

Digital Campaign Index Benchmark Report

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2H 2017

wyng



Introduction

Like clockwork every year, there is a flood of annual trend predictions and year-in-review recaps being published, promising new opportunities and far-reaching discussions about new technologies that will solve all of the previous year's business woes. At Wyng, we take a different approach to understanding and speaking about trends. Last July, we launched our Digital Campaign Index with the goal of leveraging real-world campaign performance data to help our customers and marketers cut through the noise and understand how current consumer behaviors and marketing tactics are driving business results.

In the second half of the year, we saw the continued blur between offline and online experiences and the success of Co-Created Content experiences, which allow consumers to create highly personalized UGC. Thanks to innovations in AI and mobile, campaigns are able to bridge that divide and savvy marketers are leaping at the opportunity to create truly immersive experiences that engage their consumers anywhere and everywhere, evidenced by mobile usage eclipsing desktop usage in most campaigns run in Q3 and Q4 of 2017.

Tech has broken down the limits on what is possible, so it is up to marketers now to really push the limits and see where their own creativity will take them. The ROI for brands that take the risk and do something out of the box can be huge, and we think we will see more brands, both large and small, taking that leap and experimenting.

Interactive campaigns are the future and now. We are excited to continue helping our customers modernize their marketing campaigns to gain a far better understanding their consumers and drive real business value.

Here's looking to another exciting year!

Wendell Lansford
Co-Founder, Wyng



Background

The DCI is a new campaign scoring model and benchmarking framework. As shown in Exhibit A, the DCI is the average of two independent performance indicators — Engagement Score (ES) and Virality Score (VS) — which are calculated using key mid-funnel metrics (e.g. visits, time spent, earned reach), each normalized for visitors. ES, VS and DCI Scores are discussed in detail in [The Digital Campaign Index Whitepaper](#).

Campaign performance depends on several factors. First, industries tend to have natural differences in their Engagement and Virality Scores. The same goes for different campaign formats — for example, contests and sampling programs. Finally, the creative concept, user experience, and media strategy also influence outcomes. This report focuses on performance across

two of the factors: industries and campaign formats.

Use the benchmark data in this report as a reference point for assessing your campaign performance and informing action. For example, if your campaign has a high score relative to the benchmarks, then it may be a good candidate for additional media spend and promotional budget. If your campaign has a relatively low score, consider making changes to the campaign to improve performance — for example, by adjusting the user experience and optimizing media targeting — or winding it down and possibly spinning up a new campaign. The campaign format benchmarks are also a useful reference point for future campaign ideas.

In addition to being a reference point for assessing the performance of individual campaigns, industry benchmarks are also useful for evaluating your brand's overall campaign strategy.

