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Alabama ABLE
Marketing Campaign Report
October – December 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

60K

Viewers completed
the videos

80K

Impressions

86% Completed
Video Views

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



Social Media (Meta) Ad Performance



399K

Impressions

7K

Clicks

1.63%

CTR

Alabama ABLE Display

206K

Impressions

16%

Click Through
Rate

.05–.10% is considered an average benchmark for click through rates.



ABLE to be more independent

[Start Saving Now](#)



Top Performing Videos

40K Impressions/85% VCR



32K Impressions/85% VCR





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