

# Digital Campaign Index Benchmark Report

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1H 2018

wyng



# Introduction

Consumers have continued to become more empowered to influence brand reputations and marketing practices. We saw this in the reimagined retail experience, as brands responded to new consumer shopping habits, optimizing their brick-and-mortar locations with virtual reality, limited-time sweepstakes, and Instagrammable in-store experiences.

The next generation of digitally savvy consumers have pushed brands and marketers to be more agile than ever. Marketers have had to be ten-steps ahead and are opting for omnichannel marketing experiences that are modular, in order to be prepared to respond rapidly to new technology and ever-changing consumer habits. Rather than building nearly identical campaigns, marketers are replacing themes, offers, and messages within a central framework, like our Wyng Platform to offer real-time personalization for consumers.

By centralizing offers and digital activations, brands are now able to quickly optimize contact plans or broad awareness initiatives to seamlessly incorporate new, technologically shiny objects. We have seen our Wyng customers utilize a central platform to easily incorporate AI, AR & VR, into classic sweepstakes and contest sign-up approaches for a fresh new take on a classic tactic.

Here we look at some of the trends and successes brands have had in 1H 2018, where it is clear that brands that have adopted a modular approach, mixing mediums and use cases, have found the most success.

Wendell Lansford  
Co-Founder, Wyng



# Background

The DCI is a campaign performance scoring model and benchmarking framework. As shown in Exhibit A, the DCI is the average of two independent performance indicators — Engagement Score (ES) and Virality Score (VS) — which are calculated using key mid-funnel metrics (e.g. visits, time spent, earned reach), each normalized for visitors. ES, VS and DCI Scores are discussed in detail in [The Digital Campaign Index Whitepaper](#).

Campaign performance depends on several factors. First, industries tend to have natural differences in their Engagement and Virality Scores. The same goes for different campaign formats — for example, contests and sampling programs. Finally, the creative concept, user experience, and media strategy also influence outcomes. This report focuses on performance across

two of the factors: industries and campaign formats.

Use the benchmark data in this report as a reference point for assessing your campaign performance and informing action. For example, if your campaign has a high score relative to the benchmarks, then it may be a good candidate for additional media spend and promotional budget since it is performing well. If your campaign has a relatively low score, consider making changes to the campaign to improve performance — for example, by adjusting the user experience and optimizing media targeting — or winding it down and possibly spinning up a new campaign. The campaign format benchmarks are also a useful reference point for future campaign ideas.

In addition to being a reference point for assessing the performance of individual campaigns, industry benchmarks are also useful for evaluating your brand's overall campaign strategy.

