EXAMPLE OUTCOMES AND METRICS

Example strategic and operational indicators (metrics) used in the Federal COVID-19 Response (FCR) COVID-19 convalescent plasma (CCP) donor activation campaign are described below. The example indicators were established as part of the CCP Donor Activation Campaign's monitoring and evaluation framework and support the stages of community activation.

The measurement of strategic and operational performance requires a different set of indicators:

- **Strategic** indicators are used for monitoring progress towards the strategic outcomes or ultimate campaign goals.
    - They are not used day-to-day and may require more time to get an accurate picture of progress.
- **Operational** indicators are more 'real time' and can assess what is happening hourly, daily, weekly, and monthly.
    - These help to monitor and improve operations, products, and processes to ultimately achieve strategic goals and outcomes.

Examples for applying modeling and analysis to **monitor** outcomes and metrics, **understand** the long-term impact of decisions, and **evaluate** the outcome or effectiveness of a campaign follow the indicators in each section.
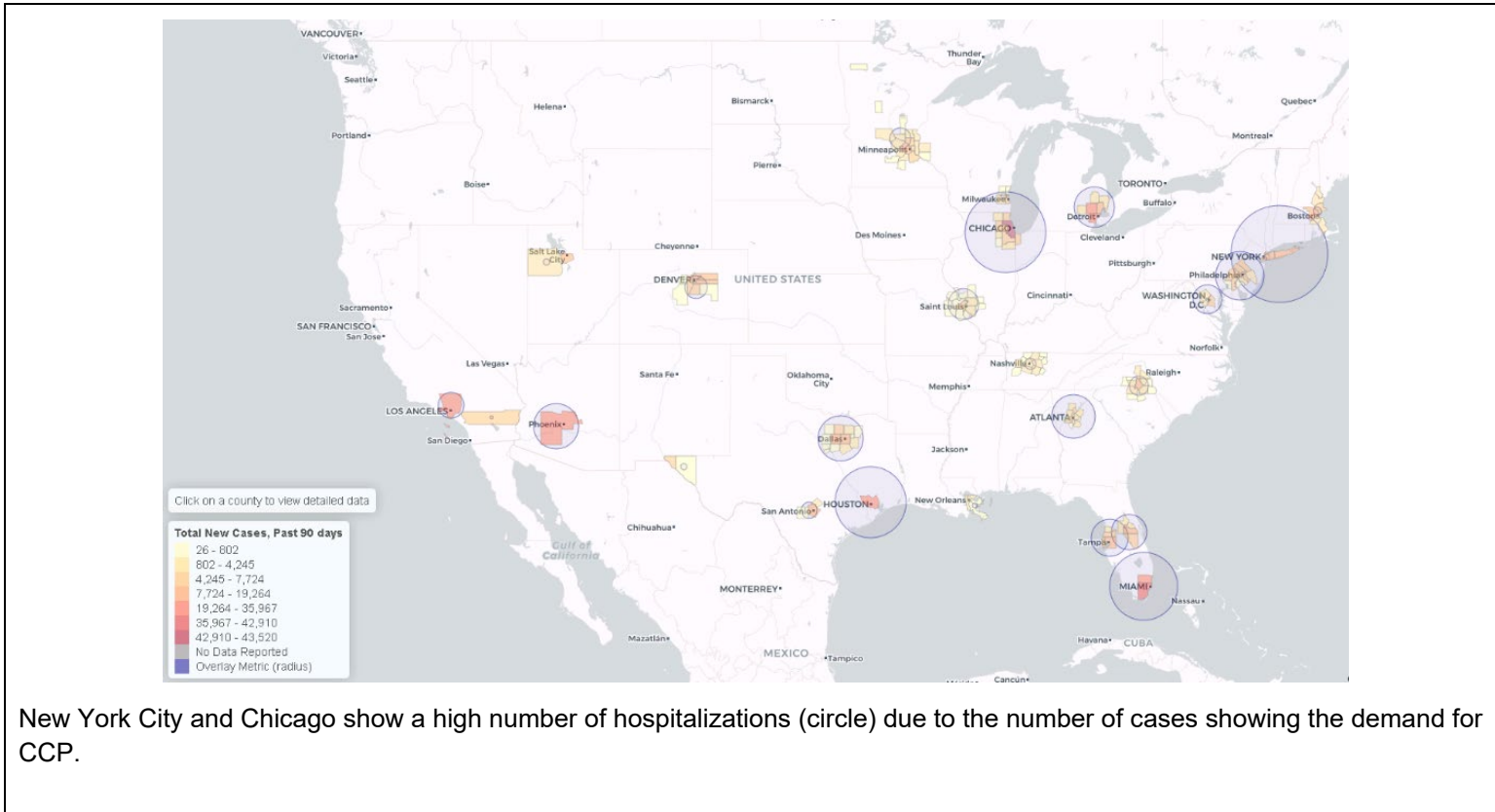
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H.1- INDICATORS TO MONITOR AND EVALUATE THE EMERGENCY

Examples of indicators to monitor and evaluate the emergency are provided in the table below.

