



# Going From Broke Season 4 Wrap Report - 10/13/2023

# Going From Broke S4 - Executive Summary

Series launched March 1, 2023.

Season 3 continued running in tandem.

- Season 4 exceeded Season 3 performance
- Averaged 125K+ Streams per Episode
- Success came from multiple sources:
  - Leveraging S3 audience momentum into viewing new season
  - Strong organic social media awareness
  - Robust press mentions in web, podcast & radio
  - In-app, on-air and cross-network promotions
  - “On the next episode” trailers



# S3 & S4 Content Evolved to Attract a Larger Audience

Leveraged audience research to expand audience appeal & sponsorship opportunities

## EPISODE EXAMPLE "THE BROKE RANCHERS"

*Sage (33) and Faith (29) Askin*

### PRIMARY AUDIENCES

- Previous GFB viewers
- Fans of shows like:
  - Bar Rescue
  - Restaurant: Impossible

### CROSSOVER / SECONDARY COMMUNITIES

- Fans of financial self-improvement
- Fans self-improvement
- Fans of inspirational TV

### MICRO-TARGETED COMMUNITIES

- Ranchers / Farmers (interest group)
- Christians
- Middle America / Families



## Relatable & Diverse Audience Appeal

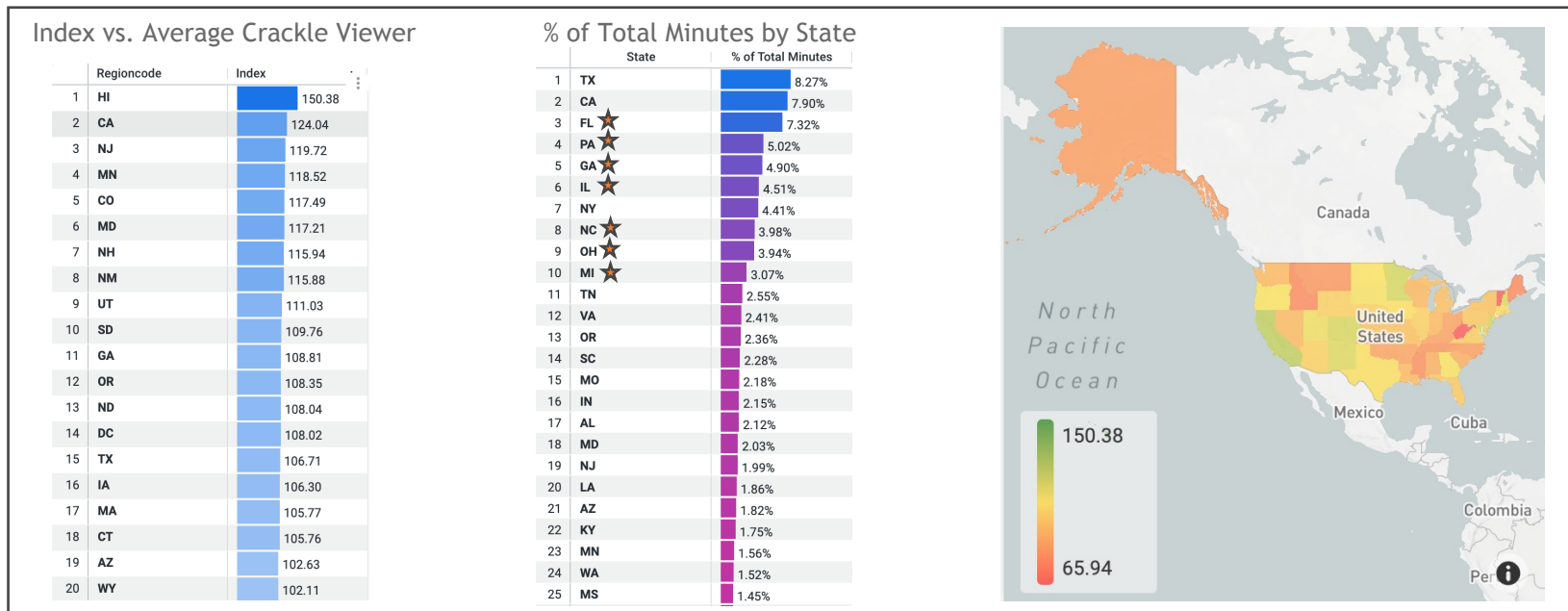
- Desireé Emmanuel (29)  
Prospective entrepreneurs, BIPOC
- Melody Conner (53)  
Military, soon-to-be retirees
- Michael Weaver (47)  
BIPOC, families / single parents
- Nick Stamatis (27) and Savannah Turner (28)  
Lawyers, families, law students
- Ray Cook (27)  
Baltimore Ravens fans, BIPOC
- Giselle (39) and Jermaine (40) Evans  
Veterans / military, families
- Shannon (42) and Matt (42) MacDonald  
Educators, families, special needs
- Treona (39) and Velvet (54) Kely-Jacobs  
LGBTQ +, entrepreneurs
- Ashley Hairston (22) and Deairius Waller (24)  
Recent grads, entrepreneurs, BIPOC

