

# PLUGGING THE LEAKY FUNNEL FOR OVR CONVERSION

**LeeAnn Sangalang, PhD**

Innovation/Under-tested Webinar – September 2024

# Action for the Climate Emergency

**Founded in 2008 and work at the nexus of:**

- Young people
- Civic engagement (c3, c4)
- Strategic communications and media
- Policy advocacy



# Optimizing the OVR Funnel | Research Questions

In August 2024, ACE and One Minus Beta ran a study designed to optimize the online voter registration funnel. The research questions were:

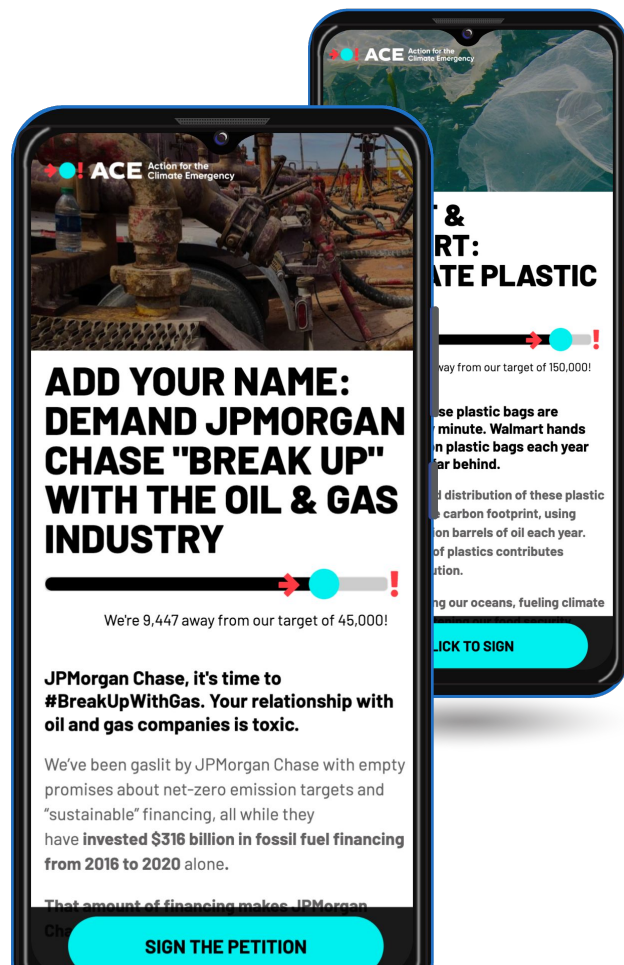
- Which of three **landing pages** produces the **highest conversion rate**: (1) a baseline landing page, (2) a landing page with social proofing, or (3) a landing page with positive descriptive norms?
- What is the **cost per conversion** for each landing page?
- Which of two **chase programs** produces the **highest conversion** rate: (1) email and SMS chase, or (2) digital chase?
- What is the **cost per conversion for each chase** program?



