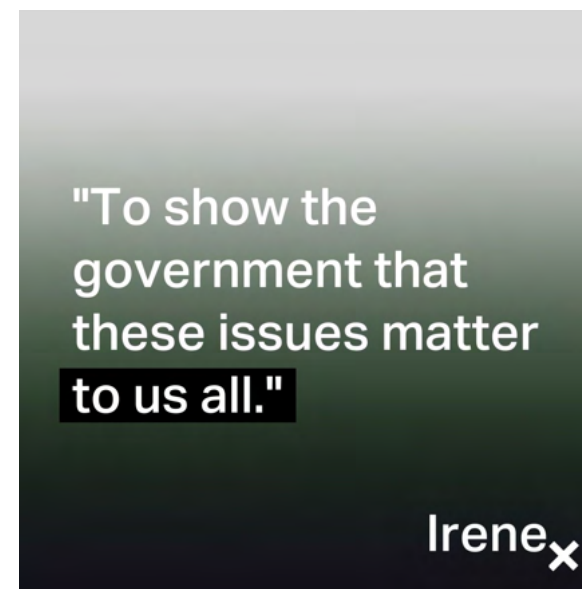
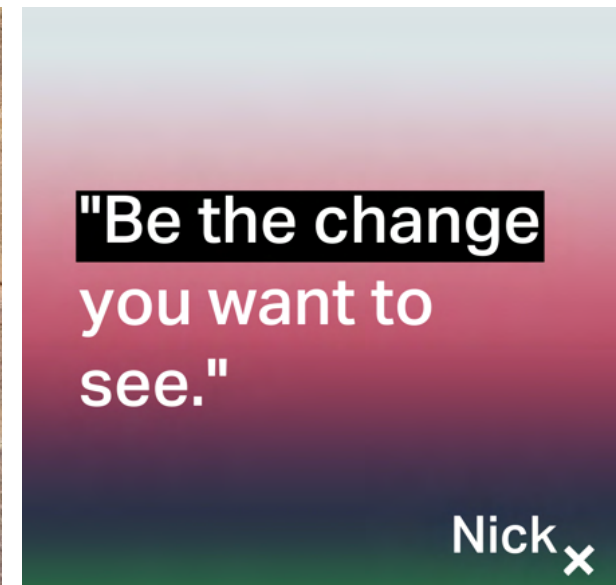
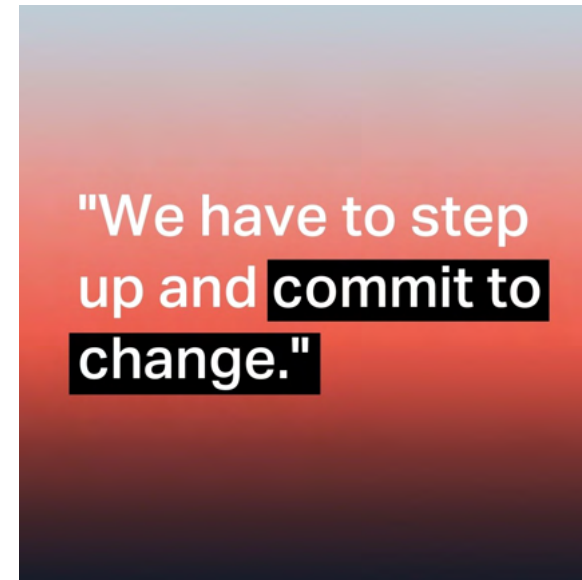


Climate Change and Biodiversity: Using social media advertising to inspire action

September 2021

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Summary

Established in April 2019, The Commitment's objective is to accelerate government action on climate change and biodiversity loss. We give people something simple and powerful to do to motivate politicians to act more quickly and courageously on the environment. In making a Commitment, people declare that they will vote with the health of the planet at the heart of their decision. They also explain, in their own words, why they are doing this.

In this research, we explore the importance of social media advertising in our work, as well as the general response and interest in our approach.

In the nine months to May 2021, The Commitment ran a total of five campaigns through Facebook Ads Manager. These campaigns were managed by Sam Narr ([Kibbo Kift Agency](#)) and aimed to gather Commitments a) from a broad range across UK society and b) at the lowest achievable cost.

Users made their Commitment directly from the ads rather than through The Commitment's website, and there is an option to give more information after completing the process.

We found that social media advertising enables The Commitment to gather large numbers of Commitments at a relatively low cost, from a large and varied demographic. There have been additional ad campaigns since May 2021, underpinning these initial findings and contributing to our ongoing learning.

Key learnings

- ✗ Social media advertising enables The Commitment to engage with large numbers of people effectively and at a lower cost compared with other methods.
- ✗ Ads allow us to reach across UK society, and collect Commitments from people beyond the typical 'environmentalist'.
- ✗ Adapting the content and messaging of our ads to specific audiences and localities is crucial for success.
- ✗ Targeting small regions, e.g. in local elections, is more difficult due to ineffective optimisation of Facebook's algorithm.
- ✗ Commitments from social media ads generate only mandatory information, while those made through the website generally include further optional demographic information.
- ✗ Video content is more effective than imagery.
- ✗ The cost and demographics of Commitments varies between Instagram and Facebook.
- ✗ A significant amount of ad moderation is needed, e.g. responding to comments and dealing with negative sentiment or scepticism.

Glossary

Committer: Someone who has made The Commitment, through any method.

Lead form: The form for making The Commitment through social media advertising.

Cost per Commitment: The amount it costs to attract someone to complete the lead form

Facebook algorithm: The tool that controls the ordering and delivery of ads to users.

Reach: The number of people who have seen a post/ad.

Impressions: The number of people who have seen a post/ad, whether once or multiple times.

CTA: Call to action.

Conversion: The completion of the lead form process, making a Commitment.

Like: When a user likes a post/advert.

Share: When a user shares the post/advert onto their own social media feed.

Comment: When a user makes a comment under a post/advert.

Engagement: Any form of user interaction with a post/advert e.g. like/share/comment.

Lookalike audience: A way to target people who are the most similar to existing followers, or to those who have already made The Commitment through an ad.

Creative: The visual content used in an ad campaign.

CRM (Customer Relationship Management): The system used to manage data and processes.

GIF (Graphics Interchange Format): A type of image format that is animated.



Introduction

The Commitment

The Commitment's objective is to speed up government action on the climate and biodiversity. It gives citizens something simple and powerful to do to put these issues higher up the political agenda. Its culture, values and beliefs involve an approach that is positive, inclusive, collaborative and strictly non-aligned with any political party.

In making The Commitment, people describe their concerns about the climate and nature to their politicians, and they commit to voting with a healthy planet at the heart of their decision. In doing so they become a 'Committer' (see Figure 1).

- The focus is on connecting politicians with their voters: in the places where they are elected and at all significant levels of government.
- The Commitment works directly with individual politicians: rather than through the institutions of government or parties. It appeals directly to politicians' strongest motivator: winning elections so that they can bring about change.
- We do not tell Committers how to vote: the voting decision is theirs. Our role is to tell politicians how many people are voting for a healthy planet.

Anyone making The Commitment is invited, optionally, to give more information about themselves: their age, gender, ethnicity, level of education and voting habits.

Together with social media profiling, this demonstrates wide support across the whole of society.

Figure 1: How The Commitment works



Social media advertising

Social media advertising provides charities and not for profit organisations with the opportunity to reach new audiences and build engagement. Many are already using social media in an increasingly digital and remote world.

We believe that these new methods of engagement are particularly powerful for The Commitment, inspiring people across UK society to take action for a healthy planet.

Facebook's Lead Form

To simplify the process of making a Commitment, we opted to create our own lead form via Facebook Ads Manager instead of directing traffic to The Commitment's website.

Reducing the steps needed for people to make their Commitment is crucial to completion rates. The lead form works to auto-fill fields such as name, address and location making it easier and quicker to complete (see below).

Commitment quality

While it is easier to make a Commitment through an ad, we receive less information than from a Commitment made through the website.

The lead form asks for the mandatory information only: name, email, post code and explanation for making The Commitment. It doesn't include the optional demographics featured on the website form (gender, age etc). Users also can't upload a file alongside their message e.g. a photo of themselves. It is therefore important to have a significant proportion of website Commitments in order to demonstrate wide reach across society in the Committer population.

We do, however, obtain this extra information from 3% of Committers from ads, through our automated communications on Mailchimp. We have integrated our lead forms into the CRM platform, Zapier, which connects to Mailchimp. We send all Committers a welcome email, inviting them to make their Commitment more powerful by providing this further information. We also send them our monthly newsletter if they have opted in to receive it (see Figure 2).

