



GET THE LEAD OUT!

Detroit
LeadSafe Housing

HOUSING & REVITALIZATION DEPARTMENT

Lead Campaign Recap

EMERALD MEDIA
LLC

1.17.22

HRD SW Detroit Lead Campaign

Goal: Enroll homeowners (homes of a certain age) in lead paint removal renovation program

Campaign Dates:

June – Dec 2022

Audience Target:

18+ yr old Detroiters – zip codes 48209, 48210, 48217

Media Tactics:

Out of Home

Paid Social (Facebook/Instagram)


Site Retargeting

Targeted Email


OTT/Streaming video

Budget Plan: \$40,000

HRD Sample Social Ads



City of Detroit Government
Sponsored ·

Did you know that 89% of homes built before 1978 have lead-based paint? Learn how the City of Detroit is helping families make their home lead-safe for FREE today!




detroitmi.gov
Visit our website to see if you qualify for a FR...

[Learn more](#)



City of Detroit Government
Sponsored ·

¿Sabía que 89% de hogares construidos antes del año 1978 contienen pintura a base de plomo? ¡Aprenda como la ciudad de Detroit está ayudando a familias combatir el plomo gratis hoy!




detroitmi.gov
Visite nuestro sitio de web para ver si calific...

[Learn more](#)



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Sponsored ·

Did you know that 89% of homes built before 1978 have lead-based paint? Learn how the City of Detroit is helping families make their home lead-safe for FREE today!

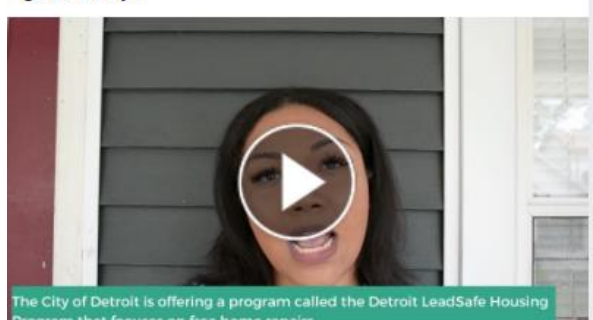


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Visit our website to see if you qualify for a FREE lead inspection and repairs.

detroitmi.gov

Four ads at the top are the four individual ads we are running, there are 30+ different sizes for FB/Instagram that run in various places on the site (in-feed, right rail, reels, etc. – the four at the bottom are just sample sizes of a few of these. We have multiple sizes for all four ads.


City of Detroit Government
Sponsored




[Learn more](#)

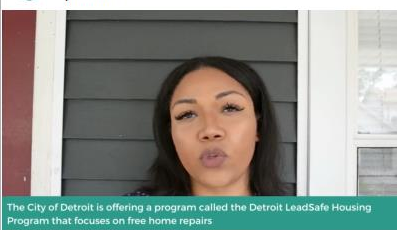
Did you know that 89% of homes built before 1978 have lead-based paint? Learn how the City of D... more


City of Detroit Government
Sponsored



Did you know that 89% of homes built before 1978 have lead-based paint? Learn h... more


City of Detroit Government
Sponsored



[Learn more](#)

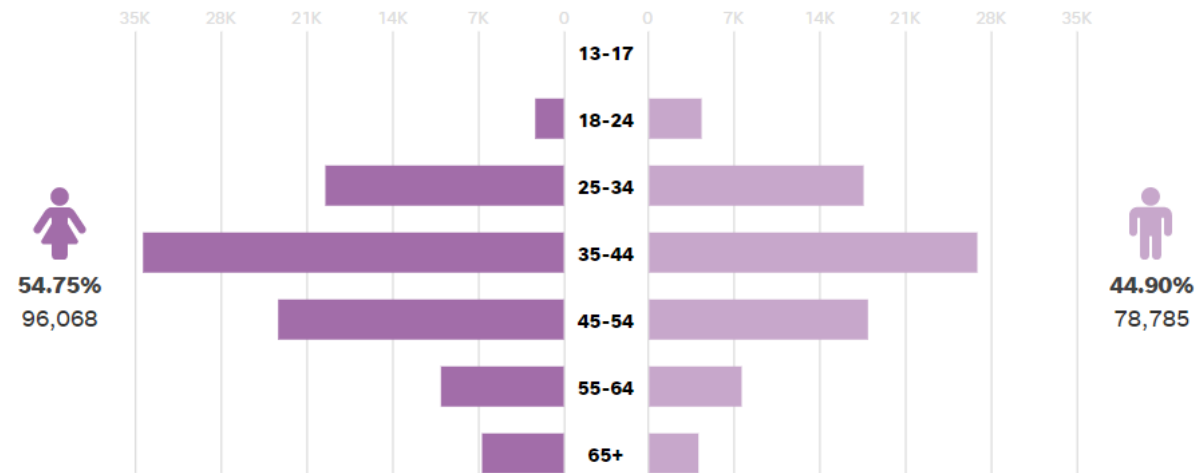
Did you know that 89% of homes built before 1978 have lead-based paint? Learn how the City of D... more

