
JULY 29, 2024

**AGENDA ITEM 8
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Marketing Update for ScholarShare 529 and the California Kids Investment Development and Savings Program

Background

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for ScholarShare 529 (Plan), has provided its “Q1 2024 Marketing Results” (Exhibit A) for the Plan and the California Kids Investment and Development Savings Program (CaKIDS or Program). This update outlines marketing results for the first quarter of 2024. The update includes results for:

- ScholarShare 529 - Achievements; business results and new accounts and contributions; e-gifting, account owner demographics, new account growth and tactical results; creative; 529 Day promotion; public relations and media relations; social media; employer outreach; outreach events; and 2024 marketing budget.
- CaKIDS – Achievements, website refresh, marketing toolkit, co-branded templates and assets, senior campaign, social media, and 2024 marketing budget.

In addition, Gleeson Digital Strategies, the firm executing paid media efforts for CaKIDS, has provided its paid media campaign summary (Exhibit B), which provides an overview and summary of results for paid media efforts executed in first quarter 2024.

Presenters

Doug Harrison, Senior Director, TIAA-CREF Tuition Financing, Inc.
Yvette Haring, Director, TIAA-CREF Tuition Financing, Inc.
Carol Gleeson, President/CEO, Gleeson Digital Strategies
Otilia Bretan, Media Director, Gleeson Digital Strategies



ScholarShare 529SM

The California way to save for college

Q1 2024 Marketing Results

July 29, 2024

ScholarShare 529 2024 Marketing Plan – Q1 Achievements

	Goal	Strategy	Achievements
1	Gain New Accounts/AUM	Strategically use technology and marketing resources to grow the plan. Targets for 2024: 50,000 new accounts and \$1.177 billion in contributions.	<p>Key business metrics are off to a solid start in 2024. In Q1, 13,514 new accounts were opened (similar to Q1 2023). Q1 Contributions of \$345 million were up 17.7% for the same period.</p> <p>This year's 529 Day Promotion yielded 2,058 New Accounts with an initial deposit of \$50+, down <0.1% vs. 2023. Account balances of \$5,381,767 were up 100%+ vs. 2023. Incentive costs were reduced by 50%.</p>
2	Increase Account Owner Diversity	Leverage targeted media and PR/media relations to increase the diversity of ScholarShare 529 account owners.	Participation among Hispanic and East Asian families is on the rise. Both CalKIDS and multi-cultural media targeting for ScholarShare ads are having a positive effect on diversifying our account owner base.
3	Grow plan via Employers/RIAs	Continue to build relationships with employers (public and private) and registered investment advisors to attract new account owners.	Developed and implemented a comprehensive communication strategy for TIAA field consultants, including a training manual, in-person training with industry expert, automated email campaign, and monthly reports. Successfully redirected key consultants' efforts to prioritize the Workplace Savings Program.
4	Support tenured account owners	Continue to enhance the College Countdown program to serve the needs of mature account owners on the cusp of using their 529 savings.	Added two Distinguished Contributors. Recruited Patricia A. Roberts, J.D. to serve as site host to expand reach through her significant following. Added coverage of College Countdown in ScholarShare 529 social media. Showcased the program at the National Assoc. of State Treasurers annual conference May 21, 2024.

ScholarShare 529 Business Results

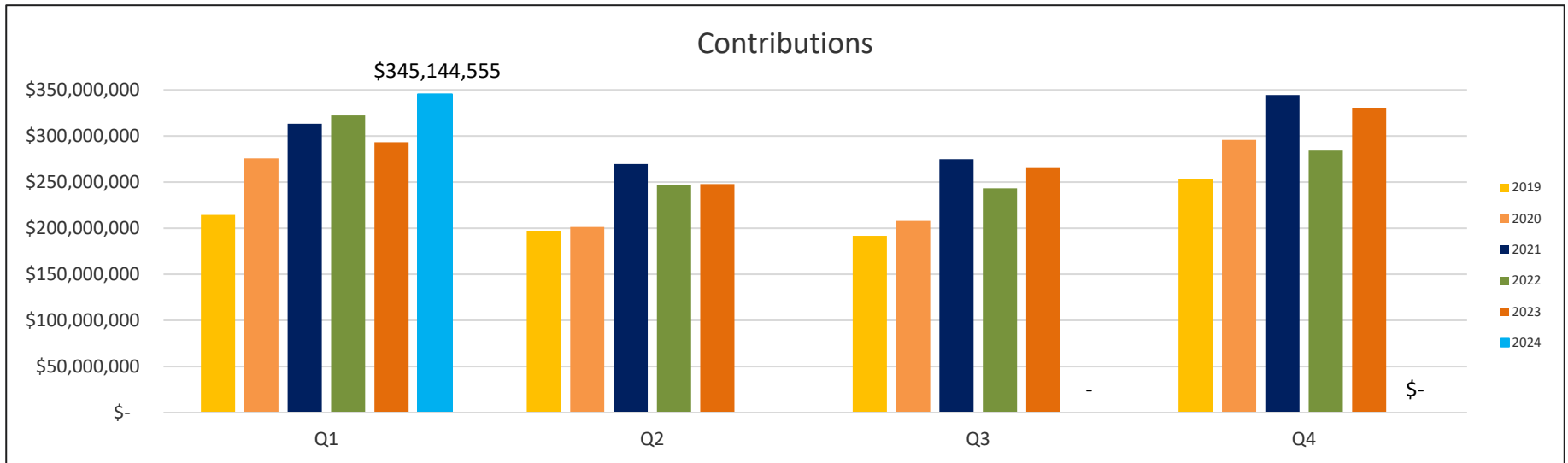
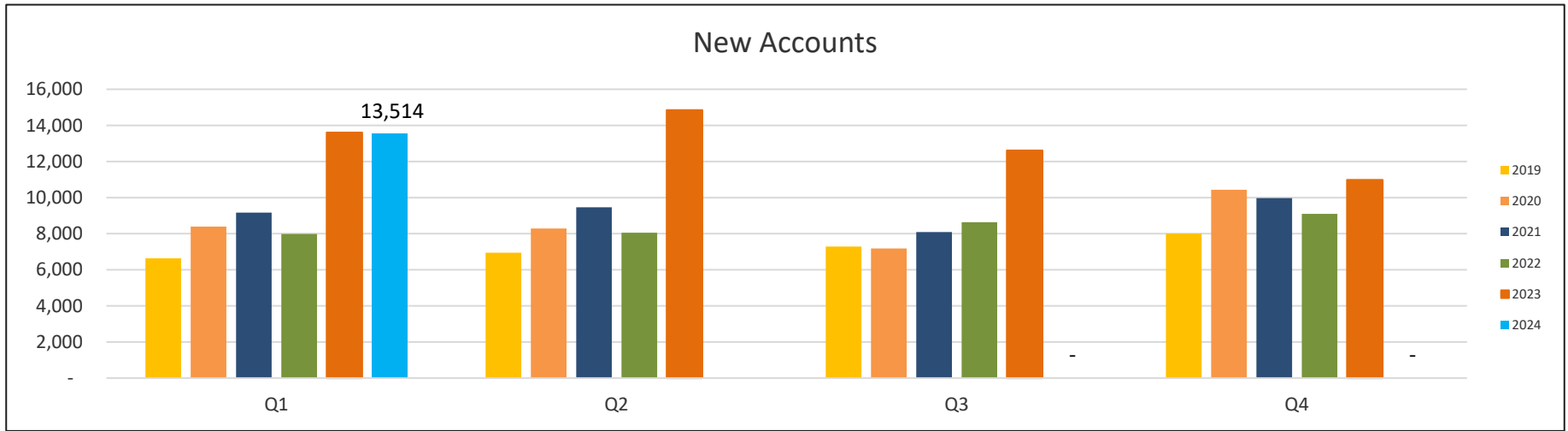
Q1 2024 new account growth was very similar to Q1 2023. However, Q1 2024 Contributions were up nearly 18% versus Q1 2023.

Accounts and Contributions	March 31, 2023	March 31, 2024	% Change
Total New Accounts Opened	13,605	13,514	-0.7%
Total New Contributions Collected ¹	\$293.2 million	\$345.1 million	17.7%
Growth Rate²	ScholarShare 529	Industry	% Difference
Annual Asset Growth Rate excluding CalKIDS/Local CSAs	15.8%	16.8%	-1.0%
Annual Asset Growth Rate including CalKIDS/Local CSAs	14.9%	16.8%	-1.9%
Rollovers	Year Ending March 31, 2023	Year Ending March 31, 2024	% Change
% of Plan Accounts Closed Due to Rollovers	0.27%	0.36%	0.09%
Accounts and Assets	March 31, 2023	March 31, 2024	% Change
Total Open Accounts	399,225	430,754	7.9%
Assets excluding CalKIDS/Local CSAs	\$12.1 billion	\$14.1 billion	16.5%
Assets including CalKIDS/Local CSAs	\$12.9 billion	\$15.2 billion	17.8%
Market Share excluding CalKIDS/Local CSAs	4.8%	4.8%	0.0%
Market Share including CalKIDS/Local CSAs	5.2%	5.1%	-0.1%

¹ Excludes CalKIDS.

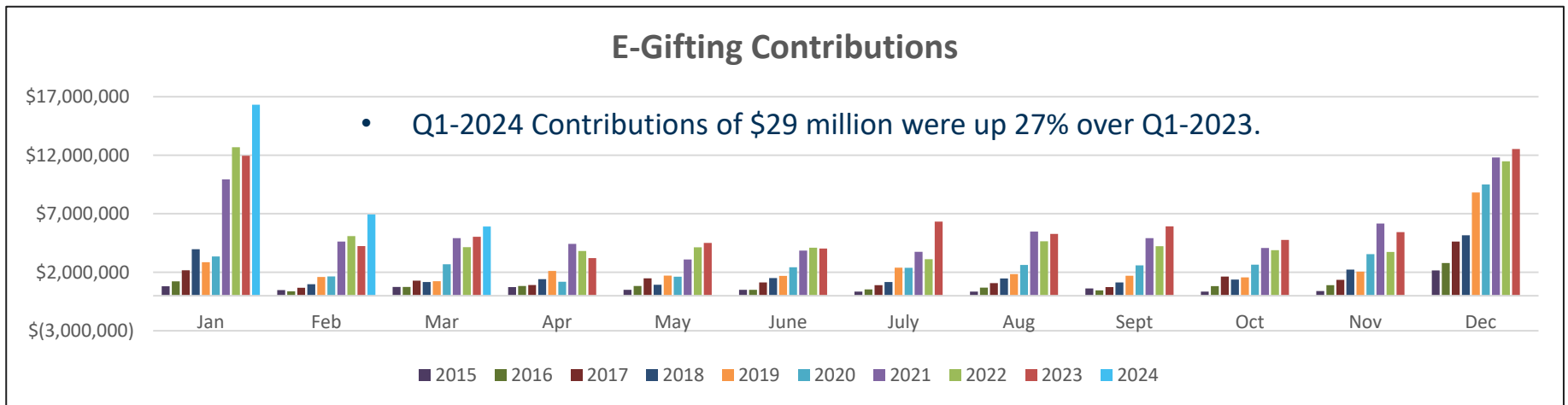
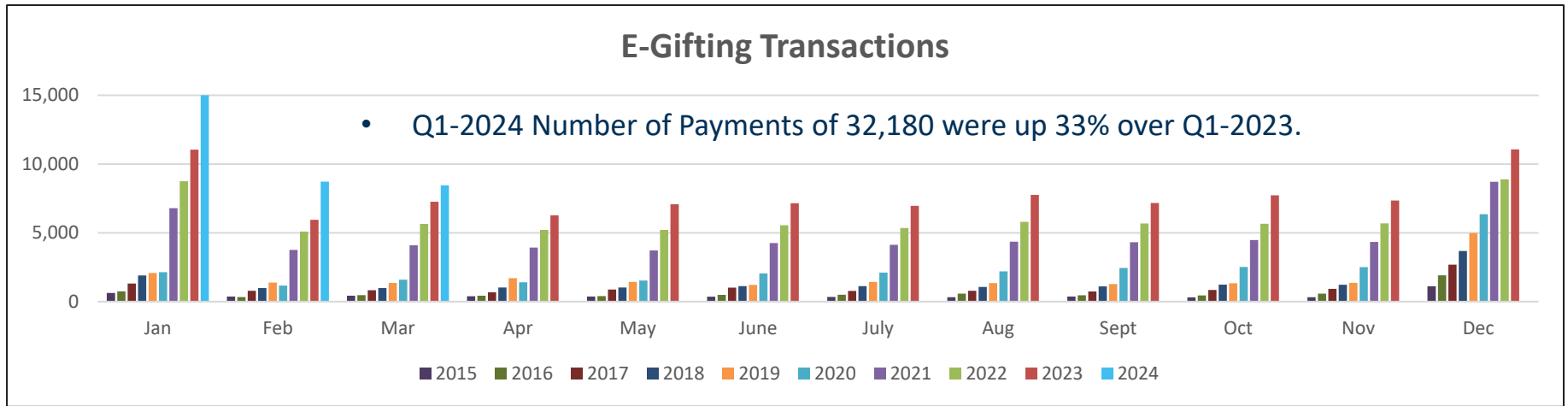
² ISS Market Intelligence – Q1 2024. “Industry” represents all Direct Sold Plans.

