CAMPAIGN OVERVIEW

Client:
Society for Industrial and Applied Mathematics (SIAM)

Campaign:
Moody’s Mega Math Challenge (M3)

Campaign Dates:
November 14, 2016 through February 15, 2017

Campaign Objective:
Registrations for the M3 Challenge, a mathematical modeling contest for high school juniors and seniors

Target Audiences:
• High School Juniors and Seniors
• High School Math Teachers
• Parents of High School Students
CAMPAIGN SUMMARY

Results:
This campaign generated a total of 407 registrations, which accounts for 28% of the total Moody’s Mega Math Challenge registrations.

A majority of these registrations can be credited to the Facebook Students segment.

<table>
<thead>
<tr>
<th>Flight 1 Registrations</th>
<th>108</th>
<th>Display Registrations</th>
<th>37</th>
<th>Parents Registrations</th>
<th>41</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight 2 Registrations</td>
<td>213</td>
<td>Facebook Registrations</td>
<td>366</td>
<td>Students Registrations</td>
<td>322</td>
</tr>
<tr>
<td>Flight 3 Registrations</td>
<td>86</td>
<td>Pre-Roll Registrations</td>
<td>4</td>
<td>Teachers Registrations</td>
<td>44</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>407</td>
<td><strong>Total</strong></td>
<td>407</td>
<td><strong>Total</strong></td>
<td>407</td>
</tr>
</tbody>
</table>

Last Year’s Registrations (Digital): 218
This Year’s Registrations (Digital): 407

Percentage Increase (YOY): 187%
Moody’s Mega Math Challenge
Performance Overview
FACEBOOK

Flight 1:

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Registrations</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 Facebook - Parents</td>
<td>1,555,388</td>
<td>794</td>
<td>0.05%</td>
<td>2</td>
<td>$2,800.00</td>
</tr>
<tr>
<td>M3 Facebook - Students</td>
<td>887,137</td>
<td>2,742</td>
<td>0.31%</td>
<td>83</td>
<td>$2,260.00</td>
</tr>
<tr>
<td>M3 Facebook - Teachers</td>
<td>1,254,047</td>
<td>983</td>
<td>0.08%</td>
<td>10</td>
<td>$1,700.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,696,572</strong></td>
<td><strong>4,519</strong></td>
<td><strong>0.12%</strong></td>
<td><strong>95</strong></td>
<td><strong>$6,760.00</strong></td>
</tr>
</tbody>
</table>

Flight 2:

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Registrations</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 Facebook - Parents</td>
<td>1,462,690</td>
<td>1,240</td>
<td>0.08%</td>
<td>23</td>
<td>$2,600.00</td>
</tr>
<tr>
<td>M3 Facebook - Students</td>
<td>1,583,551</td>
<td>4,955</td>
<td>0.31%</td>
<td>160</td>
<td>$7,500.00</td>
</tr>
<tr>
<td>M3 Facebook - Teachers</td>
<td>1,567,042</td>
<td>1,089</td>
<td>0.07%</td>
<td>15</td>
<td>$3,700.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,613,283</strong></td>
<td><strong>7,284</strong></td>
<td><strong>0.16%</strong></td>
<td><strong>198</strong></td>
<td><strong>$13,800.00</strong></td>
</tr>
</tbody>
</table>

Flight 3:

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Registrations</th>
<th>Spend to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 Facebook - Parents</td>
<td>53,066</td>
<td>93</td>
<td>0.18%</td>
<td>11</td>
<td>$250.00</td>
</tr>
<tr>
<td>M3 Facebook - Students</td>
<td>196,990</td>
<td>305</td>
<td>0.15%</td>
<td>48</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>M3 Facebook - Teachers</td>
<td>50,429</td>
<td>117</td>
<td>0.23%</td>
<td>14</td>
<td>$250.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300,485</strong></td>
<td><strong>515</strong></td>
<td><strong>0.17%</strong></td>
<td><strong>73</strong></td>
<td><strong>$1,500.00</strong></td>
</tr>
</tbody>
</table>

Top Registrations by State (Last 30 Days):

