

# Matthew Moore

Work Examples

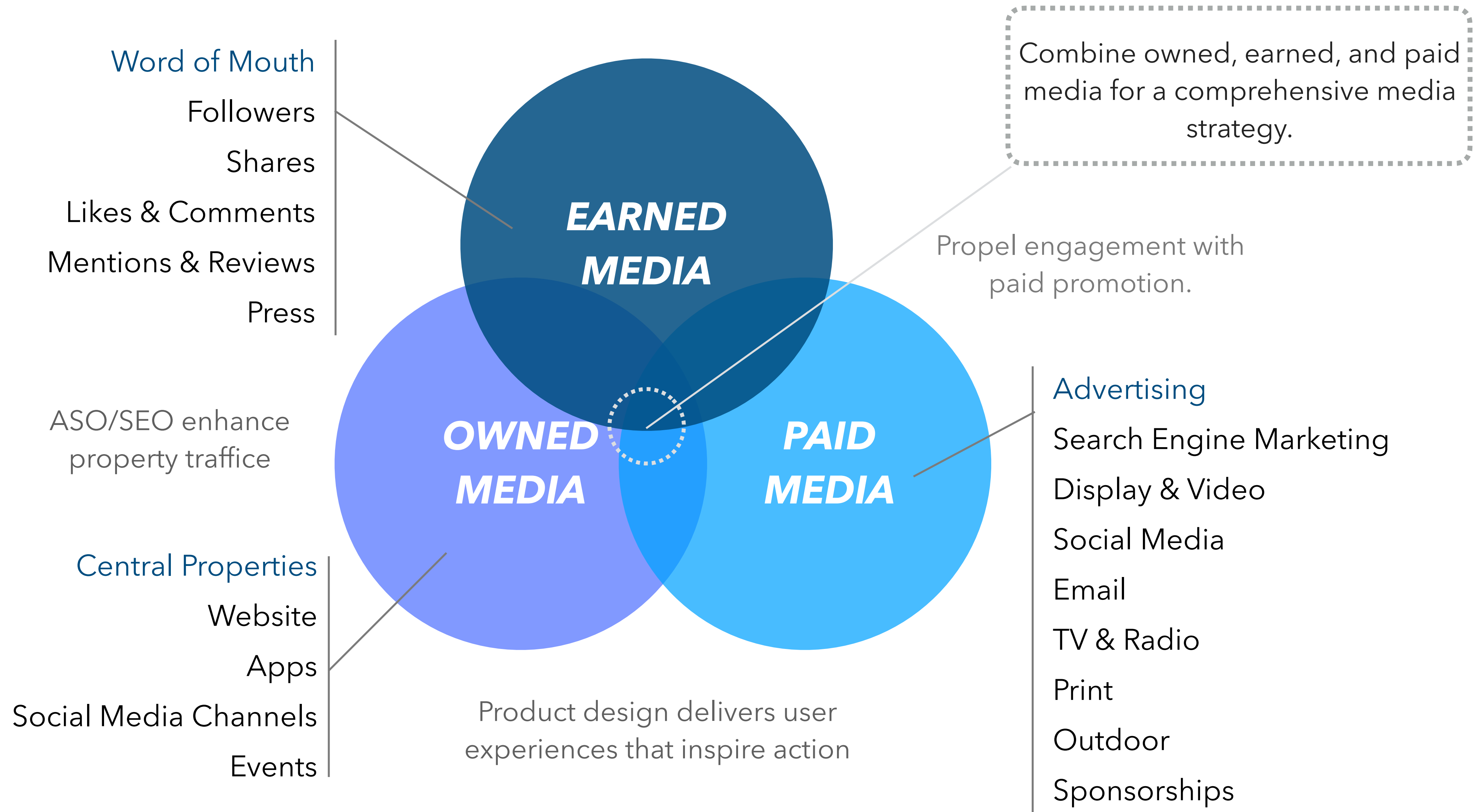
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# Marketing Approach



