



# MARKETING REPORT

PIONEER STATE MUTUAL



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# OUR JOURNEY



1

## CREATIVE STRATEGY

- Our team met multiple times with your team to get to know you and Pioneer! This step lays the groundwork for every step after. We wanted to understand Pioneer, your services, what you do, your team, culture, and values, etc. at a deeper level before we started any campaigns.

2

## CONTENT + RESEARCH + PLAN

- Our team takes what we've learned and begins the creative research and planning stage. We met internally to discuss our findings and review. Ideas and key messaging were discussed, brainstormed, and developed. Then, our creative departments immersed themselves into the research phase and run a comparison analysis with other top brands in and out of your industry.

3

## CREATIVE CULTIVATION

- Our Creatives dove into your projects and generated branded messaging, ad concepts, videos, and more.



# OUR JOURNEY



## 4 TESTING/REVIEW PHASE

- Your project was sent through our internal review process and then the client review process. Final edits were made. Deliverables were tested, reviewed, and given the official stamp of approval.

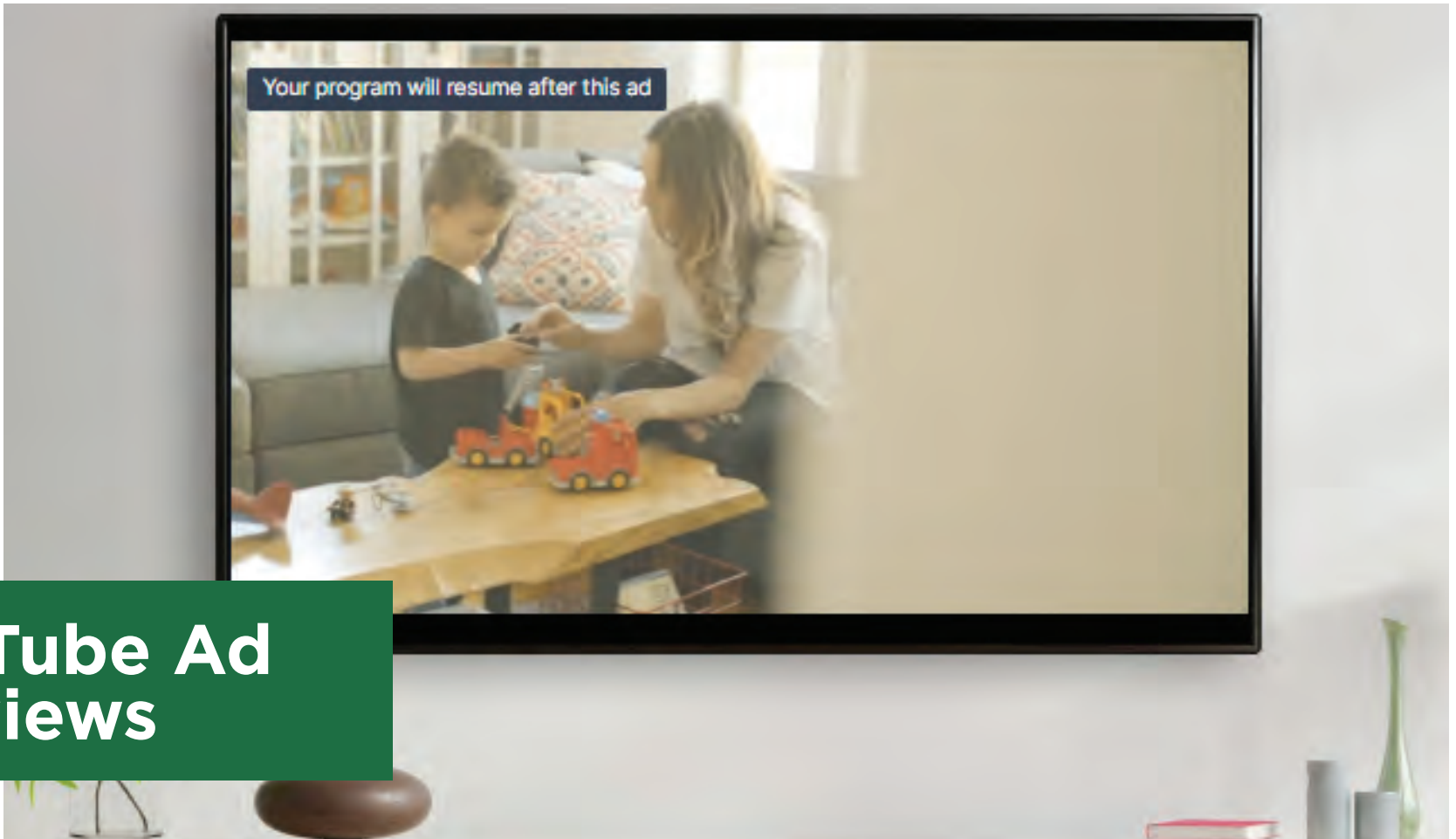
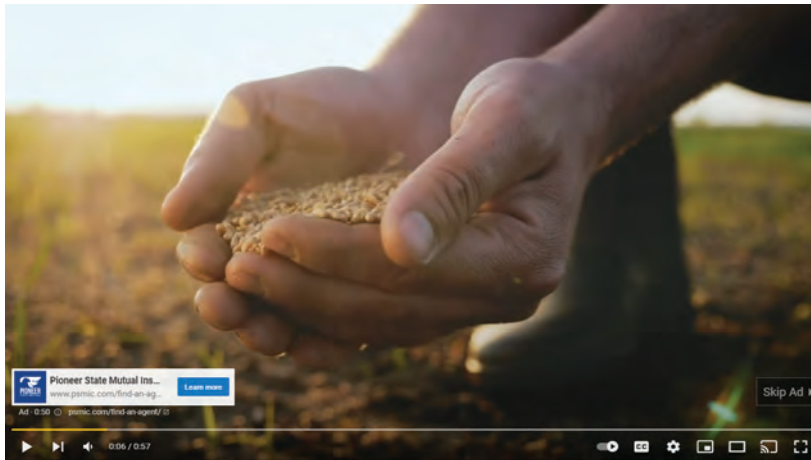
## 5 LAUNCH

