Comfort365: Heat Pump Adoption Campaign
Digital Marketing Performance

April 1, 2018 - September 18, 2018 (6 months)
Last Updated: 9/18/2018

vermilion
DESIGN + DIGITAL

Overview

This Google Data Studio digital marketing performance report is generated with data from the Energy Smart's Google Analytics and the City of Boulder's Google Ads and Facebook Ads accounts.

As you move through the report, you can easily compare additional date ranges by changing the date selector in the upper righthand corner of any page. Charts, tables, and percent change metrics will automatically update.

For other content, including actual installation metrics, we have included screenshots (rather than dynamic charts) to show the most up-to-date information.

Please email any questions to:
digitalteam@vermilion.com

COMFORT365
RENEWABLE COOLING & HEATING

CITY OF BOULDER

Boulder County

energySMART
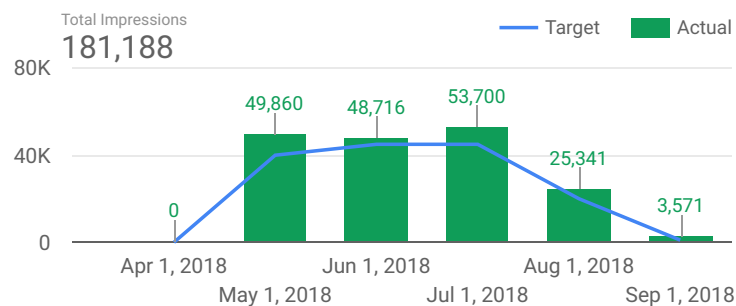*Your Efficiency Solutions*

KEY TAKEAWAYS

· Since launching in late April/early May, the Comfort365 digital advertising campaigns showed strong performance across a variety of digital marketing metrics, with the goal of driving website visitors to EnergySmart's heat pump landing page where they could complete other key actions, including contacting an advisor and engaging with other content (PDF download, click to WePower, click to Elevations, etc.)

· Ultimately, the internal project data from EnergySmart and City of Boulder (project inquiries vs. project completions, etc.) will determine the overall success and return on investment (ROI) of the program, but based on the data available to Vermilion, the Comfort365 campaign appears to have been very successful – delivering over 180k impressions, over 1k clicks to the website, and over 290 key website actions (goals). This website activity lead to 119 engagements, 59 new enrollments, and a 420% increase in heat pump installs this year!
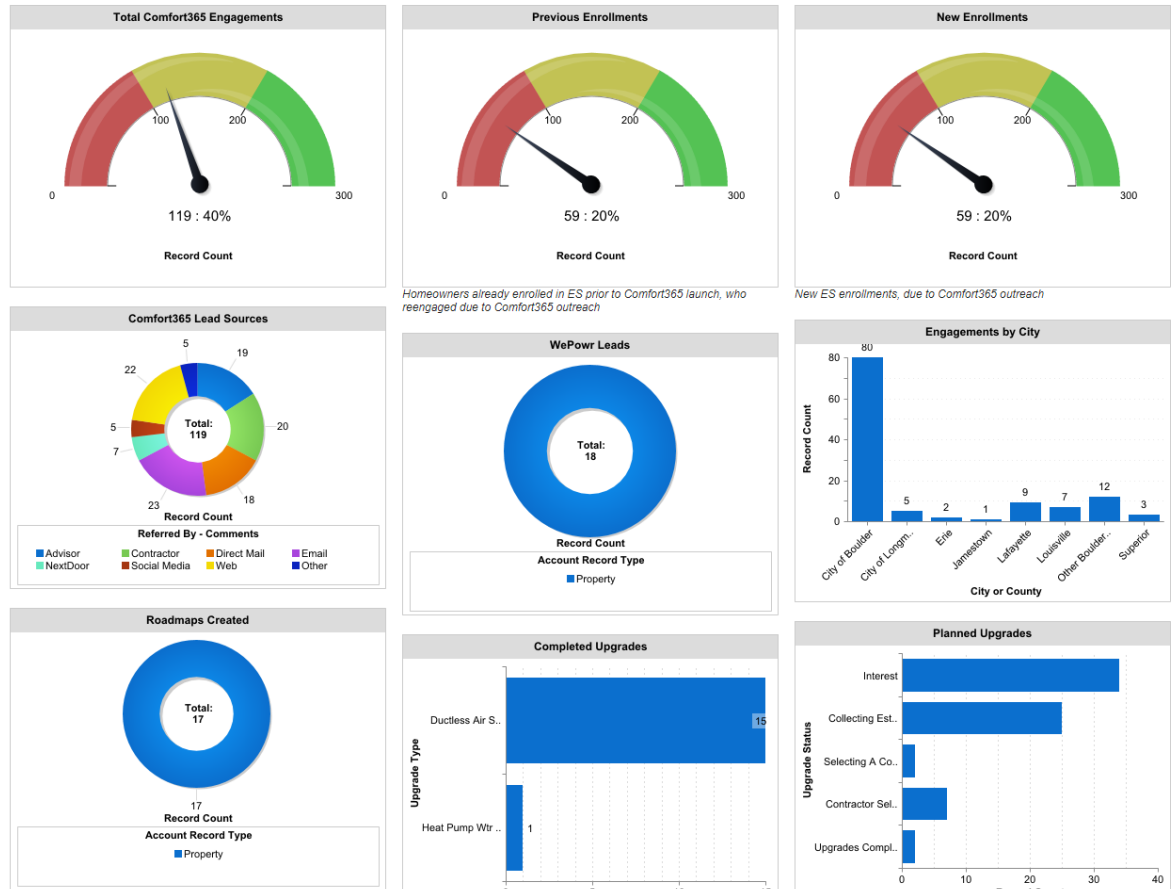
LIFETIME: Paid Media - Costs

