



C-470 Express Lanes: Wadsworth to I-25

Oct. 14



Campaign Overview and Goals

Our goals for the paid campaign, earned media and other outreach included:

- 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 results

- Timing: Approximately 4 weeks, 8/3 - 8/31
- Target audience: Drivers - including commuters, taxi, ride-share on C-470, transit riders, motorcycle owners, carpool participants
- Paid media:
 - Traffic Radio
 - Out-of-home
 - Digital ads
 - Pandora
 - Social ads
- Earned media:
 - Traditional media
 - Social media
- Other outreach
 - VMS
 - Telephone Town Hall

Budget: \$50,000

**Total number of impressions:
5,732,630**

Banner ad | Sample animation



Media mix

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

Traffic radio

- Live-read scripts were used adjacent to traffic reports
- Used 16 Denver stations for extended reach into the market
- 4-week flight (8/3 -8/30)
 - Target age 25-54
 - 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
- 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 and Southwest Plaza door clings

- Door clings on exterior or interior of two heavily-trafficked mall entrances:
- Entrances on opposite sides of the mall to reach various shoppers
- Located at eye level as shoppers walk into mall
- 912,946 impressions
- 4-week flight (8/3 -8/30)
- Cost: \$6,929



Programmatic (Digital Ads)

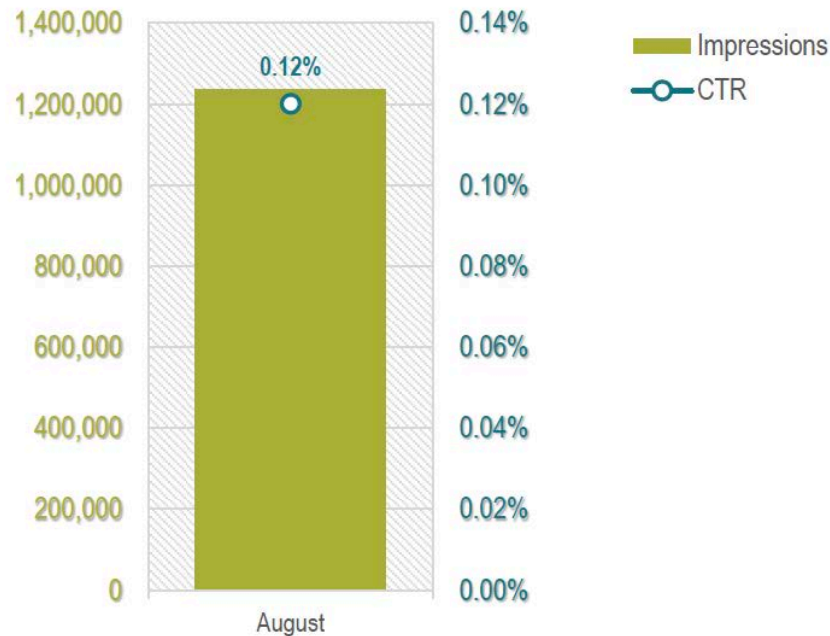
- Served to users on all device types (desktop/laptop, mobile, tablet)
- Multiple targeting strategies
 - Behavioral
 - Commuters
 - Carpooling and lane share users
 - Contextual
 - Navigation/travel/transportation apps
 - Traffic sites and pages
 - Geofarming
 - Use virtual boundaries to target users 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
- 1,063,073 impressions
- Cost: \$4,725

Programmatic results

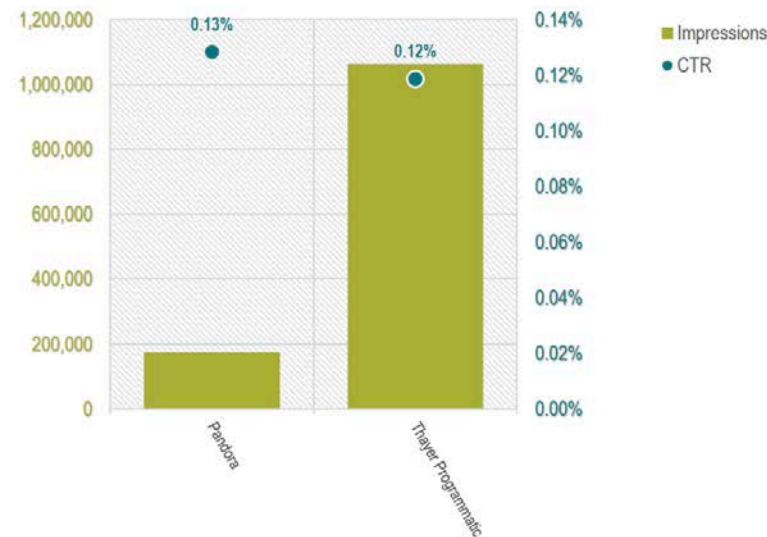
- 8/3 -8/31
- Cost: \$4,725

- Pandora had a high CTR, especially for the tactic
 - 0.13% compared to 0.01% for I-25 North
- CTR was very strong on the other sites at 0.12%