Indicators to Monitor and Evaluate the Emergency

Community Activation Outcomes	Indicator	Rationale
Situational Awareness of COVID-19 Increase CCP donations to ensure the National Stockpile has enough CCP for all patients when needed.	Number of confirmed COVID-19 Cases	To track the potential growth and movement of the emergency to ensure the program is adequately resourced
Situational Awareness of COVID-19 Increase CCP donations to ensure the National Stockpile has enough CCP for all patients when needed.	Number of COVID-19 hospitalizations	To track that there is sufficient supply of CCP to meet hospital demand
Situational Awareness of COVID-19 Increase CCP donations to ensure the National Stockpile has enough CCP for all patients when needed.	Number of eligible donors	To track that the program is adequately resourced to reach donors where they are
Situational Awareness of COVID-19 Increase CCP donations to ensure the National Stockpile has enough CCP for all patients when needed.	CCP availability	To track that there is sufficient supply of CCP to meet hospital demand
Situational Awareness of COVID-19 Increase CCP donations to ensure the National Stockpile has enough CCP for all patients when needed.	Number of fatalities	To understand the extent of the emergency and the impact of CCP on lives saved

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Modeling and visualization allow the campaign to track the above indicators to gain situational awareness of the public health emergency in its current state. For example, in the CCP campaign, FCR developed a dashboard and predictive modeling capability to track COVID-19 trends to support decisions on marketing campaign resources. An example screen shot of the CCP model outputs to monitor and evaluate the emergency is captured below:

New York City and Chicago show a high number of hospitalizations (circle) due to the number of cases showing the demand for CCP.

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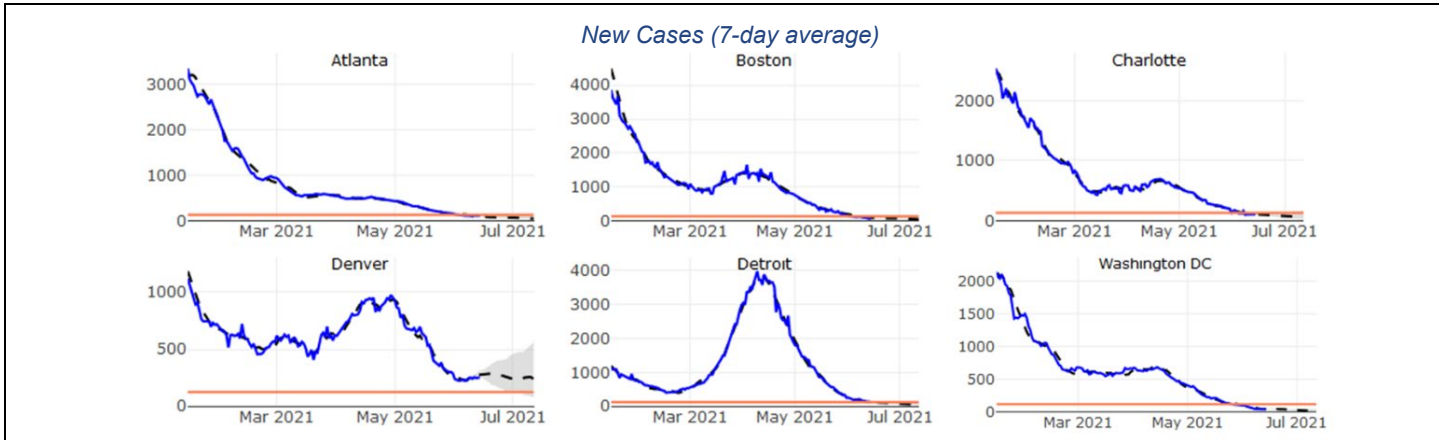Public Rlease Case Number 21-2663

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H.2- INDICATORS TO MONITOR AND EVALUATE CAMPAIGN STRATEGY

Examples of **strategic outcomes and indicators** from the *CCP Donor Activation Campaign* are provided in the table below.

