

A group of U.S. Women's National Soccer Team players celebrating their victory. They are wearing blue jerseys with red and white accents, and gold medals around their necks. The text "SHEBELIEVES CUP 2024" is visible on their jerseys. The players are cheering with their arms raised and mouths open.

CAMPAIGN REVIEW:

U.S. SOCCER

SheBelieves

CONFIDENTIAL

FEBRUARY-MAY 2024



PUBLIC GOOD

Campaign Overview



Primary Campaign Goals: Awareness, Engagement & Insights

U.S. Women’s Soccer and Public Good partnered during **Black History Month** and **Women’s History Month** to grow **awareness** of the accomplishments made by the U.S. Women’s Soccer team and drive **engagements** within our action units among non-soccer fans.

As secondary goals, Public Good directed traffic to the SheBelieves landing page to further get readers interested, engaged, and aware of the U.S. Women’s Soccer team and their mission, and also linked to the ticket sales pages for the SheBelieves Cup and Summit.




**Contextual targeting
in moments of peak motivation**
is a unique value specific to
Public Good campaigns.

Atlanta

New professional sports teams launch in Atlanta

Let's welcome new pickleball, volleyball, and golf teams

BY **DEMARCO WILLIAMS** - FEBRUARY 23, 2024



"I'm already accustomed to the fans and knowing how crazy SEC country is," says Edmond, a four-time All-American at the University of Kentucky. "Getting to go back to fans that are used to watching me play is exciting. It's just a perfect time to do it. Volleyball is on the up, and you're adding a pro league right after the college season ends? That's super exciting."

1. Sophia Smith is the first Black woman ever to do what?

Next →

Sponsored by U.S. Soccer Powered by Public Good

● Relevant article

● Public Good U.S. Soccer Action Unit

Campaign Creative: **Quiz and Poll**

To gather valuable data and insights into peoples hearts and minds; we created the **quiz** to learn what readers **know** about the U.S. Women's Soccer team, and the **poll** to learn more about what readers **feel** about the team.

The Action Units also featured two actions to drive awareness and participation

- Atlanta: She Believes webpage & Cup event page
- Chicago: SheBelieves webpage and Summit event page

Quiz

1. Sophia Smith is the first Black woman ever to do what?

Run the 100-meter in under 10.5 seconds

Win three Grand Slam tournament titles in one season

Be named U.S. Soccer Female Player of the Year

1. How many World Cups has the U.S. Women's National Team won?

1

4

7

Next ->

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Poll

Why do you watch the U.S. Women's National Team?

The legacy of the team

The games themselves

The players and their stories

I don't

Why do you watch the U.S. Women's National Team?

The players and their stories

I don't

The games themselves

The legacy of the team

Sponsored by U.S. Soccer

Powered by Public Good

Review the live demos at:
[U.S. Soccer SheBelieves Demos](#)



Campaign Results



Campaign Results: High-Performing Content

Public Good identified unique placements across more than **84,000** motivating articles about **diversity, equity, and inclusion, youth development, and female empowerment**, effectively engaging readers who are interested in these topics.

GOOD NEWS NETWORK

All NewsInspiringSports

59-year-old Breaks Women's World Record for the Longest Time in an Abdominal Plank Position

By Andy Corbley - Apr 22, 2024

A woman in Alberta just set a new world record for the longest time spent in an abdominal plank

UP
WOR
THY

Man tries to correct a female golfer's swing, having no idea she's actually a pro

"My hope is that he comes across this video and it keeps him up at night."

By Heather Wake02.26.24

The Guardian

No equality for working women in any country in the world, study reveals

Global gender gap is far bigger than previously thought, as annual World Bank report takes childcare and safety issues into account for first time

Kaamil Ahmed

Tue 5 Mar 2024 06:08 EST

TOWN&COUNTRY

Meghan Markle Spends International Women's Day at SXSW

The Duchess of Sussex is in Austin, Texas!

BY EMILY BURACK

PUBLISHED: MAR 08, 2024 3:59 PM EST

delish

Ina Garten Honors Her 'Idol' Julia Child On International Women's Day

"She bravely led the way for the rest of us."

BY DANIELLE HARLING

PUBLISHED: MAR 08, 2024 1:05 PM EST

Women'sHealth

Is Caitlin Clark Joining The WNBA? All About Her Postgrad Plans And Big Money Offers

This Hawkeye is heading to the pros.

BY JACQUELINE TEMPERA

UPDATED: APR 8, 2024

Longview News-Journal

Southern Black Girls And Women's Consortium Announces 2024 Black Girls Dream Conference, June 7-8 In Atlanta, Georgia

By Southern Black Girls and Women's Consortium

Feb 27, 2024 Updated Feb 27, 2024

HUFFPOST

College Basketball Star Angel Reese Is Entering The WNBA Draft

"I've done everything I wanted to in college," the LSU star said.

By Lydia O'Connor

Apr 3, 2024, 04:06 PM EDT

Louisiana State University basketball

BAZAAR

It All Started With Sue Bird

The WNBA legend on her new documentary, *In the Clutch*, and why the work never really stops, even during retirement

BY FRANKIE DE LA CRETAZ



PUBLISHED: APR 10, 2024 9:00 AM EDT

Campaign Results:

Content Strategy Success

Public Good optimized toward content topics that were most effective at engaging readers.

