



I-25 Segment 3 Express Lanes Campaign results

Aug. 19



Campaign Overview

This campaign provided education on two primary topics:

- The new segment of Express Lanes (I-25 North from 120th to NWPkwy/E-470) is open.
- Be ready, tolling starts in June. Learn more at expresslanes.codot.gov.

Media and social media campaign results

- Totals for social media coverage:
 - 4,773,310 reach
 - \$29,568.78 in advertising value.
- Totals for media coverage:
 - 1,820,983 reach
 - Advertising value was \$16,844.09
 - 472,650 desktop reach
 - 1,348,333 mobile reach

Banner ad | Sample animation



This headline and support information will be included on all standard and mobile banner sizes. Animation style will be similar to our previous safety campaign banners, only with fewer vehicles. In this campaign, vehicles will enter into the Express Lane through the dashed lines. Several vehicles will be portrayed in each banner including a SUV, a pickup truck and a compact car.

Shown here at 100% scale for 500px x 500px banner ad size.

Digital campaign results

- With only 5 days in May, impression levels were much lower than in June
- Click-through rate (CTR) remained very consistent for the entire campaign, and was very strong at 0.11%

Impressions & CTR by Month

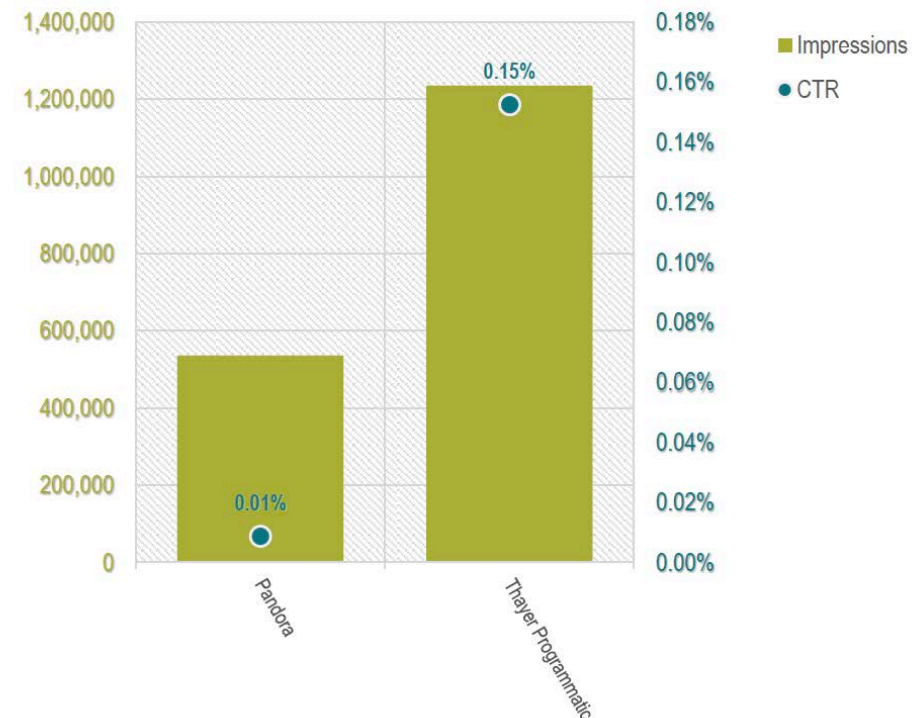


Digital campaign results

- As is typical, Pandora had a low CTR -this is partly the nature of the channel being more about the audio spot than clicks on the companion banner
- Programmatic had a very high CTR at 0.15%, well exceeding the industry average of 0.07%-0.10%

Site	Impressions	Clicks	CTR
Pandora	536,196	47	0.01%
Thayer Programmatic	1,234,971	1,883	0.15%