# Going From Broke S4 - Viewer Distribution

Minutes over-index in 3 of top 10 states compared to average Crackle viewer: CA, TX, GA

Minutes viewed also over-index across Southwest and Northeast states

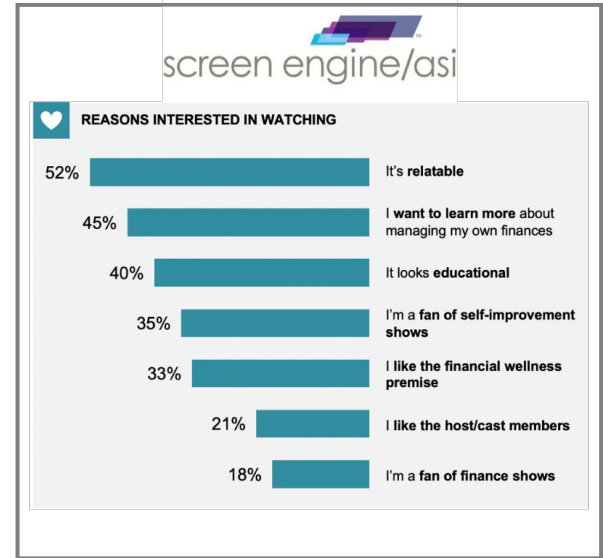
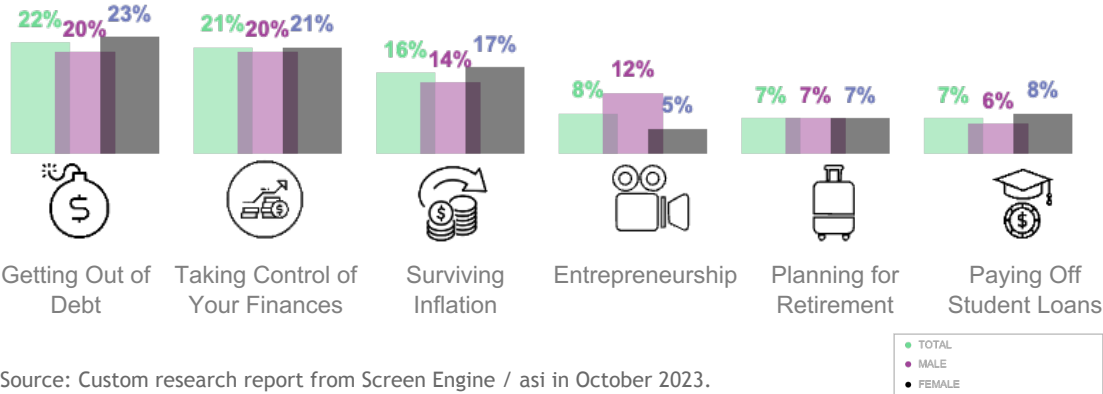
Minutes viewed over-index in 7 of Top 10 Most Populous States ★




# Going From Broke S4 - Audience Appeal

The show is relatable and audiences are interested in a broad range of topics.

## 3 Clear Topic Winners from Audience Rank of 10 Themes





# Sponsorship Integrations

# Going From Broke – Sponsorship Summary

Sponsors were seamlessly integrated into the show and across all social platforms, making for a positive client/viewer experience.

## SEASON 4 SPONSORS

- Lyft
- Getaround

## SEASON 3 SPONSORS

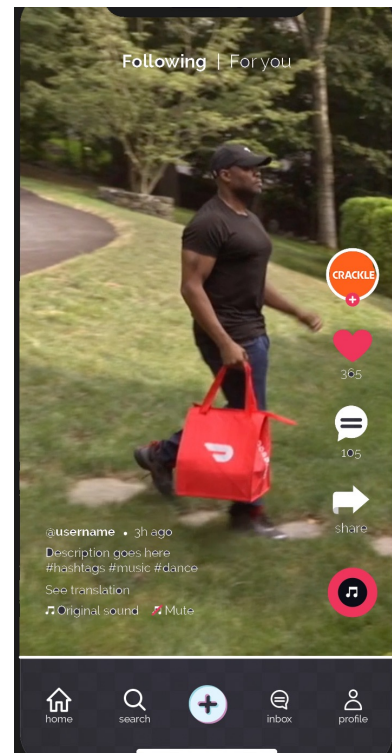
- DoorDash
- Old Navy
- Bob Woodruff Foundation
- Pay It Off
- Lifelock
- Family Dollar
- Pandemic of Love