These topics effectively **engaged new audiences** who are interested in DEI and female empowerment who may not be U.S. Women’s Soccer fans yet!

	Diversity, Equity, and Inclusion	Parenting and Youth Development	Female Empowerment
Engagement (ER)	0.53%	0.44%	0.23%
	<div>Longview News-Journal</div> <div>Southern Black Girls And Women's Consortium Announces 2024 Black Girls Dream Conference, June 7-8 In Atlanta, Georgia</div> <div>By Southern Black Girls and Women’s Consortium</div> <div>Feb 27, 2024 Updated Feb 27, 2024</div>	<div>food network's healthy eats</div> <div>Should Your Kids Be Juicing?</div> <div>By: Sally Wadyka</div> <div>Everywhere you look these days, there's another smoothie or juice bar popping up offering blends of fruits and vegetables in drinkable form. Even the refrigerated aisle at the supermarket is lined with bottles of similar sorts of drinks. They seem like an easy way to pump more fruits and veggies into your daily intake. And why not use the same method to supplement your kids' diet?</div> 	<div>delish</div> <div>Ina Garten Honors Her 'Idol' Julia Child On International Women's Day</div> <div>"She bravely led the way for the rest of us."</div> <div>BY DANIELLE HARLING</div> <div>PUBLISHED: MAR 08, 2024 1:05 PM EST</div> 

Quiz Results:

Drove Engagement and Awareness & Insights on What People Know

The quiz units drove the primary campaign goals of engagement and awareness in addition to giving us valuable insights into **how much people know** about U.S. Women’s Soccer.



INSIGHTS

Overall, readers in Atlanta know more than readers in Chicago about both team facts. This may indicate opportunities for greater education in Chicago and audience capitalization in Atlanta.

The top score of just 57.49% correct across the matrix shows room for increased education and awareness in both markets.

	Atlanta	Chicago
1. Sophia Smith is the first Black woman ever to do what?	47.47% answered correctly 52.53% incorrectly	42.75% answered correctly 57.25% incorrectly
1. How many World Cups has the U.S. Women’s National Team won?	57.49% answered correctly 42.51% incorrectly	56.71% answered correctly 43.29% incorrectly

Quiz Results:

Performance: Engagement by Variant

Engagement rates among the quizzes differed by market and creative. Atlantan readers engaged more with the quiz featuring Sophia Smith as the first question, while Chicagoans engaged more when asked first about how many World Cups the team has won.



INSIGHTS

The largest engagement rate difference among the units was on quizzes leading with the Sophia Smith question, which scored almost 25% higher in Atlanta than in Chicago. This may indicate a greater appetite for player stories in Atlanta.

	Atlanta	Chicago
1. Sophia Smith is the first Black woman ever to do what?		
Run the 100-meter in under 10.5 seconds	0.40%	0.29% Sunset on 3/26
Win three Grand Slam tournament titles in one season		
Be named U.S. Soccer Female Player of the Year		
1. How many World Cups has the U.S. Women's National Team won?		
1	0.38% Sunset on 4/12	0.38%
4		
7		

Poll Results:

Drove Engagement and Awareness and Insights Into How People Feel

The poll unit drove the primary campaign goal of engagement and awareness in addition to giving us valuable insights into **how people feel** about U.S. Women’s Soccer. We tested two poll variants each in Atlanta and Chicago.



INSIGHTS

Just over half of all respondents say they don’t watch the U.S. Women’s National Team, indicating that (1) the campaign reached non-soccer fans, and (2) the team has a great opportunity to grow its market to new audiences.

While results were similar, **more respondents in Atlanta** indicated that they do not watch U.S. Women’s Soccer games.

Why do you watch the U.S. Women’s National Team?	Atlanta	Chicago	Average
I don't	54.67%	45.58%	51.23%
The games themselves	16.81%	15.49%	16.3%
The legacy of the team	13.34%	25.71%	18.02%
The players and their stories	15.18%	13.22%	14.44%

Poll Results:

Performance by Variant

Engagement rates among the polls differed by market and creative.