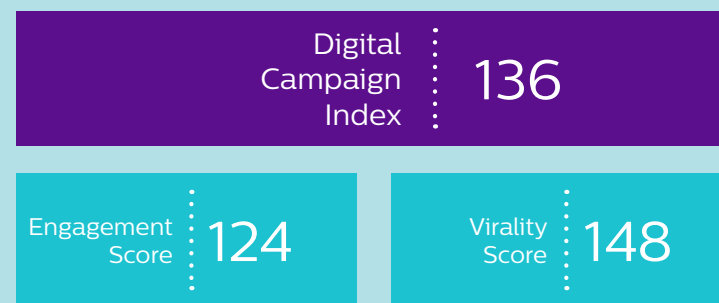
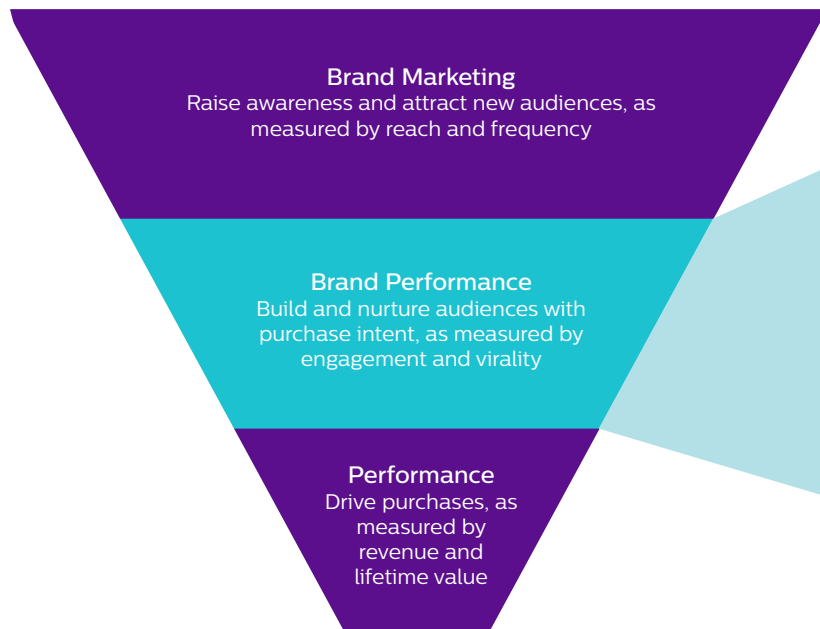
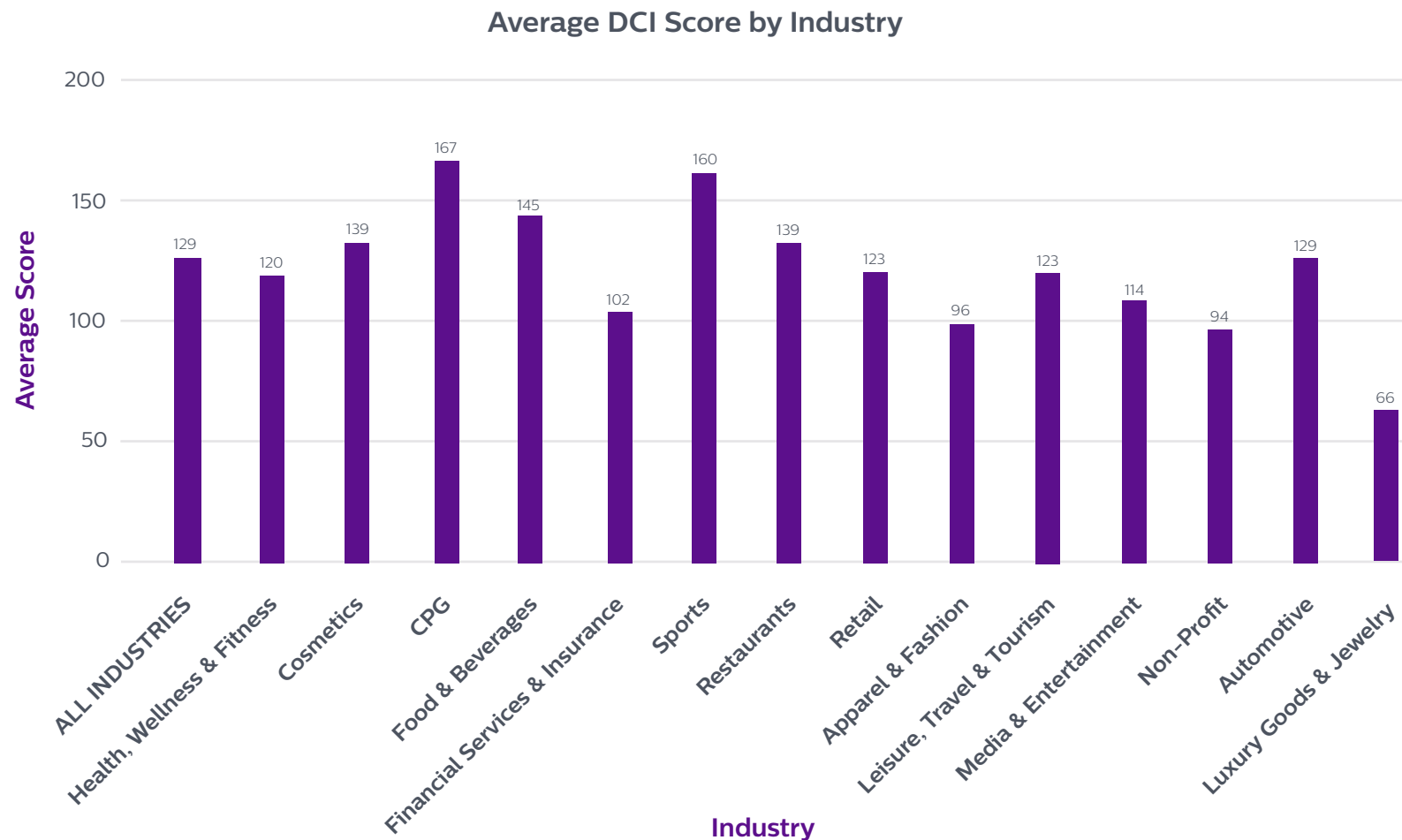


