



PUBLIC AFFAIRS DEPARTMENT

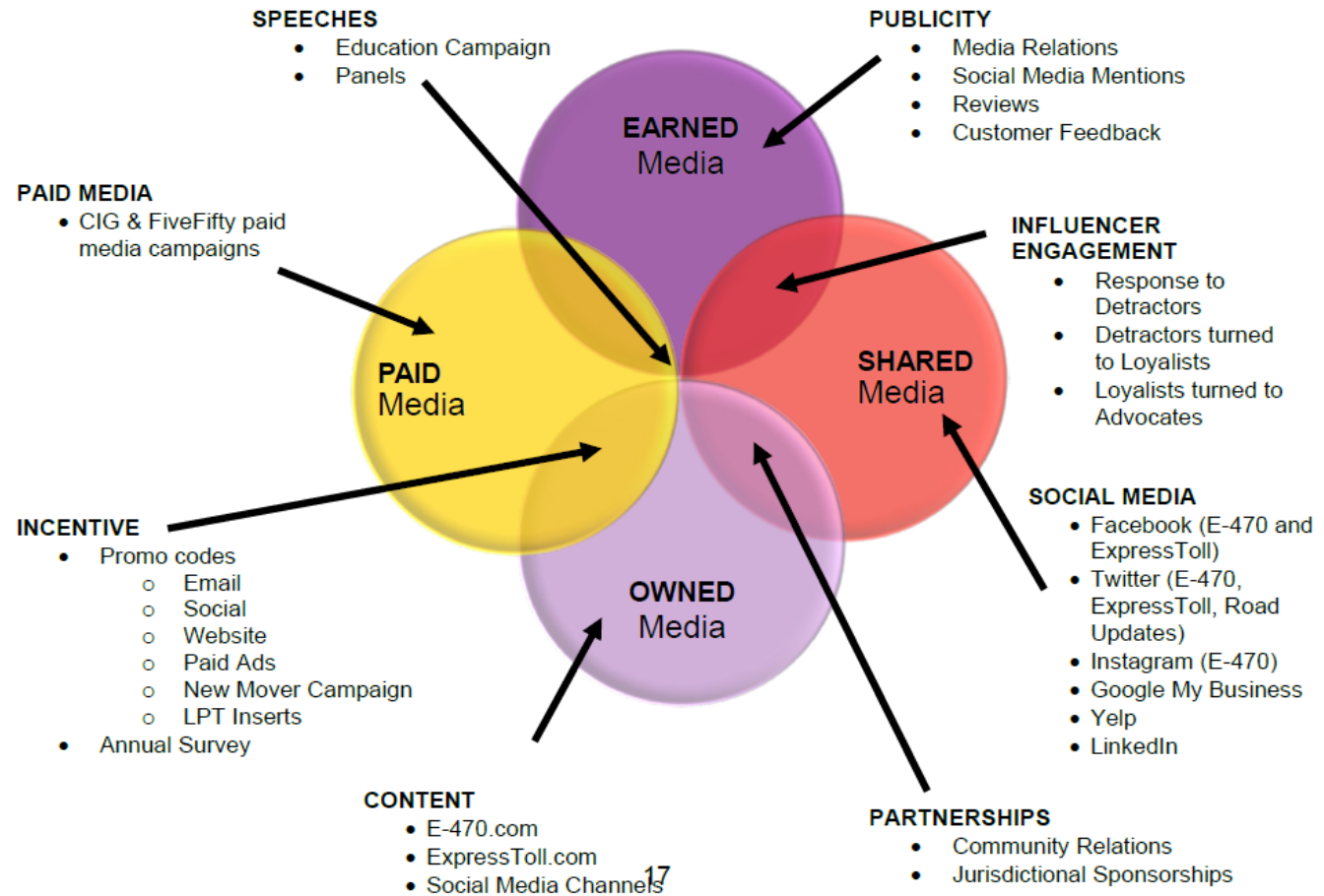
Q1 Review – Dashboard Report Briefing
May 11, 2023

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WAYS WE REACH E-470 & EXPRESSTOLL CUSTOMERS

- Social Media
- Email Marketing
- Advertising
- Community Outreach
- Website
- News Media



