

# Transforming campaigns with insight and data

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**09/05/2025**

Behaviour change  
network



# Designed for real world conditions



# Today

**1 Performance Mindset**

**2 Platform targeting capabilities**

**3 Always on Evaluation**

**4 Optimisation**



# CAN

- **3,000+ Campaigns**
- **Accelerate savings for adults, childrens, health, waste....**
- **Reducing cost per outcome**



# Communication Principles

## 1 Inclusive

- **90+% of audience reached**
- **Human + Physical + Digital**
- **Stories**

## 2 Always saving

- **£s saved per £ spent**
- **Your Media Estate + Paid**
- **Connected Campaigns**

## 3 Nothing without data

- **Reached?**
- **Outcomes?**
- **Savings?**

# G.T. Framework

## Strategic

Savings  
Targets  
Modelling  
Investment  
Reporting

## Questions

How will we know this  
has worked?

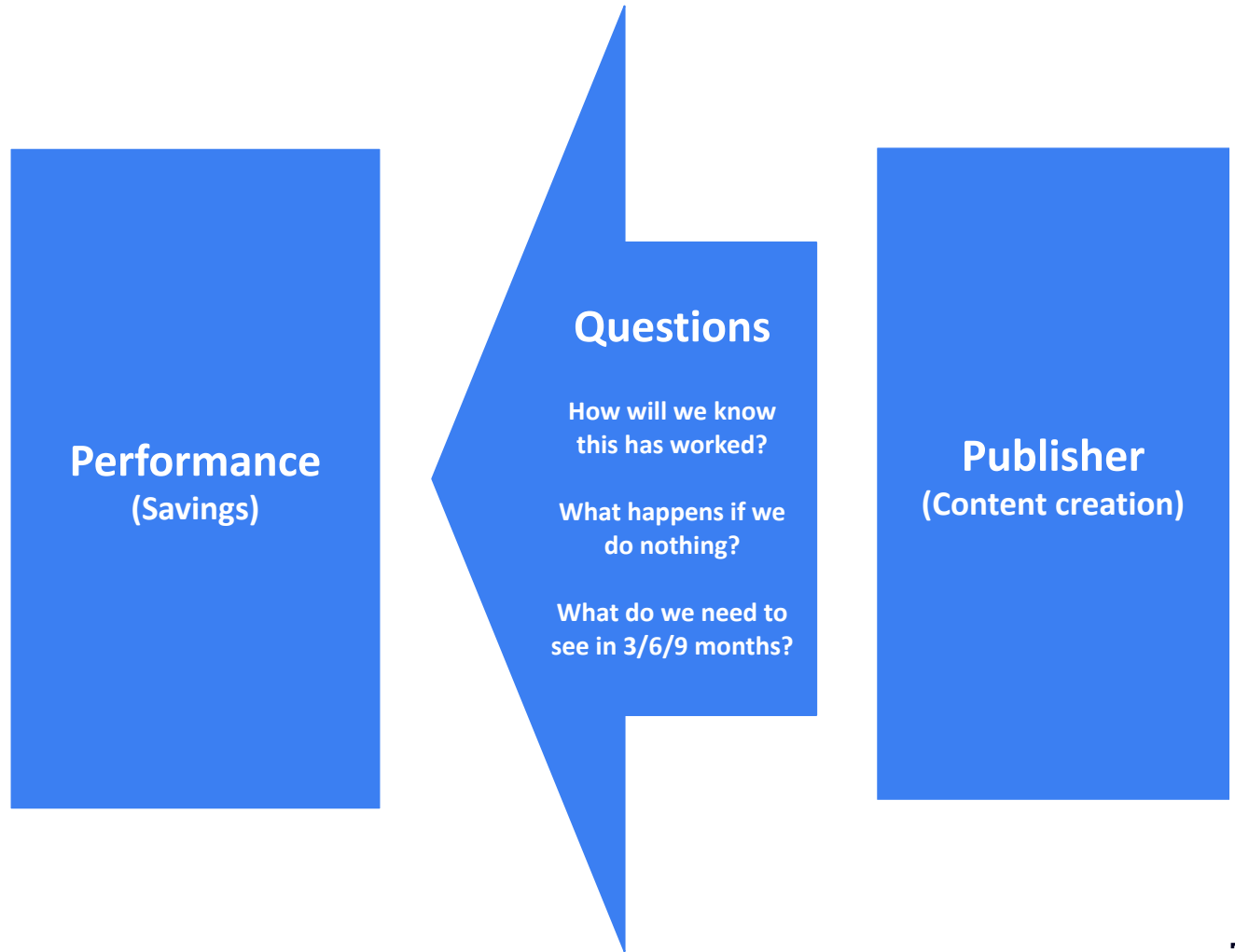
What happens if we  
do nothing?