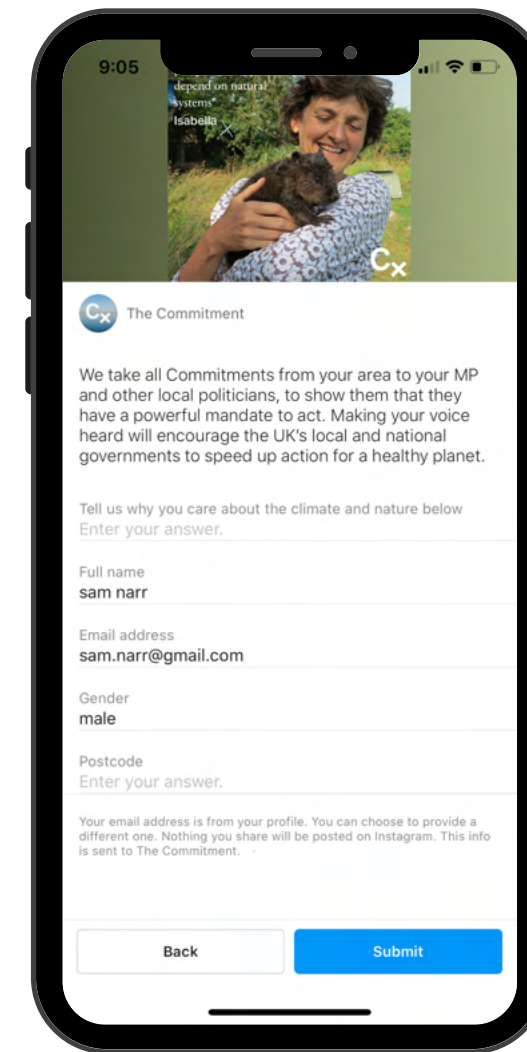
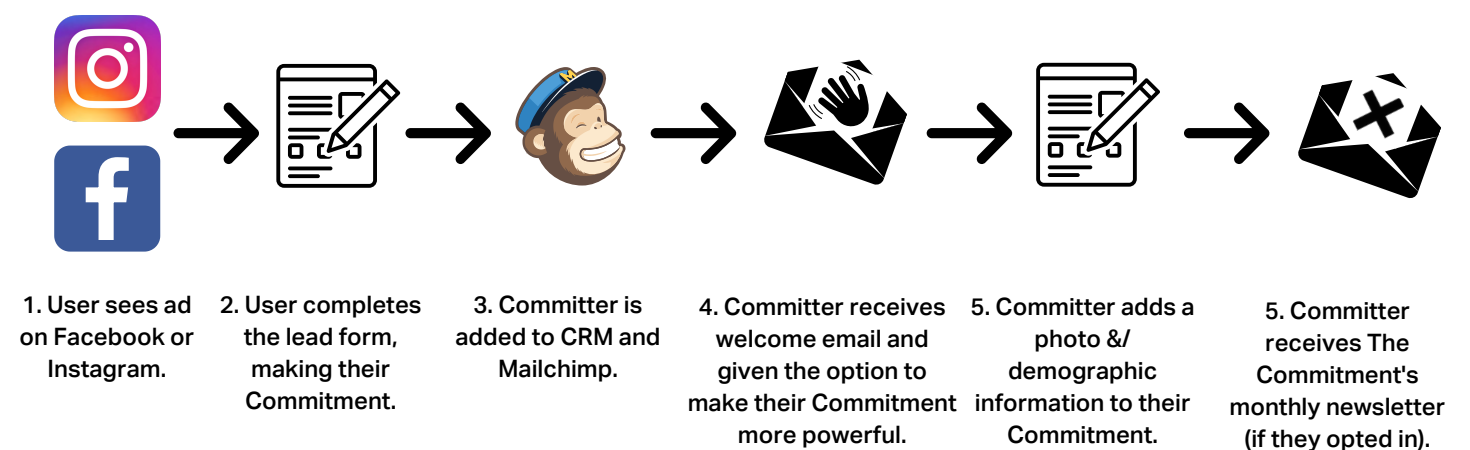


Figure 2: User journey of a Committer



Audience Segmentation

Britain Talks Climate

One of our central aims is to engage people across the whole of UK society. We used targeted ads to show that this is possible. As the basis for this work, we have used the segmentation defined in 'Britain Talks Climate' (Climate Outreach).

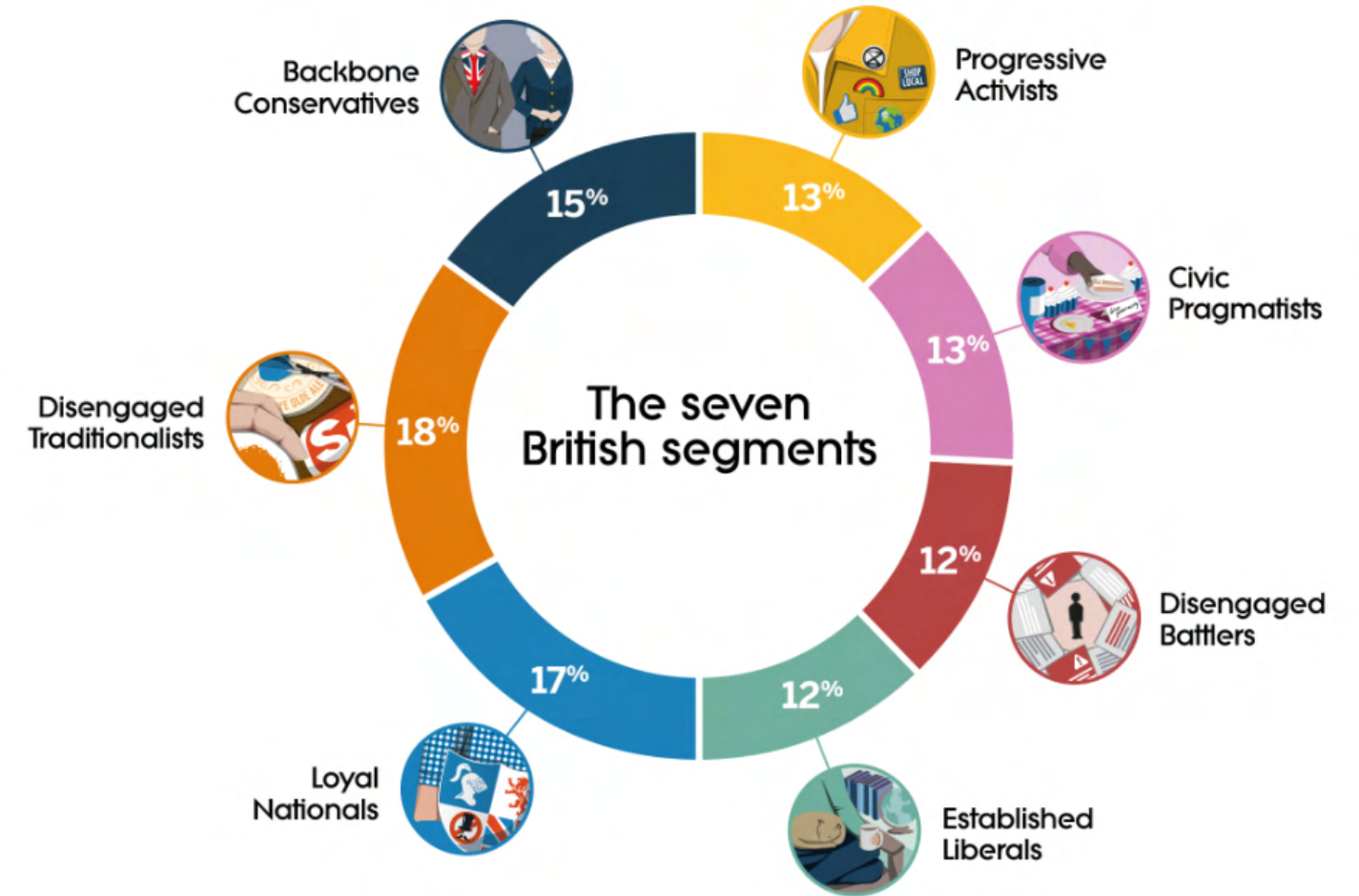
The segments are:

- Progressive Activists
- Backbone Conservatives
- Civic Pragmatists
- Established Liberals
- Disengaged Battlers
- Disengaged Traditionalists
- Loyal Nationalists

Each segment differs in its beliefs, values and everyday concerns.

To test our ability to achieve a wide societal reach, we targeted ads specifically to each of the segments, mirroring their profiles from 'Britain talks Climate' into Facebook ads Manager. This was remarkably successful (see campaigns 2 and 3 below, pp. 26-39).

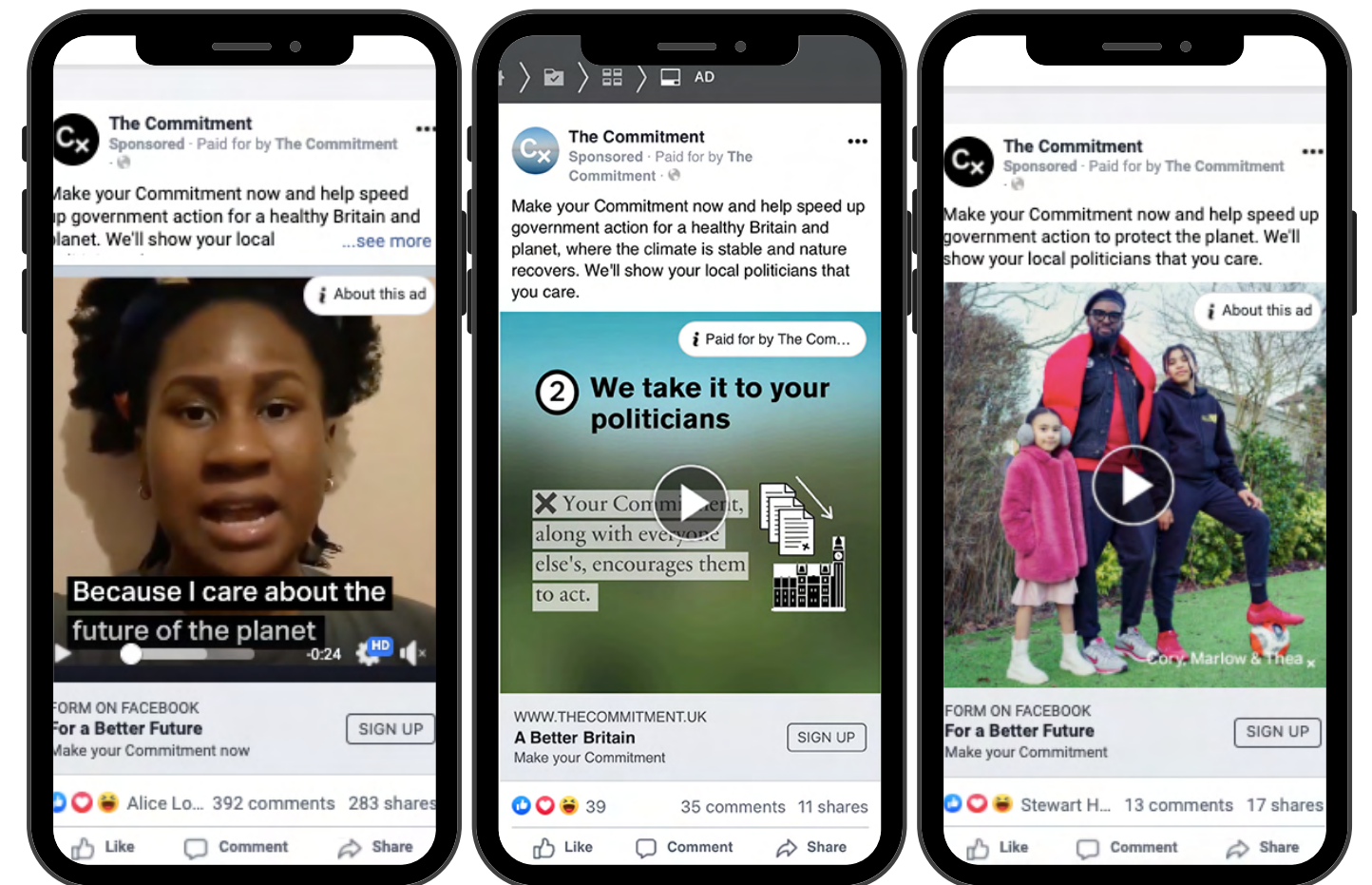
In addition, through changing our imagery, messaging and ad copy - we built narratives that resonated with each segment.



