

um Media Performance Report. MyWay+ Next Generation Ticketing System

Transport Canberra and City Services

The Context

Transport Canberra and City Services launched a new ticketing system for MyWay+. The former system was found to be outdated and unable to update to new technology. Therefore, this new system aimed to provide Canberrans an updated, refreshed, and convenient timetabling and flexible payment options to the Canberra community.

Communication Target

This campaign aimed to target Canberrans 16+ both regular and non-public transport users, public transport users, and young people aged 16–21.

The Task

The task for this campaign was divided into four phases. Phase 1 and 2 utilised owned and earned media to target the primary audience. Whereas phase 3 and 4 leveraged paid media to increase awareness of the changes to their ticketing systems. Further, Phase 4 was then divided into phase 4.1 and 4.2, separated by pre and post Christmas campaigns.

Role for Media

The role of the media for phase 3 was to drive awareness and inform Canberra about the new ticketing system. Phase 4.1 and 4.2 aimed to inform the Canberra community about the launch of MyWay+ and encouraged people to visit the Transport Canberra website to download MyWay+ app. The media's role ultimately informed the community of the changes to the current bus structure then showed them how to prepare and learn more.

Budget Implemented- \$117,062.29 (ex GST)

10% of the budget was allocated to phase 3 to create awareness around MyWay+ next-generation ticketing system. The remaining 90% of the budget was allocated to 4.1 and phase 4.2, which aimed to inform the target groups of the launch, preparing them for the change and encouraging them to visit the website.

Implementation Recap

The Myway+ new ticketing system campaign, initially planned for phases 3 and 4, with phase 4 split into pre-Christmas (4.1) and post-Christmas (4.2) subphases and a total budget of \$330,000 (excluding GST), was discontinued after phase 4.1 due to media planning changes. Consequently, the overall media expenditure amounted to \$117,062.52 (excluding GST), and media KPI objectives were revised in the media performance report to reflect realistic achievements based on the implemented activities.

		Implemented										Cancelled					
		MyWay+ is coming Phase 3			MyWay+ Launch Phase 4.1 (Pre Christmas)			Blackout Period				MyWay+ Launch Phase 4.2 (Post Christmas)					
Objective	Channel	10-Nov	17-Nov	24-Nov	1-Dec	8-Dec	15-Dec	22-Dec	29-Dec	5-Jan	12-Jan	19-Jan	26-Jan	2-Feb	9-Feb	16-Feb	23-Feb
Awareness	Social																
Awareness	Radio																
Awareness	Digital Audio																
Awareness	Print																
Traffic	Google Search																
Awareness	OOH																
Awareness	Video																
Traffic	Social																
Awareness	Cinema																
Traffic	Display																
Awareness	Television																

um Campaign highlights



18,944 search clicks delivered versus planned 434 clicks planned, **18,510 more clicks than planned.**



Digital audio over-delivered, achieving 151k completed listens versus the planned 138k, a **9% increase.**



Blis media delivered **35% more clicks.** 576 clicks planned versus 779 clicks delivered.



Meta over-delivered on landing page views by 15%, achieving 1,593 landing page views compared to the planned 1,387.



3 extras shift were delivered as bonus for Human Billboard innovation.

Top media takeaways and optimisations for future campaigns

Consider further innovative approaches to maximise impact.

The campaign effectively utilised out of home human billboard integration to generate impact, assist commuters in downloading the Myway+ app, and address their inquiries. For future campaigns, exploring similar integrations is recommended to add a personalised touch and enhance the achievement of business objectives.

Add additional publishers to maximise reach.

In addition to UM's recommendations of offline placements like bus shelters and posters, exploring further options such as water stencils to target pedestrians and leveraging leading FM radio stations like Mix 106.3 and Hit 104.7 and supermarket radio stations (like Coles radio) to broaden reach is advised.

Incorporate Instagram handle

Integrating Instagram handles into Facebook ads is recommended to leverage cross-platform engagement and enhance brand visibility. By implementing this approach, the campaign can increase audience growth on both platforms, reinforce brand messaging, and improve overall campaign cohesion, ultimately maximising the impact of the advertising budget.



Campaign flighting

	Phase 3				Phase 4.1					Phase 4.2							
	November				December					January				February			
Channel	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
Press		X	X	X	X								X	X		X	X
Social		X	X	X	X	X						X	X	X	X	X	X
Out of Home					X	X						X	X	X	X	X	X
Radio		X	X	X	X	X						X	X	X	X	X	X
Digital Display		X	X	X	X	X						X	X	X	X	X	X
Audio		X	X	X	X	X						X	X	X	X	X	X
Search		X	X	X	X	X						X	X	X	X	X	X

Date Briefed in Central: 1 July 2024

First Strategy Provided: 15 July 2024

Campaign Approved: 11 November 2024

Campaign Live Date: 15 November 2024

Campaign End Date: 13 December 2024



Performance on a page

Achieved channel KPI

Partially met KPI

Did not meet channel KPI

Channel	Publisher	Spend	Share of Spend	KPI	Planned	Delivered	Metric	Planned	Delivered	
Out of Home	oOh! Retail ACT	\$9,588	9%	Total panels	34	34				
	Westfield Brandspace	\$10,600	10%		20	20				
	Streetfighter Media	\$25,890	26%	Shifts	30	33				
Press	Canberra Times	\$3,408	3%	Insertions	2	2				
	Canberra Weekly	\$1,520	1%	Insertions	2	2				
Social	Snapchat	\$5,980	6%	Cost per 1000 impressions	\$5.65	\$9.16	Impressions	884,956	545,852	
				Cost per link click	\$0.71	\$1.15	Clicks	1,379	852	
	Meta	\$12,394	12%	Cost per 1000 impressions	\$3.62	\$4.51	Impressions	3,097,514	2,486,253	
				Cost per landing page view	\$0.85	\$0.74	Landing page views	1,387	1,593	
Radio	2CC Canberra	\$2,664	3%	Reach @1+ / Avg Freq	5%/4.7	5%/4.7	Spots	43	43	
	2CA Canberra	\$2,592	3%		8%/4.0	8%/4.7		42	42	
	1XXR 2XX Canberra	\$650	1%	Total spots	14	14		-	-	-
	1CMS Canberra CALD	\$1,705	2%		31	31				
Digital Display	Weatherzone	\$10,000	10%	Click through rate	1.00%	0.86%	Clicks	1,190	369	
	Blis Media	\$5,000	4%		0.15%	0.14%	Clicks	576	779	
	Programmatic	\$2,935	3%	Cost per click	\$0.86	\$3.47	Clicks	3,411	847	
Audio	Programmatic	\$2,778	3%	Cost per completed listen	\$0.02	\$0.02	Completed listen	138,898	151,374	
Search	Google	\$3,692	4%	Cost per click	\$2.00	\$0.19	Clicks	434	18,944	
Total	-	\$101,396	100%	-	-	-	-	-	-	



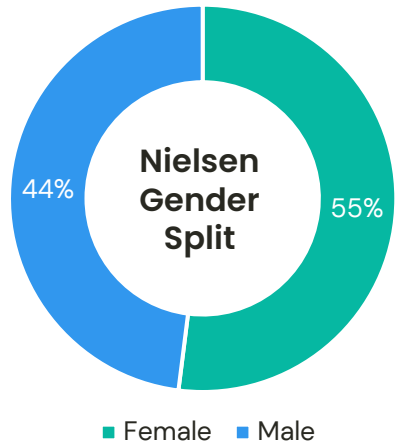
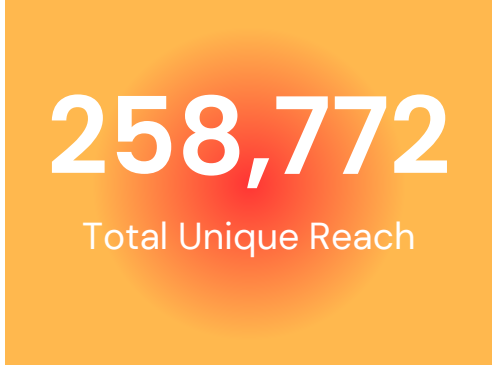
Nielsen Reach and On-Target

Nielsen Digital Ad Ratings reports on the overall campaign unique reach and on-target delivery (percentage of impressions accurately delivered to the audience from the total number of campaign impressions).

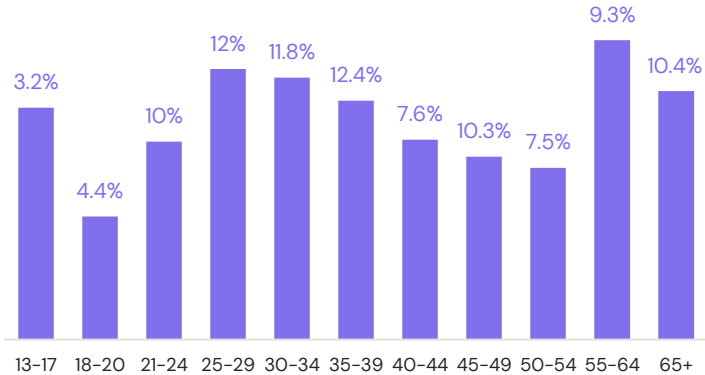
Campaign Total:

This campaign ran across the Meta, Snapchat, Search, and Digital Display networks and delivered a total unique audience of 258,772 at a frequency of 5.95.

Nielsen was measuring the 18+ age bracket with the campaign a 95.99% on-target score, sitting just below the on-target score of 96% for this age bracket. Please note, overall total unique audience, frequency and on-target score cannot be provided due to cross over of FY.



Demo Segment Audience % Share



Performance by channel

Press

NEWS

Residents and businesses petition to keep post office open

by LILLIAN ALTMAN

Hundreds of people have signed a petition to keep Red Hill Post Office open.