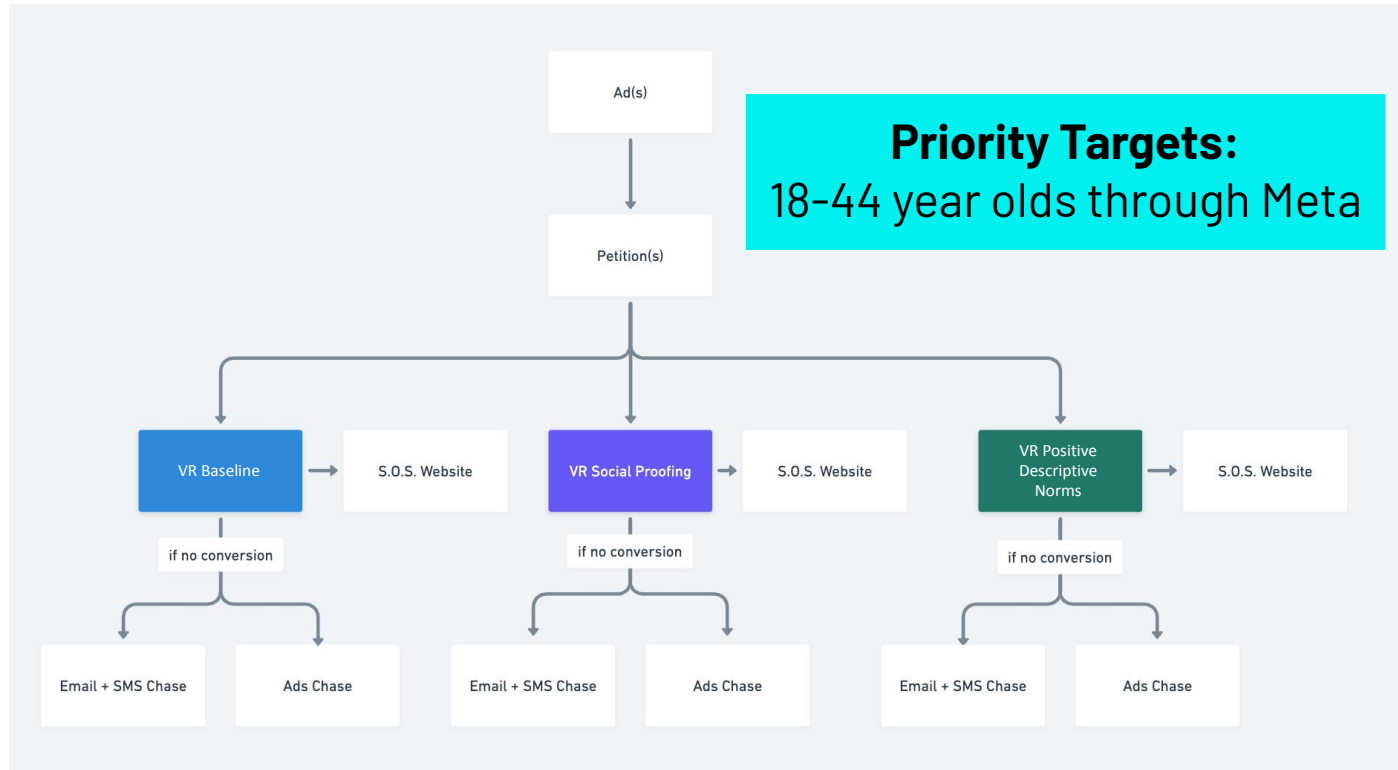
# The Program

ACE ran ads asking people to **sign a petition.**

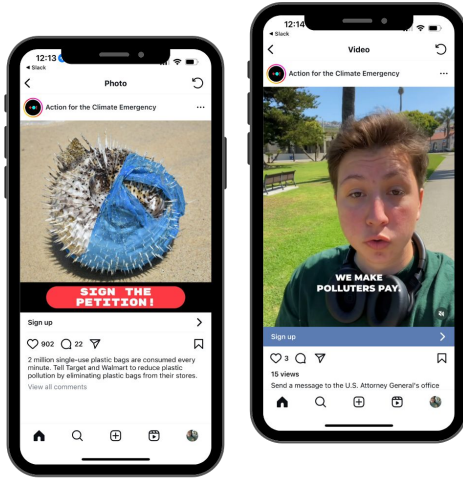
Signers were **randomized** to one of three voter registration **landing pages** and two **chase** programs.



