

IEEE 802 LMSC Public Visibility Campaign Wrap-up

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ec-20-0081-01-00EC
May 27, 2020*



Introduction

- ▶ The following presentation provides an overview of the results of the IEEE 802 Public Visibility Campaign undertaken in conjunction with its 40th Anniversary
- ▶ Also included
 - Appendix A - IEEE / Finn Partners Summary
 - Appendix B – IEEE SA Summary

Strategy Overview

- ★ Create a broad and global awareness campaign of IEEE 802 LAN/MAN Standards Committee and how the Standards developed by thousands of IEEE 802 technical experts over the past 40 years has enabled the industry to connect the world, which continuously evolves for the future.
- ★ Focus on the general technology audience (Tech standards, developers, and industry implementers) with the goal of reaching a broader global audience.
- ★ Emphasize key applications enabled by the IEEE 802 standards / technologies portfolio.
- ★ Leverage a combination of 802 technical experts and broader technology industry experts who have media training and can focus on specific topics that resonate with the media based on current trends
- ★ Mult-pronged effort with co-ordination between messaging plans
 - IEEE PR / Finn Marketing - IEEE 802 40th Anniversary Campaign
 - IEEE-SA New Identity Roll-out

Investment Summary

IEEE 802	\$100,000 Budget (\$88,000 Total Cost)	Public Visibility Program
IEEE SA	Development Costs (unknown total actual cost)	IEEE SA 802 Mktg Webpage
IEEE TV	Editing Costs (unknown total actual cost)	“Man on the Street” Videos
IEEE TAB	\$10,000	Increased International Marketing Outreach

Summary of Program's Social Media Channels

	Channel	Detail
IEEE Marketing (Finn Partners)	IEEE Transmitter Page Twitter Linkedin Facebook Instagram Google Display	https://transmitter.ieee.org/802-standards/ @ieeeeorg IEEE IEEE IEEE https://transmitter.ieee.org/802-standards/
IEEE SA	802 Mktg Webpage Twitter Facebook Linkedin	https://standards.ieee.org/featured/802/index.html @ieeesa IEEE SA IEEE SA
IEEE 802	Twitter Linkedin (JD)	@ieeee802
Other IEEE Groups, Societies, Industry Organizations, Analysts	Communications Society, Photonics Society, TAB, Power & Energy, Strategy & Entrepreneurship, Engineers in Medicine & Biology, Ethernet Alliance, Wi-Fi Alliance, WI SUN Alliance, MEF, AVNU, EPIC, LightCounting, Dell'Oro	

802 Content

The campaign was bolstered with a variety of content including six long form videos, five short form videos for social media, Man on the Street videos, one audio clip and four IEEE Transmitter blogs

Transmitter Article Snapshot

1. 3 Ways the World Would Be a Different Place Without IEEE's Family of 802 Standard
2. How Ethernet Has Enabled Today's Hyper-Connected World
3. Why the Development of Wireless Networks Is Important for Global IoT Growth
4. How the Future of Wi-Fi Will Impact Our Workplaces and Lifestyles Worldwide

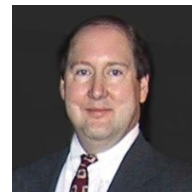
Video Snapshot

1. The IEEE 802 Standard That Changed The World
2. Standards that Connect
3. Worldwide Connectivity Enabled by 802
4. The Future of IoT, Connected Cars and Wi-Fi
5. Global Impact On Our Everyday Lives
6. The Future of IEEE's 802 Standards

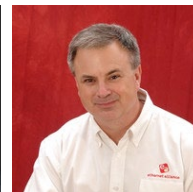
Referenced Standards: 802.1, 802.3, 802.11, 802.15



George Zimmerman



Tim Godfrey



John D'Ambrosia



Jim Lansford



Lei Wang



Steve Carlson



Paul Nikolich



Andrew Myles



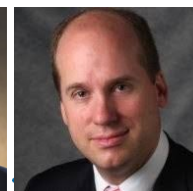
Shoichi Kitazawa



Dorothy Stanley



Bob Metcalfe



Glenn Parsons

Campaign Coverage Overview

Total Secured Coverage (amount of media coverage mentioning IEEE 802): 161 (6 pending)

Total Global Unique Visitors Per Month (the total audience reached via coverage): 5,731,239,313

Secured Coverage by Region:

- ▶ US: 19 (1 pending)
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Outreach over the course of the campaign focused on a variety of topics including the 40th Anniversary of 802 and its effects on the world, the technological and societal challenges of a world without 802, pushing the limits of future technology through 802 standards, vertical applications of 802 (education, manufacturing, automotive, etc.), 802's effect on the Internet of Things, among others.