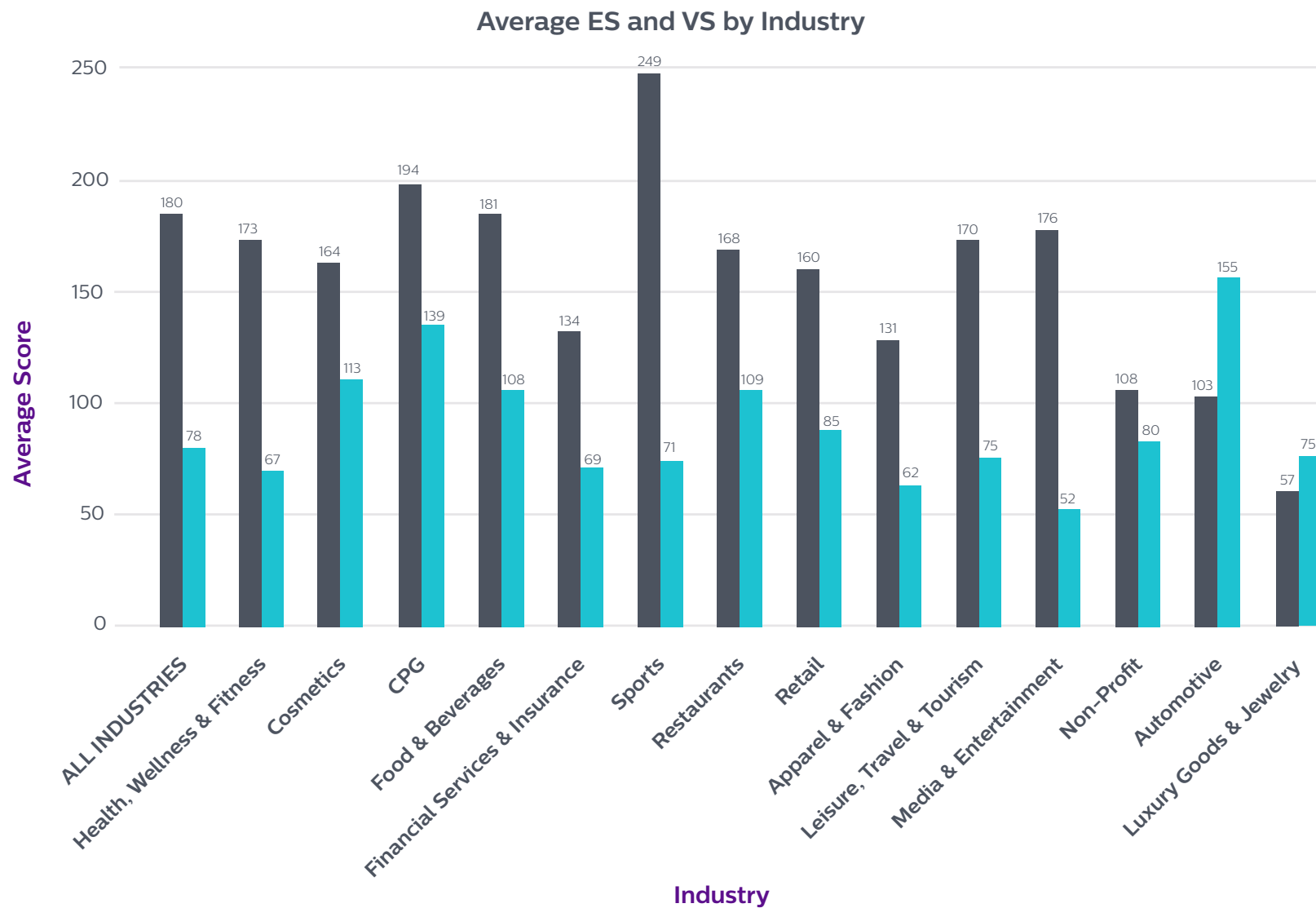
Exhibit A: Engagement Score, Virality Score and DCI Score

Industry Benchmarks

Industry benchmarks are calculated based on all campaigns run on the Wyng platform, regardless of format, and broken down by campaigns run by brands. Average DCI Scores for each industry are summarized in Exhibit B.

Remember: The following averages come from a large number of disparate campaigns and formats. As you'll see in the section on Campaign Examples, every campaign has its own strategy and desired outcomes.





Digital
Campaign
Index

129

All Industries

For campaigns across all industries, the average DCI Score was 129, the average Engagement Score (ES) was 180, and the average Virality Score (VS) was 78.

Engagement
Score

180

Virality
Score

78

CPG

Campaigns in the CPG industries had, on average, the highest DCI Score (167), second highest ES (194) and second highest VS (139) of all industries. We believe this is because during 2H more brands were running campaigns ahead of and during the holiday shopping season, driving up engagement and sharing for CPG promotions and sweepstakes.

Digital
Campaign
Index

167

Highest overall

Engagement
Score

194

Second highest overall

Virality
Score

139

Second highest overall

Digital
Campaign
Index

160

Second highest overall

Sports

Campaigns in the Sports industry had the second highest average DCI (160) and highest ES (249). We believe this had to do with an uptick in sports-focused consumer campaigns leading up to the fall sports season and 2018 Olympics.

