



# REVÍSATE YA

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# CAMPAIGN

Final Report

# AGENDA

## Executive Summary

- Campaign Goals & Objective
- Communication Strategy
- Campaign Elements / Assets

## Performance Overview

- Digital Paid Media Summary
- Digital Sponsorship Media Summary

## Channel Performance

- Facebook Performance
- Campaign Overview
- Creative Performance Insights
- Audience Performance Insights
- Geo Performance Insights

## Display Performance

- Campaign Overview
- Creative Performance Insights
- Audience Performance Insights
- Geo Performance Insights

## Sponsorship

- *La Red Hispana* Performance Insights
- Social Media Performance Insights

## Key Takeaways

- Digital Learnings + Recommendations

## Questions & Answers

# EXECUTIVE SUMMARY

# Campaign Goals + Objective

## PRIMARY OBJECTIVE

To build awareness and understanding of the importance of regular cancer screenings; specifically, **breast, cervical, and colorectal.**

## FLIGHT DATES

3-week pilot running from **August 10 to August 31, 2021**

## BUDGET

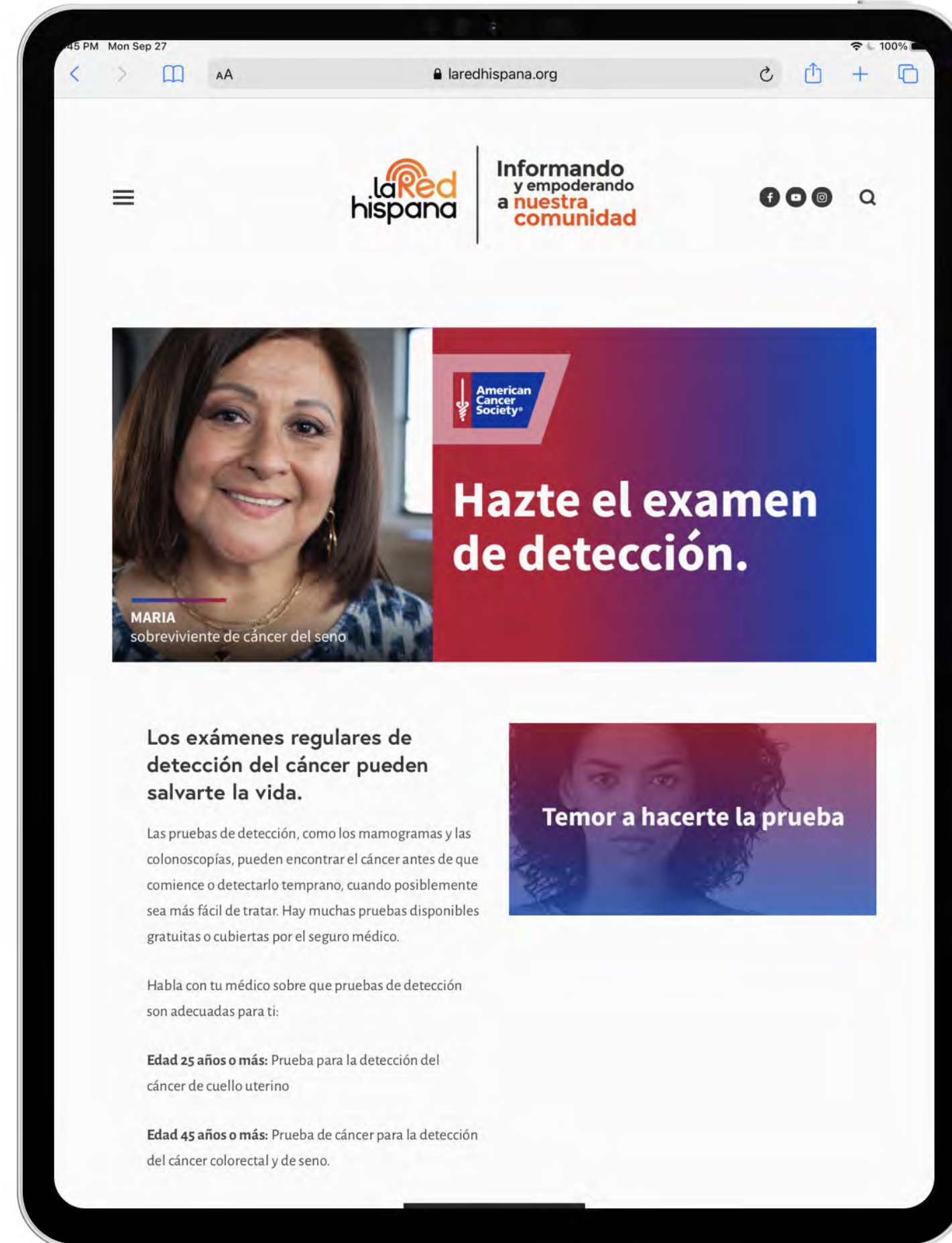
### Paid Media

\$50,000 gross

\$2,000 additional funds added in week 2 on 8/18

### Sponsorship

\$4,725.00 gross



## LANDING PAGE

**Paid Media:** [cancer.org/revisate-ya](https://cancer.org/revisate-ya)

**LaRed Sponsorship:** [laredhispana.org/revisateya](https://laredhispana.org/revisateya)

## TARGET AUDIENCE

**Cervical:** Hispanic, Spanish-preferred Women 25-54

**Breast:** Hispanic, Spanish-preferred Women 40+

**Colorectal:** Hispanic, Spanish-preferred Women 50+

## MARKETS

National with focus on key regions with high Hispanic populations identified by ACS.  
Priority states: **AZ, CA, FL, TX**

## KEY PERFORMANCE INDICATORS

### Paid Media:

Reach: 2,544,050 users

Impressions 5,908,904

### Sponsorship:

Reach: 115,118 users

Impressions: 287,795

# Communication Strategy



# Communication Strategy

## **Tone of Messaging: Storytelling**

- The approach to our Latina audience was to establish an emotional connection with our segment audience through storytelling and authenticity. We relied on the voices, faces and testimonials of real-life Latinas having a conversation among themselves about the importance of getting screened.

## **Visual Appeal: Relatable**

- The campaign's visual appeal kept in mind two important aspects: the way Latino's speak and look. The copy was in plain language and engaging, while the women's head shots mirrored their friends, neighbors, and family members.

# Communication Strategy: Messaging

- **Family focus.** The Spanish campaign content across all platforms had a strong connection with family, which is at the center of the Hispanic community universe.
- **Storytelling.** Testimonials, voices and faces real people in real life scenarios.
- **Social determinants of health.** The copy, original or transcreated, addressed the social determinants of health that hamper cancer screening for our community, including the lack of insurance coverage.
- **Plain language.** We relied on ordinary, informal but emotional language to properly align with the health literacy level of our segment audience.
- **Cultural relevance.** We also transcreated the original in a way that it had cultural and linguistic resonance with our Latina target audience.
- **Hope.** Our implicit message: Cancer screening saves lives.

**Our explicit message:**

**These are the resources available to you.**

# Campaign Elements



# Assets

## VIDEOS

- Two (2) social barriers videos
- One (1) testimonial video / 15-second and 30-second versions

## SOCIAL MEDIA

- One (1) Barriers gif
- One (1) Carousel Ad

## DISPLAY

- Static banners
- Animated banner (.gif)

## FEATURE PAGE

- Feature on *La Red Hispana*



# María

breviviente de Cáncer

[cancer.org/revisate-ya](https://cancer.org/revisate-ya)