- Deliverables were launched for Michigan to see!

## 6 MANAGEMENT, OPTIMIZATION + REPORTING

- The MC team manages and oversees your ads daily to ensure things are running smoothly and ads are optimized to ensure best performance.
- Ad and SEO reports are provided monthly with helpful summaries and updates on any client questions. These reports are to help you stay up-to-date with the advertisement and optimization.
- Ongoing check in meetings and communication between our teams continues, ensuring that everyone is on the same page and questions are answered.

# CAMPAIGN

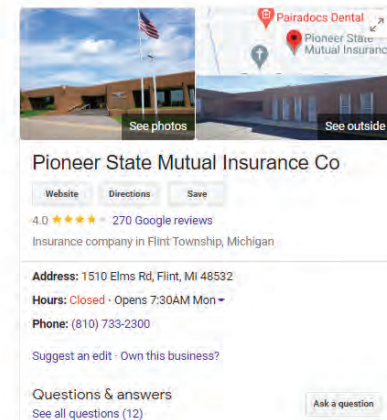
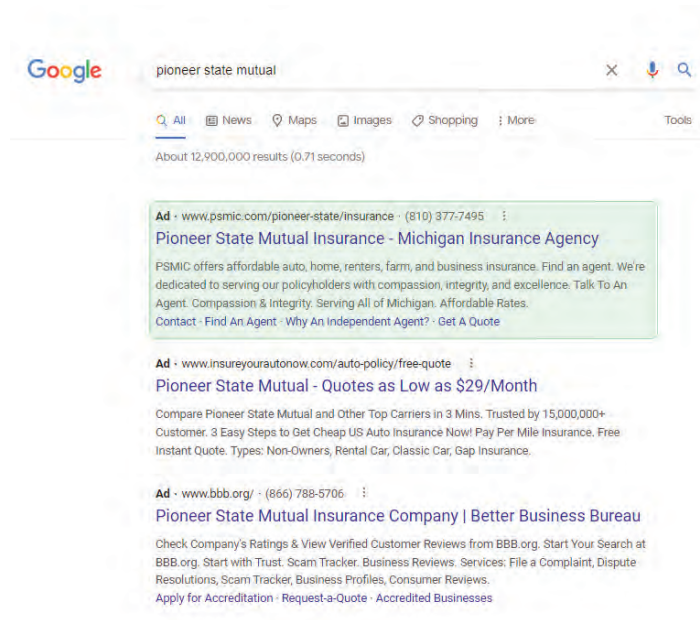


