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DELAWARE DEPARTMENT OF HEALTH  
CANCER TREATMENT  
INTERACTIVE CAMPAIGN SUMMARY  
WEBSITE ANALYTICS

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JANUARY–MARCH 2012

819 N. WASHINGTON STREET  
WILMINGTON, DE 19801  
(800) 848-1552  
[WWW.A-B-C.COM](http://WWW.A-B-C.COM)

**DELAWARE DEPARTMENT OF HEALTH****CANCER TREATMENT CAMPAIGN SUMMARY**

From January through March of 2012, AB&C restarted an online media campaign for the Delaware Department of Health, focusing on the treatment and diagnosis of cancer in the state of Delaware. The channels used were Google AdWords, Bing/Yahoo, Undertone, Greystripe, Healthadnet, WebMD, Casale and DelawareOnline. The campaign targeted Internet users in the state of Delaware using a combination of display and text ads. The ads were linked to various landing pages on the Delaware Cancer Consortium website where visitors could learn more about Delaware's fight against cancer and treatment available.

<b>DDPH Cancer Digital Media Campaign</b>			
January–March 2012			
	<b>Clicks</b>	<b>Impressions</b>	<b>CTR</b>
<b>Cancer Treatment</b>	<b>15,233</b>	<b>12,219,185</b>	<b>0.12%</b>
Google AdWords	1,536	297,869	0.52%
Bing/Yahoo	165	18,137	0.91%
Undertone	3,491	5,382,869	0.06%
Greystripe	5,993	1,845,109	0.32%
Healthadnet	2,232	2,916,499	0.08%
WebMD	1,816	2,758,702	0.07%
<b>Breast &amp; Cervical</b>	<b>3,428</b>	<b>3,582,041</b>	<b>0.10%</b>
Google AdWords	1,103	359,538	0.31%
Casale	1,890	2,622,494	0.07%
DelawareOnline.com	435	600,010	0.07%
<b>Colorectal Screening</b>	<b>1,858</b>	<b>5,161,201</b>	<b>0.04%</b>
Google AdWords	450	627,405	0.07%
Healthadnet	647	2,140,216	0.03%
Undertone	761	2,393,580	0.03%
<b>TOTAL</b>	<b>20,519</b>	<b>20,962,427</b>	<b>0.10%</b>

The entire campaign resulted in a substantial increase in the number visitors to the Delaware Cancer Consortium website and yielded visitors who were highly engaged. The number of visits and the engagement metrics of the site showed improvements both year over year and quarter over quarter. The media buys were responsible for bringing in the majority of visitors to the site, making up 90% of total visits.

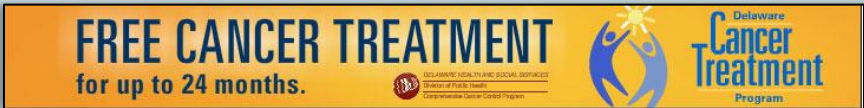
**Recommendations:**

To strengthen the campaign, we recommend making the following adjustments as noted throughout the report in future campaigns:

- Remove the Greystripe channel from the media buy; it yielded unqualified visitors with poor engagement.
- Remove Healthadnet under the Colorectal Screening campaign as it yielded unqualified visitors with poor engagement.
- Continue to monitor the engagement metrics of visitors from Undertone, WebMD and DelawareOnline.com.

## CANCER TREATMENT CAMPAIGN



Top Google Cancer Ads		
<div><b>Cancer Treatment</b></div> <div><a href="#">Cancer Treatment Program</a> Free Treatment for up to two years. Eligible to all DE residents. <a href="#">delawarecancerconsortium.org</a></div>	<div><b>Geographic target:</b> <i>Delaware</i></div> <div><b>Keyword focus on Cancer Treatment</b> <i>delaware cancer, cancer treatment, prostate cancer, skin cancer, lung cancer, etc.</i></div>	<div><b>Clicks:</b> 321 <b>Imps:</b> 18,819 <b>CTR:</b> 1.71%</div>
<div><b>Cancer Treatment 728x90 Flash</b></div> <div></div>		<div><b>Clicks:</b> 107 <b>Imps:</b> 109,427 <b>CTR:</b> 0.10%</div>
<div><b>Search Network</b></div> <div><b>Clicks:</b> 1,339 <b>Impressions:</b> 78,040 <b>CTR:</b> 1.72%</div>	<div><b>Display Network</b></div> <div><b>Clicks:</b> 197 <b>Impressions:</b> 219,829 <b>CTR:</b> 0.09%</div>	
<div><b>All AdWords Cancer Ads</b></div> <div><b>Clicks:</b> 1,536 <b>Impressions:</b> 297,869 <b>CTR:</b> 0.52%</div>		

- A variety of text ads were used for the Cancer campaign on Google AdWords, specifically three different text ads for seven different ad groups for certain cancer types including bladder, kidney, lung, lymphoma, prostate and skin. The top text ad is shown above.
  - All text ads contributed clicks during the first quarter, but the “Cancer Treatment Program” ad garnered the most.
  - All text ads on the Search Network resulted in an overall click-through rate of 1.72%, outstanding when compared to the average of text ads at only 0.80%.
- Three different display ads were used in the first quarter for the Cancer campaign, 300x250, 160x600 and 728x90, all in a flash format.
  - The top ad is shown above, the 728x90 format. All three ads garnered clicks during the month but this ad garnered the most and also yielded the highest click-through rate at 0.10%.
  - Overall, the three display ads yielded an overall click-through rate of 0.09%, versus the average for display at 0.08%.
- Combined, both the text and display ads resulted in 1,536 clicks, more than 297,000 impressions and an overall click-through rate of 0.52%.
- Visitors from the Cancer campaign on Google AdWords showed decent engagement on the Delaware Cancer Consortium website with an average of 1.7 pages viewed per visit and almost a full minute on site.
- When narrowed to the text and display ads, both formats brought in equally engaged visitor with around one minute on site and bounce rates below 85%.

	Pages/Visit	Time on Site	% New Visits	Bounce Rate
AdWords Cancer Visitors	1.68	00:59	81.98%	80.59%

	Time on Site	Bounce Rate
Search Network Visitors (Text ads)	00:54	80.70%
Display Network Visitors (Display ads)	01:03	83.18%

## CANCER TREATMENT CAMPAIGN



TOP AdWORDS CANCER KEYWORDS			
KEYWORD	CLICKS	CTR	AVG. Pos.
<b>delaware cancer</b>	249	2.28%	1.3
<b>cancer treatment</b>	198	1.09%	2.4
<b>prostate cancer</b>	160	1.75%	2.8

TOP AdWORDS CANCER PLACEMENTS		
WEBSITE	CLICKS	CTR
<b>AmericanProfile.com</b>	17	0.12%
<b>Anonymous.Google</b>	12	0.45%
<b>HealthGrades.com</b>	10	0.06%

- The top paid keywords on the search network of Google AdWords during the first quarter are shown above, to the left.
  - A total of 53 different keywords resulted in 1,339 clicks. Overall, the keywords resulted in an average ad position of 2.1, meaning the ads appeared closest to second in search results.
- The top sites on which the display ads appeared on the display network during the first quarter are shown above, to the right. A total of 87 different websites resulted in 197 clicks during the reporting period.