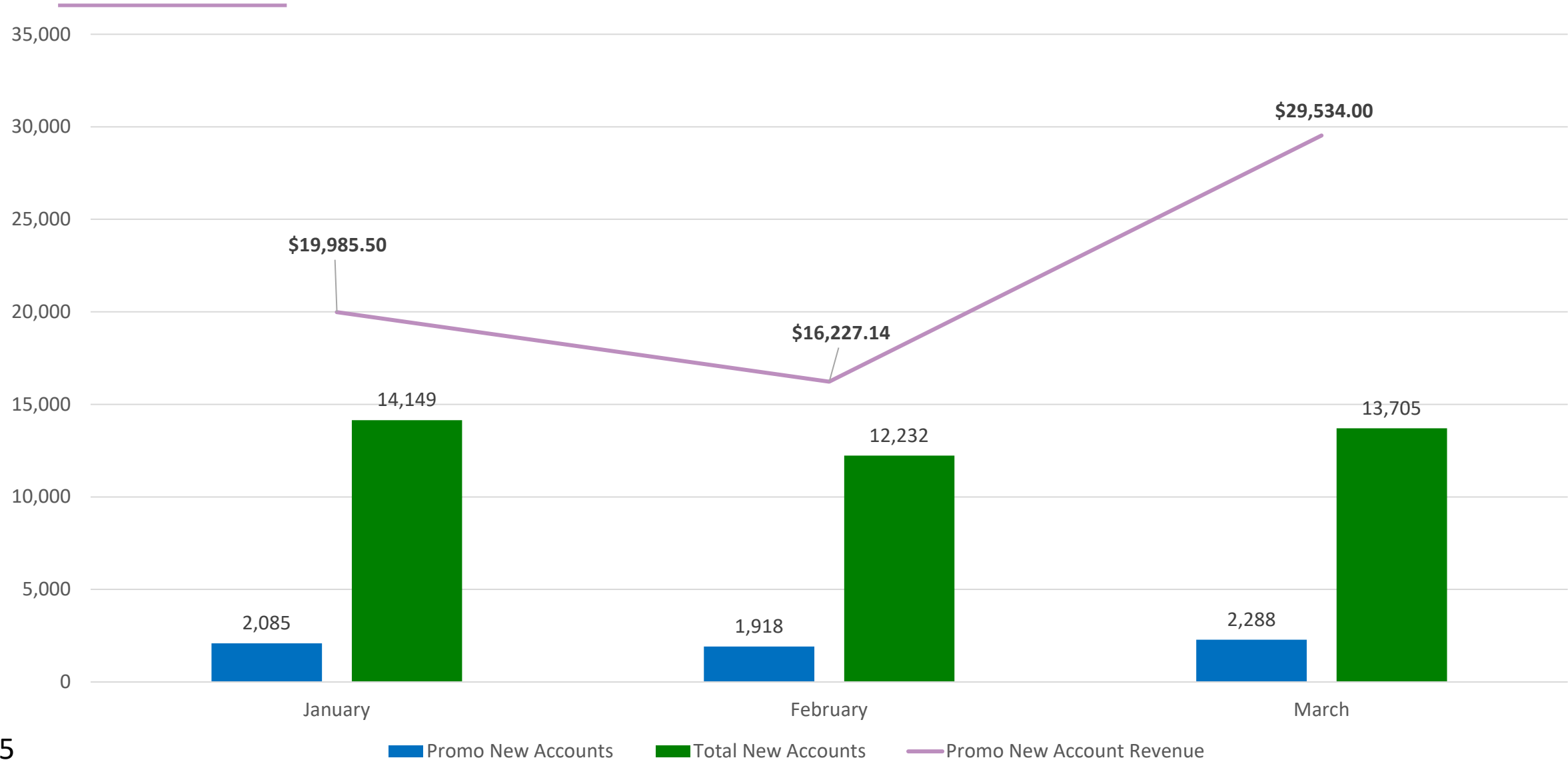
Q1 MARKETING ANALYTICS

- New ExpressToll accounts created using promo codes: **6,280** (91% increase from Q1 2022)
 - 15.7% of overall new accounts
- Revenue generated: **\$193,365.34** (91% increase from Q1 2022)
 - 15% of overall revenue
- ROI: **157%**

