

La Courte Oreilles Child Support Program
Digital Marketing Project

Intervention #3 Evaluation Report: Gas Pump Advertising



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Child Support Program

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November 2021

Gas Pump Advertising Intervention

Grantee Agency: Lac Courte Oreilles Child Support

Date for Submission: November 2021

Title of Intervention: *Gas Pump Advertising*

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Executive Summary

The Lac Courte Oreilles Child Support Program (LCO-CSP) participated in an Office of Child Support Enforcement (OCSE) grant project to explore the impact of using digital marketing to increase child support enrollment and more effectively reach families. The project included three time-bound marketing interventions. This report is a review of the results of LCO-CSP's third and last intervention: Gas Pump Advertising (April 2020 – January 2021). The objectives of this intervention were to increase visits to the LCO-CSP website, increase the number of customers registered for the System for Keeping Everyone Informed (SKEI) child support information portal, and increase awareness of LCO-CSP services.

LCO-CSP retained Superior Marketing to develop and implement the digital marketing interventions, including the design and roll-out of the new website and search engine optimization implemented during the first intervention, the development and administration of Facebook Advertising in the second intervention, and gas pump advertising for the third intervention.

The use of gas pump advertising was unique among OCSE's digital marketing projects and was intended to take advantage of a communication platform well-suited to the small LCO tribal community. With a presumption that most adult tribal members living in the Hayward area would purchase gas at the LCO Quick Stop, there was an expectation of wide reach of advertisements to LCO tribal members. The nature of the platform, which combines multiple short videos that display during a gas purchase, provided the opportunity to push out various messages with relative ease. During the intervention period, 77,698 fuel transactions included LCO-CSP video advertisements. Informal one-on-one interviews and a survey of customers and community members who attended an LCO-CSP sponsored event indicate the gas pump videos were seen by just over 50% of respondents, suggesting the gas pump advertisements did reach tribal members.

Many of the video segments in the gas pump advertisements features tribal members and encouraged enrollment in the self-service portal. Two of the videos encouraged viewers to enter a drawing by visiting the website and enrolling in the portal. During this intervention

period, 13 customers enrolled using the self-service portal. The portal was introduced in April 2019 and through the end of this intervention, 83 customers had enrolled in the portal, which is less than 10% of LCO-CSP customers. It was anticipated it would be difficult to enroll customers in the portal and the results of this intervention suggest this assumption may be true.

The content of the other gas pump videos sought to model and promote family engagement, with *Family Dance Challenges* and a *Dad Jokes* video intended to reinforce the value of fathers for children. This content represented a shift away from the stated objectives outlined in Superior Marketing's Communication Plan, which makes this intervention, as implemented, somewhat difficult to evaluate, as the metrics available do not align well with the content of the videos. Superior Marketing's role in managing the intervention ended during the intervention, and this unexpected transition required LCO-CSP's staff to assume unplanned responsibilities. A lack of consistent oversight may have contributed to a shift away from the objectives, or conversely, not updating the intervention objectives and evaluation plan to accommodate a different focus.

Implementation of the intervention was also impacted by the COVID-19 pandemic. The intervention began one month after the pandemic forced shutdowns across the world and upended business as usual. Tribal offices, including the LCO-CSP office, were closed to the public during some of the intervention period, forcing staff to work remotely and discouraging people from gathering.

Despite these challenges, LCO-CSP's gas pump video advertisements were displayed throughout the intervention period and have continued to provide a unique tool for LCO-CSP to communicate with tribal members. LCO-CSP's efforts to initiate and set up this process has enabled other businesses and services to also utilize gas pump advertising to reach the community.

The overall digital marketing project has provided an excellent opportunity for LCO-CSP to develop a website and experiment with digital marketing advertising. Through our development of content for the website blog posts, Facebook advertising, and the gas pump

videos, we have created a library of resources for future digital marketing efforts. LCO-CSP is well-positioned maintain a robust digital presence in its community.

Background

Grant Purpose

The Digital Marketing grant program, sponsored by the federal Office of Child Support Enforcement (OCSE) within the U.S. Department of Health and Human Services' Administration for Children and Families, is a multi-year demonstration project with the goal of researching how digital marketing may help the child support program more effectively reach and serve families. In September 2018, OCSE awarded funds to 14 child support agencies to test digital marketing approaches and partnerships to reach parents that could benefit from child support services and create or improve two-way digital communication and engagement.

Problem

The Lac Courte Oreilles Child Support Program (LCO-CSP) began providing child support services in 2012. Like other tribal child support agencies, LCO-CSP's caseload is increasing, contrary to the trend among state child support agencies experiencing declining caseloads. LCO-CSP is utilizing the digital marketing project to change and improve the way LCO-CSP approaches digital marketing and communication by bringing current and potential participants to one consolidated digital location through an updated website. This will enable LCO-CSP to better serve customers by making the program information available and opening more lines of communication with program staff.

LCO-CSP developed and initiated a website-integrated informational portal for custodial and non-custodial parents. The portal, System Keeping Everyone Informed (SKEI), allows parents to securely access payment records and update contact information. The portal creates opportunities for LCO-CSP to communicate with customers through email. LCO-CSP customers must request a registration "token" and then go through an electronic process to assign a username, password and permission in order to utilize the SKEI portal. Unfortunately, successfully encouraging registration has been challenging. During the first two interventions, 59 individuals registered for portal use.

Intervention

Goals

The objectives of the Gas Pump Advertising Intervention were:

1. Increase visits to the LCO-CSP website.
2. Increase the number of individuals who register for the SKEI portal.
3. Increase awareness of LCO-CSP services.