Lyft integration

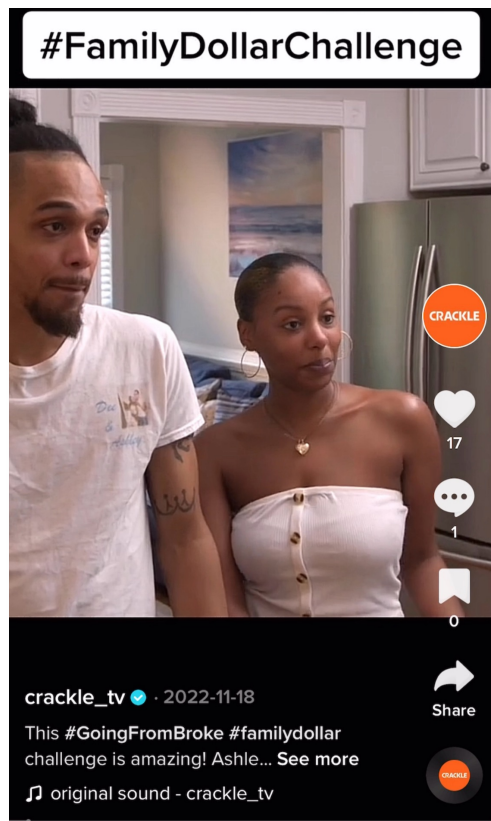


Getaround integration



DoorDash integration as seen on TikTok

# Going From Broke - Family Dollar Integration



Collaboration posts result in greater reach.

## Instagram

- 4,271 plays
- 91 likes
- 8 shares
- 3 saves
- 0 comments on Crackle side

## Facebook

- 2,300 people reached
- 342 plays
- 41 clicks
- 6 engagements
- 2 shares

## TikTok

- 588 plays
- 17 likes
- 1 comment (from Family Dollar)



# Going From Broke - Family Dollar Email Campaign

## Crackle Hero Tune-In

- Drop Date: 11/22/2022
- Delivered: 1,240,627
- Unique Opens: 926,065 (74.64%)
- Unique Clicks: 6077 (0.66%)

## 2022 average

792,939.56  
4557.63

The Going From Broke Hero Tune-In newsletter that included the Family Dollar placement performed extremely well.

It generated 16.8% more unique opens than the average for that audience in 2022, and 33.3% more unique clicks. This particular newsletter was one of our tests including Redbox content in addition to Crackle content.

Overall, these tests showed increased traffic across the board. From this test we moved forward with a “Family of Brands” email, which increases exposure to an even larger audience..

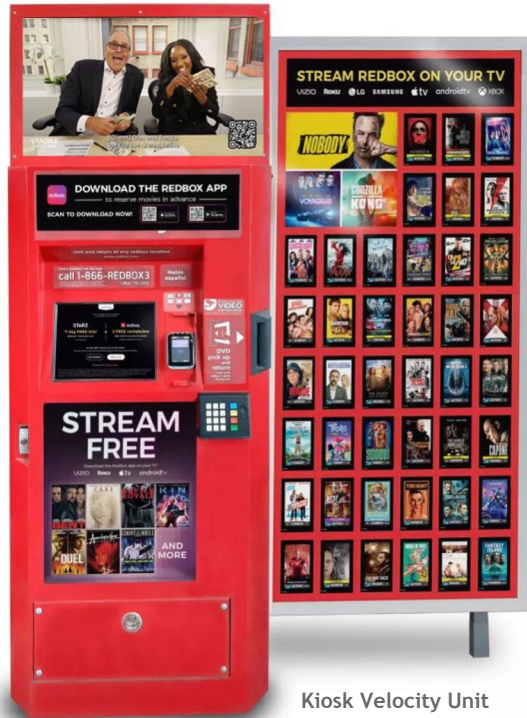
The screenshot shows an email campaign for the show "Going From Broke" on Crackle. At the top, it says "CRACKLE REDBOX NOW PART OF THE SAME FAMILY". Below that is the Crackle logo and "STREAM Outstanding Originals". The main image shows a man and a woman in an office setting, with a play button overlay. Below the image, it says "GOING FROM BROKE NOW STREAMING FREE". Underneath is a "SPONSORED BY FAMILY DOLLAR" logo. A text block describes the show: "Chicken Soup for the Soul Entertainment and executive producer Ashton Kutcher bring you an all-new season of the show helping people overcome their crippling financial struggles. Chegg CEO and entrepreneur Dan Rosensweig and financial expert Tonya Rapley lend a hand to everyday Americans suffocating under overwhelming debt. Watch *Going From Broke* or any one of the other outstanding original series streaming for free on Crackle." Below this is a "Watch Going From Broke Now" button. At the bottom, there is a "Watch Free on Crackle" section with three thumbnails: "In the Vault", "Men of West Hollywood", and "Inside the Black Box".