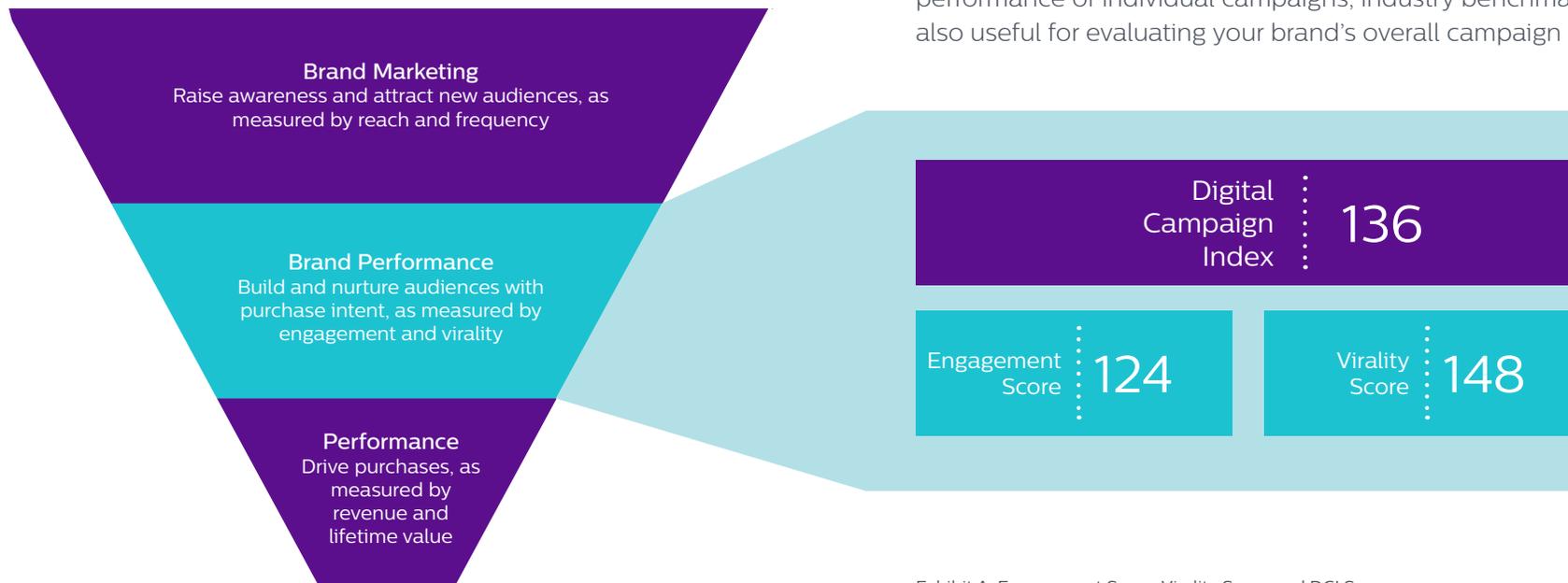


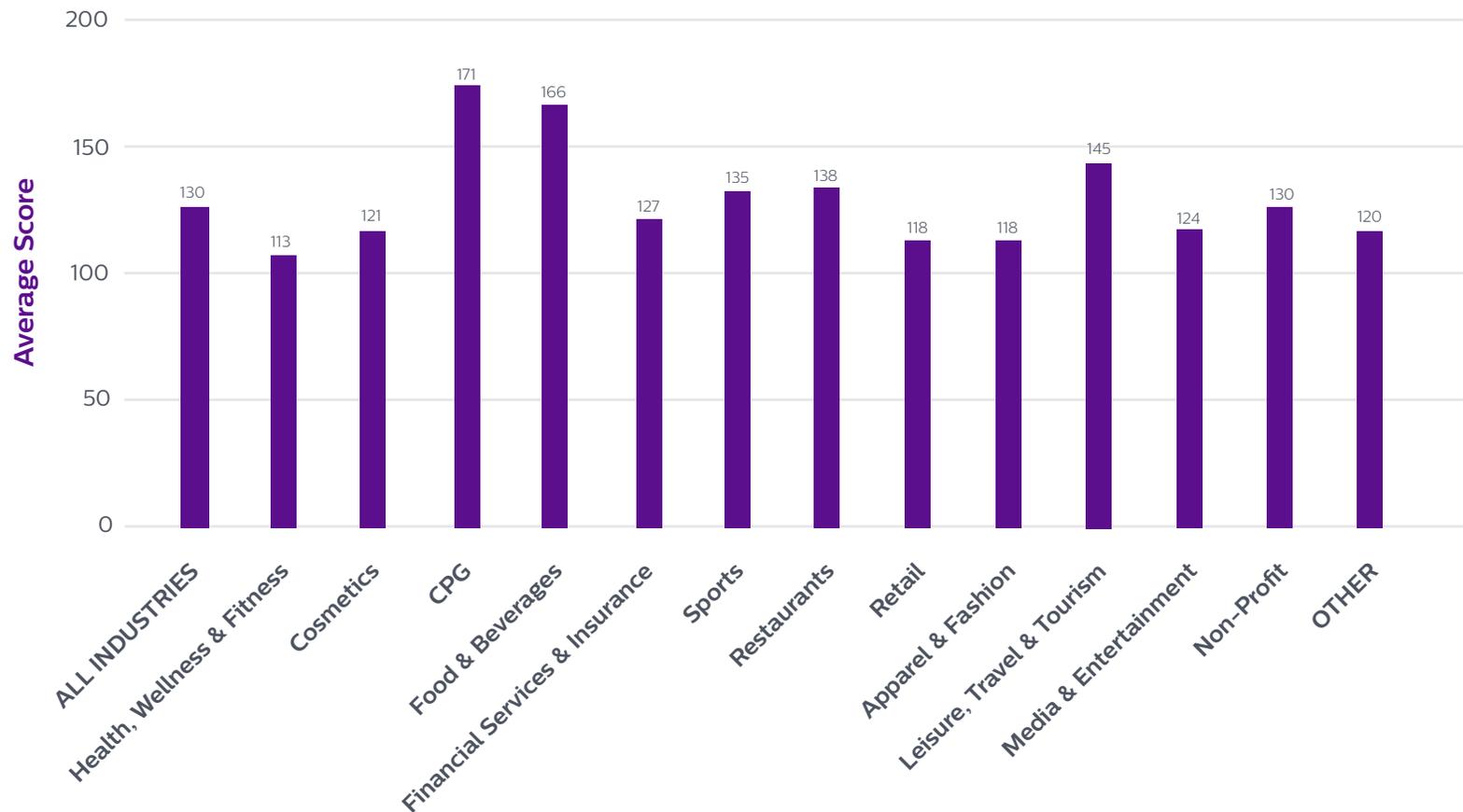
Exhibit A: Engagement Score, Virality Score and DCI Score

# Industry Benchmarks

Industry benchmarks are calculated based on all campaigns run on the Wyng platform, regardless of format, and broken down by campaigns run by brands. Average DCI, ES, and VS scores for each industry are summarized in Exhibit B and Exhibit C.

