

Presented to

VISIT

EUREKA SPRINGS

APRIL CAMPAIGN PERFORMANCE



May 15

## AGENDA ITEMS

- Campaign Reporting

## EUREKA SPRINGS ACTION ITEMS:

-

## MADDEN ACTION ITEMS:

- Planning for Photo & Video Shoot

## NEXT MEETING & THINGS TO KNOW:

- ✓ SEO Update: May 16, 9:30 AM
- ✓ Creative Update: May 17, 12:30 PM
- ✓ CAPC Meeting, May 22





# Media Performance



# Media Performance

**Branded Impressions**  
5,789,301

**Branded Clicks**  
119,153

SEM	SEM "Near Me"	Google Display	Google Remarketing	Meta Prospecting	Meta Remarketing	Expedia
36,499 Clicks	8,808 Clicks	37,601 Clicks	20,518 Clicks	10,406 Clicks	4,231 Clicks	1,090 Clicks
131,193 Impressions	38,488 Impressions	2,458,548 Impressions	1,173,557 Impressions	865,641 Impressions	304,260 Impressions	817,614 Impressions
27.82% CTR	22.89% CTR	1.53% CTR	1.75% CTR	1.13% CTR	1.39% CTR	0.13% CTR
\$0.26 CPC	\$0.37 CPC	\$0.10 CPC	\$0.12 CPC	\$0.37 CPC	\$0.91 CPC	823 Room Nights
						\$292,500 Gross Bookings \$

KPI	Clicks	Clicks	Impressions	Impressions	Clicks	Clicks	Impressions
Benchmark	7.73% CTR	7.73% CTR	0.96% CTR	0.96% CTR	1.55% CTR	1.79% CTR	



# Site Performance Insights



## Site Traffic - April 2024

CHANNEL	USERS	Y/Y
Paid Search	23,478	+945%
Organic Search	13,924	+195%
Direct	5,730	-31%
Paid Social	4,707	n/a
Display	4,144	-36%
Organic Social	1,307	-85%
Referral	1,217	-83%
Unassigned	157	-91%

### INSIGHTS

- Paid Search and SEO were significantly stronger in April 2024 compared to 2023.
- The growth in Paid Search further solidifies the impact that Madden's SEM campaigns has on driving traffic to the website.
  - As expected, engagement rates are weaker in 2024 (-38% YoY).
  - With more volume, it is reasonable to assume that engagement will regress to the means.
- Traffic from Display Ads in April 2024 produced an Engagement Rate of 28%, compared to an Engagement Rate of 4% in April 2023, a growth by a factor of seven YoY.

## Top Pages Site - April 2024

Page path and screen class <span>▼</span> <span>+</span>	↓ Views	Users	Views per user
	<b>159,696</b> 100% of total	<b>53,052</b> 100% of total	<b>3.01</b> Avg 0%
/	47,252	32,004	1.48
/events/	12,936	9,457	1.37
/category/things-to-do/	12,140	7,094	1.71
/category/things-to-do/attractions/	11,260	5,377	2.09
/category/things-to-do/outdoor-activities/	4,653	2,998	1.55
/category/food-drink/	3,844	2,022	1.90
/category/things-to-do/shops-galleries/	2,670	1,653	1.62
/category/where-to-stay/cabins-cottages/	1,908	886	2.15
/category/where-to-stay/hotels-motels/	1,895	983	1.93
/category/things-to-do/nightlife/	1,831	1,294	1.41

## INSIGHTS

- Things-To-Do:
  - -28% M/M
  - **+44% Y/Y**
- Events:
  - **+16% M/M**
  - **+155% Y/Y**
- Things-to-Do/Attractions:
  - -27% M/M
  - **+183% Y/Y**
- Home
  - **+28% M/M**
  - **+20% Y/Y**
- Food & Drink:
  - -27% M/M
  - **+133% Y/Y**
- Outdoor Activities:
  - -25% M/M
  - **+2% Y/Y**