# Assets: Videos: Spanish-Barriers & Get Screened Testimonial

BARRIERS: VIDEO 1



BARRIERS: VIDEO 2



TESTIMONIAL :15s

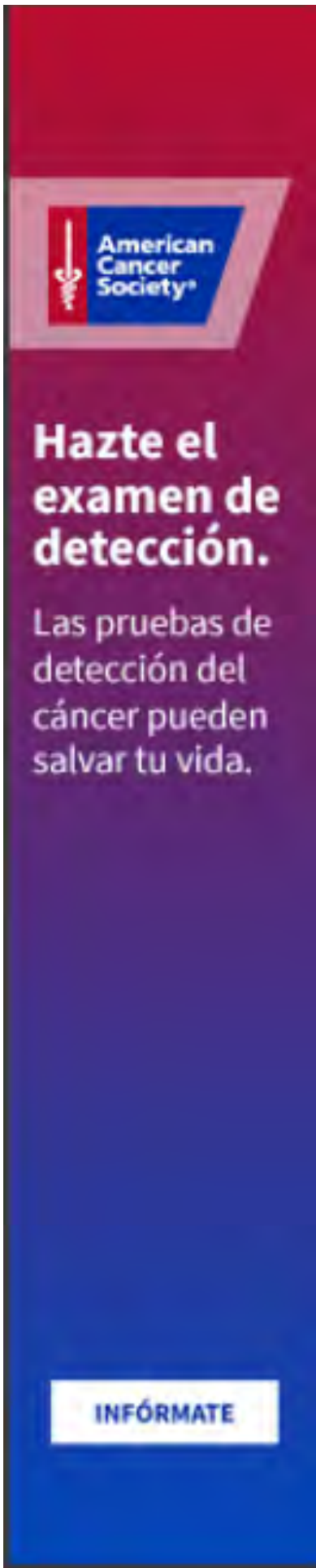


TESTIMONIAL :30s

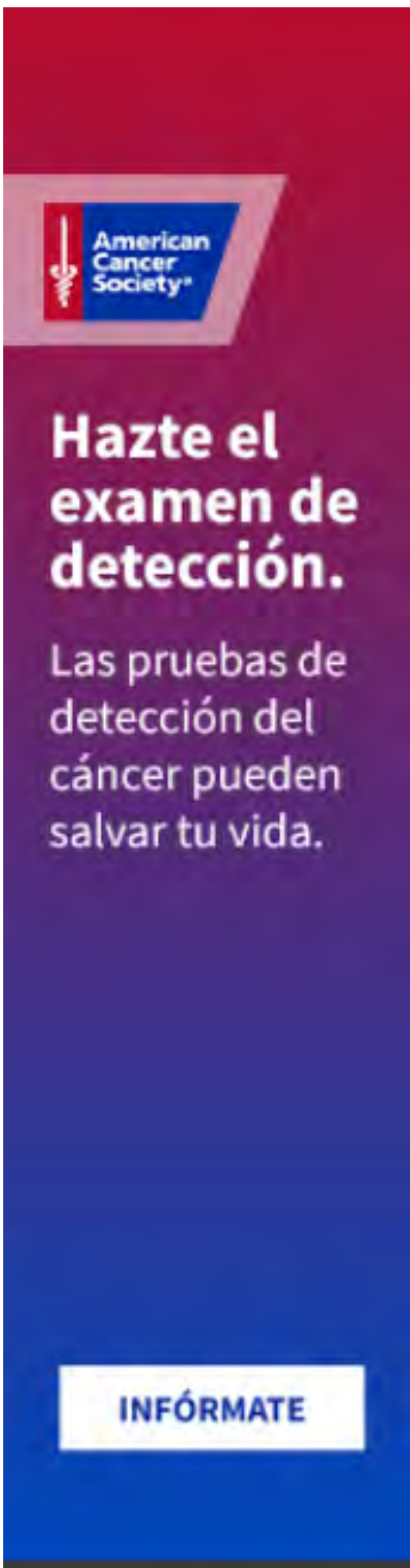


# Assets: Standard Banners

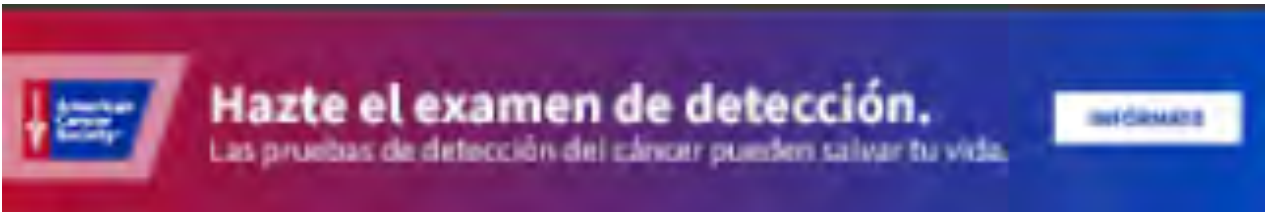
120x600



160x600



120x600



300x250



30x600



# Assets: HTML5 Banners

FRAME 1



**Las pruebas de detección del cáncer pueden salvar tu vida.**

FRAME 2

**“Porque tienes la oportunidad de ganar el premio mayor que es tu propia vida.”**


FRAME 3



**MARIA**  
sobreviviente de cáncer del seno



FRAME 4



**Las pruebas de detección del cáncer pueden salvar tu vida.**

**25 años o más:** Prueba de cáncer cervical

**45 años o más:** Prueba de cáncer colorrectal y de seno

**INFÓRMATE**

[LINK TO ANIMATED BANNER](#)

