

# AMKE Campaign Väylät auki – v3

Report

# Väylät Auki-Campaign

The Väylät Auki campaign was planned and designed to raise awareness and drive traffic to the väylätauki.fi website for these audience to learn more about the opportunities brought when choosing the “ammattillinen koulu” path.

The main audience to reach were:

- . Teenagers from 15-18 years old on social media and their parents.

The campaign was executed over a 1,5 month period and Mirum was in charge of planning, producing the content and monitoring the campaign on Facebook, Instagram, SnapChat.

This report includes the results achieved and insights gathered during the campaign.

# Väylät Auki-Campaign timeline

3.2.2020

10.3.2020



Video Views

Traffic



Stories

Traffic



Snap Story

# Campaign results overview (FB / IG)

## Best video view rate

Instagram Stories 18,62%

## Landing Pages views

From Instagram Stories 215

## Reach (Facebook/Instagram)

355253

## Average CPC

1,00€ (1,64€ for last campaign)

## SnapChat Page Views

7990 (64,3% of generated traffic)

## Average campaign CPM (FB & IG)

3,81€ (Web traffic)

## Impressions (SnapChat vs FB/IG)

3833384 // 3502039

## View rate

6,22% (avg.)

## CTR

2,18%



# Facebook / Instagram Traffic Video Views

# Facebook & Instagram insights

- Content is largely viewed and consumed on mobile devices (98% of impressions) for both channel Facebook and Instagram.
- The engagement on content was split between  $\frac{3}{4}$  on Instagram and  $\frac{1}{4}$  on Facebook.
- Instagram was the best performing channel for video views, where 67% of video views happened.
- On Instagram, the Stories placement was the most efficient traffic driver among teenagers.
- The video views track generated a total of 26000 completed video views with an ad recall of 7,24 ad recall meaning that around 2000 persons will remember the Väylät Auki's campaign if we would survey them.
- The traffic track made out of still images and Instagram Stories, generated a total of 720 website views.
- A total of 13597 users watched the videos up to 75% of its duration with each a considerable number. The repartition of this number is composed by 76% of teenagers and 24% of parents. This can be considered as a very good level of engagement. Short type of content like the Instagram Stories worked really well for the main audience of teenagers.

# Campaign performance

	FACEBOOK	INSTAGRAM
VIDEO VIEWS	13337	12687
PAGE VIEWS/ Site visits	117	98
LINK CLICKS	3635	1371

\* ThruPlays: including 15 seconds long or full length views.





# Best performing Link Ad on Facebook

AMKE

Ammatillinen koulutus

Sponsored · 

...

Opiskelupaikan valinta voi tuntua lopulliselta ja vaikealta valinnalta. Muistathan tukea nuorta oman tien löytämisessä.



VAYLATAUKI.FI

Löydä oma väyläsi.

Väylät auki unelma-ammattia ko...

