

WIW Relationship Investment Scams Anti-Fraud Campaign

Metrics Guide

Analyzing the WIW Relationship Investment Scams Anti-Fraud Campaign's (RIS Campaign) performance is essential for future planning. Metrics provide a quantifiable way to assess whether the campaign achieved its objectives. The goals of the campaign are outlined below followed by the evaluation metrics.

1. Increase public awareness of relationship investment scams.
2. Provide resources and guidance to the public about recognizing and avoiding relationship investment scams.
3. Encourage reporting of suspicious behavior and scams to authorities.
4. Share retail-facing education materials for use by investor education professionals such as teachers, financial education practitioners, regulators, community organization/volunteers, financial service providers, and others.

Campaign Metrics

Please plan to provide the metrics below following the campaign. The metrics align with those collected for the main WIW campaign. **You will be asked to provide the data via the WIW 2025 post-campaign survey** and to collect data for the seven days of the campaign and the following seven days (October 6-19).

- Online Events
 - o Total number of events promoted
 - o Total number of attendees
- In-person Events
 - o Total number of events promoted
 - o Total number of attendees
- Social Media - Additional information related to social media metrics is available [here](#).
 - o Total number of posts (organic)
 - o Total post reach (organic)
 - o Total impressions (organic)
 - o Total number of posts (paid)
 - o Total post reach (paid)
 - o Total impressions (paid)
- Website
 - o Total number of page views
- Television and Radio
 - o Total number of viewers/listeners reached

Below are additional metrics you may consider collecting and analyzing to determine the effectiveness of your campaign. These metrics will not be collected via individual questions in the WIW post-campaign survey, but feel free to include your results in your campaign narrative in the survey.

- Social Media
 - o Total number of likes
 - o Total number of shares/retweets
 - o Total number of comments
 - o Total number of clicks
 - o Average CTR (click-through-rate)
 - o Referral traffic (via UTM links)
 - o Net follower change
- Website
 - o Average time on site
 - o Total number of video views
 - o Average video length
 - o Average video time watched

Note: Benchmarking website traffic during the RIS campaign against non-campaign periods could further assist in measuring your campaign's effectiveness.

- Email
 - o Total reach (Reach is the number of people who received an email. The total reach represents the combined reach of all campaign emails.)
 - o Average open rate (Open rate is calculated by dividing the number of people who opened an email by the number of people who received the email. The average open rate is the open rate averaged for all campaign emails.)
 - o Total number of clicks on URLs in the email
 - o Average CTR (click-through-rate)
 - o Total number of new subscribers
 - o Total number of unsubscribes

Campaign Overview and Feedback

As the inaugural year for a sub-campaign to WIW, the Relationship Investment Scams Working Group (WG) is very interested in understanding your outreach efforts and your experience with the campaign beyond the metrics.

- Please provide a summary (1,500 characters max) of the WIW relationship investment scam-related activities that took place in your jurisdiction. Please include any new activities that your jurisdiction does not typically execute for the main WIW campaign. For consistency, ensure the response is formatted for direct pasting into the 2025 WIW Relationship Investment Scams

Anti-Fraud Campaign report. For example, avoid using "we" and "our" and instead refer to your organization by its full name.

- Please share insights regarding executing your jurisdiction's campaign (1,500 characters max). A few questions to help guide your feedback are listed below, but please provide any information you believe will be helpful to the WG.
 - o What was the biggest challenge in executing your campaign?
 - o Were there any technical, logistical, or other challenges that impacted performance?
 - o Were there any barriers to your full participation in the campaign?
 - o Are there any elements of the campaign's development that could be improved to better support your implementation efforts?
 - o Were the campaign materials provided on the members-only participant web page helpful?
 - Why or why not?
 - Which materials did you use?
 - What additional materials would you have found helpful in executing your campaign?
 - o Do you have any recommendations for future WIW sub campaigns?
- Please provide pictures and videos illustrating the RIS Campaign activities that took place in your jurisdiction.

See Appendix below.

APPENDIX

Below are anticipated RIS campaign questions that will be included in the WIW 2025 post-campaign survey.

WIW 2025 Post-Campaign Survey

Participating Jurisdiction or Participating Regional and Global Organization
1. Organization
2. If your jurisdiction assessed satisfaction with this campaign, please provide the overall level of investor satisfaction with the WIW (Use a 1 to 5 rating)
3.A. Online Events (webinars, videocasts, podcasts, virtual conferences or classes, etc.)
3.A.1: Number of events promoted (online events)
3.A.2: Number of attendees (online events)
3.A.3: Which of the following best describes your main intended target audience for online events (you may select up to 3 options)?
• General public • Young People • Retail investors • Institutional investors • Students or educators • Financial professionals • Other (please specify)?
3.B. In-person Events (seminars, classes, conferences, talks, etc.)
3.B.1: Number of events promoted (in-person events)
3.B.2: Number of attendees (in-person events)
3.B.3: Which of the following best describes your main intended target audience for in-person events (you may select up to 3 options)?
• General public • Young People • Retail investors • Institutional investors • Students or educators • Financial professionals • Other (please specify)?
4. Number of viewers reached through interviews, TV shows, and radio programs
5. Social Media (Facebook, Instagram, X, YT, Tik Tok, etc.) Total posts reach: use aggregate post-level reach on WIW posts only. Collect data for the 7 days of the campaign and 7 days after the event ends (7-day rule). <i>Disclaimer:</i> Some platforms (such as YouTube and TikTok for example) do not report reach at the individual post level. Participants should consider using the total number of views for posts where reach data is unavailable.
5.A: Total number of posts

