

FLASH REPORT: PARENT AWARE MARKETING CAMPAIGN

OVERVIEW

The following flash report represents a summary of baseline performance for the Parent Aware drive-to-site digital advertising campaign from the September 10 launch through October 8. This includes metrics from Google AdWords, Facebook advertising, Mom Enough advertising and resulting website traffic to the new ParentAwareRatings.org.

As we are only one month into the campaign, Haberman does not recommend making significant adjustments based on baseline performance.

Preliminary results below demonstrate positive progress, particularly for such a focused, geo-targeted campaign. As you will see, some possible trends may be emerging, but require more time for validation. Haberman will continue to monitor, analyze and – as needed – make small, purposeful changes to maximize campaign performance.

GOOGLE ADWORDS

Creative in Market

Below are the top performing ads on Google.



Currently, the search terms that are generating the most ad impressions include:

- » Day care
- » Child care
- » Preschool
- » Daycare
- » Preschools
- » Daycare
- » Pre school program
- » Find child care
- » Day care MN

The search terms generating the most action, i.e. clicks, include:

- » Day care
- » Preschool
- » Child care
- » Daycare
- » Daycare prices

Performance Metrics

From September 10 to October 8, Google advertising generated 98,946 impressions and 919 clicks, with a click-through-rate (CTR) at 0.93 percent. Strong Google AdWords CTRs generally range from 1 to 2.5 percent. The average cost-per-click (CPC) during this period was \$3.11, bringing the total spend in on budget at \$2,858.18.

FACEBOOK

Creative in Market

Below is an example of how ads appear on Facebook, as well as the top performing ads.



Targeting

The ads are targeted to 200,000 Facebook users who have identified themselves as individuals who live within a 15-mile radius of Blue Earth, Mankato, Minneapolis or St. Paul. They also fall into one of the following categories:

- » Parents (child: 0-3yrs)
- » Expecting Parents

Performance Metrics

From September 10 to October 8, Facebook ads generated a total of 10,667,887 impressions and 2,261 clicks with a CTR at 0.021 percent. Strong Facebook advertising CTRs generally range from 0.03 to 0.04 percent. As we continue to learn about what our audience responds to, Haberman will introduce new ads with comparable messaging and image combinations to those that are generating the highest CTRs.

The average CPC was \$1.33, bringing the total spend in on budget at \$3,006.09.



DISPLAY

Creative in Market

Haberman is currently testing three creative executions – each in three standard sizes (nine total ads in market). Below is an example of how display ads appear on custom RMM network websites.



Currently, the RMM network sites generating the most ad impressions and clicks include:

- » AllRecipes.com
- » Beliefnet.com
- » Budget101.com
- » Jango.com
- » Keyc.tv
- » Myfoxtwincities.com
- » Startribune.com
- » USNews.com

Performance Metrics

From September 10 to October 8, display advertising generated 1,412,275 impressions and 1,088 clicks, with a CTR at 0.077 percent. Strong display advertising CTRs generally range from 0.08-0.10 percent.



MOM ENOUGH

Creative in Market

Below is a screen shot of the Parent Aware ads featured on the MomEnough.com homepage. Links to the Parent Aware website also appear in the “Resources” section and at the bottom of every page. As of October 1, the Parent Aware banners are in the first position on the homepage slider.

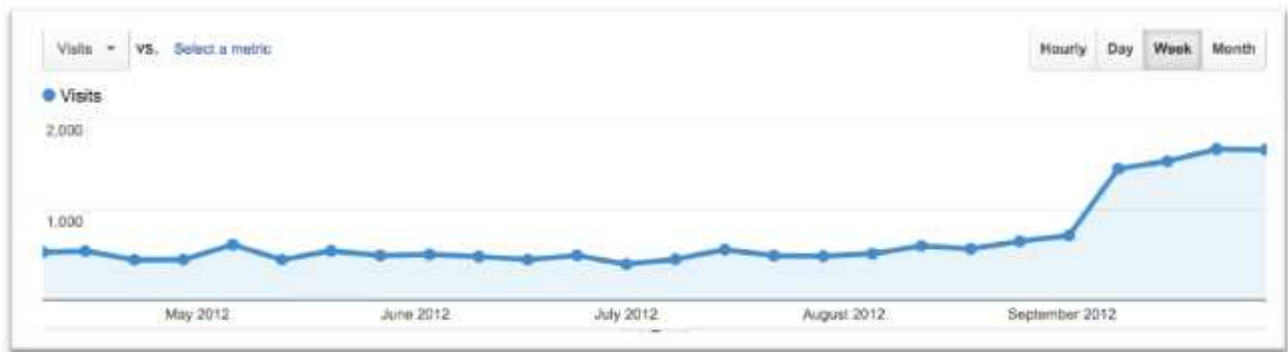
The screenshot shows the MomEnough.com homepage. At the top left is the logo "momenough" with the tagline "the moms our children need, the women we want to be". To the right is a search bar with the text "SEARCH" and a green "search" button. Below the logo is a navigation menu with links: HOME, ABOUT, SHOWS, CALENDAR, OUR PARTNERS, RESOURCES, and CONTACT. The main content area features a large banner on the left with the text "New ratings system helps Minnesota parents find high quality child care providers." and a "SEARCH NOW" button. To the right of this text is a photo of a woman sitting on the floor with several children, playing with toys. Below the photo is the "Parent Aware" logo. To the right of the main banner is a smaller banner with the text "A rating tool for selecting high quality child care and early education." and a "LEARN MORE" button. Below this is another "Parent Aware" logo. At the bottom of the main banner area is a section titled "mother-daughter co-hosts Marti and Erin Erickson invite you to explore with them the many facets of motherhood in today's world – from confronting the daily joys and struggles of helping kids grow up well, to balancing work and family, to considering the big questions of how society views and values mothers and mothering." followed by the "me" logo. At the bottom of the page is a "JOIN US" button and a "SHARE:" section with icons for Twitter, Facebook, and LinkedIn. The date "OCTOBER 1, 2012" and a "show" link are also visible.

Performance Metrics

From September 10 to October 8, Mom Enough ads and links generated 92 clicks from users who spent an average of 5:36 minutes on the site and viewed nearly six pages. Since the homepage slider ad recently moved to the first position, Haberman will continue to test it there for the remainder of the month. We plan to introduce new creative in November.

WEBSITE TRAFFIC

From September 10 to October 8, ParentAwareRatings.org received 6,569 site visits, a 64 percent increase over average traffic for the past six months. Below is a snapshot of site visits from April 2012 to date.



Haberman also evaluates the time users spend on the site relative to the referring source. Currently, the breakdown is as follows:

- » MN Child Care Network – 9:05
- » Mom Enough – 5:36
- » Organic Search – 3:12
- » Direct – 1:51
- » Facebook – 1:17

Lastly, Haberman evaluates which pages within the website users are viewing. Currently, the breakdown is as follows:

- » Homepage – 6,635 page views
- » Search Ratings – 2,163 page views
- » About – 903 page views
- » Providers – 895 page views
- » Parent Resources – 883 page views