New Accounts & Contributions By Quarter



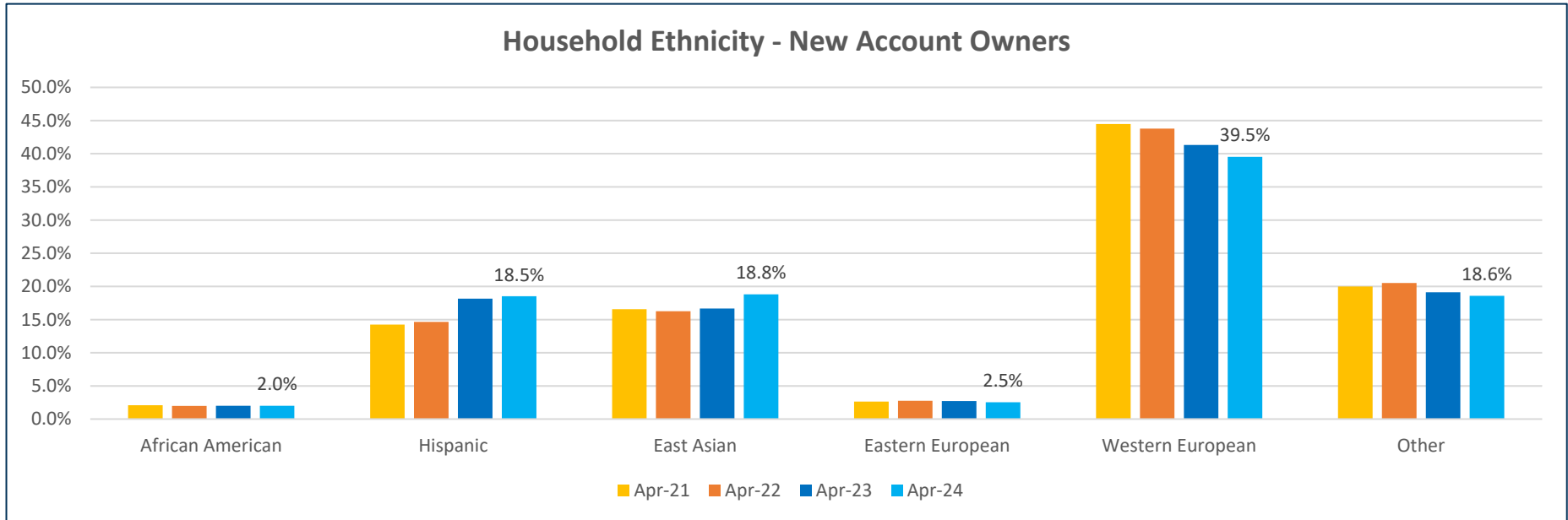
E-Gifting

- Use of e-gifting has grown significantly since the conversion to the Ascensus recordkeeping platform in 2020.
- E-gifting contributions made up 8.4% of total contributions in Q1-2024.



Account Owner Demographics – Race/Ethnicity

Participation among Hispanic and East Asian families is on the rise. Both CalKIDS and multi-cultural media targeting for ScholarShare ads are having a positive effect on diversifying our account owner base.



	Apr-21						Apr-22						Apr-23						Apr-24					
	African American	Hispanic	East Asian	Eastern European	Western European	Other	African American	Hispanic	East Asian	Eastern European	Western European	Other	African American	Hispanic	East Asian	Eastern European	Western European	Other	African American	Hispanic	East Asian	Eastern European	Western European	Other
Population	2.4%	26.89%	8.9%	2.3%	46.0%	13.5%	2.3%	27.22%	9.1%	2.3%	45.5%	13.6%	2.2%	27.3%	9.4%	2.3%	45.0%	13.7%	2.2%	27.7%	10.5%	2.2%	43.1%	14.4%
Account Owners	1.6%	11.75%	15.3%	2.8%	49.5%	19.0%	1.6%	12.14%	15.7%	2.8%	48.6%	19.2%	1.6%	12.7%	15.8%	2.8%	47.7%	19.3%	1.7%	13.5%	16.4%	2.8%	46.4%	19.2%
New Acct Owners	2.1%	14.25%	16.6%	2.6%	44.5%	20.0%	2.0%	14.66%	16.3%	2.8%	43.8%	20.5%	2.0%	18.2%	16.7%	2.7%	41.3%	19.1%	2.0%	18.5%	18.8%	2.5%	39.5%	18.6%

Other category includes Southeast Asian, Central & Southwest Asia, Mediterranean, Native American, Scandinavian, Polynesian, and Jewish.

Driving New Account Growth

Audience	Objective	Tactics and Channels	Cadence
Prospect	<ul style="list-style-type: none"> • Awareness • Interest • Open new accounts 	<ul style="list-style-type: none"> • Search engine marketing • Web advertising • Email (EM) • Direct mail 	<ul style="list-style-type: none"> • Seasonal and evergreen
Inquirers	<ul style="list-style-type: none"> • Open new accounts 	<ul style="list-style-type: none"> • Search engine marketing • Web advertising • Email • Direct mail (DM) 	<ul style="list-style-type: none"> • Seasonal and evergreen
New Account Owners	<ul style="list-style-type: none"> • Fund and engage with account 	<ul style="list-style-type: none"> • Email 	<ul style="list-style-type: none"> • Evergreen
Account Owners	<ul style="list-style-type: none"> • Continued engagement and support • Fund accounts • Open additional accounts • New product engagement features 	<ul style="list-style-type: none"> • Primarily email and display • Limited direct mail • Web advertising 	<ul style="list-style-type: none"> • Seasonal and evergreen

Tactical Results Year-over-Year (YoY)

Audience	2024 Q1 Engagement and Conversion Highlights	2023 Q1 Engagement and Conversion Highlights	YoY Q1 Comparison
Prospect	<ul style="list-style-type: none"> Evergreen creative ran in Q1 2024 instead of an offer-based campaign. 	<ul style="list-style-type: none"> Share It Forward incentive campaign ran in Q1 2023. The results were disappointing. 	<ul style="list-style-type: none"> Q1 2024 New Accounts are in alignment with Q1 2023.
Inquirers	<ul style="list-style-type: none"> 26% e-mail unique open rate 5.1% conversion rate with 49 new accounts generated 	<ul style="list-style-type: none"> 27% e-mail unique open rate 8.5% conversion rate with 122 new accounts generated 	<ul style="list-style-type: none"> Q1 email engagement remains consistent YoY. Conversion rates and new accounts opened decreased YoY, likely because we paused the Q1 campaign in 2024. In 2023, our marketing efforts included emails and direct mail, but in 2024 we solely used outreach emails.
New Account Owners	<ul style="list-style-type: none"> 37% email open rate 0.7% account upsell rate with 289 new accounts and 48% RC sign-up 	<ul style="list-style-type: none"> 36% email open rate 0.7% account upsell rate with 228 new accounts and 45% recurring contribution sign-up 	<ul style="list-style-type: none"> Q1 email engagement remains consistent YoY. Account upsell rate and recurring contributions remained consistent YoY. New accounts opened increased 27% YoY.
Account Owners	<ul style="list-style-type: none"> 36.3% AO engagement email open rate 1.9% AO engagement email click rate 	<ul style="list-style-type: none"> 31.9% AO engagement email open rate 2.4% AO engagement email click rate 	<ul style="list-style-type: none"> AO engagement open rate increased ~4 points YoY. AO engagement click rate declined a half point YoY.

Q1 Creative Examples

Evergreen Creative

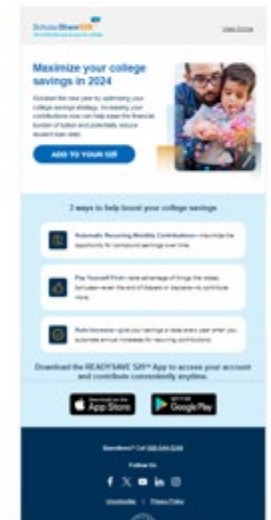
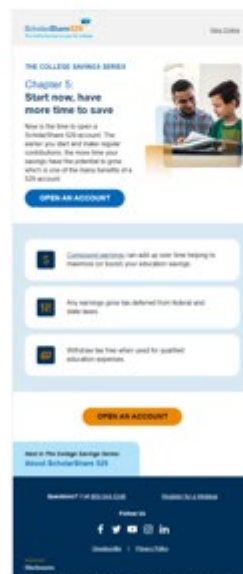
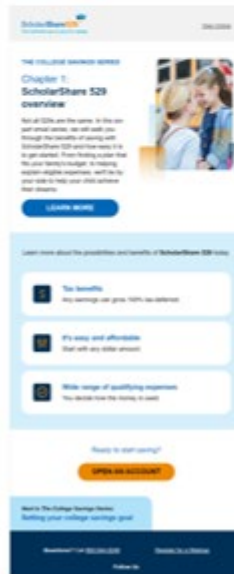
Banner Examples

- Prospect
- Account Owner



Email Examples

- New Account Owner Onboarding
- Inquirer Content Drip
- Account Owner Content Drip



529 Day Promotion

- The 2024 529 Day campaign ran between 5/20 - 5/31.
- This year's promotion yielded 2,058 New Accounts with an initial deposit of \$50+, down <0.1% vs. 2023.
- Account balances of \$5,381,767 were up 100%+ vs. 2023.
- Incentive costs were reduced by 50% vs. 2023.

The graphic features a white background with a blue banner at the top left that reads "529 ★ DAY". Below this is a large blue box with the text "Get \$50" in white. Underneath is an orange banner with the text "when you open a new ScholarShare 529 account" in white. The main body of the graphic has a white background with the text: "Open a new account between May 20 and May 31, 2024, and receive an extra \$50 in your account.*" At the bottom left is the "ScholarShare 529" logo, which includes a blue graduation cap icon. On the right side of the graphic is a photograph of a woman with curly hair, wearing a pink shirt, sitting on the floor and smiling at a young child who is lying on their stomach, playing with colorful toys. The background of the photo shows a window with greenery outside and a string of colorful bunting.

Target Audiences Prospects, Inquirers, and existing AOs.

Media

- Emails
- Direct mail
- Display
- Landing page
- Home page messages



Public Relations: Q1 Recap

Media relations initiatives through our PR agency drive coverage in print, online, and in broadcast. These mentions help prospects become familiar with our brand name and brand attributes.

Category	Q4 2023	Q1 2024	Insights
Mentions among top 10 direct-sold 529 plans	ScholarShare 529 was mentioned 370 times (10%) in the media nationally reaching over 112 million readers/viewers.	ScholarShare 529 was mentioned 221 times (21%) in the media nationally reaching over 309 million readers/viewers.	ScholarShare and CalKIDS continue to receive regular coverage in the press. Both English and Spanish media outlets cover the brands.
Competition	The most frequently mentioned plan was Michigan’s Education Savings Program with 488 mentions (14%), followed by New Mexico’s “The Education Program” with 450 (13%), and ScholarShare 529 with 370 mentions (10%).	The most frequently mentioned plan was New Mexico’s “The Education Plan” with 425 mentions (40% of mentions), followed by ScholarShare with 221 mentions (21%) and Virginia’s Invest529 plan with 129 mentions (12%).	Coverage of the various college saving plans decreased during the first quarter nationwide versus Q4 2023.

Media Relations – Q1 2024



Press Releases Distributed:

- January 16 - Patricia Roberts, J.D. Brings Her 20 years of Expertise to ScholarShare 529 and California Families Striving Toward Higher Education

Interviews with Julio Martinez:

- CalMatters
- Bonnevillle SF



Media Contact:
Alma Murphy
Amurphy@prosiopr.com

ScholarShare 529 Welcomes Patricia Roberts, J.D. as College Countdown Host
SACRAMENTO, Calif., January 16, 2024 – ScholarShare 529 proudly announces Gift of College, Inc. Chief Operating Officer Patricia A. Roberts, J.D. as the new host of College Countdown, a resource that provides vital information and peer connections for parents of college-bound teenagers.

Navigating the college journey in today's higher education landscape requires informed decisions from parents. Recognizing this need, ScholarShare 529, California's official college savings plan, introduced an online resource called College Countdown. The site pairs curated content about nearly every aspect of putting students through college with a Parent Advisory Council that provides insight from parents who have already sent their kids to college.

Roberts joins College Countdown with unmatched expertise. Her passion for higher education and her career as a financial services professional have positively impacted thousands of families across the U.S. As the author of "Route 529: A Parent's Guide to Saving for College and Career Training with 529 Plans" and a motivational speaker, Roberts is a go-to resource for the media and for those desiring to learn more about preparing for higher education and minimizing student debt.

"I know firsthand the many wonderful doors that higher education opened for me," said Roberts. "And as the mom of a recent grad, it's my pleasure to be a guide, as the host of College Countdown, for other parents with teens on the college journey as they help them to pursue their academic and career dreams."

Visit the website: CollegeCountdown.ScholarShare529.com

Request demo: Media members interested in learning more about College Countdown and how its contributors can help with their coverage should request a website demo. Contact Alma Murphy at AMurphy@prosiopr.com to learn more.

About ScholarShare 529: ScholarShare 529 is California's official college savings plan. Administered by the ScholarShare Investment Board, ScholarShare 529 provides families with a valuable tool that offers a diverse set of investment options, tax-deferred growth, and withdrawals free from state and federal taxes when used for qualified higher education expenses, such as tuition and fees, books, certain room and board costs, computer equipment, and other required supplies.

ScholarShare 529 – Q4 2023 Social Media

In Q1 2024, ScholarShare 529's social media featured socially relevant content, such as Valentine's Day, and emphasized account openings and gifting contributions. We included milestones, Workplace Savings, College Countdown, and webinar content. We reintroduced Twitter and incorporated Threads into our social media approach. The following metrics reflect organic social only. There were no paid social executions in Q1.