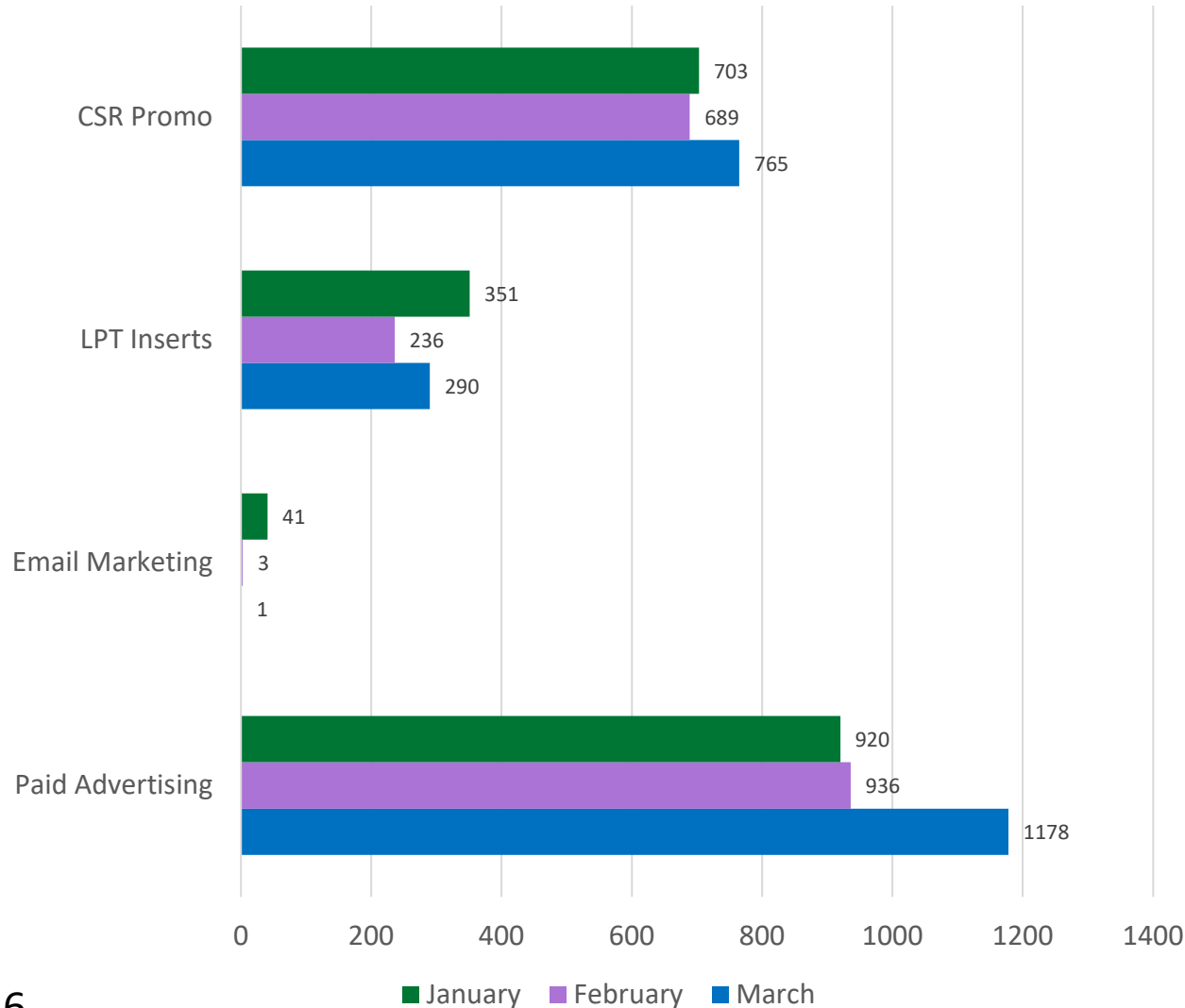
YTD Expense	YTD Revenue	Promo Accounts	
\$75,171.34	\$193,365.34	6,280	
Mktg. Spend/New Promo Account	Revenue / New Account	YTD Rev. – YTD Exp.	ROI
\$11.97	\$30.79	\$118,194.00	157%

- Marketing Spend / New Promo Account = YTD Budget / Promo Accounts
- Revenue / New Account = YTD Revenue / Promo Accounts
- Net Income / New Account = (Revenue / New Account) – (Mktg. Spend / New Promo Account)
- Net Income = YTD Revenue – YTD Budget
- ROI = Net Income / YTD Budget

MONTHLY NEW ACCOUNTS & REVENUE GENERATED



TOP FOUR PROMOTIONAL CATEGORIES



- **CSR Promo:** A promo code used by Customer Service Representatives to open accounts while helping customers.
- **LPT Inserts:** An ExpressToll advertisement included in statements sent to License Plate Toll customers.
- **Paid Advertising:** Accounts opened via paid efforts planned by our advertising agency, CIG.

ADVERTISING

Q1 Advertising Outlets:

- Website display
- Google Ad Words
- Pre-roll online video
- Streaming audio



Ad · <https://www.expresstoll.com/>

[ExpressToll Saves Time - Use ExpressToll Code FREETOLLS](#)

Do you often drive E-470 or other CO toll roads? Open an **ExpressToll** account now & save! Tolls have never been easier. Open an **ExpressToll** account today and save in Colorado! Save 35%+ On Tolls. Reduce Your Travel Time. One Toll Payment Solution.

FAQs

Looking For Answers To Your Toll Questions? Find Them Here!