CW understands the current licensee's took part in a handback program through Australia Post (AusPost) due to the business no longer being financially viable.

A note posted to the wall of the shop states Red Hill Licensed Post Office (LPO) will permanently close at 5pm on Friday 20 December 2024.

It further suggests alternative post office locations in Manuka, Garran and Kingston for use following the closure.

Residents and business owners are fighting back with a paper petition to keep it open.

Member for Canberra Alice Payne MP said more than 250 people had signed the petition. She told CW several constituents approached her regarding the closure.

"It's a really integral part of our local shops. The fact you've got the post boxes here, and if people lose access to those and have to move them, they have to go to other centres which are not as convenient," Ms Payne said.

She wrote a letter to AusPost group chief executive officer and managing director Paul Graham, on 15 November, which CW has viewed.

"Their concerns include the apparent lack of community consultation from AusPost and the significant number of aged persons in the area who are unable to travel to other locations. Notably, the residents at BaptistCare Yarra Rossa Retirement Village," Ms Payne said.

"Also, the impact the closure of the LPO will have on other local businesses.

"They (the constituents) are keen to know if the LPO could remain open under any circumstances."

The other shops on La Perouse Street are a pharmacy, supermarket, café, butcher and pizza shop.

A week later, Ms Payne received a response from AusPost, which CW has viewed.

"As you are aware, the Red Hill LPO will close on the 20th of December 2024 after the licensee decided to participate in Australia Post's Voluntary License Handback Program (VLHP)," the letter said.

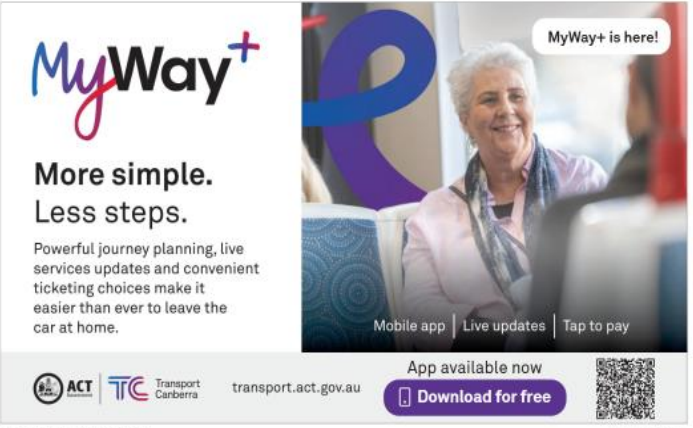
"In some metropolitan areas with an over-saturation of post offices, AusPost has invited a small number of licensees to consider handing back their license under the VLHP.

"The program is only available to select LPOs who meet strict criteria including proximity to surrounding post offices and their geographical area."

AusPost did not respond to questions about the petition or whether any other branches in Canberra would close.



Member for Canberra Alice Payne MP with Red Hill licensee Rod Gorman and D Evers at the post office on La Perouse Street. Picture: Justin Mitchell



10 CanberraWeekly | 05 December 2024

Implementation summary

Print media was utilised to build awareness of MyWay+ and educate the public about the benefits of the next-generation ticketing system. The primary focus of the print materials was on awareness-building objectives, informing Canberrans about the launch and encouraging them to visit the website for more information.

Format

Half Page Colour

Market

ACT

Demographic

People in Canberra 16+.

Platform	KPI Summary	Planned	Delivered
Canberra Times		2	2
Canberra Weekly	Insertions	2	2
Total		4	4

Performance summary

Publisher	Format	Date of Insertion	Spend	Share of Spend	KPI Benchmark	Planned Insertions	Delivered Insertions
Canberra Times	Half Page Insertions	27 November 2024 4 December 2024	\$3,408.33	70%	Total insertions	2	2
Canberra Weekly		21 November 2024 5 December 2024	\$1,520.00	30%		2	2
Total		-	\$4,928.33	100%		4	4

Analysis & Observations

- Both the Canberra times and Canberra Weekly activity for this campaign successfully went live across November and December 2024. Both packages delivered in full across the publishers.
- The print insertions were in support of the digital activity for this campaign to educate and build awareness of the benefits of the next-generation ticketing system. These insertions created a place to inform Canberrans about the launch and encouraged them to visit the website for more information through an alternative format.
- Both the Canberra Times and the Canberra Weekly displayed half page advertisements across their publications. This approach prioritised visibility and repeatability to ensure the message was viewed by readers on multiple occasions across different phases of the campaign. This approach ensures comprehensive coverage within the publications, potentially enhancing overall reach and message reinforcement.

Creative Overview

'Dodgy behaviour': PM puts supermarkets on notice



Prime Minister Anthony Albanese has put supermarket retailers on notice over alleged 'dodgy behaviour' in the aisles. He said the government would be looking at ways to ensure that the nation's food supply is secure and that retailers are not taking advantage of their position.

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Teen to serve more time after attacks



A 17-year-old teenager has been sentenced to a longer term in prison after being found guilty of multiple counts of sexual assault and indecent exposure. The court heard that the teenager had a history of similar offenses and was deemed a high risk to the community.

The judge said the teenager's actions were "outrageous" and that the longer sentence was necessary to protect the public and to show that such behavior would not go unpunished.

**Canberra Weekly
Canberra Daily**

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Member for Canberra Alicia Payne MP with Red Hill residents Rob Gorman and Claire Evans at the post office on La Perouse Street. Picture: Jordan Mitchell

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MyWay+ is here!

Mobile app | Live updates | Tap to pay

App available now
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Canberra Times Half Page

Canberra Times Half Page

Canberra Weekly Half Page

Canberra Weekly Half Page

Recommendations

Implementing additional print support

Where budget permits, additional print support can be considered to strengthen reach. Options may include recurring placements or premium front-page packages coinciding with the campaign launch. This approach would foster sustained awareness of the campaign's message, affording stakeholders ample time to prepare for and implement necessary changes.

Explore different spot buys to target consumers

Where budget allows, it's recommended to consider an article insertion. This approach enables a more comprehensive delivery of messaging to consumers, providing greater depth and context of the campaign messaging while allowing for increased engagement, as readers tend to spend more time with long-form content.

Radio



Implementation Summary

Radio was chosen as a key component of this campaign, used to reach the target audience when they were actively listening and receptive to new information. Targeting a wide range of Canberrans, 1XXR 2XX Canberra Indigenous was used to target First Nations audiences, 1CMS Canberra for CALD listeners, and then AM radio stations for broader audiences were also used.

Format

30" (Mainstream, CALD, First Nations)

Market

ACT

Buying Demographic

People +16.

Platform	Benchmark	Planned*	Delivered
2CC	Reach and Frequency	5%/4.7	5%/4.7
2CA	Reach and Frequency	8%/4.0	8%/4.7
1CMS Canberra	Total Spots	18	18
1XXR 2XX Canberra	Total Spots	31	31

Radio Results



KPI						
Platform	KPI Benchmark	Phase 3: Planned	Phase 3: Delivered	Phase 4: Planned	Phase 4: Delivered	Overall Delivered
1XXR 2XX Canberra Indigenous	Total Spots	8	8	10	10	18
1CMS Canberra CALD		18	18	13	13	31
Total	-	26	26	23	23	49

KPI					
Platform	KPI Benchmark	Planned Spots	Delivered Spots	Phase 3/4: Planned	Phase 3/4: Delivered
2CC Canberra	Reach @1+ / Avg Freq	43	43	5%/4.7	5%/4.7
2CA Canberra		42	42	8%/4.0	8%/4.7
Total	-	85	85	11% / 4.8	11% / 4.8

Investment summary

Networks	Spends			Phase 3			Phase 4		
	(Gross excl. GST)	Share of Spend	Booked Spots	Contracted Bonus Spots	Overall Spots Delivered	Booked Spots	Contracted Bonus Spots	Overall Spots Delivered	
2CC Canberra	\$2,664	34%	25	4	29	12	2	14	
2CA Canberra	\$2,592	33%	25	4	29	11	2	13	
1XXR 2XX Canberra Indigenous	\$850	11%	7	1	8	8	2	10	
1CMS Canberra CALD	\$1,705	22%	18	0	18	13	0	13	
Total	\$7,811	100%	75	9	84	44	6	50	

Analysis & Observations

- The campaign concluded earlier than initially anticipated, resulting in benchmark results not being achieved across all four channels. Due to this premature conclusion, it was not possible to determine whether these benchmarks would have been met during phases 3 and 4. The early termination limited the ability to fully assess the campaign's potential performance across its intended duration.
- An analysis of performance against the key KPIs revealed that neither 1XXR 2XX Canberra Indigenous nor 1CMS Canberra CALD met their planned spot bookings across phase 3 and 4. The combined totals for these channels were significantly below target. In phase 3, 84 spots were delivered as planned. Similarly, in phase 4, 50 spots were delivered as planned.