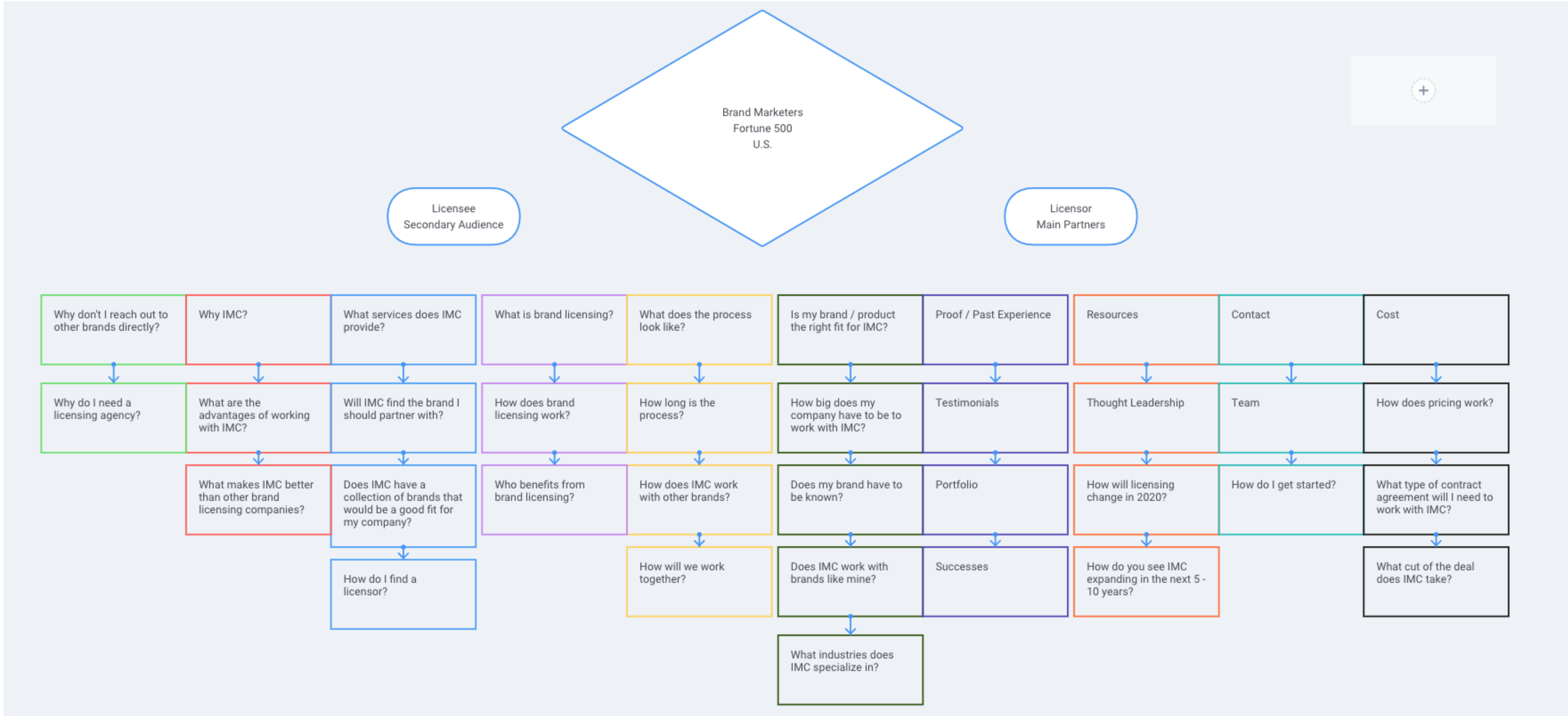
# Media Planning

Tactic	Targeting	January	February	March	April	May	June	July	August	September	October	November	December	Breakdown	eCPM/CPC	UTM	
		1	2	3	4	5	6	7	8	9	10	11	12				
Consumer Campaign																	
Facebook																	
Interest Targeting					creative refresh			new campaign			creative refresh			\$232,320	\$1.34		
Retargeting														\$58,080	\$1.60		
Programmatic Native																	
Custom Audience 1								new campaign						\$25,200	\$6.00 CPM		
Custom Audience 2								new campaign						\$25,200	\$6.00 CPM		
Contextual (whitelist) with custom segment								new campaign						\$25,200	\$6.00 CPM		
Programmatic Display																	
Retargeting					creative refresh			new campaign			creative refresh			\$14,400	\$4.00 CPM		
Email																	
Unbranded														\$75,000			
Branded														\$100,000			
Search (SEM) Google & Bing																	
Custom Audience 1														\$93,600	\$2.00 Avg. CPC		
Custom Audience 2														\$93,600			
Custom Audience 3														\$18,720			
Custom Audience 4														\$14,490			
Custom Audience 5														\$14,490			
TOTAL AD SPEND														\$790,300			

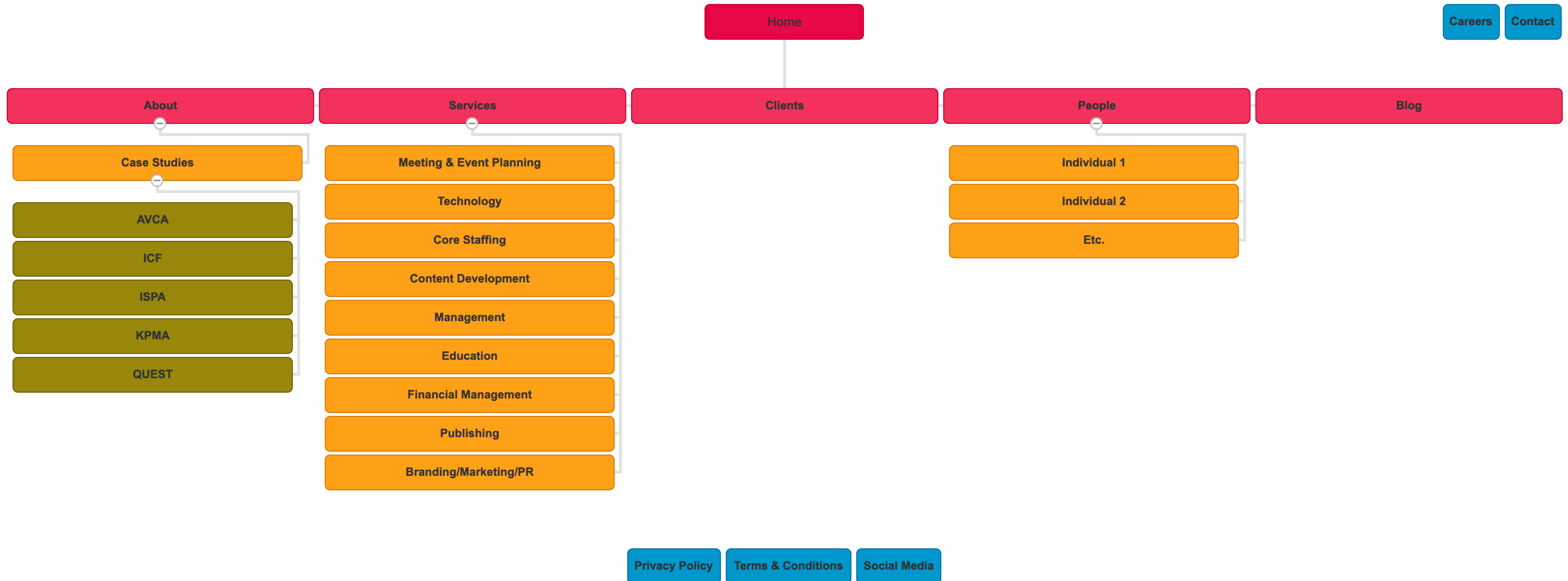
# Media Planning

	Weeks	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29	8/5	8/12	8/19	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	Budget	eCPM / CPC	Delivery	UTMS	
	Mondays	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52					
Target Segments																																																										
Programmatic Display																																																										
Miami, Dallas, Atlanta, Boston, Denver, Portland																																																										
Interest Targeting																																																						\$4,300	\$4.01 CPM	1,072,319 impressions		
Category & Keyword Contextual Targeting																																																						\$8,600	\$3.25 CPM	2,646,153 impressions		
Retargeting																																																						\$2,200	\$5.01 CPM	439,121 impressions		
Native Content Marketing																																																						\$4,300	\$4.01	1,072,319 impressions		
Geofence Targeting: Food/Beverage Trade Shows		Flight dates based on dates of events / conferences (see events tab)																																																				\$14,750	\$6.00 CPM	2,458,333 impressions		
Social Media																																																										
LinkedIn - United States																																																										
Text Ads																																																						\$4,000	\$6.00 CPC	110,000 Potential Reach		
Sponsored Content																																																						\$5,000	\$5.00 CPC	110,000 Potential Reach		
Sponsored InMail with Lead Gen																																																						\$4,200	\$0.30 Cost Per Send	21,300 Potential Reach		
Podcast																																																										
Podcast Sponsorship																																																						\$28,800				
Search Engine Marketing (SEM)																																																										
Google Ads - United States																																																						\$15,480	\$1.20 CPC	12,900 Clicks		
Google Ads - Middle East: Bahrain, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, United Arab Emirates																																																						\$730	\$1.00 CPC	730 Clicks		
Google Ads - Philippines																																																						\$800	\$1.00 CPC	800 Clicks		
CallRail																																																						\$360				
																																																						<b>Total Ad Spend</b>	<b>\$93,520</b>			

