

A woman with wet hair and sunglasses is lying on a surfboard, smiling, with her arms crossed. The background is a sunset over the ocean.

# Visit St. Pete/Clearwater Digital Paid Media Reporting Highlights

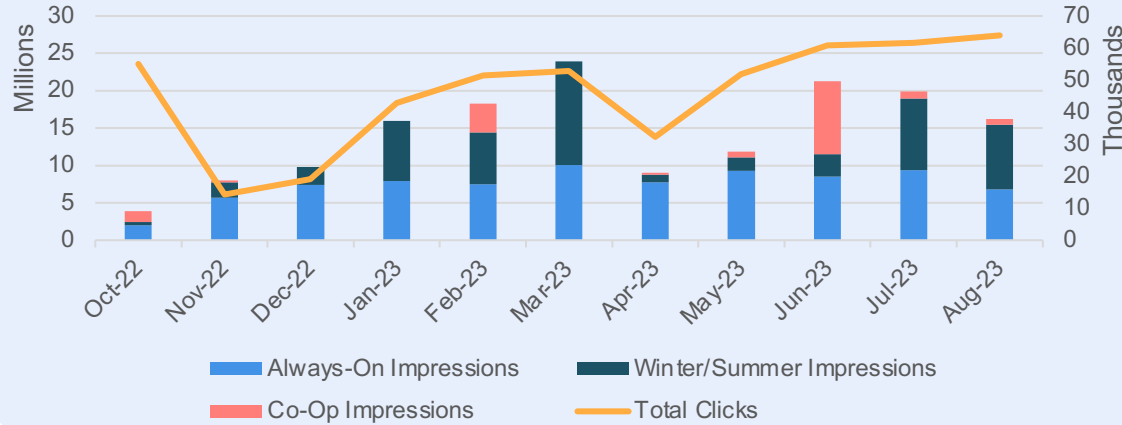
August 2023



ST.PETE  
CLEARWATER

miles  
PARTNERSHIP

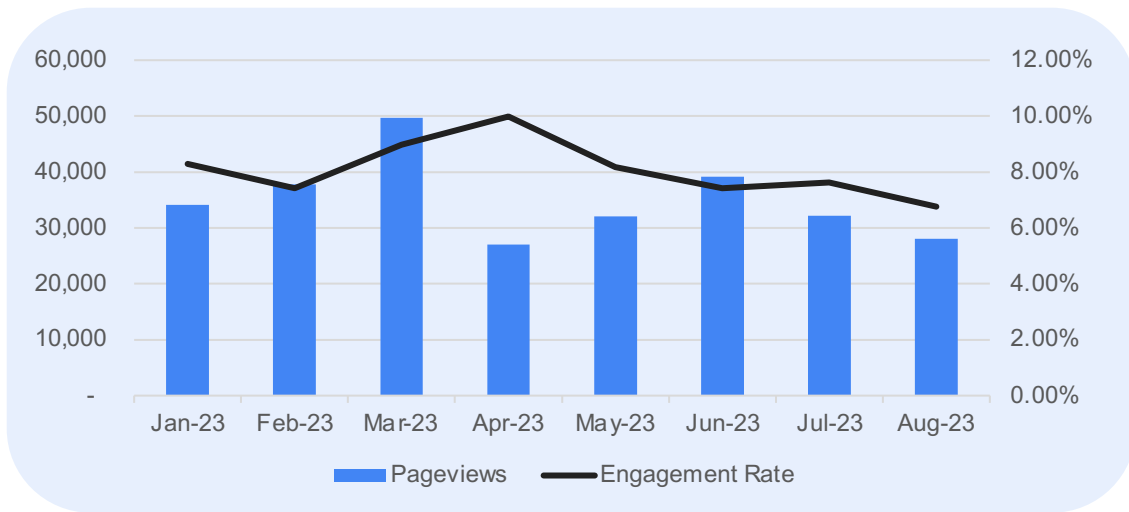
# August Media Activity



- Impressions were slightly down MoM, while clicks were up
- All Media was paused on 8/28 due to Hurricane Idalia, preventing buys from delivering in full against FY22-23 contracts....media was turned back on in September to deliver in full

Campaign	Format	Partner	August				
			7/31	8/7	8/14	8/21	8/28
Always On	Display, Native, Pre-Roll	Ad+Genuity					
Always On	Teads In-Feed Video	Ad+Genuity					
Always On	Display, Native, Pre-Roll	Sojern					
Always On	Articles, Canvas, Stories	Nativo					
Always On	Display, Native	Expedia					
Always On	Custom Program	Atlas Obscura					
Summer	Audio	Ad+Genuity					
Summer	CTV	Ad+Genuity					
Summer	CTV	Hulu					
Summer	Rich Media	PadSquad					
Summer	Rich Media	Undertone					
Co-Op	Custom Program	Travelzoo					
Co-Op	Display	Expedia					
Arts Co-Op	Display	Ad+Genuity					
Always On	Social	Facebook/Instagram					
Always On	Social	Pinterest					
Always On	SEM	Google					
Always On	Video	YouTube					

# Media-Driven Site Activities



GA4 - Floodlight Integration - Alpha Test

Activity	August Conversions from Display Media
GA4 - multiple_pageview_session	7,095
GA4 - time_on_site	3,123
GA4 - partner_referral	673
GA4 - event_view	296
GA4 - deal_view	24
GA4 - travel_deal_view	51
GA4 - guide_request	31
GA4 - time_on_site__1_30	23
GA4 - email_signup	4

