

Presented to

# VISIT EUREKA SPRINGS





# Media Performance



**FY24 Performance**

**Branded Impressions**  
15,946,784

**Branded Clicks**  
325,410

# Media Performance

SEM	SEM "Near Me"	Google Display	Google Remarketing	Meta Prospecting	Meta Remarketing	Expedia	Epsilon	Mobilefuse	Azira (CTV)
66,890 Clicks	16,553 Clicks	106,493 Clicks	93,513 Clicks	26,263 Clicks	10,161 Clicks	1,710 Clicks	2,584 Clicks	1,047 Clicks	196 Clicks
243,323 Impressions	72,892 Impressions	4,576,676 Impressions	1,552,747 Impressions	2,155,782 Impressions	771,149 Impressions	1,202,723 Impressions	2,488,089 Impressions	2,215,569 Impressions	667,834 Impressions
27.49% CTR	22.71% CTR	2.33% CTR	4.70% CTR	1.22% CTR	1.32% CTR	0.14% CTR	0.10% CTR	0.05% CTR	0.03% CTR
\$0.29 CPC	\$0.41 CPC	\$0.09 CPC	\$0.07 CPC	\$0.30 CPC	\$0.73 CPC	1,735 Room Nights	\$9.00 CPM	\$9 CPM	\$30 CPM
						\$553,900 Gross Bookings \$		445 Engagements	
<b>KPI</b> Clicks	Clicks	Impressions	Impressions	Clicks	Clicks	Impressions	Impressions	Impressions	Impressions
<b>Benchmark</b> 7.73% CTR	7.73% CTR	0.96% CTR	0.96% CTR	1.55% CTR	1.79% CTR	0.10% CTR	0.42% CTR	0.09% CTR	



# Site Performance Insights



## Site Traffic - June 2024

CHANNEL	USERS	Y/Y
Paid Search	25,601	+390%
Organic Search	20,404	+307%
Display	15,607	+602%
Paid Social	8,350	n/a
Direct	7,749	+7%
Referral	4,206	+69%
Organic Social	1,864	-46%
Unassigned	364	-94%

SWAPPED SPOTS MoM

### INSIGHTS

- **Paid & Organic Search:** Both channels saw significant growth YoY and continue to lead all Channels in terms of bringing Users to the site.
- **Display:** Coming in 3rd, the growth in Display traffic continues to surge in 2024 compared to 2023, highlighting its importance.
- **Paid Social** overtook **Direct** traffic in June 2024, implying paid efforts on the social platform are starting to take a stronger hold on Users than those coming to the site on their own.

## Top Pages Site - June 2024

Page path and screen class ▾ +	↓ Views	Users	Views per user
	<b>230,284</b> 100% of total	<b>82,450</b> 100% of total	<b>2.79</b> Avg 0%
/	67,912	48,981	1.39
/category/things-to-do/	20,421	11,821	1.73
/events/	19,503	13,399	1.46
/category/things-to-do/attractions/	15,953	9,607	1.66
/category/things-to-do/outdoor-activities/	7,307	5,399	1.35
/category/food-drink/	4,721	2,809	1.68
/event/eureka-springs-pride-festival/	4,024	2,401	1.68
/category/things-to-do/shops-galleries/	3,685	2,683	1.37
/category/things-to-do/nightlife/	2,123	1,741	1.22
/category/where-to-stay/	2,101	1,357	1.55

### INSIGHTS

- Home
  - **+27% M/M ; +128% Y/Y**
- Things-To-Do:
  - **+33% M/M ; +235% Y/Y**
- Events:
  - **+76% M/M ; 181% Y/Y**
- Things-to-Do/Attractions:
  - **+37% M/M ; +170% Y/Y**
- Food & Drink:
  - **+20% M/M ; +85% Y/Y**
- Outdoor Activities:
  - **+40% M/M ; +139% Y/Y**
- Nightlife:
  - **+30% M/M ; +179% Y/Y**