Engagement
Score

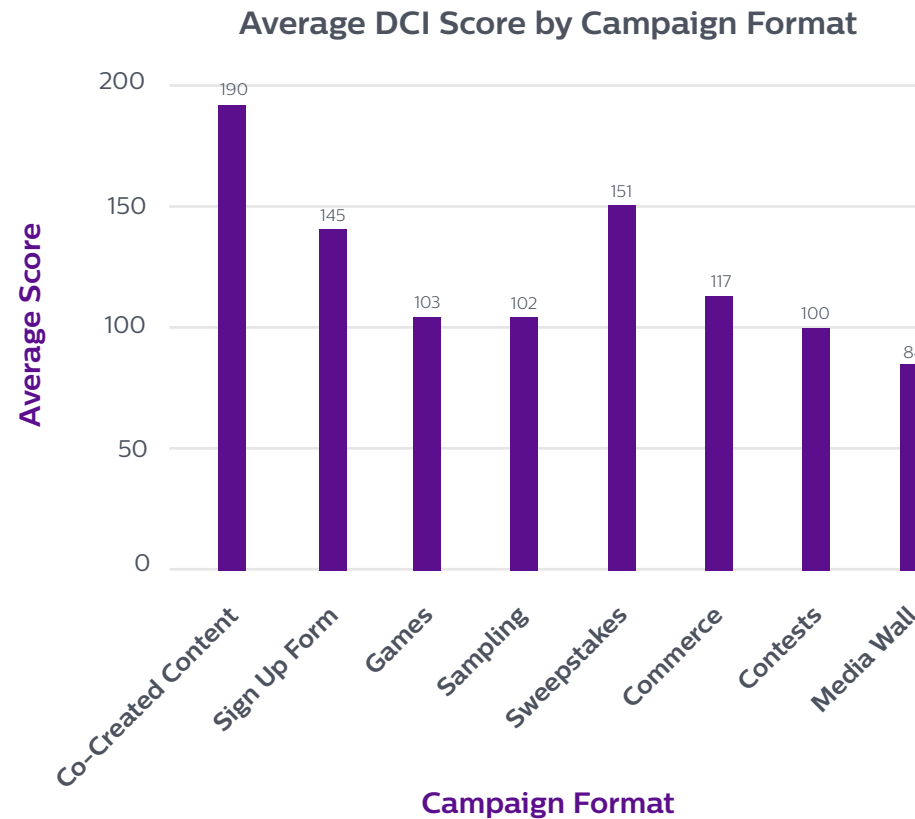
249

Highest overall

Campaign Format Benchmarks

Campaign format benchmarks are calculated based on all campaigns of a given type run on the Wyng platform, regardless of industry. DCI Scores by campaign format are summarized in Exhibit D¹.

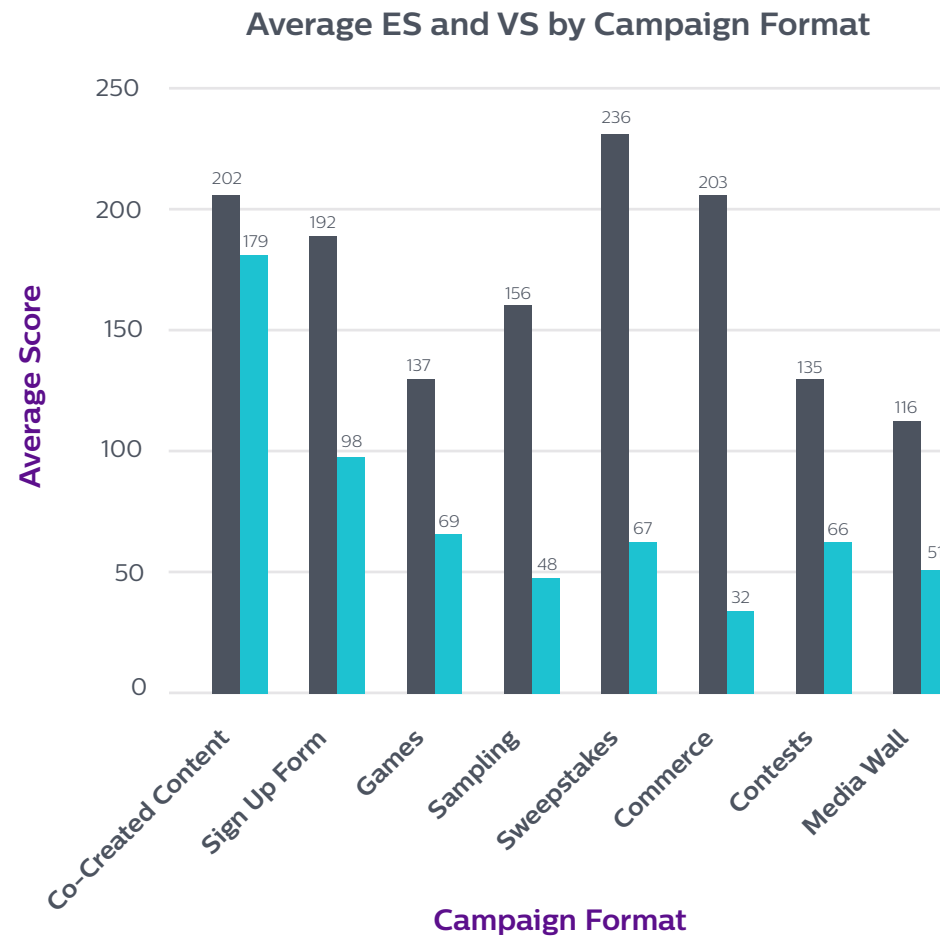
Remember: The following averages come from a large number of disparate campaigns and industry verticals. As you'll see in the section on Campaign Examples, every campaign has its own strategy and desired outcomes.



¹ For more information on different campaign formats, refer to Appendix A.

