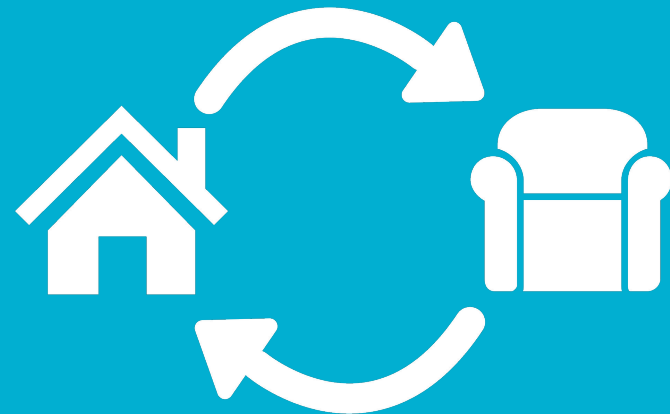


MoveOutATX 2022 Marketing Analysis



MoveOutATX

Budget

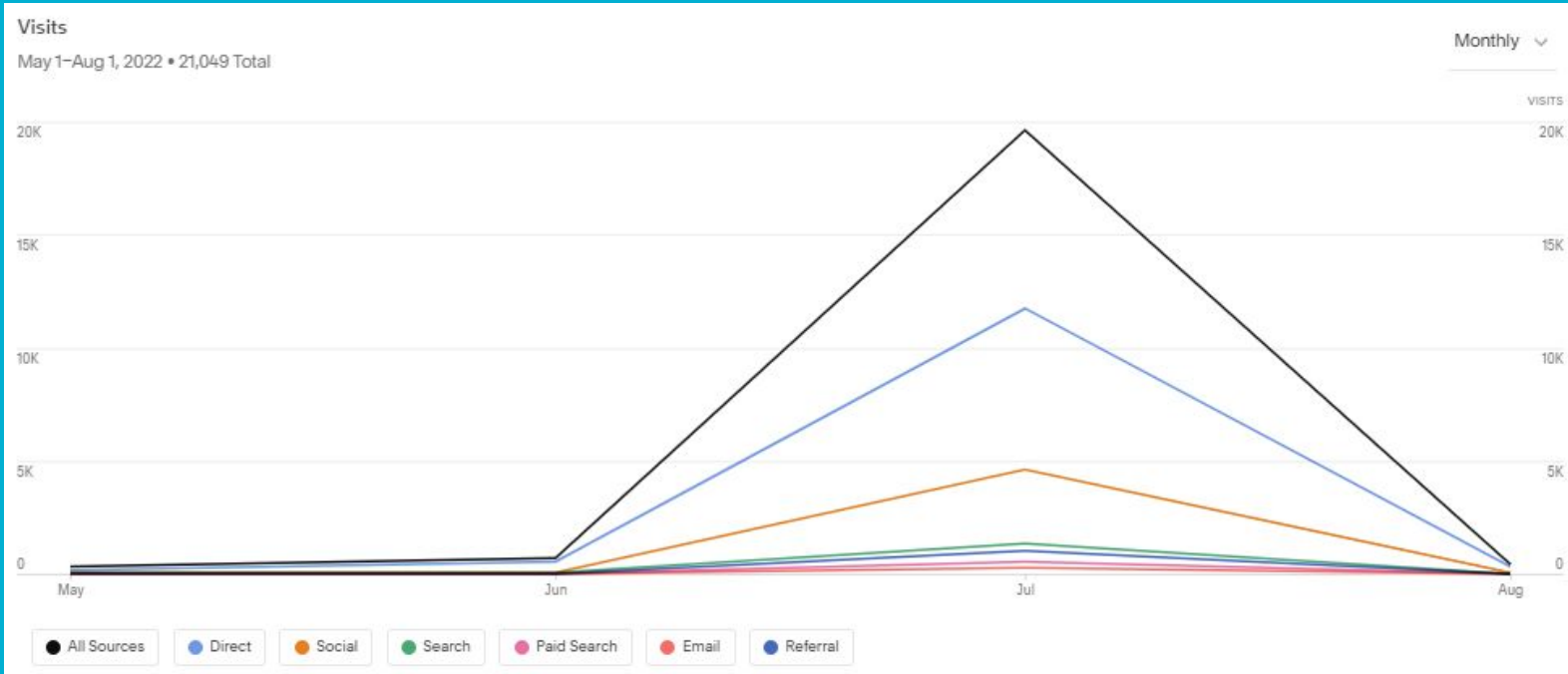
- Budgeted
 - Actual spent
 - Campaign run dates
 - Overview of expenses
-

2022 Marketing Budget Summary

	2022		
Vendor	Cost	# Clicks	Cost per Click
Squarespace	\$236	-	-
Google Ad	\$298.05	635	\$0.47
Google Ad Video (YouTube)	\$450.41	204	\$0.06
Facebook (ARR)	\$100	554 (engagements)	\$0.18
UT Buy/Sell/Trade Facebook Group	\$309	12 (estimated)	N/A
Printed material	\$565.90	1,450 copies	-
Tiktok	\$200	230+ interactions	
Sidewalk Chalk	\$315		
Street Banner	\$700		
Print Ad (El Mundo)	\$600		

MoveOutATX.org Squarespace Data

Visits: May 1-Aug 1



- Direct: 12,775 (60.7%)
- Social: 4,832 (23.0%)
- Search: 1,497 (7.11%)
- Referral: 1,091 (5.18%)
- Paid Search: 563 (2.67%)
- Email: 291 (1.38%)

VISITS 21K +349% yr/yr	BOUNCE RATE 70.57% +22% yr/yr	UNIQUE VISITORS 16K +341% yr/yr	PAGEVIEWS 32K +263% yr/yr
--------------------------------------------	---------------------------------------------------	-----------------------------------------------------	-----------------------------------------------

350% increase in visits

Source	2018 (Visits)	2018 (%)	2019 (Visits)	2019 (%)	2021 (Visits)	2021 (%)	2022 (Visits)	2022 (%)	2022 (Minus FFM page)
Direct	3,068	53.7%	2,715	47.9%	2,726	58.2%	12,775	60.7%	
Social	1,633	28.6%	1,422	25.1%	855	18.2%	4,832	23.0%	
Search	449	7.86%	912	16.1%	901	19.2%	1,497	7.11%	
Referral	355	6.21%	510	9.0%	182	3.88%	1,091	5.18%	
Email	174	3.05%	100	1.76%	20	0.43%	291	1.38%	
Display Ads	35	0.61%	8	.14%	1	0.02%	563	2.67%	
TOTAL	5,714		7,536		4,685		21,049		5,914

YOY Visits Comparison (May 1-Aug 1)

YOY Comparisons (May 1–Aug 1)

Visits by Month	2018	2019	2021	2022
May	530	585	147	313
June	438	713	499	707
July	4,540	6,165	3,987	20,000
Aug 1	206*	73	52	428