Paid Facebook/Instagram 6.30.22-12.2.22



Impressions delivered: 209,477
Reach: 175,473
Clicks: 5,375
CTR: 2.57% (industry bench .90%)
CPC: \$0.47
CPM: \$12.15
Reactions: 270
Shares: 111
video views: 3,181

Age & Gender ⓘ



⚠ 0.35% did not specify gender

Mobile v. Desktop ⓘ



Mobile	99.60%
Desktop	0.35%
Other	0.06%

June Core Email

LOCALiQ

CAMPAIGN REPORT

Campaign Summary

Name: CITY OF DETROIT 02217712

From/Brand:	City of Detroit Housing Revitalization		
Headline:	Your House May Be Eligible For Repairs!		
Broadcast Date:	06/17/2022		
Audience:	15,000	ID:	1600428
Views:	2,878	Clicks:	368
View %:	19.19%	Click %:	2.45%

Campaign Creative



CAMPAIGN STATS

Views | 19.19 % Total Views 2,878



Clicks | 2.45 % Total Clicks 368



CTVR | 12.79 %



Clicks by Device

Desktop	27.99%	103
Mobile	72.01%	265

CLICKS BY WEB BROWSER



June Reminder Email

LOCALiQ

CAMPAIGN REPORT

Campaign Summary

Name: CITY OF DETROIT 02217712 RR

From/Brand:	City of Detroit Housing Revitalization		
Headline:	Your House May Be Eligible For Repairs!		
Broadcast Date:	06/24/2022		
Audience:	15,000	ID:	1600433
Views:	2,177	Clicks:	430
View %:	14.51%	Click %:	2.87%

Campaign Creative



CAMPAIGN STATS

Views | 14.51 % Total Views 2,177



Clicks | 2.87 % Total Clicks 430



CTVR | 19.75 %



Clicks by Device

Desktop	41.86%	180
Mobile	58.14%	250

CLICKS BY WEB BROWSER



July Core Email

LOCALiQ

CAMPAIGN REPORT

Campaign Summary

Name: CITY OF DETROIT 02230147

From/Brand:	City of Detroit Housing Revitalization		
Headline:	Interested in a FREE lead inspection and home repairs?		
Broadcast Date:	07/13/2022		
Audience:	15,000	ID:	1605073
Views:	3,547	Clicks:	0
View %:	23.65%	Click %:	0.00%

Campaign Creative

Detroit LeadSafe Housing
HOUSING & REVITALIZATION DEPARTMENT

GET THE LEAD OUT!

- Are you located within the target area? (see map, HHSD staff will confirm eligibility area)
- Does your household income fall below 60% AMI? (see table below)
- Home built before 1970?
- Are there children in your home (living or visiting) that are 6 years of age or younger?
- Are you or someone in your home pregnant?

If you answered yes, your home may be eligible for repairs through the Detroit Lead-Safe Housing Program. Up to \$25,000 in repairs per home!

CAMPAIGN STATS

Views | 23.65 % Total Views 3,547

Clicks | 0.00 % Total Clicks 0

CTVR | 0.00 %

Clicks by Device

Desktop
0.00% | 0

Mobile
0.00% | 0

CLICKS BY WEB BROWSER



July Reminder Email

LOCALiQ

CAMPAIGN REPORT

Campaign Summary

Name: CITY OF DETROIT 02230147 RR

From/Brand:	City of Detroit Housing Revitalization		
Headline:	Interested in a FREE lead inspection and home repairs?		
Broadcast Date:	07/20/2022		
Audience:	15,000	ID:	1605076
Views:	3,175	Clicks:	337
View %:	21.17%	Click %:	2.25%

Campaign Creative

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HOUSING & REVITALIZATION DEPARTMENT

GET THE LEAD OUT!