Impressions & CTR by Site



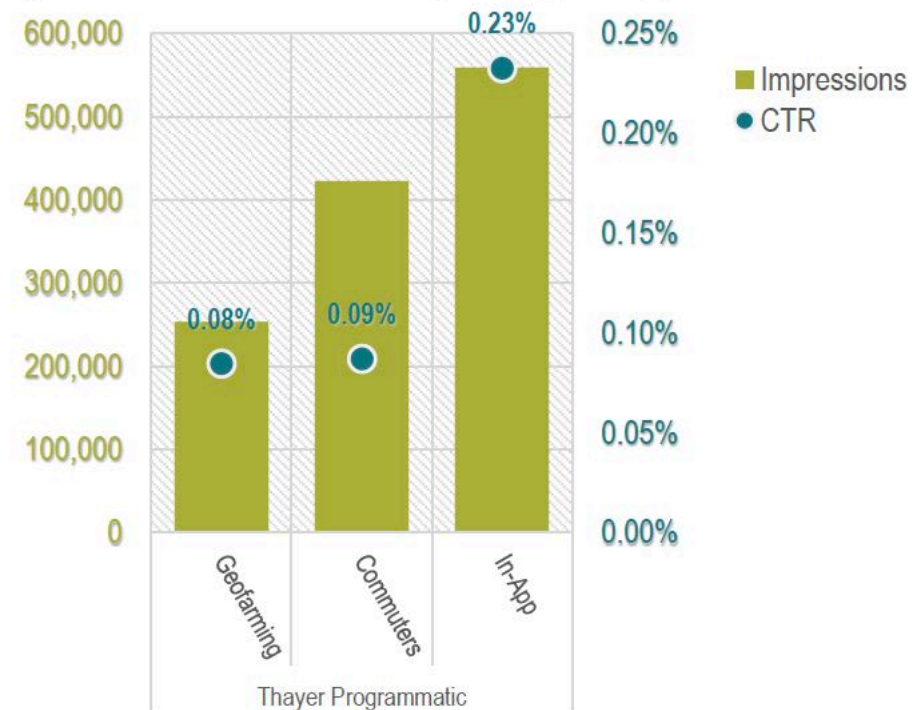
Digital campaign results

- Programmatic impressions overdelivered the planned total by nearly double for this campaign
- The In-App targeting strategy accounted for the highest total impressions and also the highest CTR. Weather apps made up the smallest portion of impressions for this campaign; although the CTR was strong at 0.14%, Navigation and Travel/Transportation app categories were much higher at 0.23%
- The Commuter and Geofarming targeting strategies performed very similarly in terms of CTR, both with strong performance

Targeting Strategy	Impressions	Clicks	CTR
Commuters	422,632	368	0.09%
In-App (Weather/Trans/Nav)	558,897	1,300	0.23%
Geofarming	253,442	215	0.08%

Impressions Planned:
 675,000
Impressions Delivered:
 1,234,971

Impressions & CTR by Targeting





C-470 Express Lanes: Wadsworth to I-25

Aug. 19



Campaign Overview

This campaign will provide education on two primary topics:

- The new segment of Express Lanes (C-470 from Wadsworth Boulevard to I-25) is open.
- Be ready, tolling starts in August. Learn more at expresslanes.codot.gov.

Overarching goals

Our goals for the paid campaign and the outreach (PI/PR) include:

- No surprises! Use a multi-channel approach to reach the target audience so they are not caught unaware of the new Express Lanes.
- Raise awareness about the C-470 Express Lanes opening by informing the general public, partners and elected officials about the following:
 - C-470 Express Lanes are open, tolling begins in mid-August, and how the new lanes will work



Campaign creative



Campaign direction

This campaign will use simple, friendly messaging to inform viewers, while utilizing a visual approach that builds upon the recent Express Lanes safety campaign and the I-25 North Segment 3 campaign. The familiar images of Express Lanes in combination with the simple information will make it easy for the general public to get the message that tolling starts soon.

Banner ad | Sample animation



This headline and support information will be included on all standard and mobile banner sizes. Animation style will replicate I-25 North Segment 3 opening campaign banners with vehicles entering the Express Lane through the dashed lines. Several vehicles will be portrayed in each banner including an SUV, a pickup truck and a compact car.

We'll ensure all copy is readable on various banner sizes. Shown here at 100% scale for 500px x 500px banner ad size.

Paid media

- Timing: 4-week flight, beginning 8/3
- Total budget: \$50,000
- Paid media:
 - Traffic Radio
 - Out-of-home
 - Transit
 - Malls
 - Digital ads
 - Behavioral targeting
 - Contextual targeting
 - Geofarming
 - Pandora

Media mix

- Bus Sides and Traffic Radio produce a widespread awareness for the 4-week flight
- Out-of-home tactics focus coverage on anchoring ends of C-470 at Southwest Plaza and Park Meadows
- Streaming Audio pairs well with Traffic Radio, while programmatic banners provide support in impression delivery

Traffic radio

- Live-read scripts are used adjacent to traffic reports
- Utilizes 16 Denver stations for extended reach into the market
- 4-week flight (8/3 -8/30)
 - 81 A25-54 GRPs
 - 1,993,451 impressions
- Cost: \$19,584