# Assets: Social Media

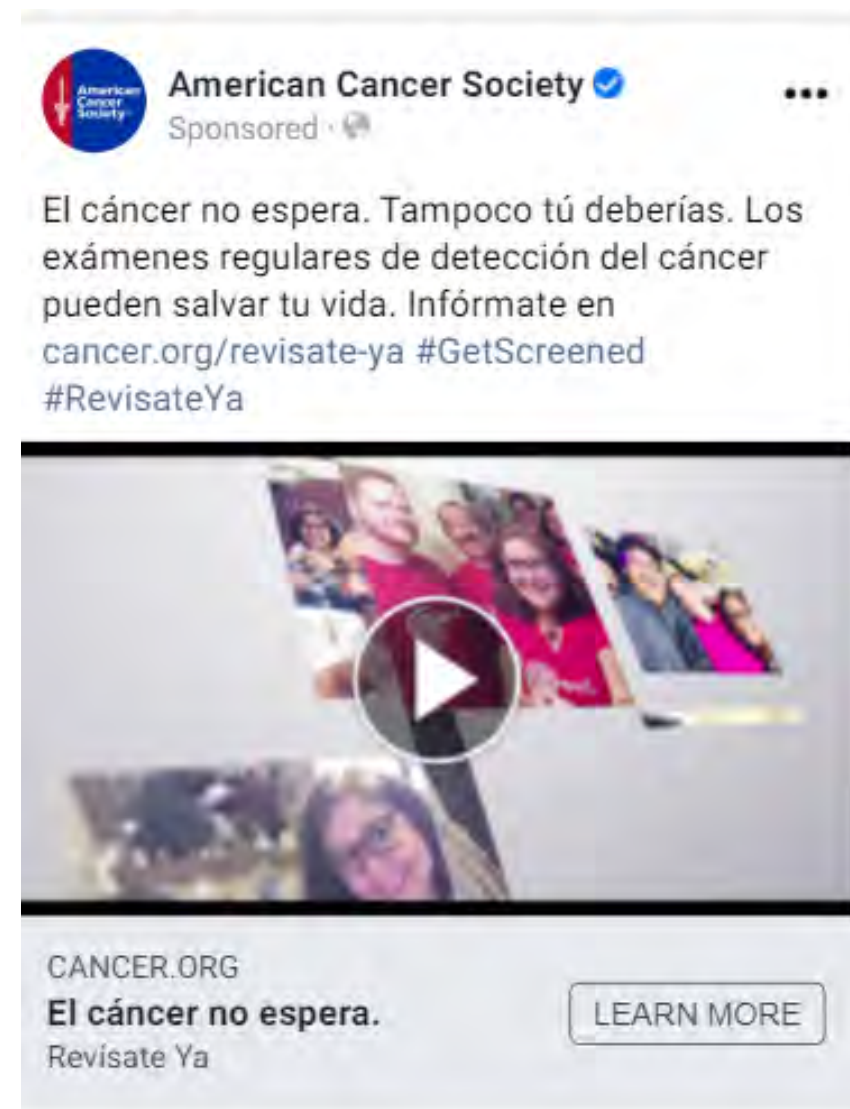
## CAROUSEL AD



## VIDEO



## VIDEO



## CAROUSEL AD



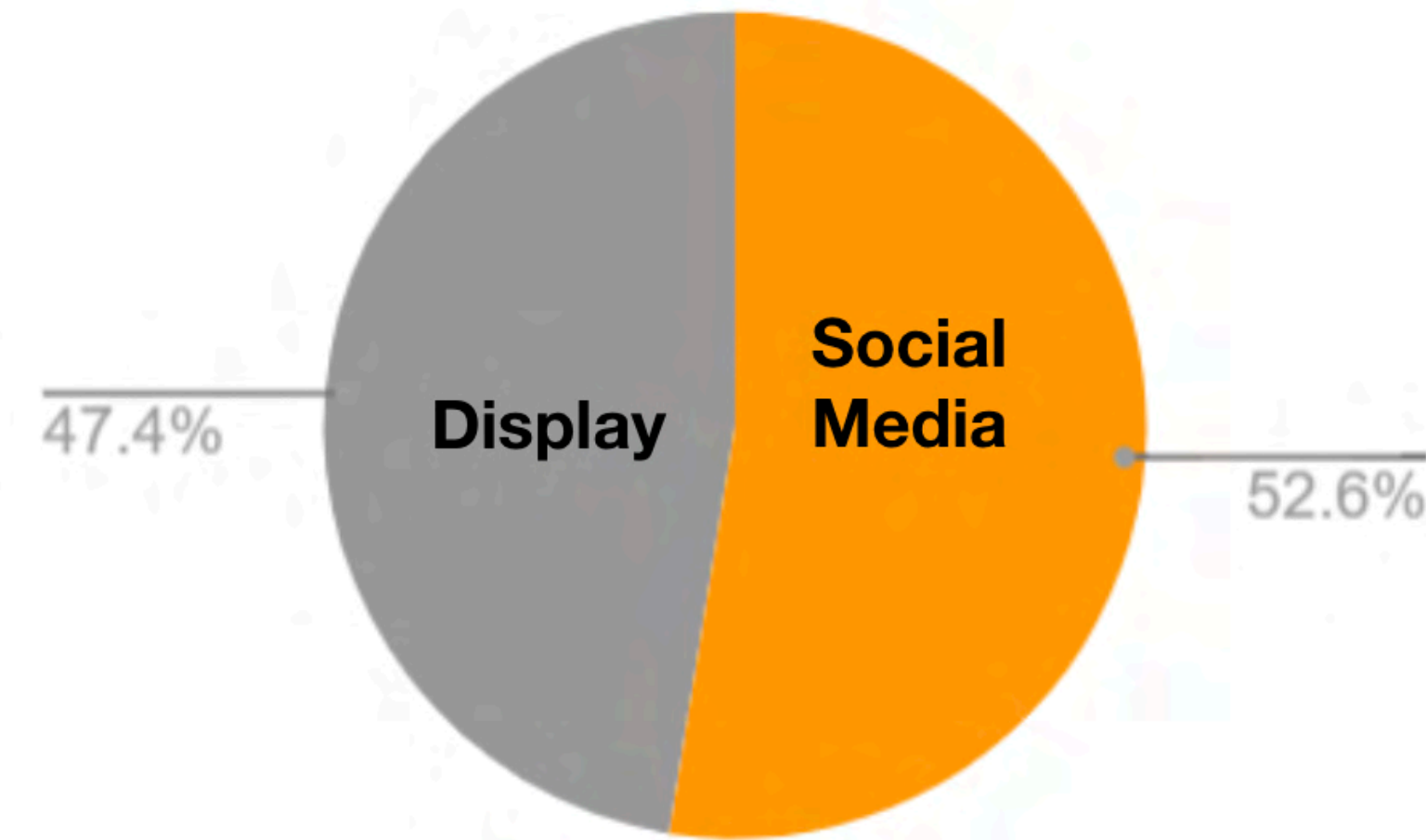
## GIF



# PERFORMANCE OVERVIEW

# Performance Overview - Paid Media

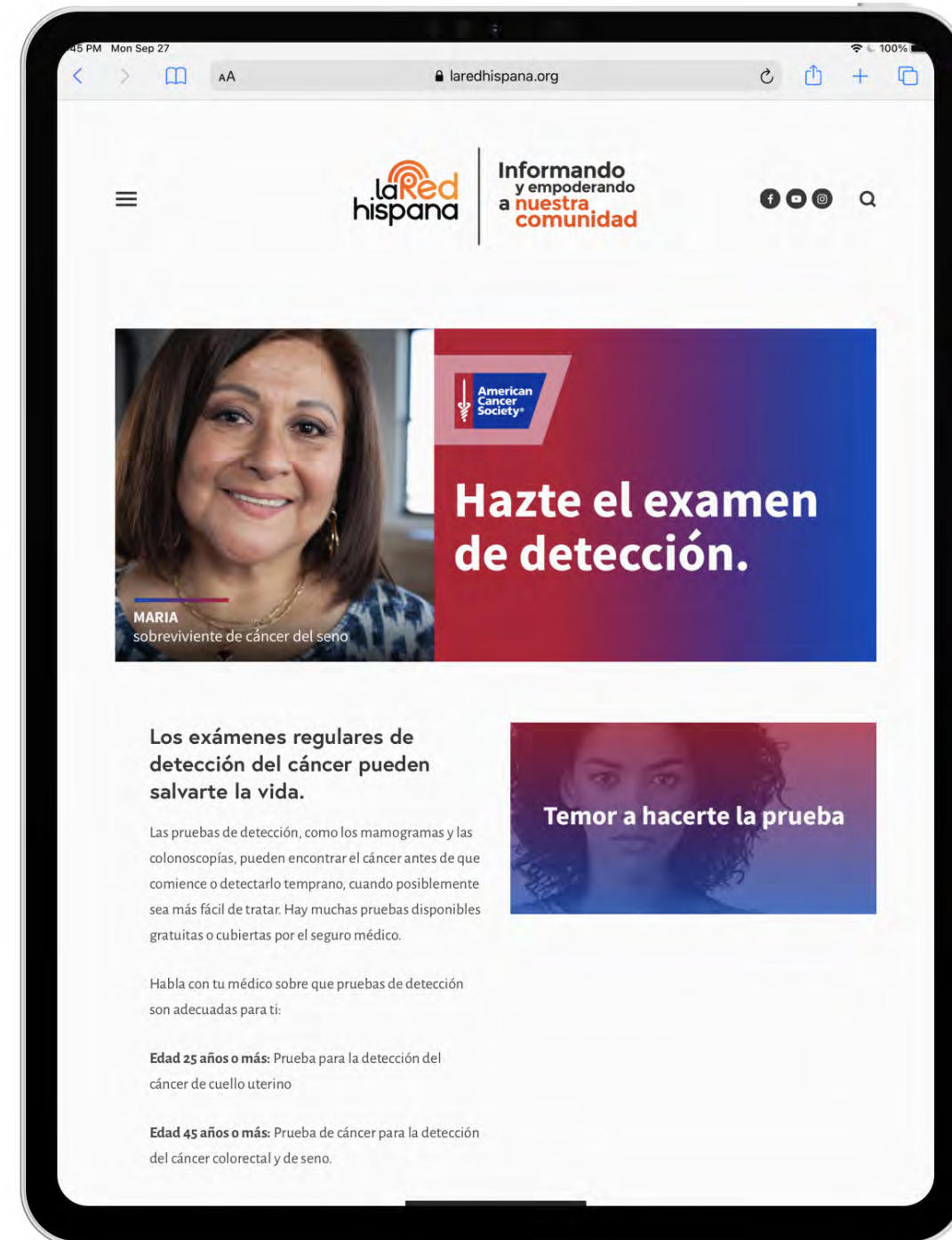
- Campaign reached 100% of planned impressions.
- Campaign delivered +81% impressions from our target, attributed to additional negotiated added value impressions and optimized social media at a dynamic CPM.
- Reaching over 6,806,093 users across Social and Display and generating 504,875 video views.
- Media spend consumption delivered at 100% of the planned media net.



Reach	Impressions	Clicks	Media Net	Video Views
6,806,093	10,720,719	35,835	\$50,495	504,875



# Performance Overview - La Red Hispana Sponsorship



- Sponsorship placements delivered +58% above target, attributed to diverse mix of creative assets static carousel ads, animated gif and videos.
- Reaching over 206,166 users across social media and generating 19,407 video views
- CTR% performed at 1.43%, performing above the industry benchmark of 0.83% CTR
- Average time on site was 1 minute and 35 seconds



Reach	Impressions	Clicks	Media Net	Video Views
206,166	457,018	6,556	\$3,165.75	19,407

# CHANNEL PERFORMANCE

# Social Media Creative Performance Overview

## REACH

3,555,154

## LINK CLICKS

33,324

## THRUPLAYS

145,753

## IMPRESSIONS

6,819,592

## SHARES

901

## COST PER THRUPLAY

\$0.17

## CPM (COST PER 1,000)

\$3.74

## AMOUNT SPENT

\$25,494.61

- Social Media ads reached over **3,555,154** people delivering **6,819,592** impressions.
- Video ads delivered **145,753** Thruplays, in which video played to completion, or for at least 15 seconds.
- Facebook ads received **901** shares, users shared Cancer Screening ads on their friends' timelines, in groups and/or on their own Pages.

# Social Media Creative Performance Insights

Diverse mix of creative assets enabled us to drive reach and engagement.