Total

Followers - **76,339**

Reach - **112,489**

Impressions - **118,006**

Trackable Mentions - **399**

Trackable Website Visits - **785**



Facebook (English)

- Followers - 59,856
- Reach - 26,985
- Impressions - 27,517
- Trackable Mentions - 244
- Trackable Website Visits - 151



Facebook (Spanish)

- Followers - 12,230
- Reach - 953
- Impressions - 958
- Trackable Mentions - 31
- Trackable Website Visits - 19



Twitter/X

- Followers - 2,839
- Reach - N/A
- Impressions - 476
- Trackable Mentions - 12
- Trackable Website Visits - N/A



LinkedIn

- Followers - 317
- Impressions - 3,695
- Trackable Mentions - 59
- Trackable Website Visits - 92



Instagram

- Followers - 1,003
- Reach - 84,551
- Impressions - 85,360
- Trackable Mentions - 53
- Trackable Website Visits - 542



Threads* Native Analytics not available

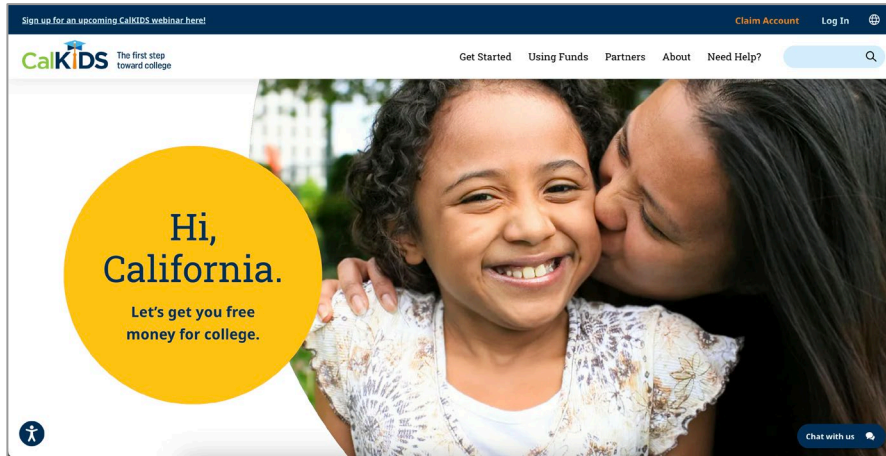
- Followers - 154
- Reach - N/A
- Impressions - N/A
- Trackable Mentions - N/A
- Trackable Website Visits - N/A

CalKIDS 2024 Marketing Plan – Q1 Achievements

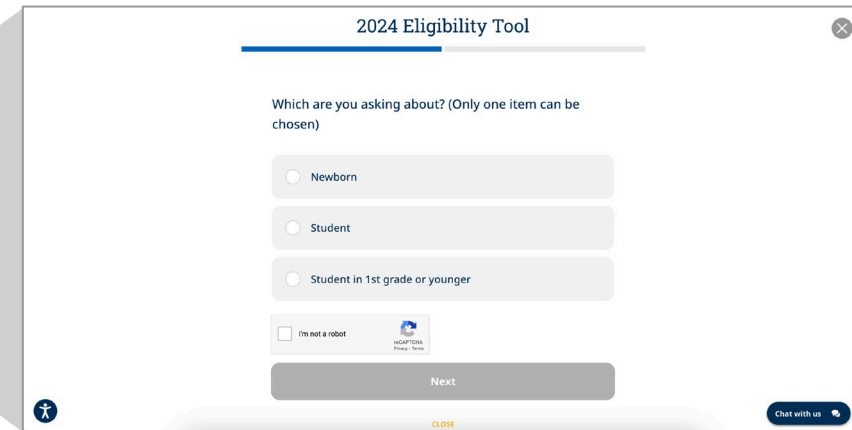
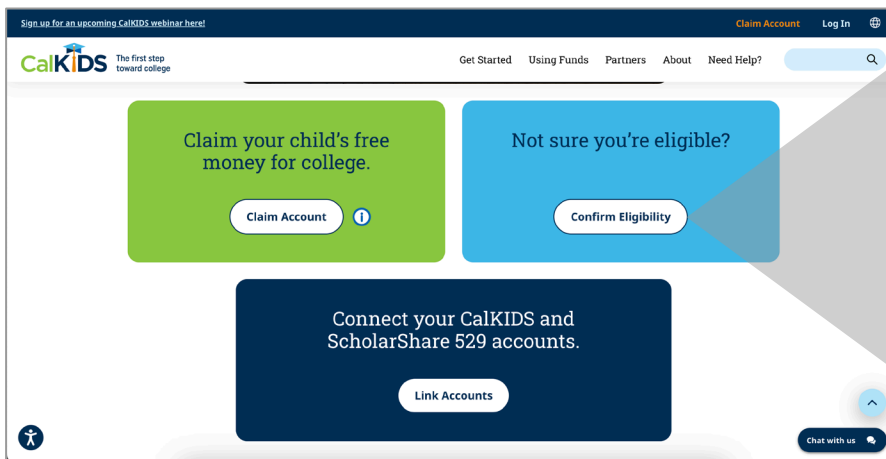


	Goal	Strategy	Achievements
1	Increase CalKIDS brand awareness	Through a mix of mediums and platforms, continue to build CalKIDS brand familiarity and program trust among target audiences statewide.	<ul style="list-style-type: none"> Developed creative assets for the Q2 High School Seniors Campaign including Social Media video ads, Display ads, and a dedicated Landing Page
2	Increase CalKIDS program engagement and participation	Continue to implement and support direct-to-consumer methods to boost engagement and drive CalKIDS accounts claimed, linked ScholarShare 529 accounts, and distributions.	<ul style="list-style-type: none"> A refreshed CalKIDS.org website launched in March. Design leveraged market research learnings and website analytics. New Eligibility Tool on CalKIDS.org New High School Award Letters
3	Grow program through strategic partnerships and outreach activities	Support the State’s efforts to strengthen and expand tactical partnerships and outreach activities to gain access to additional prospective participants, drive program growth and provide legitimacy to the CalKIDS brand.	<ul style="list-style-type: none"> Refreshed all CalKIDS.org Marketing Toolkit Assets Developed Co-Branded Flyer Templates Developed Co-Branded Partner Flyers Print + Digital

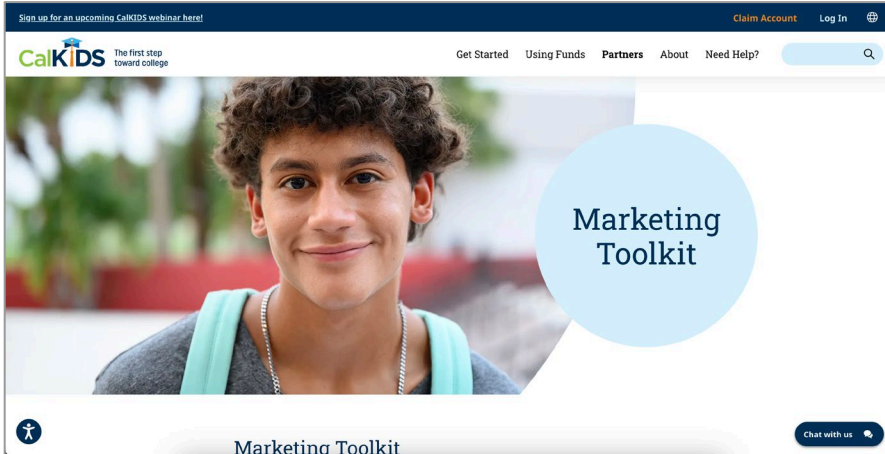
CalKIDS.org Website Refresh



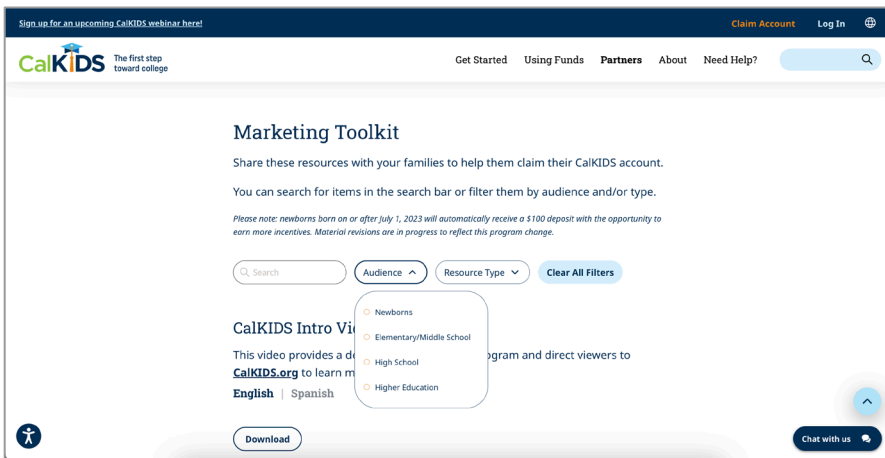
- ✓ Simplified language
- ✓ Increased ease of use by sorting visitors and offering journeys
- ✓ Streamlined eligibility tool



CalKIDS.org Marketing Toolkit



✓ Updated Marketing Toolkit to better serve partners



the State of
\$75 for
\$1500 for
school
save for

CalKIDS
The first step toward college

your funds, visit CalKIDS.org today!

Founding Partners
The College Program (CalKIDS) is a children's savings account program, administered by the State of California. CalKIDS provides eligible parents and grandparents a college savings account to help pay for future qualified higher education expenses. To learn more about CalKIDS or opt out of the program entirely, please see the Program Information Guide at CalKIDS.org. CalKIDS participants may also establish individual accounts with ScholarShare 529, California's 529 College Savings Plan.

ScholarShare 529 | 25 YEARS

Co-Branded Templates + Assets



The future is waiting for them ...

Claim your child's funded college savings account today!

CalKIDS is a program from the State of California that funds up to \$1,500 in free money for eligible low-income public school students to save for college and career training.*



To claim your funds, visit CalKIDS.org today!

*Student eligibility is defined by the Local Control Funding Formula. The California Kids Investment and Development Savings Program (CalKIDS) is a children's savings account program, administered by the ScholarShare Investment Board, an agency of the State of California. CalKIDS will provide eligible participants with college savings accounts, including seed deposits and other potential incentives, to help pay for future qualified higher education expenses. To learn more about CalKIDS or opt out of the program entirely, please see the Program Information Guide at CalKIDS.org. CalKIDS participants may also establish individual accounts with ScholarShare 529, California's 529 College Savings Plan.



El futuro los espera ...
¡Solicite la cuenta de ahorros para la universidad gratis de su hijo hoy!

¡Únase al proyecto del Sobre Riego!

CalKIDS es un programa del estado de California que provee hasta \$1,500 en dinero gratis para estudiantes de escuelas publicas de bajos recursos que califiquen, para ahorrar para la universidad y capacitación profesional.*



¡Para solicitar sus fondos, visite CalKIDS.org hoy!

*La elegibilidad de estudiantes está definida por la Fórmula de Control Local del Financiamiento. California Kids Investment and Development Savings Program (CalKIDS) es un programa de cuentas de ahorro para niños, administrado por ScholarShare Investment Board, una agencia del estado de California. CalKIDS brindará a participantes elegibles cuentas de ahorro para la universidad, incluidos depósitos iniciales y otros incentivos potenciales, con el fin de ayudar a pagar gastos futuros de educación superior calificadas. Para obtener más información sobre CalKIDS o participar en el programa en absoluto, consulte la guía de información del programa en CalKIDS.org. Los participantes de CalKIDS también pueden crear cuentas individuales con ScholarShare 529, el plan de ahorros universitarios 529 de California.



account for your child. Claim it now!

CalKIDS is a program from the State of California that funds up to \$175 for eligible newborns and up to \$1,500 in free money for eligible low-income public school students to save for college and career training.*



To claim your funds, visit CalKIDS.org today!

*Student eligibility is defined by the Local Control Funding Formula. The California Kids Investment and Development Savings Program (CalKIDS) is a children's savings account program, administered by the ScholarShare Investment Board, an agency of the State of California. CalKIDS will provide eligible participants with college savings accounts, including seed deposits and other potential incentives, to help pay for future qualified higher education expenses. To learn more about CalKIDS or opt out of the program entirely, please see the Program Information Guide at CalKIDS.org. CalKIDS participants may also establish individual accounts with ScholarShare 529, California's 529 College Savings Plan.



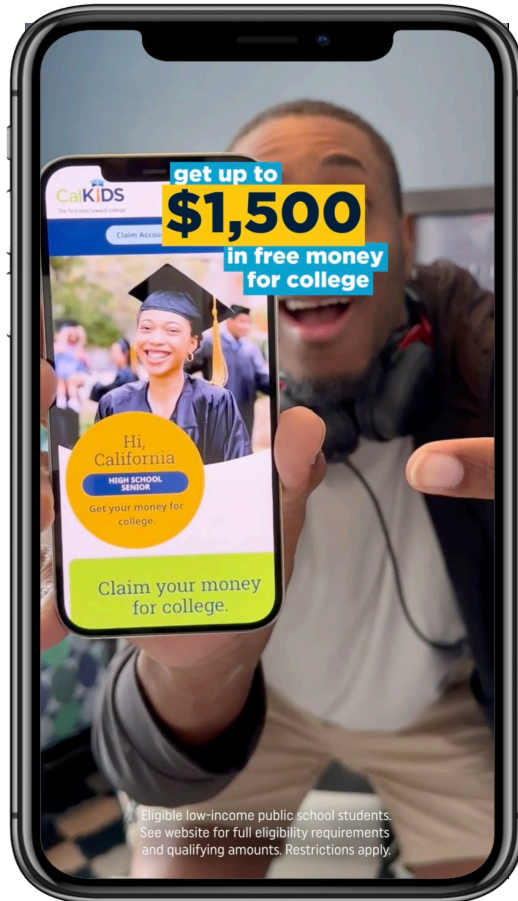
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CalKIDS Seniors Campaign

- ✓ Campaign targeting high school seniors leverages latest social media trends and formats



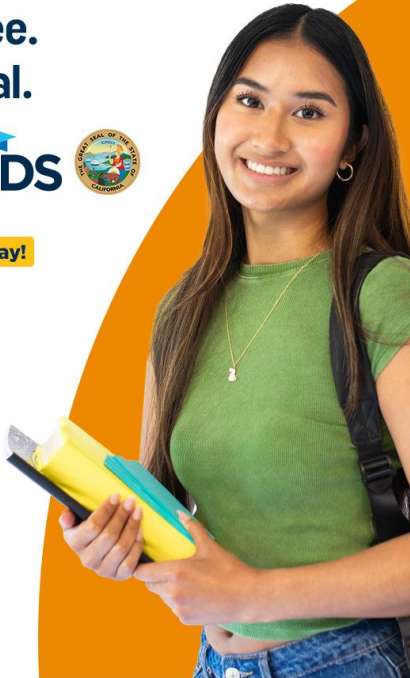
CalKIDS Seniors Campaign

Claim up to \$1,500 for college.

