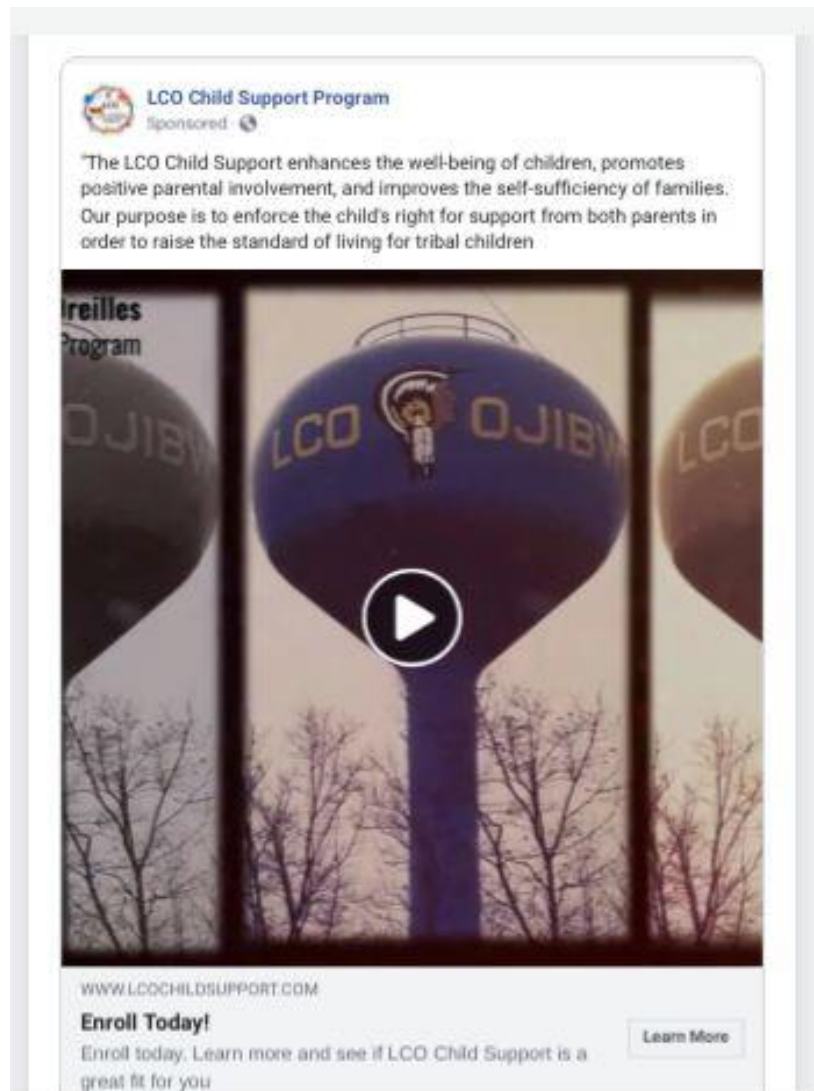


# La Courte Oreilles Child Support Program Digital Marketing Project

## Intervention #2 Evaluation Report: Facebook Advertising



**Evaluation Report Cover Page  
Facebook Intervention**

**Grantee Agency:** Lac Courte Oreilles Child Support

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**Title of Intervention:** *Facebook Advertising*

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## Table of Contents

<b>Executive Summary .....</b>	<b>1</b>
<b>Background.....</b>	<b>2</b>
Grant Purpose .....	2
Problem.....	2
<b>Intervention .....</b>	<b>3</b>
Goals .....	3
Development.....	3
Description .....	3
Target Population .....	6
Timeline.....	6
Outcome Measures.....	7
Research Questions .....	8
<b>Results .....</b>	<b>8</b>
Sample Size .....	8
Intervention Results.....	8
Facebook Advertising Metric .....	8
Google Analytics Results .....	10
SKEI Portal Registrations .....	13
Analysis .....	14
<b>Lessons Learned and Next Steps.....</b>	<b>15</b>
Lessons Learned .....	15
Next Steps .....	15

## Executive Summary

The Lac Courte Oreilles Child Support Program (LCO-CSP) is participating in an Office of Child Support Enforcement (OCSE) grant project to explore the impact of using digital marketing to increase child support enrollment and reach families. The project includes three time-bound marketing interventions. This report is a review of the results of LCO-CSP's second intervention (October 1, 2019 – March 31, 2020): Facebook Advertising. The objectives of this intervention were to increase the number of sessions on the *Apply for Services* webpage within the LCO-CSP website and increase the number of clients registered for the newly launched System for Keeping Everyone Informed (SKEI) child support information portal. Both objectives were met during the intervention.

