

Presented to

VISIT

EUREKA SPRINGS

AUGUST CAMPAIGN PERFORMANCE



## AGENDA ITEMS

- Campaign Performance
- Holiday Images Needed

## CAMPAIGN UPDATES

- Influencer Updates

## EUREKA SPRINGS ACTION ITEMS:

-

## MADDEN ACTION ITEMS:

- Videoshoot Edits Coming Soon!

## NEXT MEETING & THINGS TO KNOW:

- ✓ SEO Check In, September 19
- ✓ Voyage Updates, September 25
- ✓ CAPC Meeting, September 25
- ✓ **FY25 Initial Planning, October 2**



# Media Performance



# Media Performance

**Branded Impressions**

30,672,293

**Branded Clicks**

508,600

SEM	SEM "Near Me"	Google Display	Google Remarketing	Meta Prospecting	Meta Remarketing	Expedia	Epsilon	Mobilefuse	Azira (CTV)
94,931 Clicks	24,200 Clicks	191,507 Clicks	128,929 Clicks	41,619 Clicks	16,319 Clicks	2,938 Clicks	5,904 Clicks	2,057 Clicks	196 Clicks
355,512 Impressions	112,256 Impressions	8,820,878 Impressions	5,406,200 Impressions	3,173,304 Impressions	1,289,228 Impressions	1,857,575 Impressions	5,556,174 Impressions	3,433,332 Impressions	667,834 Impressions
26.70% CTR	21.56% CTR	2.17% CTR	2.38% CTR	1.31% CTR	1.27% CTR	0.16% CTR	0.11% CTR	0.06% CTR	0.03% CTR
\$0.30 CPC	\$0.43 CPC	\$1.75 CPM	\$1.92 CPM	\$0.29 CPC	\$0.69 CPC	3,425 Room Nights	\$9.00 CPM	\$9 CPM	\$30 CPM
						\$1.1M Gross Bookings \$		573 Engagements	
<b>KPI</b> Clicks	Clicks	Impressions	Impressions	Clicks	Clicks	Impressions	Impressions	Impressions	Impressions
<i>Benchmark</i> 773% CTR	773% 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 - August 2024

CHANNEL	USERS	Y/Y
Paid Search	17,173	+122%
Organic Search	16,517	+161%
Display	11,876	+428%
Direct	6,587	-9%
Paid Social	5,519	n/a
Referral	1,898	-1%
Organic Social	1,087	-85%
Unassigned	461	-97%

### INSIGHTS

- **Paid & Organic Search:** Both channels continue to lead User Acquisition to the site, both growing sizable YoY.
- **Display:** Coming in 3rd, Display is showcasing strong YoY growth, but is less drastic than July.
- **Direct** and **Paid Social** round out the top 5 and are seeing slightly less traffic coming in directly to the site.
- **Referral** is relatively the same in August YoY.

## Top Pages Site - August 2024

Page path	Total users ▾	% Δ	Views	% Δ	Views per user	% Δ
/	34,372	18.0% ↑	51,451	32.2% ↑	1.53	12.9% ↑
/events/	9,894	97.5% ↑	13,737	98.2% ↑	1.41	1.4% ↑
/category/things-to-do/	7,936	55.8% ↑	13,206	47.9% ↑	1.67	-5.3% ↓
/category/things-to-do/attractions/	6,319	46.3% ↑	10,024	1.0% ↑	1.59	-30.8% ↓
/category/things-to-do/outdoor-activities/	3,645	20.9% ↑	4,862	10.1% ↑	1.34	-8.9% ↓
/category/food-drink/	1,958	26.3% ↑	3,117	0.0%	1.61	-20.6% ↓
/category/things-to-do/shops-galleries/	1,783	45.1% ↑	2,339	13.5% ↑	1.31	-21.8% ↓
/category/things-to-do/nightlife/	1,405	31.3% ↑	1,708	18.0% ↑	1.22	-10.2% ↓
/category/where-to-stay/	1,182	-31.4% ↓	1,735	-24.4% ↓	1.47	9.5% ↑
/category/things-to-do/arts-culture/	1,017	28.6% ↑	1,258	9.8% ↑	1.24	-14.8% ↓