## Top Paid Media Traffic Pages - June 2024

Page path and screen class ▾ +	↓ Views	Users	Views per user	Average engagement time
	121,048 100% of total	49,049 100% of total	2.47 Avg 0%	53s Avg 0%
/	45,739	34,848	1.31	7s
/category/things-to-do/	13,032	7,134	1.83	26s
/events/	12,761	8,919	1.43	31s
/category/things-to-do/attractions/	8,940	5,265	1.70	1m 35s
/category/things-to-do/outdoor-activities/	4,075	3,027	1.35	54s
/category/food-drink/	2,234	1,251	1.79	1m 21s
/category/things-to-do/shops-galleries/	1,655	1,239	1.34	1m 17s
/category/things-to-do/nightlife/	1,218	971	1.25	47s
/category/where-to-stay/	971	621	1.56	34s
/category/things-to-do/outdoor-activities/adventure-activities/	806	589	1.37	47s

### INSIGHTS

- Each page on this list saw growth Month-over-Month. May was a strong month, but June is that much stronger.
- The Attractions page continues to generate the set of most engaged users.
- **Shops & Galleries** and **Where to Stay** enter the top 10 when we focus solely on paid Users.



## Top Organic Search Traffic Pages - June 2024

Page path and screen class ▾ +	↓ Views	Users	Views per user	Average engagement time
	74,875 100% of total	20,404 100% of total	3.67 Avg 0%	1m 56s Avg 0%
/	10,790	6,473	1.67	17s
/category/things-to-do/	6,120	4,240	1.44	25s
/category/things-to-do/attractions/	5,497	3,613	1.52	1m 28s
/events/	4,072	2,813	1.45	1m 08s
/event/eureka-springs-pride-festival/	3,200	1,856	1.72	57s
/category/things-to-do/outdoor-activities/	2,591	1,938	1.34	43s
/category/things-to-do/shops-galleries/	1,594	1,189	1.34	1m 17s
/category/food-drink/	1,553	1,002	1.55	1m 28s
/event/ozark-mountain-rumble-rally-2/	1,087	823	1.32	44s
/events/category/the-aud/	959	648	1.48	39s

### INSIGHTS

- **Pride Festival** ranks higher among Organic Traffic compared to Paid and Overall Traffic.
- **Event** sub-pages for the Ozark Mountain Rumble Rally and The Auditorium sneak their way into the top 10 when focusing on Organic Traffic.
- Organic Users tend to have similar engagement time to the **Food & Drink** and **Attraction** pages



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

## PAID TRAFFIC

City ▾ +	↓ Users	New users	Engaged sessions
	<b>49,049</b> 100% of total	<b>48,133</b> 100% of total	<b>25,128</b> 100% of total
Dallas	7,766	7,230	4,470
(not set)	6,499	6,013	2,893
Chicago	2,920	2,616	2,124
Kansas City	2,136	1,993	1,391
Oklahoma City	1,481	1,361	956
New York	1,280	1,259	260
Little Rock	922	872	494
Houston	795	778	310
St. Louis	675	600	540
Los Angeles	549	535	127

## ORGANIC TRAFFIC

City ▾ +	↓ Users	New users	Engaged sessions
	<b>20,404</b> 100% of total	<b>19,199</b> 100% of total	<b>19,063</b> 100% of total
Dallas	2,588	2,206	2,227
(not set)	2,115	1,801	1,838
Chicago	1,765	1,513	1,550
Kansas City	922	807	819
Oklahoma City	756	640	662
St. Louis	456	383	405
Little Rock	370	337	333
Eureka Springs	338	220	369
Denver	279	236	251
Fayetteville	250	216	222



