Reaching the Unassisted – Digital Outreach to Non-TANF Prospects

Evaluation of Learning Cycle 2

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OVERVIEW

The Digital Marketing grant program, sponsored by the federal Office of Child Support Enforcement (OCSE) within the U.S. Department of Health and Human Services' Administration for Children and Families, is a 24-month demonstration project with the goal of researching how digital marketing may help the child support program more effectively reach and serve families. In September 2018, OCSE awarded funds to 14 child support agencies to test digital marketing approaches and partnerships to reach parents that could benefit from child support services and create or improve two-way digital communication and engagement with parents.

This report outlines the social media advertising/digital advertising results and observations for Learning Cycle 2 of the campaign developed in support of the Digital Marketing Grant awarded to the California Department of Child Support Services. The advertising period for Cycle 2 ran for 8 weeks from Monday, January 20 through Sunday, March 15, 2020, in both English and Spanish.

The goal of Learning Cycle 2 advertising was to engage, educate and ultimately encourage eligible child support customers to open a case. The target audience was defined as non-TANF (not enrolled in Temporary Assistance for Needy Families) prospects who are single parents, both male and female, ages 18 to 40, with minor children in the household in the California counties of Del Norte, Imperial, and Merced. The identified counties' census data indicate significant numbers of single parent families who might need child support services but are not likely to be referred by TANF, as the percentage of "assisted" cases in these counties compared to their total caseload is low. This data was also cross-referenced, by percent of the population between ages 18-40 and by race/ethnicity, to identify counties with unique racial or ethnic demographics. Del Norte County was selected for digital media testing in indigenous populations, as it contains California's highest percentage of Native Americans.

This second intervention was intended to build upon observations and learnings from Cycle 1, continuing to test message variations for relevance to the audience as determined by level of engagement. Based on results of the first intervention, in which we discovered Yahoo Sports and ESPN.com in our top 10 performing ad placements, we added a test of male-focused imagery as a means of increasing male interaction with the program. In addition, we use contextual targeting during the first half of the ad cycle and behavioral targeting during the second half. Contextual targeting means targeting individuals based on where they are online (e.g. a single parenting website) and behavioral targeting means targeting individuals based on their online activity (e.g. searching for divorce lawyers). All ads included an embedded link to assist with the outcome measurements described below.

In addition, we added video to the advertising to follow up the discovery in Cycle 1 that the most popular outbound link for users on the landing pages was the video resource library and tested several actions to elicit a reason for the popularity of LinkedIn as an outbound link, also observed in Cycle 1. Cycle 2 also included a test of the effectiveness of a paid influencer outreach effort in Del Norte County, targeting tribal populations which are historically difficult to reach through traditional outreach methods.

As in Learning Cycle 1, outcomes were measured by impressions,[1] engagement,[2] website metrics,[3] case openings and call center data. Again, unique pages on the California Child Support website were created and made "non-searchable," meaning that any visits to the pages were attributable only to the links embedded in the ads. More specifically, we tracked how many times the ads were seen, whether they were "clicked" on by the target or "shared" by the target, meaning the target reposted the ad on their own social media account or sent the ad to others. We tracked whether targets visited the website via the ads and if they did, how long they spent there and where they went next. Concurrently, non-TANF case openings in the participating three counties were tracked and compared to a previously established three-year baseline and calls to both call centers and directly to offices were tracked and compared to a similar baseline. During the influencer campaign, we tracked shares and comments engaging with the influencer's posts on their chosen social media platforms. In addition, front line staff in the three county offices inquired about the source of information that motivated each walk-in customer to seek assistance.

BASELINE MEASUREMENTS ESTABLISHED PRIOR TO CYCLE 1

Before beginning advertising in Cycle 1, we established baseline metrics for call center activity, case openings, and website traffic. The baseline spreadsheet is available as Appendix 1. Google Analytics were collected on the existing child support website from the prior year and are available as Appendix 2.

Work began on a new website in February 2019, and review of the ongoing analytics for the old site resulted in actions to filter out traffic from Internet Protocol (IP) addresses for California Child Support Services state headquarters and all local child support offices. Website analytics after February reflect traffic ONLY from current and potential customers, external stakeholders and the public, and no longer include the activities of child support staff. Google Analytics from the old website with filters in place from February 8, 2019 through May 19, 2019, are available as Appendix 3.

The completely redesigned and mobile-responsive childsupport.ca.gov website went live on May 20, 2019. Google Analytics from the new website—still filtered to block internal traffic—from May 20, 2019 through August 19, 2019 (prior to Cycle 1) are available as Appendix 4.

A WORD ABOUT DIGITAL ADVERTISING

Digital advertising uses specialized computer systems and programs and vast databases of information gathered online about computer and mobile phone users' behavior, locations, interests, and preferences. This data does not usually include personally identifying information such as name, address, or phone number. Most people have heard of cookies which are bits of programmed text or code that remain in internet browsing logs after a person visits a website. These bits of information continue to track the person's online habits and generate data. This text/code is also used to improve the user's internet experience as a whole. Mobile apps and browser extensions also track activity.

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[1] Impressions indicate the number of times an ad appears on a user's screen.
[2] Engagement calculates the number of times a person likes or shares an ad or clicks through to a website or to view a video.
[3] Website metrics refer to measurements of traffic volume, time spent on the page, and actions/clicks made on a website landing page.

Overall, people using the Internet with any device to shop, read, access news, use social media, and watch videos, movies, or television, create data profiles that allow advertisers to target people as male or female, older or younger, employed or unemployed, married or single, with or without kids in the home, or interested in various activities (e.g., sports, sewing, cooking, etc.). Taken together, these factors allow advertisers to make highly informed speculations about what services and products match a person's needs and interests and to send, or *serve*, them ads. Consumers may see this as helpful or as overly personal and intrusive. Laws are being put in place regarding website and business obligations to advise consumers of such tracking and to allow consumers to inquire about and receive feedback regarding the information a company with which they have interacted may hold.

LEARNING CYCLE 2 ADVERTISING CAMPAIGN

Per the data referenced previously regarding county demographics, single parents were targeted with advertising in each of the selected county's geographic area as defined by zip codes (geo-targeting) on computers and mobile devices.

For Cycle 2, our display ad designs included motion graphic banners (rotating web banners), static banners, and videos in 9-, 15-, and 30-second formats. We developed ads which contained "gender neutral" messages that might appeal to both parents, and we developed sports-oriented ads with the theme "Get the Facts" which were designed to appeal primarily to males. Please see Appendix 5 for the Top Display Ad samples. The list of top websites where our ads were served and received the most frequent responses (click-throughs) is available on Page 11.

Our ads were developed and placed as follows:

- **DISPLAY ADVERTISING**: we placed our ads on websites that appeal to and are frequently used by single parents. These included local news sites, parenting blogs and sites, websites related to divorce law, family court/law, legal separation, and paternity testing, among others.
- **EXPANDED RE-TARGETING:** re-targeting was used across all types of advertising (display, search, and social) which means we re-marketed to people who were shown an ad but did not click-through to our web landing pages.
- **KEYWORD SEARCH ADVERTISING:** keywords including "custody rights," "family law," "legal separation," and "legal custody" were purchased on the top search engines (e.g., Google, Yahoo!, MSN, and Bing) during this cycle. We did not purchase the words that already bring Child Support Services to the top of the page organically including "child support," "child support services," "child support payments" and "child support office." Keyword prioritization is based on a list of search terms connected by process or association with child support program offerings. See Appendix 6 for the complete list of top performing keywords for Cycle 2.
- **SOCIAL MEDIA ADVERTISING:** we placed ads on Facebook and Instagram as in Cycle 1, however we added LinkedIn advertising. In Cycle 1, LinkedIn had appeared as a top exit destination from our campaign landing pages, and in Cycle 2 we tested two of the theories we developed to explain it: that this action might have been 1) an attempt to connect with a child support professional, along the lines of how WebMD connects doctors to potential patients, or 2) an attempt to review an ex's current employment. See Appendix 7 for social media ad examples including the LinkedIn Video ad.
    - **DEL NORTE INFLUENCER OUTREACH:** we identified individuals in Del Norte County who were active on social media, connected to relevant organizations within the community and "followed" by high numbers of social media users relative to the county population,

and requested that they post messaging related to Child Support Services on Facebook and Instagram. Please see pages 18 and 19 for a more detailed discussion of this approach and Appendix 8 for sample influencer posts.

- **VIDEO PRE-ROLL:** Since video appeared influential in Cycle 1, we developed video ads which were placed on pre-roll formats (pre-roll is the industry name for the short ads placed before the beginning of a requested video) such as YouTube, Hulu and other entertainment venues.

Again, our budget was split between desktop and mobile advertising:

- **DESKTOP:** desktop advertising means just that – paying for an ad to be delivered to a person while they are using a laptop or desktop computer as opposed to a mobile device. This includes both banner ads and keyword search advertising.
- **MOBILE:** mobile advertising is inclusive of iPhone, iPad, tablet, and Android platforms. Mobile banner ads and keyword search were both included in the advertising budget, providing the opportunity to reach our targets on a phone or tablet.

Mobile is rapidly becoming the dominant format for internet use in the under-40 demographic. Research concludes that between 2013 and 2019, desktop media consumption declined by around 11% while mobile media consumption increased by more than 130%, suggesting that our approach to further target mobile users should result in higher engagement.[4] We continued desktop advertising for this cycle in order to make comparisons between cycles, but we are considering reducing the desktop advertising budget for Cycle 3, particularly if the COVID-19 pandemic still applies and people have not returned to work.

LEARNING CYCLE 2 EVALUATION & RESULTS

Our report for Learning Cycle 1 indicated that website traffic reports showed extensive click-throughs originating from computers outside of the U.S. in countries known for malicious online activities; these are known as "bots." We were not targeting people from outside the three designated counties, thus the click-throughs from these bots were deemed invalid and not counted. To complete our reporting for Cycle 1, we estimated a 30% inflation in traffic based on what we could track from outside of the country within all traffic and we filtered the data accordingly. The evaluation and results of Cycle 2 support that the Cycle 1 bot activity was linked to the advertising efforts in Spanish. This will be discussed throughout the Cycle 2 evaluation.

