

Continue the conversation

with your trusted  
healthcare provider.

# BPHC Maternal Health

## Final Paid Media Campaign Report

### Campaign Overview

#### Campaign Timeline

8/20/2023–11/18/2023

#### Objective

Increase vaccination uptake and address inequities in influenza and COVID-19 vaccination coverage among racial and ethnic minority parents in Boston.

#### CTAs

Continue the conversation with your trusted healthcare provider.

#### Audience

English- & Spanish-speaking parents ages 18-45 with children ages 0-17 living in Boston

#### Online Channels

Facebook/Instagram (FB/IG) (9/10–10/21)

#### Offline Channels

Radio (8/20–9/30)  
Bus Shelters (9/24–11/18)



#### Key Takeaways

- Weekly pageviews of [boston.gov/public-health/covid-19-know-facts-find-truth](https://www.boston.gov/public-health/covid-19-know-facts-find-truth) increased 342%, from 33 pageviews per week before FB/IG ads (8/13–9/9) to 146 per week during the campaign (9/10–10/21).
- 5 Bonus Bus Shelters have received over 1 million bonus impressions. Bus Shelters have not yet been taken down and continue to receive impressions.

### Campaign Performance



19,676,596

**Total Impressions**

▲ 18,916,285

since last report (through 10/7)  
(Bus Shelter & Radio impressions added)



1,399

**Total Clicks**

▲ 384

since last report



278

**Total Views**

▲ 89

since last report

\*all Views metrics are 75% for social platforms

# Creative Overview

## Ad Landing Page

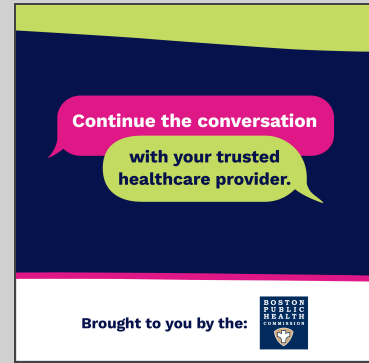
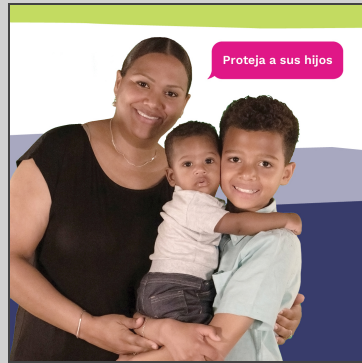
<https://www.boston.gov/public-health/covid-19-know-facts-find-truth>

## Ad CTA

Continue the conversation with your trusted healthcare provider.

## Traffic Objective

View any of the vaccine clinic/site pages.



**CITY of BOSTON** | Mayor Michelle Wu

INFORMATION AND SERVICES PUBLIC NOTICES FEEDBACK TRANSLATE

# COVID-19: KNOW THE FACTS, FIND THE TRUTH

Everyone has questions about COVID-19 and vaccination. Find answers to common questions and connect with resources.