- Are you located within the target area? (see map, HHSD staff will confirm eligibility area)
- Does your household income fall below 60% AMI? (see table below)
- Home built before 1970?
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- Are you or someone in your home pregnant?

If you answered yes, your home may be eligible for repairs through the Detroit Lead-Safe Housing Program. Up to \$25,000 in repairs per home!

CAMPAIGN STATS

Views | 21.17 % Total Views 3,175

Clicks | 2.25 % Total Clicks 337

CTVR | 10.61 %

Clicks by Device

Desktop
77.74% | 262

Mobile
22.26% | 75

CLICKS BY WEB BROWSER



August Core Email

LOCALiQ

CAMPAIGN REPORT

Campaign Summary

Name: CITY OF DETROIT - 02281070

From/Brand:	City of Detroit Housing Revitalization		
Headline:	That old chipping paint may contain lead that is harmful to your family...		
Broadcast Date:	08/16/2022		
Audience:	15,000	ID:	1618873
Views:	2,331	Clicks:	449
View %:	15.54%	Click %:	2.99%

Campaign Creative



CAMPAIGN STATS

Views | 15.54 % Total Views 2,331

Clicks | 2.99 % Total Clicks 449

CTVR | 19.26 %

Clicks by Device

Desktop	52.56%	236
Mobile	47.44%	213

CLICKS BY WEB BROWSER

Chrome	316	Explorer	8	Firefox	5	Safari	93	Other	27
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Custom Fields

Custom Field 1	Custom Field 2	Custom Field 3	Custom Field 4
USA_245084	3811858	-not defined-	-not defined-

August Reminder Email

LOCALiQ

CAMPAIGN REPORT

Campaign Summary

Name: CITY OF DETROIT - 02281070 RR

From/Brand:	City of Detroit Housing Revitalization		
Headline:	That old chipping paint may contain lead that is harmful to your family...		
Broadcast Date:	08/23/2022		
Audience:	15,000	ID:	1618921
Views:	3,036	Clicks:	305
View %:	20.24%	Click %:	2.03%

Campaign Creative



CAMPAIGN STATS

Views | 20.24 % Total Views 3,036

Clicks | 2.03 % Total Clicks 305

CTVR | 10.05 %

Clicks by Device

Desktop	51.15%	156
Mobile	48.85%	149

CLICKS BY WEB BROWSER

Chrome	224	Explorer	3	Firefox	5	Safari	62	Other	11
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Custom Fields

Custom Field 1	Custom Field 2	Custom Field 3	Custom Field 4
USA_245084	3811859	-not defined-	-not defined-

September Core Email

LOCALiQ

CAMPAIGN REPORT

Campaign Summary

Name: CITY OF DETROIT 02338475

From/Brand:	City of Detroit Housing Revitalization		
Headline:	Let Us Help You Remove Lead-Based Paint Hazards in Your Home!		
Broadcast Date:	09/15/2022		
Audience:	15,000	ID:	1634122
Views:	3,195	Clicks:	401
View %:	21.30%	Click %:	2.67%

Campaign Creative



CAMPAIGN STATS

Views | 21.30 % Total Views 3,195

Clicks | 2.67 % Total Clicks 401

CTVR | 12.55 %

Clicks by Device

Desktop	58.85%	236
Mobile	41.15%	165

CLICKS BY WEB BROWSER

Chrome	281	Explorer	22	Firefox	14	Safari	66	Other	18
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September Reminder Email

LOCALiQ

CAMPAIGN REPORT

Campaign Summary

Name: CITY OF DETROIT 02338475 RR

From/Brand:	City of Detroit Housing Revitalization		
Headline:	Let Us Help You Remove Lead-Based Paint Hazards in Your Home!		
Broadcast Date:	09/22/2022		
Audience:	15,000	ID:	1634123
Views:	2,171	Clicks:	402
View %:	14.47%	Click %:	2.68%