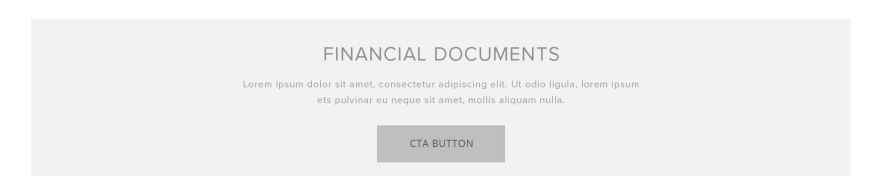
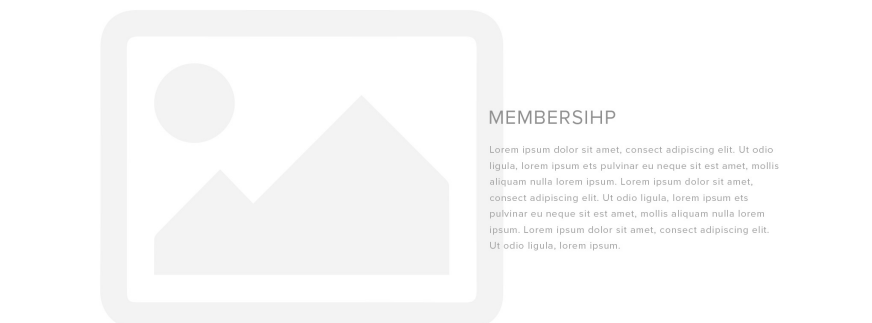
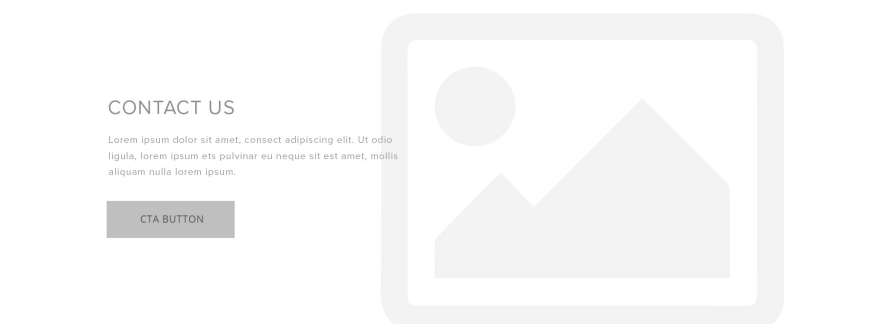
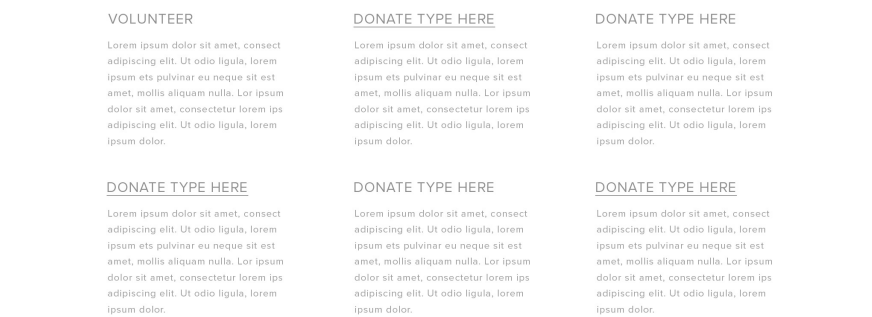
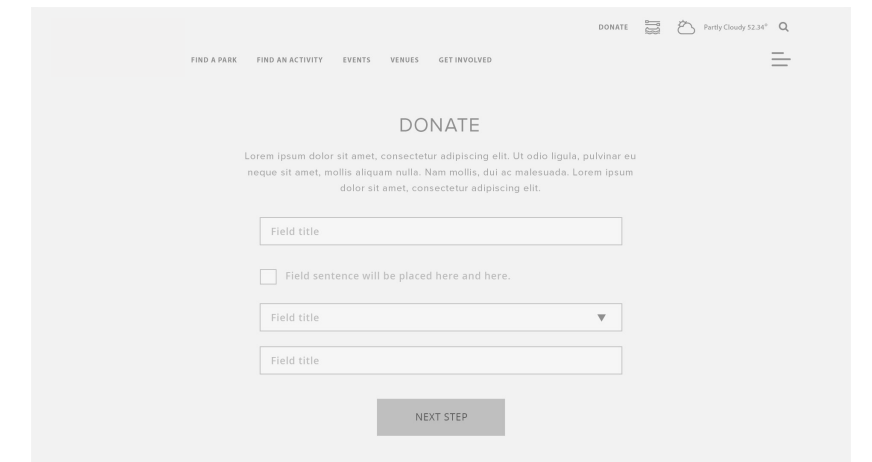
