PrEP Awareness Campaign
YTD Recap

PrEP n PLAY.ORG

Hydro STUDIOS

Agenda

- Executive Summary
- Campaign Overview
- Connection to Care Overview
- Creative Recap
- Appendix: Media Plan

Executive
Summary

Executive Summary: YTD Overview

- Digital Media:
  - The campaign delivered a total of (165) leads across CV, CA & US
    - (48) Calls from the prepnplay.org website
    - (14) Calls from outdoor creatives
    - (24) form fills from the prepnplay.org website
    - (79) find a clinic leads for users outside of CV

- Traditional Media:
  - Planned media was placed for both Lamar (Billboards) and AllOver/Moderne (Place based)
  - OOH ran through May 5 to provide coverage during the White Party and Blatino / Oaisis events
  - Additional print (purchased towards the end of the campaign will run through July/Aug)
    - TDS Outlook - Full Page, June
    - GED 3x - Full Page, June-Aug
    - CV Independent - Full Page, June-July
    - The Fight, Full Page, June

Executive Summary: Connection to Care

Reporting Period: DEC-MAY

- Total Referrals to a PrEP Navigator: 276

- Total Clients who attended a PrEP Consult with a Medical Provider: 93
  - *Total Clients who initiated PrEP: 92 (98% of consults)*
  - *Total Clients who initiated PEP: 43*

Note: based on data provided by DAP.

Executive Summary: YTD Overview

- Facebook:
  - Has delivered 2.5MM+ total impressions to 429K+ unique users, resulting in 31k+ clicks at $0.74 CPC
    - The campaign drove 146 Click through Leads* – with an average click only CPL of $152
  - Prospecting: highly targeted efforts have shown strong success with solid engagement and cost per lead across CV, CA & US
  - Retargeting: retargeting efforts launched towards the end of week 4 and drove 73 leads at a $23 CPL

- DBM / Display:
  - Has delivered 8.8MM+ total impressions to 452K+ unique users, resulting in 31K+ clicks at $0.48 CPC
  - Prospecting: environmentally relevant, In-App targeting led display prospecting and awareness efforts – generating traffic at a low CPM
  - Retargeting: retargeting efforts launched towards week 7 and have been delivered 6 leads at $95 CPl

- Campaign Results Overview:
  - 159 Click Through Leads* – with an average click only CPL of $237
  - 10 additional View Through Leads bring the total lead count to 169 with a combined CPL of $223

*Leads (as noted above) are a combination of Click to Calls, Form Submissions and Find a Clinic clicks from prepnplay.org

Campaign
Overview

YTD Overview

Reporting Period: 12/08-5/29

The PrEP campaign has delivered:
- *11.4MM+ total impressions to nearly 883k unique users, resulting in 62K+ clicks at $0.61 CPC*
- *159 click through Leads & 10 View through leads – with an average cost per lead of $223*

