

# Unsung Heroes

# Agenda



- Campaign recap
- High level performance
- Meta
- Email
- Paid Search
- Organic Social
- Hulu
- Spotify

*>>As we talk about learnings, feel free to voice your ideas!*

# Let's Recap

- Audience: General trades, SMB
- Messaging: Heroic, skilled trades workers are behind everything we do
- Goal: Brand awareness
- Channels: Paid Social, Email, Organic Social, Hulu, Spotify
  - Supported by general Paid Search
- Run Time: June 1 - 9/15
- Challenges: Reporting



Every  
moment is  
powered by  
skilled  
trades  
workers

Interplay Learning



# Overall Performance (Direct, General Trades)



| A                            | B    | C    | D    | E    | F    | G   | H    | I    | J    |
|------------------------------|------|------|------|------|------|-----|------|------|------|
| 2023 Qualfield Demo Requests |      |      |      |      |      |     |      |      |      |
|                              | Jan  | Feb  | Mar  | Apr  | May  | Jun | Jul  | Aug  | Sept |
| Goal                         | 94   | 107  | 174  | 100  | 107  | 176 | 105  | 98   | 98   |
| Actual                       | 229  | 241  | 221  | 171  | 206  | 134 | 122  | 156  | 241  |
| % of Goal                    | 244% | 225% | 127% | 171% | 193% | 76% | 116% | 159% | 246% |

- Looking at high-level performance because of difficulty with tracking
- Unsung heroes served our general trades segments (all direct)
- Ideally we'd look at: Spend, Demos, Deals, Revenue – can't do that with this campaign

# Overall Performance (General Trades) by Industry



|            | 2023 Qualified Demo Requests by Industry |            |          |               |       |            |          |               |
|------------|--|------------|----------|---------------|-------|------------|----------|---------------|
|            | June                                     |            |          |               | July  |            |          |               |
|            | # DRs                                    | % of Total | Spend    | % of SUBTotal | # DRs | % of Total | Spend    | % of SUBTotal |
| HVAC       | 60                                       | 45%        | \$20,863 | 47%           | 60    | 49%        | \$16,989 | 42%           |
| Electrical | 15                                       | 11%        | \$9,925  | 22%           | 7     | 6%         | \$10,603 | 26%           |
| Plumbing   | 12                                       | 9%         | \$7,455  | 17%           | 9     | 7%         | \$6,536  | 16%           |
| MF         | 6  | 4%         | \$6,474  | 14%           | 12    | 10%        | \$6,464  | 16%           |

Does NOT include General spend

**Learnings:**  
We can get more granular in how we cater our spend to our best-performing industries

|            | August |            |          |               | September |            |          |               |
|------------|--------|------------|----------|---------------|-----------|------------|----------|---------------|
|            | # DRs  | % of Total | Spend    | % of SUBTotal | # DRs     | % of Total | Spend    | % of SUBTotal |
| HVAC       | 89     | 57%        | \$21,216 | 46%           | 96        | 40%        | \$19,977 | 46%           |
| Electrical | 12     | 8%         | \$9,225  | 20%           | 29        | 19%        | \$11,260 | 26%           |
| Plumbing   | 10     | 6%         | \$10,431 | 23%           | 16        | 10%        | \$8,171  | 19%           |
| MF         | 7      | 4%         | \$4,867  | 11%           | 13        | 8%         | \$3,610  | 8%            |

\*Using general trades data because we don't have reliable Unsong data



*~ $\frac{2}{3}$  of Spend, Impressions, and Conversions goes to FB,  $\frac{1}{3}$  to IG*


# Meta - Overview & Top Performers



| Impressions | Frequency | Link clicks | Results | Spend       | CTR | CPA     | CVR |
|-------------|-----------|-------------|---------|-------------|-----|---------|-----|
| 335,277     | 1         | 4,478       | 155     | \$11,015.67 | 1%  | \$71.07 | 3%  |

|                    |     |
|--------------------|-----|
| Total DQed         | 18  |
| Total Results Meta | 155 |
| % DQed             | 12% |

Best CTR



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Learn more

Best CVR



interplaylearning.com  
Request a Demo Today!

Learn more

Best CPA




interplaylearning.com  
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Learn more

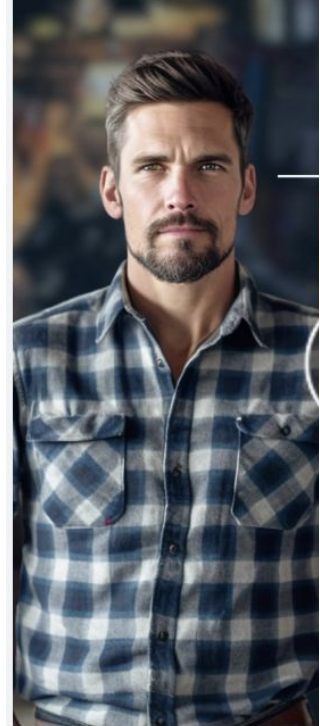
# Meta - Top Performers - What does it mean??