## Top Paid Media Traffic Pages - August 2024

Page path	Total users ▾	% Δ	Views	% Δ	Views per user	% Δ
/	23,542	1,245.3% ↑	33,360	1,369.6% ↑	1.45	10.7% ↑
/events/	6,238	203.0% ↑	8,341	196.1% ↑	1.38	-0.3% ↓
/category/things-to-do/	5,315	42.3% ↑	9,033	34.3% ↑	1.71	-5.7% ↓
/category/things-to-do/attractions/	3,611	20.8% ↑	5,828	-13.3% ↓	1.62	-28.2% ↓
/category/things-to-do/outdoor-activities/	2,046	37.5% ↑	2,687	14.3% ↑	1.32	-16.8% ↓
/category/food-drink/	984	83.9% ↑	1,621	46.7% ↑	1.67	-19.6% ↓
/category/things-to-do/shops-galleries/	871	34.4% ↑	1,136	13.4% ↑	1.31	-15.6% ↓
/category/things-to-do/nightlife/	806	9.7% ↑	995	0.7% ↑	1.24	-8.3% ↓
/category/where-to-stay/	541	17.9% ↑	778	13.1% ↑	1.44	-4.5% ↓
/category/things-to-do/arts-culture/	466	27.7% ↑	578	6.6% ↑	1.24	-16.5% ↓



## Top Organic Search Traffic Pages - August 2024

Page path	Total users ▾	% Δ	Views	% Δ	Views per user	% Δ
/	5,897	102.2% ↑	9,786	109.8% ↑	1.69	3.9% ↑
/events/	2,474	199.9% ↑	3,456	192.9% ↑	1.41	-1.5% ↓
/category/things-to-do/	2,249	540.7% ↑	3,285	510.6% ↑	1.47	-4.2% ↓
/category/things-to-do/attractions/	2,196	378.4% ↑	3,203	215.6% ↑	1.46	-33.9% ↓
/category/things-to-do/outdoor-activities/	1,238	233.7% ↑	1,654	195.9% ↑	1.34	-11.3% ↓
/category/things-to-do/shops-galleries/	675	249.7% ↑	857	154.3% ↑	1.27	-27.1% ↓
/category/food-drink/	655	75.1% ↑	967	21.9% ↑	1.48	-30.2% ↓
/events/category/the-aud/	530	-2.4% ↓	737	-23.6% ↓	1.41	-22.0% ↓
/category/where-to-stay/	520	181.1% ↑	746	189.1% ↑	1.44	3.1% ↑
/category/where-to-stay/hotels-motels/	473	97.1% ↑	638	34.6% ↑	1.35	-31.7% ↓

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

## PAID TRAFFIC

City	+	↓	Active users	New users	Engaged sessions
Total			34,240 100% of total	32,931 100% of total	20,800 100% of total
Dallas			6,926	6,425	4,023
(not set)			4,930	4,586	2,165
Chicago			2,270	2,102	1,768
Kansas City			1,883	1,764	1,177
Oklahoma City			1,077	985	713
Coffeyville			805	803	264
Little Rock			652	598	401
St. Louis			420	368	355
Fort Worth			373	351	158
Springfield			358	336	218

## ORGANIC TRAFFIC

City	+	↓	Active users	New users	Engaged sessions
Total			16,330 100% of total	15,352 100% of total	15,040 100% of total
Dallas			2,250	1,955	1,969
(not set)			1,554	1,344	1,296
Chicago			1,402	1,237	1,259
Kansas City			769	695	649
Oklahoma City			556	467	458
St. Louis			298	263	257
Little Rock			291	269	258
Eureka Springs			273	182	295
Denver			225	192	186
Fayetteville			216	192	185