Example Indicators to Monitor and Evaluate Campaign Strategy

Community Activation Outcomes	Metrics	Rationale
Increase CCP donations to ensure the National Stockpile has enough CCP for all patients when needed. The ultimate program goal, the participant successfully registers for an appointment via thefightisinus.org and completes their appointment by donating plasma	Number of eligible donors by region	To track that the program is adequately resourced to reach donors where they are
Increase CCP donations to ensure the National Stockpile has enough CCP for all patients when needed. The ultimate program goal, the participant successfully registers for an appointment via thefightisinus.org and completes their appointment by donating plasma	Number of donors that register for an appointment Number of donations	To track that the campaign is activating donations of CCP
Increase CCP donations to ensure the National Stockpile has enough CCP for all patients when needed	Number of confirmed COVID-19 Cases Number of COVID-19 hospitalizations CCP availability	To track that there is sufficient supply of CCP to meet hospital demand
Sufficient CCP is collected and available to distribute to hospitals to save lives	Number of plasma units distributed to hospitals Number of plasma units used Number of patients treated Number of lives saved	The campaign's overall strategic outcome should be measured with metrics that track whether the campaign is achieving its ultimate goal of activating donations of CCP to save lives

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The CCP dashboard in the figures below was used to monitor indicators for the campaign strategy:
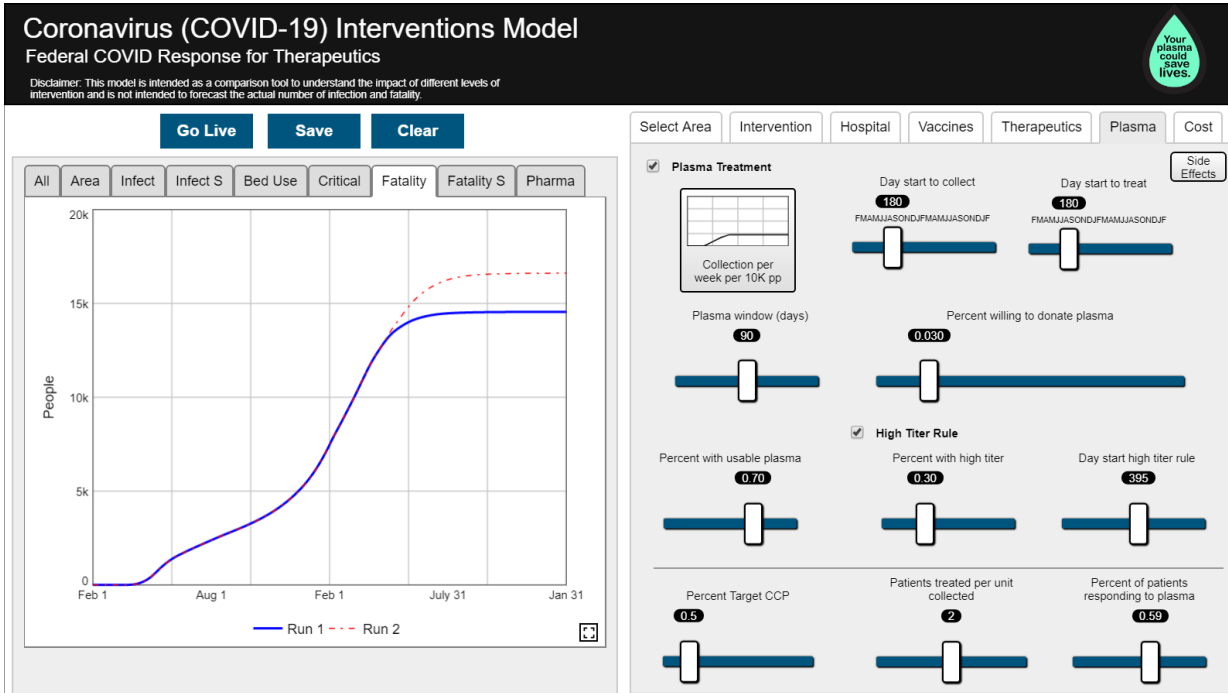

New Cases (7-day average)

Detroit had a sharp increase in cases in April/May (predicted by the model) and at the time had the second highest donor pool highlighting a need for increased campaign resources.
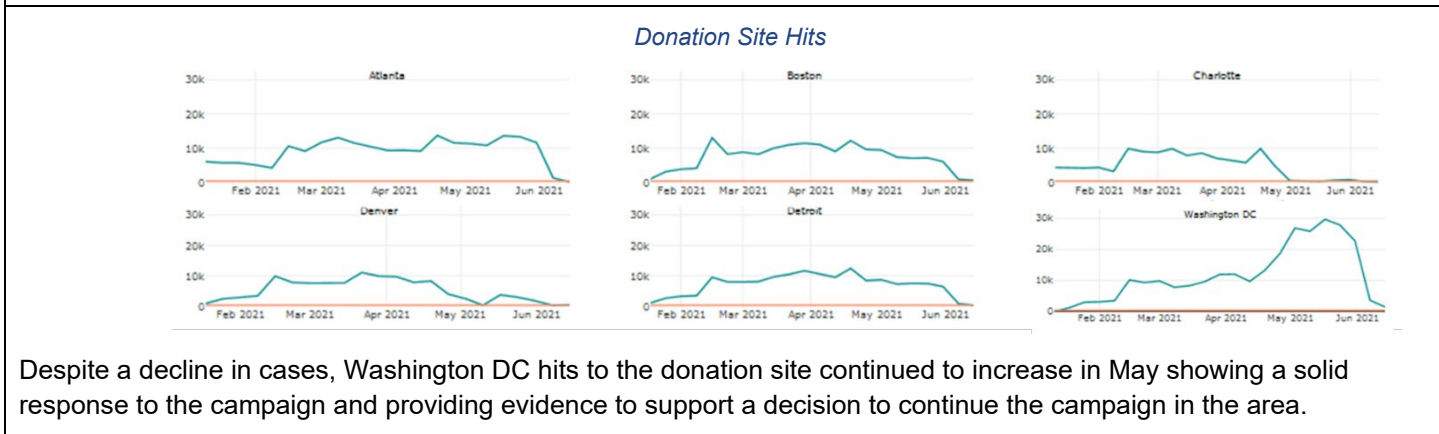
Donation Site Hits

