

Ameren Missouri Biweekly Reporting

Date range: 8/27/18-9/9/18

Products and Services

Site visits to date: 10,279

Clicks to date: 20,448

Total click goal: 333,052

Report Summary:

- All tactics are live and performing at expected levels
- Paid search CTR is a few points above benchmarks, with branded terms performing especially well; low volume of non-branded search clicks are due largely to outage terms driving to the map instead of the sign-up page
- Gmail performance is on-track to deliver estimated click volume
- At 0.37%, our YouTube CTR is nearly double what we last saw in Energy at Work
- GDN is driving less traffic than expected due to a slightly higher than estimated CPC. We expect creative optimizations will help bring traffic up and cost down
- AdTheorent is now live, using the best-performing creative from GDN and Gmail with a plan to rotate in other executions

Next Steps:

- Ameren to provide physical addresses for AdTheorent IP targeting. HLK to recommend an approach for creative rotation to implement if customer data cannot be leveraged.
- Ameren to report enrollment percentages for each reporting date (both Paperless Billing and Alerts & Notifications)
- HLK to recommend best use of excess budget from non-branded search

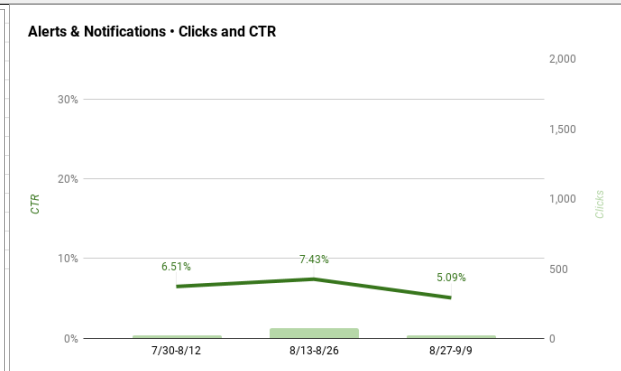
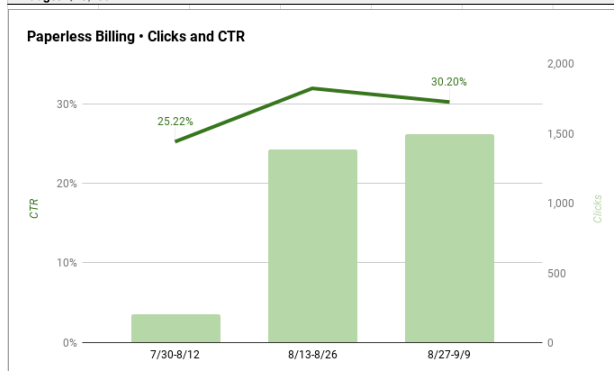
Paid search - Branded terms

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 150k)
- Key Metrics: Clicks, CTR
- Influencing Metrics: Impressions, CPC, SOV
- Benchmarks: 15% CTR (2018 EAW Q3 average)
- Optimization Capabilities: CPC/bidding, ad copy, sitelinks, demo targeting
- Budget: \$23,760

Paperless Billing	Alerts & Notifications
Live on 8/27, will graph when more data is available	Live on 8/27, will graph when more data is available
6,716 clicks	5,128 clicks
19.56% CTR	18.15% CTR

Paid search - Non-branded terms

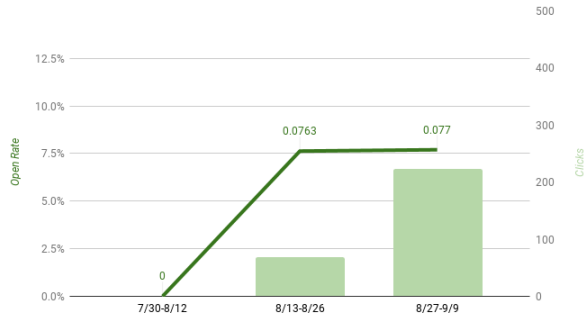
- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 96k)
- Key Metrics: Clicks, CTR
- Influencing Metrics: Impressions, CPC, SOV
- Benchmarks: N/A (no recent non-branded campaign reporting)
- Optimization Capabilities: CPC/bidding, ad copy, sitelinks, demo targeting
- Budget: \$23,760



