

Presented to

VISIT

EUREKA SPRINGS

SEPTEMBER CAMPAIGN PERFORMANCE





Media Performance



Media Performance

Branded Impressions
35,050,134

Branded Clicks
588,635

SEM	SEM "Near Me"	Google Display	Google Remarketing	Meta Prospecting	Meta Remarketing	Expedia	Epsilon	Mobilefuse	Azira (CTV)
110,801 Clicks	28,211 Clicks	218,795 Clicks	151,749 Clicks	48,099 Clicks	19,062 Clicks	3,230 Clicks	5,904 Clicks	2,464 Clicks	320 Clicks
417,800 Impressions	131,022 Impressions	10,537,594 Impressions	6,537,826 Impressions	3,656,105 Impressions	1,540,641 Impressions	2,024,975 Impressions	5,556,174 Impressions	3,860,800 Impressions	787,197 Impressions
26.52% CTR	21.53% CTR	2.08% CTR	2.32% CTR	1.32% CTR	1.24% CTR	0.16% CTR	0.11% CTR	0.06% CTR	0.04% CTR
\$0.29 CPC	\$0.43 CPC	\$1.64 CPM	\$1.83 CPM	\$0.30 CPC	\$0.70 CPC	4,187 Room Nights	\$9.00 CPM	\$9 CPM	\$30 CPM
						\$1.5M Gross Bookings \$	10:1 ROI	608 Engagements	
KPI	Clicks	Clicks	Impressions	Impressions	Clicks	Clicks	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 - September 2024

CHANNEL	USERS	Y/Y
Paid Search	23,233	+397%
Organic Search	16,677	+63%
Direct	7,243	-6%
Display	5,891	+188%
Paid Social	5,683	n/a
Referral	1,169	-35%
Organic Social	1,051	-87%
Paid Video	875	n/a

INSIGHTS

- **Paid & Organic Search:** Both channels continue to lead User Acquisition to the site, both growing sizable YoY.
- **Direct & Display** channels swapped places in September. Despite the change in rankings, Display traffic continues to grow strongly YoY.
- **Paid Social** is bringing in similar amount to Display traffic showcasing that these efforts are performing consistently between each other.
- **Referral** traffic and **Organic Social** also bring in about 1k users, which are down YoY. Considering the growth in other channels, it makes sense that we'd see a decline from these channels.
- **Paid Video** made its way into the Top 8 for the first time this year.

Top Pages Site - September 2024

Page path	Total users ▾	% Δ	Views	% Δ	Views per user	% Δ
/	28,953	49.5% ↑	43,065	52.4% ↑	1.52	3.2% ↑
/events/	18,580	240.8% ↑	25,445	240.2% ↑	1.38	0.0% ↓
/category/things-to-do/	8,403	129.8% ↑	14,013	118.9% ↑	1.67	-4.8% ↓
/category/things-to-do/attractions/	5,911	69.4% ↑	9,305	20.2% ↑	1.58	-29.0% ↓
/category/things-to-do/outdoor-activities/	3,190	53.1% ↑	4,058	29.3% ↑	1.27	-15.4% ↓
/category/food-drink/	2,472	70.5% ↑	4,358	52.5% ↑	1.77	-10.1% ↓
/category/things-to-do/shops-galleries/	1,785	63.0% ↑	2,454	39.1% ↑	1.38	-14.3% ↓
/plan-your-trip/	1,442	-15.3% ↓	1,818	-17.3% ↓	1.26	-2.3% ↓
/top-september-events-copy/	1,402	-	2,206	-	1.58	-
/category/things-to-do/nightlife/	1,325	74.6% ↑	1,618	51.1% ↑	1.22	-13.6% ↓