What do we need to  
see in 3/6/9 months?

## Tactical

I need a:  
Video  
Press release  
Social media post  
Leaflet  
Campaign  
Can you just....

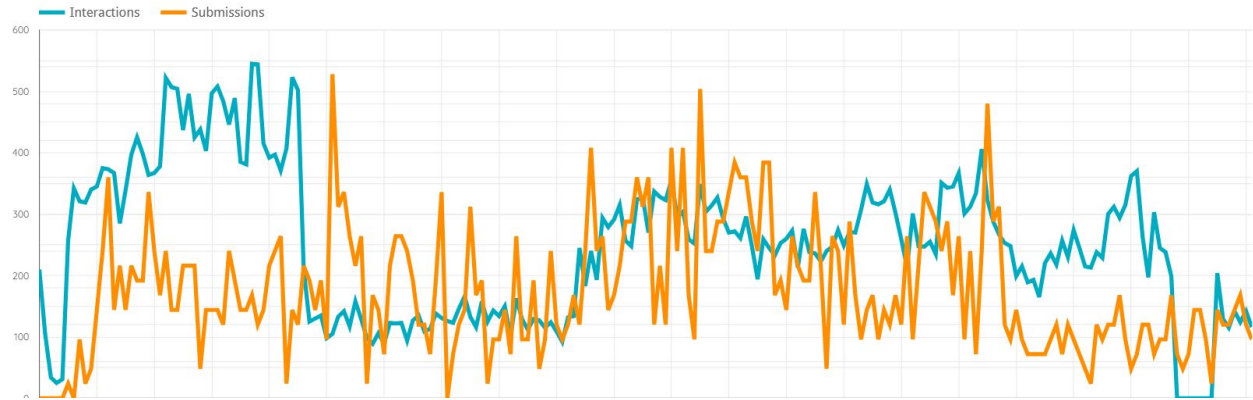
# G.T. Framework



# Evaluation



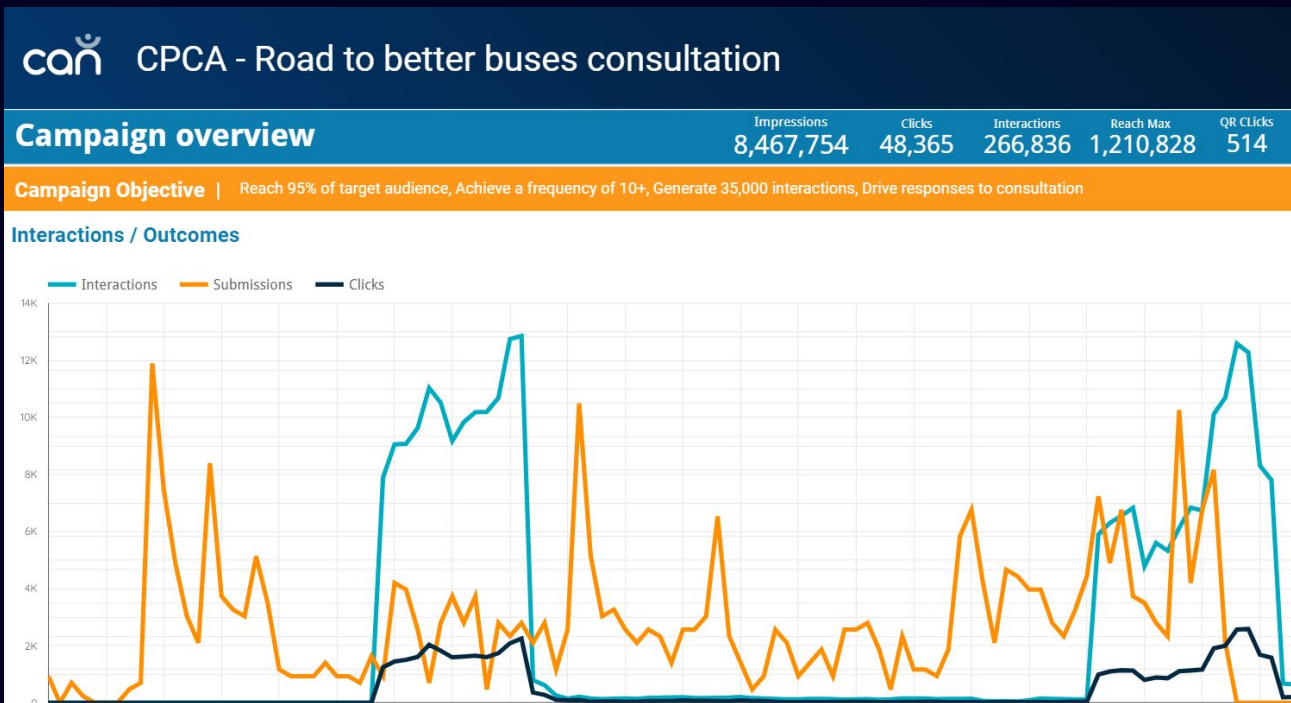
Interactions / Outcomes





