

Presented to

VISIT

EUREKA SPRINGS

JULY CAMPAIGN PERFORMANCE



## AGENDA ITEMS

- Photoshoot Locations
  - Opera of the Ozarks
  - Zombie Crawl
  - Mountain Biking Footage

## CAMPAIGN UPDATES

- Updating Expedia w/ Free to Be Content

## EUREKA SPRINGS ACTION ITEMS:

-

## MADDEN ACTION ITEMS:

- First Draft of Campaign Videos due 8/27

## NEXT MEETING & THINGS TO KNOW:

- ✓ Voyage Update, August 28
- ✓ CAPC Meeting, August 28



# Media Performance



# Media Performance

**Branded Impressions**  
23,609,826

**Branded Clicks**  
452,799

SEM	SEM "Near Me"	Google Display	Google Remarketing	Meta Prospecting	Meta Remarketing	Expedia	Epsilon	Mobilefuse	Azira (CTV)
84,859 Clicks	22,054 Clicks	159,251 Clicks	126,755 Clicks	37,342 Clicks	14,301 Clicks	2,364 Clicks	4,263 Clicks	1,414 Clicks	196 Clicks
314,947 Impressions	102,196 Impressions	7,219,920 Impressions	2,996,140 Impressions	2,908,469 Impressions	1,118,617 Impressions	1,553,445 Impressions	4,085,823 Impressions	2,642,435 Impressions	667,834 Impressions
26.94% CTR	21.58% CTR	2.21% CTR	4.23% CTR	1.28% CTR	1.28% CTR	0.15% CTR	0.10% CTR	0.05% CTR	0.03% CTR
\$0.29 CPC	\$0.43 CPC	\$0.08 CPC	\$0.07 CPC	\$0.28 CPC	\$0.69 CPC	2,604 Room Nights	\$9.00 CPM	\$9 CPM	\$30 CPM
						\$841,800 Gross Bookings \$		497 Engagements	
<b>KPI</b> Clicks	Clicks	Impressions	Impressions	Clicks	Clicks	Impressions	Impressions	Impressions	Impressions
Benchmark 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 - July 2024

CHANNEL	USERS	Y/Y
Paid Search	21,694	+116%
Organic Search	19,394	+255%
Display	14,140	+1.2K%
Direct	8,597	+9%
Paid Social	7,153	n/a
Referral	5,712	+155%
Organic Social	749	-89%
Unassigned	437	-97%

### INSIGHTS

- **Paid & Organic Search:** Both channels continue to lead User Acquisition to the site, both growing sizable YoY.
- **Display:** Coming in 3rd, the growth in Display traffic is growing exponentially YoY.
- **Direct** and **Paid Social** returned to their original spots after a change in June, indicating that July is returning to the sites normal behavior.
- **Referral** traffic continues to see quality YoY growth into the month of July.

## Top Pages Site - July 2024

Page path and screen class <span>▼</span> <span>+</span>	↓ Views	Users	Views per user
	205,495 100% of total	75,661 100% of total	2.72 Avg 0%
/	64,680	44,694	1.45
/events/	19,772	14,050	1.41
/category/things-to-do/	17,635	10,585	1.67
/category/things-to-do/attractions/	13,189	8,285	1.59
/category/things-to-do/outdoor-activities/	6,339	4,856	1.31
/category/food-drink/	4,430	2,692	1.65
/category/things-to-do/shops-galleries/	3,304	2,425	1.36
/category/where-to-stay/	1,920	1,238	1.55
/category/things-to-do/nightlife/	1,874	1,543	1.21
/getting-around-town/	1,643	874	1.88

## INSIGHTS

- Home
  - -9% M/M ; **+41% Y/Y**
- Events:
  - **+5% M/M ; 171% Y/Y**
- Things-To-Do:
  - -10% M/M ; **+62% Y/Y**
- Things-to-Do/Attractions:
  - -14% M/M ; **+37% Y/Y**
- Outdoor Activities:
  - -10% M/M ; **+32% Y/Y**
- Food & Drink:
  - -4% M/M ; **+36% Y/Y**
- Shops-Galleries:
  - -10% M/M ; **+44% Y/Y**
- Where-to-Stay:
  - -9% M/M ; -23% Y/Y
- Nightlife:
  - -11% M/M ; **+27% Y/Y**
- Getting-Around-Town::
  - -10% M/M ; **+153% Y/Y**