Development

LCO-CSP selected Superior Marketing (SMG) to develop and implement its digital marketing project. Established in 2009, SMG is a direct-response digital marketing firm focused on Lead Generation and Sales Enablement Systems through effective and innovative strategies. Superior Marketing is led by Curtis DeCora who has been responsible for overall marketing strategy development, content design, and implementation for this project. LCO-CSP convened a team to work on the project, which includes Sue Smith, LCO-CSP Director, and LCO-CSP staff members Sunnie Bisonette, Renee Manuelito, Monica Chase, and Shari Diamond. LCO-CSP retained the Center for Policy Research (CPR) to evaluate the project.

The first intervention focused on developing a new website for LCO-CSP and search engine optimization to drive viewers to the new site. LCO-CSP did not have a functional website before this intervention, and the new website provided a critical foundation for the second and third interventions. The second intervention tested the effectiveness of advertising on the Facebook platform, and this third intervention tested digital advertising on gas pumps at a gas station owned and operated by LCO and on tribal lands. All three of the interventions share the broad goals of encouraging enrollment in child support services and urging customers to register and utilize the SKEI portal to improve two-way communication.

Gas pump advertising at the LCO Quick Stop was selected for the third intervention because the format and delivery of the advertisements was perceived to have the potential for widespread distribution to the targeted tribal population. The LCO Quick Stop is located on K Road, not far from the LCO tribal government offices and schools. This location is convenient to individuals traveling within or through the reservation, and tribal members are incentivized to purchase gas here by receiving a \$.20 per gallon discount. Superior Marketing worked with LCO-CSP, the tribal government and the LCO Quick Stop to set up and display

the video advertisements created for this intervention. Preparation included upgrading the gas dispensers at the Quick Stops to include 10.4-inch screens to accommodate color video. The color video software used for the advertisements was Applause Media, a Gilbarco Veeder-Root proprietary software available on all Gilbarco fuel pump systems. Since the LCO Quick Stop is a business of the LCO tribe, the upgrade of the fuel pumps required approval and engagement from the tribal government.

Description

LCO-CSP's third intervention sought to leverage fuel pump advertising technology to communicate directly with the local target audience by utilizing informational, fun, and promotionally sponsored video content. LCO-CSP selected fuel pump advertising for this intervention to broadly reach LCO tribal members, the target population for this intervention. A large proportion of LCO tribal members reside on LCO reservation lands, and this population is presumed to regularly purchase gas at the tribal-owned gas station. As such, digital messages displayed on the fuel pumps at the tribal gas station has the potential to widely reach the targeted population without requiring viewers to participate in a particular digital media platform, such as Facebook. As one fuel pump advertising company describes, "Advertising at a fuel station is a great way to reach drivers in a captive setting. Drivers are standing around for an average of five to 10 minutes pumping gas -- during which they can view gas stations ads". Once the fuel pump advertising is established at a gas station, the advertisements can be easily set up, displayed, changed, and managed inexpensively for the advertiser.

LCO Child Support Services developed video targeted towards current customers, fathers, mothers, and grandparents. Multiple videos were created, featuring LCO tribal members and sharing information on portal registration information, including portal enrollment promotions with an incentive opportunity to earn a gift card.

Eight dispensers at the LCO Quick Stop displayed the advertisements with every fueling transaction. The brief videos developed for this intervention were combined to display for approximately three minutes during each fueling transaction. The pay-at-the-pump options enabled video content to be played around the clock, twenty-four hours a day.

The individual advertising videos were thirty seconds to just over two minutes long, so each fueling transaction displayed a combination of videos to reach the three-minute threshold. During the course of the intervention, new videos were added to the viewing mix and others were removed.

The design elements included text superimposed on still and video images featuring LCO tribal members and other graphics, with background music and/or audio from the videos. A call-to-action to visit the website, with the shortened URL www.LCOCHILD.com, was added to the some of the video’s midway through the interventions.

The video segments addressed multiple topics. See Table 1 for a description of each video segment.

Table 1. Gas Pump Video Segments

Title	Description
Videos Sponsored by	Identified LCO-CSP as the video display sponsor
Hours of Operation	LCO-CSP contact information and office hours
Grandparent	Encouraged grandparents caring for their grandchildren to utilize the self-service portal
Mom	Encouraged mothers to utilize the self-service portal
Dance Like a Dad	Images of fathers and children dancing together to promote father engagement
We Are Family	Images of families dancing together in response to a dance challenge
Dad Jokes	Video of father and child telling each other jokes
Portal video	Video sharing information on the portal and encouraging enrollment
September Promotion	Advertised the opportunity to win a gift card by registering for the portal
October Promotion	Advertised the opportunity to win a gift card by registering for the portal

The overall style and content of the videos is illustrated by the following images and scripts from some of the video segments.

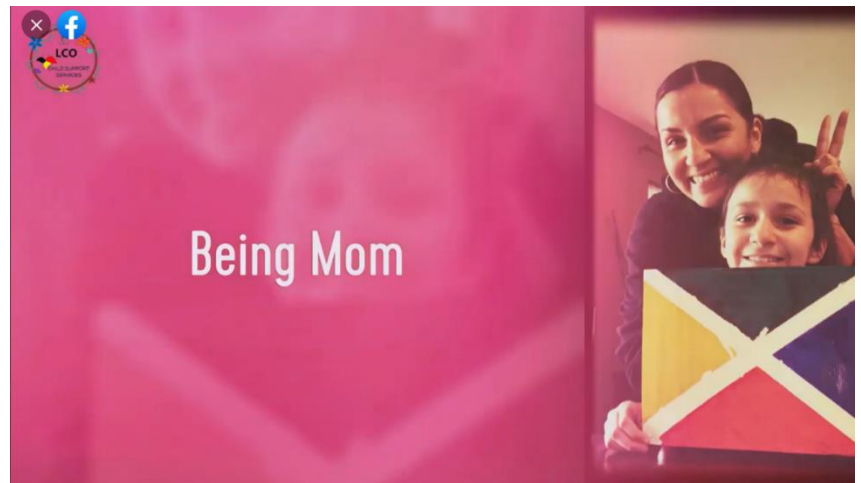
Grandparent Video



*Are you a grandparent raising grandchildren?
It can be a challenge to find time and money to raise grandchildren, while carrying on the traditional way of life
The LCO Child Support Portal is here to help
24/7 Access to:
+ Payment Information
+ Message Caseworker
+ Appointments
+ Court Dates
Free up more time for traditional teachings with your grandchildren
For more information, go to:
www.LCOCHILD.com
#TRIBALCHILDREN*