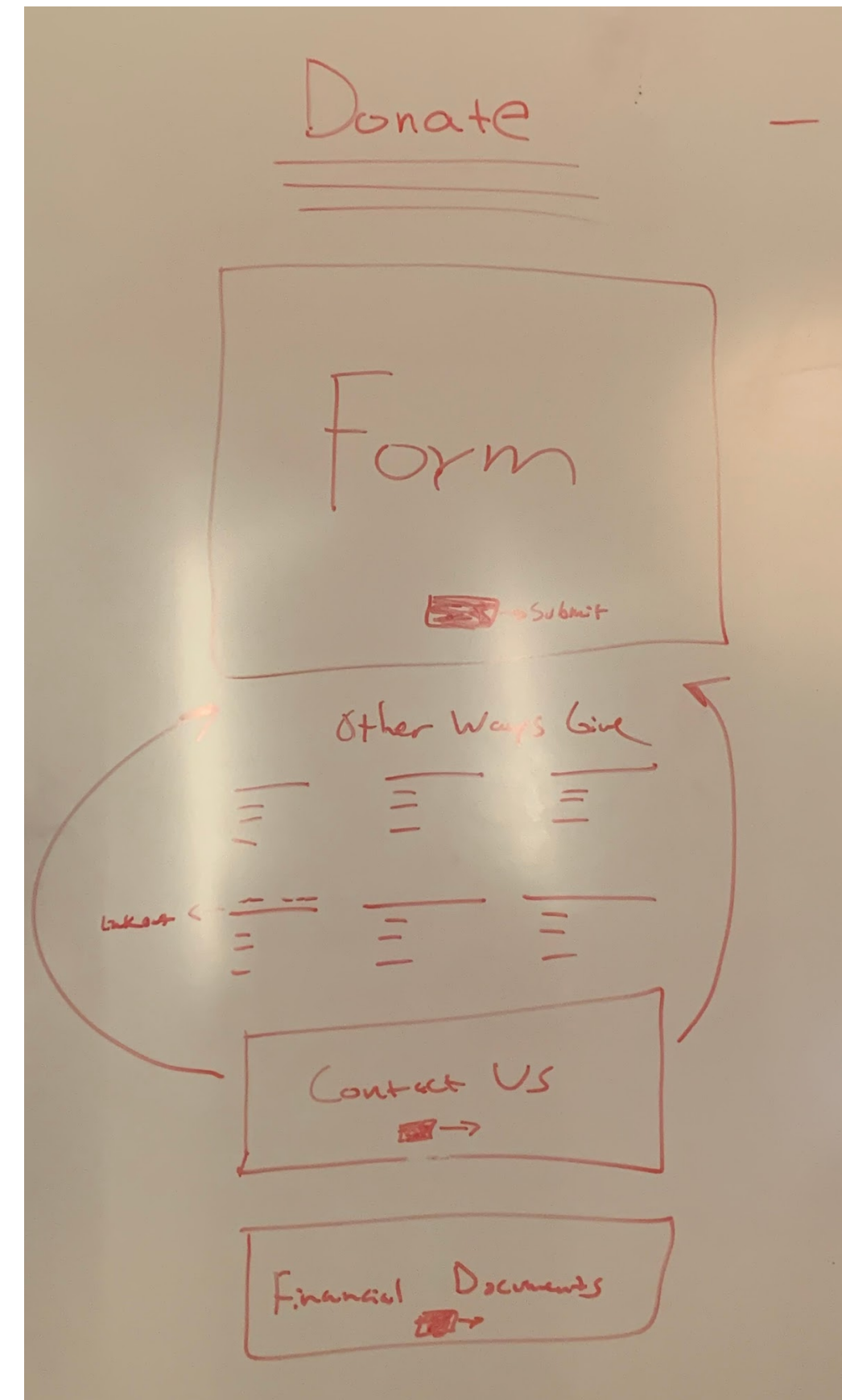
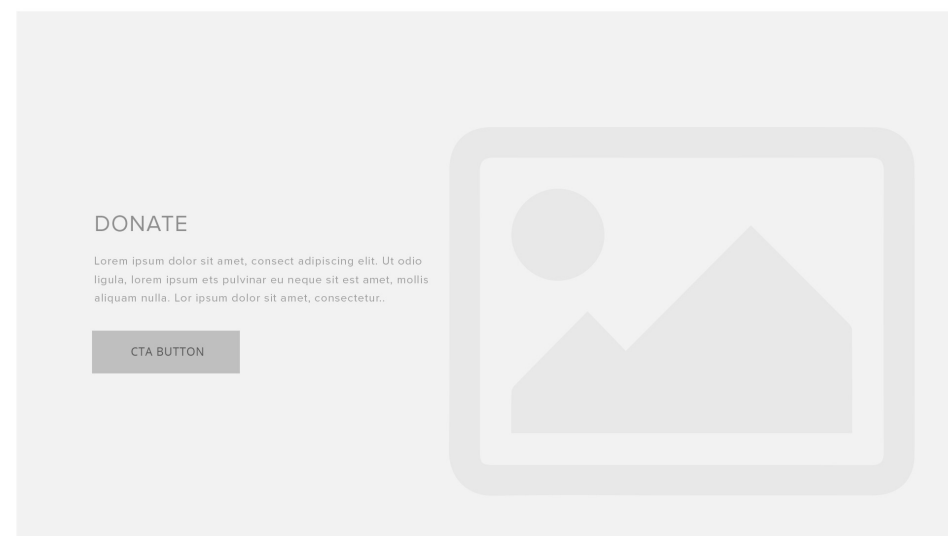
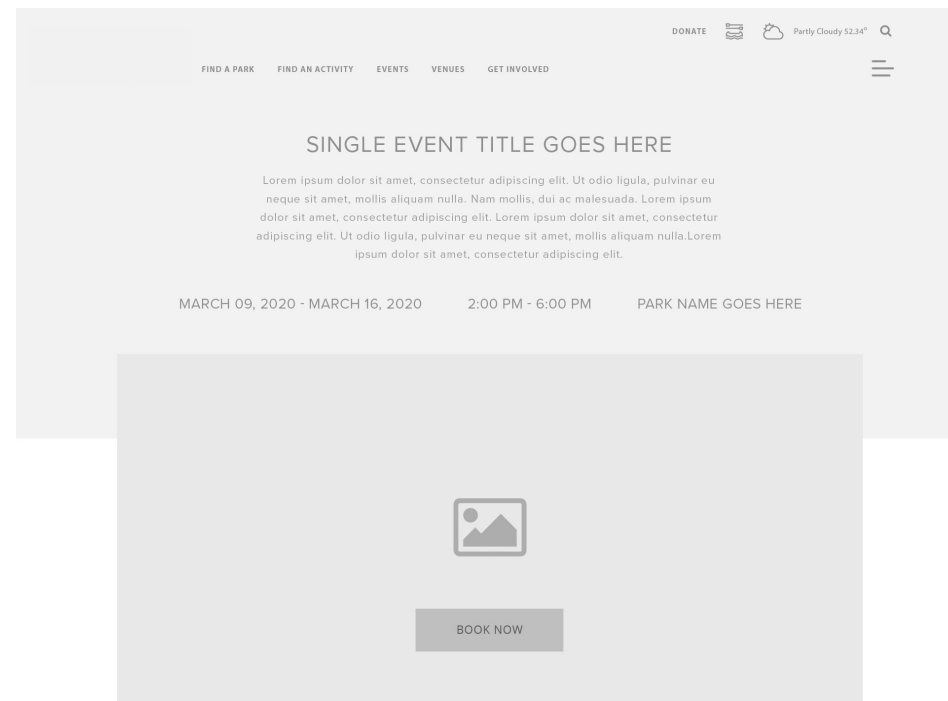
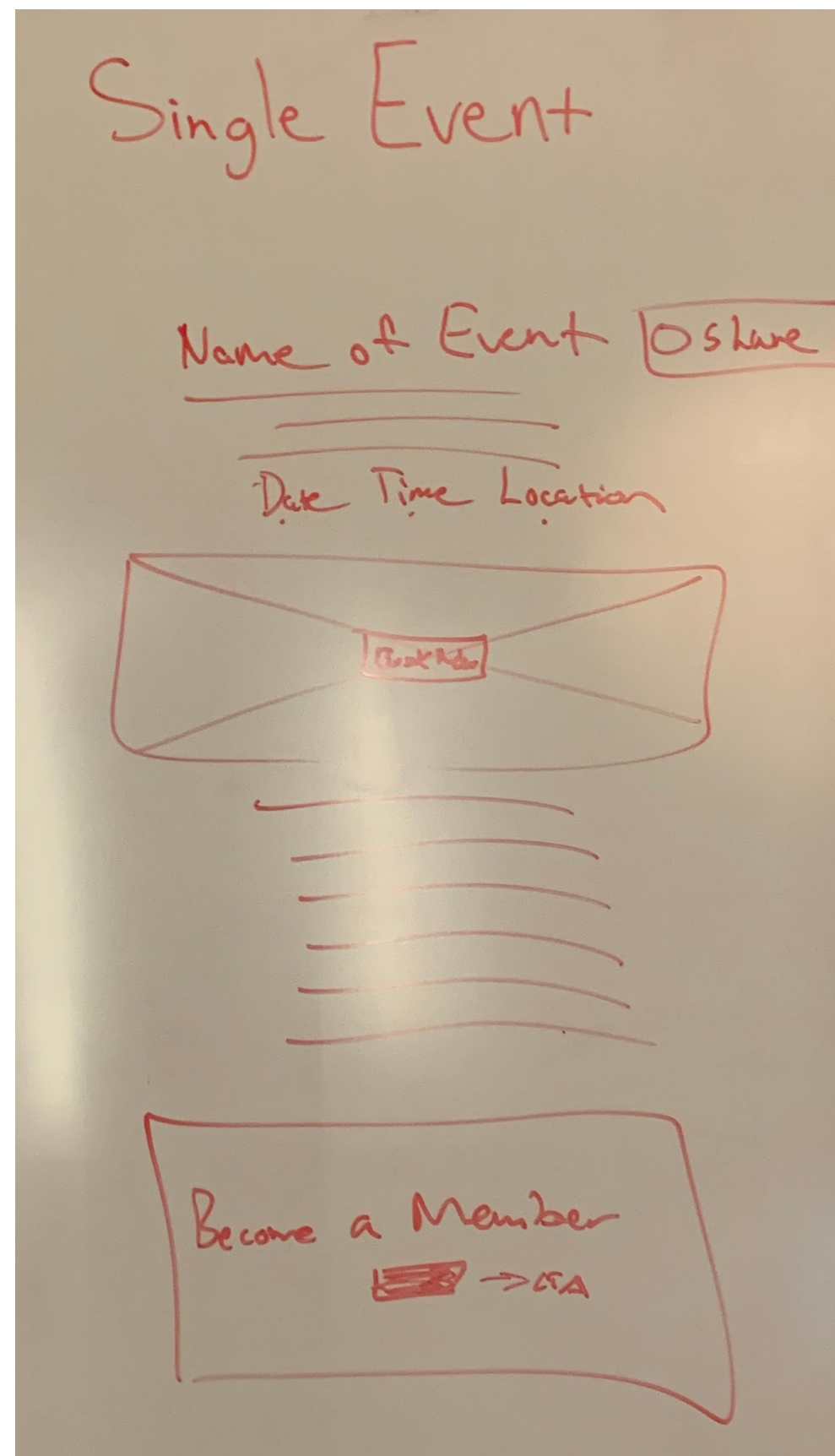
# User Journeys