## Top Paid Media Traffic Pages - April 2024

Page path and screen class <span>▼</span> <span>+</span>	↓ Views	Users	Views per user
	83,740 100% of total	31,997 100% of total	2.62 Avg 0%
/	31,353	22,485	1.39
/events/	8,754	6,536	1.34
/category/things-to-do/	7,388	4,274	1.73
/category/things-to-do/attractions/	6,708	3,214	2.09
/category/things-to-do/outdoor-activities/	2,536	1,619	1.57
/category/food-drink/	1,613	859	1.88
/category/things-to-do/shops-galleries/	1,269	797	1.59
/top-ten-spring-events-2/	1,029	605	1.70
/category/things-to-do/nightlife/	984	703	1.40
/category/where-to-stay/cabins-cottages/	719	344	2.09

### INSIGHTS

- The homepage saw the greatest amount of traffic in April 2024, generating nearly 4 times as much traffic as the 2nd page (Events).
- The Attractions & Cabins/Cottages pages are producing the most engaged user.
  - A good amount of repeat site visitation leads us to conclude these visitors will turn into true visitors.
- If visitors make their way to the “things-to-do” page, they also make their way to the “attractions” (91%) and “outdoor activities” (34%) pages.



# Top Organic Search Traffic Pages - April 2024

Page path and screen class ▾	+	↓ Views	Users	Views per user
		49,732 100% of total	13,924 100% of total	3.57 Avg 0%
/		7,852	4,632	1.70
/category/things-to-do/		3,939	2,438	1.62
/category/things-to-do/attractions/		3,155	1,610	1.96
/events/		2,441	1,779	1.37
/category/things-to-do/outdoor-activities/		1,605	1,054	1.52
/category/food-drink/		1,373	768	1.79
/event/jerryberry-music-festival-2/		1,295	859	1.51
/top-9-things-that-make-eureka-springs-curious-indeed/		1,151	797	1.44
/category/things-to-do/shops-galleries/		952	616	1.55
/category/where-to-stay/hotels-motels/		845	428	1.97

## INSIGHTS

- **Homepage**
  - -12% M/M ; +41% Y/Y
- **Things To Do**
  - -31% M/M ; +226% Y/Y
- **Attractions**
  - -27% M/M ; +216% Y/Y
- **Events**
  - -9% M/M ; +48% Y/Y
- **Food & Drink**
  - -25% M/M ; +162% Y/Y
- **Outdoor-activities**
  - -18% M/M ; +133% Y/Y
- **Top-9-Things...**
  - -19% M/M ; +3K% Y/Y

# Top 10 Cities: Paid/Organic Split - April 2024

## PAID TRAFFIC

City <span>▼</span> <span>+</span>	↓ <u>Users</u>	<u>New users</u>	<u>Engaged sessions</u>
	<b>31,997</b> 100% of total	<b>31,446</b> 100% of total	<b>17,425</b> 100% of total
Dallas	5,165	4,920	2,262
Kansas City	2,404	2,280	1,220
(not set)	1,996	1,770	1,197
Chicago	1,313	1,172	983
Oklahoma City	1,288	1,191	732
Little Rock	609	573	321
St. Louis	583	527	481
Fort Worth	526	511	136
Springfield	498	471	266
New York	369	355	105

## ORGANIC TRAFFIC

City <span>▼</span> <span>+</span>	↓ <u>Users</u>	<u>New users</u>	<u>Engaged sessions</u>
	<b>13,924</b> 100% of total	<b>13,070</b> 100% of total	<b>12,327</b> 100% of total
Dallas	1,362	1,185	1,158
(not set)	1,006	825	834
Chicago	938	805	833
Kansas City	667	580	609
Oklahoma City	499	423	436
St. Louis	344	297	272
Eureka Springs	275	192	316
Little Rock	247	223	213
Houston	221	186	195
Denver	211	177	188