## YouTube Ad Previews



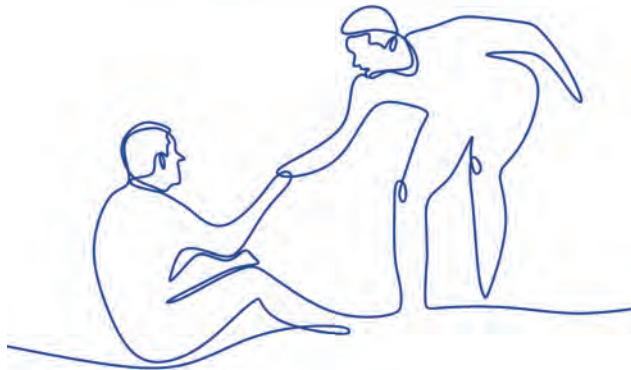
# CAMPAIGN

## More Ad Examples



# CAMPAIGN

Let us be there  
**for you.**



psmic.com



**Stuck in the snow?**

We get it. We live in Michigan and know the drill.  
We got you covered... *aannnd*, so does the snow.



www.psmic.com

**Stuck in the  
snow?**

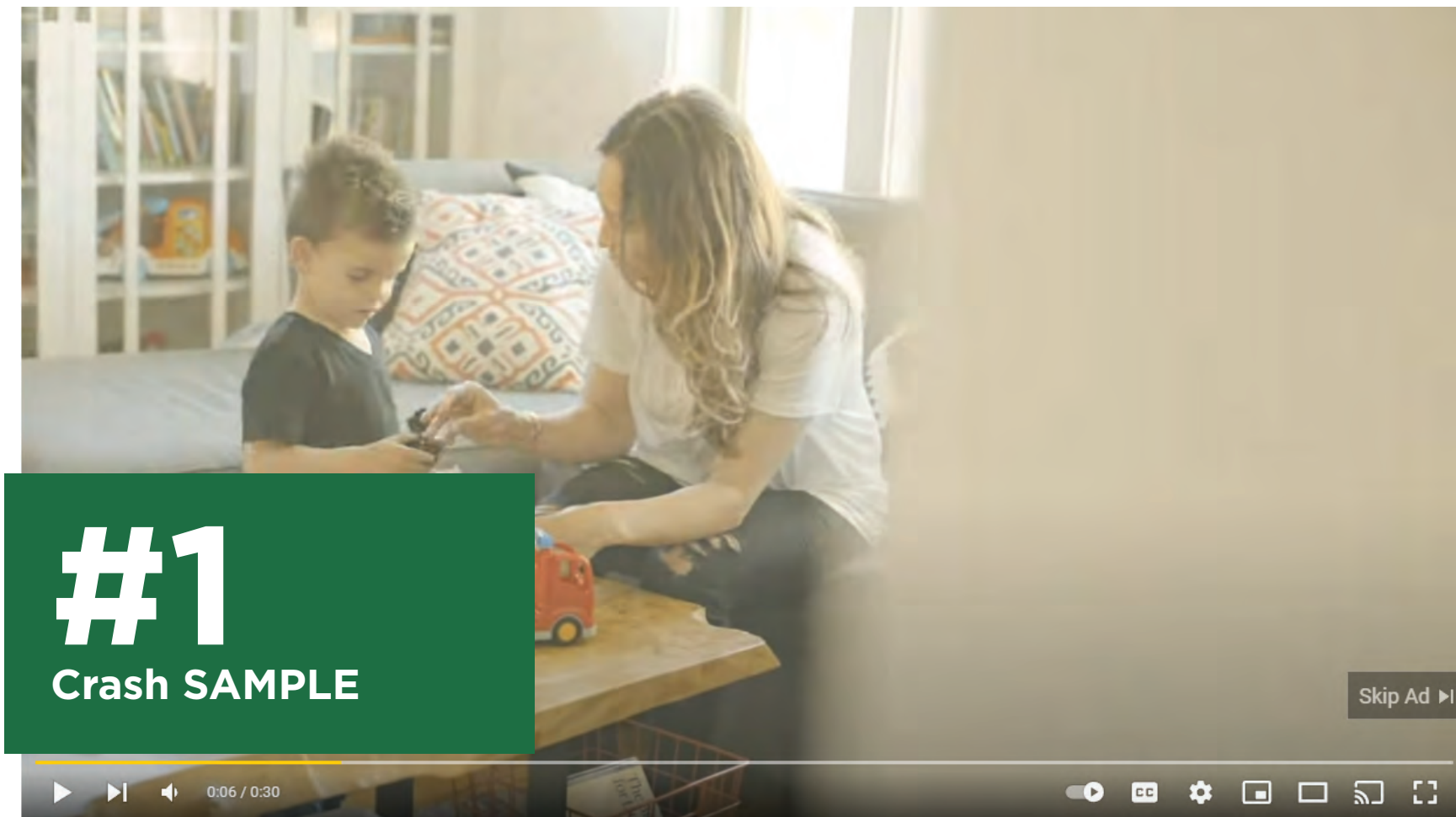
We get it. We live in  
Michigan and know the drill.  
We got you covered...  
*aannnd*, so does the snow.