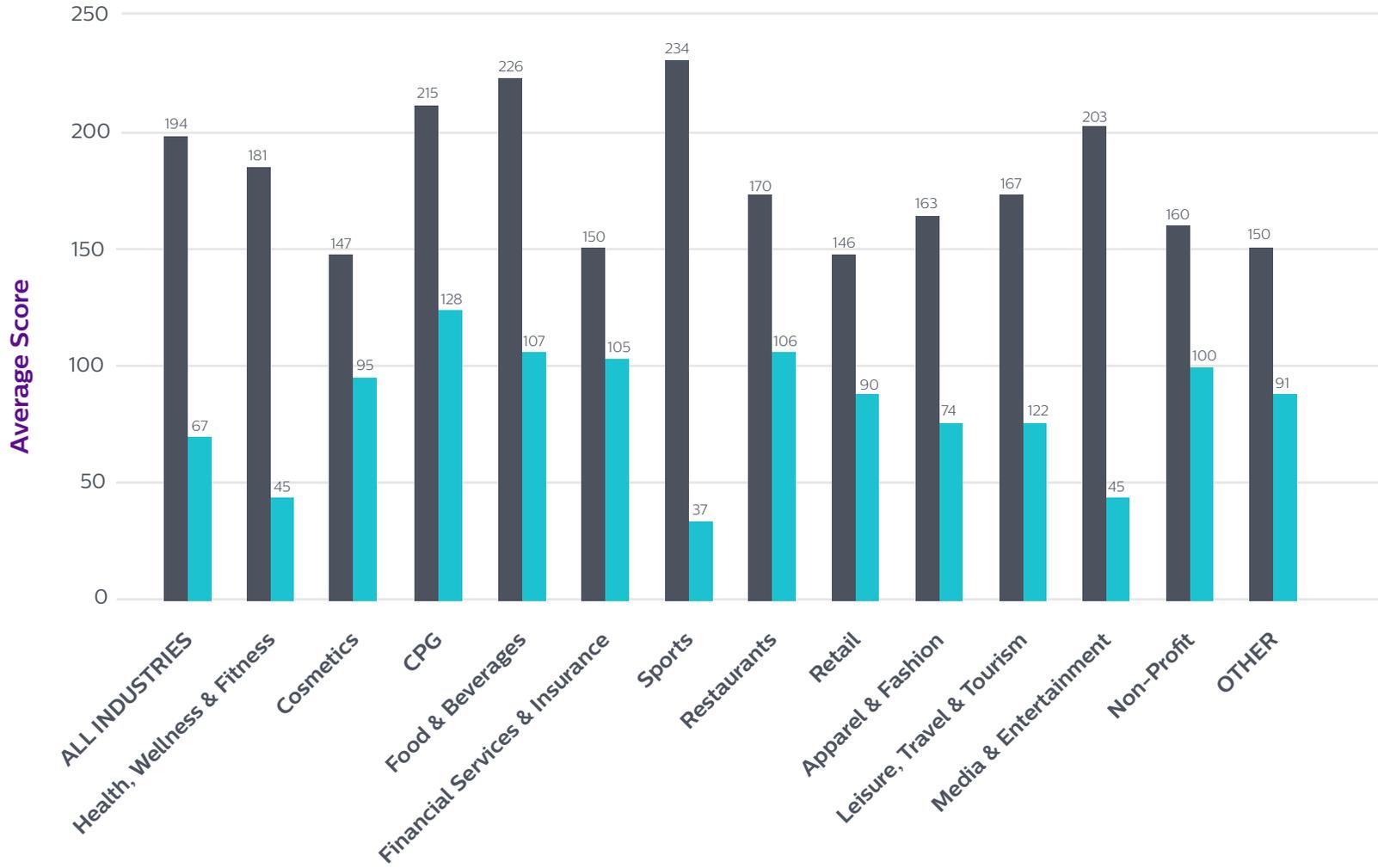
Remember: The following averages come from a large number of disparate campaigns and formats. As you'll see in the section on Campaign Examples, every campaign has its own strategy and desired outcomes.

Average DCI Score by Industry





Average ES and VS by Industry



Industry  
Exhibit C



### All Industries

For campaigns across all industries, the average DCI Score was 130, the average Engagement Score (ES) was 194, and the average Virality Score (VS) was 67.