Average ES

Average VS



Digital
Campaign
Index

190

Highest overall

Co-Created Content

On average, Co-Created Content campaigns, which merge creative elements from the consumer and brand, had the highest DCI Score (190) for the second time in a row, as well as the second highest VS (179), and third highest ES (202). Co-Created Content experiences enable consumers to take the time to create highly personalized UGC that they want to share with friends and peer groups.

Engagement
Score

202

Third highest overall

Virality
Score

179

Second highest overall

Sweepstakes and Commerce

Sweepstakes campaigns had the highest average ES (236), followed by Commerce in second (203). Campaigns of this type focused on engagement (often exclusively), as illustrated by their relatively low VS.

Sweepstakes Campaigns

Engagement
Score

236

Highest overall

Commerce Campaigns

Engagement
Score

203

Second highest overall

Refer-a-Friend Functionality

Campaigns with “refer-a-friend” functionality, which can be added to many campaign formats, had the highest average VS (344) for the second time in a row. This is because the “refer-a-friend” functionality is specifically designed to drive sharing by offering consumers new prize opportunities and multiple chances to win through sharing.

Virality
Score

344

Highest overall

Campaign Examples

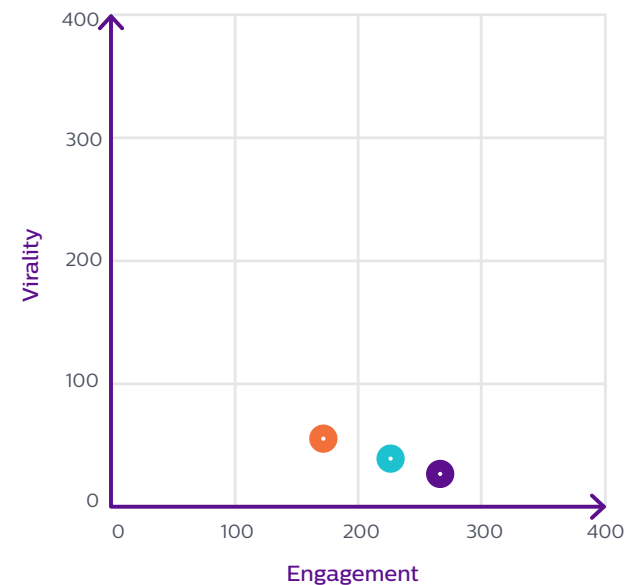
It can often be helpful to look at successful campaigns across industries and formats to get inspiration and learn from other approaches to campaign concepts, creative, offer presentation, and methods to build engagement and satisfaction among participating consumers. Below are several illustrative campaigns².

Sobeys' Instant Win Seek Santa Campaign

Sobeys, the second largest food retailer in Canada, decided to take the waiting out of their holiday campaign and added an “Instant Win” component to their Seek Santa contest —their consumers were able to enter and immediately (instantly) find out if they were a winner — increasing excitement and engagement with their campaign and on their website.

Sobeys kicked their Instant Win campaign up a notch by adding a creative treasure hunt element to keep consumers coming back and clicking on more of their website pages in search of Santa and some seriously amazing prizes. Sobeys did an amazing job of building a unique and creative contest that encouraged consumers to keep coming back to their website. Participating once in a campaign is a good, but building a campaign where consumers can participate multiple times is where brands can really win. Giving consumers more opportunities to spend time with your brand is a solid way to build brand loyalty and drive up engagement

Sobeys' Engagement Score of 275 was well above the average for its industry and campaign format (see Exhibit F).



	ES	VS	DCI
Sobeys Campaign	275	25	137
Retail Industry Average	160	85	123
Sweepstakes Campaign Format Average	236	67	151

Exhibit F: Sobeys' Campaign DCI

² For more examples, [sign up](#) for the Wyng Campaign of the Week email.

Nick Splat's SNICK Photo Lab Campaign

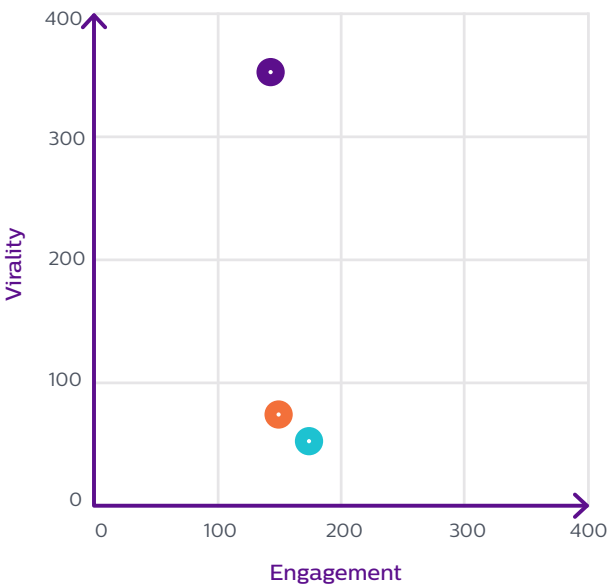
If you're an #80sKid or a #90sBaby you most likely enjoyed the very best of Nickelodeon's programming: Kenan and Kel, Animoprhs, and Are You Afraid of the Dark?, among many other favorites. These shows originally aired as part of Nickelodeon's Saturday Night Nick (SNICK) in August of 1992. To celebrate the 25-year anniversary, the channel re-ran classic episodes at midnight every Saturday in August, and to hype the blast from the past and fully capitalize on viewers' nostalgia, the brand launched a viral co-created content social campaign.

