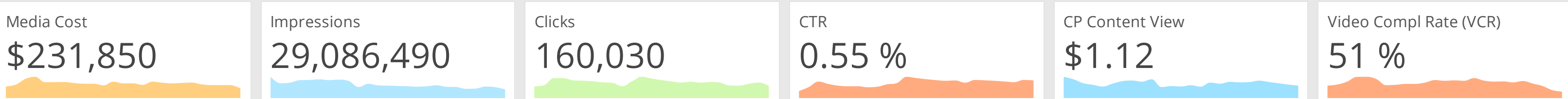




Visit Mendocino Campaign Overview

12/10 - 3/31



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Explore the amazing world of Mendocino County and find your happy

visitmendocino.com
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554 41 Comments 95 Shares

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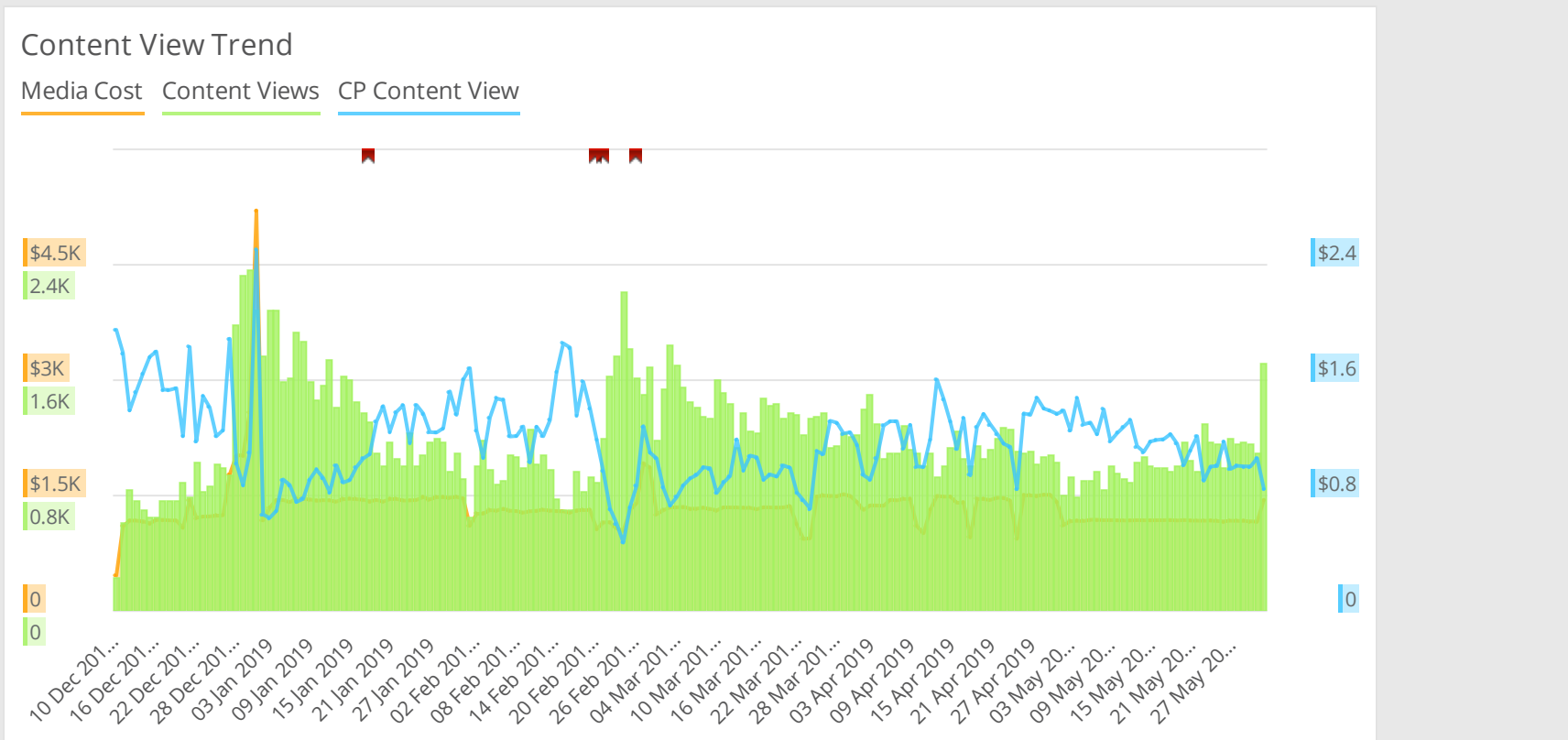
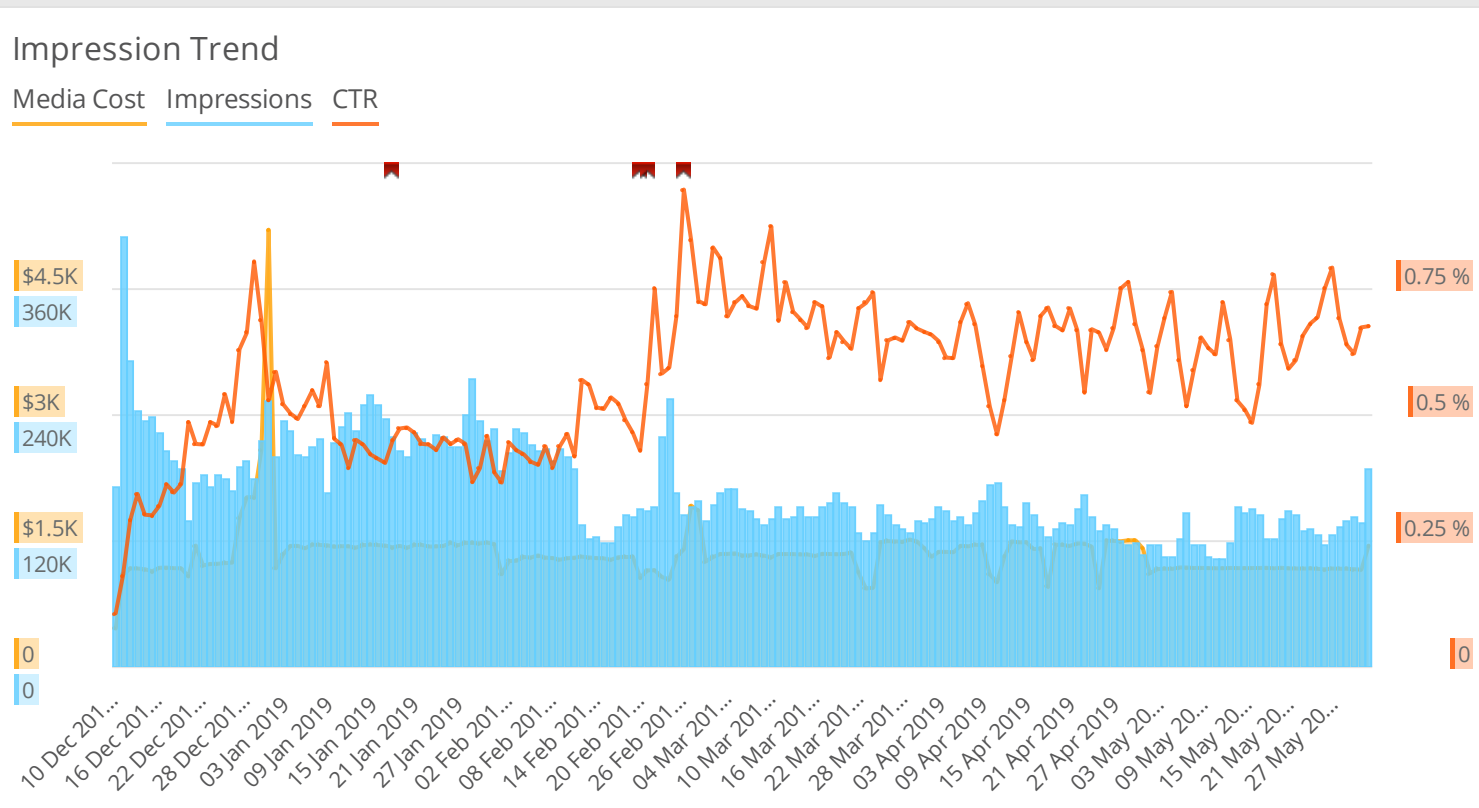
KPI Overview

