



Digital ads delivered via GumGum achieved engagement rates 150% above average.

## Seven Superstar Key Performance Indicators

*From the California Consumer Advertising Campaign*

**A** key component of the California Avocado Commission marketing program is tracking performance to learn what tactics are performing well and which need improvement or adjustment. To determine the metrics of performance, CAC looks to established benchmarks for comparison. The benchmarks can be industry wide, channel- or media-specific or measures versus prior period performance. With a small crop initially forecasted for 2024, this season's advertising budget was significantly smaller than in past years,

which resulted in overall lower advertising impressions. This was expected. What was not expected was how many media and social media Key Performance Indicators would significantly exceed targeted benchmarks. In this first year with a new advertising agency, Curious Plot, and a new advertising campaign emphasizing California avocado growers and key messaging about locally grown and sustainably farmed, the Commission is very encouraged about the changes in marketing direction and the response of targeted consumers.

Here are seven “Superstar KPIs” from this season\*:

1. YouTube overall view rate of California avocado ads is 92.7%, more than three times the benchmark of 30%
2. Video ads on streaming/connected TV (CTV) services overall view rate is more than 98%, exceeding the general benchmark of 93-95%
3. CAC’s overall Yelp campaign has driven more than 237,000 store visits
4. Mobile and desktop “skins” (which are ads that surround targeted content on the web) delivered via the service GumGum achieved engagement rates more than 150% higher than GumGum’s average
5. Select content on The Kitchn and Tastemade has exceeded their benchmarks by up to 400%
6. Website traffic-driving content on social media Meta channels achieved a 280% website traffic increase year over year
7. CaliforniaAvocado.com website engagement rate increased from 24% last year to 33% this year, and on the website sessions, page views and new users all are up more than 70% 🥑

*\*Results measured from May-July 2024*



*Facebook and Instagram ads promoting clicks to the website achieved a 280% website traffic increase versus prior year.*

The image features the Simpatica Farm Management logo, a stylized 'S' inside a circle, centered at the top. Below the logo, the text "SIMPATICA FARM MANAGEMENT" is written in a bold, sans-serif font, followed by the tagline "For California Growers By California Growers" in a smaller, italicized font. The background is a scenic view of an avocado grove in the foreground, with a blue ocean and mountains in the distance under a cloudy sky.

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