# Sitemap



# Wireframes



# Web Project Research - SEO

Over the past three years, site users have historically been engaged most with pages related to specific individual park information (hours, venues, directions). Water activity pages (canoeing & paddling) are disproportionately higher than other activity pages across the site. Specific pages dedicated to unique buildings (Gheens Foundation and Brown-Foreman Pavilion) are heavily tracked. Activity pages like hiking (trails), pet park, biking, and maps are some with which users engage most.

The client site has demonstrated an ability to gain authority across search engines for specific keywords over the last three years. In 2019, the site began to lose the ranking ability for keywords specific to their parks and offerings (activities). Competitor sites (Louisville Parks, Waterfront, and Olmstead) have claimed the authority from the client for keywords like biking, hiking, canoeing, and physical engagement (jobs, volunteer, communal) opportunities.

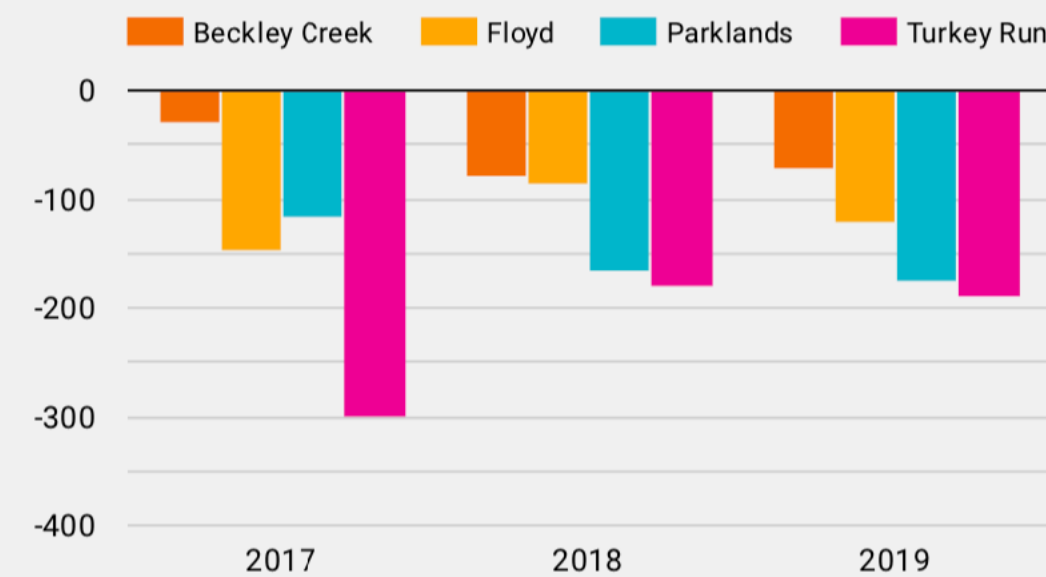
Keyword activity across one year is skewed toward the brand name and specific park activities. Monetary competition data indicates that these keywords are inexpensive, but authority data indicates that other sites in the area regularly offer more specific and attractive content for users over time. In combination with thoughtful content structuring, asset tagging, and link building, the client can reclaim authority for the most searched keywords in order to increase site visibility and ultimately engagement.

## PAGE REPORT

Page	Pageviews	Bounce Rate	Avg. Session Duration
1. /	318,545	38.06%	00:02:51
2. /Things-To-Do/Canoeing-&Paddling	158,858	64.96%	00:02:04
3. /Parks/Beckley-Creek-Park	111,418	45.14%	00:02:19
4. /Parks/Broad-Run-Park	105,036	39.54%	00:02:39
5. /Events	58,852	37.34%	00:02:28
6. /Things-To-Do/Walking-&Hiking	58,725	34.08%	00:03:59
7. /Parks/Beckley-Creek-Park/4/Gheens-Foundatio...	54,139	55.08%	00:01:55

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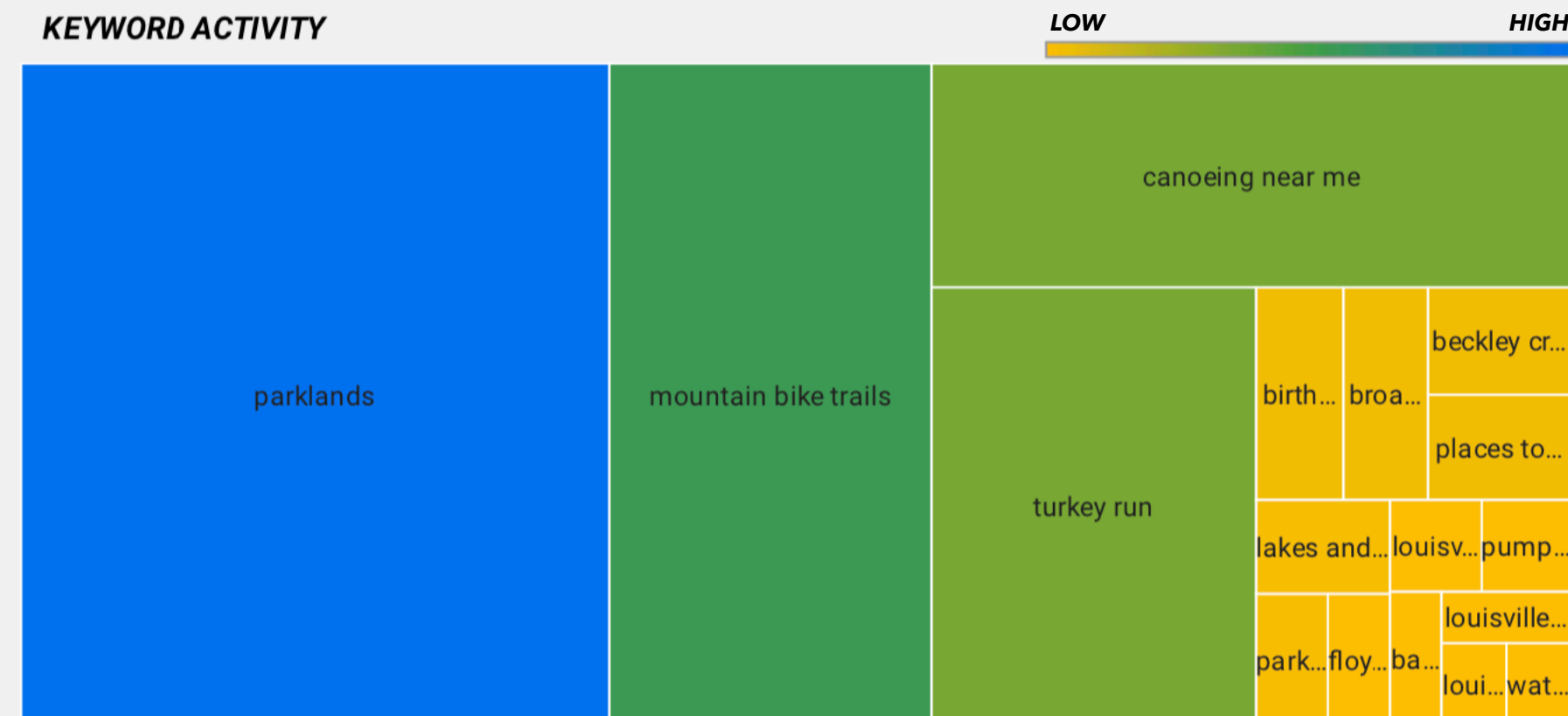
## KEYWORD AUTHORITY



