Campaign Evaluation- Transport Survey 2025

Channels:
Paid for advertising? If yes, please tick below.

Facebook ads	Linkedin Ads	Google keyword	Google display ads	Instagram	Spotify
☒	☐	☒	☐	☐	☐

Organic results

Preview:

Results Overview from Orlo:

TOTAL POSTS	TOTAL CLICKS	REACH	IMPRESSIONS	SAVED	ENGAGEMENT RATE
5	111	9.5k	13.2k	0	1.23%

Link clicks:

Global Link Clicks ?

Impressions: 13,202

Reach: 9,499

Engagements:

TOTAL COMMENTS	FROM CUSTOMERS	Inbound Comments
11	11	
TOTAL LIKES	SHARES / REPOSTS	• 2 | X
17	17	• 9 | Facebook

Inbound comments:

Aoife Purple
Gordon Street in Slawit is one big pot hole, I had a look at reporting it, but the form is un-necessarily over complicated, if I need to put that much effort into reporting each one it'd take me all year. Much of the road is sunken, there's patches on... See more

4w   Like   Reply
View 1 reply

Matthew Keiren Ewan-Denniss
Whats the point!

No-one in Kirklees listens or actually cares what people want or NEED

4w   Like   Reply   Hide   9

Jackie Bates
B4 you start throwing money away on the bus station a proper bus service would be a bonus

4w   Like   Reply   Hide   4
View 1 reply

Mark Harrison
Simple answer. All your shocking roads need fixing. Then everyone can think about transport after that.

4w   Like   Reply   Hide   2

Marcus
The Council really should get the BASICS right before embarking on other transport projects. For example, Wellington Street in Batley, the full length has no road marking. They are completely invisible. Some pot hole have been patched over but since th... See more

4w   Like   Reply   Hide   2

Nick Lawton
I use nearly every road in Hudds 6 days a week delivering skips so i have A couple of questions ..

1 - why do you the council not care 1 bit about the absolute shocking state of our roads (roads we pay to drive on) .... See more

4w   Like   Reply   Hide   2

Author
Kirklees
Here's how to report them online. Any reports are logged and checked 📋
https://www.kirklees.gov.uk/.../report-a.../form.aspx...

KIRKLEES.GOV.UK
Report other road and highway problems | Kirklees Council

4w   Like   Reply   Remove Preview

Author
Kirklees
Hi Nick. Please tell us the locations of the signage that has slipped down the poles and they can be reported. Thanks ^LJB

4w   Like   Reply
View 1 reply

Michael Blake
Nick Lawton In reply to your first point, the short answer is that they do. No one on the council stood for election with the aspiration that they could deliver sub standard services, but the reality is that road repairs are funded by central governme... See more

3w   Like   Reply   Hide   Edited

Kirklees together views: 1,126

Kirklees Transport Strategy consultation on track for spring

Posted on **January 15, 2025** | by **EliseKirklees** | **Edit Post**

We will be asking residents, businesses and community groups to share their thoughts on their daily journeys, their priorities when they travel and how they envisage the future of transport and travel in Kirklees.

Overview and results:

