December 2017 Review

MARKETING DASHBOARD

AWARENESS >> ENGAGEMENT >> ACTION >> ADVOCACY

1. AWARENESS

Are people seeing our marketing?

- IMPRESSIONS: 157,667,603 (-7.2% YoY)
  - Paid Impressions: 79,320,263 (-6.8% YoY)
  - Owned Impressions: 74,500,107 (-7.8% YoY)
  - Earned Impressions: 3,847,233 (-2.7% YoY)

2. ENGAGEMENT

Are people interacting with us?

- TOTAL ENGAGEMENT: 1,159,881 (-4.4% YoY)
  - SOCIAL ENGAGEMENT: 682,359 (-13.3% YoY)
  - EMAIL ENGAGEMENT: 388,197 (-2.1% YoY)
  - WEB CONTENT CONSUMPTION: 89,325 (198.9% YoY)

3. ACTION

Are people taking action related to our goals?

- TOTAL ACTIONS: 810 (-61% YoY)
  - ONLINE GIVING TRANSACTION: 5.2% (-73.9% YoY)

4. ADVOCACY

Are people spreading our message?

- SHARES: 72,493 (-25.7% YoY)
  - SOCIAL SHARING: 71,168 (-26.6% YoY)
  - WEB SHARES: 1,325 (81.0% YoY)

SUMMARY:

- PAID: Added new PSA content into rotation. TV viewership down -10MM imp.
- OWNED: Infused more reputation-building content into social publishing, but Facebook's declining reach is curtailing effectiveness.
- EARNED: Relatively stable volume of retweeting.

ENGAGEMENT

- SOCIAL: Facebook still dominates social landscape in terms of volume & exposure; small paid advertising tests in market to offset this phenomenon.
- EMAIL: Fewer people are opening our emails, but higher rates of people engage once they open. List hygiene has reduced the number of emails we send, improving our efficiency.
- WEB: Content consumption tracking commenced in Nov 2016. More people are consuming web articles and videos focused on research & thought leadership.

ADVOCACY

- SOCIAL: One-off events can drive unanticipated spikes. Excluding John Glenn's passing last year in Dec, YoY is flat.
- WEB: Content consumption tracking commenced in Nov 2016. More people are consuming web articles and videos focused on research & thought leadership.