Campaign Creative



CAMPAIGN STATS

Views | 14.47 % Total Views 2,171

Clicks | 2.68 % Total Clicks 402

CTVR | 18.52 %

Clicks by Device

Desktop	29.35%	118
Mobile	70.65%	284

CLICKS BY WEB BROWSER

Chrome	214	Explorer	11	Firefox	13	Safari	123	Other	41
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Custom Fields

October Core Email

October Reminder Email

LOCALiQ


CAMPAIGN REPORT

Campaign Summary

Name: CITY OF DETROIT 02389371

From/Brand:	City of Detroit Housing Revitalization		
Headline:	The Detroit LeadSafe Housing Program		
Broadcast Date:	10/20/2022		
Audience:	15,000	ID:	1643739
Views:	1,943	Clicks:	308
View %:	12.95%	Click %:	2.05%

Campaign Creative



What is the Detroit LeadSafe Housing Program?

The Detroit LeadSafe Housing program is a free grant program offered by the City of Detroit's Housing and Revitalization Department that helps reduce exposure to lead-based paint hazards in homes where children under the age of 6 are living or visiting 6+ hours per week, including program costs.

This program is for eligible families that own or rent a home built before 1978 located in one of the following zip codes: 48205, 48202 or 48217.

[Contact Us For More Information](#)

What services are offered?

- Free lead inspection/risk assessment inspection and report
- Free Healthy Homes inspection
- Free lead paint-based home repairs

BEFORE

CAMPAIGN STATS

Views | 12.95 % Total Views 1,943

Clicks | 2.05 % Total Clicks 308

CTVR | 15.85 %

Clicks by Device

Desktop	34.09%	105
Mobile	65.91%	203

CLICKS BY WEB BROWSER

Chrome	165	Explorer	16	Firefox	10	Safari	100	Other	17
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LOCALiQ


CAMPAIGN REPORT

Campaign Summary

Name: CITY OF DETROIT 02389371 RR

From/Brand:	City of Detroit Housing Revitalization		
Headline:	The Detroit LeadSafe Housing Program		
Broadcast Date:	10/27/2022		
Audience:	15,000	ID:	1643741
Views:	2,246	Clicks:	353
View %:	14.97%	Click %:	2.35%

Campaign Creative



What is the Detroit LeadSafe Housing Program?

The Detroit LeadSafe Housing program is a free grant program offered by the City of Detroit's Housing and Revitalization Department that helps reduce exposure to lead-based paint hazards in homes where children under the age of 6 are living or visiting 6+ hours per week, including program costs.

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What services are offered?

- Free lead inspection/risk assessment inspection and report
- Free Healthy Homes inspection
- Free lead paint-based home repairs

BEFORE

CAMPAIGN STATS

Views | 14.97 % Total Views 2,246

Clicks | 2.35 % Total Clicks 353

CTVR | 15.72 %

Clicks by Device

Desktop	16.71%	59
Mobile	83.29%	294

CLICKS BY WEB BROWSER

Chrome	166	Explorer	15	Firefox	10	Safari	136	Other	26
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Targeted Email Reporting – September and October Deployment

Core Email (6/17 deployment date)

•15,000 email recipients, 2,878 opens, 19.19% open rate, 368 clicks, 2.45% CTR

Reminder Email 6/24 deployment date)

•15,000 email recipients, 2,177 opens, 14.51% open rate, 430 clicks, 2.87% CTR

Core Email (7/13 deployment date)

•15,000 email recipients, 3,547 opens, 23.65% open rate

Reminder Email (7/20 deployment date)

•15,000 email recipients, 3,175 opens, 21.17% open rate, 337 clicks, 2.25% CTR

Core Email (8/16 deployment date)

•15,000 email recipients, 2,369 opens, 15.79% open rate, 3.02% CTR

Reminder Email (8/23 deployment date)

•15,000 email recipients, 3,036 opens, 20.24% open rate, 305 clicks, 2.03% CTR

Core Email (9/15 deployment date)

•15,000 email recipients, 3,195 opens, 21.30% open rate, 401 clicks, 2.67% CTR

Reminder Email (9/22 deployment date)

•15,000 email recipients, 2,240 opens, 14.93% open rate, 351 clicks, 2.08% CTR

Core Email (10/20 deployment date)

•15,000 email recipients, 1,968 opens, 13.12% open rate, 312 clicks, 2.08% CTR

Reminder Email (10/27 deployment date)

•15,000 email recipients, 2,240 opens, 14.93% open rate, 351 clicks, 2.08% CTR

Retargeting Campaign

Site Retargeting (6/17-10/14)

- 80,733 impressions, 77 clicks, **0.10%** CTR (0.04-0.08% benchmark CTR)
- retargeting email recipients who opened the email, clicked the link, then went to the website.