Our global efforts effectively drove significant and widespread media coverage in 14 countries in outlets such as The Next Web, BGR, SearchNetworking, IndustryWeek, Networks Europe, TechTudo, Baidu, Express Computers, ZDNet Korea, Elektronikpraxis and many more.



Campaign Metrics At A Glance

Awareness - How many people saw our campaign

KPI: Organic social + ALL paid ads impressions

33,575,461 views

Engagement - How many people interacted with our campaign on social

KPI: Comments, reactions, shares, clicks, video views:

1,434,884
Engagements

Website Traffic

KPI: Transmitter landing page views, Transmitter articles, 802 YouTube page:

47,397 Views

Audience

Unique visitors per month for all secured global media coverage/readership

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Program Goals Versus Actuals

METRIC	GOAL	ACTUAL	PERCENTAGE TO GOAL
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Organic Social Performance

Channel	Facebook	LinkedIn	Instagram	Twitter
Impressions	2,653,799	856,746	633,619	253,310
Engagements	67,351	56,231	66,979	13,747

Throughout the 802 Standards campaign, organic social media garnered **4.3 million impressions, 13,000+ clicks**, nearly **150,000 video views** and over **200,000 engagements**.

Engagement was high across all social channels:

- **Facebook** garnered the most impressions at 2,653,799
- **Instagram** garnered the most video views at 53,597
- **LinkedIn** garnered the most clicks at 7,954

Corona Virus drove industry desire for content

Total number of posts	110
Impressions	4,397,474
Likes / Reactions	36,968
Comments / Replies	514
Shares	3,934
Link clicks	13,688
Video views	149,134

Reaching Students and Young Professionals

~90% of IEEE's social media audience are within the 18-44 age range. Many are students and academics.

Key Learnings + Highlights

- **Google Display Network paid advertising (aka GDN)** performed extremely well. GDN banners across the web and apps drove 46.29% of all traffic to the Transmitter 802 Standards page at an average Cost Per Click of just \$0.14 per click.
- **802 video content** garnered high engagement and gathered a following throughout the campaign. We saw an increase of views over time with over 450K views alone in the final two week period of the campaign (4/1-4/15) with a total of 750,294 views overall.
- Our **audience engaged** the most with content that immediately asked a provoking question, such as what a world without Wi-Fi would look like, or content that established a link from 802 to popular industries and/or everyday life.
- **Media coverage** resonated most when talking about the future applications of 802 and when discussing the various technologies 802 enables like Wi-Fi and Ethernet rather than the technical nuances of the standards. Examples included Wi-Fi sensing, Ethernet for autonomous vehicles, applications to the IoT, etc.
- **COVID-19** was at its peak during the majority of our campaign (April + March) yet we out performed all of our metrics. This was due to the fact that our existing content included topics like remote work and that we quickly made a shift in our campaign to highlight further relevance. This included changing the language of our organic, paid and website copy and our media pitching.

IEEE SA 802 MKTG WEBPAGE: BY THE NUMBERS

	As of 3/4	As of 3/11	As of 3/18	As of 3/25	As of 4/1	As of 4/8	As of 4/15
Page Views	906	1,602	2,378	3,073	3,671	3,809	3,951
Avg Time on page	2:27	2:23	02:14	02:15	02:24	02:26	02:31
Form Submissions	5	8	11	14	21	21	23
Total Clicks	374	671	1024	1,398	1,582	1,654	1,758
Click-Through rate	41.28%	41.89%	43.06%	45.49%	43.09%	43.42%	44.50%



IEEE SA SOCIAL MEDIA

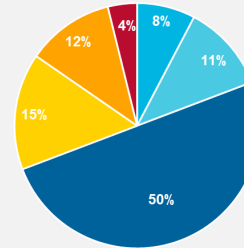
<u>as of 4/15</u>	Facebook	Twitter	LinkedIn	Totals
Number of posts	4	11	4	19
Engagement (Likes/Shares/ Comments)	55	338	56	449
Engagement Rate	.03% (Industry Benchmark .09%)	.66% (Industry Benchmark .07%)	2.03% (Industry Benchmark .204%)	N/A
Reach/ Impressions	6,582	30,542	778	37,902