LEARN MORE

 Hanna-Maija Paronen and 10 others

1 Share

 Like

 Comment

 Share

## Metrics:

90 Landing Page views  
Cost per LPV: 2,23€  
Reach 7457 users  
**CTR: 3,96%**

## Placement:

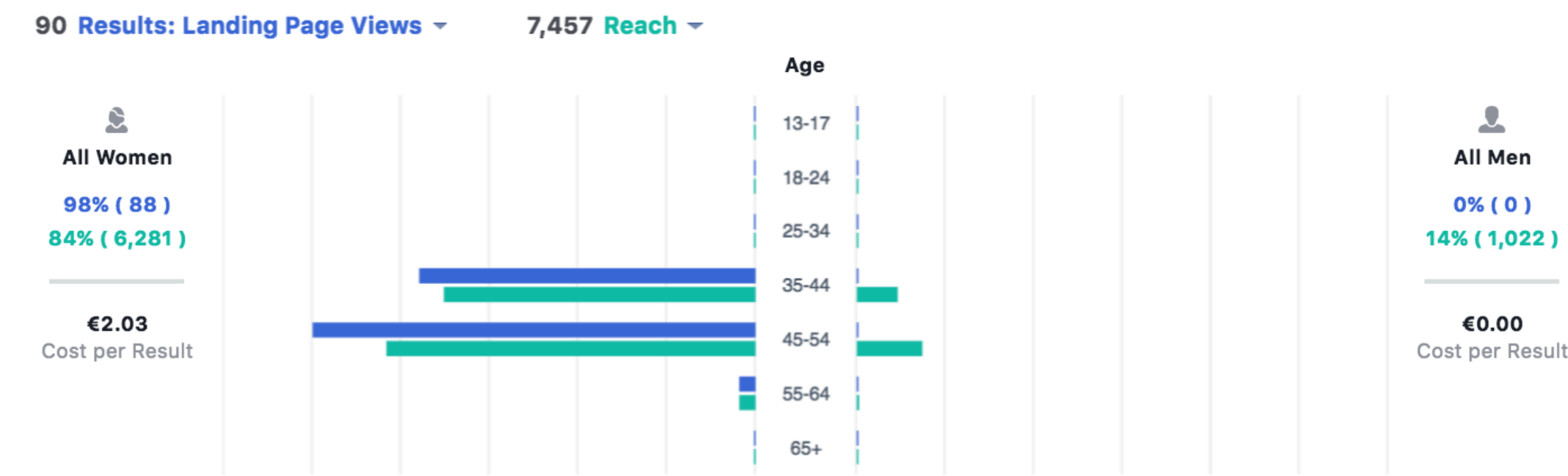
Mobile and Desktop

## Targeting:

Men/ Women (25-65+. )

Within the parents target group, Veronica’s story resonated well.  
The CTR of 3,96% is a good score for Facebook and within the range of the industry. (1-2%)

## Demographic Insights:





# Best performing Video Ad on Facebook

**AMKE** Ammatillinen koulutus  
Sponsored · 🌐

Oma juttu ei välttämättä ole suoran tien takana.  
Veronican tie unelma-ammattiin kulki  
ristipaineiden ja ammattistartin kautta.



VAYLATAUKI.FI  
**Löydä oma väyläsi.**  
Väylät auki unelma-ammattia ko... [LEARN MORE](#)

👍❤️ 157 4 Shares

👍 Like 💬 Comment ➦ Share

## Metrics:

(100% Video views)

Cost per 10 sec: 0.12€

Reach 45126 users

Video 95% watched: 417

## Placement:

All Devices

## Targeting:


Teenagers

As we expected it to happen, the Teenager target group underperformed due to the fact that this age group is not using Facebook as much as Instagram or SnapChat.

However Parents were more receptive to the ads overall on Facebook.

## Demographic Insights:

2,153 Results: [Link Click](#) ▾ 45,126 [Reach](#) ▾

  
**Women 18-24**  
23% ( 489 )  
19% ( 8,712 )

€0.54  
Cost per Result

Age

13-17  
18-24  
25-34  
35-44  
45-54  
55-64  
65+

  
**Men 18-24**  
7% ( 145 )  
12% ( 5,320 )

€0.92  
Cost per Result

# Best performing Story Ad on Instagram



## Metrics:

85 landing page views,  
Cost per Page View: 14,68€  
Reach 147680 users  
100% video watch: 6952  
Video % watched:

## Demographic Insights:

## Placement:

Mobile Only


## Targeting:

All teenagers and parents

The Instagram Stories placement was the best performing element of the campaign for both teenagers and parents.