Part of the reason for SNICK's success is that the campaign leveraged the power of their fans and the opportunity to create personalized pieces of social content, which their consumers wanted to share. Nick included logo stickers for all of the featured shows, along with the most iconic objects, and users were insatiable in their use of both. They saturated their pictures with images, demonstrating that an emotional connection is sometimes more important than a classically beautiful picture.

Nick used frames that looked like cartoon televisions to further emphasize the relationship between their social campaign and the programming re-boot, increasing the likelihood that anyone who saw the pictures on social would tune in that coming Saturday.

Not all brands have the benefit of a product that's as steeped in nostalgia as SNICK. However, every brand can use a variation of the best practices described above to make their campaigns engaging and viral.

[Click here](#) to learn more about the SNICK's campaign.



	ES	VS	DCI
SNICK's Campaign	139	366	252
Media & Entertainment Average	176	52	114
Co-Created Content Campaign Format Average	202	179	190

Exhibit G: Fazoli's Campaign DCI

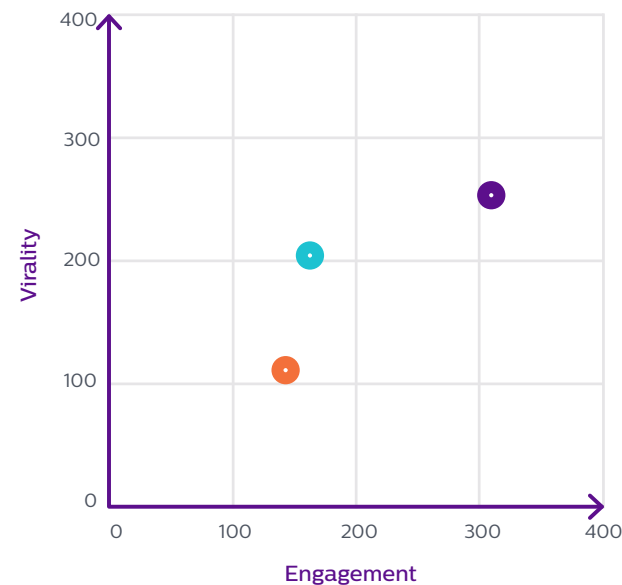
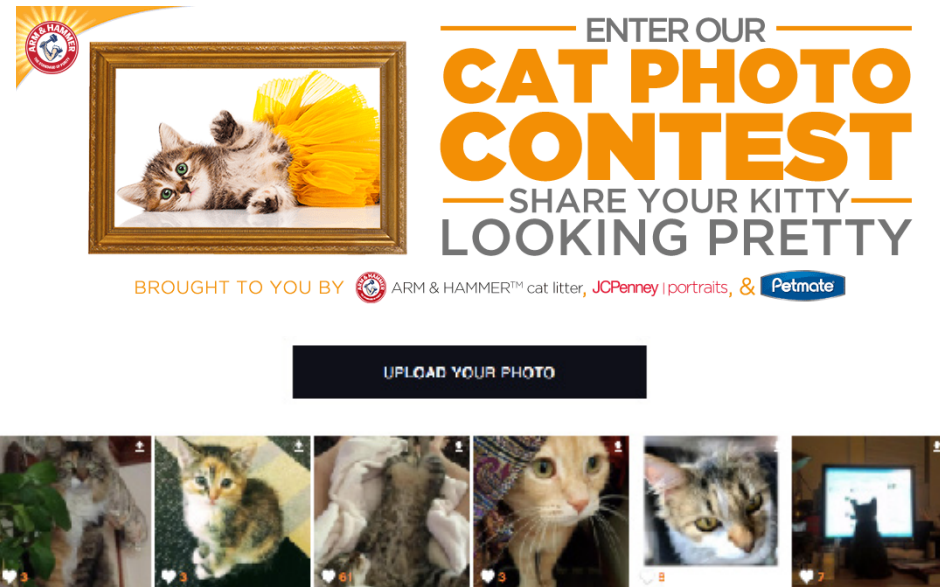
ARM & HAMMER™ Cat Photo Campaign

It is common knowledge now that cats rule the internet. From Instagram to the front page of YouTube the internet has become one giant cat park, where owners and cat fanatics are furiously uploading, liking, and sharing the latest viral cat moment.

ARM & HAMMER's Cat Photo Contests demonstrates that cats are still as popular than ever and that a campaign can be equal parts engaging and viral. ARM & HAMMER has created their own virtual cat park for their consumers where they can post, share, and easily like photos of other cats. Cat owners can upload a picture of their furry friends to ARM & HAMMER'S virtual cat park for the chance to collect likes from other cat fans, but also be entered for the chance to win a variety of prizes, including a grand prize that includes a year's supply of ARM & HAMMER Cat Litter (literally the dream for a cat owner). The result was a campaign whose ES and VS were well above the average campaign standard (see Exhibit H).