Recommendations

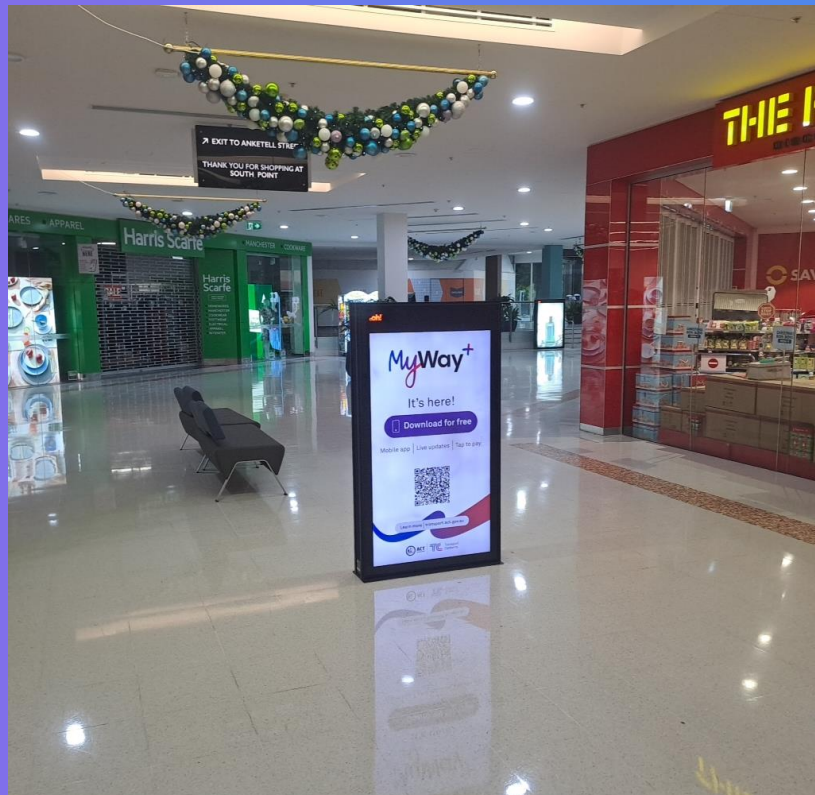
Utilise FM stations for greater reach

While this campaign aimed to target diverse audiences in the ACT through stations such as 1XXR 2XX Canberra Indigenous and 1CMS Canberra CALD. Pairing these diverse and niche station with FM stations, which are the highest reaching channels ensures that, although a diverse communities are targeted, so is the majority of Canberra, ensuring maximum audibility.

Partner with SBS Radio

To aim further diverse audiences across ACT in future campaigns, it is recommended to look into SBS Radio spot buys for CALD stations or engage with a partnership or sponsorship throughout the CALD podcast available.

Out of Home



Implementation summary

Out of home media played a crucial role in the MyWay+ launch awareness campaign. The strategy employed a two-phase approach, focusing on retail panels pre-Christmas and expanding to bus shelters, posters, and cinema panels post-Christmas. This approach maximised reach and engagement across the ACT. High-impact concepts and human billboards were also utilised to build brand awareness and directly engage with the public in key locations.

Formats

Small Retail Digital Screens, Human billboard

Posters

Market

ACT

Buying Demographic

People in Canberra 16+.

Platform	KPI Summary	Planned	Delivered
oOh! Retail ACT	Panels	34	34
Westfield Brandspace	Panels	20	20
Streetfighter Media	Shifts	30	33

Investment summary

Partner	Format	Total Spend (Gross excl. GST)	Share of Spend	Markets	KPI Benchmark	Booked	Delivered
oOh! Retail	Small Digital Retail Screens	\$9,588	21%	ACT	Delivered spots	34	34
Westfield BrandSpace	Small Digital Retail Screens	\$10,600	23%		Delivered spots	20	20
Streetfighter Media	Human Billboard	\$25,890	56%		Shifts delivered	30	33
Total	-	\$46,078	100%		-	84	87

oOh! Retail Performance Results



Partner	Format	Market	Total Spend (Gross excl. GST)	Planned Panels	Delivered Panels
oOh! Retail	Small Digital Retail Screens	ACT	\$9,588	34	34

Analysis & Observations

- The strategic decision to implement oOh! Media's digital screen network to this campaign was due to their ability to target a wide range of the primary audiences. These high frequency screens placed in high traffic areas aimed to effectively intercept Canberrans attention and encourage them to explore MyWay+ further.
- oOh delivered in full, with 34 delivered and booked spots across the retail stores in Canberra. No bonus panels were provided. .
- The screens played the digital displays 452,163 times from 403,199 booked plays. This strategy effectively harnessed the strengths of digital out-of-home advertising, taking full advantage of strategic screen placements to deliver pertinent and timely content to a broad audience.

Westfield BrandSpace Performance Results



Partner	Format	Market	Total Spend (Gross excl. GST)	Planned Panels	Delivered Panels
Westfield BrandSpace	Small Digital Retail Screens	ACT	\$10,600	20	20

Analysis & Observations

- This campaign utilised Westfield BrandSpace retail panels across Woden and Belconnen stores. Despite changes to the campaign, Westfield screens delivered in full with 20 planned and booked screens displayed across Westfield stores.
- Small format digital retail screens were used to passively target the primary audience across the above shopping centres. By intercepting Canberra shoppers with awareness messaging as well as a range of call-to-action (CTA), encouraging interaction with the new MyWay+ ticketing system, shoppers can become aware of the campaign without searching for it.

Streetfighter Media Performance Results



Partner	Format	Market	Total Spend (Gross excl. GST)	Planned Shifts	Completed Shifts
Streetfighter Media	Human Billboard	ACT	\$25,890	30	33

Analysis & Observations

- Alongside Digital Screens, this campaign utilised 'human billboards' across key locations in Canberra. This included Woden, Tuggeranong, Belconnen, Gungahlin, Dickson, Kingston, and the City Centre. The planned number of shifts across different locations were 33, which were completed through 9 December 2024 to 15 December 2024.
- These human billboards were used in contrast to the passive targeting of the digital screens by creating interactive experiences for the target groups. By intercepting primarily commuters with awareness and opportunity to act on the messaging, shoppers became aware of the new MyWay+ ticketing system.
- Additionally, those working the human billboard shifts were asked to keep note of specific questions the public raised about the changes to the ticketing system and what this would mean for their future travel. Because these questions were documented, future information released about the campaign could target the direct questions from the public rather than based on assumption.

Recommendations

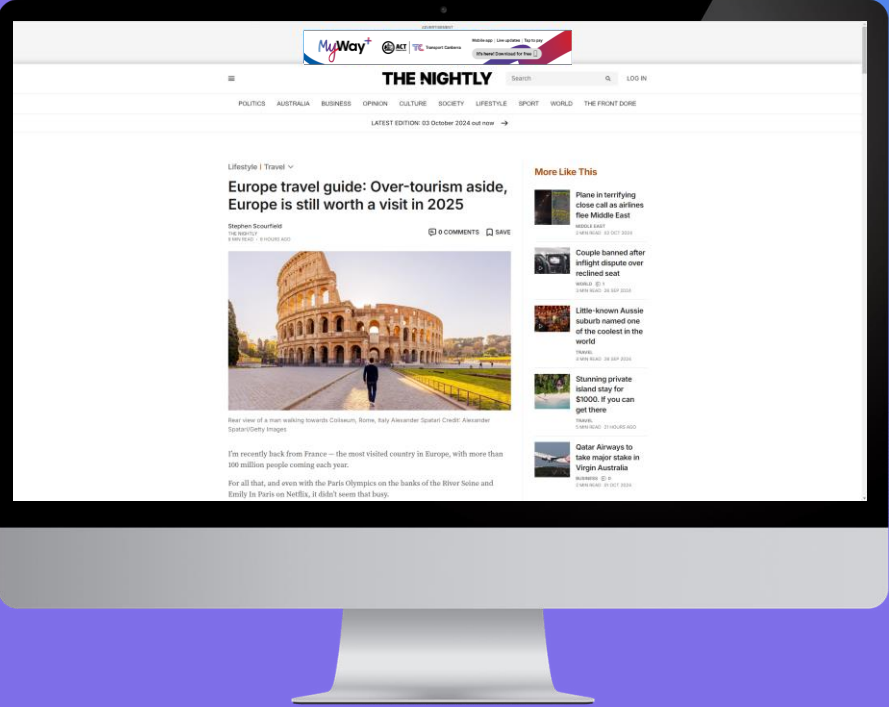
Location Revision for Human Billboards.

UM implemented an innovative approach using human billboards in key Canberra locations to promote MyWay+'s new ticketing system. While these areas aimed to drive awareness in high foot traffic locations, future campaigns could benefit from revised locations. Deploying human billboard shifts at major bus interchanges throughout Canberra would more effectively target the campaign's core demographic, potentially increasing its impact and reach.

Explore Water Pressure Stencil Spots

While UM explored new innovations through this campaign, it is recommended to investigate the use of water pressure stencils, a type of gorilla marketing which can be placed all throughout Canberra. This can be utilised to target those on the way to Lightrail stations, shopping centres and high traffic areas.

Digital Display



Implementation summary

Digital display was aimed at employing sophisticated audience targeting through UM's programmatic platform. The campaign utilised contextual and lookalike targeting to reach relevant audiences, while Blis technology created a Custom Dynamic audience focusing on Canberra's public transport users and non-users. Whereas, Weatherzone's app delivered tailored, weather-based messaging through high-impact eclipse formats, enhancing engagement during weather events that could affect travel decisions.

