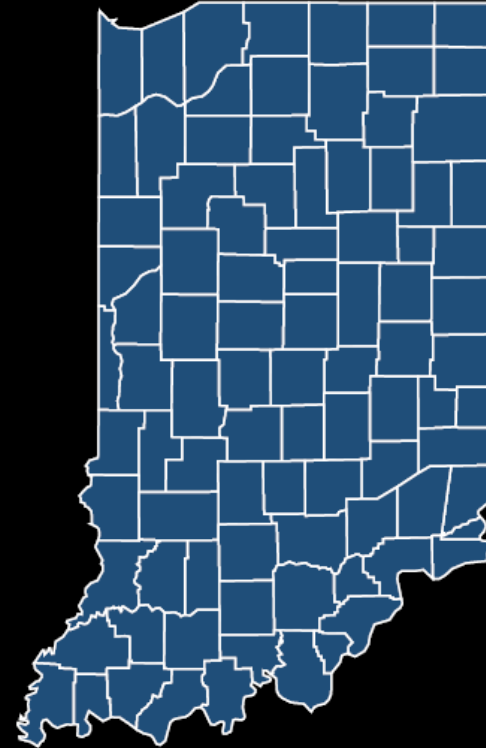# Digital Marketing Research Project Results

Eric Durnil - Indiana Child Support Bureau (CSB)
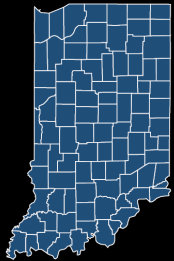
Agenda

- Background

- Project Goals

- Research & Planning

- Interventions

- Results & Conclusions

- Next Steps & Additional Research

Indiana's Child Support Program

Administered by the Department of Child Services (DCS) Child Support Bureau (CSB)

In collaboration with Prosecutors and Clerks in 92 counties

Since 2012 statewide case loads have declined by more than 120,000 cases (-32.5%)

In response to this decline, CSB created our Outreach unit

In 2016 a statewide marketing campaign was undertaken to celebrate the 40th anniversary of the Child Support program

Project Goals

Hypotheses

- Program lacks public awareness
- Program terminology negatively impacts participation
- Program participation is hindered by a lack of modernized engagement
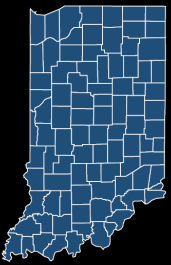
Goals

- Increase general awareness about the program
- Increase program participation and caseload
- Increase access to the program through two-way digital communication
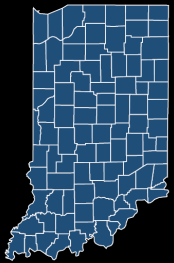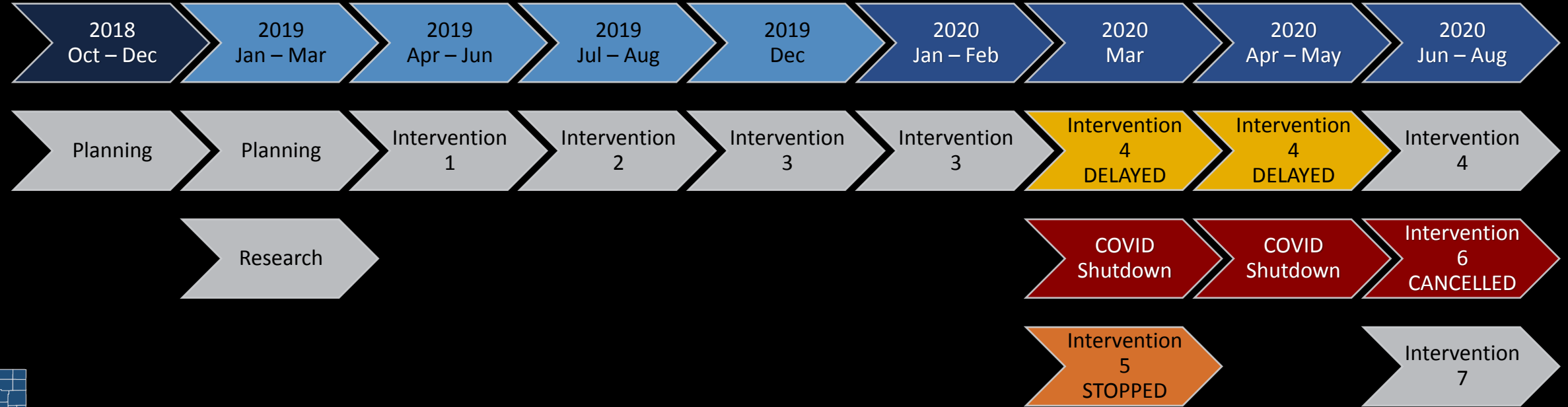
Research Questions