# Creative Tactical Appendix



# GOOGLE SEM

Campaign Report - June 1, 2024 - June 30, 2024

Full FY24 Performance  
as of 07/01/2024

Primary KPI - Clicks 66,890  
Impressions 243,323  
CTR 27.49%  
Avg CPC \$0.27

**CLICKS 16,700**

**IMPRESSIONS 59,244**

**CTR 28.19%** BENCHMARK: 7.73%

**AVG CPC \$0.30**

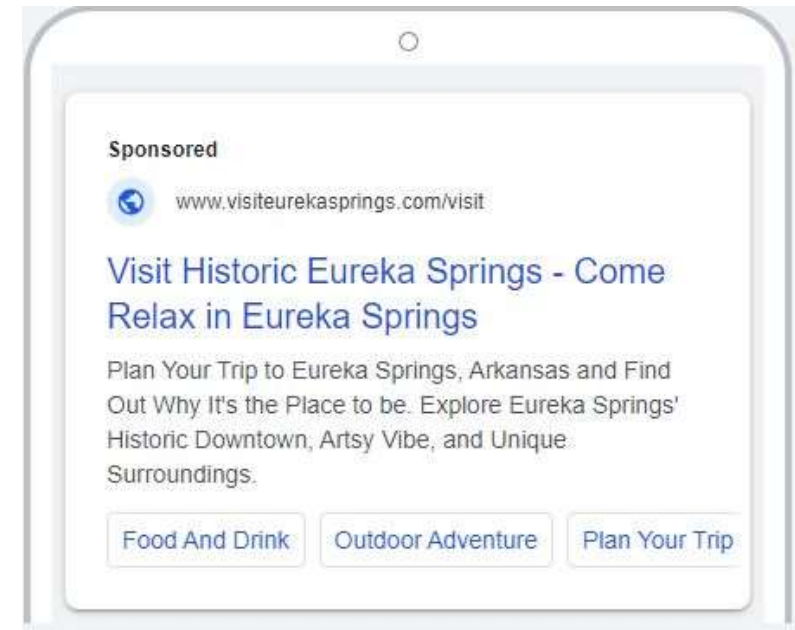
## TOP PERFORMERS

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

**Keywords:** what is there to do in eureka springs, city of eureka springs, eureka springs calendar of events, eureka springs arkansas

**Audience:** Females 45-54

**Geos:** Little Rock-Pine Bluff AR, Columbia-Jefferson City MO, Jonesboro AR, Oklahoma City OK



# GOOGLE SEM - "Near Me"

Campaign Report - June 1, 2024 - June 30, 2024

Full FY24 Performance as of 07/01/2024  
Primary KPI - Clicks 16,553  
Impressions 72,892  
CTR 22.71%  
Avg CPC \$0.47

**CLICKS** 4,563  
**IMPRESSIONS** 19,402  
**CTR** 23.52% BENCHMARK: 7.73%  
**AVG CPC** \$0.44

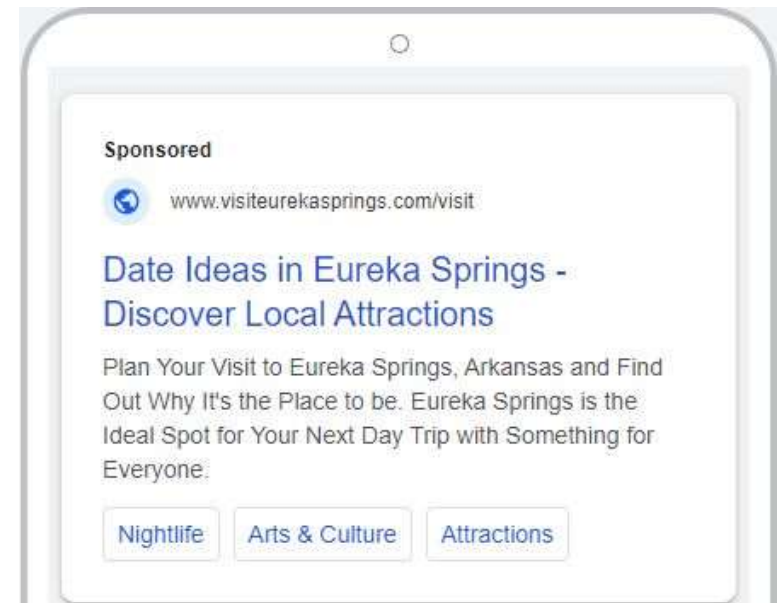
## TOP PERFORMERS

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

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

**Audience:** Females 45-54

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



# GOOGLE DISPLAY

Campaign Report - June 1, 2024 - June 30, 2024

Full FY24 Performance  
as of 07/01/2024

Primary KPI - Impressions 4,576,676  
Clicks 106,493  
CTR 2.33%  
Avg CPC \$0.09