Following are the delivery results for the eight-week campaign for Learning Cycle 2 from January 20 through March 15, 2020:

IMPRESSIONS & BUDGET

Impressions indicate the number of times an ad appears on a user's screen. Impressions are not action-based and are merely defined by a user potentially seeing the advertisement, which makes this the measurement of budget levels and potential for increased brand awareness. It indicates the number of times the ad was seen by users.

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[4] BroadbandSearch.net – "Breakdown of the Stats"

- The impressions delivered across all ad platforms were 3,712,482. The advertising budget was $39,000.
- Cycle 2 impressions ordered and delivered are lower than Cycle 1 (4,490,061) which is due to the new mix of media channels chosen as related to our goals.
  - Cycle 1 media channels were chosen for awareness (Display, Search and Social)
  - Cycle 2 media channels were chosen for education and engagement (Display, Search, Expanded Social with video and Pre-Roll)
- Cycle 2 budget was higher than the Cycle 1 budget ($32,800). For comparison, each budget was allocated as follows:

Media Channel	Cycle 1	Cycle 2
Display	$19,800	$11,700
Search	$5,500	$3,900
Facebook/Instagram	$7,500	$7,800
Social – LinkedIn	N/A	$3,900
Pre-Roll	N/A	$11,700
Total Budget	$32,800	$39,000

PLATFORM EVALUATION & CLICK-THROUGH RATE

Click-Through Rate (CTR) is a percentage measurement of how many times a person "clicks through" an ad to access a website compared to the number of times the ad was served or shown (impressions). CTR is a percentage measurement per 1,000 impressions.

Table 1. Platform Evaluation and Click-Through Rate

Medium*	Impressions Ordered	Impressions Actual	All Clicks	All Click Through Rate (CTR)	Completed Video Views	Web Link Clicks	Web Link (CTR)
Keyword Search	N/A	12,517	1,163	9.29%	N/A	N/A	N/A
Display	2,050,515	2,170,036	12,787	0.59%	N/A	N/A	N/A
Social Media	N/A	728,426	9,954	1.37%	20,400	3,575**	0.49%**
LinkedIn	N/A	115,641	452	0.39%	16,344	N/A	N/A
Pre-Roll Video*** (85% completion)	685,682	685,862	1,607	0.23%	N/A	N/A	N/A

*desktop and mobile advertising numbers are combined in this chart for all platforms
**on social media people can click on the ad visual OR a link provided in the text
***for pre-roll video, the standard measure of tracking is 85% video completion

As shown in Table 1:

- Keyword search performed very well with a CTR of 9.29% in Cycle 2 as compared to 5.55% in Cycle 1. The industry standard for customer services is between 2.4% and 3.7%. Performance beyond industry standard is, in part, a reflection of the fact that there are few options for child support services as compared to many options for other types of customer services, such as purchasing shoes.
- The average click-through rate for our traditional Display advertising was 0.59% which is an increase over Cycle 1 at 0.28%. This is good since the industry standard for customer services is 0.55%.
- Average click-through on the social media video ads was lower in Cycle 2 as compared to Cycle 1 with Web Link clicks at 0.49% vs. 0.88%. and All Clicks at 1.37% vs. 1.70%. However, we remain above the industry standard CTR on social media, which is 0.4% to 0.6%.
- LinkedIn had a strong click-through rate on the video ads at 0.39% where the average for the platform is 0.25%. There were also 16,344 completed video views which is a 39% completion rate.
  - The ads earned 56 positive reactions and 1,706 total engagements.
- Pre-Roll video, such as on YouTube or Hulu, had a click-through rate of just 0.23% which is below the average of 0.35%.

In addition to comparing ad performance across platforms, Cycle 2 also investigated the effectiveness of contextual and behavioral targeting. The comparison of the first four weeks of the campaign with contextual targeting vs. the second four weeks of the campaign with behavioral targeting reveals behavioral targeting is a stronger avenue. Click-through rates were higher during the second four-week period for Keyword Search, Display and Facebook/Instagram despite a lower budget/volume of impressions for each per Table 2 below:

Table 2. Click-Through Rates by Platform and Targeting Strategy

Platform	CTR First 4 weeks (Contextual)	Budget First 4 weeks (Contextual)	CTR Second 4 weeks (Behavioral)	Budget Second 4 weeks (Behavioral)
Keyword Search	7.99%	$2,318	11.11%	$1,582
Display	0.58%	$6,209	0.61%	$5,491
Social – FB/IG*	0.46%	$4,178	0.53%	$3,621

This evaluation is not relevant to LinkedIn and Pre-Roll video advertising since they are location specific on the internet and contextual by default.

While behavioral targeting has the edge, these two methods are usually used together in digital advertising as a best practice, particularly if the goal of a campaign is awareness.

Similar to Cycle 1, these data show that a portion of people who were served the ads clicked to the web landing page for more information. The fact that click-through rates for our ads were as high or higher than the industry standard on some platforms indicates that we had some success targeting individuals for whom child support is relevant. The data suggest which platforms and targeting strategies were most effective at spurring action among prospective customers and cost effective for the agency. The success of keyword search reflects its natural efficiency and pinpoint targeting – when someone searches terms related to a topic and a relevant ad shows at the top of the search results page, click-through is naturally high. In Cycle 2, we also reduced our keyword list to include more specific terms and

fewer general terms which increased our click-through rate. Please see Appendix 6 for the list of search words.

MESSAGE & CREATIVE EVALUATION

One of the goals of Learning Cycle 2 was to employ the Learn, Innovate, Improve model to continue to evaluate the effectiveness of various creative factors and build upon the learnings in Cycle 1. Based on gender indicators in the results of Cycle 1, we wanted to 1) test messaging we deemed of interest to both parents regardless of gender; 2) test messaging targeted to males/fathers; and 3) expand our use of video since the Child Support Services video library was a top click-through from the landing pages in Cycle 1.

MESSAGES

The easiest way to incorporate video into Cycle 2 was to use an existing video, so we evaluated the analytics of our video library hosted on YouTube to see which videos were most frequently watched in both English and Spanish. Based on our findings and on results testing messaging from Cycle 1, we defined our Cycle 2 messages as:

- WHY USE CHILD SUPPORT: list of reasons to use child support services (we do the work, we do the enforcement, court can be avoided, and obtaining court orders is less expensive than alternatives), and more narrowly,
- AVOID COURT: we can help you avoid going to court

For male/father targets, we also created a call to action to "Get the Facts on Child Support" using sports-related verbiage including "Avoid child support curveballs" and "Don't stand on the sidelines."

DISPLAY ADS

For Display advertising, motion graphic and static designs were developed for each of the two messages and sports-themed designs were developed for the male/father target (Figures 1 and 2):

- GENDER-NEUTRAL ADS:
  - The avoid court message used a graphic of a judge's bench with a gavel
  - The "why use child support" message utilized a type treatment/checklist (no graphic)
- MALE/FATHER SPORTS ADS: a graphic depicting baseball or soccer was paired with relevant copy

All visuals had the California Child Support Services logo rather than the county logos, and the same visuals were used for all counties. However, we created individual files for each county to allow for "tagging" so ads served in Merced linked to a web page referencing Merced County Child Support Services, ads served in Imperial linked to a web page referencing Imperial County Child Support Services, and so forth.

Figure 1. Gender-Neutral Ads (English and Spanish) – 2 versions for each county

Figure 2. Male-Oriented Sports Ads (English and Spanish) – 2 versions for each county

For our video ads, we adapted a video originally titled "Family Meetings" which focused on making child support agreements outside of court and named the adapted video "Avoid Court". A second video was also developed to address our goal of educating people about why to use Child Support Services (Figure 3).

Figure 3. Videos (English and Spanish) – 2 versions for each county

See Table 3 below where the percentage of ad clicks are measured among all the ad versions served in each county in order to evaluate which message or visual is performing best. Note that in testing which message or visual is most appealing, we rely on optimization. We control the ad rotation at the start of the campaign to ensure all ads are being circulated, but over time we allow the ad computers to "optimize" and serve the creative execution and/or message that is attracting the most engagement (click-throughs). Similar to our findings in Cycle 1, analysis of the click-through on the display ads is mixed and reveals that the message is likely driving the response more than the creative visual. The exception may be the male-targeted sports-themed ads, which revealed a slight preference for the soccer visual. However, if one compares the percentage of clicks between baseball and soccer within each county, the difference is modest. We also noted the very low level of interest in the sports-themed ads in Merced, receiving just 6% of the clicks among all the ads presented (2.7% + 3.3%).

Table 3. Click-Through Rate Evaluation (among all ads served in each county)

PERCENTAGE OF CLICKS ON DISPLAY CREATIVE - BY COUNTY, BY LANGUAGE

ENGLISH

		Del Norte	Merced	Imperial
Male	Baseball	23.2%	2.7%	32.2%
	Soccer	31.2%	3.3%	44.5%
Universal	Avoid	17.6%	43.8%	12.8%
	Why	28.1%	50.2%	10.5%
		100.0%	100.0%	100.0%

SPANISH

		Del Norte	Merced	Imperial
Male	Baseball	8.3%	18.2%	14.3%
	Soccer	8.1%	16.6%	22.9%
Universal	Avoid	44.3%	29.6%	28.6%
	Why	39.2%	35.6%	34.2%
		100.0%	100.0%	100.0%

Analysis of our messages across all Display ads within each county by language provides some insights into our gender evaluation.