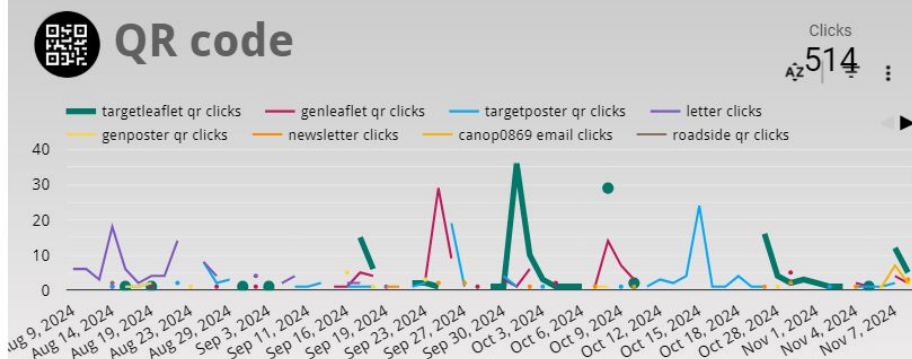
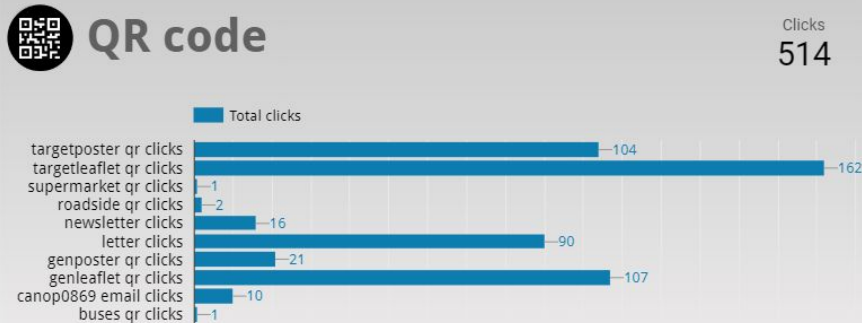


# Insight - Channel choice





# Insight - Channel choice





# Insight - Channel choice

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Channels	Cost per click
Paid Digital	£0.29
All other paid	£81.71