## Reach:

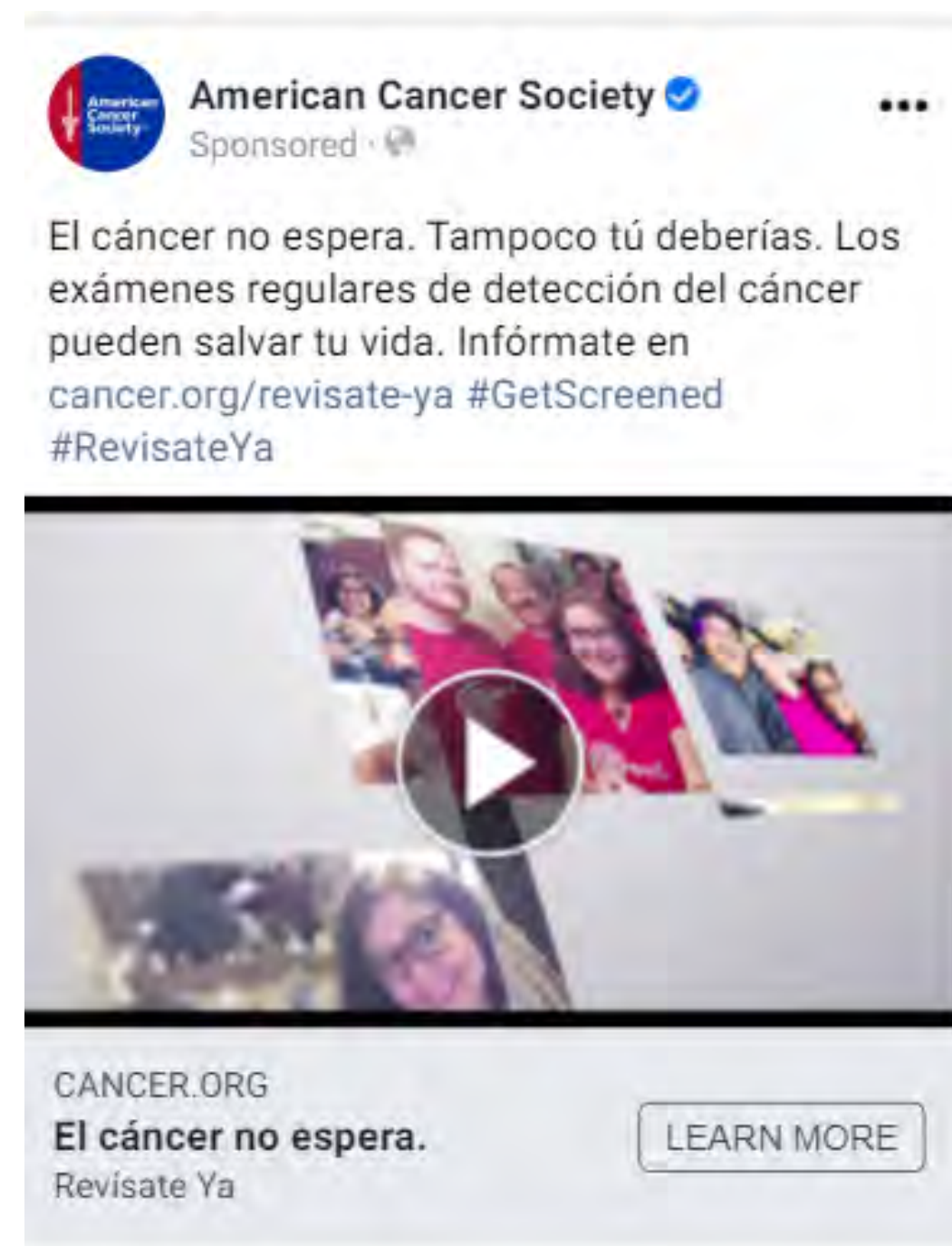
### Static/carousel ads delivered reach

- Carousel Ad attributing to 39% of the delivered impressions

## Link Clicks:

### Longer Format ad units delivered clicks

- Maria's testimonial video, attributing to 52% of the link clicks.



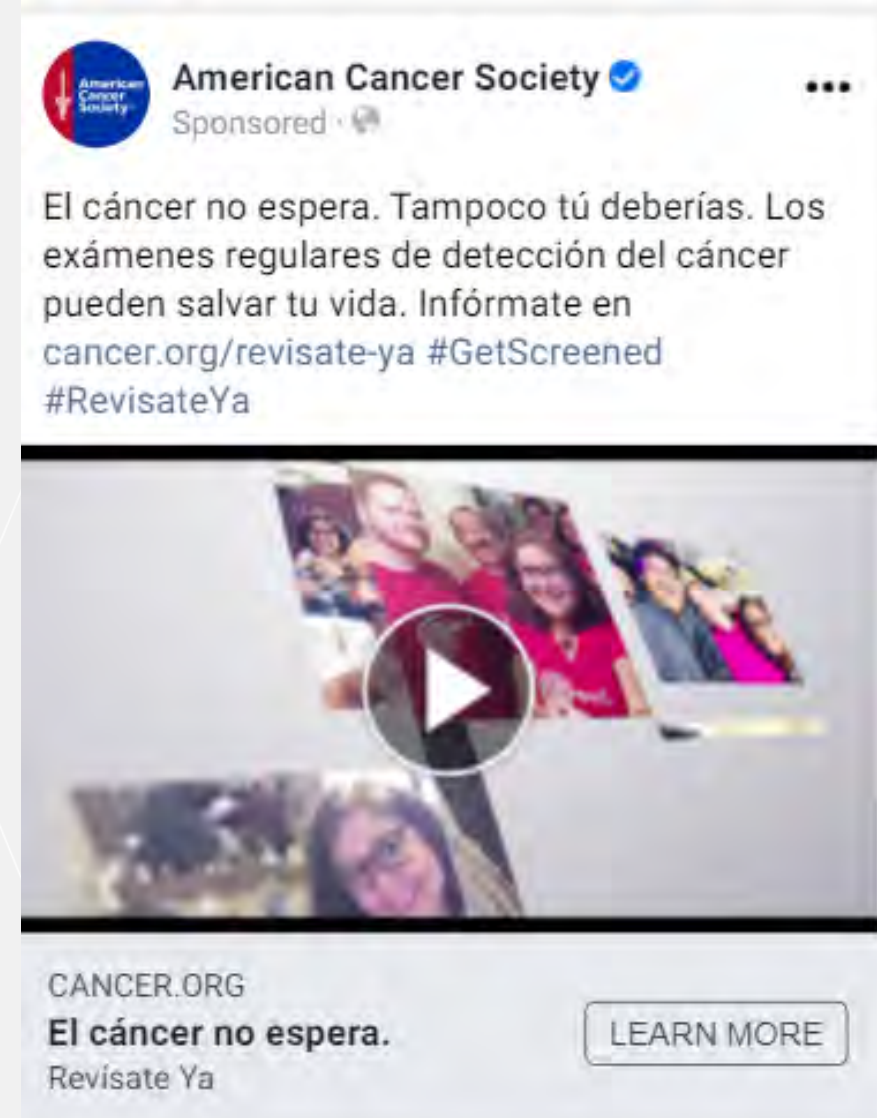
# Social Media Creative Performance Insights *Engagement*

## TOP ENGAGED POST: Animated assets drove the highest engagement.

Diverse mix of creative assets static carousel ads, animated gif and videos drove engagement.

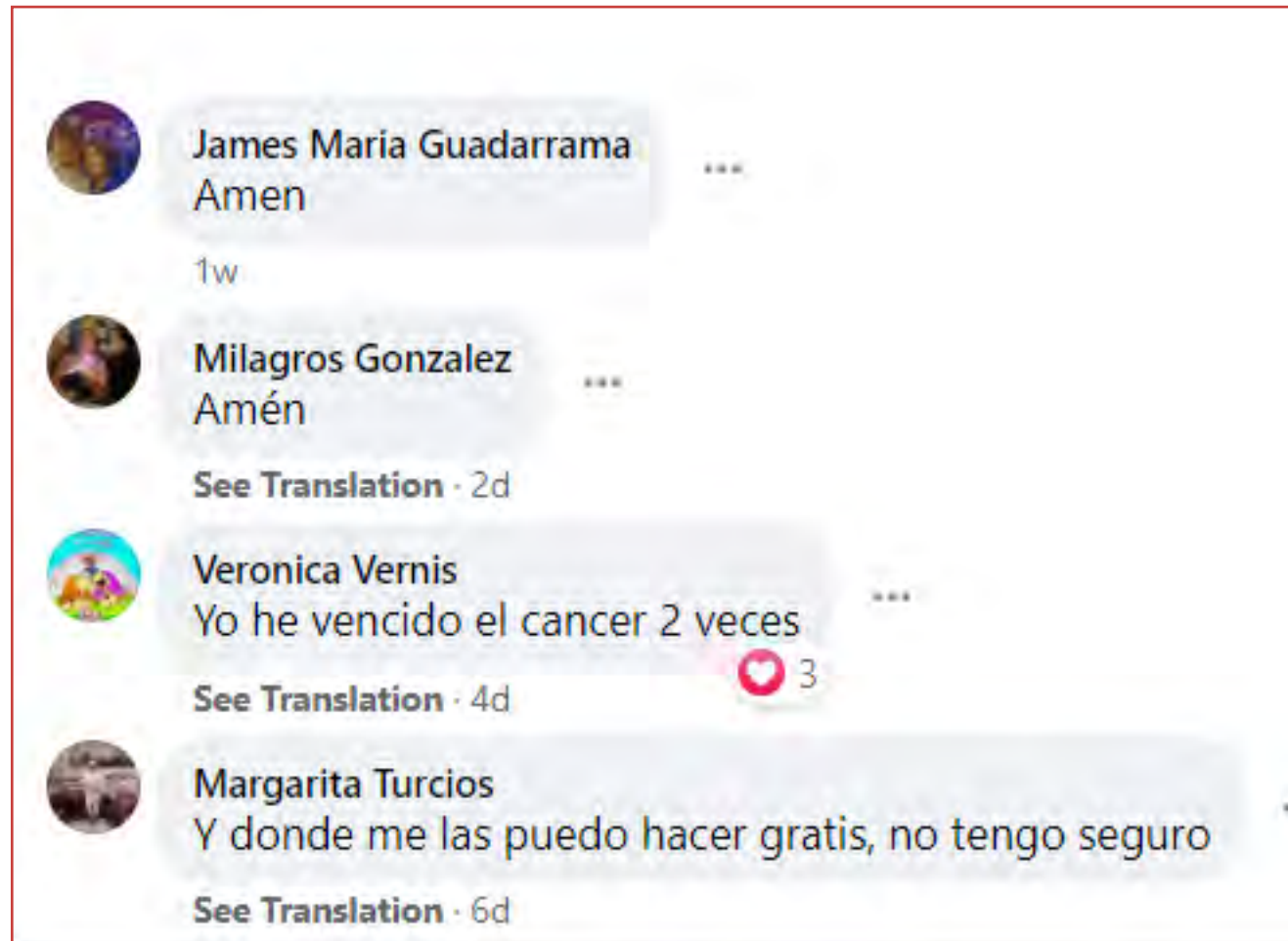
Maria's Testimonial video drove 69% of the total comments and 43% of the post shares.