Format

Static

Market

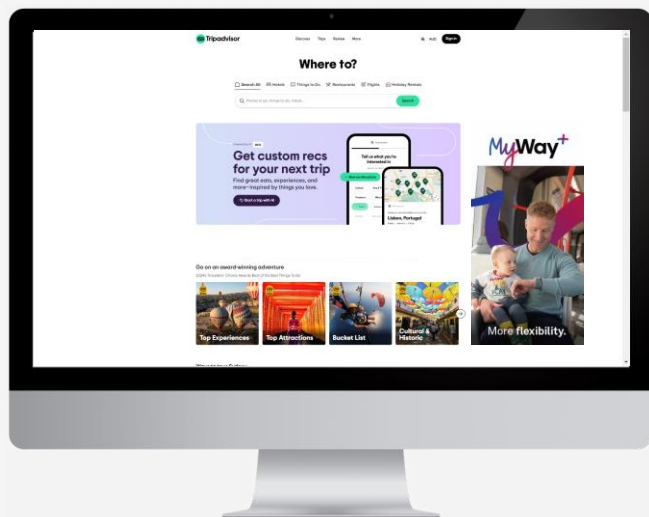
ACT

Buying Demographic

P18+ in the ACT

Platform	KPI Summary	Planned*	Delivered
Programmatic	Click through Rate	Cost per click	\$0.86
			\$3.47
WeatherZone	Click through Rate	1.00%	0.86%
Blis		0.15%	0.14%

Programmatic Display Breakdown

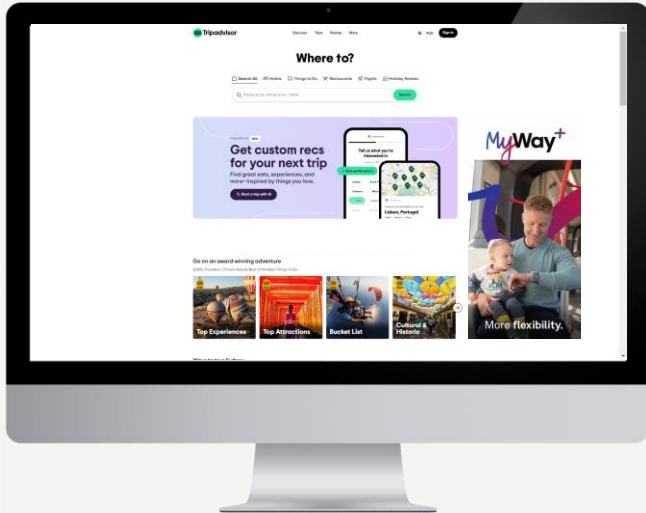


Targeting	Spend (Gross excl. GST)	Impressions	Cost per 1000 impressions	Clicks	Viewability Rate	KPI		
						KPI Benchmark	Planned	Delivered
Audience Targeting	\$2,919.56	1,331,265	\$2.19	829	91%	Cost per click	\$0.86	\$3.52
Contextual Targeting	\$15.81	6,043	\$2.62	16	94%		\$0.86	\$0.99
Total	\$2,935.37	1,337,308	\$2.19	845	91%		\$0.86	\$3.47

Analysis & Commentary

- The campaign went live on the date of the 27 November.
- The display objective of traffic was optimised towards a cost per click (CPC) KPI, which is determined by total spend divided by total clicks. The activity delivered a total CPC of \$3.47, higher than the planned benchmark of \$0.86. The higher-than-planned CPC can be attributed to seasonality, as the campaign ran around Black Friday sales and up to Christmas. This season tends to come with a higher price due to the increased competition in the market.
- Contextual targeting, utilising keyword targeting related to bus driver services, delivered the most cost-efficient CPC of \$0.99, although it accounted for a low investment share. The low investment share is most likely due to the niche targeting of specific keywords and the geographic overlay of the ACT.
- Audience targeting delivered a CPC result of \$3.47. Within Audience Targeting, the audience of public transportation users delivered the lowest CPC of \$2.68. The audience of 18+ delivered a CPC of \$3.99.
- The display activity also achieved a viewability rate of 91%, surpassing the 75% ACT Government benchmark.

WeatherZone Breakdown

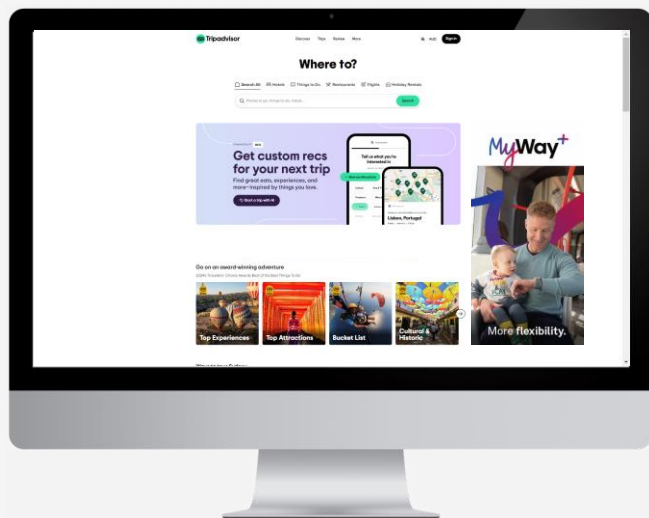


Device	Spend (Gross excl. GST)	Impressions	Clicks	KPI Benchmark	KPI	
					Planned	Delivered
Mobile	\$5,000	41,373	355	Click through rate	1.00%	0.86%
Tablet		1,664	14			
Total		43,037	369			

Analysis & Commentary

- WeatherZone was utilised to serve tailored weather-based messaging through their full-screen, high impact eclipse format across mobile and tablet screens. Ultimately implemented to reach app users in a highly impactful and engaging way.
- The mobile and tablet campaign delivered mixed results when compared to the planned benchmarks. The campaign generated a total of 43,037 impressions across both device types, with the majority (41,373) occurring on mobile devices and a smaller portion (1,664) on tablets.
- The campaign achieved a total of 369 clicks, with 355 coming from mobile devices and 14 from tablets. This resulted in an overall click-through rate (CTR) of 0.86%, which fell short of the planned benchmark of 1.00%. The delivered CTR was 14% lower than the target, this is due to campaign stoppage prior to the planned end date.
- Despite falling short of the CTR benchmark, the campaign still managed to generate a substantial number of clicks and impressions within the allocated budget.

Blis Breakdown



Targeting	Spend (Gross excl. GST)	Impressions	Cost per 1000 impressions	Clicks	KPI		
					KPI Benchmark	Planned	Delivered
Non-Users of Public Transport	\$1,533	133,285	\$11.00	301	Click through rate	0.15%	0.14%
Users of Public Transport	\$3,782	378,173	\$10.0	478			
Total	\$5,315	551,458	\$9.64	779			

Analysis & Commentary

- Blis was selected to target Canberrans using their proprietary technology. This was used to create a Custom Dynamic audience split between non-users of public transport and users of public transport. The budget was skewed slightly to target users of public transport, as they were the primary target audience.
- The campaign targeted two distinct audience segments: non-users of public transport and users of public transport. For non-users, the campaign spent \$1,533, resulting in 133,285 impressions and 301 clicks. The cost per thousand impressions (CPM) for this segment was \$11. Users of public transport received a larger allocation of \$3,782, generating 378,173 impressions and 478 clicks, with a slightly lower CPM of \$10.
- The overall click-through rate (CTR) for the campaign was 0.14%, which just missed the planned benchmark. This indicated that the campaign's engagement level aligned with the expectations however there were notable differences in performance between the two audience segments.
- Despite the skewed budget, non-users of public transport demonstrated a higher CTR of 0.23%, surpassing the benchmark and suggesting that the ad content resonated particularly well with this audience. In contrast, users of public transport showed a lower CTR of 0.13%, falling slightly below the benchmark.

Recommendations

Add in lookalike pixel 4 weeks prior

Lookalike targeting was not activated due to the absence of a pixel implementation.

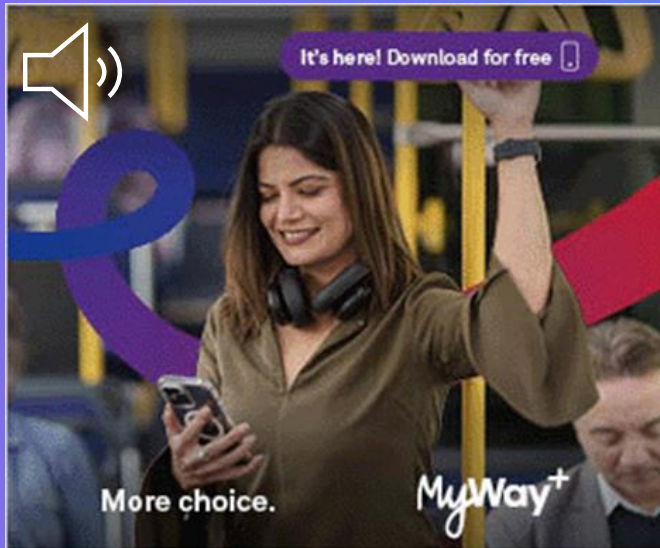
For future campaigns it is recommended to implement the pixel at least four weeks prior to the start of future campaigns when using lookalike targeting. This will ensure there is enough time to build a sufficiently large audience pool, allowing for the generation of an effective lookalike audience.

When possible, avoid high competition

The campaign delivered a higher than planned CPC of \$3.47. This is most likely due to running during high competition times.

For future campaigns it is recommended to run campaigns outside high-competition times, such as avoiding Black Friday and Christmas, to potentially reduce CPC and improve overall cost-efficiency by targeting less competitive market periods

Digital Audio



Implementation summary

Digital audio was utilised to build awareness of MyWay+, implemented through audio streaming and podcasts to maximise reach. A frequency cap of 6 per month was set across digital audio to optimise exposure. The campaign targeted people 16+ in the ACT through streaming activities, while podcast advertising employed private marketplace deals across major digital publishers, overlaid with a primary audience of people 18+ in the ACT.