## Top Paid Media Traffic Pages - July 2024

Page path and screen class ▾ +	↓ Views	Users	Views per user	Average engagement time
	97,795 100% of total	42,866 100% of total	2.28 Avg 0%	45s Avg 0%
/	38,052	28,206	1.35	7s
/events/	13,240	9,620	1.38	25s
/category/things-to-do/	10,085	5,685	1.77	25s
/category/things-to-do/attractions/	6,291	3,859	1.63	1m 27s
/category/things-to-do/outdoor-activities/	3,081	2,372	1.30	52s
/category/food-drink/	2,246	1,358	1.65	1m 09s
/category/things-to-do/shops-galleries/	1,343	979	1.37	1m 12s
/category/things-to-do/nightlife/	908	754	1.20	46s
/4th-of-july-in-eureka-springs-3/	660	447	1.48	46s
/category/where-to-stay/	606	388	1.56	32s

### INSIGHTS

- Site traffic was stronger in the early portion of the month, likely due to 4th of July traffic and other events happening within Eureka Springs.
- Users that make their way to pages for **Attractions, Food/Drink, and Shops/Galleries** are all staying on site for at least 1 minute, on average.
- **The 4th of July** page saw over twice as many users in 2024 compared to 2023.



## Top Organic Search Traffic Pages - July 2024

Page path and screen class ▾ +	↓ Views	Users	Views per user	Average engagement time
	71,980 100% of total	19,394 100% of total	3.71 Avg 0%	1m 50s Avg 0%
/	12,236	7,204	1.70	16s
/category/things-to-do/	6,251	4,274	1.46	24s
/category/things-to-do/attractions/	5,556	3,721	1.49	1m 20s
/events/	3,899	2,783	1.40	1m 11s
/category/things-to-do/outdoor-activities/	2,559	1,977	1.29	42s
/category/things-to-do/shops-galleries/	1,543	1,187	1.30	1m 17s
/category/food-drink/	1,411	916	1.54	1m 26s
/category/where-to-stay/	1,035	675	1.53	27s
/category/where-to-stay/hotels-motels/	915	664	1.38	1m 12s
/getting-around-town/	862	472	1.83	1m 08s

### INSIGHTS

- **Where to Stay** and the **Hotels/Motels** pages rank higher on the Organic Search side compared to Paid Search.
- In addition, **Things-to-Do + Attractions** tend to be more popular on the SEO side, while **Events** sees more traffic from SEM.
- Organic Users tend to be more engaged on the site, spending at least 1 minute engaged on 6/10 pages compared to 3/10 for SEM Users.

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

## PAID TRAFFIC

City ▾ +	↓ <u>Users</u>	<u>New users</u>	<u>Engaged sessions</u>
	42,866 100% of total	41,658 100% of total	22,024 100% of total
Dallas	7,565	6,978	4,080
(not set)	5,491	5,093	2,413
Chicago	2,485	2,275	1,725
Kansas City	2,017	1,893	1,168
Oklahoma City	1,421	1,277	858
Little Rock	952	890	491
New York	699	690	102
Coffeyville	582	574	254
Fort Worth	569	550	222
St. Louis	546	491	404

## ORGANIC TRAFFIC

City ▾ +	↓ <u>Users</u>	<u>New users</u>	<u>Engaged sessions</u>
	19,394 100% of total	18,247 100% of total	18,251 100% of total
Dallas	2,631	2,282	2,341
(not set)	1,933	1,646	1,646
Chicago	1,614	1,405	1,452
Kansas City	976	854	873
Oklahoma City	726	608	621
St. Louis	401	354	349
Eureka Springs	342	225	359
Little Rock	326	299	279
Denver	236	203	198
Houston	196	180	175