INTEREST FORM SUBMISSIONS AS OF 05/04-2020

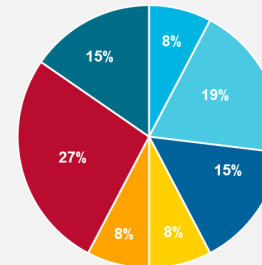
Total Working Group Interest Form Submissions as of 05/04	26														
Number of Interest Form Submissions by Working Group	<table> <tr><td>3</td><td>802.1</td></tr> <tr><td>5</td><td>802.3</td></tr> <tr><td>6</td><td>802.11</td></tr> <tr><td>7</td><td>802.15</td></tr> <tr><td>1</td><td>802.18</td></tr> <tr><td>3</td><td>802.19</td></tr> <tr><td>1</td><td>802.24</td></tr> </table>	3	802.1	5	802.3	6	802.11	7	802.15	1	802.18	3	802.19	1	802.24
3	802.1														
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Form Submissions Breakdown by Source



■ Students ■ Individuals ■ Industry ■ Academia ■ Institute ■ IIEEE

Form Submissions Breakdown by Geography



■ Brazil ■ China ■ India ■ Malaysia ■ UK ■ USA ■ Others



IEEE 802 Social Media Stats

▶ Through April 15

Twitter	# Users (as of 5/15)	137
	Tweets	22
	Impressions	32,115
	Engagements	393
Linkedin (JD Personal account)	# Followers	5,666
	# Posts	32
	# Views	27,590
	# Likes	230

#1 Tweet (14,972) –

Today marks the 40th Anniversary of IEEE 802. Congratulations to the 802 community & thanks to all our volunteers who helped develop the family of networking standards that shaped today's connected world

#1 Post (7,537) – Excerpt

I am a 20 year veteran of IEEE 802. We are seeing the standards developed by this organization used in ways many of us never imagined. My cousin passed from COVID-19 - in writing about this personal moment - it struck me how much networking is impacting our lives: #ieee802 #802standards #ethernet #ieee



Next Steps

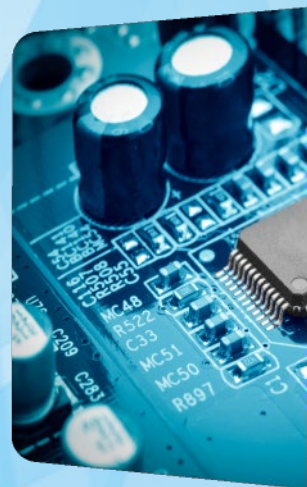
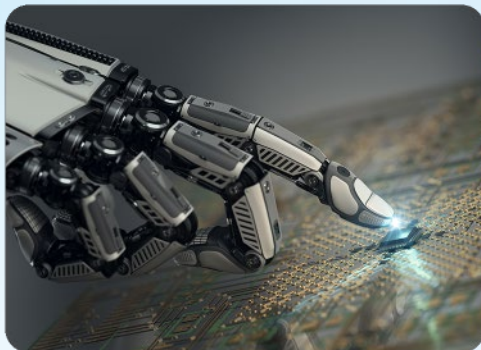
- ▶ Continue IEEE 802 Public Visibility Efforts
 - Formation – IEEE 802 Public Visibility Standing Committee
 - Focus on creation non-technical content IEEE 802 (applications / future with emphasis on video)
- ▶ Continue relationship building with IEEE organizations and societies
- ▶ Engage in participation in IEEE Public Visibility Efforts
- ▶ Request 802 EC authorize use of remaining PV funds (\$12k) for continued PV activities
- ▶ We are actively seeking additional funding & sponsorship to continue public visibility activities on behalf of IEEE 802





**Appendix A –
IEEE / Finn Partners
Summary**





IEEE 802 40th Anniversary Campaign Wrap Up Report

April 22, 2020



802 Content

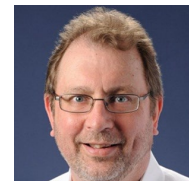
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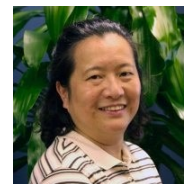
Glenn Parsons (video)



Paul Nikolich (video, audio, article)



John D'Ambrosia (article, video)



Lei Wang (article)



Tim Godfrey (article)

