



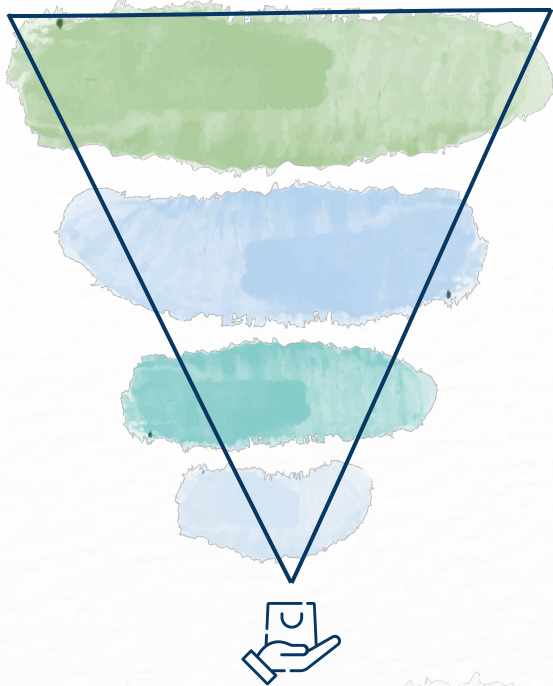
MEASURES
FOR JUSTICE

Measures for Justice: Marketing Recommendations

Myren Bobryk-Ozaki



Executive Summary



- 01** Invest in Search!
- 02** Divest in Data Portal and DEV
- 03** Video Content + Let's Be Clear
- 04** Social CTAs and Conversion



About MforJ!

- Core: A nonprofit focused on collecting and analyzing data that drives justice system accountability
- Offerings: Groundwork, Commons, Community Engagement

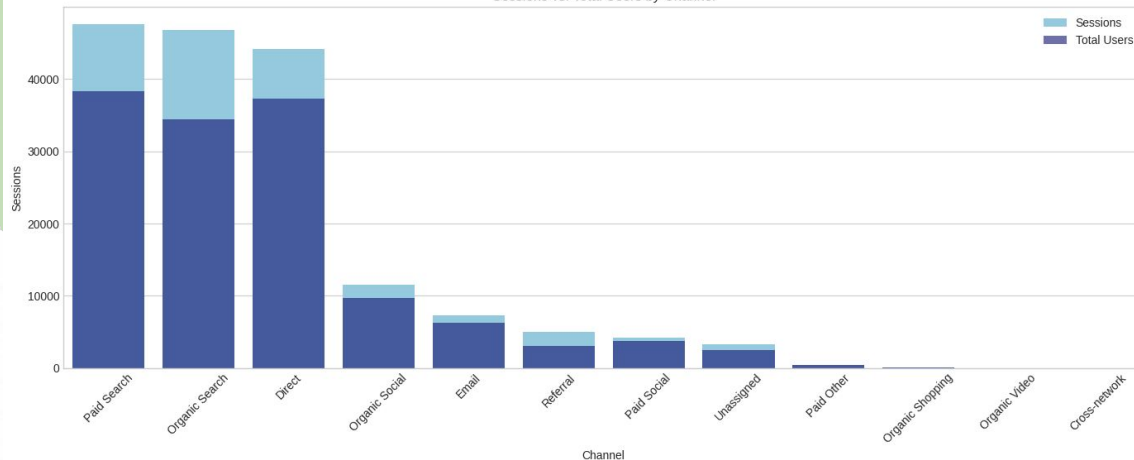
Objectives

- Understand platform performance
- Identify top campaigns
- Understand audience behavior
- Evaluate funnel engagement

01

Platform Performance

Sessions vs. Total Users by Channel



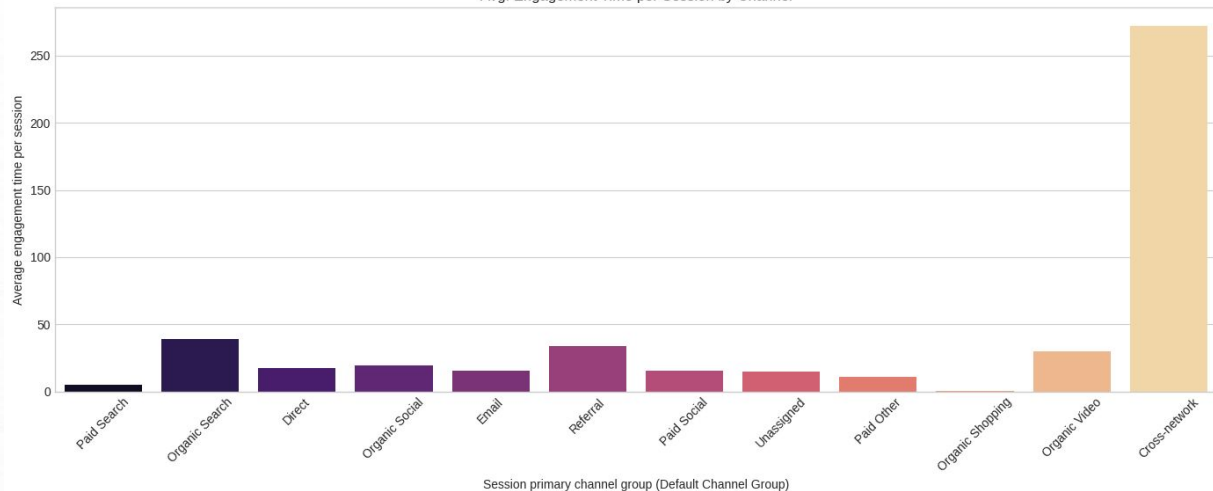
Key Points:

- Note Cross network only has high engagement per session due to there being 1 session
- High engagement from organic search, referral and organic video
- Paid and organic search are huge drivers

Key Recommendations:

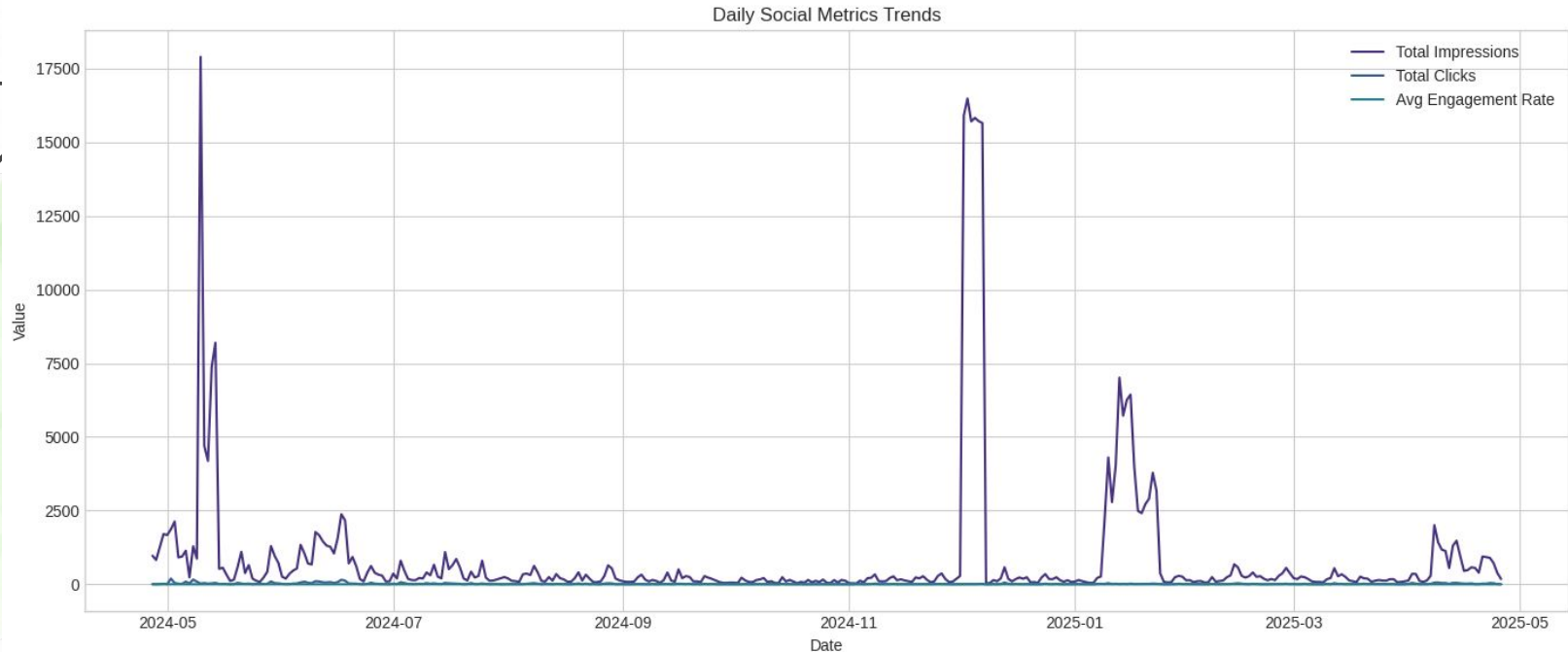
- Search is king!
 - Continue to seek ways to optimize SEO, invest in video
- Build out a referral program (or make an existing one more robust!)

