

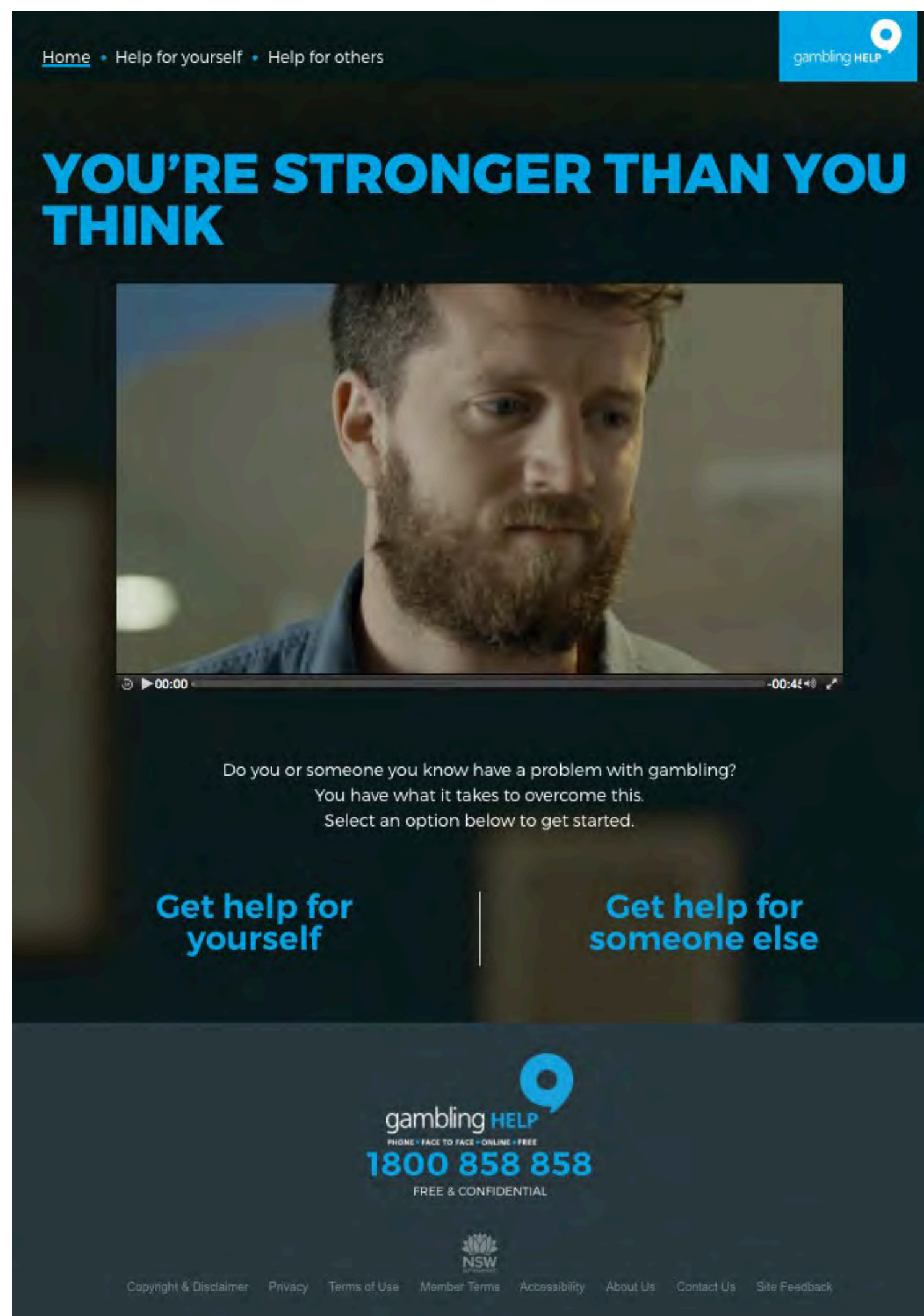
YOU'RE STRONGER THAN YOU THINK

Mid Campaign Analysis

OCTOBER MINI UPDATE



Friday 7th October



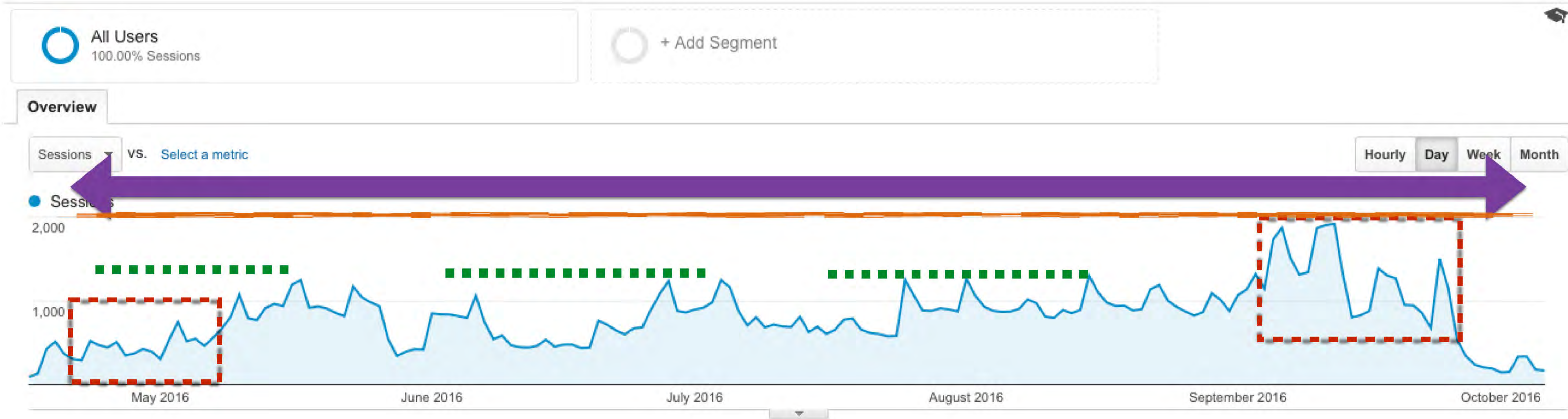
We implemented a NEW landing page that sits outside of the Gambling Help website to capture campaign traffic and direct consumers to help actions using very clear and simple signposting.

