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# NORTH DAKOTA CHILD CARE BENEFITS AWARENESS CAMPAIGN

Media Report: April 16<sup>th</sup> – June 15<sup>th</sup>, 2024

NORTH  
**Dakota** | Health & Human Services  
Be Legendary.

# BACKGROUND & GOALS

North Dakota Health and Human Services (NDHHS) has partnered with Level to raise awareness for a number of these programs including its most recent Child Care Initiatives in 2024. For the New Child Care Assistance Program, Level partnered with NDHHS to develop an advertising campaign that reaches select parents in limited digital channels.

## CAMPAIGN GOALS



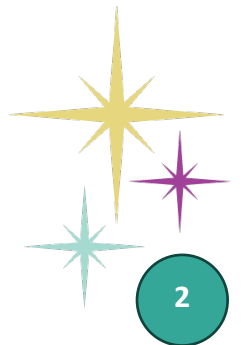
**Increase visibility and awareness for  
Child Care resources in ND**



**Educate parents on what is  
available and how to apply**



**Drive web traffic and  
application clicks**



# CAMPAIGN SUMMARY

April 15<sup>th</sup> – June 15<sup>th</sup>, 2024

**925,192**  
Impressions

**23,135**  
Clicks

**2.50%**  
CTR

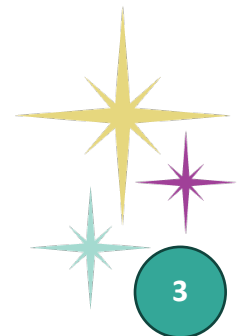
**4,417**  
Actions

**\$3.72**  
CPA

Platform	Cost	Impressions	Clicks	CTR	VCR	CPC	CPM	Actions	CPA
Facebook/ Instagram	\$8,273	850,154	19,133	2.25%	1.24%	\$0.43	\$9.73	2,689	\$3.08
Search	\$4,177	7,111	3,448	48.49%	NA	\$1.21	\$587.34	1,709	\$2.44
Email	\$4,000	67,927	554	0.82%	NA	\$7.22	\$58.89	19	\$210.53
<b>TOTAL</b>	<b>\$16,450</b>	<b>925,192</b>	<b>23,135</b>	<b>2.50%</b>	<b>1.24%</b>	<b>\$0.71</b>	<b>\$17.78</b>	<b>4,417</b>	<b>\$3.72</b>

## INVESTMENT + RESULTS:

- This reporting period we invested \$16,450, generating 925,192 Impressions, and 23,135 Clicks.
- 4,417 Actions. Of those Actions, 1,626 were “Apply Online” actions and 148 were print/request application.



# DETAILED PERFORMANCE

April 15<sup>th</sup> – June 15<sup>th</sup>, 2024

## FACEBOOK/INSTAGRAM

Creative	Cost	Impressions	Clicks	CTR	CPC	Post Engagements
Single Image_[Boy]	\$1,221	129,006	1,608	1.25%	\$0.76	848
Single Image_[Girl]	\$2,219	231,255	4,318	1.87%	\$0.51	1,736
Single Video_[Boy]	\$1,557	161,508	2,690	1.67%	\$0.58	23,720
Single Video_[Girl]	\$3,277	328,385	10,517	3.20%	\$0.31	57,281
<b>TOTAL</b>	<b>\$8,273</b>	<b>850,154</b>	<b>19,133</b>	<b>2.25%</b>	<b>\$0.43</b>	<b>83,585</b>

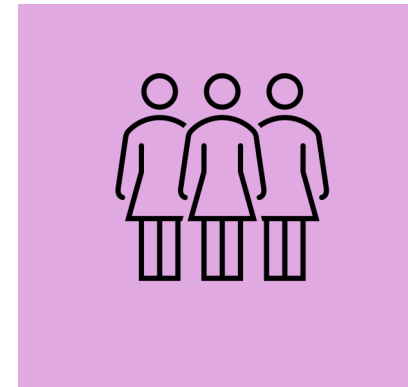
Conversion/Event Tracking	Total
Page View	1,831
Apply Online	766
Print Application	81
Request Application	11
<b>TOTAL</b>	<b>2,689</b>



## SEM

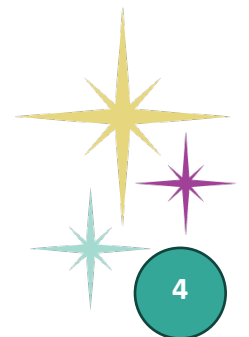
Platform	Cost	Impressions	Clicks	CTR	Actions	CPC	CPA
Google Ads	\$4,177	7,111	3448	48.49%	1709	\$1.21	\$2.44

### Top Performing Search Audience:



Conversion/Event Tracking	Total
Page View	757
Apply Online	852
Go to SSP	52
Print Application	42
Request Application	6
<b>TOTAL</b>	<b>1,709</b>

The top performing age group was **25-34**. Most engaged gender was **Female**. Mobile drove most clicks.