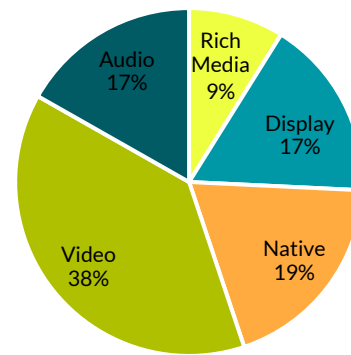
- Pageviews were down MoM, but only by 13% vs. 27% decline in impressions
- Engagement Rate (Engagement / Pageviews) was slightly down as well
- New Floodlights aligned directly to GA4 conversions showed over 11K total conversions



# Media Highlights

- Ad+Genuity/Basis drove the most website pageviews and engagements and was also the most cost efficient
- Nativio drove the most clicks, highest CTR, and lowest CPC
- Video tactics accounted for the largest share of impressions & spend, driven by CTV placements across Basis, Amazon, and Hulu
- Pinterest Ads continued to exceed industry benchmarks across all metrics, with Grouper Sandwich driving the best results

*Impressions by Format*

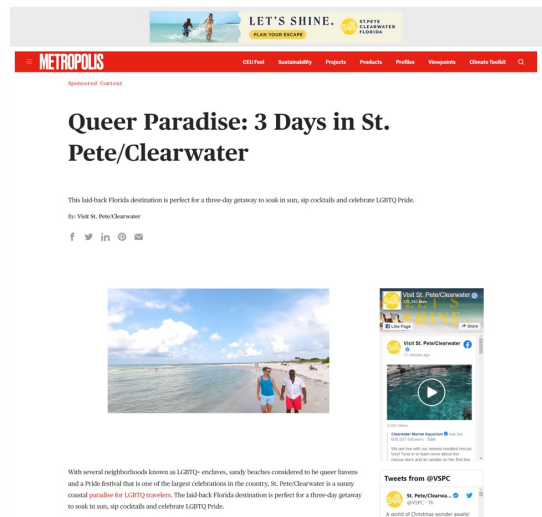


Promoted pin name	Impressions ▼	Clicks	CTR	CPC	Engagements
The Ultimate Grouper Sandwich - image	1,097,713	17,084	1.56%	\$0.49	26,091
Coastal Colors - image	235,061	1,756	0.75%	\$0.57	2,805
Barbicore Vacation - image	30,981	102	0.33%	\$0.49	146
10 Hidden Gems in St Pete Clearwater - image	11,995	41	0.34%	\$0.64	65

# Nativo Check-In: Native Articles

Creative	Impressions	Clicks	CTR	Page Views	Time on Content	Avg. Time on Content	CTA Clicks	CTA Rate	Video Views	Video View Completion Rate	Shares	Earned Views
Beach for Every Mood	2,204,714	9,637	0.44%	11,461	915,125	80	572	4.99%	0	0.00%	57	1,320
Let's Shine Refresh - The Ultimate St. Pete/Clearwater 3-Day Itinerary for LGBTQ Travelers	2,526,713	12,726	0.50%	14,526	917,604	63	524	3.61%	579	31.26%	66	1,567
Your Ultimate Family Itinerary for St. Pete/Clearwater	1,959,553	8,652	0.44%	9,328	515,390	55	326	3.49%	117	47.01%	18	648
An Intro to Museum-Hopping in St. Pete/Clearwater	1,955,961	8,626	0.44%	9,467	536,279	57	217	2.29%	127	47.24%	48	868
<b>Totals:</b>	<b>8,646,941</b>	<b>39,641</b>	<b>0.46%</b>	<b>44,782</b>	<b>2,884,398</b>	<b>64</b>	<b>1,639</b>	<b>3.66%</b>	<b>823</b>	<b>35.97%</b>	<b>189</b>	<b>4,403</b>

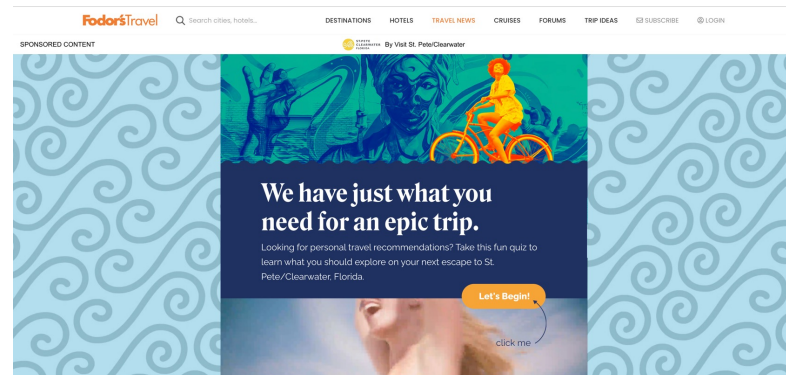
- 4 Native Articles have garnered over 44K total pageviews from 8.6M impressions
- The LGBTQ article received the most clicks and views, while the Beach for Every Mood article had the strongest engagement in terms of both Average Time Spent and CTA Rate (clicks from the article to the VSPC website)
- All 4 articles exceeded Nativo's engagement benchmarks



# Nativo Check-In: Native Canvas

Creative	Impressions	Clicks	CTR	Page Views	Time on Content	Avg. Time on Content	CTA Clicks	CTA Rate	Shares	Earned Views
Native Canvas Quiz: Choose Your St. Pete/Clearwater Vacation - FLY	5,536,465	30,727	0.56%	33,403	1,585,349	47	708	2.12%	82	1,943
Native Canvas Quiz: Choose Your St. Pete/Clearwater Vacation - DRIVE	3,683,696	16,351	0.44%	17,610	759,733	43	296	1.68%	21	302
<b>Totals:</b>	<b>9,220,161</b>	<b>47,078</b>	<b>0.51%</b>	<b>51,013</b>	<b>2,345,082</b>	<b>46</b>	<b>1,004</b>	<b>1.97%</b>	<b>103</b>	<b>2,245</b>