Format

30 sec audio

Market

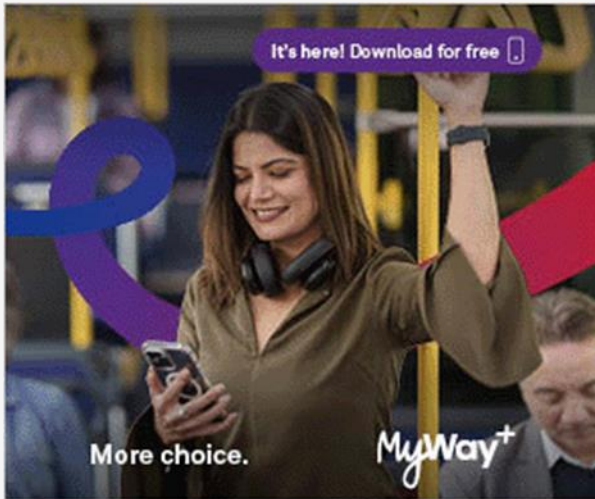
ACT

Target audience

People 18+

Tactic	KPI Summary	Planned	Delivered
Publisher Direct	Cost per completed listen	\$0.02	\$0.02

Breakdown



Targeting	Spend (Gross excl. GST)	Impressions	CPM	Completion rate	Completed listen	KPI	
						Planned cost per completed listen	Delivered cost per completed listen
Podcasting	\$2,736.19	149,171	\$18.34	99%	149,209	\$0.02	\$0.02
Streaming	\$41.79	2,219	\$18.83	98%	2,165	\$0.02	\$0.02
Total	\$2,777.98	151,390	\$18.35	99%	151,374	\$0.02	\$0.02

Analysis & Commentary

- The audio campaign was executed as planned and fully delivered on the allocated investment.
- Optimised towards a low cost per completed listen (CPCL) of \$0.02, the campaign successfully overachieved this target, with both streaming and podcasting delivering a consistent CPCL of \$0.01. All publishers delivered similar CPCLs of \$0.01.
- The audio campaign also delivered a high completion rate (CR) of 99%, this was led by streaming which delivered a high completion rate of 99%, ARN delivered the highest CR of 99%. Podcasting delivered a completion rate of 98%
- Overall, the campaign was highly cost-effective, achieving strong results in both cost-efficiency and completion rates.

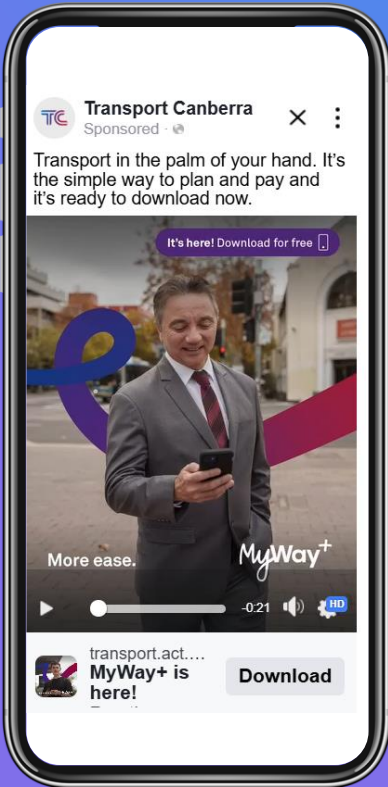
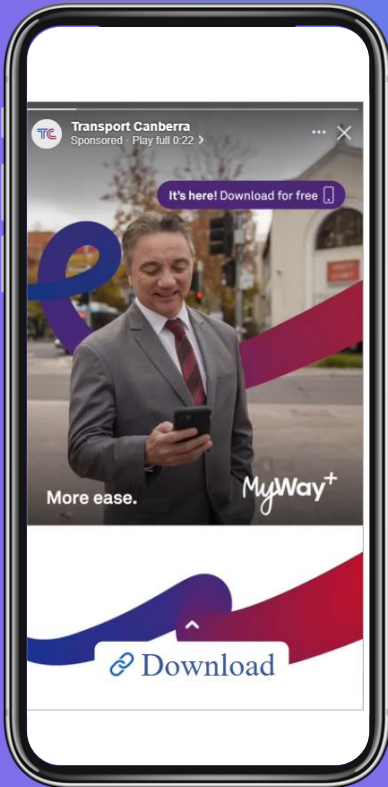
Recommendations

Continue to implement similar targeting

The audio activity achieved a highly cost-efficient cost per completed listen of \$0.02, with an impressive completion rate of 99%, demonstrating strong audience engagement and relevance.

For future campaigns, it is recommended to adopt similar targeting strategies based on the success of this campaign.

Social Media



Implementation Summary

Utilising social media as a cost-effective medium, the campaign focused on Meta platforms and Snapchat to reach a broad audience across multiple phases. The campaign's third phase informed Canberrans about the upcoming system's features and benefits, while the fourth phase communicated the official launch and encouraged app downloads.

Format

Static

Market

ACT

Buying Demographic

People 16+ with interests in public transport, driving, and vehicle-related topics.

Platform	KPI Summary	Planned*	Delivered
Meta Awareness Phase 3	Cost per 1000 impressions	\$3.62	\$4.51
Snapchat Awareness Phase 3	Cost per 1000 impressions	\$5.65	\$9.16
Meta Traffic Phase 4	Cost per landing page view	\$0.85	\$0.74
Meta Traffic Phase 4 (16 – 18)	Cost per click	\$0.70	\$1.88
Snapchat Traffic Phase 4	Cost per link click	\$0.71	\$1.15

Meta Results – Awareness Phase 3

Targeting	Spend (Gross Excl. GST)	Reach	Impressions	Link clicks	KPI		
					KPI benchmark	Planned	Delivered
Meta Mainstream	\$11,213.69	314,641	2,487,612	2,833	Cost Per 1,000 Impressions	\$3.62	\$4.51

Analysis & Observations

- The Phase 3 campaign's success was measured using different benchmarks based on the platform chosen: a Cost Per 1,000 Impressions (CPM) of \$3.62 for Meta and a Cost Per 1,000 Impressions (CPM) of \$5.65 for Snapchat. The campaign went live on 21 November 2024 and ran until 30 November 2024.
- Overall, the campaign delivered a total of 2,487,612 impressions at a CPM of \$4.51, underperforming the benchmark of \$3.62.
- Breaking it down by placement level, the Public Transport / Non-Public Transport Users_ACT Feeds placement garnered a total of 1,394,313 impressions at a CPM of \$4.53. The best-performing ad was the 'Imagelink2' ad, achieving a total of 471,130 impressions at a CPM of \$4.49.
- Looking at overall age demographics, people aged 25–34 interacted most with the campaign message, delivering a total of 705,862 impressions at a CPM of \$4.54.
- In terms of overall gender breakdown, the male audience delivered higher impressions compared to the female audience, with a total of 1,615,739 impressions at a CPM of \$4.51 and 810,279 impressions at a CPM of \$4.54, respectively.

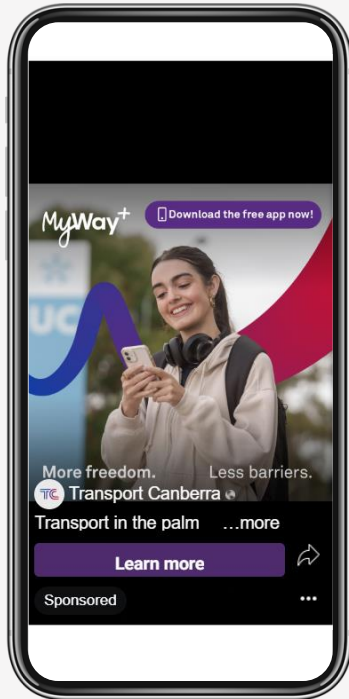
Meta best performing creatives

(Awareness Phase 3)

Creative Name: Imagelink_Meta

Impression: 471,130

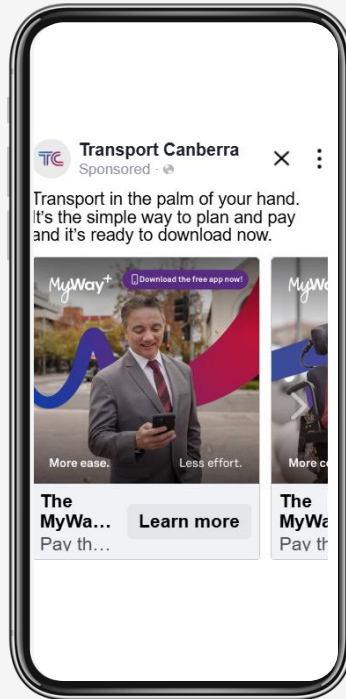
CPM: \$4.49



Creative Name: Carousel_01_Feeds

Impression: 385,233

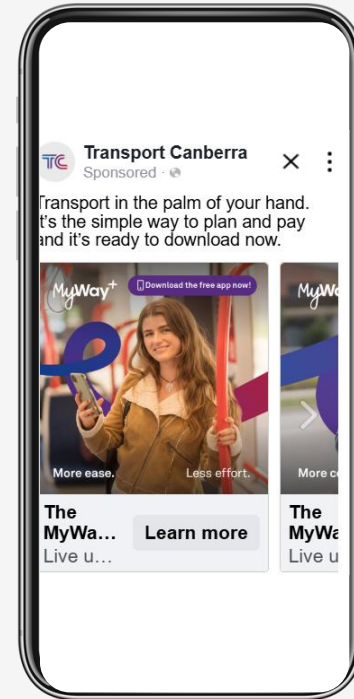
CPM: \$4.48



Creative Name: Carousel_02_Feeds

Impression: 365,002

CPM: \$4.45



Snapchat Results – Awareness Phase 3

Targeting	Spend (Gross Excl. GST)	Reach	Impressions	Link Clicks	KPI		
					KPI Benchmark	Planned	Delivered
Snapchat Mainstream	\$5,000.00	90,308	545,735	2,216	Cost Per 1,000 Impressions	\$5.65	\$9.16

Analysis & Observations

- Overall, the campaign delivered a CPM of \$9.16, underperforming the benchmark of \$5.65, with a total of 545,736 impressions.
- The ad that stood out was the 'Snapchat1' ad, achieving a total of 545,736 impressions at a CPM of \$9.16.
- Based on the gender breakdown, the female audience engaged more with the campaign message, delivering a total of 306,002 impressions at a CPM of \$9.02. In comparison, the male audience garnered a total of 239,732 impressions at a CPM of \$9.35.
- In terms of age demographics, the 13–17 age group had the highest impression rate, with a total of 316,874 impressions at a CPM of \$6.54.