## SEARCH QUERIES

- What parks are near me?
  - For kids
  - With water
  - With hiking trails
  - For dogs
- Near me:
  - Hiking
  - Biking
  - Walking
  - Wedding venues

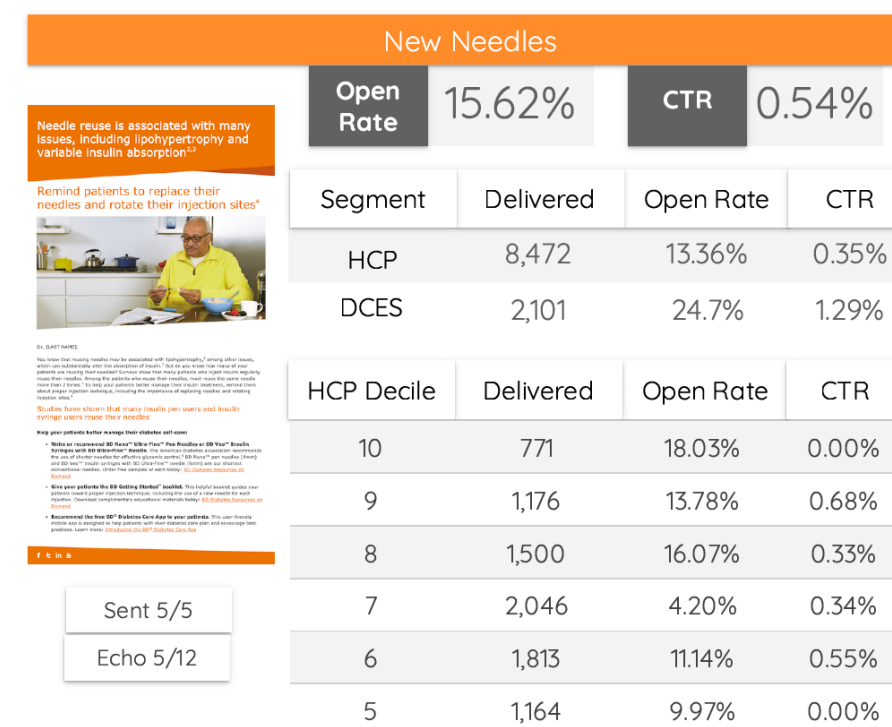
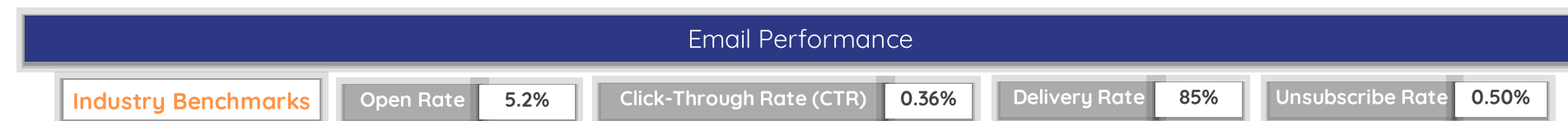
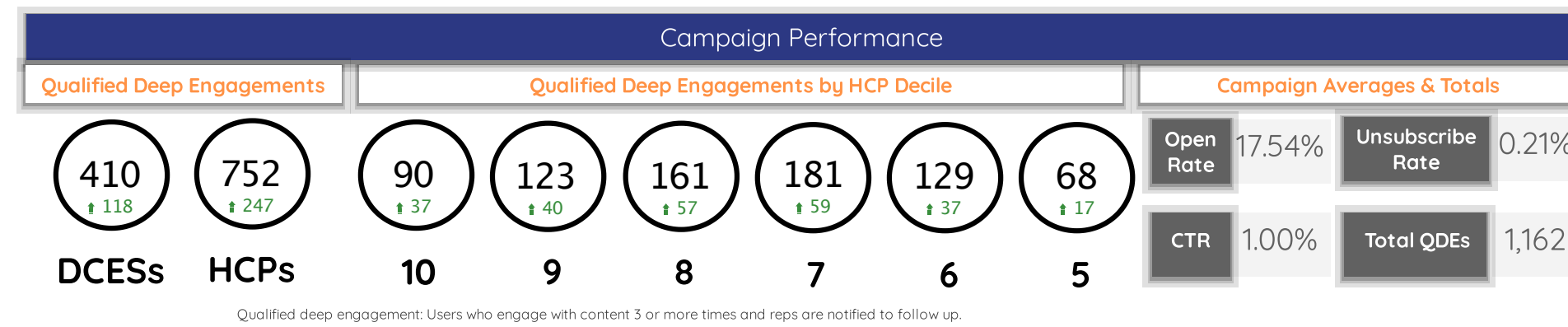
## KEYWORD ACTIVITY



# Monthly Client Report - Email

May 2020

- The email about needle reuse drove 118 DCES and 247 HCP new qualified deep engagements (QDEs) in May.
  - QDEs across both segments increased by 365 month-over-month (MoM). There have been 1,162 total QDEs to date.
  - Deep engagements increased an average of 45% across both segments MoM.
  - 17.50% of DCES and 7.83% of HCP targets qualified as deeply engaged.
- Open rates remain significantly above benchmark at 24.7% for DCESs and 13.36% for HCPs.
- Decile 7 and 8 HCPs deeply engaged the most, followed by those in decile 9.
  - In contrast to low CTR in some deciles, increases in QDEs signal continued brand relevance and messaging resonance among HCPs.
  - Lower CTR in May was likely a result of an increase in engagement with content surrounding practice safety management during the pandemic, with less focus going toward exploring new patient resources.



### Takeaways

- We will resume bi-weekly delivery in June following the completion of our one email per month strategy in May due to COVID-19 considerations.
- Overall campaign performance remains above benchmark: 17.54% open rate and 1% CTR.
- We saw significant increases in engagement across both segments in May; however, DCES continued to deeply engage more than HCPs.
- Members of the sales force have reported receiving alerts that targets in their territory have engaged with the program. We'll continue to understand how the DSCs are using the program to inform how we optimize the experience.

