



2024 California Avocado Marketing Key Performance Indicator Report

The Marketing Dashboard report for the 2024 California avocado season was provided to the California Avocado Commission Board of Directors and is available for stakeholders to review at CaliforniaAvocadoGrowers.com/marketing/marketing-dashboard. Highlights of this Key Performance Indicator (KPI) report are found below and show that overall CAC's 2024 marketing program delivered at or above established benchmarks. Indeed, certain KPIs showed significant improvements over the prior year and/or achievement above targets. To determine the metrics of performance, the Commission uses established benchmarks for comparison. These benchmarks can be industry wide, channel or media-specific or measures versus prior period performance. The term "impressions" is a count of how many times an ad or brand message has been seen or heard and is a key measure for evaluating marketing effectiveness. Delivering ad and brand messaging impressions is what builds brand awareness. 🥑

Here are the top 10 achievements from the 2024 Marketing Dashboard report:

1. 198 million total consumer media impressions
2. 105.5 million total consumer public relations impressions
3. 32 million trade media and PR impressions
4. 12.7 million impressions from outdoor ads on electric vehicle charging stations surrounding grocery stores, supermarkets and shopping centers in core California avocado markets
5. Audio ads achieved a 0.37% click through rate compared to a benchmark of 0.06% and the ads themselves had a 92% completion rate
6. 22.5 million digital custom content ad impressions with engagement rates far exceeding benchmarks
 - TikTok – exceeded benchmark by 400%
 - Facebook – exceeded benchmark by 500%
 - Custom recipe videos hit double the average click through rate
7. 381 million video views with up to 151% higher engagement rates vs. benchmarks
8. Social brand advertising generated 3 million video views
 - 35,000 site clicks on TikTok ads
 - 127,000 site clicks on Pinterest ads
 - 167,000 site clicks on Meta ads
9. 46 retail chain promotions
 - 45 million retail digital ad impressions with nearly a 95% view rate on YouTube ads with banners (compared to a benchmark of 30%)
 - 327,500 store visits to retailers carrying California avocados through custom Yelp + Foursquare map navigation ads
 - Social retail ads generated 15 million+ retail ad impressions with 197,000 link clicks
 - Approximately 400% year over year growth, with 158% higher click through rate
 - Less cost than prior year
10. 13 foodservice promotions in a total of 1,180 restaurant units