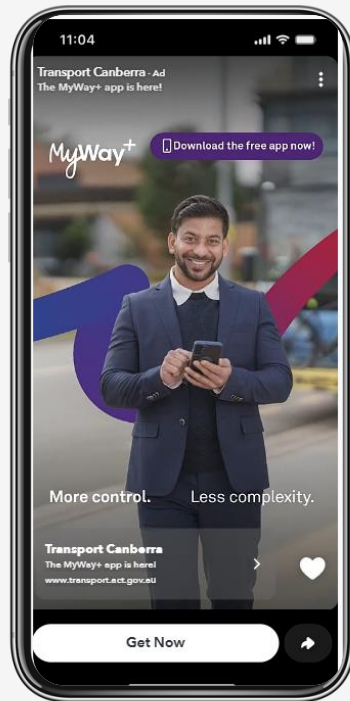
Snapchat performing creatives

(Awareness Phase 3)

Creative Name: Snapchat1

Impression: 545,735

CPM: \$9.16



Meta Results – Traffic Phase 4

Targeting	Spend (Gross Excl. GST)	Reach	Impressions	Link clicks	Landing page views	KPI		
						KPI benchmark	Planned	Delivered
Meta- Minor (16 – 18)	\$216.07	6,002	19,195	115	-	Cost per click	\$0.70	\$1.88
Meta- Mainstream 19+	\$963.87	34,920	75,782	1,487	1,294	Cost per landing page view	\$0.85	\$0.74
Total	\$1,179.94	40,857	94,977	1,602	1,294	-	-	-

Analysis & Observations

- Phase 4 went live on 29 November and paused on 2 December.
- The Phase 4 campaign's success was measured using different benchmarks based on the platform chosen: a cost per click (CPC) of \$0.70 for Meta (16–19), a cost per landing page view (CPLPV) of \$0.85 for Meta (19+), and a cost per click (CPC) of \$0.71 for Snapchat.
- On Meta, the campaign (16–18) went live on 29 November paused on 2 December. Overall, the campaign delivered a total of 115 clicks at a CPC of \$1.88, underperforming the benchmark of \$0.70.
- Breaking it down by placement level, Reels/Stories placement garnered a total of 86 clicks at a CPC of \$1.63. The best-performing ad within this audience was Meta2_Static, delivering a total of 31 clicks at a CPC of \$1.46. In terms of overall gender breakdown, the male audience delivered higher clicks compared to the female audience, with a total of 59 clicks at a CPC of \$1.46 and 47 clicks at a CPC of \$2.25, respectively.
- Overall, the campaign (19+) delivered a total of 1,294 landing page views at a CPLPV of \$0.74, outperforming the benchmark of \$0.85.
- Breaking it down by placement level, Feeds placement delivered a total of 1,281 landing page views at a CPLPV of \$0.75. The best-performing ad within this audience was Meta2_Static, delivering a total of 904 landing page views at a CPLPV of \$0.72.
- Based on gender breakdown, the female audience engaged more with the campaign message, delivering a total of 813 landing page views at a CPLPV of \$0.70. In comparison, the male audience garnered a total of 468 landing page views at a CPLPV of \$0.81.
- In terms of age demographics, people aged 25–34 and 35–44 engaged more with the campaign message, delivering a total of 293 and 293 landing page views at a CPLPV of \$0.73 and \$0.64, respectively..

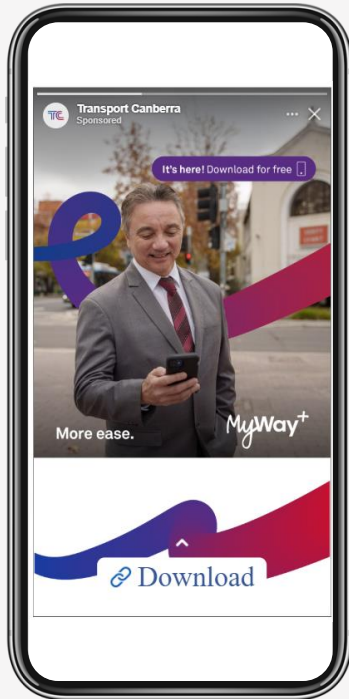
Meta best performing creatives

(Traffic Phase 4)

Creative Name: Meta2_Static_Stoires/Reels

Click: 31

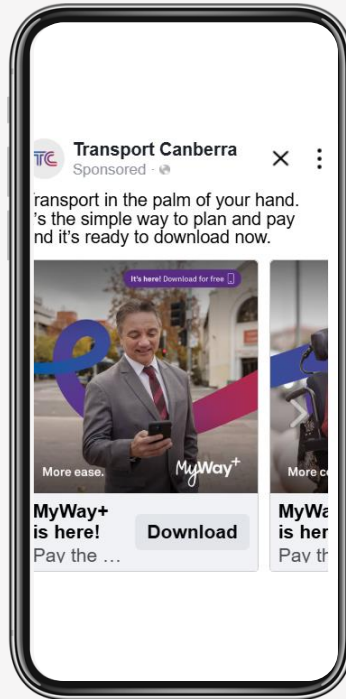
CPC: \$1.46



Creative Name: Carousel2_Feeds

Landing page views: 904

CPLPV: \$0.72



Snapchat Results – Traffic Phase 4

Targeting	Spend (Gross Excl. GST)	Reach	Impressions	Link Clicks	KPI		
					KPI Benchmark	Planned	Delivered
Snapchat Mainstream	\$979.66	24,649	76,869	852	Cost per link	\$0.71	\$1.15

Analysis & Observations

- On Snapchat, the campaign delivered a CPC of \$1.15, underperforming the benchmark of \$0.71, with a total of 852 clicks. The standout ad was the BA|SA|Snapchat1 ad, with a total of 460 clicks at a CPC of \$1.08.
- Based on gender breakdown, the female audience engaged more with the campaign message, delivering a total of 499 clicks at a CPC of \$1.11. In comparison, the male audience garnered a total of 353 clicks at a CPC of \$1.21.
- In terms of age demographic, the 13–17 age group had the highest impression rate, with a total of 572 clicks at a CPC of \$0.89.

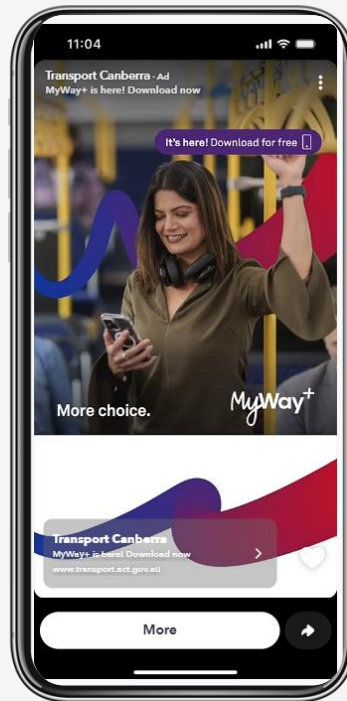
Snapchat performing creatives

(Traffic Phase 4)

Creative Name: Snapchat1

Click: 460

CPC: \$1.08



Recommendations

Optimise future campaigns with similar tactics

The current campaign (phase 4, Meta – Mainstream 19+) demonstrated cost-effectiveness. Based on this success, it is recommended to employ similar tactics in future campaigns. This approach can help maintain efficiency and maximize return on investment for upcoming marketing initiatives.

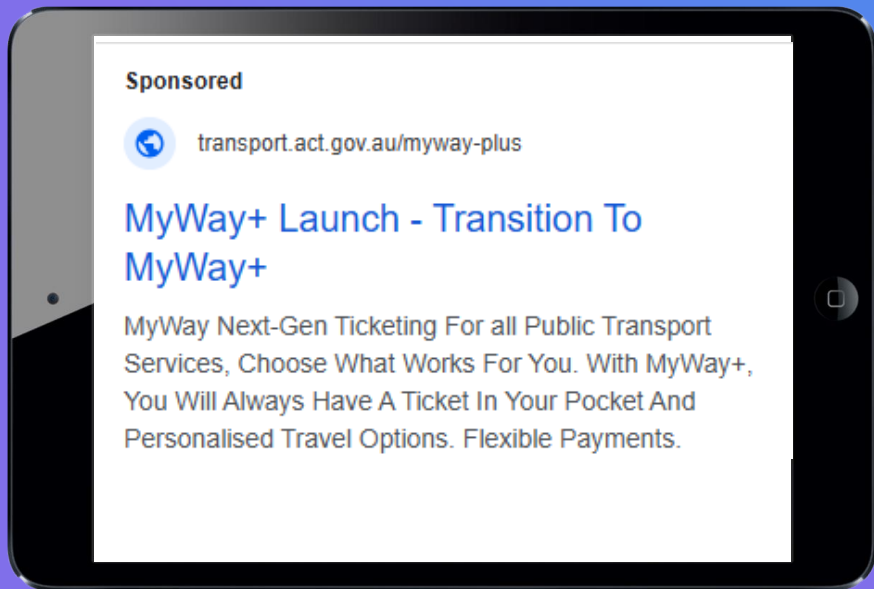
Unlocking potential: adjusting age targeting to maximise impact

The current Snapchat campaign targeting the 16–21 age group fell short of benchmarks. To improve performance, it's recommended to expand the age targeting to include users 16 years and older. This adjustment aims to capture a wider demographic and potentially enhance the campaign's overall effectiveness.

Incorporate Instagram handles

Integrating Instagram handles into Facebook ads is recommended to leverage cross-platform engagement and enhance brand visibility. By implementing this approach, the campaign can increase audience growth on both platforms, reinforce brand messaging, and improve overall campaign cohesion, ultimately maximising the impact of the advertising budget.