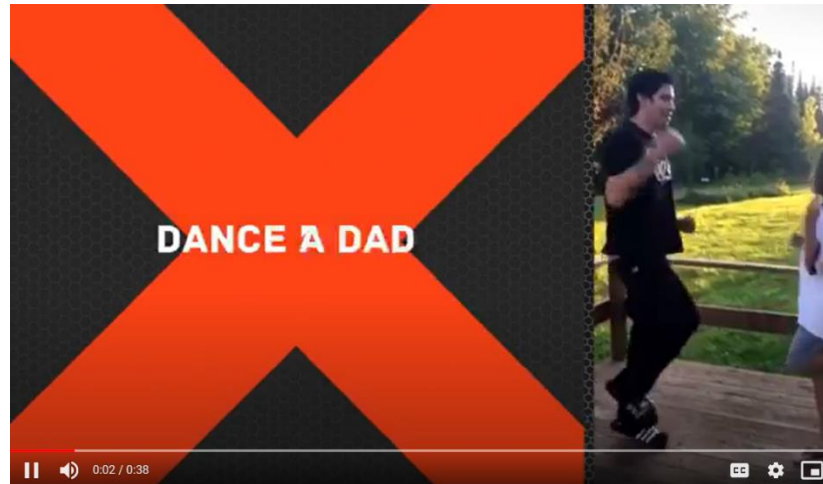
Mother Advertisement

*Are you a busy mom?
Do you struggle to keep child support information organized?
The LCO Child Support Portal is here to help relieve your stress
24/7 Access to:
+ Payment Information
+ Appointments
+ Court Dates
+ Message Caseworker
Let us help you take 1 stress off of your plate
For more information, go to:
www.LCOCHILD.com
#TRIBALCHILDREN*



The video advertisements featuring fathers took a different tack, using videos of a father and a child together to promote father engagement. One video, *Dad Jokes*, showed a father and daughter telling each other jokes, and the other, called *Dance Like a Dad* displayed fathers and their children dancing.

Dance Like a Dad Advertisement



LCO-CSP sought to promote overall family engagement by creating a family dance challenge and invited families to submit Tik Tok videos of grandparents, parents, and children dancing.

We Are Family Dance Challenge



This video combined the Dance Like a Dad video with other videos of families dancing, including a three-generation family, and encouraged viewers to create and post their own videos.

Another video promoted the self -service portal and encouraged registration.

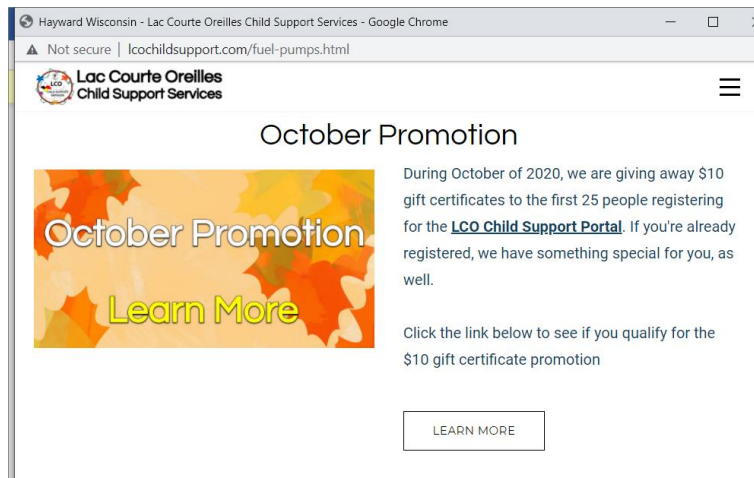
Portal Video



*LCO Child Support Services Portal
LCO Child Support Portal with logo for SKEI
Portal, Child Support Portal for Families
24/7 Access from Any Device and Any Location
View Payment History
View Case Details
Meetings and Court Hearings
Securely Message Your Case Worker
Register Today
Go to www.LCOCHILD.com
LCO Child Support Services
#Tribalchildren*

The September and October Promotion videos encouraged viewers to enter a gift card drawing and offered a unique vanity URL address for registration in the drawing. The URL directed viewers to a page on the LCO-CSP website that described the promotion, which was a \$10 gift card for the first 25 people who registered for the self-service portal.

Vanity URL Landing Page



LCO-CSP's implementation of the Gas Pump Intervention was challenged by a variety of factors. The gas pumps at the Quick Stop needed an update to display video advertisements, which created unexpected requirements and the involvement of the tribal government as owners of the Quick Stop and delayed implementation. The responsibility for implementation of the intervention shifted mid-way from Superior Marketing to LCO-CSP staff, which was unplanned and created unexpected challenges in overall project management. The pandemic forced people to work from home and avoid gathering, which also likely influenced project management, and potentially engagement with the dance challenge.

Target Population

The target population for this intervention was LCO Tribal Members, including potential and current customers. As of January 31, 2018, 2,431 tribal members resided within the reservation boundaries and may have purchased gas at the Quick Stop. A total of 77,698 fuel purchases included video displays during the intervention period.

Timeline

The Gas Pump Advertising Intervention was implemented from April 2020 through January 2021.

Outcome Measures

The objectives of the Gas Pump Advertising Intervention were:

1. Increase visits to the LCO-CSP website.
2. Increase the number of individuals who register for the SKEI portal.
3. Increase awareness of LCO-CSP services.