INSIGHTS

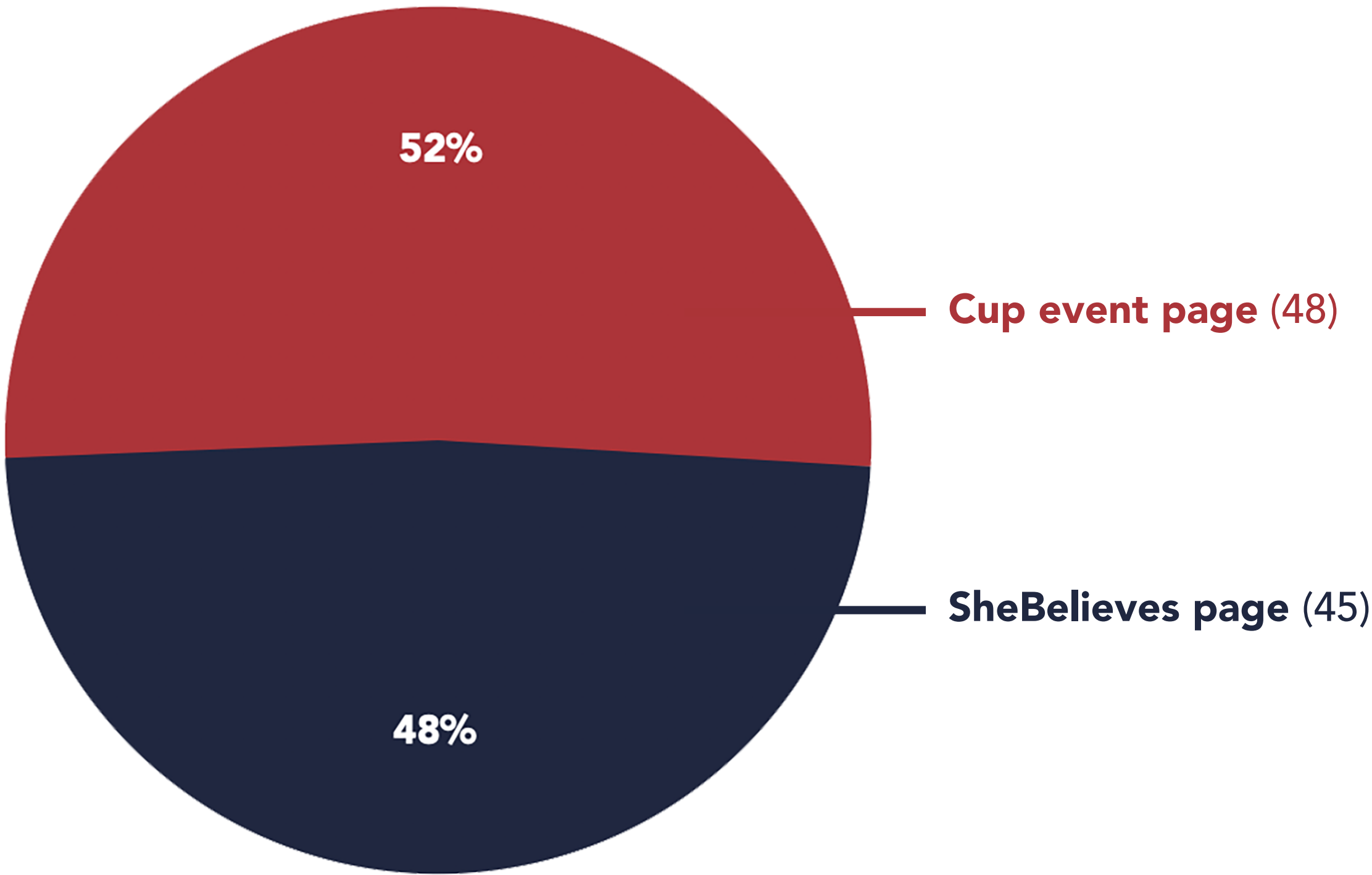
Chicagoans engaged with units led by overall statistics (‘The legacy of the team’ poll / World Cup wins quiz). This may indicate promising directions for tailoring messaging to each market.

The poll and quiz ER rates show a consistent theme: Atlantans engaged more with units led by individual achievement (‘The players and their stories’ poll / Sophia Smith quiz).

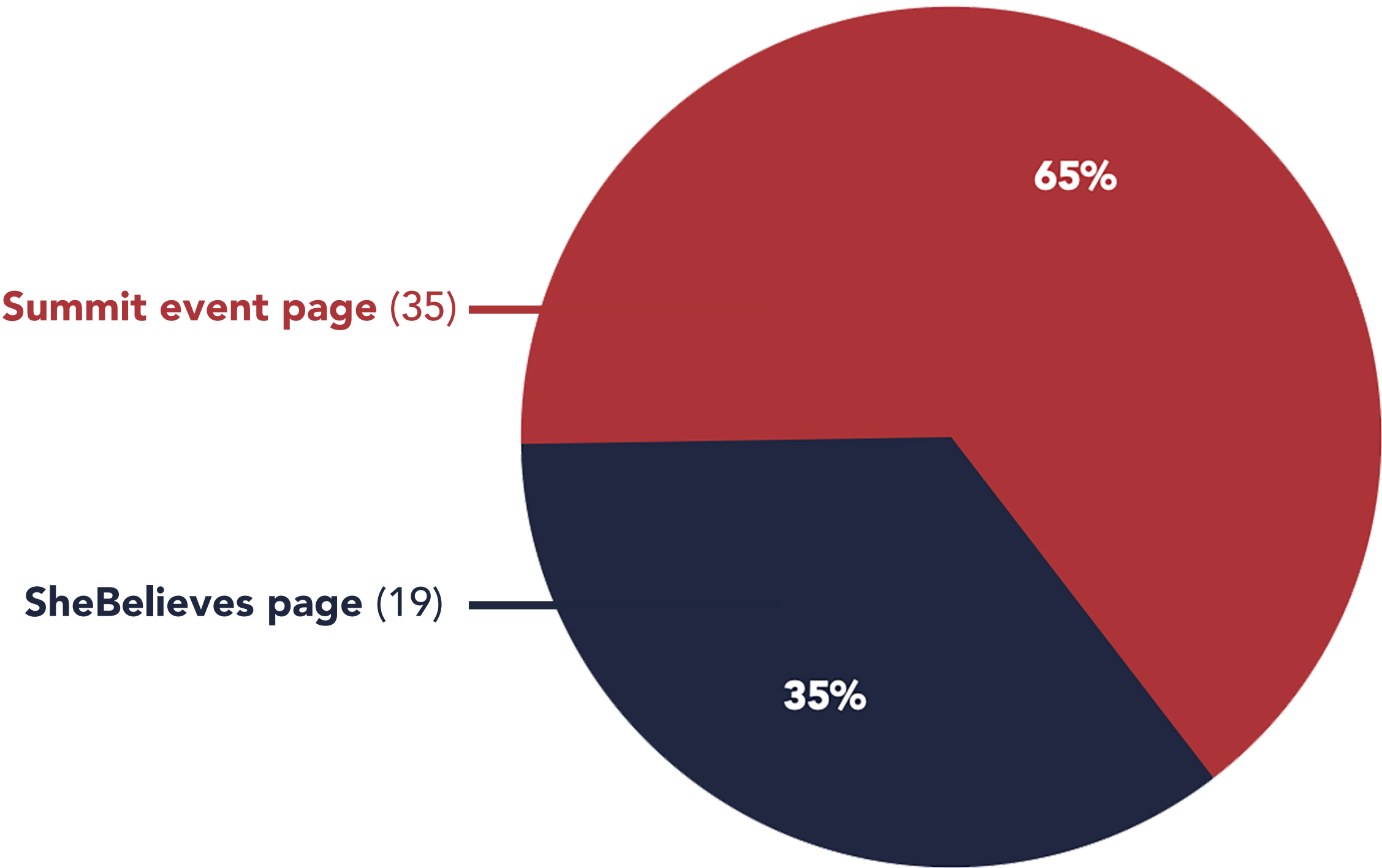
	Atlanta	Chicago
Why do you watch the U.S. Women’s National Team?		
The legacy of the team	0.35% Sunset on 4/12	0.34%
The games themselves		
The players and their stories		
I don't		
Why do you watch the U.S. Women’s National Team?		
The players and their stories	0.39%	0.33% Sunset on 3/26
I don't		
The games themselves		
The legacy of the team		