**CLICKS** 36,111  
**IMPRESSIONS** 1,331,354  
**CTR** 2.71% BENCHMARK:0.96%  
**AVG CPC** \$0.08

## TOP PERFORMERS

**Ads:** Core Events (responsive), General (responsive)

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

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



## Summertime is Made for Eureka

Capture every moment in this artsy mountain town full of lively events.



# GOOGLE DISPLAY REMARKETING

Campaign Report - June 1, 2024 - June 30, 2024

Full FY24 Performance  
as of 07/01/2024

Primary KPI - Impressions 1,552,747  
Clicks 93,513  
CTR 4.70%  
Avg CPC \$0.07

**CLICKS** 35,457  
**IMPRESSIONS** 438,638  
**CTR** 8.08% BENCHMARK: 0.96%  
**AVG CPC** \$0.05



## TOP PERFORMERS

**Ads:** Core Events 300x600, Core Events 728x90

**Geos:** New York, NY, Los Angeles, CA, San Francisco-Oakland-San Jose, CA, Chicago, IL, Philadelphia, PA

**Audiences:** Males 25-34



# META PROSPECTING

Campaign Report - June 1, 2024 - June 30, 2024

Full FY24 Performance  
as of 07/01/2024

Primary KPI - Clicks 26,263  
Impressions 2,155,782  
CTR 1.22%  
Avg CPC \$0.30

**CLICKS 9,883**  
**IMPRESSIONS 701,820**  
**CTR 1.41%** BENCHMARK: 1.55%  
**AVG CPC \$0.20**

## TOP PERFORMERS

Ad: General (1200x1200), Events (1200x1200)

Region with Highest clicks: Dallas-Ft. Worth DMA

Placement: Mobile Facebook Feeds

Engagements:  
Comments: 151  
Post Reactions: 2,653  
Saves: 28  
Shares: 123



Eureka Springs, Arkansas   

Sponsored 

Summertime in Eureka Springs is a blend of quirky shops and natural beauty surrounded by endless adventure.



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

   1.3K 118 comments 66 shares

 Like  Comment  Share



Eureka Springs, Arkansas   

Sponsored 

From eclectic cars parading the streets to live music around every corner, events in Eureka Springs are one of a kind. Don't miss the action and plan your trip today!



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

   1.6K 87 comments 82 shares

 Like  Comment  Share



# META REMARKETING

Campaign Report - June 1, 2024 - June 30, 2024

Full FY24 Performance  
as of 07/01/2024

Primary KPI - Clicks 10,161  
Impressions 771,149  
CTR 1.32%  
Avg CPC \$0.73

**CLICKS 3,123**  
**IMPRESSIONS 240,678**  
**CTR 1.30%** BENCHMARK: 1.79%  
**AVG CPC \$0.57**

## TOP PERFORMERS

Ad: General (1200x1200), Events (1200x1200)

Region with Highest clicks: Kansas City DMA

Placement: Mobile Facebook Feeds

Engagements:  
Comments: 47  
Post Reactions: 622  
Saves: 10  
Shares: 39



Eureka Springs, Arkansas  
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Let your curiosity lead you to a place full of funky flare, historic charm, outdoor adventures and a bustling downtown. Explore ...See more



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Discover Eureka Springs  
Plan Your Trip [Learn more](#)

👍❤️ You and 223 ... 27 comments 15 shares

👍 Like    💬 Comment    ➦ Share



Eureka Springs, Arkansas  
Sponsored · 🇺🇸

Mix things up this Summer in Eureka Springs; drum with the locals, explore hidden springs, attend a car rally, and enjoy our unique shops!