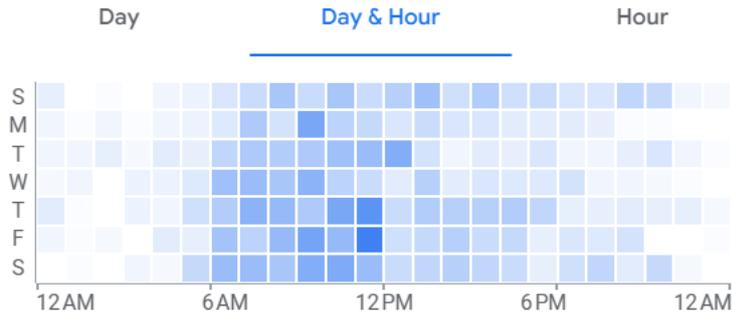|	
Results:	
Overview	

Clicks ▾	Impressions ▾	Avg. CPC	Cost	
1.57K	**81.3K**	£0.26	£402	⋮

Apr 1, 2025   Apr 30, 2025

Performance times

🕐 Day & hour   Clicks ▾   ⋮

Your performance by day of week and time of day

Day   **Day & Hour**   Hour

S
M
T
W
T
F
S

12 AM   6 AM   12 PM   6 PM   12 AM

Demographics

Summary of the demographic groups your ads are reaching by age and gender

Gender   **Gender & Age**   Age

Male

Female

18-24   25-34   35-44   45-54   55-64   65+
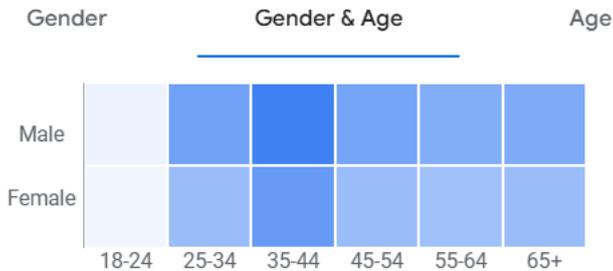
Based on the 79% of your clicks with known gender and age. ⓘ

Demographics

Locations

	Targeted location	Bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
☐	Heckmondwike, England,...	–	208	1,637	12.71%	£0.28	£57.89
☐	Mirfield, England, United ...	–	30	483	6.21%	£0.18	£5.47
☐	Batley, England, United K...	–	29	281	10.32%	£0.21	£6.13
☐	Dewsbury, England, Unit...	–	25	425	5.88%	£0.23	£5.86
☐	Cleckheaton, England, U...	–	12	169	7.10%	£0.29	£3.54
☐	Liversedge, England, Unit...	–	12	121	9.92%	£0.20	£2.34
☐	Birstall, England, United ...	–	4	432	0.93%	£0.06	£0.25
☐	Gomersal, England, Unite...	–	3	41	7.32%	£0.27	£0.80
	Total: Locations ⓘ		323	3,589	9.00%	£0.25	£82.27
	∧ Total: Campaign ⓘ		1,569	81,278	1.93%	£0.26	£402.29
	Total: Other Locations ⓘ		1,246	77,689	1.60%	£0.26	£320.01

Top searches

Q Searches   Sort by: Clicks ▾   ⋮

Top searches and words within searches where people saw your ads

Searches	Words

(kirklees council) (kirklees) (kirklees gov uk)

(kirklees council jobs) (kirklees jobs) (www kirklees gov uk)

(kirklees council uk) (kirklees website) (my kirklees)