Road Info

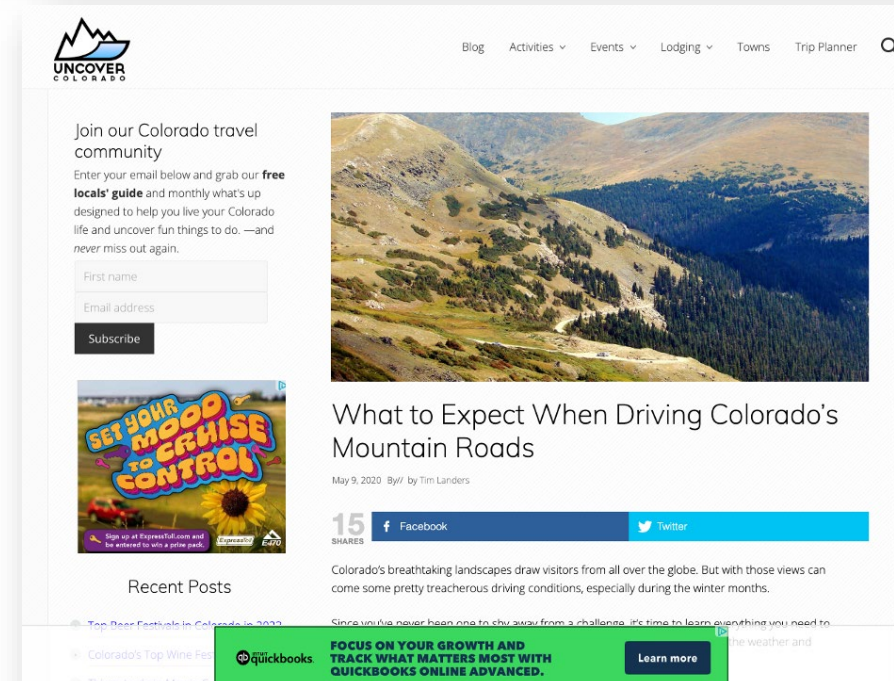
Learn About Our Toll Roads. Information For Planning Your Drive

Make Payments Online

Access The Service Center Online For Easy And Convenient Payments!

Contact Us

Get In Touch For More Information! We Provide Service You Can Trust.




FOCUSED ACCOUNT CONVERSION

- Newsletters
- New Mover campaign
- License Plate Toll statement inserts

Benefits of ExpressToll

GET EXCLUSIVE DISCOUNTS WITH




ONLY FOR EXPRESSTOLL CUSTOMERS

ExpressToll Rewards gives you exclusive access to deals and discounts at local businesses, restaurants and attractions. Sign up for an ExpressToll account today to see all the places you can save!

SIGN UP

SAVE ON TOLLS WITH



PROMO CODE: DRIVE

Why pay more? ExpressToll customers pay the lowest toll rates throughout Colorado, including more than 35% savings on E-470! Plus, take advantage of easy bill payment with a prepaid account balance and online account maintenance. Create an account with promo code DRIVE today!

Welcome to the Neighborhood!

DRIVE E-470 FOR A QUICK, SAFE & RELIABLE COMMUTE

Save big with ExpressToll! Customers save over 35% on E-470 and pay the lowest rate on all Colorado toll roads and Express Lanes. Create an account using code WELCOME to be entered to win a \$600 prize!



Scan QR code to sign up!



Powered by



E-470 is the 47-mile cashless toll road forming the eastern perimeter of the Denver Metro. Hop on for a 75-mph commute and easy, reliable access to Denver International Airport!

Create an ExpressToll account at [Expresstoll.com](https://expresstoll.com) to save more than 35% on E-470 tolls and pay the lowest rate on all Colorado toll roads! Sign up using promotion code **WELCOME** and you'll be automatically entered to win a \$600 prize pack.

EXPRESSTOLL.COM

DID YOU KNOW?

YOU WILL ALWAYS SAVE MONEY WITH EXPRESSTOLL!

OPEN AN  ACCOUNT TO SAVE OVER 35% IN TOLLS ON E-470

AND GET EXCLUSIVE ACCESS TO THE REWARDS PROGRAM

WHY PAY MORE?

OPEN A NEW ACCOUNT WITH CODE WIN600 AND BE ENTERED TO WIN A \$600 PRIZE.

SCAN QR CODE TO OPEN AN ACCOUNT



[EXPRESSTOLL.COM](https://expresstoll.com)

LicensePlateToll!