Despite a decline in cases, Washington DC hits to the donation site continued to increase in May showing a solid response to the campaign and providing evidence to support a decision to continue the campaign in the area.

In addition, FCR develop a pandemic model to estimate the impact of the campaign on the ultimate goal of savings lives (a key indicator in the table in H.2). By closely emulating the reality of a health emergency event like a pandemic, modeling and simulation provides the ability to test strategies before deploying them and to understand the long-term implications of these decisions. The pandemic model helped to assess the impact of the campaign on lives saved and reduction in daily ICU demand with CCP.

Pandemic Model Interface

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H.3- INDICATORS TO MONITOR AND EVALUATE CAMPAIGN OPERATIONS

Examples of **operational indicators** are provided in the table below.

Example Operational Outcomes and Metrics

| Outcome Phase	Metrics	Definition	Rationale
Social Awareness	Impressions	Total number of times a piece of content has been displayed or played (both visual and audio media)	Measures the number of times a piece of content or message has been presented to viewers or listeners; evaluates effectiveness of channels and content
Social Awareness	Reach	Number of unique individuals who have seen a display, ad, post or heard a radio message, but not necessarily engaged (clicked – as applicable)	Helps assess who and how many people are seeing the campaign's message
Social Awareness	Click-through Rate (CTR)	Percentage of viewers who have clicked on link within an ad that brings the viewer to a designated website	Measures the effectiveness of ads to motivate users to seek the website
Social Awareness	Clicks	The number of times viewers clicked on an ad or post	Evaluates post or ads effectiveness to motivate users to interact with content to learn more
Social Awareness	Engagement	Total number of times a social media post was "liked" or shared	Evaluates post effectiveness on people liking it and promoting it to their network
Social Awareness	Number of mentions	Measures the total number the program (e.g., @thefightisinus) or a program hashtag (e.g., #thefightisinus) is used in a social post by a user or entity	Measures the degree of awareness growing on social media; identify the popularity of the account and measure engagement with the target audience
Social Awareness	Top Performing Creative	A piece of creative (e.g., ad, post) that sees higher than average engagement	To identify higher performing creative and leverage on future posts/ads
Social Awareness	Top Performing Posts	A piece of content that sees higher than average engagement	To identify higher-performing assets and potentially retire underperforming assets
Community Education	Website Hits	Any hit to the national campaign website or Region-specific Landing Page	To track if marketing efforts are effective at increasing traffic to the website
Community Education	Website Digital Traffic Sources	The sources that brought users to the website (e.g., Google, Facebook, YouTube)	Measures the effectiveness of various platforms in driving/ motivating people to learn more on the target website

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Outcome Phase	Metrics	Definition	Rationale
Community Education	Search Engine Optimization (SEO) Metrics	Measures the likelihood that the website will appear in search engine results	Websites that appear in search engine results are more visible to users and will drive more traffic to the website
Community Understanding and Commitment	Intent to Donate	The quantity of visitors who land on the page and click the donate plasma button; provides the ability to track users to the point where they intend to donate	Measures community's motivation and commitment to action; to track if community activation is effective in getting the target audience to perform the requested action on a website
Community Understanding and Commitment	On-page Conversion Rate	The quantity of visitors who land on the page and complete the stated goal; provides the ability to track users to the point where they click out of the website onto the donor center site	Measures a community's motivation and commitment to action; to track if community activation is effective to getting the target audience to perform the requested action on a website
Community Understanding and Commitment	Number of Partners	Measures the total number of confirmed partners for overall and by region	To track that each region has partners to amplify the message
Community Understanding and Commitment	Number of Potential Partners	Measures the total number of potential partners that are on track to be engaged or in process to become a confirmed partner for the campaign	To track and evaluate the community engagement team has potential opportunities
Community Understanding and Commitment	Partner Mix	Measures the number and type of partners by organizational type and by region	To monitor the size, scope, and diversity of the campaign partners
Community Understanding and Commitment	Partner Activity Mix	Measures the number of activities by type and by region (e.g., Number of Testimonials, PSAs, Newsletters, Events, Share-outs)	To monitor the partnership activity by type and number being doing at the local and national level