- People seemed to like this man 
  - Use more AI images (more on this soon)
  - Flush out the best performing faces
- Videos that led with faces performed the best
- Mention of “VR” and “3D Simulations” perform the best
  - We’ve seen this in caption analyses, as well

## Action Items:

- Continue to test the faces that boost performance
- Utilize “VR” and “3D Simulations” more in our marketing copy






# A/B Tests - Stock vs AI

## Stock

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Skilled trade workers make every charged phone and cold beer possible.  
...See more




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**Request a Demo Today!**

Learn more

## AI

Interplay Learning  
Sponsored · 🌐

Skilled trade workers make every charged phone and cold beer possible.  
...See more



interplaylearning.com  
**Request a Demo Today!**

Learn more

## AI vs Stock

|              | Impressions | Link Click | Results | Spend | CTR    | CVR  | CPA      |
|--------------|-------------|------------|---------|-------|--------|------|----------|
| <b>AI</b>    | 50,026      | 1,388      | 45      | 3,411 | 2.8%   | 3.2% | \$75.80  |
| <b>Stock</b> | 80,253      | 880        | 27      | 3,433 | 1.1%   | 3.1% | \$127.14 |
|              | -37.7%      | 57.7%      | 66.7%   | -0.6% | 153.0% | 5.7% | -40.4%   |

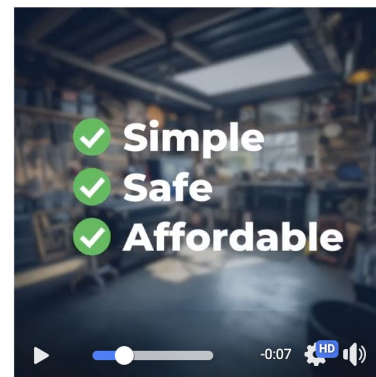
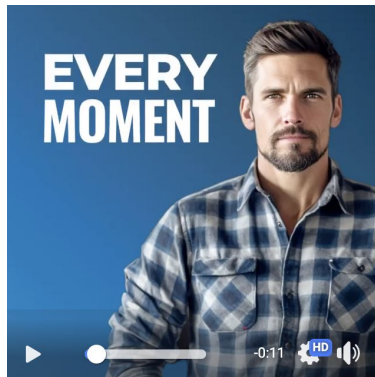
# A/B Tests - Stock vs AI - What does it mean??



## Action Items:

- Continue to use AI people in our ad images
- Test the limits of what we can do with AI

# Aggregate Learnings - Messaging



## Messaging Learnings

|                          | Impressions | Link Click | Results | Spend    | CTR | CVR | CPA     |
|--------------------------|-------------|------------|---------|----------|-----|-----|---------|
| Boost tech productivity  | 2,907       | 384        | 6       | \$293.92 | 13% | 2%  | \$48.99 |
| Every Moment             | 2,659       | 45         | 0       | \$120.48 | 2%  | 0%  | -       |
| Simple, Safe, Affordable | 2,363       | 66         | 0       | \$106.04 | 3%  | 0%  | -       |



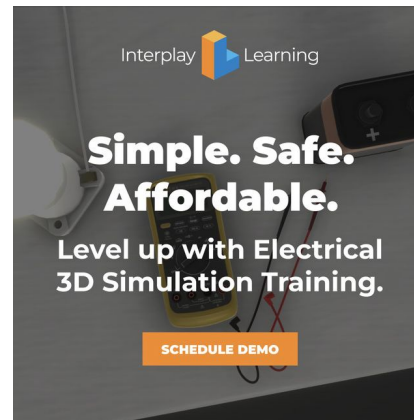
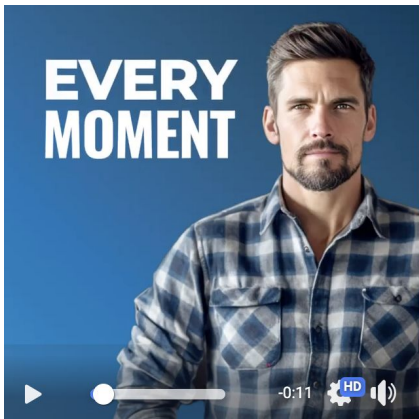
# Aggregate Learnings - Messaging - What does it mean??