What is the level of awareness about the Indiana Child Support program among potential participants?

What factors facilitate or hinder potential participants from enrolling in the program?

Which digital marketing mediums are successful in reaching potential participants?

Project Timeline

| 2018 Oct – Dec	2019 Jan – Mar	2019 Apr – Jun	2019 Jul – Aug	2019 Dec	2020 Jan – Feb	2020 Mar	2020 Apr – May	2020 Jun – Aug
Planning	Planning	Intervention 1	Intervention 2	Intervention 3	Intervention 3	Intervention 4 DELAYED	Intervention 4 DELAYED	Intervention 4
	Research					COVID Shutdown	COVID Shutdown	Intervention 6 CANCELLED
						Intervention 5 STOPPED		Intervention 7

Research

Phase I
- 100 online surveys
- Focused on awareness and perceptions

Phase II
- 2 online focus groups
- 1 in-person focus group
- 26 participants eligible for child support

Phase III
- 300 online surveys
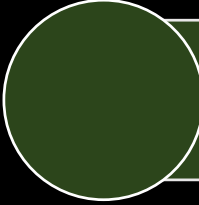- Focused on perceptions and marketing testing of creative materials
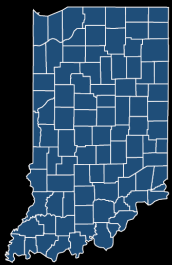
Demographics of Research Participants

Mostly Working (79.90%) Females (86.68%) ages 25 to 54 (93.97%)

Distributed across household incomes ranging from Under $15,000 to $100,000+

Split between Rural (45.23%) and Urban (41.46%) areas with some Suburban (13.32%)

Various levels of education and relationship status

Survey Responses

Eligibility
- 400 total respondents
- 398 eligible for child support (99.5%)

Marketing
- 324 indicated a need for child support (81%)
- 256 aware of the Indiana Child Support program (64%)
- 147 interested in the Indiana Child Support program (36.75%)
- 75 indicated a prior attempt to enroll in the Indiana Child Support program (18.75%)

Conversion
- 64 indicated successfully enrolling in the Indiana Child Support program (16%)

Retention
- 11 indicated having an active case or a case that reach emancipation age (2.75%)

Survey Responses

325 Respondents
81.25%

- Hesitant about enrolling

15 Respondents
3.75%

- Difficulty with the enrollment process

53 Respondents
13.25%

- Issues with the program

Survey Responses
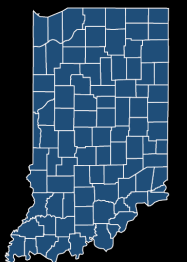
Top Deterrents to Enrollment		
Not Aware 35.50%	Not Needed 19.75%	Private Agreements 9.50%