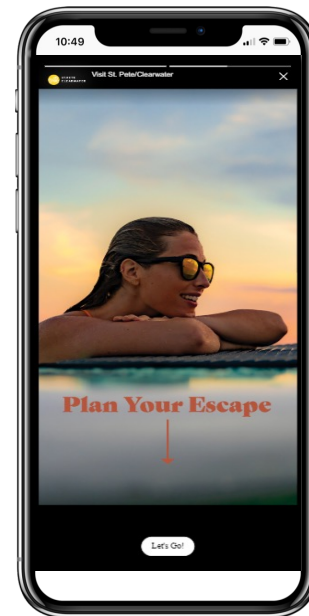
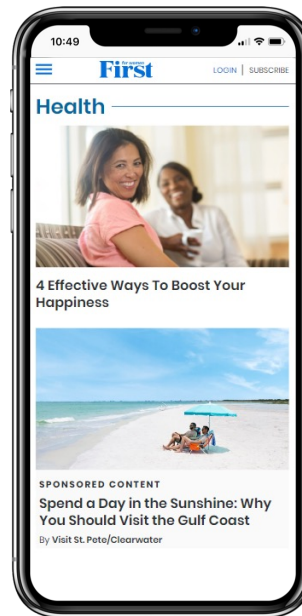
- Custom Native Canvas Creative has received over 51K pageviews through the end of August
- Top Headlines (based on CTR) were:
  - Answer These Questions and We'll Tell You What to Do in St. Pete/Clearwater
  - Thinking About Returning to St. Pete/Clearwater? This Quiz Will Tell You What to Do
  - Beach Lovers: Explore What St. Pete/Clearwater Has in Store for You



# Nativo Check-In: Native Stories

Creative	Impressions	Clicks	CTR	Page Views	Time on Content	Avg. Time on Content	CTA Clicks	CTA Rate
Native Stories 1 - Let's Shine	3,470,302	11,093	0.32%	11,067	328,163	12	460	4.16%
Native Stories 2 - Beach Beauty	2,992,959	10,879	0.36%	10,905	355,375	17	663	6.08%
<b>Totals:</b>	<b>6,463,261</b>	<b>21,972</b>	<b>0.34%</b>	<b>21,972</b>	<b>683,538</b>	<b>14</b>	<b>1,123</b>	<b>5.11%</b>

- 2 Native Stories creatives received 6.4M impressions and almost 22K views
- Beach Beauty creative drove stronger CTR, higher average time on content, and higher CTA rate
- While both creatives performed above Nativo's benchmarks for Stories, the engagement metrics were the weakest of the 3 Nativo tactics

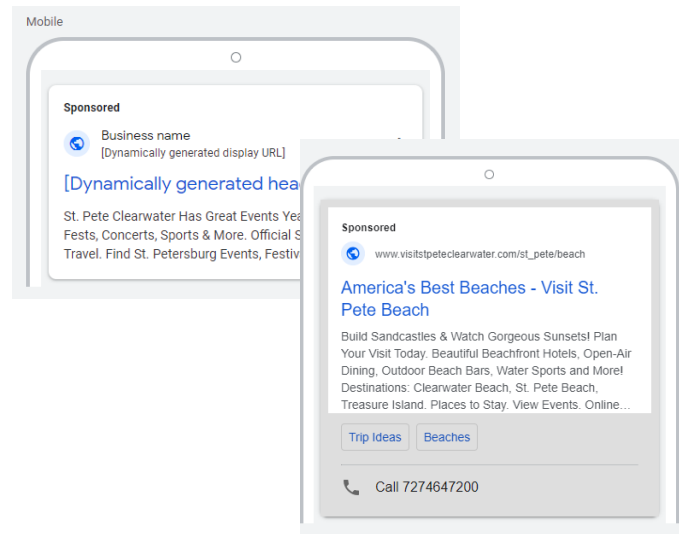




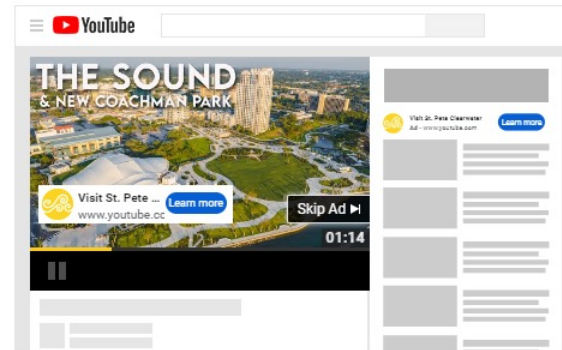
# August MoM SEM Highlights

*SEM did well MoM in August. Proportional KPI's stayed steady well clicks and conversions drops paced ahead of the drop in spend. Spend was down MoM due to turning the account off a few days early for the hurricane.*

- In August we turned off the account on 8/28 in anticipation of Hurricane Idalia and have since turned the account back on. Spend was down 19% MoM and clicks were down 17%. CPC was down 3% and cost per conversion was down 7%. Drops in clicks and conversions paced ahead of the decrease in spend.
- Clicks were down 17% MoM due to the drop in spend.
- CPC was down 3% MoM to \$0.41. P-Max drove the lowest CPCs at \$0.14 for remarketing and \$0.18 for prospecting.
- Conversions were down 13% MoM which beat the drop in spend. Cost Per Conversion was \$0.65 in August which is down 7% MoM.
- 42,127 Engaged Sessions which is down 14% MoM - *The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.*
- Overall, August was very good even with the drop in spend and the account being off for a few days at the end of the month.