- “Boost tech productivity/3D & VR Sims” messaging outperformed other value prop messaging
  - Note: Simple Safe Affordable is a top-performer in Evergreen campaigns
- Emotional “every moment” messaging performed the worst out of all messaging

## Action Items:

- Utilize “boost tech productivity/3D & VR” in more marketing copy
- Do a cleaner A/B test against Simple Safe Affordable to continue to flush out messaging
- Steer away from emotional messaging on Meta UNLESS brand awareness is the ONLY focus

# Unsung Heroes Meta - Unsung Heroes vs Evergreen



## Comparing Unsung to Evergreen

|                  | Impressions | Link Click | Results | Spend      | CTR   | CVR   | CPA     |
|------------------|-------------|------------|---------|------------|-------|-------|---------|
| <b>Unsung</b>    | 58,406      | 795        | 49      | \$1,668.97 | 1.4%  | 6.2%  | \$34.06 |
| <b>Evergreen</b> | 683,492     | 11,594     | 660     | 20,741     | 1.7%  | 5.7%  | \$31.43 |
| <i>% Change</i>  | 1070.2%     | 1358.4%    | 1246.9% | 1142.8%    | 24.6% | -7.6% | -7.7%   |

# Unsung Heroes Meta - Unsung Heroes vs Evergreen - What does it mean??



- Evergreen messaging and Unsung Hero messaging were pretty neck-and-neck
  - Note: Emotional messaging didn't perform as well, performance went up when value props were adjusted
- Our results here are not *\*quite\** statistically significant (84%)

## Action Items:

- Use winning takeaways from Unsung Heroes (as discussed on other slides)
- Continue to evaluate how our Evergreen and thematic campaigns work together

# Email



*6 emails Total, Focusing on Testing AI vs. Stock Imagery & “Hero” Language to Baselines*




# Emails #1-#2

## Email: 1

Interplay Learning

f X in @

### Every Trades Hero Needs a Training Sidekick



Skilled trades heroes like you fuel the systems that power everyday lives: each charged phone, cold beer, and warm home. Above that, every trade-working-hero faces challenges when training and retaining a skillful team.

With Interplay as your training sidekick, empower your team through:

- Beginner - advanced courses in HVAC, plumbing, electrical, and [more](#)
- Engaging and interactive 3 to 5-minute-long video courses
- 3D simulations to replicate real-world field scenarios
- On-demand training that's accessible from anywhere, on any [device](#)

Book a demo to let Interplay Learning ease your heroic duties today!


**BOOK A DEMO**

## Email: 2 (AI)

Interplay Learning

f X in @

### Boost Your Team's Confidence



Empower your business's growth & profitability opportunities by advancing your team's skill sets! By investing in your team's training programs, you'll boost both confidence and competence during service calls – meaning more satisfied (and returning) customers.

With Interplay's dynamic and hands-on training, you can grow a team of highly competent and revenue-generating techs to tackle any customer-facing challenge that flies their way. Equip your team with tools like:

- [Virtual reality simulations to mimic real-life scenarios](#)
- [Expert-sourced content, led by skilled trades industry experts](#)
- [Proven, effective learning methodology to increase knowledge retention](#)

Book a demo to build a more skillful and profitable workforce today!

**BOOK A DEMO**

## Email: 2 (Stock)

Interplay Learning

f X in @

### Boost Your Team's Confidence



Empower your business's growth & profitability opportunities by advancing your team's skill sets! By investing in your team's training programs, you'll boost both confidence and competence during service calls – meaning more satisfied (and returning) customers.

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- [Proven, effective learning methodology to increase knowledge retention](#)

Book a demo to build a more skillful and profitable workforce today!

**BOOK A DEMO**



# Emails #3-#4



## Email: 3 (AI)

Interplay Learning

[f](#) [X](#) [in](#) [@](#)

Revealing The Unsung Heroes of Today

Step aside, superheroes, this is for the unsung individuals who [literally keep the lights on](#): our skilled trades heroes!

From keeping faucets running to tuning A/Cs to survive the summer heat – this is no small mission for any trades team. While Interplay can't fulfill your service calls, we can help enhance your training program:

- [Attract the industry's best technicians](#)
- [Build a more confident workforce](#)
- [Upskill your seasoned team members](#)
- [Retain your more profitable workforce](#)

Book a demo to build a better workforce today!

BOOK A DEMO

## Email: 3 (Stock)

Interplay Learning

[f](#) [X](#) [in](#) [@](#)

Revealing The Unsung Heroes of Today

Step aside, superheroes, this is for the unsung individuals who [literally keep the lights on](#): our skilled trades heroes!

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- [Upskill your seasoned team members](#)
- [Retain your more profitable workforce](#)

Book a demo to build a better workforce today!

BOOK A DEMO

## Email: 4

Interplay Learning

[f](#) [X](#) [in](#) [@](#)

Attract & Retain Your Best Team of Heroes

You & your team fuel the systems that power our daily lives and often go unnoticed. To express our gratitude, Interplay Learning wants to help you attract and retain your best team of heroes!

Our interactive training program is designed to draw in top talent with engaging 3D simulations and custom learning paths – leading to higher retention rates in-house.

Check out how Safe Electric, a residential electrical company in Ohio, achieved a [100% employee retention rate](#) post-apprenticeship with Interplay's Digital Learning Paths.

