

AdPortal Targeted Obituaries

1. Do newspapers bundle or upsell the Facebook targeted ads? If you bundle did you raise the rate or absorb the cost?

All newspapers in the program bundle the Facebook targeted ad with the print obituary. They have implemented the program with a rate increase treated as an assumed sale. Families can opt out; but out of thousands of ad campaigns, there has only been one request for removal, and no complaints about the price increase. The reaction has been very positive—funeral homes and families have expressed gratitude for this service.



2. What is the typical retail value assigned to the rate increase when bundling Facebook targeted ads with the print obituary?

The rate increases range from \$29 to \$49 depending on the market. The newspaper typically spends \$15-18 (\$8 with iPublish and \$7-\$10 buying the Facebook audience), with an average of 50% on the revenue made by the paper. The paper decides both pricing and the “ad buy” on Facebook. That may sound like a small investment, but it’s been proven over and over again to create extraordinary reach.

3. How long do the targeted Facebook campaigns run?

iPublish determined that the right period of time is one week/7 days, and the results from clients underscore this theory. They typically see a 25-27% CTR’s and 29% engagement from relatively short

campaigns with low budgets. Publish also makes available a different platform that allows permanent remembrances to stay live indefinitely.

4. How are the targeted ads set up on Facebook?

AdPortal Obituaries automates building a Facebook ad from the obituary by pulling the picture and adding a choice of background. A simplified interface shows just four appropriate targeting choices, and there is a preset spending cap. Since the iPublish platform interfaces directly with the newspapers’ Facebook’s Ad Manager account, the targeted Facebook ad campaign is fully automated with no human intervention required. The ad buy is sent directly through the API within Facebook. Additionally, iPublish works with the newspaper to provide templates that meet all the Facebook requirements.

5. We have seen a drop in obituary volume driven by recent rate increases in 2018 and 2019 that negates the gain in more than a few markets. Are you finding that forced rate increases are resulting in similar declines in volume?

Sales managers from Salt Lake City Tribune and Chicago Sun-Times experienced the same declines; however they report this reversing this trend and increasing volume. New funeral homes have started placing obits and the word-of-mouth about targeted Facebook ad campaigns is also helping.

By adding tremendous value, publishers can ask for a rate increase with no objections. Rather, families and funeral homes are asking to have the social targeting feature and willing to pay. “We have had no pushback on the rate increase. None. Which

has been shocking to me,” Sally Steed, Senior Vice President of Advertising at the Salt Lake City Tribune told us. If you’d like to hear from the newspaper sales managers you may [watch the video here](https://ipublishmedia.com/wp-content/uploads/2020/12/Sally-Steed.mp4). (https://ipublishmedia.com/wp-content/uploads/2020/12/Sally-Steed.mp4)

6. How long does it take to launch targeted Facebook ads for obits?

For newspapers not using the iPublish’s AdPortal Obituaries platform, the time to launch for targeted obituaries is typically 30 to 60 days because you must use AdPortal Obituaries to activate this program. If you are not an AdPortal Obituaries user, you can look at AdPortal Tributes as a new way to drive revenue with no requirement to be on AdPortal Obituaries. If you are currently using AdPortal Obituaries, adding targeted Facebook ads can be accomplished much quicker. Sign the agreement with iPublish, create new packages with your iPublish Project Manager, and we set up the interface with your Facebook Ad Manager within 1-3 business day(s). However, we do strongly recommend educating your funeral homes prior to launch. iPublish will assist by giving examples of printed materials and is happy to participate in conference/Zoom calls to demonstrate the features to your funeral home partners.

7. How do you walk the family through the Facebook targeting options during the obituary submission process? Are you adding time to each call and are funeral homes willing to spend the additional time?

For call centers, which typically handle only a small percentage of orders, iPublish’s AdPortal technology allows ads to be placed in about ten seconds; so the only time is spent talking families through the four audience targeting choices. The

Enter the full URL for the click-through:

Facebook Targeting

Age

Gender ?

All Male Female

Target locations * ?

Target radius for city/town ?

Interests ?

School ?

Employment ?

funeral homes are actually enthusiastic to spend a bit of extra time, since they are deepening their relationship with families during a stressful time when in-person funerals may not be possible. Funeral directors come to the table with an extra social media outreach service and a one-stop-shop to help families notify hard-to-find connections. As a result, newspapers have received thank you testimonials from funeral homes and families—some for the first time. Another result noted by the managers in the video, they are getting longer P R I N T obituaries, as the Facebook targeting questions are causing the people placing obituaries to “remember” certain things about the deceased that they want in the print obituary.