Messaging

Initially we used our own predictions of what messaging and keywords would drive the highest engagement. From Campaign 3 onwards, we were able to analyse Commitments to identify the key themes and concerns (see Figure 3). Creating a feedback loop, we programmed these new key themes back into our ads to improve our targeting.

Figure 3: Word cloud showing key themes and concerns from Commitments gathered in Campaign 3



Campaign Overview

Each of our campaigns had specific objectives with different factors to consider, e.g. budget and audience. It is therefore useful to review each campaign separately (from page 26).

A total of 1,352 Commitments were gathered across all 5 campaigns (see Figure 4).

Campaign 1:

A test campaign using our segments to sample small amounts of budget across specific locations in the UK where political opinions vary.

Campaign 2:

Tested our segments nationwide without any focus on location.

Campaign 3:

Tested a video creative produced by Kibbo Kift.

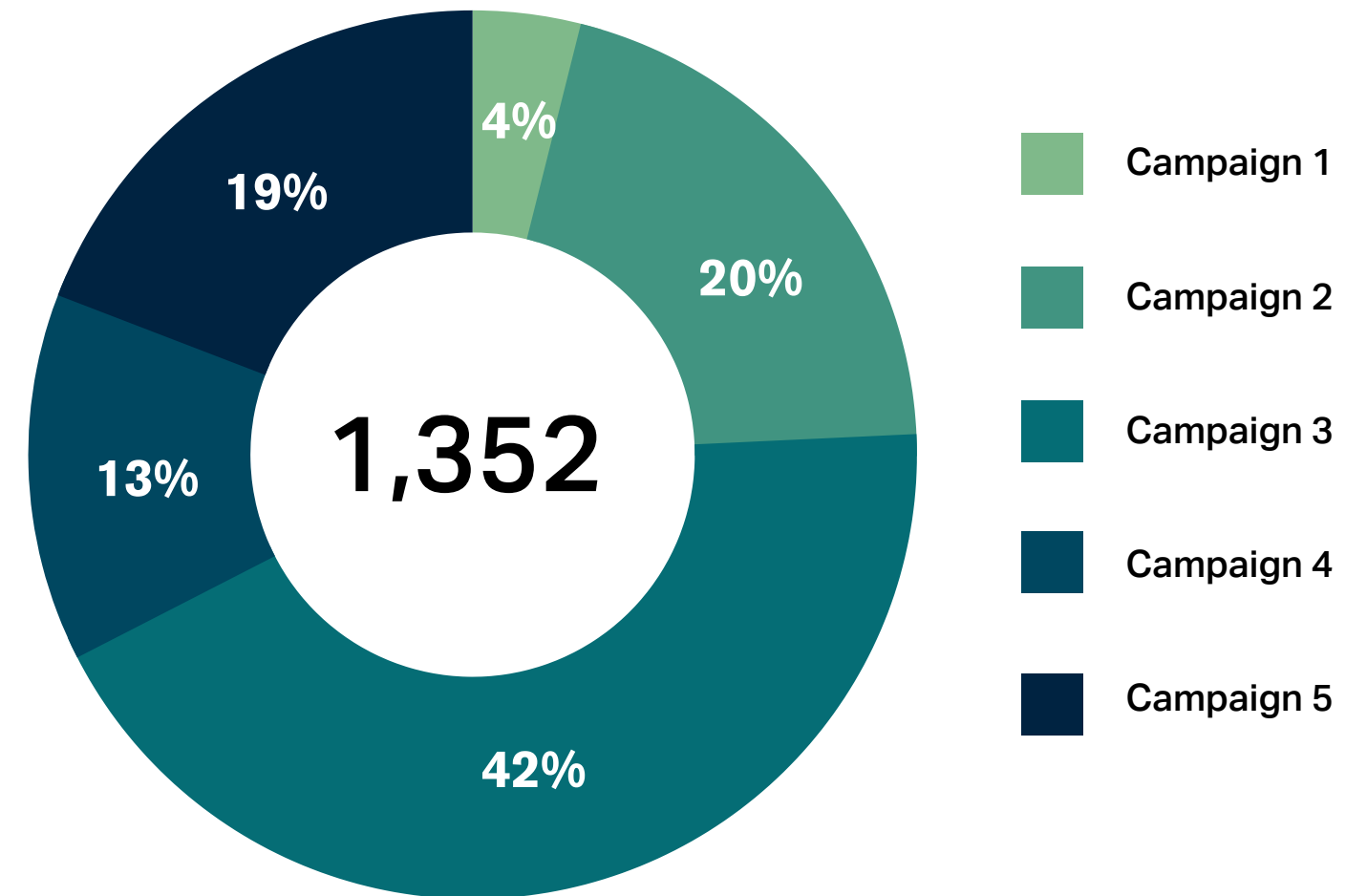
Campaign 4:

Hyper-local election campaign ads in Dumbarton, Derby and the West Midlands with best performing segments only.

Campaign 5:

A 1% lookalike audience test with our video creative.

Figure 4: Total number of Commitments gathered across all campaigns



Campaign budgets

The amount we spent varied between campaigns (see Figure 5). The overall total spend was £ 6,643.

Having a tight budget combined with continually monitoring and refining the campaigns led to continuous improvement and responsible use of spend.

Cost per Commitment

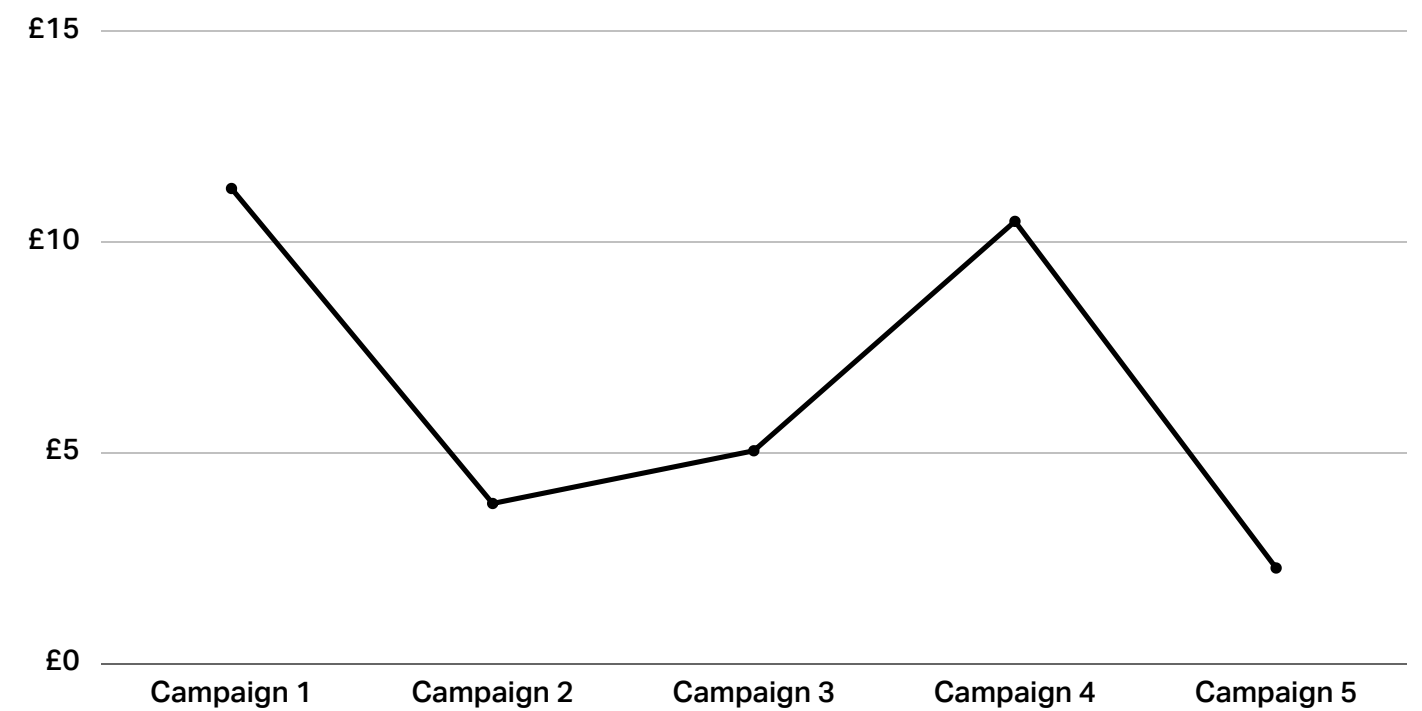
Our cost per Commitment also varied across campaigns (see Figure 6).

Campaign 4 saw a noticeable increase in the cost per Commitment. This was expected as the campaign targeted hyper-local areas in Derby and Dumbarton
 Campaign 5 had the objective of achieving a low cost per Commitment. This was successful.

Figure 5: Spend across all campaigns



Figure 6: Cost per Commitment across all campaigns



Cost per Commitment industry benchmarking

The industry average for lead form conversions from the non-profit sector is 2%. The Commitment's lead form campaigns achieved an average lead form conversion of 25%.*

- Campaign 1: 13%
- Campaign 2: 29%
- Campaign 3: 26%
- Campaign 4: 15%
- Campaign 5: 42%

The lead form function is usually designed to capture user information such as newsletter subscribers. Our offering of direct action through this ad format could be why our strategy was so successful.

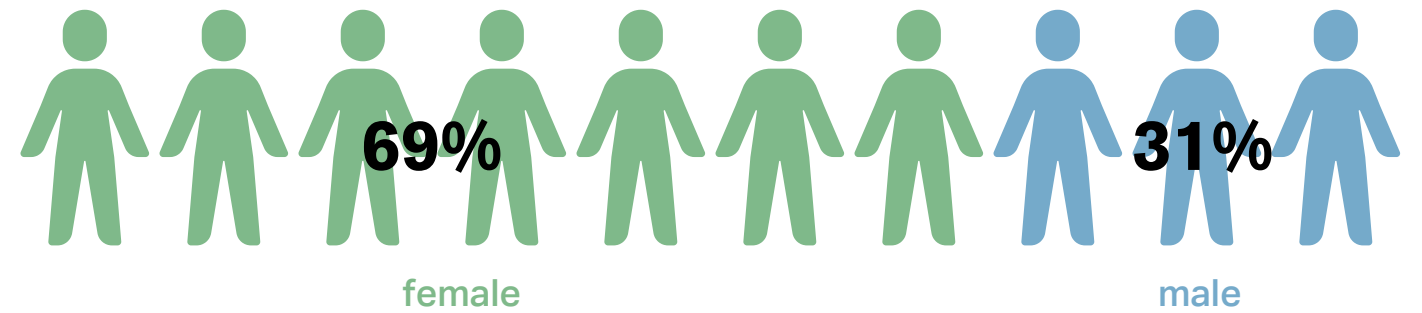
*The formula for average lead form conversions = Total Link Clicks to Lead Form / Lead Form Completion Rate

Commitment analysis

We also analysed the Commitments we gathered in terms of the channel they came from, gender and age (see Figure 7).