Impressions & CTR by Month



Impressions & CTR by Site



Site	Impressions	Clicks	CTR
Pandora	172,943	222	0.13%
Thayer Programmatic	1,063,073	1,262	0.12%

Programmatic results

Programmatic buy overdelivered impressions by nearly 50%

- Planned impressions: 700,000
- Delivered impressions: 1,063,073

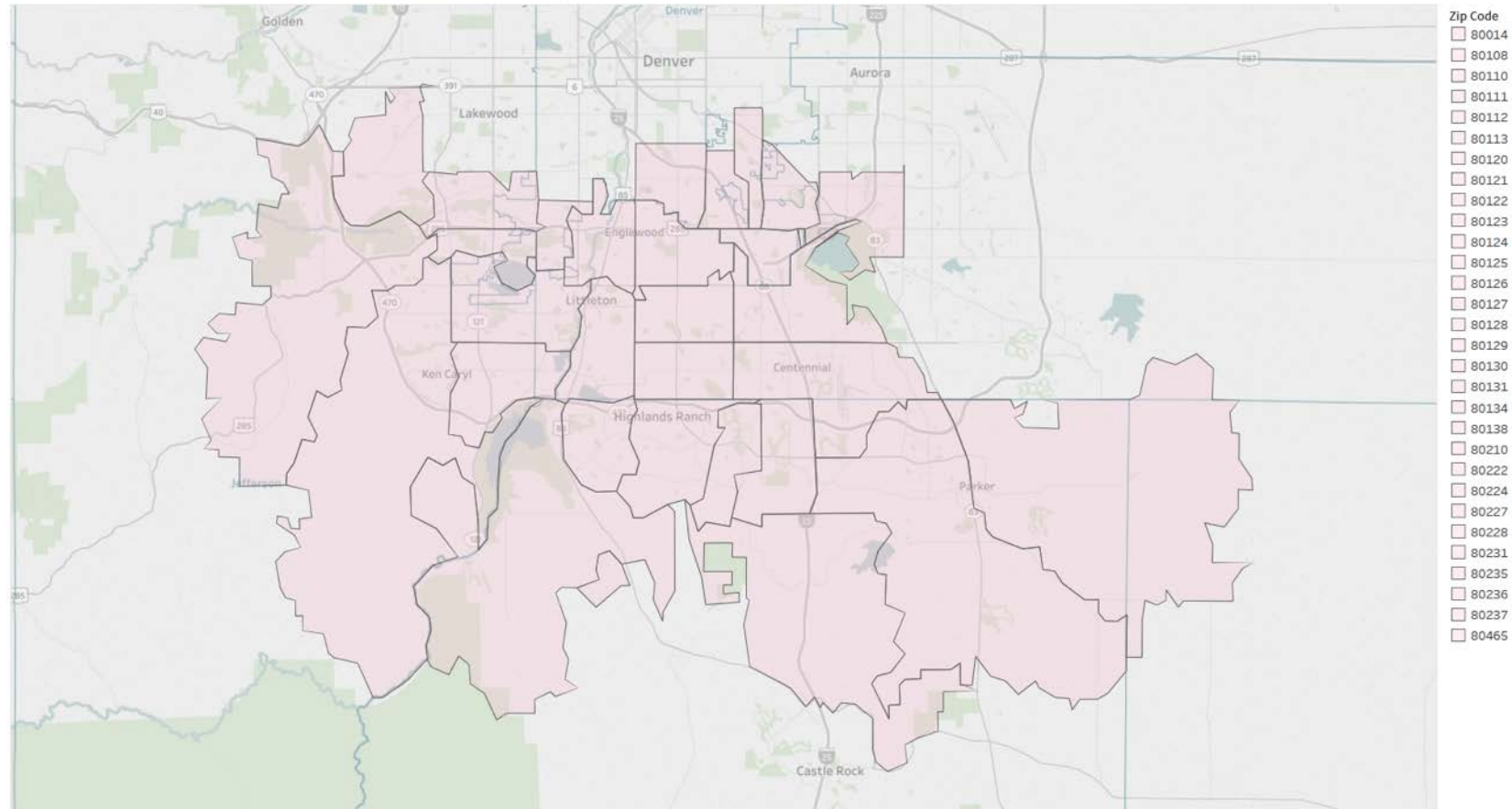
Contextual, In-App targeting strategy was the strongest performer, which was also the case with 2018 and 2019 campaigns.