5.B: Total aggregate post-level reach (organic – without paid promotion or advertising)
5.C: Total aggregate post-level reach (with paid promotion or advertising)
6. Total number of pageviews of your Website(s), landing pages, or other similar online resources during your WIW campaign and for the 7 days after the end of your events (7-day rule)
7. Please let us know what has been, if any, your biggest challenge or problem in running the campaign in 2025. What could be improved in WIW? Please include any comments and suggestions you may have for WIW 2026.
8. Please provide the names of any other organization(s) that participated in the WIW in your jurisdiction
9. Please provide a summary (1500 characters max) of the WIW-related activities that took place in your jurisdiction, highlighting any new initiatives or developments compared to previous years. For consistency, ensure the response is formatted in a way that allows for direct copy-pasting into our 2024 WIW report. Specifically, avoid using "we" and instead refer to your organization by its full name.
Please submit a first picture illustrating the WIW -related activities that took place in your jurisdiction. (max size 50mb)
Please submit a second picture illustrating the WIW -related activities that took place in your jurisdiction. (max size 50mb)
Please submit a third picture illustrating the WIW -related activities that took place in your jurisdiction. (max size 50mb)
Please submit any audio recording (e.g. event, Webinar, podcast recording) you would like to share in relation to your WIW-related activities (links only)
Please submit any video (e.g. event or Webinar recording) you would like to share in relation to your WIW-related activities (links only)

WIW 2025 Relationship Investment Scams Anti-Fraud Post-Campaign Survey

Did your jurisdiction participate in the Relationship Investment Scams Anti-Fraud Campaign? [If the jurisdiction did not participate, the survey will end here.]
Relationship Investment Scams Online Events (webinars, videocasts, podcasts, virtual conferences or classes, etc.) - Number of events promoted
Relationship Investment Scams Online Events (webinars, videocasts, podcasts, virtual conferences or classes, etc.) - Number of attendees
Relationship Investment Scams In-person Events (seminars, classes, conferences, talks, etc.) - Number of events promoted
Relationship Investment Scams In-person Events (seminars, classes, conferences, talks, etc.) - Number of attendees
Relationship Investment Scams - Number of viewers/listeners reached through interviews, TV shows, and radio programs
Relationship Investment Scams Social Media (Facebook, Instagram, X, YT, TikTok, etc.) Total posts reach: use aggregate post-level reach (Organic Reach) on WIW posts only. Collect data for the 7 days of the campaign and 7 days after the event ends (7-day rule). - Total number of posts
Relationship Investment Scams Social Media (Facebook, Instagram, X, YT, TikTok, etc.) Total posts reach: use aggregate post-level reach (Organic Reach) on WIW posts only. Collect data for the 7 days of the campaign and 7 days after the event ends (7-day rule). - Total aggregate post-level reach (organic – without paid promotion or advertising)

Relationship Investment Scams Social Media (Facebook, Instagram, X, YT, TikTok, etc.) Total posts impressions: use aggregate post-level impressions (Organic Impressions) on WIW posts only. Collect data for the 7 days of the campaign and 7 days after the event ends (7-day rule). - Total aggregate post-level impressions (organic – without paid promotion or advertising)
Relationship Investment Scams Social Media (Facebook, Instagram, X, YT, TikTok, etc.) Total posts reach: use aggregate post-level reach (Paid Reach) on WIW posts only. Collect data for the 7 days of the campaign and 7 days after the event ends (7-day rule). - Total number of posts
Relationship Investment Scams Social Media (Facebook, Instagram, X, YT, TikTok, etc.) Total posts reach: use aggregate post-level reach (Paid Reach) on WIW posts only. Collect data for the 7 days of the campaign and 7 days after the event ends (7-day rule). - Total aggregate post-level reach (with paid promotion or advertising)
Relationship Investment Scams Social Media (Facebook, Instagram, X, YT, TikTok, etc.) Total posts impressions: use aggregate post-level impressions (Paid Impressions) on WIW posts only. Collect data for the 7 days of the campaign and 7 days after the event ends (7-day rule). - Total aggregate post-level impressions (with paid promotion or advertising)
Relationship Investment Scams - Total number of pageviews of your Website(s), landing pages, or other similar online resources during your relationship investment scams campaign and for the 7 days after the end of your events (7-day rule)
Please include any new activities that your jurisdiction does not typically execute for the main WIW campaign. For consistency, ensure the response is formatted for direct pasting into the 2025 WIW Relationship Investment Scams Anti-Fraud Campaign report. For example, avoid using "we" and "our" and instead refer to your organization by its full name.
Please share your insights regarding executing your jurisdiction's campaign. Please provide any information you believe will be helpful to the RIS Working Group.
Please submit a first picture illustrating the RIS Campaign-related activities that took place in your jurisdiction. (max size 50mb)
Please submit a second picture illustrating the RIS Campaign-related activities that took place in your jurisdiction. (max size 50mb)
Please submit a third picture illustrating the RIS Campaign-related activities that took place in your jurisdiction. (max size 50mb)
Please submit any video (e.g. event or Webinar recording) you would like to share in relation to your RIS Campaign-related activities (links only).
Please submit any audio recording (e.g. event, Webinar, podcast recording) you would like to share in relation to your RIS Campaign-related activities (links only)