Facebook Ads vs. Malaria

Using Social Media Campaigns to Promote Health-Seeking Behaviors of Households
Opportunity + Problem

½ adults in the world own a smartphone.
Those that don’t, tend to live in poor and rural areas.
Malaria affects people in poor, rural areas
Can Facebook ads help against malaria?
Solution: Stratify

1. Let’s determine who malaria affects the most and the least.
2. Let’s measure the effect of the campaign on both groups.
Those in mud/tin/straw dwellings are 2x more likely to have malaria than those in concrete/brick dwellings.
Malaria No More Ad Campaign

22 states.
133M people reached.
Stratified by age, gender, metro/rural.
Impact Evaluation Recruitment

Q: Sleeping under mosquito nets.

Recruitment campaign stratified across 80 districts + dwelling type.

https://vlab.digital
Population-level effects of the campaign

People in concrete/brick dwellings were more likely to sleep under mosquito nets.

People in mud/tin/straw dwellings were seemingly not affected by the treatment.
Remarketing study

4908 survey participants.

Show them ads (real ads, real timeline)

~6.5 ads each in 2 weeks.

Q: Did you sleep under a mosquito net last night?
Direct effect of the ads

Both dwelling-type subgroups showed equal improvement in probability of sleeping under a mosquito net.
Takeaways - measurement

Policies and interventions affect subpopulations differently.

Measuring effects on different populations can be hard.

Digital advertising can be used for recruitment.

We can automate the process.
Takeaways - impact

No off-the-shelf tools to target those most at risk for ______.

No off-the-shelf tools to maximize social impact of an ad campaign.

Advanced targeting of ad platforms can be used.

We need off-the-shelf tools.
Next steps

We’re working on: **early-childhood literacy + vaccine hesitancy**.

Repeated evaluations and iterative message development.

Training and capacity building.

Creating self-serve tools.