

Visit Mendocino - Initial Survata Findings

Summary: As of 1/27, 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.

- Given the 32% decline in average monthly spend vs the first portion of the flight (Sep-Nov), Mendocino Awareness lift dropped 29%. However, 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 travel season takes off, we expect Visit Intent to increase
- Audience targeting's data-driven approach continues to drive a strong lift in Mendocino Awareness (currently at 11.8ppt)
- Video is driving significantly stronger Awareness lift vs Display

KPI*	1/27: VisitMendocino Programmatic	12/4: VisitMendocino Programmatic	Survata Norm
Awareness	10.7ppt	15.1ppt	1ppt
Consideration	9.3ppt	10.8ppt	1ppt
Visit Intent	Not significant yet	Not significant yet	1ppt
Recommendation	11.8ppt	15.3ppt	1ppt

*85% significance with 81 total respondents thus far in the flight