Geofarming and Commuter targeting strategies had similar click-through rates that performed well.

Targeting Strategy	Impressions	Clicks	CTR
Commuters	311,359	200	0.06%
In-App (Weather/Trans/Nav)	501,101	899	0.18%
Geofarming	250,613	163	0.07%

Geotargeted area

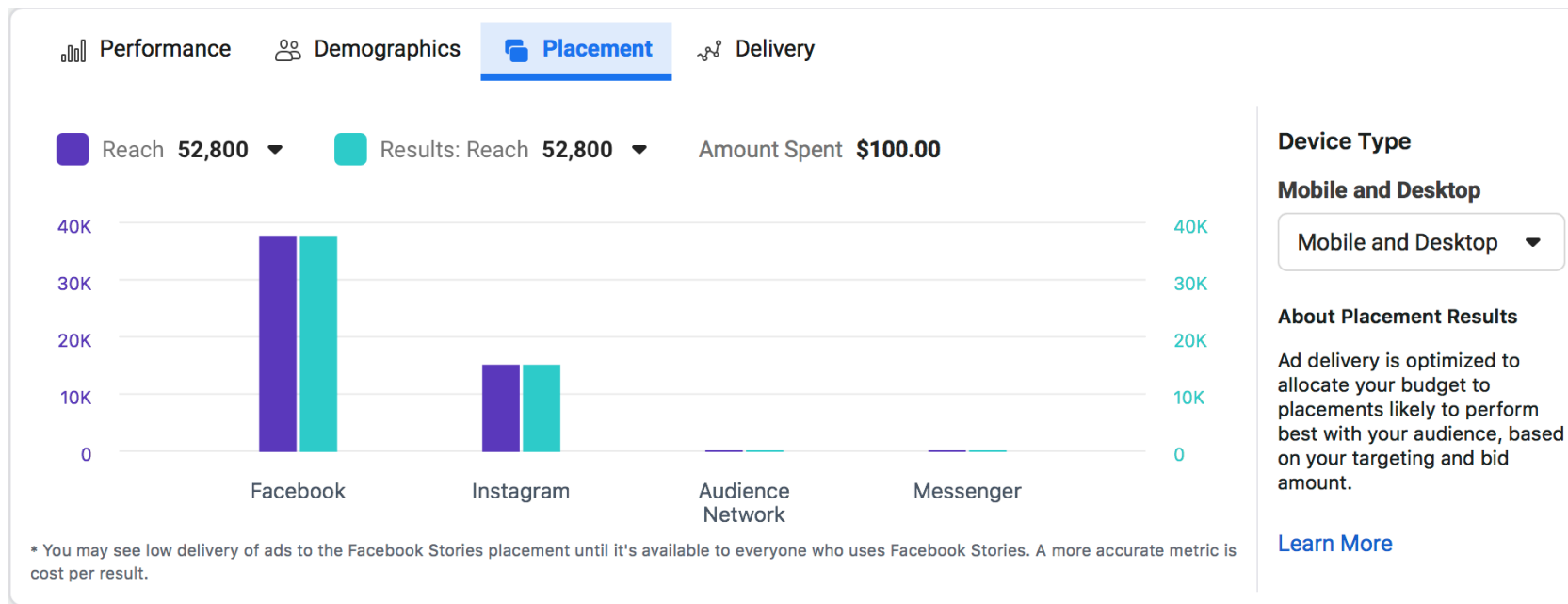
C470 Express Lanes - Campaign Geotargeting (revision 1)



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.

Facebook ads

- Run time: Aug. 18 - 23
- Budget: \$100
- Reach: 52,800



Media and social media metrics

Earned media metrics

- Reach: 64,821,152
 - Desktop reach: 22,295,506
 - Mobile reach: 42,527, 646
- Ad value: \$599,614.16

Earned social media metrics

- Facebook Reach: 141, 839
- Facebook Engagement: 3,636
- Twitter Reach: 973,311
- Twitter Ad Value: \$9003.13

Other outreach

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

- VMS messages
- Telephone Town Hall
 - 1,333 participants



Thank you!