

Impact Report

Double Up Food Bucks Texas

Beginning in March 2025, Sustainable Food Center led a statewide campaign to increase awareness and usage of Double Up Food Bucks Texas by existing SNAP recipients in markets that offer the Double Up Texas program.

The multifaceted campaign included billboards, radio, social media paid advertising, press releases, new location rollouts, and in-person promotional

events. In total, the program expansion reached over 3 million people with 25 million impressions, resulting in a net active visitor increase of 582%, and program issuance of \$586,298.73, up, 114% from the prior year, March 1-August 31, 2024.

Here are some of the key metrics and their role in the marketing campaign

Impressions

25,665,214

Impressions measure how many times campaign content was displayed to an audience across platforms. High impression counts demonstrate broad exposure to brand messages conveyed through the campaign.

Reach

3,648,614

Reach represents the total number of unique people who saw a campaign's message. It indicates how widely the campaign spread across the target audience and is a key measure of overall awareness and visibility.

Frequency

5.43

Frequency refers to the average number of times an individual sees messages from a campaign. Actual spread can be broad, with some individuals seeing high repetition and others low. It provides an average across channels.

Active Website Visitors

75,000

Active website visitors shows how many people visited a campaign's website, reflecting audience interest and the ability of marketing efforts to drive people to learn more or take action.

Active Visitor Increase

582%

An increase in active visitors percent shows growth in audience engagement, indicating that more people are responding to the campaign and seeking out additional information or services. January-April saw 3,100 people visit the site.

Video Plays

3,458,257

Video views show how many times campaign videos were watched, reflecting the campaign's ability to capture attention and communicate its message through engaging visual content.

Issuance in Targeted Regions

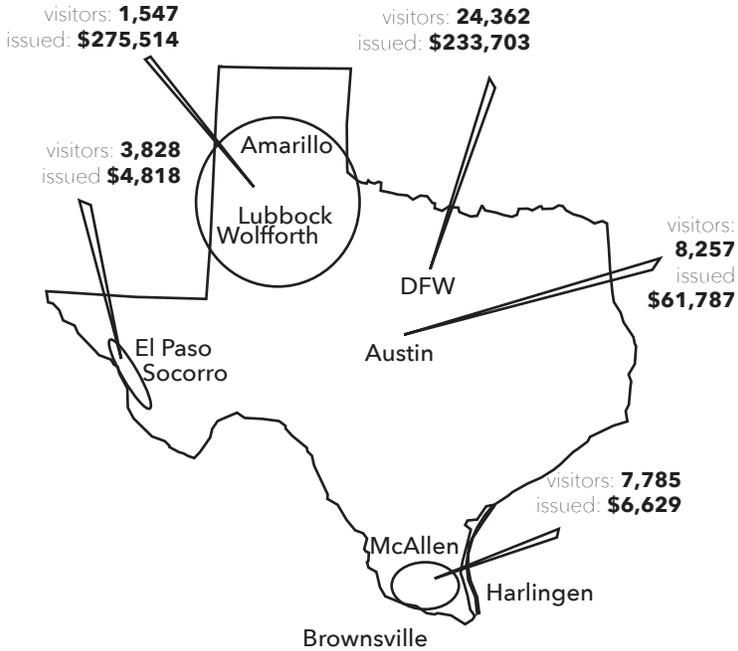
\$586,298.73

Issuance indicates how many people acted on a campaign offer to draw SNAP and Double Up Food Bucks – showing the campaign's effectiveness in driving direct consumer response and measurable results.

Results By Region

Active Users in Targeted Cities

45,876



Active Users by City

City	May 1 - Aug 1 '24		May 1 - Aug 1 '25		Percent increase
	Active users	New users	Active users	New users	
Fort Worth	1213	1189	13974	13937	1052%
Dallas	3024	2924	10388	10088	244%
Austin	417	387	8527	8371	1945%
El Paso	82	79	3655	3635	4357%
McAllen	6	5	2037	2011	33850%
Brownsville	11	10	1576	1560	14227%
Lubbock	122	114	997	978	717%
Pharr	4	4	731	726	18175%
Weslaco	3	2	570	564	18900
Mission	1	1	569	559	56800%
Edinburg	4	4	561	555	13925%
Amarillo	21	19	550	549	2519%
Donna	2	2	429	426	21350%
San Juan	3	3	355	350	11733%
Beaumont	2	2	319	317	15850%
Alamo	0	0	224	223	Undefined
Mercedes	1	1	181	179	18000%
Hidalgo	0	0	88	86	Undefined
Penitas	0	0	75	75	Undefined
Sullivan City	7	6	37	37	428%
La Joya	0	0	33	31	Undefined
Totals	686		21514		1182%

Meta Ad Results

Campaign name	Format	Campaign intent	Impressions	Link clicks	CPC (cost per link click) (USD)	Video plays	ThruPlays	Cost per ThruPlay (USD)	Reach	Page engagement	Post reactions
Find Your Location campaign	Slider/Short Motion Graphic	Clicks - Find Location	2,578,017	35,888	0.42	1,381,071	117,844	0.13	722,690	428,374	1,747
Motion media totaled	Video/animation 1min+	Views - Awareness/ Understanding	3,803,495	1,729	7.28	3,458,257	33,365	0.36	3,054,994	298,769	811

SNAP +
DOUBLE UP FOOD BUCKS
= More Fruits and Vegetables

DOUBLEUPTEXAS.org

This work is supported by the USDA NIFA

Have SNAP?
Get MORE produce
DOUBLEUPTEXAS.org

This work is supported by the USDA NIFA

Ethan Carter
E3 Farms

Erin W.
Double Up Texas Client