



# Vocational Rehabilitation

## Campaign Metrics Report January-November 2025

# Campaign Goals

- 01** Increase brand awareness for the Vocational Rehabilitation (VR) Program
- 02** Increase completion rates of the VR clients by improving communication and ease of use
- 03** Motivate more applications by showcasing benefits and success stories of the program

## Measurable Outcomes

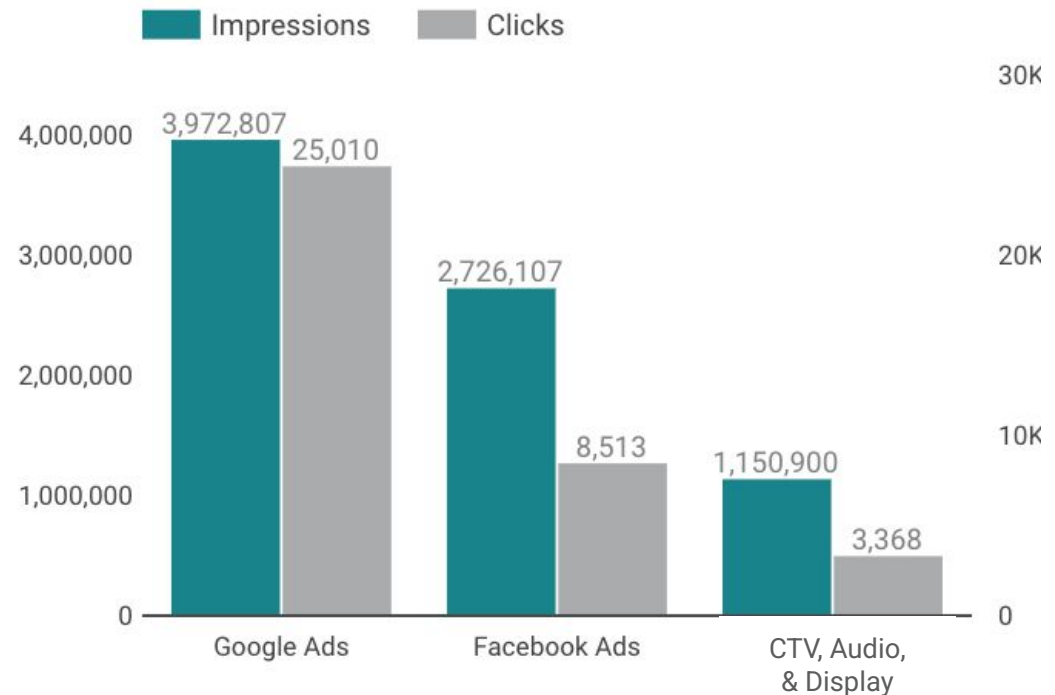
- Media Impressions
- Media Reach
- Application Clicks
- Website Sessions/Users

## Paid Media

- For the first year promoting this campaign, we've seen excellent results. The campaign has been viewed over 7 million times, reaching our target audience with a variety of ad placements.
- We've seen 36k clicks, with a 0.47% average click through rate.
- Throughout this campaign, we saw great success with Google ads driving a strong conversion rate. We optimized media spend towards and shifted some dollars to Google from Facebook after running for a few months. We've seen conversions increase in the last quarter since making these optimizations.

**7,896,921**  
Impressions  
(Times the ad was viewed)

**37,069**  
Link Clicks  
(Times the ad was clicked to visit the website)



# Paid Media Industry Benchmarks

- Click-through-rates (CTR) tracks the percentage of people who click on an ad after seeing it. We use this metric as a baseline for tactic performance.
- Throughout this campaign, we've seen strong performance with CTR beating industry benchmarks for employment related ads, with all of our click related tactics outperforming benchmarks.