# Workflow



# Experimental Universe | Lead-Gen Campaign



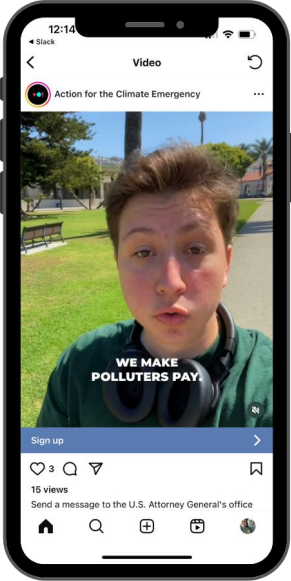
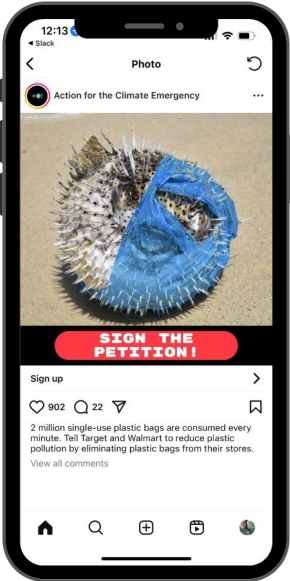
|                         | Total     | Facebook    | Instagram   |
|-------------------------|-----------|-------------|-------------|
| Reach                   | 1,485,548 | 699,774     | 835,941     |
| Impressions             | 3,034,195 | 1,352,696   | 1,681,499   |
| Frequency               | 2.0       | 1.9         | 2.0         |
| Unique clicks           | 58,944    | 35,392      | 23,552      |
| Click-through rate      | 1.9%      | 2.6%        | 1.4%        |
| Unique conversions      | 32,554    | 18,844      | 14,663      |
| Conversion rate         | 55%       | 53%         | 62%         |
| Ad spend                | \$53,000  | \$25,772.44 | \$27,227.35 |
| Ad spend per conversion | \$1.63    | \$1.37      | \$1.86      |

After those who completed multiple petitions, were deduplicated, we had **experimental universe of 30,174 people.**

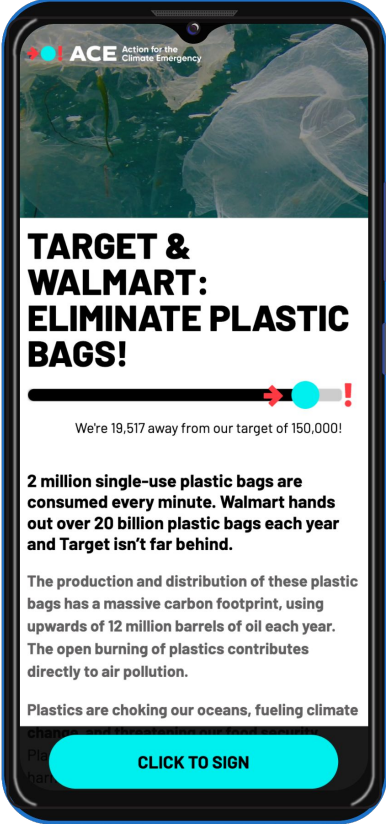
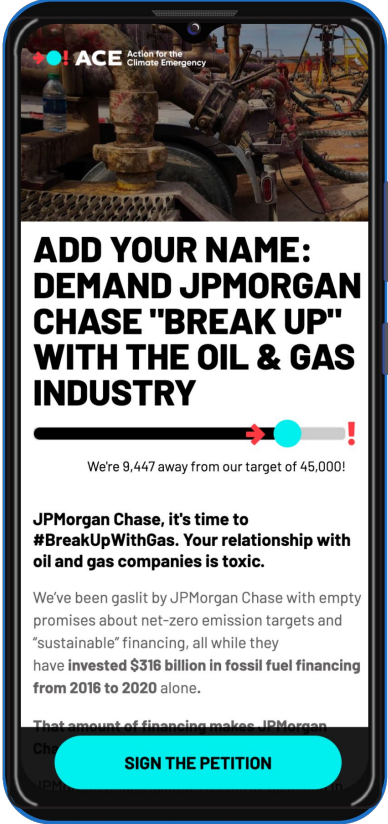