Address Retargeting (6/17-10/15)

- 400,888 impressions, 374 clicks, **0.09%** CTR (0.04-0.08% benchmark CTR)
- retargeting all email recipients within the geofenced (selected zip codes)

OTT/Streaming through 12/16/22

9/12/2022 – 12/16/2022

City of Detroit HRD delivered a total of **397,984 impressions** across Effectv Streaming TV targeting Homeowners and Adults 18+ in the 48209, 48210, 48217.



90%

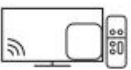
Average video ad impressions were viewed in full - **beating the industry average of 85% completion rate!**



3,061

Hours were spent interacting with your videos

IMPRESSIONS DELIVERED BY DEVICE



60.69%
CONNECTED TV



8.2%
SET-TOP BOX



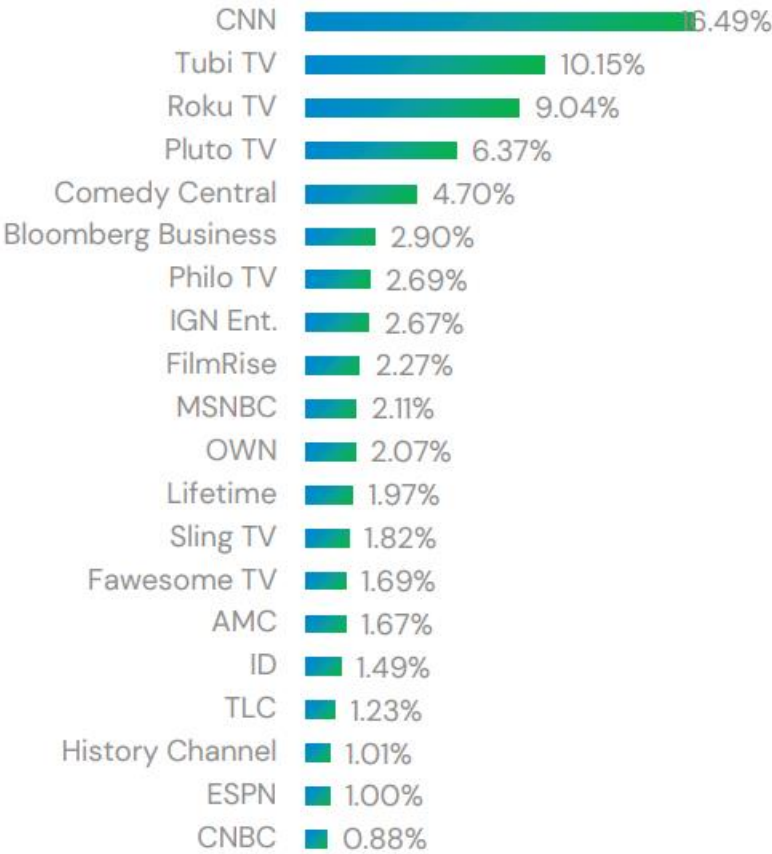
11.93%
DESKTOP



16.73%
MOBILE

84.4% of impressions were viewed on the big screen!