### Past Email Performance

Email	Delivery Date	Delivered	Open Rate	CTR
	2019-11-14	11,378	12.57%	0.76%
	2020-02-12	11,012	16.82%	0.72%
	2020-02-25	10,978	17.01%	1.16%
	2020-03-19	10,877	17.00%	1.26%
	2020-04-09	10,695	18.30%	0.61%
	2020-05-05	10,573	15.62%	0.54%

# Monthly Client Report - Web & E-commerce

SITE DATA

GOOGLE ADS

Users

**119,129**

↑ 24.1%

Avg. Session Duration

**01:34**

↑ 1.4%

Total Sales

**\$77,391.30**

Bounce Rate

**5.57%**

↓ -73.2%

CTR

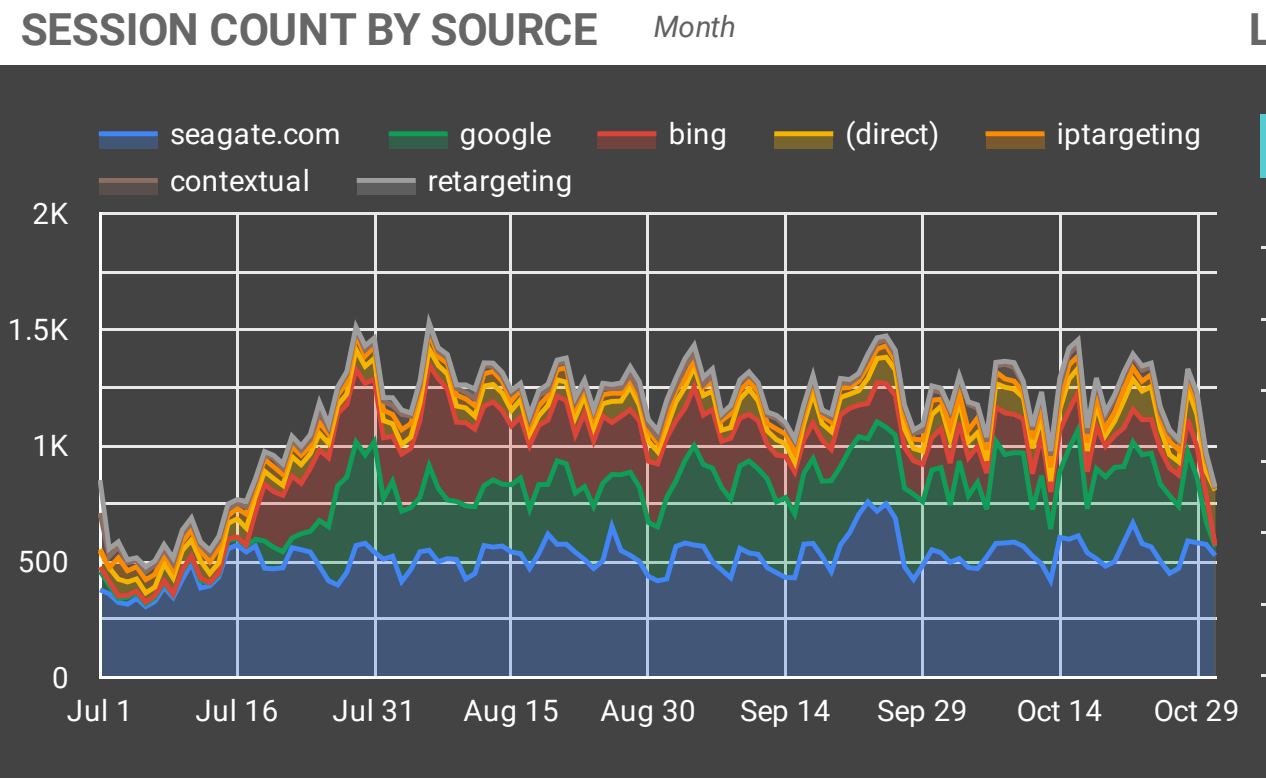
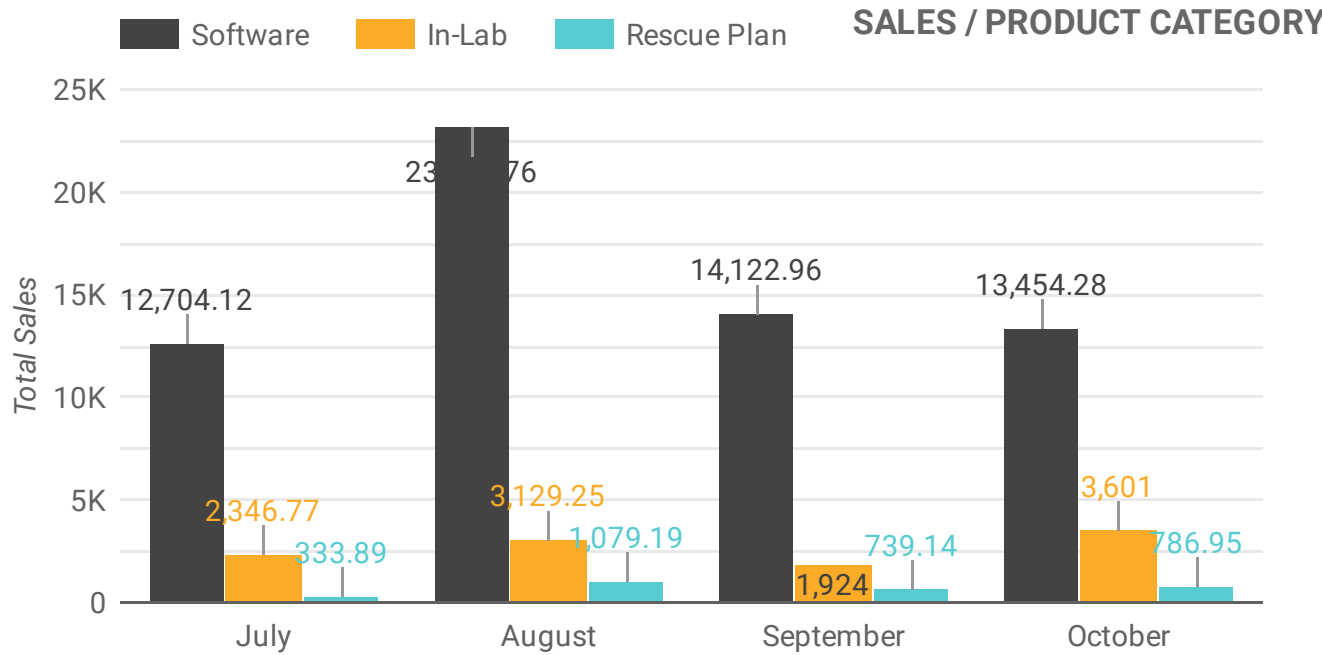
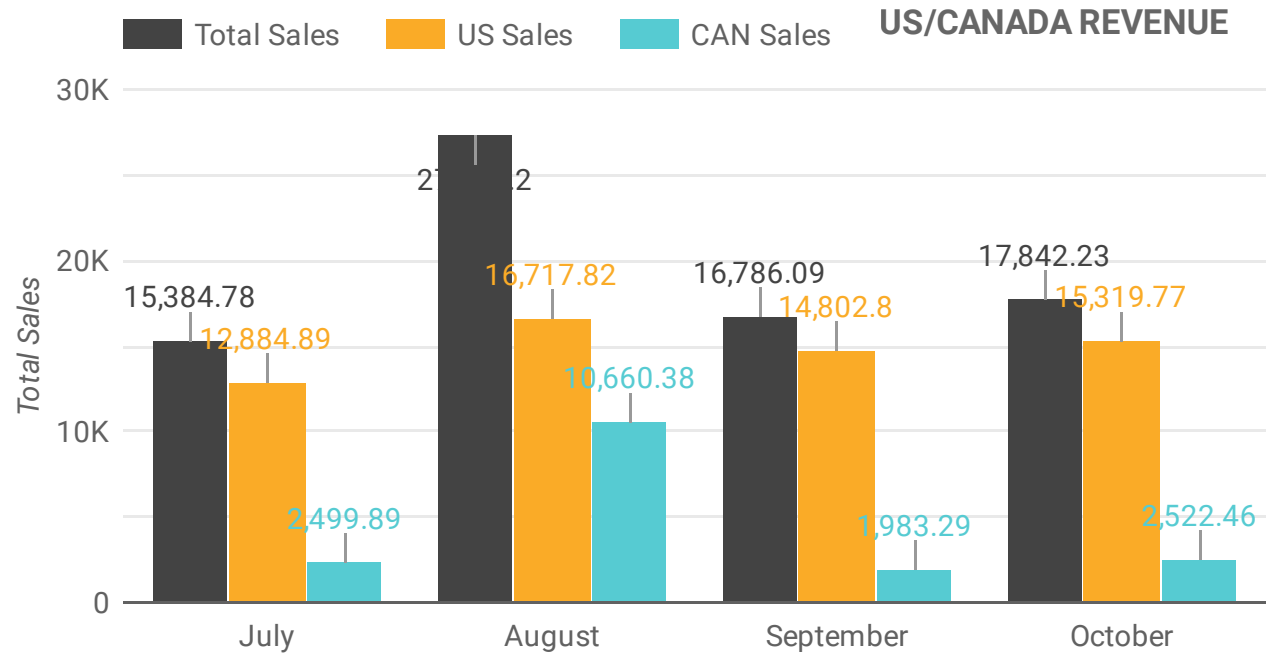
**7.61%**