Video Snapshot

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5. Global Impact On Our Everyday Lives
6. 19 The Future of IEEE's 802 Standards



Dorothy Stanley (video, article)



Bob Metcalfe (video)



802 Thought Leaders

Through video, social and traditional media, we utilized a wide range of IEEE members to demonstrate thought leadership around the family of 802 standards



George Zimmerman



Lei Wang

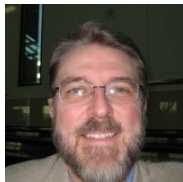


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20



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IEEE 802 Standards Referenced

- 802.11 Wireless LAN
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- 802.3 Ethernet
- 802.15 Wireless Specialty Networks



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MEDIA RELATIONS PERFORMANCE



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Campaign Coverage Highlights

EXPRESS COMPUTER

3 Ways the World Would Be a Different Place Today Without IEEE's Family of 802 Standards

You're probably reading this article on your mobile phone, a tablet or a laptop computer. You might share this article to your social media channels using your favorite emoji in the caption, and then later you'll refer back to your brother-in-law to get his opinion on the topic. Did you know that none of these activities would be possible today, and that none of these technologies would be able to work together or low cost enough, without the IEEE family of 802 standards?

It wasn't that long ago when Wi-Fi and Ethernet speeds weren't as fast and inexpensive enough for every-day consumers. The rate of growth this industry has seen is exponential, and the thousands of engineers in IEEE's numerous 802 working groups have made sure their technical standards have enabled constant improvements, ensuring consistency and accessibility in the market.

Let's imagine how the world would be a different place if these standards were not in place today.

OLHAR DIGITAL

Próxima versão do Wi-Fi quer detectar os movimentos dos usuários

Sem sensores nos dispositivos ou corpos dos usuários, a tecnologia detectará os movimentos por meio da alteração da radiofrequência presente nos ambientes

O protocolo IEEE 802, que padroniza a conectividade sem fio, está explorando novas possibilidades para o próximo padrão do Wi-Fi o

ZDNet Korea

IEEE 802 표준, 제정 40주년 맞아

전기전자기술자협회(IEEE)는 IEEE 802 표준 제정 40주년을 맞이하고 16 일 밝혔다.

IEEE 802 학회장이 주최하는 IEEE 802 표준은 인터넷, 와이파이, 블루투스 등의 통신 기술에 포함된다. IEEE 802 표준은 주로 무선 네트워크를 포함하는 기기, 인간을 위한 환경을 제공한다.

한국에 IEEE 802 학회장을 취임한 이명환 IEEE 802 표준을 성공시키는 데 중요한 역할을 했다. IEEE 802 프로젝트는 제조사가 다른 기기를

BGR

The Wi-Fi of the future might be able to detect your physical presence

Wi-Fi 6 (802.11ax) is one of the hottest buzzwords in tech right now. Combine that with 5G, and you've got the perfect setup, and many of the new 2023 phones do feature both Wi-Fi 6 and 5G support. Of course, to actually take advantage of faster Wi-Fi data speeds, you also need a home router that supports Wi-Fi 6 and a great internet plan.

The same goes for 5G — you need coverage and proper infrastructure that can deliver high-speed internet. But wireless networks might be used in the future for more than fast data transmission if the organization that governs the development and evolution of Wi-Fi has its way.

IndustryWeek

Staying Connected

IEEE 802 working group responsible for Ethernet standards turns 40.

Connectivity is the enabler enabling today's manufacturers to fully capitalize on the growing array of emerging technologies. Of course, standards are crucial for connectivity to work across an array of disparate products.

The IEEE 802 standards that provide consistency for connectivity just turned 40. To learn more about how these standards apply to today's manufacturers,

Baidu 百度

IEEE 802标准40周年：从以太网到Wi-Fi6，为万物互联铺平道路

今年是电气电子工程师协会IEEE 802标准正式诞生40周年，在数以千计的科学家共同努力下，IEEE 802标准委员会建立了一系列有线和无线的网络通信标准。截止目前，IEEE 802标准家族包括71个已发布的标准和54个正在开发中的标准，如以太网、无线局域网(WLAN)及蓝牙等，为万物互联铺平了道路。

从高速、智能化的Wi-Fi 6，到互联互通的智慧城市，IEEE 802标准的身影无处不在。正如IEEE 802标准委员会主席Paul Nikolich所言：“从当地的咖啡馆到国际空间站，IEEE 802系列标准正在显著地影响着我们的日常生活。如果没有IEEE 802系列标准，电子邮件等许多我们日常生活中早已离不开的事物，也许不会像现在这样被广泛应用。”



Paul Nikolich
IEEE Fellow

TNW

THE NEXT WEB

How the IEEE 802 group helped shape the modern internet with Ethernet and Wi-Fi protocols

Our life is surrounded by internet services and it's hard to imagine not being connected to the web one way or another. It's also worth thinking about technologies such as Wi-Fi and Ethernet, which are responsible for all the heavy lifting involved in providing that dumb meme to our friends around the world in a split second.