**More Ad  
Examples**



# CAMPAIGN SUCCESS



The Top  
Contenders

## YOUTUBE ADS

Most engaged by audience

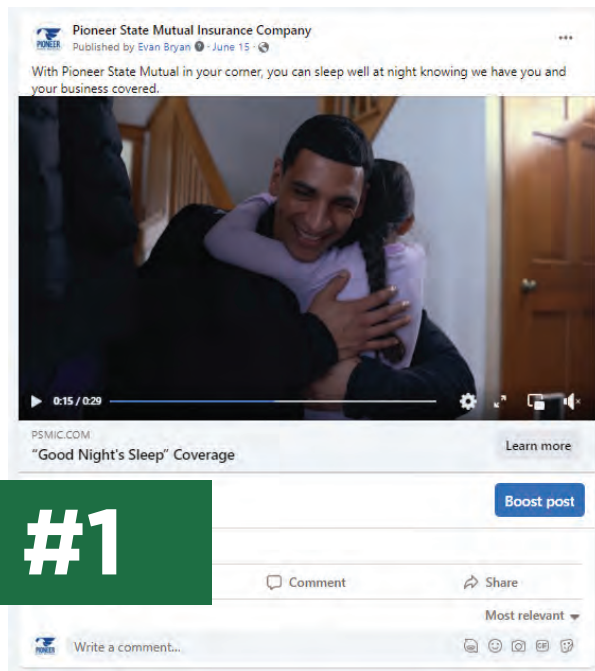
#1 Performing Ad: Crash SAMPLE

Average 66% of video viewers played to 100%

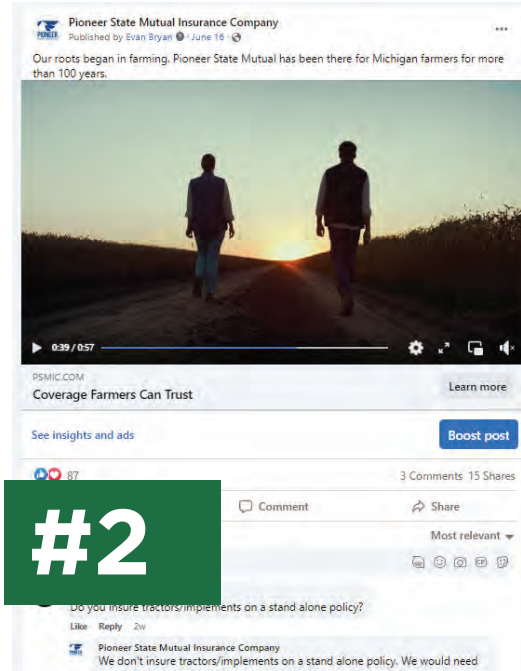


# CAMPAIGN SUCCESS

## Pioneer Good Night's Sleep



## Pioneer Farm



## Pioneer Nobody Likes Insurance



## The Top Contenders

# FACEBOOK ADS

Top performing with overall CPC & CPM

#1 Pioneer Good Night's Sleep

#2 Pioneer Farm

#3 Pioneer Nobody Likes Insurance

# OVERALL DATA

BIG NUMBERS, SUCCESS METRICS, WHY THEY ARE GOOD

**35,728,602**

Total impressions across all platforms

**57,167**

Total Link Clicks

**1,019**

Google Ad Conversations  
(Phone calls)