METRICS	REACH	FREQ.	IMP	CPM	CLICKS	CTR	CPC	CTL	VTL	LEADS	SPEND	CPL (CLK)	CPL (ALL)
FACEBOOK / IG	**429,301**	**5.94**	**2,550,996**	**$9.03**	**31,169**	**1.22%**	**$0.74**	**146**	**5**	**151**	**$23,038.50**	**$157.80**	**$152.57**
Prospecting - CV - ENG	21,524	8.27	178,097	$9.50	2,254	1.27%	$0.75	3	-	3	$1,692.18	$564.06	$564.06
Prospecting - CV - ESP	12,481	18.55	231,518	$7.31	1,677	0.72%	$1.01	2	-	2	$1,692.53	$846.27	$846.27
Prospecting - CV - TOTAL	**26,713**	**15.33**	**409,615**	**$8.26**	**3,931**	**0.96%**	**$0.86**	**5**	**-**	**5**	**$3,384.71**	**$676.94**	**$676.94**
Prospecting - CA - ENG	242,219	4.42	1,069,675	$8.88	12,807	1.20%	$0.74	26	2	28	$9,504.00	$365.54	$339.43
Prospecting - CA - ESP	97,191	4.31	418,955	$6.24	4,572	1.09%	$0.57	17	-	17	$2,615.33	$153.84	$153.84
Prospecting - CA - TOTAL	**278,491**	**5.35**	**1,488,630**	**$8.14**	**17,379**	**1.17%**	**$0.70**	**43**	**2**	**45**	**$12,119.33**	**$281.84**	**$269.32**
Prospecting - US - ENG	73,143	2.15	157,475	$10.42	3,538	2.25%	$0.46	12	-	12	$1,640.69	$136.72	$136.72
Prospecting - US - ESP	68,349	2.46	167,883	$7.29	2,207	1.31%	$0.55	15	-	15	$1,224.18	$81.61	$81.61
Prospecting - US - TOTAL	**131,933**	**2.47**	**325,358**	**$8.81**	**5,745**	**1.77%**	**$0.50**	**27**	**-**	**27**	**$2,864.87**	**$106.11**	**$106.11**
Prospecting- TOTAL	**428,910**	**5.18**	**2,223,603**	**$8.26**	**27,055**	**1.22%**	**$0.68**	**75**	**2**	**77**	**$18,368.91**	**$244.92**	**$238.56**
Retargeting - ENG	11,155	6.48	72,244	$15.44	919	1.27%	$1.21	30	2	32	$1,115.24	$37.17	$34.85
Retargeting - ESP	5,928	7.07	41,892	$12.19	492	1.17%	$1.04	38	1	39	$510.73	$13.44	$13.10
Retargeting - TOTAL	**13,308**	**8.58**	**114,136**	**$14.25**	**1,411**	**1.24%**	**$1.15**	**68**	**3**	**71**	**$1,625.97**	**$23.91**	**$22.90**
Like Campaign	**362,660**	**2.98**	**108,198**	**$23.33**	**2,534**	**2.34%**	**$1.00**	**-**	**-**	**-**	**$2,524.13**	**$0.00**	**$0.00**
Boosted Posts	**66,434**	**1.58**	**105,059**	**$3.73**	**169**	**0.16%**	**$2.32**	**3**	**-**	**3**	**$392.24**	**$130.75**	**$130.75**
Interview Ads	**4,403**	**2.58**	**11,363**	**$19.93**	**21**	**0.16%**	**$10.79**	**-**	**-**	**-**	**$127.25**	**$0.00**	**$0.00**
DBM / DISPLAY	**452,957**	**19.59**	**8,871,421**	**$1.67**	**31,013**	**0.35%**	**$0.48**	**13**	**5**	**18**	**$14,778.61**	**$1,113.69**	**$808.90**
Prospecting - CV - ENG	6,076	88.65	538,614	$0.96	2,658	0.49%	$0.19	-	-	-	$516.15	#DIV/0!	#DIV/0!
Prospecting - CV - ESP	605	750.21	453,880	$1.61	1,332	0.29%	$0.55	-	-	-	$729.68	#DIV/0!	#DIV/0!
Prospecting - CV - TOTAL	**6,681**	**148.55**	**992,494**	**$1.26**	**3,990**	**0.40%**	**$0.31**	**-**	**-**	**-**	**$1,245.83**	**#DIV/0!**	**#DIV/0!**
Prospecting - CA - ENG	65,475	31.32	2,050,649	$1.05	9,234	0.45%	$0.23	1	-	1	$2,163.08	$2,163.08	$2,163.08
Prospecting - CA - ESP	6,528	246.70	1,610,445	$1.44	5,521	0.34%	$0.42	3	-	3	$2,322.97	$712.57	$712.57
Prospecting - CA - TrueView	38,586	3.18	122,609	$14.10	136	0.11%	$12.71	-	-	-	$1,728.54	#DIV/0!	#DIV/0!
Prospecting - CA - TOTAL	**110,589**	**34.21**	**3,783,703**	**$1.64**	**14,891**	**0.39%**	**$0.42**	**4**	**-**	**4**	**$6,214.59**	**$1,458.82**	**$1,458.82**
Prospecting - US - ENG	112,235	15.80	1,772,830	$2.09	5,988	0.34%	$0.62	5	-	5	$3,711.14	$762.04	$762.04
Prospecting - US - ESP	16,000	95.60	1,529,565	$1.66	5,408	0.35%	$0.47	3	-	3	$2,535.21	$807.39	$807.39
Prospecting - US - TOTAL	**128,235**	**25.75**	**3,302,395**	**$1.89**	**11,396**	**0.35%**	**$0.55**	**8**	**-**	**8**	**$6,246.35**	**$779.82**	**$779.82**
Prosp./ Lookalike - ENG	207,452	2.02	419,629	$1.18	317	0.08%	$1.57	-	-	-	$496.61	#DIV/0!	#DIV/0!
Prosp. / Lookalike - ESP	-	#DIV/0!	-	#DIV/0!	-	#DIV/0!	#DIV/0!	-	-	-	$0.00	#DIV/0!	#DIV/0!
Prosp. / Lookalike - TOTAL	**207,452**	**2.02**	**419,629**	**$1.18**	**317**	**0.08%**	**$1.57**	**-**	**-**	**-**	**$496.61**	**#DIV/0!**	**#DIV/0!**
Prospecting- TOTAL	**452,957**	**18.76**	**8,498,221**	**$1.67**	**30,594**	**0.36%**	**$0.46**	**12**	**-**	**12**	**$14,203.39**	**$1,157.57**	**$1,157.57**
Retargeting - ENG	14,073	17.09	240,459	$1.55	209	0.09%	$1.78	1	3	4	$372.82	$372.82	$93.20
Retargeting - ESP	4,367	30.40	132,741	$1.52	210	0.16%	$0.96	-	2	2	$202.41	#DIV/0!	$101.21
Retargeting - TOTAL	**18,440**	**20.24**	**373,200**	**$1.54**	**419**	**0.11%**	**$1.37**	**1**	**5**	**6**	**$575.23**	**$575.23**	**$95.87**
CAMPAIGN TOTAL	**882,258**	**12.95**	**11,422,417**	**$3.31**	**62,182**	**0.54%**	**$0.61**	**159**	**10**	**169**	**$37,817.11**	**$237.44**	**$223.41**

Campaign Goals:
- Drive Prepnplay.org site traffic
- Generate Appointments (Leads) with DAP (Clicks to 'Find a Clinic' for users out of CV)
- Increased PrEP Usage / Adoption

Target Audience
- 18-35 MSMs & MTFs in CV, CA & US
- Latino, African Am., Asian, Pacific Islander

Facebook Background:
- Most cost effective vehicle across digital for maximum reach and effectiveness
- Most comprehensive targeting capabilities by demographic: GBT & Cultural Affinity/Behavioral
- *Note: Reach won't include the "closet" audience*

DBM / Display Background:
- Most cost effective vehicle outside of social
- Most environmentally relevant targeting: In-App (Gay/MSM "Dating" Apps)
- *Note: Reach may include the "closet" audience*

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Facebook Overview

Reporting Period: 12/08-5/29

METRICS	REACH	FREQ.	IMP	CPM	CLICKS	CTR	CPC	CTL	VTL	LEADS	SPEND	CPL (CLK)	CPL (ALL)
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Like Campaign	362,660	2.98	108,198	$23.33	2,534	2.34%	$1.00	-	-	-	$2,524.13	$0.00	$0.00
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Key Findings:
- *FB has reached 429K+ users from the PrEP audiences with the largest reach (and spend) across CA*
- *The campaign has generated 31k+ total clicks at an average cost of $0.74 CPC and a click rate of 1%+*
- *FB has delivered the most campaign leads to date (151) with an average cost per lead (CPL) of $152!*
- *Spanish speaking audiences have responded to and converted from FB at a rate nearly 3x higher than English speaking audiences:*
  - *Eng. FB Conv Rate: 0.40%*
  - *SP. FB Conv Rate: 1.47%*

Prospecting: Facebook prospecting showed strong engagement across local, state and national levels. We saw great outcomes for our primary campaign metrics (Leads, CPL)

- Spend and frequency was monitored across all efforts, with a close eye on CV. The goal was not to over saturate our small audience too soon and for too long.

Retargeting: Retargeting efforts were introduced in week 8. Budgets increased as audience pools increased and resulted in a combined CPL of $22 for this line item – the best for the campaign.

Display Overview

Reporting Period: 12/08-5/29

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Retargeting - TOTAL	18,440	20.24	373,200	$1.54	419	0.11%	$1.37	1	5	6	$575.23	$575.23	$95.87

Key Findings:
- *DBM has reached 452K+ users from the In-App PrEP audience, with 6k+ in the CV area*
- *The campaign has generated 31k+ clicks at an average cost of $0.48 CPC and a click rate of 0.35%*
- *The TrueView YouTube campaign has delivered 38,611k views at $0.04/view*
- *While overall lead volume is lower for DBM, initial leads from prospecting skew towards ESP audiences*

Prospecting: In-App efforts have resulted in extremely cost effective performance metrics (Clicks, CTR, CPC) as expected.