IMPRESSIONS DELIVERED BY CONTENT



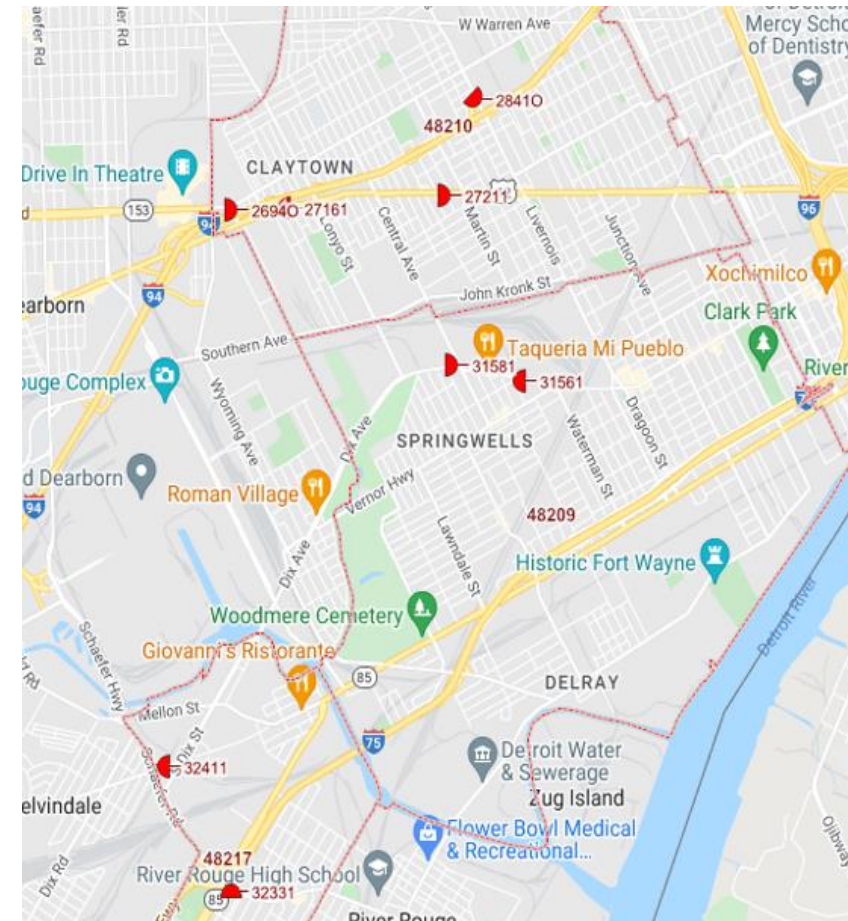
Outdoor Neighborhood Boards

Inventory #	Location Description	Media	Copy Size	IMP 18+ Weekly	Available Date	# of Weeks	Total
1a) 31581	Dix E/O Casper N/S F/W	Posters	10'5"x22'8"	16,593	6/13 - 7/24	6	\$966.00
1b) 31561	Dix & Pitt SE/S F/E	Posters	10'5"x22'8"	17,211	8/1 - 10/2	9	\$1,450.00
2a) 27161	Michigan & Lawndale NE/S F/E	Posters	10'5"x22'8"	78,085	7/18 - 8/15	4	\$644.00
2b) 27211	Michigan W/O Apple S/S F/W	Posters	10'5"x22'8"	26,545	9/19-12/11	12	\$1,935.00
3) 28410	Livernois N/O W. I-94 Fwy W/S F/NW	Posters	10'5"x22'8"	50,034	7/25 - 9/4	6	\$966.00
4) 26940	McGraw E/O Saxon S/S F/W	Posters	10'5"x22'8"	75,397	8/8 - 10/2	8	\$1,288.00
5) 32331	Schaefer N/O Edsel W/S F/S	Posters	10'5"x22'8"	63,651	6/27 - 9/4	8	\$1,288.00
6) 32411	Oakwood E/O Schaefer N/S F/E	Posters	10'5"x22'8"	16,468	7/25 - 9/25	7	\$1,128.00
						60	\$9,665.00

Initial production included.

Locations in 48209, 48210 and 48217

- See dates above for rotation of boards
- Red half-moons are the neighborhood posters – the flat side is the direction the board is facing.
- 2 boards total in 48217
- 2 boards in 48209
- 4 boards in 48210



Campaign Summary

- All campaign tactics delivered above benchmark across the course of the campaign
- Budget was utilized cost effectively and tactics selected were successful in delivery to target audience
- Delivering updated messaging within targeted emails was essential in keeping the attention of the target audience
- OTT/streaming was very effective in reaching cordcutters/cordnevers – streaming audiences who watch via paid stream and often free streaming – which is important to consider for hard to reach communities
- Recommendations for a new targeted campaign would incorporate similar tactics (based on budget) with implementation of new strategies with increased budget. Would also recommend email deployment to previously engaged email recipients who have not yet signed up for the program.

Thank you!