To measure outcomes related to these objectives, this evaluation included metrics from Applause Media, operator of the gas pump advertising; website data from Google Analytics; and administrative data on the number of people who enrolled in the SKEI portal. In addition, we gathered feedback from LCO-CSP customers through informal one-on-one interviews and a survey administered to participants at a family appreciation event hosted by LCO-CSP.

Applause Media tracked the number of customers who made fuel purchases, the number of times each video was displayed, the number of active customers and views

(viewers who interacted with the display screen), the number of times the option to mute the sound was utilized, and the percent of active customers to all customers.

Google Analytics supplied the data on website activity in general, and specifically on the use of the vanity URL, www.lcochild.com, used on the gas pumps to direct users to the website. The outcome measure for registration in the SKEI portal is the number of portal enrollments.

Feedback on awareness of LCO-CSP services was gathered through one-on-one interviews with four customers and survey responses from 47 individuals who completed a survey at an LCO-CSP family appreciation event. There are limitations to the data gathered through the interviews and surveys as neither were representative of the targeted population due to the size of the sample and the methods for recruiting participants were not random.

Research Questions

The research questions for this intervention are:

1. How do gas pump advertisements promote visits to the LCO-CSP website and impact viewers knowledge of LCO-CSP services?
2. How many LCO-CSP customers enrolled in the SKEI portal in response to video promotions on the gas pump advertisements?

Results

Sample Size

The actual sample size is unknown. While the number of gas purchase transactions is available, it is unknown how often customers purchased gas and the demographics of those customers. The Quick Stop gas station is a tribal business located on tribal lands, so the intent was to reach tribal members who purchase gas at the Quick Stop. The number of gas purchase transactions during the intervention was 77,696.

Intervention Results

Applause Media/Gas Pump Metrics

Applause Media recorded the number of gas purchase transactions (total customers) that included video advertisements. Active views reflect customers that interacted with the advertisement (touched the screen) and views refers to the number of times each video segment was displayed during a gas purchase transaction. The video segments were combined to align with the length of the gas purchase transaction and were displayed randomly or based on when video segments were loaded or removed from the platforms. The number of views is larger than the number of customers because the video segments displayed more than once in some fuel purchase transactions.

Overall, the video advertisements displayed during 77,698 gas purchase transactions at the Quick Stop gas station over 10 months. A small percentage (1.09%) of transactions included active engagement (touching screen) from customers (Table 2).

Table 2. Gas Pump Advertisements Metrics, April 2020-January 2021

Video Segment	Total Customers	Active	Views	Active to Customers
Videos Sponsored by	75,016	363	125,021	0.48%
Hours of Operation	47,908	363	86,158	0.76%
Dance Like a Dad	21,027	10	22,724	0.05%
Grandparent	15,826	24	16,608	0.15%
Mom	12,327	103	12,810	0.84%
We Are Family	11,534	249	11,808	2.16%
Dad Jokes	10,465	166	10,673	1.59%
Portal video	30,962	533	39,998	1.72%
September Promotion	15,144	192	15,466	1.27%
October promotion	6,714	104	7,140	1.55%
Total	77,698	846	348,406	1.09%

Google Analytics Results

Google Analytics tracks activity on the LCO-CSP website, including the number of sessions and pageviews by landing page (first page visited) and individual page views. Information was extracted from Google Analytics on the eight pages/topics¹ within the LCO-

¹ Some individual webpages on the same topics were combined in this illustration.

CSP website, with the highest number of sessions and pageviews illustrated in Table 3. Some of the video segments used in the gas pump advertisements encouraged viewers to visit the vanity URL, www.LCOChild.com, which was recorded in Google Analytics as “Fuel Pumps”. Activity on this page is also included in Table 3.

Table 3. Website Sessions and Page Views, April 2020-January 2021

Topic/page	Sessions	% of Sessions	Rank Order	Pageviews	% of Pageviews	Rank Order
Tribal child support card/debit card	4,769	70.63%	1	12,220	60.85%	1
Homepage	918	13.60%	2	2,890	14.39%	2
Portal	215	3.18%	5	1,874	9.33%	3
Child Support Payments	78	1.16%	6	897	4.47%	4
Housing/Housing Authority	270	4.00%	4	805	4.01%	5
Employment Resources	64	0.95%	7	455	2.27%	6
Apply for Services	40	0.59%	8	449	2.24%	7
Recycling Center	339	5.02%	3	318	1.58%	8
Fuel Pumps	59	0.87%	NA	174	0.87%	NA
Total	6,752	NA	NA	20,082	NA	NA

During the period of April 2020 – January 2021, the topics highlighted in Table 3 attracted 6,752 sessions and 20,082 pageviews. The fuel pumps page attracted 59 sessions and 174 page views, but only during the period of July 20 – November 6, 2020. The vanity URL and encouragement to visit the LCO-CSP website was not uniformly included in the video segments and did not start appearing until July. There were 215 sessions on the portal landing page, which could reflect interest generated from the gas pump advertisements, but there is no way to determine this.

Overall Website Use

Developing and launching LCO-CSP’s new website was the primary focus of the first digital marketing intervention and early use of the website exceeded original expectations. Table 4 compares the intervention period (April 2020 – January 2021) to the same period in the previous year. The number of sessions in both periods is largely unchanged, with the intervention period attracting 58 fewer sessions than the previous year. New users account for most viewers in both periods. The landing page that attracted the most sessions is the

Tribal Child Support Card, accounting for over half of the website sessions in both periods. Table 4 illustrates the proportion of new and returning users and the number of sessions on the Tribal Child Support page (which overlaps with new and returning users).

Table 4. LCO-CSP Website Sessions Comparison

Landing Page	4/19	1/20	% of total	4/20	1/21	% of total	Change
Sessions	7,624		NA	7,566		NA	-58
New Users	6,498		85%	6,528		86%	30
Returning Users	1,126		15%	1,038		14%	-88
Tribal Child Support Card	4,181		55%	4,327		58%	146

SKEI Portal Registrations

The second objective of this intervention was to enroll customers into the SKEI portal.