### CPG

Campaigns in the CPG industries had, on average, the highest DCI Score (171), third highest ES (215) and highest VS (128) of all industries. We believe this is because during 1H more brands were running campaigns that focused on omnichannel approaches, incorporating both sharing and engagement tactics.



Highest overall



Third highest overall



Highest overall



Highest overall

### Sports

Campaigns in the Sports industry had the highest ES (234). Sports on average has maintained the highest ES across industries, most likely due to sports fans enthusiasm and desire to participate with their favorite teams. All brands can take a few notes from how sports teams build brand loyalty.

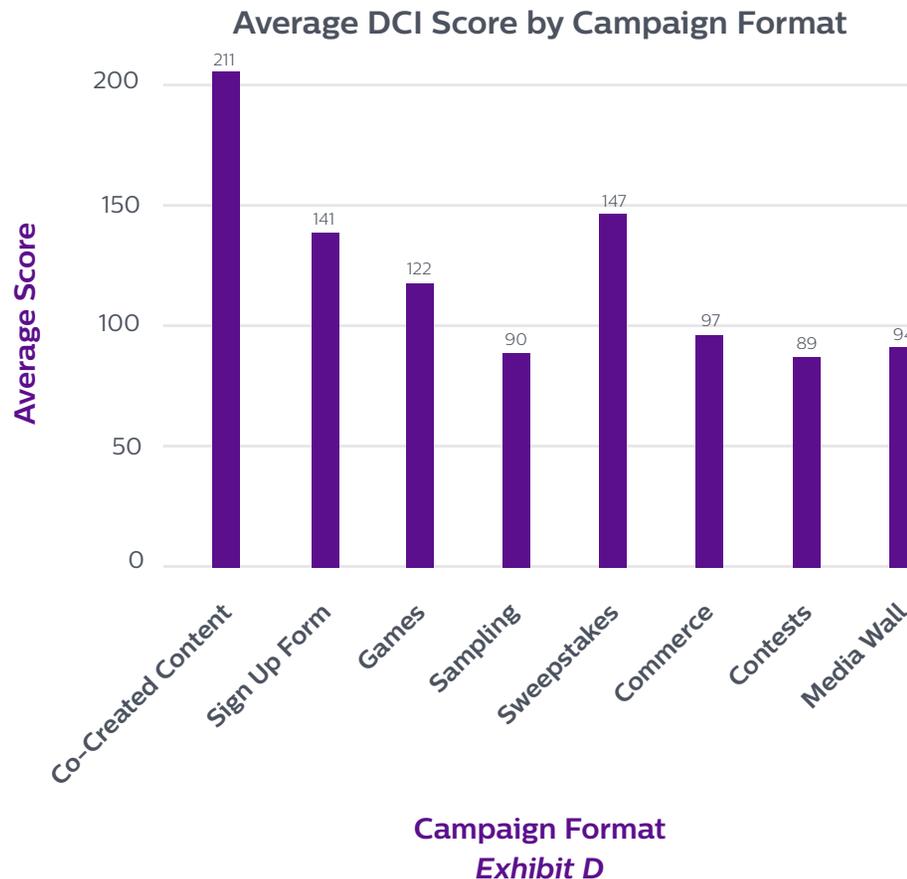
# Campaign Format and Use Case Benchmarks

Campaign Formats are broad categories of similar campaign Use Cases (i.e. similar types of campaigns).

For example, the Co-Created Content “Format” encompasses several “Use Cases”, including brand video filters and eCard Creators. The Wyng platform provides a library of ready-made Use Cases, which can be quickly and easily customized and launched by marketers.