Barriers Gif 44% of the total post reactions and 42% of the total comments



Creative	Reactions	Post Shares	Post Comments
Barriers GIF	2,096	381	66
Barriers Video	338	77	10
Carousel	692	53	21
Maria Video	2,053	390	221
<b>Grand Total</b>	<b>5,179</b>	<b>901</b>	<b>318</b>

# Social Media Creative Performance Insights Comments



**TRANSLATION:**

*“Where can I get a free screening? I have no insurance”*

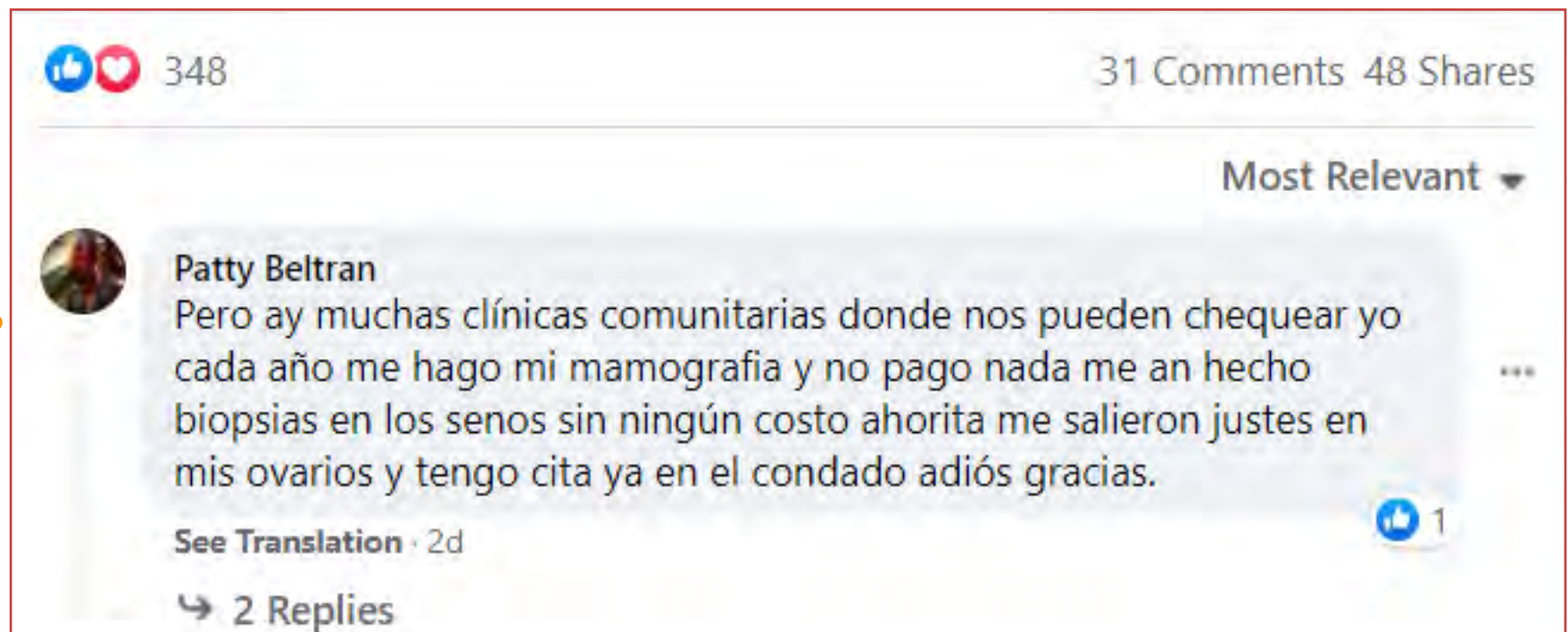


**TRANSLATION:**

*“I am on my 5th chemo treatment and with God and support from my son and my family, I keep faith that all will be ok. My oncologist is excellent. Amen. God bless all oncologists and their teams.”*

**TRANSLATION:**

*“There are plenty of community clinics where we can get screened. Every year I get a mammogram free of charge, they have even done biopsies on my breasts and I didn't have to pay.”*



# Social Media Creative Performance Insights

## Comments

**Sussie Granda**  
No pueden dejarse vencer por el miedo jamas una mamografia pir mas que sea molesta sera peor qud tener que hacerse Quimioterapias, gracias a la mamografia 3 personas de mi familia dalvaron du vida A la vida hay que Enfrentarla de Frente y dinmiefos Sus... [See More](#)  
Like · Reply · Message · 1d

**Kukamari Hernandez**  
Mi gente Hagan el examen,molesta un poco,pero vale la pena.se lo dice una sobre viviente de cancer.free hace 13anos.confio en ustedes.carinos.De Ocala Florida.  
Like · Reply · Message · 1w

**Milagros Mangual**  
Así es mui fuerte y mui triste yo también soy sobreviviente acen 13 años hay que estar mui pendiente y hacerse los exámenes todos los años  
Like · Reply · Message · 6d

**TRANSLATION:**  
*"My people, get screened; it bothers a little, but it's worth doing it; take it from me, a cancer survivor. I have been cancer-free for 13 years. I trust you to do the right thing."*

**TRANSLATION:**  
*"I get screened every year; I had a daughter who died at age 37 from breast cancer, we had no previous family history with cancer....make sure you get screened yearly."*

**Margarita Guzman**  
Yo me lo ago todos los años tube una hija que. Se murio de 37 años con cancer del seno y yo no tengo familia que tenga esa en fermeda por eso digo cuando dios dise te vas con migo te vas si a Ganse el cheque todos los años amen