**58.5%**

YouTube View Rate

Compare to a YouTube  
average of 31.9%

**3,439,425**

Users reached via Facebook & Instagram alone

Approx. 34% of  
Michigan's population\*

\*NOT counting Google, CTV, YouTube, and LinkedIn  
(Those platforms only show impressions)

# FACEBOOK



The future plan for Facebook is to continue growing and engaging with the targeted audiences through a variety of ads as a way to continue building upon brand awareness and keep Pioneer top of mind.

The following statistics and report starts at the date of our first ad campaigns on February 23 and runs through September 22, 2022.

Since then, the Facebook & Instagram Ads have had 33,514,838 impressions, and out of those impressions they have received 47,100 ad clicks.

The paid reach of all ads since we've launched has totaled to 2,859,008, which is an 11,900% increase from February 23, 2022, through September 23, 2022. The total reach is now 2,886,606 which is a 2,800% increase. There has also been 30,800 Ad Link clicks. Since launch, there have been around 189,600 total actions, which

include link clicks, outbound clicks, post engagement, video views, and more. The Cost Per Mille is \$2.94, which is really good for a CPM, considering that brand awareness usually will cost in the range of \$2.00-\$6.00.

The amount of Facebook Page Visits totals to 14,262 which is a 368.4% increase. That gathered 1,175 page likes from ads, and totaled new Facebook page likes (organic and through ads) is 1,320 likes.

The overall growth of this page is going very well, and the audience interaction is positive and engaging.



**189,600** Actions



**2,859,008** Paid Reach

+ 11,900%



**47,100** Ad Clicks



**33,514,838** Ad Impressions



# INSTAGRAM



## Launched

February 23rd, 2022 - September 22, 2022



**580,4176** Reach

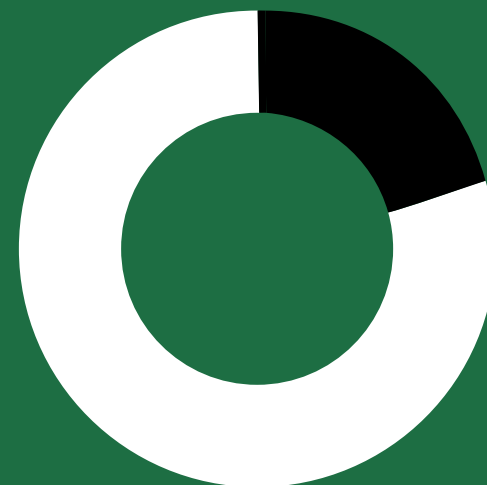
+ 9,000%



**1,410** Page Visits

## INSTAGRAM DEMOGRAPHICS:

### GENDER AND AGE



Female (76.4%)



Male (23.6%)\*



\*Notably more of a younger demographic, with majority hitting 25-54

# YOUTUBE

**The following statistics and report starts at the date of our first ad campaigns on June 20 and runs through September 23, 2022.**

Since then, Pioneer State Mutual's average view rate is 58.5%, compare this to the average YouTube view rate of 31.9%.

Overall Pioneer State Mutual's ads have gathered 991,746 Impressions. Impressions are counted each time your ad is served. Impressions help you understand how often your ad is being seen. This is helpful to understand the reach your ad is having to the public.

Of those impressions, the ads have

gathered 580,361 views. A view is counted when the following occurs, and varies by format: a person watches 30 seconds of your video (or the duration, if it's shorter than 30 seconds) or interacts with your video.

The Pioneer ads have accumulated 753,945 Engagements. An engagement occurs when a consumer engages with an ad, for example viewing at least 10 seconds of or clicking on a video ad. That leaves us with an Engagement Rate of 76.02%. Engagement rate is the number of engagements divided by total impressions.

Average of ad videos played to 50% completion is 66.74% and average ads played to 100% completion is 55.98%.