# Creative Tactical Appendix



# GOOGLE SEM

Campaign Report - August 1, 2024 - August 31, 2024

Full FY24 Performance  
as of 09/10/2024

Primary KPI - Clicks 94,931  
Impressions 355,512  
CTR 26.70%  
Avg CPC \$0.30

**CLICKS** 11,918

**IMPRESSIONS** 49,967

**CTR** 23.85% BENCHMARK 7.73%

**AVG CPC** \$0.33

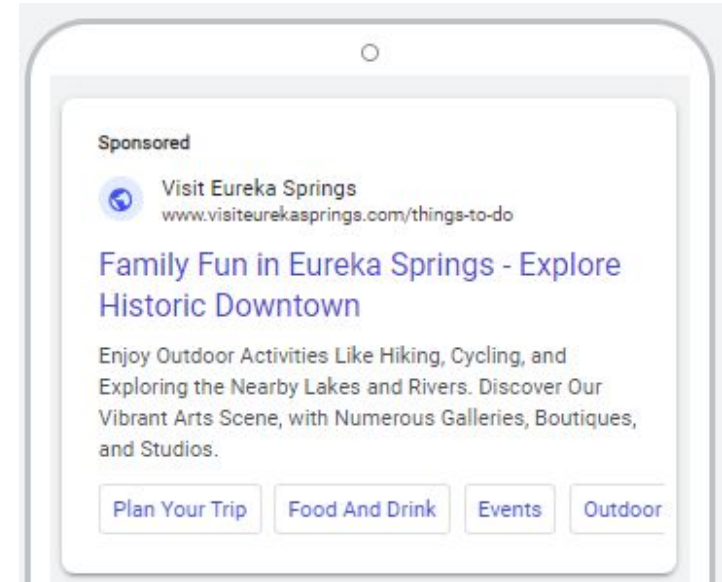
## TOP PERFORMERS

**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, visit eureka springs

**Audience:** Females 55-64

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



# GOOGLE SEM - "Near Me"

Campaign Report - August 1, 2024 - August 31, 2024

Full FY24 Performance  
as of 09/10/2024

Primary KPI - Clicks 24,200  
Impressions 112,256  
CTR 21.56  
Avg CPC \$0.43

**CLICKS** 3,047  
**IMPRESSIONS** 15,617  
**CTR** 19.51% BENCHMARK: 7.73%  
**AVG CPC** \$0.49

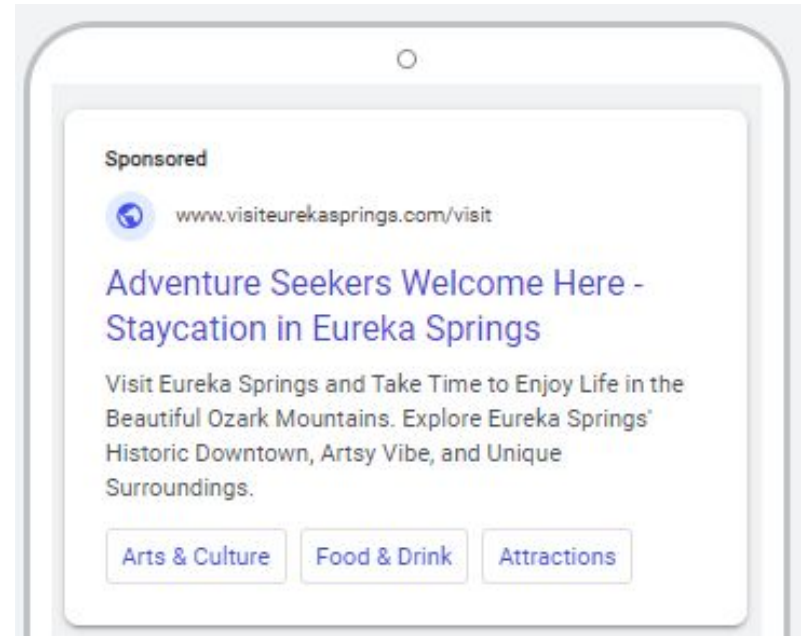
## TOP PERFORMERS

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

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

**Audience:** Females 55-64

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



# GOOGLE DISPLAY

Campaign Report - August 1, 2024 - August 31, 2024

Full FY24 Performance  
as of 09/10/2024

Primary KPI - Impressions 8,820,878  
Clicks 191,507  
CTR 2.17%  
Avg CPC \$1.75