English
- Del Norte – "Get the Facts/Soccer" had the highest percentage of all ad clicks at 31.2%
- Merced – "Why Use" had the highest percentage of all ad clicks at 50.2%
- Imperial – "Get the Facts/Soccer" had the highest percentage of all ad clicks at 44.5%

Spanish
- Del Norte – "Avoid Court" had the highest percentage of all ad clicks at 44.3%
- Merced – "Why Use" had the highest percentage of all ad clicks at 35.6%
- Imperial – "Why Use" had the highest percentage of all ad clicks at 34.2%

For English, the largest response to display advertising was to the sports-themed messaging in both Del Norte and Imperial County at 54.4% and 76.7%, respectively. Website analytics (discussed next) support

the hypothesis that the largest response was from males/fathers. In Spanish, the response was highest to the gender-neutral display ads, which based on the data from Cycle 1, and supported by website analytics, is more likely predominantly female.

VIDEO ADS

For Pre-Roll video, the advertising platforms allowed 15- and 30-second video ads and we ran only the "Why Use Child Support Services" message. As already indicated, our response rate was low for the pre-roll video ads which we attribute to a lack of interest in the child support topic on the platform. A lack of interest on the platform is likely due to that fact that people are focused on viewing or obtaining the information they were originally seeking in the first place on YouTube or other video platforms. We don't believe that a different video on our topic would have performed much better.

For the social media video ads, the "Why Use Child Support Services" performed best overall, receiving 59.9% of all clicks vs. the message of "Child support is complicated, you don't have to do it alone." However, when examined by language and length of video some other details surfaced: in Spanish, the 9-second video "Child support is complicated, you don't have to do it alone" performed the best across all counties. In English, the same video also performed the strongest in Imperial County, but the longer versions of "Why Use Child Support" performed the strongest by far in Del Norte and Merced.

This detailed data indicates that shorter videos earn the most click-throughs to a website–like a teaser– but once again this measurement must be considered within our Learning Cycle 2 goal for video views. Completed video views are a more important measure for this learning cycle. See Table 4 below for a breakdown of video ad completion by county.

Table 4: Video Complete Rate by County

	English (Completion Rate)	**Spanish (Completion Rate)**	**Total Website Link Clicks**
Del Norte County	0.34%	0.36%	724
Imperial County	0.58%	0.49%	1,560
Merced County	0.58%	0.54%	1,291

In considering the video completion rates above, remember that the goal of using video was for people to watch and learn more on the spot and not necessarily to click-through to the website. This highlights how we must evaluate all measurements in relation to our goals.

In addition to the website link clicks, the videos earned 317 engagements (saves, shares, reactions and comments).

TOP WEBSITES

Our Cycle 1 advertising effort helped us define which websites generated the most interest for our topic. We observed:

1. Mothers of very young children primarily responded to our ads from sites such as SheKnows, WhatToExpect, Parenting, and TheBump.

2. Yahoo Properties were at the top of the list including Y-mail, Good Morning America, and Y-Sports. We speculated that Y-Sports is male-oriented and noted that Bleacherreport.com was also among the top websites which inspired the idea for sports-themed ads targeted to males.

As such, the top performing websites in Cycle 2 mirror Cycle 1 since these were the sites that performed the strongest and created our baseline. As shown below, our strategy to add sports-focused sites to reach males was successful, as four new sports-related websites entered the list for Cycle 2 with ESPN.com coming in at number six. As a reminder, ad-serving computers sort and deliver ads in an effort to optimize and determine preference. Over time, websites that receive more responses are served more ads. The computer system continues to test variations over the course of the advertising time frame, but eventually finds an optimized balance and delivers the "best" ad on any given website based on what the system has learned.

1. Yahoo Properties: Y-mail, GMA, Sports
2. Google Properties: G-mail; Youtube.com
3. Sheknows.com
4. Buzzfeed.com
5. Accesshollywood.com
6. **ESPN.com**
7. Whattoexpect.com
8. Womenshealthmag.com
9. Kayak.com
10. Shape.com
11. Thebump.com
12. Parenting.com
13. Todaysparent.com
14. **Livescore.com**
15. Redtri.com
16. Womansday.com
17. **Bleacherreport.com** (#15 in Cycle 1)
18. Nbc.com
19. Abc.com
20. **Goal.com**
21. Accuweather.com
22. Amctv.com
23. Healthgrades.com
24. Huffingtonpost.com
25. **Flashscore.com**

We also noted that AMCtv.com was on the list for Cycle 1 (#19) and Cycle 2 (#22). AMC is a basic cable network channel founded on the genre of classic movies. In 2002, the network rebranded and expanded its format to include all genres and eventually developed some of the most popular original television series produced today including *Mad Men*, *Breaking Bad* and *The Walking Dead.* According to National Media Spots Inc., over 50% of those who watch AMC are between ages 18-49; 53% are male and over 35% have at least one child living with them. This knowledge and knowing that the network produces mature original programs provides some interesting insights into possible creative directions for Learning Cycle 3.

LANDING PAGE TRAFFIC (GOOGLE ANALYTICS)

From January 20 through March 15, 2020, the daily site user level to the English pages ranged between 35 and 305. For the Spanish landing pages, during the same timeframe, the daily site user level ranged between 25 and 215. Visitation spikes on the landing pages for both languages continue to happen mid-week, and we hypothesize that mid-week is when parents may focus on household management activities and needs to include child support. Website traffic baselines indicate much lower traffic on weekends at all times, not just during these advertising periods, and weekends may be reserved for family activities.

The figures that follow show these weekly web traffic spikes in the middle of the week (Tuesday through Thursday). The activity patterns are remarkably similar between the English and Spanish web pages and show when advertising levels were slightly higher as well as the sharp decline when advertising stopped. The continued low level of activity after the end of the ad campaign indicates that people *must have bookmarked the site* because the URL was only accessible through an ad and was not advertised or findable anywhere else.

Figure 4. English Landing Pages

Figure 5. Spanish Landing Pages

Cycle 2 landing page traffic is very modest compared to Cycle 1. During Cycle 1, we reported daily site user traffic to the English pages ranged between 222 and 967. For the Spanish landing pages, the daily site user level ranged between 267 and 1,737.

Spanish – **6.5x less traffic** in Cycle 2
Cycle 1 shows **45,813** unique page views on the landing pages
Cycle 2 shows **7,924** unique page views on the landing pages

<u>English – **3x less traffic** in Cycle 2</u>
Cycle 1 shows **28,754** unique page views on the landing pages
Cycle 2 shows **9,027** unique page views on the landing pages

The large difference in the volume of traffic between Cycle 1 and Cycle 2 partially indicates the extent of the bot infiltration in Cycle 1. Recall that we estimated the bot activity to be around 30% of all website traffic and reduced our Cycle 1 traffic reports accordingly. Given the difference we can see here, 30% was an underestimate. However, we must also recall the differing goals of Cycle 1 and Cycle 2. By focusing on video views on social media and with pre-roll advertising in Cycle 2, we chose not to promote a click to the web landing page. We promoted video views and education over web page visits.

Cycle 2 landing page traffic is compared to Cycle 1 in the Table below. There were 9,027 sessions for English pages and 7,919 sessions for Spanish pages, decreases of 68.6% and 82.7% respectively

Table 5. English vs. Spanish Landing Page Activity

Activity	English Landing Pages	Spanish Landing Pages
Sessions	9,027	7,919
Difference from Learning Cycle 1	-68.6%	-82.7%
Bounce Rate	87.86%	86.77%
Average Time Spent	2:57	2:14

- Overall, Spanish landing pages received 12% less traffic than the English landing pages. However, the Spanish pages received higher traffic in Imperial County compared to the English pages (see below). This may be attributable to the higher percentage of Spanish speakers located in Imperial County compared to Del Norte or Merced.
- We observed that the overall volume of traffic on the main site was higher in Cycle 2 (Jan-Mar 2020) than it was in Cycle 1 (Aug-Oct 2019), supporting our knowledge that separation/divorce actions are highest Jan-March each year.[5]
- As already mentioned, website activity continues to be sharply focused during the week (not the weekends). This knowledge can help us prioritize when to serve our ads for budget efficiency. We ran our ads on the weekends for both Cycle 1 and Cycle 2, but could consider a reduced level on the weekends since we know activity is happening more often during the week.
- 87.86% bounce rate for English pages and 86.77% bounce rate for Spanish pages.
    - Bounce rate in Cycle 2 was slightly lower on the English pages and slightly higher on the Spanish pages as compared to Cycle 1. The difference is small.
- Average time spent on English pages was 2:57 and 2:14 for Spanish pages.
    - People spent 13% more time on the English landing pages compared to the Spanish landing pages.
    - Visitors spent less time on the landing pages overall compared to Cycle 1. This may be because some people arriving at the landing page had already viewed a video on social media or as pre-roll and did not need to view either video again.

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[5] https://doyledivorcelaw.com/time-year-divorces-happen/

Table 6. Landing Page Breakdown by County

County	English Landing Page Sessions	Spanish Landing Page Sessions
Del Norte County	2,833	1,995
Imperial County	3,512	3,216
Merced County	2,682	2,708

- Landing page breakdown by county:
    - Del Norte County – 2,833 sessions for English pages and 1,995 sessions for Spanish pages
    - Merced County – 3,512 sessions for English pages and 3,216 sessions for Spanish pages
    - Imperial County – 2,682 sessions for English pages and 2,708 sessions for Spanish pages.