## CANCER TREATMENT CAMPAIGN



Bing/Yahoo Ads		
Ad	Target	Performance
	<b>Geographic target:</b> <i>Delaware</i> <b>Keyword focus on cancer treatment, such as:</b> cancer treatment, delaware cancer, delaware cancer treatment, treatment programs, etc.	<b>Clicks: 72</b> <b>Imps: 6,954</b> <b>CTR: 1.04%</b>
<b>All Bing/Yahoo Ads</b> <b>Clicks: 165 Impressions: 18,137 CTR: 0.91%</b>		


- The Bing/Yahoo platform (Microsoft Advertising) used three different text ads focusing on cancer treatment; the top ad is shown above.
- Along with garnering the highest number of clicks, the “Cancer Treatment Program” ad also returned the highest click-through rate at 1.04%.
- The two remaining ads both garnered clicks and yielded click-through rates of 0.73% or above.
- All three ads garnered a total of 165 clicks and averaged a click-through rate of 0.91%, above average for text ads.
- Visitors who reached the Cancer landing page from ads on Yahoo and Bing search results showed strong engagement, averaging more than 2 pages viewed per visit and 50 seconds on site and yielding an outstanding bounce rate of only 50.59%.
- Of all six channels used for the Cancer campaign, Yahoo/Bing visitors showed the best engagement.

	Pages/Visit	Time on Site	% New Visits	Bounce Rate
Yahoo/Bing Cancer Visitors	2.14	00:50	91.76%	50.59%

## CANCER TREATMENT CAMPAIGN

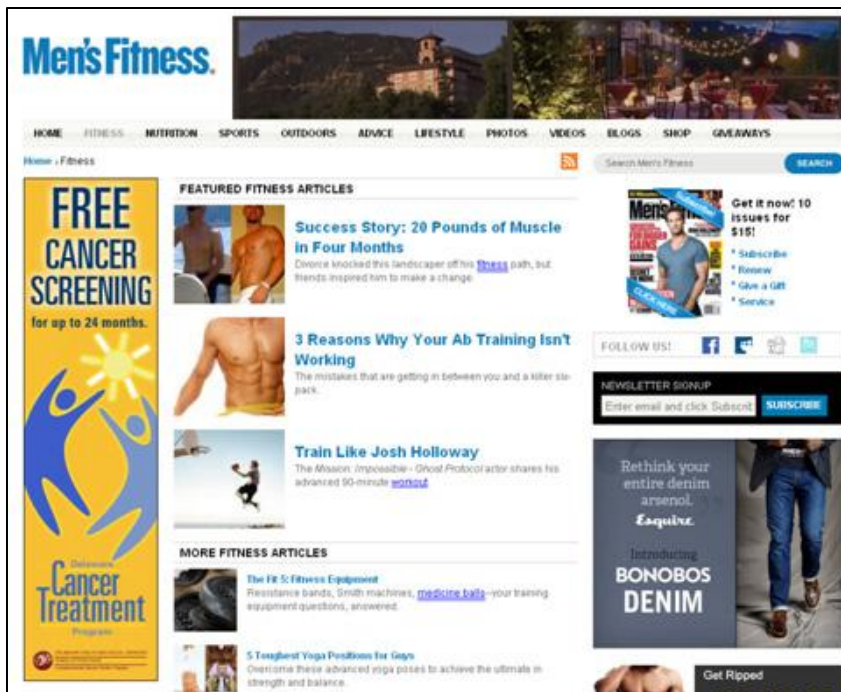
# Undertone®

## Undertone Ads

Ad	Target	Performance
		<b>Clicks: 1,948</b> <b>Imps: 3,399,770</b> <b>CTR: 0.06%</b>
<b>All Cancer Undertone Ad</b> <b>Clicks: 3,491 Impressions: 5,382,859 CTR: 0.06%</b>		

- The Undertone ad network used three different ad sizes for the Cancer campaign during the first quarter, 300x250, 728x90 and 160x600. The 728x90 format was the top ad and is shown above.
- All three ads garnered a substantial amount of clicks but the 728x90 size garnered the most. The 160x600 ad was also notable for garnering the highest click-through rate at 0.11%.
- All three ads resulted in a total of 3,491 clicks, more than 5.3 million impressions and an overall click-through rate of 0.06%.
- Typical display ads yield click-through rates of 0.08% or higher. Only the 160x600 ad format was able to reach this average in the first quarter. We recommend continuing to let the two other ad sizes run even though they did not reach this average to let them gain momentum. If their click-through rates do not improve, we recommend readjusting the creative or the placement of the ads.
- Visitors who visited the Cancer landing page through ads placed on the Undertone network showed the best performance for their average time on site at 1:46. However, these visitors showed a bounce rate over 80%. We will continue to monitor this metric to ensure that these visitors are qualified.


	Pages/Visit	Time on Site	% New Visits	Bounce Rate
Undertone Cancer Visitors	1.46	01:26	87.58%	80.29%





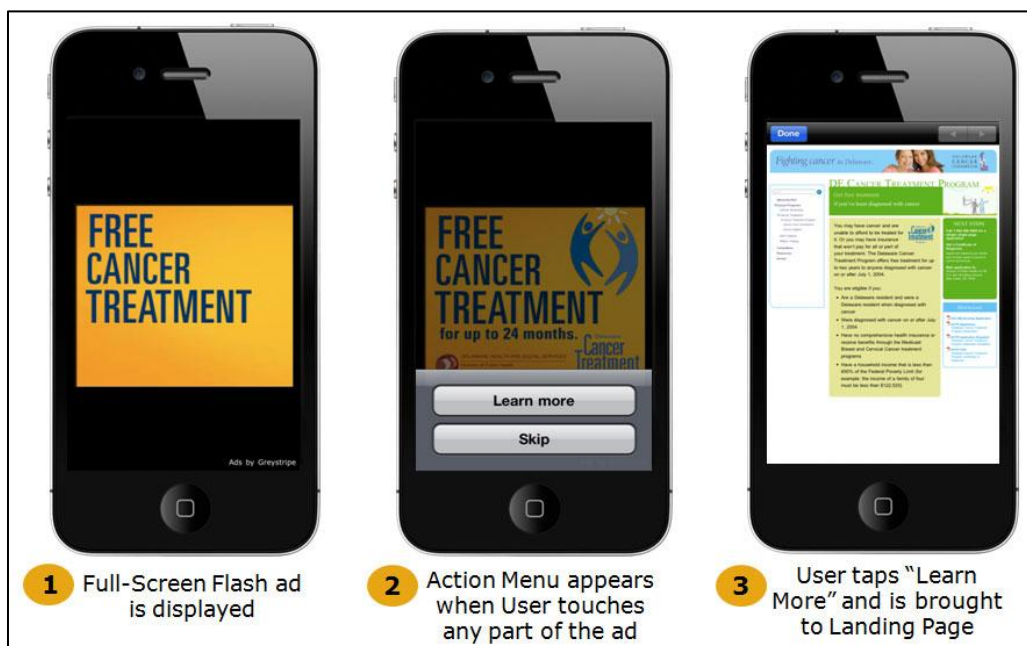
## CANCER TREATMENT CAMPAIGN

## GREYSTRIPE

Top Greystripe Ads		
Ad	Target	Performance
	<b>Users who:</b> - live in Delaware - are ages 18 to 54 years old - are using an iPhone or Android phone	<b>Clicks:</b> 5,993 <b>Imps:</b> 1,845,109 <b>CTR:</b> 0.32%

- The Greystripe ad network, which advertises on mobile devices, used one ad format and it is shown above.
- The 300x250 ad format resulted in a total of 5,993 clicks, more than 1.8 million impressions and a click-through rate of 0.32%. Higher click-through rates are typical with mobile advertising as the amount of users has not reached that on the Internet and the advertising is not diluted by the competition.
- Visitors that landed on the Cancer landing page through ads on the Greystripe network showed a high time-on-site average of more than five minutes.
- This average, however, may be skewed by a select number of visits (1.53%) that were on the site from 3 to 30 minutes. These extended time periods, combined with the majority of visitors (98.46%) who spent 1 minute or less on the page, yielded the high average time on site. The average of only 1 page viewed per visit and a bounce rate nearing 100% also indicate poor engagement.
- We recommend discontinuing ads on this channel in future campaigns.