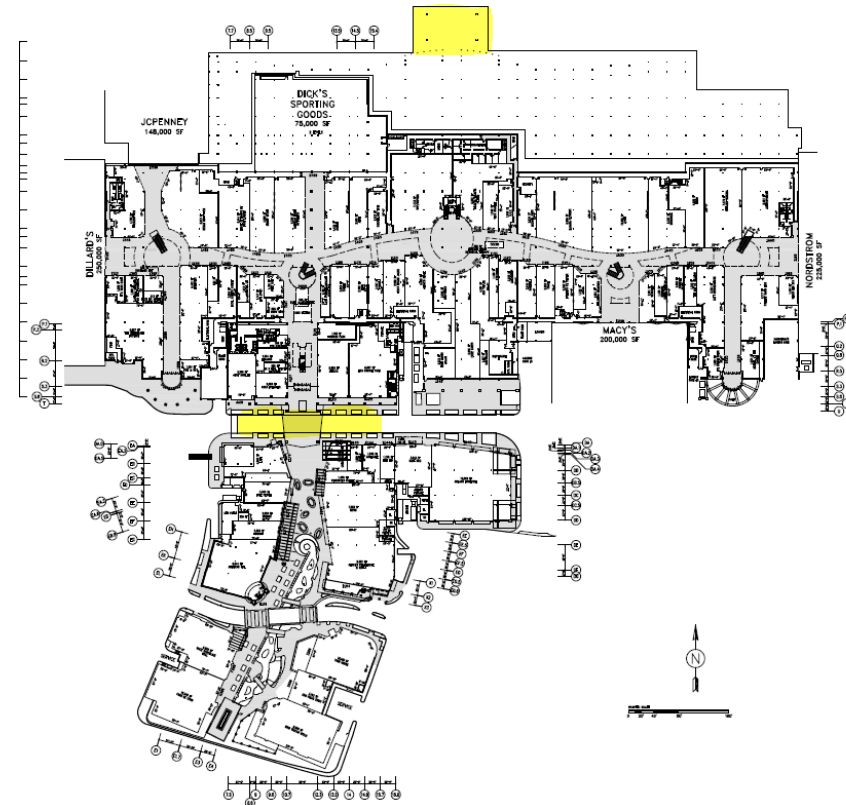
Bus kings

- 15 buses covering the Denver metro area
 - Coverage focused on garages servicing primarily southern Denver routes
- Panels on the street side of buses will provide extensive awareness
- 4-week flight (8/3 -8/30)
 - Extended coverage past flight dates
- 15 total bus panels (3 are bonus panels)
- 1,763,160 impressions
- Cost: \$5,085



Park Meadows Mall door clings

- Door clings on exterior or interior of two heavily-trafficked mall entrances:
 - Dining Hall entrance -8 clings on exterior doors (north entrance)
 - Vistas entrance -6 clings on interior doors (south entrance into outdoor stores)
- Entrances on opposite sides of the mall to reach various shoppers
- Located at eye level as shoppers walk into mall
- 649,448 impressions
- 4-week flight (8/3 -8/30)
- Cost: \$3,731