These standards are defined by an organization known as the IEEE (Institute of Electrical and Electronics Engineers) 802 group. It was formed 40 years ago in February 1980 to standardize network protocols and provide device makers a clear path to create peripherals that are compatible with each other across the industry.

History and formation of IEEE 802

Before 802 existed, in the 1970s, equipment suppliers began to manufacture networking hardware to connect computers more widely. However, a lot of these networking standards were proprietary, which meant that it was hard to connect systems that weren't using the same gear. So, a bunch of executives from different companies thought it would be beneficial for the industry to standardize certain protocols and have more devices play well with each other.

TechTarget IoT Agenda

Ethernet in IoT still serves a purpose in the wireless age

When it comes to the internet and the cloud, Ethernet is the dominant wired network technology with expanding capabilities for IoT deployments.

IoT products may connect through either wired or wireless technologies, but many wireless products, including IoT, still depend on wired infrastructure.

The IEEE 802.3 Ethernet standard, and other standards within the 802 family, provide a low-cost option that organizations can purchase from multiple vendors and count on to work when they plug it in. The standard's popularity over the past four decades can be attributed to the adaptation of Ethernet to the needs of targeted application spaces. With the plethora of wired ethernet standards, many IT experts know the networking architecture by the application spaces that they target, such as automotive Ethernet, industrial Ethernet, data center Ethernet or Power over Ethernet (PoE).

Yellowfin

Yellowfin named a Visionary

Forrest Gump 2020 Magic Quadrant for Application and Platform

DZone

IEEE Celebrates the 40th Anniversary of the 802 Standards

An interview with Paul Nikolich, IEEE Fellow and 802 Chair — read to find out more about IEEE and their family of standards.

Last week marked the 40th anniversary of the creation of the IEEE's family of 802 standards that have related wired (Ethernet) and wireless (Wi-Fi) connectivity for the past 40 years. The IEEE 802 family of LAN standards has enabled component, system and service providers to develop robust, interoperable, low-cost networking, enabling explosive growth in connectivity and effectively connecting the world. I spoke to Paul Nikolich, IEEE Fellow and 802 Chair to find out more.

The Genesis of IEEE 802

Paul explained that the IEEE 802 family of technical standards began development in 1979 when technical executives at a group of companies developing proprietary Local Area Networking (LAN) interfaces to connect mini-computers and peripherals, such as printers and terminals, realized that it would be better for the industry to have a single interoperable LAN protocol than a diverse set of proprietary technologies.

"The vision was that a single LAN protocol would enable the market through lower cost as the growth of the market through lower cost set of the economy of scale."

Within a year or so, the vision of a single grand unified interoperable LAN protocol faded and the IEEE 802 LMSC executive committee decided to split into four "working groups". Two survive today: 802.3 Bridging and 802.3 Ethernet — both eventually dominating the Local Area Networking field for wireless LANs.

Paul noted:

"The 802.11 Wireless LAN working group didn't come to life until 1990, but it too offered the same opportunity and benefits of standardization and to offer a single standardized technology to the market that would benefit from interoperability and scale. A single standard was developed, the 802.11 Wireless LAN, the basis for the wireless products commonly known as Wi-Fi."

What Would Life Be Like Without the IEEE 802 Standards?

PAID CHANNEL PERFORMANCE



Paid Advertising Performance

Channel	Budget Spend	Impressions	Link Clicks
Facebook	\$1,949.97	24,580,610	136,005
Twitter	\$1,500.00	676,943	24,474
Google	\$3,550.03	3,920,434	23,893

** Benchmarks from STATISTA
 **Variability based on channe
 **Includes 802 marketing page ads

KPI	802 Performance	**Industry Benchmark
Total Spend to Date	\$7,000.00	N/A
Average Cost per Click	\$0.04	\$.09-\$2.04
Average Click-through Rate	0.63%	.1-.5%




Highest Performing Ads

Number of total Ads	11
Impressions	10,910,006
Likes / Reactions	4,873
Comments / Replies	63
Shares	88
Link clicks	80,230

Why this worked

The ad was connecting a personal use case for technology to a much larger application of WiFi and Ethernet and crafted a strong connection between the two technology applications. Our audience is attracted to that narrative technique.