**BOSTON PUBLIC HEALTH COMMISSION**

Have questions? Contact:  
**BOSTON PUBLIC HEALTH COMMISSION**  
INFO@BPHC.ORG

COVID-19 AND KIDS VACCINATIONS FOR CHILDREN VACCINES / BOOSTERS PROTECT YOURSELF RESOURCES

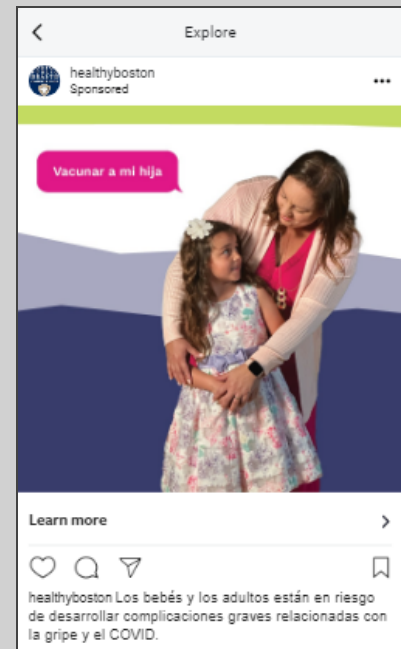
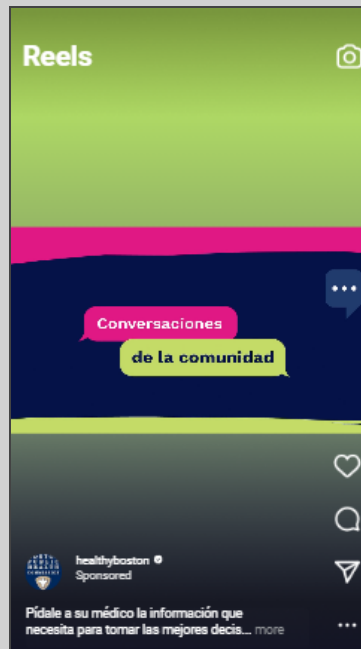
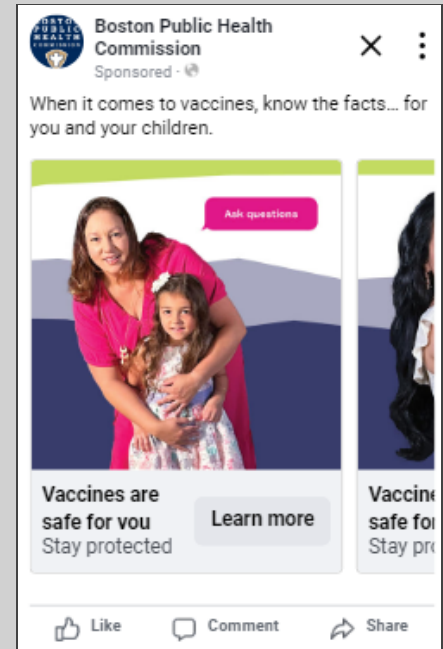
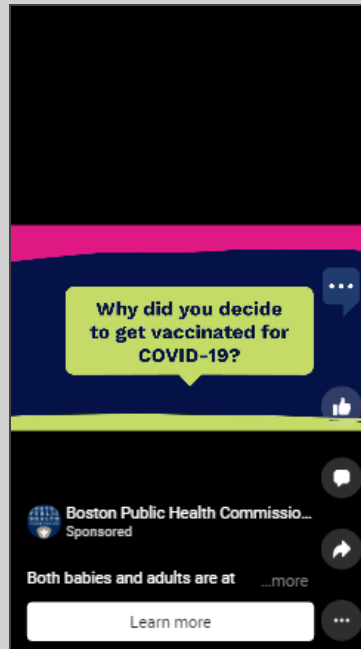
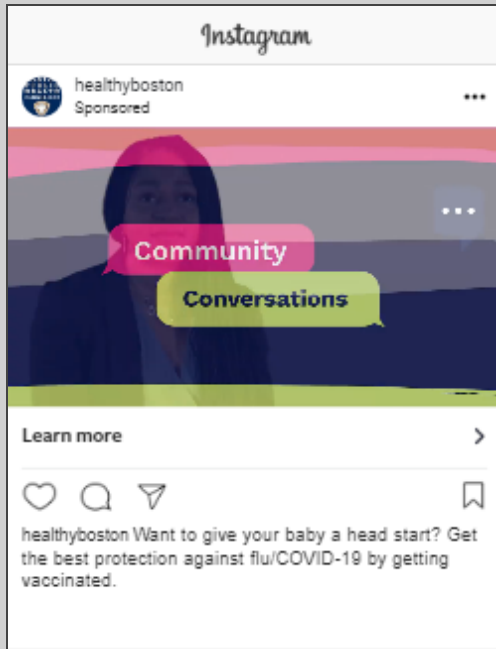
COVID is complicated. The Boston Public Health Commission is here to help answer your frequently asked questions (FAQs) about COVID-19, getting vaccinated, and keeping your family safe.