Example of your skippable in-stream ad on YouTube



\* Industry benchmarking source: <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>

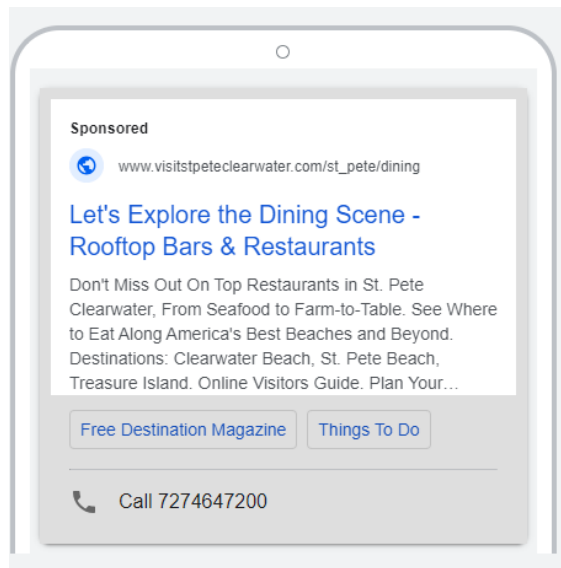
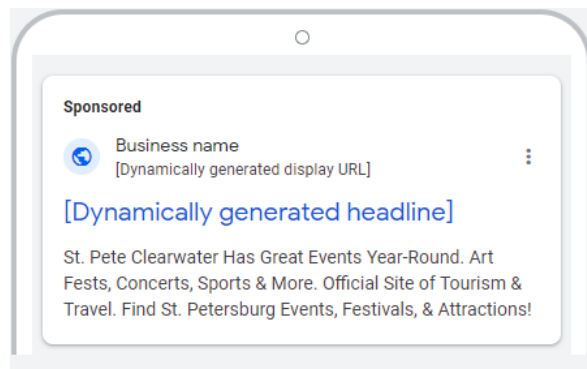


# August YoY SEM Highlights

*YoY results are very strong on an 11% drop in spend driven by P-max primarily. August is the first month where there is YoY data on P-Max vs. P-Max ads. Conversion comparisons YoY will continue to not be in parity between GA4 and UA.*

- Most KPIs were improved in August YoY. Clicks were up 70% and CPC was down 48%.
- P-Max launched in August 2022. It started later in the month. So, the comparison will be fully complete in September.

Conversion Goal	# of Conversions
Deal Views	51
Time on Site < 1:30	26,381
Travel Deals Discount Page Views	236
Total Partner Referrals	2,485
Events View	1,090
Pages Per Session >2	56,117
Destination Guide Order	39
Newsletter Signup	4

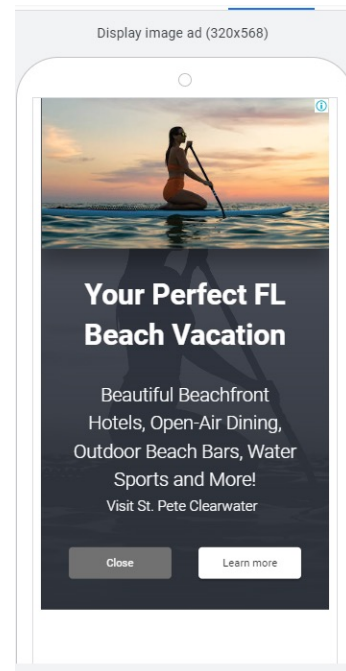


# August Performance Max Results

***Performance Max had a huge increase in clicks. We continue seeing more upper funnel placements.***

- Prospecting campaign generated 59,742 clicks at a CPC of \$0.18 (vs. \$1.52 benchmark) and a CTR of 1.82% (vs. 4.63% benchmark)
- The retargeting campaign generated 24,465 clicks at a CPC of \$0.14 (vs. \$1.52 benchmark) and a CTR of 2.13% (vs. 4.63% benchmark)
- Both campaigns saw continued lower CTR which indicates upper funnel placements.
- Bounce Rate was 45% (GA4) and page per session were 1.30. There were 23,721 Engaged Sessions.

Conversion Goal	# of Conversions
Deal Views	3
Time on Site < 1:30	15,127
Travel Deals Discount Page Views	3
Total Partner Referrals	694
Events View	391
Pages Per Session >2	36,759
Destination Guide Order	16
Newsletter Signup	3

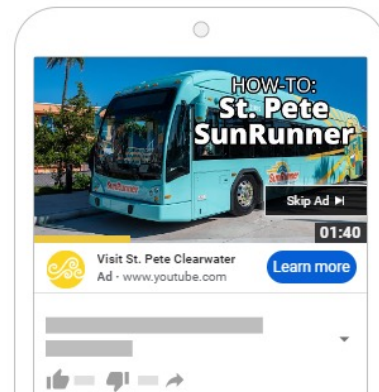


# August Video Results

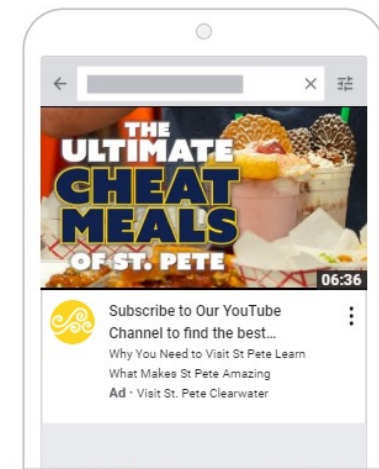
***Recommend shifting to TrueView campaign with 75% of the budget designated to large format TV .***

- 264,795 views via TrueView for \$0.035 CPV with a 70% VTR. Top video for views were Natural Sound: A Day at the Tropicana Field in St. Pete, Florida. Top video for VTR was Travel Vlog: Explore with GG in St. Pete Florida!
- In Feed Ads had 37,951 clicks to view for an \$.08 CPC. In Feed ads drive engagement as they require an action (click) for people to watch a video that shows up in the “Suggested Videos” section after they have watched content in the platform.
- Precise focuses on brand safety by delivering contextually relevant ads in the moment that deliver high VTRs at a consistent cost.
- In August we reviewed available ad placement types and consulted with Precise on best options for shifting video strategies to get more engagement.
- Precise recommends shifting the current budget to all TrueView and shift to having 75% of the budget go to large format TV ads. These ads have very high VTR’s to 100% and have an average of 2.8 people watching vs. smaller screens. Generally large format will deliver ads to a more engaged audience.
- Precise recommends considering using a QR code in the video ad that would drive interested people to the YouTube page. Although the numbers are small, this will likely drive some incremental traffic to the landing page.