	Pages/Visit	Time on Site	% New Visits	Bounce Rate
Greystripe Cancer Visitors	1.04	05:36	83.97%	97.54%



## CANCER TREATMENT CAMPAIGN



	<b>Users who:</b> - live in Delaware - are age 18 and older	<b>Clicks: 1,512</b> <b>Imps: 2,299,174</b> <b>CTR: 0.07%</b>
<b>All Healthadnet Ads</b> <b>Clicks: 2,232 Impressions: 2,916,499 CTR: 0.08%</b>		

- The Healthadnet channel used three different display ads: 160x600, 300x250 and 728x90; the top ad is shown above.
- The 300x250 Free Cancer Treatment ad dominated the campaign, bringing in 67% of the total 2,232 clicks from this channel. The 728x90 ad size was also notable for yielding a click-through rate of 0.13%.
- All three ads garnered clicks, with the lowest still contributing 135 clicks. Combined, they resulted in 2,232 clicks, more than 2.9 million impressions and an overall click-through rate of 0.08%, just at the average for display ads.
- One additional ad format was used this quarter, a video ad. This ad was also a strong contributor, bringing in 705 of the total visits.
- Visitors to the Cancer landing page from Healthadnet ads yielded a decent time on site average of 43 seconds and a low bounce rate of 73%.
- Visitors to the landing page from the video ad showed an even higher time on site average of 1:19.

	Pages/Visit	Time on Site	% New Visits	Bounce Rate
Healthadnet Cancer Display Ad Visitors	1.61	00:43	93.75%	73.39%
Healthadnet Cancer Video Visitors	1.24	01:19	97.16%	84.26%

The screenshot shows the CancerNetwork website interface. At the top, there's a navigation bar with links like 'CancerNetwork Members: Login | Register', 'Search', and various categories like 'Publications', 'News', 'Podcasts', etc. A large banner for 'FREE CANCER TREATMENT for up to 24 months.' is prominent. Below the banner, on the left, is a 'TOPIC INDEX' sidebar listing various cancer types and related topics. In the center, there's a graph titled 'Can Metastatic Colorectal Cancer Be Cured?' showing survival percentages over time for two groups: 'Carcinoma (n = 40)' and 'Liver metastasis (n = 150)'. On the right, there's an advertisement for 'Clarks' shoes and a section for the 'CURRENT ISSUE 26/2' of the journal 'ONCOLOGY'.



## CANCER TREATMENT CAMPAIGN



Top WebMD Ads		
Ad	Target	Performance
	<b>Internet users who:</b> <ul style="list-style-type: none"> <li>- live in Delaware</li> <li>- visit WebMD.com</li> <li>- view any of the following sections on WebMD.com: <ul style="list-style-type: none"> <li>Cancer Center, Lung Cancer Center, Conditions Center, Smoking Cessation Center, Smoking Cessation Condition, Cancer Retargeting and Health Direct</li> </ul> </li> </ul>	<b>Clicks: 779</b> <b>Imps: 797,623</b> <b>CTR: 0.10%</b>
<b>WebMD Ad TOTALS:</b> <b>Clicks: 1,816 Impressions: 2,758,702 CTR: 0.07%</b>		

- The WebMD channel used three different display ads for the Cancer campaign in the first quarter, 728x90, 300x250 and 160x600. The top ad format, 300x250, is shown above.
- Along with the highest number of clicks, the 300x250 ad unit also yielded the highest click-through rate 0.10%.
- Combined, all three ads resulted in 1,816 clicks, 2.7 million impressions and a click-through rate of 0.07%.
  - Although the overall click-through rate is below the average for display ads of 0.08%, we would recommend continuing the ads on this channel for future buys.
- The top categories of WebMD on which the ads were clicked are shown to the right. The Health Direct category garnered the most clicks, while the Smoking Cessation and Cancer Center categories yielded the best click-through rates at 0.09%.
- The visitors who came to the Cancer landing page through ads on the WebMD network showed an average time on site of 1:41. However they averaged just over one page viewed and yielded a bounce rate close to 90%. We would continue to consider this channel but we would monitor these metrics.


Top Placement Categories	Clicks	CTR
<b>Health Direct</b>	1,039	0.06%
<b>Conditions Center</b>	601	0.07%
<b>Smoking Cessation</b>	130	0.09%
<b>Cancer Center</b>	34	0.09%
<b>Cancer Retargeting</b>	10	0.07%

	Pages/Visit	Time on Site	% New Visits	Bounce Rate
WebMD Cancer Visitors	1.19	01:41	88.77%	89.68%



## BREAST &amp; CERVICAL CAMPAIGN

Google AdWords

<p><a href="#">Delaware Breast Cancer</a> Cancer program helps with breast &amp; cervical cancer and mammograms. <a href="http://delawarecancerconsortium.org">delawarecancerconsortium.org</a></p>	<p><b>Geographic target:</b> <i>Delaware</i></p> <p><b>Keyword focus on three different categories:</b> <b>Breast &amp; Cervical</b> <i>free mammogram, breast cancer, HPV, cervical cancer, human papillomavirus, etc.</i></p>	<p><b>Clicks:</b> 568 <b>Imps:</b> 32,455 <b>CTR:</b> 1.75%</p>
		<p><b>Clicks:</b> 154 <b>Imps:</b> 139,562 <b>CTR:</b> 0.11%</p>
<p><b>Search Network</b> <b>Clicks:</b> 770 <b>Impressions:</b> 59,606 <b>CTR:</b> 1.29%</p>		<p><b>Display Network</b> <b>Clicks:</b> 333 <b>Impressions:</b> 299,932 <b>CTR:</b> 0.11%</p>
<p><b>All AdWords Breast &amp; Cervical Ads</b> <b>Clicks:</b> 1,103 <b>Impressions:</b> 359,538 <b>CTR:</b> 0.31%</p>		

- A total of eight different text ads were used during the first quarter; the top text ad is shown above.
  - The “Delaware Breast Cancer” ad resulted in the highest number of clicks and also yielded the highest click-through rate at 1.75%.
  - All text ads of the Search network resulted in an overall click-through rate of 1.29%, well above the average for the search network of 0.80%.
- Three different display ad sizes were used, 728x90, 300x250 and 160x600, all in a static format. The top ad is shown above.
  - The 300x250 ad size garnered the highest number of clicks, while the 728x90 resulted in the highest click-through rate at 0.16%.
  - All display ads on the display network yielded an overall click-through rate of 0.11%, also above the average for the display network (0.08%).
- Combined, the text and display ads resulted in 1,103 clicks, more than 359,000 impressions and an overall click-through rate of 0.31%.
- Visitors from Google AdWords showed the best engagement of all three channels for the Breast & Cervical campaign, with visitors viewing more than 2.1 pages per visit and yielding a bounce rate of just over 65%.
- When narrowed to text ads and display ads, the display ads yielded more engaged visitors, with a higher average time on site.

	Pages/Visit	Time on Site	% New Visits	Bounce Rate
AdWords Breast & Cervical Visitors	2.14	00:36	85.58%	65.01%

	Time on Site	Bounce Rate
Search Network Visitors (Text Ads)	00:19	61.73%
Display Network Visitors (Display Ads)	00:54	74.53%

**BREAST & CERVICAL CAMPAIGN**

## TOP KEYWORDS &amp; PLACEMENTS



Top AdWords Cancer Keywords			
Keyword	Clicks	CTR	Avg. Pos
<b>breast cancer</b>	447	1.45%	1.9
<b>cervical cancer</b>	46	1.13%	2.9
<b>delaware breast cancer</b>	41	4.26%	2.0

Top AdWords Cancer Placements		
Keyword		CTR
<b>Chacha.com</b>	50	0.30%
<b>SpryLiving.com</b>	31	0.24%
<b>eHealthForum.com</b>	14	5.65%

- The top paid keywords on the search network of Google AdWords for the Breast & Cervical campaign during the first quarter are shown above, to the left.
  - A total of 57 different keywords resulted in 770 clicks. Overall, the keywords resulted in an average ad position of 2, meaning the ads appeared either first or second in search results.
- The top sites on which the display ads appeared on the display network of Google AdWords during the first quarter are shown above, to the right. A total of 174 different websites resulted in 333 clicks during the reporting period.