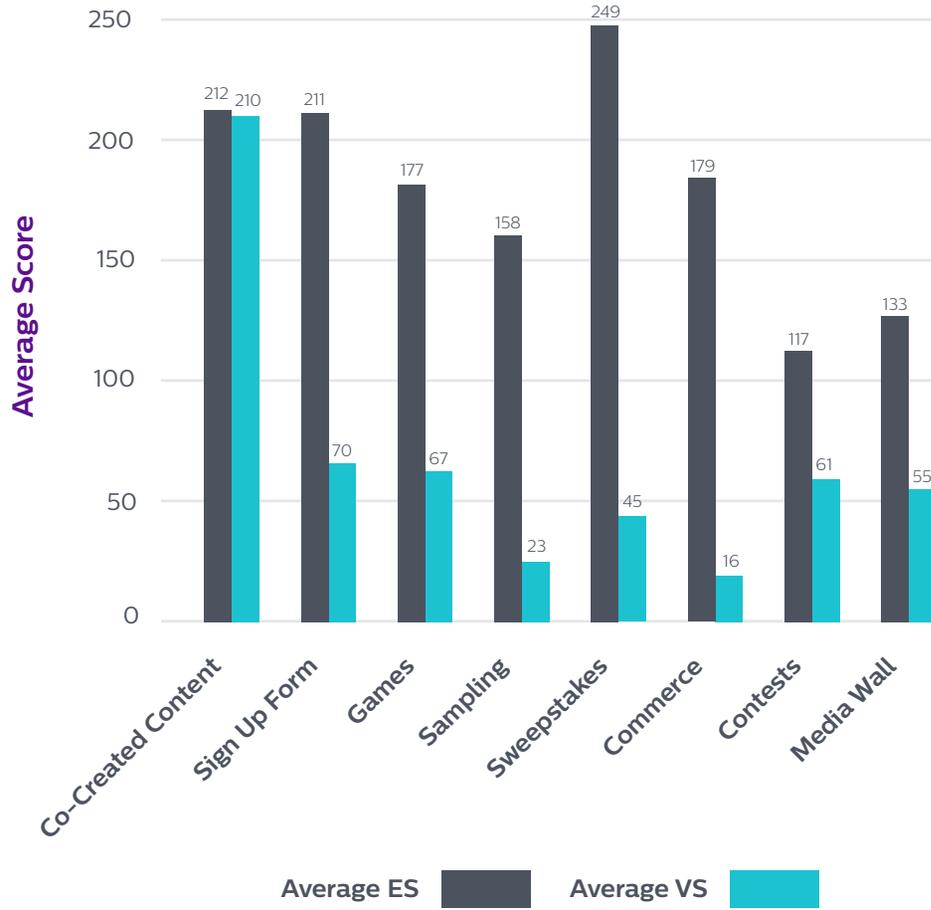
Benchmarks are calculated based on all campaigns of a type run on the Wyng platform, regardless of industry. Average DCI, ES, and VS scores by Campaign Format are summarized in Exhibit D and Exhibit E, and Average DCI scores for Use Cases are summarized in Exhibit F

Remember: The following averages come from a large number of disparate campaigns and formats. As you’ll see in the section on Campaign Examples, every campaign has its own strategy and desired outcomes.



<sup>1</sup> For more information on different campaign formats, refer to Appendix A.

**Average ES and VS by Campaign Format**



**Campaign Format**  
*Exhibit E*

**Most Commonly Used Use Cases**

Use Case	Avg. DCI
eCard Creator	280
eGreeting Creator	266
Refer-a-Friend	250
Photo Lab	213
Text Choice Generator	206
Fan Faves	171
Brand Video Filter	118
Shoppable Instagram	144
Quiz	128
Countdown Calendar	123
Video Gallery	127
Brackets	121
Social Map	140

**Use Cases**  
*Exhibit F*



Highest overall



Second highest overall



Highest overall

### Co-Created Content

On average, Co-Created Content campaigns, which merge creative elements from the consumer and brand, had the highest DCI Score (211) for the third consecutive time, as well as the highest VS (210), and second highest ES (212). 7% of people who visit a Co-Created Content campaign share it with their friends on social media -- over 3X more than the next best campaign format by that measure.

### Sweepstakes and Sign Up

Sweepstakes campaigns had the highest average ES (249), followed by Sign Up campaigns in third (211). Over 50% of visitors to Sweepstakes and Sign Up Form-based campaigns complete a form submission.



### Commerce Campaigns

Commerce campaigns drive 3X more traffic to downstream websites (e.g. ecommerce sites) than the next best campaign format by that measure.

# Use Case Campaign Insights

Virality Score 358

For every visitor to a Refer-a-Friend campaign, the campaign is amplified -- reaching over 20 more people based on sharing

## Refer-a-Friend

With respect for driving shares on social media, Refer-a-Friend campaigns edged out Co-Created Content campaigns of all types - with over 16% of visitors sharing campaigns that included a Refer-a-Friend mechanic.

## The Top Three Use Cases

For all campaigns run in 1H 2018, use cases that focused on co-creation and sharing performed the best in terms of Virality Score, especially use cases that incorporated a visual element (e.g., eCard Creators).

eCard Creator 280 VS

eGreeting Creator 266

Refer-a-Friend 250

Engagement Score 287

Shoppable Instagram

## Shoppable Experiences

Use Cases like Look Books, Shoppable Instagram, and Shoppable Countdown Calendars drive over 50% of visitors to downstream websites/ecommerce sites.

## PRO CAMPAIGN TIP

Highly visual experiences like Animated Media Walls and Look Books drive the most clicks/visit -- over 6 clicks / visit on average.

# Campaign Examples

It can often be helpful to look at successful campaigns across industries and formats to get inspiration and learn from other approaches to campaign concepts, creative, offer presentation, and methods to build engagement and satisfaction among participating consumers. Below are several illustrative campaigns<sup>2</sup>.