**753,945** Engagements



**76.02%** Engagement Rate



**991,746** Ad Impressions

# YOUTUBE BREAKDOWN:

## WHO & HOW THE AD IS VIEWED

### GENDER VIEWING AD

• MALE	<b>361,563 Views</b>
• FEMALE	<b>212,704 Views</b>
• UNKNOWN	<b>6,094 Views</b>
<b>AVERAGE CPM</b>	<b>\$11.24</b>

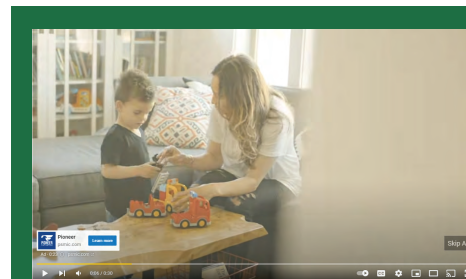
### DEVICES USED

• MOBILE PHONES	<b>73.56%</b>
• TABLETS	<b>13.78%</b>
• COMPUTERS	<b>12.65%</b>

### #1 PERFORMING AD

**Average 66% of video viewers  
played to 100%**

- 1,713 Clicks



**Crash SAMPLE**



# OTT/CTV

The following statistics and report starts at the date of our first ad campaigns on June 15 and runs through September 23, 2022.

Since then, Pioneer State Mutual's ads have experienced about 894,095 Impressions.

This is most likely a larger reach as multiple people can easily be watching

CTV at once. This is a measurement of how many times the creatives have been played.

The percentage of completed views over impressions is 90.44%. The Cost Per Mille is \$13.92, and the Cost Per View is .015.

## TOP CHANNELS

Since the OTT/CTV ads have launched, your video ads have been delivered on 46 channels so far. Here are some examples of channels in which your ads were shown:

- Pluto TV
- Samsung TV Plus
- CBS
- VH1
- Fox News
- LG Channels
- DirecTV Stream
- And more ...