Target Spend
$3,990.00

Actual Spend
$4,520.76

Remaining Budget
$-530.76
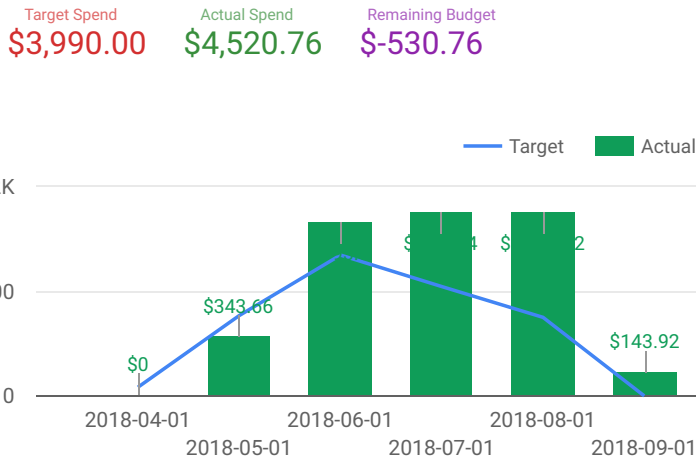
LIFETIME: Paid Media - Impressions

Total Impressions
181,188

City of Boulder Reporting Data (9/18/18)

Total Comfort365 Engagements — 119 : 40% — Record Count

Previous Enrollments — 59 : 20% — Record Count
Homeowners already enrolled in ES prior to Comfort365 launch, who reengaged due to Comfort365 outreach

New Enrollments — 59 : 20% — Record Count
New ES enrollments, due to Comfort365 outreach

Comfort365 Lead Sources — Total: 119 — Record Count — Referred By - Comments: Advisor, NextDoor, Contractor, Social Media, Direct Mail, Web, Email, Other

WePowr Leads — Total: 18 — Record Count — Account Record Type: Property

Engagements by City — City of Boulder 80, City of Longm. 5, Erie 2, Jamestown, Lafayette 9, Louisville 7, Other Boulder 12, Superior 3 — City or County

Roadmaps Created — Total: 17 — Record Count — Account Record Type: Property

Completed Upgrades — Ductless Air S.. 15, Heat Pump Wtr .. 1 — Upgrade Type

Planned Upgrades — Interest, Collecting Est.., Selecting A Co.., Contractor Sel.., Upgrades Compl.. — Upgrade Status — Record Count