Publisher	Pandora PMP	Spotify PMP	AXM	Facebook	Total
# Media Cost	\$4,370	\$65,898	\$96,147	\$65,436	\$231,850
# Impressions	90,816	1,435,958	16,453,271	11,106,445	29,086,490
# Clicks	473	5,072	30,936	123,549	160,030
# CTR	0.52 %	0.35 %	0.19 %	1.11 %	0.55 %
# CPC	\$9.24	\$12.99	\$3.11	\$0.53	\$1.45
# Social Actions	0	0	0	33,416	33,416
# Content Views	73	8,845	49,992	147,887	206,797
# Activity Rate	0.08 %	0.62 %	0.30 %	1.33 %	0.71 %
# CP Content View	\$59.86	\$7.45	\$1.92	\$0.44	\$1.12
# Outgoing Link	0	73	1,822	7,423	9,318
# Email Signup	0	0	53	159	212
# Visitor Guide Signup	0	5	44	0	49
# Video Plays	80,569	1,435,958	2,463,322	1,388,306	5,368,155
# Video Compl Rate (VCR)	78 %	84 %	57 %	5 %	51 %

1 - 14 of 14 items

Switch Trend: Day Week Month

Publisher Filter: AXM Facebook Pandora PMP Spotify PMP



Executive Summary

Through 5/31, media continues to build awareness and entice users to visit Mendocino:

- Media has helped VisitMendocino.com's user base grow by **135% YoY**.
- VisitMendocino's **programmatic media is now driving a 5.4ppt lift in "Definitely Will Visit" Mendocino county** per the Nielsen brand study, a 69% increase from April driven by high impact media (shown at right).
- New Skunktrain video is driving a positive response on Paid Social, yet a limited response on AXM and Spotify due to video length/available inventory. New Canoe video has a limited response across channels.
 - Recommendation:** Create 15 sec cutdowns of Canoe and Skunktrain videos to improve engagement and scale on AXM and Spotify.
 - Recommendation:** Test new copy for Canoe video on Facebook.



- ### Media Details
- Awareness:**
 - Digital media delivered 29M impressions through 5/31, building top of mind awareness among users in the SF Bay and Sacramento DMA areas.
 - Media has driven 5.4M video plays thus far, immersing users in the reasons to visit Mendocino. New 30sec Canoe and Railbikes videos have been rolled out across channels, with shorter Horse Riding and Treehugger videos still running on AXM and Spotify due to stronger performance and available inventory.
 - Visit Intent/Engagement:**
 - Organic search traffic increased 12% from April, likely driven by media's momentum and successful optimizations (including shift to high impact and refreshed creative).
 - CTR and Activity Rate held steady from April, with AXM high impact PMP driving the most substantial increase across all tactics.
 - Media has driven 206k content views, engaging users with VisitMendocino.
 - In the Nielsen brand study, **programmatic is now driving 5.4ppt lift in "Definitely Will Visit" Mendocino county**.
 - Lift has been steadily increasing since we shifted more to high impact media, surpassing Facebook's Travel Norm of 2ppt.
 - Users reached 5-9 times continue to show the strongest lifts.
 - Programmatic CPCV and Activity Rate improved MOM due to optimizing to stronger performing sizes and CPM improvement on Retargeting.
 - Spotify CPMs were cut in half vs April, leading to a 72% MoM increase in video plays. This may be driven by platform usage changes due to warmer weather - we have reached out to Spotify for their take.
 - Spotify CTR and Activity Rate declined vs April, driven by 15 sec Horse Riding and Treehugger videos
 - New 30 secs had low spend in May due to limited inventory.
 - Recommendation:** Shift Spotify budget to AXM for the last few weeks of the campaign. Do not renew Spotify for H2 and consider testing new opportunities that better support video, such as Connected TV.
 - Facebook performance held steady from April
 - Focus shifted more to Video in May to support new creative.
 - Travel-Vacation segment response was even more positive in May with a 39% improved CPCV.
 - Loyalty:**
 - Media has driven 3.2M retargeting impressions and 212 email sign ups so far, enabling VisitMendocino to continue the conversation with an engaged audience.
 - Email traffic appears to be an area of opportunity for VisitMendocino.com, with GA showing very little traffic from email.
 - Recommendation:** Consider incorporating email campaigns into the marketing mix to further grow loyalty as new site content launches.

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31 1 Comment 4 Shares

Like Comment Share

PAGE URL: <http://visitmendocino.com/>

PAGE SPEED: 3.4 seconds

STATUS: Slow

RECOMMENDED FIXES:

- Eliminate render-blocking resources
- Properly size images
- Serve static assets with an efficient cache policy
- Defer unused CSS
- Ensure text remains visible during webfont load
- Avoid enormous network payloads
- Reduce JavaScript execution time
- Serve images in next-gen formats
- Defer offscreen images
- Avoid an excessive DOM size