**894,095** Impressions



**90.44%** Completed Views

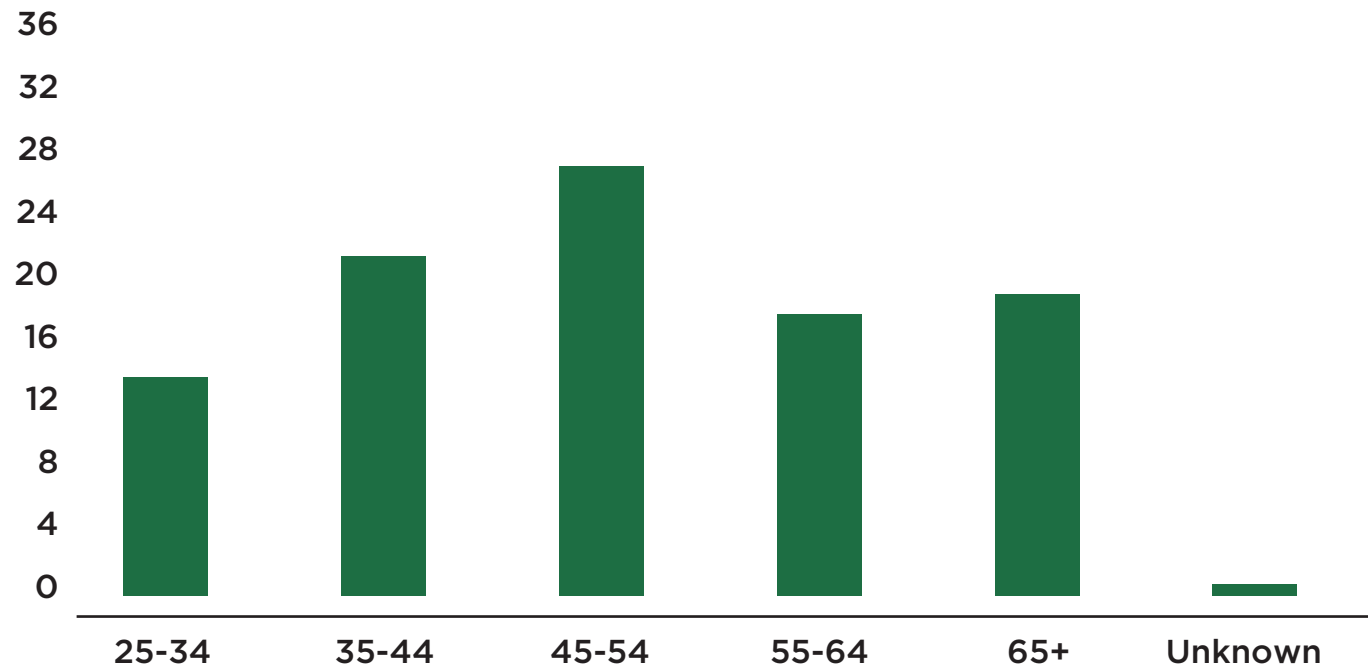


**\$13.92** Cost Per Mille

# OTT/CTV DEMOGRAPHICS:

## AGES OF VIEWERS

AGE 25-34	13.51%	AGE 45-54	27.99%	AGE 65+	18.50%
AGE 35-44	23.53%	AGE 55-64	16.37%	Unknown	0.06%



# GOOGLE ADS



**The following statistics and report starts at the date of our first ad campaigns on April 11 and runs through September 22, 2022.**

So far, Google has kicked back 217,802 Impressions, triggered 23,750 Clicks which is about a 10.90% Click Through Rate. That's over Shannon's standard goal of 5%. The Conversion rate is about 4.29%. Which totals to 1,019 Conversions (calls).

The average Cost Per Click is \$1.68. So, cost per conversion equals \$39.18.

The suspended Pioneer Google Ad account received 1,771 impressions with 86 clicks.



**217,802** Impressions



**23,750** Clicks



**10.90%** Click Through Rate



**\$1.68** Cost Per Click



# LINKEDIN

The following statistics and report starts at the date of our first ad campaigns on May 20 and runs through June 16, 2022.

We tried ads on LinkedIn for a month to see what traction we could get. While the ad received some traction, the overall CPM was at around \$20, which

was not ideal for a brand awareness campaign and was higher than anticipated. After one month, we decided the budget would be best utilized and have better success on other platforms, like CTV, which has a lower CPM (~\$14) and a low cost per view (~\$0.02).

 **110,121** Impressions

 **818** Clicks

 **.74%** Click Through Rate

 **\$2.70** Cost Per Click

 **\$20.08** Cost Per Mille

# SUMMARY

Brand awareness is a metric that shows the level of recognition of a brand, product, or service among consumers. It's important as it helps you reach a new audience and improve your marketing outreach.

## WHY IS BRAND AWARENESS IMPORTANT?

**Brand awareness fosters trust, creates association, and builds brand equity.**

Creating brand awareness is crucial not only for start-ups but also for companies with an established position in the market. Brand image can be a

deciding factor for the right audience. The competition is fierce, and creating brand recognition and grabbing the attention of your potential customers is vital for your business to thrive.

## HOW ARE WE DOING?

Impressions and reach are important metrics when it comes to brand awareness and brand recall. **With total impressions at 35,728,602 across all platforms since we've started working with you**, that means millions of Michiganders are seeing Pioneer, and seeing it multiple times, creating great

brand awareness across the state of Michigan. **With total link clicks at 57,167 that shows that people take the time to look more closely at what Pioneer is all about.**

# FUTURE PLANS

**Setting up solid brand awareness over the past year has laid an important foundation for the future.** If everything pans out to launch the new auto tool next year, we have good brand awareness set up in Michigan, and we've also collected great data about our ideal audience.

We can hit that perfected target audience hard with new auto tool ads next year with all of the great data and demographics we've collected.

Regardless of launch plans for the new auto tool, we think it's important to continue building brand awareness and SEO for Pioneer, since there are competitors in your industry in Michigan that have been building brand awareness for many years.

## PHASE 1: BRAND AWARENESS

**Everything is easily forgotten about. Stay relevant and in front of your customer base with a variety of tactics.**

- More video
- Continue brand awareness
- Continue SEO improvements
- Possible co-op support for independent agents



# PHASE 2: PROVIDE VALUE

**In down markets, it's time to be creative and provide value.** Let's turn Pioneer into an education machine and provide valuable info and insights, positioning you as the experts in the insurance industry. Here are some ideas we have to help Pioneer provide value.

- Video workshop series
- Budgeting
- Financial literacy for kids
- Guest Speakers
- Insurance 101
- Collect emails to the drip Auto Tool when ready (What if we were to collect 100,000-200,000 emails?)

**WE'RE LOOKING FORWARD  
TO CREATING TOGETHER.**