

# DSM Digital Reports

# DSM Executive Summary

Campaigns that ran were: Utah DSM, WY DSM, ID DSM, and WA DSM

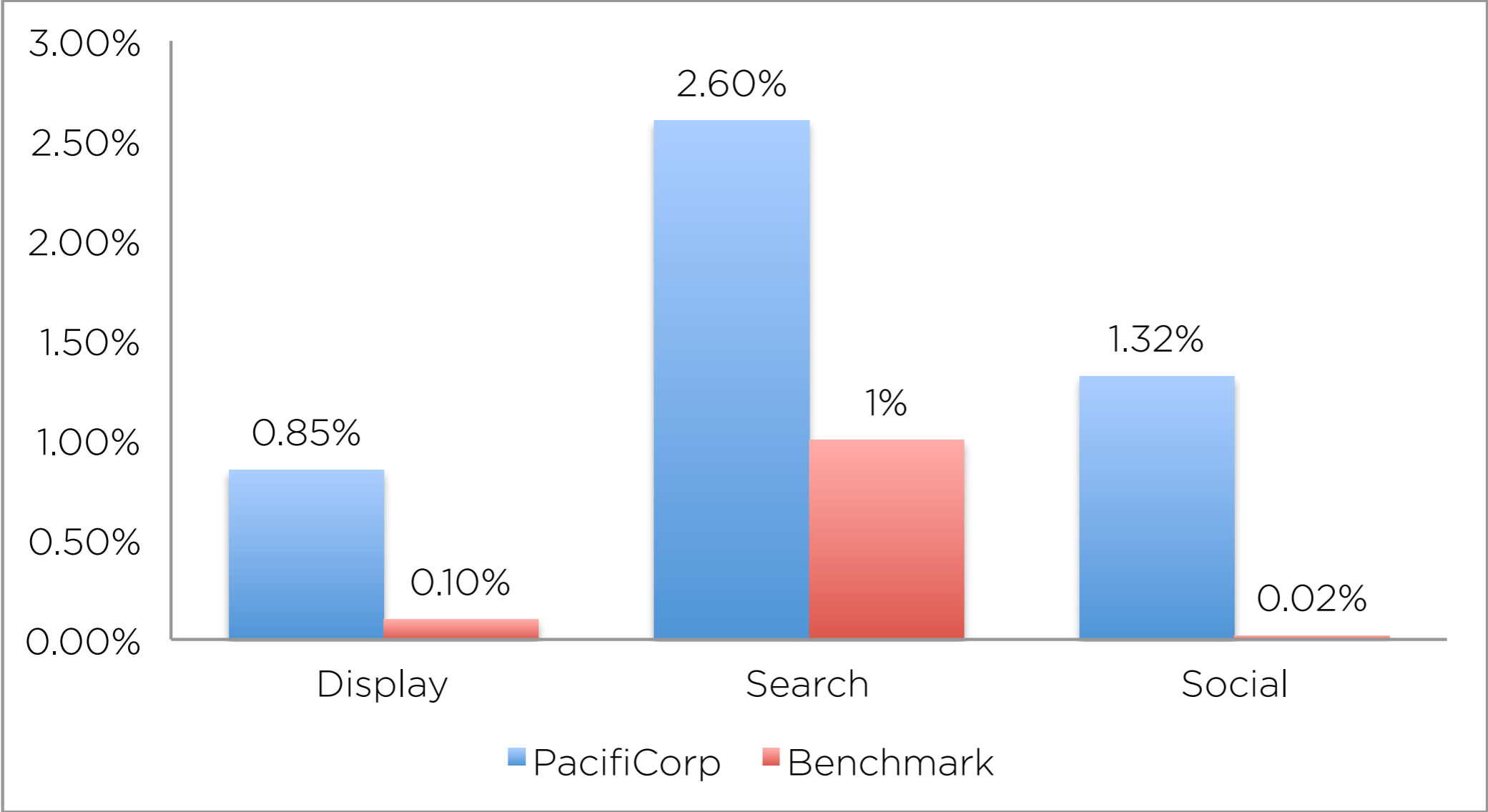
DSM Display advertising delivered 18.9M impressions, 161,555 clicks, and a CTR of .85% - which is 8.5X above the National average of 0.1%

DSM delivered 120,271 search impressions, 3,125 clicks, and a CTR of 2.6% - which is 2.6X above the national average of 1%. Average position was 1.84 (goal is to be top 3!)

