,015,296	4,037	0.20%
Physician Assistant	1,928,808	3,903	0.20%
MA DPH MassPAT Program - Pre-Roll	3,755,148	12,881	0.34%
Doctors Audience	953,279	3,117	0.33%
Dentist Audience	939,044	3,421	0.36%
Nurse Practitioner	936,399	3,124	0.33%
Physician Assistant	926,426	3,219	0.35%
Totals	11,592,150	28,627	0.25%

The MassPAT campaign delivered impressions evenly across audience by tactic.

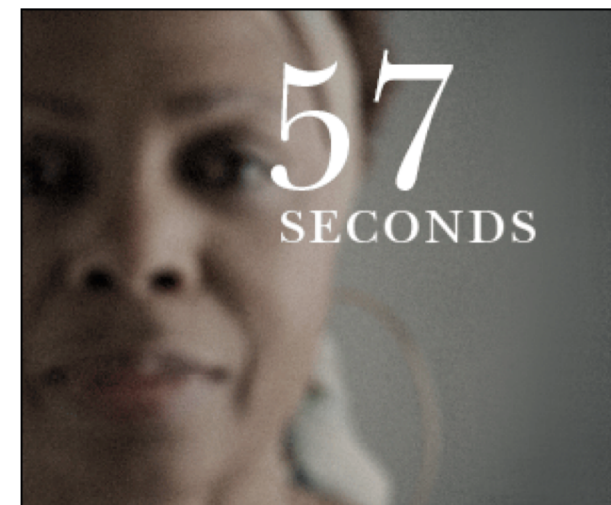
- The click-through rate (CTR) for Display is 0.20% across all audience segments.
- Dentists delivered the strongest Pre-Roll CTR at 0.36%, followed by Physician Assistants at .35%.

Delivery Snapshot: Display Creative

Display Creative Group Analysis	Impressions	Clicks	Rate
Display Banners	7,837,002	15,746	0.20%
DPH MassPAT Banner - Display Group A	2,676,329	5,416	0.20%
DPH MassPAT Banner - Display Group B	2,577,392	5,117	0.20%
DPH MassPAT Banner - Display Group C	2,583,281	5,213	0.20%
Totals	7,837,002	15,746	0.20%



A



B



C

The MassPAT campaign delivered an even responsiveness to the three display creative executions.

Delivery Snapshot: Pre-Roll Video

Video Creative Analysis	Impressions Won	Clicks	Click-Through Rate	Video Completion Rate	Video Start	Video 25% Complete	Video 50% Complete	Video 75% Complete	Video 100% Complete
Pre-Roll Video	3,755,148	12,881	0.34%	61.50%	3,271,943	2,558,389	2,385,661	2,209,555	2,012,089

The Pre-Roll tactic delivered 3,755,148 impressions.

- Click-through rate (CTR) averaged .34% over the 10-week campaign with a 61.50% video completion rate (VCR).

4 | Digital Google Analytics Snapshot

GA Placement Overview

Placement	Total Sessions	New Sessions	% New Sessions	Avg. Session Duration	Total Users	New Users	% New Users	Page Views	Unique Page Views	Avg. Time on Page
Display	12,407	10,645	90.24%	0:16	11,357	10,645	96.98%	15,405	13,007	0:57
Pre-Roll	6,635	4,835	72.87%	0:17	5,248	4,835	92.13%	7,122	6,635	3:49
MassPATQ418	19,042	15,481	81.30%	0:23	16,343	15,481	94.73%	22,528	19,641	2:04

To date, the MassPAT campaign has delivered 19,042 new sessions.

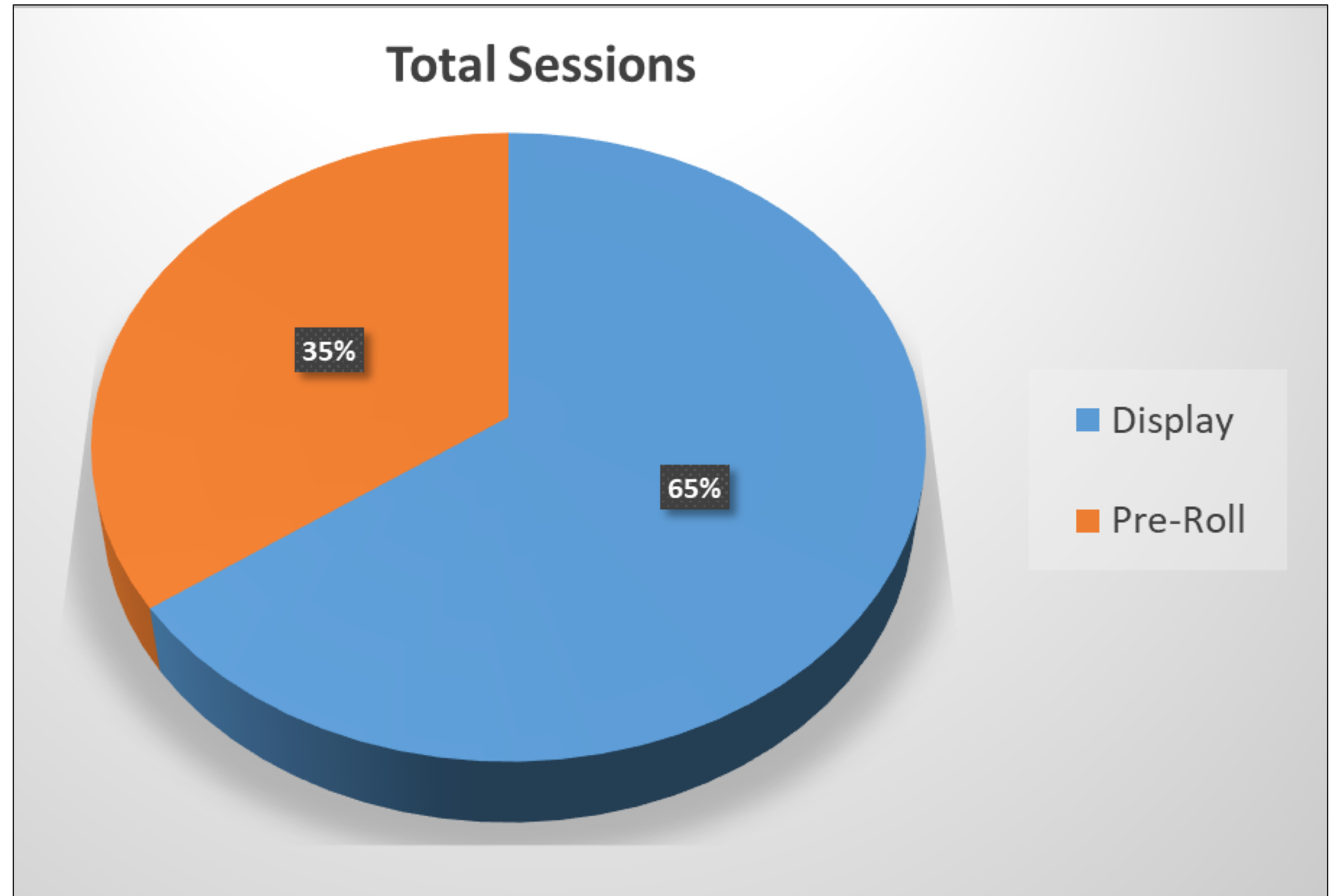
- 81.30% of sessions were new, which means we continued to attract 1st-time users throughout the entire campaign.
 - The agency standard for new sessions is 70% - 80% range for Video tactics.
- Average time spent on page was 2:04.

