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Alabama ABLE
Marketing Campaign Report
January – March 2026

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

61K

Viewers completed the videos via YouTube TV and Hulu

62K

Impressions

99% Completed
Video Views

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



Social Media (Meta) Ad Performance



271K

Impressions

3.4K 1.25%

Clicks

CTR

Top Performing Videos

31K Impressions/99.67% VCR



30K Impressions/99.64% VCR





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