	2018	2019	2021	2022
Total visits	5,714	7,536	4,685	21,049
Total bounce rate	64.3%	62.7%	57.75%	70.57%
Total unique visitors	4,453	5,799	3,560	16,000
Total views	10,701	14,534	8,832	32,000
% visited from desktop	49%	39%	34%	26%
% visited from mobile	48%	58%	65%	73%
Est'd # station drop-offs				1,117
Amount spent			\$3,694.39	\$3,669

MoveOutATX.org July snapshot

Visits: 19,601

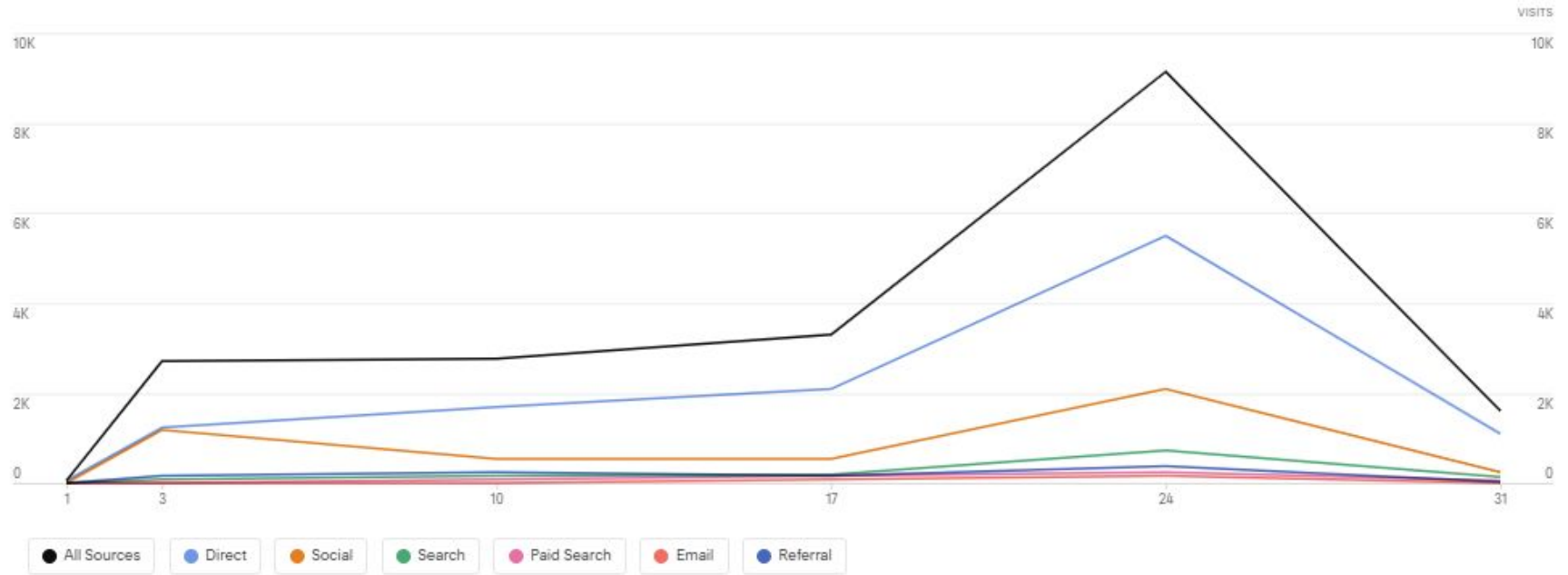
Unique Visitors: 14,503

Pageviews: 29,596

Visits

Jul 1-31, 2022 • 19,601 Total

Weekly ▾



Source ▾ Visits

Direct	11,729 (59.8%)
▶ Social	4,641 (23.7%)
▶ Search	1,349 (6.88%)
▶ Referral	1,030 (5.25%)
▶ Paid Search	562 (2.87%)
▶ Email	290 (1.48%)

YOY Traffic Comparisons (May 1–Aug 1)

Source	2018 (Visits)	2019 (Visits)	2021 (Visits)	2022 (Visits)
Facebook	1,168	1,554	605	3,635
Google	433	926	881	1,382
Twitter	301	194	113	48
Instagram	93	23	91	190
austintexas.gov	102 (+19 CitySpace)	21 (+55 CitySpace)	62	73 (+85 Cityspace)
Google (search)				1,382
Reddit	64	39	15	929
Earned Media Outlets (cbs, kxan, kvue, fox, radio)	29	377	35	806
UT sites (UTexas Calendar, OoS)	43	17	14	282
Daily Texan	0	18	4	94
YouTube	2	4	31	5
TOTAL	5,714	7,536	4,685	7,451

Earned media and visits

2018

- Spectrum = 15
- KVUE = 14

2019

- KXAN = 267+15
- cbsaustin.com = 40
- fox7austin = 34+7
- sunradio = 5
- spectrum = 4
- KBLJ FM = 3+2

2021

- KXAN = 17
- FOX 7 = 13
- Austin Monitor = 5

2022 Earned Media

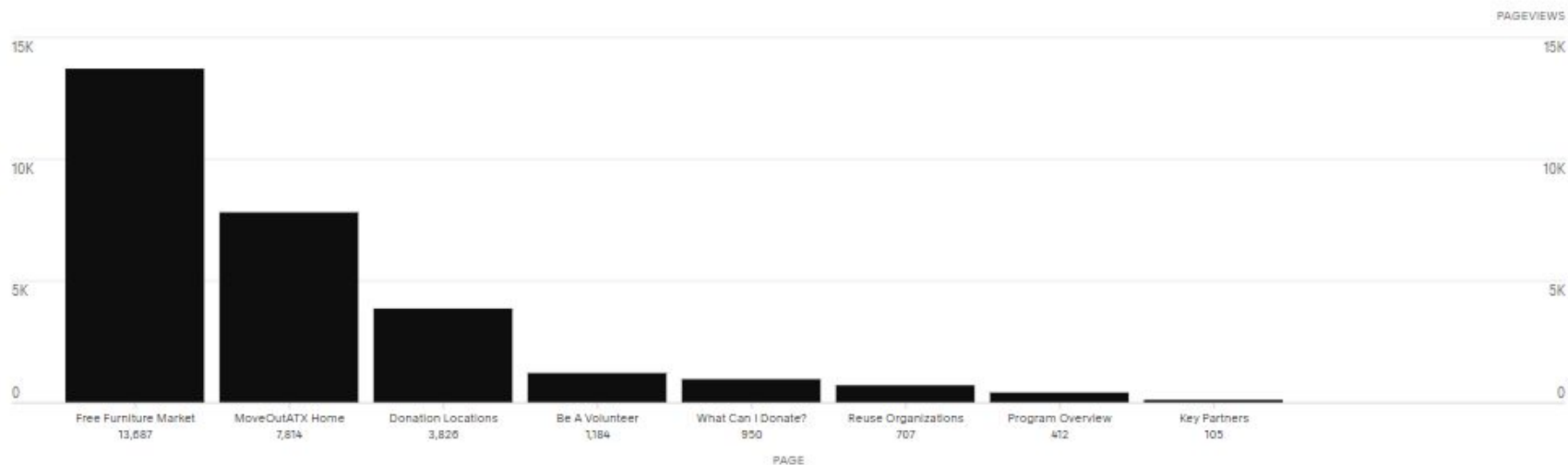
- FOX 7= 302
- Daily Texan = 92
- Austin Chronicle - 12
- KXAN = 2
- Austin Monthly = 1

Site content engagement

- 70% of visits to FFM page
- Not including FFM page, 80% increase in visits to the site

Top Pageviews ?