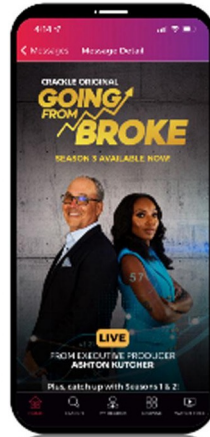
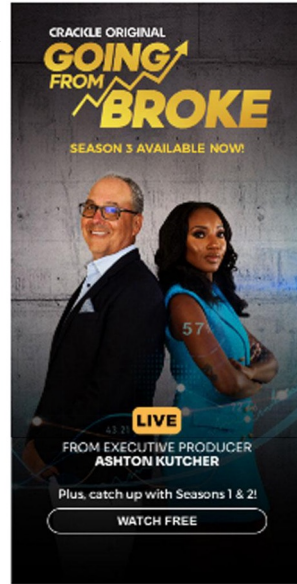
**ON-NETWORK  
MARKETING & PROMOTIONS**

# Going From Broke - Redbox Promotion

Leveraging Redbox's direct-to-consumer outlets allowed us to expose *Going From Broke* to a larger audience.



Kiosk Velocity Unit



Push notification



Free Live TV ad

## Redbox Kiosk Video Ads

**~19,656,000 Impressions**

- Ran 21 days

## Redbox Free Live TV

- GFB dedicated live channel (1 month)
- GFB S4 trailer ran on network

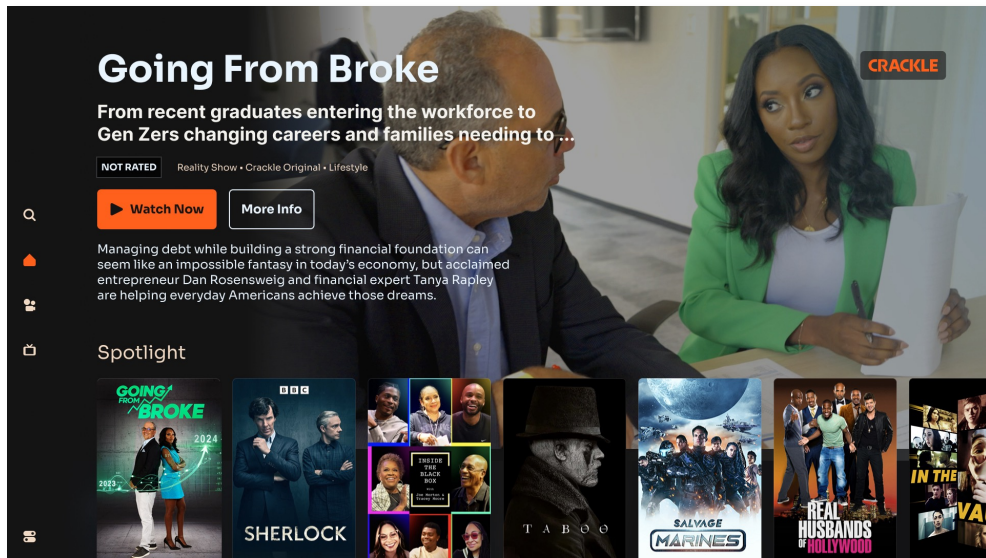
## Redbox Push Notification

- Android 1.45% CTR  
.25% Conversion
- iOS .64% CTR  
.10% Conversion

## Redbox Site Banners

- CTA to watch GFB on Redbox

# Going From Broke S4 - In-App Placements



## CRACKLE

- Hero placement (autoplays trailer)
- #1 position in Spotlight Tray
- Recommended selection
- Auto play next episode
- On-air promos

## CHICKEN SOUP FOR THE SOUL

All of the above, plus available on:

- Web app
- Amazon Fire
- Roku (March 2023)

Crackle Is Available On

Roku firetv Apple Android VIZIO SAMSUNG

Episode 401 ran on Crackle's YouTube

- 535k subscribers
- Link drives users to watch series on Crackle

# Going From Broke S4 - On-Air Promos

Going From Broke trailers ran:

- Across Crackle and CSS
- On Redbox for Free Live TV
- “Coming Soon” and “Now Playing” versions
  - 0:15 and 0:30 spots
- “On the Next Episode” spots