Book a demo to attract and retain your best workforce today!

BOOK A DEMO

# Emails #5-#6




## Email: 5

Interplay Learning

f X in @

### Recruit, Ramp & Retain Your Best Team



You and your team are the unsung heroes of today – fueling society's life-saving systems and working tirelessly, yet often unnoticed by most.

To "thank you!" for your invaluable contributions, Interplay wants to lend a hand in your quest to recruit, train, and retain your best team of heroes! Our interactive, skilled trades training program is designed to help you:

- **Recruit:** Attract the brightest techs in the industry
- **Ramp:** Train green techs to be job-ready, *quickly* & easily
- **Retain:** Keep your techs longer through upskilling and cross training

Check out how [Mid-Florida Heating & Air Turns Green Techs Profitable in 90 Days](#) and retained 88% of new hires through internal promotions.

Book a demo to recruit, ramp and retain your best workforce today!


BOOK A DEMO

## Email: 6 ("Sidekick" Language, Split Test)

Interplay Learning


f X in @

### Hey Hero – Let Us Be Your Sidekick



*"The actual impact that training in general has on your culture — you can't put a price tag on that — because it creates a culture where people feel like they're being invested in. When they feel like they're being invested in, people tend to bring a better version of themselves to work every day."*

**TOM SPALL**  
CEO, T.E. Spall and Son



Heroes like you in the skilled trades power the systems that fuel everyday lives: every cold beer, charged phone, and warm home.

On top of that, every skilled-trades-hero must overcome obstacles when managing their skilled team. Not to fear, Interplay is here to help you attract, train and maintain your team of unsung heroes!

Our skilled trades training is aimed to empower you to:

- Relieve the pressure of fully training green technicians
- Build more confident, skilled, and profitable technicians
- Attract and retain the best talent in the industry
- [Cut Callback Rates and Increase Profits](#), like T.E. Spall & Son

Book a demo to allow Interplay to ease your heroic training duties today!

BOOK A DEMO

## Email: 6 ("Supplement" Language, Split Test)

Interplay Learning

f X in @

### Hey Hero – Let Us Supplement Your Training



*"The actual impact that training in general has on your culture — you can't put a price tag on that — because it creates a culture where people feel like they're being invested in. When they feel like they're being invested in, people tend to bring a better version of themselves to work every day."*

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- Attract and retain the best talent in the industry
- [Cut Callback Rates and Increase Profits](#), like T.E. Spall & Son

Book a demo to allow Interplay to ease your heroic training duties today!

BOOK A DEMO

# Email - All-In Campaign Data



| Subject Line  | Sent    | Delivered | Opened | Clicked | Deals | Bounced | Spam Reports | Unsubscribed | Delivery Rate | Open Rate | Click Rate | CVR   | Bounce Rate | Unsubscribe Rate |
|---|---------|-----------|--------|---------|-------|---------|--------------|--------------|---------------|-----------|------------|-------|-------------|------------------|
| Baseline Email Campaign Metrics across Row 2 to Compare the Below Metrics to: | 183,464 | 182,321   | 32,887 | 2,040   |       | 1,143   | 8            | 8,146        | 99.4%         | 18.0%     | 1.1%       |       | 0.62%       | 4.47%            |
| Subject Line  |         |           |        |         |       |         |              |              |               |           |            |       |             |                  |
| Introducing: Your New Sidekick Training Partner                               | 2,630   | 2,574     | 406    | 16      | 1     | 56      | 0            | 10           | 98%           | 16%       | 4%         | 6%    | 2%          | 0%               |
| Advancing Heroic Skill Sets 🦸   | 1,272   | 1,260     | 236    | 5       | 1     | 12      | 0            | 1            | 99%           | 19%       | 2%         | 20%   | 1%          | 0%               |
| So, You Think You're a Hero?  | 1,225   | 1,213     | 200    | 4       | 0     | 12      | 0            | 4            | 99%           | 16%       | 2%         | 0%    | 1%          | 0%               |
| Engaging Training for Your Hands-On Team                                      | 1,918   | 1,884     | 434    | 10      | 1     | 34      | 0            | 11           | 98%           | 23%       | 2%         | 10%   | 2%          | 1%               |
| Supplement Your Skilled Trades Training                                       | 1,866   | 1,830     | 403    | 11      | 1     | 36      | 0            | 3            | 98%           | 22%       | 3%         | 9%    | 2%          | 0%               |
| Cut Callbacks & Supplement Your Training                                      | 1,930   | 1,898     | 422    | 11      | 0     | 32      | 0            | 6            | 98%           | 22%       | 3%         | 0%    | 2%          | 0%               |
| -   | 10,841  | 10,659    | 2101   | 57      | 4     | 182     | 0            | 35           | 98.32%        | 19.71%    | 2.71%      | 7.02% | 1.68%       | 0.33%            |

## Learnings and Next Steps:

- From an aggregate of AI images vs. Stock images, neither Stock or AI outperformed the other in terms of clicks (default to social learnings).
- Email #2 resulted in the highest CVR rate from a singular, email view - continue testing in various email campaigns against evergreen messaging.
- Emails #4 & #5 resulted in similar CVR rates - compare “engaging” and “supplemental” message tests from other channels to decide on best performance.
  - Email #4 & #5 both include case study resources towards the bottom of the body copy & contained hero gifs with rotating text overlay.
- The highest performing subject line in terms of open rates was “Engaging Training for Your Hands-On Team” (Email #4).

