

Audience Segmentation: High -Tech Savvy Young Mothers

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Media buy based on:

- stations rating high for target audience, and then
- based on individual programming indexing highest for target audience. Media cells (women, 20-34) chosen that closely matched target audience range, 18-34.





RDD results (cont.)

Most frequently

info/vaccines

post-test, 32%.

post-test, 17%.

for health

included:

cited media sources

Website, 24% pre-test;

Local TV, 20% pre-test;

National TV, 14% pre-

test; post-test, 11%.

Background

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Mothers of young children have busy

schedules. Most aware that there is a

not always translate into action.

cell use with this audience.

Multi-media campaign held

Trend data from previous studies in

September 28-December 31, 2009.

vaccination schedule, but awareness does

Texas showed increases in Internet and



- 95%. 75% of pre-test respondents have Internet access; post-test, 84%.
- 68% of pre-test respondents saw/heard ads or message about importance of vaccinating children; post-test, 71%.





- Nearly 93% of visitors were from Texas with 1/3 from Houston.
- > Four campaign markets made up 75% of the Texas visitors.
- Baseline rose from 1,088 weekly visitors to 3,705 weekly visitors.
- > Peaked on October 26, 2009, at 4,458 visitors before leveling off.





post-test, 83%.







Campaign objectives

- Primary: To increase the number of woman in selected areas who state that they understand the importance of following the recommended immunization schedule by Dec 31, 2009.
- **Secondary**: To increase the number of woman in selected areas who say they use the recommended schedule by December 31, 2009.

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Positioning

- Single simple message: "Get on the Schedule" to target audience.
- Strategies/tactics chosen for the young tech-savvy moms' busy lifestyles.
- Appropriate media vehicles chosen.



RDD results (cont.)

- Respondents interested in receiving vaccine reminders via: Text messaging, pre-
- test, 30%; post-test, 24%. Voice message, pretest, 31%; post-test,
- 29%. Podcast, pre-test,
- 12%; post-test, 11%.





> Absolute unique visitors followed similar trend and peaked also week of October 26, 2009.

- # of page views doubled from baseline by the first 3 weeks of the campaign. Most visitors viewed 2 pages.
- Note: Indicates most visitors probably used the interactive tools (intent of the campaign).



Target audience

Women, ages 18-34, with one or more children 36 months or younger.

Note: Trend data has shown that this audience has the highest percentage of persons who use new and social media.





Using trend data

Texas focused on using more new and social media tools to reach young techsavvy mothers. This included:

- increasing online presence,
- optimizing website,
- increasing online banner ad purchases, and
- monitoring online results.





RDD results (cont.)

Post-test question results:

- As result of seeing/hearing messages, 40% checked their child's immunization schedule.
- As result of seeing/hearing messages, 35% took their child in for vaccinations.





Google Analytics highlights (cont.)

- > Website had a low bounce rate, suggesting website provided visitors with information or tools expected.
- Majority of visitors stayed on site for 0-10 seconds. Note: This may be explained in that the interactive tools would lead them offsite and to the CDC interactive schedules on the CDC website.





Website Local TV National TV



Markets chosen for testing

National Immunization Survey markets:

- Dallas/Ft. Worth
- o El Paso
- Houston
- San Antonio





Using new strategies based on trend data

Texas used a two-pronged approach to increase # of mothers who keep their children on time with their vaccines.

1. Creative, relevant, and action-driven ads to drive moms to campaign website to use interactive tools.

2. Customized ways to remind moms of the vaccination schedule. Included more interactive tools, provided presence in the social media space.





Audience segmentation: by age

- Used Census data, GIS mapping, to determine top counties for young women, 18-34 years of age
- Total population in Dallas/Ft. Worth, El Paso, Houston, and San Antonio represented more than 65% of the target audience in Texas.





Campaign website interactive tools

Enabled users to:

- sign up for e-mail vaccine reminders,
- b link to CDC interactive immunization scheduler/catch-up scheduler,
- personalize schedules online,
- o send e-cards, e-mail site URL,
- post directly onto social and networking sites, and
- view short web videos for information.





Web design focus group results:

7 panelists: Austin, women, 18-34, with at least one child 36 months or younger.

- Text too wordy (edited text)
- Logo too small (increased size)
- English/Spanish buttons/links too small
- (increased size, added color)
- Need roll-over text (added)
- Keep videos short (videos kept short)

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Online survey methodology

Objectives:

1. To evaluate the customer experience on the campaign website.

Monitor website behavior.

Note: Qualified visitors asked to comment on behavior, goals, thoughts, and attitudes. (N=54)

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Google Analytics highlights (cont.)

- Direct traffic (typing in URL on the browser) accounted for 60% of all traffic vs. 33% referring traffic of which 8% appeared to be banner ads
- Search engines drove about 7% of all traffic.
- High direct traffic appears to be from receiving address from TV ads.





Conclusions

Segmentation works best when combining geographic, gender, age, and psychographics (lifestyle/behavior patterns

- Positioning best done when targeting based on good segmentation.
- Effectiveness/efficiency achieved when media buy/media vehicles based on good positioning and buy done to the programming level.
- Better outcomes with efficient and effective strategies based on proper segmentation





Audience segmentation: by viewing area

Took total population of women, ages 18-34, and laid over corresponding coverage media maps.

Media maps provided station signals coverage for viewership.







Study components

- Random-digit-dial survey
- Focus group on website design
- Online survey
- Google Analytics campaign performance analysis





Four markets (Dallas/Ft. Worth, El Paso, Houston, and San Antonio): Pre-wave: 1,200 households (300 per market)

Post-wave: of 1,200 household (300 per market)

Note: Cell phones included for first time in random-digit-dial survey.





Visitors said they went to website to:

- obtain vaccine reminders,
- sign up for free e-mail reminders,
- print copies of schedules, and
- b learn more about required vaccines.

Note: Majority said they heard about website from TV ads.

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Google Analytics performance

- Google Analytics is a way to track: # of visitors,
- # of pages visited,
- pages visited and for how long,
- # and type of interactive tools used,
- # of returning visitors,
- # and type of referring websites vs. direct traffic to the URL, etc. Baseline was established. Monitoring continued through most of campaign.



For more information

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Sources: Texas Department of State Health Services; U.S. Census; Texas State Data Center; NuStats LLC