Since April 2018 Campaign Launch
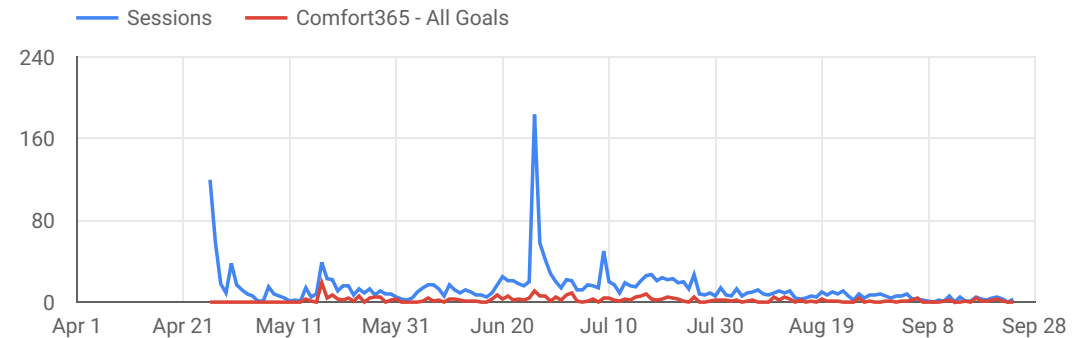
Apr 1, 2018 - Sep 30, 2018 ▾

KEY TAKEAWAYS

• The Comfort365 campaign and landing page on EnergySmartYes.com launched on April 26, but paid digital advertising did not begin until May 14 and May 18 for Google Ads paid search and Facebook Ads, respectively. After the initial launch, June 26 was the single highest-traffic day with 172 unique users.

• Overall, our paid spend by month mimicked search volume for heat pump-related keywords, and we were able to reach a significant number of Boulder residents in our target audience at a very cost-effective rate – the cost-per-thousand-impressions or CPM. However, generating clicks through to the website was more costly (over $3 per click), which was driven by how competitive specific keywords are. For example, for-profit HVAC service companies are also bidding on our same keywords in an auction-style format, and they are more than happy to pay $3-10 per click if it results in a sale that generates thousands of dollars in revenue.
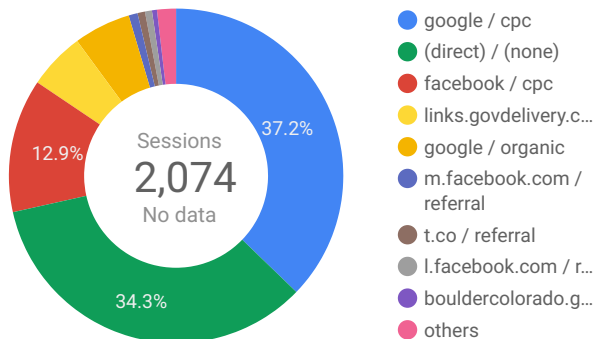
Digital Advertising Traffic KPIS

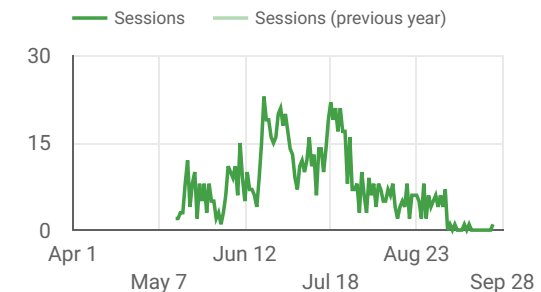|			
Actual Spend $4,521	**Impressions** 181,188	**Clicks** 1,364	**PAID: Sessions** 1,040
Click Through Rate (CTR) 0.75%	**Cost-per-Thousand Impressions (CPM)** $2.50	**Cost-per-Click (CPC)** $3.31	**TOTAL: Sessions** 2,074
TOTAL: Bounce Rate 62.10%	**PAID: Bounce Rate** 75.48%	**PAID: Avg. Session Duration** 00:00:34	**TOTAL: Avg. Session Duration** 00:01:32

Sessions & Goals: All Channels

Legend: Sessions, Comfort365 - All Goals

Sessions by Source/Medium

Sessions 2,074 No data

- google / cpc — 37.2%
- (direct) / (none) — 34.3%
- facebook / cpc — 12.9%
- links.govdelivery.c...
- google / organic
- m.facebook.com / referral
- t.co / referral
- l.facebook.com / r...
- bouldercolorado.g...
- others

Sessions: Organic Channels

Legend: Sessions, Sessions (previous year)

Sessions: Paid Channels

Legend: Sessions, Sessions (previous year)

KEY TAKEAWAYS

· We tracked several key website actions, or Google Analytics Goals, for the Comfort365 campaign, including the total number, cost-per-conversion (CPA), and conversion rate, which is the number of specific Goals completed divided by the total number of website sessions/visits.

· Specific Google Analytics Goals included: Sign-Up Form completions on EnergySmartYes.com, PDF downloads, clicks to WePower, and clicks to ElevationsCU. Although not from Google Analytics, we also manually calculated CPAs and conversion rates for Engagements and Enrollments based on data provided by City of Boulder.