Figure 7: Commitment analysis (source, gender and age)

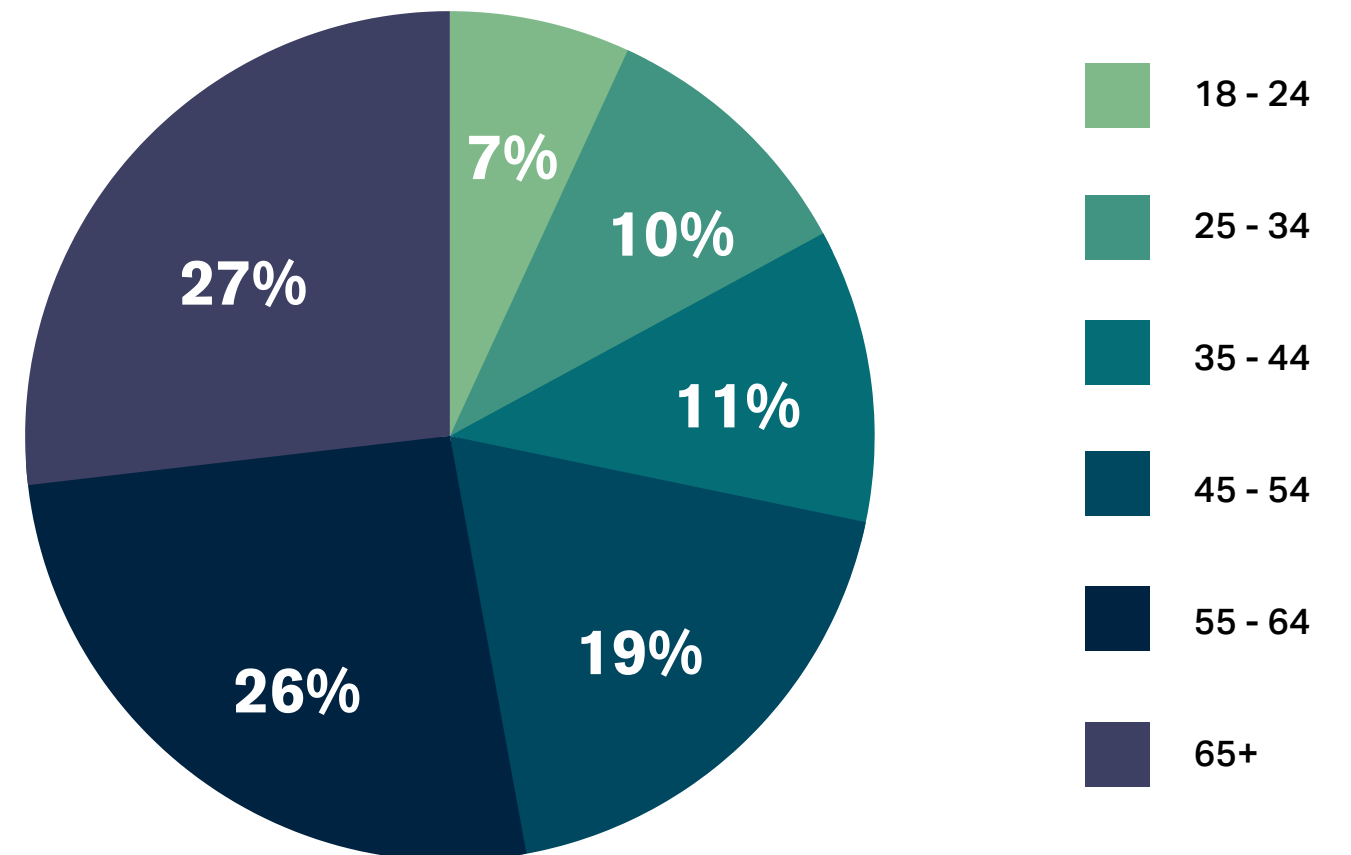
Gender



Facebook vs Instagram



Age



Engagement

Our primary metric for the success of our campaigns has been the cost per Commitment. However, user engagement also provided insight into the success of the ads.

We recorded the numbers of likes, shares and comments on each of our ad campaigns. (see Figure 8).

In general, people show great enthusiasm for The Commitment: not only do they make The Commitment, they often like, comment and share the ad, encouraging their friends and family to get involved too.

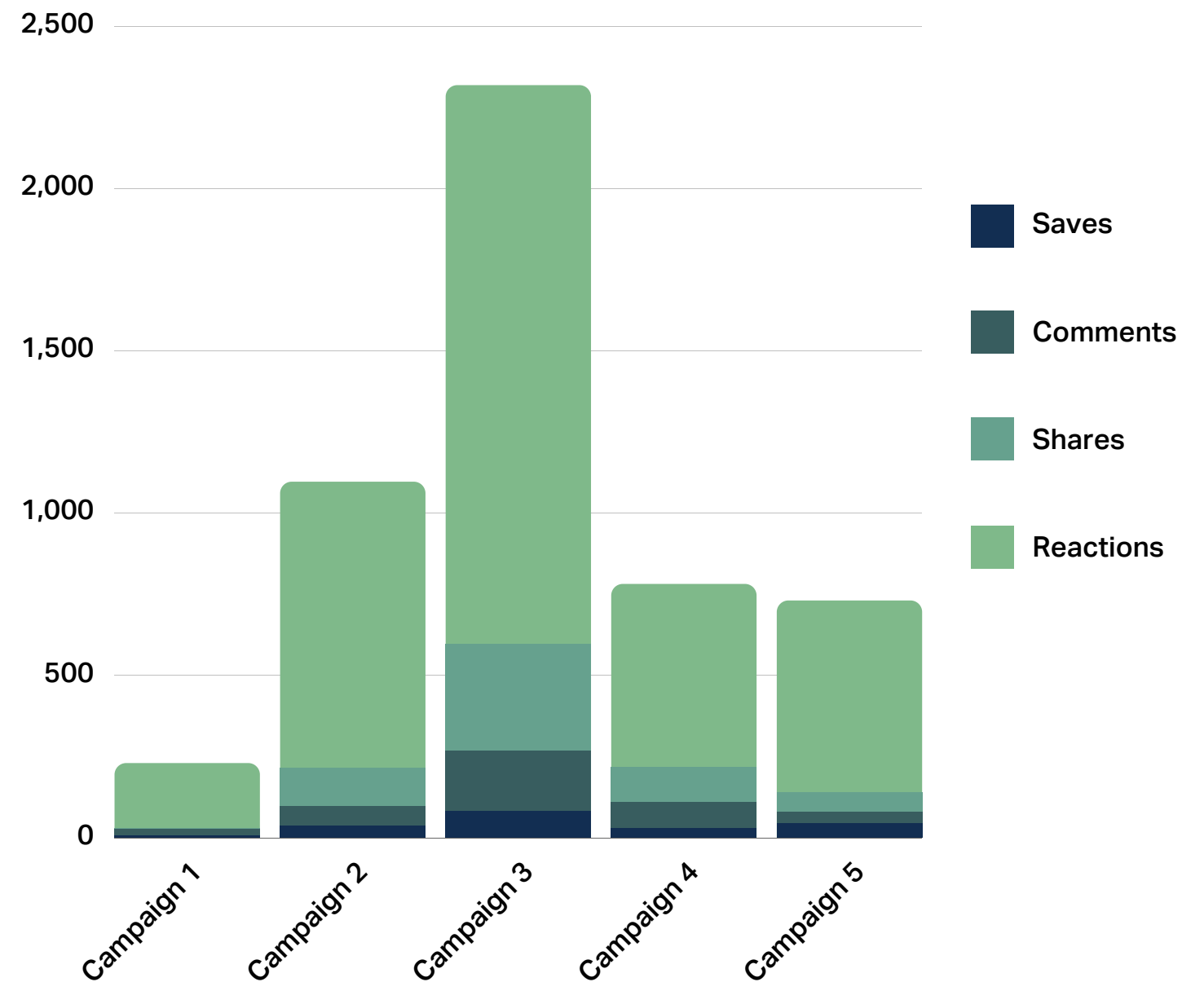
197
Saves

381
Comments

617
Shares

3,959
Reactions

Figure 8: Engagement (saves, comments, shares & reactions) by campaign



Sentiment evaluation

Environmental issues such as climate change and biodiversity loss are issues many people have strong opinions on. With our ads being seen a total of 479,436 times, we received both positive and negative sentiment from users on Facebook and Instagram.

When moderating comments, we chose not to delete negative comments - but instead only hide them if they were particularly rude or disrespectful to others. In general, we replied to as many comments as possible, in particular to demonstrate that we had credible responses to criticism.

The comments section of each ad became an area for debate, with many users having conversations with each other - this was a particular highlight of our campaigns.


Positive sentiment


- An overall enthusiasm for The Commitment.
- Users making their Commitments, leaving positive comments and also sharing.
- General support for the cause.


Negative sentiment


- Some users questioning who we are, how we are funded and the link between The Commitment and Caplor Horizons (our umbrella charity organisation, which provides highly valuable logistical, leadership and strategic support).
- Users believing that action is unnecessary.
- Users believing that other issues are more important, e.g. COVID/the economy.




Tina Koay Prestage Time to save our fragile earth for all future generations n nature.  5
Like · Reply · Message · 11w


Erika Higginson Isn't it about time everyone in this country did their little bit it all helps  2
Like · Reply · Message · 13w

Dianne Woodings Signed with hope.  1 ...
Like · Reply · Message · 11w · Edited

Pat Beaton Already committed  2
Love · Reply · Message · 16w



Iain Melville 27 February ·  ...