Top Paid Media Traffic Pages - September 2024

Page path	Total users ▾	% Δ	Views	% Δ	Views per user	% Δ
/	18,670	1,236.4% ↑	25,572	1,253.7% ↑	1.41	2.5% ↑
/events/	13,541	727.7% ↑	17,948	737.5% ↑	1.33	0.9% ↑
/category/things-to-do/	5,325	150.0% ↑	9,191	133.9% ↑	1.73	-6.3% ↓
/category/things-to-do/attractions/	3,382	107.4% ↑	5,442	49.4% ↑	1.61	-28.1% ↓
/category/things-to-do/outdoor-activities/	1,735	115.8% ↑	2,208	77.9% ↑	1.28	-17.4% ↓
/category/food-drink/	1,233	363.5% ↑	2,521	414.5% ↑	2.07	11.3% ↑
/category/things-to-do/shops-galleries/	862	156.5% ↑	1,134	128.6% ↑	1.32	-10.6% ↓
/category/things-to-do/nightlife/	742	124.8% ↑	924	94.1% ↑	1.25	-13.8% ↓
/top-september-events-copy/	715	-	1,110	-	1.55	-
/plan-your-trip/	633	1,372.1% ↑	785	1,409.6% ↑	1.24	2.9% ↑

Top Organic Search Traffic Pages - September 2024

Page path	Total users ▾	% Δ	Views	% Δ	Views per user	% Δ
/	5,879	22.9% ↑	9,803	21.3% ↑	1.7	-0.6% ↓
/events/	3,134	69.1% ↑	4,635	78.0% ↑	1.49	5.3% ↑
/category/things-to-do/	2,505	147.3% ↑	3,593	116.7% ↑	1.44	-12.2% ↓
/category/things-to-do/attractions/	1,966	76.0% ↑	2,803	24.1% ↑	1.44	-29.2% ↓
/category/things-to-do/outdoor-activities/	1,115	50.1% ↑	1,378	22.4% ↑	1.24	-18.3% ↓
/category/food-drink/	837	37.0% ↑	1,136	-3.2% ↓	1.36	-29.1% ↓
/category/things-to-do/shops-galleries/	665	67.5% ↑	925	39.9% ↑	1.4	-15.8% ↓
/plan-your-trip/	526	79.5% ↑	644	67.3% ↑	1.23	-7.0% ↓
/events/category/the-aud/	520	-9.6% ↓	731	-23.4% ↓	1.44	-13.8% ↓
/category/where-to-stay/	454	29.3% ↑	674	26.9% ↑	1.48	-1.9% ↓

Top 10 Cities: Paid/Organic Split - September 2024

PAID TRAFFIC

City	Active users	New users	Engaged sessions
Total	35,550 100% of total	34,571 100% of total	21,039 100% of total
Dallas	7,212	6,854	3,569
(not set)	4,198	3,855	2,245
Chicago	2,613	2,374	1,751
Kansas City	1,571	1,431	1,084
Oklahoma City	1,039	922	737
Little Rock	556	513	364
St. Louis	501	442	416
New York	423	406	138
Denver	406	356	301
Fort Worth	308	287	124

ORGANIC TRAFFIC

City	Active users	New users	Engaged sessions
Total	16,996 100% of total	16,029 100% of total	15,761 100% of total
Dallas	2,156	1,884	1,864
(not set)	1,746	1,489	1,477
Chicago	1,373	1,205	1,232
Kansas City	729	631	623
Oklahoma City	578	503	465
St. Louis	294	261	243
Little Rock	289	262	237
Denver	276	232	243
Eureka Springs	271	179	276
Fayetteville	206	186	173



Creative Tactical Appendix



GOOGLE SEM

Campaign Report - September 1, 2024 - September 30, 2024

Full FY24 Performance
as of 10/07/2024

Primary KPI - Clicks 110,801
Impressions 417,800
CTR 26.52%
Avg CPC \$0.29

CLICKS 14,205

IMPRESSIONS 54,328

CTR 26.15% BENCHMARK: 7.73%

AVG CPC \$0.28

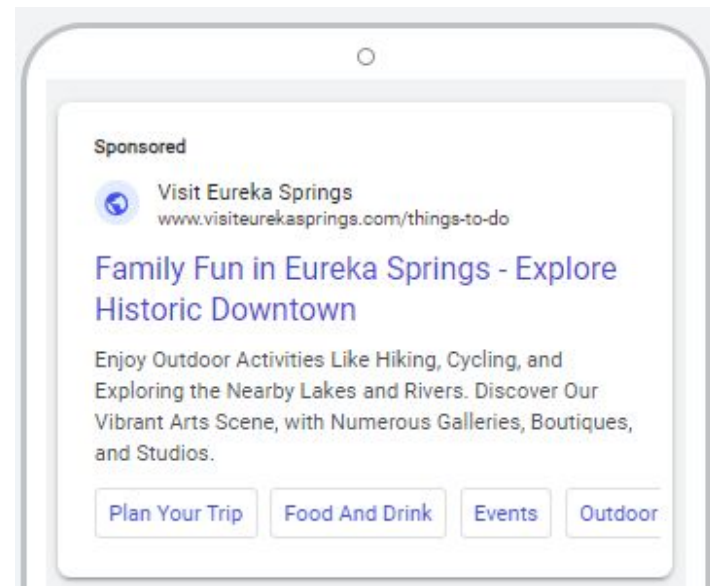
TOP PERFORMERS

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, eureka springs restaurants