· While it's difficult to evaluate CPAs for a new program, this information provides benchmarks for future efforts, and provides some directional information on what type of website content is most engaging to visitors.

All Channels	All Website Goals	Sign Up Form	PDF Download	Click-to-WePower	Click-to-ElevationsCU	Engagements	Enrollments
	299	19	69	199	12	119	59
Total Cost	CPA	CPA	CPA	CPA	CPA	CPA	CPA
$4,521	$15.33	$41.47	$65.52	$22.72	$376.73	$37.99	$76.63
Total Sessions	Conversion Rate	Conversion Rate	Conversion Rate	Conversion Rate	Conversion Rate	Conversion Rate	Conversion Rate
2,074	14.42%	1.76%	1.11%	3.21%	0.19%	5.79%	2.87%

Goals by Source/Medium

All Goals
299
No data

- ● google / cpc — 34.8%
- ● (direct) / (none) — 32.1%
- ● facebook / cpc — 18.7%
- ● google / organic — 10%
- ● l.facebook.com / referral
- ● bing / organic
- ● bouldercolorado.gov...
- ● links.govdelivery.co...
- ● outlook.live.com / re...
- ● others

Goals by Age Group

All Goals
299
No data

- ● 35-44 — 30.2%
- ● 55-64 — 22.7%
- ● 45-54 — 19.8%
- ● 25-34 — 16.3%
- ● 65+ — 6.4%
- ● 18-24
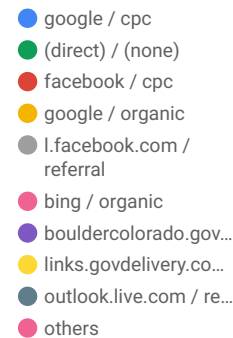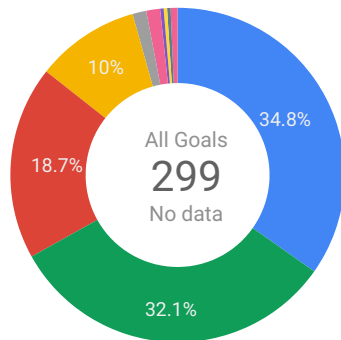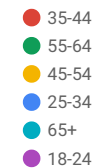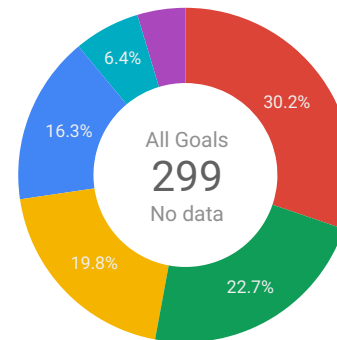
COMFORT365: Performance Dashboard
Traffic by Source/Medium

KEY INSIGHTS

In terms of paid digital advertising efforts, Google Ads Paid Search text ads drove the most traffic to the website with over 37% of all sessions compared to Facebook at 13%. Facebook also drove additional non-paid/organic traffic to the website, which is also a beneficial "halo effect" from Facebook Ads.

Direct traffic also provided 34% of traffic, and this typically refers to people visiting the website directly by typing it into their web browser or coming from a browser bookmark. Unfortunately, Direct traffic is the most difficult channel to diagnose where the traffic is coming from, we typically see it rise and fall with Google Organic Search.

Sessions
2,074
No data

- google / cpc
- (direct) / (none)
- facebook / cpc
- links.govdelivery.com / referral
- google / organic
- m.facebook.com / referral
- t.co / referral
- l.facebook.com / referral
- bouldercolorado.gov / referral
- others