# DETAILED PERFORMANCE

## EMAIL

April 15<sup>th</sup> – June 15<sup>th</sup>, 2024

**188,890**  
Emails Delivered

**67,927**  
Emails Opened (Impressions)

**554**  
Link Clicks

Placement	Blast Date	Subject Line	Sent	Opened (Impressions)	Link Clicks
E-Blast Group #1	May 14th	Saving on child care costs is easier than ever!	37,778	12,444	118
E-Blast Group #1	May 21 <sup>st</sup> (bonus)	Save On Your Child Care Costs. Act now!	37,778	13,464	113
E-Blast Group #2	May 14th	Saving on child care costs is easier than ever!	37,778	14,069	126
E-Blast Group #2	May 21 <sup>st</sup> (bonus)	Save On Your Child Care Costs. Act now!	37,778	13,010	88
2 <sup>nd</sup> message to Group #2	June 4th	Still Time to Save on Child Care Costs!	37,778	14,940	109
<b>TOTAL</b>			<b>188,890</b>	<b>67,927</b>	<b>554</b>

### Key Takeaways:

- Across all E-Blasts, there were 188,890 emails delivered, 67,927 opens, 554 individuals who clicked on the email, and 19 Website actions (beyond simple page views).
- We set a CTR goal of 1% and came in just under that at .8%. Mothers with young kids are busy and have many things vying for their attention. Email enables us to get a long format message to them in a trusted channel, but the tradeoff is multiple messages competing for their attention.
- Overall, we saw a lower CTR and Actions in email for this campaign vs. the NDWPCCR campaign; however, we did see a higher open rate for this campaign vs. NDWPCCR.
- We initially planned to send a total of three emails: one email to Group A and then a series of two emails to Group B so we could track the impact of receiving one vs. two emails. Due to a technical (tracking) issue, we were bonused an additional round of emails for the campaign. This bonus garnered 75,556 delivered, 26,474 opens, and 201 clicks.
- Delivered actions: May 14 = 7 Actions; May 21 = 11 Actions; June 4 = 1 Actions

Total Additional Website Actions	Total
Apply Online Button	8
Click Here SSP	3
Print An Application Button	5
Request an Application Button	3
<b>TOTAL</b>	<b>19</b>

**522** GREAT KIDS GROW HERE. ND GROWN

**22** Reminder: Child care assistance may be waiting for you. Find out if you qualify and apply today.

**5** Act now. Accessing child care assistance is easier than ever. The North Dakota Child Care Assistance Program (CCAP) helps families pay a portion of child care costs so parents can work, look for a job, or attend school. APPLY NOW

**2** GETTING HELP WITH CHILD CARE COSTS IS AS EASY AS A,B,C. SEE IF YOU QUALIFY. APPLY. SAVE ON YOUR CHILD CARE COSTS.

**5** LEARN MORE

Questions? Visit [hhs.nd.gov/ccap](https://hhs.nd.gov/ccap) or call 1-866-614-6005 or (701) 328-1000, 711 (TTY) to speak with a customer support center representative.

North Dakota Health & Human Services

# EMAIL CLICK PERFORMANCE

Link/Action in Email	E-Blast Group #1	E-Blast Group #2	Total
"Requirements to qualify" link on the third paragraph	15	8	22
Great kids grow here image	210	312	522
Apply Now Button	2	3	5
Get help with your childcare image	2	0	2
Learn More Button	2	0	2
<b>TOTAL ENGAGED</b>	<b>231</b>	<b>323</b>	<b>554</b>

**522** - Great Kids Grow Here. **ND GROWN**

**22** - Reminder: Child care assistance may be waiting for you. Save on child care costs while helping ensure your child care provider has the resources they need.

**5** - Act now. Accessing child care assistance is easier than ever. The North Dakota Child Care Assistance Program (CCAP) helps families pay a portion of child care costs so parents can work, look for a job, or attend school.

Find out if you qualify and apply today.

Everyone benefits! You, your kids, their child care providers, and our state.

**APPLY NOW**

**CHILD CARE ASSISTANCE FOR THE GREATER GOOD.**

**KIDS** **ND GROWN** **PARENTS**

**PROVIDERS**

Supporting working families and child care providers helps our entire state thrive.

**2** - GETTING HELP WITH CHILD CARE COSTS IS AS EASY AS A,B,C.

**A** SEE IF YOU QUALIFY.

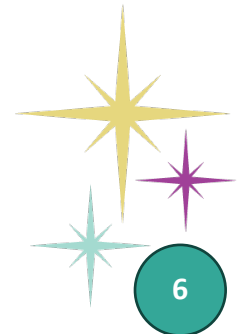
**B** APPLY.

**C** SAVE ON YOUR CHILD CARE COSTS.

**5** - **LEARN MORE**

Questions? Visit [hhs.nd.gov/ccap](https://hhs.nd.gov/ccap) or call 1-866-614-6005 or (701) 328-1000, 711 (TTY) to speak with a customer support center representative.

**North Dakota** | Health & Human Services  
By Legendary





April 15<sup>th</sup>– June 15<sup>th</sup>, 2024

# REPORT TAKEAWAYS



1

## INVESTMENT + RESULTS:

This reporting period we invested \$16,450, generating 925,192 Impressions, 23,135 Clicks, and 4,417 Actions. Of those Actions, 1,626 were “Apply Online” actions and 148 were print/request application.

2

## CTR & BENCHMARKS:

1. To date, the campaign has garnered a phenomenal CTR in both Search and Social. CTRs tend to be highest at the start of a campaign when the audience is seeing it for the first time, and typically declines over time as the creative becomes more familiar. This campaign started out with very high CTRs in month 1 and remains high through month 2 (the SEM CTR increased from 40.45% to 48.49%).
2. In Email, we garnered a 35.9% open rate and of those who opened the email, 0.82% clicked through to the site. This performance is near, but slightly below, the CTR goal for this email campaign, but as noted in that section email can be a cluttered channel for that audience.

3

## CAMPAIGN CHANNEL NOTES:

Social is flighted to use budget efficiently and keep creative from getting stale. Facebook and Instagram ran from 4/15-5/5 and 5/27-6/16. We estimated approximately 3,720 Clicks from Social through 6/16, but delivered 19,133 Clicks to date. This indicates we’re reaching and motivating our target audience.

4

## OPTIMIZATIONS & RECOMMENDATIONS

Based on insights gained from the campaign so far, we’ve added the following terms to Search: Affordable daycare; Child care; Daycare help; Assistance with childcare; Affordable child care near me; Child care subsidy program