Avg. Engagement Time per Session by Channel

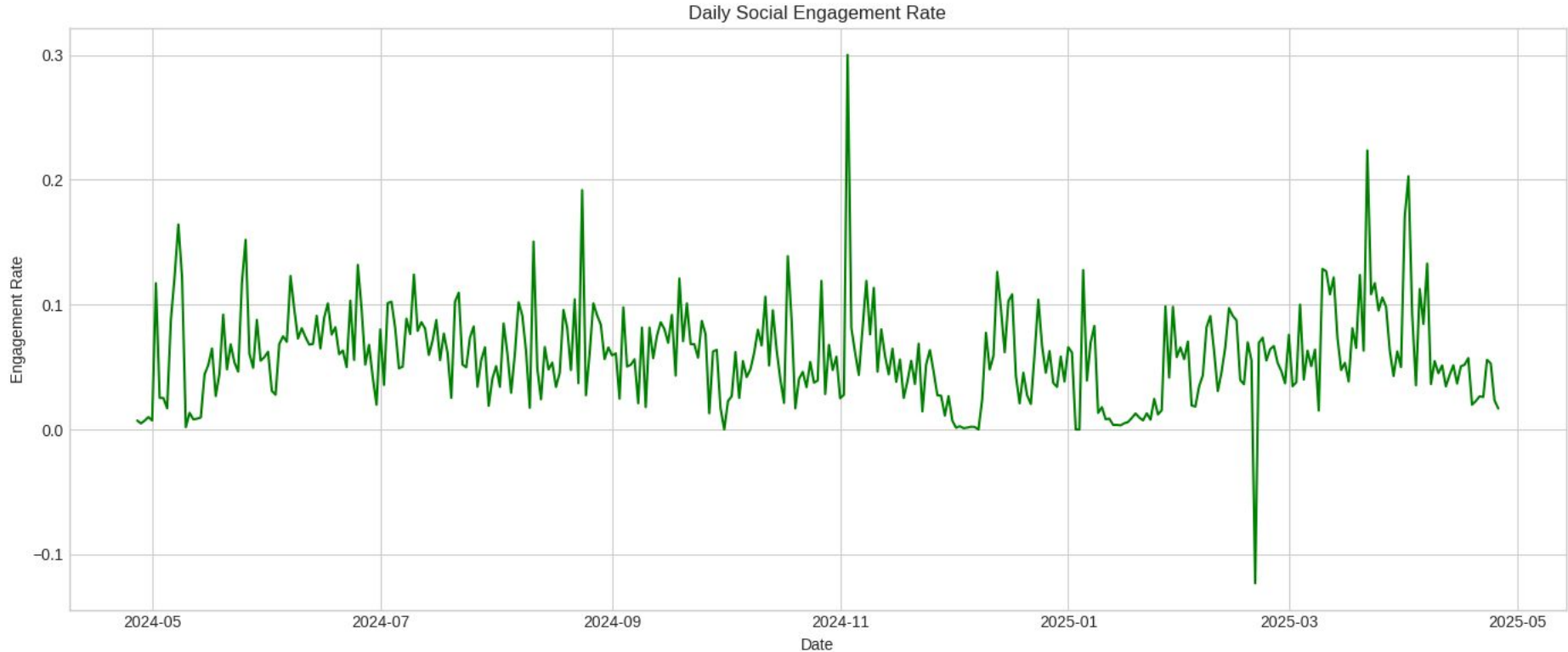


Metrics and Posts combined: Spikes in impressions around May 2024, December 2024, and January/February 2025

- Potentially coincides with national political events (month before primaries, month after election, month(s) after inauguration)



Election results spike (Nov 6-8 ish)



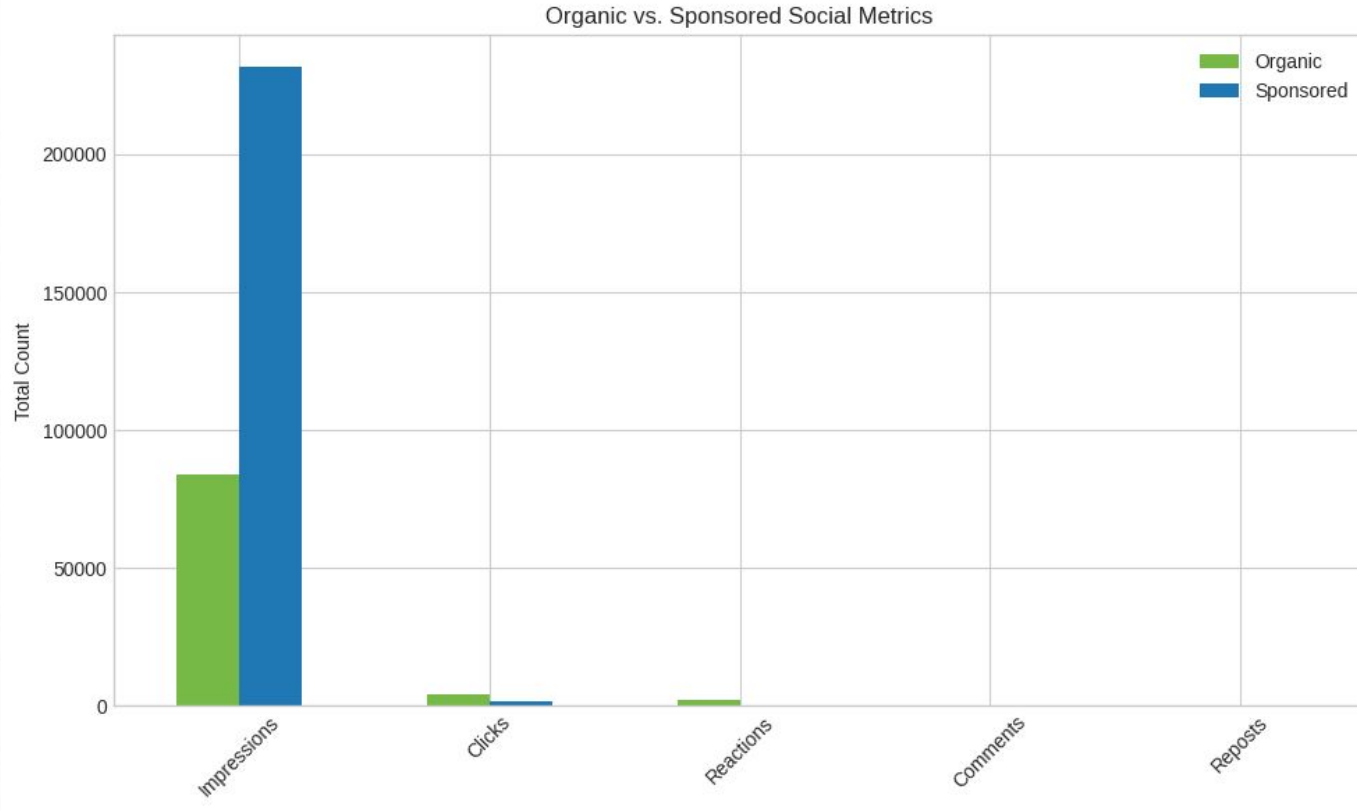
Recommendation: Utilizing political events (without being partisan to the extent that policy requires) as drivers of engagement