It's free. For real.



Claim it today!



Eligible low-income public school students. See website for full eligibility requirements and qualifying amounts. Restrictions apply.

Claim up to \$1,500 for college.

It's free. For real.



Claim it today!



Eligible low-income public school students. See website for full eligibility requirements and qualifying amounts. Restrictions apply.

Solicita hasta \$1,500 para la universidad.

Es gratis. Es en serio.



¡Solicítalo hoy!



Estudiantes de escuelas públicas de bajos ingresos que califiquen. Visita el sitio web para conocer todos los requisitos de elegibilidad y los montos elegibles. Se aplican restricciones.

Claim up to \$1,500 for college.

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CalKIDS – Q1 2024 Social Media

These metrics reflect organic social only. In Q1 2024, we highlighted tabling events, partnerships, and registrant milestones, alongside educational content about the program. Our messaging prioritized account claims. We also relaunched Twitter and integrated Threads into our social strategy.

Total

Followers - **4,880**

Reach - **2,608,489**

Impressions - **10,571,934**

Trackable Mentions - **1,367**

Trackable Website Visits - **6,089**



Facebook (English)** Organic Only

- Followers - 1,013
- Reach - 22,009**
- Impressions - 23,183**
- Trackable Mentions - 264
- Trackable Website Visits - 3,011**



Instagram *** Supported by Paid Efforts

- Followers - 2,927
- Reach - 2,586,480***
- Impressions - 10,545,193***
- Trackable Mentions - 1,031
- Trackable Website Visits - 2,960



Twitter/X* Native Analytics not available

- Followers - 137
- Reach - N/A*
- Impressions - 282
- Trackable Mentions - 11
- Trackable Website Visits - N/A*



Threads* Native Analytics not available

- Followers - 190
- Reach - N/A*
- Impressions - N/A*
- Trackable Mentions - N/A*
- Trackable Website Visits - N/A*



LinkedIn

- Followers - 224
- Impressions - 3,276
- Trackable Mentions - 61
- Trackable Website Visits - 118



YouTube

- Subscribers - 389
- Views - 19,483
- Impressions - 13,676

CalKIDS Social Media: Mentions & Shares

We have seen CalKIDS mentions and shares from community organizations and family resource groups, government agencies, California State Assemblymembers, schools, school districts, offices of education, and children/education non-profit organizations.

Most active in supporting CalKIDS in Q1 (based on mentions, shares, reposts):

- California State Treasurer Office and California State Treasurer, Fiona Ma
- Excite Credit Union
- Governor’s Office of California and Governor Gavin Newsom
- AUSD Family Resource Centers, Extraordinary Lives Matter (ELF), Orange County Dept. of Ed

It was a privilege to have California's State Treasurer **Fiona Ma** participate in this wonderful event hosted by **California State University-Sacramento** and their engaging Asian Pacific Islander Desi American (APIDA) Center. Great things are happening at CSU Sacramento.

J. Luke Wood, PhD, Chao Danny Vang, Jeannie Wong CalKIDS Program The California State University

California State University-Sacramento
Celebrating 75 years as Sacramento's University.
2mo · 🌐

More than 1,300 middle school, high school and community college students packed Sac State's University Union Ballroom for the sixth annual APIDA College Day, where they learned about the admissions and financial aid process as well as student support programs.



APIDA College Day attracts a full house of visiting students looking toward their higher education

csus.edu · 4 min read

CA State Treasurer @CalTreasurer · Mar 26

Treasurer @fionama delivered the keynote along with esteemed Dr. Joshua Sparrow at yesterday's @First5CA Child Health, Education and Care Summit. Thank you to @First5CA for your continued partnership and support of our @CalkidsProgram. More here: calkids.org



John Hogan · 2nd
Community Projects Manager, Excite Credit Union; Executi...
1mo · 🌐

Follow

Over the last two weeks, I had the pleasure of working directly with Kidango pre-school parents to help them understand the importance of saving for college. We introduced them to three different programs that provide "free money" and other savings incentives. The state **CalKIDS Program** is a wonderful opportunity for our families, and it "pairs well" with Excite's programs.

excite Excite Credit Union
Bank with Confidence at the Community's Credit Union
1mo · 🌐

Excite Credit Union and **Excite Foundation** are proud to provide the College In My Future savings program to **Kidango, Inc.** families in Santa Clara County. Not only are children receiving up to \$150 to launch a college savings fund, but parents and guardians are building tools for savings, budgeting, and credit-building.

CalKIDS Social Media: Sentiment & Observations



Positive Sentiment:

- Short-form content has been well-received and is performing well.
- Users are expressing gratitude for the program benefiting the next generation of California kids.
- More shares and mentions from organizations, school districts, offices of education, and state leaders and officials that support the program.

Negative Sentiment:

- Some people have expressed that the seed amount is too little and does not amount for much compared to the total cost of college.

Observations:

- Audience is responding more frequently to posts from partners, in-person/tabling events, short-form content that is relatable such as how funds in their CalKIDS accounts can be utilized, and easy program explanation.
- Spike in March website traffic from tweets and posts from Governor Gavin Newsom.

Employer Outreach - Q1 2024

New WPS Partners:

1. Valimet Inc
2. Snapdocs
3. FedVet Construction
4. City of Benicia
5. Washington Unified School District
6. County of Fresno
7. Charles Drew University
8. County of Shasta
9. California Online Public Schools
10. Glenn-Colusa Irrigation District
11. San Bernardino County Employees' Retirement Association (SBCERA)
12. City of Eureka

RIA Field Consultant Activity

Financial Planning Association networking events (Orange County and San Francisco)	6
--	---

Field Consultant Activity

WPS Introductory Meetings	17
WPS Employee Webinars	17
Benefits Fair	3
One-on-One Consumer Consultations	221
ScholarShare Consumer Webinars	11
ScholarShare HR Webinar	3
AUM Support Through Education	\$2,248,647



Outreach Events Summary

SIB Staff attended the following events in Q1 to promote ScholarShare 529 and CalKIDS to California families.

Timing	Number of Events	Estimated Number of Attendees	List of Select Events
First Quarter 2024	183	26,000	County of Sacramento, County of Ventura, Haven Neighborhood Services, Wu Yee Children's Services, City of Eureka, Los Angeles Unified School District, California State Teachers Association Conference, A Community of Friends, Steps to College Conference, CalPERS, Dominican University, Franchise Tax Board, Glenn-Colusa Irrigation District, Fire Protection Agency San Diego, First 5 Association of California, County of Sacramento Commission on the Status of Women and Girls, California State University Sacramento, United Way, Sacramento County Office of Education, Long Beach City Employees Federal Credit Union, City of Vallejo, City of Gardena, UC Berkeley, California Society of Municipal Finance Officers Conference

Appendix

2024 Marketing Budgets

Category	2024 Budget	Spending through March 31, 2024
ScholarShare 529	\$10,000,000	\$3,087,950
CaKIDS	\$1,000,000	\$152,964
CaKIDS Incentives	\$450,000	\$0
Total	\$11,450,000	\$3,240,914

ScholarShare 529:

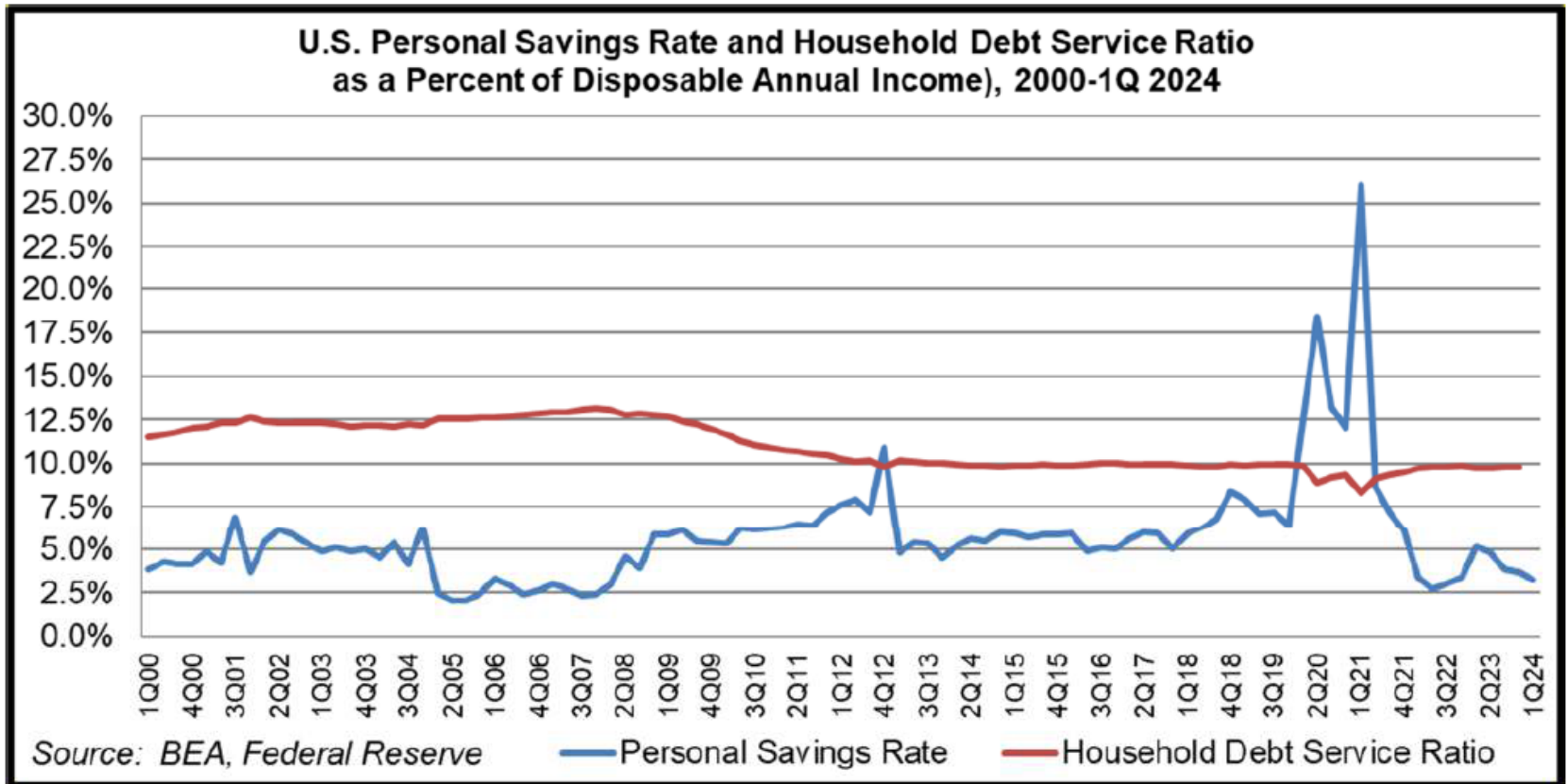
Category	Spending thru 3/31/24
Direct Marketing (DM, EM, Search, Display)	\$ 2,163,767
Agency Staff	\$ 281,611
Incentives	\$ 253,737
Mass Media/OTT	\$ 200,000
Giveaways	\$ 91,150
Public Relations	\$ 61,808
Fulfillment	\$ 18,081
Website	\$ 9,152
Social Media	\$ 8,555
Trademark	\$ 90
TOTAL	\$ 3,087,950

CaKIDS:

	SUMMARY - 3/31/2024
Agency/Staff - Creative & Project Management	\$ 143,438
Public Website Hosting	\$ 5,918
Events Supplies	\$ 1,705
Printed Collateral	\$ 1,393
Letters	\$ 510
TOTAL	\$ 152,964


Personal Savings Rate

Current economic and world conditions continue to create hesitancy among prospects in our sales pipeline.



Source: ISS 529 Quarterly Update 1Q 2024


ScholarShare 529 Social Media: Q1 Facebook Samples

 **ScholarShare California's 529 College Savings Plan** is in **California**.
Published by Instagram · January 16 ·

Exciting news: It's a pleasure to announce Patricia A. Roberts, J.D., COO of Gift of College, Inc., as the new host of College Countdown! With her passion for higher education and impactful career in financial services, Patricia brings a wealth of knowledge to our platform. We're proud to have her lead the way!

Read more here:
<https://finance.yahoo.com/.../scholarshare-529-welcomes.....> **See more**


Introducing our new
College Countdown Host
Patricia A.
Roberts, J.D.




ScholarShare529
COLLEGE COUNTDOWN

 **ScholarShare California's 529 College Savings Plan** is in **Orange County, California**.
Published by Instagram · January 26 ·


Wondering if a 529 college savings plan is right for you? Follow the link in our bio or visit [ScholarShare529.com](https://www.scholarshare529.com) to learn more about how a 529 plan can be beneficial for you and your child.



Is a 529 college savings plan right for you?
Learn more at [ScholarShare529.com](https://www.scholarshare529.com)!