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, and the development and administration of Facebook advertising as the second intervention. An informational video was used as a Facebook display advertisement to encourage enrollment in child support services. Viewers on Facebook could watch the video, share it, comment, register a reaction, and/or click on the "Learn More" button and be directed to the *Apply for Services* page of the LCO-CSP website. Two display advertisements, the Holiday Drive and Spring Drawing advertisements, promoted the opportunity to participate in a drawing for a gift card. When viewers clicked on the *Learn More* button, they were directed to a special landing page on the website that described and prompted registration for the portal and the gift card drawing for existing LCO-CSP clients. The final display advertisement directly encouraged portal enrollment, without a related incentive, and led viewers to the portal enrollment page on the website. While it is possible individuals could visit any of the webpages the advertisements were directed to by typing in the URL addresses, the only promotion of these specific URLs as landing pages during the intervention period was on the Facebook advertisements.

These Facebook advertisements produced 1,713 clicks or interactions during the intervention, including views of the video, clicking on the "Learn More" button, and reacting, sharing, or commenting on the advertisements. According to Google Analytics, Facebook generated 625 user referrals to LCO-CSP webpages linked to the advertisements during the intervention period, most of whom were new users. Overall, the number of users that visited the *Apply for Services* webpage increased from 15 users in the quarter before the intervention to 146 users during the intervention, which could be a positive indicator of interest in applying for child support services.

The three advertisements related to portal enrollment generated 479 sessions on the LCO-CSP website leading to 34 direct registrations using a webform on the advertisements' designated landing page and may have contributed to 16 other registrations in the SKEI portal. Other influences, such as direct client contact may have contributed to portal enrollments. Only 9 clients registered for the portal during the first intervention, so portal enrollments during the Facebook Advertising intervention period represented a six-fold increase in registrations.

There are limitations to this evaluation of LCO-CSP's Facebook Advertising intervention. Targeting for the advertisements included multiple variables which often overlapped from one ad set to another, leading to a lack of discrete variables to measure and compare. There were ad sets not included in this report as the complete metrics were not made available.

Despite these limitations, there are indications the LCO-CSP's Facebook Advertising intervention met its objectives of increasing visits to the *Apply for Services* page of its website and increasing enrollment from existing clients in the SKEI portal. The third and final intervention of the digital marketing project will include digital advertising on gas pumps at the gas station housed within the LCO reservation. The timing of the intervention has been delayed in response to the COVID-19 pandemic. Lessons learned from the second intervention, including the possibility that the use of incentives encourages participation, could be applied to the next intervention.

## Background

### Grant Purpose

The Digital Marketing grant program, sponsored by OCSE within the U.S. Department of Health and Human Services' Administration for Children and Families, is a 24-month 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 services 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 seeks to inform eligible applicants of child support services available and increase two-way communication with existing clients. Towards this end, 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 clients by making the program information available and opening more lines of communication with program staff.

LCO-CSP recently developed and initiated a website-integrated informational portal for custodial and non-custodial parents. The portal, System Keeping Everyone Informed (SKEI), allows clients to securely access payment records and update contact information. When fully operational, the portal enables parents to make child support payments and creates opportunities for LCO-CSP to communicate with clients through email. To use the SKEI portal, LCO-CSP clients must request a registration "token" and then go through an electronic registration process to assign a username, password, and permission. The portal can be useful if clients register and use it, but encouraging registration has been challenging. During the first intervention, only 9 individuals registered for portal use.

## Intervention

### Goals

The objectives of the Facebook Advertising intervention were:

1. Increase visits to the *Apply for Services* page on LCO-CSP's website.
2. Increase the number of existing clients who register for the SKEI portal.

### Development

LCO-CSP selected Superior Marketing 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. This second intervention tested the effectiveness of advertising on the Facebook platform and the third intervention will test digital advertising on local gas pumps. All interventions share the broad goals of encouraging enrollment in child support services and urging clients to register and utilize the SKEI portal to improve two-way communication.