# Email - A/B & Split Tests



| Subject Line   | Sent           | Delivered      | Opened        | Clicked      | Deals | Bounced      | Spam Reports | Unsubscribed | Delivery Rate | Open Rate    | Click Rate  | CVR  | Bounce Rate  | Unsubscribe Rate |
|--|----------------|----------------|---------------|--------------|-------|--------------|--------------|--------------|---------------|--------------|-------------|------|--------------|------------------|
| <b>Baseline Email Campaign Metrics across Row 2 to Compare the Below Metrics to:</b> | <b>183,464</b> | <b>182,321</b> | <b>32,887</b> | <b>2,040</b> |       | <b>1,143</b> | <b>8</b>     | <b>8,146</b> | <b>99.4%</b>  | <b>18.0%</b> | <b>1.1%</b> |      | <b>0.62%</b> | <b>4.47%</b>     |
| <b>Email Name (A/B Test Unsung Emails)</b>   | -              | -              | -             | -            | -     | -            | -            | -            | -             | -            | -           | -    | -            | -                |
| Introducing: Your New Sidekick Training Partner                                      | 518            | 507            | 89            | 6            | 1     | 39           | 0            | 7            | 98%           | 18%          | 7%          | 17%  | 8%           | 1%               |
| Introducing: Your New Supplemental Training Partner                                  | 530            | 513            | 75            | 4            | 0     | 17           | 0            | 3            | 97%           | 15%          | 5%          | 0%   | 3%           | 1%               |
| Engaging Training for Your Hands-On Team   | 354            | 347            | 88            | 1            | 1     | 22           | 0            | 8            | 98%           | 25%          | 1%          | 100% | 6%           | 2%               |
| Heroic Training for Your Hands-On Team   | 378            | 366            | 95            | 5            | 0     | 12           | 0            | 3            | 97%           | 26%          | 5%          | 0%   | 3%           | 1%               |
| Supplement Your Skilled Trades Training  | 368            | 359            | 95            | 4            | 1     | 26           | 0            | 3            | 98%           | 26%          | 4%          | 25%  | 7%           | 1%               |
| Your Sidekick for Skilled Trades Training  | 371            | 361            | 89            | 2            | 0     | 10           | 0            | 0            | 97%           | 25%          | 2%          | 0%   | 3%           | 0%               |
|  |                |                |               |              |       |              |              |              |               |              |             |      |              |                  |
| <b>Email Name (Split Test Unsung Emails)</b>   | -              | -              | -             | -            | -     | -            | -            | -            | -             | -            | -           | -    | -            | -                |
| Advancing Heroic Skill Sets 🤖  | 1,272          | 1,260          | 236           | 5            | 1     | 12           | 0            | 1            | 99%           | 19%          | 2%          | 20%  | 1%           | 0%               |
| Advancing Heroic Skill Sets 🤖  | 1,326          | 1,300          | 216           | 3            | 0     | 26           | 0            | 2            | 98%           | 17%          | 1%          | 0%   | 2%           | 0%               |
| So, You Think You're a Hero?   | 1,225          | 1,213          | 200           | 4            | 0     | 12           | 0            | 4            | 99%           | 16%          | 2%          | 0%   | 1%           | 0%               |
| So, You Think You're a Hero?   | 1,271          | 1,245          | 192           | 4            | 0     | 26           | 0            | 2            | 98%           | 15%          | 2%          | 0%   | 2%           | 0%               |
| Cut Callbacks & Supplement Your Training   | 983            | 960            | 205           | 7            | 0     | 23           | 0            | 2            | 98%           | 21%          | 3%          | 0%   | 2%           | 0%               |
| Cut Callbacks & Welcome Your Sidekick  | 947            | 938            | 217           | 4            | 0     | 9            | 0            | 4            | 99%           | 23%          | 2%          | 0%   | 1%           | 0%               |

## Learnings and Next Steps:

- From an aggregate, of A/B tests containing “Sidekick” vs. “Supplement/al” neither test won in terms of clicks or opens. Validate through other platforms and future tests.
- From an aggregated, “Hero” and “Sidekick” subject lines resulted in 37% CVR while “Engaging” and “Supplement” resulted in a 125% CVR. Validate through other platforms and future tests.
- Our email lists have a higher bounce rate than usual, this can be tackled by validating email addresses (Unknown Users) and removing less-engaged contacts.

