

Drink Free Days 2018 campaign performance metrics

28.05.2019

This document presents an overview of the key performance metrics for the first burst of the Drink Free Days campaign which ran for 10 weeks from 11 September to 18 November 2018.

The campaign ran with joint Public Health England 'One You' and Drinkaware branding in England, and with Drinkaware only branding in Scotland, Wales and Northern Ireland.

Campaign cost

The total expenditure on delivering the campaign through paid media was £1,117,000, with the majority (£667k) spent on radio advertising and the rest on digital (Facebook, Outbrain and Display).

Key campaign reach and engagement figures during the campaign period

Radio advertising

National reach of men aged 45-64, C1C2D:	65% (n=3,655,600)
National reach of women aged 45-64, C1C2D:	65% (n=3,786,250)
Impacts men aged 45-64, C1C2D:	71,143,600
Impacts women aged 45-64, C1C2D:	67,453,500
National frequency (avg. men):	20.5
National frequency (avg. women):	17.9

Facebook Digital advertising

Impressions:	31,088,405
Clicks on adverts:	596,085

Outbrain Digital advertising

Impressions:	202,516,365
Clicks on adverts:	232,770

Display Digital advertising

Impressions:	25,415,276
Clicks on adverts:	44,702

Total paid media clicks	873,557*
-------------------------	----------

Activity on campaign webpage Drinkfreedays.co.uk

Total unique visits on drinkfreedays.co.uk (incl. organic traffic: n=11,093):	433,145
Follow-on click-through from the DFD online tool to the Drinkaware website:	12,840
Total unique tool starts:	367,659
Total unique tool completion:	335,155
Unique tool completion rate:	91%
Unique tool conversion rate	77%

DFD online tool completers' profile**

Age

<45 years old	19% (n=63,517)
45-65 years old	73% (n=243,583)
>65 years old	8% (n=28,055)

Gender

Men	44% (n=146,724)
Women	56% (n=188, 431)

Risk level (based on AUDIT-C)

Low risk (score 0-4):	33% (n=112,119)
Increasing risk (score 5-7):	43% (n=143,185)
Higher risk and possible dependence (score 8-12):	24% (n=79,851)

App downloads

Drink Free Days App (PHE):	30,647
Drinkaware App:	25,337

Notes

* The paid media clicks did not all result in visits on the campaign website due to the consent management platform and country selection before landing on the webpage.

** Based on Google Analytics estimations.