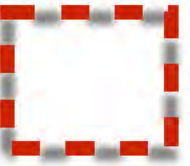



We removed the CTA and Links to the Gambling Calculator and Take the Quiz due to low performance in first half of the campaign. The best performing CTA was 'Reach out now'. This also provided rationale for the click through links on the landing page – people clicking on our campaign were seeking help in some way, so lets make it easy for them.



Three creative executions ran in market from September 13th - Generic/Sport/Job.

Reviewing overall website performance versus channel mix - 2016



-  TV – 2x 3 week burst
-  Radio – 2x 4 week bursts (a 4th to come)
-  Digital - always on
-  OOH - finishes

HIGHLIGHT

Peak traffic and best performing week was reached during the 2nd TV burst. Possibly due to the run up of the season end for NRL / AFL. Our previous peak during burst 1 was 1250 sessions, our most recent peak is 1922.

Micro look at total performance since new assets went live



HIGHLIGHT

Traffic remains consistently higher than previous months of campaign, which could be partly due to the outstanding performance of TV.

The analytics and measurements from here on in are based on a 3-week period so should not be compared to the last analytics report as like for like.

The shorter time frame also inflates average percentages, so again, like for like is not entirely possible.

There are some hypotheses in here that we are working further on to understand the click tags that were placed on the creative assets. To do this, we need to work with UM to get a greater understanding about the specific conversions, and what their results.

Further, we don't have access to the reporting data from UM that examines the specific engagement and conversions such as the link downloads.



IMPORTANT: The tagging placed on the campaign assets can track the whole consumer journey - the display ads in position 1, 5 and 6 are likely to be coming via the campaign landing page, however the analytics are report them as direct traffic.

It is positive to see that the landing page itself has +500 as a referral site, this is people who have perhaps been to the landing page previously and have returned at another time to engage. The significantly lower bounce rate from here could further support this hypothesis.

It is disappointing to still see a high bounce rate on the display traffic.

Source / Medium ?	Acquisition			Behavior			
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	
	16,676 <small>% of Total: 100.00% (16,676)</small>	78.44% <small>Avg for View: 78.41% (0.04%)</small>	13,081 <small>% of Total: 100.04% (13,076)</small>	85.34% <small>Avg for View: 85.34% (0.00%)</small>	1.41 <small>Avg for View: 1.41 (0.00%)</small>	00:00:48 <small>Avg for View: 00:00:48 (0.00%)</small>	
1. 1661254 / display	8,304 (49.80%)	88.44%	7,344 (56.14%)	96.72%	1.04	00:00:02	
2. (direct) / (none)	2,024 (12.14%)	84.34%	1,707 (13.05%)	76.09%	1.84	00:01:28	
3. google / cpc	1,541 (9.24%)	45.30%	698 (5.34%)	85.66%	1.42	00:01:08	
4. google / organic	1,250 (7.50%)	64.16%	802 (6.13%)	52.40%	2.76	00:03:19	
5. 1661259 / display	1,153 (6.91%)	59.24%	683 (5.22%)	83.52%	1.27	00:00:43	
6. 1660877 / display	999 (5.99%)	75.98%	759 (5.80%)	89.39%	1.15	00:00:51	
7. strongerthanyouthink.com.au / referral	522 (3.13%)	76.44%	399 (3.05%)	51.53%	2.34	00:01:56	
8. 1522981 / display	252 (1.51%)	80.16%	202 (1.54%)	65.87%	1.70	00:00:50	
9. problemgambling.gov.au / referral	81 (0.49%)	82.72%	67 (0.51%)	34.57%	2.80	00:03:13	
10. bing / organic	76 (0.46%)	69.74%	53 (0.41%)	52.63%	2.64	00:02:54	



Further analysis of the click tags needs to be undertaken to confirm the above hypothesis. LOUD will follow up with UM.

At this point, we don't have enough data to report on the individual creative assets. However, UM have provided the following statistics which shows a positive result.

- Over 500K views in total
- 16K of these have been completed views – 14K of which have been in the last 3 weeks alone since the 30” creative was introduced with subtitles.
- 90 likes
- 282 comments
- 135 shares

Note: We will provide a further update on the social component of the campaign once we have additional information from UM.