Jul 1-31, 2022 • 97% of 29,596 Pageviews +2,076% mo/mo



All Pages with Views

Jul 1-31, 2022 • 29,596 Total +2,076% mo/mo

Page	Views	Time on Page	Bounce Rate	Exit Rate
Free Furniture Market ↗ /furniture-market	13,687	00:03:53	86.46%	81.46%
MoveOutATX Home ↗ /	7,814	00:00:50	43.25%	42.53%
Donation Locations ↗ /donate	3,826	00:01:52	79.47%	64.09%
Be A Volunteer ↗ /volunteer	1,184	00:01:47	70.9%	58.87%
What Can I Donate? ↗ /items	950	00:02:27	63.81%	52.84%
Reuse Organizations ↗ /reuse-orgs	707	00:01:46	77.88%	62.8%

Google Map of Station Locations

- 2021: Google map has received 9,144 views total
- 2022: Google map has received 18,788 views total

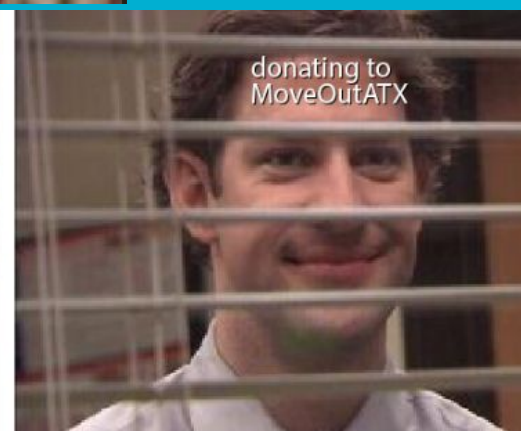
Successes

- 350% increase in website traffic, mostly due to FFM
- 21,049 website visits during campaign (May 1-Aug. 1)
- 106% increase in number of Google Map views of donation stations

Promotional Toolkit

<https://drive.google.com/drive/u/0/folders/1PfchCNEOITjwgL4-Vvj7nkTuofLyUy78>

Mememes



Graphics



Graphics



Instagram



New this year: IG story graphics

Posters and Flyers

Mini Flyer

- ½ sheet
- 1000 printed
- \$186.29
- In-person WC distribution
 - July 12 (9-11 am)
 - 7 volunteers
- Handed out during event, and left on cars



MoveOutATX.org

MOVING OUT?

DO GOOD & DONATE!

Donate gently used furniture, clothing, electronics, craft items, cleaning and school supplies, unopened food and other household items!

DONATION STATIONS OPEN

July 28 - 31 | 11 a.m. - 6 p.m.



LOCATIONS

2207 Rio Grande - across from Hardin House	Camino Flats - 2810 Salado St.
Escala Condos - 1000 W 26 th St. <small>(near 26th & San Gabriel St.)</small>	Lenox Condos - 915 W 23 rd St. <small>(near 23rd & San Gabriel St.)</small>
Croix Condos - 706 W 25 th St. <small>(across from The Block on 25th)</small>	Texas Tri Delta - 503 W 27 th St. <small>(parking lot on Nueces St.)</small>



Scan to see a map of drop-off locations

NOT ACCEPTED

 large appliances	 soiled textiles	 damaged furniture	 prescriptions
------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------

Participating reuse organizations:

Austin Creative Reuse, Goodwill Central Texas, HEAL Initiative, Salvation Army Family Stores, UT Outpost, Arms of Hope, JOSCO Products, Thrifthouse

Brought to you by:

 City of Austin	 The University of Texas at Austin Office of Sustainability	 Off-Campus Initiative The University of Texas at Austin New Student Services Division of Student Affairs
------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Donation Stations Poster

- 11 x 17
- 300 printed
- \$232.52
- In-person WC distribution
 - July 12 (9-11 am)
 - 7 volunteers
- Delivered to Austin Code

MOVING OUT?
MoveOutATX.org

DONATE GENTLY USED ITEMS INCLUDING

furniture household items clothing unopened food
electronics & appliances toiletries & cleaning supplies craft & school supplies

NOT ACCEPTED large appliances soiled textiles damaged furniture prescriptions

DONATION STATIONS OPEN
july 28 - 31 | 11 a.m. - 6 p.m.

Scan the QR Code to find your nearest West Campus location

brought to you by:

City of Austin The University of Texas at Austin Office of Sustainability Off-Campus Initiative
The University of Texas at Austin New Student Services Division of Student Affairs

Free Furniture Market Poster

- 11 x 17
- 150 printed
- \$147.16
- Delivered to:
 - APL, PARD
 - Goodwill, Salvation Army, Texas Thrift



FREE FURNITURE MARKET
Gratis! Mercado de Muebles

Free gently used furniture!
¡Muebles usados en buen estado gratis!

NOTE: Items arrive throughout the day and are made available on a first-come, first-served basis. Must be able to load and transport yourself.

NOTA: Los artículos llegan durante el día y están disponibles por orden de llegada. Debe ser capaz de cargar y transportar usted mismo.

WHEN? ¿CUÁNDO?
july 28 - 31 | 2:30 p.m. - 7:00 p.m.
28 - 31 de julio

WHERE? ¿DÓNDE?
UT Austin Wright-Whitaker Sports Complex
4901 Guadalupe St.
(Parking lot on 51st Street)
Austin, TX 78751

UT Austin Wright-Whitaker Sports Complex
4901 Guadalupe St.
(estacionamiento en la calle 51)
Austin, TX 78751

Off-Campus Initiative

Paid Marketing: Donation Stations

Over-the-street banner

- 1101 ½ W 24th St
- July 19 - August 2
- \$250 to print replacement dates
- \$450 ATD placement