- These efforts were foundational to the campaign as they raised awareness, increased reach and drove engagement at a LOW COST.

- Initial spend in CV resulted in a frequency higher than ideal at this point in the campaign. Spend was reduced in an effort to reduce oversaturation in this channel. Budget was slightly reallocated to CA, US as planned.
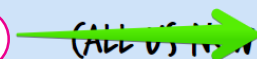
Retargeting: Efforts for DBM retargeting were launched during week 7 and began contributing towards the lead pool right away and ended with a combined CPL of $95

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Cross Channel Lead Analysis: DCM

DCM Floodlight Tracking fires both Facebook and DBM Lead pixels for Activities 1-3 below. The ad breakdown shows the source of leads by placement.

Note: These numbers (right) DO NOT include direct dial leads for phone numbers on the website and/or outdoor creatives. These numbers also ONLY include those who have VIEWED or CLICKED on a DISPLAY ad OR have CLICKED on a social ad.

Activity		Total Conversions
1.	PrEP (Lead) Find a Clinic	79.00
2.	PrEP (Lead) Call a Navigator	45.00
3.	PrEP (Lead) Form Submit	11.00
4.	PrEP (Lead) Dock Clickers	2.00

Ad		Total Conversions
1.	FB-RT-ADS-SP	37.00
2.	FB-RT-ADS	23.00
3.	FB-PR-CA	20.00
4.	FB-PR-CA-SP	17.00
5.	FB-PR-US-SP	16.00
6.	FB-PR-US	11.00

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CallRail Overview

Shown below is a recap of the call rail call volume for the campaign

Percentage of calls from
Dec 8, 2017 to Jun 13, 2018

Total calls from Dec 8, 2017 to Jun 13, 2018

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	63 (100%)	**47** (100%)	**1m 43s**
Landing: prepnplay.org	48 (76.2%)	35 (74.5%)	1m 35s
PrEP - OOH - Moderne	8 (12.7%)	5 (10.6%)	1m 38s
PrEP - Outdoor - Lamar	4 (6.3%)	4 (8.5%)	4m 40s
PrEP - OOH - AllOver	2 (3.2%)	2 (4.3%)	25s
PrEP - Outdoor - Sunline (Exterior) Test	1 (1.6%)	1 (2.1%)	15s

Overview:

- *Call Rail Calls: 62* (Adjusted)*
  - *Average 1:43 call time*
  - *Multiple between 3-7 minutes*

Traditional Media Overview
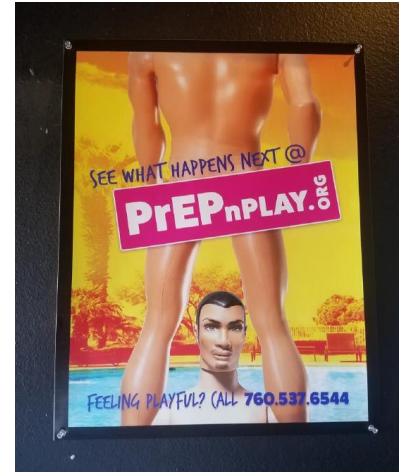
Overview:

Dual language creative across billboards, and place based media across Coachella valley.

- *Lamar: 4 units + 6 from sunline*
  - *8 calls*
- *Moderne: 150 units*
  - *4 calls*
- *AllOver: 30 units*
  - *2 calls*
- *SunLine: Reallocated to Lamar*
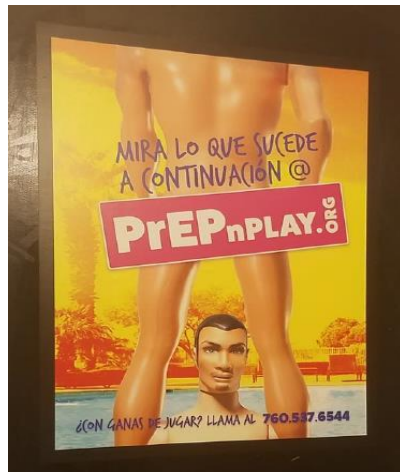
Connection to Care
Overview

Connection to Care

Reporting Period: DEC-MAY

- Total Referrals to a PrEP Navigator: 276

- Total Clients who attended a PrEP Consult with a Medical Provider: 93

    - *Total Clients who initiated PrEP: 92 (98% of consults)*

    - *Total Clients who initiated PEP: 43*

Note: based on data provided by DAP.