The screenshot shows a social media post from IEEE. The post includes the IEEE logo, the name 'IEEE', and a verified account icon. The text of the post reads: 'Written by Austin Schuld [?] · March 23 at 5:17 PM ·'. Below the text is a paragraph: 'The same technologies that allow us to make video calls or send an email can be leveraged by people to enable the future of medicine and factory automation. Learn more about the standards that gave way to Wi-Fi and Ethernet.' The main visual of the ad is a cityscape at night with several circular callouts. One callout shows a person working in a field with green plants. Another shows two people looking at a screen with data. A third shows a person working in a factory. The text of the ad says: 'Learn about the Wi-Fi and Ethernet technologies enabling your IoT devices.' At the bottom of the ad, there is a URL 'TRANSMITTER.IEEE.ORG', the title 'The Tech That Connects Us', and a partial sentence 'IEEE's family of 802 networking standards paved the w...'. There is also a 'Learn More' button.

IEEE IEEE ✓
Written by Austin Schuld [?] · March 23 at 5:17 PM ·

The same technologies that allow us to make video calls or send an email can be leveraged by people to enable the future of medicine and factory automation. Learn more about the standards that gave way to Wi-Fi and Ethernet.

IEEE

Learn about the Wi-Fi and Ethernet technologies enabling your IoT devices.

TRANSMITTER.IEEE.ORG
The Tech That Connects Us
IEEE's family of 802 networking standards paved the w... [Learn More](#)

ORGANIC SOCIAL PERFORMANCE



Organic Social Performance

Channel	Facebook	LinkedIn	Instagram	Twitter
Impressions	2,653,799	856,746	633,619	253,310
Engagements	67,351	56,231	66,979	13,747

Throughout the 802 Standards campaign, organic social media garnered **4.3 million impressions, 13,000+ clicks**, nearly **150,000 video views** and over **200,000 engagements**.

Engagement was high across all social channels:

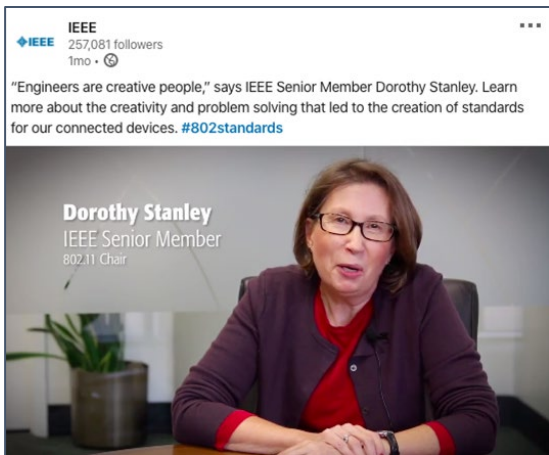
- **Facebook** garnered the most impressions at 2,653,799
- **Instagram** garnered the most video views at 53,597
- **LinkedIn** garnered the most clicks at 7,954

Total number of posts	110
Impressions	4,397,474
Likes / Reactions	36,968
Comments / Replies	514
Shares	3,934
Link clicks	13,688
Video views	149,134

Reaching Students and Young Professionals

~90% of IEEE's social media audience are within the 18-44 age range. Many are students and academics.

Highest Performing Social Posts



On LinkedIn and Facebook, video posts performed the highest. On Instagram and Twitter, graphic images were the highest performing. Posts containing videos still received high engagement on all channels.

- Across channels, provoking messages about Wi-Fi and 802 received high engagement, for example, asking “What if we lost 802” and “A world without Wi-Fi?”
- Simple and relatable posts performed well, for example, “Engineers are creative people.”
- Posts that connected 802 to popular topics, such as IoT or smart cities performed well, allowing users to think about how 802 interacts with their daily lives.



China Social Performance

The IEEE China team translated an 802 Transmitter article, “The Global Impact of IEEE’s 802 Standards” and posted it on China social channels (Weibo and WeChat) resulting in a top performer for the region

Reach/Engagement: 1,211 *the average for articles in China is ~1,050*

How does this compare?