GA Placement: Traffic Source

Placement	Total Sessions
Display	12,407
Pre-Roll	6,635
Totals	19,042

Display is attributable to the largest number of sessions.

- 65% of traffic is from Display.
- 35% of traffic is from Pre-Roll.



GA Placement: Data by Display Size

Placement	Total Sessions	New Sessions	% New Sessions	Avg. Session Duration	Total Users	New Users	% New Users	Page Views	Unique Page Views	Avg. Time on Page
160x600	150	150	100.00%	0:00	150	150	100.00%	150	150	0:00
300x250	1,987	1,724	86.76%	0:44	1,837	1,724	93.85%	2,436	2,212	3:17
300x50	3,186	2,849	89.42%	0:37	2,961	2,849	96.22%	4,048	3,224	1:16
300x600	112	112	100.00%	0:00	112	112	100.00%	150	112	0:00
320x50	6,560	5,473	83.43%	0:17	5,960	5,473	91.83%	8,171	6,897	1:11
728x90	412	337	81.80%	0:00	337	337	100.00%	450	412	0:00
MassPATQ418	12,407	10,645	85.80%	0:26	11,133	10,654	95.70%	15,405	13,007	1:47

The 320x50 mobile was the strongest performer throughout the campaign, delivering 5,473 new sessions to the MassPAT campaign.

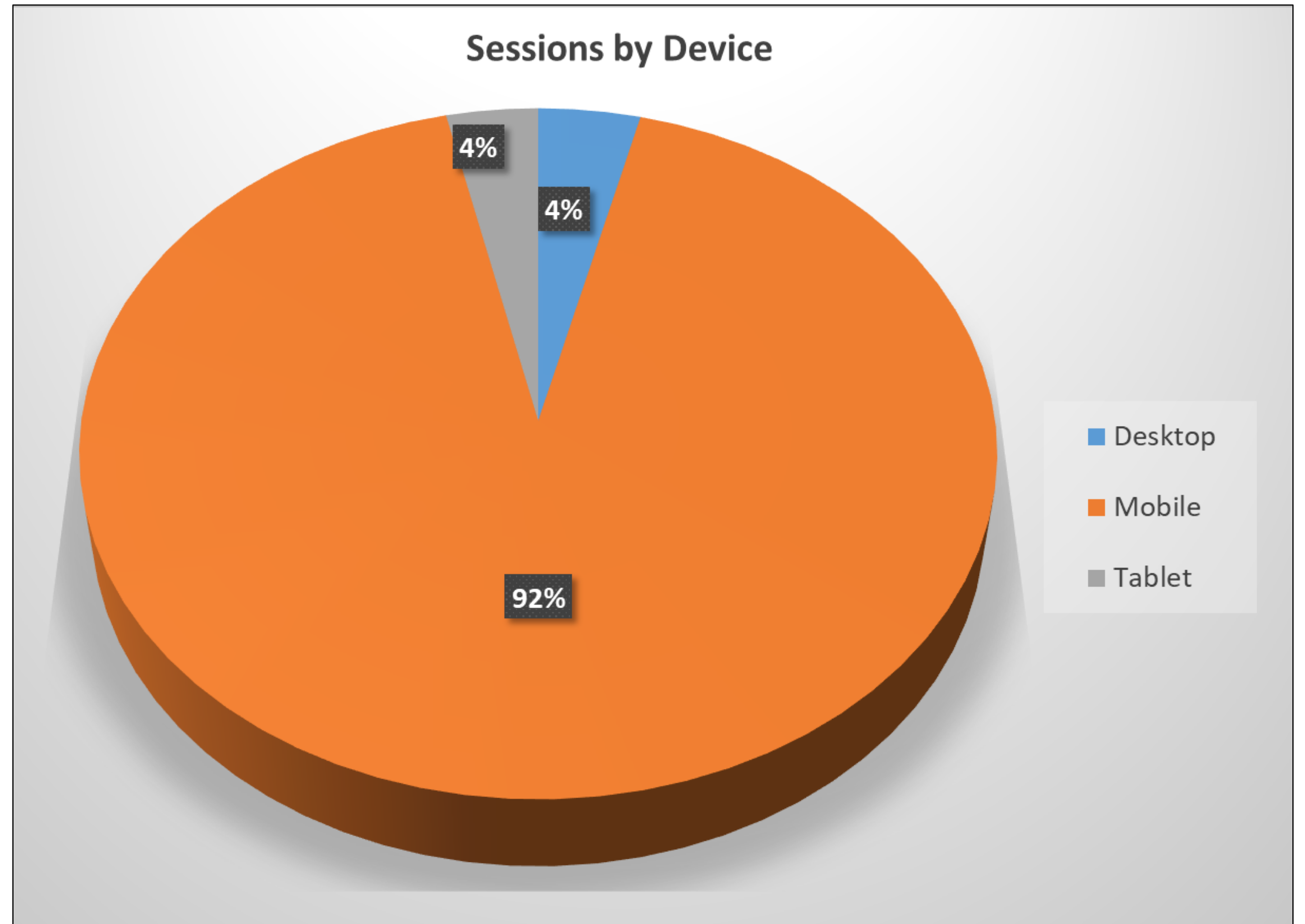
- The 300x250 and 300x50 ad units consistently delivered strongest average time on page