Comment as La Red Hispana

**Eufemia Antunez**  
Amen  
Like · Reply · Message · 2d

**Anna M. Rivera**  
Amen  
Like · Reply · Message · 1d

**Josefina Ayala**  
Amen  
Like · Reply · Message · 5d

**Mayra Gomez**  
amen  
Like · Reply · Message · 6d

**Patricia Morales**  
Amen.  
Like · Reply · Message · 2d

**Bertha Martos**  
Amen  
Like · Reply · Message · 6d


**Maria Luisa**  
Amen  
Like · Reply · Message · 1w

**TRANSLATION:**  
*"That's right, we need to take care of ourselves, beautiful people."*

Most Relevant ▾

**Luz Matos**  
AMÉN bendiciones para todos los enfermos de cáncer  
6d

**Laura Jaquez**  
Quierete, acude a revisión!!!  
4d

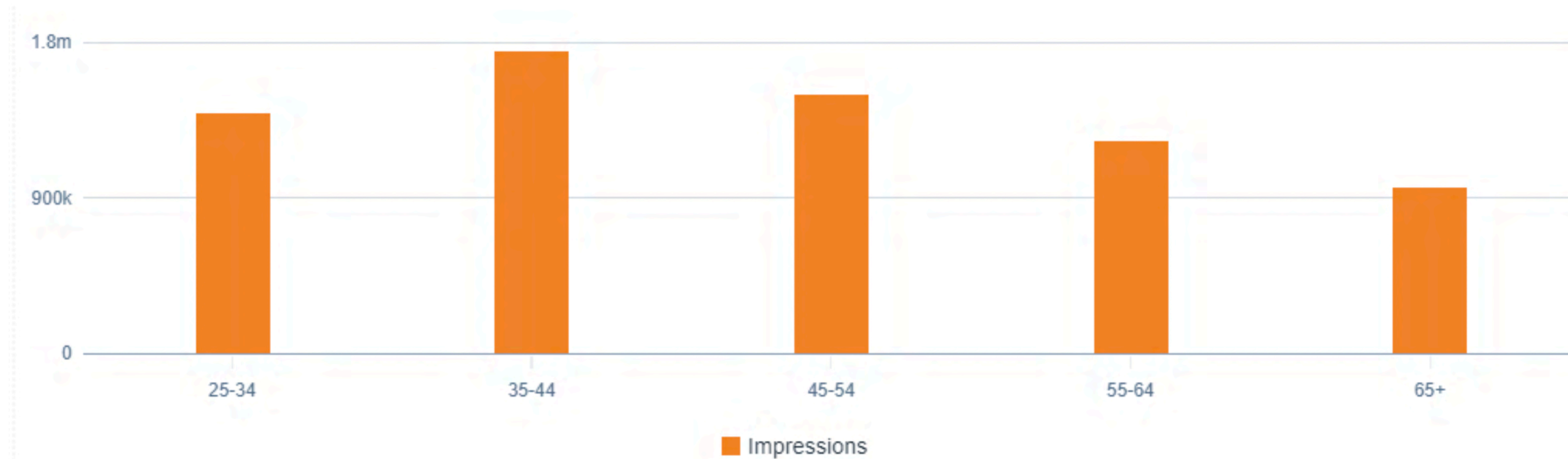
**Luz Matos**  
  
6d

**Paty Rivas**  
Asi es hay k cuidarnos mi gentehermosa de todo el Mundo  
3d

**Nora Martinez**  
P  
1d

# Social Media: Audience Performance Insights

## IMPRESSIONS BY AGE



Intended target was achieved seeding education on cancer screenings. 46% of impressions were delivered to hispanic women ages 25-44 building awareness and understanding of the importance of regular cancer screenings at the initial recommended age for women to begin their breast, cervical cancer screenings.

- Women 25-34 accounted for 20% of total impressions delivered.
- Women 35-44 were the top reached age bracket accounting for 26% of total impressions delivered



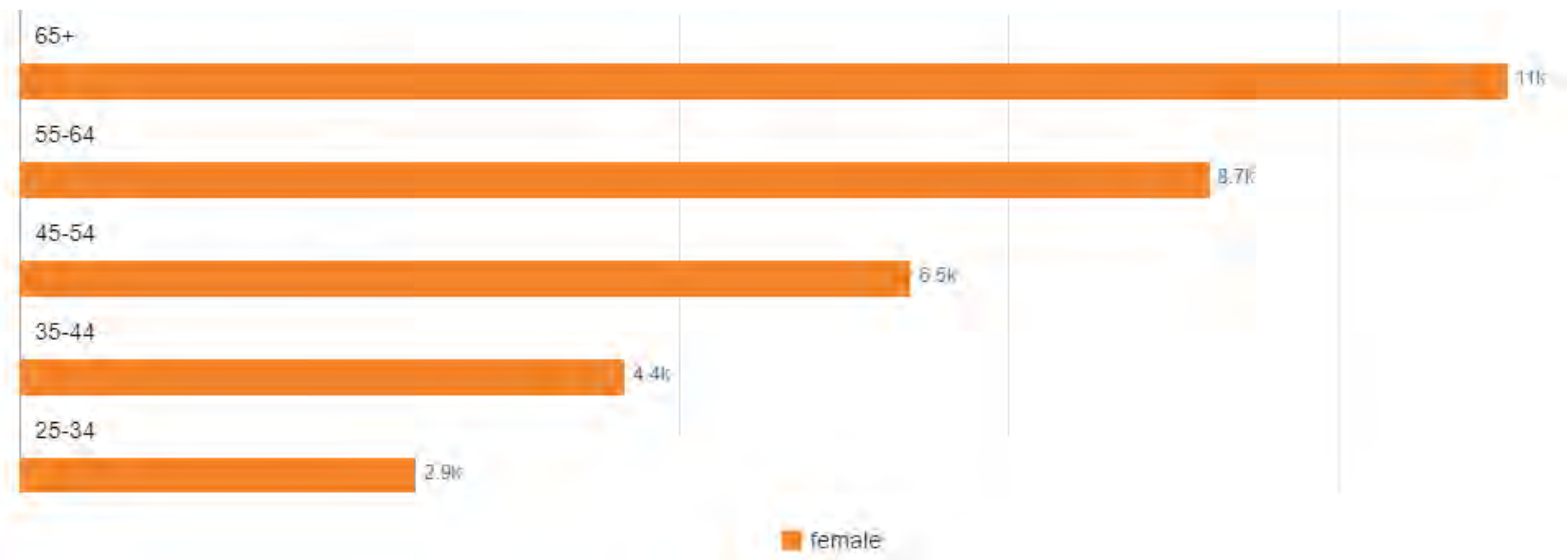
# Social Media: Audience Performance Insights

**Women 55+ accounted for 59% of the total link clicks.**

- Indicating they are moving into the consideration stage of the consumer journey taking the next steps in being proactive in learning more about cancer screening.
- Considering developing risk assessment, recommended to being with colon risk assessment.

**Women 25-34 need higher frequency in awareness build awareness and understanding of the importance of regular cancer screenings.**

LINK CLICKS BY AGE



# Social Media: Channel Performance Insights

The facebook delivery system works get ads in front of target users at the lowest cost.

- 97% of Social Media impressions were served on Facebook. Indicating Facebook is the optimal channel to reach Hispanic women engaged in the Facebook/Instagram network.

### PLACEMENT PERFORMANCE

Placement	facebook	instagram
feed	4.5m	119k
video_feeds	925k	-
instant_article	460k	-
marketplace	366k	-
facebook_stories	269k	-
instagram_explore	-	69k
instream_video	44k	-
instagram_stories	-	32k
instagram_igtv	-	953
search	952	-

← Feed was the top performing placement



# Social Media: Channel Performance Insights

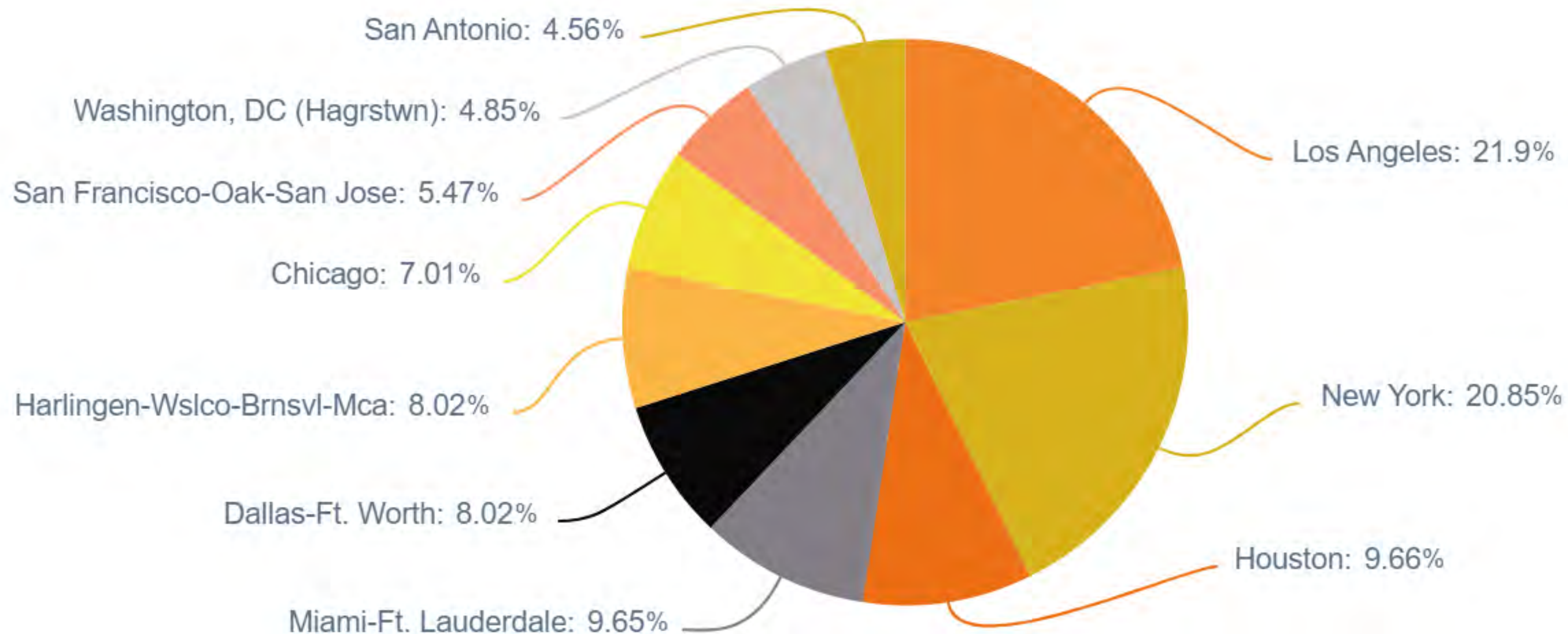
- When ads were delivered on instagram we saw stories being top placement for traffic engagement.
- To increase share of voice and engagement on instagram we recommend allocating a percentage of budget toward women 25-44