**0.75%**

Facebook CTR

↑ 60% Compared to Industry  
Benchmark

0.47% Benchmark

**0.63%**

Google CTR

↑ 7% Compared to Industry  
Benchmark

0.59% Benchmark

**0.59%**

Display Ad CTR

↑ 391% Compared to Industry  
Benchmark

0.12% Benchmark

# Website Sessions/Pageviews

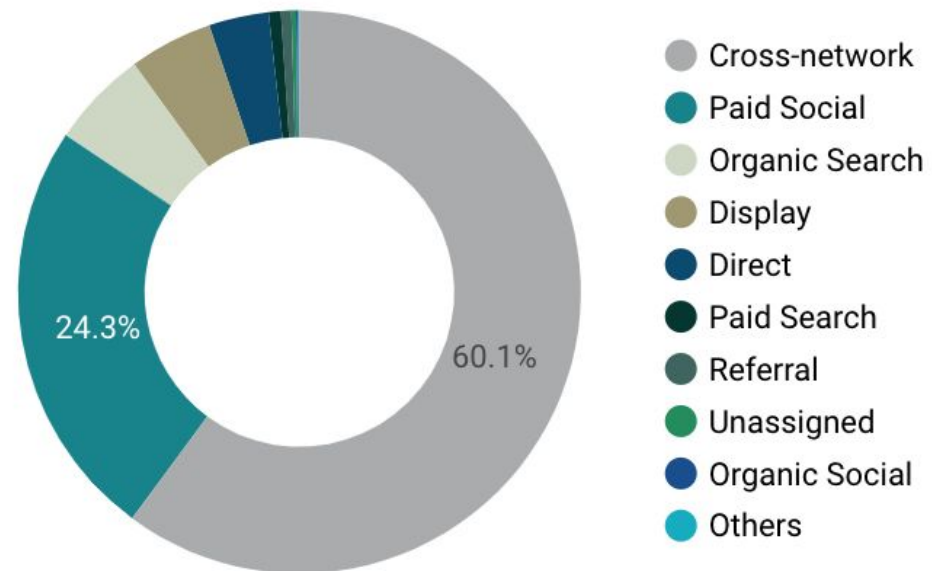
- The DRS website has seen significant growth since the campaign launched in February with over 43k website pageviews.
- Over 90% of pageviews are driven by the paid media campaign, with Google Ads (Cross-network) delivering 60.1% of views and Facebook Ads (Paid Social) delivering 24.3% of views.

**33,342**

Website Sessions  
(user initiates a visit to the site)

**43,447**

Website Pageviews  
(users can visit multiple pages per session)



# Website Users

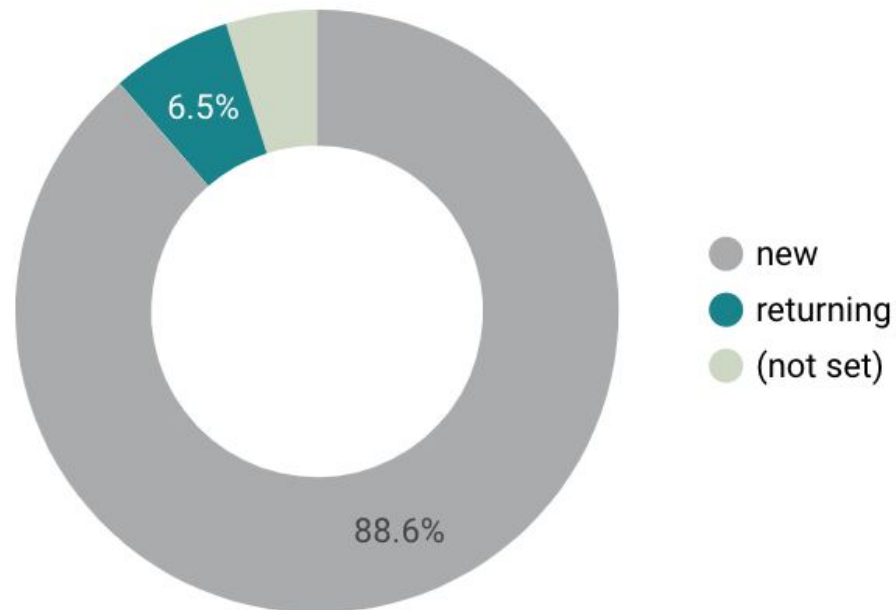
- The website saw a total of 29,121 users to the site this year with 88% of them being new users to the site, indicating the campaign's effectiveness in reaching and introducing fresh audiences to DRS resources.