Example of your skippable in-stream ad on YouTube



Example of your in-feed video ad on YouTube search



# Appendix

Glossary of Media Terms & Partners

# Media Terms

- **CPC:** cost per click
- **CPCV:** cost per completed video view
- **CPM:** cost per mille (thousand) impression
- **CTA:** call to action
- **CTA Rate:** Click through rate from native article to client website – specific to Nativo programs
- **CTR:** click through rate
- **CTV:** Internet Connected TV devices
- **DSA:** dynamic search ad; SEM ad type ran on Google that uses content from the landing pages on your website to target your ads to searchers. Google creates relevant headlines based on website content and the search query, while we provide two lines of description.
- **DSP:** demand side platform; software used to buy programmatic media
- **Engagement Rate:** engaged website sessions generated by display media divided by all pageviews generated by display media OR total engagements with an interactive rich media unit divided by total impressions
- **Interaction Rate:** percentage of unique interactions with an interactive rich media unit compared to total impressions
- **OTT:** Over-the-Top video content from streaming services; frequently viewed on CTVs (<https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/>)
- **PV Rate:** website pageviews generated by display media divided by all display media impressions
- **ROAS:** return on ad spend

# Media Partners

- **Sojern:** Managed service programmatic vendor with unique travel intent data
- **Ad+genuity:** Miles Partnership's programmatic trading desk; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
- **Nativo:** Native advertising network that enables long-form content distribution at scale across network of premium publishers
- **Atlas Obscura:** Online magazine and publisher that catalogs unusual and obscure travel destinations across the world
- **Expedia:** Largest network of online travel agencies (OTAs), including Expedia.com, VRBO.com, and Hotels.com
- **PadSquad:** Rich Media vendor specializing in interactive, mobile units distributed across a network of premium publishers
- **Undertone:** Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- **Travelzoo:** Online publisher of unique travel deals reaching 28M members worldwide.
- **Hulu:** Leading streaming TV service with reach to 112M ad-supported monthly viewers

Visit St. Pete/Clearwater

# Monthly Website Reporting

August 2023



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# Executive Summary

The monthly Data Studio report is available [here](#).

## OVERALL ACQUISITION & PAGES:

- MoM, cross-network had the highest percent increase in Engaged Sessions.
  - Engaged Sessions were down MoM in nearly all channels.
- Organic Search had the highest Engagement Rate of 79%. Paid Search followed with 73% Engagement Rate.
- Cross-network saw a 9% increase in users MoM.
- Organic brought in the most Sessions and had the most Engaged Sessions as well.
- Hurricane Idalia affected some web traffic in Aug. As a result of that:
  - /things-to-do-/webcams had the most views, up 441% MoM.
  - The 2nd page was /list/8-reasons-why-clearwater-beach-is-1, up 7% MoM.
- Homepage and /things-to-do were the next largest in Pageviews.
- /guide-to-accessible-beaches-st-pete-clearwater had the highest Avg Engagement Time at 2m 24s.
  - This was up 1% MoM, and traffic came organically and direct.
- The page with the most landings from organic search was (not set), second was /list/8-reasons-why-clearwater-beach-is-1.
- Within the top 25 states/regions, the three with the most amount of users were Florida, Georgia and New York.
- The page with the highest revenue associated with it was /things-to-do-/webcams. Followed by /communities/clearwater-beach and /communities/ st-pete-beach.


# Executive Summary

The monthly Data Studio report is available [here](#).

## CONVERSIONS AND SITE EVENTS:

- Conversions happened the most on the /things-to-do and /list/8-reasons-why-clearwater-beach-is-1 pages.
  - Conversions had a spike on Aug 30th because of the hurricane, but for the rest of the month the goal completions happened steadily.
- MoM, conversions were down or flat.
- User Engagement saw 321K conversion events, the top two pages were /things-to-do-webcams and /events-festivals.
- Organic (google) brought in the most completions, followed by CPC.
- The page which had the most completions of the conversion "partner\_referral" was /profile/pier-60-clearwater-beach/139755.
- The top three states/regions that had an increase in goal conversions were Arkansas (up 220%), England (up 51%), and Wisconsin (up 22%) MoM.

## ORGANIC SEARCH KEYWORDS:

- Of the top 20 keywords ranked by traffic, they mostly rank 1-3 in position. "treasure island" ranks 5.
  - The keyword with the least competition is "sand key park". We are in position 2 for this term.
  - The keyword with the lowest CPC was "largo fl", at 0.36. This term also has the lowest traffic in the top 20 keywords.
- 

# Google Analytics



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# Total Leisure Site Traffic, Page Views & Engagement (GA4)

