NET CANCER DAY

2021 CAMPAIGN RESULTS

INCA International Neuroendocrine Cancer Alliance

pupdigital.
Overview

INCA engaged PupDigital to manage the social media and Google Ads campaigns for their NET Cancer Day promotion in 2021.

The campaign ran across Facebook, Instagram, Twitter and Google Ads from the 1st of November 2021 to the 10th of November 2021. Please note, to account for time zone differences the ads actually ran between the 1st of November and the 11th of November. With our social campaign we advertised a video for the lead up to NET Cancer day, and each day we shared one campaign message and one patient story. On NET Cancer Day, a new video was shared.

With Google Ads, we ran NET Cancer related keywords with ads in 10 different languages. This was the first year running Google ads. It was successful in getting exposure, primarily with the English language as we used English keywords – relying on the user to search in English.

We engaged in social listening and community engagement for the hashtags #letstalkaboutNETS and #NETcancerday and achieved a good level of engagement. For future years we recommend further engagement related activities, including utilising Facebook Groups to spread the messaging.

The use of other mediums like Webinars may also prove to expand reach and increase engagement. With Google Ads we recommend all keywords to be entered in the language specified to increase the potential for reach and traffic to the site.

Total Impressions Across All 4 Channels

26,887,046
We ran a campaign promoting one key message and one patient story each day for 10 days in 7 different languages. We also ran a video views campaign promoting the animation for the 9 days leading up to Net Cancer Day and the official Net Cancer Day video on the 10th of November.

@NetCancerDay tweeted 29 times, gained 66 new followers. We had 237 retweets (8% greater than the same period in 2020) and 377 likes (20% lower than the same period in 2020). The hashtags #NETCancerDay and #letstalkaboutNETS received a total of 4.1K mentions, 70K interactions and reached over 12.1 million users.

**Twitter Ads**

- 641,000 Impressions
- 920 Link Clicks
- 344 Retweets
- 773 Likes
- 1% Engagement
- 11 Replies

**Twitter Hashtag**

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Mentions</th>
<th>Interactions</th>
<th>Reach</th>
<th>Shares</th>
<th>Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>#netcancerday</td>
<td>1.7K</td>
<td>28K</td>
<td>5.5M</td>
<td>11.9K</td>
<td>15.1K</td>
</tr>
<tr>
<td>#letstalkaboutnets</td>
<td>2.4k</td>
<td>42.7K</td>
<td>6.6M</td>
<td>17.4K</td>
<td>23.9k</td>
</tr>
</tbody>
</table>

**Top Tweet**

Know the symptoms. Push for diagnosis. 

#LetsTalkAboutNETs
We ran a campaign promoting one key message and one patient story each day for 10 days in 10 different languages. We also ran a video views campaign promoting the animation for the 9 days leading up to Net Cancer Day and the official Net Cancer Day video on the 10th of November.

Our best performing post was the Campaign Message shared on the 2nd November. It reached 264,830 people. Had 409 reactions, 866 engagements including 220 likes, 52 shares and 56 comments. The Facebook page had 23 new likes, with a net account growth of 13 (as some people unliked the page). The total reach was 17.4 million people across the platform (organic and paid combined).

**Facebook Ads**
- 13,893,765 Reach
- 17,905,808 Impressions
- 12,399 Link Clicks
- 700,796 (3sec) Video views

**Instagram Stats**
- 7,560,000 Reach
- 8,305,000 Impressions
- 1,990 Accounts Engaged
- 3,150 Profile Visits

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**Top Post**

NET Cancer Day
2 November • 🇬🇧

NETs are frequently misdiagnosed with conditions such as: anxiety, menopause, irritable bowel syndrome (IBS), asthma or diabetes. NETs require greater awareness amongst the public and medical professionals.

#LetsTalkAboutNETs #NETCancerDay

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**INCA**
International Neuroendocrine Cancer Alliance
This year we ran Google Ads for the first time as part of the Net Cancer Day campaign.

Ads were run on Google’s Search Network in 10 different languages, using English keywords related to Net Cancer. This channel is a great way to reach people with an interest in NET Cancer.

Ads included details about Net Cancer Day and directed people who engaged with the ad to the Net Cancer Day campaign page on the website.

The Google Ads received **35,238 impressions** and **2,804 clicks** through to the website. The conversion actions we measured included Time on Page greater than 3 minutes and Pages per Session greater than 3. The time on page conversion was measured **29 times**. The Pages per Session conversion was measured **20 times**.

**Google Ads**

- **35,238 impressions**
- **2,804 clicks**
- **7.96%** click through rates
- **51 conversions**
- **1.82%** conversion rate

**Top Ads**

**Ad · www.incalliance.org**

**Know the Symptoms | 10 November 2021**

We need help to raise awareness & improve diagnostic times for NET patients. Know the symptoms. Push for diagnosis.

**Ad · www.incalliance.org**

**10 November 2021 | Know the Symptoms**

We need help to raise awareness & improve diagnostic times for NET patients. Know the symptoms. Push for diagnosis.