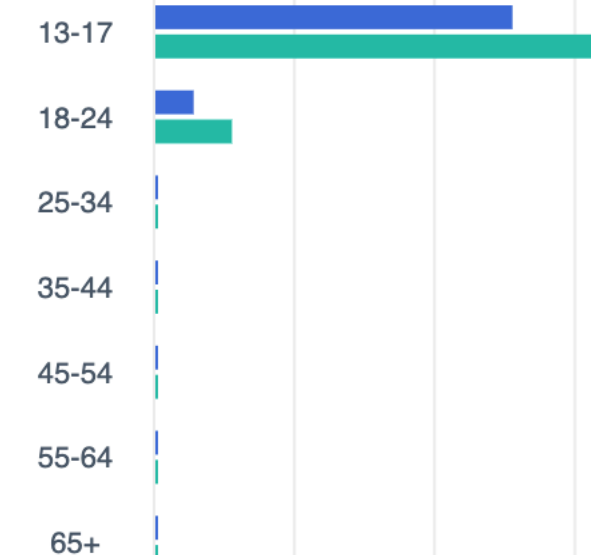
The easily consumable and trending IG Stories format is today very popular and efficient to engage an audience or gain exposure.

1,187 Results: Link Click ▾ 147,680 Reach ▾

  
All Women  
69% ( 823 )  
59% ( 87,392 )

€0.98  
Cost per Result

Age

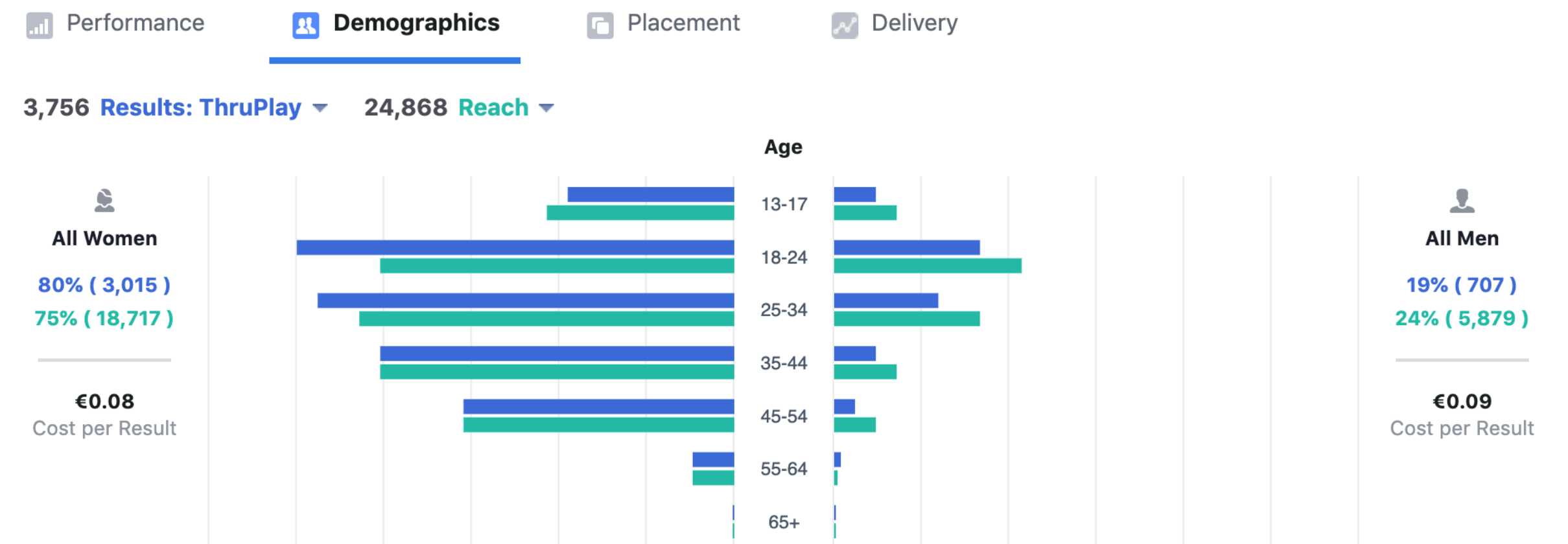


  
All Men  
30% ( 360 )  
40% ( 59,616 )