UT Buy/Sell/Trade Facebook Group

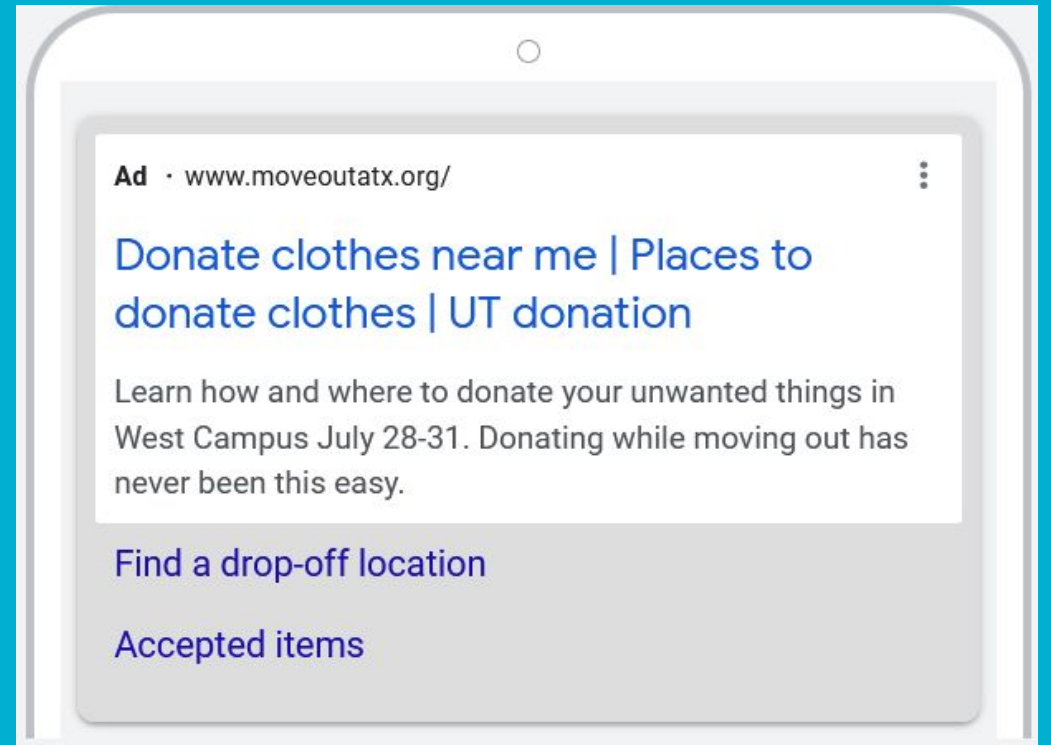
- Private group for UT students, staff and faculty to buy, sell and trade things like furniture and home goods
- **39.6K members**
- 2 pinned posts and 1 banner ad placed (July 12-31)
- **Approx 5K people reached**
- **\$309**