# Creative Tactical Appendix



# GOOGLE SEM

Campaign Report - April 1, 2024 - April 30, 2024

Full FY24 Performance  
as of 05/02/2024

Primary KPI - Clicks 36,499  
Impressions 131,193  
CTR 27.82%  
Avg CPC \$0.26

**CLICKS** 10,980

**IMPRESSIONS** 39,539

**CTR** 27.77% BENCHMARK: 7.73%

**AVG CPC** \$0.27

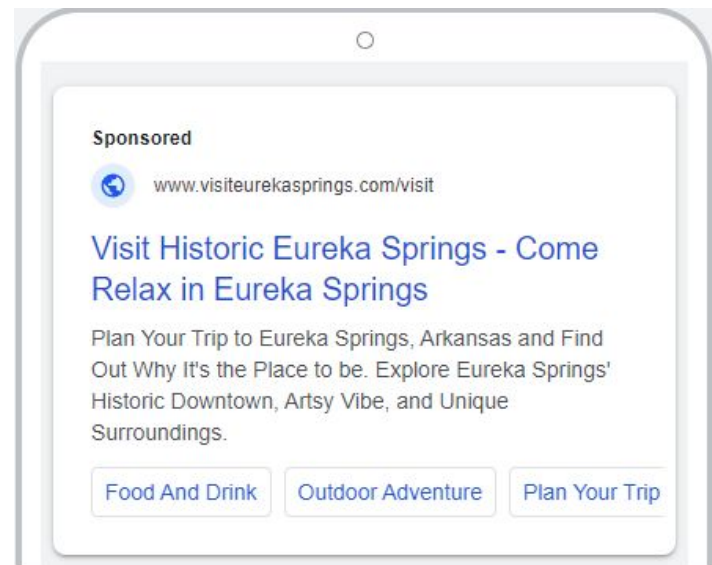
## TOP PERFORMERS

**Ad Groups:** Things to Do, Visit Eureka Springs

**Keywords:** things to do in Eureka Springs, city of eureka springs, eureka springs calendar of events, eureka springs arkansas, visit eureka springs

**Audience:** Females 45-54

**Geos:** Kansas City MO, Springfield, Little Rock-Pine Bluff, & Tulsa DMAs



# GOOGLE SEM - "Near Me"

Campaign Report -April 1, 2024 - April 30, 2024

Full FY24 Performance  
as of 05/02/2024

Primary KPI - Clicks 8,808  
Impressions 38,488  
CTR 22.89%  
Avg CPC \$0.37

**CLICKS 2,663**

**IMPRESSIONS 11,057**

**CTR 24.08%** BENCHMARK: 7.73%

**AVG CPC \$0.37**

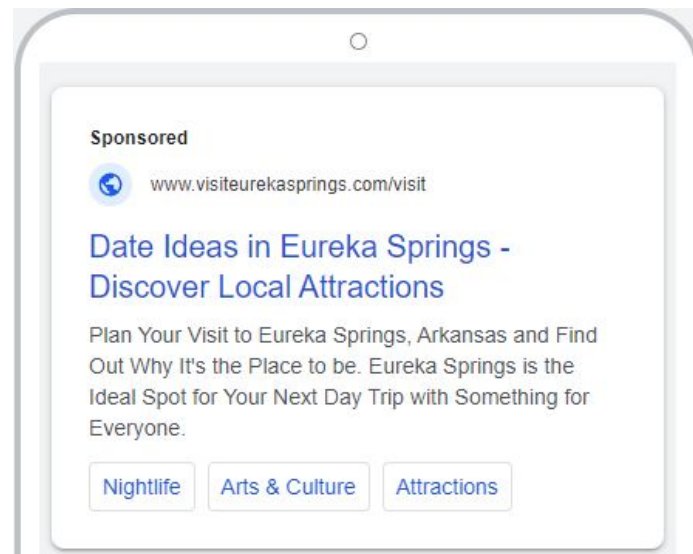
## TOP PERFORMERS

**Ad Groups:** Visit Eureka Springs, Events

**Keywords:** things to do in Eureka Springs, eureka springs, eureka springs event calendar, best restaurants in eureka springs, hiking trails near me