DSM delivered 1.7M facebook impressions, 22,999 clicks, and a CTR of 1.32%. DSM gained 201 new likes.

RIESTER will continue to optimize placements as the campaigns continue

# DSM Benchmarks



# UT DSM

Advertiser: PacifiCorp | Campaign: PacifiCorp : 2015 UT ... | Site (DCM): All | Activity: All | [reset](#)

## Overview

Jan 1, 2015 - Jul 31, 2015

ALL » ADVERTISER: PacifiCorp » CAMPAIGN: 2015 UT DSM

Performance Rich Media Conversions



Impressions  
**14,084,494**

Clicks  
**118,080**

Click Rate  
**0.84%**

Sites: GSN (Custom Game), Conversant (Ad Network), KSL (local site), Deseret News (local site), and Hulu (Streaming video)

Impressions: 14M

Clicks: 118,080

CTR: 0.84% - 8.4X above the National Average!

Hulu completion rate of 98.11%

Best performing site: Conversant performed the best with a CTR of 1.70%

Creative: Photo custom game on GSN, 78 degrees, LED, Peak Demand, Lighting, and Pre-roll



Let's turn the answers on.

# UT DSM WEBSITE TRAFFIC

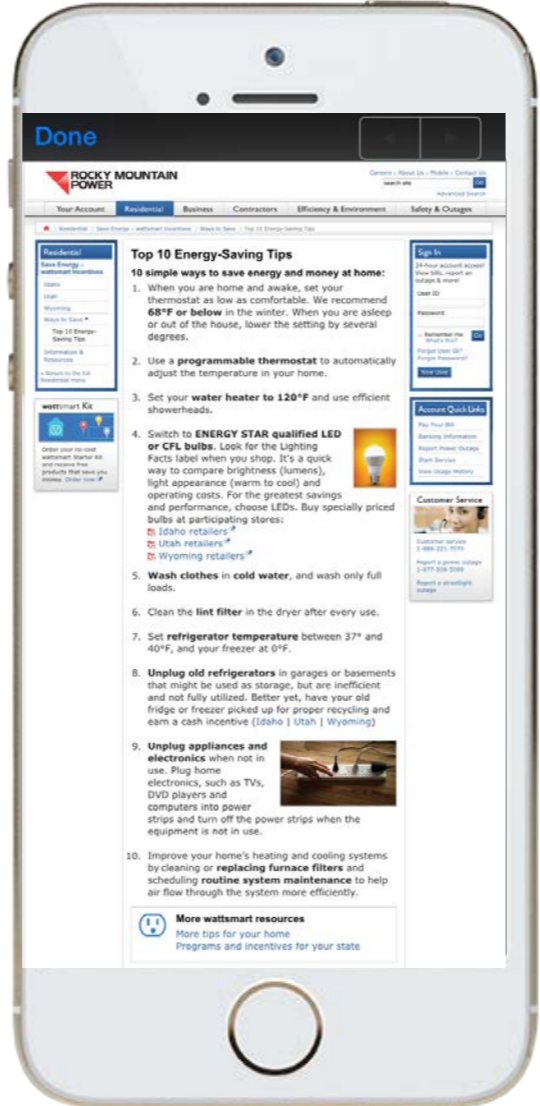
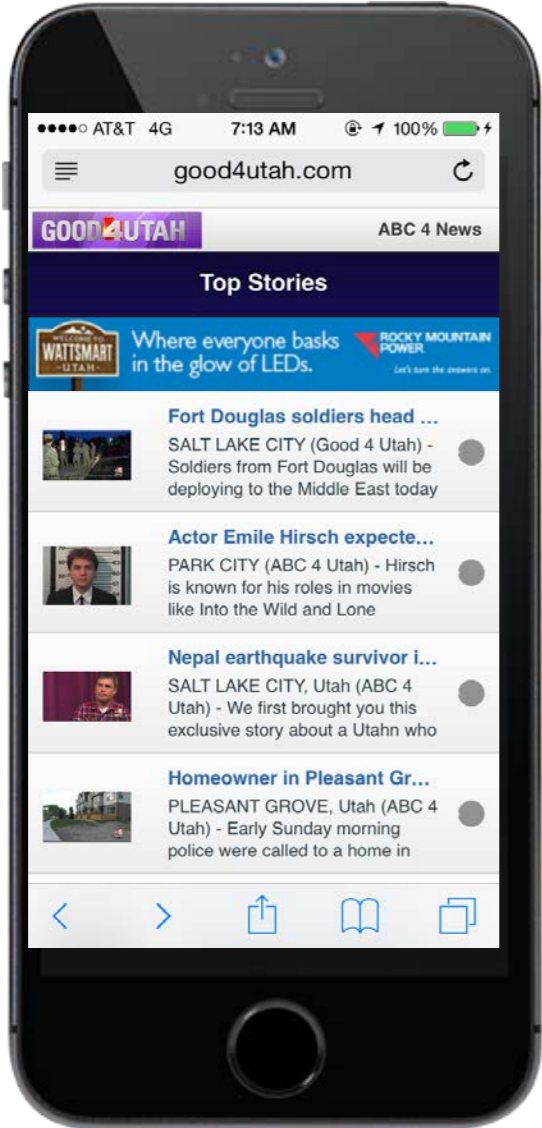