Action Unit Results: Breakdown of Actions Taken

Atlanta



Chicago



Campaign Results:

Ongoing Optimization

1. Sophia Smith is the first Black woman ever to do what?

Run the 100-meter in under 10.5 seconds

Win three Grand Slam tournament titles in one season

Be named U.S. Soccer Female Player of the Year

1. How many World Cups has the U.S. Women's National Team won?

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7

Why do you watch the U.S. Women's National Team?

The legacy of the team

The games themselves

The players and their stories

I don't

Why do you watch the U.S. Women's National Team?

The players and their stories

I don't

The games themselves

The legacy of the team

Next →

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	% improvement over course of campaign
ER	+6.78%
CR	+28.01%
Action Starts	+19.40%

Lowest-performing units in each market were sunset as part of optimization.

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Campaign Results:

Summary

4,007,779	impressions*
84,801	articles
0.37%	blended engagement rate
4,598	people who answered at least one quiz question
8,026	poll respondents

* Extra impressions above contract level are added value.

Successes and Recommendations



Key Successes

- This campaign **drove engagement and awareness** about the U.S. Women's Soccer team.
- Public Good's AI-for-Good targeting effectively **reached new audiences** interested in DEI and related topics.
- **We leveraged different creative types** to gain valuable insights about what people **know** and how people **feel** about U.S. Women's Soccer.
- **We gathered significant insights and learnings** about optimizing across creative, content topics, and publisher audiences to inform future campaigns.



Recommendations

- Expand **nationally from geo-targeted campaign** to continue to drive engagement and awareness in U.S. Women's soccer in addition to gathering more valuable marketing insights.
- **Continue running quiz units** to further educate readers and get them familiar with the amazing accomplishments of the U.S. Women's Soccer team.
- **Introduce new units**, including the slideshow and interactive video, to highlight individual player's stories and thus tell a story.
- Utilize a **Kantar brand study** to measure awareness and sentiment.