PrEP Consults

PrEP Consults (Jan 17-May 18)
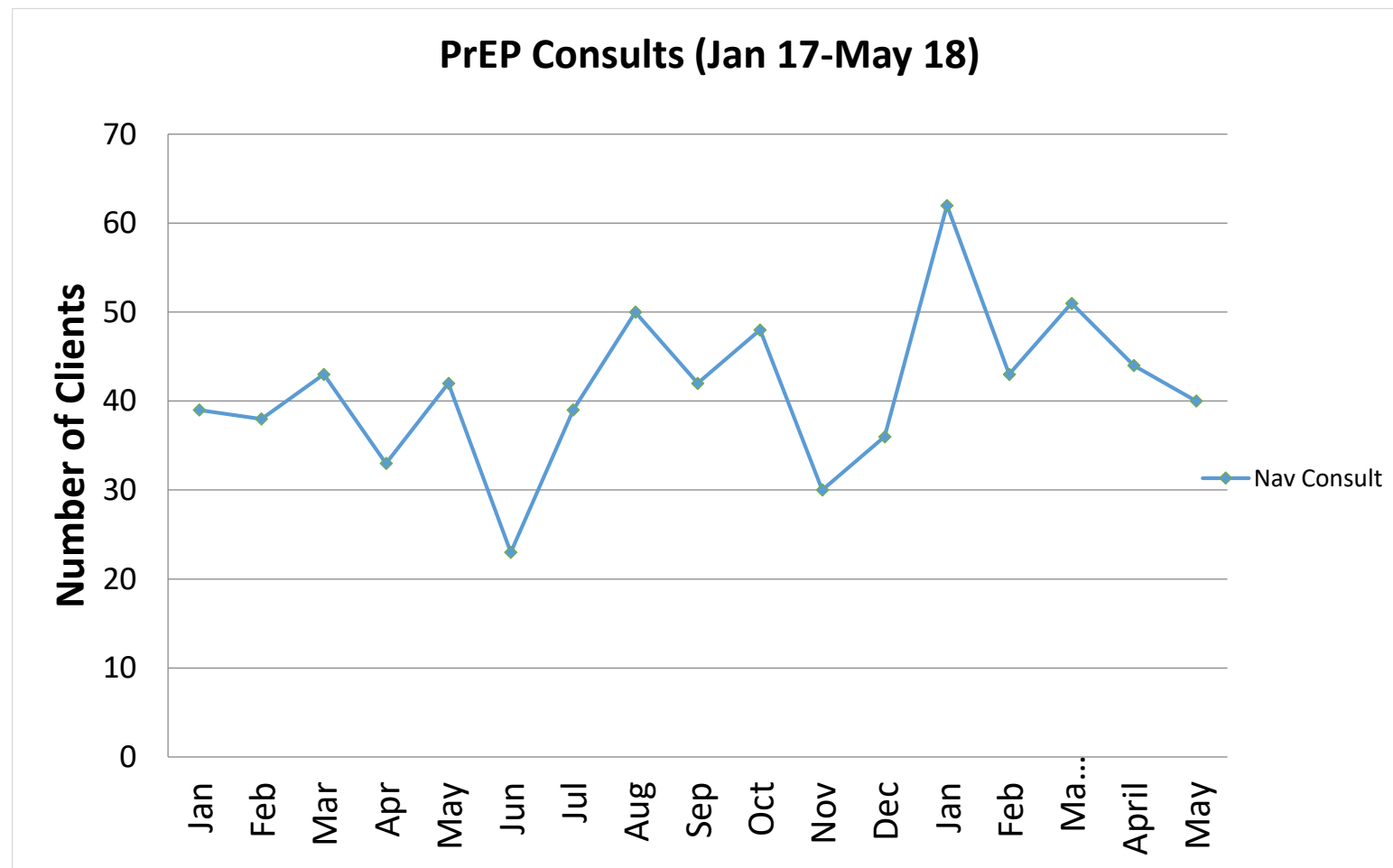
YOY PrEP Consultations

- JAN18: 58% YOY increase
- FEB18: 13% YOY increase
- MAR18: 18% YOY increase
- APR18 33% YOY increase
- May 18: 4% YOY decrease

Source: DAP – R. Avina

Note: data prior to 10/17 "unconfirmed" but shown for reference.

Initiated PrEP/PEP

Initiated PrEP/PEP
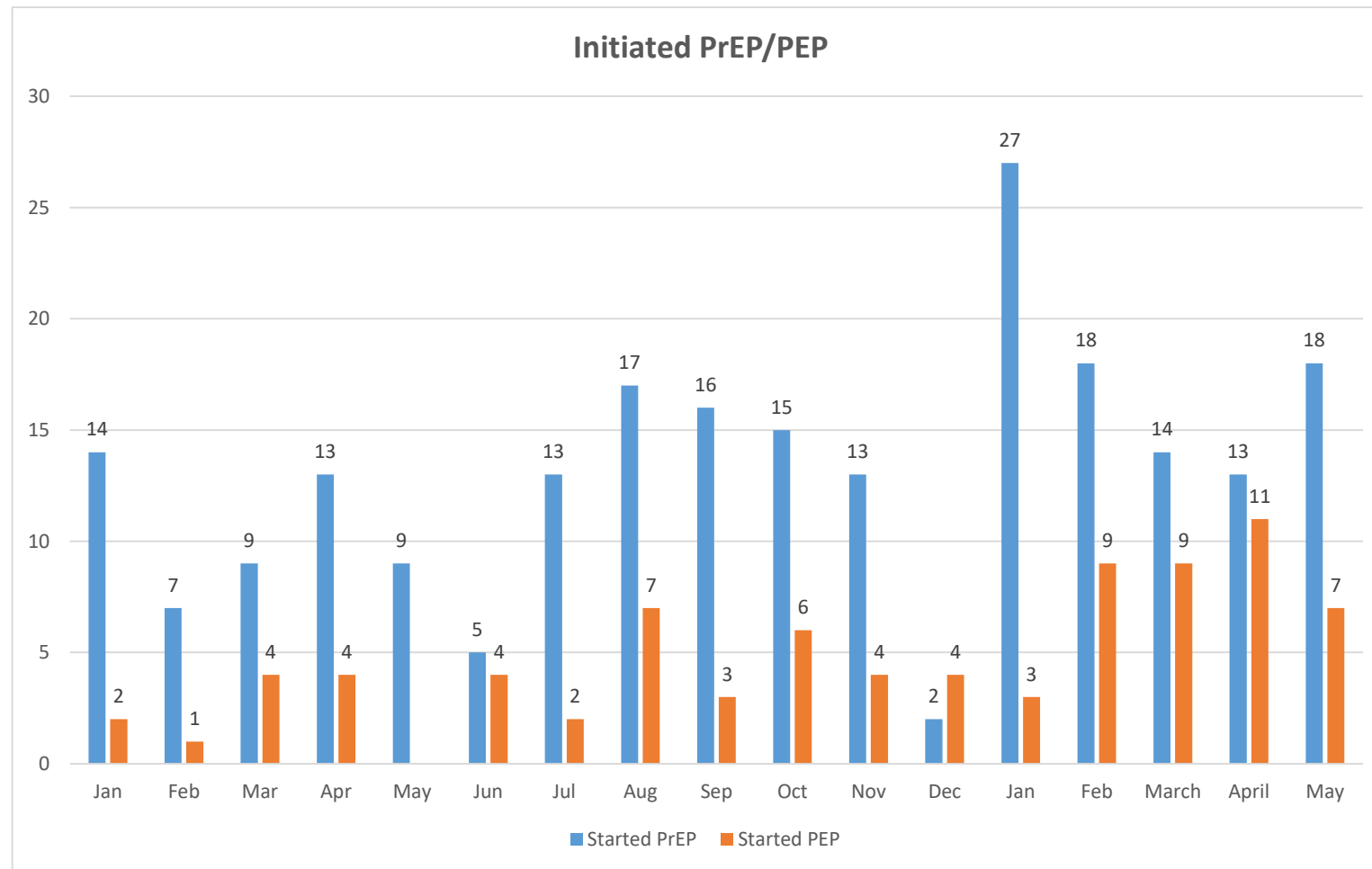
YOY PrEP Initiations

- JAN18: 92% YOY increase
- FEB18: 157% YOY increase
- MAR18: 55% YOY increase
- APR18: no change
- May 18: 100% YOY increase

YOY PEP Initiations

- JAN18: 50% YOY increase
- FEB18: 800% YOY increase
- MAR18: 125% YOY increase
- APR18: 175% YOY increase
- May 18: 700% YOY decrease

Source: DAP – R. Avina

Note: data prior to 10/17 "unconfirmed" but shown for reference.