THE BILLING PROCESS

- DRIVE E-470 OR A CDOT EXPRESS LANE**
LICENSE PLATE TOLL TRANSACTIONS WILL ACCRUE FOR 30 DAYS.
- LICENSE PLATE TOLL STATEMENT**
30 DAYS TO PAY YOUR TOLLS IN FULL TO AVOID PAST DUE FEES.
- STATEMENT PAST DUE**
A LATE FEE MAY BE ADDED TO ACCOUNTS IN PAST DUE STATUS.
- COLLECTION STATUS**
A COLLECTION FEE MAY BE ADDED TO ACCOUNTS IN COLLECTION STATUS.
- CITATION STATUS**
A CIVIL PENALTY FEE & AN ADJUDICATION FEE MAY BE ADDED.
- REGISTRATION NON-RENEWAL**
VEHICLE REGISTRATION MAY BE PREVENTED.


VOID FEES & SAVE MONEY WITH THESE SIMPLE METHODS OF PAYMENT*

PAY ONLINE: [EXPRESSTOLL.COM](https://expresstoll.com)

MAIL: P.O. BOX 5470, DENVER, CO 80217

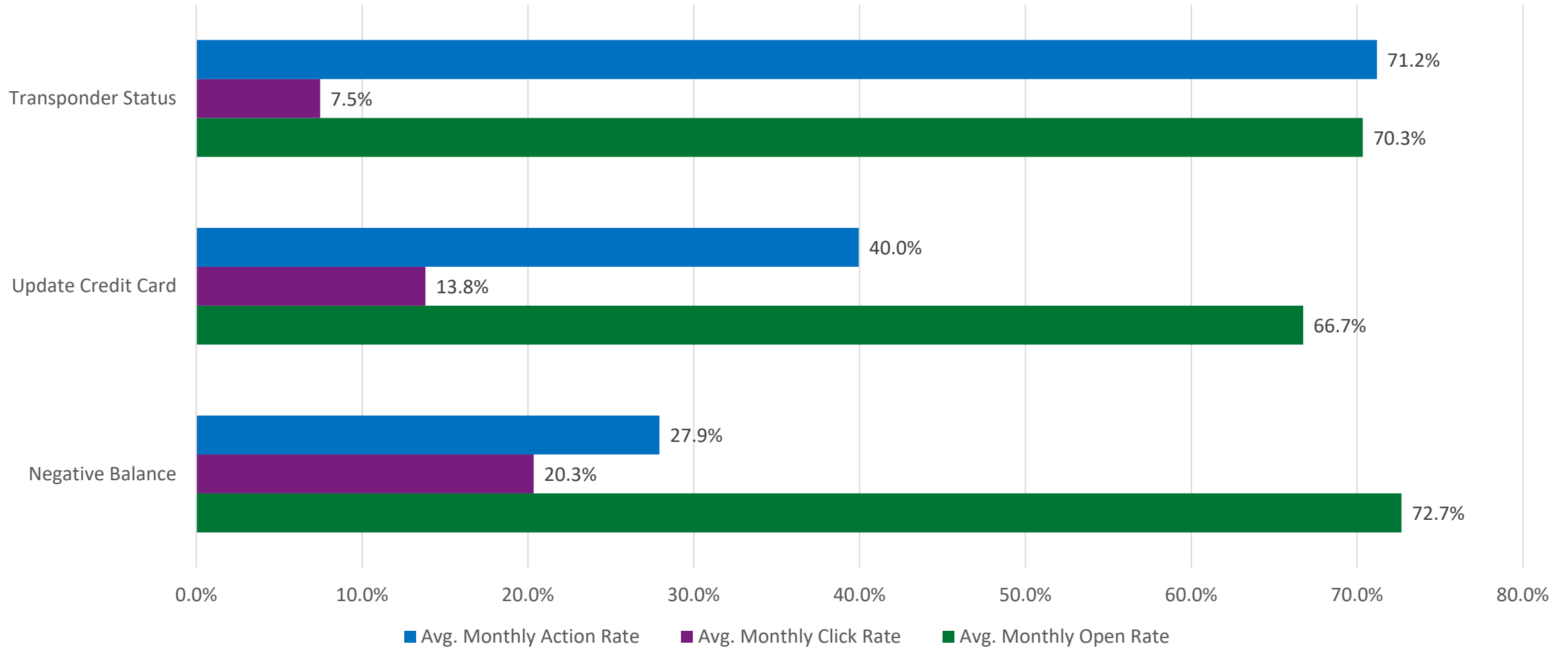
TELEPHONE: 303-537-3470 or 888-946-3470

SCAN QR CODE TO PAY

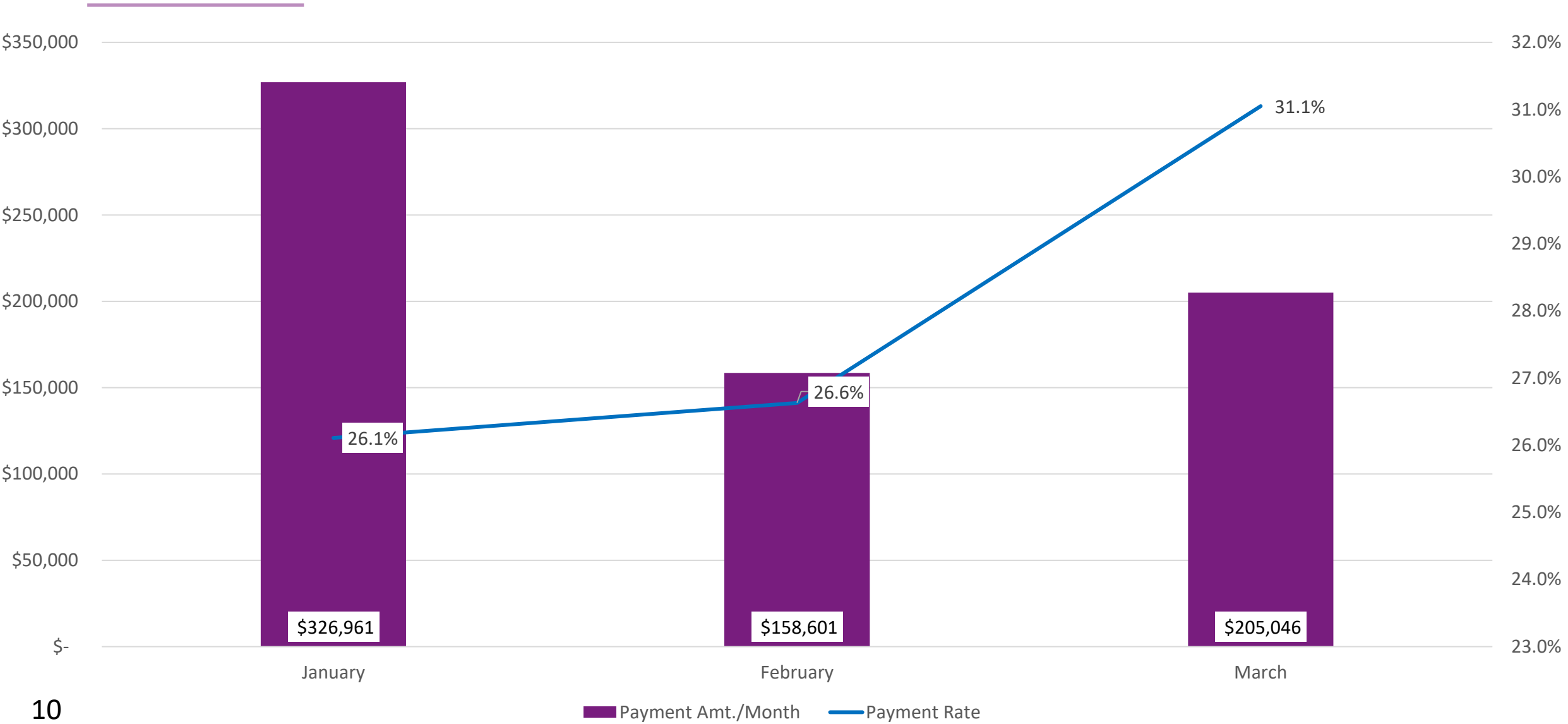


*EXPRESSTOLL IS NOT AFFILIATED WITH ANY THIRD-PARTY BILLMENT PROCESSORS. YOU MAY BE SUBJECT TO PENALTIES IF THE PROCESSOR DELIVERS A DELAYED STATEMENT ON YOUR BEHALF. THE MOST RELIABLE WAY TO PAY IS WITH AN EXPRESSTOLL ACCOUNT OR ONLINE AT [EXPRESSTOLL.COM](https://expresstoll.com).