# Lead-Gen Campaign

## Lead-Gen Ads



## Petitions

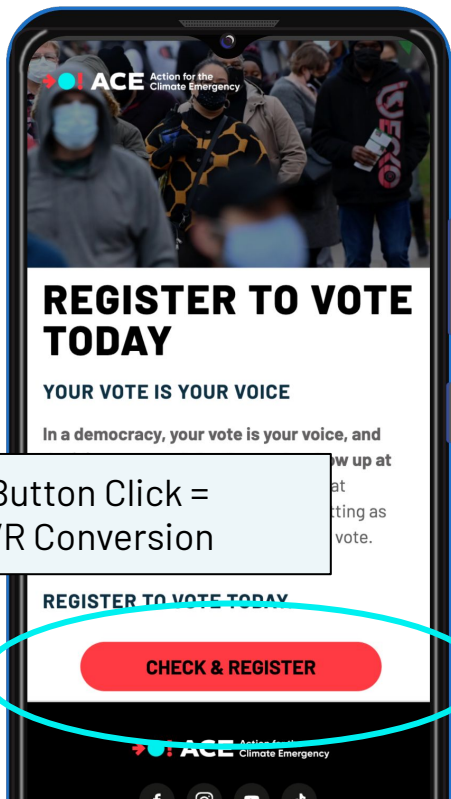


# Page Variations

7/31 to 8/14

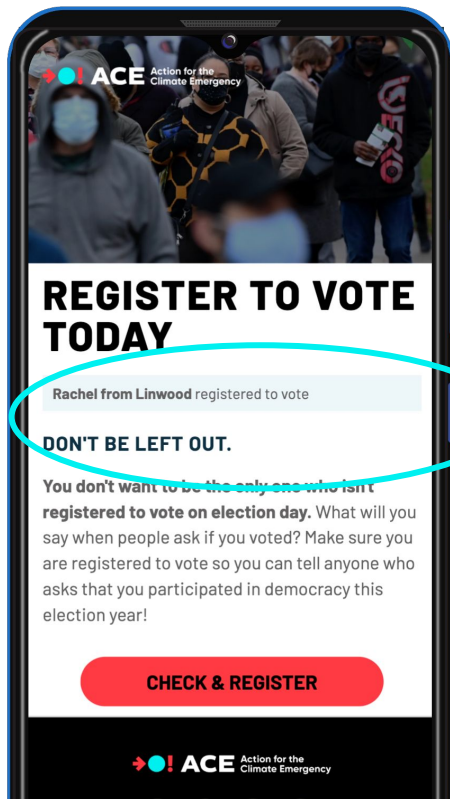
## Baseline

n = 9,973 (33%)



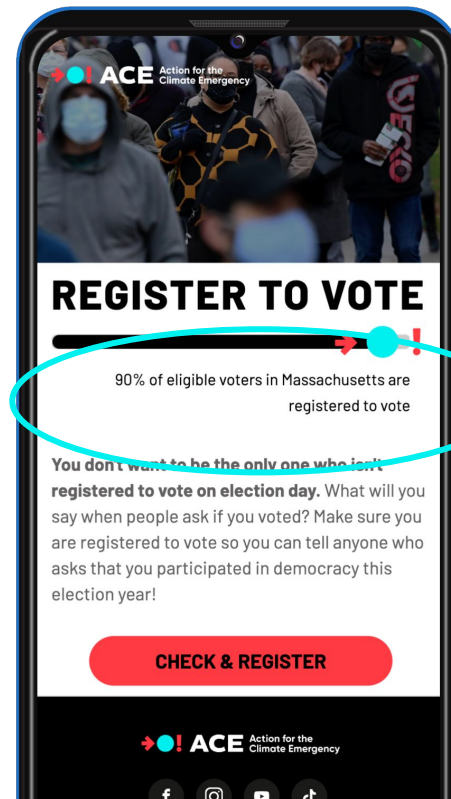
## Social Proof

n = 10,345 (33%)



## Positive Descriptive Norms

n = 9,856 (33%)





# Chase Variations

8/15 to 8/19

## Email and SMS



Hello there {user\_data~First Name~friend},

We're still months from election day and you're inundated with emails, texts, random drop bys, carrier pigeons, and psychic channeling all encouraging you to make your voice heard at the polls in November.