Audience: Females 55-64

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



GOOGLE SEM - "Near Me"

Campaign Report - September 1, 2024 - September 30, 2024

Full FY24 Performance
as of 10/07/2024

Primary KPI - Clicks 28,211
Impressions 131,022
CTR 21.53%
Avg CPC \$0.43

CLICKS 3,329
IMPRESSIONS 15,424
CTR 21.58% BENCHMARK: 773%
AVG CPC \$0.45

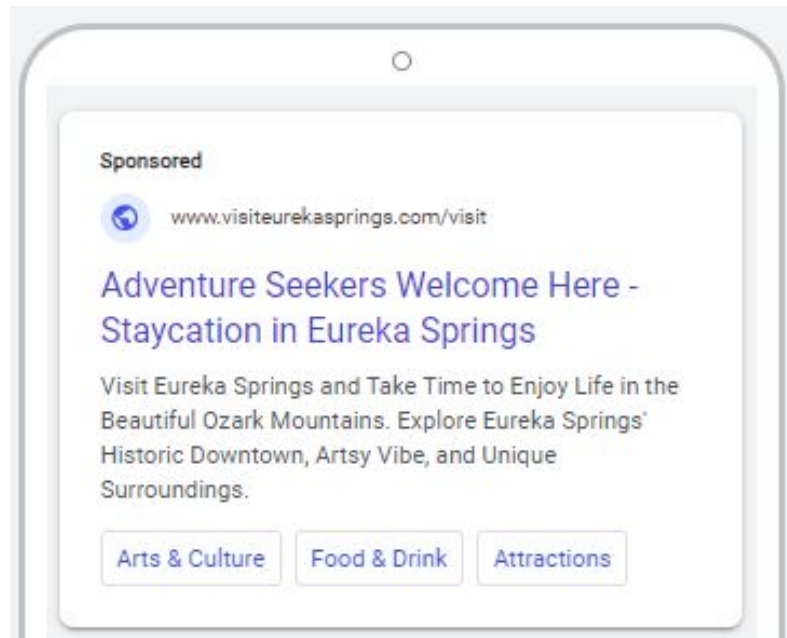
TOP PERFORMERS

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 55-64

Geos: Eureka Springs, Brandon Township, Fayetteville



GOOGLE DISPLAY

Campaign Report - September 1, 2024 - September 30, 2024

Full FY24 Performance
as of 10/07/2024

Primary KPI - Impressions 10,537,594
Clicks 218,795
CTR 2.08%
Avg CPM \$1.64

CLICKS 31,035
IMPRESSIONS 1,762,349
CTR 1.76% BENCHMARK: 0.96%
AVG CPM \$1.13

TOP PERFORMERS

Ads: Responsive: Core Events, 300x600: General 'Free to Be'

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

Audiences: Travel Hotels & Accommodations, In Market: Fun Activities, Upcoming Events, Events This Weekend Near Me



EUREKA SPRINGS ARKANSAS

Free to Be Yourself

Make your fall unforgettable with unique events in our spirited mountain town.

>



free to be
adventurous

EUREKA SPRINGS ARKANSAS

LEARN MORE

GOOGLE DISPLAY REMARKETING

Campaign Report - September 1, 2024 - September 30, 2024

Full FY24 Performance
as of 10/07/2024

Primary KPI - Impressions 6,537,826
Clicks 151,749
CTR 2.32%
Avg CPM \$1.83

CLICKS 14,848
IMPRESSIONS 1,167,966
CTR 1.27% BENCHMARK: 0.96%
AVG CPM \$1.28

TOP PERFORMERS

Ads: 300x600: General 'Free to Be', 728x90: General 'Free to Be'

Geos: New York NY, Los Angeles CA, San Francisco-Oakland-San Jose CA, & Chicago DMAs

