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

2020
OUR PLAN FOR TODAY

Background

Media Planning

Creative

Measurement
BACKGROUND
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.
MEDIA PLANNING
MEDIA PLANNING

Overall Considerations:

- Reaching hard-to-count communities
- Geographically defined areas
- Multilingual
### How do we target hard-to-count communities?

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

¡No se quede excluido!

For All Of Us!

Tinh cho tất cả cùng ta!

MEASUREMENT
**QUALITATIVE**

- Quy vi ko biet la Census 2020 dang kiem tra thong ke dan so ha
- 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.
- Neu ranh thi de suc cau nguyen cho The Gioi di 😊
- So phone nay la Nuoi noi tieng Vietnam. Thong ke dan so . 8444612020 mo Nuoi bam vao day , co Nuoi Vietnam giu Minh 🤗📸😊!
- 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 ??

**QUANTITATIVE**

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

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
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

So easy to complete online.
A mi no me ah llegado nada en el correo pues vivo en un estudio atras de la casa
What is the information for??
Ya nos van a contar cuando haya el 10
Didnt recieve any question til now ... to answer you!
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
Questions?

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