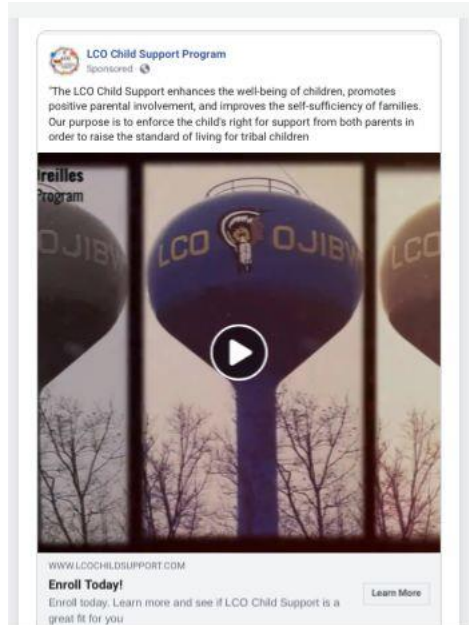
Superior Marketing worked with LCO-CSP to create a short video as one of the Facebook advertisements. Intended to encourage child support enrollment, the video featured a series of still and video images superimposed with short statements about LCO-CSP's purpose and services. Other advertisements were intended to prompt portal registrations. Two of the advertisements promoted the opportunity to enter a drawing for a \$50 gift card. These advertisements did not include any child support related content except for LCO-CSP's name. When viewers clicked on these advertisements, they were directed to a LCO-CSP webpage that explained the drawing was open to current LCO-CSP clients willing to register for the portal. Offering an incentive (opportunity to participate in a drawing for a gift card) for portal registration was a new approach to encouraging enrollment. Another advertisement directly encouraged portal registration without a related incentive.

### Description

The Facebook Advertising intervention was conducted from October 1, 2019, through March 30, 2020. The informational video advertisement displayed throughout the intervention period, while the incentive drawing/portal advertisements displayed from December through March.

The informational video advertisement, as displayed on Facebook, is shown below:

Image 1. Video Advertisement – LCO Child Support Program



The text in the advertisement was: *The LCO Child Support enhances the well-being of children, promotes positive parental involvement, and improves the self-sufficiency of families. Our purpose is to enforce the child's right for support from both parents in order to raise the standard of living for tribal children.* Viewers could interact with the advertisement by watching the video, registering a reaction, sharing it to other Facebook users, or clicking on the “Learn More” button which directed the viewers to the *Apply for Services* page of the LCO-CSP website. The call to action was: *Enroll Today! Learn more and see if LCO Child Support is a great fit for you.*

The informational video starts by posing the question: *Do you know all the services LCO Child Support services provides?* Messages that followed included:

- *We work to raise the standard of living for all our children.*
- *Mediation services available at no cost to families of our program.*
- *LCO Child Support offers traditional approaches to the court & legal system.*
- *LCO Child Support can help simplify the child support process & explain steps taken.*
- *CHILDREN-FAMILY-COMMUNITY-RESPONSIBILITY*
- *LCO Child Support can assist you in many ways.*
- *Establish paternity for your child at LCO Child Support.*
- *Collect child support.*
- *Employment and job resources*
- *You can securely access your case details online 24/7 using the LCO Child Support portal.*
- *Helpful staff with extended hours Monday – Thursday*
- *Children deserve support from both parents.*
- *Contact LCO Child Support to learn more about our services.*
- *LCO Child Support services: Enroll today...Go to LCOChildSupport.com (telephone and address)*



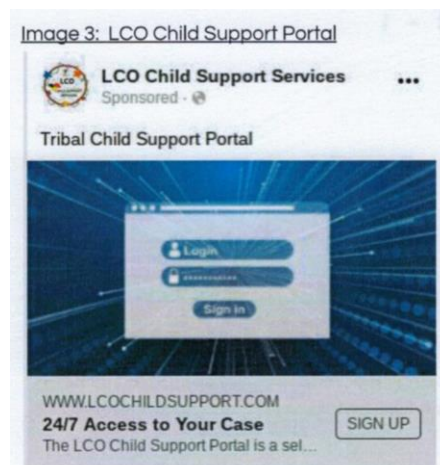
The second advertisement featured a holiday drawing as incentive for registering for the SKEI portal. The advertisement referenced the opportunity to win a \$50 gift card and directed users to a special landing page on the LCO-CSP website that described eligibility for the giveaway (current LCO-CSP clients) and the process and steps required for registration in the portal. The advertisement itself did not mention registration for the portal, just the opportunity to participate in the drawing, with this text: *Holiday Family Giveaway, win a chance at 1 of 10, \$50 Gift Cards.* The *Holiday Giveaway* advertisement is shown below:

Image 2. Display Advertisement – Holiday Drive



In February and March 2020 two additional advertisements were deployed, both related to the portal, with one encouraging enrollment in the portal and the other offering another incentive drawing. The advertisement encouraging enrollment was a display advertisement, shown here:

Image 3. Display Advertisement – LCO Child Support Portal





The fourth display advertisement promoted another incentive drawing to encourage enrollment in the portal, displayed here:

Image 4. Display Advertisement – Spring Drawing



Table 1 summarizes information on the four Facebook advertisements.

Table 1. Summary of Facebook Advertisements				
	Did You Know Video	Holiday Drive	Portal Registration	Spring Drawing
<b>Dates</b>	Oct-Dec 2019	Dec 2019	Jan-Feb 2020	Mar 2020
<b>Content</b>	Video	Display Ad	Display Ad	Display Ad
<b>Purpose</b>	Awareness	Incentive opportunity for portal registration	Portal Registration	Incentive opportunity for portal registration

### Target Population

LCO-CSP provides paternity establishment and child support services to families where one or more parties are enrolled members of the LCO Tribe or other federally recognized tribes. The target population for this intervention is individuals eligible for child support services through LCO-CSP, and those already engaged with LCO-CSP.

As of January 31, 2018, 2,431 tribal members reside within the reservation boundaries; 1,912 members live off the reservation but within 120 miles of the territory, and of those, 807 reside in Sawyer County.

### Timeline

The Facebook Advertising intervention was implemented October 1, 2019 – March 31, 2020.

## Outcome Measures

The objectives of the Facebook Advertising Intervention were:

1. Increase visits to the *Apply for Services* page on LCO-CSP's website.
2. Increase the number of individuals who register for the SKEI portal.

To measure outcomes related to these objectives, this evaluation included metrics from Facebook Ads Manager, website data from Google Analytics, and administrative data on the number of people who enrolled in the SKEI portal.

Facebook Ads Manager tracked the number of impressions (number of times advertisements appeared) and total reach (number of unique viewers), and clicks (video views, likes, comments, shares, and clicks). Analysis of Facebook advertisement performance includes calculation of a click-through rate (CTR), which is the number of clicks divided by the number of impressions. The Facebook Ad Manager metrics included in this report were made available by Superior Marketing and included the compiled data on four discrete advertisements. Each advertisement was set up on Facebook through multiple "ad sets," or individual advertisement purchases based on dates and targeting criteria. For example, the *Did You Know Video* advertisement displayed through the period of October to December, but the targeting criteria was changed multiple times through different ad sets during this period. Superior Marketing manipulated the targeting criteria in an attempt to maximize the number of clicks or interactions each advertisement produced. Unfortunately, the process was not implemented systematically, and full metrics were not compiled, so the influence of targeting cannot be examined here. Only the compiled reach, impressions and clicks from each advertisement's multiple ad sets is available for examination here, which is a limitation to this analysis.

Google Analytics supplied the data on website activity in general, and specifically on the landing webpages visited through referrals from the Facebook advertisements. The advertisements included buttons to "Learn More" or "Sign-Up," that when clicked, directed viewers to a designated landing page and were recorded in Google Analytics as Facebook referrals. Extracting data from Google Analytics based on the landing page, or the webpage where a user starts a session, and the dates the advertisements displayed, narrows the overall website metrics to those relevant to the referring advertisement. While the webpages linked to the advertisements were also accessible by typing in the specific URL, the most likely landing page users were those referred by Facebook, which is documented in Google Analytics. The landing page links embedded in the Facebook advertisements are described in Table 2:

Facebook Advertisement	Landing Page Designation
Did You Know Video	<a href="/apply-for-services.html">/apply-for-services.html</a>
Holiday Drive and Spring Drawing	<a href="100-dollar-giveaway.html">100-dollar-giveaway.html</a> <sup>1</sup>
Portal Registration	<a href="/child-support-portal.html">/child-support-portal.html</a>

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<sup>1</sup> The name of the landing page is an internal name, not viewable to the public and is not necessarily reflective of the advertising content.