<table>
<thead>
<tr>
<th>State</th>
<th>Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Jersey</td>
<td>55</td>
</tr>
<tr>
<td>New York</td>
<td>26</td>
</tr>
<tr>
<td>Connecticut</td>
<td>18</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>16</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>16</td>
</tr>
<tr>
<td>Washington</td>
<td>14</td>
</tr>
<tr>
<td>California</td>
<td>13</td>
</tr>
<tr>
<td>Georgia</td>
<td>12</td>
</tr>
<tr>
<td>Illinois</td>
<td>9</td>
</tr>
<tr>
<td>North Carolina</td>
<td>9</td>
</tr>
</tbody>
</table>

Additional Metrics:

- Average CPM: $2.56
- Post Reactions: 945
- Post Shares: 603
- Page Likes: 876
**Display**

**Flight 1:**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Registrations</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 Display - Parents</td>
<td>1,075,770</td>
<td>1,071</td>
<td>0.10%</td>
<td>2</td>
<td>$4,250.00</td>
</tr>
<tr>
<td>M3 Display - Students</td>
<td>1,301,541</td>
<td>1,314</td>
<td>0.10%</td>
<td>9</td>
<td>$5,190.00</td>
</tr>
<tr>
<td>M3 Display - Teachers</td>
<td>1,120,347</td>
<td>1,184</td>
<td>0.11%</td>
<td>2</td>
<td>$4,600.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,497,658</strong></td>
<td><strong>3,569</strong></td>
<td><strong>0.10%</strong></td>
<td><strong>13</strong></td>
<td><strong>$14,040.00</strong></td>
</tr>
</tbody>
</table>

**Flight 2:**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Conversions</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 Display - Parents</td>
<td>691,837</td>
<td>664</td>
<td>0.10%</td>
<td>-</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>M3 Display - Students</td>
<td>1,024,593</td>
<td>1,166</td>
<td>0.11%</td>
<td>11</td>
<td>$4,300.00</td>
</tr>
<tr>
<td>M3 Display - Teachers</td>
<td>834,349</td>
<td>1,032</td>
<td>0.12%</td>
<td>-</td>
<td>$3,500.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,550,779</strong></td>
<td><strong>2,862</strong></td>
<td><strong>0.11%</strong></td>
<td><strong>11</strong></td>
<td><strong>$10,300.00</strong></td>
</tr>
</tbody>
</table>

**Flight 3:**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Conversions</th>
<th>Spend to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 Display - Parents</td>
<td>62,991</td>
<td>22</td>
<td>0.03%</td>
<td>2</td>
<td>$250.00</td>
</tr>
<tr>
<td>M3 Display - Students</td>
<td>238,242</td>
<td>162</td>
<td>0.07%</td>
<td>10</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>M3 Display - Teachers</td>
<td>66,475</td>
<td>21</td>
<td>0.03%</td>
<td>1</td>
<td>$250.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>367,708</strong></td>
<td><strong>205</strong></td>
<td><strong>0.06%</strong></td>
<td><strong>13</strong></td>
<td><strong>$1,500.00</strong></td>
</tr>
</tbody>
</table>

Display advertisements are banner ads that are shown to targeted users on various websites.
Pre-Roll advertisements are videos that are shown to targeted users on various websites; they play before the content a user has selected.

### Flight 1:

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Registrations</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 Pre-Roll - Parents</td>
<td>98,294</td>
<td>1,254</td>
<td>1.28%</td>
<td>-</td>
<td>$2,150.00</td>
</tr>
<tr>
<td>M3 Pre-Roll - Students</td>
<td>119,808</td>
<td>847</td>
<td>0.71%</td>
<td>-</td>
<td>$2,600.00</td>
</tr>
<tr>
<td>M3 Pre-Roll - Teachers</td>
<td>93,373</td>
<td>956</td>
<td>1.02%</td>
<td>-</td>
<td>$2,050.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>311,475</strong></td>
<td><strong>3,057</strong></td>
<td><strong>0.98%</strong></td>
<td>-</td>
<td><strong>$6,800.00</strong></td>
</tr>
</tbody>
</table>

### Flight 2:

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Registrations</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 Pre-Roll - Parents</td>
<td>93,634</td>
<td>879</td>
<td>0.94%</td>
<td>1</td>
<td>$1,960.00</td>
</tr>
<tr>
<td>M3 Pre-Roll - Students</td>
<td>113,385</td>
<td>934</td>
<td>0.82%</td>
<td>1</td>
<td>$2,420.00</td>
</tr>
<tr>
<td>M3 Pre-Roll - Teachers</td>
<td>93,447</td>
<td>787</td>
<td>0.84%</td>
<td>2</td>
<td>$1,920.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300,466</strong></td>
<td><strong>2,600</strong></td>
<td><strong>0.87%</strong></td>
<td><strong>4</strong></td>
<td><strong>$6,300.00</strong></td>
</tr>
</tbody>
</table>
TrueView advertisements are videos that are shown to targeted users on YouTube; users have the option of skipping a video after 5 seconds.