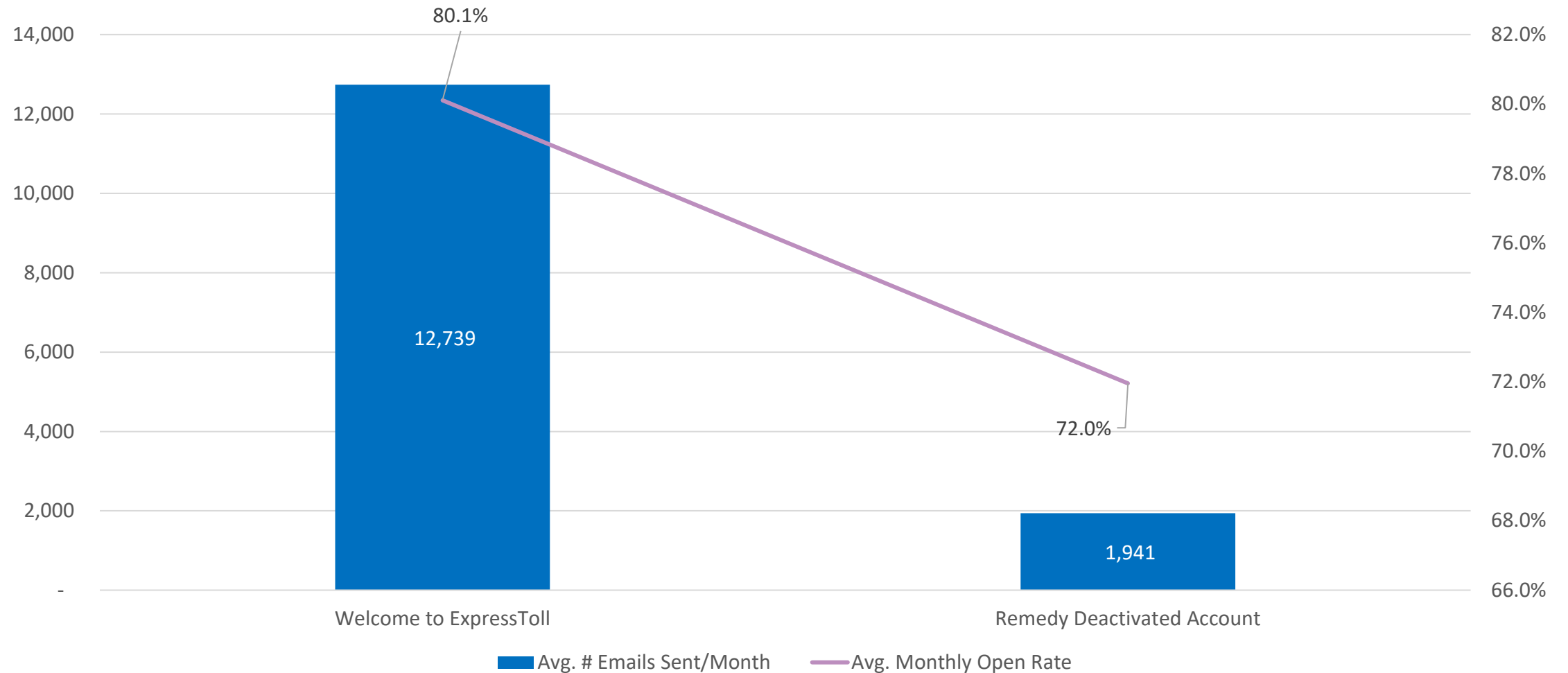
TRANSACTIONAL EMAIL CAMPAIGN SUCCESS



NEGATIVE BALANCE CAMPAIGN ACTION



NEW & CLOSED ACCOUNT EMAIL SUCCESS



SOCIAL MEDIA SNAPSHOT



Platform	Facebook	Twitter	Instagram	LinkedIn	Road Updates	Total/Average
Followers	20,214	3,137	983	1,667	1,556	27,557
Reach	29,205	19,425	5,105	2,623	15,779	72,137
Engagements	701	308	362	159	277	1,807
Engagement Rate	2.30%	1.54%	12.38%	5.72%	5.93%	5.57%



Platform	Facebook	Twitter	Total/Average
Followers	4,512	422	4,934
Reach	6,766	4,055	10,821
Engagements	183	45	228
Engagement Rate	3.20%	3.59%	3.40%


TOP SOCIAL MEDIA POSTS



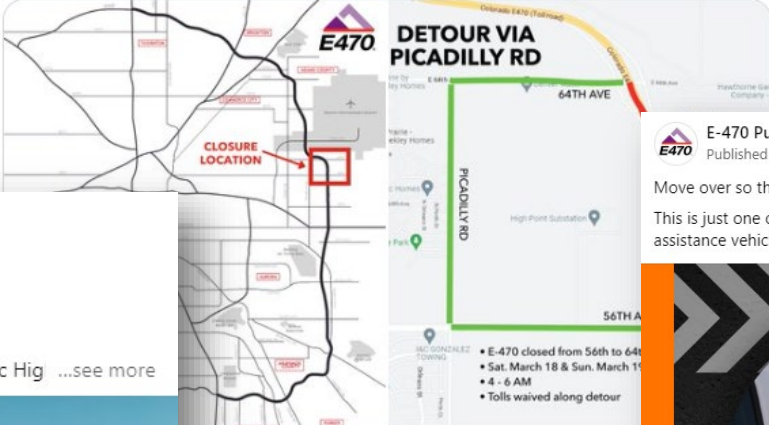
**E-470 Public Highway Authority**
1,690 followers
4mo • 
NOW HIRING 
We're looking to add two new people to our team here at the Public Hig ...see more



Employment | E-470
e-470.com • 1 min read

**E470**
@E470

CLOSURE: A 1-mile stretch of [#E470](#) will close Sat. March 18 & Sun. March 19 while Xcel Energy crews install a new power line. Each day, all lanes of E-470 will be closed between 56th & 64th Aves in Aurora from 4-6am. Detour via Picadilly Rd. Tolls will be waived along the detour.