## BREAST &amp; CERVICAL CAMPAIGN



- The Casale network used three different ad formats for the Breast & Cervical campaign during the first quarter, 728x90, 300x250 and 160x600. The top ad, 160x600, is shown at right.
- All three ads garnered a substantial amount of clicks, but the 160x600 format garnered the highest number of clicks and the most efficient click-through rate at 0.09%.
- Combined, all three ads resulted in 1,890 clicks, more than 2.6 million impressions and an overall click-through rate of 0.07%.
- Visitors who reached the Breast & Cervical landing page from ads placed on the Casale network spent a lot of time on site at 1:39.

**Geographic target:**  
Delaware

**Audience:**  
Women, ages 25 and older

**Clicks: 952  
Imps: 1,076,088  
CTR: 0.09%**

**All Casale Ads**  
Clicks: 1,890 Impressions: 2,622,494 CTR: 0.07%

	Pages /Visit	Time on Site	% New Visits	Bounce Rate
Casale Breast & Cervical Visitors	1.23	01:39	88.18%	87.89%

Every 47 minutes, another woman is diagnosed with cervical cancer. Remember to get your Pap test. [LEARN MORE](#)

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## BREAST &amp; CERVICAL CAMPAIGN



## Top DelawareOnline Ads

## Users who:

- live in Delaware
- are age 18 and older

## 300x250 Treatment



Clicks: 157  
Imps: 200,001  
CTR: 0.08%

## Healthadnet Ad TOTALS:

Clicks: 435 Impressions: 600,010 CTR: 0.07%

- DelawareOnline.com used three different ad sizes during the first quarter, 160x600, 300x250 and 728x90. The top ad, 728x90, is shown above.
- Along with garnering the highest number of clicks, the 728x90 ad also resulted in the highest click-through rate at 0.08%
- The remaining ads also garnered a substantial amount of clicks, yielding 129 clicks or more each and a click-through rate of 0.06% or higher.
- All three ads resulted in a total of 435 clicks, more than 600,000 impressions and a click-through rate of 0.07%. Although this overall click-through rate is just below the average, we believe running the ads for a longer time period will help them to gain strength and bring in an improved click-through rate.
- Visitors to the Breast & Cervical landing page from ads on DelawareOnline.com showed a decent time on site at 1:10; however, they viewed only 1.23 pages per visit and yielded a bounce rate of almost 90%. We recommend using this channel for future buys while continuing to monitor these metrics.

	Pages/Visit	Time on Site	% New Visits	Bounce Rate
DelawareOnline Breast & Cervical Visitors	1.23	01:10	91.72%	87.98%



## COLORECTAL CANCER CAMPAIGN



- Three different text ads were used in the Colorectal Cancer campaign on AdWords. The top text ad of the first quarter is shown at right.
- The “Colorectal Cancer” ad not only garnered the highest number of clicks but also yielded the highest click-through rate at 2.07%.
- The two other text ads of the campaign combined only garnered 2 clicks. While the ad group performed well overall with a click-through rate just below 2%, we recommend removing these to strengthen this ad group’s performance.
- Two display ads were used on Google AdWords in the Colorectal campaign, a 300x250 and 160x600. The top ad during the first quarter is shown at right.
- The 160x600 ad size garnered the highest number of clicks, while the 300x250 was the most efficient, yielding a click-through rate of 0.08%.
- Overall, the display ads resulted in a total of 301 clicks and a click-through rate of 0.05%. Although the 160x600 garnered the most clicks, the 300x250 format was more efficient.
- Combined, the text and display ads resulted in a total of 450 clicks, more than 620,000 impressions and a click-through rate of 0.07%.
- Visitors from the Colorectal campaign on AdWords showed decent engagement, averaging just less than one minute on the page and a bounce rate of 74%.
- When narrowed to the text and display ads, the display ads returned visitors with a high average time on site but the bounce rate was unusually high at 97%. The text ads yielded visitors who spent a shorter time on site but had a stronger bounce rate.

Top Google Text Ads		
<div><p><u>Colorectal Cancer</u></p><p>The No. 2 Cancer Killer. Find Out Where and How to Get Tested.</p><p><a href="http://DelawareCancerConsortium.org">DelawareCancerConsortium.org</a></p></div>		<p>Clicks: 147</p> <p>Imps: 7,103</p> <p>CTR: 2.07%</p>
<div></div>	<p><b>Geographic target:</b> <i>Delaware</i></p> <p><b>Keyword focus on</b> <b>Colorectal Screening</b> <i>colonoscopy, colon cancer, polyps, colon cancer in women, virtual colonoscopy, etc</i></p>	<p>Clicks: 204</p> <p>Imps: 466,181</p> <p>CTR: 0.04%</p>
<p><b>Search Network</b></p> <p>Clicks: 149</p> <p>Impressions: 7,485</p> <p>CTR: 1.99%</p>	<p><b>Display Network</b></p> <p>Clicks: 301</p> <p>Impressions: 619,920</p> <p>CTR: 0.05%</p>	
<p><b>All AdWords Colorectal Ads</b></p> <p>Clicks: 450 Impressions: 627,405 CTR: 0.07%</p>		

	Pages/Visit	Time on Site	% New Visits	Bounce Rate
AdWords Colorectal Visitors	1.70	00:57	90.73%	74.17%

	Time on Site	Bounce Rate
Search Network (Text Ads)	00:27	74.17%
Display Network (Display ads)	01:27	97.31%



## COLORECTAL CANCER CAMPAIGN

## TOP KEYWORDS &amp; PLACEMENTS



Top AdWords Cancer Keywords			
Keyword	Clicks	CTR	Avg. Pos
Cancer colorectal	93	2.30%	2.6
Delaware colon cancer	14	2.41%	1.8
Signs of colon cancer	7	1.41%	3.0


Top AdWords Cancer Placements		
Websites	Clicks	CTR
Mangahere.com	147	0.03%
HealthGrades.com	37	0.22%
eHealthForum.com	20	1.75%

- The top paid keywords on the search network on Google AdWords for the Colorectal campaign during the first quarter are shown above, to the left.
  - A total of 36 different keywords resulted in 149 clicks. Overall, the keywords resulted in an average ad position of 2.5, meaning the ads appeared either second or third in search results.
- The top sites on which the display ads appeared on the display network during the first quarter are shown above. A total of 58 different websites resulted in 301 clicks during the reporting period.

## COLORECTAL CANCER CAMPAIGN

Undertone®

## Undertone Ads

Ad	Target	Performance
	<b>Geographic target:</b> <i>Delaware</i> <b>Audience:</b> <i>Men and Women 50 years and older</i>	<b>Clicks:</b> 364 <b>Imps:</b> 1,291,111 <b>CTR:</b> 0.03%
<b>All Undertone Ad</b> <b>Clicks: 761 Impressions: 2,393,580 CTR: 0.03%</b>		

- The Undertone ad network used three different ad sizes for the Colorectal campaign during the first quarter, 300x250, 728x90 and 160x600. The 728x90 format was the top ad and is shown above.
- All three ads garnered a substantial amount of clicks but the 728x90 size garnered the most. The 160x600 ad was also notable for garnering the highest click-through rate at 0.06%.
- All three ads resulted in a total of 761 clicks, more than 2.3 million impressions and an overall click-through rate of 0.03%.
- Typical display ads yield click-through rates of 0.08% or higher. The Undertone ads were not able to reach this average in the first quarter, but performed well in other areas of engagement.
- Visitors who reached the Colorectal Screening website through ads placed on Undertone showed high engagement with an average of 1.9 pages viewed per visit and a time on site of 1:36.