Please support this campaign
[Show Attachment](#)



 The Commitment 1 comment





David Anthony Bradley To vague for me
Like · Reply · Message · 16w

Francis Logan Who's sponsoring this? Sounds suspicious to me.   18
Like · Reply · Message · 15w

Alison Scholes The economy is more important at present, get the economy working to provide the money to deal with the environment  1
Like · Reply · Message · 13w

Alison Morgan No I dont like the sound of this   8
Sad · Reply · Message · 15w

Mark Glendinning Why dont you go and take your protest about air pollution etc,to these countries who are pumping tons of stuff into the air,oh thats right you would recieve a very different welcome.  1
Like · Reply · Message · 14w

Sheralee Womack The great reset no thank you  13
Like · Reply · Message · 15w

Campaign 1

Introduction

The objective of Campaign 1 was to present The Commitment to the UK public and gather Commitments, in order to understand the level of receptivity from all walks of life.

We targeted each of the 7 segments from 'Britain Talks Climate' across a range of locations with varying political opinions, totalling 28 ads across a two-week period. We spent a small experimental budget of £600.

We were excited by the potential of social media advertising after our first campaign. Our overall Cost per Commitment was £11.27 and we had plenty of room for experimentation going into our next campaign.

Key learnings

We targeted specific localities where, at lowest, audience sizes were a few thousand. Broadening the reach nationwide could help the Facebook algorithm deliver a cheaper Cost per Result.

We would have learnt more if we had had the budget to test two sets of creative for each ad (A/B testing).

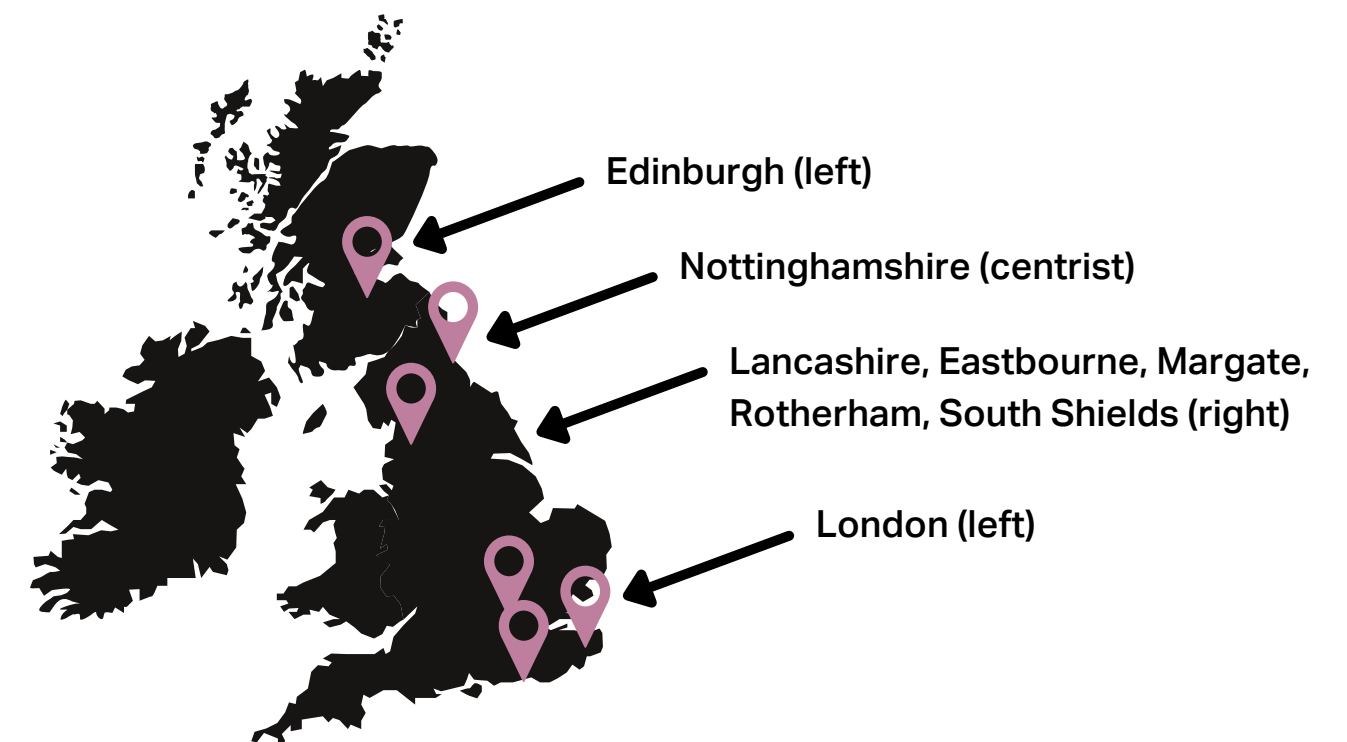
Creative

We used a selection of images (with approval) that people had previously submitted when making their Commitment through our website. We then matched them to each segment, considering age and sentiment expressed in their message.



Audiences

We examined previous election results to select a range of audiences locations across the UK with varying political leanings.



Campaign 1

Audiences continued

creative used	demographic targeting	custom audience interests	total audience size
 <p>Rich & Josie C_x</p> <p>Progressive Activist</p>	male and female, 16-30	Guardian, Greenpeace, Labour, Green Party, Green New Deal, Jeremy Corbyn, Caroline Lucas, Black Lives Matter Then funnelled by: university educated.	Holborn & St. Pancras: 120,000 Nottinghamshire: 85,000 Edinburgh: 110,000 Right: 270,000 TOTAL: 585,000
 <p>Our health, prosperity, happiness depend on natural systems. Isabella C_x</p> <p>Backbone Conservatives</p>	female, 35+	Boris Johnson, Conservative party, Theresa May, The Telegraph, Piers Morgan. Then funnelled by: Help for Heroes, British Red Cross, Royal British Legion, Royal Family, National Trust	Holborn & St. Pancras: 12,000 Nottinghamshire: 10,000 Edinburgh: 14,000 Right: 49,000 TOTAL: 85,000
 <p>We have to act now Carys C_x</p> <p>Civic Pragmatist</p>	female, 20-45	LGBT culture, anti-racism, poverty reduction, Red Nose Day, Water Aid, Animal Charities, David Attenborough The funnelled by: Greenpeace, Friends of the Earth, Sustainable living, plastic pollution, air pollution, zero-waste and vegan living	Holborn & St. Pancras: 69,000 Nottinghamshire: 16,000 Edinburgh: 25,000 Right: 99,000 TOTAL: 209,000

creative used	demographic targeting	custom audience interests	total audience size
 <p>For my daughter, children everywhere and generations to come Iris C_x</p> <p>Established Liberals</p>	female, 30-65+	Conservative Party, Labour Then funnelled by: Telegraph, Financial Times, Bloomberg, Forbes And again by: European Union	Holborn & St. Pancras: 21,000 Nottinghamshire: 16,000 Edinburgh: 14,000 Right: 87,000 TOTAL: 138,000
 <p>I can influence positive change Chris C_x</p> <p>Disengaged Battler</p>	male, 25-45	The Sun, The Daily Mirror, The Express, Love Island, Premier League Then funnelled by: High school education only And again by: Food waste, recycling and zero waste	Holborn & St. Pancras: 5,700 Nottinghamshire: 3,100 Edinburgh: 3,600 Right: 20,000 TOTAL: 32,400
 <p>I can influence positive change Chris C_x</p> <p>Disengaged Traditionalist</p>	male, 25-45	British Army, The Sun, Daily Star, Nigel Farage, Katie Hopkins, Boris Johnson, Unilad, royal air force Then funnelled by: High school education only And again by: Male	Holborn & St. Pancras: 18,000 Nottinghamshire: 11,000 Edinburgh: 9,900 Right: 67,000 TOTAL: 105,900
 <p>We are slow to take action Adrian C_x</p> <p>Loyal Nationalist</p>	male, 30-65+	British Army, The Sun, Daily Star, Nigel Farage, Katie Hopkins, Boris Johnson Then funnelled by: High school education only And then again by: Public transport, climate change, fishing and great outdoors interest	Holborn & St. Pancras: 9,900 Nottinghamshire: 9,500 Edinburgh: 6,600 Right: 54,000 TOTAL: 80,000

Campaign 1

Results

53
Commitments

50,340
Impressions

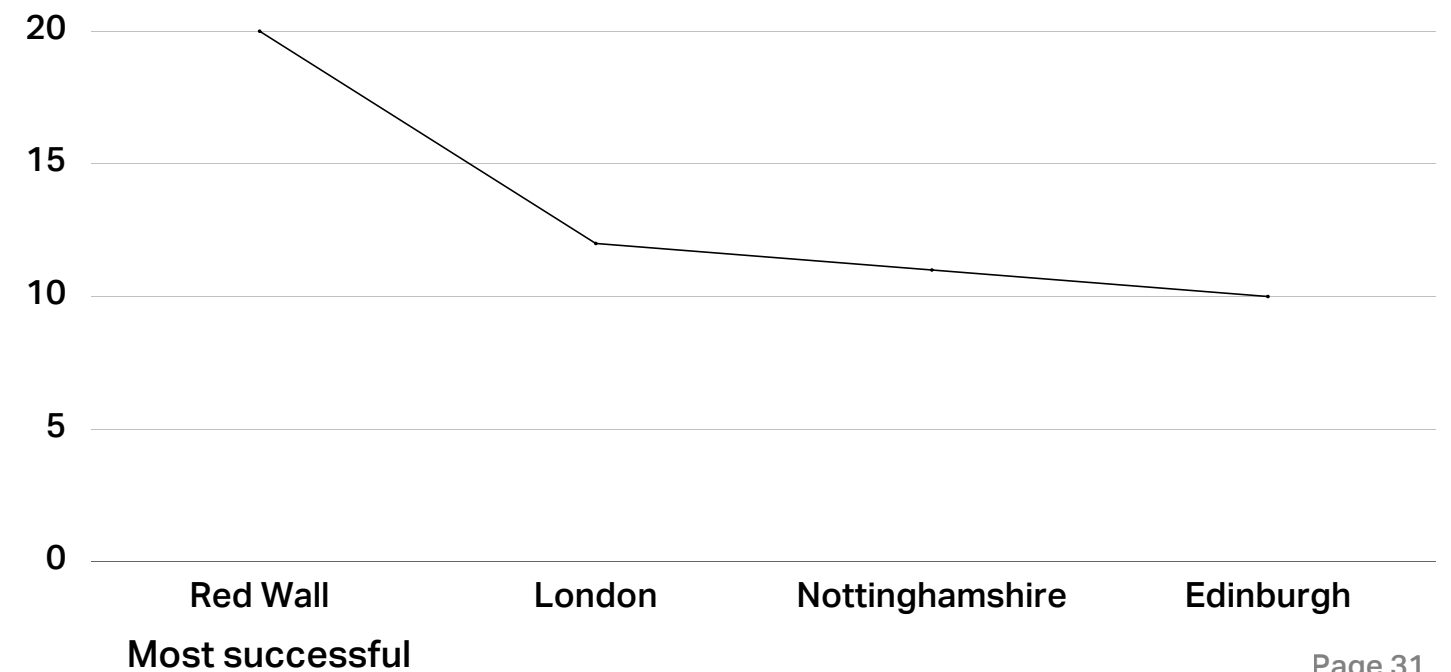
£11.27
Cost per Commitment

£597
Total spend

Figure 9: Performance by segment

	Cost Per Result	Commitments	
Backbone Conservatives	£8.48	11	
Established Liberals	£6.69	13	Most successful
Civic Pragmatists	£12.50	7	
Progressive Activists	£7.14	12	
Loyal Nationalists	£14.72	8	
Disengaged Traditionalists	£21.39	1	
Disengaged Battlers	£21.39	1	
	£11.27	53	

Figure 10: Performance by area



Campaign 2

Introduction

Our campaign objective remained the same as the first campaign: to present The Commitment to the UK public and gather Commitments, in order to understand the level of receptivity from all walks of life.