**Audience:** Females 45-54

**Geos:** Eureka Springs, Fayetteville, Springfield



# GOOGLE DISPLAY

Campaign Report -April 1, 2024 - April 30, 2024

Full FY24 Performance  
as of 05/02/2024

Primary KPI -Impressions 2,458,548  
Clicks 37,601  
CTR 1.53%  
Avg CPC \$0.10

**CLICKS** 31,629

**IMPRESSIONS** 888,084

**CTR** 3.56% BENCHMARK:0.96%

**AVG CPC** \$0.08

## TOP PERFORMERS

**Ads:** Spring Break (responsive), General (responsive)

**Geos:** Dallas-Ft. Worth, TX, Kansas City, MO, Little Rock-Pine Bluff, AR

**Audiences:** In Market: Affordable Vacations, Travel Hotels & Accommodations, Fun Activities



### Feed Your Curiosity

Celebrate Spring Break the Eureka Springs way with lively events and colorful locals.

Visit Eureka Springs

Open >

# GOOGLE DISPLAY REMARKETING

Campaign Report - April 1, 2024 - April 30, 2024

Full FY24 Performance  
as of 05/02/2024

Primary KPI - Impressions 1,173,557  
Clicks 20,518  
CTR 1.75%  
Avg CPC \$0.12

**CLICKS 18,350**

**IMPRESSIONS 388,657**

**CTR 4.72%** BENCHMARK: 0.96%

**AVG CPC \$0.08**

## TOP PERFORMERS

**Ads:** General 300x600, Events 300x250

**Geos:** Dallas-Ft. Worth, Kansas City, & Little Rock-Pine Bluff DMAs

**Audiences:** Males 25-34



# META PROSPECTING

Campaign Report - April 1, 2024 - April 30, 2024

Full FY24 Performance  
as of 05/02/2024

Primary KPI - Clicks 10,406  
Impressions 865,641  
CTR 1.13%  
Avg CPC \$0.37

**CLICKS 5,117**  
**IMPRESSIONS 452,648**  
**CTR 1.13%** BENCHMARK: 1.55%  
**AVG CPC \$0.39**

## TOP PERFORMERS

Ad: General, Spring Break

Region with Highest clicks: Dallas-Ft. Worth DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 113

Post Reactions: 2,055

Saves: 32

Shares: 114

**Eureka Springs, Arkansas** Sponsored · 🌐

Unique, quirky, and wonderfully weird, Eureka Springs, Arkansas, has a booming art scene, incredible history, and natural beauty with a touch of magic. Explore the whimsy for yourself.



**EUREKA SPRINGS ARKANSAS**

visiteurekasprings.com  
**Curious About Eureka Springs?** [Learn more](#)

Like Comment Share

**Eureka Springs, Arkansas** Sponsored · 🌐

Spend your spring break in a destination unlike any other. Eureka Springs is home to endless outdoor adventures, out-of-this-world events, and the call of the curious.



**EUREKA SPRINGS ARKANSAS**

visiteurekasprings.com  
**Take Your Break in Eureka Springs** [Learn more](#)

Like Comment Share



# META REMARKETING

Campaign Report - April 1, 2024 - April 30, 2024

**CLICKS 2,464**  
**IMPRESSIONS 164,949**  
**CTR 1.49%** BENCHMARK: 1.79%  
**AVG CPC \$0.73**

## TOP PERFORMERS

Ad: General, Core Events





Region with Highest clicks: Springfield, MO DMA


Placement: Mobile Facebook Feeds

Engagements:  
Comments: 36  
Post Reactions: 452  
Saves: 8  
Shares: 37


Full FY24 Performance  
as of 05/02/2024


Primary KPI - Clicks 4,231  
Impressions 304,260  
CTR 0.39%  
Avg CPC \$0.91

 **Eureka Springs, Arkansas**   

Sponsored · 

Unique, quirky, and wonderfully weird, Eureka Springs, Arkansas, has a booming art scene, incredible history, and natural beauty with a touch of magic. Explore the whimsy for yourself.



