



THE CHANGE AGENCY

# How do I Know if My Census Digital Program is Working?

2020



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# TRILOGY

## THE CHANGE AGENCY

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# OUR PLAN FOR TODAY

**Background**

**Media  
Planning**

**Creative**

**Measurement**

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# BACKGROUND

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## THE ASK

### Welcome to the 2020 Census

- It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It's safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

### Getting started:

- You must complete your questionnaire once you begin. If you leave the questionnaire and return later, you will have to start over.
- Do not use the web browser buttons (back, forward, or close browser). Use the buttons within the questionnaire to navigate.
- For best results, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Enable cookies.

Shape  
your future  
START HERE >

United States®  
**Census  
2020**

Start Questionnaire

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية TAGALOG POLSKI FRANÇAIS KREYÒL AYISYEN  
PORTUGUÊS 日本語

# MEDIA PLANNING

### Overall Considerations:

- ❑ Reaching hard-to-count communities
- ❑ Geographically defined areas
- ❑ Multilingual



Targeting FB?	Targeting AD?	Hard-To-Count Populations (defined by U.S. Census Bureau)
No	No	Complex households (blended families, multi-generations, etc)
Ish	Ish	Cultural and linguistic minorities
No	No	Displaced persons affected by a disaster
Yes	Ish	LGBTQ+
Ish	Yes	Low income
No	No	Homeless
No	No	Low or no internet access
No	No	Places difficult for enumerators to access
Yes	Yes	Rural or geographically isolated areas
No	No	Non- traditional housing
Yes	Yes	Non-English-speaking
No	No	Distrust in the government
No	No	Mental and/or physical disabilities
Yes	Yes	Persons without a high school diploma
Yes	Yes	Racial and ethnic minorities
Ish	Yes	Renters
Ish	No	Undocumented immigrants (or recent immigrants)
No	No	Young children
Yes	Yes	Young, mobile persons

How do we  
target  
hard-to-count  
communities?



Interested in doing  
outreach to  
marginalized  
communities?

- ❑ Have a commitment to follow through.
- ❑ Put in \$ to hire/vet translators
- ❑ Put in \$ to find a cultural strategist whose job it is to help you do the outreach
- ❑ Qualitative Research (done by you!)

*Reminder: Marginalized communities  
are NOT monoliths*

## MEDIA PLANNING

FB Interest Categories for Vietnamese:

- Vietnam Television (TV Network)
- Paris By Night (TV Variety Show)
- Tết (Lunar New Year)
- Nguyễn Cao Kỳ Duyên (singer)
- Như Quỳnh (singer)
- Quang Lê (singer)
- Vietnamese Language
- Lived in Vietnam (Formerly Expats - Vietnam)

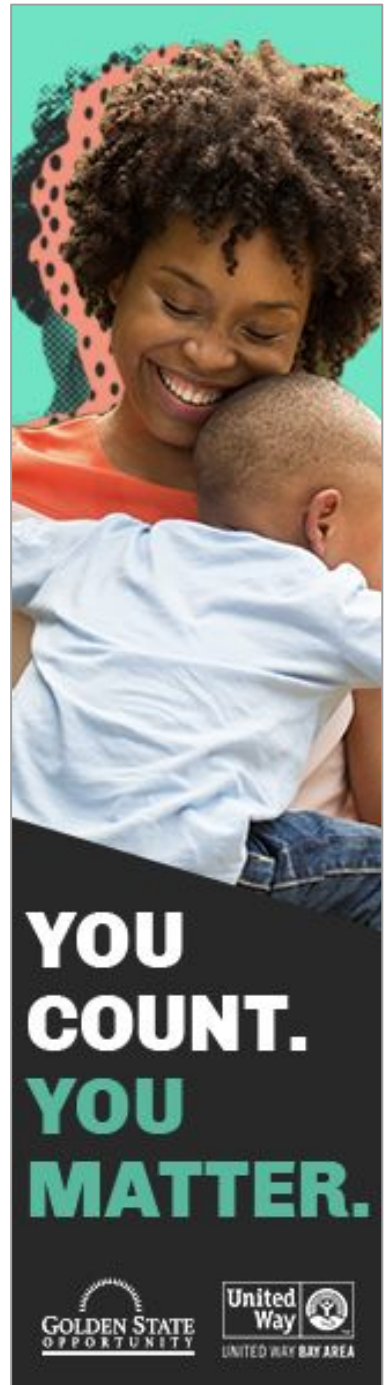


How do we  
target  
non-English-  
speaking  
communities?