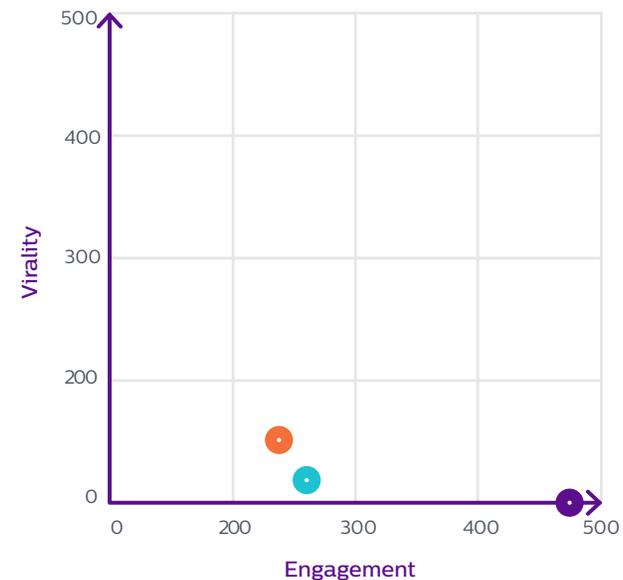
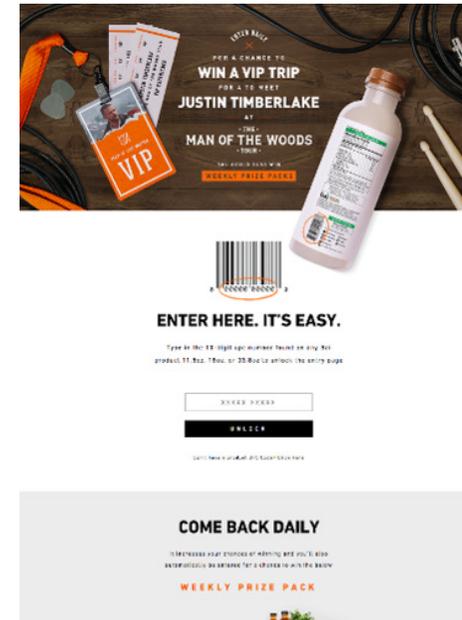
## Bai and Justin Timberlake Product Code Sweepstakes

New and innovative technology attracts attention and excites consumers, driving engagement and virality. Immersive and interactive experiences have become the norm for advertisers and marketers, especially as consumers become ever-reliant on their mobile devices.

Bai recognized this and with their “Man of the Woods” sweepstakes, made sure it had a mobile-first approach. They merged in-store and online to create an interactive shopper marketing campaign geared towards driving engagement and in-store purchases.

Consumers could enter for the chance to win a VIP concert experience with Justin Timberlake. To unlock the entry form and enter the sweepstakes, Bai consumers uploaded their 10-digit upc number found on any Bai product via a mobile-optimized campaign landing page.

Bai’s Engagement Score of 497 was well above the average for its industry and campaign format (see Exhibit F). As discussed previously, sweepstakes campaigns are often optimized for high engagement and form submissions. Bai received over



	ES	VS	DCI
Bai Campaign	497	0	248
Food and Beverage Industry Average	226	107	166
Sweepstakes Campaign Format Average	249	45	147

Exhibit F: Sobey's Campaign DCI

<sup>2</sup> For more examples, [sign up](#) for the Wyng Campaign of the Week email.