Park Meadows door cling examples



Park Meadows digital standee

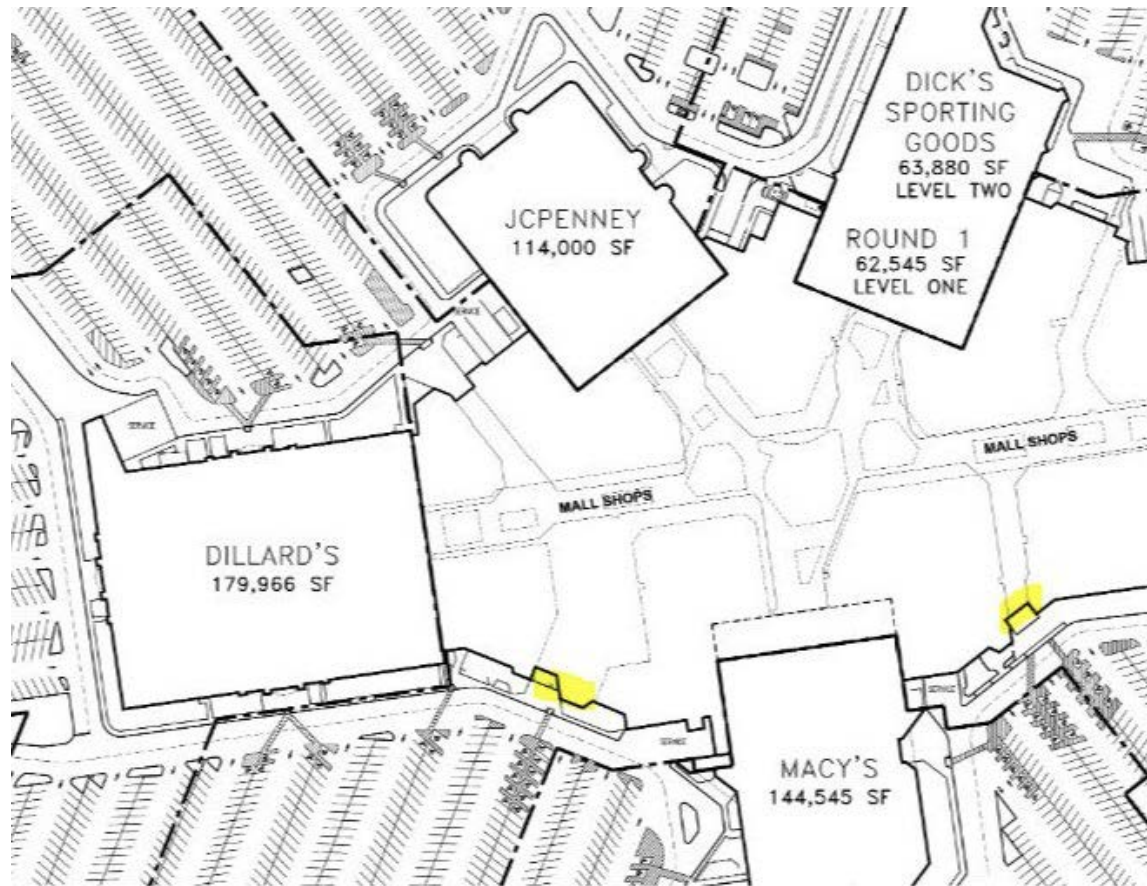


Southwest Plaza door clings

- Door clings on exterior or interior of two heavily-trafficked mall entrances:
 - Panera entrance -6 clings on exterior doors
 - Food court entrance -6 clings on exterior doors
- Located at eye level as shoppers walk into mall
- 263,498 impressions
- 4-week flight (8/3 -8/30)
- Cost: \$3,198

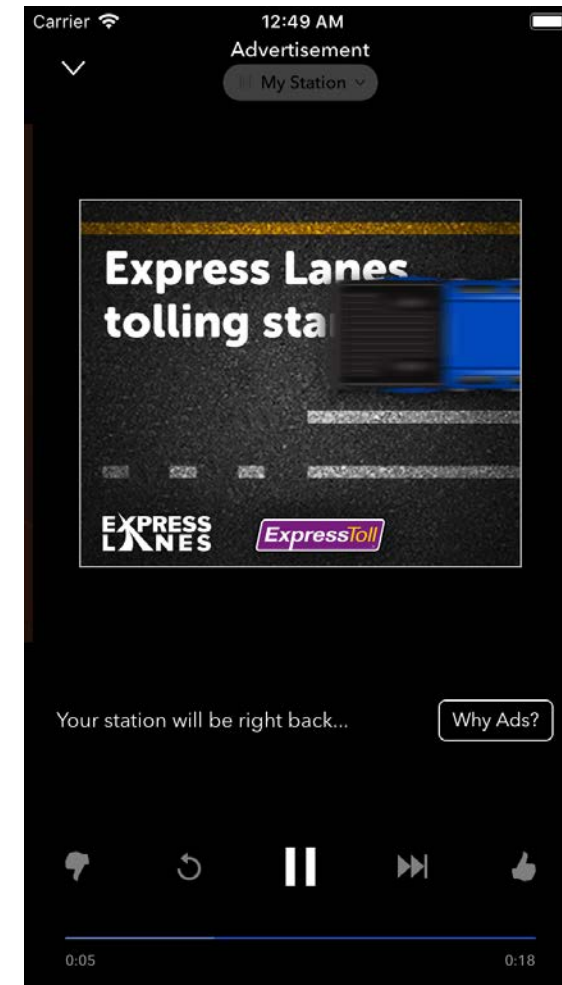


Southwest Plaza door cling locations



Pandora

- Flight supplements traffic radio to pair terrestrial listening with digital listening
- Adults 25-54 target
- Geography: Specified zip codes provided
- Mobile Only placement
- 4-week flight (8/3 -8/30)
- 300,000 impressions
- Cost: \$7,200