 [visiteurekasprings.com](https://visiteurekasprings.com)  
**Curious About Eureka Springs?** [Learn more](#)

 Like  Comment  Share

 **Eureka Springs, Arkansas**   

Sponsored · 

From a premier fiber arts festival to an out-of-this-world gathering about extraterrestrials to a celebration for chocolate lovers, events in Eureka Springs are truly one of a kind.



 [visiteurekasprings.com](https://visiteurekasprings.com)  
**Get Curious in Eureka Springs** [Learn more](#)

 Like  Comment  Share

# EXPEDIA

## Campaign Report - April 1, 2024 - April 30, 2024

Full FY24 Performance  
as of 05/02/2024

Primary KPI - Impressions 817,614  
Clicks 1,090  
CTR 0.13%  
ROAS 13.9



\$10.5K

Attr. Ad Spend



365.9K

Impressions



479

Clicks



0.13%

CTR



201

Tickets



442

Room Nights



696

PAX



\$145.4K

Gross Bkg \$



13.9

ROAS

### POS Summary

Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	VR Nights	ROAS
ExpediaPlus US	\$3,794	113,188	223	0.20%	\$134,404	\$97	\$135K	0	35.4
VRBO	\$6,657	252,718	256	0.10%	\$10,930	\$0	\$11K	0	1.6
Grand Total	\$10,452	365,906	479	0.13%	\$145,334	\$97	\$145K	0	13.9

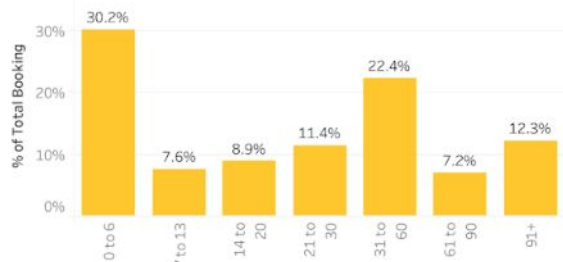
# EXPEDIA

## Campaign Report - April 1, 2024 - April 30, 2024

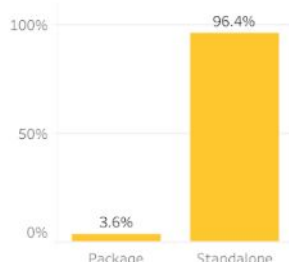
Full FY24 Performance as of 05/02/2024  
Primary KPI - Impressions 817,614  
Clicks 1,090  
CTR 0.13%  
ROAS 13.9



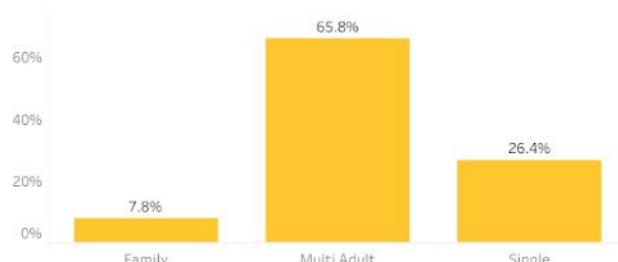
### Travel Window (Days)



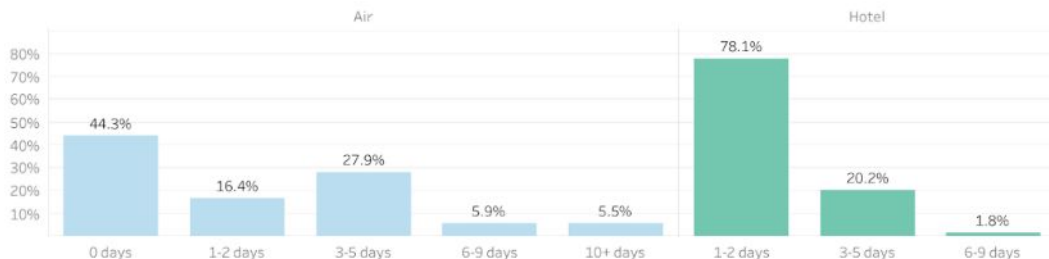
### Package or Standalone



### Person Count



### Trip Duration (Days)



### Hotel Star Rating