We know, it's really annoying, and it happens every election cycle.

Unfortunately, we're here to annoy you and [ask that you get registered to vote if you haven't already!](#) We guarantee nothing will be more annoying than failing to make your voice heard on election day.

Get registered, annoy your family and friends into registering, and make a plan to make your voice heard in November!

REGISTER TO VOTE!

Hopefully,



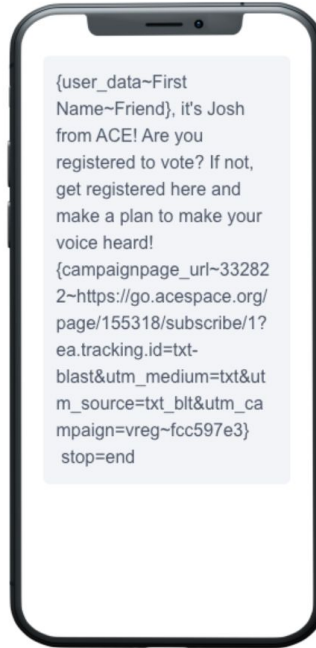
**JOSH SKIPWORTH**

he/him/his

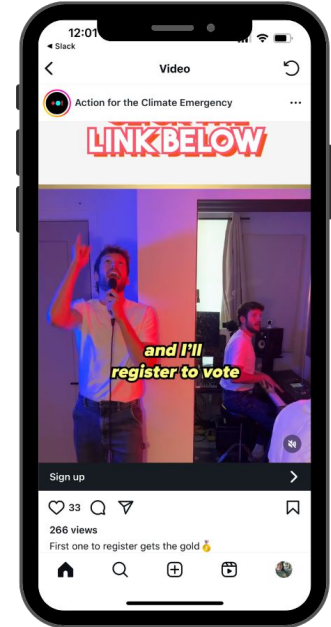
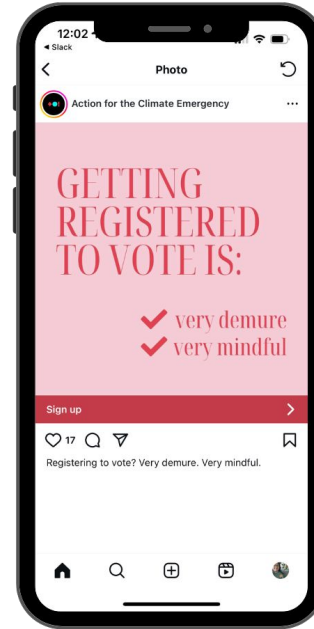
Associate Director of Communications  
Action for the Climate Emergency

Josh is passionate about Star Wars, elephants, and adamant Billy Zane deserved an Oscar for Titanic.

n = 14,985 (50%)



## Digital Ads



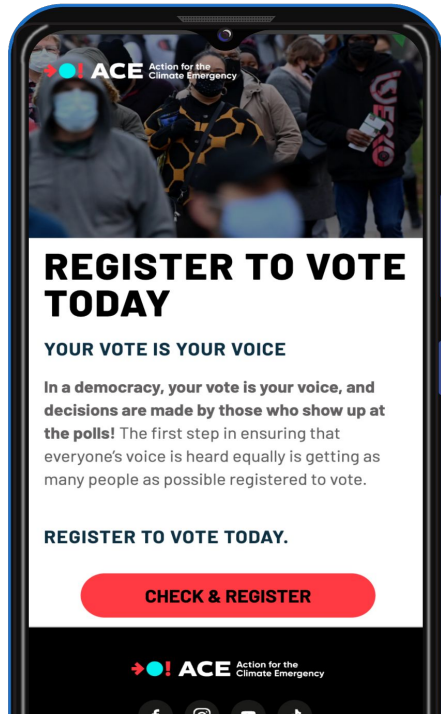
n = 15,189 (50%)