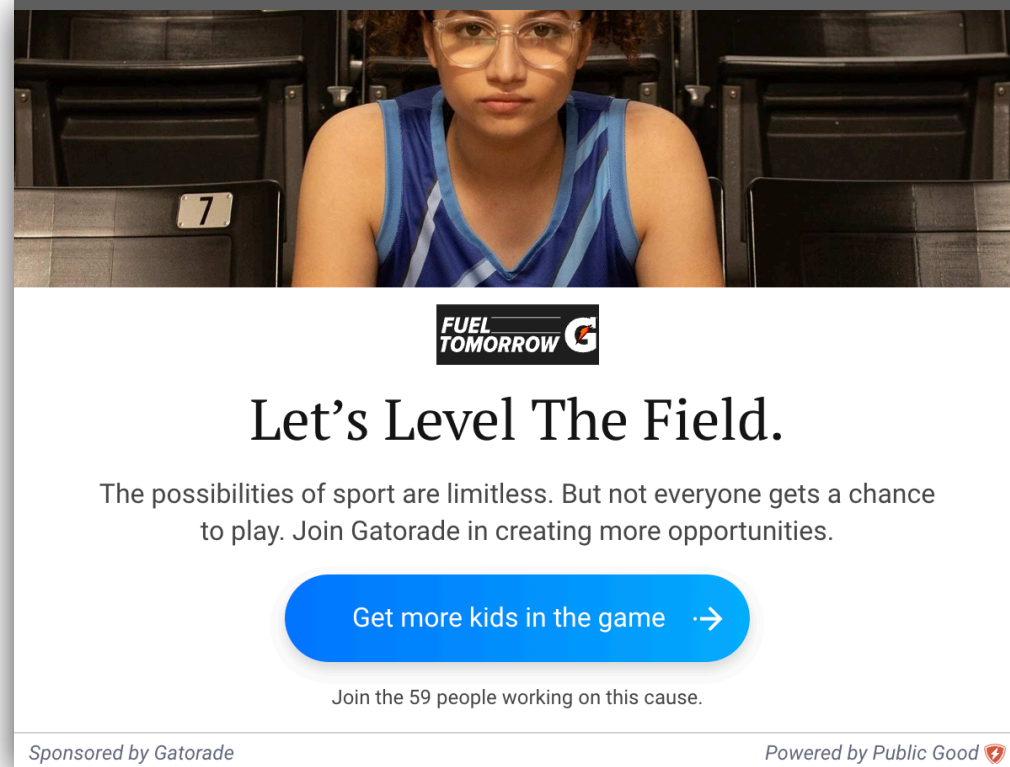




Appendix

Action Unit Types

Call to Action



FUEL TOMORROW

Let's Level The Field.

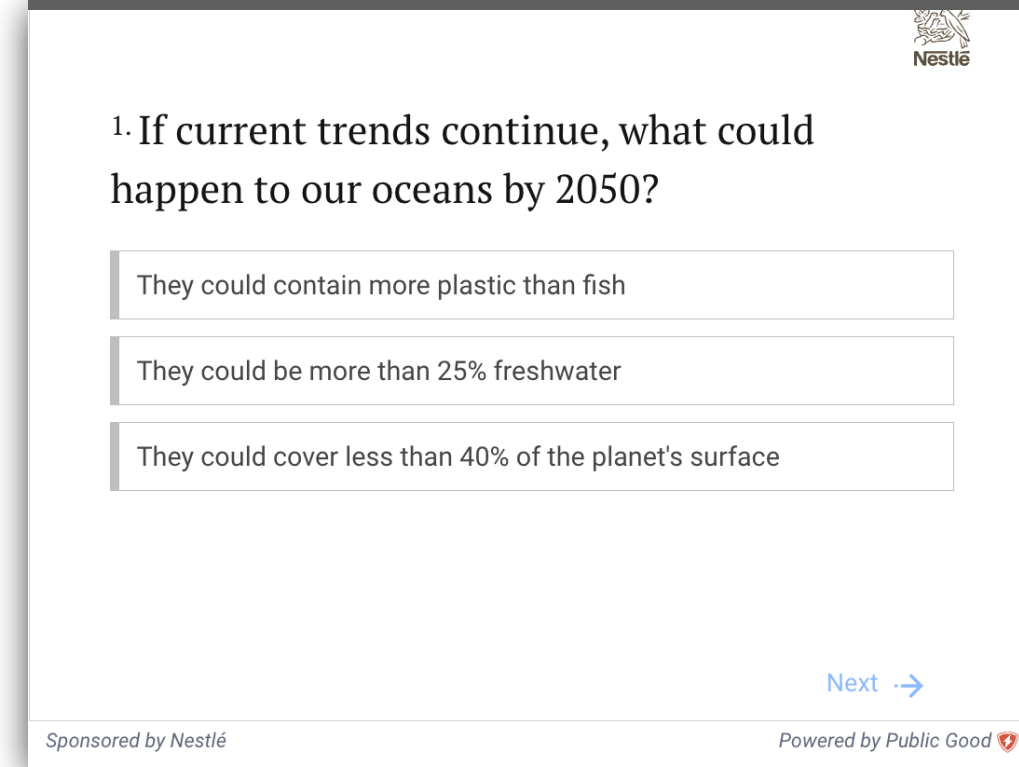
The possibilities of sport are limitless. But not everyone gets a chance to play. Join Gatorade in creating more opportunities.

[Get more kids in the game →](#)

Join the 59 people working on this cause.