Specific metrics from Google Analytics include:

- Users – The number of new and returning people who visit a site during a set period
- New users – A new visitor to a site during a set period of time
- Referrals/Source – The number of sessions referred by Facebook
- Pageview – An instance of a page being loaded (or reloaded) in a browser (*Pageviews* is a metric defined as the total number of pages viewed)
- Sessions – The period a user is active on a site or app

The outcome measure for registration in the SKEI portal is the number of portal enrollments.

## Research Questions

The research questions for this intervention are:

1. To what extent do Facebook advertisements encourage interactions within Facebook and targeted actions on the LCO-CSP website?
2. How many LCO-CSP clients enrolled in the SKEI portal in response to the portal related advertisements (Holiday Drive, Portal Registration and Spring Drawing) on Facebook?

## Results

### Sample Size

The sample size for the Facebook Advertising Intervention is unknown. In general, the advertisements were intended to reach individuals eligible for services through LCO-CSP, which are families that include a parent or child who is a tribal member. There are approximately 4,300 LCO tribal members who reside within 120 miles of the LCO tribal lands and could have potentially been reached through the Facebook advertising targeting process. The reach of each the Facebook advertisements, varied from 801 for the *Holiday Incentive* advertisement to 41,520 for the *Did You Know* video. The recorded reach, or the number of unique Facebook feeds for each advertisement is illustrated in Table 3. The degree of overlap in reach between each advertisement is undetermined, so a total reach cannot be described.

<b>Advertisement Version</b>	<b>Did You Know Video</b>	<b>Holiday Drive</b>	<b>Portal Registration</b>	<b>Spring Drawing</b>
<b>Reach</b>	41,520	801	11,272	5,066

## Intervention Results

### Facebook Advertising Metric

There were 1,713 clicks or interactions with the Facebook advertisements during the intervention period. The total number of impressions (number of times advertisements appeared on Facebook feeds) varied from a high of 277,868 for the *Did You Know Video* to 14,743 for the *Holiday Drive* advertisement. With the exception of the *Holiday Drive* advertisement, the other advertisements had similar click-through rates (clicks relative to impressions) at close to .40%. The *Holiday Drive* advertisement had a click-through rate of more than double this amount at .92%.

See Table 4 for more detail on the clicks, impressions, reach, frequency, and click-through rates for each advertisement. The metrics made available from Facebook Ad Manager were reach, impressions and click-through rates. The frequency or average number of times advertisements appeared on a unique viewers' feed, and the number of clicks relative to the number of unique viewers were calculated from the metrics available.

Advertisement	Did You Know Video	Holiday Drive	Portal Registration	Spring Drawing	Total
Dates	Oct-Dec 2019	Dec 2019	Jan-Feb 2020	Mar 2020	
Clicks/Engagement	1,087	136	262	228	1,713
Reach (number of unique viewers)*	41,520	870	11,272	5,066	
Impressions (number of times advertisements displayed)	277,868	14,743	63,559	59,696	693,733
Frequency (average number of times advertisements appeared on individual Facebook feeds)	7	17	6	12	
Click-through Rate (clicks/impressions)	0.39%	0.92%	0.41%	0.38%	
Clicks by Reach/Unique Viewers (clicks/reach)	2.62%	15.63%	2.32%	4.50%	

\*It is likely the reach of the advertisements included duplicates in unique viewers, so only the total clicks and impressions are reported. The calculation of other totals or averages requires a reach with unduplicated viewers.

Overall, the *Did You Know Video* produced the largest number of clicks or interactions (1,087). The *Holiday Drive* advertisement had the strongest performance of clicks relative to the number of impressions, or click-through rate, which is the generally accepted key measure of an advertisement's performance. This advertisement displayed on individual Facebook feeds an average of 17 times, which was more often than the other advertisements and could have contributed to this advertisement's higher click-through rate. The reach for this advertisement was small, compared to the other advertisements, and it is possible it is reflective of narrower targeting, which may have also contributed to a higher click-through rate. The potential of securing a \$50 gift card during the holiday season was another factor that may have prompted responses from viewers.

Given the different purposes and topics of the four advertisements and the limitations described previously related to targeting, the only reasonable comparison that can be examined here is between the two incentive drawing advertisements. While the *Spring Drawing* produced more clicks within Facebook, the *Holiday Drive* advertisement had a much higher click-through rate and produced more website sessions (Table 5).