Thirteen individuals enrolled in the portal during the intervention period (Table 5).

Table 5. Portal Registrations by Type December 2019 – March 2020

Type of Registration	Number	Percent
Phone	10	77%
In-office	NA	NA
Webform	3	23%
Mailed	NA	NA
Total	13	NA

More custodial parents registered for the portal than noncustodial parents (Table 6). Five of the video segments featured registering for the portal, and this may have influenced 13 new portal enrollments during the 10 months of the intervention. During the last intervention, LCO-CSP successfully utilized the opportunity to win a gift card as an incentive to encourage portal enrollment, with 34 new registrations attributed directly to the advertisement (customers were referred to a webform from the Facebook advertisement). Two of the video segments during the Gas Pump Intervention promoted a similar incentive drawing, but there was no direct link from the advertisements due to the nature of the gas pump platform and only three registrations occurred during the promotional periods (September and October 2020).

Table 6. Role of Requesting Party

Requesting Party	Number	Percent
Custodial Parent	8	62%
Noncustodial Parent	5	38%
Total	13	100%

Survey Responses

LCO-CSP sponsored a family appreciation event on June 18, 2021, and offered a gift card to participants for completing a survey. The survey asked respondents if they recalled seeing the gas pump and Facebook advertisements, and if so, if the advertisements influenced their knowledge or impressions of LCO-CSP services, among other questions. Respondents who were current customers were asked about their familiarity and use of the self-service portal. Forty-seven individuals completed the surveys, with nine respondents who identified themselves as current customers (Table 7).

Table 7. Survey Respondents and Roles (N=47)

Survey Question	Yes	No	Receive Child Support	Pay Child Support
Do you have a child support case with LCO Child Support?	9	38	6	3

There are limitations to interpreting the survey results. The sample of respondents is not representative of current customers or LCO tribal members due to its size and the distribution of the survey only to participants at a special event.

Despite this limitation, the survey results could provide some insight into perceptions of LCO-CSP and customers' experience with viewing the advertisements and registering and utilizing the self-service portal. The survey inquired about general impressions of LCO-CSP (Table 8) and familiarity with the unique characteristics (Table 9) of LCO-CSP's services as a tribal child support program.

Both customers and community members gave favorable responses to LCO-CSP's value to the community and ease in working with. Seventy eight percent of customers indicated the LCO-CSP staff has been helpful or very helpful. While this is a positive indication

of LCO-CSP’s reputation, this is an area where the source and size of the sample of survey respondents likely influenced results. Individuals with negative impressions probably would not attend an event sponsored by LCO-CSP.

Table 8. Impressions of LCO Child Support

Agreement with Statement	Customers (n 9)		Community Members (n 38)	
	Number	Percent	Number	Percent
LCO Child Support helps tribal children have a better life	8	89%	30	79%
LCO Child Support could do more to enforce child support orders	3	33%	14	38%
LCO Child Support is a helpful resource to tribal families	7	78%	32	84%
LCO Child Support is easy to work with	6	67%	23	62%
How helpful have the LCO Child Support staff been to you – Very helpful or helpful	7	78%	NA	NA

Tribal child support programs can incorporate cultural considerations into services and operate with different parameters than state or county child support programs. The survey inquired if respondents were aware of the unique characteristics of tribal programs (Table 9). For the most part, both clients and community members were unaware of the of the characteristics listed, suggesting there is an opportunity to inform the tribal community of these benefits and potentially encourage enrollment and enhance LCO-CSP’s public image.

Table 9. knowledge of Benefits of Tribal Child Support Services

As a tribal child support agency, LCO Child Support offers benefits to tribal members. Indicate if you know about these benefits	Customers (n 9)		Community Members (n 38)	
	Number	Percent	Number	Percent
No interest or fees on payments or debt	2	29%	8	24%
Allows non-monetary forms of payment	2	33%	8	23%
Helps set up a legal parenting time plan	1	14%	7	21%

The survey asked what first step respondents would take or suggest if interested in applying for child support services (Table 10). Given the context of this project to promote digital marketing, which LCO-CSP used to develop and launch its webpage, the purpose of

this question was to gauge how many respondents would visit the webpage for information. Only 11% of both customers and community members would go to the webpage as a first step. By contrast, 89% of customers and 80% of community members would call or visit the LCO-CSP office.

Table 10. Advice on How to Access Child Support Services

If you or someone you know wanted to apply for child support services, what would be the first step you would take?	Customers (n 9)		Community Members (n 38)	
	Number	Percent	Number	Percent
Call the office	5	56%	24	69%
Go to the website	1	11%	4	11%
Visit the office	3	33%	2	6%
Ask a friend or family member how to apply	NA	NA	5	14%

The survey asked current customers if they knew about and used the self-service portal (Table 11). While the sample of individuals who responded to the survey may not be representative of the entire LCO-CSP client population, it is nonetheless notable that a full 50% of current client respondents indicated they had not heard about the portal, and none are currently using the portal. LCO-CSP has widely publicized the self-service portal through this Gas Pump and the previous Facebook Interventions, so it is curious why it is not more widely understood and used by the client survey respondents.

Table 11. Knowledge of an Impressions of Self-Service Portal (n=8)

Do you know you can get information on your case through the LCO's online portal?	Number	Percent
Yes, I use the portal	0	0%
Yes, I signed up, but I don't use it	1	13%
I have heard about the portal, and I plan to sign up	1	13%
I have heard about the portal, but I don't understand how it works	1	13%
I have heard about the portal, but I don't plan to use it	1	13%
I have not heard about the portal	4	50%

The survey went on to ask about the experience of using the portal, but since these respondents do not use the portal, no useful responses were collected. There were responses

to the inquiry about why customers might not choose to use the portal (Table 12). As stated previously, the sample size is too small to draw any clear conclusions, but one person indicated s/he did not have access to the internet and two respondents said they don't like or feel comfortable doing things online. It is possible the digital environment is not a preferred source of information or interaction for some.