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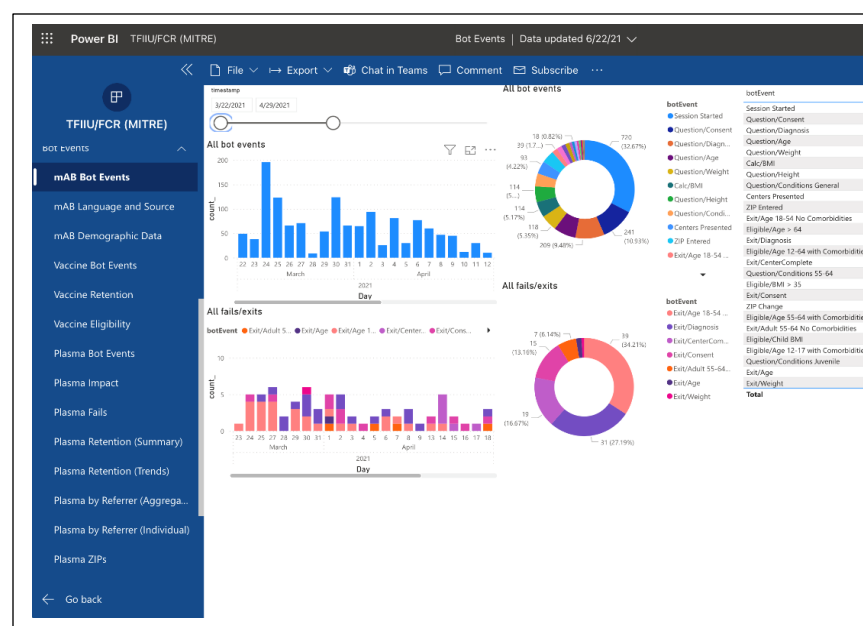## H.3.1- EXAMPLE POWER BI REPORTS TO MONITOR CAMPAIGN OPERATIONS

Performance dashboards provide important measurements for program, strategic, and operational monitoring. These metrics support the monitoring and evaluation of the campaign strategy and operations.

For example, the following visuals from the Power BI dashboard were used to monitor website hits over time and by type. In addition, the number of people looking for and obtaining donor center information was tracked to see how many people potentially made an appointment.

The number of request URLs over time is an example indicator from the dashboard (the website hits indicator). This indicator measures operational monitoring. The target could be total web hits per day or month.
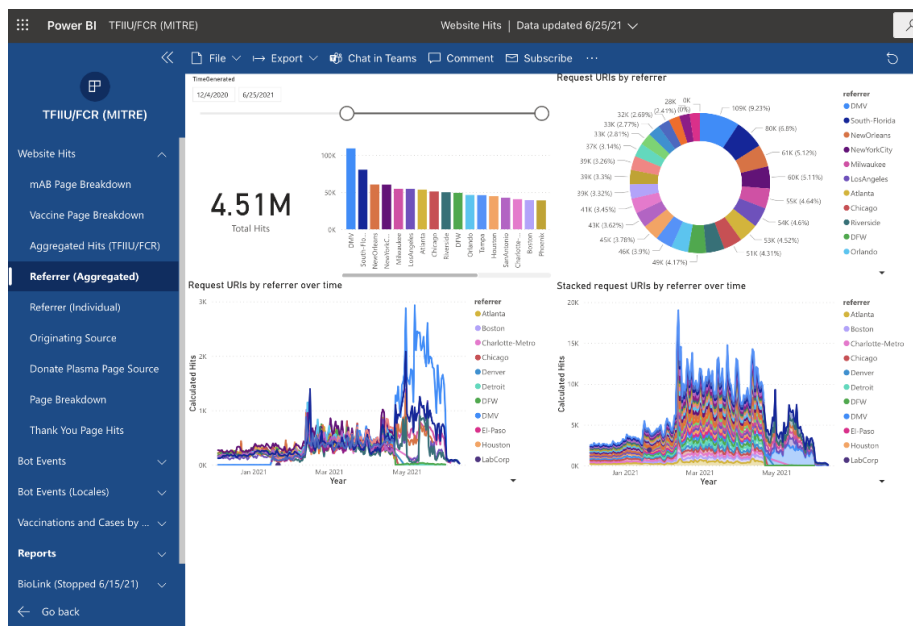
*Power BI Dashboard – Website Hits by Date and Referrer*

Power BI Dashboard – Bot Events by Date and Type

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H.3.2- EXAMPLE ANALYSIS TO EVALUATE CAMPAIGN OPERATIONS

Data analysis, including exploratory and predictive modeling can be used to investigate the effectiveness of the campaign operations and make decisions on how to improve the campaign based on evaluation results.

