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Alabama ABLE
Marketing Campaign Report
July 2025 – September 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 ABLÉ Video

45K

Viewers completed
the videos

57K

Impressions

79% Completed
Video Views

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



Social Media (Meta) Ad Performance



117K

Impressions

2K

Clicks

1.90%

CTR

Top Performing Videos

38K Impressions/79% VCR



16K Impressions/80% VCR



2K Impressions/76% VCR





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