Table 12. Reasons for Not Using the Portal (n=5)

Please share why you do not use the portal	Number	Percent*
I would rather talk to someone	2	33%
I don't think it will help me	0	NA
I don't have easy access to the internet	1	17%
I don't like or feel uncomfortable doing things online	2	33%
Seems too complicated	0	NA

*Respondents were asked to indicate all that applied

The survey asked if respondents had seen information about LCO-CSP on Facebook, gas pumps or the tribal newsletter (Table 13) and the impact of this information (Table 14). Both Facebook and gas pump advertisements were components of the overall digital marketing project.

Most respondents (59%) indicated they had seen information in the LCO Tribal newsletter, followed by the gas pump (50%) and Facebook advertisements (40%). The tribal newsletter was not a part of this digital marketing project but is a tribal communication tool. Fifty percent of respondents indicated the advertisements they viewed on at least one of these platforms provided new information and 41% felt the information improved their opinion of LCO-CSP. While encouraging, these results must be interpreted with caution due to the limitations of the method of survey administration.

Table 13. Exposure to LCO-CSP Information/Advertisements

Have you seen information about LCO Child Support in these places	Customers (n=9)		Community Members (n=35)		Total (N=44)	
	Number	Percent	Number	Percent	Number	Percent
Facebook	2	22%	16	46%	18	41%
Gas Pumps	5	56%	18	51%	23	52%
Tribal Newsletter	6	67%	20	57%	26	59%

Table 14. Impact of Information

If you saw advertisements, what impact did they have?	Customers (n 8)		Community Members (n 35)		Total (N=43)	
	Number	Percent	Number	Percent	Number	Percent
Improved my opinion on LCO Child Support	2	25%	16	46%	18	42%
Provided new information	5	63%	18	51%	23	53%
No Impact	1	13%	1	3%	2	6%

Interviews

The evaluator conducted interviews with four LCO-CSP customers in April 2021. The purpose of the interviews was to gather direct feedback from customers to inform and complement other data sources. LCO-CSP staff suggested six candidates for interviews, including both non-custodial and custodial parents, and the evaluator completed interviews with four participants. Three of the interviewees were custodial parents and one was a non-custodial parent. The customers were asked about their overall experiences with LCO-CSP, if they saw any of the advertisements on Facebook or the gas pumps, and if they used the portal.

Overall experience: All four customers had positive things to say about the LCO-CSP staff. Two customers volunteered information about their case workers responsiveness and quick replies to questions. One client spoke specifically about the LCO-CSP attorney, describing her by saying, “The lawyer lady is awesome. She is very knowledgeable and helped me understand my options.” One client’s experience with LCO- CSP, while positive now, has had its ups and downs over the years. In this client’s case, the other parent was influential in tribal government and the parent felt like this affected the experience negatively.

Use of Portal: Only one of the customers interviewed used the self-service portal and reported it was easy to use and helpful. Two customers indicated they had heard of the portal, with one intending to use it in the future and the other suggesting she was not likely to use it as she tries to avoid technology platforms. The other client indicated he had heard of the portal, but he felt like he does not need to use it.

Visibility of Advertisements and Use of Website: All four customers indicated that they had seen the advertisements on the gas pumps, and one reported seeing advertisements on Facebook. Two expressed some surprise or confusion about the content of the gas pump advertisements, specifically the Dad Jokes video and their purpose or value. One customer suggested that more substantive content about both parents' rights and responsibilities would have been useful for the advertisements.

Experience with County/ State Child Support Agencies: All four customers had previous experience with the local Sawyer County and other child support agencies prior to their experience with LCO-CSP. The non-custodial parent expressed regret that he could not have utilized tribal services starting with the birth of his child, as he felt the state's process "stripped [him] of his parental rights," and required him to pay child support even though he lived with the other parent and child. He felt confident that had he used the tribal process instead of the state process, his needs and concerns would have been better represented. All three custodial parents interviewed suggested that the county invoked enforcement actions, such as jailing non-custodial parents for failing to pay child support, more often than LCO-CSP, and expressed a preference for LCO-CSP to be more aggressive with enforcement actions.²

Analysis

The objectives of the Gas Pump Advertising Intervention were:

1. Increase visits to the LCO-CSP website.
2. Increase the number of individuals who register for the SKEI portal.
3. Increase awareness of LCO-CSP services.

The research questions for this intervention are:

1. How do gas pump advertisements promote visits to the LCO-CSP website and influence viewers knowledge of LCO-CSP services?
2. How many LCO-CSP customers enrolled in the SKEI portal in response to video promotions on the gas pump advertisements?

² There are some important legal and cultural differences between LCO's and the county/state government's approach to paternity establishment and the enforcement of child support orders. LCO's Voluntary Paternity Acknowledgement (VPA) includes a presumption of equal custody for both unmarried parents, while the State of Wisconsin presumes the mother has full custody when the parents are unmarried. In addition, LCO has set priorities that jailing non-custodial parents for failure to pay child support is not in the best interest of families.

The nature of gas pump advertising and the advertising content deployed were not well-aligned with determining if the objectives of this intervention were met. Unlike other types of digital marketing, there was no direct digital link between the advertisements and the website, including the webform that tracks portal registrations that originate from the website. Metrics from Google Analytics largely rely on a direct digital link to a website, and the absence of metrics such as these limits the opportunity to observe activity prompted by the advertisements. As a result, analysis of the intervention's results is limited and relies only on general information.

