

Important Update

Technology is always rapidly changing, and it appears one of the features I highlighted in this presentation has been depreciated. Between the time it took to prepare this presentation and give it, it seems Facebook removed the ability to set preferred page audiences more narrowly than by country and age. Users should still be able to target individual page posts the same way, however.

Unanswered Questions

1. Anonymous | “What was the length of your campaign?”
 - a. We promoted the FNV campaign during June and July 2017 with a bit of overlap into August for a few billboards that started late due to some issues with one advertiser. Some billboards remained up after contracts concluded until they were replaced by new customers. Evaluation was conducted in late August and early September to conclude all activities before the end of the Federal Fiscal Year.
2. Cornell University | “Could you please clarify whether Google ads would be seen regardless of your internet browser or search engine?”
 - a. Yes and no. A user’s internet browser should have no impact on whether or not a google ad is shown on any given website unless an extension or some other add-on blocks an ad’s display. If a user uses a search engine besides google it is very unlikely they would see google ads in those search results. That said, google may account for as much as 86% of all internet searches if that factors into any considerations at all.
3. Utah State University | “How did you recruit at retailers?”
 - a. Our recruitment and program coordinator worked to establish relationships with produce retailers including Wal-Mart, a regional grocery chain called Winn-Dixie, and local stores that were identified by our GIS co-PI and his grad student from SNAP-Ed eligible store data. UGA SNAP-Ed staff scheduled times to conduct intercept surveys, and then recruited randomly sampled customers according to a protocol.
4. Try Healthy SNAP-Ed Program | “How did you send out survey’s (sic) for your campaigns?”
 - a. We used 3 different methods to conduct roughly the same survey:
 - i. We intercepted 200 randomly sampled customers shopping at SNAP-Ed eligible produce retailers at 4 intercept site locations and 2 control locations. Most surveys were captured using the Qualtrics offline app to include rich media (audio and video) in the surveys when possible, and to simplify the data collection and analysis process by eliminated the need to re-enter data. A few of these responses were on paper due to technical difficulties.
 - ii. We re-targeted roughly 17,000 people in intervention locations who saw videos online, plus roughly 4,000 people in control locations, to complete the same online survey that was used for intercept surveys.

- iii. We direct mailed over 11,000 people in intercept and control locations with paper surveys that were almost identical to the online and intercept surveys save for rich media like audio/video. We used EDDM (every door direct mail service provided by USPS) to target low-income mail routes near to billboards and mailed surveys with a business reply envelope for a free return (which likely contributed to the nearly 10% reply rate we had). We leveraged campus resources to manage much of this process beyond the EDDM route selection and the collection and analysis of responses.

Also, just for fun, neopb asked about the name of the dog. That's Houdini, and his momma is our marketing/media specialist. 😊