Sponsored by Gatorade Powered by Public Good

Quiz



Nestlé

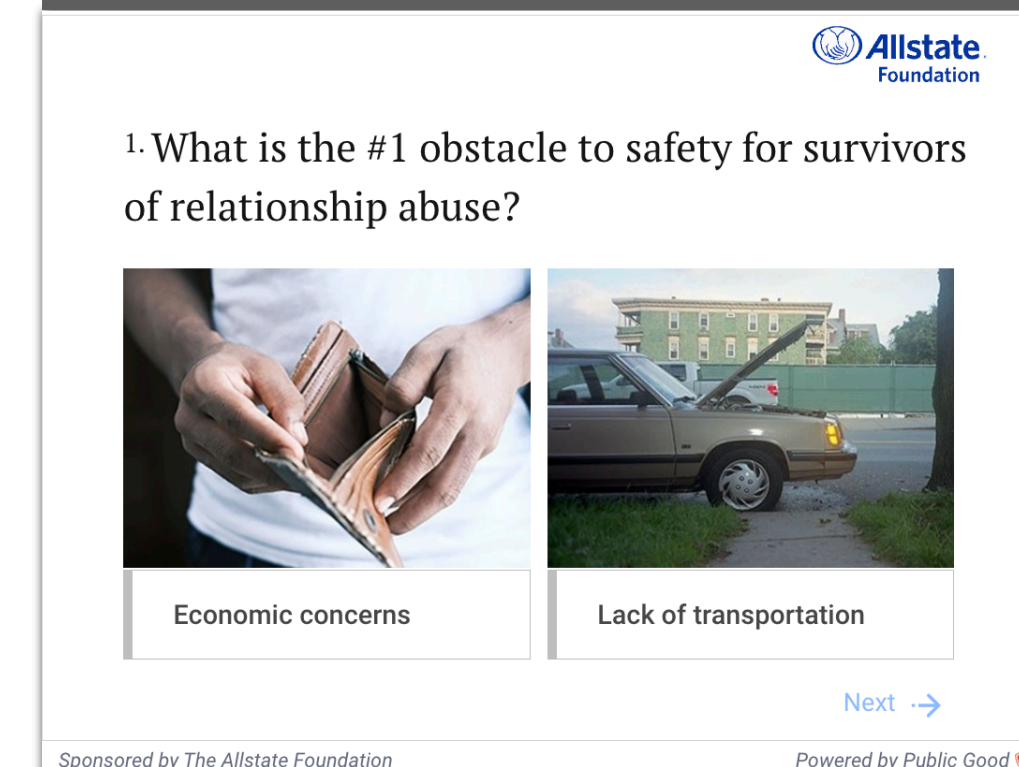
1. If current trends continue, what could happen to our oceans by 2050?

- ☐ They could contain more plastic than fish
- ☐ They could be more than 25% freshwater
- ☐ They could cover less than 40% of the planet's surface

[Next →](#)

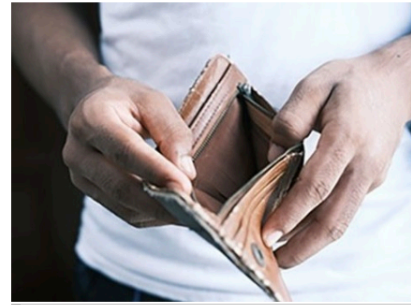
Sponsored by Nestlé Powered by Public Good

Visual Quiz




Allstate Foundation

1. What is the #1 obstacle to safety for survivors of relationship abuse?



Economic concerns

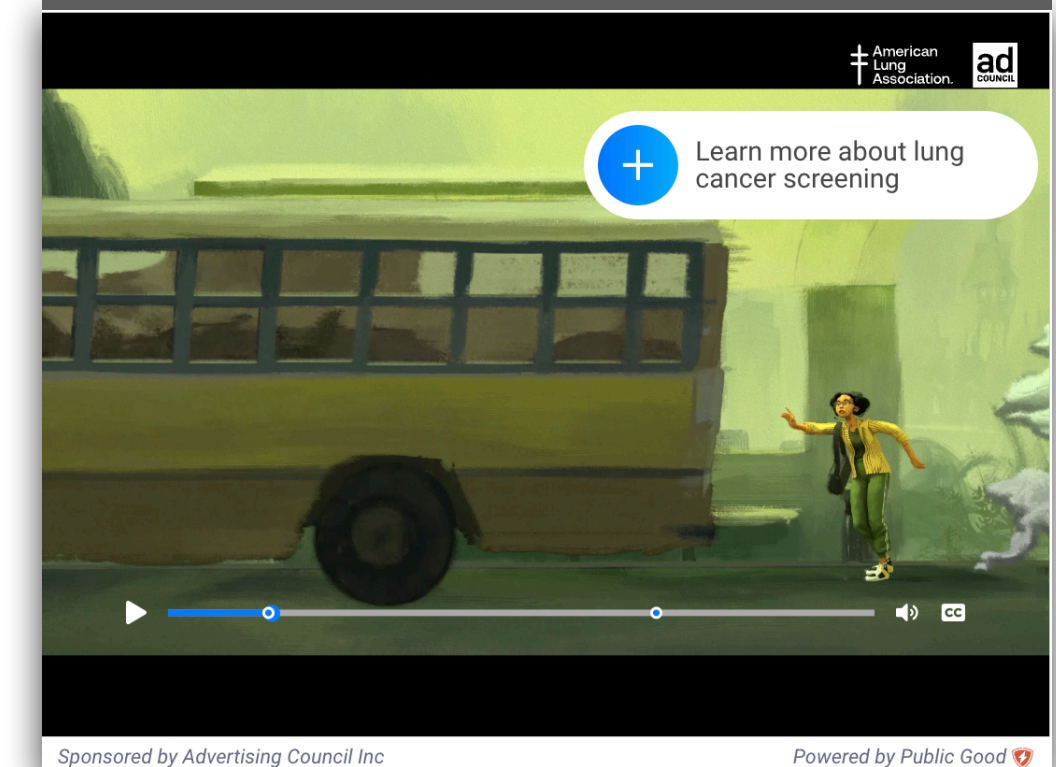


Lack of transportation

[Next →](#)