2022 Google SEO Campaign

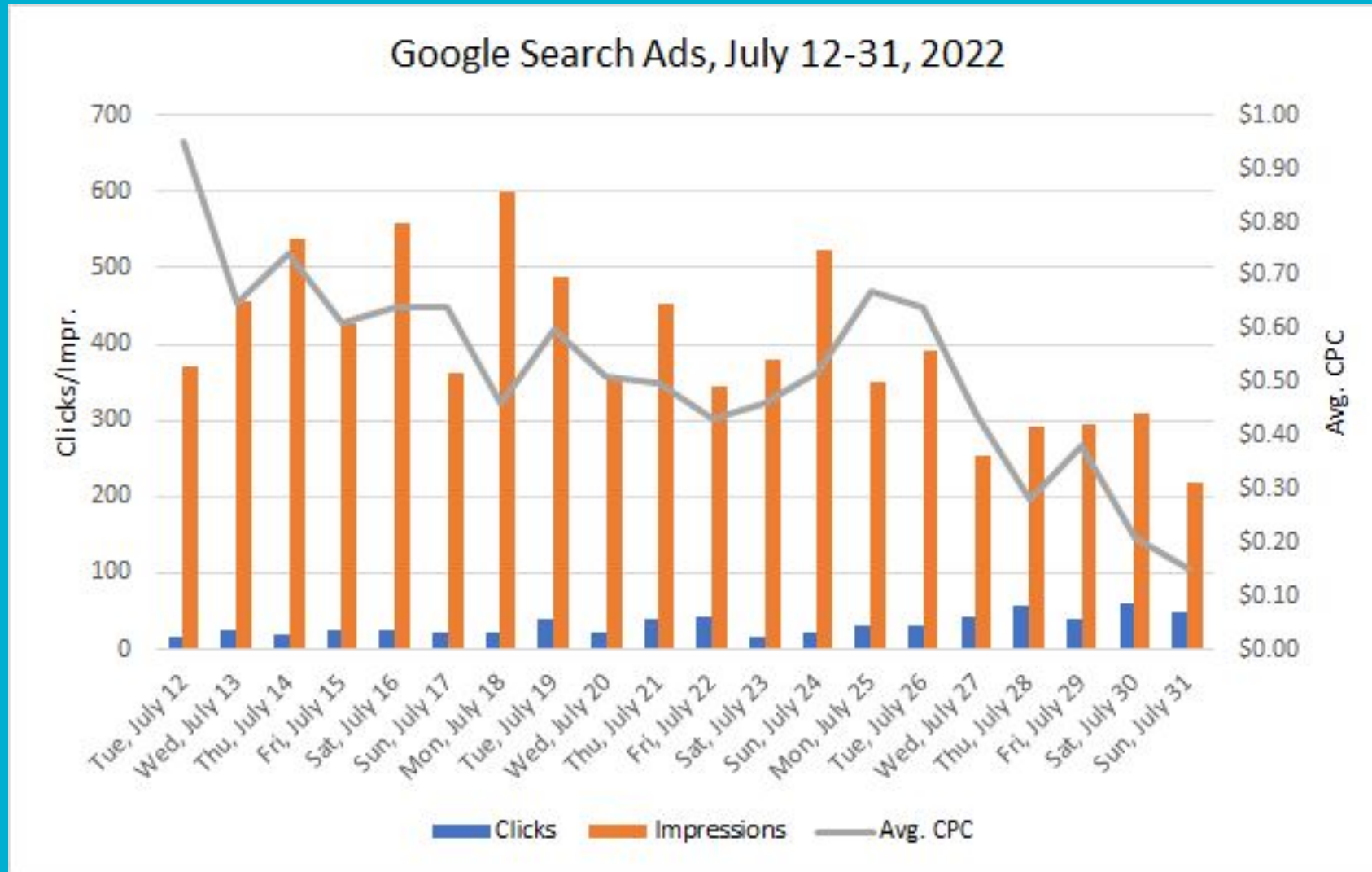
Search Ads using key terms

July 12-31: 2 mile radius around UT



Impr.	CTR	Cost	↓ Clicks
7,978	7.96%	\$298.05	635

2022 Google SEO Campaign

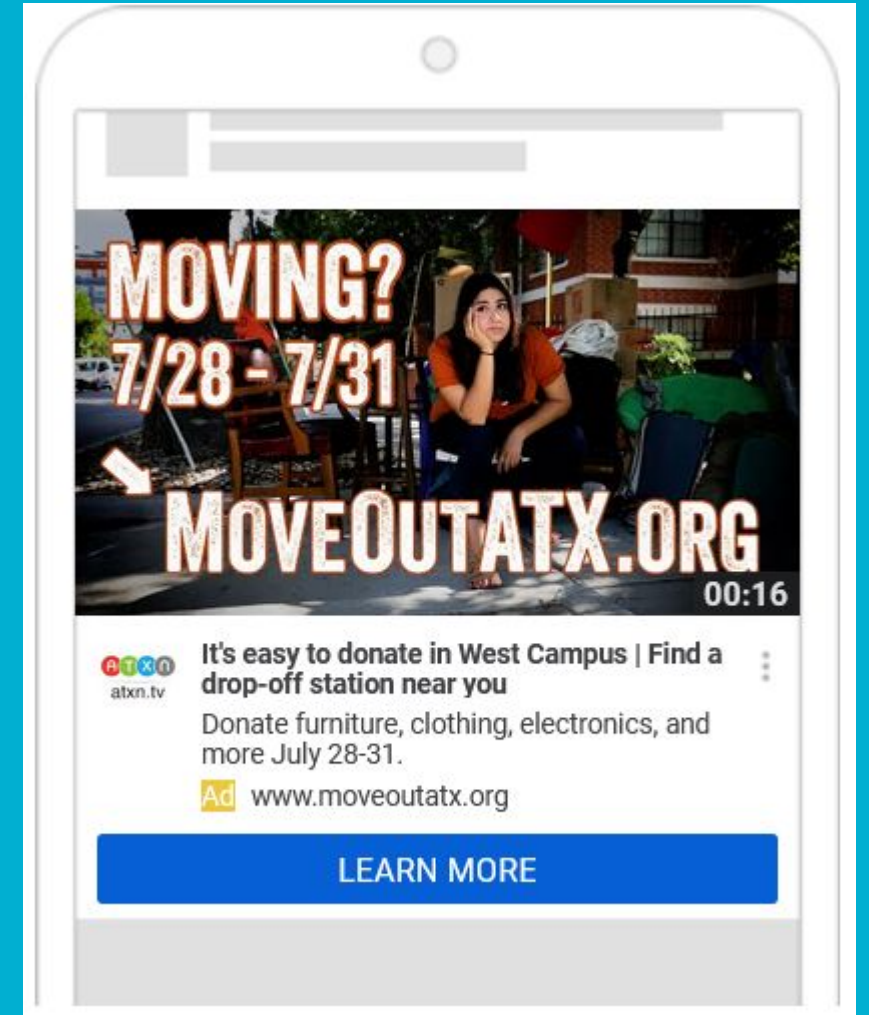


2022 YouTube Campaign

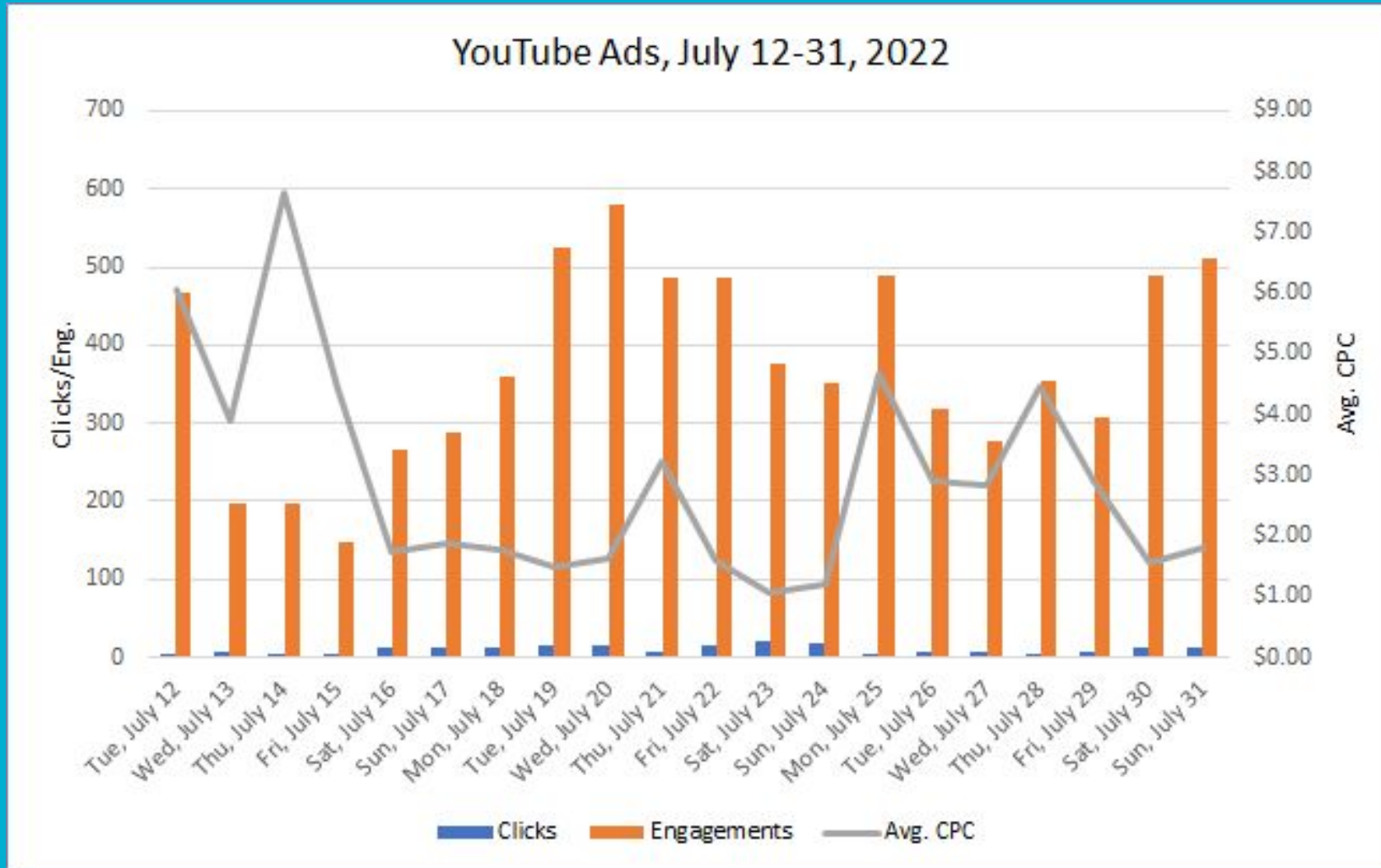
YouTube Ads

July 12-31: 4 mile radius around UT

↓ Impr.	Views	View rate	Cost
27,724	5,368	19.36%	\$450.41



2022 YouTube Campaign



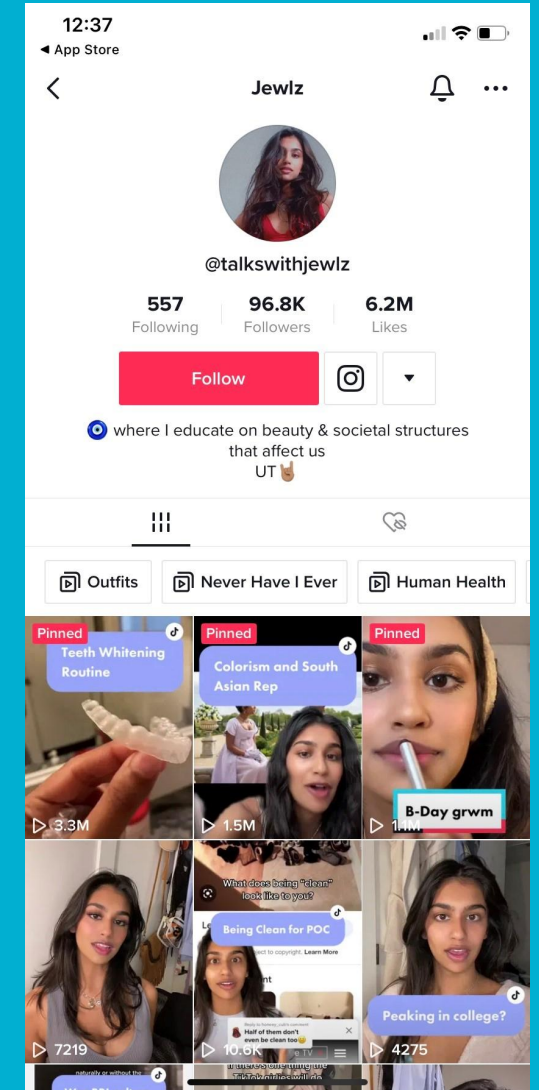
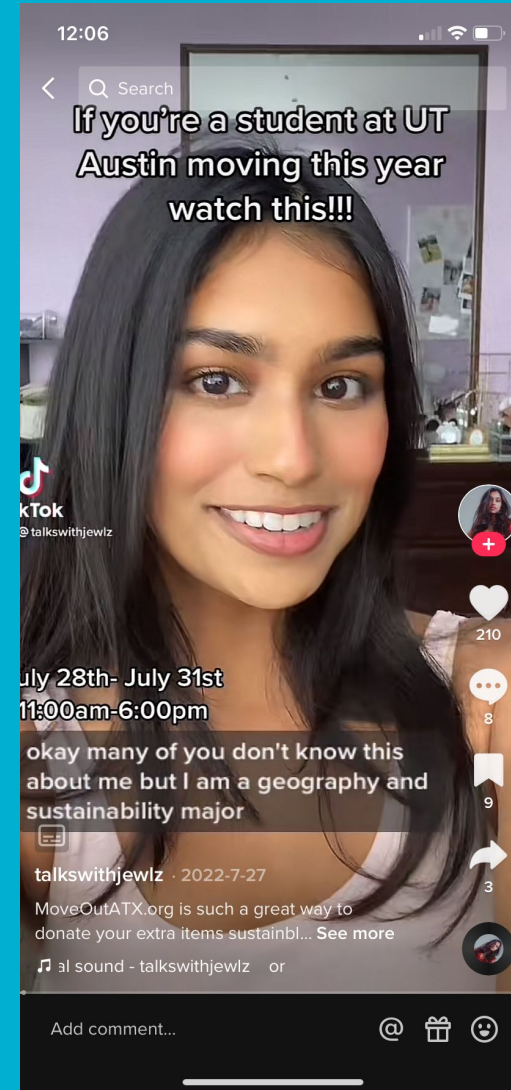
YOY Google Campaigns

	Avg Impressions/Day	Total Impressions	Avg. Views/Day	Total Views	Avg Cost Per View or Click	Avg. View Rate	Avg. Click	Total Interactions	Total Cost
July 12-31, 2021 VIDEO	2,259	45,180	380.45	7,609	\$0.10 (view)	17.04%		11,094	\$700.41
July 12-31, 2021 SEARCH*	431	8,622			\$1.72 (click)		17.8	356 (clicks)	\$599.75
July 16-31, 2021 VIDEO		39,453							