Source / Medium ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>32,160</b> % of Total: 1.84% (1,744,441)	<b>69.02%</b> Avg for View: 41.28% (67.18%)	<b>22,196</b> % of Total: 3.08% (720,174)	<b>83.12%</b> Avg for View: 21.00% (295.73%)	<b>1.37</b> Avg for View: 6.03 (-77.34%)	<b>00:00:45</b> Avg for View: 00:03:26 (-78.19%)
1. <a href="#">conversant / banner</a>	<b>18,663</b> (58.03%)	71.18%	13,285 (59.85%)	82.91%	1.27	00:00:35
2. <a href="#">KSL / gallerywrap</a>	<b>6,170</b> (19.19%)	70.26%	4,335 (19.53%)	84.29%	1.42	00:00:40
3. <a href="#">dnews / banner</a>	<b>5,157</b> (16.04%)	63.08%	3,253 (14.66%)	86.41%	1.26	00:00:35
4. <a href="#">Default / Banner</a>	<b>806</b> (2.51%)	75.19%	606 (2.73%)	83.00%	1.31	00:00:45
5. <a href="#">KSL / banner</a>	<b>636</b> (1.98%)	71.70%	456 (2.05%)	78.77%	1.44	00:00:58
6. <a href="#">GSN / Custom Game</a>	<b>619</b> (1.92%)	31.18%	193 (0.87%)	58.16%	4.50	00:07:23
7. <a href="#">hulu / video</a>	<b>82</b> (0.25%)	68.29%	56 (0.25%)	68.29%	2.28	00:00:56
8. <a href="#">GSN / Promotion</a>	<b>12</b> (0.04%)	66.67%	8 (0.04%)	50.00%	2.67	00:04:05
9. <a href="#">GSN / Pre Load</a>	<b>8</b> (0.02%)	37.50%	3 (0.01%)	87.50%	1.25	00:01:29
10. <a href="#">GSN / Default</a>	<b>6</b> (0.02%)	16.67%	1 (0.00%)	33.33%	3.33	00:06:49

