

# Google™ TOOLS FOR UNDERSTANDING AUDIENCE BEHAVIOR

## Spotlight: HPV Vaccination Campaign

### Campaign Planning

#### Objective

Understand audience knowledge, attitudes, beliefs and behaviors concerning the HPV vaccine

#### Google Consumer Surveys

An online market research tool that quickly collects statistically significant survey responses. Organizations can use the data to understand audiences and design effective campaigns.

Question Type  
OPEN ENDED TEXT  
What would you need to know or see to feel comfortable about giving your child the HPV vaccine?



Results for all respondents. Weighted data unavailable for this view. (431 responses). Winner statistically significant.

#### Google Search Data

A report using real-time search data to show the top questions on any topic.

- what is hpv vaccine
- what is the hpv vaccine
- where to get hpv vaccine
- how does the hpv vaccine work
- how long does the hpv vaccine last
- how long does hpv vaccine last
- who should get the hpv vaccine
- what does the hpv vaccine do
- how effective is the hpv vaccine
- what is in the hpv vaccine

### Campaign Launch & Beyond

#### Objective

Measure impact of YouTube & web banner outreach

#### Brand Lift & Search Interest

A syndicated research report to understand the effectiveness of your campaign outreach, including awareness, ad recall & search lift

- 102%** LIFT IN AD RECALL (as measured by surveys)  
Q: Which of the following have you seen online video advertising for recently:  
• HPV You Are The Key  
• ACT Against AIDS  
• Tobacco Free Kids
- 22.8%** LIFT IN AWARENESS (as measured by surveys)  
Q: Which of the following have you heard of:  
• HPV You Are The Key  
• ACT Against AIDS  
• Tobacco Free Kids
- 33.6%** LIFT IN INTEREST (as measured by surveys)  
Keywords sampled:  
• cdc  
• center for disease control  
• hpv  
• hpv vaccine

#### YouTube Analytics

A tool that provides data about audience behavior on a YouTube channel, with information about views, watch time, favorite videos, and more.