Sponsored by The Allstate Foundation Powered by Public Good

Video

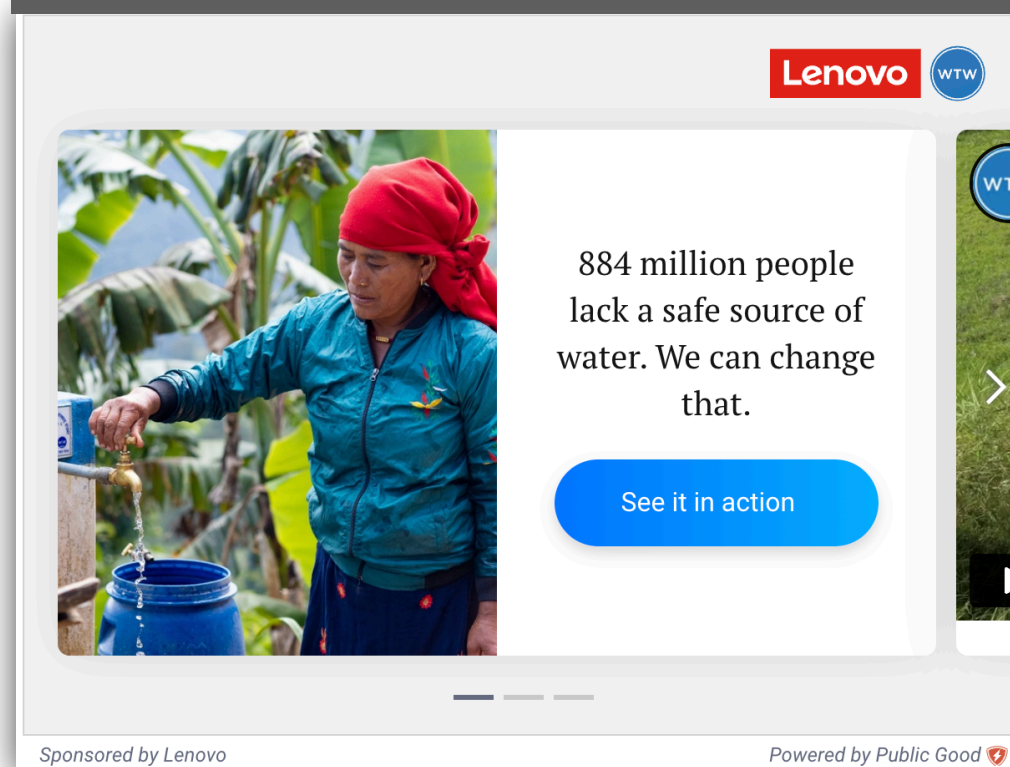


American Lung Association


[+ Learn more about lung cancer screening](#)

Sponsored by Advertising Council Inc Powered by Public Good

Slideshow



Lenovo

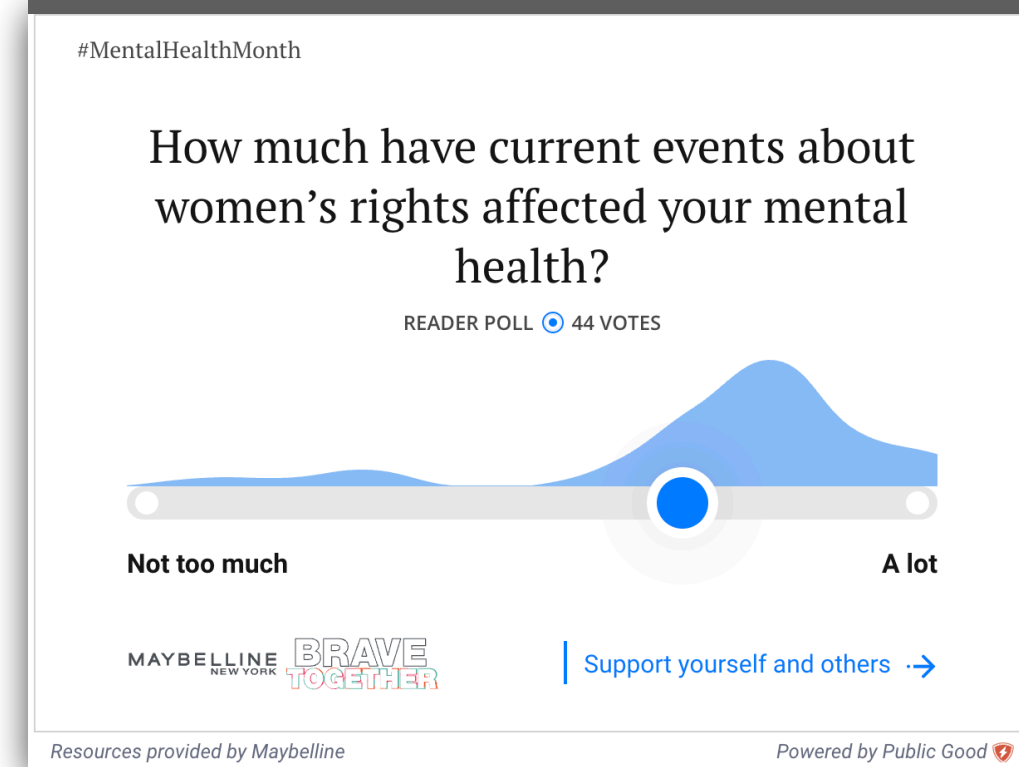


884 million people lack a safe source of water. We can change that.