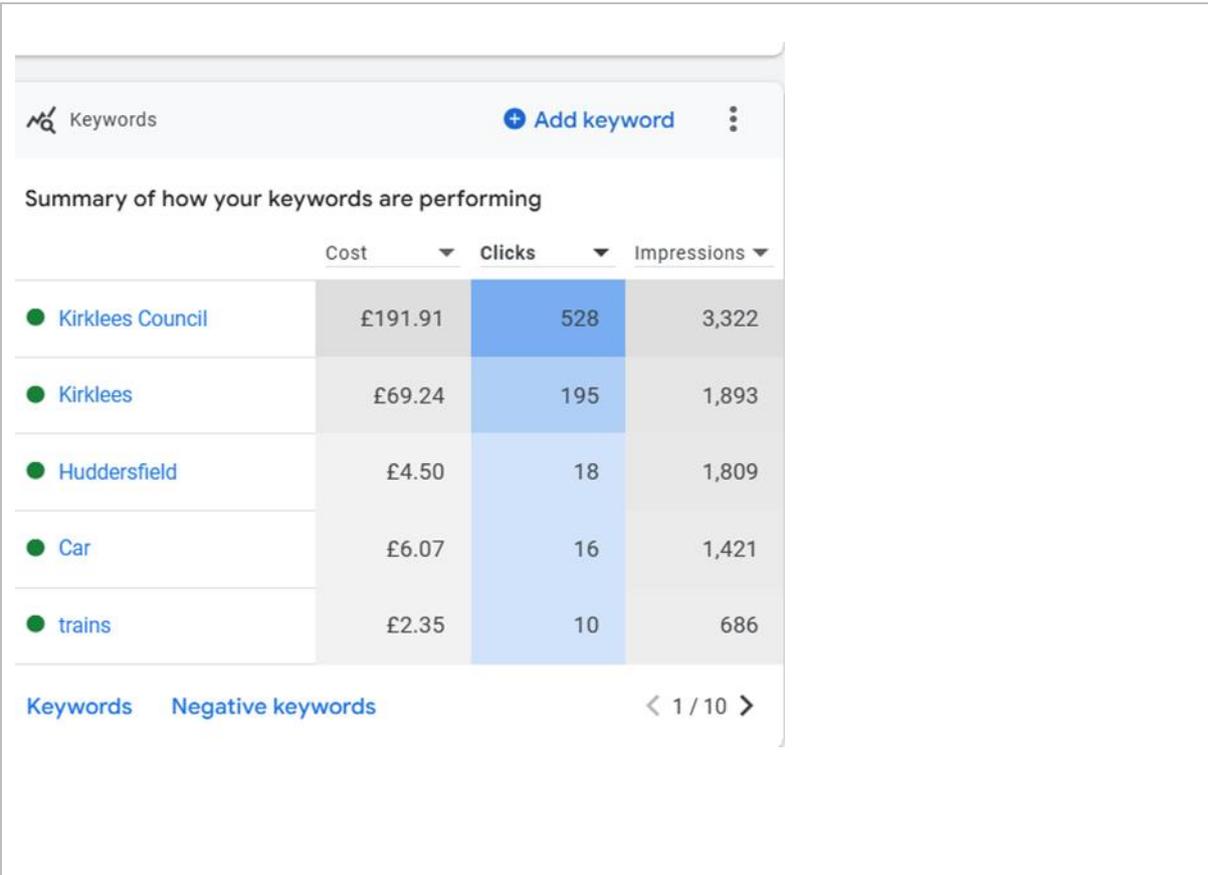(kirklees transport services) (contact kirklees council)

(jobs at kirklees council) (jobs for kirklees council)

(jobs in kirklees) (kirklees building control)

Keywords

Keywords   ⊕ Add keyword   ⋮

Summary of how your keywords are performing

	Cost ▼	Clicks ▼	Impressions ▼
● Kirklees Council	£191.91	528	3,322
● Kirklees	£69.24	195	1,893
● Huddersfield	£4.50	18	1,809
● Car	£6.07	16	1,421
● trains	£2.35	10	686

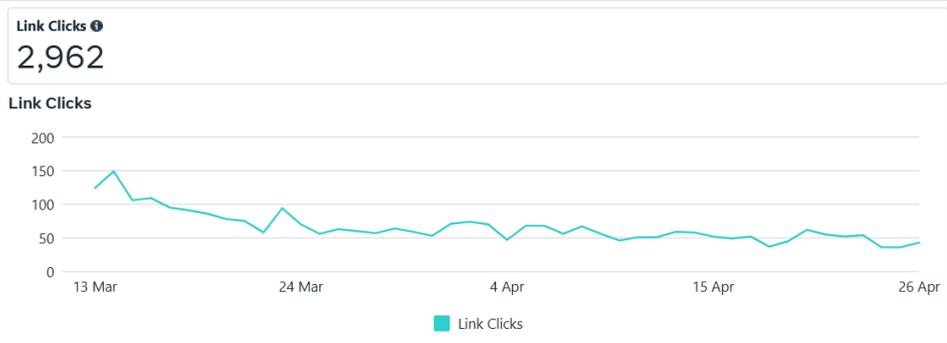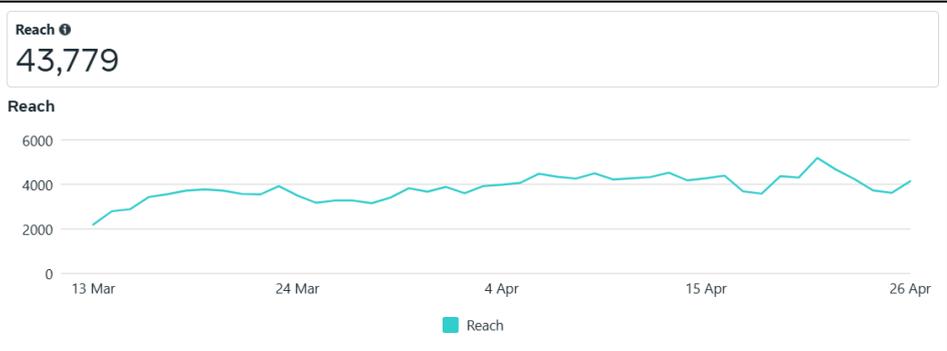Keywords   Negative keywords   ‹ 1 / 10 ›