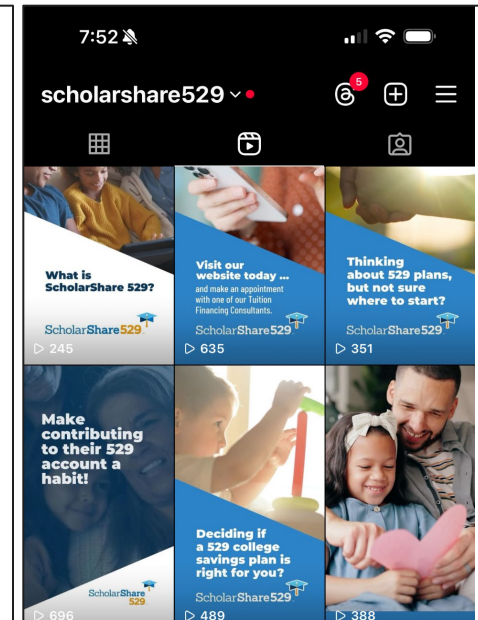
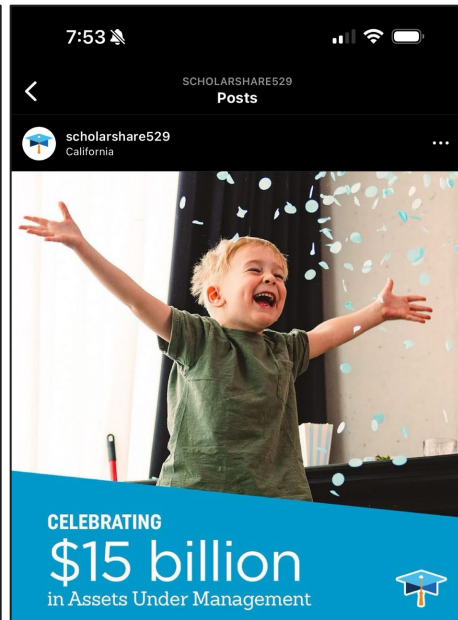
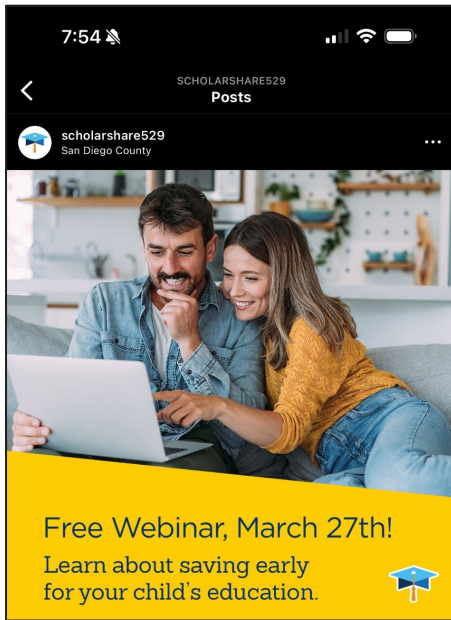
 **ScholarShare California's 529 College Savings Plan** is in **Sacramento County, California**.
Published by Instagram · February 1 ·

Want to start building your child's college savings fund but don't know where to start? A 529 College Savings Plan could be perfect for you. Visit [ScholarShare529.com](https://www.scholarshare529.com) to learn more and open an account today!





What is a 529 college savings plan?
Learn more at [ScholarShare529.com](https://www.scholarshare529.com)!

ScholarShare 529 Social Media: Q1 Instagram Samples




ScholarShare 529 Social Media: Q1 LinkedIn Samples


 **ScholarShare 529** Lower fees. Higher hopes. A ScholarShare 529 college savings p...
4mo · Edited · 

Exciting news: It's a pleasure to announce **Patricia Roberts, J.D.**, COO of Gift of College, Inc., as the new host of College Countdown! With her passion for higher education and impactful career in financial services, Patricia brings a wealth of knowledge to our platform. We're proud to have her lead the way!

Read more here: <https://lnkd.in/gj2NcmdM>

Introducing our new
College Countdown Host
**Patricia A.
Roberts, J.D.**



ScholarShare529
COLLEGE COUNTDOWN 

 **ScholarShare 529** Lower fees. Higher hopes. A ScholarShare 529 college savings p...
3mo · 

We're delighted to welcome **Snapdocs** to our Workplace Savings Program! Joining a network of 1,000+ employers, they're offering college savings opportunities to employees without any cost to the company. Discover how your company can also offer this valuable benefit at [ScholarShare529.com!](https://www.scholarshare529.com)



Welcome Snapdocs
TO THE WORKPLACE SAVINGS PROGRAM

ScholarShare529 


 **ScholarShare 529** Lower fees. Higher hopes. A ScholarShare 529 college savings p...
2mo · 

🌟 Fifteen billion reasons to celebrate! 🌟 ScholarShare 529 just reached new heights, managing \$15 billion in assets. This means those saving in the Active and ESG portfolios will see a combined 3% fee reduction. Here's to even greater success ahead!



CELEBRATING
\$15 billion
in Assets Under Management 


CalKIDS Social Media: Q1 Facebook Samples

 CalKIDS Program is in **Los Angeles County, California.** ...
 Published by Instagram · January 2 ·

CalKIDS is helping families take the first step toward college by automatically establishing savings accounts for every baby born in the state on or after July 1, 2022, and eligible low-income public school students enrolled in 1st through 12th grade. Claim your child's college savings account now by visiting CalKIDS.org


...

CalKIDS ayuda a que las familias tomen el primer paso para la universidad, automáticamente estableciendo una cuenta de ahorros universitarios para todo... [See more](#)




Get free money for college ...

with CalKIDS!




CalKIDS is a program by the State of California.




¡Reciba dinero gratis para la universidad


con CalKIDS!



CalKIDS es un programa del estado de California.

 CalKIDS Program is in **Los Angeles County, California.** ...
 Published by Instagram · January 18 ·


California's state program, CalKIDS, aims to increase access to higher education. Check your mail now to see if your child has a college savings account waiting to be claimed.




Claim your child's college savings account.

Check your mail now!

CalKIDS




CalKIDS is a program by the State of California.


 CalKIDS Program is in **Los Angeles County, California.** ...
 Published by Instagram · March 18 ·

Newborns and eligible low-income public school students enrolled in 1st-12th grade are eligible for a free funded CalKIDS college savings account. Want to learn more, check your eligibility, or claim your account? Visit CalKIDS.org!


Who is eligible for CalKIDS?



All California **newborns** born on or after July 1, 2022, regardless of parental income, are eligible for the program.




CalKIDS is a program by the State of California.



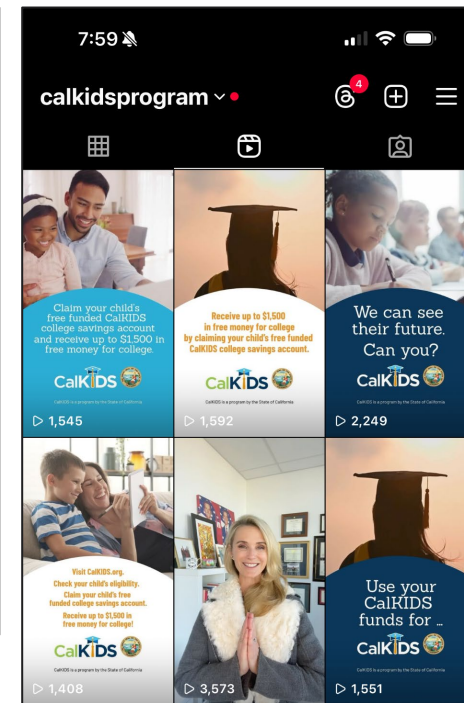
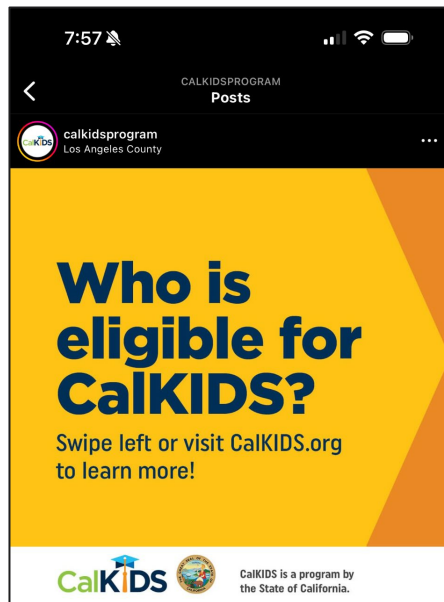
Low-income public school **students** in 1st-12th grade

California public school students identified as low-income will receive CalKIDS accounts, if they were enrolled in 1st through 12th grades during the 2021-2022 academic year. In addition, CalKIDS accounts will be given to first graders who were enrolled during the 2022-2023 academic year, as well as subsequent years, and are identified as low-income.



CalKIDS is a program by the State of California.

CalKIDS Social Media: Q1 Instagram Samples



CalKIDS Social Media: Q1 LinkedIn Samples

CalKIDS Program
The First Steps Toward College: Created by the State of California...
2mo · 🌐

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Who is eligible for CalKIDS?
Swipe left or visit CalKIDS.org to learn more!

All California **newborns** born on or after July 1, 2022, regardless of parental income, are eligible for the program.

Low-income public school **students** in 1st-12th grade
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CalKIDS Program
The First Steps Toward College: Created by the State of California...
4mo · 🌐

CalKIDS is helping families take the first step toward college by automatically establishing savings accounts for every baby born in the state on or after July 1, 2022, and eligible low-income public school students enrolled in 1st through 12th grade. Claim your child's college savings account now by visiting CalKIDS.org!

CalKIDS ayuda a que las familias tomen el primer paso para la universidad, automáticamente estableciendo una cuenta de ahorros universitarios para todos los bebés nacidos en el estado, en o después del 1 de julio de 2022, y estudiantes elegibles de bajos ingresos matriculados en escuelas públicas en los grados 1 al 12. ¡Solicite la cuenta de ahorros universitarios de su hijo hoy visitando a CalKIDS.org!

See translation

free college ... with CalKIDS!

cuenta gratuita para la universidad con CalKIDS!

CalKIDS Program
The First Steps Toward College: Created by the State of California...
2mo · 🌐

What a great time at the **Head Start California's 2024 Parent & Family Engagement Conference** earlier this week. Head Start provides training for its parents and the staff who work with and support parents & families. It was amazing getting to share about CalKIDS and **ScholarShare 529**!

California State Treasurer's Office



California Kids Investment and
Development Savings Program

January to March 2024 Campaign Performance

July 29th, 2024

Phase II – CaKIDS Q1/2024 Paid Media Campaign

Strategy:	Continued focus on increasing the CaKIDS brand awareness generated in Phase I including: <ul style="list-style-type: none"> • Updated creative messages portraying California’s diverse populations featuring images that reflect these communities and in-language copy. • Deployed a broad range of communication channels to effectively reach smaller counties and diverse populations. 			
Target Audiences:	Parents of Newborns, Parents of School Age Children, School Age Kids (Foster and Unhoused)			
Timing:	January 1 st through March 31 st , 2024 (13 weeks)			
Media:	Crossings TV	<i>-Vietnamese, Mandarin, Filipino, Cantonese, Hmong, Korean, South Asian</i>		
	Search	<i>-Parents of Newborns, Parents of School Age</i>		
	Digital Outdoor	<i>-Large digital billboards and subway/urban panels</i>		
	Audio Streaming	<i>-Spotify, Radio.com, Pandora, Amazon, SoundCloud, iHeart, etc</i>		
	Display Banners	<i>-Behavioral, Contextual, Native, Geographic, Private Marketplace, etc</i>		
	Video	<i>-Pre-Roll, In-Content, Connected TV (CTV), OTT, Apps, Web</i>		
	Social Media	<i>-Facebook, Instagram, YouTube</i>		
Expenditure & Impressions:	Newborns	\$184,730	18,385,395 impressions	Total Expenditure: \$388,749
	School Age	\$204,019	21,359,192 impressions	Total Impressions: 39,744,586



Executive Summary

- Paid activity continues to raise CalKIDS awareness and engagement with diverse populations across California resulting in increased registrations and claims.
- The use of a broad range of communication channels effectively reached smaller counties and diverse populations resulting in corresponding registration and claim increases.
- Phase II outperformed Phase I against key criteria including clicks, CTR, cost, and actions (claim account/register clicks), while spending \$180k less.
- Reinvesting convenience store poster expenditure into YouTube, Facebook, and Instagram resulted in campaign performance increases.
- Industry benchmarks were met and significantly exceeded reflecting efficient and effective campaign optimizations and high engagement with relevant populations of focus.
- With two campaigns completed, we can start to see which platforms and tactics are most successful in driving conversions (registration and claim button clicks) however, to see the full customer journey we still need TIAA to place conversion pixels on the outcome tracker.

CalKIDS Digital Messaging: "Newborns"

All Income (English)



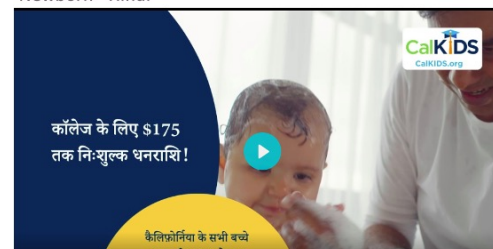
All Income (Spanish)



Newborn - Korean



Newborn - Hindi



Low Income (English)



Low Income (Spanish)



Easy College (English)



Easy College (Spanish)



Spanish

English

African American

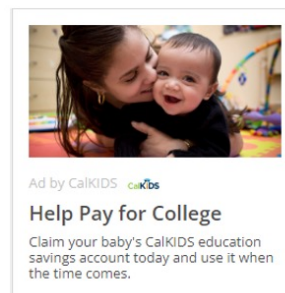
Moderate Income (English)



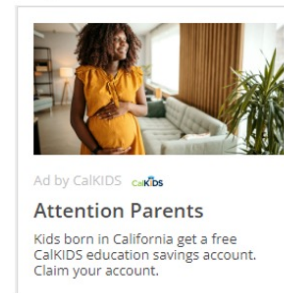
Moderate Income (Spanish)



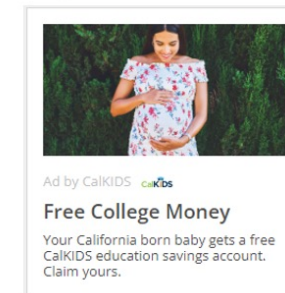
Mom Baby



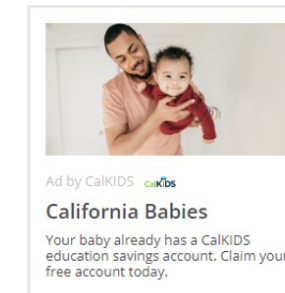
Pregnant AA



Pregnant



Dad Baby AA



CaKIDS YouTube Messaging: "Newborns"



YouTube interface showing a video player with a CaKIDS skippable in-stream ad. The ad features a baby and a man, with the text "CaKIDS calkids.org" and a "Saber más" button. The video is sponsored by calkids.org and has a duration of 0:20. The interface includes a search bar, navigation icons, and a list of recommended videos.