# Insight - Channel choice

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**2.7?**



# Insight - Channel choice

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**27?**



# Insight - Channel choice

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**277x**

# Insight - Channel choice

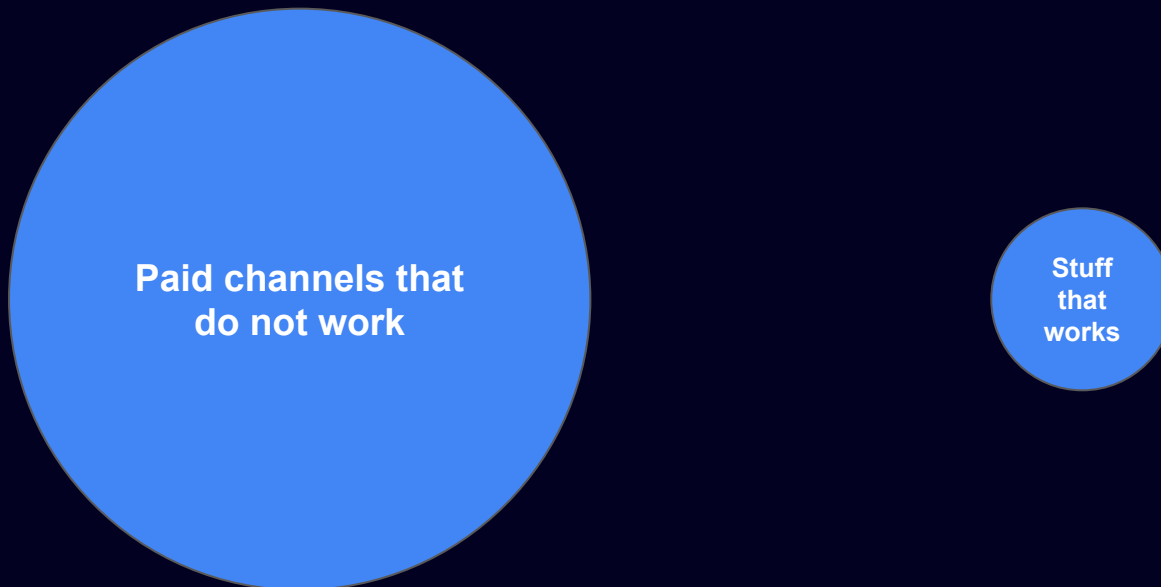
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# Common

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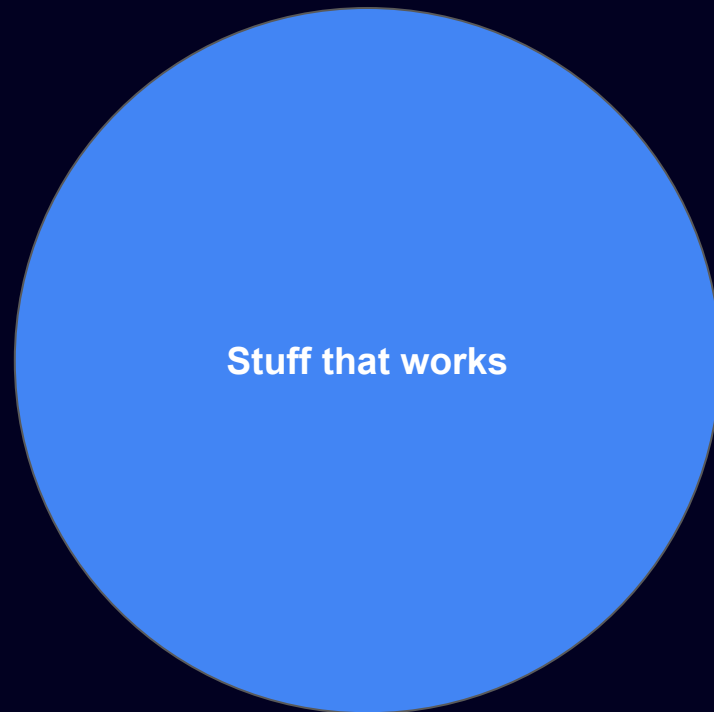