**Flight 1:**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Registrations</th>
<th>Video Played to 100%</th>
<th>Video Completes</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 TrueView - Parents</td>
<td>87,421</td>
<td>-</td>
<td>26.68%</td>
<td>23,328</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>M3 TrueView - Students</td>
<td>94,168</td>
<td>-</td>
<td>26.68%</td>
<td>25,122</td>
<td>$2,600.00</td>
</tr>
<tr>
<td>M3 TrueView - Teachers</td>
<td>79,435</td>
<td>-</td>
<td>25.79%</td>
<td>20,483</td>
<td>$2,050.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>261,024</strong></td>
<td>-</td>
<td><strong>26.41%</strong></td>
<td><strong>68,933</strong></td>
<td><strong>$6,650.00</strong></td>
</tr>
</tbody>
</table>

**Flight 2:**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Registrations</th>
<th>Video Played to 100%</th>
<th>Video Completes</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 TrueView - Parents</td>
<td>42,053</td>
<td>-</td>
<td>26.89%</td>
<td>11,308</td>
<td>$1,050.00</td>
</tr>
<tr>
<td>M3 TrueView - Students</td>
<td>38,591</td>
<td>-</td>
<td>27.12%</td>
<td>10,466</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>M3 TrueView - Teachers</td>
<td>50,309</td>
<td>-</td>
<td>26.24%</td>
<td>13,201</td>
<td>$1,200.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>130,953</strong></td>
<td>-</td>
<td><strong>26.71%</strong></td>
<td><strong>34,975</strong></td>
<td><strong>$3,450.00</strong></td>
</tr>
</tbody>
</table>

YOUTUBE TRUEVIEW
### MOBILE GEO-FENCE

#### Flight 1:

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Registrations</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 Geo-Fence - Parents</td>
<td>117,948</td>
<td>142</td>
<td>0.12%</td>
<td>-</td>
<td>$800.00</td>
</tr>
<tr>
<td>M3 Geo-Fence - Students</td>
<td>173,890</td>
<td>209</td>
<td>0.12%</td>
<td>-</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>M3 Geo-Fence - Teachers</td>
<td>105,224</td>
<td>100</td>
<td>0.09%</td>
<td>-</td>
<td>$750.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>397,062</strong></td>
<td><strong>450</strong></td>
<td><strong>0.11%</strong></td>
<td>-</td>
<td><strong>$2,750.00</strong></td>
</tr>
</tbody>
</table>

#### Flight 2:

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Registrations</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3 Geo-Fence - Parents</td>
<td>169,142</td>
<td>196</td>
<td>0.12%</td>
<td>-</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>M3 Geo-Fence - Students</td>
<td>525,598</td>
<td>569</td>
<td>0.11%</td>
<td>-</td>
<td>$3,550.00</td>
</tr>
<tr>
<td>M3 Geo-Fence - Teachers</td>
<td>334,496</td>
<td>357</td>
<td>0.11%</td>
<td>-</td>
<td>$2,400.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,029,236</strong></td>
<td><strong>1,123</strong></td>
<td><strong>0.11%</strong></td>
<td>-</td>
<td><strong>$7,150.00</strong></td>
</tr>
</tbody>
</table>

For this strategy, we selected a group of several hundred carefully selected CA schools and targeted mobile devices in close proximity to these areas. We did this to create buzz in these schools. We are confident this raised awareness and excitement around the campaign; users who did convert likely completed the registration on their computer instead of their phone.
Moody’s Mega Math Challenge
Creative Asset Overview
Facebook Creatives

Flights 1 & 2
November 14, 2016 – February 10, 2017
Moody’s Mega Math Challenge
Sponsored •
Attention parents! Grade 11-12 math students can register a team today for a chance at $150,000 in scholarships! Form a team of 3-5 students with one teacher-coach and submit a solution to an open-ended math modeling problem. It’s that simple.