€1.21  
Cost per Result

# Gender distribution For Facebook / Instagram

## Video Views (Video ads)

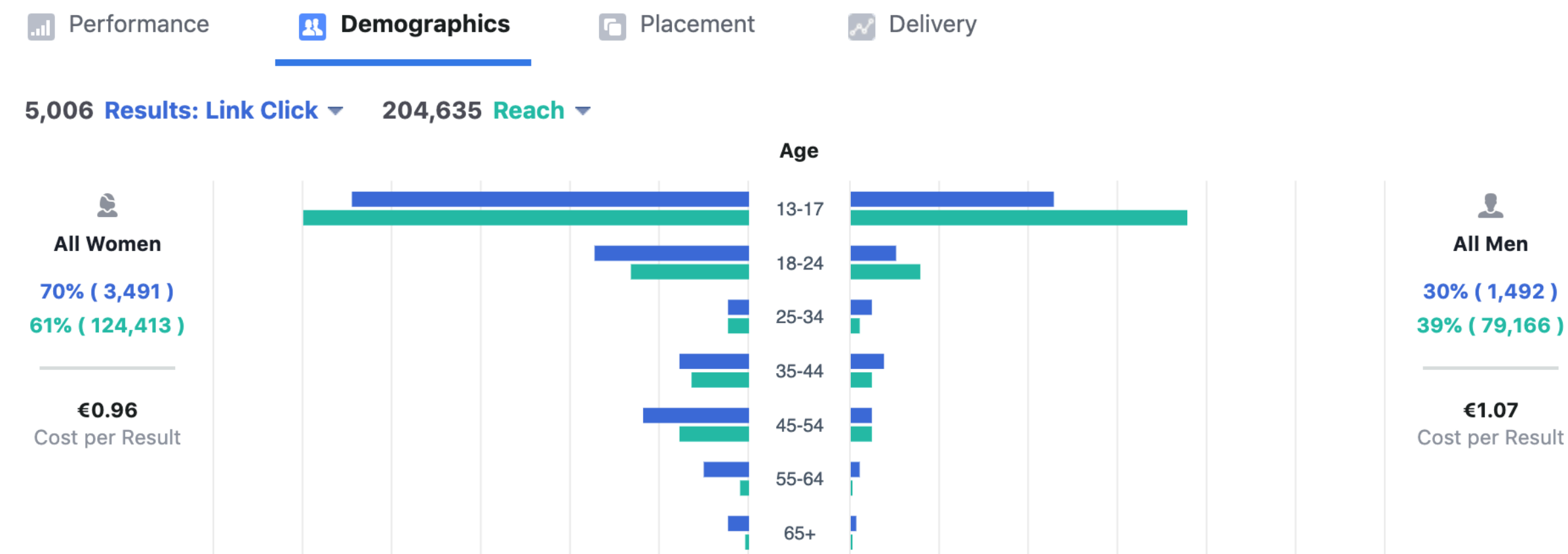


The results related to the age and demographics are reflecting the targeted audience.

For videos we see the consumption of such format is split across all age groups and very popular. It underlines the popularity of this content format today.

However teenagers are not consuming videos on Facebook as much as their parents or elder siblings