8. Regarding Legacy.com’s community Facebook page for obituaries; why would publishers set up a separate Facebook page for publishing recent obituaries? Why not just post them on the publisher’s editorial Facebook page?

For many newspapers, posting hundreds of obituaries every month in their editorial Facebook News Feed would overwhelm their content feed. Legacy.com suggests a strategy of using a community page for all obits that appear in the newspaper, plus ones that come in to Legacy.com from other sources, and curating a selection of obituaries to appear in the newspaper’s editorial Facebook feed and cross-promoting the other pages.



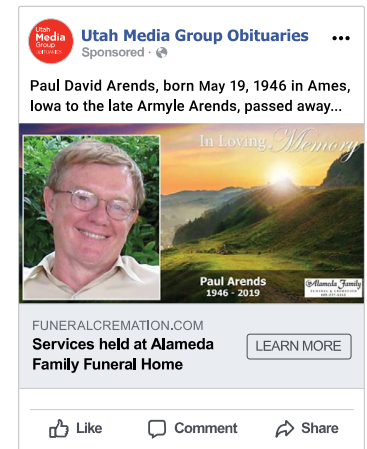
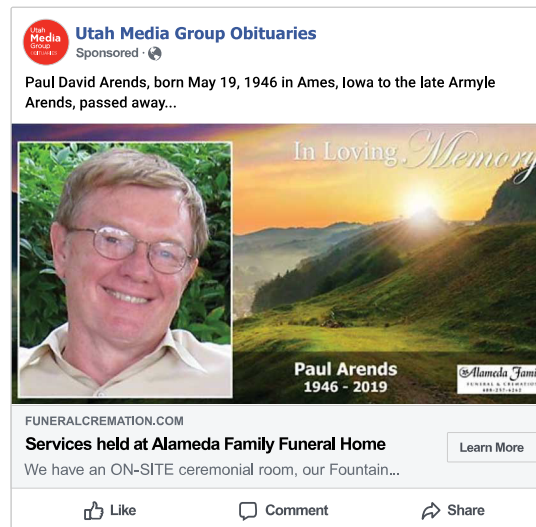
9. Does Facebook Targeted Obituaries compete, complement or make redundant Legacy.com’s new local newspaper-branded Facebook page for obituaries?

The targeted ads don’t compete, they complement each other. There are three ways the family can put information out on Facebook with this plan. (1) share a post on the deceased’s page if they have access. Facebook estimates that these posts will show up in the News Feeds of approximately 10%-40% of the deceased’s “friends.” (2) The local newspaper Facebook obituaries page is read by followers of that page. It’s estimated by Facebook the posts on these pages reach approximately 5.5%. Targeted Facebook advertising by the family adds further reach to specifically find those people most likely to know the deceased using Facebook’s targeting options—Age, Gender, Location, Interests, School and Employment. It reaches colleagues, college friends, and civic organizations/interests fellow members most likely to know the deceased. This targeted Facebook “ad” reach has a negligible,

if any, overlap with the local newspaper's branded Facebook obituaries page followers. This was also anecdotally noted by the newspaper sales managers, who reported how much family members loved seeing the engagement, posts, and loving memories from people not in their immediate circle, but in that next degree of connection to the deceased.

"We are so thankful for the opportunity to communicate the passing of our Mother with extended family and friends through the added Facebook option during this difficult time in the world where we cannot all be together." – The Cummins Family

10. Do newspapers allow families/private parties as well as funeral homes and newspaper call center to enter AdPortal Obits directly and are there any reasons why private parties should not use it?



Many of our newspaper customers allow private party obits directly from families. Across much of the country funeral homes are the principal users, but out west, private parties can make up a huge number of obituaries. In California funeral homes don't take as active a role in placing obituaries so families make up 60% or more of the obits that come through AdPortal. AdPortal can be configured to support both types of inputs. The newspaper administrator adds a process for verifying the obituaries placed by private parties.

Key Performance Indicator

Unlike traditional ad campaigns, the key performance indicator (KPI) for Facebook targeted obituaries is link clicks. The goal is to target colleagues, classmates, and friends with shared interests, with a message they want and invite them to engage with the notice by sharing it with others and/or leaving a comment.

"Each campaign is running with a \$7 platform budget and the average CPM is \$8.60. So each campaign is getting an average of 813 impressions.

The campaigns are optimizing for link clicks – therefore the CPM is going to vary widely as the system is willing to pay more to show to people who will click. This is increasingly expensive the smaller the audience is—some of these targets have a potential reach of only 20,000 users.

Since the goal is actually clicks, then the KPI isn't the number of impressions, but the number of clicks or CPC. The average number of clicks on these campaigns is 91 and the average CPC is \$0.08." –Alison Neufang - Customer Success Supervisor, AdvanceLocal