Search



Implementation Summary

Google was selected to maximise traffic to the MyWay+ website among individuals searching for related queries, effectively directing them to the page for more information and app downloads. Paid search ads were displayed in response to keyword searches related to MyWay+, public transport, and trip planning, with phrase-match keywords implemented to broaden the scope of relevant searches while maintaining targeting precision.

Target audience

People actively looking for information related to MyWay+.

Platforms

Google

Investment

\$3,691.81

Channel	Tactic	Planned*	Delivered
Google	Click through rate (CTR)	8.50%	45.94%
	Cost per click (CPC)	\$2.00	\$0.19

Campaign: Overview

Campaign	Spend (Gross Excl. GST)	Impressions	Clicks	KPI					
				Benchmark	Planned	Delivered	KPI benchmark	Planned	Delivered
Brand MyWay ACT	\$3,232.96	36,010	16,999	Click through Rate	8.50%	47.21%	Cost per click	\$2.00	\$0.19
Generic Trip Planning ACT	\$446.32	5,113	1,915			37.45%			\$0.23
Generic Ticketing System ACT	\$13.80	116	30			25.86%			\$0.46
TOTAL	\$3,691.81*	41,239	18,944			45.94%			\$0.19

Analysis & Observations

- The search activity went live on 29 November and ended on 13 December, which did not allow sufficient time for optimisations. It is recommended to run the campaign for at least four weeks to ensure sufficient time for exiting the learning phase and performing optimisations.
- Overall, the search activity drove 18,944 clicks to the website at a high click through rate (CTR) of 45.94% and a cost-efficient cost per click (CPC) of \$0.19, outperforming the CTR benchmark of 8.50% and the CPC benchmark of \$2.00.
- The Brand MyWay campaign drove the bulk of the traffic to the site (89.73% of the total click volume) at a CTR of 47.21% and a CPC of \$0.19, while covering 56.02% of the search impression share. The campaign includes keywords such as “myway+”, “myway plus”, and “myway canberra”. For future campaigns, it is recommended to continue bidding on these keywords to capture brand awareness.
- The Generic Trip Planning campaign drove 1,915 clicks at a high CTR of 37.45% and a CPC of \$0.23, indicating a high alignment with the audience’s search intent. The campaign includes high-CTR keywords, such as “journey planner act” (65.81% CTR), “plan your trip Canberra” (64.71% CTR), and “trip planner bus” (70.00% CTR). For future campaigns, it is recommended to continue bidding on these keywords due to their strong performance.
- The Generic Ticketing System campaign drove traffic at a relatively low CTR of 25.86%, compared to the Generic Trip Planning and Brand MyWay campaigns. The ad strength for the responsive search ad in this campaign was rated as average. To improve CTR in future campaigns, it is recommended to add more headlines featuring high-performing keywords from the campaign.
- A maximise clicks bid strategy was applied to the campaigns to increase traffic driven to the site. A maximise clicks bid strategy uses machine learning to drive the maximum number of clicks at the optimal CPC within the set budget. This strategy was successful with traffic decreasing throughout the campaign while a cost-efficient CPC was maintained.

*Note: The total spend of the individual campaign consists of a charge of invalid clicks and may not match the total at the end of the table. However, Google will only charge the amounts reflected in the final rows.

Top 10 Keywords Performance By Clicks

Keyword	Spend (Gross excl. GST)	Impressions	Clicks	Click through rate (CTR)	Cost per click (CPC)
"myway+"	\$861.10	7,812	3,774	48.31%	\$0.23
"myway plus"	\$586.36	5,356	2,630	49.10%	\$0.22
"myway canberra"	\$212.06	2,820	1,315	46.63%	\$0.16
"myway"	\$414.30	2,721	1,046	38.44%	\$0.40
"myway card"	\$188.49	1,623	674	41.53%	\$0.28
"journey planner act"	\$73.11	892	587	65.81%	\$0.12
"canberra transportation"	\$135.85	1,861	448	24.07%	\$0.30
"myway app"	\$93.84	474	282	59.49%	\$0.33
"bus canberra"	\$77.40	730	199	27.26%	\$0.39
"canberra bus timetable"	\$41.01	469	191	40.72%	\$0.21
TOTAL	\$2,683.52	24,758	11,146	45.02%	\$0.24

The top ten keywords drove most of the clicks to the site (58.84% of the total click volume) at a CTR of 45.02% and a CPC of \$0.24, which suggests a high relevance of the keywords to the campaigns. For future campaigns, it is recommended to continue bidding on these keywords as they drove maximum traffic.

These top ten keywords triggered search terms such as "my way Canberra", "myway+ Canberra", and "myway+ app", which drove traffic at a high CTR of 63.88%, 44.39%, and 50.16%, respectively. For future campaigns, it is recommended to incorporate these search terms in the structure.

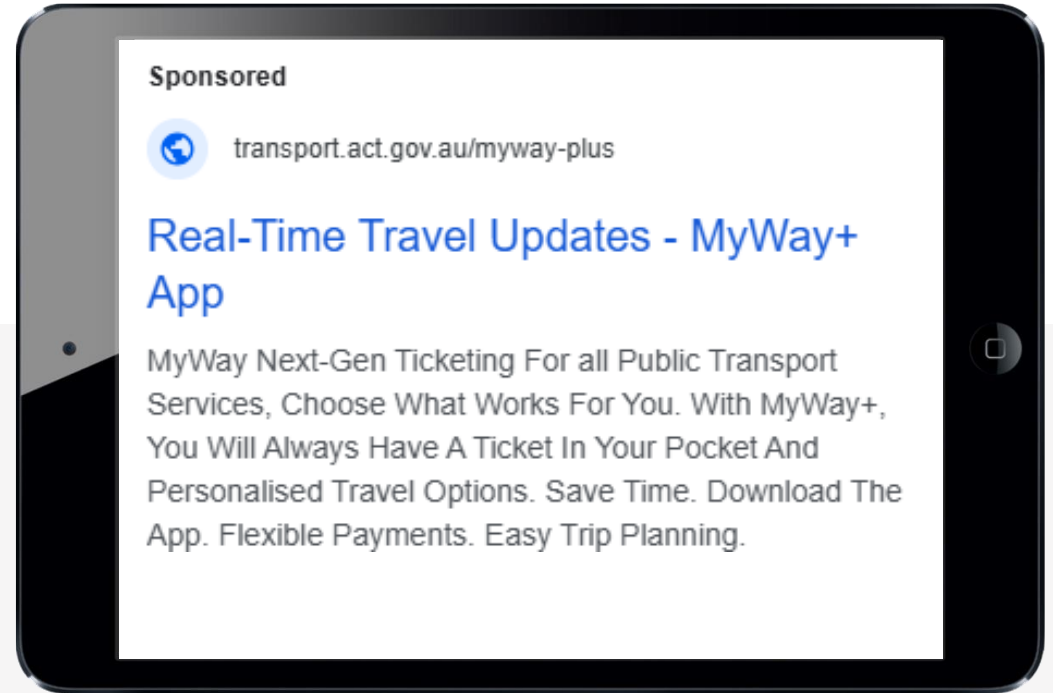
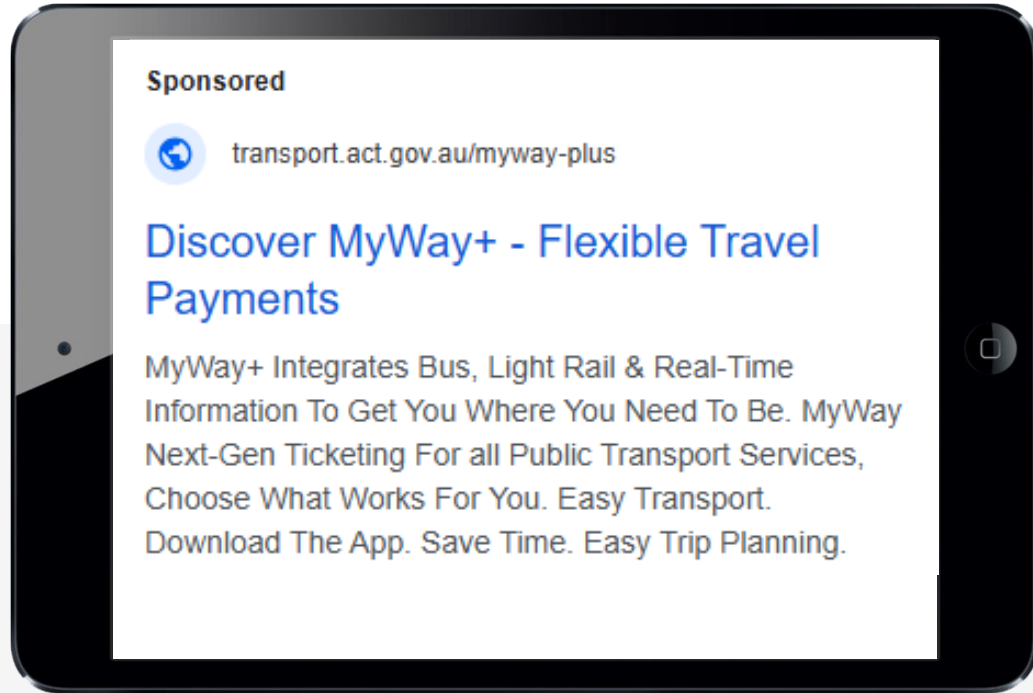
Top 10 DSA Search Terms

Search Terms	Headline	Landing page	Spend (Gross excl. GST)	Impressions	Clicks	Click through Rate	Cost per click
transport canberra	Home - Transport Canberra	https://www.transport.act.gov.au/	\$95.20	3,899	2,701	69.27%	\$0.04
action buses	Home - Transport Canberra	https://www.transport.act.gov.au/	\$26.08	846	560	66.19%	\$0.05
action bus timetable	Home - Transport Canberra	https://www.transport.act.gov.au/	\$27.74	723	379	52.42%	\$0.07
bus timetable canberra	Home - Transport Canberra	https://www.transport.act.gov.au/	\$15.03	444	244	54.95%	\$0.06
canberra transport	Home - Transport Canberra	https://www.transport.act.gov.au/	\$6.90	287	217	75.61%	\$0.03
act transport	Home - Transport Canberra	https://www.transport.act.gov.au/	\$9.17	299	211	70.57%	\$0.04
transport act	Home - Transport Canberra	https://www.transport.act.gov.au/	\$12.71	177	130	73.45%	\$0.10
action bus	Home - Transport Canberra	https://www.transport.act.gov.au/	\$9.59	232	120	51.72%	\$0.08
canberra buses	Home - Transport Canberra	https://www.transport.act.gov.au/	\$7.32	152	96	63.16%	\$0.08
bus timetable	Home - Transport Canberra	https://www.transport.act.gov.au/	\$10.63	184	85	46.20%	\$0.13
TOTAL	-	-	\$220.37	7,243	4,743	65.48%	\$0.05

The top ten search terms in the dynamic search ads (DSA)* drove 4,743 clicks to the website at a high CTR of 65.48% and a cost-efficient CPC of \$0.05. The strong performance of DSA is due to DSAs automatically generating headlines and keywords based on the content of the landing page, driving higher ad relevancy for the audience.