Audiences: Females 65+



META PROSPECTING

Campaign Report - September 1, 2024 - September 30, 2024

Full FY24 Performance
as of 10/07/2024

Primary KPI - Clicks 48,099
Impressions 3,656,105
CTR 1.32%
Avg CPC \$0.30

CLICKS 5,947
IMPRESSIONS 424,787
CTR 1.40% BENCHMARK: 1.55%
AVG CPC \$0.34

TOP PERFORMERS

Ad: Core Events - Fall (1200x1200), General - Fall (1200x628)

Region with Highest clicks: Little Rock-Pine Bluff DMA

Placement: Mobile Facebook Feeds

Engagements:
Comments: 78
Post Reactions: 1,132
Saves: 28
Shares: 147



Eureka Springs, Arkansas Sponsored

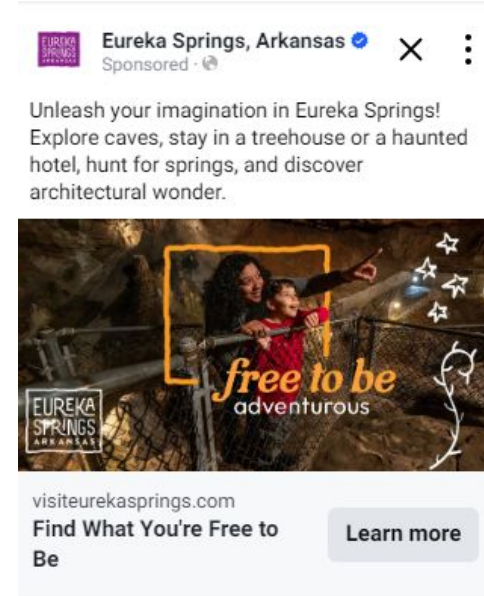
Have a blast in Eureka Springs! From parades and zombie crawls to car rallies and Folk festivals, there is something for every enthusiast.

free to be expressive

EUREKA SPRINGS ARKANSAS

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

Like Comment Share



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

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Like Comment Share

META REMARKETING

Campaign Report - September 1, 2024 - September 30, 2024

Full FY24 Performance
as of 10/07/2024

Primary KPI - Clicks 19,062
Impressions 1,540,641
CTR 1.24%
Avg CPC \$0.70

CLICKS 2,462
IMPRESSIONS 225,651
CTR 1.09% BENCHMARK: 1.79%
AVG CPC \$0.73

TOP PERFORMERS

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

Region with Highest clicks: Kansas City DMA

Placement: Mobile Facebook Feeds

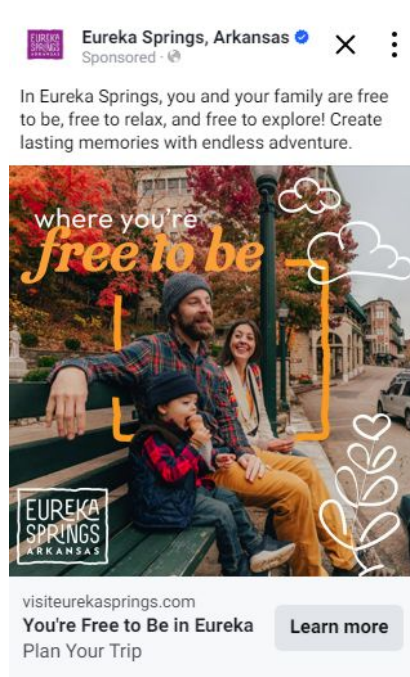
Engagements:



Comments: 20

Post Reactions: 395

Saves: 4

Shares: 21



Eureka Springs, Arkansas Sponsored ·  

In Eureka Springs, you and your family are free to be, free to relax, and free to explore! Create lasting memories with endless adventure.

where you're **free to be**

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EXPEDIA

Campaign Report - September 1, 2024 - September 30, 2024










Full FY24 Performance
as of 10/07/2024

Primary KPI - Impressions 2,024,975
Clicks 3,230
CTR 0.16%



Performance Summary For Eureka Springs Arkansas

10/10/2024 10:10 AM

 \$5.1K Attr. Ad Spend	 164.8K Impressions	 288 Clicks	 0.17% CTR	 320 Tickets	 514 Room Nights	 909 PAX	 \$213.6K Gross Bkg \$	 41.7 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	\$3,178	93,132	183	0.20%	\$199,355	\$103	\$199K	0	62.8
VRBO	\$1,950	71,666	105	0.15%	\$14,112	\$0	\$14K	0	7.2
Grand Total	\$5,127	164,798	288	0.17%	\$213,467	\$103	\$214K	0	41.7