- ▶ Out of the 13 articles/videos sent to the IEEE China team for translation from 2018-2020, this article ranks #5
- ▶ Out of just articles (no videos), this ranks #3

Why is this important?

- ▶ This article was posted the first week of March. Given the massive impact that coronavirus had in China, this is a huge success.

How does this align with previous insights?

- ▶ Prior to this article, 5G and IEEE-related content (members, etc.) performed best
- ▶ The data continues to tell us that the IEEE China audience has a heavy interest in IEEE-centric content and the future of networking.



TRANSMITTER PERFORMANCE

Transmitter Article Performance Snapshot

ARTICLE	VIEWS
3 Ways the World Would Be a Different Place Without IEEE's Family of 802 Standard	693
How Ethernet Has Enabled Today's Hyper-Connected World	517
Why the Development of Wireless Networks Is Important for Global IoT Growth	496
How the Future of Wi-Fi Will Impact Our Workplaces and Lifestyles Worldwide	307

**** avg benchmark for Transmitter is 300-400 views for articles only. We know that videos perform best on social media vs on a landing page based on best practices. We shared our videos on both platforms and had the best performance on social.**



Highest Performing Transmitter Content

The highest performing article on Transmitter was *3 Ways the World Would Be a Different Place Without IEEE's Family of 802 Standards*.

One of the three ways was about remote work and how difficult it would be without 802. The data shows there was a large increase in traffic in April, a time when almost the entire world was working remotely. This proves our content was timely and relevant for our audience.

The highest source of traffic was direct, meaning readers most likely came directly from the homepage or clicked on this article after reading another one.



3 Ways the World Would Be a Different Place Without IEEE's Family of 802 Standards

WRITTEN BY IEEE | FEBRUARY 25, 2020

You're probably reading this article on your mobile phone, a tablet or a laptop computer. You might share this article to your social media channels using your favorite emoji in the caption, and then later you'll video call with your brother-in-law to get his opinion on the topic. Did you know that none of these activities would be possible today, and that none of these technologies would be able to work together or low cost enough, without the IEEE family of 802 standards?



Key Learnings + Highlights

- **Google Display Network paid advertising (aka GDN)** performed extremely well. GDN banners across the web and apps drove 46.29% of all traffic to the Transmitter 802 Standards page at an average Cost Per Click of just \$0.14 per click.
- **802 video content** garnered high engagement and gathered a following throughout the campaign. We saw an increase of views over time with over 450K views alone in the final two week period of the campaign (4/1-4/15) with a total of 750,294 views overall.
- Our **audience engaged** the most with content that immediately asked a provoking question, such as what a world without Wi-Fi would look like, or content that established a link from 802 to popular industries and/or everyday life.
- **Media coverage** resonated most when talking about the future applications of 802 and when discussing the various technologies 802 enables like Wi-Fi and Ethernet rather than the technical nuances of the standards. Examples included Wi-Fi sensing, Ethernet for autonomous vehicles, applications to the IoT, etc.
- **COVID-19** was at its peak during the majority of our campaign (April + March) yet we out performed all of our metrics. This was due to the fact that our existing content included topics like remote work and that we quickly made a shift in our campaign to highlight further relevance. This included changing the language of our organic, paid and website copy and our media pitching.



Appendix B

IEEE SA

Summary



IEEE 802 ANNIVERSARY

IEEE SA Campaign Performance

Final Campaign Report



WEBPAGE: BY THE NUMBERS

	As of 3/4	As of 3/11	As of 3/18	As of 3/25	As of 4/1	As of 4/8	As of 4/15
Page Views	906	1,602	2,378	3,073	3,671	3,809	3,951
Avg Time on page	2:27	2:23	02:14	02:15	02:24	02:26	02:31
Form Submissions	5	8	11	14	21	21	23
Total Clicks	374	671	1024	1,398	1,582	1,654	1,758
Click-Through rate	41.28%	41.89%	43.06%	45.49%	43.09%	43.42%	44.50%

WEBSITE: USER JOURNEY

Where they came from:

- Most users came from visiting the Standards website
- Other users primarily came from Newsletters and Social Media
- The rest came from direct links and other sources

What they did while here:

- Most users visited the Standards homepage after visiting the 802 page
- Nearly the same amount of users interacted with the 802 page and the associated bio page
- The rest visited a variety of web pages across the Standards Association website