GA Overview: Session by Device

	Sessions
Desktop	750
Mobile	17617
Tablet	675

Mobile ads continue to drive the majority of website sessions.

- 92% are mobile ads
- 4% desktop
- 4% tablet

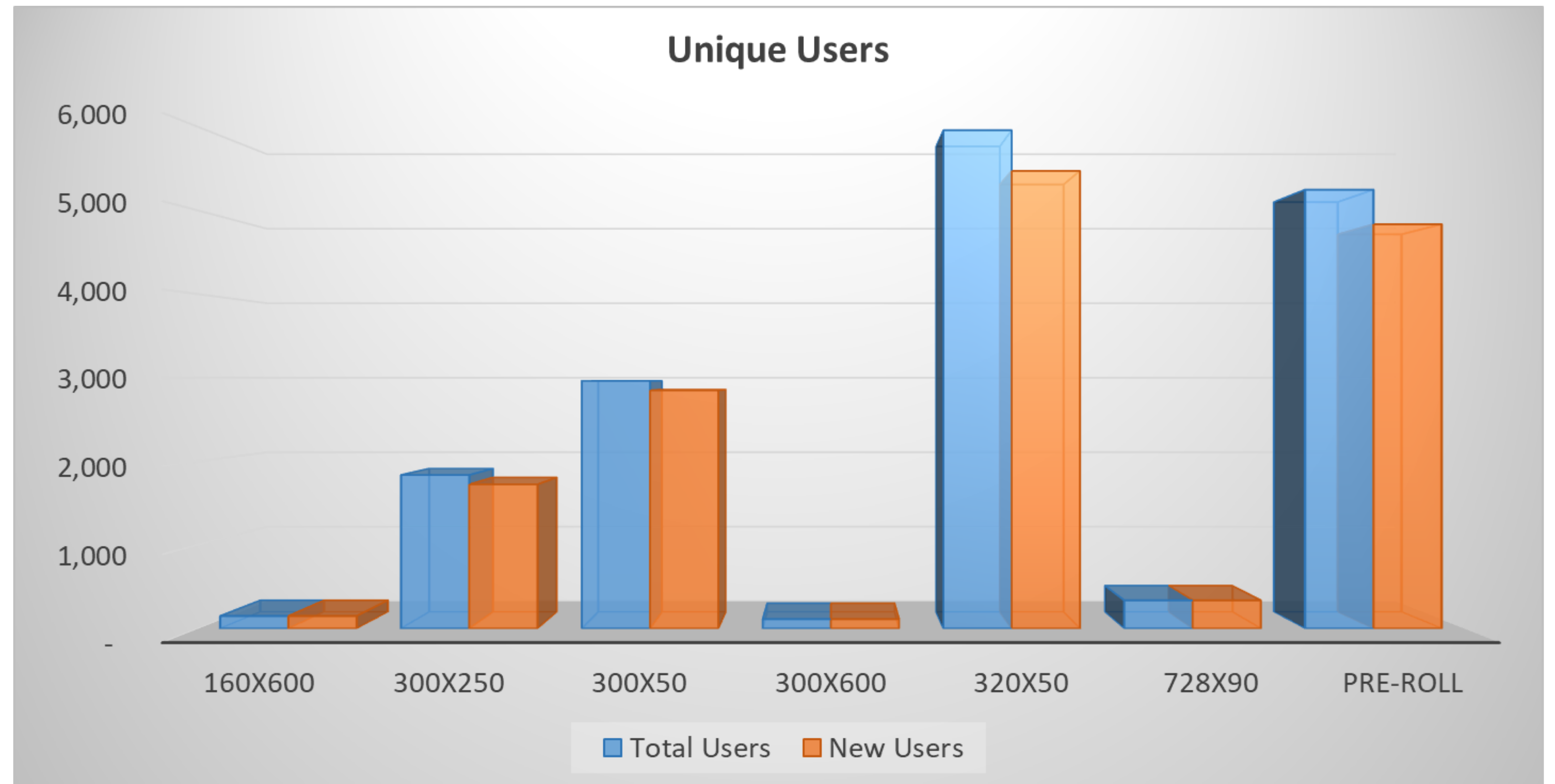


GA Overview: Unique Users

Placement	Total Users	New Users	% New Users
160x600	150	150	100.00%
300x250	1,837	1,724	93.85%
300x50	2,961	2,849	96.22%
300x600	112	112	100.00%
320x50	5,960	5,473	91.83%
728x90	337	337	100.00%
Pre-Roll	5,248	4,835	92.13%
Totals	16,343	15,481	94.73%

The campaign drive a total of 15,481 unique users to site:

- The percentage of new users for the campaign was extremely strong.
- Display drove 10,642 new users.
 - 320x50 and 300x50 ad units attributable for 8,921 of those new users.
- Pre-Roll drove 4,835 new users.