Consults vs. Enrollments

Patient Lifecycle

Legend:
- # of referrals to PrEP Navigator
- # of clients who attended initial PrEP consult with medical provider
- # of clients who started PrEP this month
- # of clients who were prescribed PEP
- # of cients who started PrEP or PEP
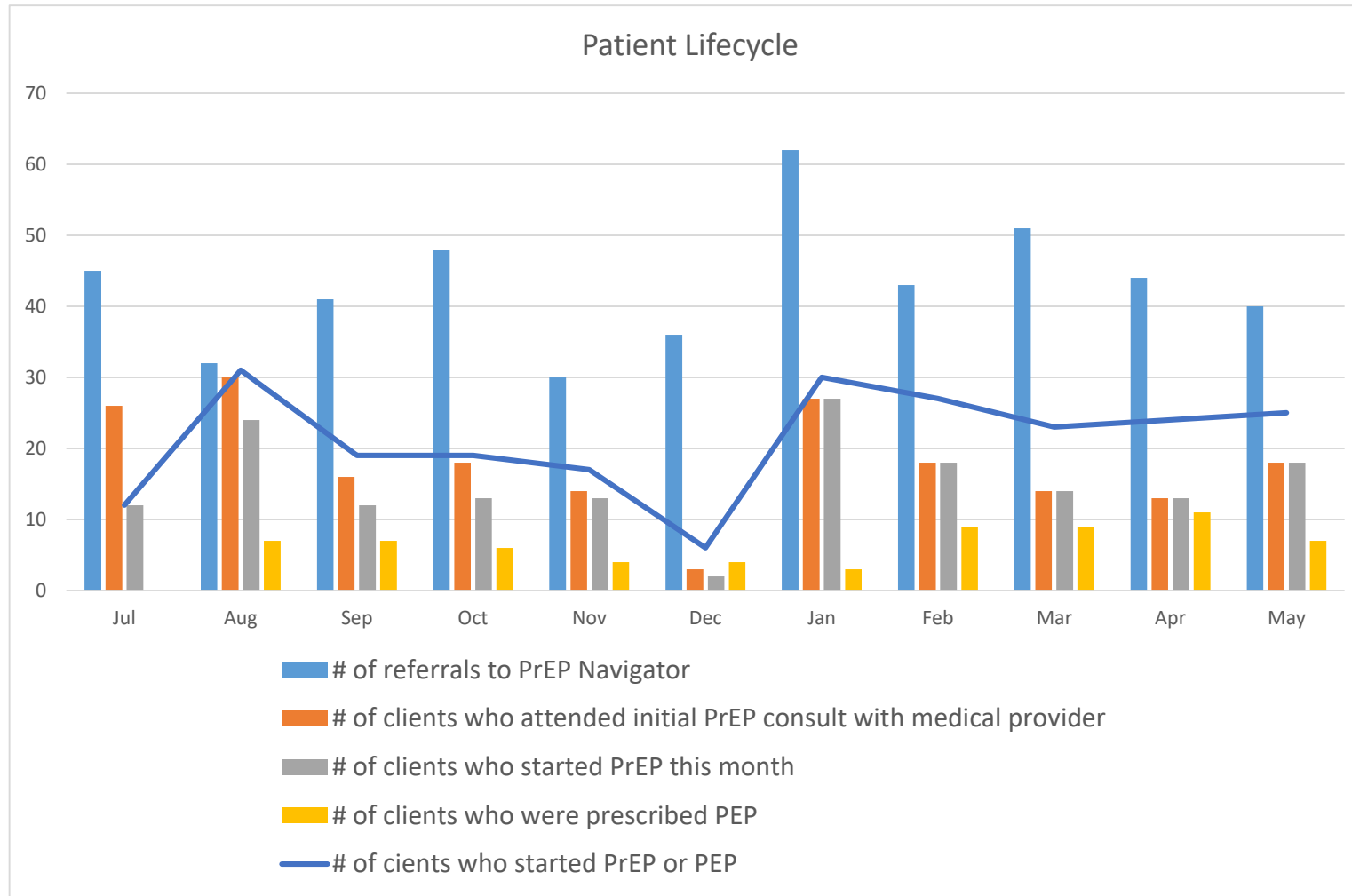
Enrollment Rates YOY

Between DEC18-MAY18 the conversion rate between medical consults for PrEP and enrollments on PrEP were 98% (92/93)

This points to both improvements with education and also patient care and consultation

This is a milestone accomplishment among the PrEP data at hand.

Source: DAP – R. Avina

Note: data prior to 10/17 "unconfirmed" but shown for reference.