*Dynamic Search Ads (DSA) uses Google's organic web crawling technology to index the website to determine which searches to show ads for. If a search query is relevant to the content on the website, Google will automatically customise the ad's headline and find the most relevant landing page to the query.

Top Ads Combination Examples



Recommendations

Extend the campaign's flighting period

The campaign ran from 29 November to 13 December, which did not allow enough time to implement any optimisations.

For future campaigns, it is recommended to let the search activity run for at least 4 weeks to ensure sufficient time for exiting the learning phase and implementing optimisations.

Continue utilising dynamic search ads (DSA)

The DSA ad group drove additional traffic at a high click through rate of 50.28% and a cost-efficient cost per click of \$0.10.

It is recommended to continue utilising the DSA ad group whilst reviewing the search terms to drive additional traffic to the site. Moreover, it is recommended to include the top ten DSA search terms to the search structure.

Improve the responsive search ads ad strength

The Generic Ticketing System campaign drove traffic at a relatively low click through rate of 25.86%. The ad strength for the responsive search ad in this campaign was rated as average.

It is recommended to add more headlines featuring high-performing keywords from the campaign in the RSA to boost the click through rate.

um KITOS

شكرا

Dankie

Thank You

Danke

Merci

ευχαριστώ

Mahalo

Appendix.

Metric	Definition
Placement	The strategy that was executed for this campaign.
Impressions	Refers to the point that the ad/creative has been viewed once by a visitor or displayed on a web page.
Clicks	The point that a user clicks on the ad and is redirected to the site.
CTR	Click Through Rate: The ratio of how many users clicked on the ad over how many impressions have been served.
Spend	The amount money that has been spent.
Completed Views	Measured when a user has watched a video ad to 100% completion.
Completion Rate	The ratio of how many users have watched the video to completion over the total impressions served.
CPCV	Cost Per Completed View: The total spend divided by the number of completed views. Gives indication of the cost effectiveness for video campaigns.
Viewability	A ratio that gives indication to how viewable your creative was. A 'viewable' impression for video is defined as being 50% in view for 2 continuous seconds.
PMP (Publisher Direct)	Publisher Direct refers to the premium inventory deals that UM Programmatic makes with publishers such as 7Plus and 9Now which harness their private inventory not able to be reached through audience targeting or contextual targeting. The completion rate sits higher but the strategy is less targeted. It's recommended to have a blend of audience targeting and publisher direct to execute campaign to campaign having flexibility of budgets.
Audience Targeting	Utilises 3rd party data sources to reach users in a highly targeted way based on demographic, interest and behavioural data.
Contextual Targeting	Reaches users based off the content they're consuming, in this instance people that were consuming 'parenting' content were targeted
Industry Benchmark	Benchmark provided by partners, IAB, IAS or Nielsen

Term	Definition
Asset customisation	Asset customization allows advertisers to customise a creative asset for the creative best practise of each placement. For example, one creative asset such as a 10 second video could be used across newsfeed and stories if the creative asset is supplied in the correct specs for each, this allows the platform to reach the user in the most relevant placement to them based on their user behaviour.
Brand Awareness Objective	The Brand Awareness objective can be used to increase awareness for your brand by reaching people who are most likely to pay attention to it. It combines recall and reach to help increase brand awareness.
Campaign Budget Optimisation	Campaign Budget Optimisation allows advertisers to set budget at the campaign level rather than at the ad set level. This allows Facebook to automatically and continuously find the best active opportunities for results across the ad sets and distribute campaign budget in real time to get those results.
CPC	The average cost per link click.
CTR	The percentage of times people saw your ad and performed a link click.
Traffic Objective	The traffic objective is designed to drive people to your website or app.
Video Retargeting Audience	This audience includes everyone who has watched the videos within the campaign.
Lookalike Audience	A Lookalike Audience is a way to reach new people who are likely to be interested in your business because they're similar to your best existing customers. E.g. for this campaign specifically lookalike audiences of users who watched the videos were created
Placement Optimisation	Placement Optimisation allows advertisers to get the best results available from across all placements that they have selected. The widest range possible can be chosen from, allowing the system to find the optimal placement available such as newsfeed, messenger and stories to serve to the target audience across The Facebook Network, automatically shifting budget to the better performing placements. The benefits of this are better performance, bigger scale and simplicity of set up as it reduces the time spent manually selecting where ads are delivered.
Reach & Frequency Buy Type	Reach and frequency buying lets you plan and buy your campaigns in advance, with predictable ad delivery and more control over your frequency settings. Reach and Frequency buy type allows for sequencing.
Sequencing/Sequential Targeting	Sequencing means delivering ads in a specific order so that you can tell a story over a series of ads within a campaign. For example, if you wanted to run an ad for a new TV show, you could show a preview of the first episode in your first ad, followed by a second ad that previews the second episode and so on.
ThruPlay	ThruPlay is an optimization and billing option for video ads through the Video Views objective. ThruPlay allows advertisers to optimize and choose to pay only for ads that are played to completion for videos shorter than 15 seconds. For longer videos, ThruPlay optimizes and bills for ads that are played for at least 15 seconds. This optimization is available with auction or reach and frequency campaigns.
Cost per ThruPlay	The metric is calculated as total amount spent, divided by ThruPlays..
Video Views	The number of times your video played for at least 3 seconds. For each impression of a video, we'll count video views separately and exclude any time spent replaying the video.
CPV	The average cost per video view.
View Rate	The number of video views divided by the number of impressions.
Completed Views	The number of times your video was played to completion, including plays that skipped to this point.
Completion Rate	The number of completed video views divided by the number of video views.
CPCV	The average cost per completed video view.
Industry Benchmark	Generic benchmark provided by the publisher/channel

Term	Definition
Avg. Position	Provides detail about where ads are placed and is calculated by dividing the actual position by the number of impressions.
Avg. Session Duration	The average length of a Session.
Benchmark	Benchmarks are estimates based off historical performance using Google's keyword planner.
Bid Adjustments	A percentage increase or decrease in bids. A bid adjustment allows the ads to be shown more or less frequently based on where, when and how people search.
Bounce Rate	The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.
Brand	Keywords that are specific to the directorate and the campaign/initiative.
Broad Match Modifier (BMM)	A keyword match type that shows the ads for search queries that include all the terms designated with a + sign (or close variations) in any order. Additional words may appear before, after or between the terms.
Click	A click is counted when someone clicks on the ad.
CPC (Cost-Per-Click)	The amount that paid for the ad divided by its total clicks.
CTR (Click Through Rate)	CTR = Clicks ÷ Impressions. The percentage of time the ad is clicked, if it has been served. Click-through rate (CTR) can be used to gauge how well the keywords and ads are performing.
Dynamic Search Ads (DSA)	DSA uses Google's organic web crawling technology, to index the website in order to determine which searches to show ads for. If a search query is relevant to the content on the website, Google will automatically customise the ad's headline and find the most relevant landing page to the query.
Exact Match	A keyword match type that shows ads when the keyword bid on is the same as the search query someone is searching. Exact match keywords also include close variants and word order. Specified with [brackets].
Generic	Keywords that are broad to reach people that don't have awareness of the campaign. le Heinz = brand, tomato sauce = generic
Impression	An impression is counted each time an ad is served on Google's ad networks. Impressions help to understand how often the ads are being seen.
Impression Share	Shows the visibility achieved with ads. Impression share is the percentage of times a campaign was eligible to display an ad compared to when the ad was actually displayed.
Keyword	Words or phrases describing the product or service chosen to help determine when and where the ads can appear.
Quality Score	Google's rating of the quality and relevance of your keywords, ads and landing page. Each keyword is assigned a score from 1-10.
Maximise Clicks Bid Strategy	An automated bid strategy with the goal of getting the most clicks possible within the set budget.
Negative keyword	Words or phrases chosen to exclude from ads being shown. Often due to lack of relevance or different meanings. E.g. navy is a colour but also a defence force service.
Pages/Session	The average number of pages viewed during a session. Repeated views of a single page are counted.
Responsive Search Ads (RSA)	Responsive search ads are ads that adapt to show more text – and more relevant messages – to customers. Multiple headlines and descriptions are entered when creating a responsive search ad and over time, Google Ads will automatically test different combinations and learn which combinations perform best.
Search Query Report	A list of search terms that people have used, and that resulted in the campaigns ads being shown and clicked.
Search Terms	Also known as a search query, this is the actual word or phrase a person typed into Google for your ad to appear.
Session	A session is the period time a user is actively engaged with your website