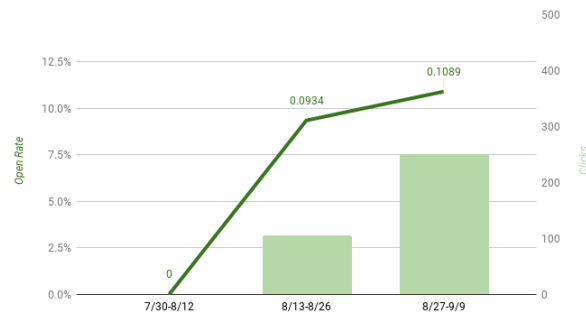
Gmail

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 5,205)
- Key Metrics: Open rate, clicks
- Influencing Metrics: CTR, impressions, CPC
- Benchmarks: N/A
- Optimization Capabilities: Keyword targeting, segment targeting, IP targeting, Google platform integrations
- Budget: \$19,800

Paperless Billing - Clicks and Open Rate



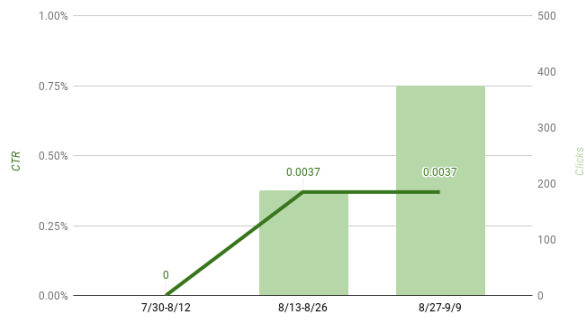
Alerts & Notifications - Clicks and Open Rate



YouTube

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 2500)
- Key Metrics: Clicks and CTR
- Influencing Metrics: Impressions, VCR
- Benchmarks: 0.15% CTR (based on EE HVAC:30 average)
- Optimization Capabilities: CPC/bidding, ad copy, sitelinks, demo targeting
- Budget: \$23,760

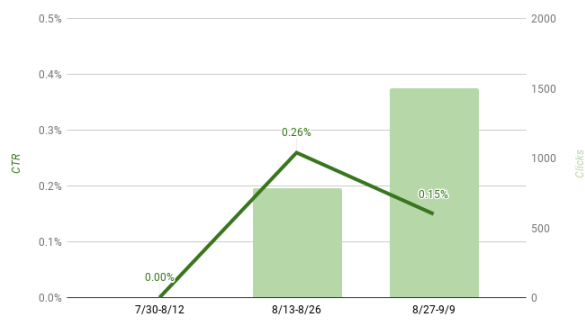
Paperless Billing, Alerts & Notifications - Clicks and CTR



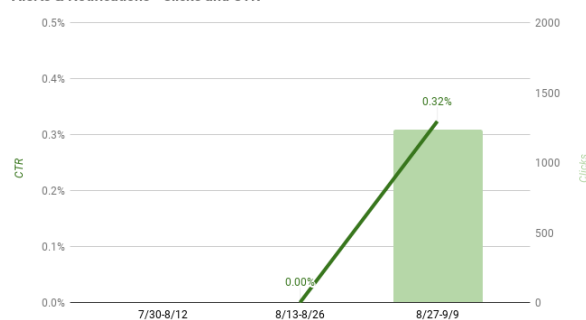
GDN

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 20k)
- Key Metrics: Clicks, CTR
- Influencing Metrics: Impressions, CPC
- Benchmarks: 0.30% CTR (PEM campaign average)
- Optimization Capabilities: Keyword targeting, segmentation (if given data by Ameren Missouri)

Paperless Billing - Clicks and CTR



Alerts & Notifications - Clicks and CTR



AdTheorent - Display

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 4286)
- Key Metrics: Clicks, CTR
- Influencing Metrics: Impressions, CPC
- Benchmarks: N/A (first Ameren Missouri AdTheorent campaign)
- Optimization Capabilities: IP targeting

Live on 8/27, will graph when more data is available

344 clicks

Live on 8/27, will graph when more data is available

326 clicks

0.56% CTR	0.54% CTR
AdTheorent - Rich Media	
<ul style="list-style-type: none"> - Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 4286) - Key Metrics: Clicks, CTR - Influencing Metrics: Impressions, CPC - Benchmarks: N/A (first Ameren Missouri AdTheorent campaign) - Optimization Capabilities: IP targeting 	
<i>Live on 9/10, will report when more data is available</i>	<i>Live on 9/10, will report when more data is available</i>
Clicks N/A	Clicks N/A
CTR N/A	CTR N/A