2017 vs. 2018 PrEP/PEP Consults & Enrollments
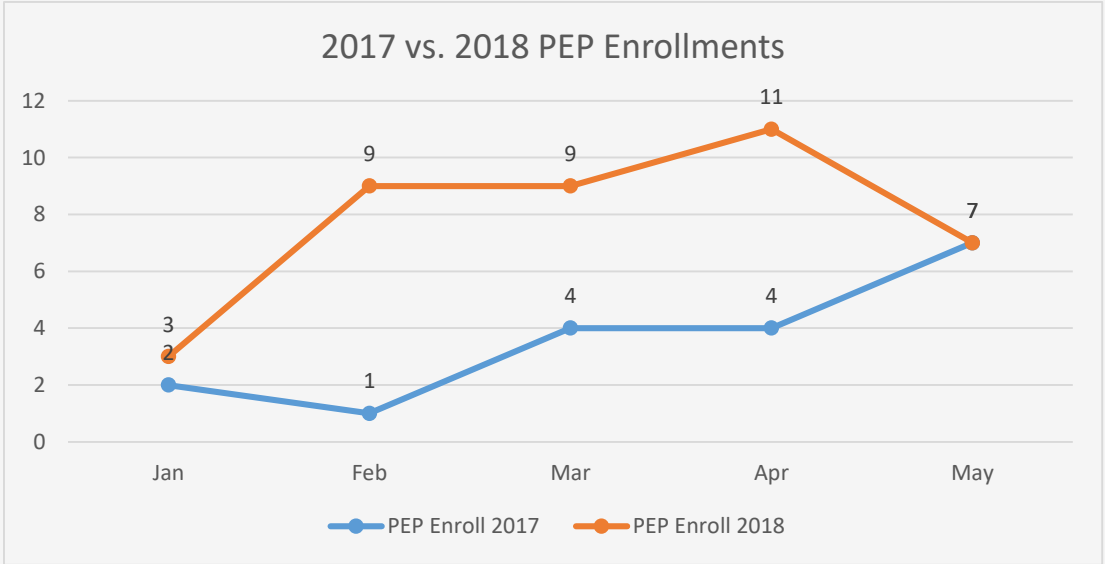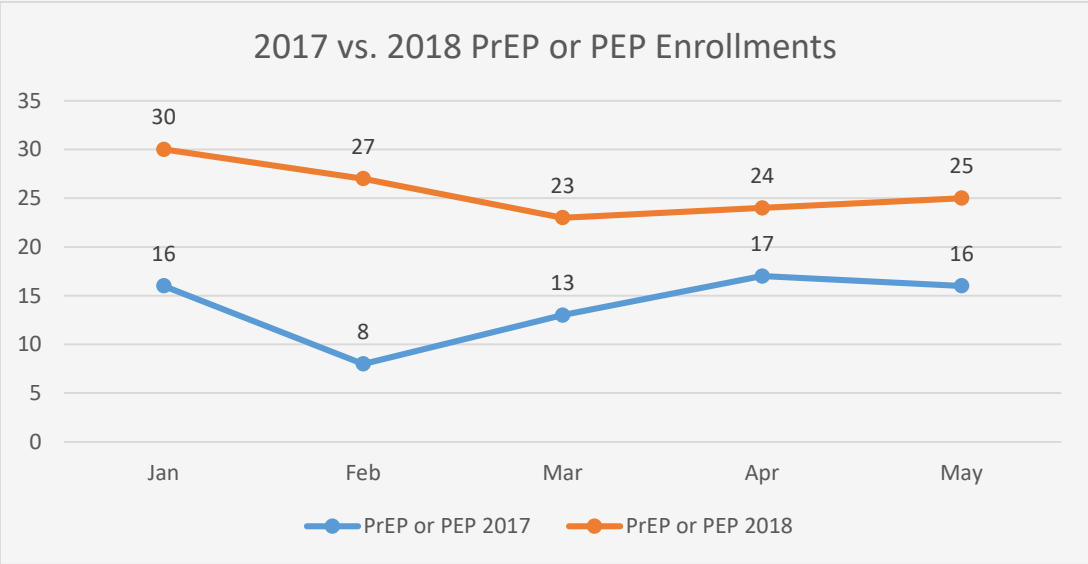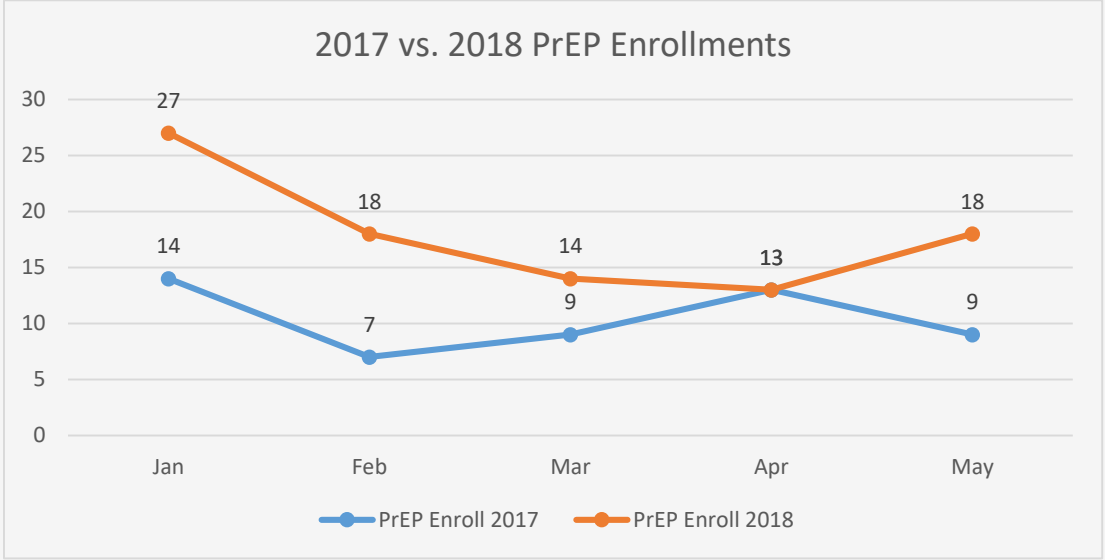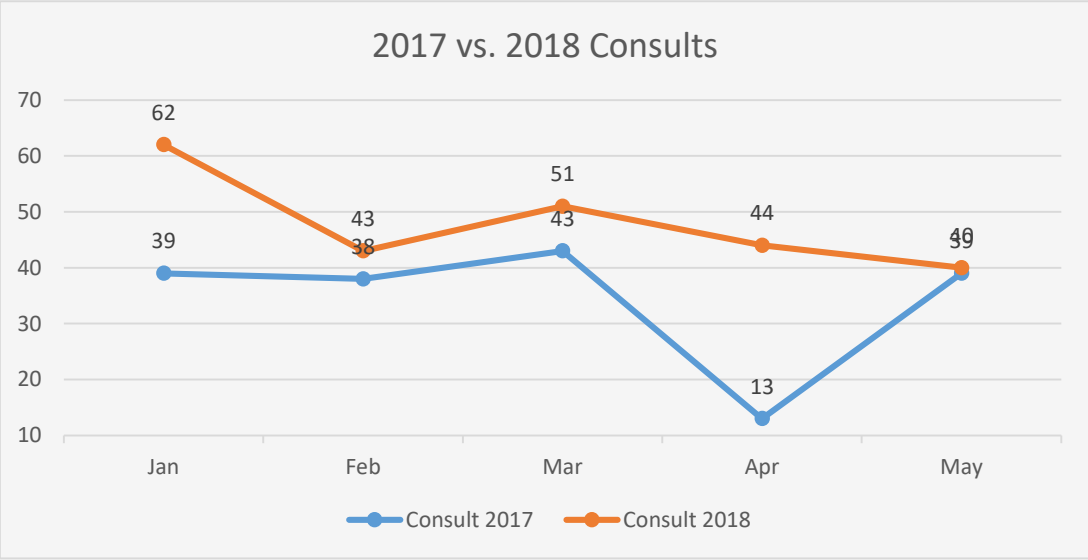
Lead Attribution Breakdown

The Breakdown was dynamically generated from weekly reports.

