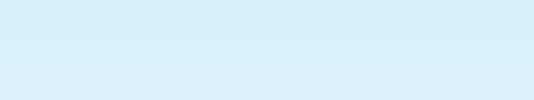
Optimizing Your Website to Convert Users

The Oklahoma Tobacco Helpline (OTH) is a FREE service for Oklahomans who are thinking about quitting tobacco, currently quitting tobacco, former tobacco users wanting to stay tobacco free and those who want to support loved ones or patients.

Since launching in 2003, OTH has served more than 350,000 Oklahomans.

OTH provides a multitude of quit services statewide, and tobacco users over the age of 18 can receive free nicotine replacement therapies (NRTs) including patches, gum or lozenges to help them quit. An estimated \$18 million is saved each year in direct medical costs from tobacco users who have quit with the help of OTH.











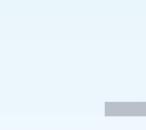


More than 60% of callers have an income of less than \$20,000.











OTH has an approximate 34% quit rate for callers who receive multiple coaching calls.

What is the Oklahoma Tobacco Helpline? Why Make Website Optimizations to OKhelpline.com?

The purpose of the web optimizations is to increase web interaction and awareness of the OTH brand. Research based findings indicated that the target audience is increasingly mobile-oriented and is accessing OKhelpline.com through mobile phones. Because of this, we determined that web optimizations focusing on a simple, streamlined and interactive experience would generate more website traffic, discussion and ultimately, conversions (OTH sign-ups).

