

Tunnel Traffic vs. Facebook Ads

Jeremy Alessi, Midnight Status

Introduction

As a long time entrepreneur, I've run many businesses. At one point, **I ran a small business** that relied on local advertising. I tried every type of ad available at the time: Google, Yellow Pages, Flyers, etc. Through all of my experiences advertising as a local small business, one thing was apparent; the only ads that worked were those that allowed my business to maintain some level of distinction. Any form of advertising that relegated my business to a needle/haystack situation did not work.

Change?

My experience running a local small business was quite some time ago. In many ways the business landscape has changed. These days we all have smart phones or tablets and we use Facebook, Twitter, and other social networks to stay connected. The one thing that hasn't changed is that advertising still works. The one caveat to that statement though is that now more than ever, advertising needs to be distinctive to work well. **Tunnel Traffic was designed from the ground up with my experience as a local small business owner in mind.** If I were to advertise my previous local small business again, Tunnel Traffic is where I'd do it. While the way we consume advertising has changed over the last decade or so, the principles of advertising have not. Ads need to be clean, concise, and distinct to catch people's attention.

Effective Frequency

In addition to clean design and distinctive placement, successful ads also leverage effective frequency, or how many times a single person sees your ad. **People do not respond to advertising unless they've seen it three times.** This is another area where Tunnel Traffic excels. On average users access the Tunnel Traffic app three times daily. This equates to 3 distinct interactions with your business, which is actually viewed multiple times per interaction.

Campaign Case Study

A recent Tunnel Traffic campaign generated more brand interaction than a Facebook campaign. The numbers look like this:

	Time	Cost	Users	Views	Engagements	Cost/Engagement	Effective Frequency
Tunnel Traffic	3 Days (daily pricing)	\$105	950	2,600	103	\$1	2.75
Facebook	3 Days (dynamic pricing)	\$55	19,270	19,270	11	\$5	1

There are several things to take away from this. The cost of the Tunnel Traffic campaign initially appears more expensive (it is priced daily, not dynamically) but it received 10x the number of interactions. When a potential customer interacts with an ad, it is far more important a measurement than an impression. Especially in the busy Facebook news feed the “viewing” of an ad does not mean the user is overtly aware of it. Interacting with it does.

Furthermore Tunnel Traffic was also designed so there are no accidental clicks. The primary banner is not actually clickable, making this feat even more impressive. In the end, the **Facebook campaign was 500% more expensive per interaction**. The difference in total number of users viewing these campaigns is dramatic, with Facebook delivering nearly 20x as many people and 7x as many views. However, the Tunnel Traffic campaign generated much more interaction at a cheaper rate than the Facebook campaign. In short, the Tunnel Traffic campaign delivered more value per dollar spent because **effective frequency and district placement are more important than sheer volume**.

Conclusion

Facebook is ubiquitous and it's easy. Unfortunately, these are factors that lead to the erosion of distinction and effective frequency. That fact stands in stark contrast to what I found to be true as a local small business owner. **Facebook does not help you be distinctive and it does not allow you to reach the same person multiple times**. Facebook has massive scale and they use these numbers to look impressive. The truth is that the massive number of users and impressions they deliver (one and the same in fact) do your business no good because the first time someone sees your ad, they will ignore it. Tunnel Traffic offers local small businesses the ability to reach a large number of people multiple times with distinction. Yes, our devices have changed and the way we consume content has changed but **distinction and frequency are still paramount in effective advertising**. Tunnel Traffic was designed to deliver these principles of advertising. Please contact Tunnel Traffic today and let us put this highly targeted and effective platform to work for you.