Pie chart values: 37.2%, 34.3%, 12.9%, 5.5%, 5.5%
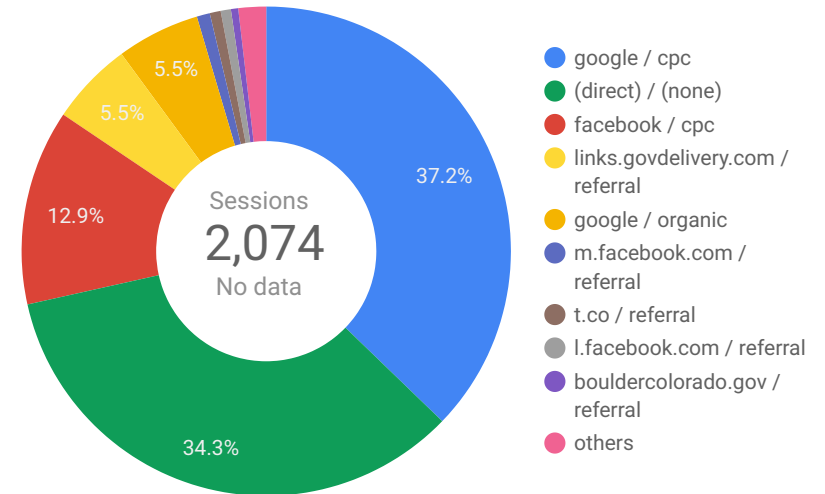
	Source / Medium	Sessions ▾	Bounce Rate	Pages / Session	Avg. Time on Page	Sessions with Event	Organic Searches
1.	google / cpc	772	75.91%	1.24	00:02:29	120	0
2.	(direct) / (none)	711	49.65%	2.03	00:02:15	246	0
3.	facebook / cpc	268	74.25%	1.15	00:03:17	56	0
4.	google / organic	114	26.32%	3.01	00:02:34	55	42
5.	links.govdelivery.com / referral	114	58.77%	1.61	00:02:02	27	0
6.	m.facebook.com / referral	18	88.89%	1.06	00:01:30	1	0
7.	t.co / referral	15	73.33%	1.4	00:00:49	1	0
8.	l.facebook.com / referral	14	35.71%	2.93	00:01:20	7	0
9.	bouldercolorado.gov / referral	10	80%	1.1	00:02:17	1	0
10.	outlook.live.com / referral	7	57.14%	1.43	00:03:17	2	0
	Grand total	**2,074**	**62.1%**	**1.64**	**00:02:20**	**532**	**45**

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COMFORT365: Performance Dashboard
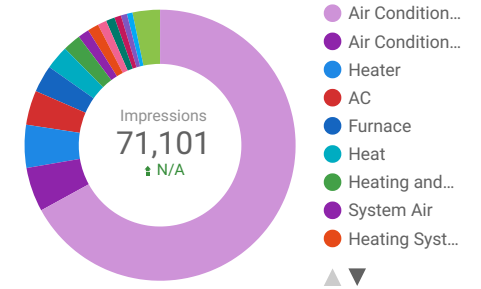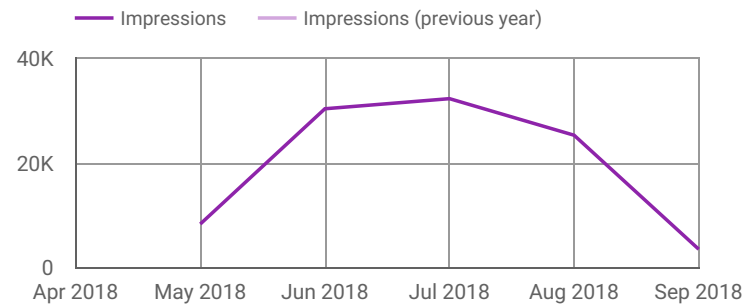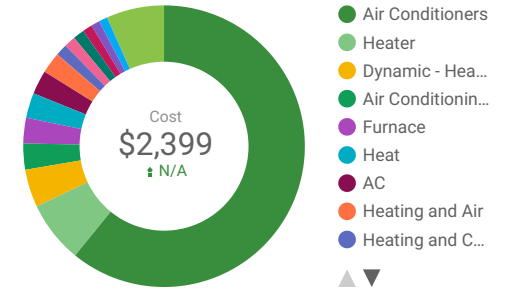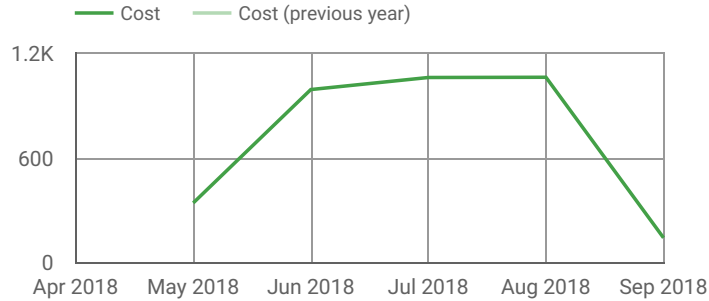## Google Ads Performance

KEY TAKEAWAYS

· Of all the Paid Search keywords that were bid on for the Comfort365 campaign, the "Air Conditioners" ad group (a collection of keywords) had by far the most impressions, clicks, and cost at over 60% for all three metrics.