**29,121**

Total Users  
(Unique visitors)

**28,720**

New Users  
(Users who have visited the site for the first time)





# Website Engagement Rate

- Engagement rate tracks users who spent more than 10 seconds on the site or visited two or more pages.
- The DRS website shows a very strong engagement rate at 97%, a 73% increase compared to the industry average of 56.23%.
- This means that users visiting the site are highly engaged with the content.

**97%**

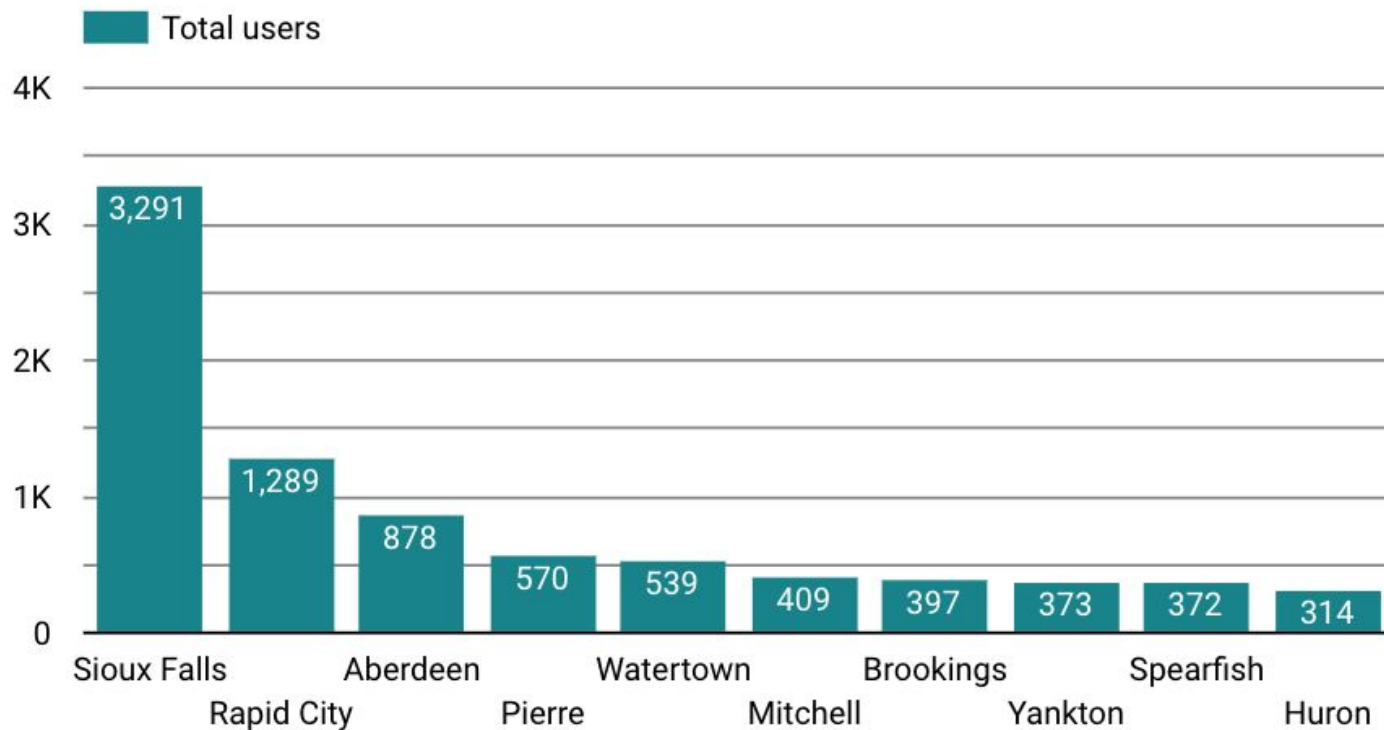
Engagement Rate

↑ 73% Compared to Industry Benchmark

56.23% Benchmark

# Website Users by City

- Out of tracked website visitors (those with location being able to be detected by Google Analytics), we have strong users visiting from Sioux Falls (29% of SD visitors), Rapid City (11% of SD visitors), and Aberdeen (7.6% of SD Visitors).