Focus Group Analysis

- Difficulty with the Program or Enrollment in the Program

- Lack of Program Awareness

- No Need for Program
  - Financially self-sufficient
  - Blended Family

Interventions 1 and 2

Changed how we refer to our enrollment process using alternative words to "Apply"
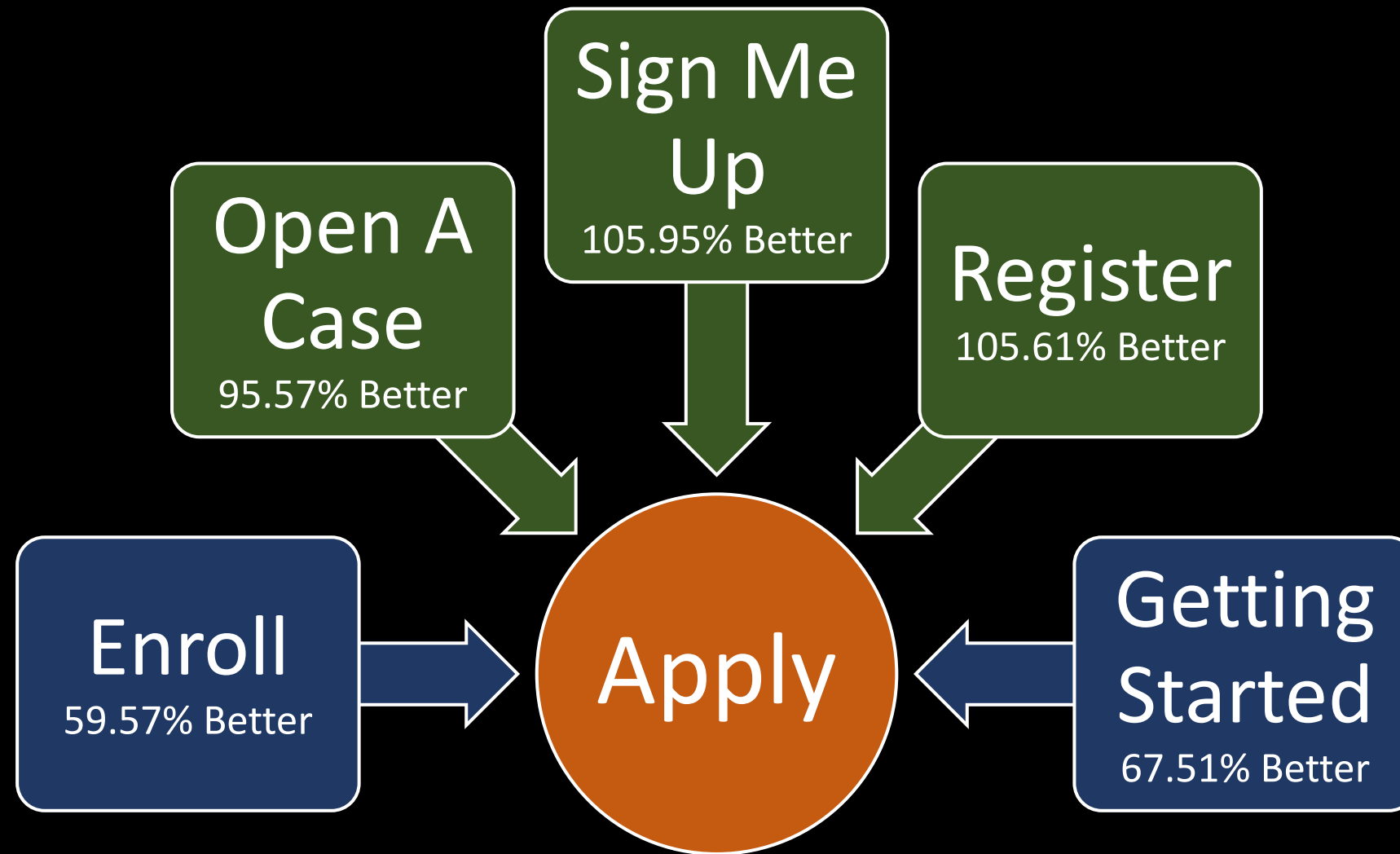
Evaluated our hypothesis that program terminology negatively impacts participation

Contributed to the goal of increasing program participation and caseload through improved terminology

Used pre/post non-experimental design approach

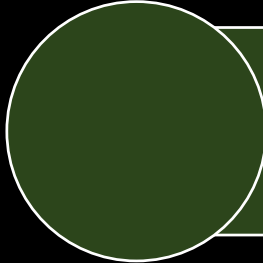Alternatives used included: "Enroll Now", "Getting Started", "Register", "Sign Me Up", and "Open A Case"

Results for Interventions 1 and 2

Sign Me Up
105.95% Better

Open A Case
95.57% Better

Register
105.61% Better

Enroll
59.57% Better

Apply

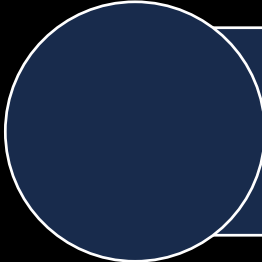**Getting Started**
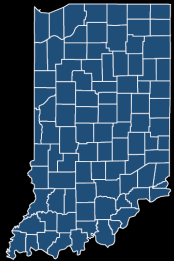67.51% Better

