Culver CITY BUS

Marketing Case Study

OCT | NOV | DEC | JAN
2020-2021

BlackLine

Overview

Culver CityBus tasked our team with promoting several innovations to their transportation system. We continue to work closely with their team to reduce spending and increase exposure across their social platforms.

Our campaign began with several strategy sessions to discover factors like target audience, key performance indicators and past successes/failures. We took this information and created a customized, integrated approach.

The combination of original, data-driven creative and hyper-targeted distribution has allowed us to more than 5X all of our main KPIs in 1 month.

Campaign Results

🟩 Ads run by Culver City: Oct - Dec

🟦 Ads run by BlackLine: Jan

TOTALS	NUMBER OF ADS	AMOUNT SPENT	REACH	IMPRESSIONS	ENGAGEMENT	COMMENTS
OCT	4	$178.09	6,039	8,802	208	8
NOV	3	$369.96	7,762	11,489	2,280	16
DEC	2	$161.31	4,187	5,644	46	3
JAN	4	$330.56	47,537	87,361	28,127	31

Campaign Results Cont.

🟩 Ads run by Culver City: Oct - Dec

🟦 Ads run by BlackLine: Jan

TOTALS	REACTIONS	SHARES	THRU PLAYS	VIDEO PLAYS	LINK CLICKS	CTR (Link Click-Through Rate)	CPC (Cost per link click)
OCT	116	4	n/a	n/a	44	0.50%	$4.05
NOV	332	21	n/a	n/a	30	0.26%	$12.33
DEC	12	5	n/a	n/a	12	0.21%	$13.44
JAN	323	61	10,242	72,578	600	0.69%	$0.55

Average Result Per Dollar Spent

The chart below compares the results between November (Culver City) and January (BlackLine), as well as the % change.

AVERAGE	AMOUNT SPENT	REACH	IMPRESSIONS	ENGAGEMENT	COMMENTS
Nov Culver City	$369.96	20.98	31.05	6.16	0.04
Jan BlackLine	$330.56	143.81	264.28	85.09	0.09
% Change	**-10%**	**+ 585%**	**+ 751%**	**+ 1,281%**	**+ 125%**

Average Result Per Dollar Spent

The chart below compares the results between November (Culver City) and January (BlackLine), as well as the % change.

AVG	REACTIONS	THRU PLAYS	VIDEO PLAYS	LINK CLICKS	CTR (Link Click-Through Rate)	CPC (Cost per link click)
Nov Culver City	0.89	n/a	n/a	0.08	0.26%	$12.33
Jan BlackLine	0.98	30.98	219.56	1.82	0.72%	$0.70
% Change	**+10%**	n/a	n/a	**+ 218%**	**+ 176%**	**- 94%**

Summary

Culver CITYBUS

After the first month, we increased reach, impressions, engagement, and link clicks by at least 5X. Culver CityBus is experiencing record numbers across multiple KPIs. In addition, we've been able to position them as a premiere transportation agency through high-end content and tailored messaging. We have also been able collect more data on their target audience, which will be extremely beneficial for future campaigns.

Most Notable Improvements

REACH	IMPRESSIONS	ENGAGEMENT	LINK CLICKS	COST PER CLICK
+585%	+751%	+1,281%	+218%	-94%