# The Results: Which landing page was more cost-efficient?

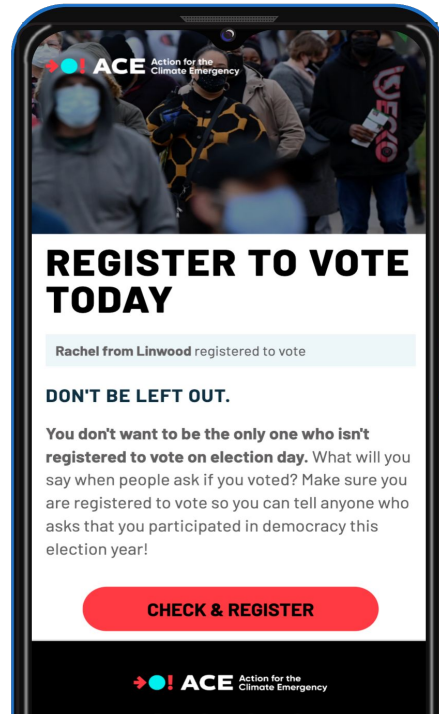
## Baseline

\$11.31 /VR conversion



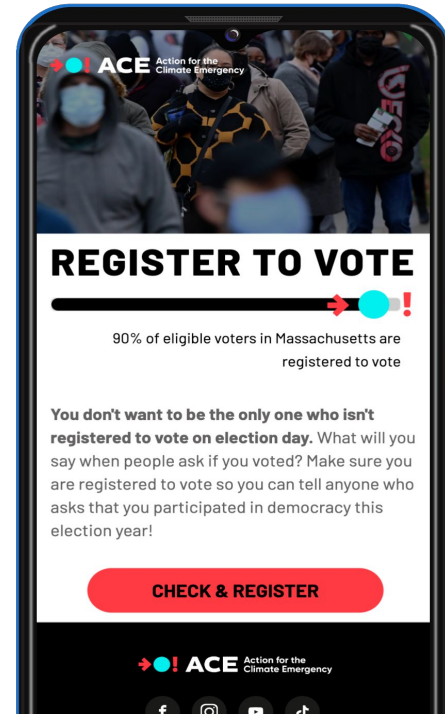
## Social Proof

\$10.93/VR conversion



## Positive Descriptive Norms

\$7.90/VR conversion

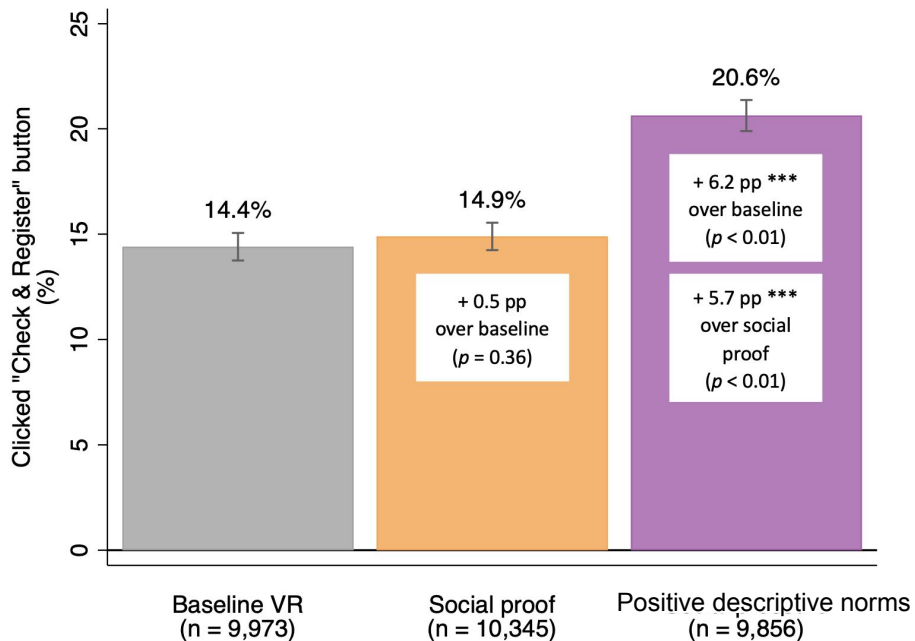


# The Results

The **positive descriptive norms** landing page **increased voter registration conversion rates by 40% over the baseline** landing page:

- Lowered the cost per VR conversion by about \$3.40 per conversion.
- Would generate 3,800 more VR conversions in a \$100,000 program.

Clicked "Check & Register" button on landing page

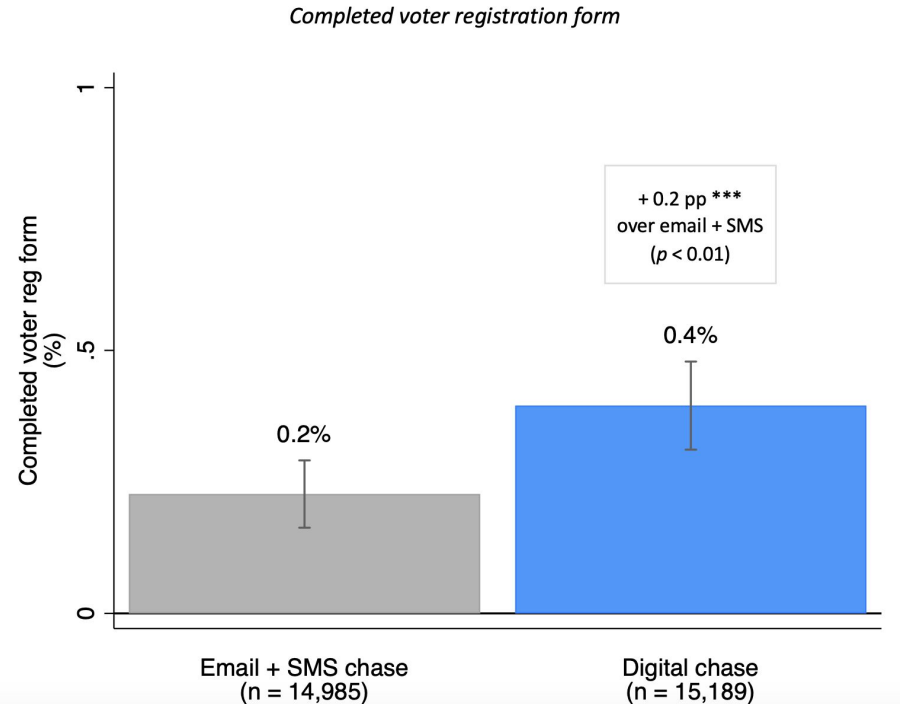


# The Results: Which chase program was more effective?

The **digital chase** was significantly more effective than the traditional chase.

- *Email/SMS*: \$1.09 per conversion
- *Digital*: \$311.71 per conversion
- **Digital was 600x more expensive**

The differences for both variations are **statistically significant** and very unlikely to be due to chance.



# Key Takeaways

- We recommend **lead generation and a frictionless redirect to a VR landing page** to increase the top of the funnel cheaply.
- We recommend: **positive descriptive norms language** on VR landing pages.
- Explore **social pressure language** in future:
  - Who you vote for is private, but whether or not you vote is a matter of public record.
  - After this election, your voter record will be updated, and your friends and family will be able to see if you voted.
  - You may be contacted after the election and asked about your voting experience.
- **Digital chase** is more effective, **email/SMS chase** is substantially more cost efficient.



# Thank you!

Email [leeann@acespace.org](mailto:leeann@acespace.org) with questions!