	Avg Impressions/Day	Total Impressions	Avg. Views/Day	Total Views	Avg Cost Per View or Click	View Rate	Avg. Click	Total Interactions	Total Cost
July 12-31, 2022 VIDEO	1,386.20	27,724	268.4	5,368	\$0.10 (view)	19.36%		7,478	\$450.41
July 12-31, 2022 SEARCH*	398.90	7,978			\$0.47 (click)		17.8	635 (clicks)	\$298.06

TikTok Influencer

- 96.8K followers
- 1 post promoting student donations and volunteers
- 210 likes, 8 comments, 9 saves, 3 shares

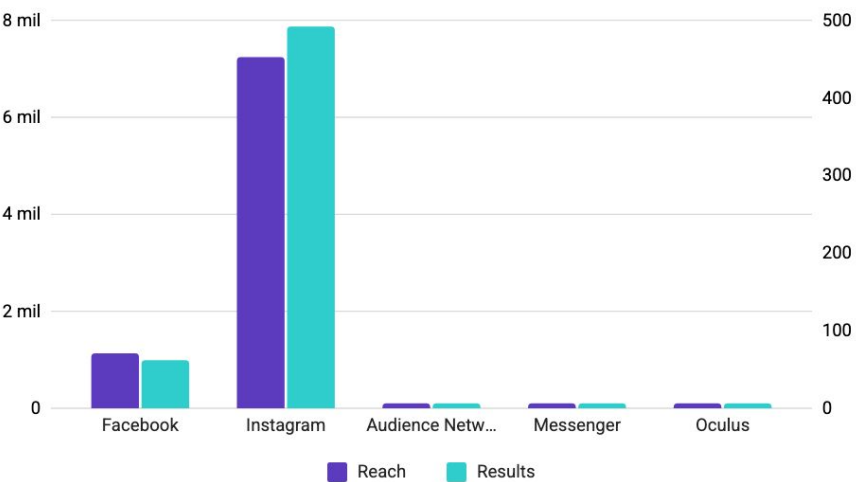


Free Media and Promotion

2022 Facebook + Instagram

Demographics Platform

Placement per platform



Device type

Mobile and desktop

Mobile and desktop

About placement results

Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

[Learn more](#)

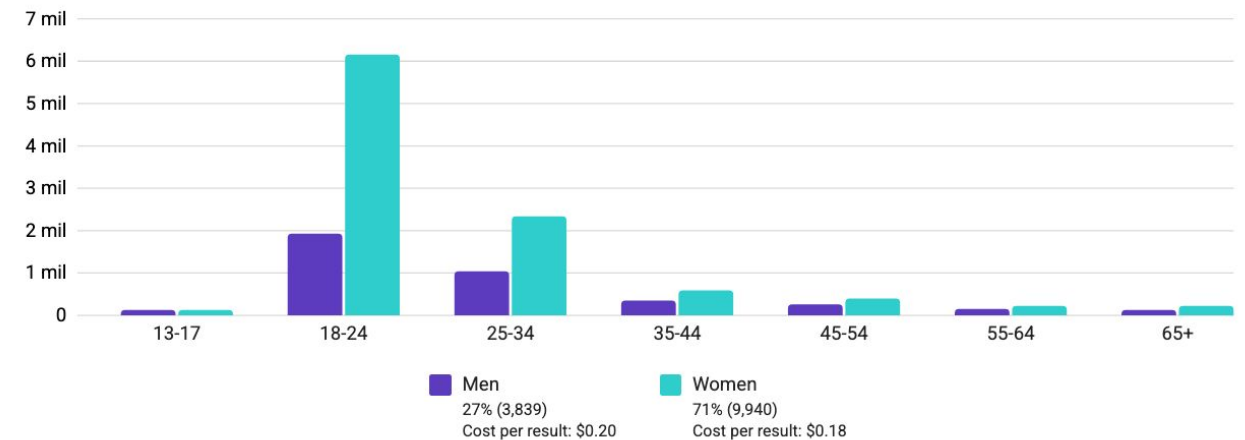
* You may see low delivery of ads to the Facebook Stories placement until it's available to everyone who uses Facebook Stories. A