By tying their campaign to a pre-existing and highly engaged community online, ARM & HAMMER leveraged the Internet's obsession with cats to increase engagement and interest in their own contest. At the same time, the campaign's photo gallery enabled fans to vote for their favorites before the formal judging, increasing the number of people visiting and sharing their individual photos to solicit votes driving up their earned reach and social media momentum. This combination of creative elements and strategic campaign components ensured a dynamite DCI score and overall campaign success.

[Click here](#) to learn more about the campaign.

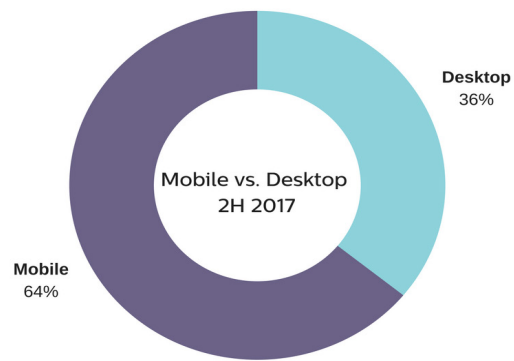


	ES	VS	DCI
ARM & HAMMER Campaign	309	259	281
Consumer Goods Average	194	139	167
Contests Campaign Format Average	135	66	100

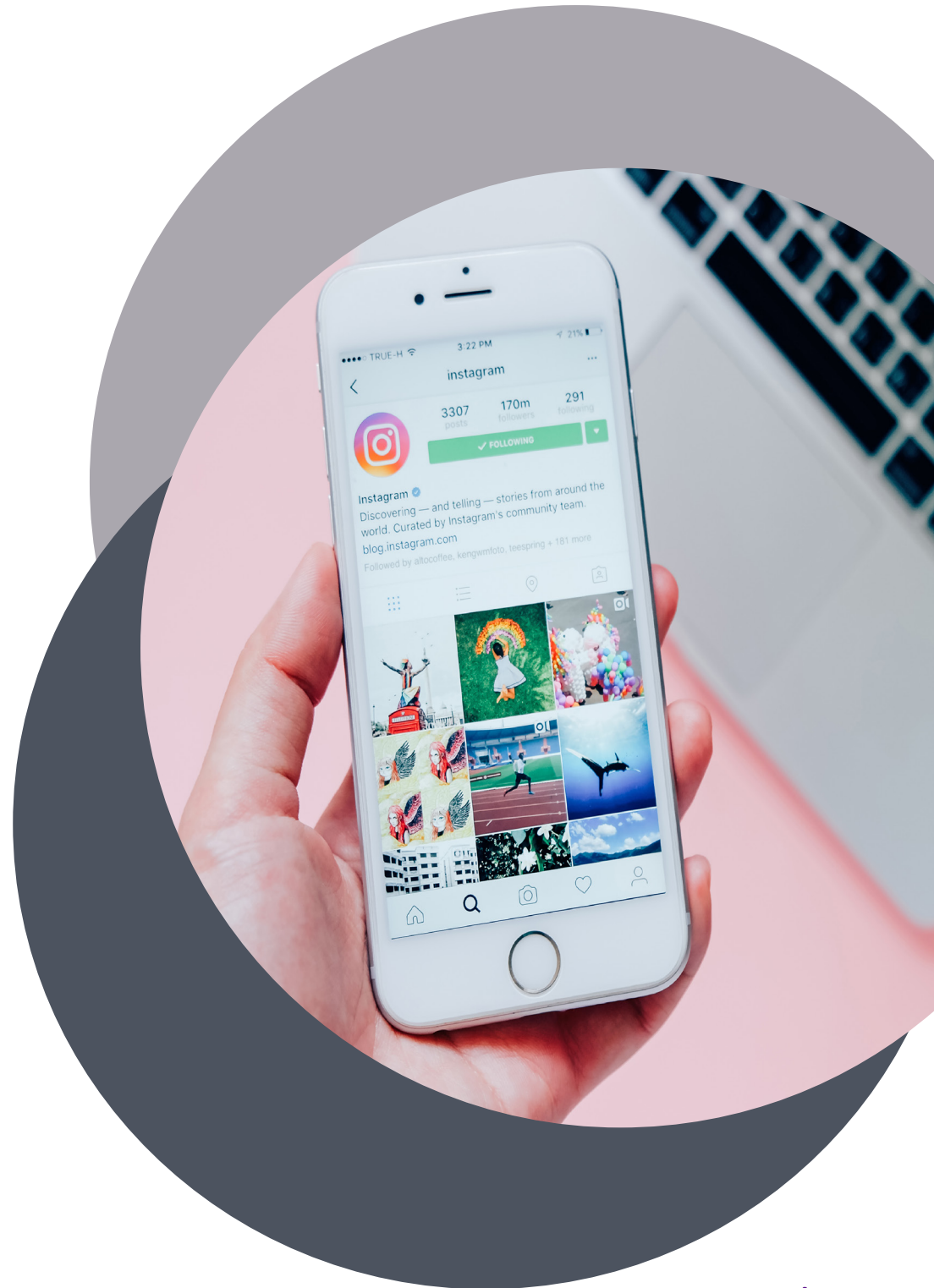
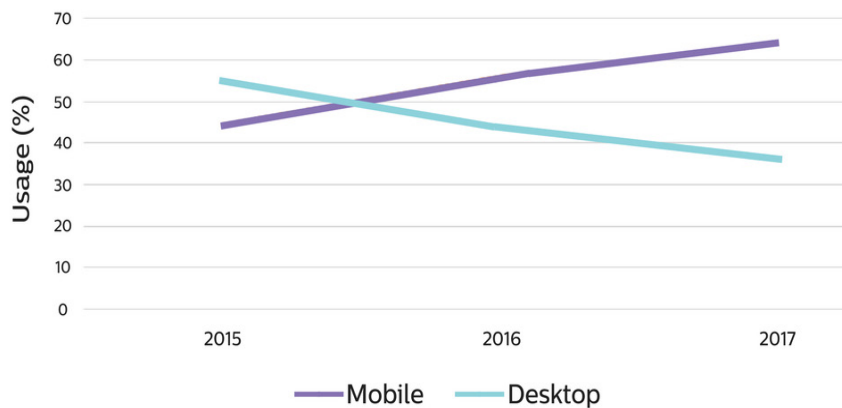
Exhibit H: ARM & HAMMER Campaign