Social Platforms: Twitter is performing the worst across the board

Recommendation: It may be worth exploring other platforms similar to Twitter (although Twitter may hold a decent audience the client is trying to reach)

🔗 Average post eng...	🔗 Fans & Followers ...	🔗 New fans & follo...
Instagram Business 8.96%	LinkedIn Page 5,579	LinkedIn Page 3,139
LinkedIn Page 6.37%	Twitter 4,007	Facebook Page 792
Facebook Page 4.76%	Facebook Page 2,409	Instagram Business 612
Twitter 2.52%	Instagram Business 906	Twitter -306

Recommendation: Try to incorporate more non sponsored video content – drives impressions but may funnel higher conversion to clicks



Post impressions ...

Video 46,410

Photo 37,831

Link 14,329

Album 3,595

Status 517

Post impressions ...

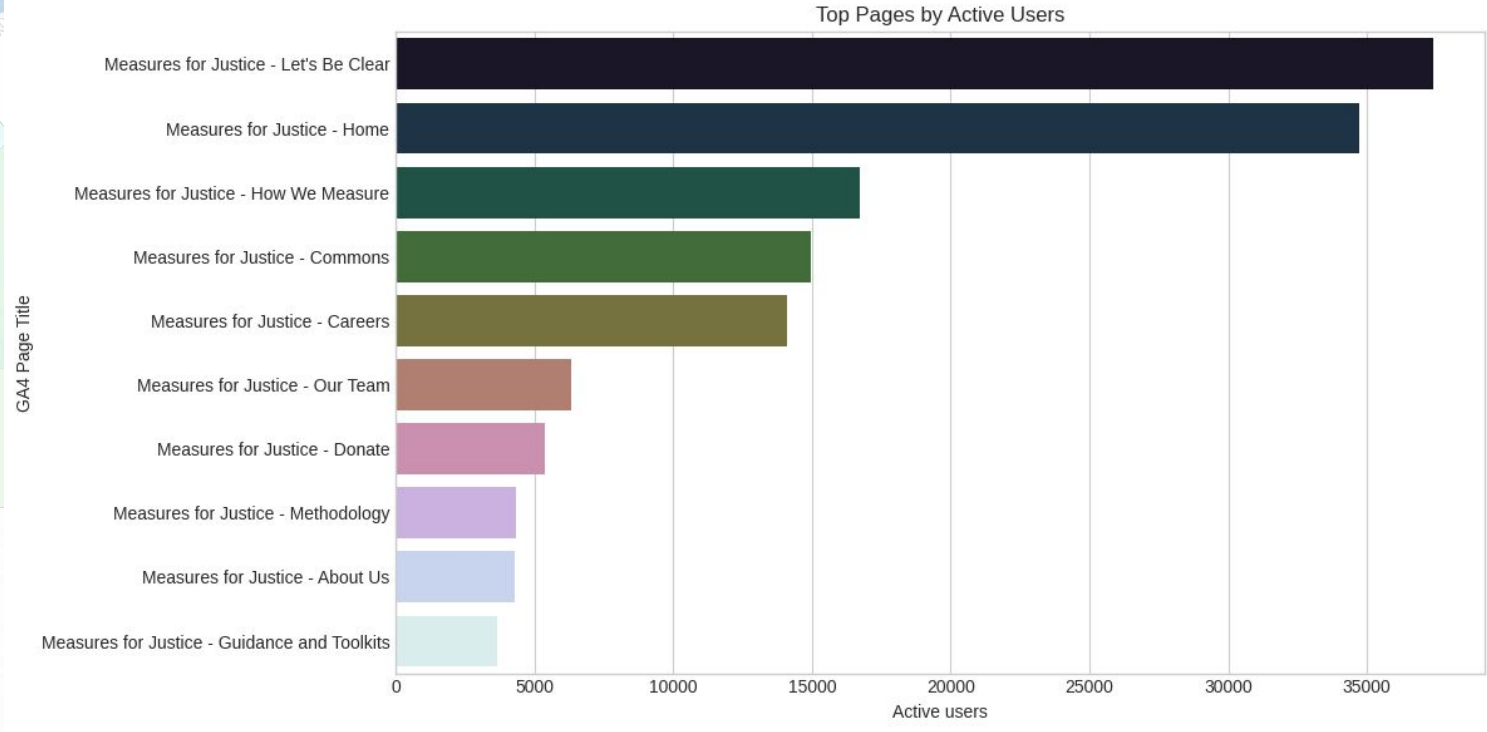
Photo post 20,287

Story 3,998

Carousel album 3,317

Reel 0

Active Users Love Let's Be Clear



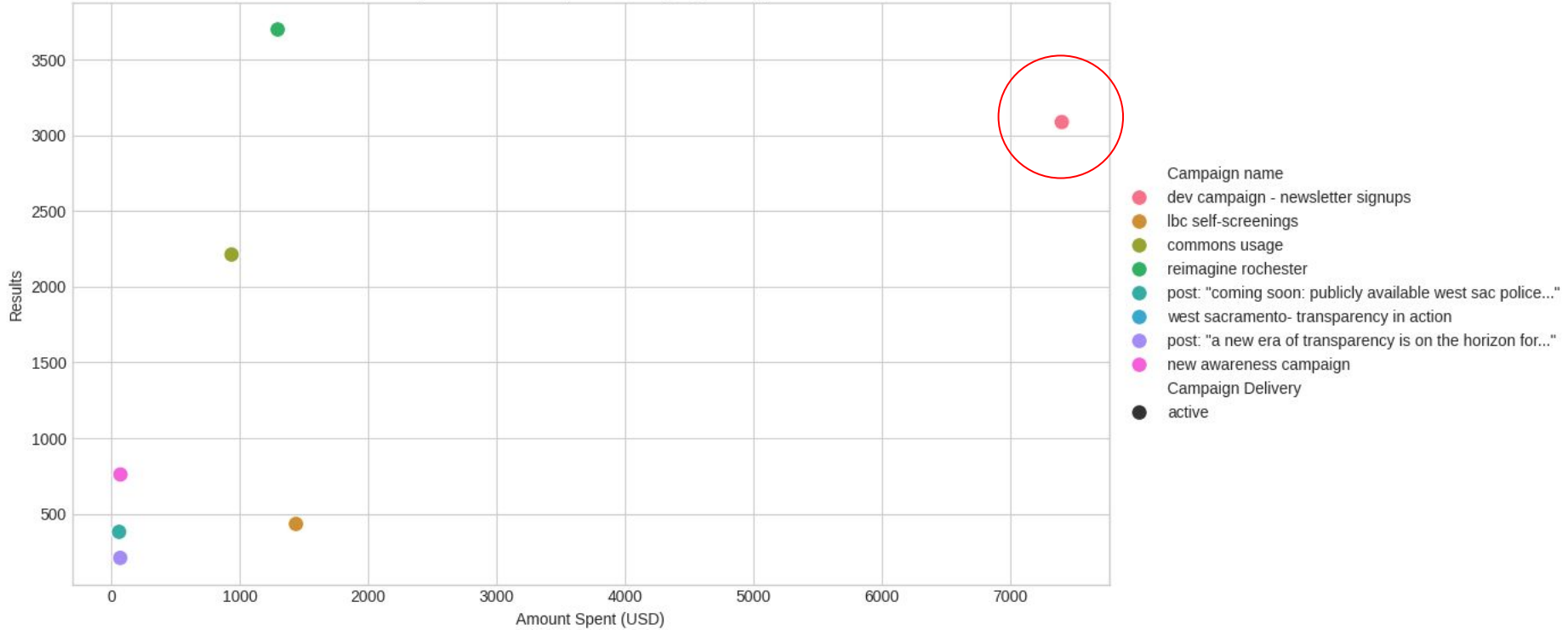
Recommendation: Given the audience for Let's Be Clear, create CTAs and direct channel messaging that potentially reaches community and education centers