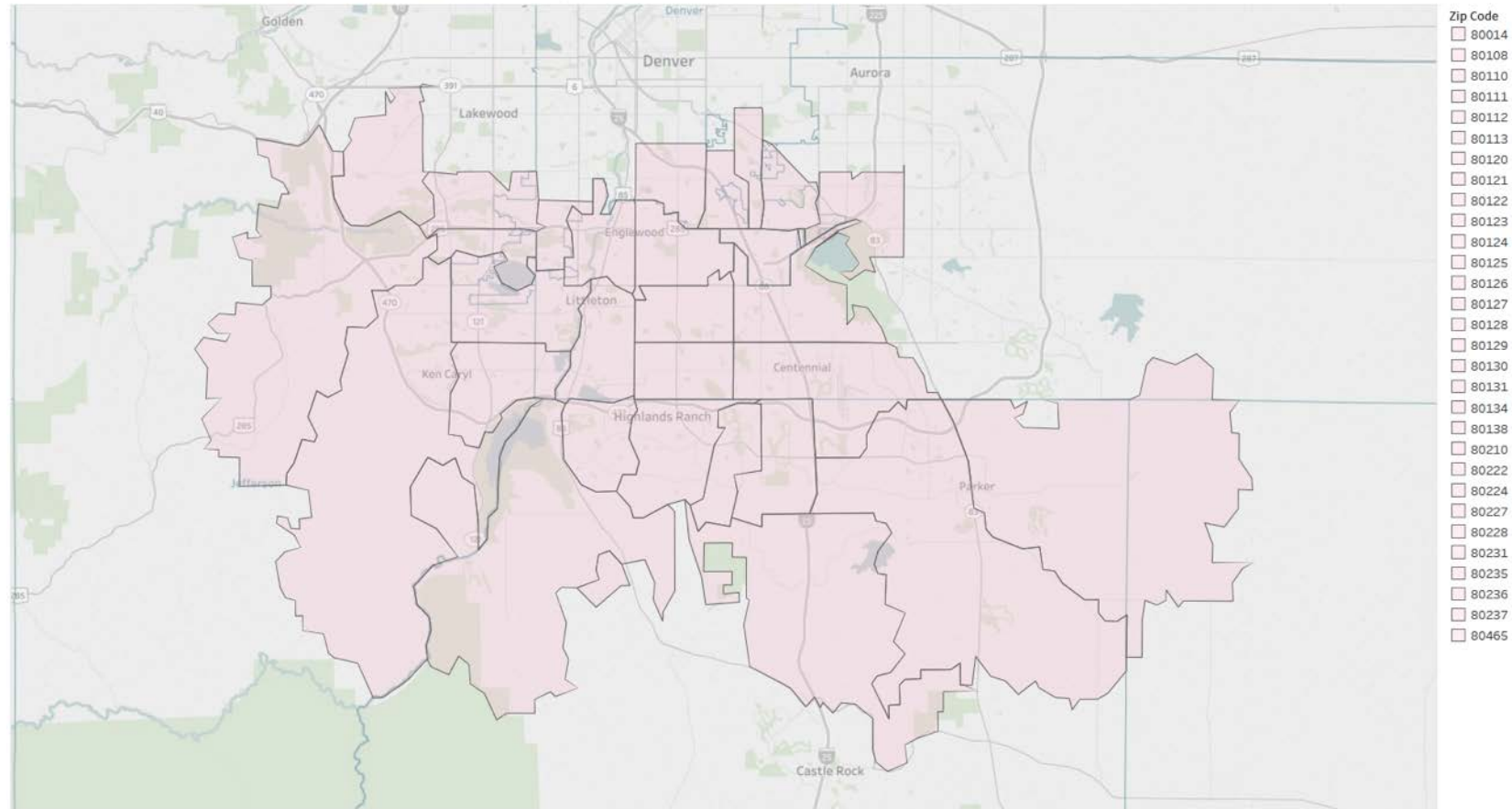


Programmatic

- Served to users on all device types (desktop/laptop, mobile, tablet)
- Multiple targeting strategies
 - Behavioral
 - Commuters
 - Carpooling and lane share users
 - Contextual
 - Navigation/travel/transportation apps
 - Traffic sites and pages
 - Geofarming
 - Use virtual boundaries to target users who have traveled along C-470 between I-25 and Wadsworth
 - Technology identifies mobile devices, then extends connection to other household devices
- Standard banners
- 8/3 -8/31
- 700,000 impressions
- Cost: \$4,725

Geotargeted area

C470 Express Lanes - Campaign Geotargeting (revision 1)



Map based on Longitude (generated) and Latitude (generated). Color shows details about Zip Code. The view is filtered on Zip Code, which keeps 30 of 131 members.

Other outreach

Other outreach to notify the public about the C-470 Express Lanes toll commencement in August.

- Social media posts
- VMS messages
- Press release
- Telephone Town Hall

Thank you!