

## Reporting & Analysis: Survata Findings

Report notes through: 2/11/20

Report to be shared with client 2/27/20

Summary: As of 2/11, Visit Mendocino programmatic media (AXM) continues to achieve very positive lifts in Awareness and Consideration KPIs, with Visit Intent likely limited by the off season.

- Although the campaign has dipped in terms of awareness lift from January, the campaign continues to blow Survata norms out of the water.
  - This indicates that there is room to spend more for incremental impact (we have not reached out saturation point for programmatic media)
- As the travel season takes off, we expect Visit Intent to increase.
- Audience targeting's data-driven approach continues to drive a strong lift in Mendocino visit intent and consideration (currently at 6.3ppt and 8.2ppt respectively)
- Video is driving significantly stronger Consideration and Intent lift vs Display, however for awareness, Display is driving a stronger lift.
  - If Awareness is the primary KPI here, then MMWW recommends weighting Display heavier than the current weighting or launching a new videos

<b>KPI*</b>	<b>2/11: Visit Mendocino Programmatic</b>	<b>1/27: Visit Mendocino Programmatic</b>	<b>12/4: Visit Mendocino Programmatic</b>	<b>Survata Norm</b>
Awareness	6.8ppt	10.7ppt	15.1ppt	1ppt
Consideration	6.8 ppt	9.3ppt	10.8ppt	1ppt
Visit Intent	Not significant yet	Not significant yet	Not significant yet	1ppt
Recommendation	14.4ppt	11.8ppt	15.3ppt	1ppt

\*85% significance with 416 total respondents thus far in the flight