**E-470 Public Highway Authority**
Published by Tiffany Jackson • March 23 • 

Move over so that Kathy can get home to her sweet puppy dogs.




This is just one of the faces behind E-470 Roadside Assistance teams. If you see a roadside assistance vehicle along E-470, think of Kathy and [#moveover](#) to give her space to work.




MOVE OVER

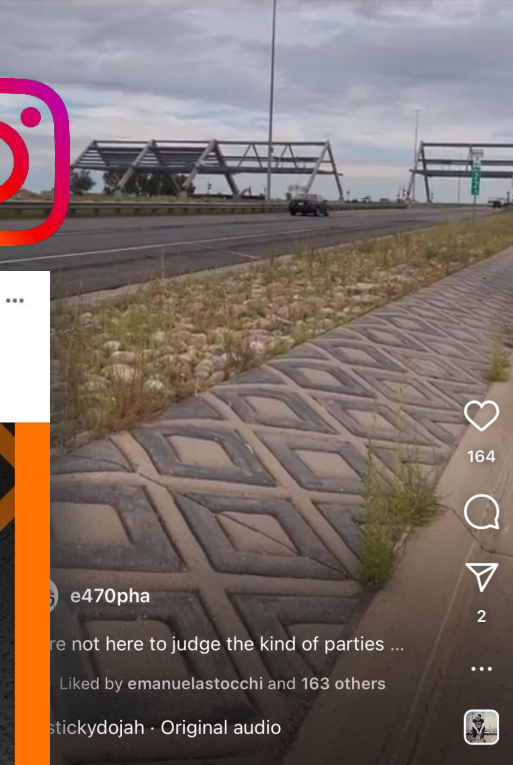
So **Kathy** can get home to her puppy dogs.







9:56   





< Reels 

Anyway... if you're going to a superb owl party this weekend, make sure you plan a sober ride home ahead of time.



 164

 2
...


e470pha
re not here to judge the kind of parties ...
Liked by emanuelastocchi and 163 others
stickidojah · Original audio

VIDEO

- Quarterly E-470 Now videos
- Including more videos on social media, specifically Instagram Reels
- Highlighting E-470 projects and benefits through “Did You Know?” series

MEDIA RELATIONS

Proactive Media

- Traffic Advisory for Xcel project overnight closures
 - Covered by KRDO in Colorado Springs

Reactive Media

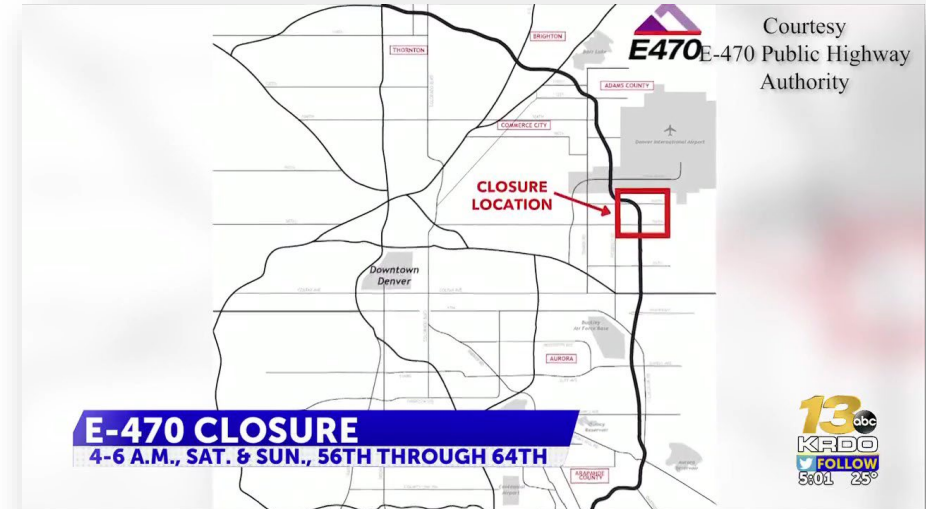
- KDVR Fox31 in Denver
 - Two inquiries, one resulted in a story

Looking Ahead

- Several opportunities for TSF coverage
- Road Widening Project

Meet the Media

- Invite reporters to come learn about E-470



NEW COMMUNICATIONS CONSULTANT

- Began working with CDR Associates this year
- They also work with CIG
- Community outreach
- Get out into the public more
- Assistance with Incident Management preparation
- Overall communications strategy support