· This underscores the popularity/interest in Air Conditioning-related keywords, particularly in the summer, and that this area may continue to represent a greatest opportunity for future marketing and outreach efforts.

· Additional drill-down information on specific keywords can be provided by logging into Google Ads and navigating to review detailed metrics for each keyword and ad.

· Please contact the Vermilion digital team for more detailed, screen share tutorials.

Cost — Cost (previous year)

Cost
$2,399
N/A

- Air Conditioners
- Heater
- Dynamic - Hea...
- Air Conditionin...
- Furnace
- Heat
- AC
- Heating and Air
- Heating and C...

Impressions — Impressions (previous year)

Impressions
71,101
N/A

- Air Condition...
- Air Condition...
- Heater
- AC
- Furnace
- Heat
- Heating and...
- System Air
- Heating Syst...

Clicks — Clicks (previous year)

Clicks
667
N/A

- Air Condition...
- Dynamic - H...
- Heater
- Furnace
- AC
- Heat
- Heating and...
- Air Condition...
- System Air

	Campaign	Cost ▼	Impressions	Clicks	CTR	Avg. CPC	Avg. CPM
1.	SRCH-NB-COMFORT365-HEAT-PUMPS	$2,399.36	71,101	667	0.94%	$3.6	$33.75
	Grand total	**$2,399.36**	**71,101**	**667**	**0.94%**	**$3.6**	**$33.75**

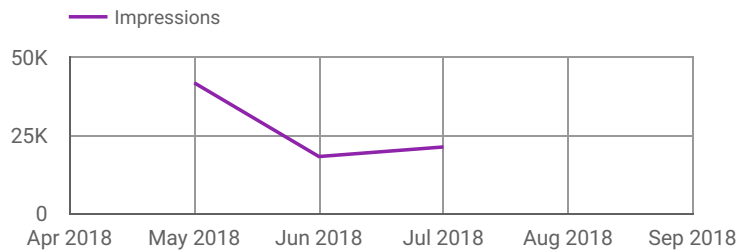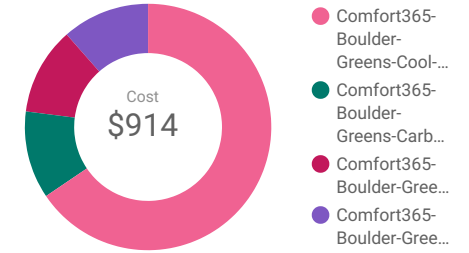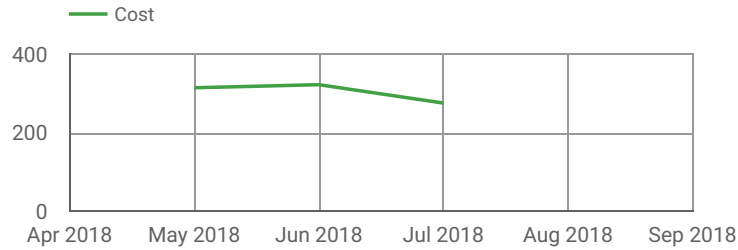1 - 1 / 1 ‹ ›

KEY TAKEAWAYS

· Although our Facebook Ads spend was significantly lower than Google Ads Paid Search ads ($914 vs. $2,399), it provided even more competitive CPAs on a dollar-for-dollar basis – ~$18 CPA for Facebook and ~$24 for Google Ads.

· Based on the objectives of the Comfort365 campaign, and finding the most qualified candidates for the program (not just folks with passing interest), we still believe Google Ads Paid Search is the top channel to focus on.

· However, the lower CPAs seen with Facebook Ads indicate that Facebook (and potentially Instagram) could be areas of greater emphasis for future campaigns.

Cost

Cost
$914

- Comfort365-Boulder-Greens-Cool-...
- Comfort365-Boulder-Greens-Carb...
- Comfort365-Boulder-Gree...
- Comfort365-Boulder-Gree...

Impressions

Impressions
81,535

- Comfort365-Boulder-Greens-Cool-...
- Comfort365-Boulder-Greens-Carb...
- Comfort365-Boulder-Gree...
- Comfort365-Boulder-Gree...

Clicks

Clicks
464

- Comfort365-Boulder-Greens-Cool-...
- Comfort365-Boulder-Greens-Carb...
- Comfort365-Boulder-Gree...
- Comfort365-Boulder-Gree...