Leads by Location & Language

	English	Spanish
CV	3	2
CA	29	20
US	17	18
RT	36	41
Total	85	81

Lead Type By Effort

	Digital	OOH
Call	41	15
Form	11	13
FAC	79	0
Total	133	28
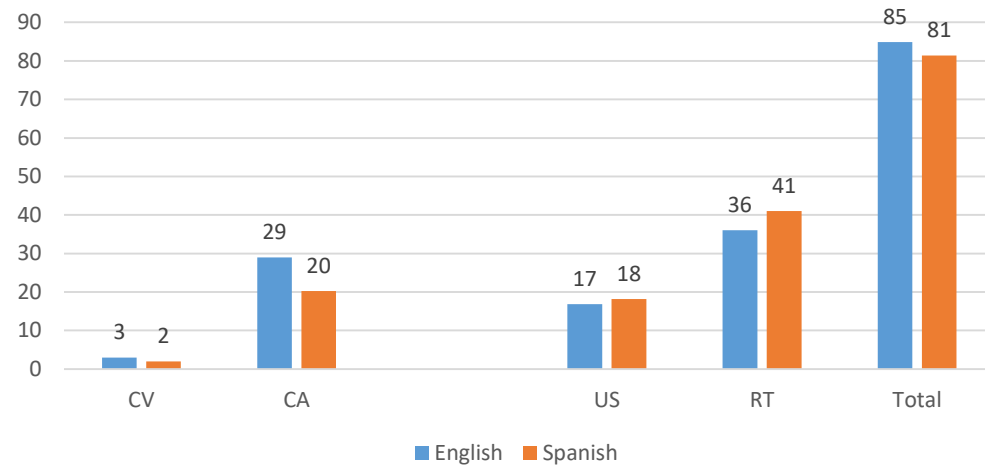
*CV / English: total attributed leads from FB/DC for English line items.
*CV / Spanish: total attributed leads from FB/DC for Spanish line items.
*CV / All: total attributed leads from FB/DC for English/Spanish line items.
*CA / English: total attributed leads from FB/DC for English line items.
*CA / Spanish: total attributed leads from FB/DC for Spanish line items.
*CA / All: total attributed leads from FB/DC for English/Spanish line items.
*US / English: total attributed leads from FB/DC for English line items.
*US / Spanish: total attributed leads from FB/DC for Spanish line items.
*US / All: total attributed leads from FB/DC for English/Spanish line items.
*RT / English: total attributed leads from FB/DC retargeting for English line items. Includes all locations.
*RT / Spanish: total attributed leads from FB/DC retargeting for Spanish line items. Includes all locations.
*RT / All: total attributed leads from FB/DC retargeting for English/Spanish line items Includes all locations.
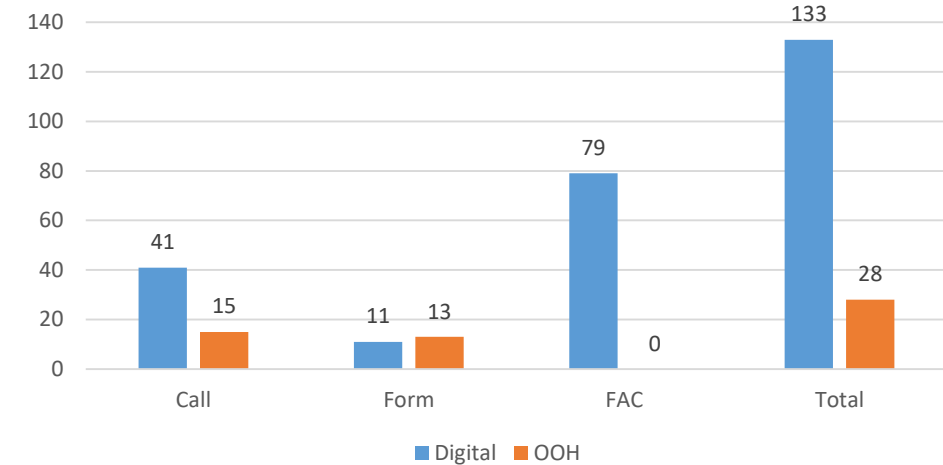
- *Digital Calls: Based on total digital click to call leads minus CallRail calls identified as tests.
- OOH Calls: Based on total calls for OOH locations reported by CallRail.
- **Digital Forms: Based on total digital form leads captured by DoubleClick. Does not include tests. (Based on digital click data)
- **OOH Forms: Based on total form fills reported by CallRail minus tests and digital leads. (These leads can be assumed as either coming from CV OOH or Direct or OTHER/TBD)
- **Digital Find a Clinic Clicks: Based on total digital Find a Clinic leads captured by DoubleClick. Does not include tests. (Based on digital click data)
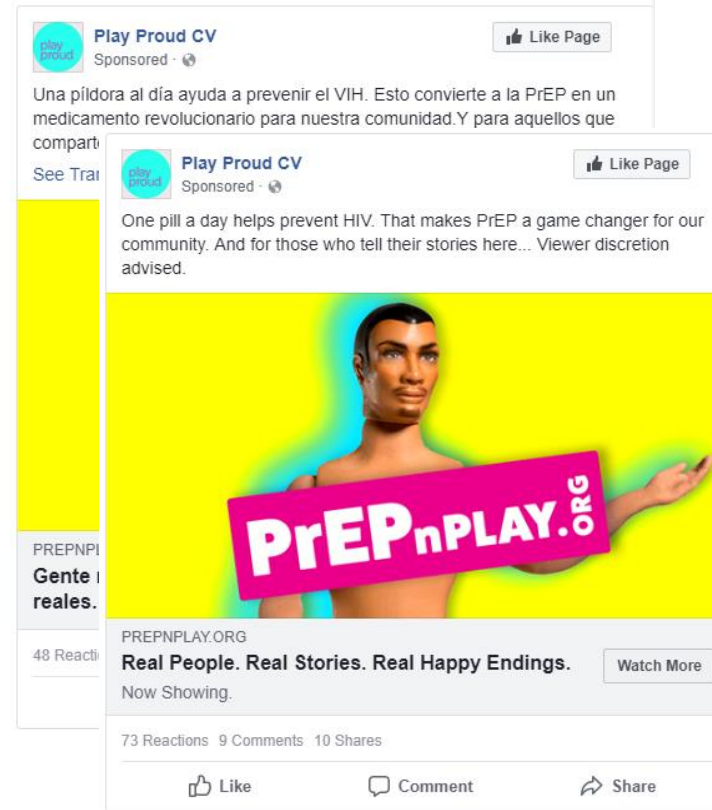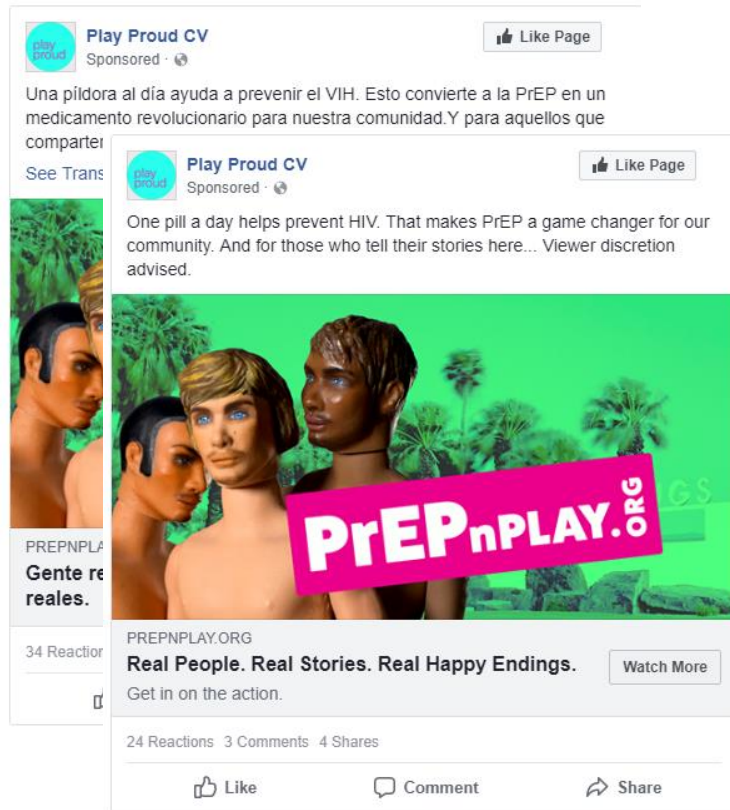
*Based on digital click data. Does not include direct dials. Actual numbers may be higher.
**Educated conclusion estimate. Additional explorations in progress to validate.