In Cycle 2, we were able to code the "action items" on each landing page and track where people clicked after arriving. The goal was to provide us with insights and direction for Cycle 3 planning. Below is a sample landing page with red arrows showing the locations on the page that we coded, so we could track where visitors clicked.
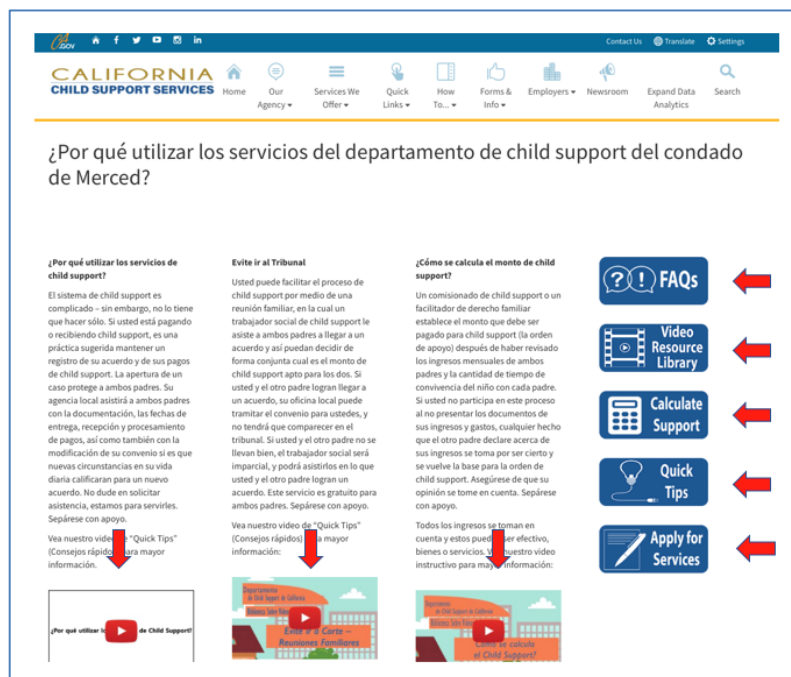
In all counties and in both languages, the top action was to view the "Why Use Child Support" video. This may reflect the placement of the video at the bottom left of the first column which is the natural first column to read and on a mobile device, it is the first video presented.

The second action in both Merced County and Imperial County in both languages was to click the "Calculate Support" button. In contrast, on both the English and Spanish Del Norte landing pages, the "Calculate Support" button ranked fifth of all actions. The second action in Del Norte County was to watch the "Avoid Court" video. It would take further research to elicit a provable reason for this

difference, but there are several theories that will be kept in mind to test in Learning Cycle 3. See Appendix 9 for detail on the Top Landing Page Actions taken on each landing page.

For additional metrics, we tracked call center data and case opening data for the grant counties during the intervention period and compared them to a three-year baseline previously established for reference. Appendices 10 and 11 show a continuing overall decline in call center contacts and case openings, continuing the national trend that informed the funding of this grant. It is important to remember that COVID-19 had not caused shutdowns in any counties at the time of the intervention, and no offices were closed. Please note that the small upticks in both call center numbers and case openings in March cannot be attributed to intervention activities as the baseline has established an annual increase in March activity in both data sets due to levels of divorce filings in the state of California.

LINKEDIN

For Learning Cycle 2, we proposed several adjustments to define, and if possible, fix or build on, the reason LinkedIn was a top outbound link as measured in Cycle 1:

1. Communicated legitimacy of the advertising and website by adding the California Child Support Services official type treatment logo at the top of all landing pages—to address if people were clicking on LinkedIn in Cycle 1 to legitimize the website.
2. Reduced the chance of accidental clicks from the landing pages to LinkedIn by removing the social media icons/links from the top of the page to prevent possible accidental clicks on the LinkedIn icon.
3. Created a page header/cover image at the top of the LinkedIn page that looked like our advertising and suggested that people could click through to the website. This linked to the landing page corresponding to the clicker's county during the intervention to measure if people use LinkedIn to seek child support services, perhaps related to finding a caseworker or contact information.
4. Advertised on LinkedIn to measure quality and level of response.

Our discovery was that LinkedIn was no longer recorded as an outbound link from any landing page during Cycle 2. We believe this validates the theory that the clicks were accidental, since moving the icon (a BIG change on mobile layouts) completely eliminated this result. In addition, there were no clicks to the landing pages from page header/cover image we created on LinkedIn. Engagement on LinkedIn was confined to watching the video ads and clicking on those ads. This distinction demonstrates that people do not use this platform to actively seek child support services.

However, we consider this exploration a happy accident, since our investigations surrounding LinkedIn led us to consider it as an advertising platform and our ads performed very well. Impressions rose as

high as 6,000 in a single day, averaging between 3,000 and 4,000 (normal page visits average 25 impressions a day). See Figure 6 which shows Organic vs. Sponsored impressions. The LinkedIn video ads had a very strong click-through rate at 0.39% where the average for the platform is 0.25%. There were also 16,344 completed video views which is a 39% completion rate, and the ads earned 56 positive reactions and 1,706 total engagements.

Figure 6. Organic vs. Sponsored Traffic on the California Child Support LinkedIn Page
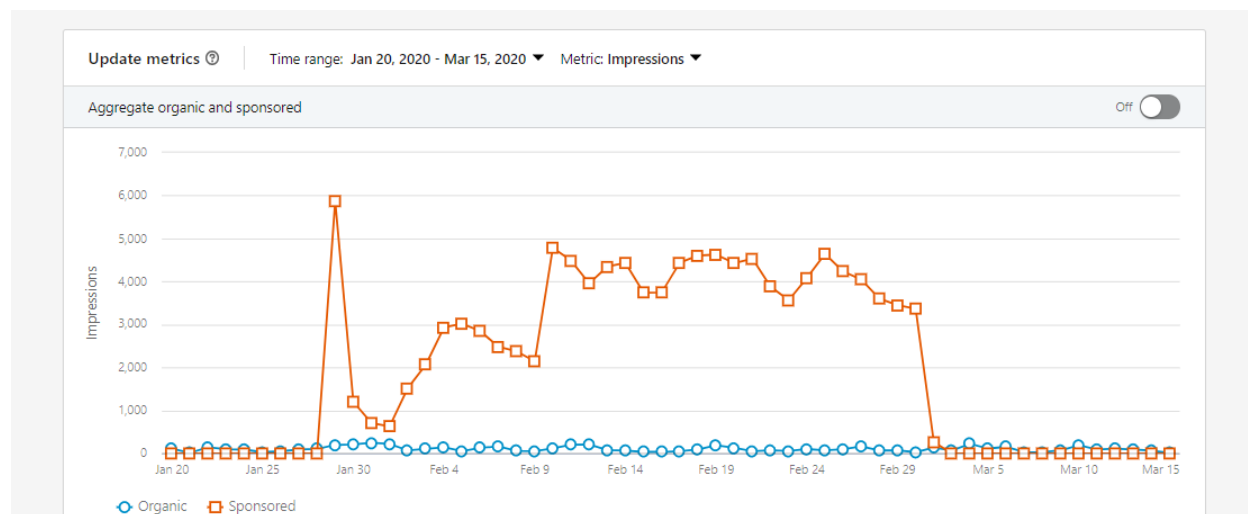
Overall traffic on California Child Support's LinkedIn page increased by 327% for the eight weeks of our intervention as compared to the eight weeks prior. In addition, LinkedIn monitors traffic on the site by job function/sector (i.e. Research, Sales, Engineering, etc.). The top job sectors tracked during the intervention were Information Technology, Sales, Engineering and Business Development. The visitors to these sectors increased significantly, with Sales and Engineering increasing seven-fold. Further, job sectors not previously tracked on the site entered the list and then departed after the ad intervention including Support, Legal and Marketing.

This marked level of increased activity during our intervention and job sector insight informs us about our non-TANF prospects and may inform our outreach in Cycle 3. While relatively expensive, LinkedIn advertising offers a target rich environment with over 50% male users, and more than 80 million millennials use LinkedIn on a regular basis allowing us to reach individuals for whom this information is relevant, even though they are not seeking information about child support services specifically from this site.

Figure 7 below compares desktop and mobile traffic on California Child Support's LinkedIn page for the time period before our campaign, during our campaign, and after our campaign. Mobile traffic exceeded desktop traffic during our advertising intervention and indicates that mobile usage of LinkedIn is high and a relevant place to advertise our topic.

Figure 7. Desktop vs. Mobile Traffic on the California Child Support LinkedIn Page