Digital Insights

Insights

- The campaign drove a high volume of traffic to the MassPat website.
- We saw strong performances for both the display and video campaigns.

5 | Digital Screenshots

Leaderboard 728x90



Sign in



Mail

- Mail
- News
- Finance
- Sports
- Politics
- Entertainment
- Lifestyle
- More...



Missing Tennessee girl found alive 700 miles from home

The 14-year-old, who vanished from her home in Madisonville on Jan. 13, is found safe in Wisconsin and her adoptive father is arrested on rape charges.

Police are intentionally vague »

1503 people reacting



Son allegedly swindled his mom in Super Bowl scam



Company wins highly sought after 'POT' ticker symbol



Actress slams Pence over attack on 'Empire' co-star



Calif. school under fire after teacher wears blackface



FedEx worker found frozen to death outside facility



Celebrity Entertainment Tonight

Gisele Bündchen Explains Why She Broke Up With Leonardo DiCaprio in 2005

149



Trending Now ♥ Valentine's Day

1. iPhone XS Max
2. All-inclusive resorts
3. Flower delivery
4. Cartier love bracel...
5. Gifts for wife Vale...
6. Wine racks
7. Massage chair
8. Diamond earrings
9. Caribbean cruises
10. Engagement rings

AdChoices

MANTEN LA VIDA RODANDO

¡NUEVO!

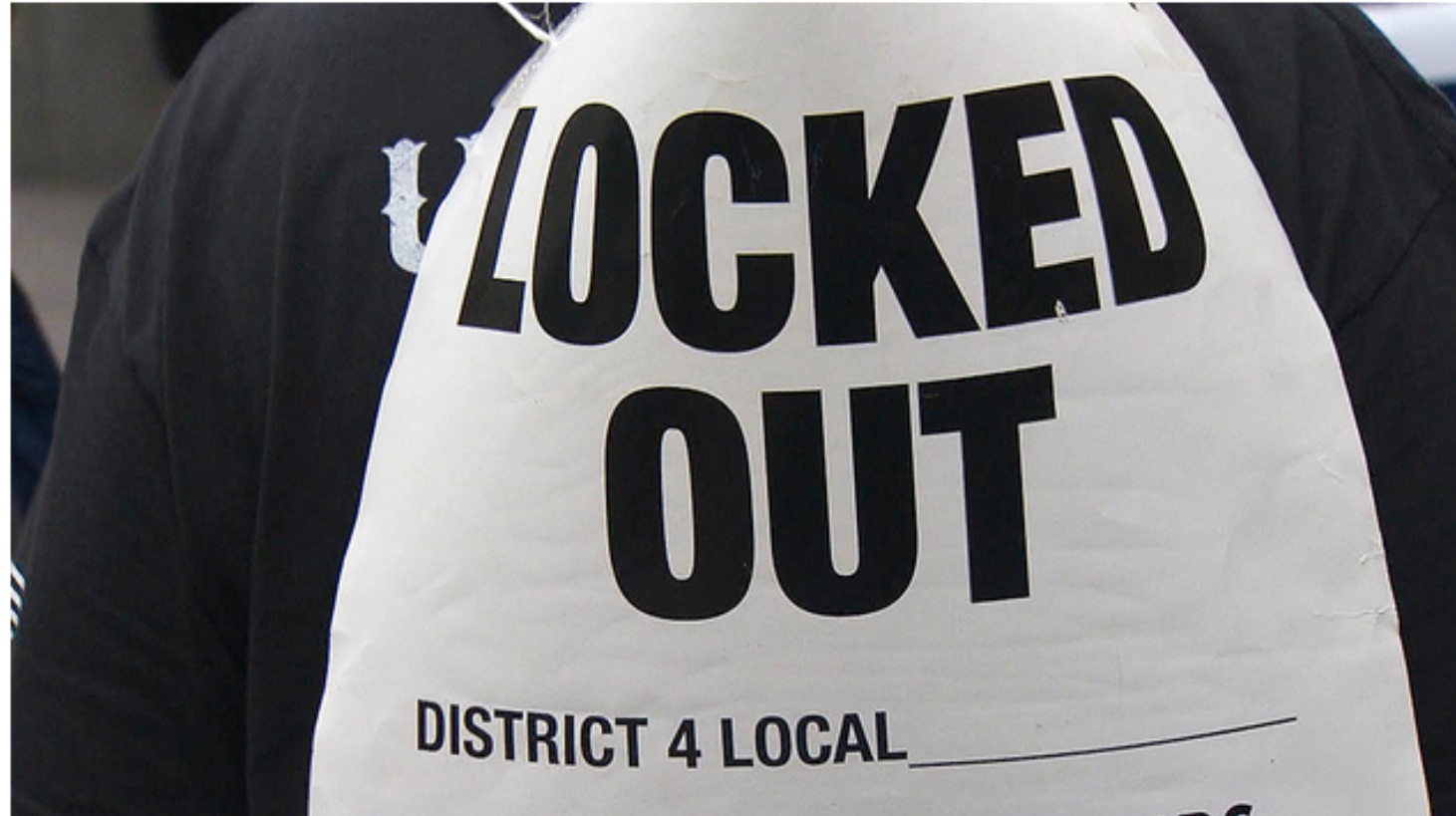
Scott Comfort Plus

COMPRA YA

Grafton, MA

Today	Sat	Sun	Mon
18° 3°	31° 8°	40° 21°	52° 28°

Leaderboard 728x90



Lockout Over

National Grid workers who have been locked out can finally return to work.