# UT DSM WEBSITE TRAFFIC

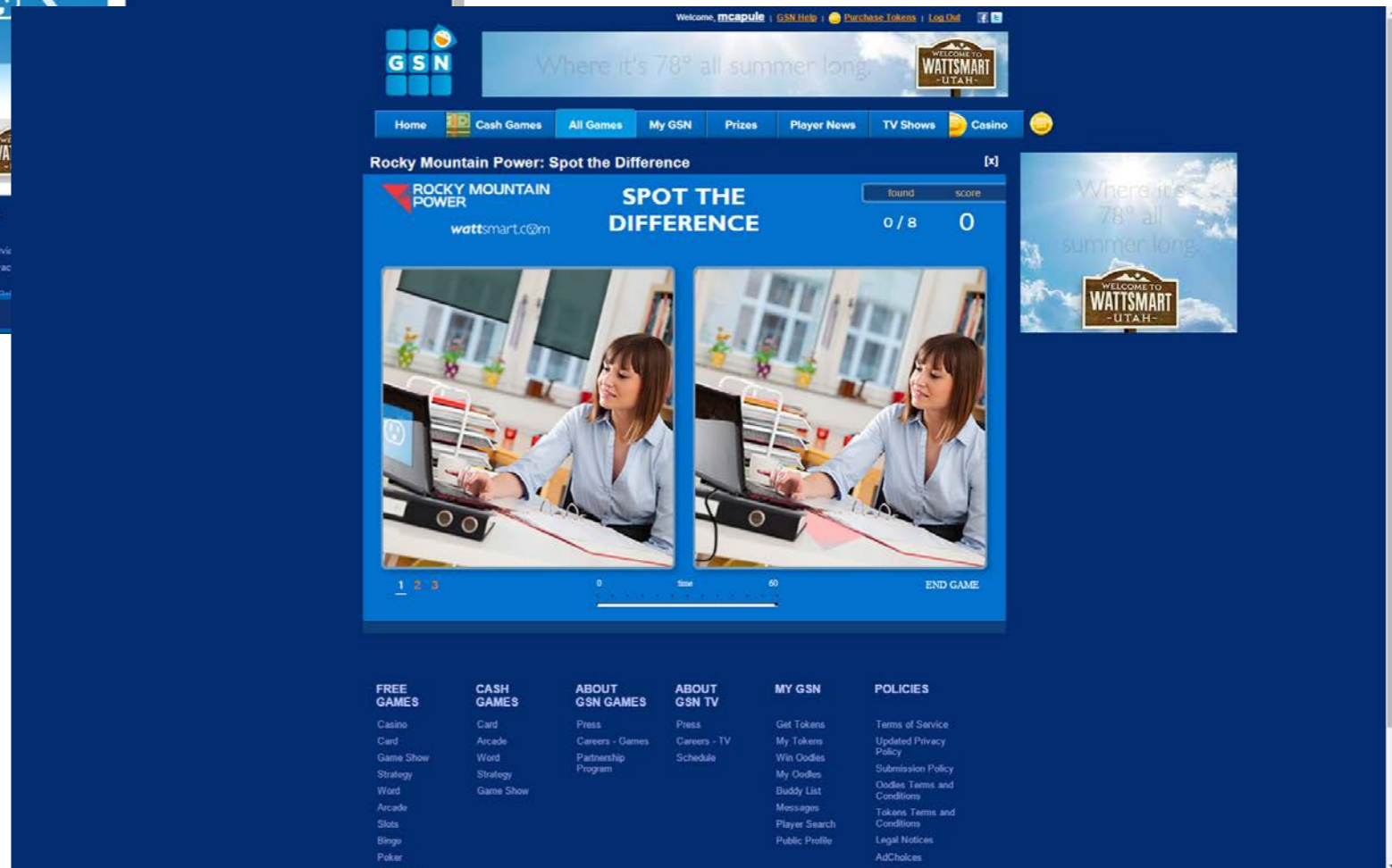
Source / Medium ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>115</b> % of Total: 0.01% (1,744,441)	<b>52.17%</b> Avg for View: 41.28% (26.38%)	<b>60</b> % of Total: 0.01% (720,174)	<b>37.39%</b> Avg for View: 21.00% (78.01%)	<b>3.41</b> Avg for View: 6.03 (-43.44%)	<b>00:02:28</b> Avg for View: 00:03:26 (-28.08%)
1. <a href="#">google / cpc</a>	<b>115</b> (100.00%)	52.17%	60(100.00%)	37.39%	3.41	00:02:28