The advertising videos utilized on the gas pumps were displayed during 77,698 gas purchase transactions in the intervention period. While the nature of the platform and metrics available produce only limited information on the viewers' experience and engagement, the sheer volume of video advertising displays is worth noting. Given the relatively small and discrete geographic community of LCO tribal members and the location of the Quick Stop, the likelihood of the advertising exposure reaching the targeted population is quite high. Research suggests most drivers purchased gas once a week prior to the pandemic and once every two weeks during the pandemic shut-down period.³ Based on this research, the number of drivers exposed to the video advertisements during the 45 weeks of the intervention could have been between 1,726 and 3,453. Fifty percent survey respondents indicated that they recalled seeing the gas pump advertisements, suggesting the advertisements reached the intended audience.

Overall website use during the intervention period was stagnant compared to the same period in the previous year, and the intervention directly produced only 59 sessions on the website. By comparison, the previous intervention, Facebook advertising, prompted 511 sessions on the website. While this comparison provides some frame of reference, it is reflective of two very different types of digital marketing, so there are limitations to its use. With the Facebook advertisements, viewers needed to just click the link on the advertisement to access the website, whereas there was no click-through option at the gas pumps. Instead

³ <https://www.reviews.com/insurance/car/drivers-fueling-behavior-after-covid/>

of a simple click, website visitors prompted by the gas pump advertisements were required to type in the website address. Unfortunately, the videos produced and displayed at the beginning of the gas pump advertising intervention did not include the website address or the vanity URL used later to encourage and track visits to the website, which likely contributed to the small number of website sessions prompted by the advertisements.

The survey results provide some interesting information related to the use of the website. When asked what advice respondents would give to someone interested in applying for child support services, only 11% indicated they would recommend visiting the website, compared the 89% who would suggest personal contact with someone in the child support office (75%) or a family member or friend (14%). While an online presence is important, this feedback suggests personal contact is an important source of information to the respondents.

There were 13 new enrollments in the self-service portal during the intervention period. Given the large number of videos displayed at the gas pumps on portal enrollment, it is possible the advertisements encouraged enrollment, but this cannot be determined with the data available. The survey and interview responses supply some interesting information about the use of the portal. Only one of the four interviewees was currently using the portal, while the remaining individuals had not heard about it.

The portal was introduced during the first digital marketing intervention in April 2019. From then until the end of this intervention in January 2021, a total of 83 customers enrolled in the portal. As part of the first intervention analysis, the evaluator examined LCO-CSP administrative data⁴ and found there were 580 noncustodial parents and 582 custodial parents among the 740 Action Cases in the data system on June 30, 2019⁵. Comparing the number of portal enrollees to the 1,162 identified custodial and noncustodial parents eligible to use the portal suggests that only 7% of customers enrolled in the portal since the beginning of the project.

⁴ The findings of the evaluator may differ from official records as methods of analysis varied.

⁵ The number of Action Cases is higher than the number of parents as some parents are engaged with more than one case.

Since registering and utilizing the portal has been a large focus of the overall digital marketing project, this feedback suggests that further study on the knowledge of and perceived usefulness of the self-service portal would be helpful. It was anticipated that it would be difficult to enroll customers in the self-service portal, but the low rate of enrollment relative to the amount of digital media messaging directed to encouraging portal enrollment raises several questions:

1. What further feedback can current customers provide about their use and interest in the portal and how can this inform future messaging?
2. Since portal enrollment is only relevant to existing LCO-CSP customers, how useful is it to use platforms that display messages to a broad population like gas pump or Facebook advertising instead of just the targeted population.
3. Are there digital marketing and other techniques that may more effectively target existing customers for whom portal registration is relevant, including email, text, regular mail, or personal requests by LCO-CSP staff via telephone, in person, etc.?

Responses to the survey and feedback during the interviews suggested positive opinions about LCO-CSP and its staff. While this is encouraging, the method of recruiting respondents for both the survey and interviews may have contributed to an audience that is potentially predisposed to feel positively about LCO-CSP. Among those who recall seeing the advertisements, survey results suggest that the advertisements (both Facebook and gas pumps) may have contributed to a more positive image of LCO-CSP and provided new information about child support services. While the methods of collecting feedback had limitations, positive feedback about the staff and LCO-CSP as a whole was consistent across both the interviews and survey responses.

As a tribal child support agency, LCO-CSP has the opportunity to provide services within a context relevant to LCO culture. For example, child support payments can be made with non-monetary forms of payment, such as food, which is not typical in state or county agencies. Responses to the survey suggest that the respondents were largely unaware of the ways in which LCO-CSP tailors its services to meet the needs of the community. Sharing information in the future on these culturally based services may provide opportunity to enhance LCO-CSP's image.

The videos created for the gas pump advertisements often featured tribal members which likely added to their resonance with viewers. Anecdotal feedback received by LCO-CSP staff suggests this is true, as viewers expressed appreciation for seeing people they knew in the videos. Staff also heard that the grandparent video had resonance for family caregivers who were unaware they could access services until they saw the grandparent video.

The videos were of three types: 1) general promotion of LCO-CSP's location and hours, 2) encouragement to enroll in the self-service portal, and 3) promotion of parent/family engagement. The *Dad Jokes*, *Dance Like a Dad*, and *Family Dance Challenge* videos were intended to encourage family engagement with children, and through sponsorship of these videos, position LCO-CSP as a family-centered and supportive service. The *Dad Jokes* video posed the question, "Why do children love dad jokes? Because they come from dad."

Promoting family engagement was not one of the stated objectives for the intervention, so we did not collect metrics related to this topic. As a result, we don't know if viewers felt encouraged to engage more with children or if the videos influenced the perception of LCO-CSP as a supportive service. In one of the interviews, a customer who was asked whether he had seen the advertisements initially responded that he had not, but then recalled the *Dad Jokes* video and wondered what its purpose was. The videos intended to encourage family engagement may have served as good models of family engagement, but this feedback from a client suggests the *Dad Jokes* video lacked context and explicit messaging. One take away from the *Dad Jokes* video could be that dads are important to children, which has value, but it should be made clearer to viewers how this is related to child support services.