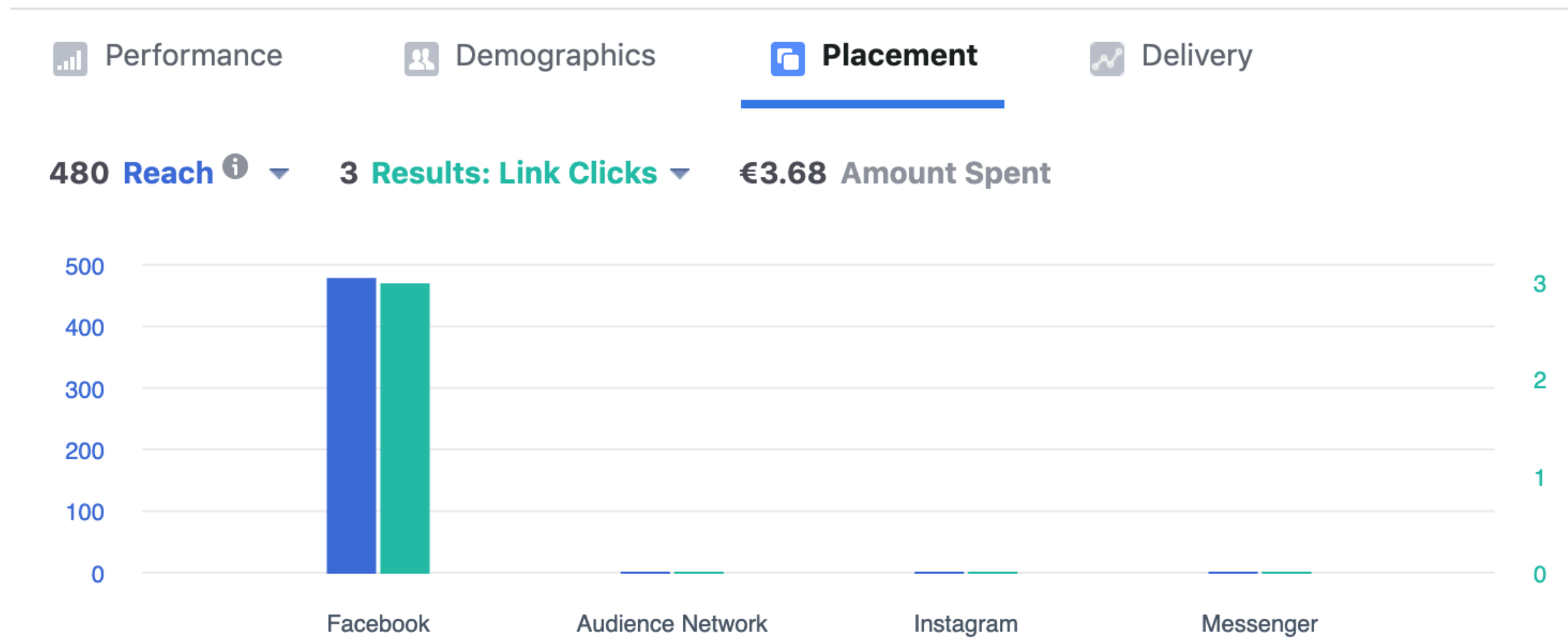
## Traffic (Link ads,)