# Paid Search



# Paid Search - All-In by Industry



Overall Search Performance: Total Summer  
Filtered for only KW with 200+ Impressions

| Industry KEY | SUM of Impr. | SUM of Clicks | SUM of Conversions | SUM of Cost  | CTR | CVR | CPA      |
|--------------|--------------|---------------|--------------------|--------------|-----|-----|----------|
| Brand        | 26,388       | 5,575         | 246                | \$20,183.55  | 21% | 4%  | \$81.96  |
| Electrical   | 225,825      | 10,975        | 463                | \$24,699.18  | 5%  | 4%  | \$53.32  |
| General      | 34,299       | 2,689         | 131                | \$5,946.93   | 8%  | 5%  | \$45.43  |
| HVAC         | 475,689      | 13,803        | 971                | \$48,436.54  | 3%  | 7%  | \$49.90  |
| MultiFamily  | 26,954       | 1,393         | 46                 | \$11,418.12  | 5%  | 3%  | \$250.51 |
| Plumbing     | 23,277       | 1,677         | 57                 | \$13,468.64  | 7%  | 3%  | \$238.26 |
| Solar        | 9,764        | 1,079         | 24                 | \$4,156.10   | 11% | 2%  | \$172.74 |
| Grand Total  | 822,233      | 37,191        | 1,937              | \$128,309.06 | 5%  | 5%  | \$66.23  |

# Paid Search - All-In Performance



| CTR    | Imp   | CVR   | CPA  |
|--------|---|---|--|
| June   | <ul style="list-style-type: none"><li>heating cooling and ventilation</li><li>hvac fundamentals</li><li>hvac training</li></ul>         | <ul style="list-style-type: none"><li>hvac degree</li><li>air conditioning license</li><li>electrician software</li></ul>                           | <ul style="list-style-type: none"><li>hvac degree (\$3.87)</li><li>air conditioning license (\$5.05)</li><li>hvac maintenance training (\$9.27)</li></ul>  |
| July   | <ul style="list-style-type: none"><li>heating cooling and ventilation</li><li>electrician certification</li><li>hvac training</li></ul> | <ul style="list-style-type: none"><li>heating and air conditioning maintenance</li><li>virtual hvac training</li><li>electrician software</li></ul> | <ul style="list-style-type: none"><li>heating and air conditioning maintenance (\$13.57)</li><li>air conditioning training courses (\$13.14)</li><li>electrician trade school (\$9.58)</li></ul> |
| August | <ul style="list-style-type: none"><li>heating cooling and ventilation</li><li>electrician certification</li><li>hvac training</li></ul> | <ul style="list-style-type: none"><li>hvac degree</li><li>hvac training software</li><li>plumbing curriculum</li></ul>                              | <ul style="list-style-type: none"><li>hvac degree (\$13.77)</li><li>electrician programs (\$17.55)</li><li>plumbing curriculum (\$13.17)</li></ul>   |



# Paid Search - All-In Performance - What does it mean??



- HVAC keywords are getting our brand the most visibility during the summer
  - 1 out of 8 was related to Electrical
- Apart from “HVAC”, keywords containing “software”, “virtual”, or “air conditioning” had the highest conversion rates
- Apart from “HVAC”, keywords containing “license” and “degree” had our most efficient CPAs

## Action Items:

- Incorporate more “virtual” language into marketing collateral
- “Air conditioning” – Investigate if we should stray from just saying “HVAC” and include more diverse language
- “Software”, “License”, and “Degree” – investigate whether or not we should be using this more



# Organic Social



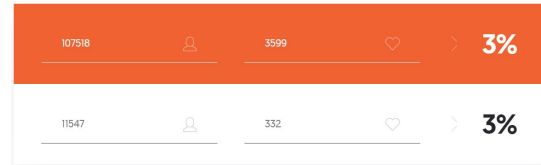
# Social - Unsung Heroes Campaign



| Overall Benchmark vs Unsung Heroes |             |                     |                 |
|------------------------------------|-------------|---------------------|-----------------|
|                                    | Impressions | Engagements         | Engagement Rate |
| Overall Benchmark                  | 107518      | 3599                | 3.35%           |
| Unsung Heroes                      | 11,547      | 332                 | 2.88%           |
|                                    |             | Overall Performance | -16%            |

## Social Learnings from a Higher-Level

1. Unsung's engagement rate had a -16% difference in comparison to the overall social benchmark with a 100% certainty
  - a. This campaign consisted of a lot of reels on FB and IG, which may have led to an increased amount of impressions



### Your test results

Test "A" converted 17% better than Test "B".  
I am 100% certain that the changes in Test "A" will improve your conversion rate.

Your A/B test is statistically significant!