# Website Conversions

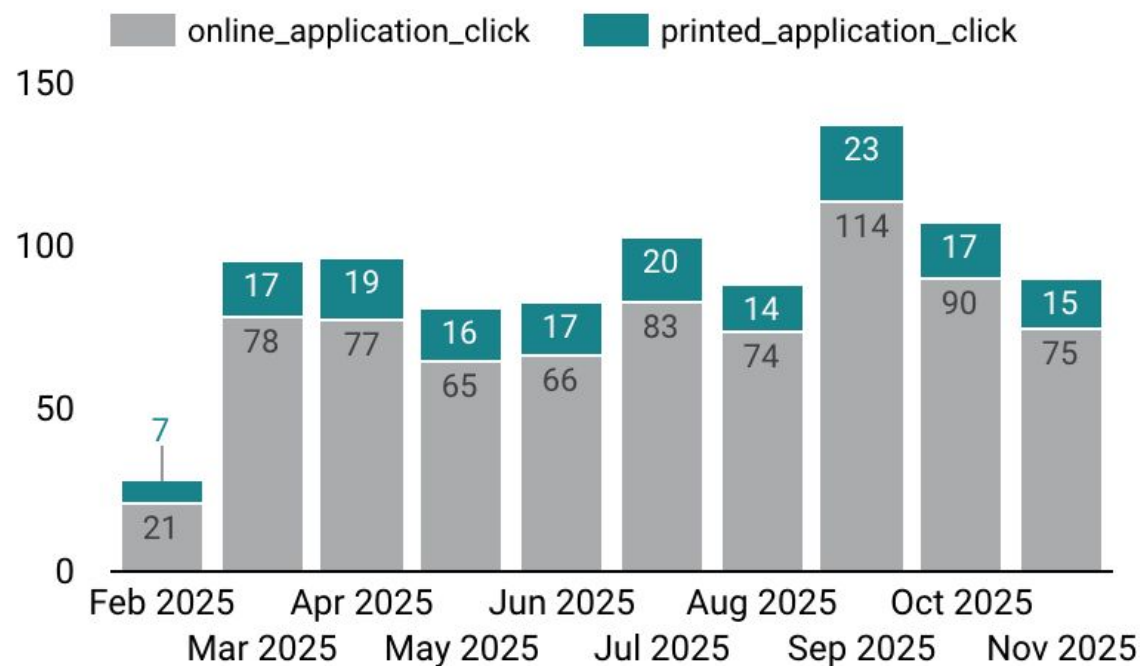
- Conversions are tracked based on clicks to the online or printed application form. This metric doesn't track actual application completions. We've seen a total of 908 conversions throughout the campaign period.
- 71% of application clicks came from first time site visitors. 29% of application clicks came from organic Google searches and 21% came from paid Google ads.

## 743

Online Application Clicks

## 165

Printed Application Clicks



# Social Media Reactions

The campaign has seen very positive reactions on Facebook, generating a high amount of post reactions, comments, and shares.

902

Facebook Post Reactions



30

Facebook Post Comments



85

Facebook Post Shares



**Ken Locke Jr.**

I can relate, Vocational Rehabilitation has helped me out with so much always, Thank you South Dakota Department of Human Services

5w Like Reply



**Jeff Coy Kinston**

I had a stroke in 04/24/25 still doing therapy at home on my own, I made it to the hospital in time to prevent further damage, as of right now I'm still having issues with writing, speaking doing daily life at home,even playing the guitar is a struggle, but through South Dakota vocational rehabilitation I've found my sense of worth to be able to seek new employment and have support to take on life's challenges. Thank you voc rehab for helping me through the darkest of my days..

11w Like Reply



**Jeff Kisecker**

This video is probably the best video that rehab services has ever put out. Excellent job to Sean, Stephanie, and the DHS staff.

40w Like Reply



**Isabella Oliver**

Vicki is so beautiful in every sense of the word! Thankful for the work she is doing in our community!

30w Like Reply



**Gloria Tuffs**

She's such a inspiration to everyone.

22w Like Reply

# Thank you!