02

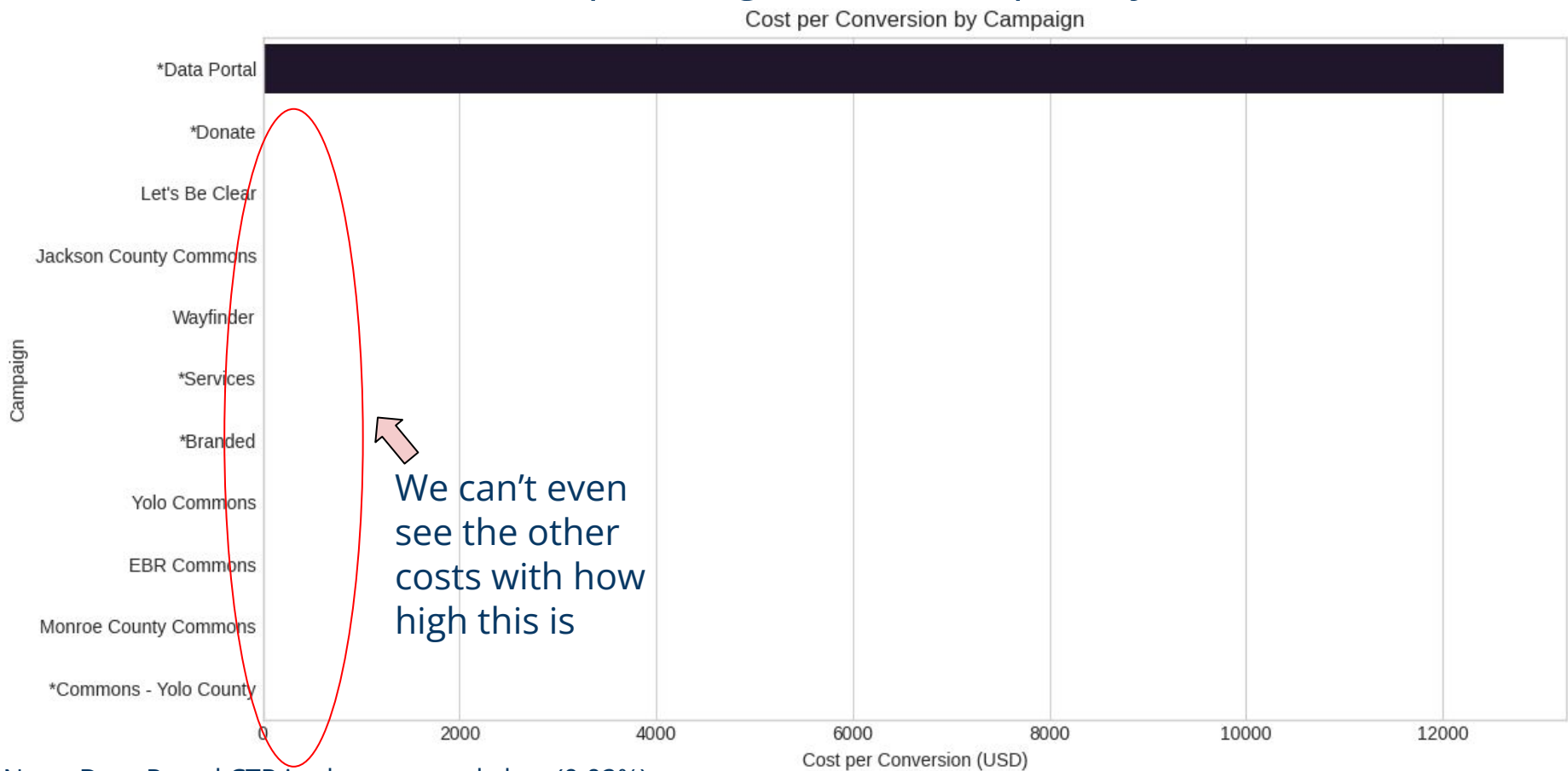
Campaigns

Key Recommendation: Reassess DEV Campaign Lower Spending or Cut Completely

Spend vs. Results (Active Campaigns Only)

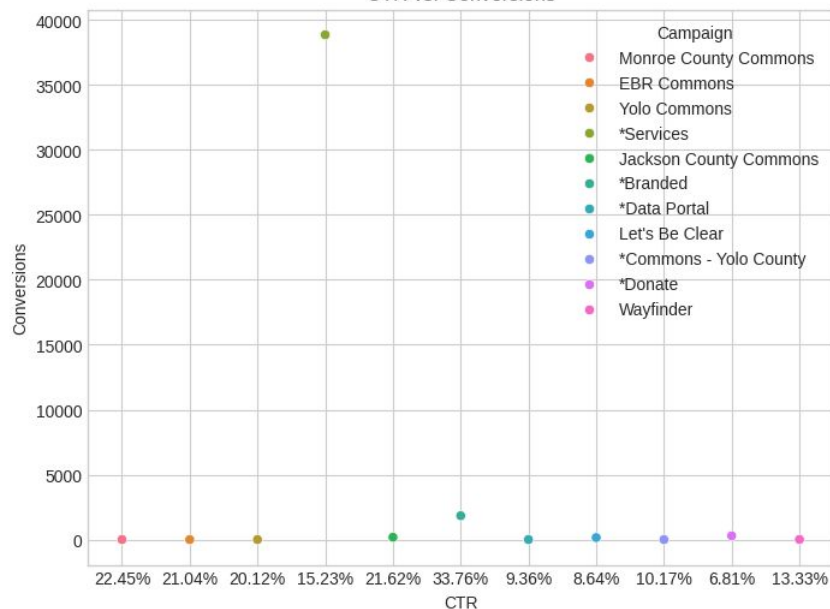


Key Recommendation: Reassess Data Portal Lower Spending or Cut Completely



Note: Data Portal CTR is also extremely low (0.02%)

CTR vs. Conversions



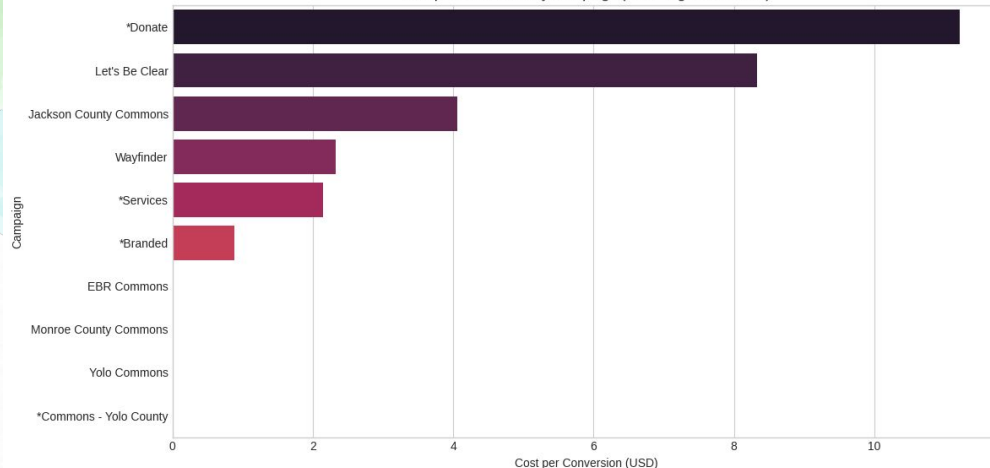
Key Points:

- Branded has a high CTR with a low cost per conversion (w/ the second highest total conversions)
- Monroe, EBR, Yolo, and Wayfinder have higher CPC with minimal or no conversions
- Services shows good cost per conversion; highest total conversions

Key Recommendations:

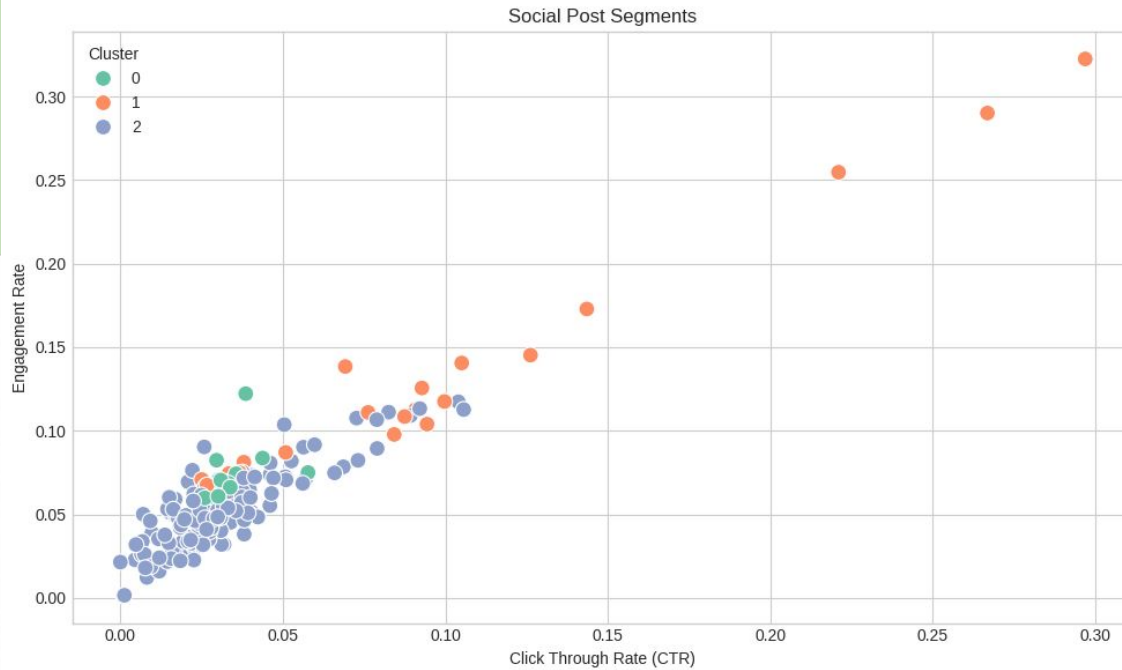
- Reassess Monroe, EBR, Yolo, and Wayfinder
 - May not be targeted well; A/B testing; clearer CTAs
- Services, Branding, and Let's Be Clear
 - Continue to optimize + continuous flow improvements

Cost per Conversion by Campaign (excluding *Data Portal)



03

Audience Behavior



Key Points:

- Likers don't have as high of an engagement investment
- Reposters have high engagement newly across the board
- Skimmers are extremely low in all engagement

Likes Comments Reposts Click through rate (CTR) Engagement rate

Cluster

0	36.45	2.64	0.45	0.04	0.08
1	22.48	0.43	6.17	0.09	0.13
2	7.25	0.07	0.82	0.03	0.05