	Pages/Visit	Time on Site	% New Visits	Bounce Rate
Undertone Colorectal Visitors	1.92	01:36	92.64%	85.60%



The screenshot shows the Lifescript website with the tagline "healthy living for women". The navigation bar includes links for health, diet & fitness, food, life, soul, and a search bar. A prominent yellow advertisement for flooring is displayed, listing prices for laminate, handscraped, bamboo, and bellawood flooring. Below this, there are several content tiles: a "today on life" section featuring a video titled "When Autism Strikes" by Holly Robinson Peete, a "go" button, and a section for "Ideal Body Weight". To the right, there is a "advertisement" section showing a woman walking a dog in a park, with the text "If you're 50 or older, get tested for colon cancer."

## COLORECTAL CANCER CAMPAIGN



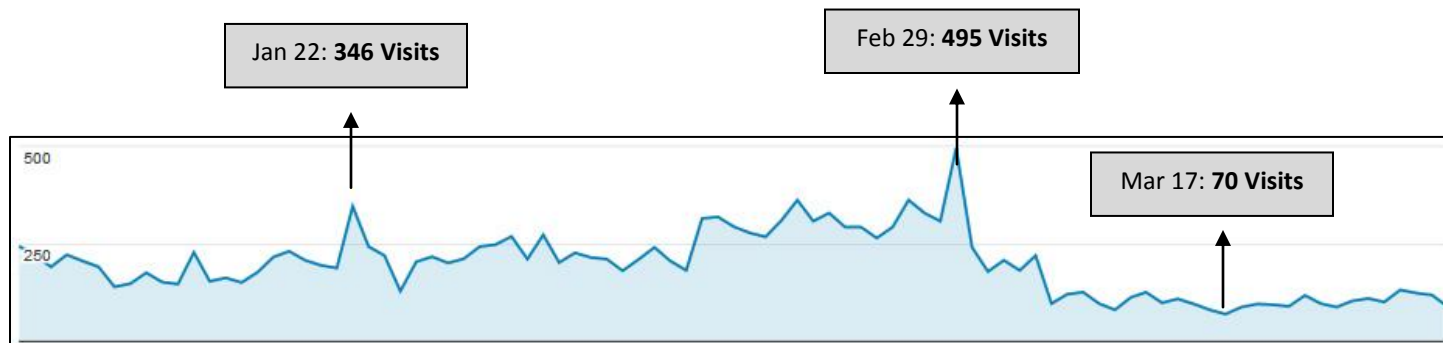
	<p><b>Geographic target:</b> <i>Delaware</i></p> <p><b>Audience:</b> <i>Men and Women 50 years and older</i></p>	<p><b>Clicks:</b> 532 <b>Imps:</b> 1,956,327 <b>CTR:</b> 0.03%</p>
<p><b>All Healthadnet Ads</b> <b>Clicks:</b> 647 <b>Impressions:</b> 2,140,216 <b>CTR:</b> 0.03%</p>		

- The Healthadnet ad network used three different ad sizes for the Colorectal campaign during the first quarter, 300x250, 728x90 and 160x600. The 300x250 format was the top ad and is shown above.
- The 300x250 ad dominated on Healthadnet, contributing 82% of all clicks received in the campaign. The 728x90 ad format was also notable for yielding the highest click-through rate at 0.07%.
- The remaining ad, 160x600, garnered only 20 clicks at a click-through rate of 0.04%.
- All three ads resulted in a total of 647 clicks, more than 2.1 million impressions and an overall click-through rate of 0.03%.
- The Healthadnet ads were not able to reach the display click-through rate average of 0.08% in the first quarter.
- Visitors to the Colorectal landing page from ads placed on Healthadnet showed poor engagement, averaging only 19 seconds on the site. In particular, visitors from the 300x250 and 160x600 ad returned the weakest engagement. We recommend removing this channel and redirecting the budget allocated to it to another platform that is returning more qualified visitors at a more efficient click-through rate.

	Pages/Visit	Time on Site	% New Visits	Bounce Rate
Healthadnet Colorectal Visitors	1.47	00:19	92.03%	81.68%

	Time on Site	Bounce Rate
300x250	00:15	82.98%
728x90	00:48	74.32%
160x600	00:05	87.50%

## DELAWARECANCERCONSORTIUM.ORG ANALYTICS



Graph Start: Jan 1, 2012

Graph End: Mar 31, 2012

Month-Over-Month		Year-Over-Year Comparison	
Time Period	Visits	Time Period	Visits
Jan-Mar 2012	17,956	Jan-Mar 2012	17,956
Oct-Dec 2011	11,858	Jan-Mar 2011	1,080
	<b>51.42%</b>		<b>+1,562.59%</b>

	Pageviews	Pages/Visit	Bounce Rate	Avg. Time on Site
Jan-Mar 2012	28,321	1.58	80.89%	00:33
Oct-Dec 2011	18,760	1.58	81.97%	00:34
% Change	50.96%	0.00%	-1.32%	-2.94%

- The number of visitors to the Delaware Cancer Consortium website showed a substantial increase this quarter of more than 6,000 visits compared to the previous quarter.
  - This increase in visitors was attributed to increases from the following sources:
    - Google AdWords (+78%), Undertone (230%), Casale (100%), Healthadnet (21.15%), Organic Visits (25%), WebMD (139%), Direct Visits (53%), DelawareOnline.com (181%) and Yahoo/Bing ads (45%).
- The year-over-year comparison of visitors to the site showed an even more drastic difference, an increase of more than 1,500% or, more precisely, 16,876 additional visitors.
  - This increase in visitors was attributed to increases from the following sources:
    - Google AdWords (+2211%), Direct Visits (105%), Organic Visits (93%), and Various Referral Sites (55%)
    - All of the following paid media showed a 100% increase: Undertone, Greystripe, Casale, Healthadnet, Yahoo/Bing ads, DelawareOnline.com ads and WebMD
- Despite this huge increase in visitors from paid media, which typically causes declines in visitor engagement, the engagement metrics held steady or improved from quarter to quarter.
  - Pageviews increased over 50% and the bounce rate improved, declining by 1.32%. The average pages viewed per visit remained the same while the average time on site declined by one second.
- Overall visitors to the site peaked on February 29 at 495 visits. This spike was attributed to an influx in visitors who viewed the video ad on Healthadnet.
- The site's lowest number of daily visitors appeared on March 17 at 90 visits. This decline was due to no direct visitors reaching the site on that date.