Demographics Platform

Age and gender distribution

All

Impressions




2022 Facebook + Instagram

11:57 5G

Post insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)



July 15 at 8:28 AM

119 0 82 20

Overview ⓘ

Accounts reached	1,422
Accounts engaged	154
Profile activity	121

Reach ⓘ


1,422

Home Search Add Post Shop Profile

11:56 5G

Post insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)



July 26 at 7:02 AM

211 1 157 56

Overview ⓘ

Accounts reached	1,735
Accounts engaged	306
Profile activity	111

Reach ⓘ


1,735

Home Search Add Post Shop Profile

11:57 5G

Post insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)



July 19 at 7:02 AM

59 2 33 4

Overview ⓘ

Accounts reached	1,036
Accounts engaged	69
Profile activity	46

Reach ⓘ

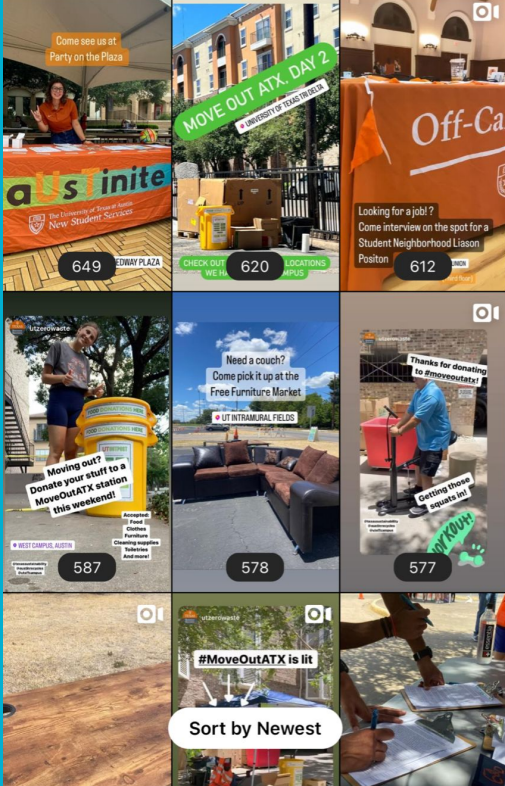
1,036

Home Search Add Post Shop Profile

11:58 5G

Stories

Reach ▾ Last 3 Months ▾

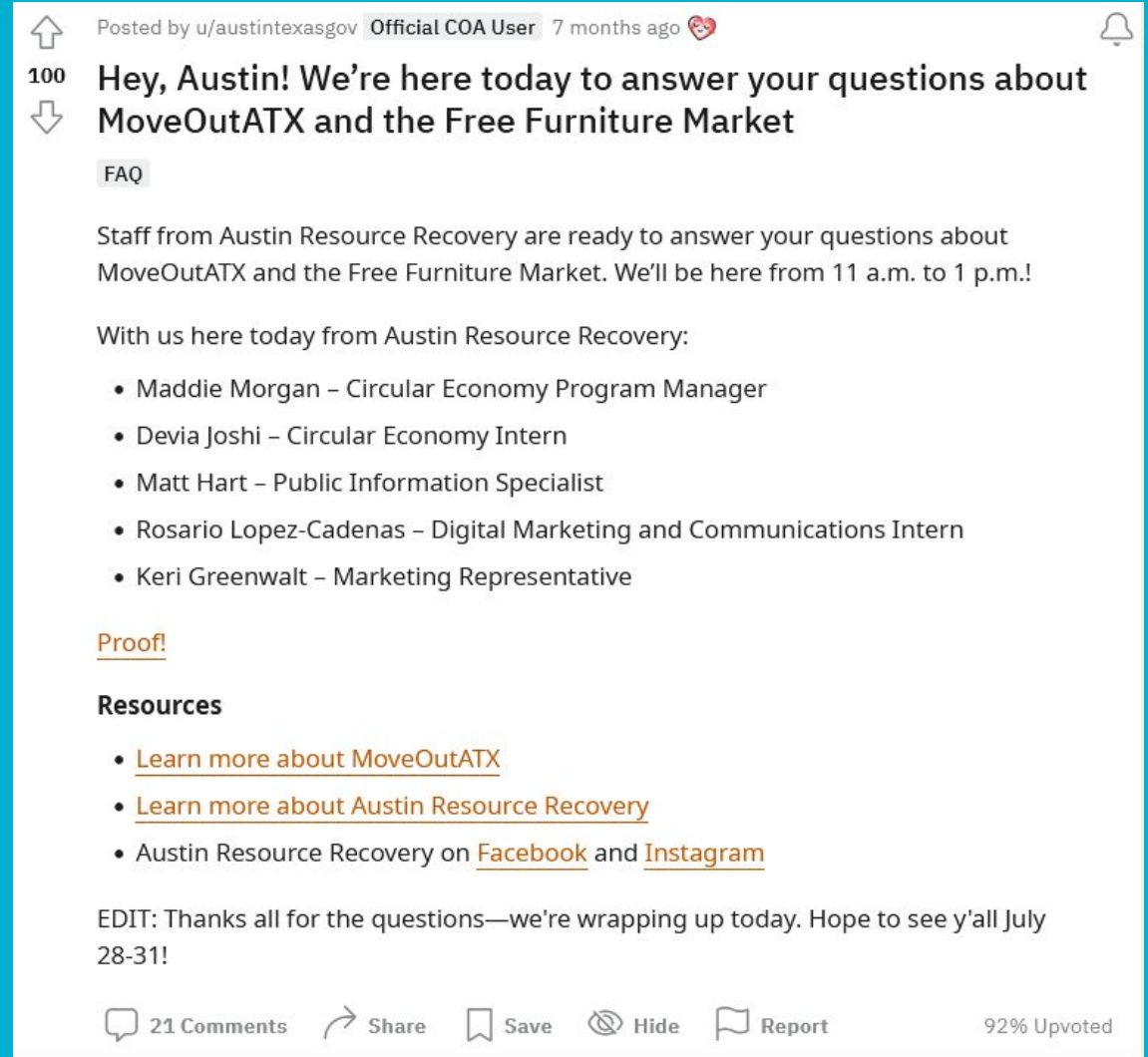


Sort by Newest

Home Search Add Post Shop Profile

Reddit AMA

- 21 comments answered live by program staff
- 92% of participants upvoted



Posted by u/austintexasgov **Official COA User** 7 months ago

100 **Hey, Austin! We're here today to answer your questions about MoveOutATX and the Free Furniture Market**

FAQ

Staff from Austin Resource Recovery are ready to answer your questions about MoveOutATX and the Free Furniture Market. We'll be here from 11 a.m. to 1 p.m.!

