

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA160719-7726

29 August 2019

Dear [REDACTED]

Thank you for your request for information about Facebook adverts which the GLA received on 16 July 2019, following on from your previous request MGLA190619-5350. Your request has been dealt with under the Freedom of Information Act 2000. I am sorry for the delay in responding.

You had initially requested:

The overall amount of money spent by the GLA on promoted Facebook posts in the last calendar year.

A copy of any documentation or correspondence setting out the principles/rationale used when deciding which audiences and groups to target.

The overall Return on Investment (ROI) from these posts for the GLA - and the method of measuring ROI.

The broad aims that the GLA has in promoting Facebook posts.

And added

Please could you apply the same questions I asked previously to general Facebook adverts?

The GLA has a responsibility to keep Londoners informed and engaged in our work, including to inform them of services that are available to them and policies that may impact them.

The GLA runs a number of campaigns each year to fulfil this responsibility and each campaign has specific objectives such as raising awareness of a new initiative, promoting events that will be of interest to Londoners or public engagement with a new programme of work.

When planning campaigns, we brief our media buying agency (Wavemaker) on these campaigns and they then recommend which channels will reach the right audience and best help us achieve

our goals. The GLA has been working with Wavemaker, previously MEC, as our appointed media buying agency since 2008.

In 2018, there were a number of campaigns where Wavemaker advised us to use Facebook advertising as part of the best channel mix to reach our target audiences and meet our different campaign goals. Across all campaigns and different Facebook placements (including Facebook feed, Instant Articles and Messenger), the GLA's gross spend on Facebook advertising through the Facebook Business Manager platform in 2018 was £291,883.

You also requested a copy of documentation or correspondence setting out the principles/rationale used when deciding which audiences and groups to target. We do not have any broad principles relating to targeting on Facebook, and instead plan the targeting for each campaign depending on what the initiative is and who we are trying to reach.

You requested information on the overall Return on Investment (ROI) from these posts, and the method of measuring ROI. The GLA does not run campaigns to generate financial return, but rather to meet specific campaign objectives as explained above. We continually monitor the performance of any campaigns being run on Facebook to ensure we are hitting the objectives we set (for example, that we are reaching our audiences and that they are engaging in our services). We also test different variations of our campaigns to optimise performance. We are careful to ensure that our campaigns are good value for money via comparisons with public sector benchmarks and past performance.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA160719-7726.

Yours sincerely


Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>