**CLICKS** 36,694  
**IMPRESSIONS** 1,870,423  
**CTR** 1.96% BENCHMARK 0.96%  
**AVG CPC** \$0.07

## TOP PERFORMERS

**Ads:** Back2School/Adult (300x600) Back2School/Adult (Responsive), Core Events (Responsive)

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

**Audiences:** In Market: Fun Activities, Travel Hotels & Accommodations, Upcoming Events, Food & Dining



# GOOGLE DISPLAY REMARKETING

Campaign Report - August 1, 2024 - August 31, 2024

Full FY24 Performance  
as of 09/10/2024

Primary KPI - Impressions 5,406,200  
Clicks 128,929  
CTR 4.38%  
Avg CPC \$1.92

**CLICKS** 1,908  
**IMPRESSIONS** 2,233,210  
**CTR** 0.09%\* BENCHMARK: 0.96%  
**AVG CPC** \$0.99



## TOP PERFORMERS

**Ads:** General (728x90), General (300x250)

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

**Audiences:** Females 65+

\*The primary KPI for this campaign is impressions, but we've also been aiming to drive quality clicks to your site. When we noticed the KPI was lagging slightly, we shifted our focus more toward impressions this month, which is why you'll see a significant drop in CTR. However, the overall CTR for the campaign remains strong.



# META PROSPECTING

Campaign Report - August 1, 2024 - August 31, 2024

**CLICKS 5,787**  
**IMPRESSIONS 338,012**  
**CTR 1.71%** BENCHMARK: 1.55%  
**AVG CPC \$0.34**

## TOP PERFORMERS

**Ad:** Back to School (1200x1200), Back to School (1200x628), General (1200x628)

**Region with Highest clicks:** Little Rock-Pine Bluff DMA

**Placement:** Mobile Facebook Feeds

**Engagements:**  
**Comments:** 149  
**Post Reactions:** 1,414  
**Saves:** 24  
**Shares:** 138

**Full FY24 Performance**  
as of 09/10/2024

**Primary KPI - Clicks** 41,619  
**Impressions** 3,173,304  
**CTR** 1.31%  
**Avg CPC** \$0.29

Eureka Springs, Arkansas   

Sponsored 

Unleash your imagination in Eureka Springs! Explore caves, stay in a treehouse or a haunted hotel, hunt for springs, and discover architectural wonder.




**free to be**  
adventurous


EUREKA SPRINGS ARKANSAS

visiteurekasprings.com  
Find What You're Free to Be [Learn more](#)

25

 Like  Comment  Share

Eureka Springs, Arkansas   

Sponsored 

As a new season unfolds, Eureka Springs transforms into a sanctuary of solitude surrounded by an array of colors waiting to be explored.

**free to be**  
adventurous

EUREKA SPRINGS ARKANSAS

visiteurekasprings.com  
Find What You're Free to Be [Learn more](#)

147

11 comments 4 shares

 Like  Comment  Share



# META REMARKETING

Campaign Report - August 1, 2024 - August 31, 2024

Full FY24 Performance  
as of 09/10/2024

Primary KPI - Clicks 16,319  
Impressions 1,289,228  
CTR 1.27%  
Avg CPC \$0.69

**CLICKS 2,836**  
**IMPRESSIONS 221,650**  
**CTR 1.28%** BENCHMARK: 1.79%  
**AVG CPC \$0.64**

## TOP PERFORMERS

Ad: Core Events - Fall (1200x1200), Back to School (1200x1200), General - Fall (1200x1200)

Region with Highest clicks: Kansas City DMA

Placement: Mobile Facebook Feeds

Engagements:  
Comments: 39  
Post Reactions: 629  
Saves: 7  
Shares: 37




Eureka Springs, Arkansas   




Sponsored 




Let your creativity run wild in Eureka Springs! This mountain town is full of musicians, artists, and spunky events!




visiteurekasprings.com  
You're Free to Be in Eureka [Learn more](#)