LATEST WBZ NEWS



LATEST WEATHER



📍 Boston, MA

☀️ 31°

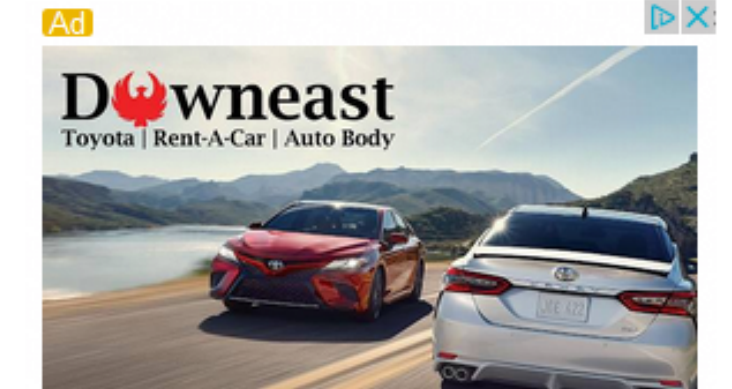
Broken Clouds
Feels like 23°

WBZ-TV SCHEDULE

3:00 PM Dr. Phil

4:00 PM Judge Judy

4:30 PM Judge Judy



All roads lead to Downeast Toyota. New & pre-owned Toyota purchase and lease specials.

All roads lead to Downeast Toyota. New & pre-owned Toyota purchase and lease specials.

FOLLOW US



OUR NEWSLETTER

✉️ Sign up and get our latest headlines delivered right to your inbox!

Subscribe Now!

Medium Rec 300x250

The image shows a screenshot of the MSN homepage. At the top left is the MSN logo. To its right is a search bar with a magnifying glass icon and the text "web search". Further right are links for "Sign in", a gear icon for settings, and a globe icon for language, set to "EN". Below the search bar is a navigation bar with the current location "NORTH ANDOVER / 29°F" and a "Make MSN my homepage" button. The navigation menu includes "NEWS", "ENTERTAINMENT", "SPORTS", "MONEY", "LIFESTYLE", "HEALTH", "FOOD", and "TR >". On the right side of the navigation bar, it says "powered by Microsoft News" and "AdChoices".

The main content area features a large featured article on the left with a background image of a person walking a dog in a snowy park. The headline is "Secrets of people who never get sick" and the source is "Reader's Digest". To the right of this are three smaller news snippets:

- "'Today' reveals who's replacing Megyn Kelly" from TVLine.
- "That's how long it took Linda's dentist to discover her opioid dependence." with a vertical "AdChoices" label on the right.
- "Man pleads guilty to killing 6 between picking up Uber rides" from AP Associated Press.

Below these are more news snippets and a "TRENDING NOW" section:

- "Report: R. Kelly didn't watch Lifetime doc, plans to 'sue everybody'" from People.
- "Saudi woman fleeing family temporarily admitted to Thailand" from The Guardian.
- "Top 4 unchanged, rest of AP Top 25 poll a jumble" from AP Associated Press.
- "Cops: Fla. couple skipped out on \$10K hotel bill" from FOX News.
- "Say goodbye to debt: 0% intro APR until 2020" from CompareCards.
- "Hyland gives update after second kidney transplant" from ETOnline.

The "TRENDING NOW" section lists various news items such as "Trump southern border", "Immigration emergency", "Cyntoia Brown clemency", "2019 Golden Globes", "Pizza Hut beer delivery", "National Championship", "Water girl steals show", "Cody Parkey's bad kick", "Carter-Williams trade", "Ocasio-Cortez: 60 Minutes", "RBG working from home", "Arquette bleeped", "Arrest in 7-year-old's death", "Roma ineligible", "Spacey Nantucket court", "Food stamps face cuts", "Beckinsale flirty with Davidson", "Ex-Cardinal dies", "Firefighter's fatal fall", "Christian Bale thanks 'Satan'", "Fighter beats would-be robber", and "Moshe Arens dies".

Medium Rec 300x250

The image shows a screenshot of the MSN homepage. At the top left is the MSN logo. To its right is a search bar with a magnifying glass icon and the text "web search". Further right are links for "Sign in", a settings gear icon, and a globe icon with "EN". Below the search bar is a navigation bar with a weather widget for "NORTH ANDOVER / 19°F", a "Make MSN my homepage" button, and a menu of categories: NEWS, ENTERTAINMENT, SPORTS, MONEY, LIFESTYLE, HEALTH, FOOD, TRAVEL. To the right of the menu is the text "powered by Microsoft News".

The main content area features a large carousel of featured stories. The first story is titled "Increase in flu cases reported in Mass." with a sub-headline "BOSTON" and source "The Boston Globe". The second story is "Belichick gets special gift from Kimmel" with source "The Boston Globe". The third is "Great white shark spotted off coast of Florida beach" with source "Tribune News Service". The fourth is an advertisement for "MassPAT. It takes a minute." with the sub-headline "A message from the Massachusetts Department of Public Health".