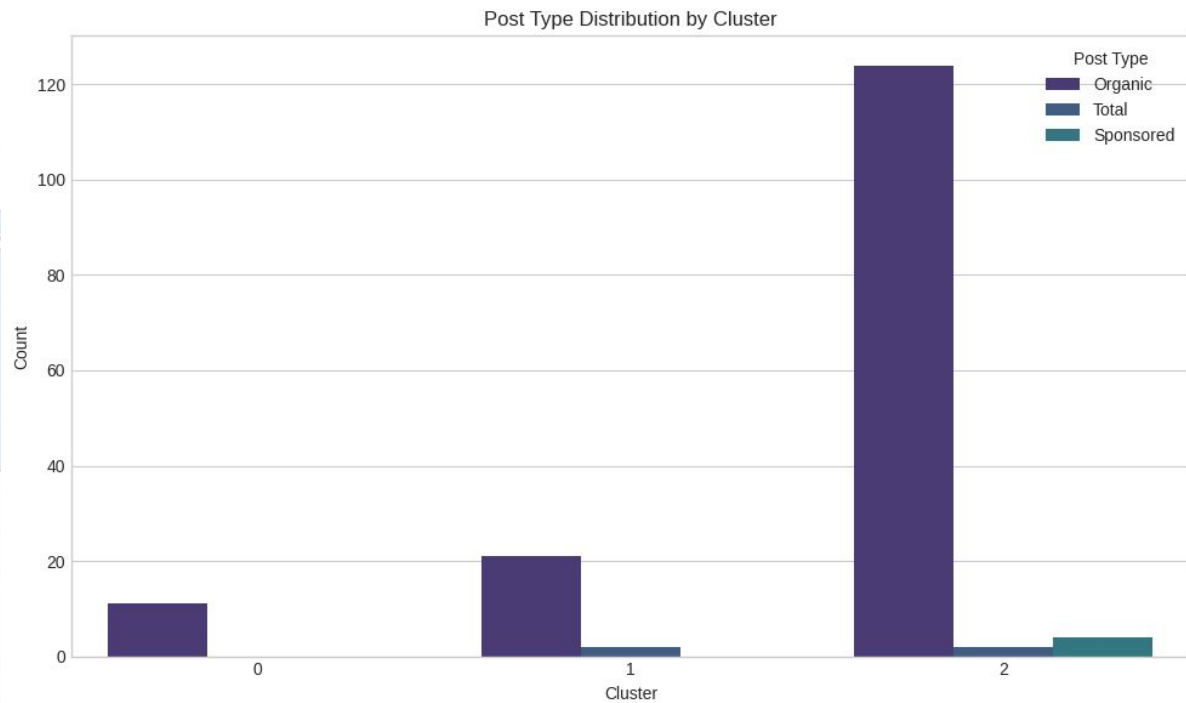
"The Likers"	Passive engagement
"The Reposters"	Deep engagement
"The Skimmers"	Low all-around

Key Recommendations:

- Likers
 - Focus on CTAs that will drive commenting and clicking
- Skimmers
 - Rework messaging, timing, or content

Recommendation:

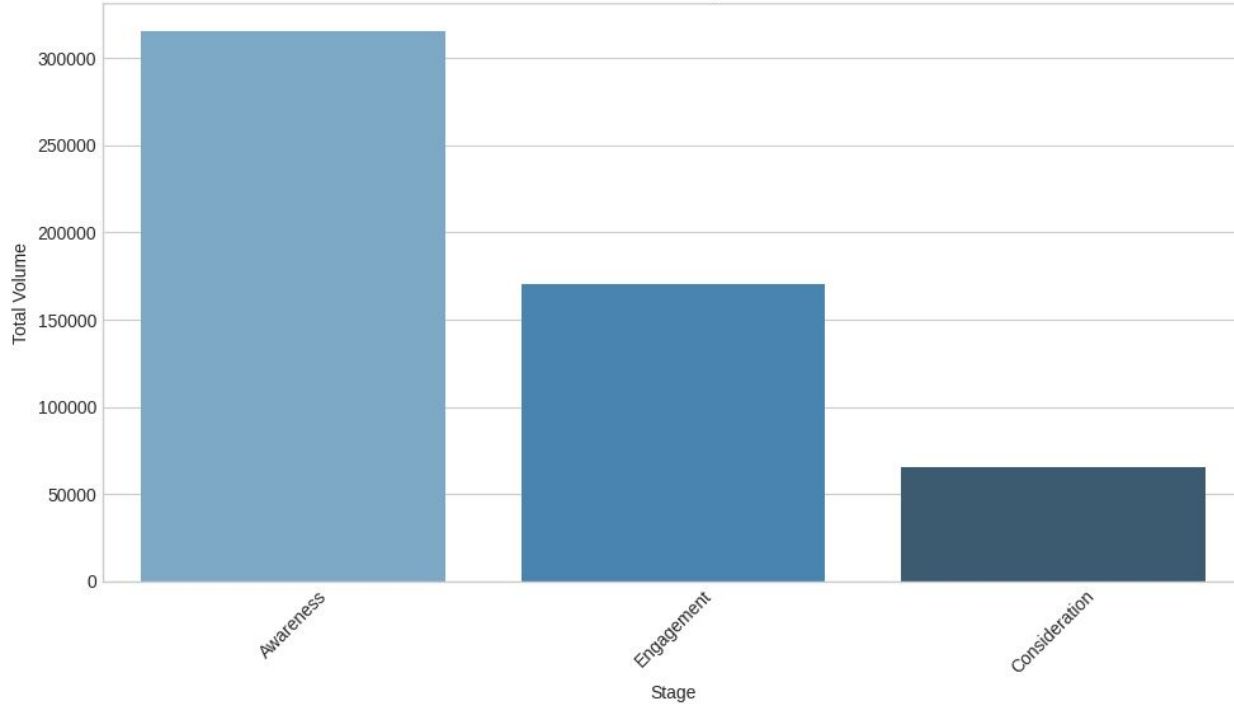
- Reposts
 - Continuous/expanded engagement efforts; may benefit from examining what posts are reposted the most often and building that content out



04

Funnel Engagement

Funnel Analysis



Key Points:

- Awareness = Impressions
- Engagement = Website Sessions
- Consideration = Website Engaged Sessions

Key Recommendation:

- Unsure of conversion metric
 - Need to define key events

Funnel

Lack of customer journey and funnel information

Connected

Many of the datasets could not be reasonably cross-analyzed

Data Consideration s + Limitations

Behavior

Customers could only be segmented on larger aspects; hard to make more targeted suggestions

Retention

I tried to understand the Day 1, Day 7, and Day 30 data in the retention dataset but it was unclear what they were referencing