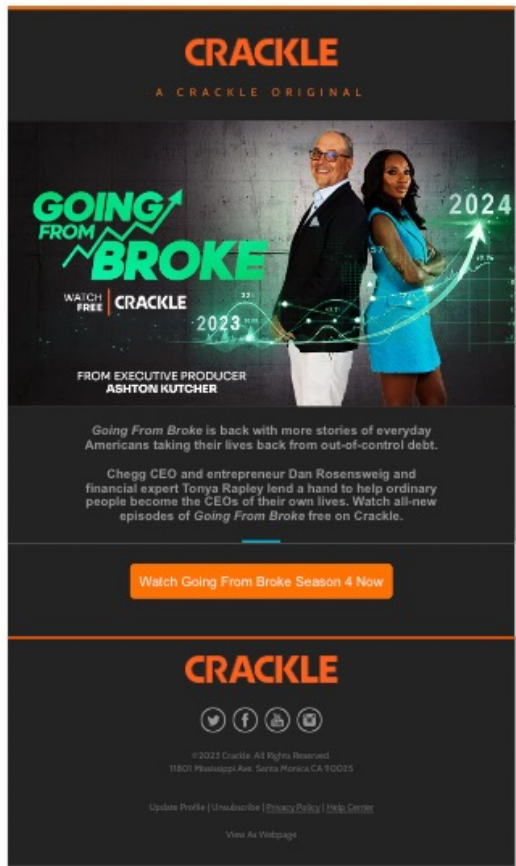


## HOUSE ADS

### NEARLY 6MM ADS SERVED

- |                                      |         |
|--------------------------------------|---------|
| • 15-sec “Coming Soon” CSS:          | 33,757  |
| • 15-sec “Coming Soon” Crackle:      | 78,143  |
| • 30-sec “Coming Soon” CSS:          | 31,728  |
| • 30-sec “Coming Soon” Crackle:      | 75,690  |
| • 15-sec “Watch Now” CSS:            | 43,637  |
| • 15-sec “Watch Now” Crackle:        | 168,999 |
| • 30-sec “Watch Now” CSS:            | 38,848  |
| • 30-sec “Watch Now” Crackle:        | 161,879 |
| • 15-sec DoorDash “Catchup” CSS:     | 93,350  |
| • 15-sec DoorDash “Catchup” Crackle: | 2.6MM   |
| • 30-sec DoorDash “Catchup” CSS:     | 92,261  |
| • 30-sec DoorDash “Catchup” Crackle: | 2.5MM   |

# Going From Broke S4 - Email Promotion



- LAUNCH EMAIL (far left)
  - 03/01 ~5MM Subscribers
  - Open Rate: 19.9%
  - CTR: 0.49%
- HERO NEWSLETTER (middle image)
  - 03/14 ~1.4MM Subscribers
  - Open Rate: 60.97%
  - CTR:0.46%
- Email Banners (below)
  - Ran in 4 newsletters, 03/03 - 03/14



Launch Email (left) • Hero Email (middle) • Email Banner Ad (above)

# Going From Broke S4 - Social Banners

Social cover photos across all social media platforms gave the show premium exposure.

## Placements ran on:

- Crackle
- Chicken Soup for the Soul Publishing
- Chicken Soup for the Soul Streaming

## Placements created for:

- Roku: The Buzz
- Facebook
- LinkedIn
- YouTube
- Twitter
- Email Footers



Twitter banner



### About

<http://www.chickensoup.com/>

[Send message](#)

[Book · Book Series · Media/News Company](#)



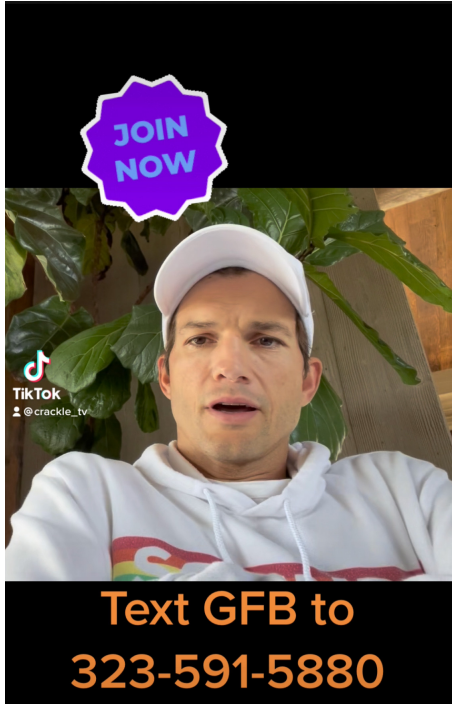
Debt is destroying people's lives – but it doesn't have to be that way. From Executive Producer Ashton Kutcher and Chicken Soup for the Soul Entertainment comes *Going From Broke*, a series that provides people the information and resources they need to get on a path toward financial freedom. Each episode features Chegg CEO Dan Rosenzweig and financial expert Tonya Rapley teaching everyday Americans the tips, tricks, rules and tools they need to become the CEOs of their own lives.