   198      2 comments 7 shares

 Like  Comment  Share




Eureka Springs, Arkansas   



Sponsored 

This is your sign to book the long awaited getaway you deserve. As the sun fades into the mountains so do your cares after a day of self care, exploration, and shopping.



visiteurekasprings.com  
You're Free to Be in Eureka [Learn more](#)

   183      19 comments 16 shares

 Like  Comment  Share

# EXPEDIA

## Campaign Report - August 1, 2024 - August 31, 2024

Full FY24 Performance as of 09/06/2024  
Primary KPI - Impressions 1,857,575  
Clicks 2,938  
CTR 0.16%



\$9.5K

Attr. Ad Spend



304.1K

Impressions



574

Clicks



0.19%

CTR



487

Tickets



821

Room Nights



1.4K

PAX



\$303.9K

Gross Bkg \$



32.1

ROAS

### POS Summary

Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	VR Nights	ROAS
ExpediaPlus US	\$6,115	181,124	411	0.23%	\$293,312	\$719	\$294K	0	48.1
VRBO	\$3,346	123,006	163	0.13%	\$9,847	\$0	\$10K	0	2.9
Grand Total	\$9,461	304,130	574	0.19%	\$303,159	\$719	\$304K	0	32.1

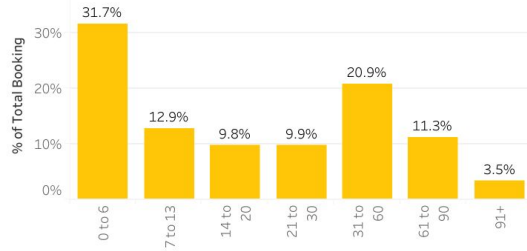
# EXPEDIA

## Campaign Report - August 1, 2024 - August 31, 2024

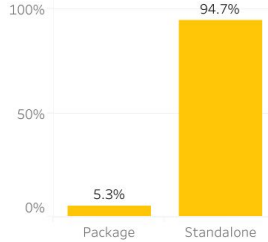
Full FY24 Performance as of 09/06/2024  
Primary KPI - Impressions 1,857,575  
Clicks 2,938  
CTR 0.16%



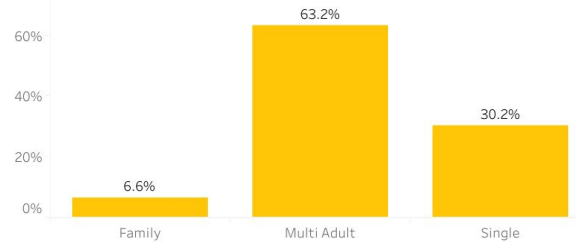
### Travel Window (Days)



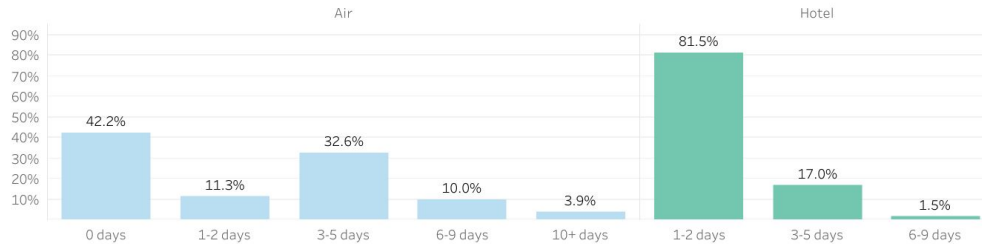
### Package or Standalone



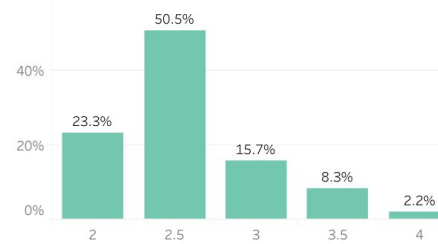
### Person Count



### Trip Duration (Days)



### Hotel Star Rating



\* Includes Bookings Resulting from On-site DFP

Report Period: August 1, 2024 to August 31, 2024

# EPSILON

Campaign Report - August 1, 2024 - August 31, 2024

Full FY24 Performance  
as of 09/06/2024

Primary KPI - Impressions 4,445,174  
CTR 0.11%  
Avg CPM \$9

**CLICKS 1,641**  
**IMPRESSIONS 1,470,351**  
**CTR 0.11%** BENCHMARK: 0.10%  
**AVG CPM \$9.00**



## INSIGHTS

August was the final month of this campaign, and overall, the ads served on highly reputable sites including: Better Homes & Garden, Shape, Travel & Leisure, & ESPN to name a few.

