

DROUGHT MAILER CAMPAIGN OVERVIEW

DIRECT MAIL PIECE

Mail Tracking

Sent: October 6, 2021 | Received: October 8, 2021
Pieces mailed: 64,987 | Confirmed Delivery: 64,170
Delivery rate: 99%

Content (English and Spanish) included:

- Current drought conditions
- Top water-saving resources
- Drought ready tips
- SCV Water's planning and supply investments
- Share how you're saving
- Drought Survey (English/Spanish)



DIGITAL BOOST CAMPAIGN OVERVIEW

Campaign: Oct. 6 – Nov. 5, 2021

Digital Ads

Campaign Accelerator: 127,465
SocialMatch: 9,150
Social Media Follow-up: 15,210
Online Follow-Up: 124,358
TOTAL DIGITAL ADS 276,183

Engagements (ad clicks)

Campaign Accelerator: 517
Social Match: 30
Social Media Follow-up: 44
Online Follow-up: 11
TOTAL AD CLICKS 602

WEBSITE VISITORS 6,200

Digital Ads: 276,183
Mail Pieces*: 64,815
TOTAL CAMPAIGN ADS: 340,998

DIGITAL BOOST STAT STORIES

Digital Ads Pre-Mailer

SocialMatch

- **9,150 digital ads** were served through social media (Facebook and Instagram).
- The ads reached **7,074 people** on our mailing list.
- From those ads, **30 people clicked on an ad** and visited our website.

Campaign Accelerator

- **127,465 digital ads** were served through the Google Display Network.
- From those ads, **517 people clicked on our ad** and returned to our website.

Digital Ads Post-Mailer

(retargeting ads)

Social Media Follow-Up

- 5,600 website visitors identified to have FB/IG accounts.
- They were served **15,210 digital ads** through social media (Facebook and Instagram).
- From those ads, **44 people clicked on our ad** to take them back to our website.

Online Follow-Up

- After visiting our website, customers were served **124,358 ads** through the Google Display Network.
- From those ads, **11 people clicked on our ad** and returned to our website.

*Total mail pieces: Total # of addresses successfully uploaded for tracking.

DIRECT MAIL DIGITAL BOOST

What is it?

An engagement tool that uses print and digital ads to reach customers.

- Direct Mail + Digital Ads
 - 1 direct mail piece = 8-16 touches

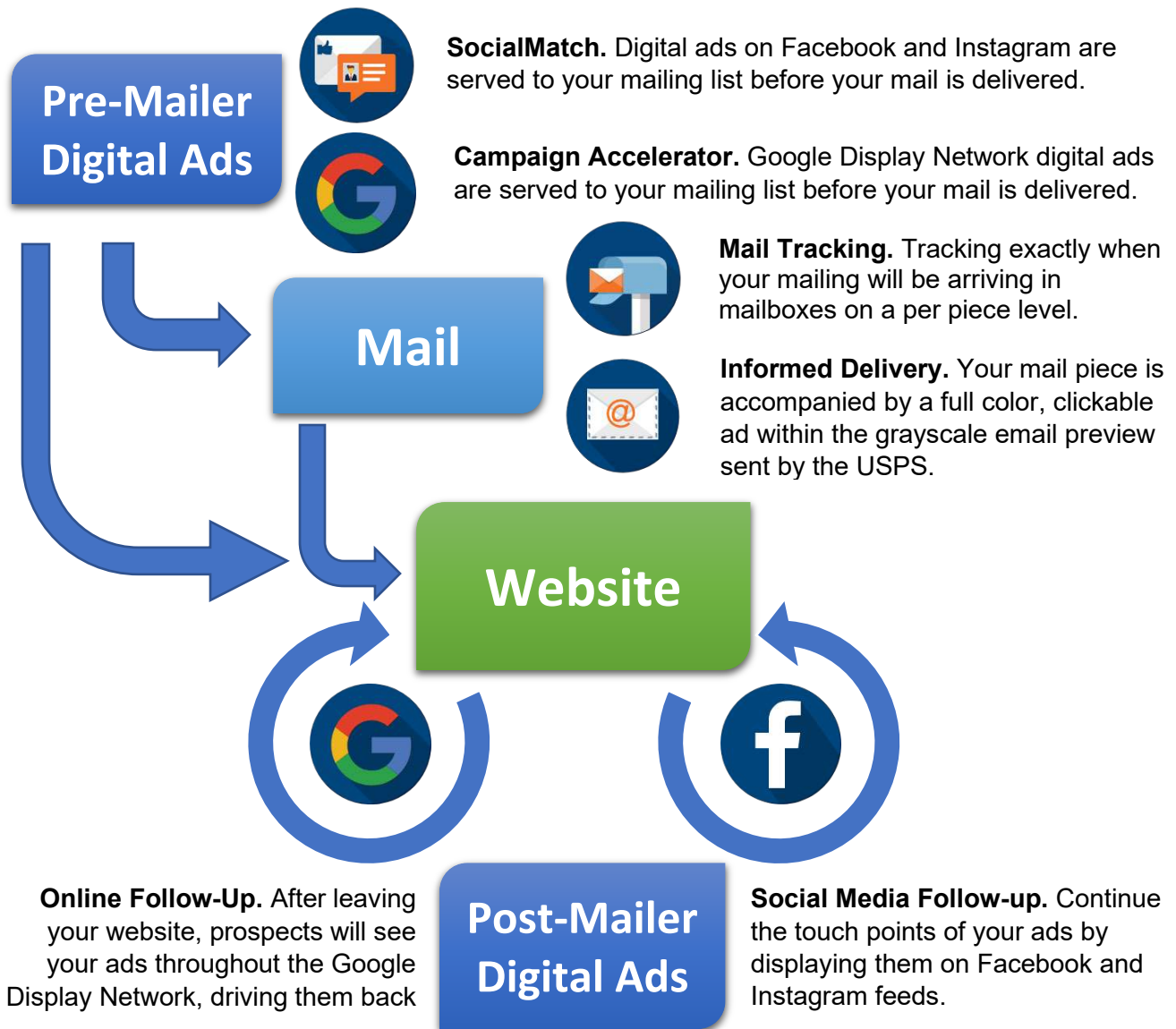
How does it work?

Customers receive direct mail and digital ads simultaneously. Multiple touch points increase awareness and potential for interaction.

- Campaign is tracked for 30 days (from date of mailing)

Features

Direct Mail Digital Boost is comprised of digital technologies geared towards getting you the best results. These technologies include:



Call tracking (all calls received as a result of the mailing) was an option available to us, but we declined to use it. We would have needed to use an 800 number or a local 661 number that was NOT our Customer Care or Conservation number. It was only good for the life of the campaign.