[See it in action](#)

Sponsored by Lenovo Powered by Public Good

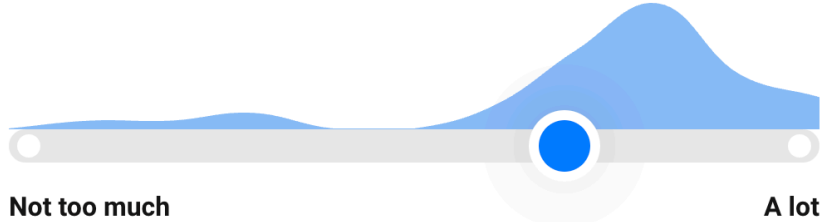
Live Poll



#MentalHealthMonth

How much have current events about women's rights affected your mental health?

READER POLL 44 VOTES



Not too much A lot

[Support yourself and others →](#)

Resources provided by Maybelline Powered by Public Good

Poll



TWO GOOD

How do you fight food waste?

<input checked="" type="checkbox"/> I choose foods that give back	43%
<input type="checkbox"/> I support rescue food organizations	21%
<input type="checkbox"/> I work with others to make a difference	34%

[Help feed everyone better →](#)

Sponsored by Two Good Powered by Public Good

Ticker



19

A new cancer is diagnosed every 30 seconds in the U.S.

Caregivers will be key on the journey ahead. Send them a message of support.

[Encourage a caregiver →](#)

LA ROCHE POSAY

Sponsored by La Roche-Posay Powered by Public Good

Campaign Results:

Quiz and Poll Results - Atlanta

Question	Answered	Answer	Correct	Count	%
How many World Cups has the U.S. Women’s National Team won?	2437	1	incorrect	576	23.64%
How many World Cups has the U.S. Women's National Team won?	2437	4	correct	1389	57.00%
How many World Cups has the U.S. Women's National Team won?	2437	7	incorrect	472	19.37%
Sophia Smith is the first Black woman ever to do what?	2773	Be elected to the National Soccer Hall of Fame	incorrect	103	3.71%
Sophia Smith is the first Black woman ever to do what?	2773	Be named U.S. Soccer Female Player of the Year	correct	1315	47.42%
Sophia Smith is the first Black woman ever to do what?	2773	Play more than 100 international games as a goalkeeper	incorrect	31	1.12%
Sophia Smith is the first Black woman ever to do what?	2773	Run the 100-meter in under 10.5 seconds	incorrect	822	29.64%
Sophia Smith is the first Black woman ever to do what?	2773	Win three Grand Slam tournament titles in one season	incorrect	502	18.10%

Why do you watch the U.S. National Women’s Team?	Sum of answers	%
I don't	2,729	54.67%
The games themselves	839	16.81%
The legacy of the team	666	13.34%
The players and their stories	758	15.18%
Grand Total	4,992	100%

Campaign Results:

Quiz and Poll Results - Chicago

Question	Answered	Answer	Correct	Count	%
How many World Cups has the U.S. Women’s National Team won?	2161	1	incorrect	655	30.31%
How many World Cups has the U.S. Women's National Team won?	2161	4	correct	1131	52.34%
How many World Cups has the U.S. Women's National Team won?	2161	7	incorrect	375	17.35%
Sophia Smith is the first Black woman ever to do what?	724	Be elected to the National Soccer Hall of Fame	incorrect	103	14.23%
Sophia Smith is the first Black woman ever to do what?	724	Be named U.S. Soccer Female Player of the Year	correct	391	54.01%
Sophia Smith is the first Black woman ever to do what?	724	Play more than 100 international games as a goalkeeper	incorrect	51	7.04%
Sophia Smith is the first Black woman ever to do what?	724	Run the 100-meter in under 10.5 seconds	incorrect	111	15.33%
Sophia Smith is the first Black woman ever to do what?	724	Win three Grand Slam tournament titles in one season	incorrect	68	9.39%

Why do you watch the U.S. National Women’s Team?	Sum of answers	%
I don't	1,383	45.58%
The games themselves	470	15.49%
The legacy of the team	780	25.71%
The players and their stories	401	13.22%
Grand Total	3,034	100%

Campaign Results:

Quiz and Poll Results - Cumulative

Question	Answered	Answer	Correct	Count	%
How many World Cups has the U.S. Women’s National Team won?	4598	1	incorrect	1231	26.77%
How many World Cups has the U.S. Women's National Team won?	4598	4	correct	2520	54.81%
How many World Cups has the U.S. Women's National Team won?	4598	7	incorrect	847	18.42%
Sophia Smith is the first Black woman ever to do what?	3497	Be elected to the National Soccer Hall of Fame	incorrect	206	5.89%
Sophia Smith is the first Black woman ever to do what?	3497	Be named U.S. Soccer Female Player of the Year	correct	1706	48.78%
Sophia Smith is the first Black woman ever to do what?	3497	Play more than 100 international games as a goalkeeper	incorrect	82	2.34%
Sophia Smith is the first Black woman ever to do what?	3497	Run the 100-meter in under 10.5 seconds	incorrect	933	26.68%
Sophia Smith is the first Black woman ever to do what?	3497	Win three Grand Slam tournament titles in one season	incorrect	570	16.30%

Why do you watch the U.S. National Women’s Team?	Sum of answers	%
I don't	4,112	51.23%
The games themselves	1,309	16.31%
The legacy of the team	1,446	18.02%
The players and their stories	1,159	14.44%
Grand Total	8,026	100%



What's Next?

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