Table 5. Comparison of Holiday Give Away and Spring Drawing Advertisements		
	Holiday Giveaway	Spring Drawing
Reach	870	5,066
Clicks	136	228
Frequency (number of times advertisement appeared on individual Facebook feeds)	17	12
Click-through Rate (clicks/impressions)	0.92%	0.41%
Landing Page Sessions	239	147
Portal Registrations via Web Form	28	6

There are several potential reasons for the second incentive advertisement’s smaller click-through rate, website referrals, and portal registrations. The reach of the second advertisement, which likely included the unique viewers from the first advertisement, was larger, and the frequency of the advertisement on individual news feeds not as high as the frequency of the first advertisement. It is also possible the first incentive drawing advertisement prompted engagement due to its novelty, which the second incentive drawing advertisement did not share. The timing of the two advertisements may have played a role, with the first advertisement occurring during the holidays, adding an element of financial incentive for holiday shopping that was not present during the second advertisement period.

#### Google Analytics Results

The Facebook clicks metrics reported earlier do not directly align with metrics reported within Google Analytics, as Facebook “clicks” incorporate any interaction with an advertisement (clicks on the advertisement, clicks on the call-to-action button, viewing video, sharing, liking or commenting) while Google Analytics reports on overall website activity, only some of which is referred by advertisements linked to the website. Google Analytics does track the referring source of website visits, including Facebook.

The Facebook advertisements in this intervention were each linked to a specific webpage as illustrated in Table 2 above. The number of website landing page sessions that were referred from Facebook during the periods the advertisements ran varied from 66 for the *Portal Registration* advertisement to 211 for the *Holiday Drive* advertisements. See Table 6 for more detail.

**Table 6. Facebook Referred Landing Page Website Activity**

	Did You Know Video	Holiday Drive	Portal Registration	Spring Drawing	Total
Pageviews	435	699	420	371	1,925
Sessions	146	239	103	137	625
Facebook-referred Sessions	109	211	66	125	511
% Facebook-referred Sessions	74.66%	88.28%	64.07%	91.24%	84.32%
Average Pages	2.74	3.13	2.52	2.69	2.85
Referred by Facebook New Users	97	178	61	107	443
% Sessions Referred by Facebook New Visitors	88.99%	84.36%	93.85%	85.60%	86.70%

For each of the landing page sessions, Facebook was the primary referring source, with 64% to 91% of sessions resulting from a Facebook referral. Of the 511 Facebook referred sessions, 443 or 87% were new users, suggesting Facebook can be helpful in drawing new users to the website.

While the *Holiday Giveaway* advertisement generated the fewest overall number of clicks of all the Facebook advertisements, it prompted more sessions on the website than the other advertisements.

### **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. The number of sessions and users has continued to grow since the site was launched in April 2019. Table 7 compares the three months before the second intervention (July – September 2019) and three months of the second intervention period (October – December 2019)<sup>2</sup>, illustrating the number overall sessions grew by 73%. 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. The Facebook referred sessions (316), which includes new users, contributed to 23% of the growth in overall website sessions during the intervention.

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<sup>2</sup> Data on activity on the LCO-CSP website was compiled for the first three months of the intervention (October 1 – December 31, 2019) to compare with the three-month period of July 1 – September 30, 2019. LCO-CSP’s website launched on April 1, 2019, so a comparison period for the intervention using the same months in a prior year was not possible. The only period available for comparison that was not part of the first intervention is the three months of July 1 – September 30, so only three months of the intervention period is used for comparison.

**Table 7. LCO CSP Website Sessions Comparison**

	Jul-Sept 2019	% of Total	Oct-Dec 2019	% of Total	Change	% Change	Contribution to Change in Website sessions?*
<b>Sessions</b>	1,900		3,291		1,391	73.21%	
<b>New Users</b>	1,649	86.79%	2,896	88.00%	1,247	75.62%	89.65%
<b>Returning Users</b>	251	13.21%	395	12.00%	144	57.37%	10.35%
<b>Tribal Child Support Card</b>	1,294	68.11%	1,886	57.31%	592	45.75%	42.56%
<b>Facebook Advertisement Referred</b>			316	9.60%	316		22.72%

\*Categories are not exclusive of one another, so do not total 100%.