ATTRACT

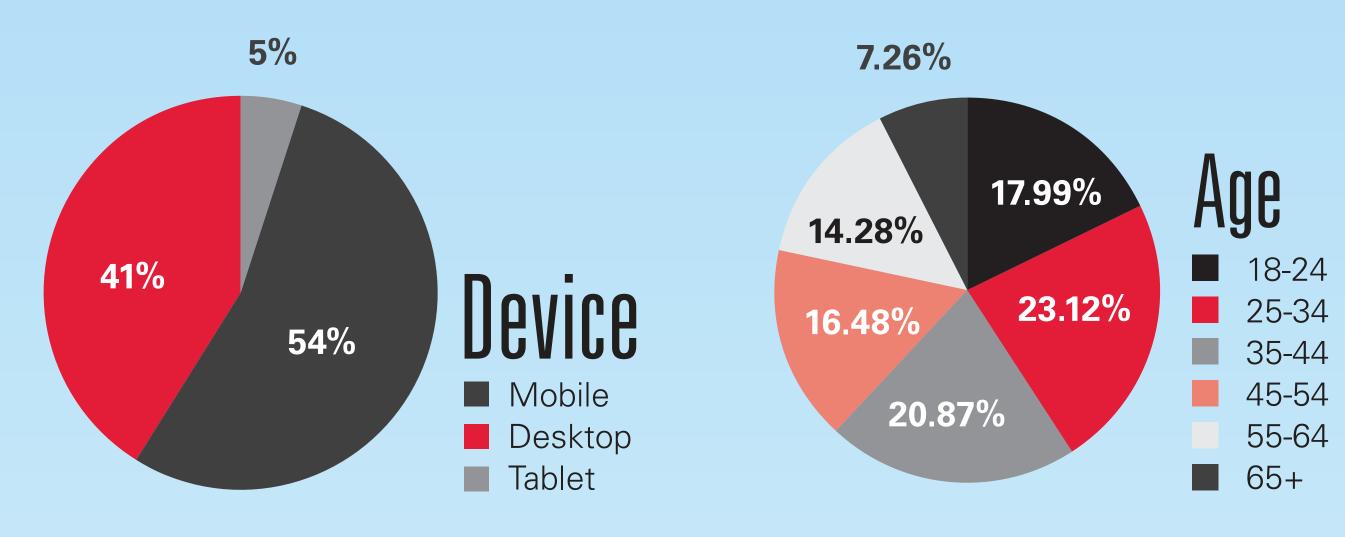
EDUCATE

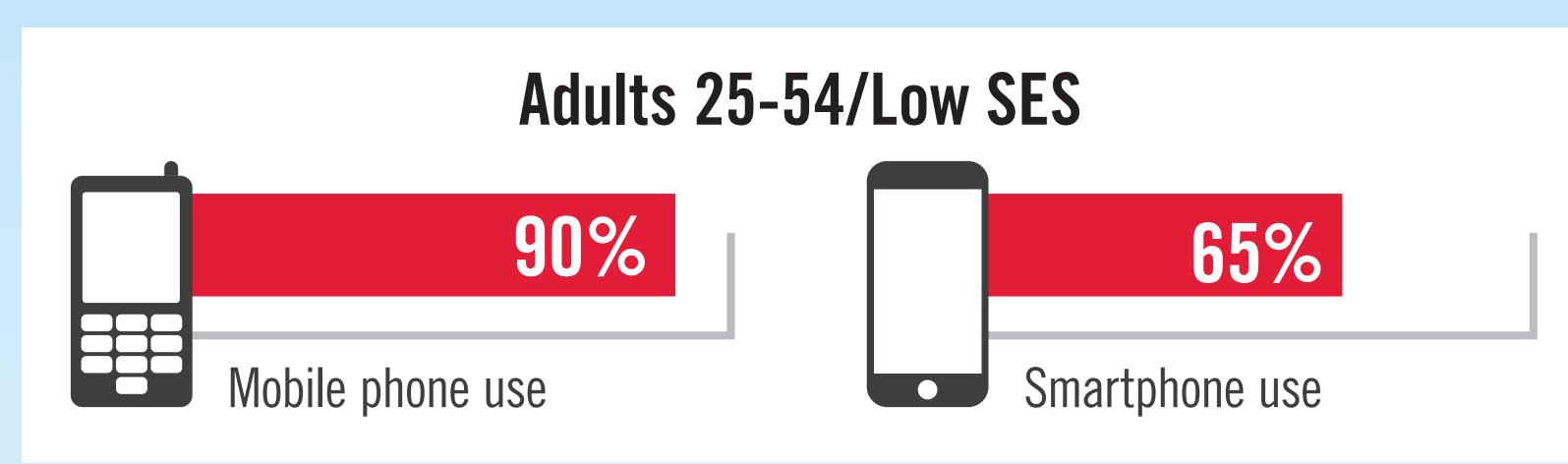
ENGAGE

CONVERT

How are Oklahomans reaching OKhelpline.com?

Website viewers reach the site through three channels: mobile phone, tablet and desktop computer.





Objectives

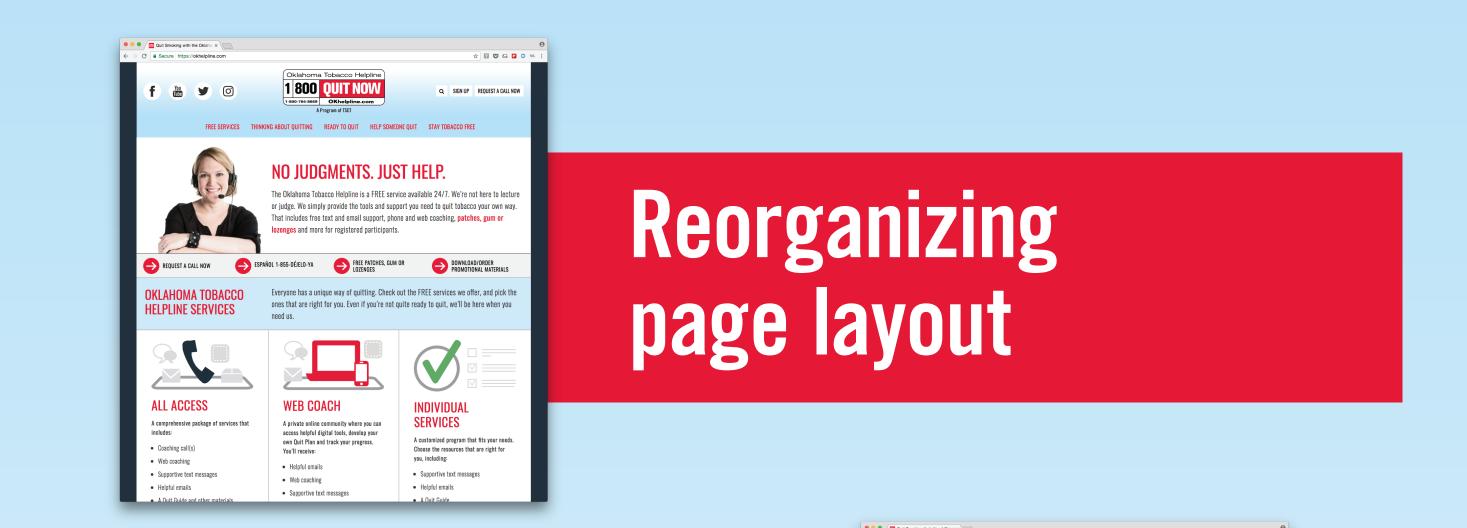
- An average conversion rate of 10% by the end of FY17 (conversions = requesting a call, click-to-call or sign-up)
- 20 activity downloads per month
- Increase engagement across social platforms

To encourage the increasingly mobile-oriented audience to spend more time on the OTH website, the focus was shifted to position the site as a resource for tools, activities and information that was easily accessible for mobile users.