For example, FCR conducted an analysis to show impacts of the campaign on awareness and intent to donate. Looking at the different types of campaigns, paid search had the highest CTR from the ad to the site peaking in January and April with viral assets (see below).
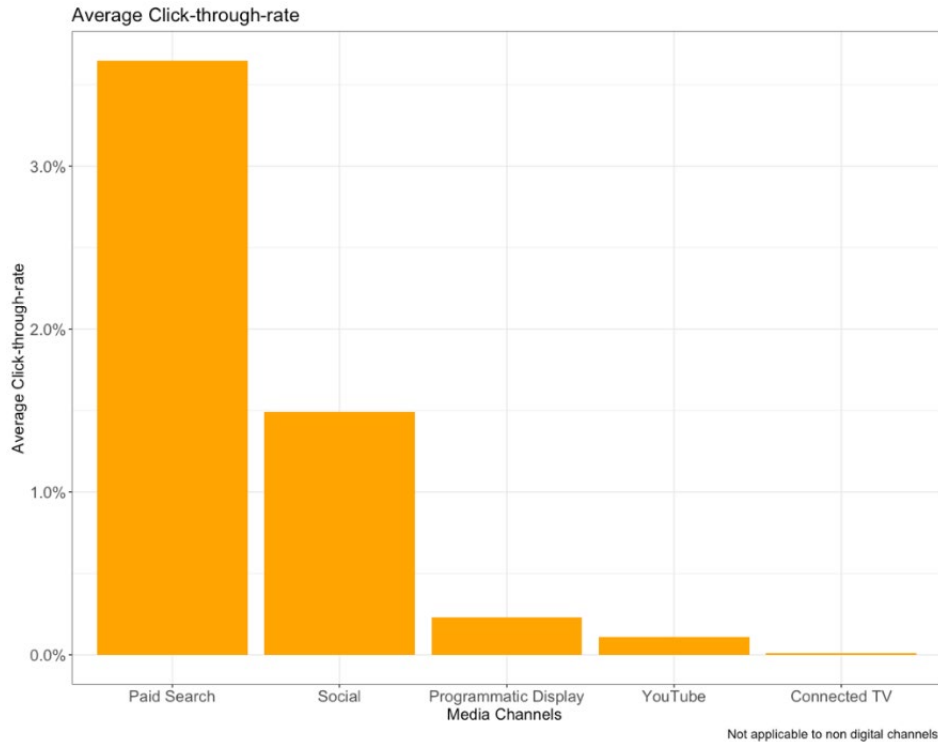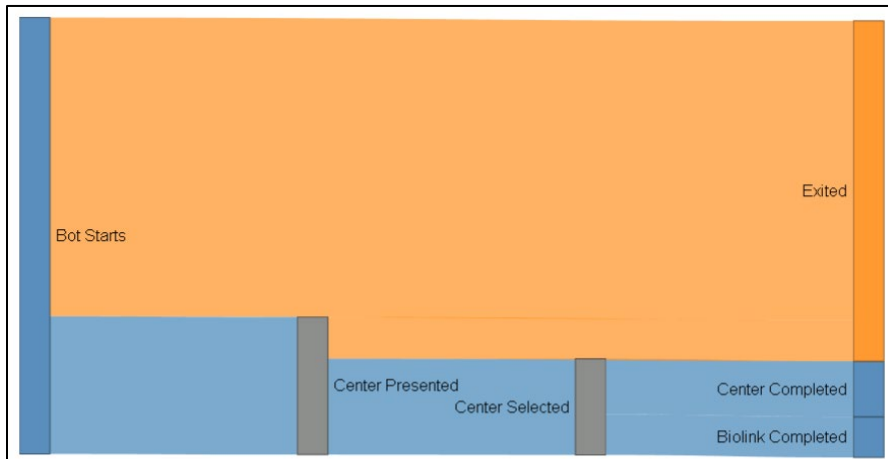

Click-Through Rate

The impact of paid social media was confirmed in regression modeling to identify effective marketing strategies on bot starts. Bot starts, an event in which a visitor to the website initializes a form for donating plasma, can be considered an indicator of a user's intent to donate plasma. The models showed that paid search and social media were associated with an increase in the number of bot starts for both English and Spanish speaking visitors.