The dance challenge videos modeled families dancing together and were intended to prompt other families to create and submit their own videos. Similarly, the hashtag #tribalchildren was included on some of the videos to prompt viewers to use the hashtag to search and amplify LCO-CSP on social medial platforms. Similar to the *Dad Jokes* video, the prompts lacked context and a clear connection to child support services. We did not gather evidence to determine if these efforts to prompt engagement had the intended effect.

The videos encouraging portal enrollment were directly related to child support services, but this message is relevant only to current LCO-CSP customers, which likely represents only a small subset of viewers of the gas pump advertisements. The broad reach of gas pump advertising relative to the narrow focus of the portal advertisements suggests a potential mismatch between the platform and the intended recipients of the message. In addition, the small number of portal enrollments of customers (83, or approximately 7%), coupled with the general lack of awareness about the portal suggested that the portal messaging used for this and previous interventions might not have connected with viewers.

With the exception of the advertisements encouraging portal enrollments, the content of the advertisements did not align with the other stated objectives of the intervention, which were to increase visits to the website and increase awareness of LCO -CSP's services. The early video advertisements did not include a website address or encourage viewers to visit the website. Later, a vanity address was used to drive viewers to the drawing opportunity, and the general website address was added to videos.

None of the videos used in the gas pump advertisements shared information about the nature of child support or the general services provided by LCO-CSP. The family engagement videos may have intended to help position LCO-CSP as a family-oriented agency, but the connection to child support services was not clearly articulated. Perhaps advertising content was created based on a presumption that viewers have existing knowledge about child support services in general and LCO-CSP in particular, so it was not necessary to provide general information in advertisements. This presumption may not be accurate.

A communications audit conducted on California's child support program by Ogilvy identified several issues of importance to that agency's messaging that also have relevance to child support agencies in general. Nicole Darracq from California Child Support recently shared findings from the audit at an OCSE Digital Marketing Learning Community webinar. One key finding was that people are unaware of the breadth of services offered and instead often have incomplete and inaccurate understanding of child support services.⁶ In addition,

⁶Darracq, N. (2021). *Digital Media Next Steps* (PowerPoint Slides) California Child Support.

the need for child support is viewed as inherently negative, as it may represent the failure of a relationship, judgement, debt, or inability to provide for one's family, and the child support agency is often a focal point of blame based on negative feelings towards the other parent or the situation that get transferred to child support.

The findings from the California study suggest child support agencies, including LCO-CSP, should not presume the community completely understands or is familiar with child support services. LCO's small tribal community and LCO-CSP may not have much in common with people in California and the reputation of California's child support agency, but the overall purpose, practice, and functioning of child support agencies are similar, regardless of the community or population served. It is reasonable to expect some of the findings to have utility to LCO-CSP. Without sacrificing cultural relevance, LCO-CSP could benefit by developing future content and messages based on the expectation there is general lack of knowledge and understanding of services.

While gas pump advertising has the potential for a wide reach within the LCO tribal community, the content of the advertisements and their relevance to intended viewers is potentially mismatched to the platform itself and the original objectives of the intervention. The focus of some of the videos on prompting family engagement may have had some influence, but we did not gather information on this subject as it was not a stated objective. LCO-CSP experienced disengagement from its marketing consultant during the intervention, which may account for some of these issues.

Lessons Learned and Next Steps

Lessons Learned

Gas pump advertising has demonstrated potential as a communication platform to reach tribal members. While this type of advertising does not have the interactivity and ability to click on an advertisement like many platforms, it is available to anyone who purchases gas at the Quick Stop station.

LCO-CSP focused much of its digital marketing in this and previous interventions on encouraging enrollment in the self-service portal, with limited results. If digital marketing is

used for future portal enrollment promotions, LCO-CSP is encouraged to only consider platforms and targeting that are specific to current customers, instead of the general community. This could be managed well through email or text-based marketing, using contact information available from client records. LCO-CSP might consider avoiding advertising for the portal on platforms that reach a broad population, as the messaging may be irrelevant to most.

When developing content for any future marketing, LCO-CSP is encouraged to carefully consider the perspective of the intended audience and their knowledge of context for the messages created. Instead of assuming viewers know about child support services and LCO-CSP, it might be better to assume viewers know very little or have inaccurate impressions and use marketing to better inform viewers. LCO-CSP could also use digital marketing to share information about the assets and opportunities available as a tribal child support agency that would benefit tribal members. For example, LCO-CSP provides mediation and assistance in developing parenting time plans to child support customers, something state and county child support agencies are unable to directly provide.

LCO-CSP relied upon its marketing contractor for content creation and overall management of the digital marketing project. While this relationship started well, by the third intervention, the contractor was inattentive and unresponsive, requiring LCO-CSP staff to step in and manage the project on their own. In future relationships with contractors, LCO-CSP might consider establishing clearer expectations and provide more oversight to the contractor's work.

Next Steps

The gas pump advertising invention was the last of three interventions of the digital marketing grant. The development of a new website during the first intervention laid an important foundation to LCO-CSP's digital identity and future digital marketing. The second intervention tested advertising on Facebook, while this third intervention tested the novel approach of using videos displayed on gas pumps to reach the intended viewers. Now that the gas pump advertising has been set up, LCO-CSP has and will continue to use this medium

to broadly reach the LCO Community. For example, the family appreciation event where survey responses were solicited was advertised on the gas pumps.

There is some evidence from this and the previous Facebook advertising intervention that digital marketing solicits viewer responses and visits to the website, and may increase viewers knowledge of services and favorable perceptions of LCO-CSP. The Facebook and gas pump interventions both produced advertising and video content that can be updated and used again. For example, the Facebook intervention included a video describing LCO-CSP's services that would be useful to display in future gas pump advertisements. The digital marketing project has provided an excellent opportunity for LCO-CSP to develop a website and experiment with digital marketing advertising, positioning LCO-CSP for an ongoing digital presence.