Below the carousel are several smaller news snippets and advertisements. On the left, "Schwarzenegger's son strikes dad's famous pose" from "The Blast" and "Woman's bird painting becomes viral sensation" from "Daily Mail". In the middle, "Police want to keep \$388K in murder victim's room" from "Tampa Bay Times" and "Transfer your debt and pay no interest until 2020" (an advertisement from "CompareCards"). On the right, "Cop who shot officer allegedly drinking on duty" from "CBS News", "Ariel Winter poses in pic amid plastic surgery rumors" from "People", and "Magnitude 6.6 quake strikes southern Mexico" from "Reuters".

At the bottom right, there is a "TRENDING NOW" section with a list of headlines: "Smollett breaks his silence", "Booker joins 2020 race", "Warren sorry for DNA test", "US to quit missile treaty", "17 dogs rescued from cold", "Dale Jr. to race again", "Winter in unretouched pic", "Bowie's son slams biopic", "Levine on Super Bowl gig", "Quake hits Mexico", "PGA legend's son jailed", "Porzingis trade fallout", "Julius Peppers retires", "Dirk, Wade All-Stars again", "British comic Hardy dies", "Spielberg settles lawsuit", "J.Lo, A-Rod end challenge", "Ellen Page rips Pence", "Report: Bulls waive Carmelo", "Brassard traded", "Black History month", and "Deadly walkway collapse".

Half-Page 300x600

msn

web search

Sign in

NORTH ANDOVER / 29°F

NEWS ENTERTAINMENT SPORTS MONEY LIFESTYLE HEALTH FOOD TRAVEL AUTOS VIDEO KIDS

powered by Microsoft News

BOSTON

THE SALVATION ARMY

Grim Discovery Near Salvation Army Donation Bins: Patch PM

Patch

Bill Belichick Preached Awareness To Patriots After Eagles-Bears Fumble Gaffe

NESN

To win this one, the Patriots have to let Philip Rivers and the Chargers lose it

The Boston Globe

Golden Globes 2019: 10 Snubs and Surprises

TheWrap

TRENDING NOW

Trump to address nation | 'Immigration emergency'

Cyntoia Brown clemency | 2019 Golden Globes

Pizza Hut beer delivery | National Championship

'Water girl' steals show | College Football HOF class

Carter-Williams trade | MasterCard changes logo

'RBG' working from home | Arquette bleeped

Arrest in 7-year-old's death | 'Roma' ineligible

Spacey Nantucket court | Food stamps face cuts

Beckinsale flirty with Davidson | Ex-Cardinal dies

Firefighter's fatal fall | Huawei's new hardware

Man pleads guilty to 6 murders | Moshe Arens dies

Cops: Fla. couple skipped out on \$10K hotel bill

FOX News

'Today' reveals who's replacing Megyn Kelly

TVLine

Man pleads guilty to killing 6 between picking up Uber rides

AP Associated Press

Say goodbye to debt: 0% intro APR until 2020

Ad CompareCards

MassPAT. It takes a minute.

Learn more ▶

A message from the Massachusetts Department of Public Health

AdChoices

Half-Page 300x600



POLITICS U.S. NEWS BUSINESS WORLD TECH & MEDIA THINK SPORTS

World News



EXCLUSIVE

ISIS could reclaim land in 6 to 12 months, warns Pentagon draft report



MIDEAST

King Tut's tomb gets a makeover



POLITICS NEWS

Trump says U.S. to leave key nuclear arms treaty with Russia

CRIME & COURTS

El Chapo trial: 35 days of murder, mistresses and matching blazers

LATINO


Video shows deadly wall of sludge from Brazil dam disaster

00:49 ▶



MassPAT. It takes a minute.

Learn more ▶

 A message from the Massachusetts Department of Public Health

Skyscraper 160x600

BUSINESS



U.S. initiative warns firms of hacking by China, other countries

The Trump administration on Monday launched a drive to push U.S. firms to better protect their trade secrets from foreign hackers, following a slew of cases accusing individuals and companies of economic espionage for China.

11:05AM EST



Major Wall Street players plan exchange to challenge NYSE, Nasdaq

3:08PM EST



Lilly to buy Loxo Oncology in \$8 billion cancer push

2:56PM EST



U.S. top court rejects Exxon in climate change document dispute

11:16AM EST

MassPAT.
It takes a
minute.

Learn more ▶



 BUSINESS VIDEO

MARKETS 

Skyscraper 160x600

The image shows a screenshot of a news website layout with a skyscraper background. At the top is a dark navigation bar with the Reuters logo and menu items: Business, Markets, World, Politics, Tech, Breakingviews, Wealth, Life. On the right side of the bar are icons for camera, video, and search, along with 'PREVIOUS' and 'NEXT' navigation links. Below the navigation bar is a list of two news items:

- Policeman who detailed reporters' entrapment freed
- Myanmar using 'abusive laws' to punish critics

Below this list are two main article cards:

- ENERGY AND ENVIRONMENT**
A climate problem California can't fix: tailpipe pollution
• Graphic: The struggle with tailpipe emissions
- IRAN**
Forty years since revolution, Iran taunts 'declining' America
• Any U.S. deal 'not worth the ink': Iran foreign minister

Below these is a **SUPER BOWL** section with three sub-items:

- Super Bowl poised for clash of generations (with stadium image)
- Classic Super Bowl moments (with football game image)
- Women flex their muscles In Super Bowl ads (with women's football image)

On the right side of the page is a vertical advertisement for MassPAT. It features a close-up of a person's face and the text: "MassPAT. It takes a minute." At the bottom of the ad is a "Learn more" link and a circular logo.