# Towards

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# Paid Digital Avoid

- Targeting
- Reach
- CPC
- Alternatives





# Paid ATL Avoid

- Low Targeting
- Low Reach
- Low Measurability
- High Waste
- High CPO

= Fewer outcomes for  
your budget

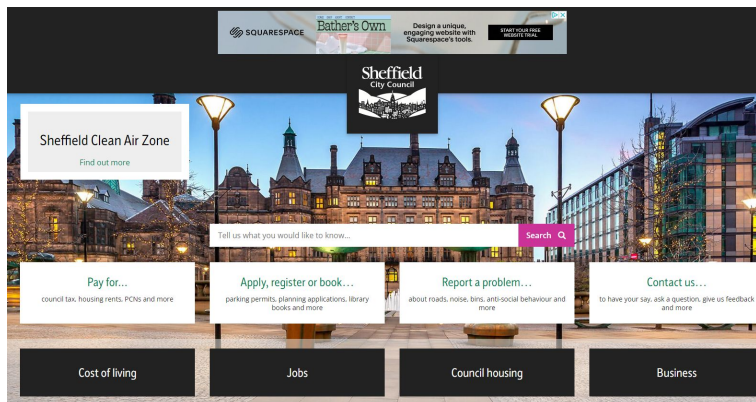


Reach



# Your free estate

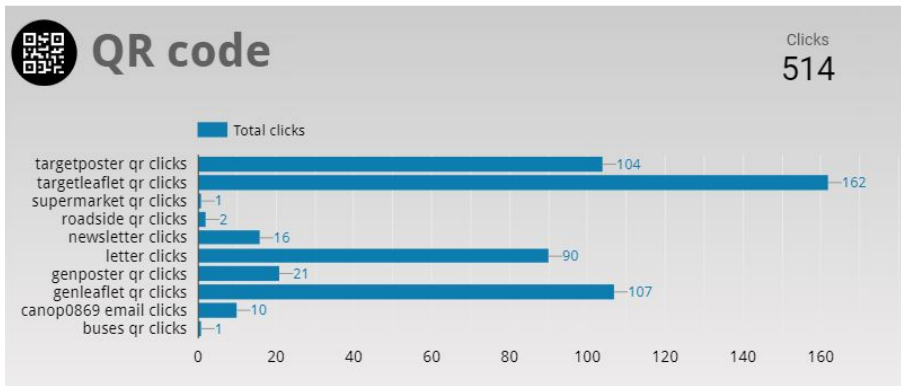
- Physical
- Digital
- £100k+ pa
- Priority campaigns
- Always on
- A/B test
- Audience building
- Low budget - SL
- Diffuse





# Direct mail

- Digital divide
- Low income
- Grudgingly Digital
- Statutory
- Map
- Service data
- Every priority campaign



CSV.csv - Notepad

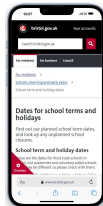
File Edit Format View Help

```
Name, Age, Country, Email, Subscription
Eliana Knox, 28, Canada, eliana.knox@example.com, True
Marco Fischer, 35, Germany, marco.fischer@example.com, False
Aarav Patel, 42, India, aarav.patel@example.com, True
Leyla Wong, 22, Singapore, leyla.wong@example.com, False
Samuel Adams, 31, USA, samuel.adams@example.com, True
Maya Singh, 27, India, maya.singh@example.com, False
Lucas Martin, 19, France, lucas.martin@example.com, True
Olivia Brown, 45, Australia, olivia.brown@example.com, False
Noah Lee, 34, South Korea, noah.lee@example.com, True
Emma López, 30, Spain, emma.lopez@example.com, False
Liam Smith, 24, United Kingdom, liam.smith@example.com, True
Sophia Davis, 50, USA, sophia.davis@example.com, False
Mason Johnson, 29, USA, mason.johnson@example.com, True
Isabella Wilson, 33, USA, isabella.wilson@example.com, False
Jacob Miller, 26, USA, jacob.miller@example.com, True
Ava Taylor, 21, USA, ava.taylor@example.com, False
William Anderson, 37, USA, william.anderson@example.com, True
Mia Thomas, 39, USA, mia.thomas@example.com, False
Ethan Jackson, 41, USA, ethan.jackson@example.com, True
Hanna White, 25, USA, hanna.white@example.com, False
```