Creative
Recap

Creative Recap

Facebook: Prospecting – Top Performers

Takeaways:

- *Prospecting ads from the "empowerment" category featured positive community based prevention messaging*

- *This category of ads had 51% of the campaign leads (very good for a prospecting campaign)*

Creative Recap

Facebook: Retargeting – Top Performers
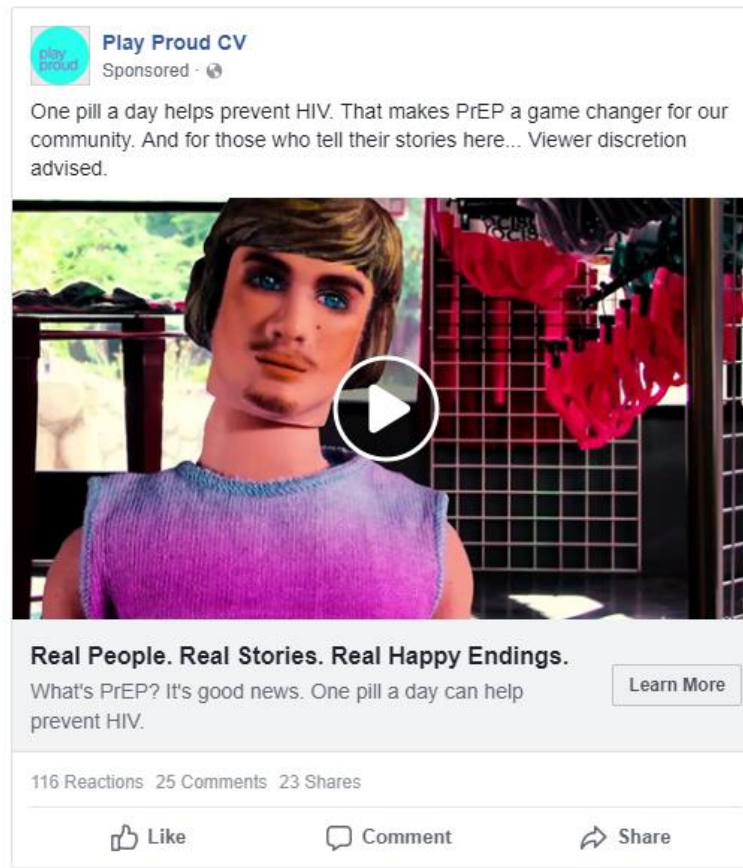

Takeaways:

- *Retargeting ads from the "empowerment" category featured positive action oriented messaging which drove users to action on prepnplay.org*

- *Runners up to this category were ads which included FAQ type information, i.e.: insurance programs & PrEP options*
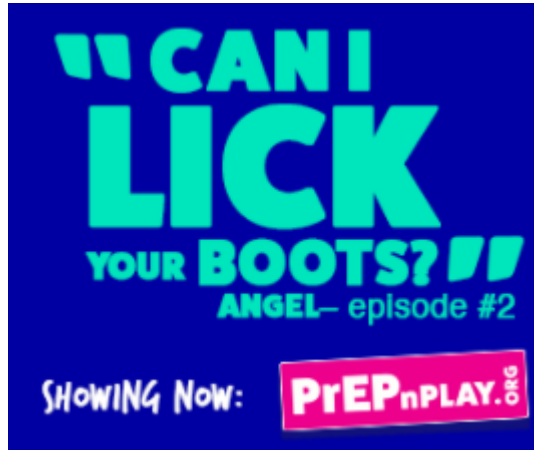
Creative Recap

Facebook: Most engaging overall

Highlights:

- *The single most engaged with ad resulted in:*
- *40k+ people taking action*
- *10k+ link clicks*
- *116 reactions*
- *25 comments*
- *23 shares*
- *16 total leads*

Creative Recap: Display

Overview:

- *While leads for display were a small percentage (most people convert via social) we measure display performance by those that drive the most traffic*

- *We saw seen a combination of responses from episode based creative and sexual empowerment messaging*

- *Ads shown left had the highest CTRs for the campaign combined*

Thank You

Hydro
STUDIOS