A simple comparison of sessions on the *Apply for Service* page for the three months before with the intervention period illustrates the role the Facebook advertisements may have played in driving visitors to this webpage (Table 8). The number of sessions increased almost ten-fold from the previous quarter to the intervention period, with the increase driven almost exclusively by sessions from new users to the website, 75% of whom were referred from the Facebook advertisement. Of those who were referred by Facebook, 89% were new users. Attracting visitors, especially new visitors, to the *Apply for Services* webpage is a positive indication of potential interest in learning more or applying for child support services.

**Table 8. Apply for Services Sessions Comparison**

	Comparison Period (July-Sept 2019)	Intervention Period (Oct-Dec 2019)	Difference
<b>Sessions</b>	15	146	131
<b>New Users</b>	8/53%	126/94%	118
<b>Facebook-referred</b>	0/0%	109/75%	109
<b>Facebook Referred New Users</b>	0	97/89%	97

The trends over time in metrics can signal potential indications of increased interest or actions related to the process of enrollment of child support. Table 9 illustrates that clicks to the Learn More button (relative to other interactions) that linked users to the Apply for Services webpage was just under 1% in October but grew to 16% in November and grew further to 25% in December.



Table 9. Facebook Interactions and Visits to Apply for Services Webpage				
	Oct	Nov	Dec	Total
Interactions or clicks	1,602	486	81	2,169
Facebook-referred Apply for Services Sessions	15	76	20	111
% clicks resulting in Apply for Service sessions	0.94%	15.64%	24.69%	5.11%

This is potentially a positive indication of increasing responsiveness to the *Enroll Today!* call to action on the Facebook advertisement. The data available do not clearly indicate what factors prompted this increased responsiveness, but it is possibly a reflection of one of these or other factors:

1. The advertising set testing may have started with broader demographics in October and narrowed in November and December. The increased response rate to the *Enroll Today!* call to action could reflect an iterative process of directing the advertisement to those most likely to respond.
2. The individuals who clicked on the *Enroll Today!* button in November and December had likely seen the advertisement on their Facebook feed multiple times and there may be a relationship between the total number of exposures and responding to the call to action.

#### SKEI Portal Registrations

The second objective of this intervention was to enroll clients into the SKEI portal. A total of 50 new registrations were completed during the intervention period of October 2019 to March 2020. Thirty-four registrations initiating from the webform associated with the Holiday Drive and Spring Drawing advertisements. See Table 10.

Table 10. Portal Registrations by Type October 2019 - March 2020		
Type of Registration	Number	Percent
Phone	5	10%
In-office	10	20%
Webform	34	68%
Mailed	1	2%
<b>Total</b>	50	

Custodial parents registered for the portal at a rate three times greater than noncustodial parents. See Table 11.

Table 11. Role of Requesting Party		
	Number	Percent
Custodial Parent	38	76%
Noncustodial Parent	12	24%
<b>Total</b>	50	

Garnering 50 new portal enrollments during this intervention was a big improvement over the nine enrollments during the first intervention. The first intervention primarily used blog posts published on both the LCO-CSP website and Facebook account to promote portal registrations. Only 9 individuals enrolled in the portal during the first intervention. The increase in portal registrations during the second intervention may suggest Incentive drawings, as a prompt to enroll clients into the portal may have been an effective strategy.

## Analysis

The Facebook Advertising intervention prompted viewer interactions within the Facebook platform and referrals to sessions on the designated landing pages within the LCO-CSP website, largely from new users. The combined metrics of the most interest to this evaluation from Facebook Ad Manager and Google Analytics are the number of clicks, the click-through rate and the number of referrals from the Facebook advertisements to the designated landing page. While the number of clicks is a useful indicator of viewer interactions with the advertisement, the click-through rate measures clicks relative to the number of times the advertisements were displayed and is a standard measure of performance within digital marketing metrics. With the objective of increasing sessions on the LCO-CSP website, the advertisements' roles in referring visitors to the website is an important indicator.