# Creative Tactical Appendix



# GOOGLE SEM

Campaign Report - July 1, 2024 - July 31, 2024

Full FY24 Performance  
as of 08/08/2024

Primary KPI - Clicks 84,859  
Impressions 314,947  
CTR 26.94%  
Avg CPC \$0.29

**CLICKS** 13,767

**IMPRESSIONS** 53,376

**CTR** 25.79% BENCHMARK: 7.73%

**AVG CPC** \$0.29

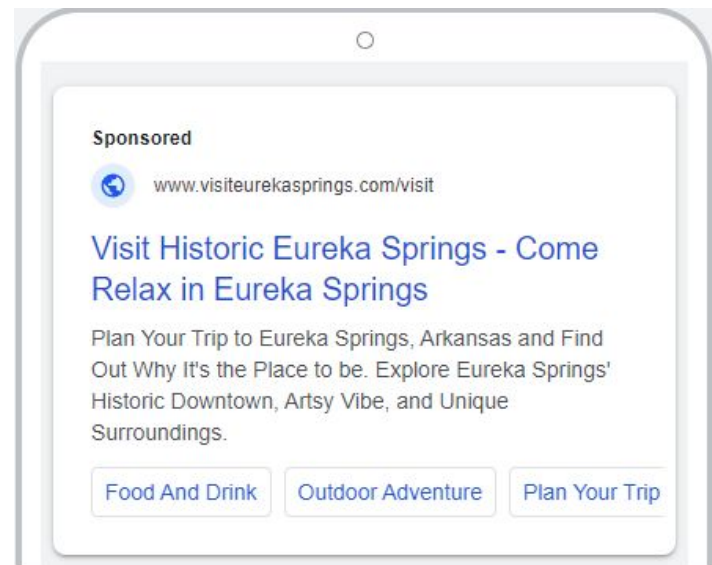
## TOP PERFORMERS

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

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

**Audience:** Females 45-54

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



# GOOGLE SEM - "Near Me"

Campaign Report - July 1, 2024 - July 31, 2024

Full FY24 Performance  
as of 08/08/2024

Primary KPI - Clicks 22,054  
Impressions 102,196  
CTR 22.58%  
Avg CPC \$0.43

**CLICKS** 4,129  
**IMPRESSIONS** 21,640  
**CTR** 19.08% BENCHMARK: 7.73%  
**AVG CPC** \$0.48

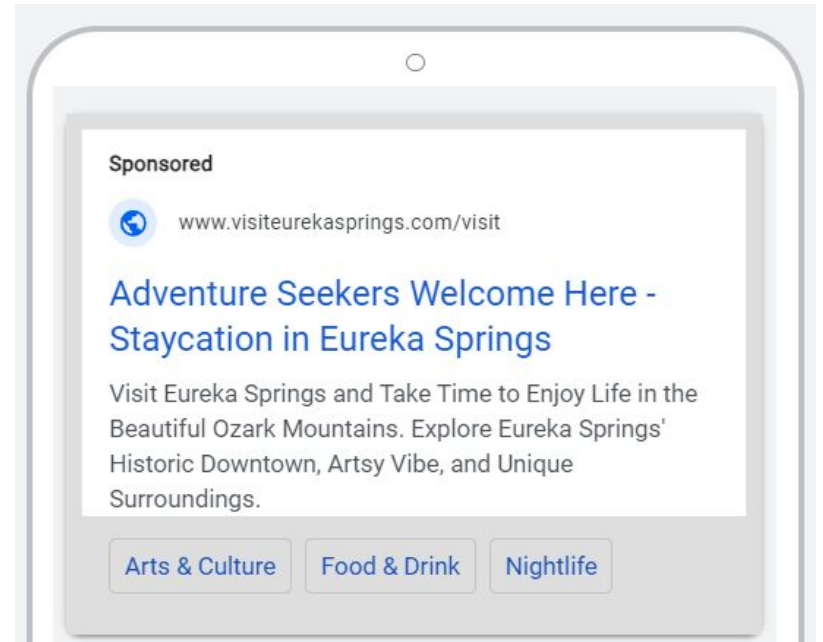
## TOP PERFORMERS

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

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

**Audience:** Females 45-54

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



# GOOGLE DISPLAY

Campaign Report - July 1, 2024 - July 31, 2024

Full FY24 Performance  
as of 08/08/2024

Primary KPI - Impressions 7,219,920  
Clicks 159,251  
CTR 2.21%  
Avg CPC \$0.08