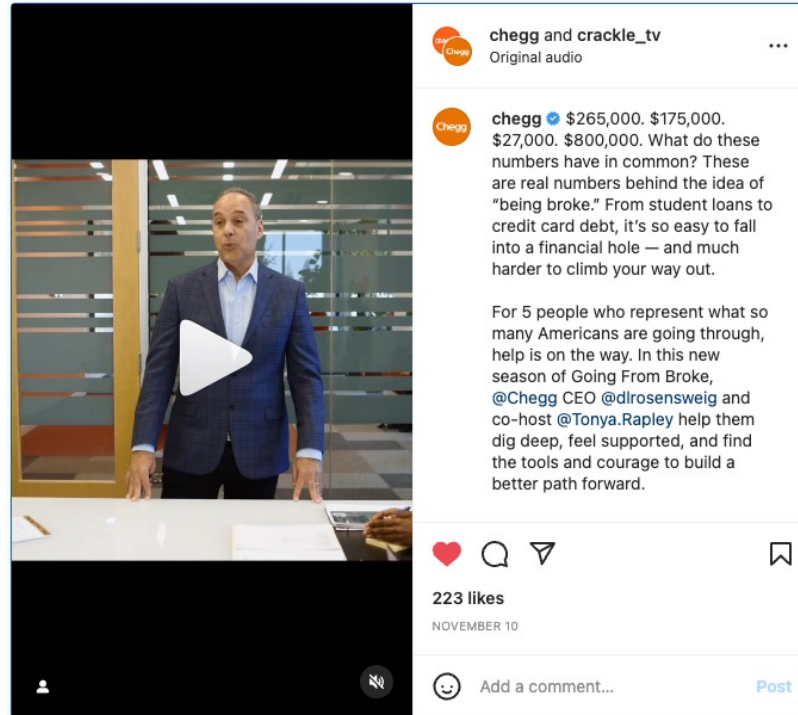
Example Facebook placement

# Going From Broke - Organic Social Media Support

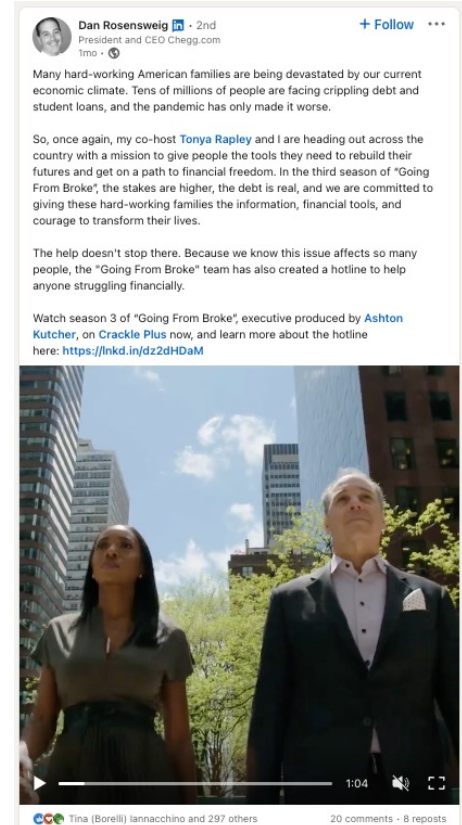
Support came from all four brands (Crackle, Redbox, CSS Publishing, CSS Streaming), hosts, cast members, and sponsors promoting the show across all social channels.



Crackle TikTok message from Ashton.



Sponsor collaborated on posts with Crackle for greater reach.



54 host promoted to followers.

Proprietary and Confidential.





**PRESS &  
EXTERNAL MARKETING**

# Going From Broke S3 & S4 - Press

Due to Season 3 and 4 being released back-to-back, the team employed a continual “snowball” push, building on each show’s mentions to generate more press opportunities - essentially creating one large season for PR.

**164,635,000 Potential Impressions for Series**

- Series announcement in AdWeek
- Radio Media Tour - 2.81MM potential impressions
- Satellite Media Tour - 1.5MM potential impressions
- Web Video - 112MM potential impressions
- Organic Media - 48.33MM potential impressions

DIGITAL

## Going From Broke Will Have Major Brand Integrations in Season 3

By Jessica Lerner on Oct. 12, 2022 - 8:00 AM

The third season of the Ashton Kutcher-executive produced series Going From Broke will feature major brand integrations. Companies include LifeLock by Norton, Old Navy, DoorDash, Payitoff and Family Dollar.



The season will premiere on Nov. 10 on Crackle Plus, the streaming outfit run by Chicken Soup for the Soul Entertainment.