The data showed an increase in bot starts as the campaign progressed with steady activity until cases and the donor pool declined in April 2021.
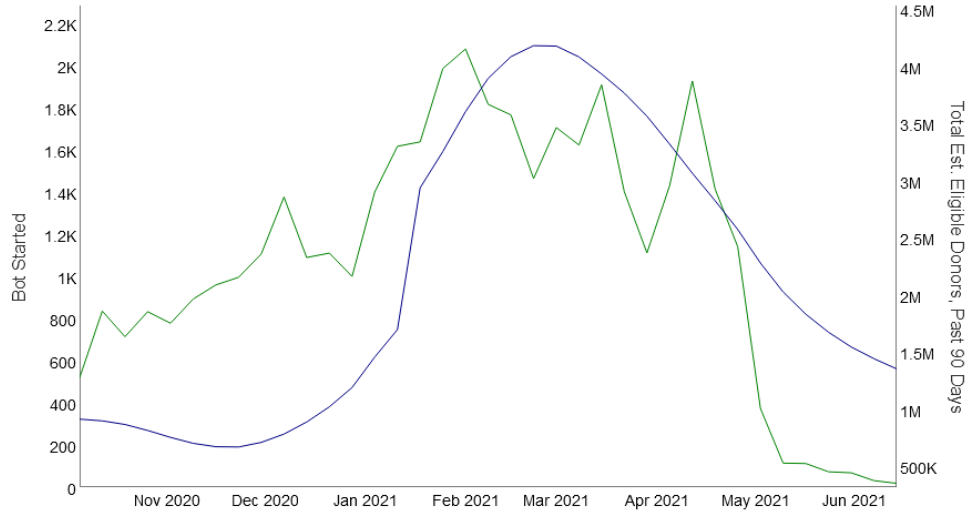
Initialize Form to Donate (Bot Start in green)

Nearly a quarter of bot starts resulted in donation center selection.

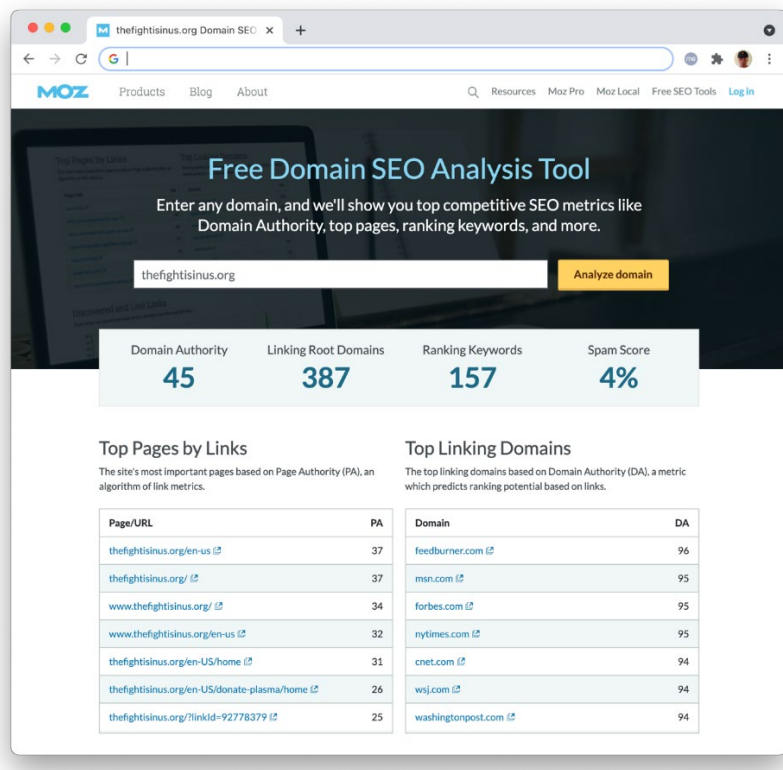*Initialize Form to Donate (Bot Start) and Portion Selecting a Center*

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H.3.3- EXAMPLE SEO METRICS FOR DATA-DRIVEN WEBSITE REFINEMENT

SEO is part of the operational monitoring activity in the monitoring and evaluation framework. Improving SEO will make it easy for search engines to find the website.

For example, Moz is a free online tool that analyzes websites in real time and provides SEO metrics, areas for improvement, and best practices. One indicator to increase community understanding and commitment is the *domain authority* score. This value predicts how likely a website is to rank in search engine results. The value ranges from 1 to 100, where a higher value indicates a greater likelihood. An example target for this value is 40.

The following figures are from the Moz tool. These examples depict basic SEO analyses, available for free, used for the FCR educational landing page. Each result in the Moz tool is a potential indicator for the monitoring and evaluation framework.

Moz SEO Analysis Tool – Introductory Information

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Keywords by Estimated Clicks

Estimated clicks for top keywords, based on volume and CTR.

Keyword	Visibility
plasma donation los angeles	13
the fight is in us plasma	2
donate plasma new orleans	2
fighting together org	2
selling plasma new orleans	0
us fight	0
donate plasma los angeles	0

Top Ranking Keywords

Your top keywords sorted by ranking position.