Publisher platform	Impr.	Link Clicks	CTR (Link Click-Through Rate)
instagram	219,727	383	0.17%
feed	118,642	170	0.14%
instagram_explore	68,556	30	0.04%
instagram_stories	31,576	176	0.56%
instagram_igtv	953	7	0.73%
	219,727	383	0.17%



# Social Media: Geo-Performance Insights

- Impressions were delivered nationally within key regions with high Hispanic populations. Our Priority states were AZ, CA, FL, TX
- Top served DMAs were New York, Los Angeles CA accounting for 43% of impressions served which have a concentrated hispanic population.
- Arizona did not receive as much impressions, as hispanic presence in this market is growing. To gain exposure in this state we recommend narrowing to Phoenix,AZ which data show hispanics presence is growing.



DISPLAY

# Display: Campaign Performance Insights

**REACH:**  
**3,250,939**

**IMPRESSIONS:**  
**6,150,643**

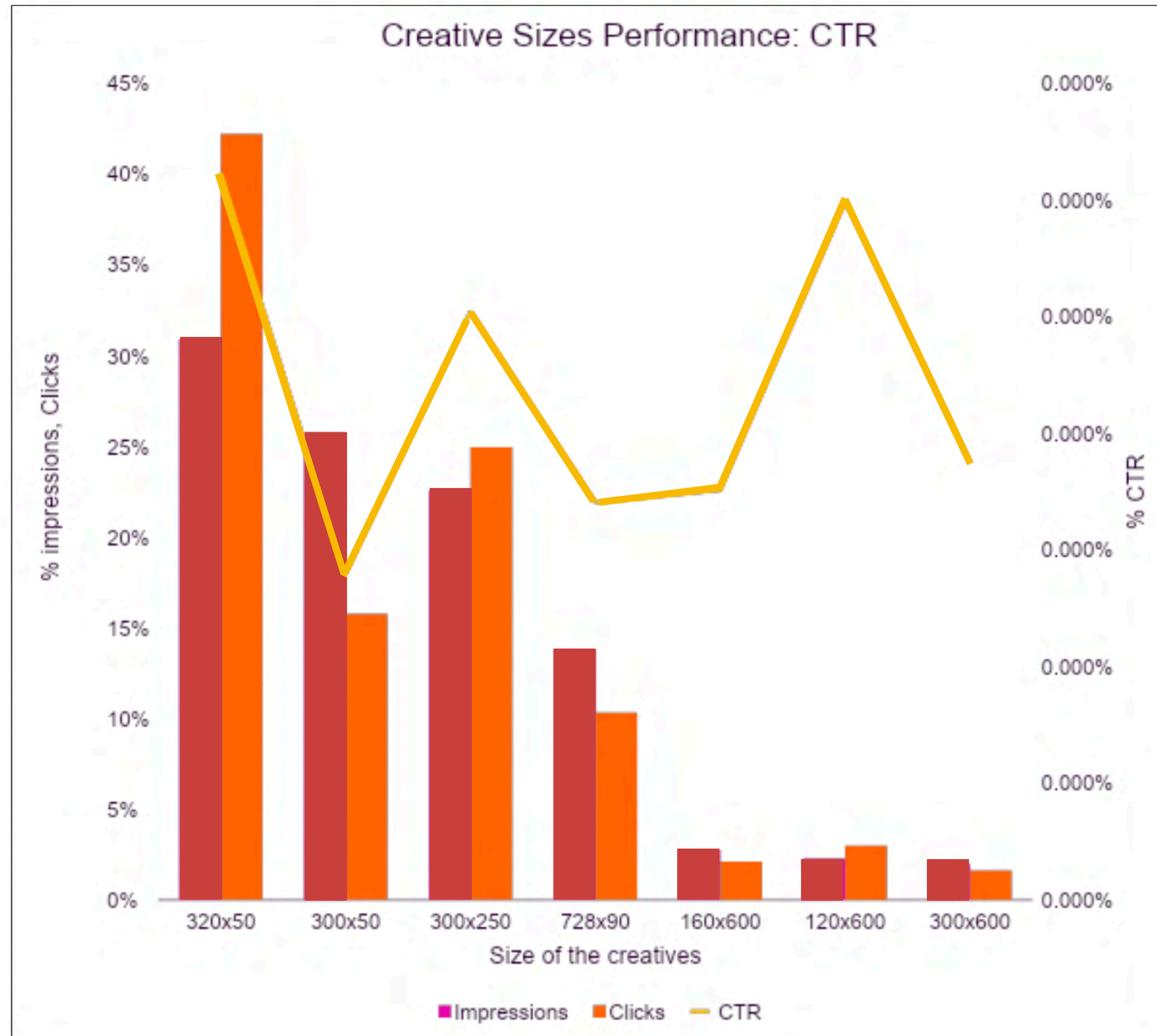
**VIDEO FULLY PLAYED:**  
**359,124**

- Display reached over 3,250,939 people delivering 6,150,643 impressions.
- Banner ads drove 87% of the total delivered impressions while videos drove 62% of the total clicks.
- Indicating banner ads were strong drivers in delivering the awareness of the importance of cancer screening while video placements assisted in driving consumers into the consideration phase leading them to visit the website to learn more.

## DISPLAY PERFORMANCE OVERVIEW

Placement	Impressions	CTR	Clicks
HCN_Video_Package	799,566	0.62%	2,536
HCN Banner Package	5,351,077	0.06%	1,578
Total	6,150,643	0.14%	4,114

# Display Banners: Creative Performance Insights



## TOP PERFORMING UNIT



- The top performing ad unit was 320X50, attributing to 43% of clicks.
- Impressions served on mobile devices account for 70% of the total in-banner impressions

# Video: Creative Performance Insights

- Barriers Video accounted for 68% of video impressions, attributed to algorithms predictability of view-thru rate.
- 72% of users fully viewed the video spots.
- We are saw a higher video completion rate VCR for the 15 sec. videos at a 75% completion rate vs a 68% VCR for the 30 sec.
- Whereas 30s videos are edging out in terms of CTR performance at .33% CTR versus .28% CTR for the 15 second videos

Row Labels	Impressions	Clicks	Video Started	Video Played 25%	Video Played 50%	Video Played 75%	Video Fully Played
Videos - Maria_Testimonial	158,681	532	158,998	138,765	129,752	122,740	116,162
Videos - Barriers Masters	338,252	1,126	338,867	295,210	273,760	257,367	242,962
	496,933	1,658	497,865	433,975	403,512	380,107	359,124



# Geo Performance Insights

State	DMA	% Impressions
Texas	Houston TX	10.55%
	Dallas-Ft. Worth TX	7.57%
	Austin TX	2.53%
	San Antonio TX	2.02%
	Harlingen-Weslaco-Brownsville-McAllen TX	1.20%
	Laredo TX	0.41%
	El Paso TX	1.08%
	Waco-Temple-Bryan TX	0.24%
California	Los Angeles CA	14.06%
	San Francisco-Oakland-San Jose CA	4.89%
	San Diego CA	1.87%
	Sacramento-Stockton-Modesto CA	1.78%
	Monterey-Salinas CA	0.34%
	Yuma AZ-El Centro CA	0.26%
	Fresno-Visalia CA	0.43%
Arizona	Tucson (Sierra Vista) AZ	0.61%
	Yuma AZ-El Centro CA	0.19%
Florida	Miami-Ft. Lauderdale FL	29.97%
	Orlando-Daytona Beach-Melbourne FL	9.07%
	Tampa-St. Petersburg (Sarasota) FL	5.71%
	West Palm Beach-Ft. Pierce FL	3.01%
	Ft. Myers-Naples FL	1.41%
	Jacksonville FL	0.77%

- Impressions were delivered nationally within key regions with high Hispanic populations. Our Priority states were AZ, CA, FL, TX
- Top served DMAs were Houston TX, Los Angeles CA, Miami-Ft. Lauderdale FL accounting for 55% of impressions served.
- Arizona received less than 1% of impressions, as hispanic presence in this market is growing.
- To gain exposure in Arizona among Hispanics we recommend narrowing target to Phoenix, AZ, which data show significant growing presence of hispanics.