Initially we used the same ads as in the first campaign, targeting the whole of the UK rather than across different locations. We ran one ad for each of the seven audiences.

Later in the campaign we introduced a video creative and enabled the share function on the ads (which was disabled on our first campaign).

We saw a substantial increase in performance, reducing the Cost per Commitment from £11.27 to £3.80 (a 66% reduction) through a combination of the nationwide targeting and the introduction of the video.

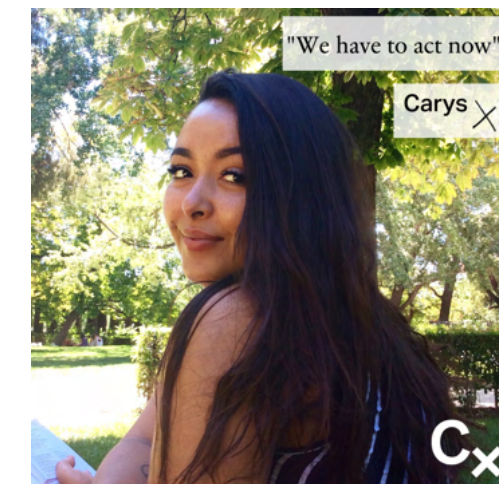
Key learnings

Nationwide targeting is more effective than localised audiences.

Video content can be more impactful than static imagery.

Creative




We used the same creatives as the first campaign.



Campaign 2

Audiences

creative used	demographic targeting	custom audience interests	total audience size
 <p>Rich & Josie C_x</p> <p>Progressive Activist</p>	male and female, 16-30	Guardian, Greenpeace, Labour, Green Party, Green New Deal, Jeremy Corbyn, Caroline Lucas, Black Lives Matter Then funnelled by: university educated	3,100,000
 <p>Isabella C_x</p> <p>Backbone Conservatives</p>	female, 35+	Boris Johnson, Conservative party, Theresa May, The Telegraph, Piers Morgan. Then funnelled by: Help for Heroes, British Red Cross, Royal British Legion, Royal Family, National Trust	1,300,000
 <p>Carys C_x</p> <p>Civic Pragmatist</p>	female, 20-45	LGBT culture, anti-racism, poverty reduction, Red Nose Day, Water Aid, Animal Charities, David Attenborough The funnelled by: Greenpeace, Friends of the Earth, Sustainable living, plastic pollution, air pollution, zero-waste and vegan living	870,000

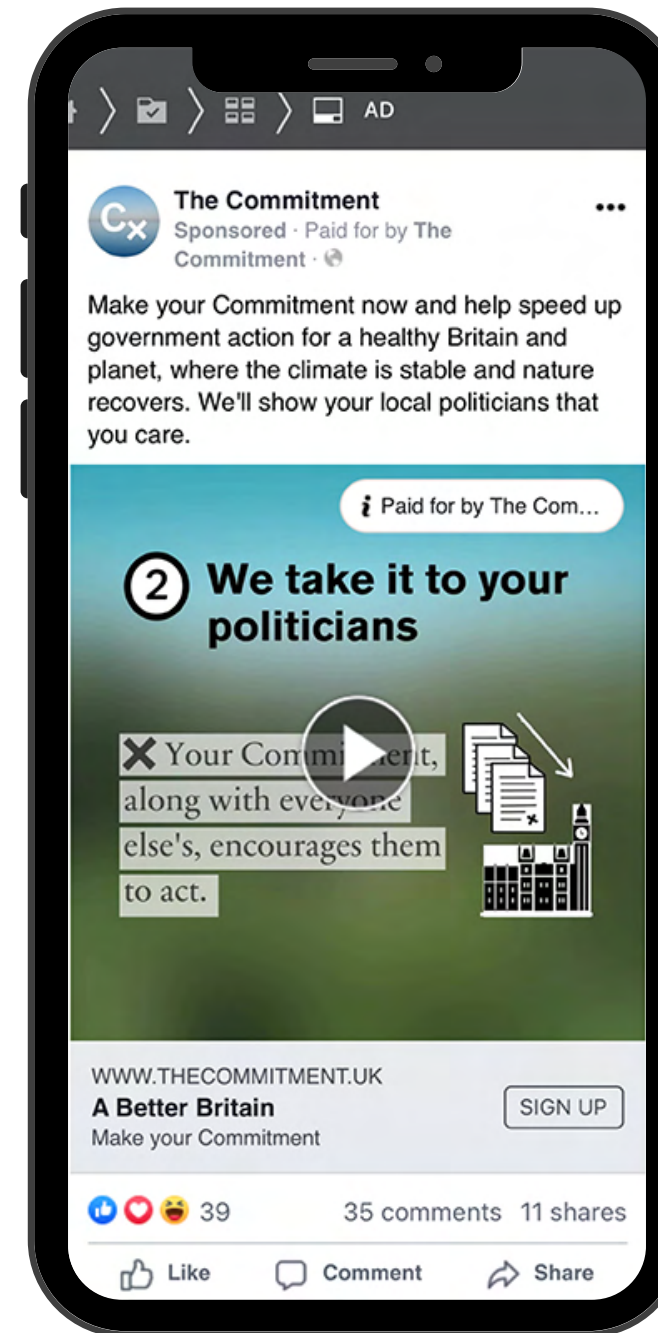
creative used	demographic targeting	custom audience interests	total audience size
 <p>Iris C_x</p> <p>Established Liberals</p>	female, 30-65+	Conservative Party, Labour Then funnelled by: Telegraph, Financial Times, Bloomberg, Forbes Then funnelled by: European Union	720,000
 <p>Chris C_x</p> <p>Disengaged Battler</p>	male, 25-45	The Sun, The Daily Mirror, The Express, Love Island, Premier League Then funnelled by: High school education only And then again by: Food waste, recycling and zero waste	990,000
 <p>Chris C_x</p> <p>Disengaged Traditionalists</p>	male, 25-45	British Army, The Sun, Daily Star, Nigel Farage, Katie Hopkins, Boris Johnson, Unilad, royal air force Then funnelled by: High school education only And then again by: Male	1,300,000
 <p>Adrian C_x</p> <p>Loyal Nationalist</p>	male, 30-65+	British Army, The Sun, Daily Star, Nigel Farage, Katie Hopkins, Boris Johnson Then funnelled by: High school education only And then again by: Public transport, climate change, fishing and great outdoors interest	790,000

Campaign 2

In-campaign tweaks

Halfway through the campaign, there were three particularly low performing segments; Disengaged Batters, Disengaged Traditionalists and Loyal Nationalists. With their Cost per Commitment being significantly higher than the other segments, we opted to stop the ads with Battlers and focused efforts to boost engagement with Traditionalists and Loyal Nationalists - by changing our creative from image to video.

The video was an instructional GIF on how The Commitment works. Our total Cost per Commitment improved from £9.27 to £5.65 between these segments as a result.



Campaign 2

Results

There were large disparities between segments within this campaign. Backbone Conservatives, Established Liberals, and Civic Pragmatists were the most successful, with an average Cost per Commitment of £2.84 (see Figure 11). We were surprised by the performance of Backbone Conservatives in particular.

275
Commitments

64,579
Impressions

£3.80
Cost per Commitment

£1,046
Total spend

Figure 11: Performance by segment

	Commitments	Cost per Result	
Backbone Conservatives	52	£3.19	
Established Liberals	66	£2.52	Most successful
Civic Pragmatists	59	£2.81	
Progressive Activists	47	£3.53	
Loyal Nationalists	25	£6.64	
Disengaged Traditionalists	23	£7.21	
Disengaged Battlers	3	£16.67	
	275	£3.80	

Campaign 3

Introduction

Combining the learnings from Campaign 1 and 2, we focused our efforts on another nationwide campaign using three different video formats.

In order to achieve a lower Cost per Commitment, we focused specifically on the best performing segments; Backbone Conservatives, Civic Pragmatists, Established Liberals and Progressive Activists.

We had a phased approach to the campaign. After achieving an average Cost per Commitment of £5.20 in the first phase of the campaign, we implemented different creatives to test performance. We found the cheapest Cost per Commitment, and then funneled the majority of our budget towards it.

The Established Liberals and Backbone Conservatives segments saw the greatest success.

