



Hill's How-Tos

FEBRUARY 2018



Hill's Pet Nutrition (Default)

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If washing your cat sounds... prickly... fear not! There are ways to give kitty a bath without visiting the ER afterwards. Check out this Hill's® How-To for some help: [<http://bit.ly/2oUkb5L> #HillsTransformingLives



**GENTLY PLACE
CAT IN WATER**

Content Pillar: Caring Beyond Nutrition

Media Objective: Video Views

Targets: 18-35, cat/dog owners, fans of BuzzFeed and/or Tasty, Hill's Fans & Lookalike, website visitors & Lookalike

HILL'S® SOCIAL MEDIA ENGAGEMENT RESULTS

	BATHE A CAT	BARKING	PICKY EATER	TOTAL	BENCHMARKS
TOTAL IMPRESSIONS	2,982,787	1,428,922	332,088	4,743,797	
VIDEO VIEWS	588,631	264,515	48,436	901,582	
VIEW THROUGH RATE	19.73%	18.51%	14.59%	19.01%	20%
VIDEO COMPLETION RATE	4.11%	3.18%	2.3%	3.7%	3-15%
SHARES	2,588	603	211	3,402	
TOTAL ENGAGEMENTS	658,030	277,181	52,572	987,783	
ENGAGEMENT RATE	22%	19.4%	15.83%	22.06%	33%
TOTAL RESPONSES (ENGAGEMENTS LESS VIDEO VIEWS)	69,399	12,666	4,136	86,201	
RESPONSE RATE	2.3%	0.88%	1.28%	1.82%	1.5%-2.0%
MEDIA					
TOTAL DOLLARS SPENT	\$32,351	\$14,156	\$3,493	\$50,000	
COST PER IMPRESSION (1,000)	\$0.01	<\$0.01	\$0.01	\$0.01	\$4.50-\$7.50
COST PER VIEW	\$0.05	\$0.05	\$0.07	\$0.06	\$0.04-\$0.08
COST PER COMPLETED VIEW	\$0.26	\$0.31	\$0.46	\$0.28	\$0.05-\$0.13
COST PER ENGAGEMENT	\$0.05	\$0.05	\$0.07	\$0.05	\$0.04-\$0.08
COST PER RESPONSE	\$0.46	\$1.12	\$0.84	\$0.58	\$0.75-\$0.90

KEY INSIGHTS

- Females accounted for 75% of total impressions and outperformed across all KPIs
- 35-44 age group drove the most engagement followed by 25-34
- Cat Owners + BuzzFeed/Tasty interests yielded the strongest VTR and VCR
- The worst performing audience was Hill's FB Connections and Dog/Cat Owners interested in obedience training. We shifted delivery away from these audiences
- Ad Recall Rate (as calculated by AdParlor) was 21.51% for this campaign, much higher than 7-10% benchmarks