

A Digital Campaign Roadmap Taking Aim at Reducing Fatalities

With Vision Zero, The New York City Department of Transportation did more than just execute a successful awareness campaign, they reduced fatalities in America's most populated city.

 **8,332,153**
Impressions

 **45,824**
Clicks

 **0.55%**
CTR

 **\$0.70**
CPC



“We used StackAdapt’s custom audience segments and 3rd-party data to accurately capture NYC drivers and commuters throughout this campaign. This was ultimately able to reach our desired target audience with appropriate messaging, and deliver the ROI our clients expect!

— **Kaily Groover**

Integrated Media Strategist, BCW

The Agency



Burson Cohn & Wolfe (BCW) is a communications agency focused on helping clients move, inspire, engage and lead people in a favourable direction, across all sectors on a global scale. BCW takes a channel-agnostic approach, with valuable earned media at the core, to help clients solve tough business challenges through creative ideas; informed by data and powered by technology.

The Client



The New York City Department of Transportation (NYCDOT) is the agency of the government of New York City responsible for the management of much of New York City's transportation infrastructure. NYCDOT's mission is to provide for the safe, efficient, and environmentally responsible movement of people and goods in the City of New York and to maintain and enhance the transportation infrastructure crucial to the economic vitality and quality of life of their primary customers, city residents.

Goal

Drive awareness to Vision Zero—a NYCDOT initiative aiming to prevent death and serious crashes resulting from street traffic in New York City. Overall, BCW aimed to achieve an optimal time on site with a low CPC and high CTR.

Execution

StackAdapt’s data-driven, cross-platform approach allowed BCW’s client to set up an impression delivery campaign. They leveraged a combination of StackAdapt Custom Segments and 3rd-party audience data through LiveRamp to target drivers in New York City and Staten Island with native ads. Additionally, users were targeted by zip code, and the creative served was in English or Spanish, depending on the user’s location. Overall, these tactics drove the desired audience to the Vision Zero site and provided comprehensive details on the initiative.

Result

BCW was able to successfully reach verified drivers in the 5 boroughs of New York and effectively educate the audience on Vision Zero. The StackAdapt campaign focused on impression delivery and was optimized towards increasing time on site. This led to a \$0.70 CPC, 0.55% CTR, and over 8 million impressions.