## Performance (MoM)

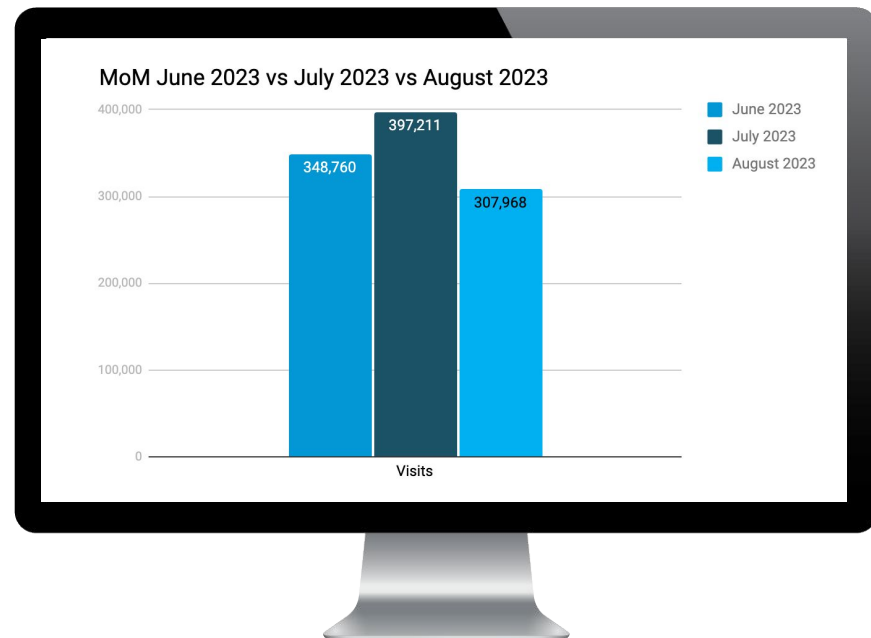
Total Visits: 307,968  -22.5%

Total Unique Visitors: 323,917  -20.2%

Total Page Views: 565,367  -23.0%

Engagement Rate: 60.68%  4.6%

Average Engagement Time: 0min 54sec  -1.8%



# Total Leisure Site Traffic, Page Views & Engagement (GA4)

## Performance (YoY)

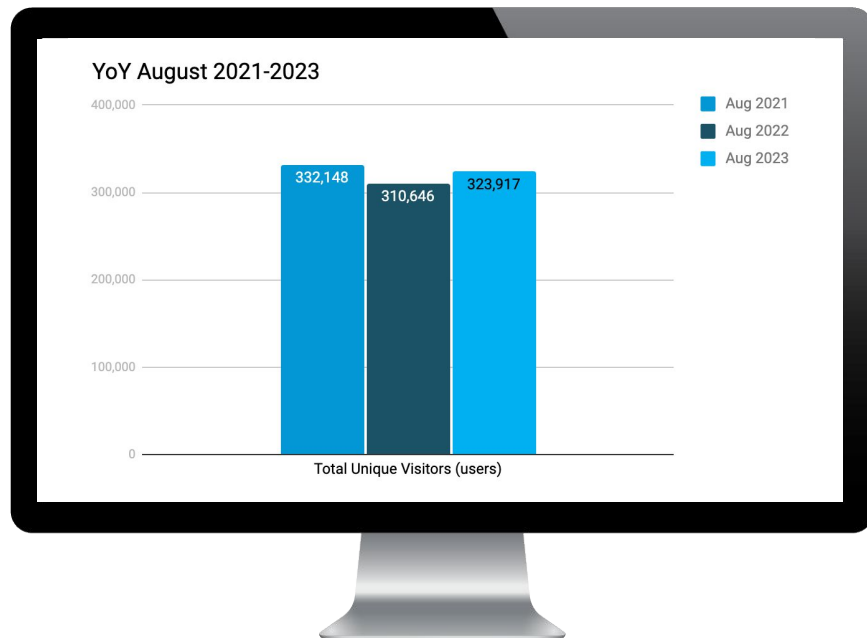
Total Visits: 307,968  no data from previous year

Total Unique Visitors: 323,917  4.27%

Total Page Views: 565,367  no data from previous year

Engagement Rate: 60.68%  no data from previous year

Average Engagement Time: 0min 54sec  -0.2%



# Total Leisure Site Traffic, Page View & Engagement (GA4)

## Performance: Last 12 Months

*September 1, 2022 through August 31, 2023*

Total Traffic/Sessions: 5,488,432  37.7%

Unique Visitors: 4,169,440  32.76%

Page Views: 8,354,308  22.99%

# KPIs (GA4)

## Performance (MoM)



- Partner Referrals: 36,371
- DM Orders: 1,180
- Tripadvisor Clicks: 546
- Newsletter Sign-Ups: 125
- Deals Views: 1,350
- Average Engagement Time: 0m 54sec
- Events per Session: 7.79





# Total Industry Site Traffic, Page Views & Engagement

## July Performance

Total Visits: 4,381  10.4% (MoM)  
 216.1% (YoY)

Total Organic Visits: 718  18.3% (MoM)  
 33.7% (YoY)

Total Page Views: 5,632  3.4% (MoM)  
 147.9% (YoY)

## Top Pages Viewed

- Homepage: 925  40.6% (MoM)
- /reporting/departments-reports: 444  0.7% (MoM)
- /info/staff-directory: 266  32.3% (MoM)

# 2023-2024 Gulf to Bay Digital Guide

Performance: Start May 4, 2023 - August 31, 2023

- PDF Downloads: 441
- Sessions: 2,387
- Pageviews: 114,335
- Pages/Session: 47.9
- Avg. Session Duration: 4m 53sec
- Device Category:
  - Mobile: 1,010 sessions
  - Desktop: 1,264 sessions
  - Tablet: 113 Sessions



# Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE

DATE RANGE:

Aug 1, 2023 - Aug 31, 2023

IMPRESSIONS

Total impressions

536,953

-78,713 from previous year

CLICK-THROUGH RATE

Total CTR

1.65%

-0.27% from previous year

VIEWABLE IMPRESSIONS

Viewable Impressions

286,843

-47,407 from previous year

VIEWABLE PERCENT

Viewable Percent

53.59%

-0.88% from previous year

AVERAGE CPM

Total average eCPM

\$17.66

\$0.07 from previous year

Line item type ▾

Total CTR

Total impressions

Standard

1.68%

482,871

Sponsorship

1.13%

4,523

House

0.32%

310

Bulk

1.46%

49,249

Creative size (delivered) ▾

Total CTR

Total impressions

Fluid

1.65%

536,953

Device category ▾

Total CTR

Total impressions

Tablet

1.92%

17,726

Smartphone

1.56%

367,409

Desktop

1.84%

151,778

Connected TV

0.00%

40

Placement

Total CTR

Total clicks

Total impressions ▾

-

1.63%

4,649

285,017

STPE: Things to Do

1.61%

2,224

137,905

STPE: Communities

1.68%

1,717

102,154

STPE: Places to Stay

3.24%

227

7,008

STPE: Attractions

1.06%

74

6,969

STPE: Form

1.14%

51

4,464

STPE: Museums

1.26%

41

3,253

STPE: Fishing

0.18%

3

1,656

STPE: Beaches

2.34%

25

1,067

STPE: Golf

0.34%

3

886

STPE: Boating & Outdoors

1.30%

6

463

STPE: All Other

2.49%

9

361

STPE: Sports

0.43%

1

230

1 - 13 / 13

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# Organic Traffic



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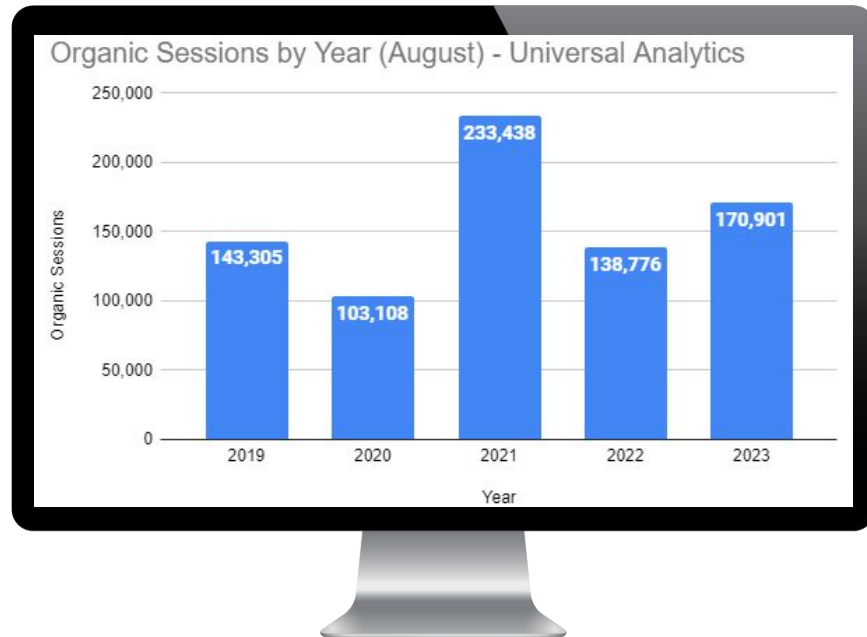
# Organic Traffic

Close to 36,000 organic sessions were generated between August 29-30, with the /things-to-do/webcams accounting for 69% of those landing page sessions. The /info/pre-storm-information page generated 199 organic landing page sessions between August 29-30. The /things-to-do/webcams page finished the month with more than 28,000 organic landing page sessions, which was a 2,484% YoY increase.

The site's 170,901 organic landing page sessions represented a YoY improvement of 23.2% and a decrease of 26.8% from August 2021's 233,438 organic landing page sessions.

Led by the /things-to-do/webcams page, each of the top five landing pages for August saw a significant YoY increase in organic sessions.

The homepage was the sixth-best performing landing page for August with 4,659 organic sessions, a YoY decrease of 4.2%. The Clearwater and St. Pete Beach communities pages ranked eighth and ninth in organic landing page sessions for August 2023. However, each page saw significant YoY decreases in organic landing page sessions: Clearwater (-78.5%) and St. Pete Beach (-32.9%). The /things-to-do landing page lost 33% of its organic landing page sessions YoY.



# Organic Traffic

## Summary (Continued)

While the Clearwater Beach communities page saw a 285% YoY increase in organic landing page sessions, the communities pages overall saw a YoY decrease of 18.5% in organic landing page sessions. The communities pages saw a 7.0% YoY increase in organic bounce rate (65.4% vs. 61.2%), an 11.5% YoY decrease in pages per organic session (1.70 vs. 1.92), and a 17.8% YoY decrease in average organic session duration (1:38 vs. 1:59).

The Clearwater Beach communities page experienced a 225.5% YoY increase in organic goal completions (3,301 vs. 1,014), but the Clearwater communities page lost 82.4% of its organic goal completions from a year ago with 893 in August 2023. There were 8,751 organic goal completions attributed to the /communities pages in August 2023, which was a 34% decrease from August 2022.

Organically, there were 80,280 goal completions compared to 77,085 goal completions in August 2022. Of the organic goal completions in August 2023, 29,529 were sessions lasting longer than 90 seconds, 18,860 were partner referrals, 18,520 were sessions of two pages or more, and 12,408 were event views.

