



**AMKE CAMPAIGN
OCTOBER 2019**

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PAID SOCIAL MEDIA

The main goal for this campaign was to regain attention of AMKE specific target audience on the new career opportunities offered by taking a vocational education.

We used the previous "Väylät Auki" campaign design and context to also test out Facebook retargeting features to drive more traffic to the vaylatauki.fi landing page.

The results and insight are gathered in this report.

SUGGESTED TARGET GROUPS

We defined the target group by using the following attributes and parameters:

Age: 30-40 years old

People Who Match:

- **Interests:** Vocational education, Vocational-technical school, Vocational university, Lynda.com, Vocational school, Job Seekers or Job hunting.
- **Employers:** Unemployed
- **Job title:** Unemployed

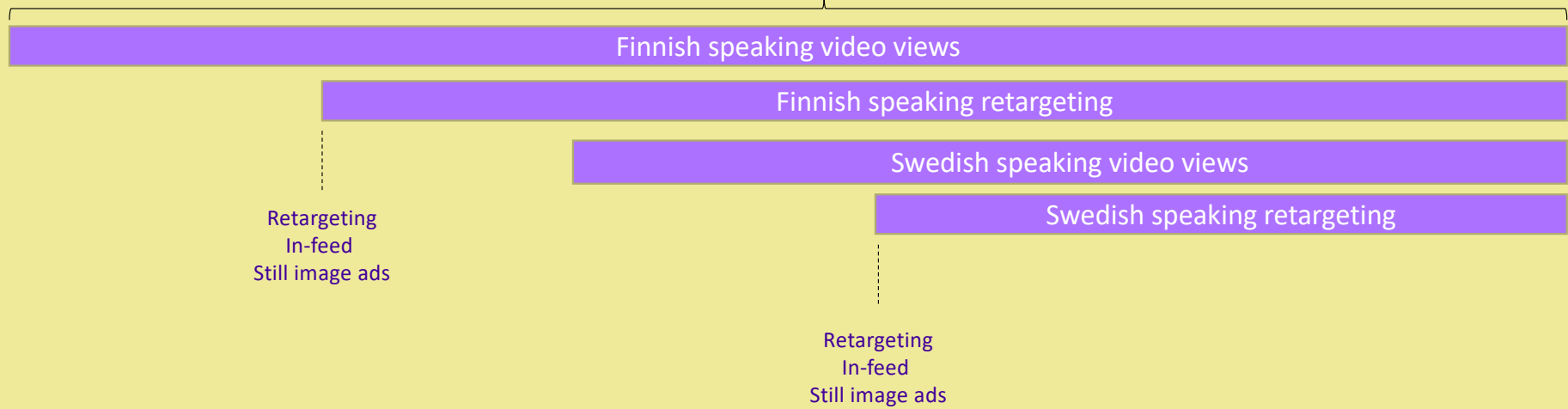
We also split the target by spoken languages between Finnish and Swedish to try reaching as well people who speak only Swedish.

Finnish speaking audience size: 60000 users
Swedish speaking audience size: 26000 users

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EXECUTION TIMELINE

Campaign duration:
3-4 weeks



FINNISH VIDEOS TRACK

Reach: 45643

ThruPlays: 16239

Landing page views: 673

Cost per landing page view: €2.18

Video percentage watch: 33,62%



3x more traffic
generated than the
Swedish track

SWEDISH VIDEOS TRACK

Reach: 24643

ThruPlays: 7185

Landing page views: 294

Cost per landing page view €2.46

Video percentage watch: 35,22%

With retargeting included the campaign generated 6x more results from Mobile devices than on desktop.

- **ThruPlays:** ThruPlay allows advertisers to optimize and choose to pay only for ads that are played to completion, or for at least 15 seconds.

FINNISH RETARGETING TRACK

Reach: 6617

Landing page views: 189

Cost per landing page view: €2.61

Video percentage watch: 33,62%

SWEDISH RETARGETING TRACK

Reach:

Landing page views: 9

Cost per landing page view €26.27

Video percentage watch: 35,22%

Retargeting Ads in Swedish did not spur much reaction from the reached audience. Although, the Swedish video track delivered proportionally similar results than the Finnish one.

BEST PERFORMING ADS IN FINNISH

AMKE Ammatillinen koulutus Sponsored · 🌐

Ammatillinen koulutus on tarkoitettu sekä työelämään siirtyville nuorille että työelämässä oleville aikuisille.

ALAA VOI VAIHTAA MINKÄ IKÄISENÄ TAHANSA

VAYLATAUKI.FI
Löydä oma väyläsi.
Matka unelma-ammattiin on usei... LEARN MORE

17 1 Share

Reach: 41963 users
Landing page views: 576
Cost per landing page View: 1.56€
Engagement Rate: 2.26%

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Ammatillinen koulutus on tarkoitettu sekä työelämään siirtyville nuorille että työelämässä oleville aikuisille.

UUSI SUUNTA LOPPUELÄMÄLLE

VÄYLÄT

VAYLATAUKI.FI
Löydä oma väyläsi.
Matka unelma-ammattiin on usei... LEARN MORE

5

Reach: 5885 users
Landing page views: 91
Cost per landing page View: 2.35€
Engagement Rate: 2.85%

BEST PERFORMING ADS IN SWEDISH

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Sponsored · 🌐

Yrkesutbildningar är avsedda både för ungdomar på väg in i arbetslivet och för vuxna som redan är på arbetsmarknaden.
See Translation

DET ÄR ALDRIG
FÖR SENT FÖR
ETT NYTT YRKE

VAYLATAUKI.FI
Hitta din egen farled.
Matka unelma-ammattiin on usei... [LEARN MORE](#)

Reach: 22934 users
ThruPlays: 4621
Landing page views: 189
Cost per landing page View: 2.30€
Engagement Rate: 1.91%

AMKE Ammatillinen koulutus
Sponsored · 🌐

Yrkesutbildningar är avsedda både för ungdomar på väg in i arbetslivet och för vuxna som redan är på arbetsmarknaden.
See Translation

TA DETTA
SPÅR MOT EN
NY KARRIÄR

VAYLÄT

VAYLATAUKI.FI
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Reach: 297 users
Landing page views: 6
Cost per landing page View: 16,22€
Engagement Rate: 7%

CAMPAIGN INSIGHT

The Finnish speaking campaign track delivered a better performance as number show in terms of volume.

The videos on both Finnish and Swedish tracks generated a good level of engagement which shows that the targeting used was on point and people were interested.

The lower numbers gathered via Swedish speaking targeting reflect the demographics from the spoken language point of view.

Maybe to raise awareness on the availability of vocational education in Swedish we have to broaden the audience and approach the campaign with different themes.

In order to improve the browsing experience when redirecting users to the landing page, it would be wise to create a specific page vaylatauki.fi/se so that the Swedish speaking audience does not have to click on the language button which appear to be very small on Mobile devices screens.



THANK YOU!

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