**Update:** The Boston Public Health Commission (BPHC) recommends everyone aged 6 months and older be vaccinated and boosted with their COVID-19 vaccines when eligible. Visit the [Covid-19 in Boston page](#) for more on BPHC's recommendations or learn more about COVID-

TRANSLATIONS  
▶ [Traducciones al Español](#)  
▶ [Tradiksyon Kreyòl Ayisyen](#)  
▶ [Traduções em Português](#)

# Proof of Performance

## Facebook/Instagram





# Facebook/Instagram



Goal: increase awareness  
Optimization: reach users multiple times



80,568  
**Reach**

▲ 22,303  
since last report



7.3  
**Avg. Frequency**

▲ 0.4  
since last report



1,677  
**Clicks & Views**

▲ 473  
since last report

Audience	Reach	Impressions ▾	Frequency	Clicks	FB CTR	IG CTR	Views
English	74,378	469,473	6.3	1,050	0.32%	0.06%	230
Spanish	15,014	118,759	7.9	349	0.34%	0.13%	48

MORE English Parents FB Benchmark CTR: 0.35%  
MORE English Parents IG Benchmark CTR: 0.05%  
MORE Spanish Parents FB Benchmark CTR: 0.30%  
MORE Spanish Parents IG Benchmark CTR: 0.06%



93  
**Reactions**



6  
**Shares**



### Comments on Ads

• Vaccines are probably the most successful medical invention of all time. So many millions of lives saved.



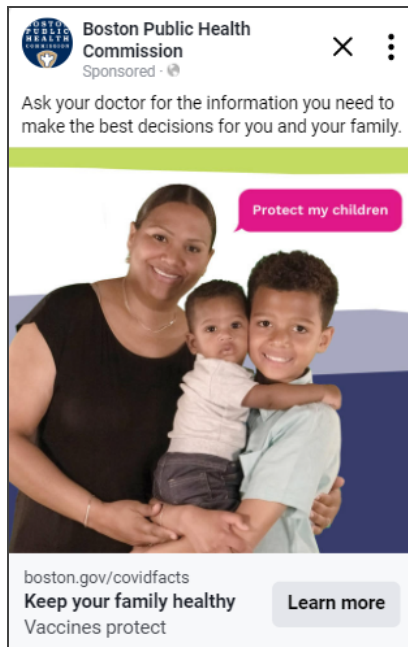
1  
**Comment**



6  
**Post Saves**

### Top-Performing Ads

(most clicked and engaged with)



**English Parents**  
543 clicks  
30 Engagements



**Spanish Parents**  
232 Clicks  
24 Engagements

Engagements: reactions, comments, shares, saves



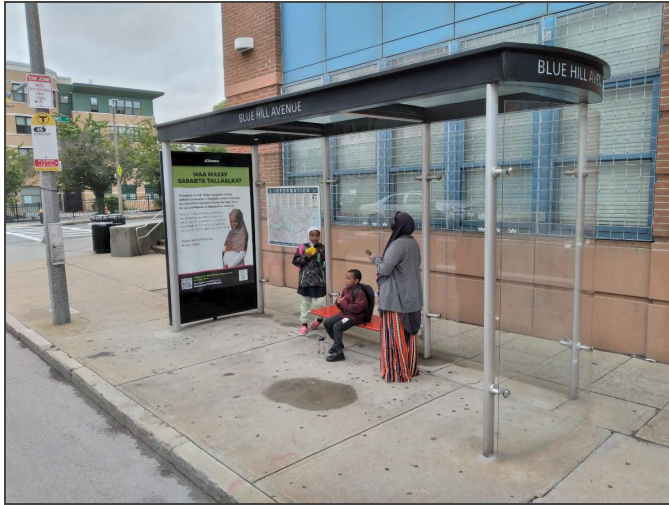
# Bus Shelters



**83**  
**QR Code Scans**  
(Brochures & Bus Shelters)

# of Shelters	Estimated Impressions	Delivered Impressions	# of Bonus Shelters	Bonus Impressions
18	6,782,207	10,601,460	5	1,083,526

Bus shelter ads are still in place.





# Radio

Station	# of Spots ▾	Impressions
WZRM (English)	145	261,171
Spark Online Radio (English)	107	-
Radio Telepan (Haitian)	42	-

WZRM is the only station with ratings, so we are unable to report out on impressions for the other two stations.