

digital report

Raison d'Etre Campaign 2021



REPORTING PERIOD:
July 19 - September 5, 2021



Insights

Campaign Recap

The objective of this campaign was to showcase the Raison d'Etre of being a French teacher and increase awareness among those who are bilingual or studied in the French language, as well as encourage them to become a French teacher.

AUDIENCE	AD UNITS	TIMING
Geo: Canada	Single Image	July 19 - September 5, 2021
Gender: All	Video	
Age: 18+ who speak French & with interests in the French language	Carousel	

Campaign Insights

The Raison d'Etre campaign 2021 was live in market from July 19 to September 5, 2021. In total, the campaign produced more than 1.6M impressions, 32K clicks and 19K link clicks among all channels.

The campaign performed very well across all channels. Through social channels, a total of 1.1M impressions were served and generated 22K clicks. Among all, 781K impressions were generated from Facebook/Instagram with 19K clicks at a Click-Through-Rate of 2.54%, well above the industry benchmark for education of 0.73%. Over 61K paid post engagements were generated including 962 reactions, 133 comments, 121 shares, 63 saves and 4 page likes. LinkedIn placements delivered more than 348K impressions and 2,675 clicks at a CTR of 0.77% (benchmark: 0.42%). A total of 218 likes, 6 comments, and 7 shares were generated by the end of the campaign.

The YouTube placements continued to generate great results. In total, 552K impressions and 10K clicks were generated at a CTR of 1.82%, which is well above the benchmark of 0.56%. Over 113K views were generated at a View-Through-Rate* of 20.59%. A total of 198K engagements* were recorded by the platform.

Learnings & Recommendations

- Continue to run ads on all platforms used during this campaign for phase 2 as the performances were exceptional.
- Increase budget for Facebook since it generated the best performance from a click and engagement standpoint.

**View-Through-Rate represents the percentage of people who watched your video after they first saw the video. It equals the number of views your ad receives divided by the number of impressions.*

**Engagement occurs when someone engages with your ad such as clicking or viewing*

A snapshot of our campaign performance



Impressions
1,683,247



Clicks (All)*
32,581



Link Clicks
19,020

Examples of our campaign ads



**All clicks on ads including link clicks, clicks to profile, post reactions, comments, shares, clicks to expand media.*

Paid Social

Our paid performance on Facebook, Instagram & LinkedIn



Impressions
1,130,257



Clicks (All)
22,523



Link Clicks
8,962

Ad Performance

Facebook/Instagram

Campaign	Impressions	Clicks (all)	Link clicks ▾	CTR (all)	CTR (link clicks)
20210720-Raison d'Etre Phase 1	781,889	19,848	7,977	2.54%	1.02%
Grand total	781,889	19,848	7,977	2.54%	1.02%

Campaign	Reactions ▾	Comments	Shares	Saves	Page likes	Post engagements	ER
20210720-Raison d'Etre Phase 1	962	133	121	63	4	61,352	7.85%
Grand total	962	133	121	63	4	61,352	7.85%

*Clicks (All) counts all click interactions on ad which include link clicks, clicks to profile, post reactions, comments, shares, clicks to expand media
**Post engagement is the total action people take involving ads that include reactions, comments, shares, saves, 3s video views and link clicks on ad
***ER = Engagement Rate

Linkedin

Campaign	Impressions	Clicks (all)	Link clicks ▾	CTR (all)	CTR (link clicks)
20210720-Raison d'Etre Phase 1	348,368	2,675	985	0.77%	0.28%
Grand total	348,368	2,675	985	0.77%	0.28%

Campaign	Likes ▾	Commen...	Shares	Follo...	Other eng	Clicks to company page
20210720-Raison d'Etre Phase 1	218	6	7	0	1,172	286
Grand total	218	6	7	0	1,172	286

*Other eng is other clicks on your ad including: view all comments, see more description, see social count, see list of likes, and more

Paid YouTube

Our paid performance from YouTube

 Impressions
552,990

 Clicks
10,058

 CTR
1.82%

Ad performance

YouTube

Campaign	Impressions	Engagements	ER	Clicks ▾	CTR	Views	VTR
20210720-Raison d'Etre Phase 1	552,963	198,297	35.86%	10,058	1.82%	113,872	20.59%
Grand total	552,963	198,297	35.86%	10,058	1.82%	113,872	20.59%

*Engagement occurs when someone engages with your ad such as clicking or viewing.

**Clicks refers to clicks to website.

Campaign	Earned likes ▾	Earned views	Earned playlist additions
20210720-Raison d'Etre Phase 1	3	23	16
Grand total	3	23	16

*Earned likes: not chargeable likes occurs when someone views your video ad, then later likes a video from your linked YouTube channel, within 7 days of the initial view; Earned views: not chargeable view occurs when someone views your video ad, then later watches another video on your linked YouTube channel, within 7 days of the initial view; Earned playlist additions: earned playlist addition occurs when someone views your video ad, then later adds a video from your linked YouTube channel to a playlist, within 7 days of the initial view.

Sample Screenshots

A sample of how our ads look like on YouTube