↑ 433.5%

CPC

**\$0.61**

↓ -70.0%



**LANDING PAGE REPORT**

Landing Page	Users	% Δ	Bounc...	% Δ	Avg. ...	% Δ
1. /diy-software/	58,709	17.8% ↓	7.33%	-68.8% ↓	00:01:...	-14.1% ↓
2. /in-lab-data-recove...	42,107	193.9% ↓	4.52%	-61.5% ↓	00:00:...	24.0% ↓
3. /redirect/	11,351	66.4% ↓	0.84%	65.9% ↓	00:02:...	-8.5% ↓
4. /	3,944	-66.9% ↓	8.79%	-57.8% ↓	00:03:...	96.8% ↓
5. /data-recovery-pla...	2,941	-76.2% ↓	5.3%	-81.9% ↓	00:00:...	100....
6. /wizard/	1,409	347.3% ↓	3.39%	-58.7% ↓	00:01:...	-40.5% ↓
7. /trial-software-wiz...	1,198	19.8% ↓	9.38%	-55.3% ↓	00:02:...	-13.6% ↓

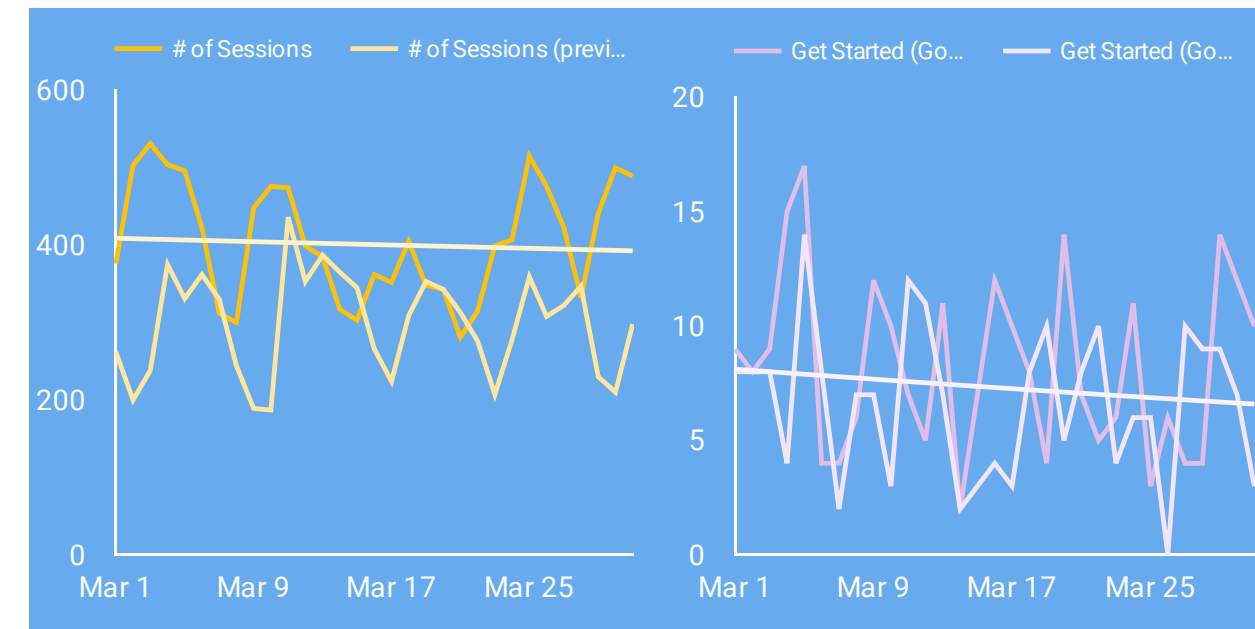
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# Monthly Client Report - Web

## SITE METRICS

Users <b>10.5K</b> ↓ -15.2%	Clicks <b>2.9K</b> ↓ -6.0%
Pages / Session <b>1.77</b> ↓ -1.7%	Bounce Rate <b>69.9%</b> ↑ 0.8%
Impressions <b>57,991</b> ↑ 13.8%	Avg. Session Dur. <b>00:01:29</b> ↑ 0.2%

## TRAFFIC ACTIVITY REPORT YOY



## IN-MARKET GROUP

In-Market Segment	Users
Employment	1,271
Financial Services/Investment Se...	910
Employment/Career Consulting S...	803
Travel/Hotels & Accommodations	686
Business Services/Advertising & ...	626
Travel/Air Travel	612
Business Services/Staffing & Recr...	565
Autos & Vehicles/Motor Vehicles/...	507

## PAGE REPORT CARD

Page	Pageviews	% Δ	Bounce Rate	Avg. Time on ...	% Δ
/start	2,769	-21.8% ↓	65.6%	00:01:07	-22.2% ↓
/index.php	2,452	-14.4% ↓	50.84%	00:02:12	57.9% ↑
/process	1,753	-18.6% ↓	81.53%	00:02:35	8.5% ↑
/start-beverage-company-5-easy-steps	1,352	-27.9% ↓	75.82%	00:04:20	23.9% ↑
/beverage-world-ranks-50-largest-companies-ba...	1,256	40.8% ↑	84.39%	00:03:28	-3.5% ↓
/non-alcohol	960	-25.5% ↓	68.7%	00:01:11	1.6% ↑
/alcohol	776	-25.7% ↓	71.43%	00:01:06	-15.2% ↓
<b>Grand total</b>	<b>22,337</b>	<b>-16.6% ↓</b>	<b>69.9%</b>	<b>00:01:54</b>	<b>3.5% ↑</b>

## REFERRALS

Full Referrer	New Users
google	7,262
(direct)	1,378
display	962
bing	122
dsp	79
youtube.com/	67
yahoo	58
automatedtraffic4free.pw/	34