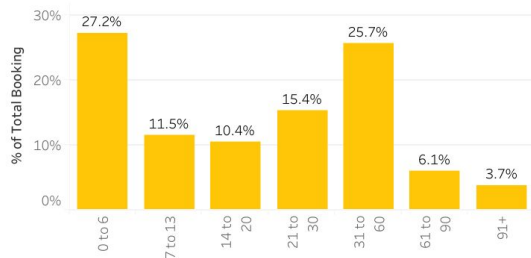
EXPEDIA

Campaign Report - September 1, 2024 - September 30, 2024

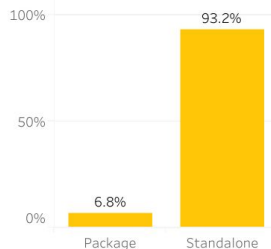
Full FY24 Performance as of 10/07/2024
Primary KPI - Impressions 2,024,975
Clicks 3,230
CTR 0.16%



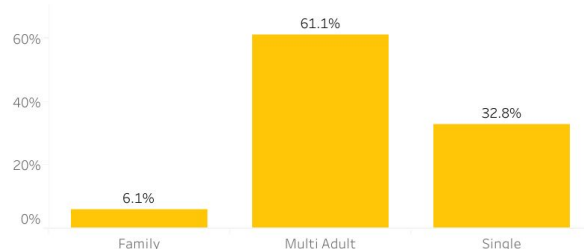
Travel Window (Days)



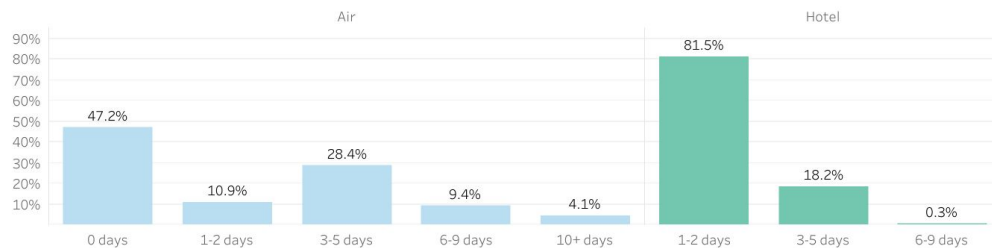
Package or Standalone



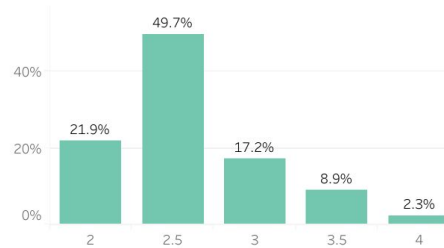
Person Count



Trip Duration (Days)



Hotel Star Rating



* Includes Bookings Resulting from On-site DFP

Report Period: September 1, 2024 to September 30, 2024

MOBILEFUSE

Campaign Report - September 1, 2024 - September 30, 2024

Full FY24 Performance
as of 10/07/2024

Primary KPI - Impressions 3,860,800
Clicks 2,464
CTR 0.06%

CLICKS 438

IMPRESSIONS 431,544

CTR 0.10% BENCHMARK: 0.42%

AVG CPM \$9.00

INSIGHTS

Standard banner performance:

Imprs: 118,503

Clicks: 413

Rich Media Expandable:

Lovegrass

Imprs: 313,041

Clicks: 25

Engagements: 35



AZIRA (CTV)

Campaign Report - September 1, 2024 - September 30, 2024

Full FY24 Performance
as of 10/07/2024

Primary KPI - Impressions 787,197
Clicks 320
CTR 0.04%

CLICKS 109

IMPRESSIONS 111,613

CTR 0.10% BENCHMARK: 0.10%

VTR 86.48%

AVG CPM \$30.00

INSIGHTS

Top performing apps:

- Atmosphere
- Samsung TV Plus
- Pluto TV

Top states:

- Missouri
- Oklahoma
- Texas