The *Did You Know* video reached a wide audience and inspired the most clicks on Facebook, but the *Holiday Drive* advertisement, with a much smaller reach and more impressions per unique viewer, had a click-through rate that was larger than the other advertisements and produced more website sessions than the other advertisements. Interestingly, the *Spring Drawing* advertisement, which was very similar to the *Holiday Drive* advertisement but with a larger audience, did not perform as well as the first drawing advertisement, as measured by the click-through rate and Facebook-referred webpage sessions. It is possible the novelty of the *Holiday Drive* advertisement contributed to its effectiveness and this novelty had worn off by the time the *Spring Drawing* advertisement ran, or the holiday season motivated higher participation. Overall, these data might suggest that a more targeted audience, which lends itself to greater advertisement frequency, is more effective for LCO-CSP when advertising within Facebook.

During the intervention, LCO-CSP registered 50 new SKEI portal participants, with 34 individuals who registered through the webpage linked to the *Learn More* button on the *Holiday Drive* or *Spring Drawing* advertisements which encouraged viewers to participate in a drawing for \$50 gift cards. The advertisements led to 376 Facebook-referred sessions to the landing page created to register eligible LCO-CSP clients for the portal as a condition of entering into the drawing. This webpage clearly described eligibility for the drawing was limited to current LCO-CSP clients not already registered for the portal. Using an incentive and an indirect approach to encouraging enrollment in the portal appears to have been much more successful than the direct messaging about the benefits of portal registration used during the first intervention.

LCO-CSP's new website, launched during the first intervention, continues to grow in the number of users and sessions. There were almost 1,400 more sessions during three months of the intervention period than the previous three months, and e Facebook referrals accounted for 23% of this growth in sessions.

## Lessons Learned and Next Steps

### Lessons Learned

The Facebook advertisements drove new users to the LCO-CSP website, expanded the number of individuals who engaged with the organization's online presence, and demonstrated the potential digital marketing has to increase awareness of services and encourage child support and portal enrollment. There were some indications in the advertisements' performance that an advertisement with a smaller, more targeted reach and greater frequency of impressions performed better than other advertisements, but no clear test of this strategy was undertaken during the intervention, so no firm conclusions can be made. Any future tests of targeting strategies need to be conducted in a systematic fashion with prescribed test periods, clearly identified variables, consistent reporting of results, and analysis of click-through rates in addition to overall clicks.

The advertisements launched in the Facebook Advertising intervention served two very different purposes (increasing awareness of child support services and portal registration), so the contrast of the metrics of the two advertisements did not provide information on messaging or content effectiveness. It would be useful to contrast different advertisements of similar purpose to test message effectiveness or explore outreach to subpopulations such as grandparent caregivers or non-custodial parents.

The *Holiday Drive* advertisement demonstrated the potential in using a cash incentive to drive engagement and achieve a desired outcome. Other potential uses for incentives attached to advertisements could be explored and possibly incorporated. For example, remarketing to individuals who visit the *Apply for Services* page with an advertisement offering an incentive for participation in a survey would provide an opportunity to get direct feedback from individuals interested in child support services.

The advertisements were managed through Superior Marketing's Facebook account, which limited LCO-CSP's access to complete data. Maintaining control and access to advertising accounts will be helpful to LCO-CSP in the future.

### Next Steps

LCO-CSP's final digital marketing intervention will use advertisements on area gas pumps to promote child support services. The intervention was originally planned to take place April – June 2020 but was delayed in response to the COVID-19 pandemic. A new date for the intervention will be established once the pandemic subsides.

Advertising on gas pumps housed within the LCO reservation offers a platform with wide reach to tribal members living within or visiting the reservation. Adults that drive vehicles need to get gas regularly, so chances of exposure to the advertisements are good and not dependent on participation in a single platform like Facebook. However, tracking the influence of the gas pump advertisements is challenged by the inability to digitally interact with the advertisement, like one can with Facebook advertisements. A person viewing a gas pump advertisement will

see a vanity URL which they can later type in to reach the designated webpage, which can be tracked in Google Analytics. However, we anticipate that the volume of digital metrics created by gas pump advertising will be lower than in the Facebook Advertising intervention. Other potential metrics should be explored and developed, such as a feedback survey.

Direct feedback from advertisement viewers and individuals who initiate child support applications or portal registrations could add valuable information to the evaluation of the gas pump advertising intervention and the digital marketing project. For example, viewers of the advertisement could provide information on how the advertisement influenced their perception of child support services. Gathering direct feedback could be solicited by remarketing advertisements or direct outreach to new clients or portal registrants and will be explored for the next intervention.