YouTube | Spanish, Skippable In-stream desktop

YouTube interface showing a video player with a CaKIDS in-feed ad. The ad features a woman holding a baby, with the text "\$175 in free college money" and "CaKIDS Program calkids.org" with a "Learn more" button. The video is sponsored by calkids.org and has a duration of 0:15. The interface includes a search bar, navigation icons, and a list of recommended videos.

YouTube | English, In-feed desktop

YouTube mobile interface showing an in-feed ad. The ad features a baby and a man, with the text "CaKIDS calkids.org" and a "Saber más" button. The video is sponsored by calkids.org and has a duration of 00:21. The interface includes a search bar, navigation icons, and a list of recommended videos.

YouTube | In-feed mobile

YouTube mobile interface showing an in-stream ad. The ad features a baby and a man, with the text "CaKIDS calkids.org" and a "Saber más" button. The video is sponsored by calkids.org and has a duration of 00:26. The interface includes a search bar, navigation icons, and a list of recommended videos.

YouTube | In-stream mobile

YouTube mobile interface showing a video ad. The ad features a baby and a man, with the text "CaKIDS Program" and "Reclame Los Ahorros De Su Hijo" with a "Learn more" button. The video is sponsored by calkids.org and has a duration of 00:21. The interface includes a search bar, navigation icons, and a list of recommended videos.

YouTube | Video ad

YouTube mobile interface showing an in-stream ad. The ad features a baby and a man, with the text "CaKIDS calkids.org" and "\$175 in free college money" with a "Learn more" button. The video is sponsored by calkids.org and has a duration of 00:21. The interface includes a search bar, navigation icons, and a list of recommended videos.

YouTube | In-stream mobile



CalKIDS Social Messaging: "Newborns"



A screenshot of a Facebook advertisement for the CalKIDS Program. The ad is sponsored and features a photograph of a woman kissing a baby on the cheek. The text on the ad includes: "Claim your child's free funded college savings account." at the top; "Every California kid deserves a future." in a blue circle; "Receive up to \$175 in your baby's free funded college savings account." in a yellow circle; the CalKIDS logo with a graduation cap icon; and "CalKIDS is a program by the State of California." at the bottom. Below the image, there is a link to "calkids.org", a "Learn more" button, and the text "Claim Your Child's Money Register your account". At the bottom of the ad, it shows 26 likes, 4 comments, and 13 shares, along with icons for Like, Comment, and Share.

Facebook Feed

CaKIDS Digital Messaging: "School Age"

Foster Homeless (English)



Foster Homeless (Spanish)



English

Parents | African American

African American

College (English)



College (Spanish)



Kids | Spanish

Parents | Spanish

Foster | Spanish

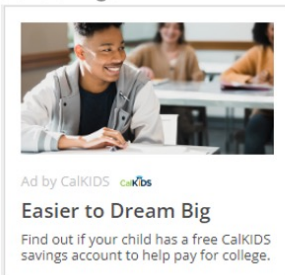
Low Income (English)



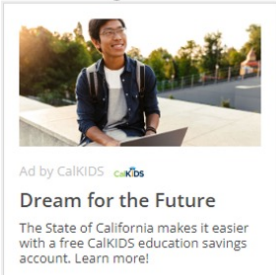
Low Income (Spanish)



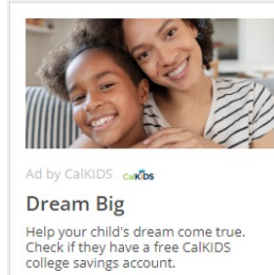
School Age YA AA



School Age YA



School Age Parents AA



School Age Parents



English | Retargeting

Sponsored

caikids.org
www.caikids.org/

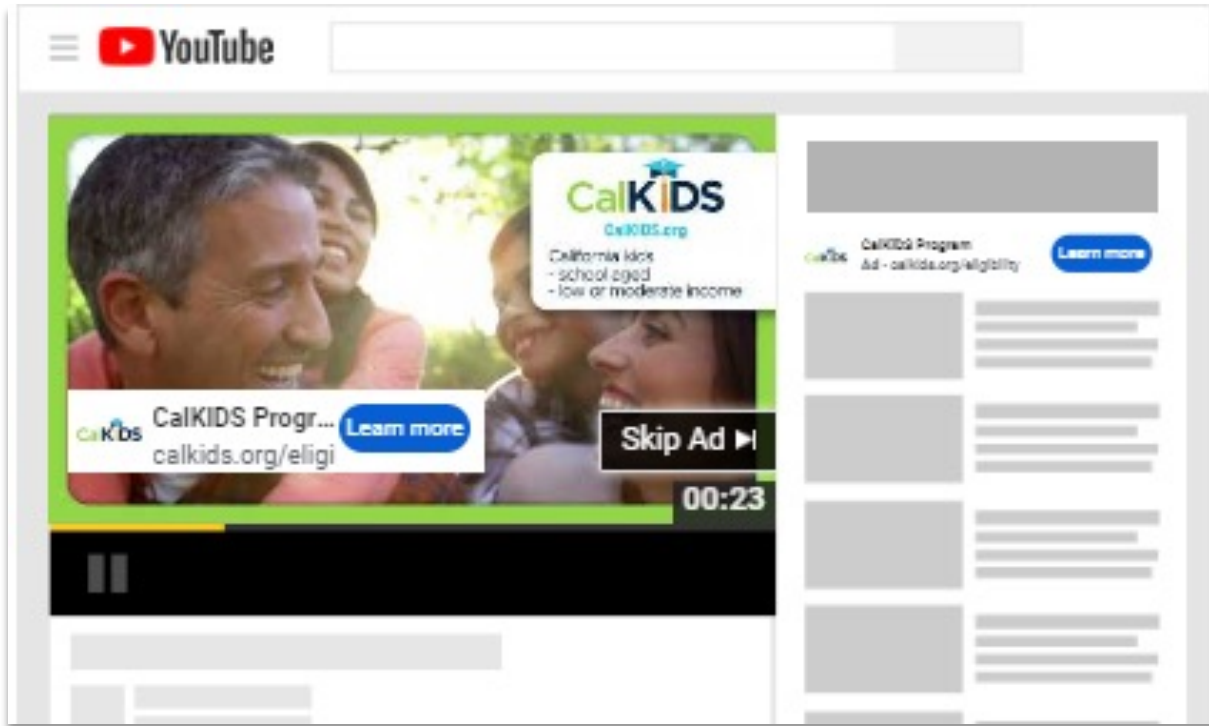
Claim Your Money - CaKIDS Helps Save for College

Saving for college can make a big difference for your child's future. Visit CaKIDS.org. Claim your child's education savings account. It's free and only takes a few minutes. Types: State Program, College Saving, Free Money for College, Free Money for College.

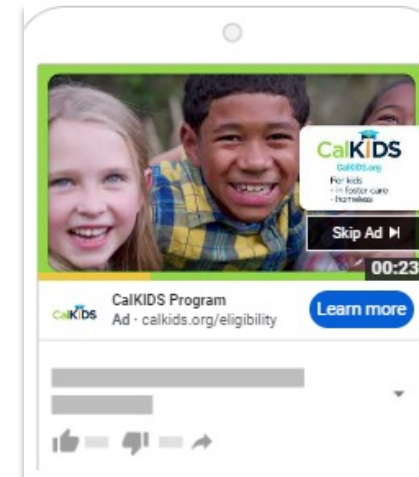
Contact Us Register

Call (888)445-2377

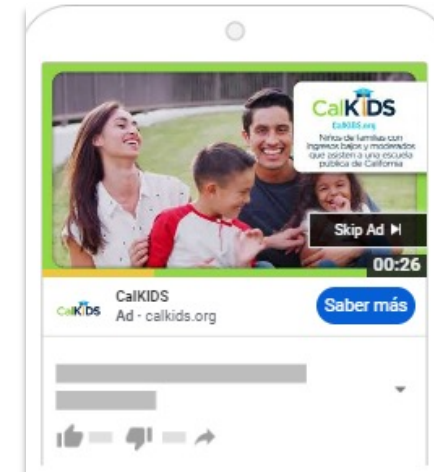
CalKIDS YouTube Messaging: "School Age"



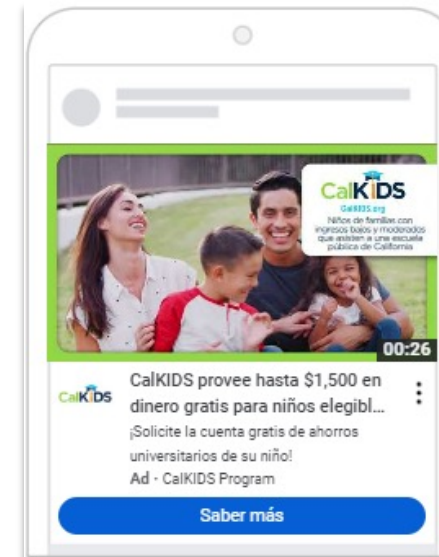
YouTube | In-stream desktop



YouTube | In-stream mobile



YouTube | Spanish In-stream mobile

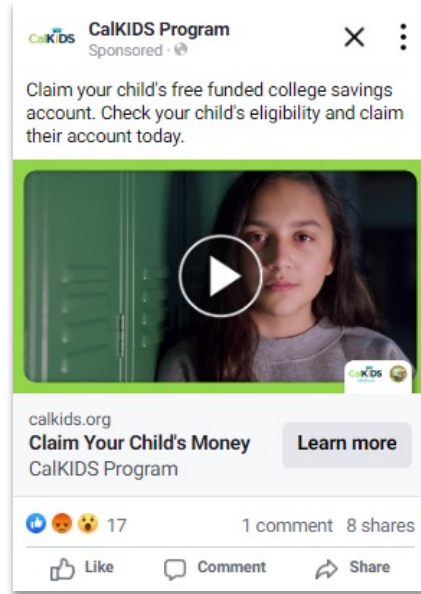


YouTube | Spanish In-feed mobile

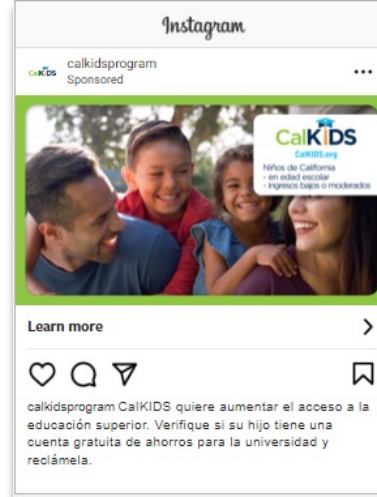
CaKIDS Social Messaging: "School Age"



Instagram Stories
Retargeting



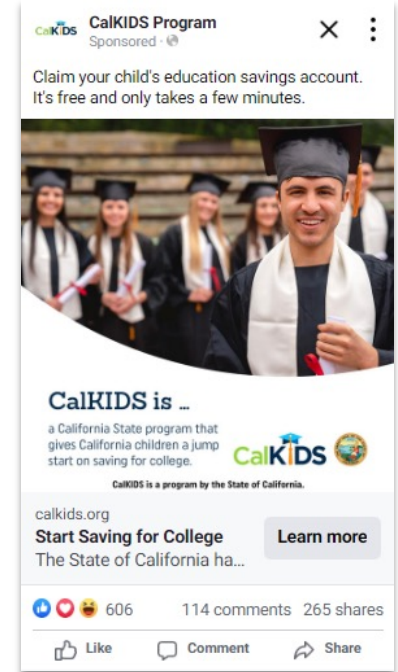
Facebook Feed | Video ad



Instagram feed | Spanish video ad



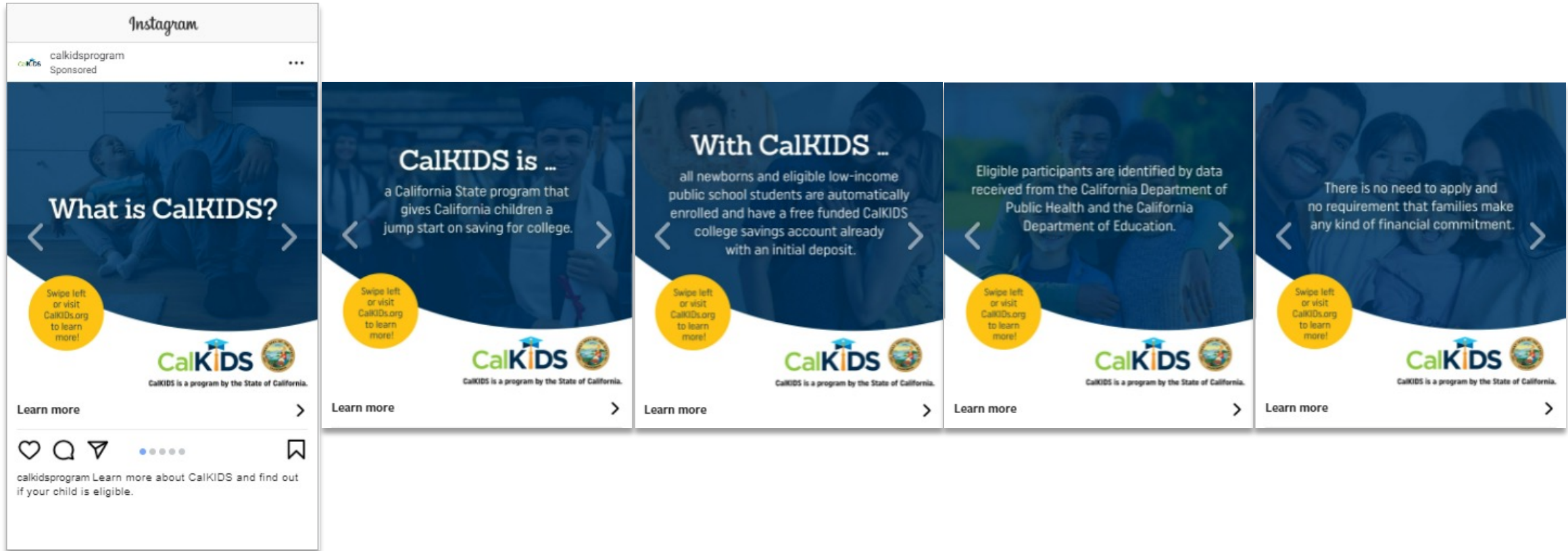
Facebook Feed
Retargeting
Image ad



Facebook Feed
Retargeting
Image Ad



CalKIDS Social Messaging: "School Age"



Instagram Feed Targeting Lookalikes | Carousel ad
(Launched March 14)

CalKIDS Messaging: Digital Out-of-Home

**We can see their future.
Can you?**

Claim up to \$175 in a college savings account for your baby at CalKIDS.org today!