Supercharge their resume!
Have your child improve their resume by entering the M3 Math Challenge today. Participation is free and entirely internet-based. Visit our site for more details.
M3CHALLENGE.SIAM.ORG

Moody’s Mega Math Challenge
Sponsored •
Attention parents! Grade 11-12 math students can register a team today for a chance at $150,000 in scholarships! Form a team of 3-5 students with one teacher-coach and submit a solution to an open-ended math modeling problem. It’s that simple.

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M3CHALLENGE.SIAM.ORG
STUDENTS

Moody’s Mega Math Challenge
Sponsored

Register your team today for your chance at $150,000 in scholarships! Form a team of 3-5 students with one teacher-coach and submit a solution to an open-ended modeling problem. It’s that simple.

Good at Math? Prove it.
High school juniors and seniors: Participation is free and entirely internet-based. View our site for more details.
M3CHALLENGE.SIAM.ORG

Sign Up

Like
Comment
Share
High school teachers! Get your students to form a team of 3-5 with one teacher-coach to submit a solution to an open-ended modeling problem. It's that simple.

Engage Your Students!
Applied math contest for high school juniors and seniors. Visit our site for more details.

M3CHALLENGE.SIAM.ORG

$150,000 IN SCHOLARSHIPS TO BE WON

Moody’s Mega Math Challenge
Sponsored

Engage Your Students!
m3challenge.siam.org
High school teachers! Get your students to form a team of 3-5 with one teacher-coach to submit a solution to an open-ended modeling problem. It's that simple.
Facebook Creatives

Flights 2 and 3
February 11, 2017 – February 15, 2017
Attention parents! Grade 11-12 math students can register a team today for a chance at $150,000 in scholarships! Form a team of 3-5 students with one teacher-coach and submit a solution to an open-ended math modeling problem. It's that simple.
STUDENTS

Moody's Mega Math Challenge

Register your team today for your chance at $150,000 in scholarships! Form a team of 3-5 students with one teacher-coach and submit a solution to an open-ended modeling problem. It’s that simple.

Registration Ends Soon!
$150,000 in scholarships available! Must enter by contest by 2/17.
M3CHALLENGE.SIAM.ORG

Only a few days left to register!

Moody's Mega Math Challenge

Register your team today for your chance at $150,000 in scholarships! Form a team of 3-5 students with one teacher-coach and submit a solution to an open-ended modeling problem. It’s that simple.

Registration Ends Soon!
$150,000 in scholarships available! Must enter by contest by 2/17.
M3CHALLENGE.SIAM.ORG
High school teachers! Get your students to form a team of 3-5 with one teacher-coach to submit a solution to an open-ended modeling problem. It's that simple.

Registration Ends Soon!
$150,000 in scholarships available! Must enter by contest by 2/17.

m3challenge.siam.org

Sign Up
Display Creatives

Flights 1 & 2
November 14, 2017 – February 10, 2017
PARENTS

**Supercharge Your Child’s Resume!**
Plus $150,000 in scholarships

**Prep Your Child for College & Beyond!**
Plus $150,000 in scholarships

**Is Your Student Good at Math?**
Earn part of $150,000 in scholarships
SUPERCHARGE YOUR RESUME!
Plus $150,000 in scholarships available

Moody’s Mega Math Challenge
Team-based
Free to Participate

REGISTER NOW!

PREP YOURSELF FOR COLLEGE & BEYOND!
Plus $150,000 in scholarships available

Moody’s Mega Math Challenge
Team-based
Free resources & participation

REGISTER NOW!

GOOD AT MATH? PROVE IT.
$150,000 in scholarships available

Moody’s Mega Math Challenge
Team-based
Free to Participate

REGISTER NOW!
TEACHERS

SUPERCHARGE YOUR STUDENTS’ RESUMES!
Plus $150,000 in scholarships

Moody’s Mega Math Challenge®
Team-based
Free to Participate

REGISTER NOW!

PREP YOUR STUDENTS TO BE WORLD CHANGERS
FREE resources to get started!

Moody’s Mega Math Challenge®
Team-based
Free to Participate

REGISTER NOW!