# Social - Top Posts



## Most Impressions/Engagements

| Impressions | Engagements | Eng. Rate |
|-------------|-------------|-----------|
| 2,891       | 77          | 2.66%     |

Whether enjoying a front yard water park or the simple desire for a warm shower, plumbers play a vital role in shaping every water-filled experience. To our unsung heroes, we thank you!

#PlumbingHeroes #UnsungPlumbers #UnsungHeroes  
#InterplayLearning



## Highest Engagement Rate

| Impressions | Engagements | Eng. Rate |
|-------------|-------------|-----------|
| 1484        | 73          | 4.92%     |

Day in & day out, your dedication to the trade stands tall. From your training sidekick to our unsung heroes – we see you & thank you.  
<https://bit.ly/46LXOmy>



## Social - Top Platform/Top Post Learnings

| Platform | Impressions | Engagement | Eng. Rate |
|----------|-------------|------------|-----------|
| FB       | 6894        | 63         | 0.91%     |
| IG       | 6877        | 145        | 2.11%     |
| Linkedin | 4,727       | 270        | 5.71%     |

### Learnings

- FB and IG produce the highest impressions, while Linkedin produces the most engagement

### Action Items:

- Continue testing repurposed Interplay footage with different captions, music, and imagery to see if we can increase the amount of engagements
- Continue utilizing AI generate imagery, while testing to see what wording performs best in the image and caption

# New Channels



## Overview

- Goal = brand awareness
- Creative: Garage Band, Third Date, Backyard Water Park
- Run time:
  - Round 1 = test and learn for audience; 6/27 - 7/27
  - Round 2 = more specific audience; 9/01 - 10/01
- Total Spend: \$6,000



# Hulu - High Level Performance



## Creative Performance

|             | Impressions | CPM     |
|-------------|-------------|---------|
| Third Date  | 156,805     | \$28.74 |
| Water Park  | 156,947     | \$28.76 |
| Garage Band | 155,738     | \$28.74 |
|             | 469,490     | \$28.75 |

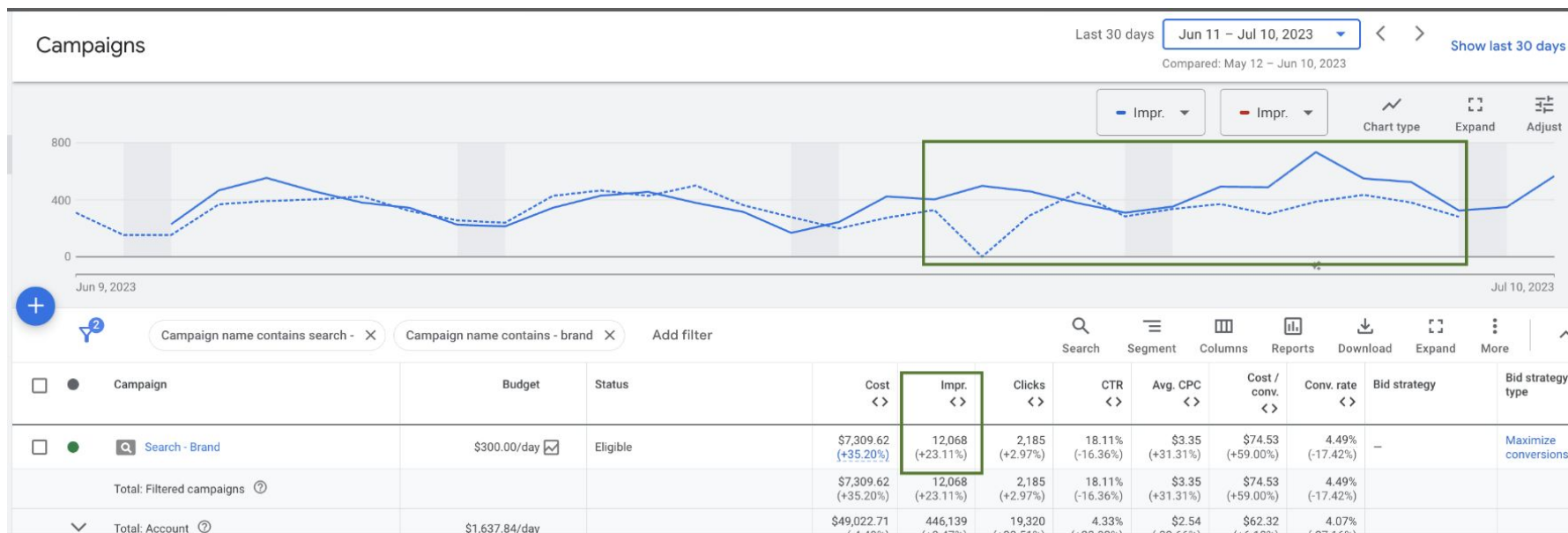
## Audience Takeaways

| States w/ Lowest CPMs | Audiences w/ Lowest CPMs                           | Genres w/ Lowest CPMs |
|-----------------------|--|-----------------------|
| CA                    | Behavior   In-Market   Home Improvement            | Comedy                |
| FL                    | Interest   Food & Drink   Fast Food                | Drama                 |
| OH                    | Interest   Food & Drink   Quick Service Restaurant |                       |
| PA                    | Interest   Food & Drink   Casual Fast Dining       |                       |
| TX                    |  |                       |

