

Campaign

Express Lanes - When you need it most

- Talks about Express Lanes benefits
 - Encourage people to try Express Lanes and highlight the specific benefits that they are always a choice and can be a reliable tool when you really need it

September - October 2018

- Digital banner ads, traffic radio, bus posters, social media
- Grassroots
 - Social media
 - Partners
 - PIOs

Campaign

Bus ads



Campaign

Digital billboard



Results

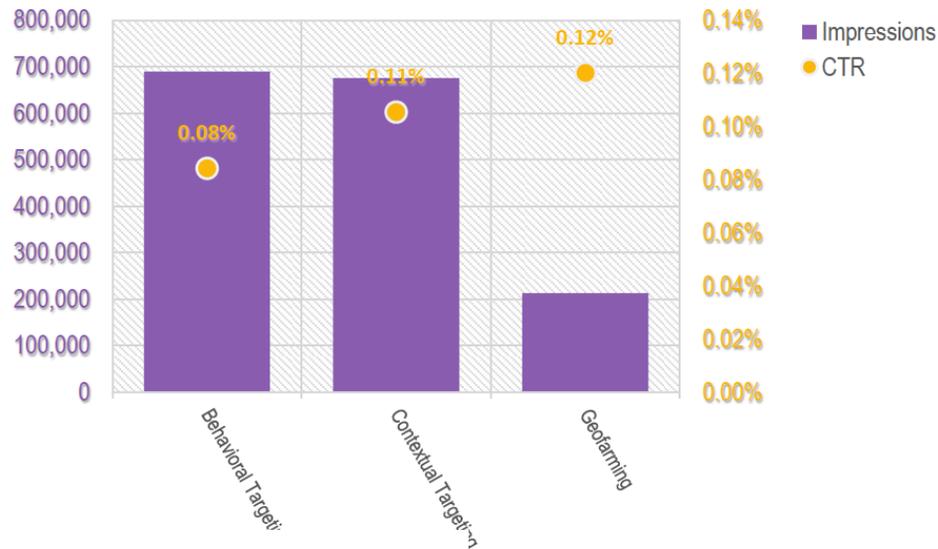
- Social media posts
 - Reach: 786,181
- Number of ExpressToll transactions and Express Lanes users
 - I-25 North: Usage increased by an average of 12 percent
 - New ExpressToll accounts open increased by an average of 76 percent in September and October 2018 compared to September and October of 2017
 - New Switchable HOV Transponders distributed in September and October 2018 increased by an average of 78 percent compared to September and October 2017
- Increased traffic to the website – 41 percent increase compared to last year
 - Sept. 2017
 - 23,333 unique page views
 - Sept. 2018
 - 57,363 unique page views

Results

Online

- The geofarming campaign performed best in terms of CTR – these placements were targeted to devices that have previously traveled along the Hwy 36 and I-25 North corridors
- The contextual targeting strategies were also quite strong performers – placements were focused on various weather, travel and navigation apps in this instance
- Behavioral targeting was also successful, even though it delivered a lower CTR than the other approaches; in this case, we targeted users who are likely to be regular commuters

Impressions & CTR by Targeting Strategy



Targeting Strategy	Impressions	Clicks	CTR
Behavioral Targeting	688,781	581	0.08%
Contextual Targeting	675,117	712	0.11%
Geofarming	212,966	256	0.12%

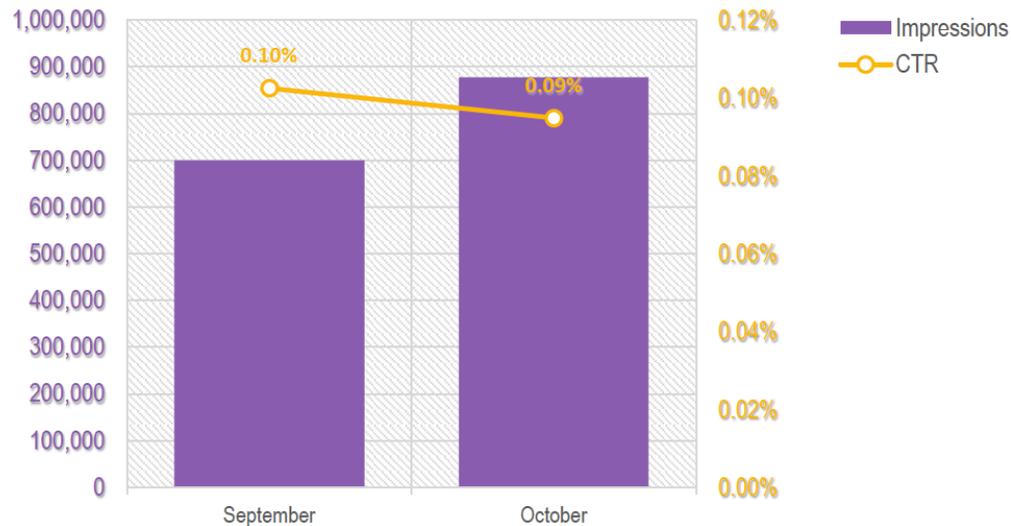
Results

- The programmatic buy delivered nearly three times the planned impression level, providing 1.02MM additional impressions
- Impression delivery was higher in October than September
- CTR remained fairly consistent month-to-month with a small decline in October as the campaign aged
 - Performance is in-line with industry averages (0.07%-0.1%), particularly for an awareness-based campaign

Total clicks for September and October: 1,549

Click through rate is on the high end of average for the industry

Impressions & CTR by Month



Impressions Planned:
550,000
Impressions Delivered:
1,576,894