ENGAGE YOUR STUDENTS!
Plus $150,000 in scholarships

Moody’s Mega Math Challenge®
Team-based
Free to Participate

REGISTER NOW!
Display Creatives

Flight 2
January 2, 2017 – February 10, 2017
PARENTS
STUDENTS
TEACHERS

Have your students compete for a chance to WIN SCHOLARSHIP MONEY

REGISTER NOW!
Display Creatives

Flights 2 & 3
February 11, 2017 – February 15, 2017
ALL TACTICS
Top Display Creatives

Flights 1 - 3
November 14, 2016 – February 15, 2017
TOP PERFORMING CREATIVES

Parents

Size: 320x50
Impressions: 191,153
CTR: 0.17%
Registrations: 2

Teachers

Size: 300x50
Impressions: 176,633
CTR: 0.18%
Registrations: 9

Students

Size: 320x50
Impressions: 217,812
CTR: 0.19%
Registrations: 9
Landing Pages
PARENTS

Moody’s Mega Math Challenge

MOODY’S MEGA MATH (M³) CHALLENGE 2017
$150,000 In Scholarship Money Awarded

Talk to your son or daughter about participating in the M³ Challenge! Students compete against other teams from around the country for a chance to earn money for college and to ramp up those resumes. Free to participate.

REGISTER TODAY

**Re-purposed from 2016**
STUDENTS

Moody's Mega Math Challenge

MOODY’S MEGA MATH (M³) CHALLENGE 2017
$150,000 In Scholarship Money Awarded

Accept the challenge and register your team today! Compete against other students from around the country for your chance to win scholarship money and step up your resume. Free to participate.

REGISTER TODAY

**Re-purposed from 2016**
TEACHERS

Moody’s Mega Math Challenge

MOODY’S MEGA MATH (M³) CHALLENGE 2017
$150,000 In Scholarship Money Awarded

Put together a team of 3-5 students and register for the M³ Challenge! This is your students’ chance to compete against other high school teams from all over the country to solve real-world issues with mathematical models. Free to participate.

REGISTER YOUR TEAM TODAY

**Re-purposed from 2016**
Domains & Screenshots
DOMAIN EXAMPLES

This campaign served impressions on the following domains.

CNN
ESPN
msn
NASDAQ
Yahoo!
The New York Times
The Washington Post
Todd McShay's guide to every combine drill

The drills at the NFL combine boil down to two questions: Do the measurables mesh with the film? And which players triggered red flags with their results? From the 40 to the bench press, here are the numbers to know for each drill.

40-yard dash tests more than just speed

By the time players run the 40-yard dash, they’re worn down from the NFL combine gauntlet, which makes the pressure to perform all that much more daunting.

Eagles win the coin toss and will pick 14th in this year’s NFL draft. Colts will pick 15th. The Eagles’ pick is the one they acquired from the Vikings in the Sam Bradford trade.

Dan Graziano, ESPN Staff Writer
PREP YOUR CHILD FOR COLLEGE & BEYOND!
Plus $150,000 in scholarships

Why Do Seats and Tray Tables Have to be in the Upright Position For...
Inexpensive
Amazing images of the Eiffel Tower show its construction over time...
Business Insider
The World's 7 Wonders Need to be on Your Bucket List
Inexpensive

Where to See 2017's Total Solar Eclipse
U.S. News & World Report
These Retro Amtrak Photos from the '70s Are Just Amazing
Houzz Beautiful
20 awesome things to do in Hawaii
The Active Times
10 Best Destinations to Travel to Over Spring Break

Breath-taking photos of wildlife

Video

Check Out Beautiful Sonar Images of the Seafloor Near Hawaii
Wired
Rescued Sea Turtle Returns To Ocean Amid Sea Of Animal Lovers Cheering...
Inside Edition
NASA Captures Image Of
Mount Etna Eruption:
Fed Chief Sees Rate Increase in March, Earlier Than Expected

By SYLVIA W. ATTARD

7 minutes ago

Janet L. Yellen, the Federal Reserve chairwoman, said Friday that the Fed is likely to raise its benchmark interest rate this month.

The declaration, in a speech in Chicago, followed mounting signals that the central bank had accelerated its timetable.

WASHINGTON

Republicans Resist Calls for Inquiry Into Russia Ties

By WASH.Post

Republicans have not budged from their opposition to a special bipartisan investigation into Russian meddling in the election. With a majority in Congress, they have the power to stop one.

Sessions Recuses Himself From Russia Investigation

By MARIE HENDERSON and ERIC LENDER

The attorney general's announcement came after a day of rapid-fire developments in a murky affair that has

What I Wish I'd Known at Your Age: Retirees' Advice to the Young

A group of journalism students asked a group of retirees about their work life, how they should plan for later life, and what all those years in hindsight.

Support the mission of The Times.