Publisher Performance

Publisher	Media Obj...	# Media Cost ↓	# Impressio...	# Clicks	# CPM	# CTR	# CPC	# Video Plays	# VCR	# Content V...	# CP Conte...	# Outgoing ...	# En
Spotify PMP	All	\$65,898	1,435,958	5,072	\$45.89	0.35 %	\$12.99	1,435,958	84 %	8,845	\$7.45	73	En
	Prospecting	\$65,898	1,435,958	5,072	\$45.89	0.35 %	\$12.99	1,435,958	84 %	8,845	\$7.45	73	
AXM	All	\$96,147	16,453,271	30,936	\$5.84	0.19 %	\$3.11	2,463,322	57 %	49,992	\$1.92	1,822	
	Prospecting	\$65,287	14,972,329	28,591	\$4.36	0.19 %	\$2.28	1,823,653	60 %	31,976	\$2.04	1,068	
	Retargeting	\$30,861	1,480,942	2,345	\$20.84	0.16 %	\$13.16	639,669	48 %	18,016	\$1.71	754	
Facebook	All	\$65,436	11,106,445	123,549	\$5.89	1.11 %	\$0.53	1,388,306	5 %	147,887	\$0.44	7,423	
	Prospecting	\$53,659	9,372,413	101,134	\$5.73	1.08 %	\$0.53	1,100,112	5 %	116,764	\$0.46	6,032	
	Retargeting	\$11,776	1,734,032	22,415	\$6.79	1.29 %	\$0.53	288,194	4 %	31,123	\$0.38	1,391	
Total	All	\$231,850	29,086,490	160,030	\$7.97	0.55 %	\$1.45	5,368,155	51 %	206,797	\$1.12	9,318	

1 - 10 of 10 items

Creative Performance

Publisher	Ad Format	Creative ...	# Media Cost ↓	# Impressio...	# Clicks	# CTR	# CPC	# Video Plays	# VCR	# Content V...	# CP Conte...	# Outgoing ...	# En
Spotify PMP	All	All	\$65,898	1,435,958	5,072	0.35 %	\$12.99	1,435,958	84 %	8,845	\$7.45	73	En
	Video	All	\$65,898	1,435,958	5,072	0.35 %	\$12.99	1,435,958	84 %	8,845	\$7.45	73	
		Horse Riding	\$32,705	707,139	2,602	0.37 %	\$12.57	707,139	85 %	650	\$50.32	4	
		TreeHuggers	\$32,603	704,026	2,448	0.35 %	\$13.32	704,026	85 %	622	\$52.42	5	
		SkunkTrain	\$295	12,428	15	0.12 %	\$19.68	12,428	19 %	6	\$49.21	0	
		Canoe	\$294	12,365	7	0.06 %	\$41.97	12,365	19 %	4	\$73.45	0	
		--	--	--	--	--	--	--	NaN	7,563	\$0.00	64	
Facebook	All	All	\$65,436	11,106,445	123,549	1.11 %	\$0.53	1,388,306	5 %	147,887	\$0.44	7,423	
	Static	All	\$30,404	6,367,546	59,659	0.94 %	\$0.51	0	NaN	83,404	\$0.36	6,453	
		Skunktrain	\$18,369	4,005,787	36,952	0.92 %	\$0.50	0	NaN	50,554	\$0.36	1,077	
		Crab	\$6,842	1,480,795	16,304	1.10 %	\$0.42	0	NaN	25,069	\$0.27	5,006	
		Whales Bre...	\$1,786	371,651	2,615	0.70 %	\$0.68	0	NaN	3,817	\$0.47	161	
		TasteofMen...	\$1,334	132,080	1,153	0.87 %	\$1.16	0	NaN	732	\$1.82	70	
		Horse Riding	\$551	141,744	840	0.59 %	\$0.66	0	NaN	1,259	\$0.44	40	
		TasteofMen...	\$423	53,044	482	0.91 %	\$0.88	0	NaN	295	\$1.43	20	
		Pinot	\$314	68,730	460	0.67 %	\$0.68	0	NaN	651	\$0.48	47	
		Pet Friendly...	\$301	51,278	399	0.78 %	\$0.75	0	NaN	485	\$0.62	10	
		TasteofMen...	\$266	31,021	209	0.67 %	\$1.27	0	NaN	141	\$1.89	15	
		Kayak	\$205	30,210	242	0.80 %	\$0.85	0	NaN	400	\$0.51	7	
		TasteofMen...	\$13	1,206	3	0.25 %	\$4.40	0	NaN	1	\$13.21	0	
Total	All	All	\$231,850	29,086,490	160,030	0.55 %	\$1.45	5,368,155	51 %	206,797	\$1.12	9,318	

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