**CLICKS** 40,257  
**IMPRESSIONS** 1,998,199  
**CTR** 2.01% BENCHMARK 0.96%  
**AVG CPC** \$0.07

## 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: Fun Activities, Travel Hotels & Accommodations, Upcoming Events, Food & Dining



## Summertime is Made for Eureka

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



# GOOGLE DISPLAY REMARKETING

Campaign Report - July 1, 2024 - July 31, 2024

Full FY24 Performance  
as of 08/08/2024

Primary KPI - Impressions 2,996,140  
Clicks 126,755  
CTR 4.23%  
Avg CPC \$0.07

**CLICKS** 33,016  
**IMPRESSIONS** 653,773  
**CTR** 5.05% BENCHMARK 0.96%  
**AVG CPC** \$0.06



## TOP PERFORMERS

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

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

**Audiences:** Males 25-34

# META PROSPECTING

Campaign Report - July 1, 2024 - July 31, 2024

Full FY24 Performance  
as of 08/08/2024

Primary KPI - Clicks 37,342  
Impressions 2,908,469  
CTR 1.28%  
Avg CPC \$0.28

**CLICKS 8,716**  
**IMPRESSIONS 621,089**  
**CTR 1.40%** BENCHMARK: 1.55%  
**AVG CPC \$0.23**

## TOP PERFORMERS

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

Region with Highest clicks: Dallas-Ft. Worth DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 110

Post Reactions: 1,680

Saves: 17

Shares: 80

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



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1.3K 118 comments 66 shares

Like Comment Share

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1.6K 87 comments 82 shares

Like Comment Share



# META REMARKETING

Campaign Report - July 1, 2024 - July 31, 2024

Full FY24 Performance  
as of 08/08/2024

Primary KPI - Clicks 14,301  
Impressions 14,301  
CTR 1.28%  
Avg CPC \$0.69

**CLICKS 3,045**  
**IMPRESSIONS 264,760**  
**CTR 1.15%** BENCHMARK: 1.79%  
**AVG CPC \$0.59**

## TOP PERFORMERS

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

Region with Highest clicks: Kansas City DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 37

Post Reactions: 441

Saves: 7

Shares: 33



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# EXPEDIA

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

Full FY24 Performance  
as of 08/08/2024

Primary KPI - Impressions 1,553,445  
Clicks 2,364  
CTR 0.15%

 <b>\$10.7K</b> Attr. Ad Spend	 <b>350.7K</b> Impressions	 <b>654</b> Clicks	 <b>0.19%</b> CTR	 <b>422</b> Tickets	 <b>869</b> Room Nights	 <b>1.4K</b> PAX	 <b>\$287.5K</b> Gross Bkg \$	 <b>26.8</b> ROAS
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### POS Summary

Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	VR Nights	ROAS
ExpediaPlus US	\$6,573	198,556	442	0.22%	\$275,240	\$293	\$276K	0	41.9
VRBO	\$4,140	152,166	212	0.14%	\$11,901	\$106	\$12K	0	2.9
Grand Total	\$10,713	350,722	654	0.19%	\$287,141	\$399	\$288K	0	26.8

# EXPEDIA

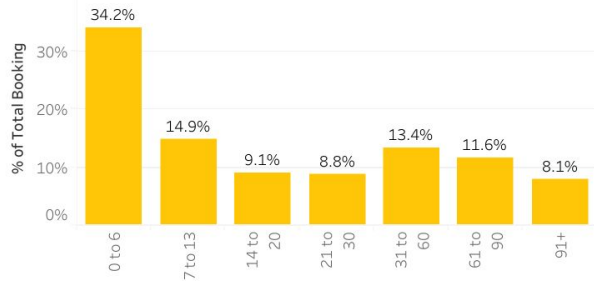
## Campaign Report - July 1, 2024 - July 31, 2024