Billboard | Newborn

**We can see their future.
Can you?**

Claim up to \$175 in a college savings account for your baby at CalKIDS.org today!



Subway | Newborn

**Every California kid
deserves a bright future.**



Claim up to \$1,500 in a college savings account for your child at CalKIDS.org today!



Billboard | Kids

**Every California
kid deserves a
bright future.**


Claim up to \$1,500 in a college savings account for your child at CalKIDS.org today!



Subway | Kids

**The future is
waiting for them ...**

Claim up to \$1,500 in a college savings account for your child at CalKIDS.org today!



Subway | Young Adults

**The future is
waiting for them ...**

Claim up to \$1,500 in a college savings account for your child at CalKIDS.org today!

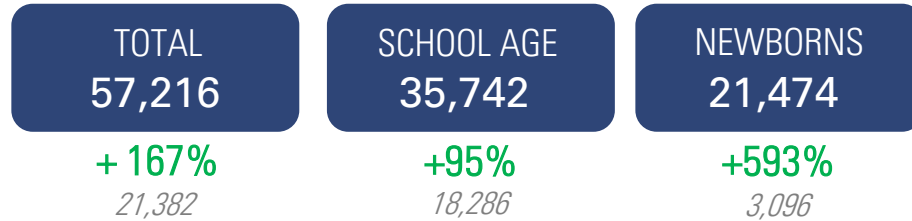


Billboard | Young Adults

Campaign Results – Phase II Q1/2024

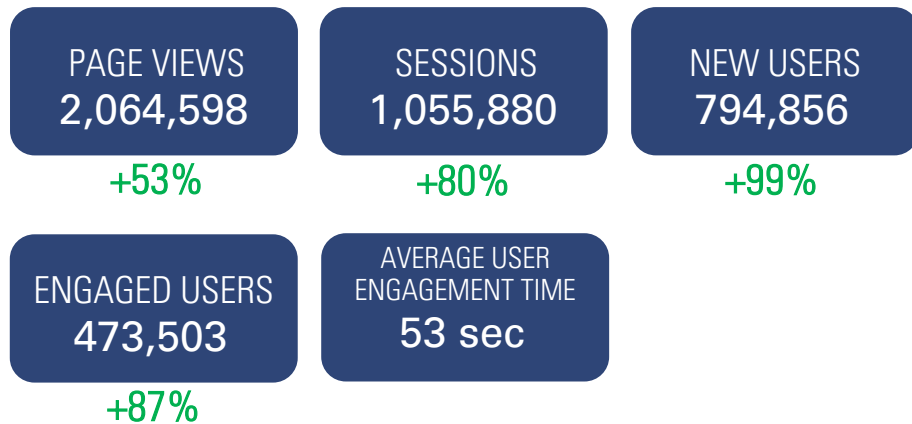
Registrations

Compared to Phase I (9/18/23-12/31/23)



Website Traffic

www.CalKIDS.org (compared to the same period in 2023)



Registrations – Top 10 Counties

County	SCHOOL AGE	
	Number	%
Total Registrations	35,742	
LOS ANGELES	7,530	21.07%
RIVERSIDE	5,351	14.97%
SAN BERNARDINO	2,222	6.22%
ORANGE	2,167	6.06%
SACRAMENTO	2,138	5.98%
SAN DIEGO	1,982	5.55%
KERN	1,743	4.88%
FRESNO	1,631	4.56%
SANTA CLARA	1,343	3.76%
ALAMEDA	1,242	3.47%

County	BIRTH	
	Number	%
Total Registrations	21,474	
LOS ANGELES	5,009	23.33%
SAN DIEGO	2,016	9.39%
ORANGE	1,973	9.19%
SANTA CLARA	1,667	7.76%
ALAMEDA	1,182	5.50%
SAN FRANCISCO	943	4.39%
SAN BERNARDINO	895	4.17%
RIVERSIDE	835	3.89%
SACRAMENTO	818	3.81%
FRESNO	674	3.14%

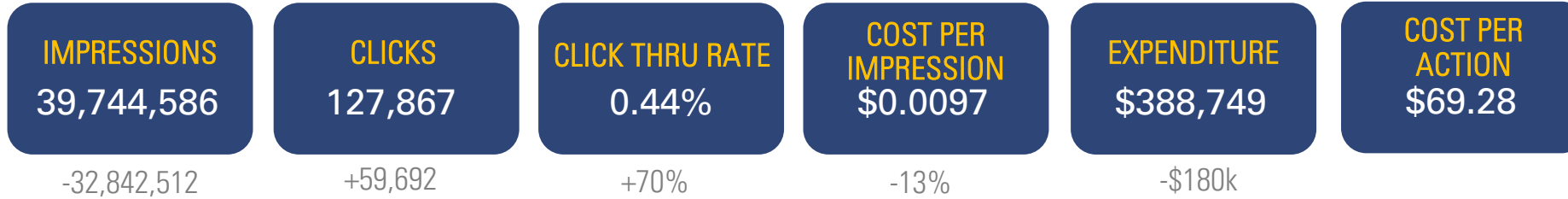
- The most “engaged” website visitors came from smaller cities i.e., outside LA, San Diego, San Francisco, etc.

	Engaged Sessions	Engagement Rate
Eastvale	1,762	71.5%
Murrieta	1,764	63.3%
San Leandro	1,796	62.7%
Montebello	1,792	59.5%
Menifee	1,765	58.6%
Moreno Valley	3,538	56.9%
Tulare	2,337	56.8%
Hemet	2,930	56.7%
Elk Grove	1,550	55.5%
Irvine	1,982	55.5%
Eureka	1,482	54.3%
Whittier	1,120	54.2%
Fremont	2,319	53.8%
Arden-Arcade	1,406	52.5%
Perris	1,925	52.4%
Sunnyvale	1,366	51.3%
Riverside	6,023	51.2%
Santa Clarita	1,412	50.9%
Salinas	2,083	50.7%
Fresno	8,425	50.2%
Turlock	1,727	50.2%
Bakersfield	4,525	50.1%

Cities with engaged session >1,000

Campaign Delivery – Phase II Q1/2024

Compared to Phase I (9/18/23 – 12/31/23)

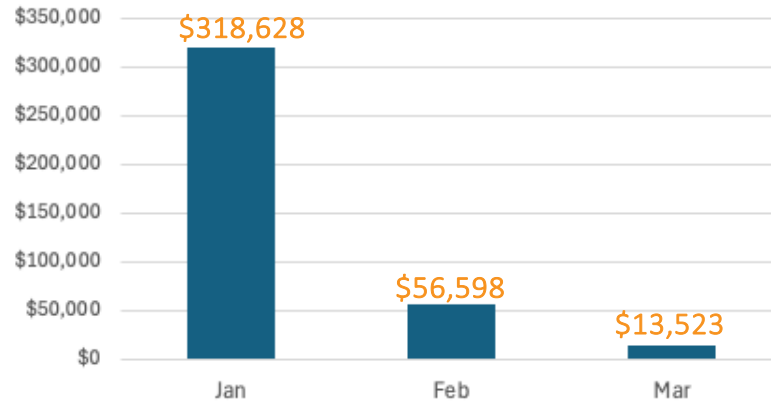


- Phase II outperformed Phase I against key criteria including clicks, CTR, cost, and actions (claim account/register clicks), while spending \$180k less.
- Reinvesting convenience store poster expenditure into YouTube, Facebook, and Instagram resulted in campaign performance increases.
- Action is defined as clicks on either “claim account” or “confirm eligibility.”

Data Source	Impressions	Clicks	CTR	Claim Account/ Confirm Eligibility Button Clicks	Cost Per Action
Google Search	89,914	21,364	23.76%	3,002	\$6.02
Facebook/Instagram	5,027,882	71,067	1.41%	1,762	\$19.12
YouTube	3,504,087	2,754	0.08%	106	\$157.07
Display	9,590,930	11,361	0.12%	441	\$185.75
Video	4,309,652	14,791	0.34%	221	\$345.79
Audio	6,507,711	6,530	0.10%	79	\$904.08
Digital Out-Of-Home	4,802,375	-	-	-	-
Crossings TV	5,912,035	-	-	-	-
Total	39,744,586	127,867	0.44%	5,611	\$69.28

Campaign Delivery – Phase II Q1/2024

Expenditure by Month



Campaign KPIs

Platform	KPI	Industry Goal	Phase I Delivery	Phase II Delivery
Display Banners	CTR	0.09%	0.17%	0.12%
Video	CPCV	\$0.02	\$0.02	\$0.02
Audio^	CPM	\$9.00	\$13.25	\$10.98 ↓
Digital Outdoor*	CPM	\$11.42	\$12.00	\$10.64 ↓
	CPC	\$4.10	\$1.70	\$0.85 ↓
Google AdWords	CTR	6.41%	13.84%	23.80% ↑
	CPA	\$62.80	\$1.80	\$5.71 ↓
Facebook/Instagram	Link Clicks (CTR)	0.90%	-	1.41% ↑
	CPA	\$7.85	-	\$0.58 ↓
YouTube	AVR (100%)	35.40%	-	68.10% ↑
	CPV	\$0.37	-	\$0.12 ↓

Expenditure by Target Audience

Audience	Impressions		Expenditure	
Newborn	18,385,395	46%	\$184,730	48%
School Age	21,359,192	54%	\$204,019	52%
TOTAL	39,744,586		\$388,749	

Added Value | No Cost Activity

	Total	% Amplification
Impressions:	10,561,566	27%
Value:	\$82,917	21%

- Phase II outperformed Phase I of the campaign in five out of seven KPIs and 100% of industry goals.

CalKIDS Website Metrics (1/1/24 to 3/31/24)

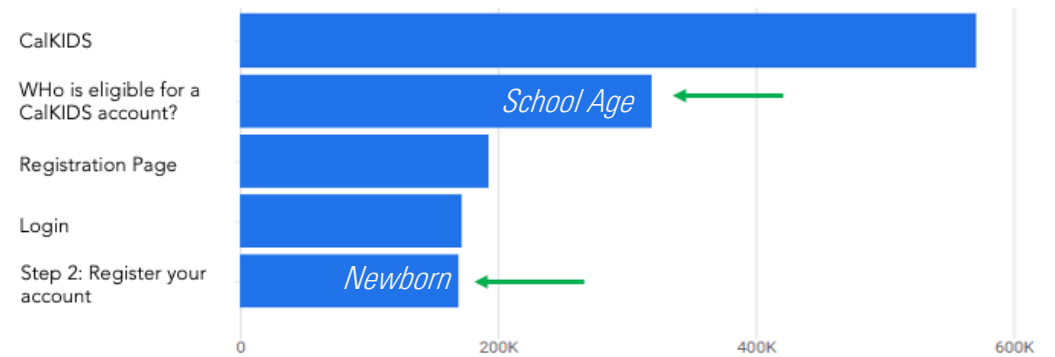
Daily Visits

Compared to the prior 13 weeks



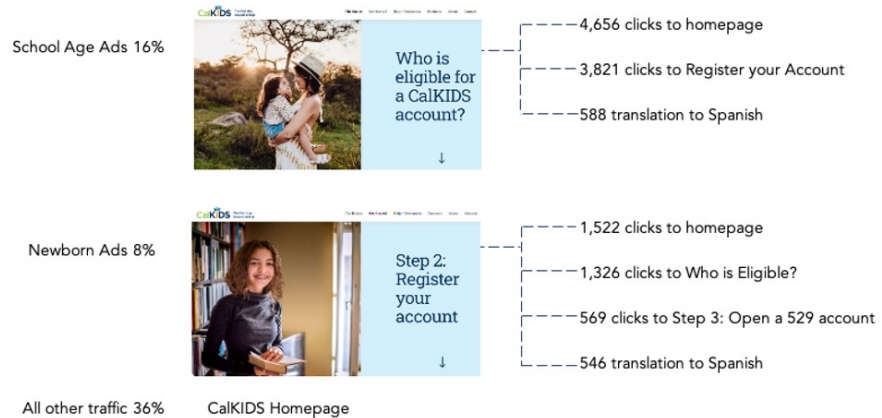
Views by Page

Depending on the message, ads were directed to different pages



Visitor Behavior

Traffic Source → Landing Page → Secondary Interaction



CalKIDS Website Metrics (1/1/24 to 3/31/24)

Traffic Source

Traffic Source	Users	Sessions
	473,503	1,055,880
1 Direct	154,285	357,556
→ 2 Referral	146,972	277,313
3 Social	60,000	120,770
4 GDS Display	48,838	95,012
5 Organic	47,175	124,445
6 Paid Search	19,937	49,458
7 GDS Video	6,508	13,217
8 GDS Audio	3,833	8,268
9 Not set/unknown	1,899	2,281
10 GDS Native	1,139	2,225

Session Source

Session source / medium	Users
→ calkids.org / referral	100,762
→ qr1.be / referral	31,688
→ cascholarshare529.com / referral	2,590
→ m.facebook.com / referral	1,944
→ calkids.outcometracker.app / referral	1,111
→ scholarshare529.com / referral	973
→ gov.ca.gov / referral	770
→ app.peachjar.com / referral	755
→ parentsquare.com / referral	641
→ classroom.google.com / referral	532
→ lm.facebook.com / referral	438
→ l.instagram.com / referral	433
→ out.smore.com / referral	390
→ instagram.com / referral	352
→ treasurer.ca.gov / referral	321
→ l.facebook.com / referral	314

- Social media and PeachJar are two of the most effective referral tactics driving website traffic.
- Most users who get to the *Confirm Eligibility* page continue to the *Claim Account* page.