CREATIVE



## CREATIVE

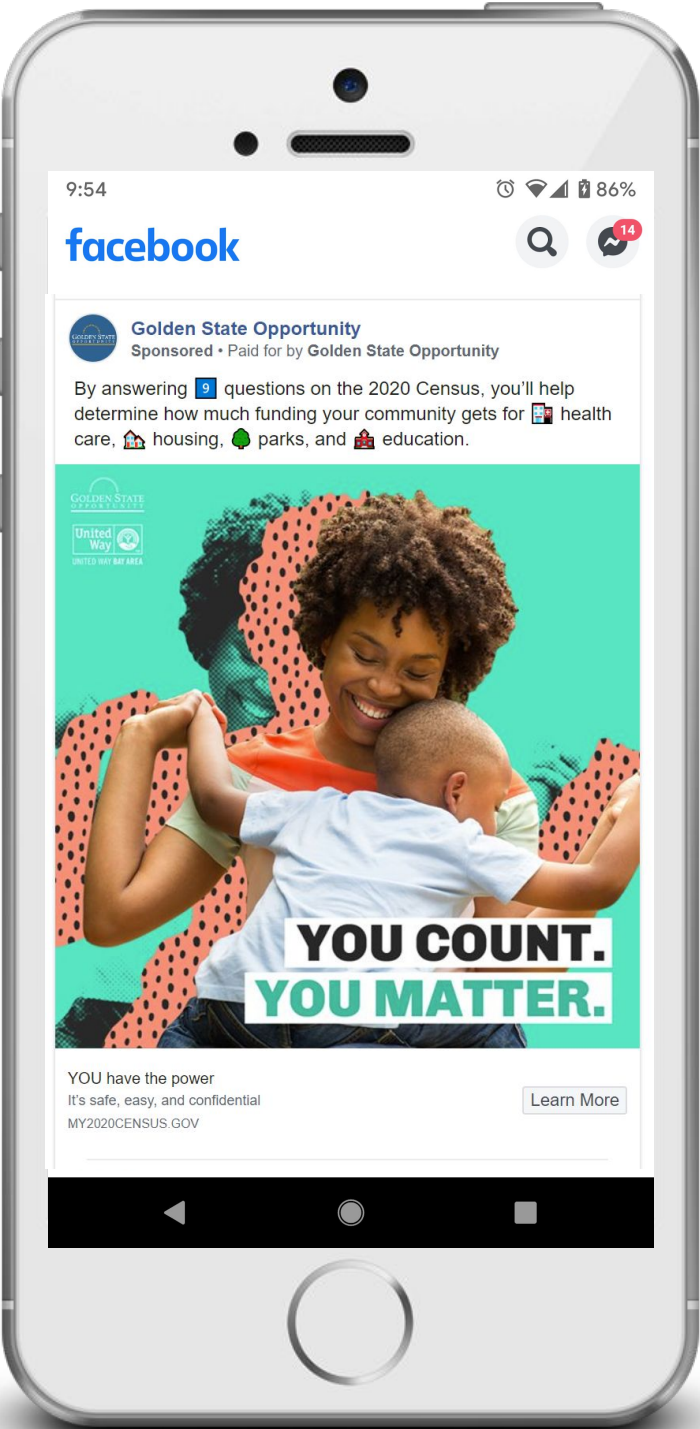


### *Key messaging:*

- ❑ Being counted in the census helps you and your family.
- ❑ Your census responses are confidential.
- ❑ Responding to the census is quick and simple.
- ❑ Language assistance is available for some languages.




CREATIVE



# MEASUREMENT




QUALITATIVE





Quy vi ko biet la Census 2020 dangkiem tra thong ke dan so ha

Like · Reply · See Translation · 4w




Mu gia ve nha duong di la vua gio moi nguoi chi muon binh dich cham dut di lam Chu o ai muon o nha huong so\$ do dau.

Like · Reply · See Translation · 5w


 5

1 Reply




Neu ranh thi de suc cau nguyen cho The Gioi di 🙏

Like · Reply · See Translation · 3w



So phone nay la Nguoi noi tieng Vietnam. Thong ke dan so . 8444612020 moi Nguoi bam vao day , co Nguoi Vietnam gium Minh 🎁👍🌹..!