Keyword	Rank
fighting together org	1
the fight is in us plasma	1
us fight	2
for-profit plasma donation centers los angeles	3
plasma donation los angeles	4
selling plasma new orleans	6
plasma bank los angeles	6

Top Featured Snippets

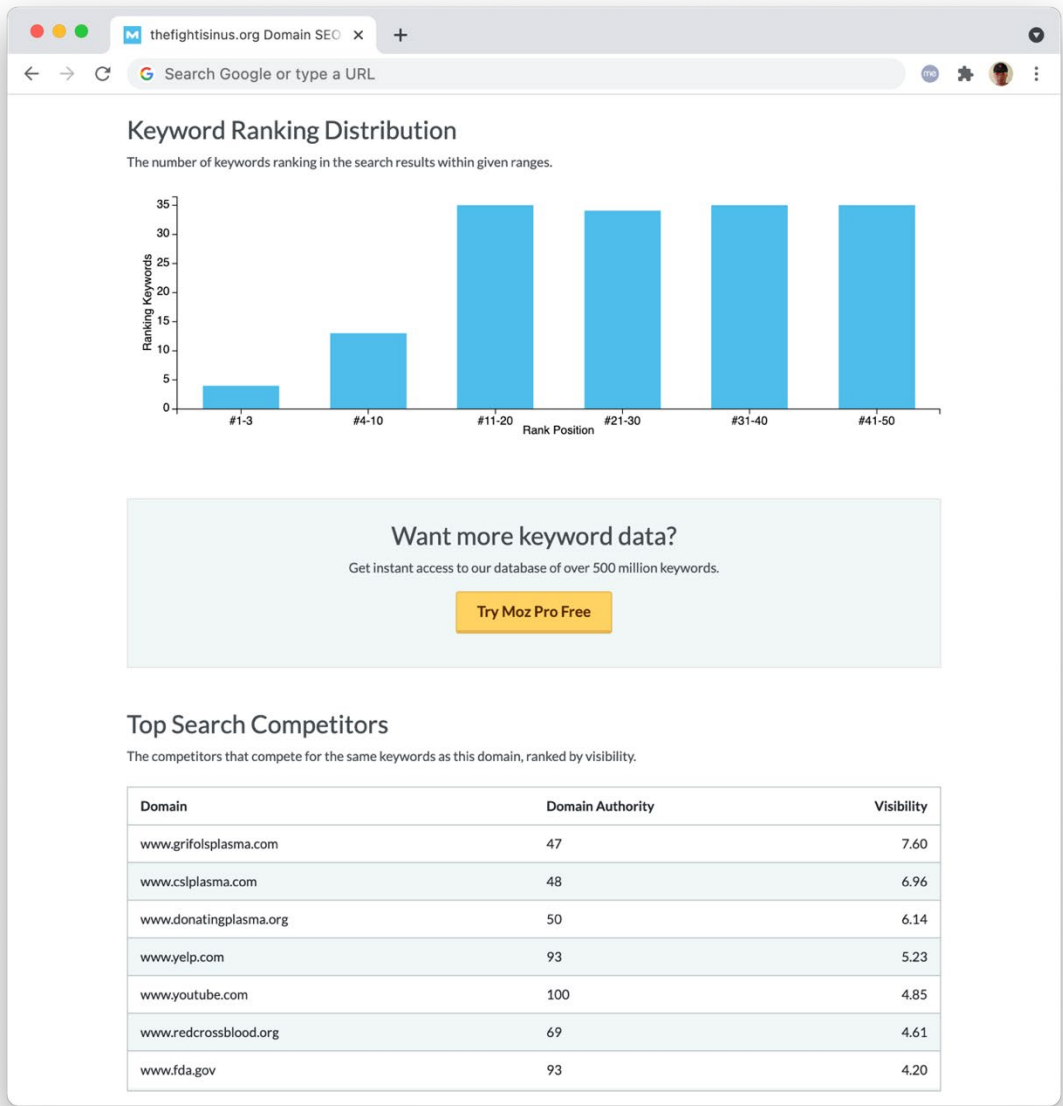Keywords the site ranks for that trigger a featured snippet.

Keyword	Owned?
selling plasma new orleans	No
blood plasma for money los angeles	No
cash for plasma los angeles	No
first commericial plasma us	No
what is la plasma	No
can you be registered at two plasma centers	No
whatdo u call mma list of fights	No

Branded Keywords

The highest-volume keywords reflecting the site's brand.

No branded keywords found for this domain.

Moz SEO Analysis Tool – Keyword Analysis

Moz SEO Analysis Tool – Keyword Ranking and Search Competitors

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Moz SEO Analysis Tool – Top User Questions

H.4 SUMMARY

Being able to define and monitor metrics and outcomes is key to managing any communication campaign to allow decision makers to track progress and provide a basis for refining campaign activities.

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