Notes

The campaign delivered 1,570 clicks and a total of 81,300 impressions, resulting in a total spend of £402 and an average cost-per-click (CPC) of £0.26. Performance peaked mid-month before experiencing a noticeable decline in both clicks and impressions toward the end of the month, suggesting a potential drop in audience interest or ad visibility. Analysis of time-based performance revealed that weekday mornings—particularly from Wednesday to Friday between 6 AM and 1 PM—were the most effective for generating clicks, while engagement dropped off significantly during weekends and after 6 PM, pointing to a clear pattern in user availability and responsiveness.
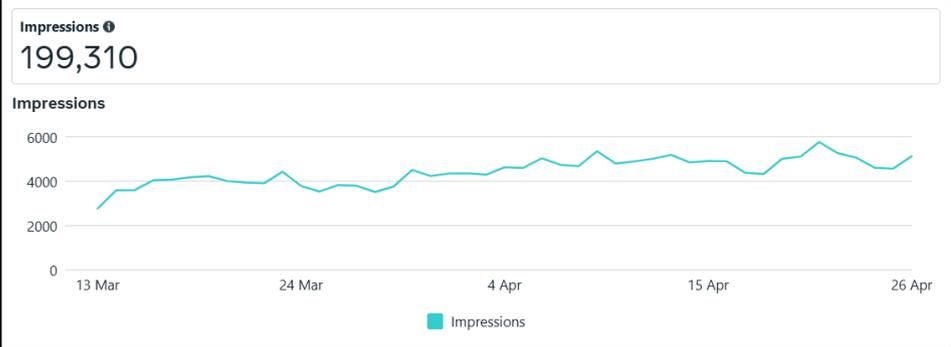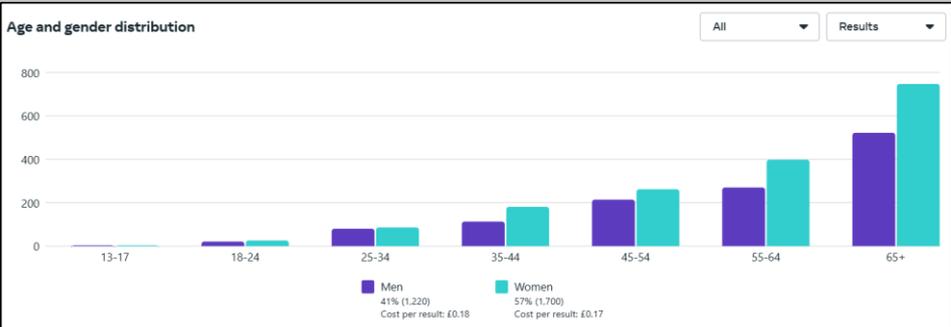
Audience segmentation showed that males aged 35–44 had the highest click-through rates, a standout finding considering past difficulties in engaging this group. Additionally, both male and female users aged 25–64 responded reasonably well to the campaign, whereas younger audiences (18–24) and seniors (65+) remained less engaged. Retargeting efforts in geographic locations with previously low response rates contributed an additional 323 clicks to the campaign's survey component, showing success in refining the campaign strategy.

