



Content Strategy and Campaign Performance

There are multiple pathways to increasing prospect engagement throughout the digital buyer's journey, but one often overlooked tactic is to regularly refresh your creative while ensuring you follow a consistent distribution schedule.

Our campaign research and analysis has validated the premise that a robust digital content plan's direct impact on campaign performance over time can be measured, assessed, and repeated.

Monthly impression counts and other core engagement metrics tend to fluctuate at a reduced rate when compared with campaigns delivering updated creatives to their target audience. This factor is especially relevant to the Senior Living industry due to its often-lengthy research and consideration phase.

The pace of engagement with prospects over a year or more will improve conversion rates, but the material challenges and costs of maintaining this approach can be overwhelming.

For starters, providers must create credible experiences for casual online visitors as well as tailoring their message to a demographically diverse audience undergoing extremely challenging life experiences. Furthermore, the need to break through in a crowded marketplace has become even more urgent considering a shifting economic landscape, the lingering effects of Covid-19, summer malaise and the upcoming mid-term elections advertising blitz.

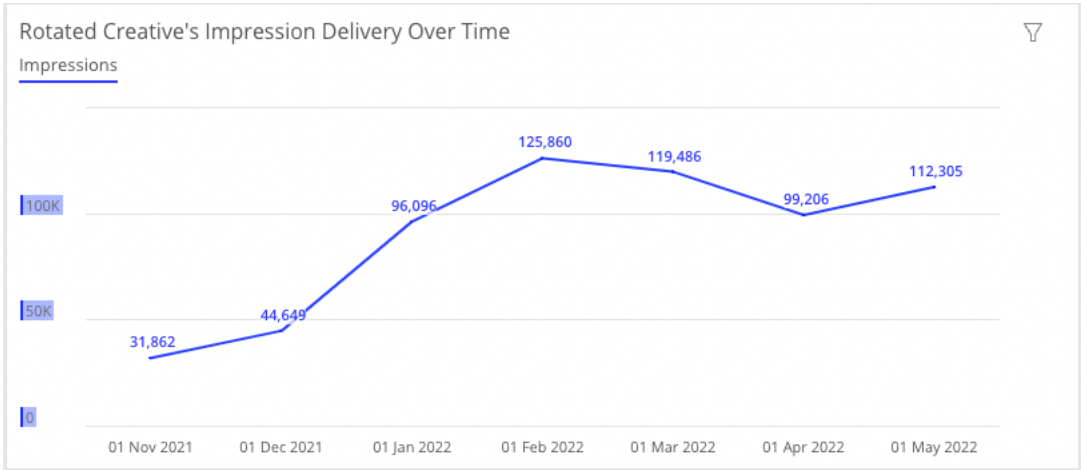
Once a provider's initial campaign creative is finalized, the next hurdle is to deliver this content through a wide array of platforms including mobile phones, tablets, desktops, and OTT/CTV. Reaching prospects at the right time is just as important as reaching them in the right places.

Our recommendation is to deliver multiple sizes of your ads via the platforms listed above. However, specific sizes may perform better depending on the ad inventory available. We have also found that 729x90px, 320x50px, and 300x250px creatives typically yield the highest delivery and prospect engagement rates.

Canopy IQ™ is our dedicated data platform and campaign management process. We employ it to prioritize campaign performance for each of our partners while avoiding many of the typical pitfalls that can arise from a “short-term results” mind-set. Canopy IQ™ has played a significant role in validating the measurable effect creative rotation has on campaign performance.

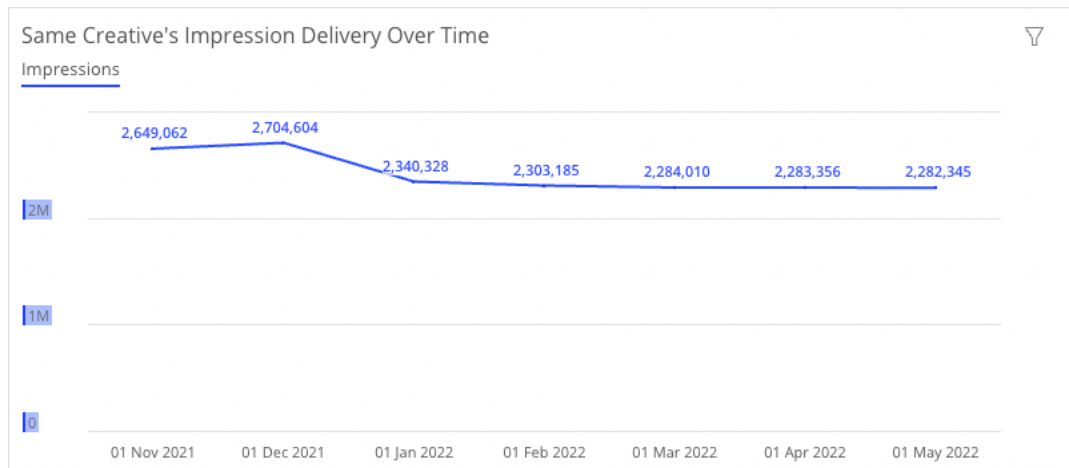
We’ve used the following historical data sets to compare the campaign KPIs of two of our partners over a period of seven months. One of those data sets represents a campaign with rotating creatives and one does not. From there we can compare the rate of increased engagement.

Client A: Three Campaigns with 3 creatives – each creative gets rotated each month. The following numbers reflect an average impression count for the 3 campaigns.



The important takeaway from the graph above is the impression difference between the beginning of the campaign and its conclusion. In this scenario, we have an 80,443-impression difference which translates into a 252% increase since November 2021 (a seven-month period).

Client B: One Campaign with 1 creative only. No creative rotation.



In this graphic, we see that this campaign's impression delivery has slightly declined over the same 7-month range as the previous campaign. In this case we have a difference of 366,717 impressions which equates to a 14% decrease since November 2021.

These graphics demonstrate the noticeable difference rotating creatives can have on campaign performance over time. On the one hand we have a remarkable 252% engagement increase as opposed to a 14% engagement decrease.

It is important to keep in mind that not all campaigns which regularly rotate their creatives will experience a whopping 252% engagement increase. The same applies for campaigns that utilize a fixed creative over time. However, Canopy IQ has enabled us to validate the positive impact regular content rotation has on campaign performance.