# Basic Amplification mix

- Owned
- Direct Mail
- Google
- Meta
- Snapchat

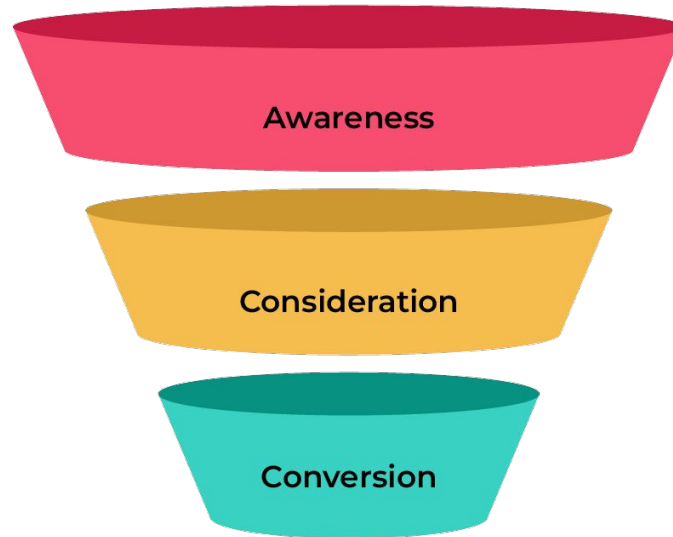




# Platform Targeting Capabilities

Summarize this table							
	A	B	C	D	E	F	G
1	Artist	Gender	Age	Geo	Targeting	Language	Min. Budget
2					Detailed		
3	Facebook / Instagram	- Male - Female - All	13-65+  Not available for under 18s: - Language Targeting - Targeting per interest - Special ad categories	- Country, County, City, Postcode, Address, Pin  For Postcodes both incode and outcode needed, ex: SW3 1  - Radius : in km/miles around a city or pin. (No minutes please)	<b>Demographics</b> - Education : education level, field of study, school name - Parents : all parents, parents with children 1-2 / 3-5 / 6-8 / 9-12 / 13-17 / 19-26 - Relationship Status - Work : industries, employer name, job titles - Life Events  <b>Interests</b> Main Category list : <a href="https://interestexplorer.io/wp-content/uploads/2019/02/FB-interests-list.pdf">https://interestexplorer.io/wp-content/uploads/2019/02/FB-interests-list.pdf</a> *Thousands more searchable	✓	✗
4	Snapchat	- Male - Female - All	13-50+	Region, Postcodes  For Postcodes both incode and outcode needed, ex: SW3 1	Targeting per <b>lifestyle</b> only available, ex: News Watchers, Sports Fans, Travel Enthusiasts, Music Fans, Gamers  Can't target parents, pregnant women, etc...	✓	£5/day
5	Google	- Male - Female - Unknown	18-24 25-34 35-44 45-54 55-64 65+	- Country, County, City, Postcode  For Postcodes only outcode available - no incode ex:	<b>Topics</b> : Science, Property, Food & Drink, Shopping, Travel,...etc...  <b>Audiences</b> - <b>Demographics</b> : Parent Status, Employment, Education, Home ownership status, Marital Status - <b>Interests</b> : Banking, Beauty & Wellness, Technology, Home & Garden, Politics, etc...		✗

# What and when?

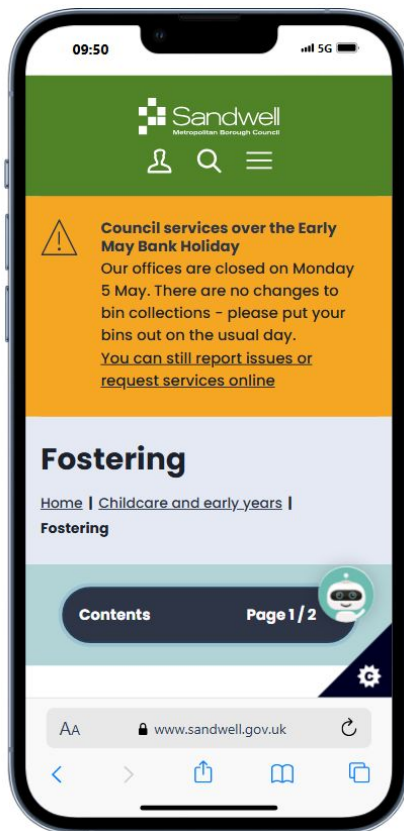




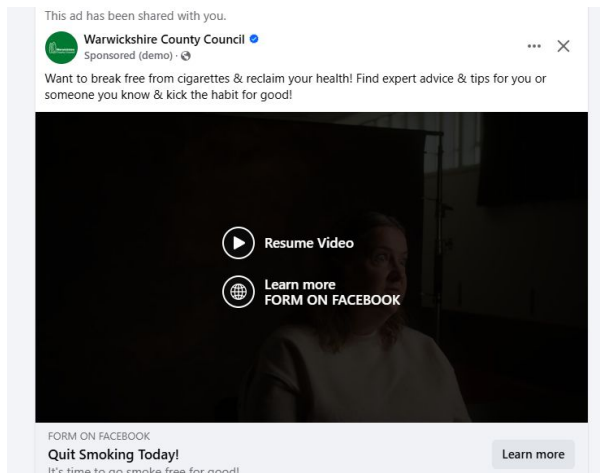
# What and when?



# UX (landing pages)



# UX In Platform



**Contact information ⓘ**

Please complete this form and we'll contact you with more information.