This campaign yielded a 0.11% CTR, which was above Epsilon's benchmark of 0.10%.

In total, this campaign resulted in 5,850 visits to the Eureka Springs website.



# MOBILEFUSE

Campaign Report - August 1, 2024 - August 31, 2024

Full FY24 Performance as of 09/06/2024  
Primary KPI - Impressions 3,433,332  
Clicks 2,057  
CTR 0.06%

**CLICKS 643**  
**IMPRESSIONS 790.897**  
**CTR 0.08%** BENCHMARK: 0.10%  
**AVG CPM \$9.00**

## INSIGHTS

### Standard banner performance:

Imprs: 143,801  
Clicks: 572

### Rich Media Expandable:

#### Lovegrass

Imprs: 331,325  
Clicks: 42  
Engagements: 43

#### 80s Music Vacation

Imprs: 315,771  
Clicks: 29  
Engagements: 33





# Epsilon's NEI Snapshot Report



# What is Net Economic Impact (NEI) solution?

Identify  
desired visitors



With the most comprehensive traveler data sets in the industry, we help you identify right people to achieve your destination's desired outcomes

Deliver relevant digital  
media across channels



We help you find and reach verified individuals across channels With the best-in-class identity solution. You can deliver relevant digital advertising based on their real-time receptiveness efficiently

Drive economic impact  
for your destination from  
marketing



Visitors arrive at your destination, creating economic stimulation for the local community  
Rest assured your investment is drive the most economic return with zero ad waste

Understand your full  
marketing impact across  
categories



Get in-depth reports and insights to understand your marketing's full impact on your community across categories and fuel future marketing campaigns



# Campaign Metrics

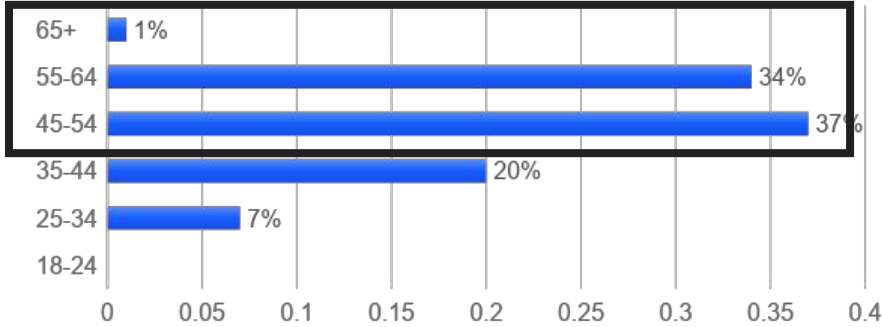
Measurement Window: May 13, 2024 – July 31, 2024



