



**VISIT MENDOCINO COUNTY  
DIGITAL MARKETING SUMMARY  
November 2019**

**Executive Summary**

- YOY Sep 9 - Nov 30, 2019 v. the same time period in 2018: New Users on VisitMendocino.com are up 237% thanks to our campaign efforts
- Overall Mendocino awareness and consideration/visit intent are growing per the Facebook and Survata brand studies (see below)
- Initial response to Crab event creative has been positive, with the strategy of launching before Thanksgiving potentially leading to increased engagement
- Media has driven 1.7M retargeting impressions and 94 email sign ups in H2 2019, enabling VisitMendocino to continue the conversation with loyal users

**Survata Brand Study**

Results received on 12/4, showing positive lifts\* in Awareness and Consideration

- Awareness: +15ppt
- Consideration: +11ppt
- Visit Intent: No significance yet as the campaign needs time to scale

\* Lift = ppt/delta change in the % of exposed group that reports awareness/consideration/etc vs the % of control group

**Facebook Brand Study**

- We were hoping to achieve at least 3ppt lift across KPIs based on Facebook Travel norms (details below), so the results are very positive

Facebook Study (through 11/30)

Poll Questions ⓘ	Brand Lift Percent ⓘ	North America Norm	Travel Norm
Standard Ad Recall	12.7pts	8.6pts	7.8pts
Standard Brand Awareness	9.5pts	4.8pts	3.4pts
Action Intent	5.4pts	2.1pts	1.4pts

**Recommendations**

- Provide non-event static assets for Social and banners for programmatic
- Roll out other video and/or other destination or branded display creative for programmatic specs to curtail creative wear