Desktop vs. Mobile Traffic – before advertising campaign

Desktop vs. Mobile Traffic – during advertising campaign

Desktop vs. Mobile Traffic – after advertising campaign
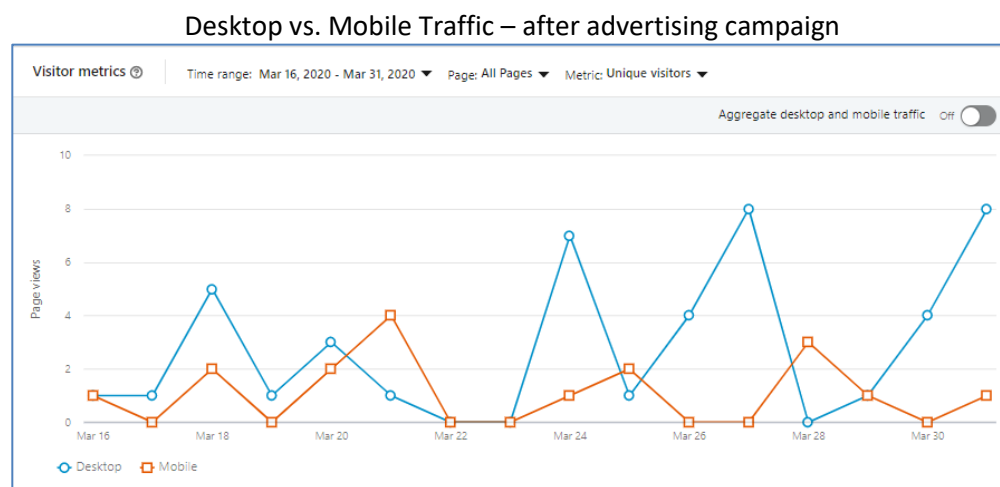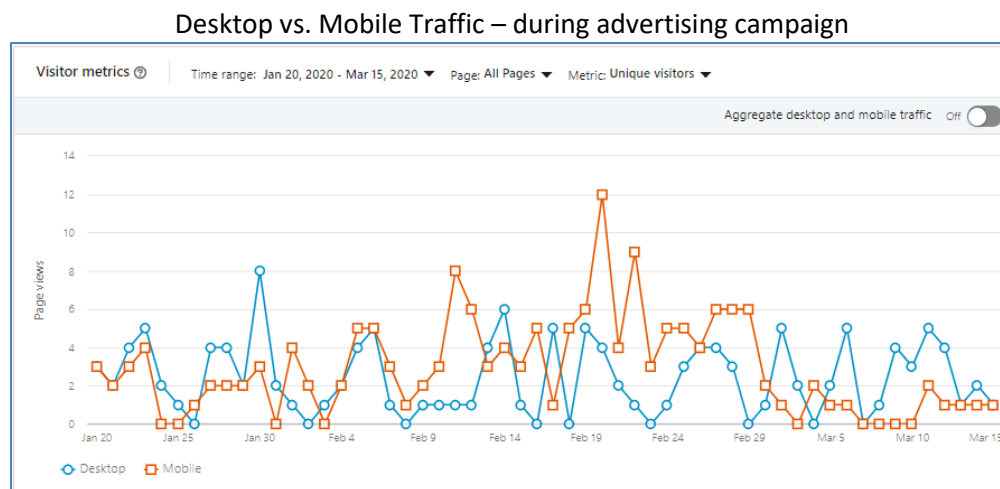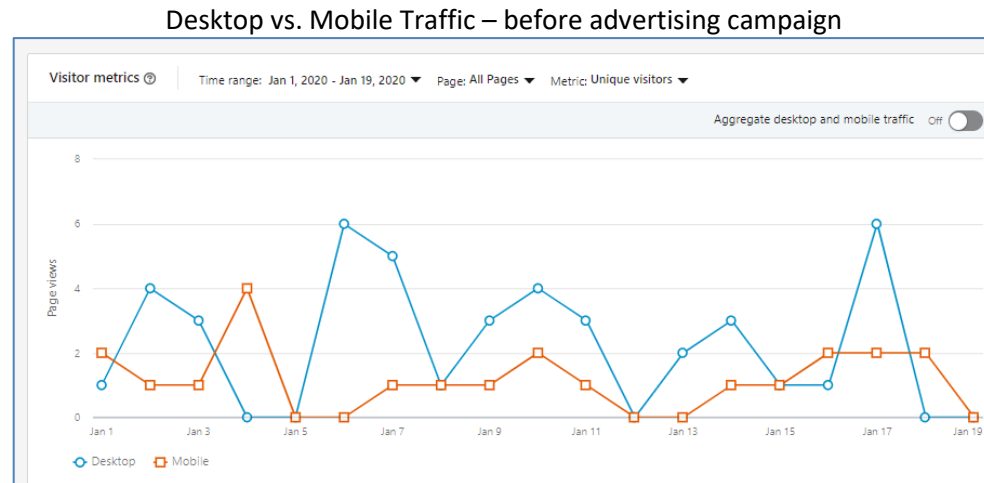
SOCIAL MEDIA INFLUENCER OUTREACH

A social media influencer campaign is a hybrid of old and new marketing tools, taking the idea of the celebrity endorsement and placing it into a modern-day advertising campaign on social media. The goal is to reach our audience on social media through an individual who already has an established relationship with them to positively influence their perception and increase their knowledge about the role of child support services and how these services can help. Basically, Child Support Services wanted to reach parents in Del Norte County who were already following a local person of influence on a social media channel and provide them with information, because this is different from Child Support Services speaking for themselves.

Our strategy was to identify potential influencers in Del Norte County with a personal or professional tie to parent networks. We originally identified three influencers by reviewing social media accounts on Facebook, Instagram and Twitter, but we finalized two relationships. One of the goals of Cycle 2 was to reach the Native American community in Del Norte County knowing that this might be a challenge. We were only moderately successful at reaching our goal as we identified one person, but we think this is a path worth exploring if an agency has a need to reach this target. It may also be possible to identify influencers who are not Native American themselves but are active both online and in the community.

- Jude Marshall, Community Nutrition Manager at United Indian Health Services
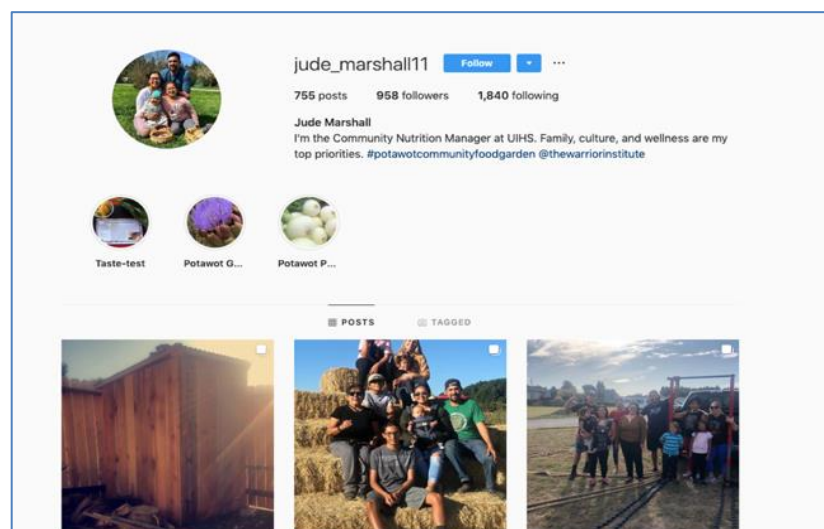
- Kyoko Apperson, Board Member of the Del Norte Child Care Council, mother, photographer, and business owner.

Jude posted twice on Facebook and Kyoko posted 4 times; Kyoko also made 2 posts on Instagram. These influencer posts received more than 178 likes, 25 shares and 4 comments which were all positive. For a county the size of Del Norte (population +27,000) these are encouraging numbers.
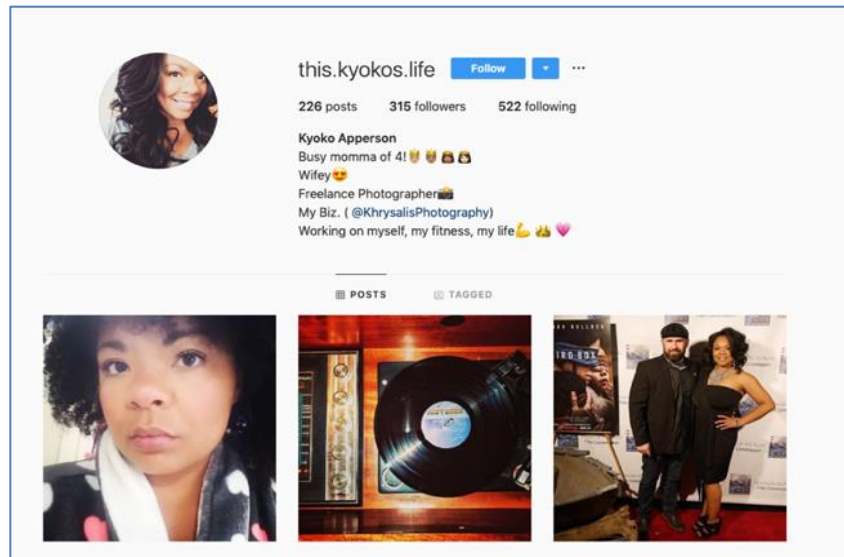
LEARNING CYCLE 2 CONCLUSIONS & RECOMMENDATIONS

Overall, we generated much less activity and traffic to our landing pages, even aside from the bots that inflated our traffic numbers for Cycle 1. Unfortunately, the true extent of the bot inflation in Cycle 1 cannot be definitively determined vis a vis the reduced level of traffic that was expected in Cycle 2 since our focus was on engagement/video completions and not clicks to the landing pages. We have gained insight into how to best balance our budget in the future pending final determination of the Cycle 3 goals:

- Keyword Search was the strongest platform, followed by Display Advertising
- Display Ads performed very strongly and were budget-efficient
- LinkedIn earned excellent engagement levels for the minimal amount of budget allocated
- Video Pre-roll was not an effective use of budget based on performance compared to cost

While not significant, the "Why Child Support" message generated the most activity, and the "Avoid Court" display ad performed well among males/fathers. Our generalized success in generating interest as measured by video views, likes, shares and clicks to our web landing page and lack of a strong preference for one message over another in both Learning Cycles indicates that these are consistent topics of interest for our targets:

- The soccer ad targeted to males/fathers generated a bit more interest than the baseball ad, which is interesting because in hindsight, the baseball ad should have been clearer to people since the copy directly used the words "child support" and the soccer ad did not. The soccer ad only had the child support logo to inform the ad topic and people may have expected something other than what they got when they clicked through.
- Given the performance of the sports themed ads targeting males and our relative success with earning these engagement/clicks, we are considering expanded goals for reaching males in Cycle 3, hoping to elicit the best call to action for a male/father.
- The repeated inclusion of AMCtv.com on the list of top websites should be considered for possible implications in future.

- Video ads were well received on social media, but the nature of social media requires more frequently varied content. Running an ad for no more than two weeks is recommended.

Consistent with the results in Cycle 1, analysis of all the ads shows the most engagement and strongest click through rates on the mobile ad size, 300 x 600. Therefore, Cycle 2 solidifies the recommendation that ads be developed for mobile first.

While our influencer effort was very modest in a low-population location (Del Norte County), the absence of negative comments when the information was provided reveals that social influencers may have a unique voice in the community and the tone of discussion about child support online can be much less negatively charged compared to usual. We did not ask our influencers to engage with parents, but to provide information to the community in an authentic way. Given that California Child Support Services regularly posts on social media and regularly manages negative sentiment, our effort demonstrated that it's very different and likely very valuable for someone else to speak on behalf of Child Support Services. We prepared a detailed protocol for our two influencers in the event they needed to address any naysayers or complaints in their social feed, and it wasn't needed.

LEARNING CYCLE 3 PLANS

Learning Cycle 3 was initially planned for August-October 2020, but we have delayed to January 2021 for several reasons:
1. Messaging competition with the launch of a new state program in August 2020 in conjunction with Child Support Awareness Month.
2. Messaging competition in a presidential election year plus higher advertising costs during this time frame.
3. Public distraction related to COVID-19 and possible delays in people deciding to separate during this time frame due to financial concerns, job loss, and/or family healthcare needs. COVID-19 may still be a concern in January 2021, but the other factors will be eliminated.