Full FY24 Performance  
as of 08/08/2024

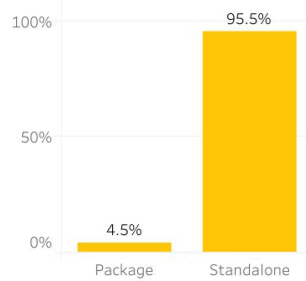
Primary KPI - Impressions 1,553,445  
Clicks 2,364  
CTR 0.15%



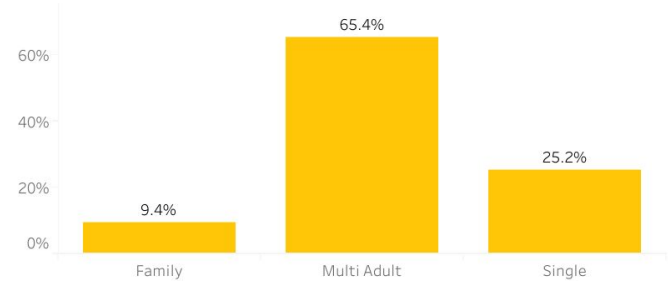
### Travel Window (Days)



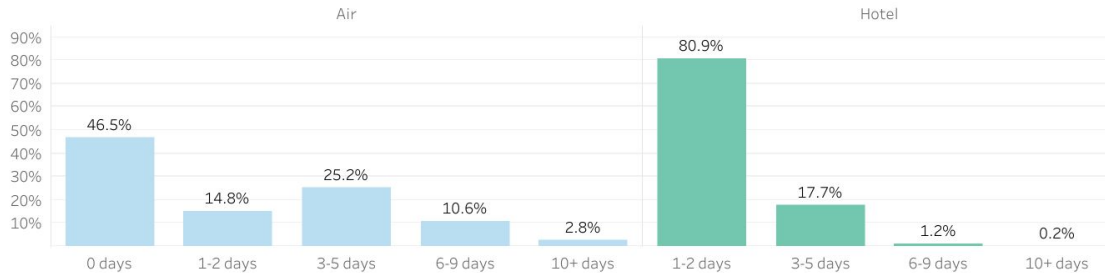
### Package or Standalone



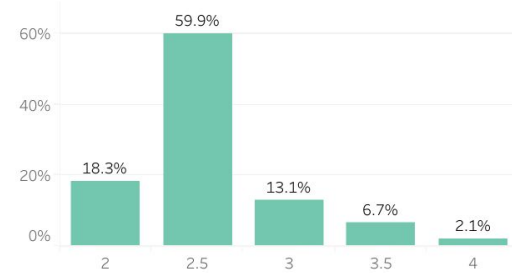
### Person Count



### Trip Duration (Days)



### Hotel Star Rating



# EPSILON

Campaign Report - July 1, 2024 - July 31, 2024

Full FY24 Performance  
as of 08/08/2024

Primary KPI - Impressions 4,085,823  
CTR 0.10%  
Avg CPM \$9

**CLICKS** 1,679  
**IMPRESSIONS** 1,597,734  
**CTR** 0.11% BENCHMARK: 0.10%  
**AVG CPM** \$9.00



## INSIGHTS

July Epsilon Display ads were featured alongside content on highly reputable sites including Yahoo, NY Post, Weather.com, & Redfin.

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

So far, this campaign has resulted in over 4,500 visits to the Eureka Springs website.



# MOBILEFUSE

Campaign Report - July 1, 2024 - July 31, 2024

Full FY24 Performance as of 08/08/2024  
Primary KPI - Impressions 2,642,435  
Clicks 1,414  
CTR 0.05%

**CLICKS** 367  
**IMPRESSIONS** 426,866  
**CTR** 0.06% BENCHMARK: 0.10%  
**AVG CPM** \$9.00

## INSIGHTS

**Standard banner performance:**

Imprs: 100,328  
Clicks: 329

**Rich Media Expandable:**

**Branson Market Days**

Imprs: 326,538  
Clicks: 38  
Engagements: 52