Source / Medium ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>2,228</b> % of Total: 0.13% (1,744,441)	<b>87.57%</b> Avg for View: 41.28% (112.11%)	<b>1,951</b> % of Total: 0.27% (720,174)	<b>93.81%</b> Avg for View: 21.00% (346.59%)	<b>1.15</b> Avg for View: 6.03 (-80.90%)	<b>00:00:14</b> Avg for View: 00:03:26 (-93.37%)
1. <a href="#">facebook / banner</a>	<b>2,228</b> (100.00%)	87.57%	1,951(100.00%)	93.81%	1.15	00:00:14

# UT DSM SCREENSHOTS - CONVERSANT



# UT DSM SCREENSHOTS - GSN



Let's turn the answers on.



# UT DSM SCREENSHOTS - HULU

hulu TV MOVIES ORIGINALS KIDS LATINO MORE

Ad 1 of 2 48 seconds

Is this ad relevant to you?

WILL RETURN

Moone Boy Men of the Houses

WALMART Where everyday appliances

hulu TV MOVIES ORIGINALS KIDS LATINO MORE

Up Next

Moone Boy Bunch of Marys

Season 1 Episode 2

TV TV-14

facebook

tweet

Moone Boy Men of the Houses

For more energy- and money-saving tips.

START HERE

ROCKY MOUNTAIN POWER

Let's turn the answers on.



Let's turn the answers on.

# UT DSM SCREENSHOTS - KSL

Deseret News  Deseret News **N** NATIONAL EDITION

**Utah** U.S. & World Sports Moneywise Opinion Faith Family Obituaries Video BrandView

**Dr. Phil** All new episodes! All month long!  
WEEKDAYS 4-00PM

- Utah
- Top Stories**
- Local dancers shine in new PBS ballroom show "America's Ballroom Challenge"
  - LDS artist J. Kirk Richards says leaps of faith, prayer helped him find success
  - Teen accused of killing girlfriend objects to dismissal of charge
  - Police dog bit man in the face while his hands were up, civil lawsuit says**
  - 'They had killed a cop, and they weren't going to stop,' deputy testifies

**Police dog bit man in the face while his hands were up, civil lawsuit says**

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www.ksl.com/index.php?sid=34937716&nid=460&page=1#3

KSL.com Photo Viewer

**WATTSMART, UTAH**  
Where everyone powers down from 2-8 p.m. to save energy.

Learn more energy- and money-saving tips.

**ROCKY MOUNTAIN POWER**  
Let's turn the answers on.

Golfers hit range balls at Mulligans in South Jordan Thursday, June 4, 2015. South Jordan City Council paid off the Mulligans bond totaling \$4,652,761. (Photo: Jeffrey D. Allred, Deseret News)

Facebook Twitter Share

# UT DSM Search

UT DSM delivered 36,092 impressions, 1,293 clicks, and a CTR of 3.58%

Average position was 1.7 (Goal to be in top 3!)