# Hulu Round 1 - Impact



- Saw +23% lift in Search Brand Impressions around launch day
- Slight lift in Clicks, no lift in Conversions
- This did not sustain for the entirety of the campaign





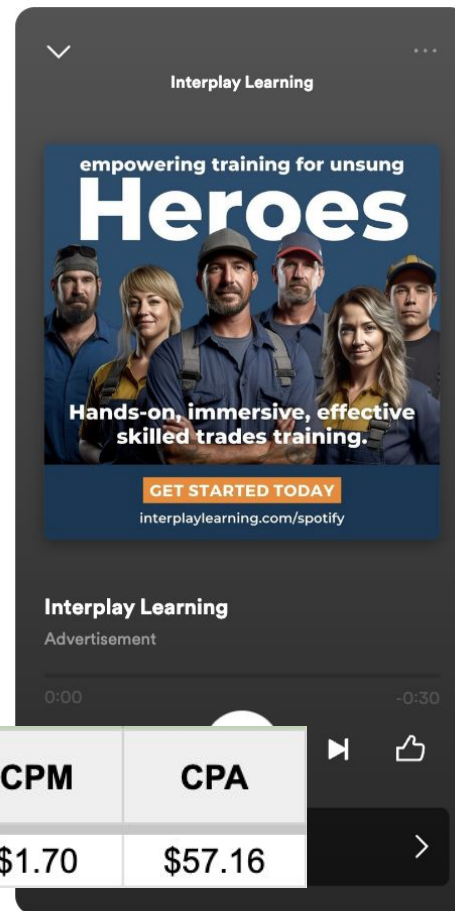
## Overview

- Goal = brand awareness
- Creative: (+ Audio)
- Run time:
  - Round 1 = July 6 - August 6
  - Round 2 = August 18 - September 18
- Total Spend: \$2,986.19

## Impact:

- Slight lift in branded search but not significant
- Slight lift in MQLs but no proof that is from Spotify

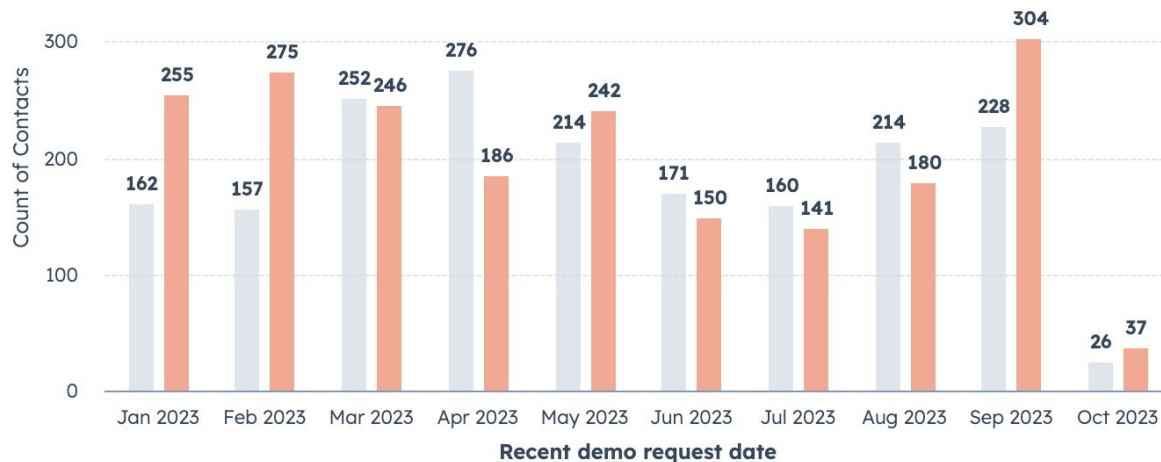
| Impressions | Reach   | Frequency | Clicks | CTR   | Spend      | CPM    | CPA     |
|-------------|---------|-----------|--------|-------|------------|--------|---------|
| 873,637     | 356,298 | 2         | 207    | 0.02% | \$1,486.19 | \$1.70 | \$57.16 |



# Spotify & Hulu Round 2 - Impact



- There has been a lift across the board in MQLs
- There are definitely other factors contributing to this:
  - Seasonality, Meta optimization, PMax launches for paid
- 15% of this overall spike is coming from “Direct”
- +124% lift MoM in Direct attribution



# Hulu & Spotify - What does it mean??



- We still have a lot to learn when it comes to knowing what channels work for us and what don't
- We can keep testing new mediums but we need better tracking to evaluate success