SPONSOR A STUDENT SUBSCRIPTION TODAY.

The Opinion Pages

Public Lands in Private Hands?
By JENNIFER TITUS

If Ryan Zinke, the new interior secretary, believes in preservation, let him prove it.

• Editorial: Jeff Sessions Had No Choice
• Border: Trumpism at its Best
• Golfer: Trump's Crony
• Kagan: Goodbye Somin, Hello Raw Stakelum
• Lemberg: Sessions Violated His Oath
• Egan: Accidental Renaissance
• Tony Blair: Against Populism, the Center Must Hold
• Paul Ryan's 'Freedom'
• Sessions Needs to Go

Sunday Review

How Donald Trump Wins by Loving
By ROBERT WILSON

He has waged almost continuous warfare against his critics. The result: more people are paying attention to the president than ever.

• From Raising Consciousness to Raising Hell

TAKING THE DAILY

How to Tell a Secret in the Digital Age

THE CROSSWORD

Play Today's Puzzles
Debrief

Trump’s presidency can’t shake Russia’s shadow

The Jeff Sessions saga placed President Trump in the position, for a second time, of vouching for one of his top appointees who has been caught not telling the full truth about conversations with Moscow’s top man in Washington.

By Karen Tumulty

‘A witch hunt’: Moscow blames anti-Russian hysteria for Sessions’s plight

The Kremlin’s reaction pretty much mirrors that of President Trump’s after Attorney General Jeff Sessions recused himself from any investigations into alleged Russian interference in the 2016 U.S. presidential election. But there’s a fundamental difference in what Russia and Trump are reacting to.

By David Filipov • 3 hours ago

The Daily 202

What Trump doesn’t want you to see him signing

President Trump is eager to look like a man of action, pulling the levers of government and re-directing the ship of state. With that in mind, it should speak volumes when Trump does not invite camera crews into the Oval Office to film him taking action.

By James Hohmann • 1 hour ago

How Foxconn’s broken promises in Pennsylvania cast doubt on Trump’s jobs plan

The company known for making iPhones in China said it would invest $30 million and hire 500 workers for a new factory in central Pennsylvania. But the factory was never built, and the jobs never came.

By Todd C. Farriet • 3 hours ago

Former journalist arrested, charged with threats against Jewish facilities

Juan Thompson, 31, was charged with cyberstalking for allegedly communicating threats to Jewish Community Centers to harass a woman. Officials said they don’t think Thompson was responsible for all the calls made to Jewish centers nationwide or vandalism at Jewish cemeteries in three states.

By Mark Berman and Matt Zapotosky • 12 minutes ago

Share news tips with us confidentially

Do you have information the public should know? Here are some ways you can securely send information and documents
Website Statistics
GOOGLE ANALYTICS STATS  
Timeframe: November 14, 2016 – February 16, 2017

Average Time on Page: 1:30

Average Pages/Session: 2.45

Users: 58,706

Sessions: 89,867

Page Views: 220,035

New Visitors to Website: 58,106 (out of 89,867 sessions)

YOY Traffic to Website: 143% increase in sessions

Bounce Rate: 55.72%
Recommendations
RECOMMENDATIONS

Channel Review

Facebook
  • Allocate significant budget
  • Highest performing channel
  • More registrations through Facebook alone than last year’s entire digital campaign

Display/Mobile Geo-Fence
  • Mimic budget breakdown from this campaign
  • Acknowledge mobile geo-fence budget is used primarily for awareness
    • Moves users through conversion funnel but is likely to have fewer conversions

Pre-Roll/TrueView
  • Mimic budget breakdown from this campaign
  • CTR and completion rate metrics exceeded industry standards
  • Keep budget fluid across all creative assets
    • New animated creative had lower engagement rates
    • Fluid budget allows for additional performance based optimizations
RECOMMENDATIONS

Channel Introductions

Instagram

- No budget allocated for this year’s campaign
  - This was based on the 2015 findings
  - Performance was below average; therefore we recommended budget elsewhere

- Given the success of this year’s Facebook campaign, we suggest re-testing this strategy next year

Native Advertisements

- Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.
- Budget initially allocated for Flight 2
  - When revising Flight 2 budget, we re-allocated native budget and did not test the channel

- Next year, we recommend allocating budget for Flight 1
  - We moved budget from this channel due to lack of testing/insights from Flight 1
  - Flight 1 learnings would have us better positioned to advise
THANK YOU!