Full name  
[Redacted]

Email address  
[Redacted]

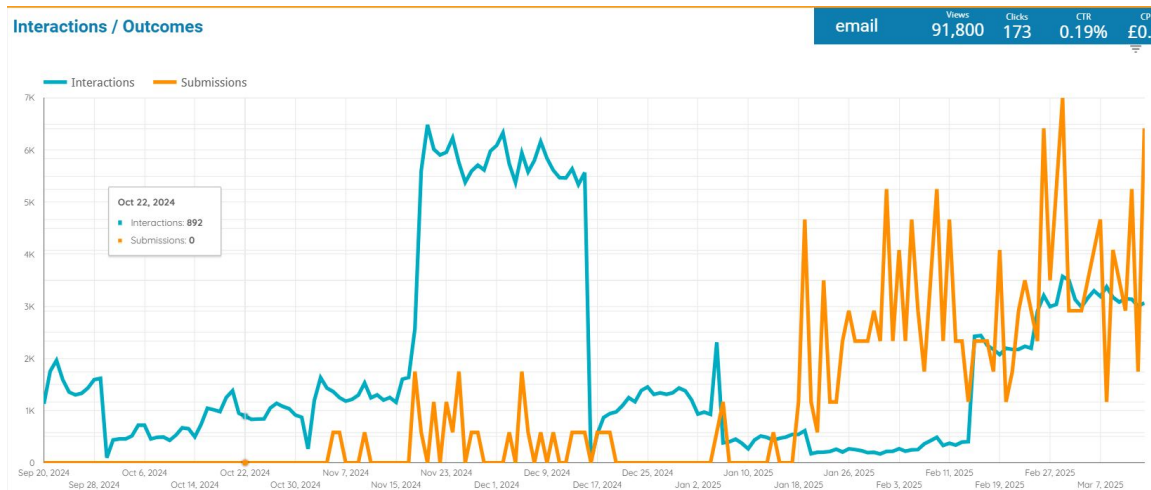
GB+44 ▼ Phone number  
[Redacted]

[Continue](#)



# Measure in real time

- Low friction
- 5X
- Quality



# Funnel

Reach - 90+%

Frequency - 52x

Interact

Remarket

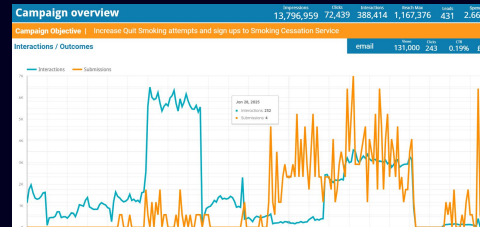
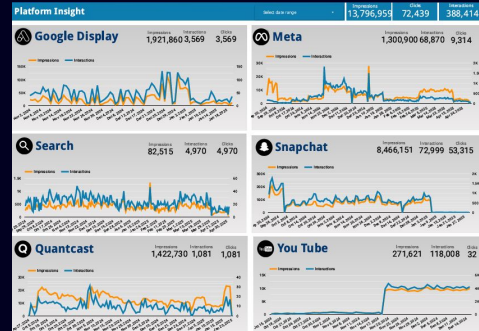
Simple complete

OPTIMISE



# Plumbing

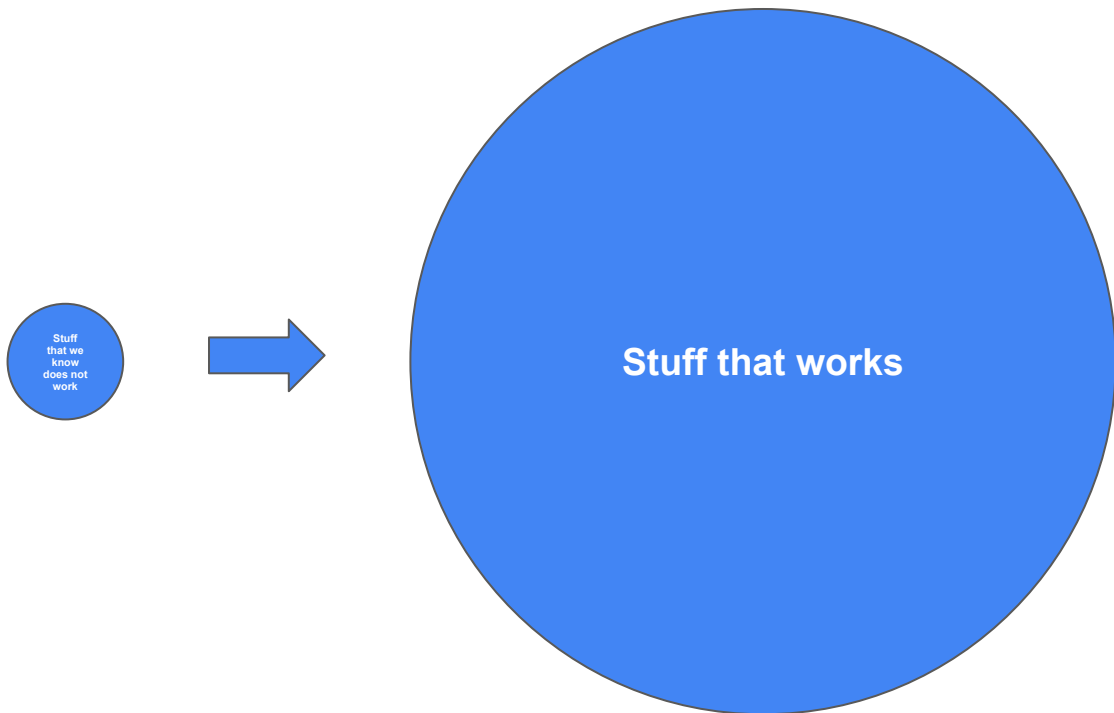
- Service data
  - Outcomes by date
  - Before, during and after
  - Offline routes
- Pixels
  - Remarketing
  - Conversion
  - Server integration
- Offline response
  - QR - ad tracker
  - Service data
  - Quality
- Platform data
  - interactions by date
  - conversions by date
  - Cost per conversion