## DELAWARECANCERCONSORTIUM.ORG ANALYTICS

## TOP SOURCES

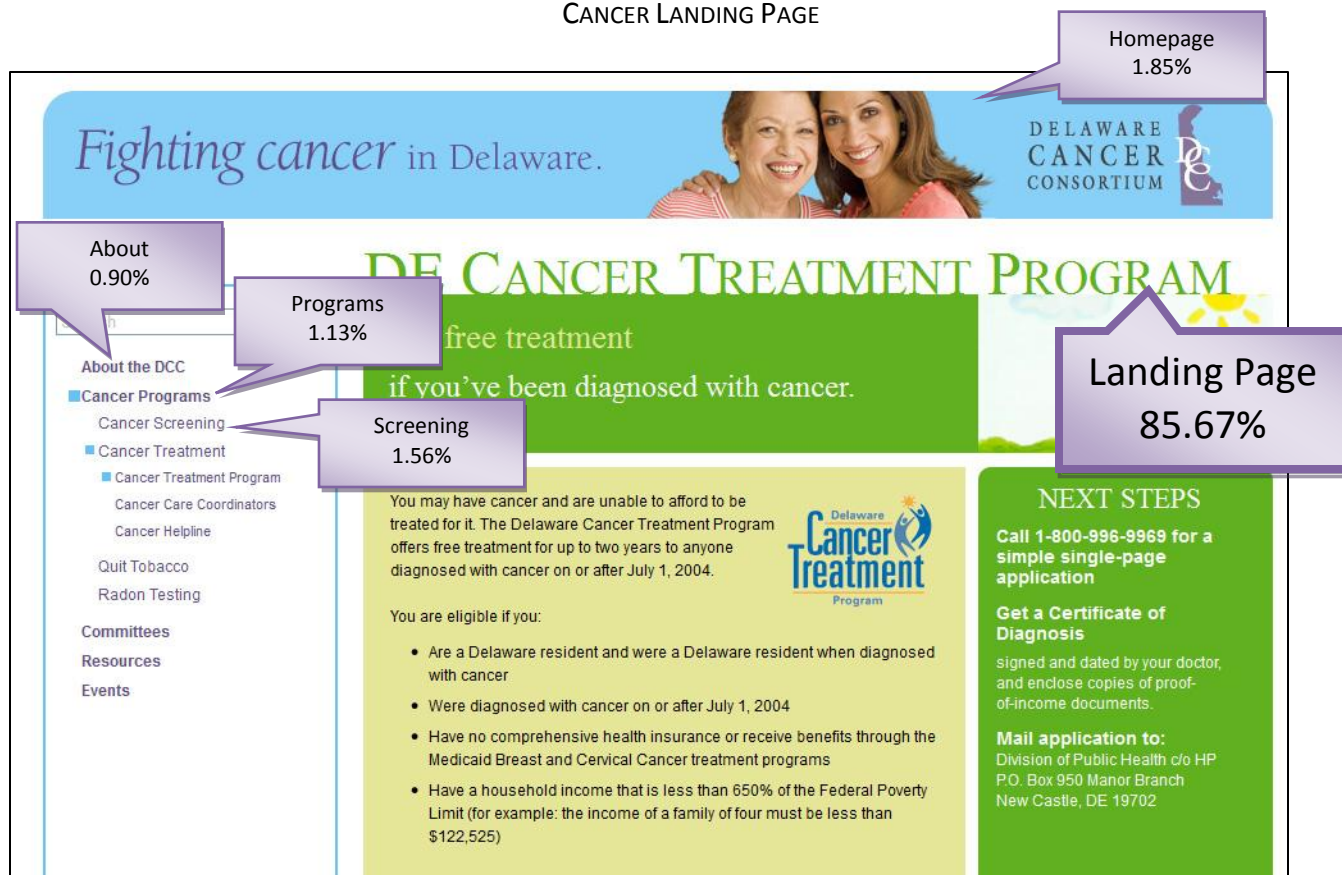
- Various sources brought visitors to DelawareCancerConsortium.org; the top ten sources are shown below right.
- Seven of the top sources were the media buys used in this campaign; they contributed 90.44% of all visitors to the site.
- Apart from the paid media, the top sources of visitors to the page were the Google and Bing search engines, which brought in organic visits, and Direct Visits, which contributed a significant amount of visitors.
- Shown below are the percentages of pageviews of each portion of the site during the quarter. All links not noted received 2.20% of pageviews or less.
- Once visitors reached the Delaware Cancer Consortium website, the majority viewed pages in the Cancer Programs link. The next-most-viewed content was the Homepage itself, and then the Committees and Resources links. The Events and About buttons also contributed some pageviews during the quarter.

Top Sources		
	Visits	% Visits
<b>All Visits</b>	<b>17,956</b>	<b>100.00%</b>
Undertone	3,654	20.35%
Google AdWords	3,167	17.64%
GreyStripe	2,806	15.63%
Healthadnet	2,715	15.12%
Casale	1,687	9.40%
WebMD	1,462	8.14%
DelawareOnline	749	4.17%
Google Organic	655	3.65%
Direct Visits	591	3.29%
Bing Organic	107	0.60%



## DELAWARECANCERCONSORTIUM.ORG ANALYTICS

## CANCER LANDING PAGE

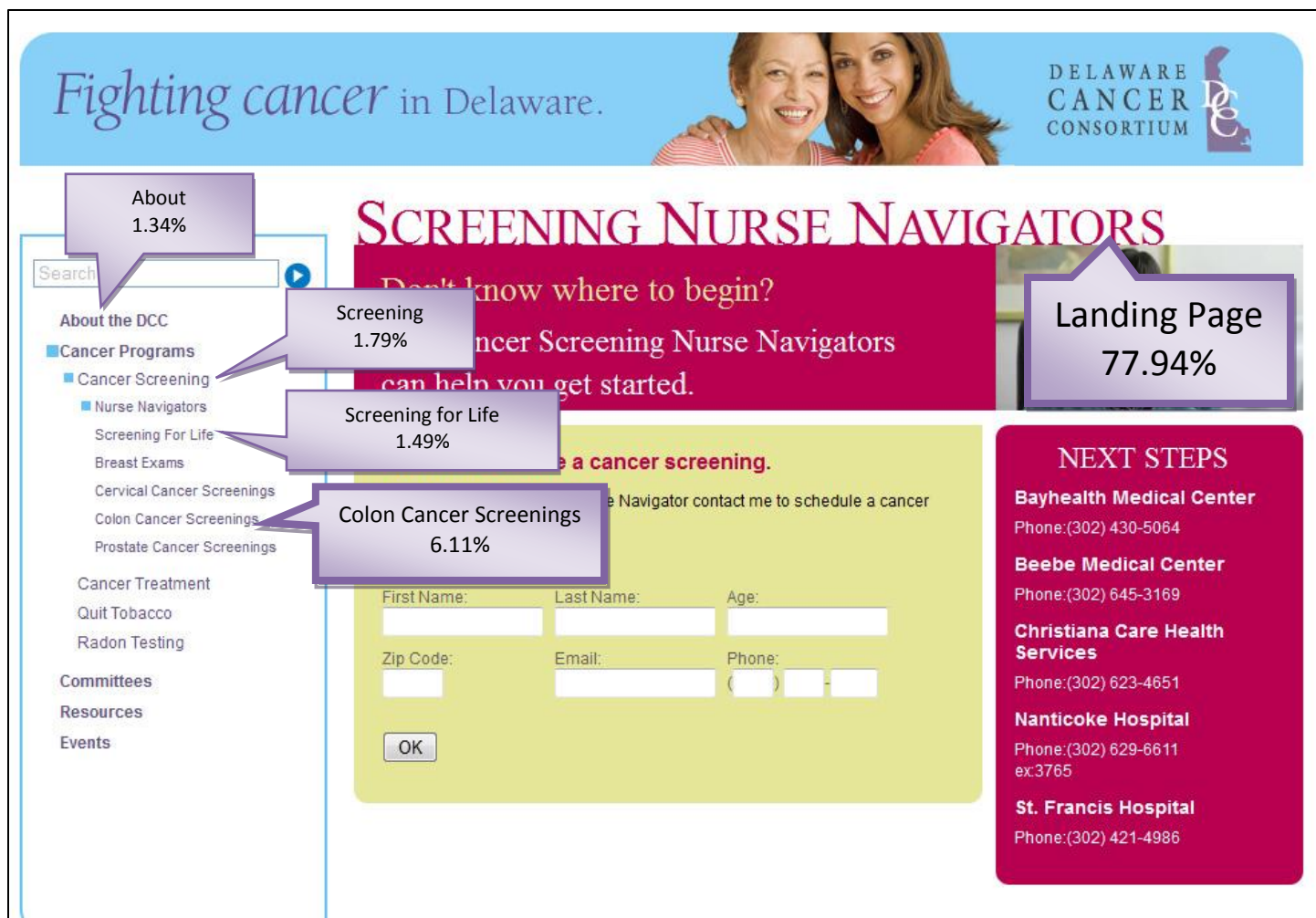


- Visitors who reached the Cancer Treatment page as a landing page viewed certain portions of the site more than others. Shown above is the percentage of pageviews each link received once visitors landed on the Cancer Treatment site. All links not noted received less than 0.90% of pageviews during the quarter.
- Apart from the landing page itself, which made up 85.67% of total pageviews, the Homepage and the Screening page were next-most-popular content.
- The About and Programs links made up the top content of the page as well.
- Shown to the right are the top ten sources that led visitors to land on the Cancer Treatment page.
- The six different platforms used for the Cancer campaign were the top six sources of visitors to the page; i.e., the paid media made up 98.89% of total visitors to the Cancer Treatment page.
  - The remainder of visitors came to the page organically through various search engines including Google, Bing and Yahoo.