Intervention 1 and 2 Conclusions

"Apply" suggests possible rejection

Using positive alternative words can lead to greater enrollment in the Child Support program

Indiana has removed the word "Apply". Our application is now called an "Enrollment Form" and we use the word "Enroll"

Intervention 3

Tested the impacts of specific agency terms on enrollment

Evaluated our hypothesis that program terminology negatively impacts participation

Contributed to the goal of increasing program participation and caseload through simplified terminology
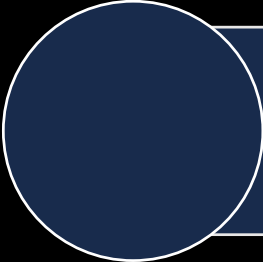
Used randomized control trial approach

Agency terms tested included: "Child Support", "IV-D", "DCS", and "Prosecutor"
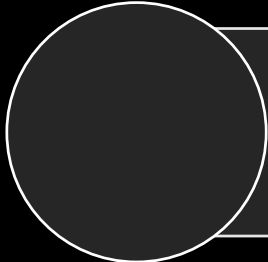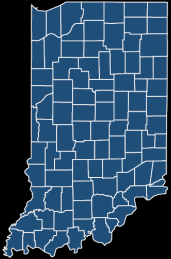
Results for Intervention 3

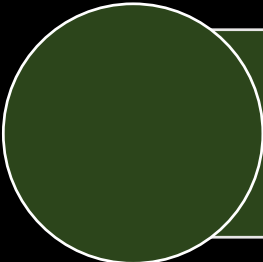| Control	Child Support	IV-D	DCS	Prosecutor
585	591	425	375	322

Enrollment Form Downloads

Intervention 3 Conclusions

Agency terminology such as "IV-D" negatively impacts enrollment and we believe these terms are confusing to potential participants

"DCS" and "Prosecutor" had the worst performance, where as "Child Support" performed equivalent to the control

We believe marketing materials should be updated to replace or de-emphasize State agency references and technical terms

Intervention 4

Expanded upon Intervention 3 further testing the specific agency terms

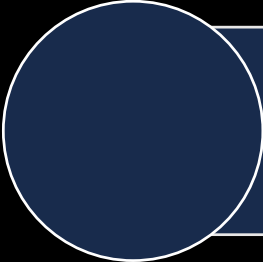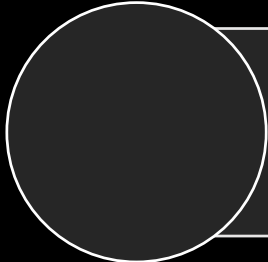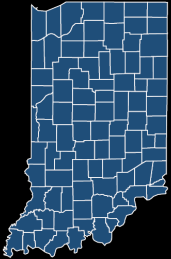|			
Evaluated our hypothesis that program terminology negatively impacts participation	Contributed to the goal of increasing program participation and caseload through simplified terminology	Used randomized control trial approach	Each agency term had "Child Support" added to its context, such as "IV-D Child Support" and tested the additional term "CSB"

Results for Intervention 4

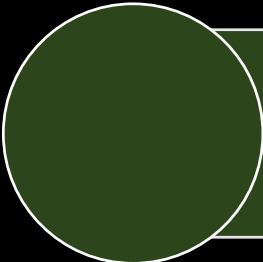| Control	CSB	IV-D	DCS	Prosecutor
790	661	617	612	553

Enrollment Form Downloads

Intervention 4 Conclusions

Agency terminology such as "IV-D" negatively impacts enrollment and we believe these terms are confusing to potential participants even when coupled with "Child Support"

Any State agency references ("CSB", "DCS", or "Prosecutor") we believe creates hesitation about the enrollment process for at least 1 out of every 10 potential participants

We believe marketing materials should be updated to replace or de-emphasize State agency references and technical terms

Intervention 5

Explored texting as a viable two-way digital communication channel for program outreach – Stopped due to COVID-19