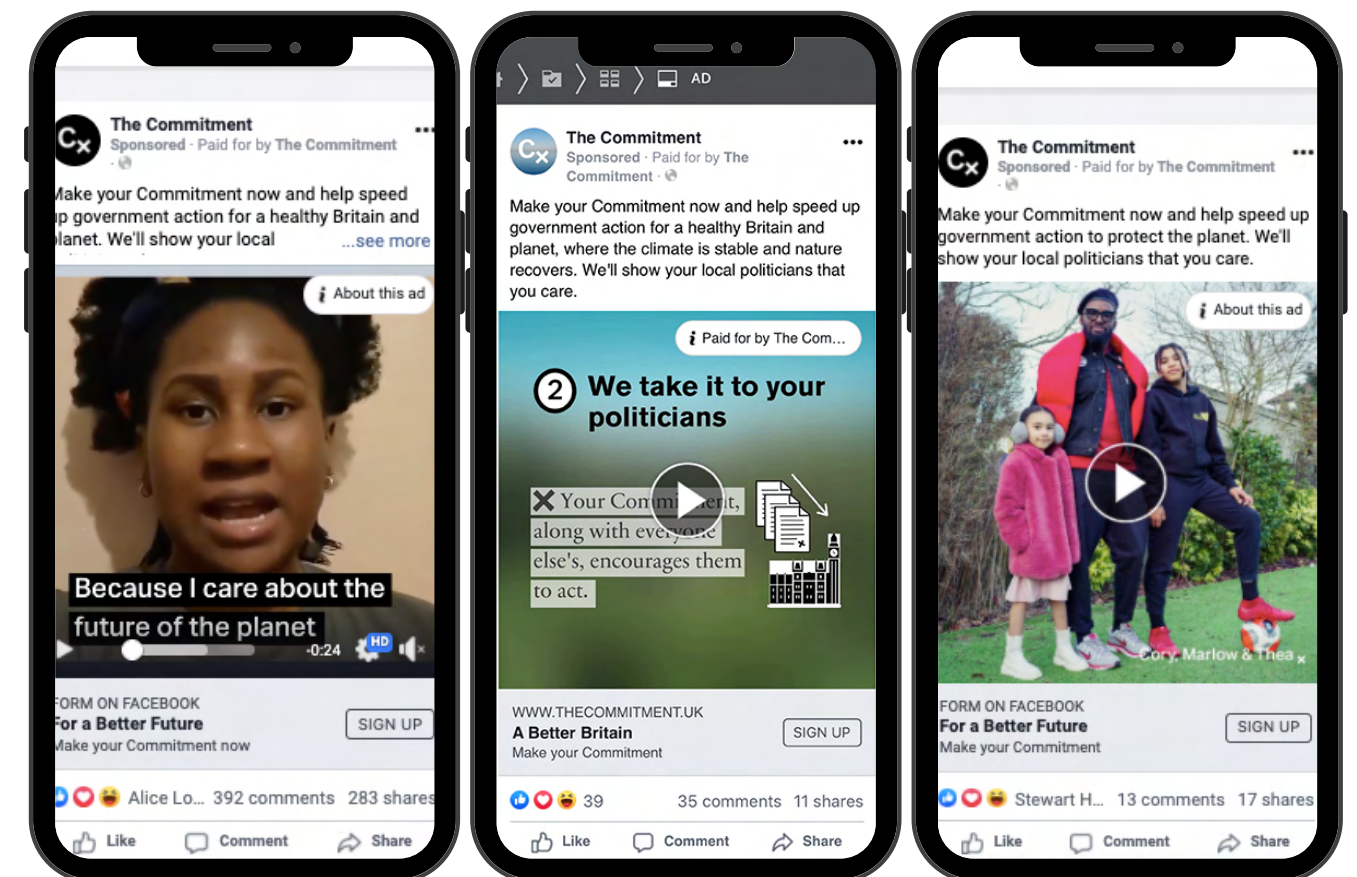
Key learnings

Video creative can be highly successful in achieving a low cost per Commitment. The vox pop video was the most successful in this campaign.

Creative

We experimented with three different video formats

- A new video produced by Kibbo Kift, comprising of a series of vox pops from Committers giving their reasons for making The Commitment. We ensured the profiles of people in the vox pops were diverse, e.g. across age, ethnicity and gender.
- The previously used instructional GIF.
- A combination of a still from our new campaign imagery mixed together in GIF format.



Vox Pop Video

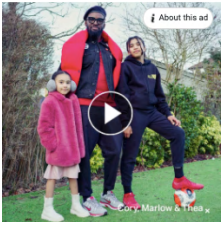



Instructional GIF

New Campaign GIF

Campaign 3

Audiences

creative used	demographic targeting	custom audience interests	total audience size
 <p>Progressive Activist</p>	male and female, 16-30	Guardian, Greenpeace, Labour, Green Party, Green New Deal, Jeremy Corbyn, Caroline Lucas, Black Lives Matter Then funnelled by: university educated	3,100,000
 <p>Backbone Conservatives</p>	female, 35+	Boris Johnson, Conservative party, Theresa May, The Telegraph, Piers Morgan. Then funnelled by: Help for Heroes, British Red Cross, Royal British Legion, Royal Family, National Trust	1,300,000
 <p>Civic Pragmatist</p>	female, 20-45	LGBT culture, anti-racism, poverty reduction, Red Nose Day, Water Aid, Animal Charities, David Attenborough Then funnelled by: Greenpeace, Friends of the Earth, Sustainable living, plastic pollution, air pollution, zero-waste and vegan living	870,000
 <p>Established Liberals</p>	female, 30-65+	Conservative Party, Labour Then funnelled by: Telegraph, Financial Times, Bloomberg, Forbes And again by: European Union	720,000

creative used	demographic targeting	custom audience interests	total audience size
 <p>Established Liberal</p>	male, 30-65+	Conservative Party, Labour Then funnelled by: Telegraph, Financial Times, Bloomberg, Forbes And again by: European Union	1,300,000
 <p>Established Liberal</p>	female, 30-65+	Conservative Party, Labour Then funnelled by: Telegraph, Financial Times, Bloomberg, Forbes Then funnelled by: European Union	720,000
 <p>Established Liberals</p>	male and female, 30-65+	Conservative Party, Labour Then funnelled by: Telegraph, Financial Times, Bloomberg, Forbes And again by: European Union	1,300,000
 <p>Established Liberals</p>	male and female, 18-29	Conservative Party, Labour Then funnelled by: Telegraph, Financial Times, Bloomberg, Forbes And again by: European Union	270,000

Campaign 3

In-campaign tweaks

Phase One

We started the campaign with the instructional GIF video, which performed at an average of £5.20 per Commitment.

Phase Two

We A/B tested a new creative against the best performing creative from Campaign 2. Both of these failed and resulted in a higher cost per Commitment of £7.43.

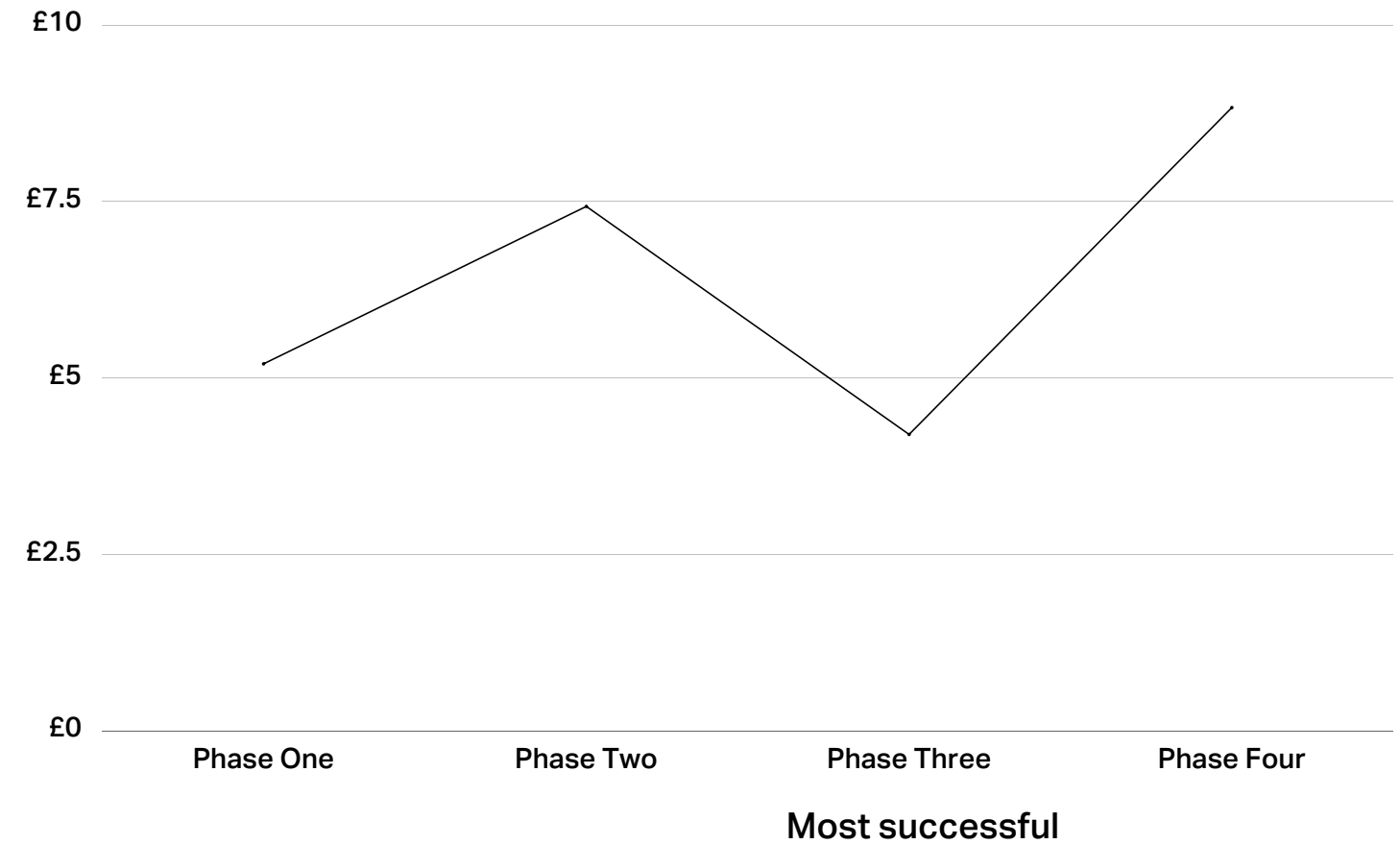
Phase Three

We produced a new vox pop video featuring people who have made The Commitment. This boosted performance. We tested the new creative against the existing Established Liberals audience and another ad where we decreased the age demographic. The younger age test didn't work, with a cost per Commitment of £8.83, but the other ad optimised efficiently. We achieved a cost per Commitment of £4.20. The majority of the campaign budget was spent on this ad.

Phase Four

Alongside this, we ran an extra test further segmenting the Established Liberals audience into an age demographic of 18 - 30. This didn't work and resulted in a cost per Commitment of £8.83 which was the highest of the campaign.

Figure 12: Cost per Commitment across all phases of Campaign 3



Campaign 3

Results

584
Commitments

194,948
Impressions

£5.05
Cost per Commitment

£2,948
Total spend

Figure 13: Performance by segment

The majority of our budget was spent on Backbone Conservatives and the final Established Liberals ad set, which resulted in a cost per Commitment of £5.05.

