



DASHBOARD EFFECTIVENESS

BLACKMORES®

ISSUE: Efficient and insightful Digital Strategy needed to be created and executed for ‘Good health changes everything’ campaign; dramatising how Blackmores empowers people to live the life they want to live, through their products and brands.

IDEA: Dashboard to be built for Social organic and paid, Search and Websites, to give a unified view of the effectiveness of this GHCE campaign.

EXECUTION: Social and Digital Audit across APAC including China. Dashboard then built in Tableau.

RESULTS: Digital and Influencer strategy created and executed to dramatise the good health moment of change, in their everyday lives. A highly engaging campaign, growing both share of voice and brand trust, with engagements over 4.4k.

| | | EFFECTIVENESS OVERVIEW | | | | | | |
|---------|-------------------------------------|---------------------------------------|--|-----------------|-----------------|---------------------|-------------|---------------|
| CHANNEL | TYPE | HEALTH | | COST PER RESULT | ENGAGEMENT RATE | REACH / IMPRESSIONS | TOP RESULTS | BOTTOM RESULT |
| | Organic | ● | | | 2.53% | 53K | | |
| | Paid | ● | | \$2.71 | | 274K | | |
| | Organic | ● | | | 2.28% | 89.3K | | |
| | Paid | ● | | \$3.96 | | 142.4K | | |
| | Paid | ● | | \$16.72 | | 2.04M | | |
| | EDMs based on open rate | ● | | | 49.56% | 7.39K | | |
| | EDMs based on click through rate | ● | | | 7.58% | 7.39K | | |
| | Paid & Organic | ● | | | 51.50% | | | |
| | OVERALL | ● | | | | | | |