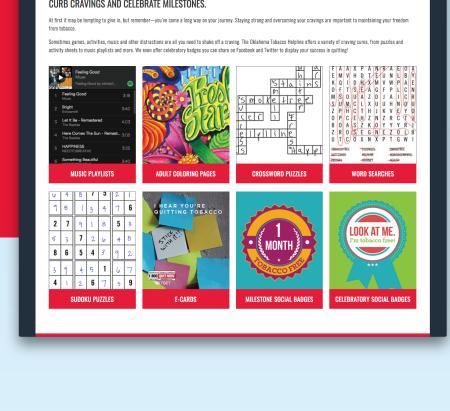
Oklahoma Tobacco Helpline 1-800-784-8669 OKhelpline.com

Optimization Elements

- Making OKhelpline.com more mobile-friendly by reorganizing page layout
- Adding activity downloads and informative materials to increase user interaction with the brand and streamline the mobile experience
- Adding clear calls to action to each page
- Incorporating videos into the social media plan to increase interaction



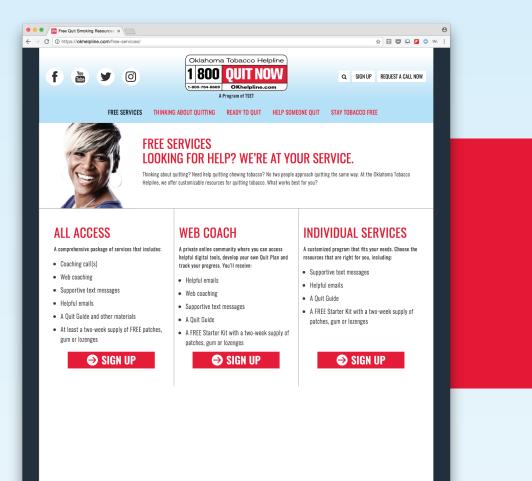




f You S OKlahoma Tobacco Helpline

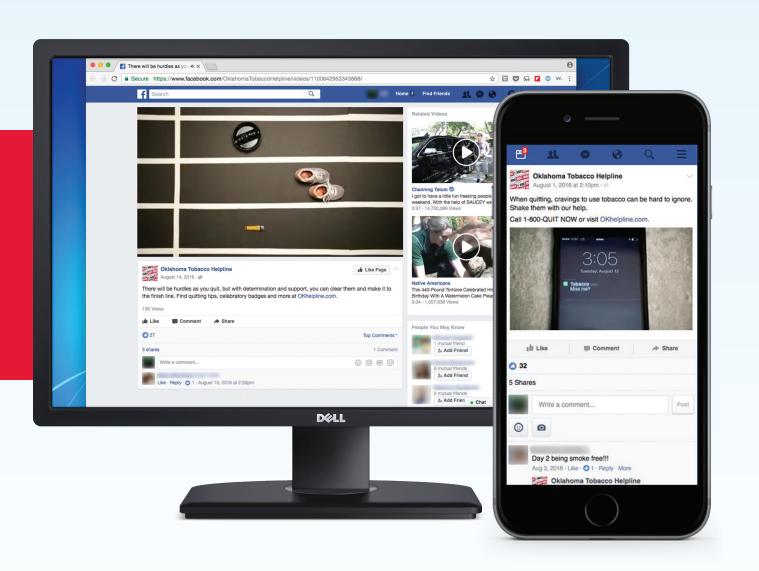
1 800 QUIT NOW

1 900 784 9859 OKhelpline.com



Clear Calls to Action

Social Videos



Results

- Paid search conversion rate jumped from 4.52% to 21.58%.
- In Q4 2016, there were **421 PDF** downloads (A 1,519% increase when compared to Q4 2015)
- OTH social reach was up 86% year-over-year (Q3 2015 to Q3 2016). In Q3 FY16, social reach was **932,295.** In Q4, social reach was 1,073,737
- OTH sign-ups increased 20% due to optimizations

Conclusions

The OTH team continually looks to optimize the website for both desktop and mobile users to provide a positive, streamlined user experience. The 2016 optimizations led to more conversions and ultimately, more people utilizing the OTH services.

About TSET

The Oklahoma Tobacco Settlement Endowment Trust (TSET) is a state grant-making trust that focuses on funding programs to reduce Oklahoma's leading causes of preventable death — cancer and cardiovascular disease by reducing tobacco use and obesity. To learn more, go to tset.ok.gov.

Primarily funded by:

The Tobacco Settlement Endowment Trust (TSET)

In partnership with:

The Oklahoma State Department of Health (OSDH) The Centers for Disease Control and Prevention (CDC)