Mobile vs. Desktop

Consumers are using mobile devices such as smartphones and tablets more than PCs to access the internet, read news, shop, and interact with friends and family. Marketers have responded by taking a mobile-first approach to their digital campaigns, optimizing experiences for mobile devices to keep up with consumer behaviors online. The rise in mobile usage was clear in 2H, with an average of 64% of campaign traffic coming from mobile devices.



Over the last 18 months, mobile and tablet usage for Wyng powered campaigns has increased 19% since 2H 2016. Mobile usage has increased at a steady pace, eclipsing desktop in 2016.



Wyng Campaign Insights

Countries
reached
worldwide

238

Wyng powered campaigns reached 96% of recognized countries and territories in 2017

Reach a Global Millennial Audience

In 2017, Wyng powered campaigns reached consumers in 238 countries. The consumers reached worldwide with Wyng campaigns spanned a diverse demographic audience, but over half (55%) of consumers fell into the key 18–44 age category,

The Top Browser in 2H 2017 is Safari

For all campaigns run in 2H 2017, Safari (desktop and mobile) browsers were the most popular browser with consumers (39% of traffic). For the previous 18 months Google Chrome held the title.

Safari + Safari
Mobile

39%

Google
Chrome

33%

Android
Webview

10%

Earned and
Organic Traffic

65%

9.4% of traffic was unpaid social; paid social only accounted for 4.6%

Majority of Campaign Traffic in 2017 was Organic or Earned

65% of traffic to Wyng powered campaigns in 2017 was via earned and organic channels, including owned social media and direct search. Only 4.6% of traffic came from paid social.

PRO CAMPAIGN TIP

In 2H, Tuesday, Wednesday, and Thursday were the most popular days for launching campaigns in that order

Appendix:

Campaign Formats

Following is a short description of the types of digital campaigns included in this report.



Co-Created Content: Campaigns that involve a consumer and brand coming together to create shareable content that combines consumer and brand-contributed creative elements. Examples include user-generated photos with branded-contributed elements overlaid, and brand-contributed photos or videos with user-generated elements overlaid.



Media Wall: Visual galleries or carousels of content displayed on a landing page, microsite, website, or physical display. Media walls typically include user-generated content and may also include brand-submitted content. Media walls may include any combination of media types — photos, videos, text, GIFs, co-created content, etc.



Commerce: Merchandising and shopping experiences such as shoppable instagram, look books and deals.



Sign Up Forms: Campaigns where the primary mechanic involves form submissions resulting in first-party data capture.



Sweepstakes: Promotions and various games of chance whereby consumers enter for a chance to win a prize or reward, and winners are determined by luck rather than skill.



Sampling: Campaigns that involve a product given to a consumer for free, so that the consumer may try the product before committing to a purchase.



Contests: Photo, video and other campaign types where participants enter to win a prize or reward. Winners are chosen based on defined criteria. Winners may be chosen on the basis of consumers voting and/or the discretion of judges.



Games: Fun or entertaining interactive experiences, including brackets, faceoffs and quizzes.



About Wyng

Wyng technology powers the most compelling digital campaigns and promotions for agencies and brands. Our culture is rooted in technology and marketing, spanning diverse disciplines and decades of experience across mar-tech, ad-tech, CX, UX, data, and core mobile and web technologies. In 2011, Wyng powered the first ever hashtag campaign in connection with a Super Bowl ad, and continues to evolve its platform to align with shifts in consumer behavior. We believe great products are defined by intelligent architecture and a passion for innovation. Wyng is headquartered in New York City's NoMad neighborhood.

To learn more, visit wyng.com.

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