Like · Reply · See Translation · 1w

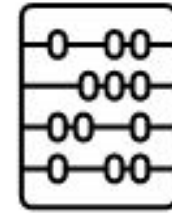


Xin hoi Unistate Goverment Census la, thi du: trong 1 nha ma co toi 4 ho Gia Dinh, ma sao goi co 1 Ban thong ke ? Thi la sao ke khai cho chinh xac la bao nhieu nguoi + bao nhieu ho ??

Like · Reply · See Translation · 5w

QUANTITATIVE

Impressions  
Click-through-rate  
Cost-per-1000-impressions  
Reach  
Frequency



# QUANTITATIVE

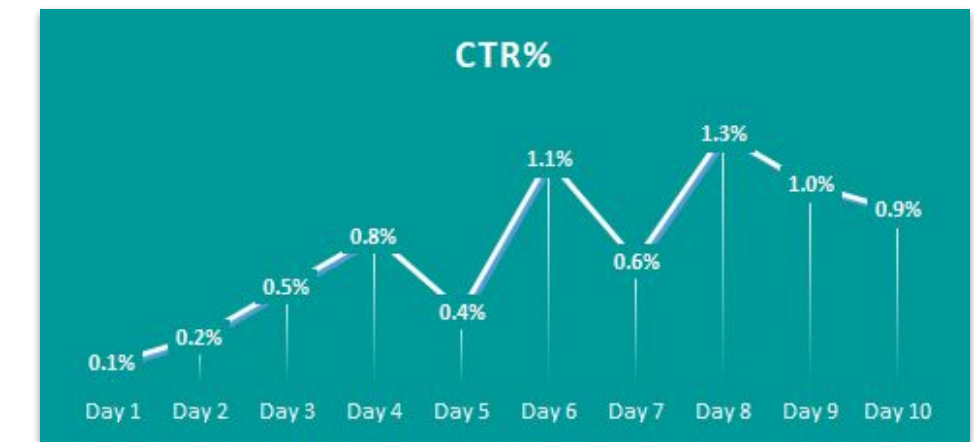


- Pixel - Having a pixel on the conversion page for the census would be the perfect world scenario (but we don't)
- In lieu of that, we must use proxy metrics like CTR% and total Clicks
  - Facebook
    - Roughly 1% CTR
  - DSP/Programmatic
    - 0.25% is a ballpark
- Reach and Frequency - **Aim for 4 to 5 Impressions per User per Week**
  - Facebook provides a Reach number based on logged in users
  - This is then used to calculate Frequency
  - It's not perfect, but using your Facebook frequency on your DSP/Banner audience can be a rough estimate



## QUANTITATIVE

- When should I optimize?
  - **Problem** - Low CTR% - *"Hardly anyone is clicking."*
    - Pause Ads/Targets that are significantly lower than your targets/benchmarks by platform after they have had time to run for long enough to get sample.
    - Check the creative and make sure it matches well with the target audience.
  - **Problem** - High CPM - *"I'm paying too much for my ads"*
    - Broaden your target audience.
      - CPMs are significantly more expensive when dealing with very narrow targets.
    - Combine targets that are receiving similar creative.
    - Never (if at all avoidable) target an audience under 10k projected reach.



QUALITATIVE



Like · Reply · 4w

So easy to complete online.

Like · Reply · 6w

A mi no me ah llegado nada en el correo pues vivo en un estudio atras de la casa

Like · Reply · [See Translation](#) · 1w

Em Loan muon tham gia thong ke dan so , em co the vao trang web : my [2020census.gov](https://2020census.gov) . Chuc em vui ve nha 😊

2020CENSUS.GOV

2020 Census | United States Census Bureau

Like · Reply · [See Translation](#) · 3w

👍

Like · Reply · 4w

What is the information for??

Like · Reply · 6w

👍

Like · Reply · 5w

Ya nos van a contar cuando haya el 10

Like · Reply · [See Translation](#) · 3w

Didnt recieve any question till now ... to answer you!

Like · Reply · 4w





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## KEY TAKEAWAYS

- ❑ **Targeting:** Conduct research and utilize platform targeting capabilities fully
- ❑ **Creative:** Be specific on what the census looks like, how easy it is, how many questions, specific on what the census brings to your community
- ❑ **Measurement:** In the absence of pixel fires, utilize other quantitative and qualitative reporting



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## Questions?

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