Going From Broke Season 3 sees hosts Chegg CEO Dan Rosensweig and financial advisor Tonya Rapley devote their time to assisting participants and viewers in navigating the reality of their debt in order to become the CEO of their own lives. This season focuses on assisting people in managing their debt, job uncertainty and expanding mental health concerns in the wake of The Great Resignation.

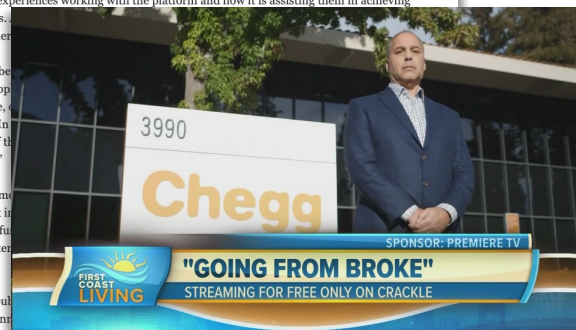
"I'm thrilled to be working on the third season of Going From Broke," Kutcher said in a statement. "This series has done more than any other to inform, guide, and encourage its audience in order to create real change in their finances and ultimately in their lives."

As part of DoorDash's integration, the first two seasons have been relaunched exclusively for free on Crackle, including special narrative-driven interstitials. It will highlight the success stories of three different Dashers' experiences working with the platform and how it is assisting them in achieving their financial goals.

"We are excited to be on how we help people card debt and more," Rosensweig said. "In become the CEO of the from season three."

Co-branded social media targeted placement in brand partnership fulfillment Studio, which is interested consumers.

"We continue to double opportunities to connect invite our brand partners to be part of the creative process early on in order to best target their audiences, and, with a series like Going From Broke, the integrations not only provide visibility but, in many cases, a meaningful call to action."



# Going From Broke S3 & S4 - Press

On-camera and podcast/radio interviews increased in S4. Likewise, Tonya Rapley's audience appeal grew in this season, sparking more on-air, radio, and web opportunities.



## FULL LIST OF PRESS CLIPPINGS

# GIRLTALKHQ

IMPACT

## Financial Guru Tonya Rapley Helping Millennials Get Out Of Debt In Award-Winning Series "Going From Broke"



When it comes to one of the biggest financial hurdles to getting ahead in life, [student debt](#) ranks at the top for many current and former college students, especially for women. A news [report](#) from January 2022 found that Americans owe about \$1.75 trillion in student loans, according to data from the [Federal Reserve](#). Millennials (the generation born between 1981 and 1996) in particular owe an average of \$38,877 in student loan debt, according to an [Experian consumer debt study](#). And 36% of US millennials say student loan debt is keeping them from owning homes, and essentially living a life of [financial freedom](#) the way older generations have been able to.

# Going From Broke S4 - Roku: The Buzz

The Buzz drove strong interest in Crackle content. Users who saw content on The Buzz were more likely to click through and watch at that moment than they were on social media. This was a more direct organic acquisition model than traditional social media.



The Buzz post (above) • The Buzz profile page with GFB S3 cover image (right)



## PERFORMANCE

- 134,000 users saw posts for the show
- 51,847 users watched videos for the show
- 110 hours were watched on Roku\*

\*This means users clicked on a GFB post and watched something on the Crackle Roku app. It does not necessarily mean they watched *Going From Broke*, but the post did drive traffic and revenue.

# Going From Broke S4 - Paid Social Media

Taking the learnings from Season 3, we:

- Leaned into The Buzz on Roku as more efficient marketing platform
- Continued running ads on Google Search for awareness & intent-based searches
- Continued running ads on social platforms for brand awareness
- Supported the new trailers on social media & Roku: The Buzz
- Created new videos and ad creatives specifically for Season 4.
- Tested GIF vs. static images on social



Five new video spots created specifically for advertising.



Scrolling gif ad




Static image ad

## RESULTS

5% Average CTR  
 \$0.28 Average CPC  
 \$0.01 Video View cost per result

15-second videos performed best  
 30-second trailer was next best

**NOTE:** Paid ads are dependent on sponsorship budget.



# Going From Broke S4

## Appendix 1

# Going From Broke S4 - About the Show



Going From Broke spent the first two seasons focusing on student debt. But in this time of mass migration and the consuming Great Resignation, we're broadening the focus of the show to look at how all people must manage personal finances in order to become the CEOs of their own lives.

Focusing more on hosts Dan Rosensweig, CEO of Chegg, and financial expert Tonya Rapley, Season 3 addresses how all people must be managing debt while building a strong financial foundation.

Whether they are recent graduates entering the workforce now, Millennials or Gen Zers moving into their next stage of adulthood, or families needing to refocus their financial priorities, Dan and Tonya's hand-picked team of experts share essential financial rules and tools that all families need in order to thrive in today's economy.