Top 10 Sources		
	Visits	% Visits
All Visits	11,288	100.00%
Undertone	3,003	26.60%
GreyStripe	2,802	24.82%
Healthadnet	2,242	19.86%
Google AdWords	1,578	13.98%
WebMD	1,453	12.87%
Yahoo/Bing Ads	85	0.75%
Google Organic	29	0.26%
Bing Organic	26	0.23%
Yahoo Organic	20	0.18%



**DELAWARECANCERCONSORTIUM.ORG ANALYTICS**  
**COLORECTAL LANDING PAGE FOR GOOGLE ADWORDS**

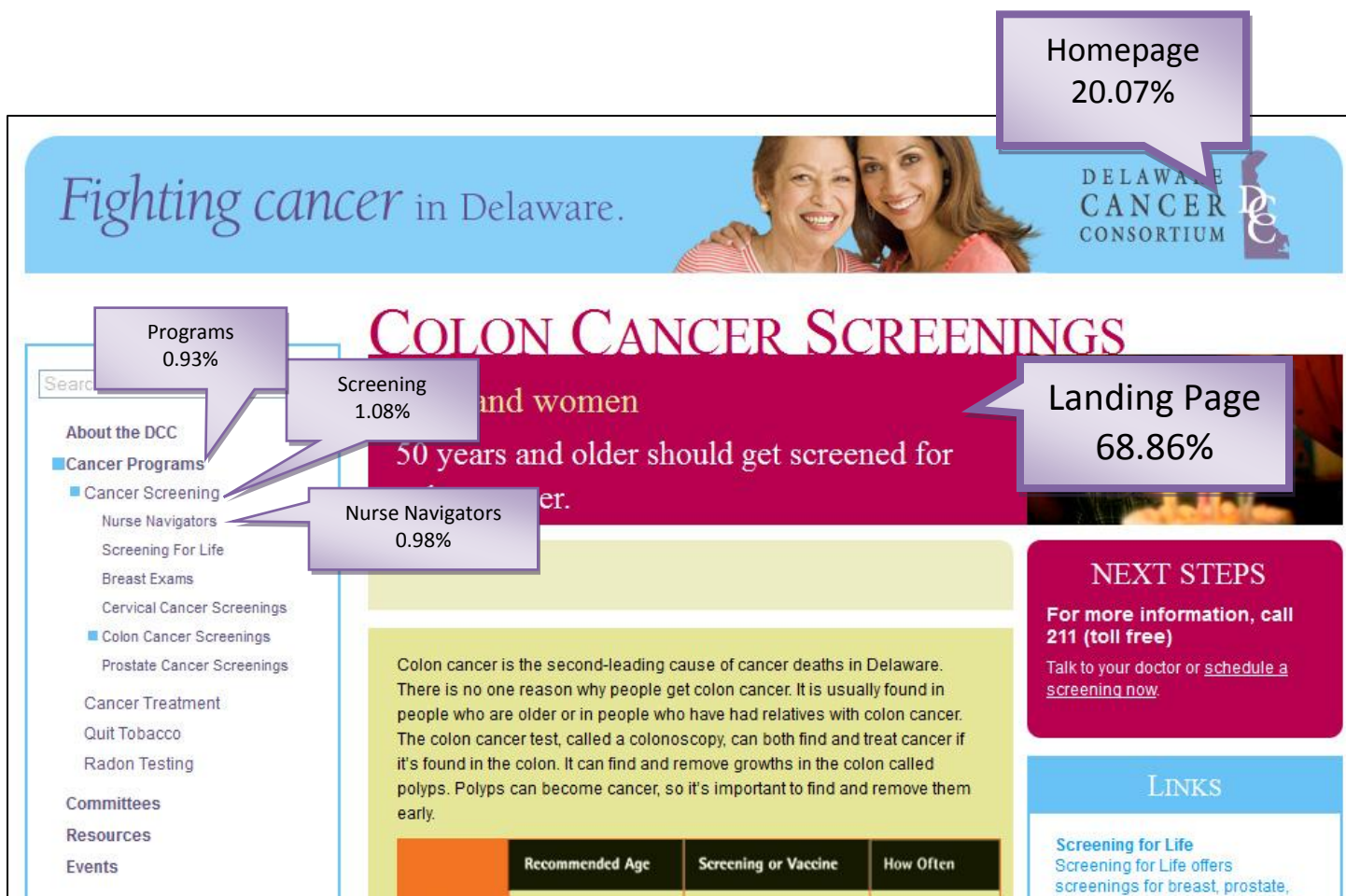


Top Sources		
	Visits	% Visits
<b>All Visits</b>	<b>474</b>	<b>100.00%</b>
Google AdWords	449	94.72%
Google Organic	10	2.11%
Direct	6	1.26%

- Visitors who clicked on the Colorectal ads on the Google AdWords platform were linked to the Nurse Navigator landing page, while those who clicked on Colorectal ads through Healthadnet/Undertone were sent to a Colon Cancer Screenings landing page (see next page). Shown above are the top five links viewed during the quarter.
- Apart from the Landing Page, the links related to screenings made up the top content viewed and the About link yielded pageviews as well.
- Also shown above are the top three sources of visitors to the landing page. The paid media made up the majority of visitors to the page with 94.72% coming from Google AdWords, while organic and direct visits made up the rest.