Mobile Leaderboard 300x50

The image shows a mobile application interface for ESPN. At the top, there is a red header with the ESPN logo and a 'SCORES' button. Below the header is a banner for 'MassPAT. It takes a minute.' with a play button. The main content area features a large image of a football game with the headline 'Let's destroy myths on the NFL playoff teams still standing' by Bill Barnwell. Below this is a section for the 'CFP NATIONAL CHAMPIONSHIP PRESENTED BY AT&T' featuring a match between Clemson (ranked 2, 14-0) and Alabama (ranked 1, 14-0) on ESPN at 8:00 PM ET. The match is presented with a Clemson -5.5 spread. Below the match information is a photo of fans at a game, with a sign that reads 'IF YOU'RE NOT A CLEMSON TIGER, THEN YOU'RE CAT FOOD!'. The caption below the photo reads 'Clemson-Alabama represents the new era of college football'.

ESPN SCORES

MassPAT. It takes a minute. ▶

Let's destroy myths on the NFL playoff teams still standing
Bill Barnwell

CFP NATIONAL CHAMPIONSHIP PRESENTED BY AT&T

2 CLEM 14-0	ESPN 8:00 PM ET ALA -5.5	1 ALA 14-0
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IF YOU'RE NOT A CLEMSON TIGER, THEN YOU'RE CAT FOOD!

Clemson-Alabama represents the new era of college football

Mobile Leaderboard 300x50

MassPAT. It takes a minute. ▶

AccuWeather VIDEOS

North Chelmsford, MA ▼ 22°
4:31pm

3 DAY RADAR EXTENDED

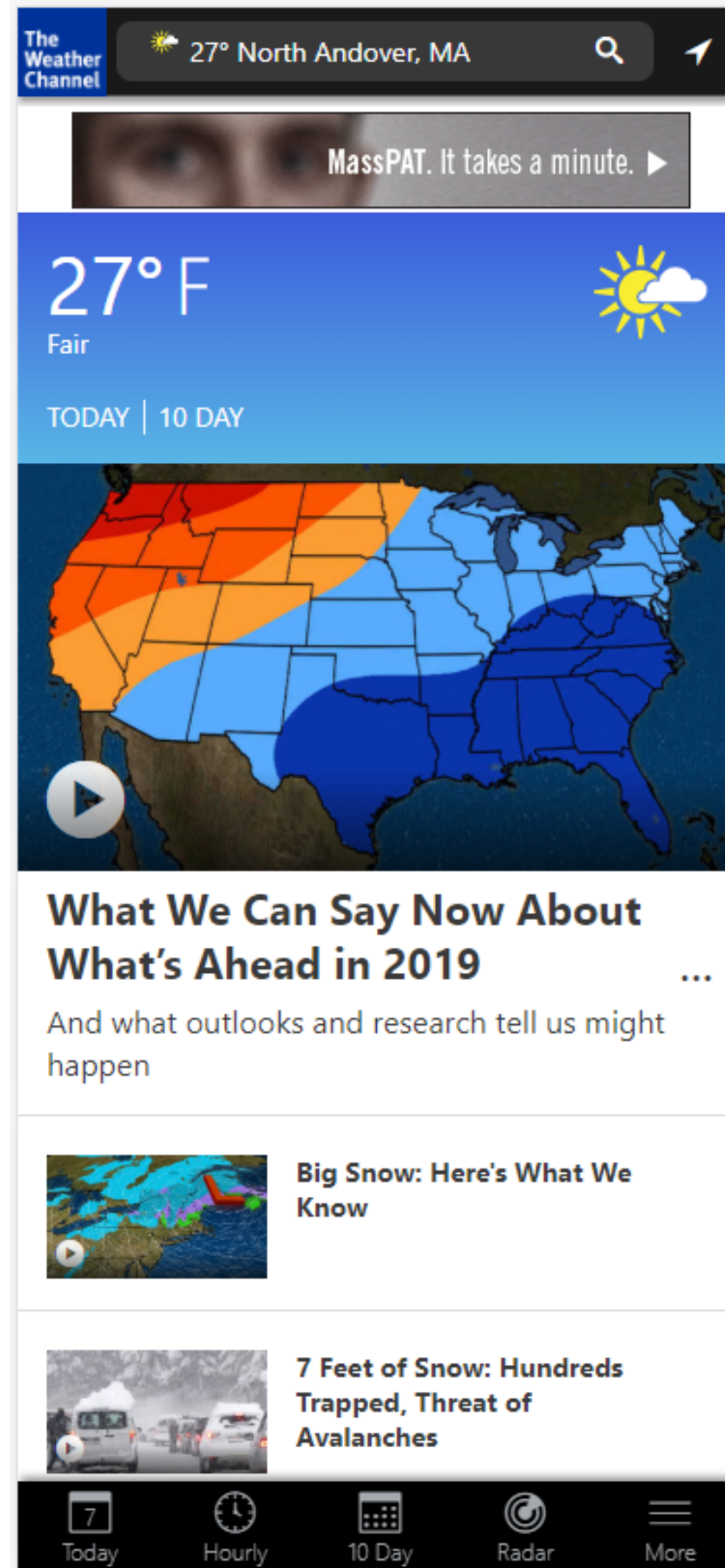
TODAY FEB 1	SAT FEB 2	SUN FEB 3
23° _{HI} 5° _{LO}	31° _{HI} 17° _{LO}	39° _{HI} 27° _{LO}
Mostly sunny; cold	Some sun, then clouds	Sun and clouds