Evaluated our hypothesis that program participation is hindered by a lack of modernized engagement

Contributed to the goal of increasing access to the program through two-way digital communication

Used randomized control trial approach

Used a Google Voice number monitored by our Outreach team for the texting feature

Targeted 4,642 existing non IV-D cases randomly split into two 2,321 groups for a control that was not informed about the texting feature and a variant group that was informed about the texting feature

Intervention 5 Example

Results for Intervention 5

Texts		160
	Control	50
Conversions		
	Texting	63
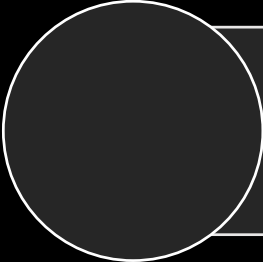
Intervention 5 Conclusions

Texting is a desired two-way communication channel that can increase program participation and public awareness that should be explored further as a modern engagement method

With no outreach beyond a scripted text response and a link to our website we had 26% greater conversion than the control group and we believe this would be higher with active outreach and communication
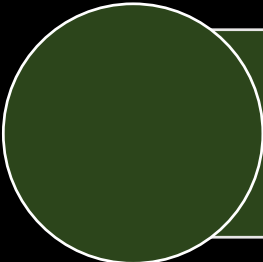
Texting is potential communication channel for both outreach to increase program participation and also customer service to support existing participants

Intervention 6

See IT First

Explored chat bot as a viable two-way digital communication channel for program outreach

Evaluate our hypothesis that program participation is hindered by a lack of modernized engagement

Had the goal of increasing access to the program through two-way digital communication

Used randomized control trial approach

Custom developed by See IT First with Outsystems low code platform and Microsoft Bot Framework

Chat bot designed with scripted conversational responses to collect contact information for potential participants

Results for Intervention 6

Cancelled due to COVID

COVID led to state IT policy changes that restricted our ability to deploy the chat bot to our website

There was insufficient time in the grant to get the new required approvals and move forward with deploying the chat bot

Intervention 7

Tested a variety of digital ads with varying components to determine the best way to digitally market the Child Support program and if audience preferences vary across geographical areas

Evaluated all three hypothesis that there is a lack of public awareness, that agency terminology negatively impacts participation, and that program participation is hindered by a lack of modernized engagement

Contributed to both the goal of increasing public awareness and program participation

Used randomized control trial approach

Used Centro Basis DSP to design and execute a digital marketing campaign that placed digital ads across all digital exchanges on desktop and mobile devices

Targeted a population of 450,802 in 5 Indiana counties (56 zip codes) representing Urban, Suburban, and Rural geographical areas with additional targeting to narrow delivery to parents ages 19 to 54

Intervention 7 Digital Ad Examples

31 Display Ads

4 Sizes

Desktop & Mobile Optimized

Intervention 7 Results

5 random control trials, one for each aspect of a digital ad:
Image, Tagline, Message, Call To Action, and Agency Reference

$117,000 spent delivering 24,325,701 impressions

Generating 25,300 clicks of the digital ads and 5,391 downloads of our enrollment form

Indiana's enrollment process is manual but an online enrollment process is in development

Enrollment form downloads were considered conversions making our conversion cost $21.70

Intervention 7 Results

Statistical significance was only achieved in the random control trial for the Tagline component

Of our Tagline variants, "Comfort" showed a 13.59% deviation above the control and >10% deviation compared to all other variants ranking as the top variant even in different geographical areas

The 5 participating counties also saw a combined 9.70% increase in year over year new IV-D enrollments for the 2 months of the intervention where as the rest of the state saw a combined decrease of -26.59%
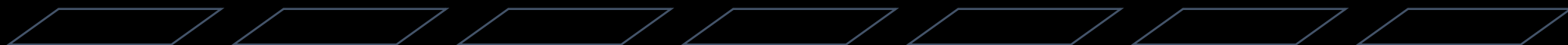
Allen county which represented our large urban suburban areas had a 9.80% increase in year over year new IV-D enrollments for the 2 months of the intervention where as the our other similarly large counties saw a combined decrease of -40.19%
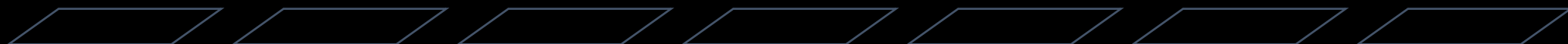
Intervention 7 Conclusions