	Keyword	Cost ▼	Impressions	Clicks	CTR	CPC	CPM
1.	Comfort365-Boulder-Greens-Cool-Boulder -CLICKS	$598.76	39,695	353	0.89%	$1.7	$15.08
2.	Comfort365-Boulder-Greens-Carbon-Footprint	$105	13,992	42	0.3%	$2.5	$7.5
3.	Comfort365-Boulder-Greens-Cool-Boulder	$105	13,925	42	0.3%	$2.5	$7.54
	Grand total	**$913.76**	**81,535**	**464**	**0.57%**	**$1.97**	**$11.21**

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COMFORT 365: Performance Dashboard
Geography

KEY TAKEAWAYS

· Although we only targeted City of Boulder with paid advertising, we still saw non-paid/organic website visits from other cities across the Front Range and the entire United States.

· In addition to website visits, we also saw that visitors from other cities competed some Goals too, which is an indication that they were unaware that the program only applied to City of Boulder residents.

· Moving forward, to reduce this unwanted traffic from other cities, it may be helpful to include more direct language or instructions to note that the program is not county-wide.

1   1,655
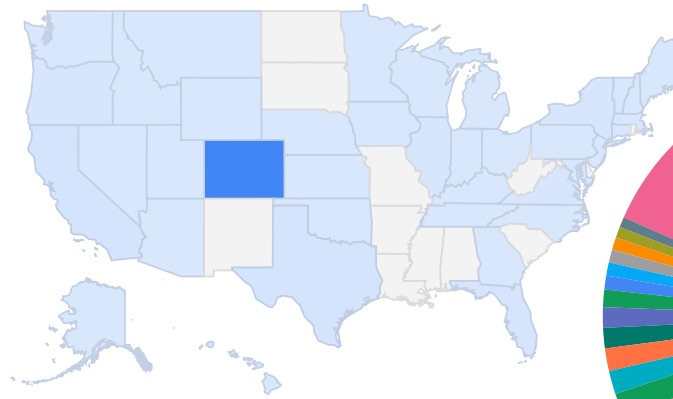
Sessions
2,074
No data
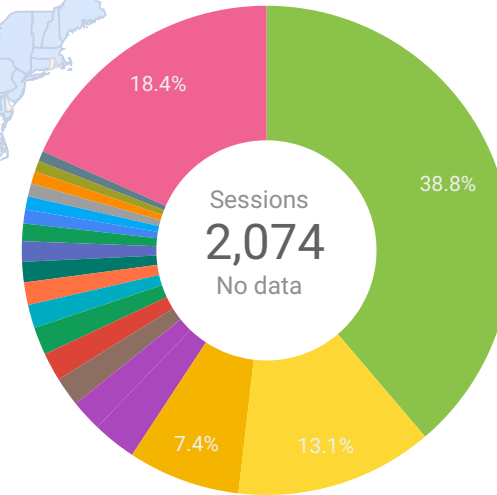
- ● Boulder
- ● Denver
- ● Longmont
- ● Broomfield
- ● (not set)
- ● Superior
- ● Lafayette
- ● Dallas
- ● Aurora
- ● Miami
- ● Erie
- ● Louisville
- ● New York
- ● Lakewood
- ● Chicago

38.8%
18.4%
13.1%
7.4%

	City	Sessions ▾	Bounce Rate	Pages / Session	Avg. Time on Page	Sessions with Event	Organic Searches
1.	Boulder	804	57.09%	1.59	00:02:58	232	20
2.	Denver	271	70.48%	1.49	00:02:32	53	5
3.	Longmont	154	62.99%	1.23	00:02:45	48	2
4.	Broomfield	60	65%	1.57	00:02:19	15	0
5.	(not set)	43	86.05%	1.35	00:01:00	3	0
6.	Superior	40	65%	1.4	00:02:17	9	0
7.	Lafayette	39	66.67%	1.23	00:01:45	11	0
8.	Dallas	38	68.42%	4.66	00:01:00	6	1
9.	Aurora	32	53.13%	1.41	00:03:52	12	0
10.	Miami	31	22.58%	1.81	00:04:01	19	0
	Grand total	**2,074**	**62.1%**	**1.64**	**00:02:20**	**532**	**45**

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COMFORT365: Performance Dashboard
Demographics & Devices

KEY TAKEAWAYS

Age & Gender

· We saw a fairly wide age group distribution for website visitors, but older visitors were much more likely to complete one of the key website actions (Google Analytics Goals), which makes sense – older people are more likely to be homeowners and in a position to take advantage of the Comfort365 program rather than just casual interest.