Appendix

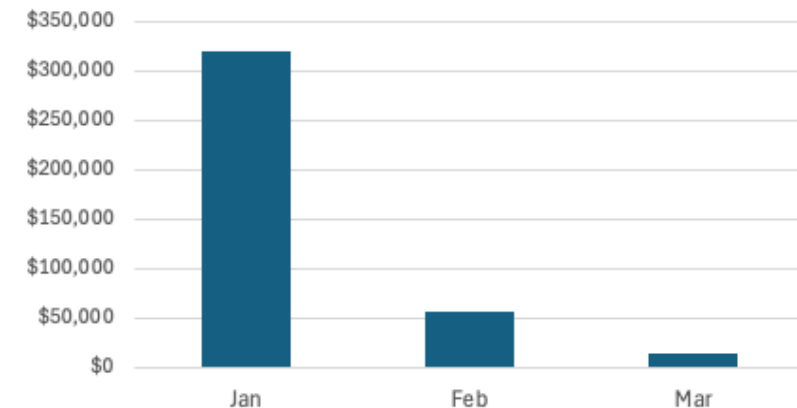
Campaign Delivery – Phase II

Expenditure by Media and Month

Media	Jan	Feb	Mar	Total
Crossings TV	\$ 39,495	\$ -	\$ -	\$ 39,495
Facebook/IG	\$ 3,398	\$ 16,767	\$ 13,523	\$ 33,688
Search	\$ 8,216	\$ 9,850	\$ -	\$ 18,065
YouTube	\$ 6,249	\$ 10,401	\$ -	\$ 16,650
Digital Outdoor	\$ 51,093	\$ -	\$ -	\$ 51,093
Audio Streaming	\$ 63,108	\$ 8,314	\$ -	\$ 71,422
Display Banners	\$ 70,651	\$ 11,266	\$ -	\$ 81,917
Video	\$ 76,419	\$ -	\$ -	\$ 76,419
Total	\$ 318,628	\$ 56,598	\$ 13,523	\$ 388,749

Expenditure by Target Audience

Message	Impressions	Expenditure
Newborn	18,385,395	\$184,730
School Age	21,359,192	\$204,019



Platform, Tactic, & Creative Performance

Programmatic – ranked by action

1/1/24 - 2/25/24 (8 weeks)

AUDIO	Impressions	Clicks	Gross Spend	CPC	CPM	VCR	Audio Starts	Audio Completes	Register Button	CPA
Newborn	3,511,288	4,277	\$38,451	\$8.99	\$10.95	47%	3,493,861	1,649,473	44	\$874
School-Age	2,996,423	2,253	\$32,971	\$14.63	\$11.00	54%	2,979,281	1,597,632	35	\$942
Total	6,507,711	6,530	\$71,422	\$10.94	\$10.98	50%	6,473,142	3,247,105	79	\$904

VIDEO	Impressions	Clicks	Gross Spend	CPC	CPCV	VCR	Video Starts	Video Completes	Register Button	CPA
Newborn	2,462,751	8,310	\$43,715	\$5.26	\$0.02	87%	2,427,987	2,106,769	127	\$344
School-Age	1,846,901	6,481	\$32,704	\$5.05	\$0.02	86%	1,821,020	1,574,175	94	\$348
Total	4,309,652	14,791	\$76,419	\$5.17	\$0.02	87%	4,249,007	3,680,944	221	\$346

DISPLAY	Impressions	Clicks	Gross Spend	CPC	CPM	Register Button	CPA
School-Age	7,233,612	8,555	\$61,629	\$7.20	\$8.52	326	\$189
Newborn	2,357,318	2,806	\$20,288	\$7.23	\$8.61	115	\$176
Total	9,590,930	11,361	\$81,917	\$7.21	\$8.54	441	\$186

1/1/24 - 1/28/24 (28 days)

DOOH	Impressions	Ad Spots	Gross Spend	CPM
Newborn	2,559,902	259,770	\$28,828	\$11.26
School-Age	2,242,474	61,931	\$22,265	\$9.93
Total	4,802,376	321,701	\$51,093	\$10.64

Counties of Sacramento, San Bernardino, Imperial, Los Angeles, Riverside
Billboards, Subway, Urban Panels

- Display Banners delivered the greatest number of registration clicks at the lowest Cost per Action (CPA).
 - Highest number of registrations came from African American ads including Foster Care.
 - Doesn't appear to be a strong correlation between number of impressions, clicks, or CPC with number of actions.
- Spanish activity would benefit from increased expenditure.
- Spanish audio listeners were not as engaged with the CalKIDS audio message as seen by the lower video completion rate (VCR) and only four register/claim account conversions.

Platform, Tactic, & Creative Performance

Programmatic – ranked by action

1/1/24 - 2/25/24 (8 weeks)

AUDIO	Impressions	Clicks	Gross Spend	CPC	CPM	VCR	Audio Starts	Audio Completes	Register Button	CPA
Newborn EN	2,346,685	3,283	\$26,046	\$7.93	\$11.10	58%	2,332,097	1,348,495	41	\$635
School-Age EN	1,829,090	1,334	\$20,541	\$15.40	\$11.23	71%	1,814,841	1,290,512	34	\$604
Newborn SP	1,164,603	994	\$12,405	\$12.48	\$10.65	26%	1,161,764	300,978	3	\$4,135
School-Age SP	1,167,333	919	\$12,430	\$13.53	\$10.65	26%	1,164,440	307,120	1	\$12,430
Total	6,507,711	6,530	\$71,422	\$10.94	\$10.98	50%	6,473,142	3,247,105	79	\$904

VIDEO	Impressions	Clicks	Gross Spend	CPC	CPCV	VCR	Video Starts	Video Completes	Register Button	CPA
Newborn EN	1,628,868	5,121	\$29,021	\$5.67	\$0.02	87%	1,608,620	1,396,029	94	\$309
School-Age EN	1,202,239	4,007	\$21,348	\$5.33	\$0.02	86%	1,187,179	1,025,817	61	\$350
Newborn SP	833,883	3,189	\$14,694	\$4.61	\$0.02	87%	819,367	710,740	33	\$445
School-Age SP	644,662	2,474	\$11,356	\$4.59	\$0.02	87%	633,841	548,358	33	\$344
Total	4,309,652	14,791	\$76,419	\$5.17	\$0.02	87%	4,249,007	3,680,944	221	\$346

DISPLAY	Impressions	Clicks	Gross Spend	CPC	CPM	Register Button	CPA
Newborn EN	1,502,614	1,772	\$13,066	\$7.37	\$8.70	61	\$214
School-Age EN	6,023,327	7,225	\$50,182	\$6.95	\$8.33	234	\$214
Newborn SP	700,910	814	\$6,077	\$7.47	\$8.67	16	\$380
School-Age SP	964,888	1,020	\$9,891	\$9.70	\$10.25	85	\$116
Retargeting - Newborns	153,794	220	\$1,145	\$5.21	\$7.45	38	\$30
Retargeting - School Age	245,397	310	\$1,555	\$5.02	\$6.34	7	\$222
Total	9,590,930	11,361	\$81,917	\$7.21	\$8.54	441	\$186

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Platform & Tactic Performance



1/15/24 - 2/25/24 (6 weeks)

YouTube	Imps	Clicks	CTR	Views	View Rate	Spend	CPM	CPV	Earned Likes	Earned Views	Earned Subsc.	Register Button Clicks	CPA
Awareness	2,821,564	2,269	0.08%	1,402,076	51.28%	\$11,575	\$4.10	\$0.008	3	51	1-20	76	\$152
Hispanic Parents	339,292	302	0.09%	219,665	74.31%	\$2,537	\$7.48	\$0.012	19	15	1-20	12	\$211
English Parents	343,231	183	0.05%	220,317	73.73%	\$2,538	\$7.39	\$0.012	14	8	-	18	\$141
Total	3,504,087	2,754	0.08%	1,842,058	55.31%	\$16,650	\$4.75	\$0.009	36	74	1-20	106	\$157



1/15/24 - 3/31/24 (11 weeks)

Facebook/Instagram	Impressions	Reach	Spend	Link Clicks	CTR	Landing Page Views	Link Clicks to LPVs	CPC	CPM	Page Engagement	Post Reactions	Post Comments	Post Shares	Post Saves	Register/Claim Acct.	CPA
Parents of School Age (1/15-3/31)	3,394,867	1,290,241	\$24,447	49,775	1.47%	39,221	79%	\$0.49	\$7.20	110,328	534	21	225	202	1,732	\$14.11
Parents of Newborns (1/15-2/25)	1,633,015	642,034	\$9,242	21,292	1.30%	15,592	73%	\$0.43	\$5.66	151,862	621	50	387	308	30	\$308.05
Total	5,027,882	855,487	\$33,688	71,067	1.41%	54,813	77.1%	\$0.47	\$6.70	262,190	1,155	71	612	510	1,762	\$19.12



1/1/24 - 2/25/24 (8 weeks)

Google Search	Impressions	Clicks	CTR	Spend	CPC	Conv.	Phone Calls	Cost/Conv	Conv. Rate	Register Button Clicks	CPA
Parents of School-Age	30,196	14,931	49.45%	\$3,793	\$0.25	2,569	134	\$1.48	17.21%	2,469	\$1.54
Parents of Infants	59,718	6,433	10.77%	\$14,272	\$2.22	592	120	\$24.11	9.21%	533	\$26.78
Total	89,914	21,364	23.76%	\$18,065	\$0.85	3,161	254	\$5.71	14.80%	3,002	\$6.02

- Google Search continues to be one of the most effective tactics in terms of cost effectiveness and conversions.

GA4 Terminology

Average Engagement Time

Average engagement time tells you the average amount of time people spend on your website or app. This metric is calculated by dividing the total time by the total number of users. To calculate time, a user needs to spend at least one second on a page, and Google Analytics only counts the amount of time when the browser is visible (time is not counted when the browser or tab is hidden or minimized). See also user engagement and average engagement time per session.

Average Engagement Time per Session

This metric is similar to average engagement time but based on sessions instead of users. This metric is calculated by dividing the total time by the total number of sessions. See also average engagement time.

Bounce Rate

Bounce rate is the percentage of sessions that last less than ten seconds, do not include a conversion, and/or only include one page view. In GA4 bounce rate is the percentage of sessions that are not 'engaged'. See also engaged sessions.

Direct

Direct traffic includes people who typed your website's URL into their browser or clicked a link in an email application (that didn't include campaign tags). Direct sessions will also include other cases where Google Analytics cannot identify the source of the click. Google Analytics will only assign 'direct' as a last resort. When a known source is used, that source will be attributed to the session.

Engagement Rate

The engagement rate metric is calculated by dividing the number of engaged sessions by the total number of sessions. For example, if there were 70 engaged sessions and a total of 100 sessions, then the engagement rate would be 70%. See also engaged sessions.

Engaged Sessions

Google Analytics will report an engaged session when a session lasts longer than ten seconds, when a session includes at least one conversion, or when a session includes two or more page views. You can adjust the amount of time for a session to be considered engaged. To do this, you need to open the data stream, select 'Configure Tag Settings', then 'Show All', and choose 'Adjust Session Timeout'. See also engagement rate.

Not Set

Not set can be seen in a number of different reports and indicates that a particular piece of information is not available within the report. For example, in the city report not set indicates that Google Analytics could not determine someone's exact geographic location when they accessed your website. While not set in the acquisition reports can occur when a campaign tagged URL hasn't been fully constructed (for example, if 'source' isn't defined, it will be displayed as not set within the report).

User Engagement

User engagement measures how long people have viewed your content, including pages and screens. Google Analytics calculates time using the **user_engagement** event, which is automatically collected when someone navigates to another page on your website or leaves your website. Time is only counted when the page or screen is visible. For example, when a tab is hidden, this time is not included in the user engagement metric. See also average engagement time.

UTM Tag

UTM tags are the individual query parameters used to make up a campaign-tagged URL. The UTM tags include utm_name, utm_source, utm_medium, utm_term, utm_content, and utm_id. UTM stands for 'Urchin Traffic Monitor' (Urchin was the precursor to Google Analytics). See also campaign tags.