Tagline, in our experiment, seems to be the only component of a digital ad that matters
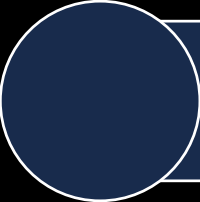
There is a historical precedent for this in major brands and ad campaigns such as Nike ("Just Do It"), California Milk Processor Board ("Got Milk?"), Wendy's ("Where's The Beef?"), and many more

The word "Comfort" resonates best with audiences and ads should be developed to associate Child Support with this emotion

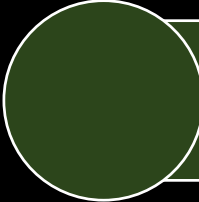The increases in new IV-D enrollments for the 5 participating counties shows the impact of digital marketing, especially when we consider these increases occurred during a global pandemic that caused decreases for non-participating counties across the state and the state as a whole

Sustained annual digital marketing could be a highly effective strategy for curbing the overall decline in the child support program
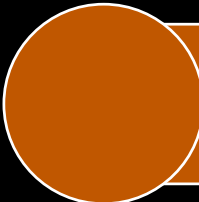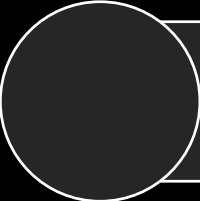
Next Steps & Additional Research

In addition to the change to our enrollment process that eliminated the word "Apply", we are recommending and researching how the word "Need" vs. "Want" affects engagement with the Child Support program

Based on the results for texting in intervention 5 we are also proposing a large scale pilot of a texting feature for both our Outreach team and for our Customer Service team

Texting we believe is a hybrid between email and phone calls, creating a response medium focused on brevity and speed, but not requiring the immediate pressures of a phone call and allowing for more detailed polished responses and a more relaxed interaction

Based on the value extracted from our research surveys to potential participants, we are also recommending that agency employees be surveyed about their likeliness to use the Child Support program if they were eligible as they have unique knowledge about the program and could provide insights for improvement
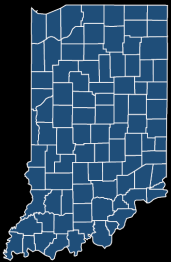
Next Steps & Additional Research

We performed machine learning on the demographics extracted from our research surveys and were able to make predictions about demographics most likely to enroll in the Child Support program

Convert Probability	Gender	Working Status	County Classification	Age Group	Economic Class	Active Relationship
100.00 %	Female	Working	Urban	55 - 64	Middle Class	No
100.00 %	Male	Working	Rural	35 - 44	Poverty Class	Yes
100.00 %	Female	Working	Rural	45 - 54	Poverty Class	Yes
100.00 %	Female	Working	Suburban	45 - 54	Poverty Class	Yes
100.00 %	Female	Working	Rural	45 - 54	Upper Class	Yes
97.07 %	Female	Working	Suburban	35 - 44	Poverty Class	Yes
97.07 %	Male	Working	Suburban	35 - 44	Poverty Class	Yes
96.94 %	Female	Working	Suburban	35 - 44	Poverty Class	No
96.94 %	Male	Working	Suburban	35 - 44	Poverty Class	No
93.75 %	Female	Not Working	Rural	35 - 44	Poverty Class	No
87.50 %	Female	Not Working	Suburban	45 - 54	Poverty Class	Yes
87.50 %	Female	Not Working	Urban	45 - 54	Poverty Class	Yes
86.90 %	Male	Working	Rural	45 - 54	Poverty Class	Yes
82.20 %	Female	Working	Suburban	25 - 34	Middle Class	No
81.25 %	Male	Not Working	Rural	35 - 44	Poverty Class	No
80.92 %	Female	Working	Urban	35 - 44	Middle Class	No
80.47 %	Male	Working	Suburban	45 - 54	Poverty Class	Yes
92.26 %						

Questions?

Please contact Eric Durnil

Eric.Durnil@dcs.IN.gov

if you have any questions