With us here today from Austin Resource Recovery:

- Maddie Morgan – Circular Economy Program Manager
- Devia Joshi – Circular Economy Intern
- Matt Hart – Public Information Specialist
- Rosario Lopez-Cadenas – Digital Marketing and Communications Intern
- Keri Greenwalt – Marketing Representative

Proof!

Resources

- [Learn more about MoveOutATX](#)
- [Learn more about Austin Resource Recovery](#)
- Austin Resource Recovery on [Facebook](#) and [Instagram](#)

EDIT: Thanks all for the questions—we're wrapping up today. Hope to see y'all July 28-31!

21 Comments Share Save Hide Report 92% Upvoted

City Dept Social Media Shares

City of Austin Office of Sustainability July 18 · 🌐

Looking for volunteer opportunities in Austin this July? Join [#MoveOutATX](#) in collecting gently used items during move-out season.

Sign up at moveoutatx.org/volunteer



Austin Recycles June 27 · 🌐

Volunteer and help Austin reach its zero waste goal at the same time! Join MoveOutATX in helping Austinites find homes for their gently used items and furniture this July. Check out moveoutatx.org/volunteer [#MoveOutATX](#)

2

City of Austin Government July 27 at 12:04 PM · 🌐

It's moving season in West Campus! 📦 Donate your gently-used furniture, clothing, broken electronics, unopened food, hygiene products, and cleaning supplies at convenient [#MoveOutATX](#) drop-off stations open July 28-31.

Find a home for your unwanted stuff + help Austin reach [#zerowaste](#) at the same time! ♻️

👉 Learn how easy it is at MoveOutATX.org

[Austin Recycles, Texas Sustainability](#)



Prophet Daniel and 36 others 5 Shares

City of Austin Office of Sustainability July 28 at 10:00 AM · 🌐

[#MoveOutATX](#)'s Free Furniture Market begins today!

The Free Furniture Market is open daily to all Austinites, July 28-31 from 2:30-7:00 pm. Visit the market off 51st St. near Guadalupe St. Come see what furniture items you can pick up and help Austin on its road to [#ZeroWaste!](#)

Find out more at moveoutatx.org/furniture-market

[#ATXFreeFurnitureMarket](#)



9 Shares

Press Release + Earned Media

- [COA Press Release](#)

Earned Media Shares + Interviews:

[Daily Texan](#)

[Fox7](#)

[KXAN](#)

[Austin Monthly](#)

[CBS Austin](#)

[CityView](#)

[Austin Monitor](#)

July 7: Property Manager Meeting

- Virtual
- Held by New Student Services
- 17 RSVPS, 13 attendees
- RSVPs included:
 - Asset Living, AXO, 21 Pearl St, College Pads, CWS Apartments, TPCO, San Miguel, Landmark Properties, The Standard Austin, Avenue 5 Apt, Greystar
- [Presentation](#)

Texas Parents Newsletter

- July 2022 Texas Parents Newsletter sent to 14,139 recipients and opened by 9,820.
- 69% open rate

Volunteer Opportunities with MoveOutATX

Thursday-Sunday,
July 28-31

Two different ways to volunteer with 2 hour and 45 minute shifts. Learn more [here](#).

West Campus Move Out with MoveOutATX

Thursday-Sunday, July 28-31

Move out season is almost here! Instead of trashing gently used items like furniture, clothing and appliances, encourage your student to donate them at one of the MoveOutATX West Campus donation centers!

Doing so minimizes the mess and places items in the hands of people who could use them, rather than sending them to a landfill. This initiative provides economic development opportunities for local reuse organizations and minimizes safety and health hazards during move-out. Get the details about what can be donated and find the nearest West Campus donation location at [MoveOutATX.org](#).

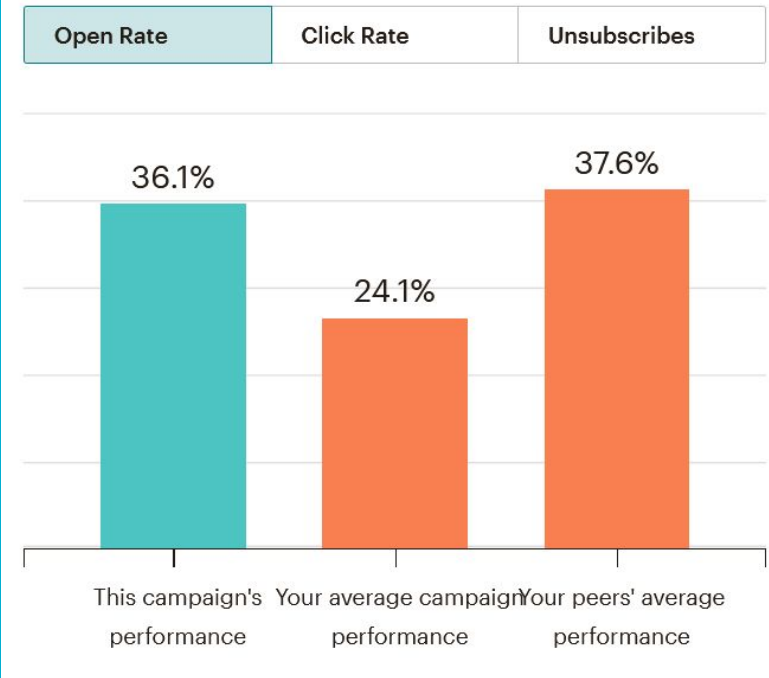


Other promotion

Mailchimp Press Release Results

122 Opened	7 Clicked	0 Bounced	0 Unsubscribed
Successful deliveries	338 100.0%	Clicks per unique opens	5.7%
Total opens	426	Total clicks	30
Last opened	8/19/22 1:48PM	Last clicked	7/27/22 9:08AM
Forwarded	0	Abuse reports	0

How your email campaign compares



Paid FFM Marketing

El Mundo ad placement

- \$600
- July 21 and July 29 print publications
- Newspaper Ad
- Estimated 56,000 readers
- Spanish audience

iGratis! Mercado de Muebles



MoveOutATX.org

iMuebles usados en buen estado gratis!

28 - 31 de julio

2:30 p.m. - 7 p.m.

UT Austin Wright-Whitaker Sports Complex
4901 Guadalupe St.
(estacionamiento en la calle 51)
Austin, TX 78751

moveoutatx.org/furniture-market

Ideas for 2023

- “Coming soon” banners
- Can we get magnets for the Equinox while driving around?
- Maybe save furniture market for last couple of days to accumulate more inventory
- Some sort of talk show or radio interview prior to event to talk about program