# Optimisation

- **Cost per outcome**
- **Machine learning**
- **+**
- **Human pruning**
- **Reduce CPO**
- **More outcomes/£**





## Evaluation

**£19 saved for every £1 spent**



# Reality check

- Service data
- Plumbing
- Pixels
- Platforms
- Collate
- Evaluate
- Optimisation at least once per week
- Cost per outcome reducing

Today		< 2025, May 05-11 >			
05 Monday	06 Tuesday	07 Wednesday	08 Thursday	09 Friday	
		Mail off - Palmer's sports fun. Matthews Elizabeth			
<p>Team Brats 14 Rostered pdon</p> <p>Complete</p> <p>Pipeline https://www.google.com/... Mark Gardner</p> <p>CAN &amp; Vector Microsoft T</p> <p>beds - fire - inf</p> <p>IO check</p>	<p>Space to co - tips for p</p> <p>London - social media co Microsoft Teams Meeting</p> <p>FIR: CAN &amp; Hackney</p> <p>Martin Saybot</p> <p>Run through in case campaign connect to work Microsoft Teams Meeting John Paul Daron</p> <p>Survey More and Differ</p> <p>Catch up Microsoft Teams</p> <p>SCN NW Tribe Microsoft Teams Meeting Nicola Bonham</p> <p>Catch Up BCC/Can Digital Microsoft Teams Meeting John Coyne</p> <p>24 and Q2 numbers Micro CAN &amp; e-shot Microsoft T</p>	<p>https://myaccount.admin</p> <p>C20 - CAN Microsoft Team</p> <p>Countries Webinar: Childre Microsoft Teams Meeting Andrew Halford</p> <p>Children's Social worker r Microsoft Teams Meeting Leanne Hughes</p> <p>Transport webinar pre-me Insight service Microsoft T</p> <p>Run through in advance</p> <p>JP - Catch-up David Morgan</p> <p>LEAVE Microsoft Teams Meeting</p>	<p>Nicole boreham</p> <p>ZensaidcidLNDN advertising Microsoft Teams Meeting R</p> <p>Suffolk campaigns catch-up Microsoft Teams Meeting Andrew Halford</p> <p>Mtg with JP @CAN Micros</p> <p>Carems Microsoft Teams Meeting</p> <p>Blue Light Hub Webinar: An intro to program Microsoft Teams Meeting</p> <p>Canette Nihil</p> <p>Webinar - build</p> <p>Webinar: How Data and Better Behaviour Change</p> <p>Survey More and</p> <p>CAN Foster care hub Microsoft Teams Meeting John Paul Daron</p> <p>Hailway waste environcom Microsoft Teams Meeting R</p> <p>Training survey - sbest T</p>		

# Hope

- Borrow - What has worked elsewhere? <https://comms-files.co.uk/>
- Free - Search insight
- Social insight
- Comms Estate - free + income
- GT framework - stakeholder management
- Collaboration

Thank you

JP@can-digital.net