· Men provided 57% of traffic and were responsible for 63% of all conversions, which may indicate that while women are also "shopping" for heat pumps, our male audience is more likely to take an action.

Device Type

· Mobile traffic makes up nearly 41% of all traffic to the website, but this is being driven by our paid search and paid social traffic, which is typically more mobile.

· While lower than desktop, mobile users have relatively good "site stickiness," including bounce rates, pages per session, time on site, and percent of sessions with an action.

· However, Google's PageSpeed Insights report that EnergySmartYes.com could still be losing an estimated 29% of all site traffic due to slower-than-ideal website speed and performance, which may be able to be improved in the future.
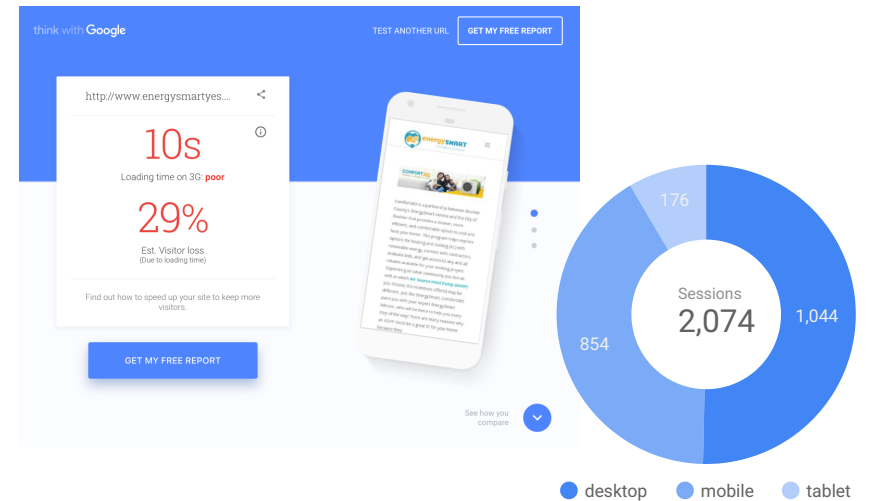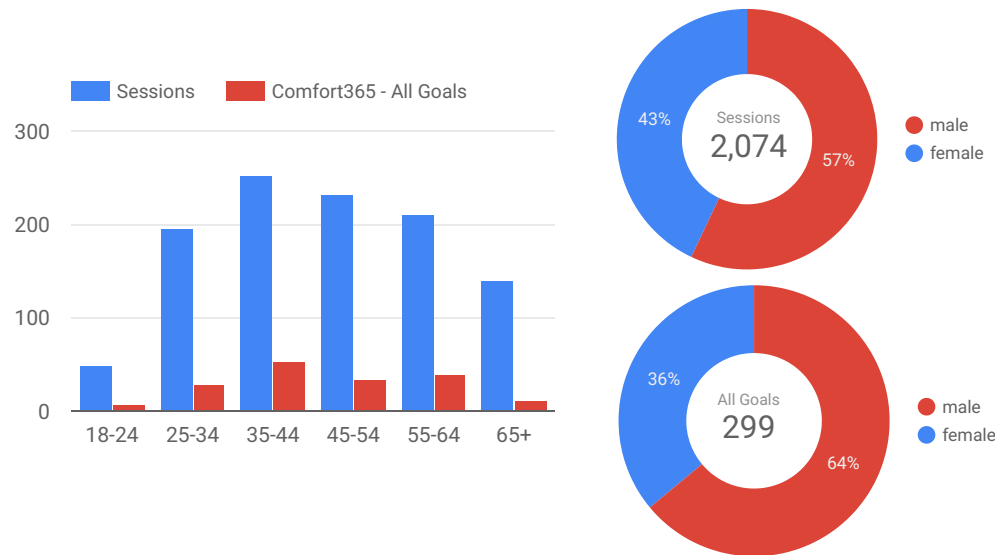
	Device Category	Sessions ▾	Bounce Rate	Pages / Session	Avg. Time on Page	Sessions with Event	Organic Searches
1.	desktop	1,044	51.34%	2.07	00:02:10	316	29
2.	mobile	854	76.11%	1.16	00:03:20	163	11
3.	tablet	176	57.95%	1.48	00:03:03	53	5
	Grand total	**2,074**	**62.1%**	**1.64**	**00:02:20**	**532**	**45**

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