

copperwing

Alabama ABLE
Marketing Campaign Report
April 2025 – June 2025

Alabama ABLE Campaign/Marketing Goals

Campaign Goal

- Increase awareness of Alabama ABLE Savings to drive account activations with qualified prospects

Marketing Goals

- Generate engagement and conversions through targeted digital and social media efforts
- Drive traffic to the Alabama ABLE Savings Website
- Reach key decision-makers for persons with disabilities

Alabama ABLE Video

42K

Viewers completed
the videos

55K

Impressions

75% Completed
Video Views

15–30% is considered an average
benchmark for video views
based on impressions served



Social Media (Meta) Ad Performance



134K

Impressions

3K

Clicks

1.90%

CTR

Programmatic Audio



184K

Impressions

178K

Audio Completes

96%

Completion Rate

Top Performing Videos

11K Impressions/73%VCR



7K Impressions/74% VCR



3K Impressions/77% VCR