	Commitments	Cost per Result	
Backbone Conservatives	117	£5.27	
Established Liberals	72	£4.99	
Civic Pragmatists	24	£5.90	
Progressive Activists	25	£5.35	
Established Liberals A/B Test: New Creative	22	£7.25	
Established Liberals A/B Test: Old Creative	21	£7.81	
Vox Pop Hero Video. Established Liberals Old Age	284	£4.20	Most successful
Vox Pop Hero Video. Established Liberals Young Age	19	£8.83	
	584	£5.05	

Campaign 4

Introduction

Campaign 4 was hyper-local, focused on The Commitment's May 2021 Election Trials in Derby, Dumbarton and the West Midlands.

Each region had its own nuances when it came to audience configuration and targeting.

Initially we used our vox pop video, but we didn't see the same level of engagement as we had at a national level.

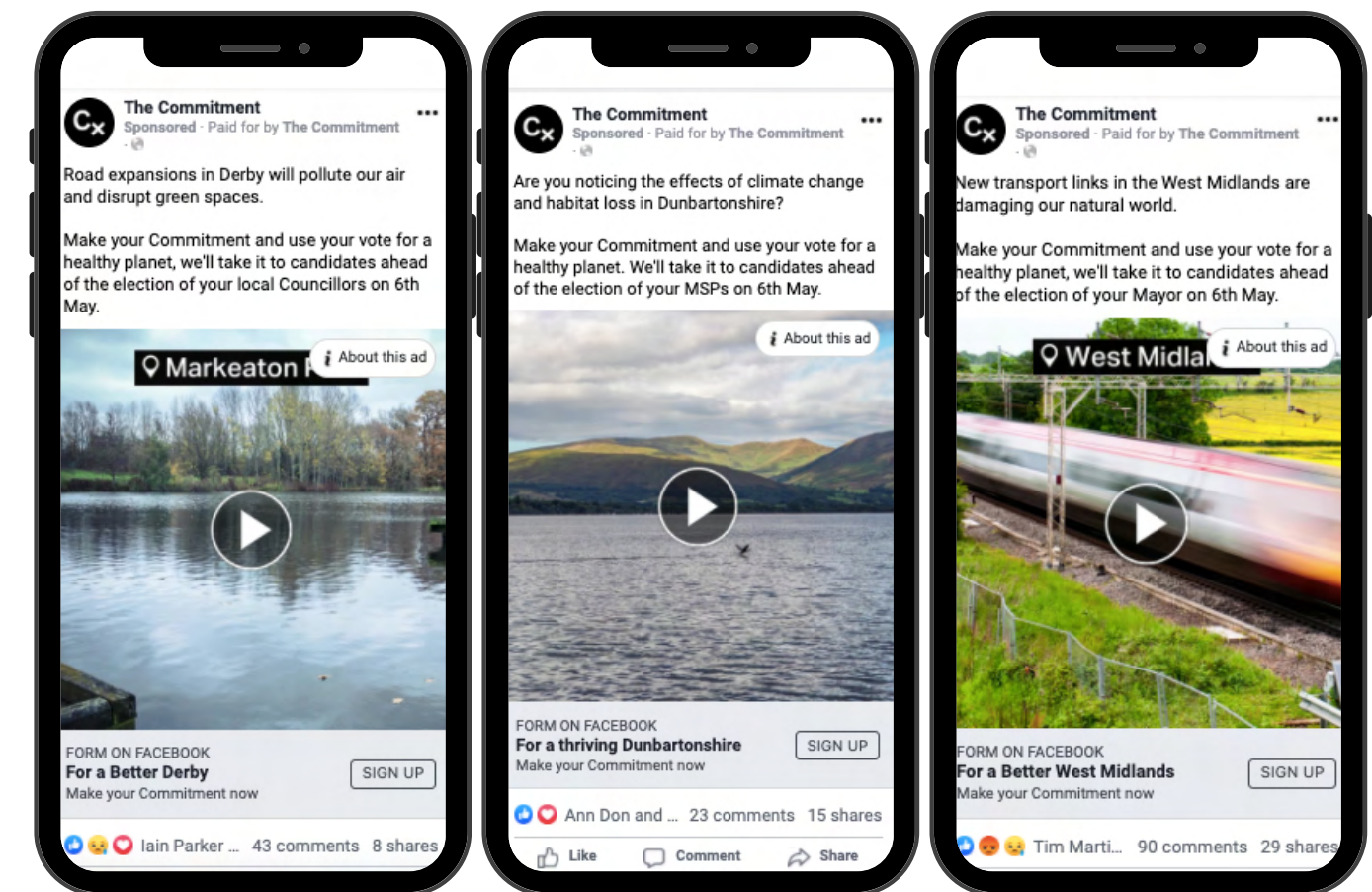
In response to this, we created new video creatives that focused on issues specific to the local areas, e.g. transport developments, local green spaces and endangered species.

Key learnings

In order to effectively engage with hyper-local audiences, both the creative and messaging needs to be adapted to local issues and concerns.

Creative

Examples of hyper-local ads are shown below. We used local imagery to increase relevance and gain traction.



Campaign 4

Audience

Unlike the previous campaigns, we needed to reach people in specific localities (in alignment with the Election Trials).

We plotted a manual radius area in Dumbarton using the Facebook maps tool. This involved dropping a pin on the map so that the radius of our targeting included the entire population of Dumbarton. For Derby, we targeted the wards of Boulton, Chaddesden, Derwent and Mackworth. We treated the West Midlands as its own region as the population was much greater than the others and segmented audiences based on interests in this region.

As the audience sizes were small in Derby and Dumbarton, we removed our audience segmentation and focused on the entire area population.

For the West Midlands, we targeted our best performing segments; Backbone Conservatives, Civic Pragmatists, Established Liberals and Progressive Activists.

Location:
Dumbarton Road,
Clydebank (+5 km)
Scotland

Potential reach:
100,000 people

Age:
18-65+

Location:
Derby, England
(Boulton, Chaddesden,
Derwent & Mackworth
wards)

Potential reach:
44,600 people

Age:
18-65+

Location:
West Midlands, England

Potential reach:
223,000 people

Age:
18-65+



181
Commitments

129,904
Impressions

£9.88
Cost per Commitment

£1,463
Total spend

Figure 14: Performance by segment

The figure below shows the performance across all three regions (Derby, Dumbarton and the West Midlands). We saw a significant decrease in the Commitment cost when using the hyper-local videos. In Derby, the cost per Commitment fell 87%, in Dumbarton 78% and in the West Midlands 63%.

	National video	
	Commitments	Cost per Result
Derby	4	£37.50
Dumbarton	3	£44.15
West Midlands	42	£10.29

	Hyper-local video	
	Commitments	Cost per Result
Derby	35	£4.71
Dumbarton	17	£9.79
West Midlands	80	£3.80

*Average cost saving of £23.65 per Commitment when using the Hyper-local creatives

Campaign 5

Introduction

All the campaigns to date gathered Commitments through the ad appearing in the feeds of users fitting our audience targeting criteria. As a result, the ads accumulated a wealth of data and learnings which help the Facebook algorithm to target and optimise more effectively.

For Campaign 5, we tested a 1% lookalike audience of individuals who had already made The Commitment through social media advertising. Using the profiles of previous Committers, the Facebook algorithm targets new users who's interests match very closely.

Using the power of Facebook's optimisation resulted in us achieving our cheapest Cost per Commitment to date.

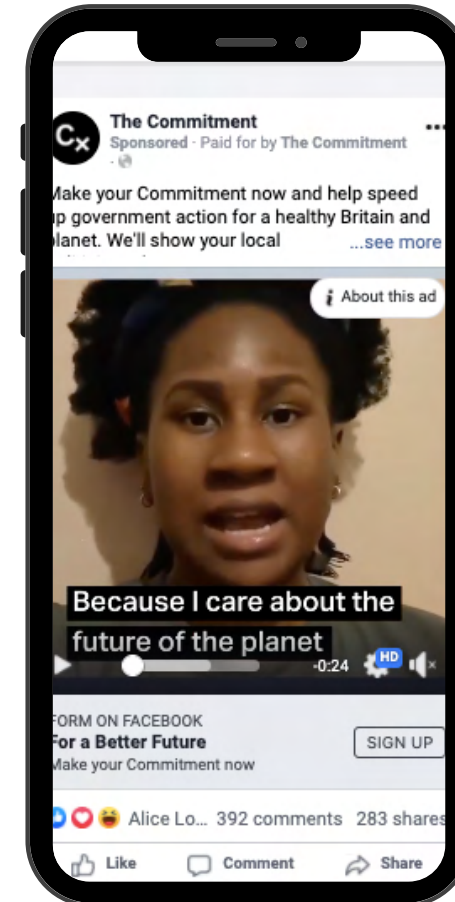
In combination with our 1% audience, we used a creative that had previously worked well with a national audience. We left the audience targeting to a national level, giving the algorithm the maximum room for optimisation.

Key learnings

Targeting lookalike audiences combined with previously successful video creative was a very effective approach.


Creative

After witnessing the success of the vox pop video at national level, we opted to test this creative for Campaign 5.



Audience

Data from all versions of the lead forms were used as the source to construct the 1% audience.

creative used	demographic targeting	custom audience interests	total audience size
 Vox Pop Video	male and female, 18-65+	1% Lookalike Audience of every person who has made The Commitment through social media advertising	530,000

Campaign 5

Results

259
Commitments

39,655
Impressions

£2.27
Cost per Commitment

£589
Total spend

Figure 15: Performance by segment

	Commitments	Cost per Result
1% Audience	259	£2.27
	259	£2.27

Next Steps

After the high performance from Campaign 5, we will look to build on this by continuing to test the lookalike audiences. The lookalike audiences can expand from 1% to 10% - each increase in percentile enables broader audience lookalike profiles.

In addition to testing the lookalike audiences, we will test the creative itself. The vox pop video has resulted in our cheapest cost per Commitment, and we can replicate the same format in different variations.

We will also continue to develop our approaches for gathering Commitments from small geographies and from across the 'Britain Talks Climate' segments.

We have demonstrated that social media advertising is effective for gathering Commitments nationally, locally and across UK society. We will continue to use it as one of our primary methods for inspiring people to take action for the climate and biodiversity.

Authors and researchers: Sam Narr (lead author) and Maya Comely.

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