See Hourly →

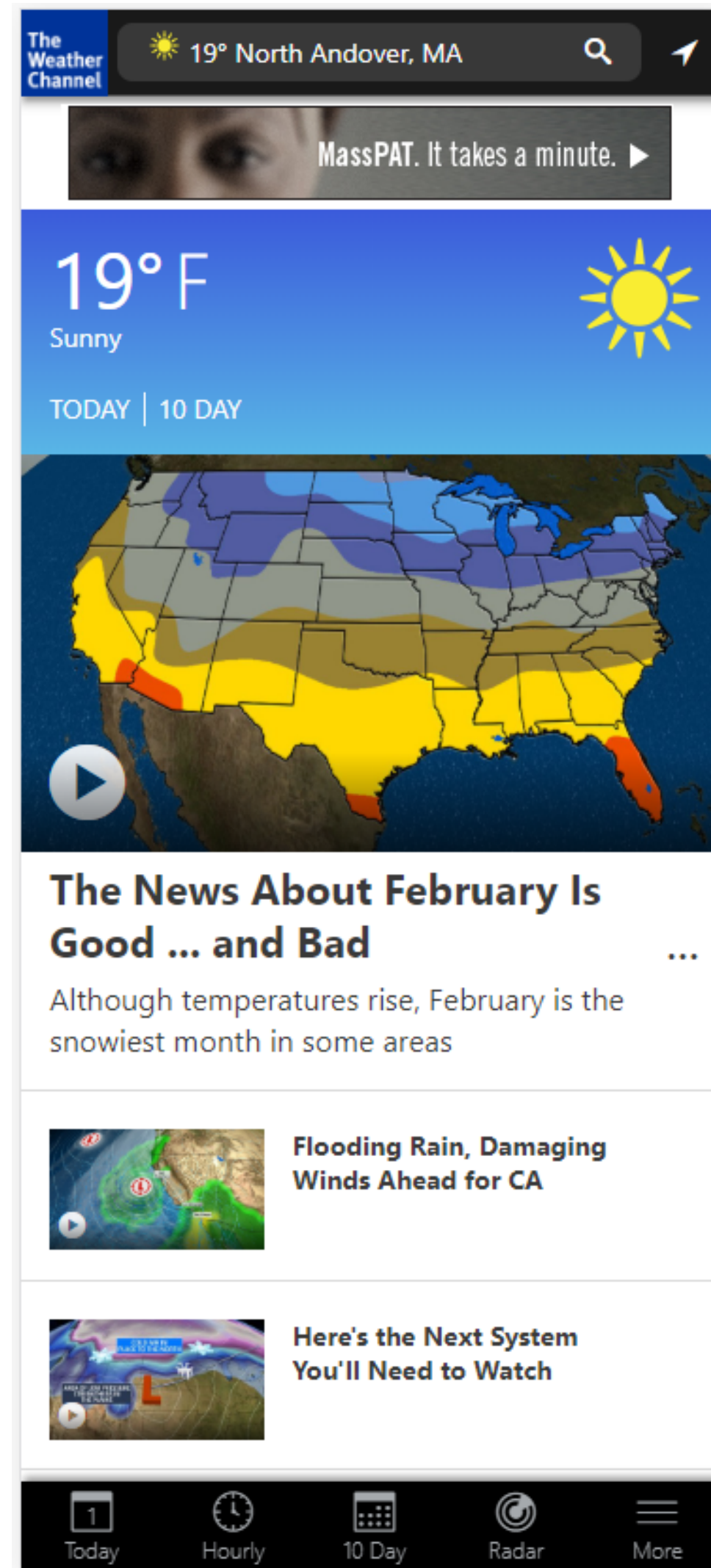
Top AccuWeather Videos

- Teen lucky to be alive after fiery crash
- Polar vortex creates pulsating layer of slush on lake
- Swerving truck causes havoc on icy highway

Mobile Leaderboard 320x50



Mobile Leaderboard 320x50



PreRoll



58 SECONDS

That's how long it took Jenna's doctor to discover her opioid dependence.

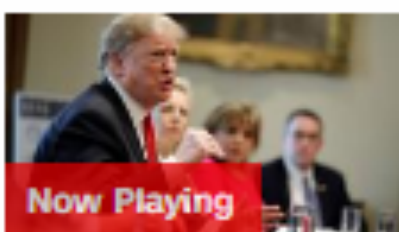

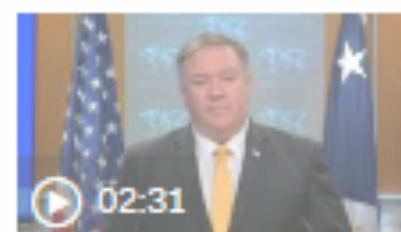
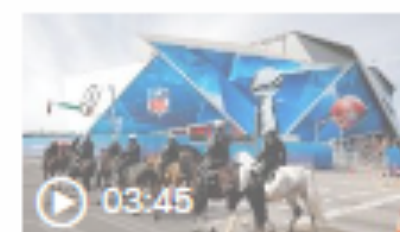
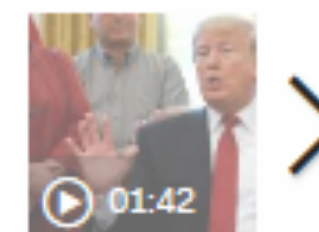
|| Your video will resume in 12 seconds. HD  

Trump offers big hint about his next wall move

President Donald Trump appeared to suggest that he will announce some kind of border wall action during next week's State of the Union address. [Source: CNN](#)



Today's Top News (15 Videos)

-  **Now Playing**
Trump offers big hint about his next wall move
-  02:50
Cory Booker: Need leadership that understands patriotism
-  02:31
Pompeo calls out Russia for 'shamelessly violating' treaty
-  03:45
Fighting human trafficking during the Super Bowl
-  01:42
Trump gives Office interview to NYT



CANADA GOOSE
WINTER FAVOURITES
SHOP NOW

Advertisement