## 5 Episodes at Launch

**AIR DATE: March 1, 2023**

**PLATFORMS: Crackle, Chicken Soup for the Soul, Redbox and Crackle FAST Channels**

# Going From Broke S4 - Marketing Assets

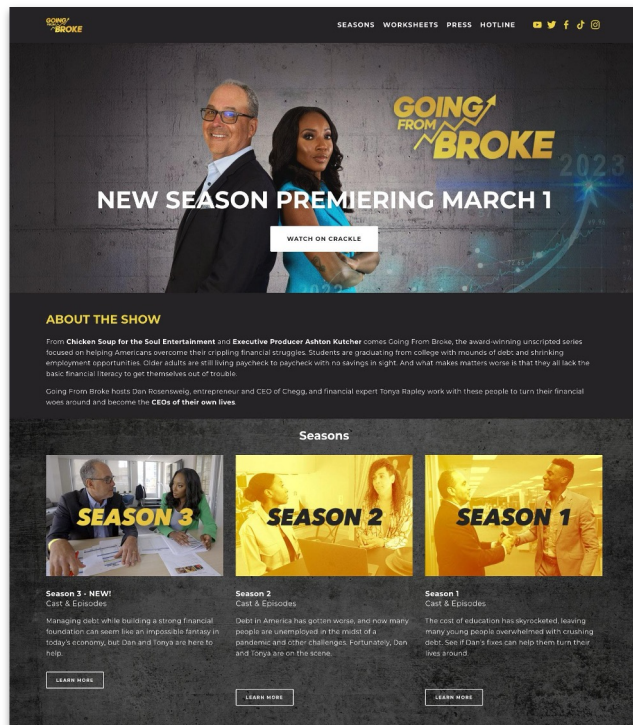
## MARKETING ASSET DISTRIBUTION FOLDER

- Key Art (NEW for S4)
- Trailers (NEW for S4)
- Cast Images (NEW for S4)
- Dan's IDEAS and Tonya's Tips
- PR & Social Clips
- "On the Next Episode" trailers

## WEBSITE REFRESH (right)

[www.goingfrombroke.info](http://www.goingfrombroke.info)

- Adding Season 4 to Home Page
- Adding Season 4 to series description page
- Adding in cast/episode info
- Link to watch on Crackle.com





# Going From Broke - Audience Research

## SHOW ELEMENTS THAT MATTERED

From images to text, these elements impacted marketing strategy for Season 4.

- Getting out of debt, gaining control of finances, and surviving inflation are favorite episode topics.
- Crackle users are most attracted to taking control of finances.
- Females are more likely than males to want to learn more about managing their own finances.
- The “finance show” aspect drives the least show interest.
- Story relatability is the key to *Going From Broke* enjoyment.
- Authenticity is also valued.
- For competitor shows, elements of fun, inspiration, intrigue, and stories pop more.
- Key Art all tested well, but art featuring the trend chart graphic was slightly preferred.
- 65% of respondents preferred the “Smiling Dan” image over the non-smiling version.

## PREFERRED SERIES DESCRIPTION

Debt is destroying people’s lives - but it doesn’t have to be that way.

From Executive Producer Ashton Kutcher and Chicken Soup for the Soul Entertainment comes *Going From Broke*, a series that provides people the information and resources they need to get on a path towards financial freedom. Each episode features Chegg CEO Dan Rosensweig and financial expert Tonya Rapley teaching everyday Americans the tips, tricks, rules and tools they need to become the CEOs of their own lives.



# Going From Broke - Audience Targeting

The plan to hyper-target key interest communities worked well for paid social media in Season 3. We repeated that strategy for Season 4 to drive word-of-mouth and reach an expanded audience.



## Season 4 Hyper-Targeting by Episode

Desireé Emmanuel (29)  
Prospective entrepreneurs, BIPOC

Ray Cook (27)  
Baltimore Ravens fans, BIPOC

Shannon (42) and Matt (42) MacDonald  
Educators, families, special needs

Treona (39) and Velvet (54) Kelty-Jacobs  
LGBTQ +, entrepreneurs

Sage (33) and Faith (29) Askin  
Farmers, Christians, Middle America

# Going From Broke S4 - Family of Brands Social Reach

## 9.5MM Potential Followers

The entire CSSE family of brands are on board to promote the show over social media.

NAME	FACEBOOK	INSTAGRAM	TWITTER	TIKTOK
Redbox	4.8MM	848,000	281,100	6,080
Chicken Soup for the Soul Publishing	2.2MM	99,400	24,100	--
Crackle	1.2MM	32,000	63,800	17,300
Chicken Soup for the Soul Streaming (launched 2023)	8,500	1,798	91	1,309

Updated 06/12/2023