# Audience Performance Insights

- We saw a higher reach in impressions, women 25-34 campaign delivering the message of the importance of regular cancer screenings.
- Similar to Facebook we saw higher CTR engagement for women 45+, indicating women in older bracket are in the consideration stage of the for the consumer journey, seeking more information as a result driving higher landing page visits than women 25-34 who may need higher frequency in awareness.

Age - IMPRESSIONS

Segment	Users
45 - 54	35%
25 - 34	45%
65+	20%

Age - LANDING PAGE

Segment	Users
45 - 54	60%
25 - 34	15%
65+	25%

# SPONSORSHIP

# Sponsorship Performance Insights: **La Red Hispana**

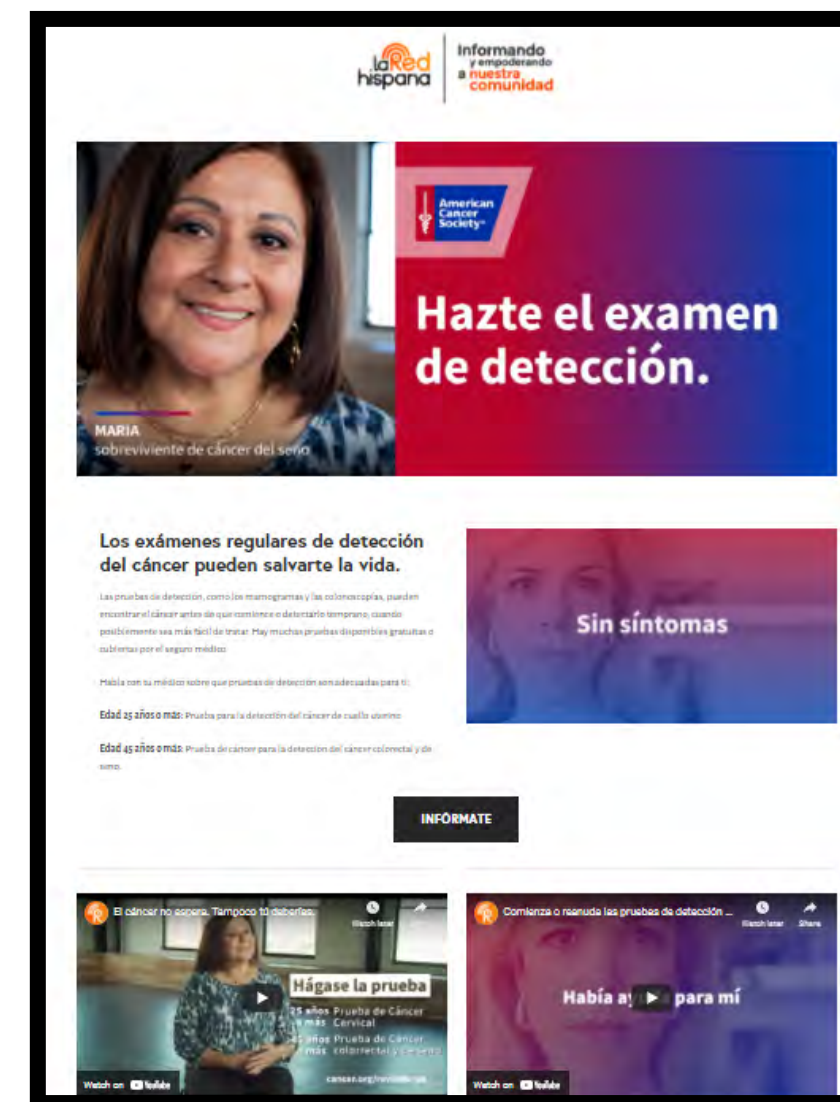


- Landing Page reached over 3,651 users .
- Average time on site was 1 minute and 35 seconds

**SESSIONS: 3,859**

**USERS: 3,651**

**AVG. TIME ON PAGE:  
1m 35s**



# Sponsorship Performance Insights: La Red Hispana

- Sponsorship ads have reached over 136,632 users via La Red Hispana Facebook page.
- CTR% performed at 1.43%, performing above the industry benchmark of 0.83% CTR



## CAMPAIGN PERFORMANCE

Campaign	Impr.	Reach	Frequency	CTR (Link Click-Through Rate)	Link Clicks	ThruPlays
ACS_Revisate_Ya_Traffic_LRH	457,018	206,166	2.22	1.43%	6,556	19,407

# KEY TAKEAWAYS + RECOMMENDATIONS

# Key Takeaways

- Campaign delivered **+81% impressions** from our target, attributed to additional negotiated added value impressions and optimized social media at a dynamic CPM.
- Intended target was achieved seeding education on cancer screenings.
- **46% of impressions were delivered to hispanic women ages 25-44** building awareness and understanding of the importance of regular cancer screenings at the initial recommended age for women to begin their breast, cervical cancer screenings.
- We saw higher volume of landing page visits from women 45+ indicating they are in the consideration stage of the for the consumer journey, seeking more information. **Women 25-34 need higher frequency in awareness** build awareness and understanding of the importance of regular cancer screenings.
- Diverse mix of creative assets static carousel ads, animated gif and videos enabled us to drive awareness and engagement.
  - Static banners and carousel ads delivered reach.
    - On social media carousel ad attributing to 39% of the delivered impressions on social media
    - On display banner ads drove 87% of the total delivered impressions
  - Longer format ad units delivered clicks & engagement
    - On Social Media **videos drove 69%** of the total link clicks.
    - On Display videos drove 62% of the total clicks.
- Impressions were delivered nationally within key regions with high Hispanic populations. Our Priority states were **AZ, CA, FL, TX**
- Top served DMAs were Houston TX, Los Angeles CA, Miami-Ft. Lauderdale FL and New York accounting for 55% of impressions served.



# Recommendations

- Consider running creative tailored to Instagram Stories
- Continue to run testimonial videos on social media to increase engagement
- Continue running diverse mix of creative.
- Consider static/short format creatives; carousel ads, banners, 6-15 second videos spots to drive awareness.
- Consider longer format creatives; videos 30 or 60 second video spots to drive traffic to the site.
- Create tailored creative message for each target cancer screening tests and age brackets
- Cervical: Hispanic, Spanish-preferring Women 25-54
- Breast: Hispanic, Spanish-preferring Women 40+
- Colorectal: Hispanic, Spanish-preferring Women 50+
- Develop risk assessment, recommended to being with colon risk assessment.
- To gain exposure in Arizona among Hispanics we recommend narrowing target to Phoenix, AZ, which data show significant growing presence of hispanics.





Q&A

# Our Team



# THANK YOU!



**Hispanic Communications Network | La Red Hispana**

786.512.4461 | [lina.cruz@hcnmedia.com](mailto:lina.cruz@hcnmedia.com)

[hcnmedia.com](http://hcnmedia.com) | [laredhispana.org](http://laredhispana.org)

# APPENDIX

# DISPLAY + SOCIAL MEDIA LEARNINGS

# Key Takeaways + Digital Learnings

## Display Banners & Videos Learnings

- Women in 45+ are in the consideration stage of the for the consumer journey, seeking more information as a result driving higher landing page visits than women 25-34 need higher frequency in awareness.
- Impressions served on mobile devices account for 70% of the total in-banner impressions.
- Banner ads drove 87% of the total delivered impressions while videos drove 62% of the total clicks.
- Indicating banner ads were strong drivers in delivering the awareness of the importance of cancer screening while video placements assisted in driving consumers into the consideration phase leading them to visit the website to learn more.
- Videos we are saw a higher video completion rate VCR for the 15 sec. videos at a 75% completion rate vs a 68% VCR for the 30 sec. Whereas 30s videos are edging out in terms of CTR performance at .33% CTR versus .28% CTR for the 15 second videos
- Impressions were delivered nationally within key regions with high Hispanic populations. Our Priority states were AZ, CA, FL, TX
- Top served DMAs were Houston TX, Los Angeles CA, Miami-Ft. Lauderdale FL accounting for 55% of impressions served.
- Arizona received less than 1% of impressions, as hispanic presence in this market is growing.

# Key Takeaways + Digital Learnings

## Social Media Learnings

- Intended target was achieved seeding education on cancer screenings. 46% of impressions were delivered to hispanic women ages 25-44 building awareness and understanding of the importance of regular cancer screenings at the initial recommended age for women to begin their breast, cervical, and colorectal screenings.
- Static/carousel ads delivered reach and engagement.
- Carousel Ad attributing to 39% of the delivered impressions
- Longer Format ad Units delivered clicks.
- Maria's testimonial video, attributing to 52% of the link clicks.