## Azteca Food “Taco’s for Valentine’s” eCard Giveaway

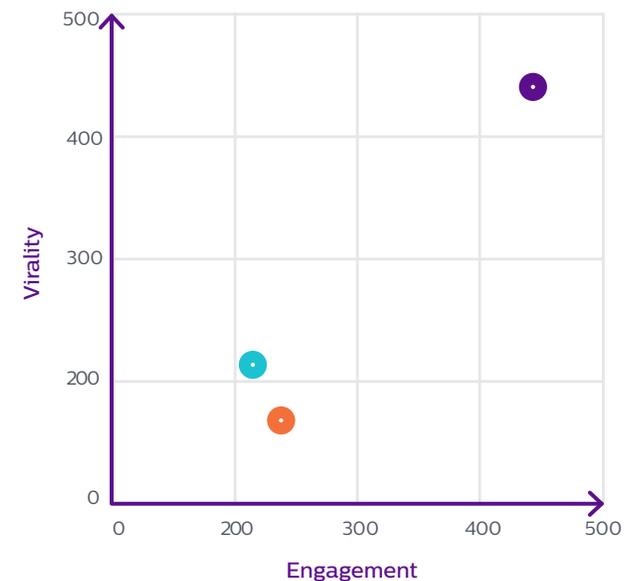
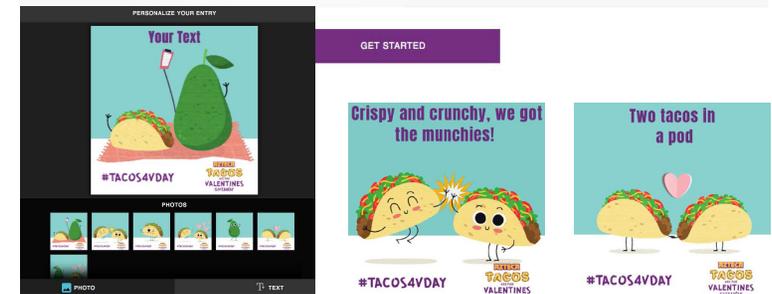
Azteca Foods is a Chicago-based food company that offers refrigerated tortilla products in the United States and internationally. Working closely with SoMe Connect, a digital marketing agency, SoMe and Azteca Foods have been working to grow brand awareness and engagement with the brand both on their website, [www.AztecaFoods.com](http://www.AztecaFoods.com), and through their social channels which include Facebook, Instagram, Pinterest and Youtube.

To build love around the Azteca Food brand, the team looked to Valentine’s Day to kick off their new digital strategy in 2018, and they scored a match with consumers, checking off several important digital marketing musts for themselves.

Azteca Foods kicked their 2018 plans into gear by creating the campaign #TacosforVday. The promotion featured the ability to “create your own e-card” by selecting from a variety of co-branded, seasonal and colorful designs. Consumer’s entered by creating a card, sharing it on social, and submitting a form (including opt-in email address) to Azteca. As part of the process, Azteca shared the user-generated content across their social channels to further promote the campaign. The incentive was for a chance to win a \$500 Visa Gift card.

Azteca leveraged the Wyng Platform to quickly deliver a fully realized promotional concept that would collect consumer email addresses and allow users to submit their custom cards to be included on the landing page for the campaign to further increase engagement and shares.

Azteca’s strategic use of Wyng’s capabilities, Facebook’s Platform, and their own social networks, proved to be a major success. The #TacosforVday campaign outperformed every other promo run in 2017, and they managed to achieve exceptional results with a promotional budget of only \$5,000!



	ES	VS	DCI
Azteca's Campaign	442	444	443
Food and Beverage Average	226	107	166
Co-Created Campaign Format Average	212	202	211

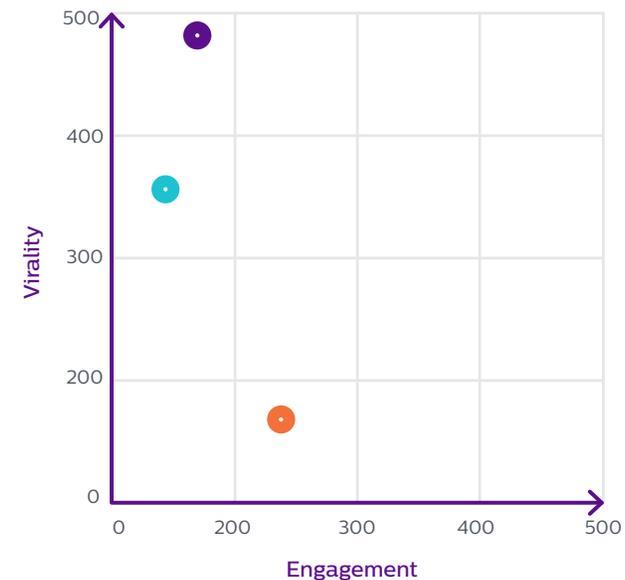
Exhibit G: Azteca's Campaign DCI

## Creekstone Farms “Serious Sizzle” Sweepstakes

Creekstone Farms’ “Serious Sizzle” sweepstakes offered the ultimate grand prize for anyone who loves a good steak and the grilling in the summer. Outside of rewarding their fans with the ultimate grilling package, the Creekstone team combined the right ingredients for the perfect refer-a-friend sweepstakes recipe by including components that optimized consumer engagement and virality, which is reflected in their DCI score of 319.

A best practice we’ve mentioned before to increase sharing is to reward consumers that share the campaign with more chances to win. The Creekstone team rewarded consumers with additional entries for every person that signed up for the sweepstakes using their personal referral link. The team took advantage of the Wyng Platform to facilitate this process and reduce the need for complex coding and development on their end to execute the tactic. By encouraging consumers to keep sharing and promoting the campaign, Creekstone walked away with a sizzle DCI score, boosted by their above average VS score (see Exhibit H).