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Plan Your Trip [Learn more](#)

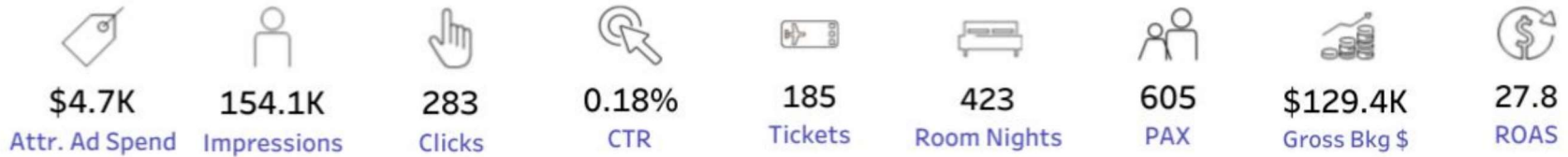
👍❤️😄 312    24 comments 19 shares

👍 Like    💬 Comment    ➦ Share

# EXPEDIA

## Campaign Report - June 15, 2024 - June 30, 2024

Full FY24 Performance as of 07/01/2024  
Primary KPI - Impressions 1,202,723  
Clicks 1,735  
CTR 0.14%



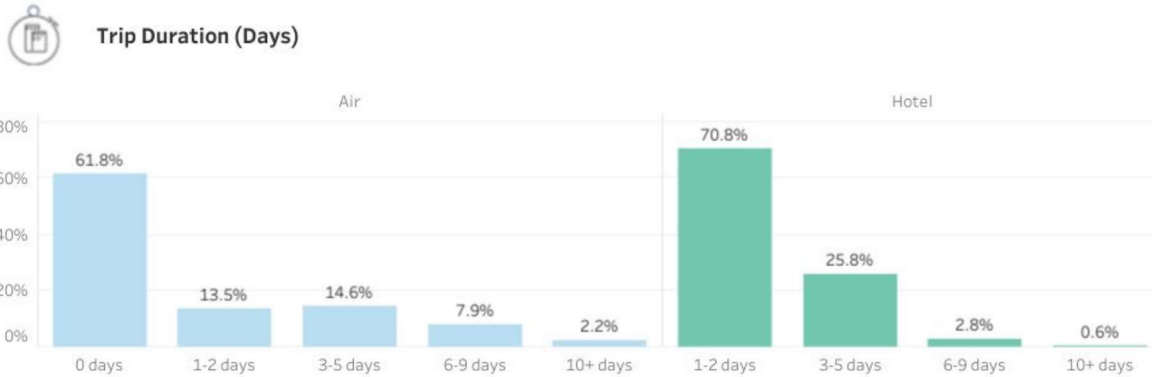
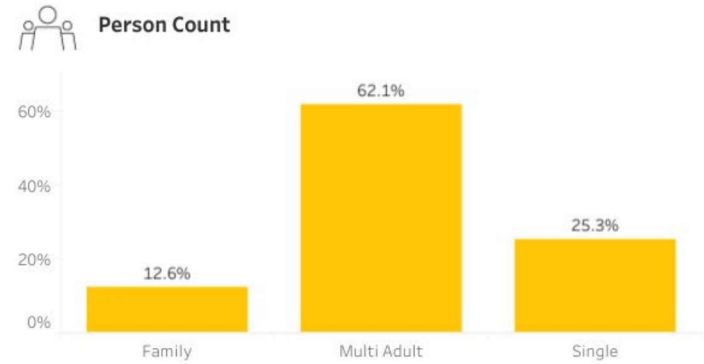
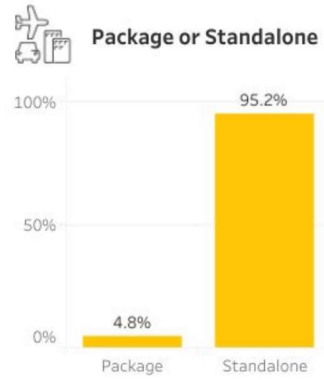
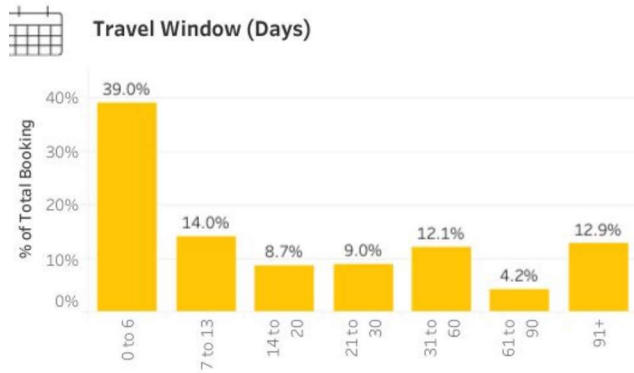
### POS Summary

Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	VR Nights	ROAS
ExpediaPlus US	\$2,280	66,407	143	0.22%	\$125,762	\$0	\$126K	0	55.2
VRBO	\$2,384	87,647	140	0.16%	\$3,680	\$0	\$4K	0	1.5
Grand Total	\$4,664	154,054	283	0.18%	\$129,441	\$0	\$129K	0	27.8

# EXPEDIA

## Campaign Report - June 15, 2024 - June 30, 2024

Full FY24 Performance as of 07/01/2024  
 Primary KPI - Impressions 1,202,723  
 Clicks 1,735  
 CTR 0.14%



>> \* Includes Bookings Resulting from On-site DFP

Report Period: June 15, 2024 to June 30, 2024

# EPSILON

Campaign Report - June 1, 2024 - June 30, 2024

Full FY24 Performance  
as of 07/01/2024

Primary KPI - Impressions 2,488,089  
Clicks 2,584  
CTR 0.10%  
Avg CPM \$9

**CLICKS 1,588**  
**IMPRESSIONS 1,549,750**  
**CTR 0.10%** BENCHMARK: 0.10%  
**AVG CPM \$9.00**



## INSIGHTS

June Epsilon Display ads were featured alongside content on highly reputable sites including Better Homes & Gardens, Golf Digest, Shape, & Martha Stewart.

These ads are yielding a 0.10% CTR, which is right in line with Epsilon's benchmark of 0.10%.

So far, this campaign has resulted in over 3,100 visits to the Eureka Springs website.



# MOBILEFUSE

Campaign Report - June 1, 2024 - June 30, 2024

Full FY24 Performance as of 07/01/2024  
Primary KPI - Impressions 2,215,569  
Clicks 1,047  
CTR 0.05%

**CLICKS 624**  
**IMPRESSIONS 1,133,915**  
**CTR 0.06%** BENCHMARK: 0.10%  
**AVG CPM \$9.00**

## INSIGHTS

### Standard banner performance:

Imprs: 128,011  
Clicks: 485

### Rich Media Expandable:

#### Backwoods Festival & Ozarks Pridefest

Imprs: 627,128  
Clicks: 53

#### Boulevardia:

Imprs: 378,776  
Clicks: 86





# AZIRA (CTV)

Campaign Report - June 1, 2024 - June 30, 2024

Full FY24 Performance as of 07/01/2024  
Primary KPI - Impressions 667,834  
Clicks 196  
CTR 0.03%

**CLICKS 70**

**IMPRESSIONS 332,340**

**CTR 0.02%** BENCHMARK: 0.10%

**VTR 90.76%**

**AVG CPM \$30**

## INSIGHTS

Top performing apps:

- Atmosphere
- Pluto TV
- Samsung TV Plus

Top states:

- Texas
- Oklahoma
- Missouri