Keyword performance also offered valuable insights. The majority of searches where ads were shown included the word "Kirklees," highlighting strong regional relevance. The most effective keywords were associated with "Kirklees," followed by terms such as "car,"

"trains," and "Huddersfield," indicating that transportation and local geography were dominant themes driving visibility.

Facebook/Insta Ad

Facebook ads						
Objective	Traffic ☐	Awareness ☐	Engagement ☒	Leads ☐	Conversions ☐	Video Views ☐
Preview						
Link clicks						
Reach						

Preview content:

Kirklees
Published by Elise Taylor
· 22 April at 11:42 ·

Have your say and complete the Kirklees Transport survey 🚌

We're shaping the future of travel in Kirklees, but we need your input and want to hear your views. Whether you walk, drive, cycle, wheel or use public transport, your feedback will help design a transport strategy for all.

👉 www.kirklees.gov.uk/transport-survey

#ConnectingKirklees

How do you get about? Connecting Kirklees
Complete our transport survey
3 March to 27 April 2025
Kirklees COUNCIL

Link Clicks ⓘ
2,962

Reach ⓘ
43,779

Impressions	
Demographics	

Overview:

The daily spend for this ad remained fairly steady throughout the campaign, hovering around £10-£11. Overall, this ad generated 2,962 link clicks. Given the budget and localised nature of a transport survey, I believe this is a solid number for the campaign. However, there's a noticeable downward trend in daily link clicks from the 24th March onwards. It previously hovered around 100 link clicks and then tapered off to around 50-60 by late April. Throughout the campaign impressions remained fairly consistent, landing between 4,000 to 6,000 for the majority of the campaign. The consistency here contrasts the decline in link clicks, suggesting potential ad fatigue or diminishing relevance throughout the campaign.

Ad fatigue: The decline in clicks while impressions stayed stable points towards potential ad fatigue. I would suggest in future either changing the ad creative after 3-4 weeks or run a range of shorter ads (3-4) weeks with slightly different creative options.

Cost efficiency: While not drastically different, the cost per click for this ad was slightly higher than similar campaigns we have run. This suggests minor inefficiencies in the targeting or creative. However, this could be linked to the ad fatigue previously mentioned, which would have drastically increased the CPC. Again, I would recommend either running shorter ads or changing the creative to attempt to improve this in future campaigns.

Spending efficiency: The budget allocation stayed fairly consistent throughout this campaign, but the performance of the ads declined throughout. This would suggest an opportunity for a dynamic budget in future campaigns, shifting spending towards different audiences or new copy/creative once we see a decline in a future campaign.

Recommendations:

Rotate creative/ run shorter ads: As mentioned above, I would recommend either tweaking the copy and visuals for future campaigns every 2-3 weeks. Or run them as separate ads that run for the same

period. This would help us combat ad fatigue and hopefully maintain engagement for longer within campaigns.

Use frequency capping: Another recommendation would be to use frequency capping for future campaigns of a similar length in which the ad is likely to be shown to the same account multiple times. I would suggest using a cap of 3-5 for an account. This could help us keep the total spend and the CPC lower, allowing us to be more efficient with our budgets.

Test on various audience segments: For a similar future campaign in which we have a range of invested target audiences (Cyclists, drivers, public transport, walkers…etc). I would suggest using the targeting options with Facebook to tailor the ad creative to reach and engage these specific audiences. This could also allow us to see which audience is more responsive to the campaign, allowing us to switch creatives and budgets to ensure we are getting an optimised campaign.

Optimise after early success: Another potential recommendation would be to optimise the ad after the first 2 weeks. Analysing what placements, demographics and time of day are working best and then shifting budgets to target these more rather than keeping the spending flat.

Change CTA/headlines: Similar to rotating the ad creatives above, tweaking headlines or the CTA could enable us to improve the CTR and reduce the CPC. This would also allow us to test what copies work best so we can more aggressively target these in future campaigns. Eg.("Have your say on local transport" or "Tell us how to improve your commute")