Further, Creekstone Farms leveraged the insight that most consumers spend at least some of their day on Facebook, checking in, posting photos and updating their statuses, to optimize their sweepstakes entry-form for Facebook platform. The team chose to bypass a traditional landing page and directly embed the campaign on Facebook, they lowered the bar for consumers to enter and share the sweepstakes with their networks, driving earned reach and earned visits.



	ES	VS	DCI
Creekstone Farms Campaign	164	473	319
Food and Beverage Average	226	107	166
Refer-a-Friend Campaign Format Average	141	358	250

Exhibit H: Creekstone Farms Campaign DCI

# Wying Campaign Insights 1H 2018

Countries reached worldwide  
**236**

Campaigns powered by Wying reached 96% of recognized countries and territories in 1H 2018

## Reach a Global Millennial Audience

In 1H 2018, campaigns powered by Wying reached consumers in 236 countries. The consumers reached worldwide with Wying campaigns spanned a diverse demographic audience, but over half (55%) of consumers fell into the key 18–44 age category.

## The Top Browser in 1H 2018 is Chrome

For all campaigns run in 1H 2018, Google Chrome was the most popular browser, compared to Safari (desktop and mobile) browsers in 2H 2017. For the previous 18 months Google Chrome held the title.

Google Chrome  
**36%**

Safari  
**27%**

Safari In-App  
**12%**

Android Webview  
**9%**

Earned and Organic Mobile Traffic  
**53%**

Over half of traffic to campaigns powered by Wying in 1H 2018 was via mobile

## Majority of Campaign Traffic in 1H 2018 was Mobile

53% of traffic to campaigns powered by Wying in 1H 2018 was via mobile channels. Only 38% of traffic came from desktop and 9% from tablets during this period.

### PRO CAMPAIGN TIP

In 1H 2018, Mondays were the most popular day for launching campaigns, followed by Tuesday.

# Appendix: Campaign Formats

Following is a short description of the types of digital campaigns included in this report.



**Co-Created Content:** Campaigns that involve a consumer and brand coming together to create shareable content that combines consumer and brand-contributed creative elements. Examples include user-generated photos with branded-contributed elements overlaid, and brand-contributed photos or videos with user-generated elements overlaid.



**Commerce:** Merchandising and shopping experiences such as shoppable instagram, look books and deals.



**Sweepstakes:** Promotions and various games of chance whereby consumers enter for a chance to win a prize or reward, and winners are determined by luck rather than skill.



**Contests:** Photo, video and other campaign types where participants enter to win a prize or reward. Winners are chosen based on defined criteria. Winners may be chosen on the basis of consumers voting and/or the discretion of judges.



**Media Wall:** Visual galleries or carousels of content displayed on a landing page, microsite, website, or physical display. Media walls typically include user-generated content and may also include brand-submitted content. Media walls may include any combination of media types — photos, videos, text, GIFs, co-created content, etc.



**Sign Up Forms:** Campaigns where the primary mechanic involves form submissions resulting in first-party data capture.



**Sampling:** Campaigns that involve a product given to a consumer for free, so that the consumer may try the product before committing to a purchase.



**Games:** Fun or entertaining interactive experiences, including brackets, faceoffs and quizzes.

# Appendix: Wyng Campaign Insights

Following are full charts with details on 1H 2018 Wyng Campaign Insights through to 1H 17. Overview of the Wyng Campaign Insights can be found on page 14.

## Most Popular Days to Launch Campaigns\*

Day of Week Campaign	1H 2018	Avg. DCI
Sunday	5.8%	120
Monday	19.9%	135
Tuesday	18.1%	134
Wednesday	17.3%	130
Thursday	15.8%	125
Friday	17.0%	132
Saturday	6.1%	121

\* Launch is equivalent to the day a brand first actively starts to drive traffic to a campaign. Launch is not the day a campaign is first published.

## Campaign Device Traffic

	1H 2017	2H 2017	CY 2017	1H 2018
<b>Devices</b>				
Mobile	50.22%	53.51%	53.42%	53.07%
Desktop	39.93%	38.14%	37.62%	38.40%
Tablet	9.84%	8.35%	8.96%	8.53%



## About Wyng

Wyng technology powers the most compelling digital campaigns and promotions for agencies and brands. Our culture is rooted in technology and marketing, spanning diverse disciplines and decades of experience across mar-tech, ad-tech, CX, UX, data, and core mobile and web technologies. In 2011, Wyng powered the first ever hashtag campaign in connection with a Super Bowl ad, and continues to evolve its platform to align with shifts in consumer behavior. We believe great products are defined by intelligent architecture and a passion for innovation. Wyng is headquartered in New York City's NoMad neighborhood.

To learn more, visit [wyng.com](http://wyng.com).

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