## DELAWARECANCERCONSORTIUM.ORG ANALYTICS

## COLORECTAL LANDING PAGE FOR HEALTHADNET &amp; UNDERTONE

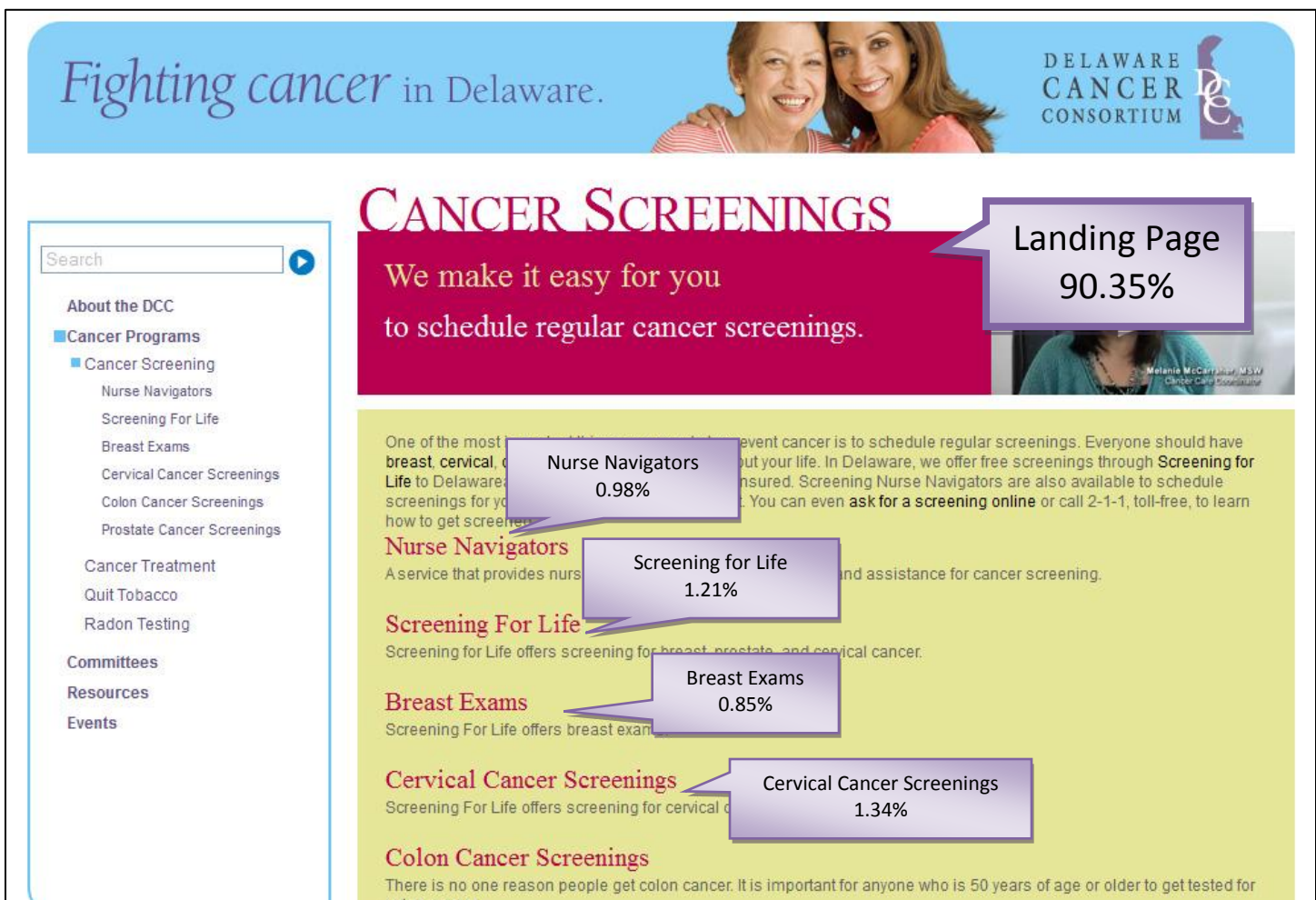


Top Sources		
	Visits	% Visits
All Visits	1,119	100.00%
Undertone	639	57.10%
Healthadnet	466	41.64%
Google Organic	7	0.63%

- Shown above is the top content viewed by visitors who reached the Colon Cancer Screenings page as a landing page. Apart from the landing page, the next-most-viewed content visitors clicked on was the Homepage and then the Screening link. The Nurse Navigators and Programs links also made it into the top content during the quarter.
- As seen with the previous Colon Cancer landing page, the paid media platforms were responsible for bringing the majority of visitors to the page. Undertone and Healthadnet combined made up 98.74% of total visitors, while the remainder were organic or direct visits.

## DELAWARECANCERCONSORTIUM.ORG ANALYTICS

### BREAST & CERVICAL LANDING PAGE



Top 4 Sources		
	Visits	% Visits
All Visits	2,466	100.00%
Casale	1,684	68.29%
DelawareOnline	748	17.03%
Google Organic	17	0.69%
Direct	7	0.28%

- Visitors to site who landed on the Cancer Screenings landing page viewed certain content more than others. Apart from the landing page itself, which made up the majority of pageviews, the top content was the top four links offered on the page for Nurse Navigators, Screening for Life, Breast Exams and Cervical Cancer Screenings.
- As with all of the landing pages, the paid media brought in the majority of visitors, with Casale and Delaware Online ads bringing in 98.62% of total visits. The remainder were organic or direct visits.

## Glossary

<b>AdWords</b>	Google's advertising program based on cost-per-click pricing.
<b>Analytics</b>	Google's web analytics tool that offers detailed visitor statistics for your website's activity.
<b>Benchmark</b>	A comparison of your website's performance versus an industry average.
<b>Bounce Rate</b>	The percentage of site visitors who did not navigate to a second page after arriving at your site.
<b>Browser</b>	The specific program a visitor uses to navigate the web (example: Firefox).
<b>Conversion Funnel</b>	The step-by-step process that a site visitor must undertake to achieve your Goal, as defined in Google Analytics. This tool is vital to track specific funnel abandonment (when a user leaves your site) to allow for streamlining of processes and forms to improve your Conversion rate.
<b>Conversion</b>	When a user completes a predetermined action (or Goal) on your site, such as buying something or requesting more information. Within Google Analytics, Conversions are the desired results of the Conversion Funnel.
<b>CPC</b>	Cost-per-click: how much it costs when someone clicks on your advertisement.
<b>CPM</b>	Cost per thousand impressions: how much it costs when your advertisement is displayed one thousand times.
<b>CTs</b>	Click-throughs: mark instances when a banner ad is clicked on and brings the person to the target website via the Destination URL.
<b>CTR</b>	Click-through rate: the ratio of the number of displays of an advertisement to the number of clicks on that particular ad.
<b>Destination URL</b>	The exact URL within your website that users will be sent to from your advertisement. This address is also referred to as the "click-through URL."
<b>Display URL</b>	The URL displayed on your ad to identify your website to users. This simplified or condensed URL is used because the Destination URL may be more than 1,000 characters and may distract from your advertisement. Display URLs are most frequently used in text advertising.
<b>Goal</b>	A tool in Google Analytics used to quantifiably measure your website's achievement, such as the total online sales or leads. Goals are most often the cleanest way to answer broad questions like "how is our website performing?" or "what action are we trying to elicit from our site's visitors?" by breaking down your website's visitor statistics. For example, if you are a school, your Goal may be online enrollment, and if you are a financial institution, your Goal may be a contact into customer service.



## Glossary

<b>IMP</b>	Impressions: the number of times an advertisement is displayed on a web page.
<b>Keywords</b>	Words or phrases used to target advertisements to potential customers, used primarily for search engines. Keywords are either paid (example: Google AdWords) or non-paid (organic). When people type Keywords included in your search campaign into Google's search field, your website may appear (organic) or your ad may appear on the search results page (paid).
<b>Landing Page</b>	The actual webpage that a visitor lands on when clicking on your ad. The web address for this page is the Destination URL.
<b>Network Service Provider</b>	The name of the specific service a visitor uses to access the web (example: Comcast).
<b>New Visits</b>	A visit by someone who has not been to your website within a 30-day period. Each return visit by that user within 30 days is accounted for in the total site visits. New Visits are vital for increasing leads in your pipeline, especially when you are providing a product or service for which the buying decision is research-driven.
<b>Operating System</b>	The underlying software used to run a visitor's computer, mobile device or gaming system (example: Windows).
<b>Pages</b>	A specific location within your website, also referred to as a webpage.
<b>Paid Keywords</b>	A group of Keywords that you are bidding on to enable your ad to appear. When someone types a Keyword into Google's search field and clicks on your cost-per-click advertisement, that Keyword is considered a Paid Keyword.
<b>Position</b>	The ranking of your text ad on the right-hand column of Google.com and occasionally within the top-left shaded box above the organic search results. The advertisement with the highest ranking appears in the first position, and so on down the page.
<b>Traffic Source</b>	A publisher that brought a visitor to your site. Traffic Source data allows you to see what websites are most influential in your site traffic.
<b>URL</b>	Uniform Resource Locator: the location of a webpage or file on the Internet. It appears in the address bar of your web Browser.



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