



Seattle
Department of
Transportation

Campaign Report

March 5 – April 6, 2024

Presented by

the Vida
AGENCY

Glossary

Geotargeting

Targets ads to a specific geographic location. Can be specified by state, county, city, or zip.

Impressions

Times your ad was viewed.

Clicks

Times your ad is clicked.

Click-through-rate (CTR)

Clicks over impressions. For example, if your ad had 250 impressions and 22 clicks your CTR would be .088, or 8.8% (22/250).



Summary

Campaign Goal

The City of Seattle Department of Transportation (SDOT) conducted a survey to ask if their draft ideas incorporate the community's input and priorities for Aurora Ave N. The primary goal of this campaign was to inform the public of, and guide them to take, a survey designed to ask the public if SDOT's draft ideas did not capture any of the feedback received in earlier engagement periods.

Ads were placed in English, Chinese, Somali, Spanish, Tagalog, Amharic, and Vietnamese to reach the broadest audience possible and gain a more diverse set of feedback.

Key Messages

- We want to hear from you!
- Help plan the future of Aurora Ave N.
- Your input is crucial to shaping the future of Aurora Ave N. Your input matters!
- Let us know if there's anything we missed from our last round of community input.

Tactics

- Tactic 1 – Geotargeted display ads
- Tactic 2 – In-language publication display ads

Summary

Targeting

Programmatic display ads were targeted to the project area by zip code, with geo-fencing put in place to capture travelers through the corridor.

Lessons Learned

One day after the campaign launched, SDOT asked TVA to take the ads down to accommodate the larger project team's schedule. The ads were re-launched a few days later. Pauses and delays in a campaign can confuse the audience and decrease engagement. In the future, we recommend schedule alignment to maximize the campaign's potential.

Results

Our digital and multicultural media campaign closed with 3,745,514 total impressions and 1,972 total clicks. When looking at results by language, we saw the strongest click-through performances amongst our Somali (0.088%) and Amharic (0.095%) audience. For a budget of this size, in languages that have a smaller audience size, we consider a CTR of 0.020% to be strong.

Since this campaign had a specific call-to-action, we typically value clicks and CTR more than impressions. However, given the number of times it takes for an individual to view something before taking any action (up to 7), we can consider visibility to be an equally significant data point.

Information collected by SurveyMonkey on the official close date of our campaign (April 6) informed us that 3,170 users indicated that they were directed to the survey by an advertisement. Given the strength of these engagement numbers, we consider this campaign to be a success!

Please see full campaign data beginning on page 4.

Campaign Results

Digital Media Ads

English	Impressions	Clicks	CTR
Display Totals	1,704,840	520	0.031%

Chinese	Impressions	Clicks	CTR
Display Totals	199,053	165	0.083%

Vietnamese	Impressions	Clicks	CTR
Display Totals	200,021	157	0.078%

Spanish	Impressions	Clicks	CTR
Display Totals	792,311	181	0.023%

Campaign Results

Digital Media Ads (cont.)

Amharic	Impressions	Clicks	CTR
Display Totals	135,544	129	0.095%

Tagalog	Impressions	Clicks	CTR
Display Totals	358,832	175	0.049%

Somali	Impressions	Clicks	CTR
Display Totals	191,913	169	0.088%

Overall Results	Impressions	Clicks	CTR
Display Totals	3,582,514	1,496	0.064%

Campaign Results

Multicultural Media Ads

Outlet	Language	Impressions	Clicks
Seattle Medium	English	100,000	121
NW Asian Weekly	English	53,000	272
Runta News	Somali	5,000	2
Se Habla	Spanish	5,000	81
	Totals	163,000	476

Runta (the north) SOMALI / AFRICAN NEWS

HOME ABOUT SERVICES LINKS CLASSIFIED VIDEO GALLERY

Services

Somali Community Organizations in Seattle

- Somali Community Services of Seattle
- Somali Community Services Coalition
- East African Community Services
- Somaliland Community Organization
- Horn of Africa Services
- Somali Bantu Association of Washington

The following information about Somali service agencies and community organizations in and around Seattle was prepared in Winter/Spring 2004 by the Somali Community Services of Seattle, updated by EthnoMed in September 2009, and now published onto our website Runta News. Seattle's Somali residences are mostly concentrated in SeaTac, Tukwila, Yesler Terrace, Rainier Vista, Washington apartments, MLK apartments, High Point, and White Center, while there are also Somalis living scattered throughout the Seattle area as far north as Lynnwood and Everett and south to Federal Way and Renton. Most Somalis in Puget Sound live in King County, with small numbers also in Snohomish and Pierce Counties.

Jaime Mendez Univision Seattle

Share your opinion on transportation on Aurora Ave (between Harrison St and 145 St) in this survey: <https://bit.ly/AuroraCorridorSurvey> [Se Habla](#)

The Seattle Department of Transportation has plans for that stretch and wants to hear your opinion. Select "Spanish" in the upper right corner to answer the survey in your language.

See original · Rate this translation

¡Su opinión importa!

Revise las ideas de la comunidad

Ayude a planificar el futuro de Aurora Ave N

Seattle Department of Transportation

7 likes · 1 comment

Keith B. Wong, DDS, MS
Seattle's Top Rated Orthodontist and Invisalign Expert

Do Business with the Port!
Register for VendorConnect

Caring for the Caregiver
A conversation about caregiver wellness and brain health
March 19, 7:30-9:00pm

Your input matters!
Check out the community ideas
Help plan the future of Aurora Ave N

ABOUT EVENTS COMMUNITY CALENDAR ADVERTISE CONTACT SEATTLE CHINESE POST

Search this website

northwest **asianweekly**

COMMUNITY NATION WORLD ARTS & ENTERTAINMENT COLUMNS OPINION CLASSIFIEDS COMMUNITY CALENDAR

Creative Samples

Display Ads

Below is a sample of in-language display ads that ran to promote the survey.
(**Top:** Somali Ads, **Bottom:** Spanish Ads)



Rayi gelintaadu waa muhiim!

Fikradaha Bulshada Fiiri

Caawi qorsheynta mustaqbalka Aurora Ave N

Seattle Department of Transportation



Rayi gelintaadu waa muhiim!

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