Goals need to be determined closer to the time frame, but suggestions and considerations include:
- Confirm actions to best fulfill the dual goals of awareness and engagement
- Test a plan for refreshing social media ads more regularly and promote more sharing of our messages, to elicit best practices moving forward
- Distance the perception of "government interference" with a call to action using the consumer-friendly URL HelpWithSupport.com in lieu of childsupport.ca.gov.
- Further exploration of messaging designed to engage males/fathers
- Consideration of messaging targeting viewers partial to AMC network programming
- A tighter advertising time frame of 6 weeks
- Confirmation of best practices and positive results in an expanded influencer effort
- Further exploration of LinkedIn and what we might do with job sector insights

The ultimate goal of Learning Cycle 3 is to build on the learnings of the previous cycles and confirm actions and results in order to develop a solid "Digital Media Marketing Tool Kit" adaptable to other regions that can serve as a training and best practices resource for child support agencies nationwide.

APPENDICES

Case Openings – 2016

Trends - Case Openings

Legend: Del Norte, Imperial, Merced/Mariposa

Calls Offered – 2016

Trends - Calls Offered

Legend: Del Norte, Imperial, Merced/Mariposa
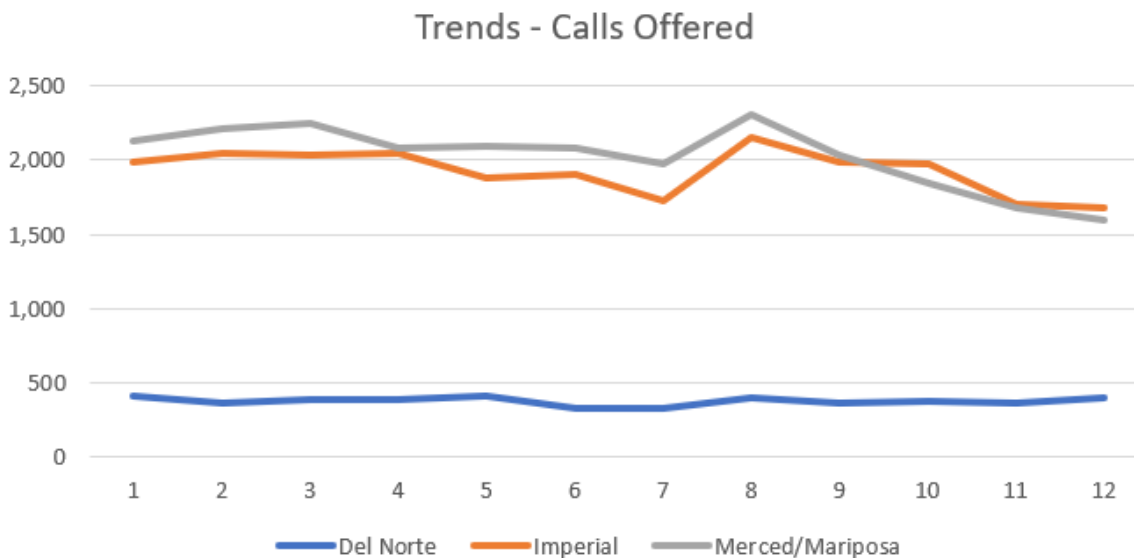
Case Openings – 2017

Trends - Case Openings

Calls Offered – 2017

Trends - Calls Offered

Case Openings – 2018

Trends - Case Openings

Legend: Del Norte, Imperial, Merced/Mariposa

Calls Offered – 2018

Trends - Calls Offered

Legend: Del Norte, Imperial, Merced/Mariposa
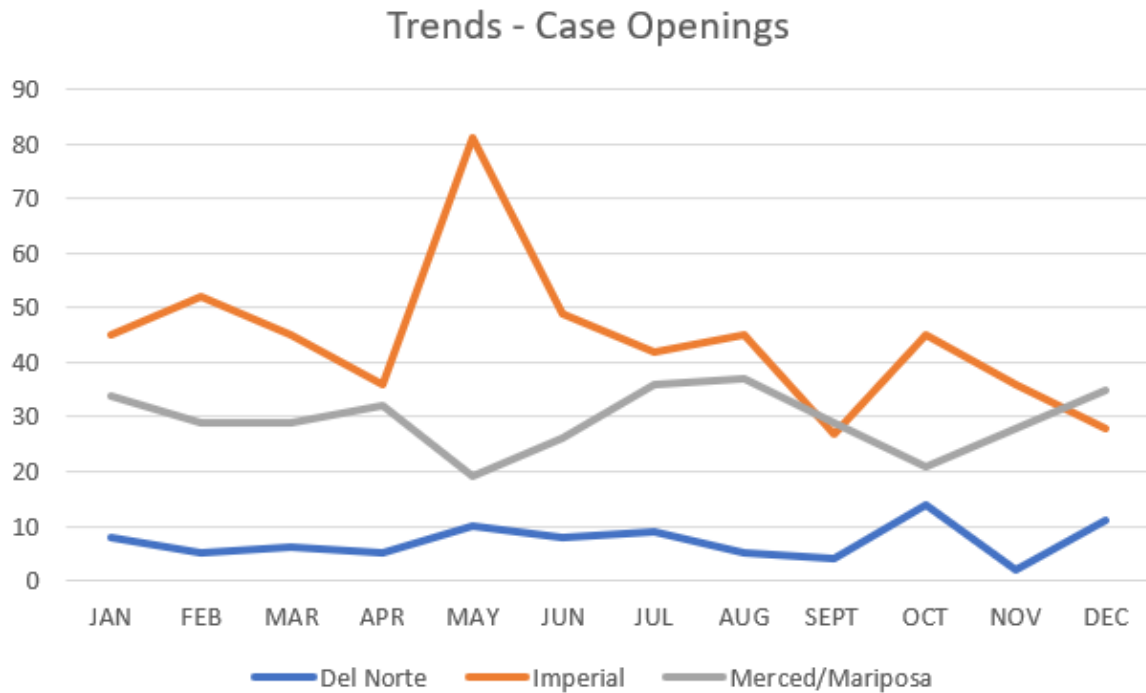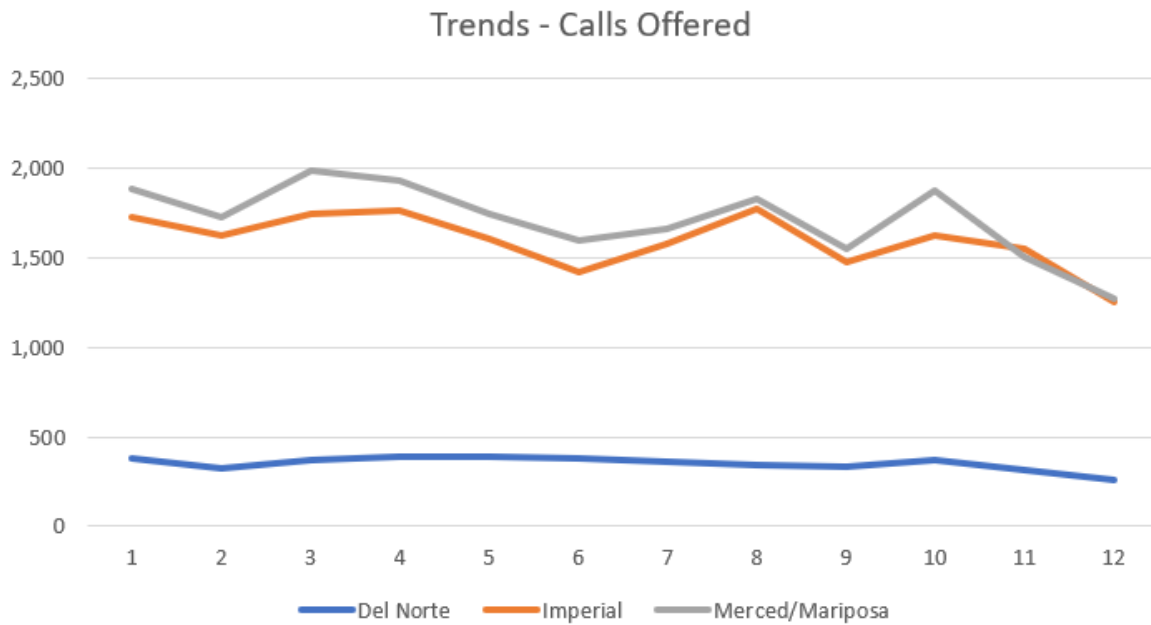
Appendix 2:
Website Google Analytics
Old website; only available Google Analytics – 2018