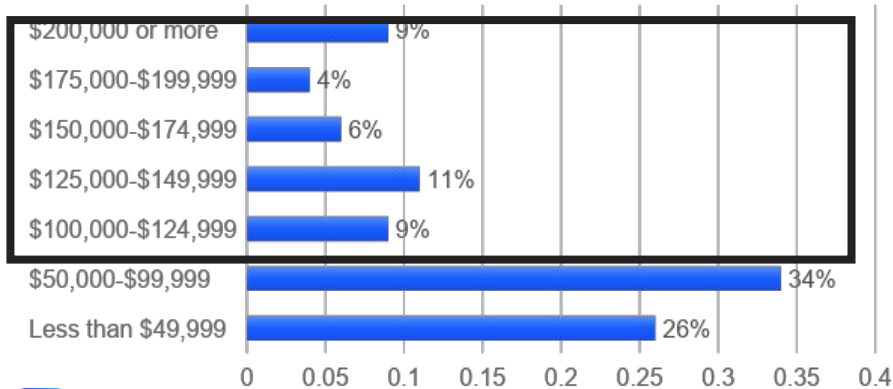


# Visitor Demographics

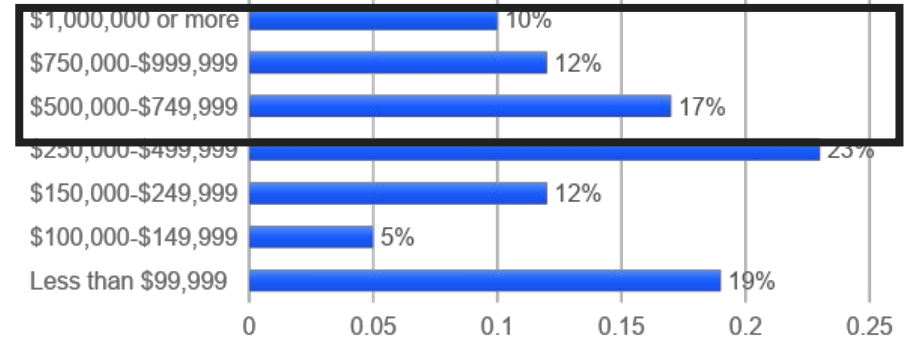
## Visitor Spend by Age Bracket



## Visitor Spend by Household Income



## Visitor Spend by Net Worth

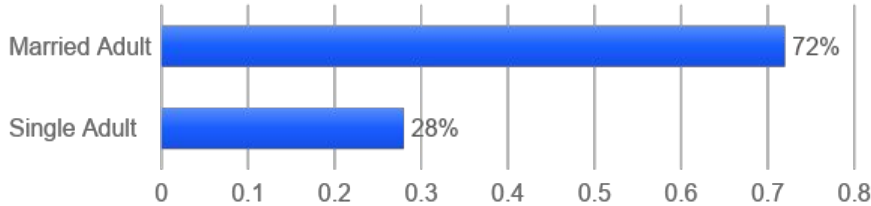


- A45+ contributed 72% of visitor spend
- Visitors with a net worth of \$500K+ contributed 39% of visitor spend
- Visitors with a HHI of \$100K+ contributed 39% of all visitor spend



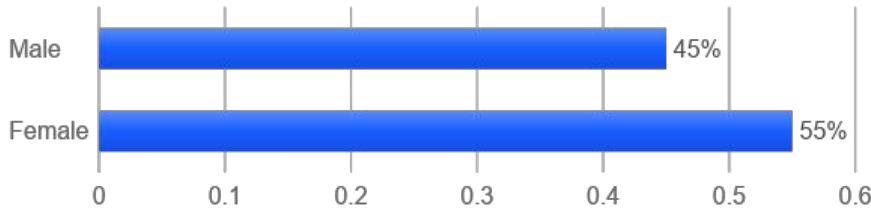
# Visitor Demographics

## Visitor Spend by Marital Status



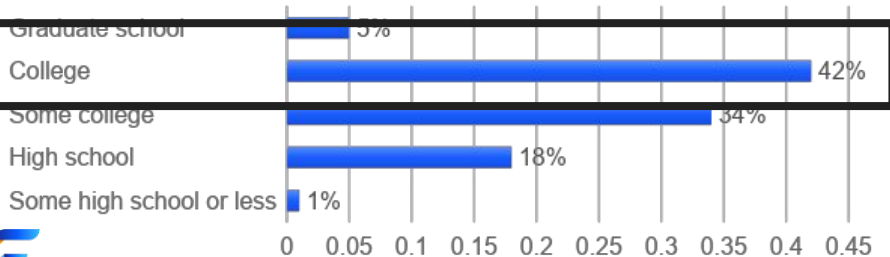
- 72% of all spend came from married visitors

## Visitor Spend by Gender



- 55% of spend generated was from female visitors and 45% was from male visitors

## Visitor Spend by Education



- 47% of spend came from visitors with a college degree+

