

4.5B ALDP M&E EVALUATION PLANNING MATRIX

EVALUATION PLANNING MATRIX: PROCESS EVALUATION QUESTIONS, MEASURES, DATA SOURCES, AND FREQUENCY OF DATA COLLECTION

| Evaluation Question | Key Metric(s) | Data Source |
|---|---|---|
| Domain: Overall Exposure | | |
| Overarching Evaluation Question: How effectively did the Ante La Duda, Pregunta campaign reach its target audience? | | |
| <p>What activities were implemented in support of the campaign?</p> <p>How did the intensity and mix of the activities vary over the course of the campaign and why did this variation occur?</p> | <ul style="list-style-type: none"> • Describe overall activities • Summarize implementation plan | <p>MarketVision & TruMC (Contractors), Z-CAN PR team, and CDC-F</p> |
| <p>How many people were reached by media activities overall (across domains)?</p> | <ul style="list-style-type: none"> • Summarize media activities • Summarize media reach • Total campaign impressions • Total campaign engagement | <p>MarketVision & TruMC (Contractors)</p> |
| <p>How many campaign materials were distributed overall (across domains)?</p> | <ul style="list-style-type: none"> • Summarize materials dissemination strategy • Types of campaign materials distributed • Number of campaign materials distributed | <p>MarketVision (Contractor), CDC-F, and Z-CAN PR team</p> |
| <p>How did community engagement and partnerships support the campaign?</p> | <ul style="list-style-type: none"> • Summarize all partnerships, community engagement (including influencer program) • Number of community engagement events where ALDP was represented • Number of influencers engaged • The reach of the influencers' social media/blog posts | <p>Z-CAN PR team and MarketVision</p> |

| Evaluation Question | Key Metric(s) | Data Source |
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Domain: Digital Media

Overarching Evaluation Question: How effectively did Ante La Duda, Pregunta disseminate campaign messages through digital media?

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| <p>What is the reach of the <i>Ante La Duda, Pregunta</i> digital media placements?</p> | <ul style="list-style-type: none"> • Number of media impressions through digital buys • Monetary value of digital media buys • Number of clicks on digital media ads • Computation: <ul style="list-style-type: none"> - Average CPM (cost per thousand impressions) | <p>MarketVision & TruMC (Contractors)</p> |
| <p>How did the <i>Ante La Duda, Pregunta</i> website traffic vary over time?</p> | <ul style="list-style-type: none"> • Number of website views • Number of unique visitors to website | <p>Google Analytics</p> |
| <p>How many people searched for Z-CAN clinics on the <i>Ante La Duda, Pregunta</i> campaign website?</p> | <ul style="list-style-type: none"> • Number of clinic searches | <p>Google Analytics</p> |
| <p>What is the reach of the <i>Ante La Duda, Pregunta</i> digital media placements in conjunction with other campaign activities (e.g., community events, digital buys, media buys, etc.)?</p> | <ul style="list-style-type: none"> • Number of impressions through digital media buys in conjunction with community events • Number of digital media impressions and page link clicks in conjunction with Facebook likes, engaged user, reach, and impressions. | <p>Facebook Insights Digital ads data - MarketVision & TruMC (Contractors)</p> |
| <p>How were digital media buys associated with information-seeking behavior (e.g., clinic searches, website views)?</p> | <ul style="list-style-type: none"> • Number of website views in conjunction with digital media impressions (including Facebook ads) • Number of clinic searches in conjunction with digital media impressions (including Facebook ads) | <p>Google Analytics via MarketVision & TruMC (Contractors)</p> |

| Evaluation Question | Key Metric(s) | Data Source |
|---|---|---|
| Domain: Radio Media | | |
| Overarching Evaluation Question: How effectively did <i>Ante La Duda, Pregunta</i> disseminate campaign messages through radio media efforts? | | |
| What is the reach of the <i>Ante La Duda, Pregunta</i> radio placements? | <ul style="list-style-type: none"> • # of live mentions, ads, PSAs, and interviews • Amount of radio promotion air time • Number of impressions through radio (This was not included in ALDP, since PR is not a Nielsen-metered market) • Monetary value of radio media • Computation: <ul style="list-style-type: none"> - Average CPM (cost per thousand impressions) (not measured in ALDP) | MarketVision & TruMC (Contractors) |
| How was radio promotion associated with information-seeking behavior? | <ul style="list-style-type: none"> • Number of website views in conjunction with radio promotion • Number of clinic searches in conjunction with radio promotion | MarketVision (Contractor) and Z-CAN PR team |
| Domain: Social Media | | |
| Overarching Evaluation Question: How effectively did <i>Ante La Duda, Pregunta</i> utilize social media to disseminate campaign messages? | | |
| What were the trends on Facebook? | <ul style="list-style-type: none"> • Number of Facebook posts • Number of Facebook likes • Number of engaged users • Facebook advertising impressions • Reach – organic versus paid • Number of inquiries through Facebook | Facebook Insights |
| Was there a relationship between social media engagement (e.g., Facebook likes) and other campaign activities (e.g., community events, digital buys, media buys, etc.)? | <ul style="list-style-type: none"> • Number of Facebook likes in conjunction with community events • Number of Facebook likes in conjunction with digital buys • Number of Facebook likes in conjunction with website views | MarketVision (Contractor), Facebook Insights and Z-CAN PR |

| Evaluation Question | Key Metric(s) | Data Source |
|---|---|---|
| Overarching Evaluation Question: How effectively did <i>Ante La Duda, Pregunta</i> engage partners in campaign activities? | | |
| Overarching Evaluation Question: How effectively did <i>Ante La Duda, Pregunta</i> disseminate campaign messages through radio media efforts? | | |
| How are partners engaged in the campaign? (not measured in ALDP) | <ul style="list-style-type: none"> • Describe partnership activities • Number of partners engaged in campaign promotion • Number of ALDP materials distributed through partners | MarketVision (Contractor) and CDC-F |
| How are influencers engaged in the campaign? | <ul style="list-style-type: none"> • Describe influencer program • Number of influencers engaged • Number and type of posts by influencers | MarketVision (Contractor) and Z-CAN PR team |
| How did community engagements support the campaign? | <ul style="list-style-type: none"> • Describe community engagement activities • Number of community events • Number of attendees at community events • Number of people engaged at community events • Number of ALDP materials distributed through community events | Z-CAN PR team |
| What was the level of engagement by target audience as measured by Inquiries? | <ul style="list-style-type: none"> • Number of inquiries through Facebook • Number of inquiries through phone and email • Summarize focus/topic areas addressed in inquiries | Z-CAN PR team and MarketVision (Contractor) |
| How were community engagement and partnership activities associated with information-seeking behavior (e.g., clinic searches, website views)? | <ul style="list-style-type: none"> • Number of website views in conjunction with community events • Number of website views in conjunction with influencer posts (Influencer posts were measured by impressions/reach – their intended role was to expand our community’s influence.) • Number of clinic searches in conjunction with community events • Number of clinic searches in conjunction with influencer posts | Z-CAN PR team, MarketVision, and Google Analytics |