Total Traffic to www.childsup.ca.gov

Audience Overview

Users	New Users	Sessions
2,225,366	2,127,910	6,723,773

Number of Sessions per User	Pageviews	Pages / Session
3.02	15,257,309	2.27

Avg. Session Duration	Bounce Rate
00:01:31	44.49%

New Visitor 74%   Returning Visitor 26%
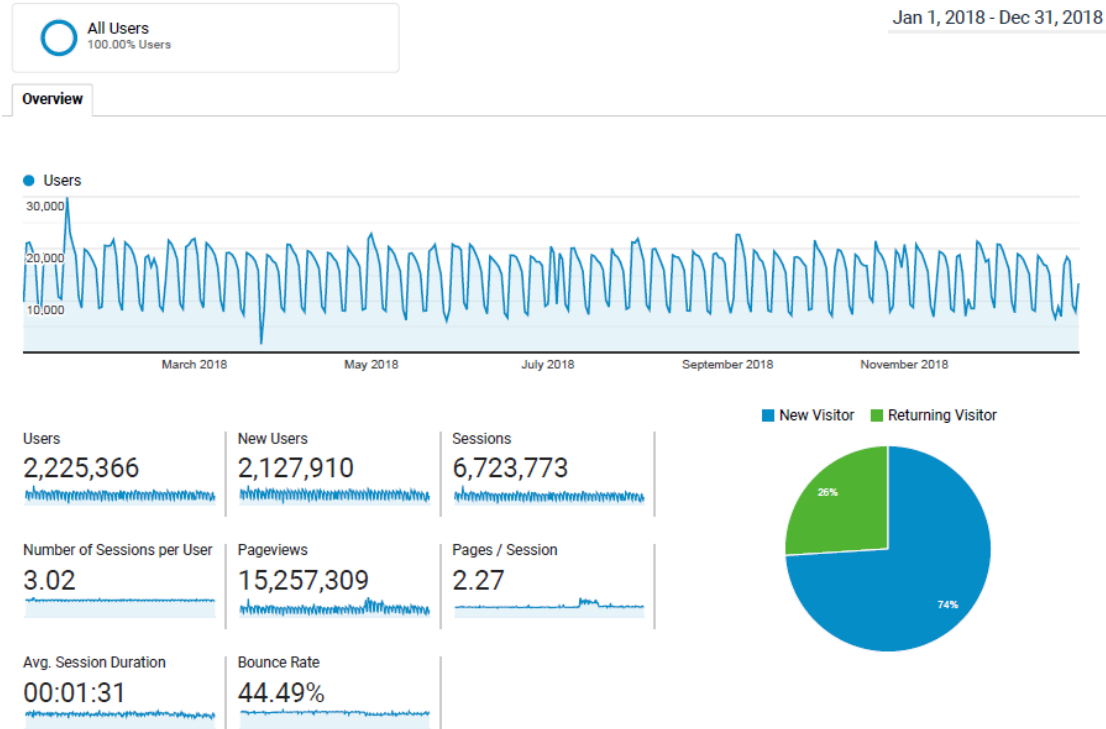
Top 10 Pages on www.childsup.ca.gov

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	15,257,309 % of Total: 100.00% (15,257,309)	11,629,053 % of Total: 100.00% (11,629,053)	00:01:12 Avg for View: 00:01:12 (0.00%)	6,723,229 % of Total: 100.00% (6,723,229)	44.49% Avg for View: 44.49% (0.00%)	44.07% Avg for View: 44.07% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1. Customer Connect	5,253,050 (34.43%)	4,452,647 (38.29%)	00:02:30	2,230,743 (33.18%)	79.89%	75.24%	$0.00 (0.00%)
2. California Department of Child Support Services > Home	3,073,247 (20.14%)	2,692,294 (23.15%)	00:00:23	2,469,965 (36.74%)	8.31%	11.20%	$0.00 (0.00%)
3. State Disbursement Unit (SDU)	2,745,816 (18.00%)	1,233,424 (10.61%)	00:01:12	784,941 (11.68%)	49.54%	34.63%	$0.00 (0.00%)
4. Calculate Child Support	739,368 (4.85%)	544,762 (4.68%)	00:02:50	416,686 (6.20%)	68.63%	62.80%	$0.00 (0.00%)
5. Payments	457,378 (3.00%)	366,239 (3.15%)	00:00:18	194,831 (2.90%)	6.62%	7.93%	$0.00 (0.00%)
6. Apply For Child Support Services	393,015 (2.58%)	268,011 (2.30%)	00:02:09	131,032 (1.95%)	56.11%	47.37%	$0.00 (0.00%)
7. LCSA Offices	316,845 (2.08%)	275,697 (2.37%)	00:01:56	21,210 (0.32%)	65.56%	46.09%	$0.00 (0.00%)
8. Custodial Party	181,371 (1.19%)	148,098 (1.27%)	00:00:28	15,354 (0.23%)	19.70%	7.60%	$0.00 (0.00%)
9. FAQs	141,761 (0.93%)	108,534 (0.93%)	00:00:34	31,801 (0.47%)	33.64%	15.86%	$0.00 (0.00%)
10. Definitions	139,900 (0.92%)	109,899 (0.95%)	00:01:43	31,324 (0.47%)	57.56%	46.14%	$0.00 (0.00%)

Appendix 3:
Website Google Analytics (cont.)
Old website; includes filter placement

Total Traffic to www.childsup.ca.gov

Appendix 4:
Website Google Analytics (cont.)
New website; includes filter placement; prior to Learning Cycle 1

Total Traffic to www.childsupport.ca.gov
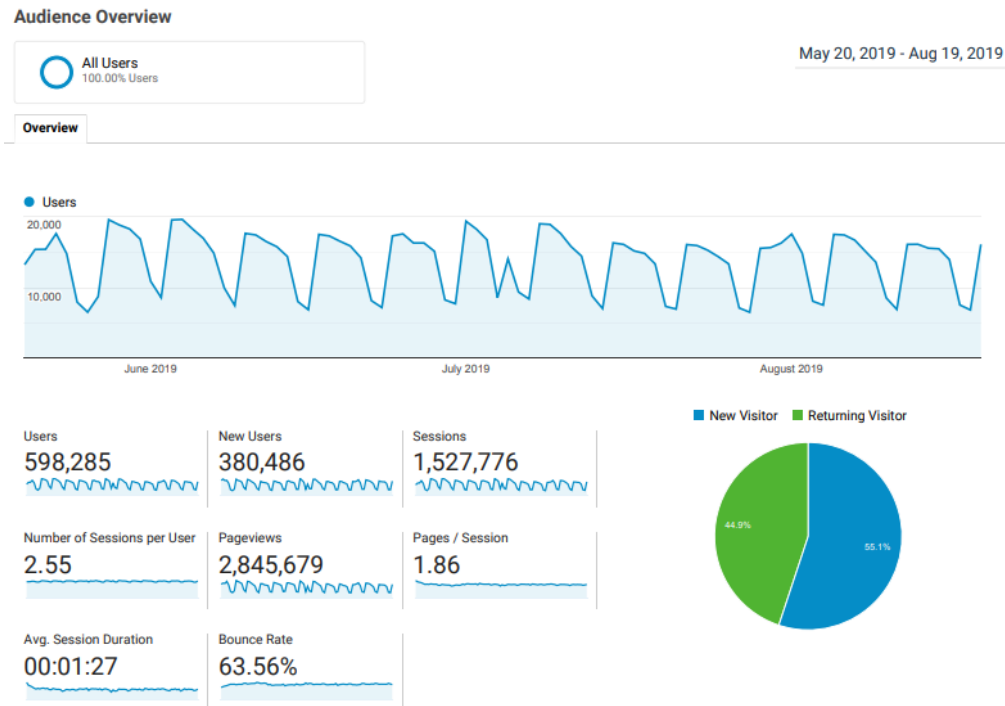
Top 10 Pages on www.childsupport.ca.gov

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	2,845,679 % of Total: 100.00% (2,845,679)	2,152,257 % of Total: 100.00% (2,152,257)	00:01:41 Avg for View: 00:01:41 (0.00%)	1,526,957 % of Total: 100.00% (1,526,957)	63.56% Avg for View: 63.56% (0.00%)	53.66% Avg for View: 53.66% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1. Online Case Information | CA Child Support Services	1,016,032 (35.70%)	802,201 (37.27%)	00:02:18	640,961 (41.98%)	77.18%	71.43%	$0.00 (0.00%)
2. CA Child Support Services |	894,872 (31.45%)	653,300 (30.35%)	00:01:12	604,736 (39.60%)	52.75%	46.26%	$0.00 (0.00%)
3. Calculate Child Support | CA Child Support Services	179,568 (6.31%)	119,155 (5.54%)	00:02:03	84,645 (5.54%)	60.24%	53.80%	$0.00 (0.00%)
4. Apply for Child Support Services | CA Child Support Services	101,542 (3.57%)	69,812 (3.24%)	00:01:53	41,140 (2.69%)	53.00%	45.62%	$0.00 (0.00%)
5. How A Child Support Case Works | CA Child Support Services	87,726 (3.08%)	70,387 (3.27%)	00:01:14	5,397 (0.35%)	69.40%	24.35%	$0.00 (0.00%)
6. Frequently Asked Questions | CA Child Support Services	84,539 (2.97%)	65,188 (3.03%)	00:02:46	33,596 (2.20%)	56.96%	44.16%	$0.00 (0.00%)
7. State Disbursement Unit | CA Child Support Services	78,478 (2.76%)	58,701 (2.73%)	00:03:02	10,763 (0.70%)	74.82%	57.89%	$0.00 (0.00%)
8. Contact Us | CA Child Support Services	56,998 (2.00%)	46,356 (2.15%)	00:02:10	17,743 (1.16%)	58.36%	49.67%	$0.00 (0.00%)
9. CA Child Support Services	55,361 (1.95%)	42,810 (1.99%)	00:01:06	39,613 (2.59%)	50.75%	45.65%	$0.00 (0.00%)
10. Search Results | CA Child Support Services	37,289 (1.31%)	33,382 (1.55%)	00:00:57	2,250 (0.15%)	67.28%	21.61%	$0.00 (0.00%)

DEL NORTE COUNTY TOP CREATIVE PERFORMERS

ENGLISH

Soccer – 31.2% of clicks   Why Use – 28.1% of clicks

SPANISH

Avoid – 44.3% of clicks   Why Use – 39.2% of clicks

MERCED COUNTY TOP PERFORMERS

ENGLISH

Why Use – 50.2% of clicks

Avoid Court – 43.8% of clicks

SPANISH

Why Use – 35.6% of clicks

Avoid Court – 29.6% of clicks
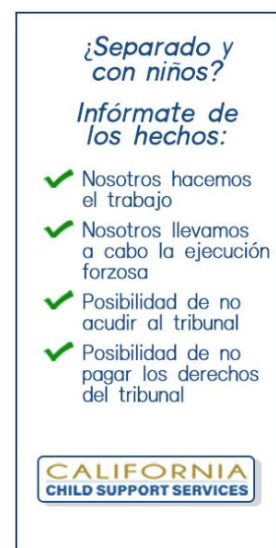
Appendix 5:
Top Creative Performers by County (cont.)