Where they dropped off:

- Most users left the 802 page directly
- A smaller subset of users left from the Standards homepage
- The rest were a variety of web pages across the Standards Association website

SOCIAL MEDIA

2/26-3/6	Facebook	Twitter	LinkedIn	Totals
Number of posts	3	3	3	9
Engagement (Likes/Shares/ Comments)	37	59	51	147
Engagement Rate	.02% (Industry Benchmark .09%)	.011% (Industry Benchmark .07%)	1.93% (Industry Benchmark .204%)	N/A
Reach/ Impressions	5,069	4,297	734	10,100

SOCIAL MEDIA

as of 3/18	Facebook	Twitter	LinkedIn	Totals
Number of posts	4	6	3	13
Engagement (Likes/Shares/ Comments)	53	174	55	282
Engagement Rate	.03% (Industry Benchmark .09%)	.34% (Industry Benchmark .07%)	2.07% (Industry Benchmark .204%)	N/A
Reach/ Impressions	6,478	11,855	750	19,083

SOCIAL MEDIA

<u>as of 3/25</u>	Facebook	Twitter	LinkedIn	Totals
Number of posts	4	8	3	15
Engagement (Likes/Shares/ Comments)	55	222	55	332
Engagement Rate	.03% (Industry Benchmark .09%)	.43% (Industry Benchmark .07%)	2.07% (Industry Benchmark .204%)	N/A
Reach/ Impressions	6,518	18,338	750	25,606

SOCIAL MEDIA

<u>as of 4/1</u>	Facebook	Twitter	LinkedIn	Totals
Number of posts	4	10	3	17
Engagement (Likes/Shares/ Comments)	55	277	55	387
Engagement Rate	.03% (Industry Benchmark .09%)	.54% (Industry Benchmark .07%)	2.07% (Industry Benchmark .204%)	N/A
Reach/ Impressions	6,544	24,947	775	32,266

SOCIAL MEDIA

<u>as of 4/8</u>	Facebook	Twitter	LinkedIn	Totals
Number of posts	4	11	3	18
Engagement (Likes/Shares/ Comments)	55	316	55	426
Engagement Rate	.03% (Industry Benchmark .09%)	.61% (Industry Benchmark .07%)	2.07% (Industry Benchmark .204%)	N/A
Reach/ Impressions	6,582	28,124	775	35,481

SOCIAL MEDIA

<u>as of 4/15</u>	Facebook	Twitter	LinkedIn	Totals
Number of posts	4	11	4	19
Engagement (Likes/Shares/ Comments)	55	338	56	449
Engagement Rate	.03% (Industry Benchmark .09%)	.66% (Industry Benchmark .07%)	2.03% (Industry Benchmark .204%)	N/A
Reach/ Impressions	6,582	30,542	778	37,902

INTEREST FORM SUBMISSIONS AS OF 04/08-2020

Total Working Group Interest Form Submissions as of 04/08 (corrected)	21																					
Number of Interest Form Submissions by Working Group	<table><tr><td>1</td><td>802.1</td><td>Higher Layer LAN Protocols Working Group</td></tr><tr><td>4</td><td>802.3</td><td>Ethernet Working Group</td></tr><tr><td>5</td><td>802.11</td><td>Wireless LAN Working Group</td></tr><tr><td>6</td><td>802.15</td><td>Wireless Specialty Networks (WSN) Working Group</td></tr><tr><td>1</td><td>802.18</td><td>Radio Regulatory TAG</td></tr><tr><td>3</td><td>802.19</td><td>Wireless Coexistence Working Group</td></tr><tr><td>1</td><td>802.24</td><td>Vertical Applications TAG</td></tr></table>	1	802.1	Higher Layer LAN Protocols Working Group	4	802.3	Ethernet Working Group	5	802.11	Wireless LAN Working Group	6	802.15	Wireless Specialty Networks (WSN) Working Group	1	802.18	Radio Regulatory TAG	3	802.19	Wireless Coexistence Working Group	1	802.24	Vertical Applications TAG
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INTEREST FORM SUBMISSIONS AS OF 04/15-2020

Total Working Group Interest Form Submissions as of 04/15	23																					
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INTEREST FORM SUBMISSIONS AS OF 05/04-2020

Total Working Group Interest Form Submissions as of 05/04	26																					
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THANK YOU