Sample keywords:

+conserve+energy

+energy+saving tip

+save+electric+bill

## Electric Bill To High?

Reduce Your Energy – Save Money!  
Learn More at Rocky Mountain Power!  
[RockyMountainPower.net/wattsmart](http://RockyMountainPower.net/wattsmart)

## Save Money on Your Bills

Tips to Reduce Your Energy  
Learn More at Rocky Mountain Power!  
[RockyMountainPower.net/wattsmart](http://RockyMountainPower.net/wattsmart)

## Electric Bill To High?

Reduce Your Energy – Save Money  
Learn More at Rocky Mountain Power  
[RockyMountainPower.net/wattsmart](http://RockyMountainPower.net/wattsmart)

## Save Energy This Winter

Check Out The Top 10 Winter  
Energy-Savings Tips Today!  
[RockyMountainPower.net/WinterTips](http://RockyMountainPower.net/WinterTips)

## Top 10 Winter Energy Tips

Save Energy This Winter  
With Rocky Mountain Power Tips!  
[RockyMountainPower.net/WinterTips](http://RockyMountainPower.net/WinterTips)

## Electric Bill Too High?

Reduce Your Energy – Save Money  
Learn More at Rocky Mountain Power  
[RockyMountainPower.net/wattsmart](http://RockyMountainPower.net/wattsmart)



*Let's turn the answers on.*

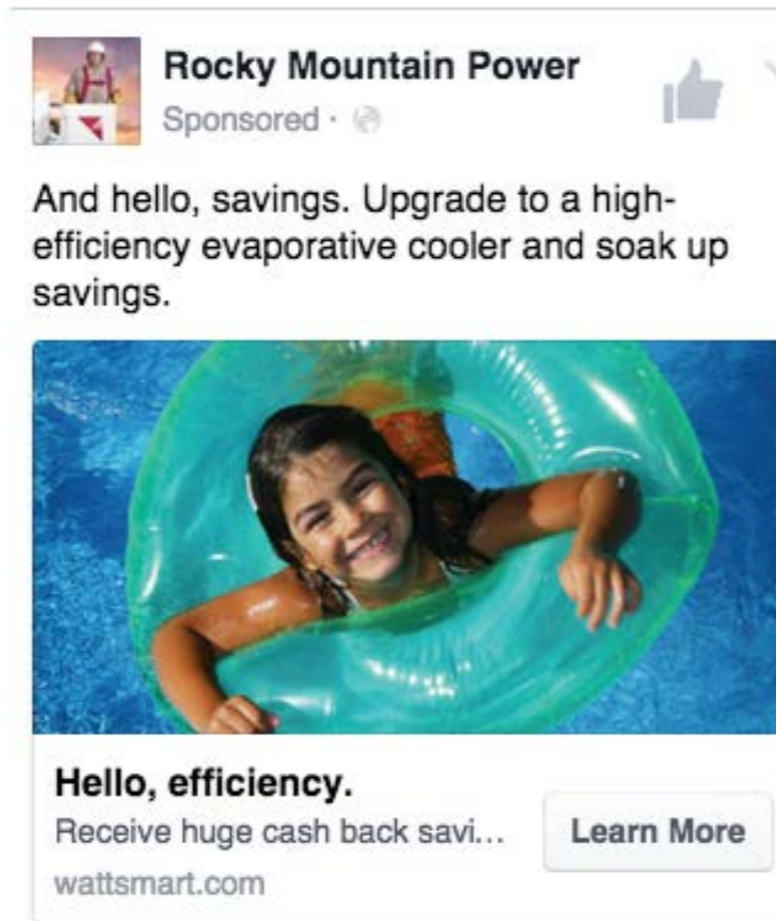
**RIESTER**



# UT DSM Social

UT DSM ran April - July 2015


The campaign delivered 739,978 impressions, 14,485 clicks, and a CTR of 1.95%

The campaign garnered 135 likes



**Rocky Mountain Power**  
Sponsored ·  


And hello, savings. Upgrade to a high-efficiency evaporative cooler and soak up savings.



**Hello, efficiency.**  
Receive huge cash back savi...  
wattsmart.com

[Learn More](#)



**Rocky Mountain Power**  
Sponsored ·  

From LEDs to unplugging devices, Wattsmart, UT knows how to save energy. You can save too.



**Efficiency's Hometown.**  
Simple changes such as was...  
wattsmart.com

[Learn More](#)