IMPERIAL COUNTY TOP PERFORMERS

ENGLISH

Soccer – 44.5% of clicks

Baseball – 32.2% of clicks
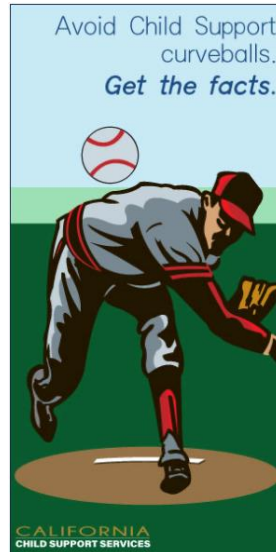
SPANISH

Why Use – 34.2% of clicks
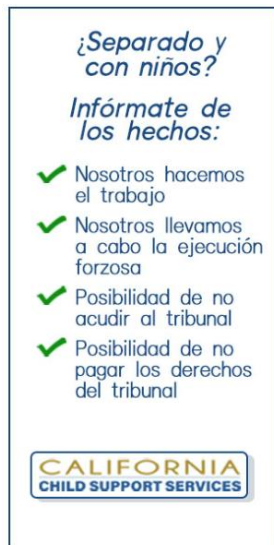
Avoid Court – 28.6% of clicks

Appendix 6:
Top Performing Key Words*

Keyword	% of Clicks
1. Child	9.8%
2. Support a child	9.5%
3. Family law	8.6%
4. Child custody	7.3%
5. Family court	6.1%
6. Legal custody	6.0%
7. Child support questions	5.2%
8. Child support attorney	5.1%
9. Custody rights	4.9%
10. Separation	4.5%
11. Legal separation	4.4%
12. Family law	4.4%
13. Custody rights	4.1%
14. Divorce	3.9%
15. Family law court	3.4%
16. Child support application	2.9%
17. Parental rights	2.2%
18. Divorce lawyers	1.6%
19. Divorce attorneys	1.5%
20. Marriage and divorce	1.0%

Top Search Keywords from Cycle 1 removed due to strong organic presence

1. *Child support*
2. *Child support office*
3. *Child support payments*
4. *Child support services*
5. *Child support calculator*
6. *Department of child support*
7. *Child support calculator*
8. *Child support enforcement*

Appendix 7:
Social Media Creative Examples – Del Norte

DEL NORTE COUNTY - ENGLISH

DEL NORTE COUNTY - SPANISH

Appendix 7:
Social Media Creative Examples – Merced

MERCED COUNTY - ENGLISH

MERCED COUNTY - SPANISH

Appendix 7:
Social Media Creative Examples – Imperial

IMPERIAL COUNTY - ENGLISH

IMPERIAL COUNTY - SPANISH

Social Media Creative Examples – LinkedIn Video Ad

LINKEDIN VIDEO AD

Sample Posts by Kyoko Apperson

Sample Posts by Jude Marshall

Jude Marshall
March 5 · 🌐

My wife Windy and I both came from households where our parents divorced. For better or for worse we both realized that it's better for parents not to try and stick it out if they are not meant to be together. I know from both sides, my parents initially struggled and both could have used assistance from Child Support Services.

I was recently contacted from Del Norte Child Support Services to help get the word out on the different services that can provide for both parents during the difficult time when they divorce or separate.

Del Norte Child Support Services wants to help people understand all the different services they can offer to both parents. They emphasize how important it is for both parents to get things on record. Lots of people separate and make agreements about the kids on their own, but then later, life gets in the way and things get messed up. Many people don't know that child support services are basically free and can be used without having a lawyer.

Separating is tough and being a single parent can be a struggle, but child support services wants to help. If you are looking to find out more information about Del Norte Child Support Services, there are lots of videos to watch at this link bit.ly/2PB5MJh

Please contact Del Norte Child Support Service, if you want to know more information at, 866-901-3212 or you can email questions to dcss@co.del-norte.ca.us.

Child Support Services
There to help!

✓ Help with Paperwork
✓ Court Cost - $0
✓ Record Keeping
✓ Maximum Fee - $35/year

38   1 Comment 7 Shares

👍 Like   💬 Comment   ➤ Share

Jennifer Burgess I'm just gonna drop this right here for ya...my Yurok Tribal Member cousin...
https://yuroktribalcourt.org/.../yurok-child-support.../

YUROKTRIBALCOURT.ORG
Child Support Services

Like · Reply · 12w

Write a comment...

Jude Marshall
March 12 · 🌐

Did you know, "A child support services case can be opened by either parent, or a legal guardian, whether or not a child support court order exists. If you already have a court order, opening a case offers neutral assistance with every part of the process, keeps records, and helps both parties stay on track. If you do not have a case, applying for child support means your local child support agency will help you locate the other parent, establish legal paternity/parentage if required, get a court order and see that it is enforced in every state and many foreign countries." https://childsupport.ca.gov/apply-for-child-support/

You can also learn more here bit.ly/2PB5MJh

And, our local child support office has a same-day call back policy for all calls received, 866-901-3212 or you can email questions to dcss@co.del-norte.ca.us.

Thank you to Lyn Risling for permitting me to use her beautiful artwork.

Artwork by: Lyn Risling

25   1 Share

Appendix 9:
Top Actions Taken on Landing Pages

DEL NORTE ENGLISH

Event Label	Total Events	
	108 % of Total: 28.80% (375)	
1. watch why use video	40 (37.04%)	
2. watch avoid court video	18 (16.67%)	
3. faq button	15 (13.89%)	
4. watch calculate support video	12 (11.11%)	
5. calculate support button	10 (9.26%)	
6. video resource library button	6 (5.56%)	
7. quick tip button	5 (4.63%)	
8. apply online button	2 (1.85%)	

DEL NORTE SPANISH

Event Label	Total Events	
	45 % of Total: 12.47% (361)	
1. watch why use video	26 (57.78%)	
2. watch avoid court video	7 (15.56%)	
3. quick tip button	4 (8.89%)	
4. watch calculate support video	4 (8.89%)	
5. calculate support button	3 (6.67%)	
6. video resource library button	1 (2.22%)	

MERCED ENGLISH

Event Label	Total Events	
	73 % of Total: 19.47% (375)	
1. watch why use video	25 (34.25%)	
2. calculate support button	16 (21.92%)	
3. watch calculate support video	13 (17.81%)	
4. watch avoid court video	11 (15.07%)	
5. apply online button	6 (8.22%)	
6. quick tip button	1 (1.37%)	
7. video resource library button	1 (1.37%)	

MERCED SPANISH

Event Label	Total Events	
	76 % of Total: 21.05% (361)	
1. watch why use video	36 (47.37%)	
2. calculate support button	16 (21.05%)	
3. watch avoid court video	13 (17.11%)	
4. watch calculate support video	4 (5.26%)	
5. apply online button	3 (3.95%)	
6. faq button	2 (2.63%)	
7. quick tip button	1 (1.32%)	
8. video resource library button	1 (1.32%)	

Appendix 9:
**Top Actions Taken on Landing Pages (cont.)**

IMPERIAL ENGLISH

Event Label	Total Events
	44 % of Total: 11.73% (375)
1. watch why use video	11 (25.00%)
2. calculate support button	10 (22.73%)
3. apply online button	6 (13.64%)
4. watch avoid court video	6 (13.64%)
5. watch calculate support video	5 (11.36%)
6. faq button	3 (6.82%)
7. video resource library button	2 (4.55%)
8. quick tip button	1 (2.27%)

IMPERIAL SPANISH

Event Label	Total Events
	72 % of Total: 19.94% (361)
1. watch why use video	34 (47.22%)
2. calculate support button	14 (19.44%)
3. watch avoid court video	12 (16.67%)
4. watch calculate support video	9 (12.50%)
5. apply online button	3 (4.17%)

Appendix 10:
Case Openings

Trends - Case Openings
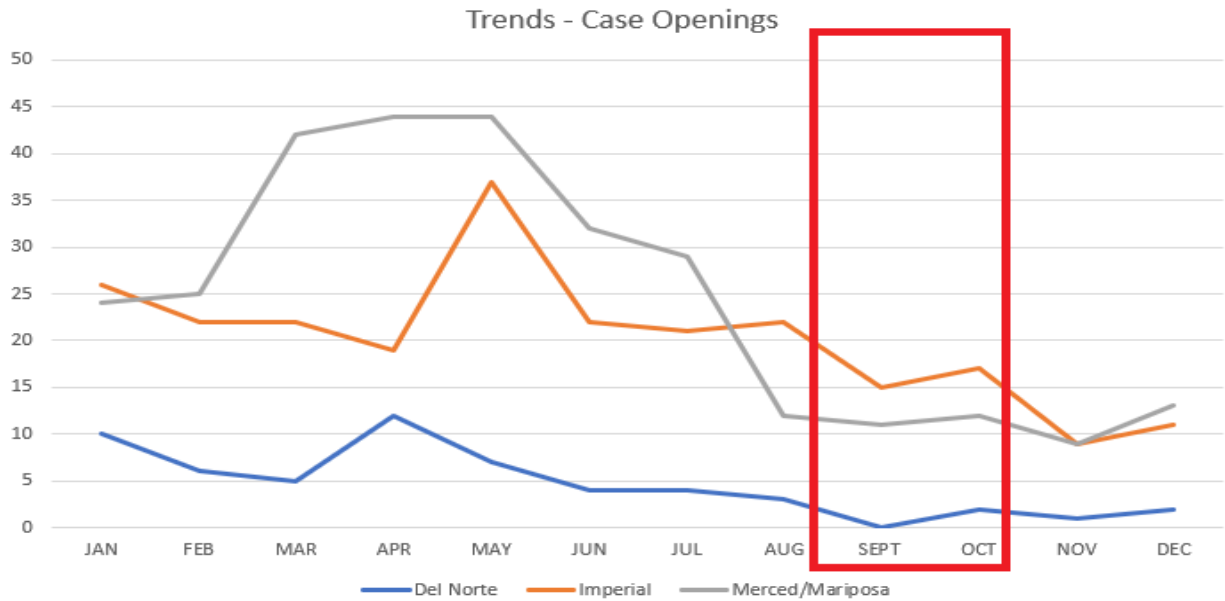
Appendix 11:
Calls Offered

Trends - Calls Offered