# Mobile or Desktop – Video views

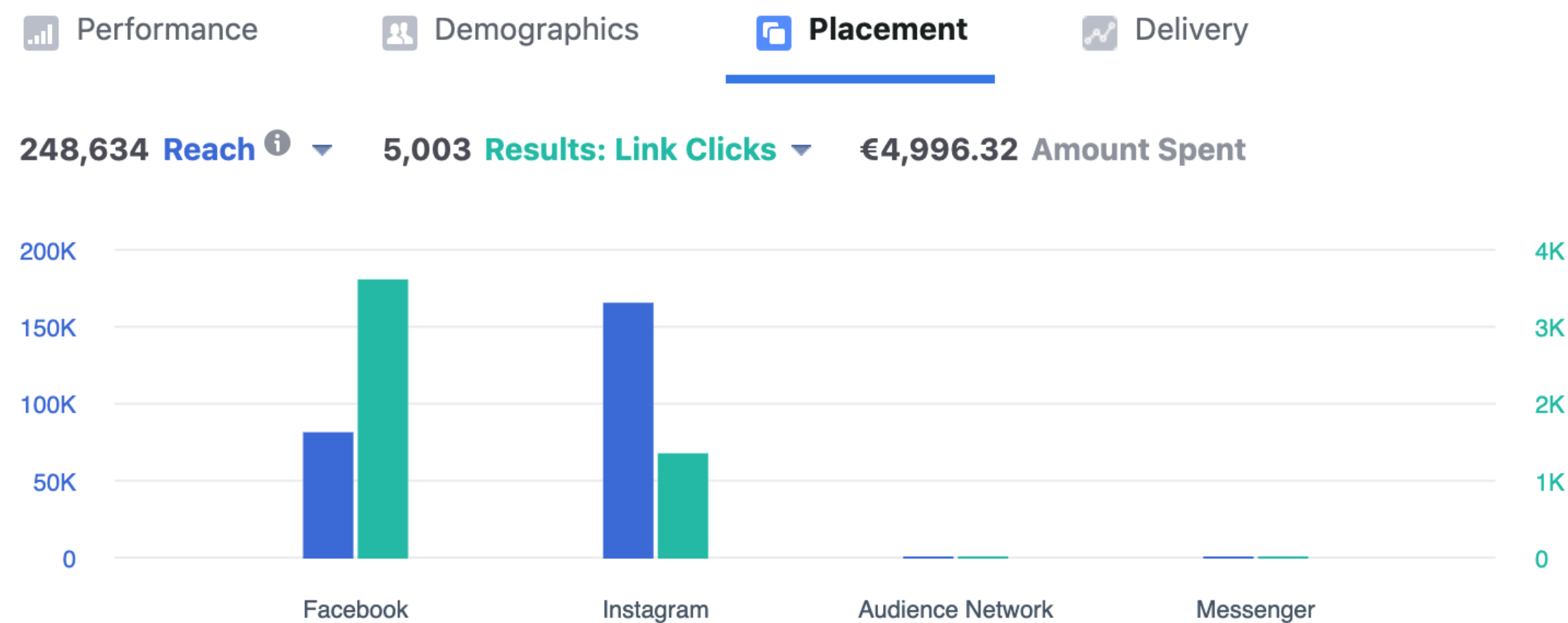
## Desktop



Content consumption has officially shifted to a mobile first model and creative assets should be thought a and planned accordingly.

As shown here, only 1,7% of the audience was reached on Desktop computer.

## Mobile Only



# Snapchat

# Snapchat insights

Impressions	Video views	CPM	Swipe ups	Swipe up rate	Cost per swipe up (CPSU)	Spend
3833384	72761	0,91€	38049	0,99%	€0.09	3500€

Snapchat remains a very efficient and tactical channel to reach teenagers who are actively using platform where content is ephemeral. The CPM of 0,91€ (1,39€ for last campaign) is one of the lowest of the whole campaign.

Snapchat results are following the overall trend of this campaign, confirming that social media provides a better return on investment in terms of audience engagement and brand exposure.

Vertical ad format is one of the most important ad format used for brand awareness today.



# Campaign learnings

# Campaign insight

## 1 Facebook

In Feed videos and still images ads performed this time much better for the parents target group rather than for teenagers. The Facebook feed is the ideal placement for content to generate traffic and should be included in parallel to video content. Next time we can skip the teenager target group on Facebook and focus more on Instagram for them.

## #2 Instagram

The Stories format was highly relevant for Teenagers. The format popularity on Instagram associated with influencers, like Veronica, is still growing and should be emphasized in future campaigns to improve performance.

The Instagram in-feed videos got less engagement but should still be part of the tactical placement with adequate formats as a considerable amount of traffic can be generated through that format. (square videos or short 4:5 teaser format videos.).

## #4 SnapChat

SnapChat is one of the most effective channels when trying to reach teenagers on social media. The Click through rate achieved on this channel is again part of the highest and best performance of the campaign. For future campaign we could consider having a wider variation of assets to promote on this channel to be more relatable and specific when promoting scholarship.

The Story format on this channel is getting more attention and has proved to be very efficient for branding and awareness campaigns.



Thank you