### Top 10 Cities for Organic Landing Page Sessions:

- (not set) - 10,763 (Up 64.3% YoY)
- Tampa - 10,269 (Up 2.3% YoY)
- Atlanta - 7,180 (Down 32.5% YoY)
- Miami - 6,442 (Up 142% YoY)
- St. Petersburg - 6,788 (Up 19.6% YoY)
- Orlando - 3,844 (Up 3.8% YoY)
- Clearwater - 3,323 (Up 33.2% YoY)
- New York - 2,846 (Down 172% YoY)
- Chicago - 2,420 (Down 17.3% YoY)
- Ashburn - 1,843 (Up 46.6% YoY)

# Top 10 Organic Landing Pages Performance vs. August 2022

Landing Page	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
<a href="http://www.visitstpeteclearwater.com/things-to-do/webcams">www.visitstpeteclearwater.com/things-to-do/webcams</a>	28449	82.19%	1.25	50.45
<a href="http://www.visitstpeteclearwater.com/things-to-do/webcams">www.visitstpeteclearwater.com/things-to-do/webcams</a>	1101	84.56%	1.27	53.69
<a href="http://www.visitstpeteclearwater.com/current-beach-conditions">www.visitstpeteclearwater.com/current-beach-conditions</a>	10065	73.66%	1.37	50.59
<a href="http://www.visitstpeteclearwater.com/current-beach-conditions">www.visitstpeteclearwater.com/current-beach-conditions</a>	6703	76.00%	1.4	57.79
<a href="http://www.visitstpeteclearwater.com/events-festivals">www.visitstpeteclearwater.com/events-festivals</a>	9241	46.22%	2.36	131.45
<a href="http://www.visitstpeteclearwater.com/events-festivals">www.visitstpeteclearwater.com/events-festivals</a>	7244	55.14%	2.28	127.68
<a href="http://www.visitstpeteclearwater.com/communities/clearwater-beach">www.visitstpeteclearwater.com/communities/clearwater-beach</a>	8352	65.27%	1.7	94.61
<a href="http://www.visitstpeteclearwater.com/communities/clearwater-beach">www.visitstpeteclearwater.com/communities/clearwater-beach</a>	2169	61.50%	1.68	109.41
<a href="http://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755">www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755</a>	7687	63.89%	1.38	90.22
<a href="http://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755">www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755</a>	5099	59.01%	1.41	76.21
<a href="http://www.visitstpeteclearwater.com/">www.visitstpeteclearwater.com/</a>	4659	57.42%	2.43	157
<a href="http://www.visitstpeteclearwater.com/">www.visitstpeteclearwater.com/</a>	4864	58.24%	2.41	157.29
<a href="http://www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598">www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598</a>	2663	61.32%	1.39	99.82
<a href="http://www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598">www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598</a>	2394	54.76%	1.39	107.35
<a href="http://www.visitstpeteclearwater.com/communities/clearwater">www.visitstpeteclearwater.com/communities/clearwater</a>	2202	69.39%	1.75	97.07
<a href="http://www.visitstpeteclearwater.com/communities/clearwater">www.visitstpeteclearwater.com/communities/clearwater</a>	10226	61.72%	1.95	117.43
<a href="http://www.visitstpeteclearwater.com/communities/st-pete-beach">www.visitstpeteclearwater.com/communities/st-pete-beach</a>	2077	58.88%	1.92	105.74
<a href="http://www.visitstpeteclearwater.com/communities/st-pete-beach">www.visitstpeteclearwater.com/communities/st-pete-beach</a>	3096	52.71%	2.23	148.39
<a href="http://www.visitstpeteclearwater.com/things-to-do">www.visitstpeteclearwater.com/things-to-do</a>	1964	57.08%	2.39	146.95
<a href="http://www.visitstpeteclearwater.com/things-to-do">www.visitstpeteclearwater.com/things-to-do</a>	2932	51.84%	2.75	182.44
(All Landing Pages) August 2023	170901	61.51%	1.56	91.25
(All Landing Pages) August 2022	138776	55.89%	1.7	107.01
August 2022 Performance in Yellow				

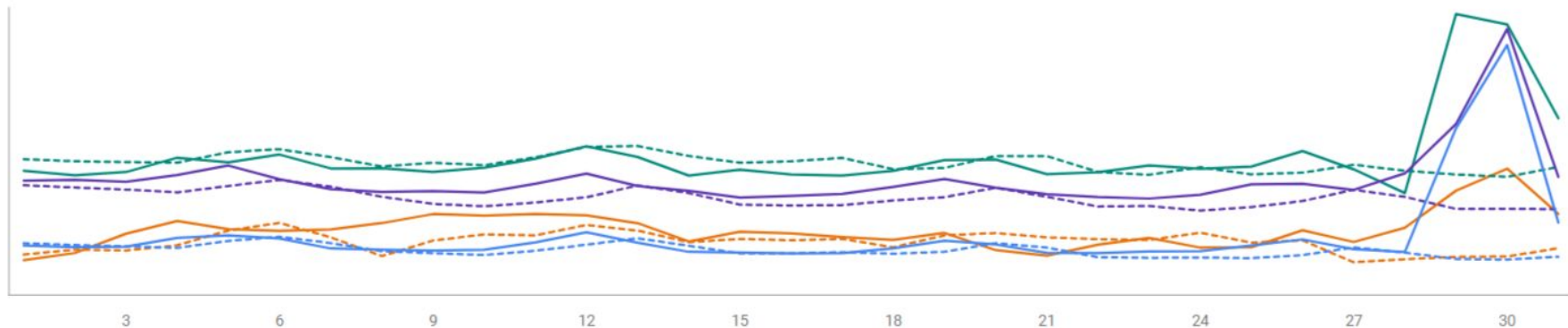


# URL Types August 2023 vs. August 2022

URL Type	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
August 2023 (all URLs containing /profile)	42231	61.04%	1.29	70.4
August 2022 (all URLs containing /profile)	37128	59.02%	1.29	68.47
August 2023 (all URLs containing /event/)	8509	63.90%	129.00%	71.52
August 2022 (all URLs containing /event/)	6053	64.91%	129.00%	64.13
August 2023 (all URLs containing /communities)	21401	65.44%	1.7	97.92
August 2022 (all URLs containing /communities)	26267	61.16%	1.92	119.14
August 2023 (all URLs containing /article/)	13580	39.79%	1.55	126.77
August 2022 (all URLs containing /article/)	15971	38.21%	1.55	127.5
August 2023 (all URLs containing /list/)	10923	40.43%	1.65	129.6
August 2022 (all URLs containing /list/)	11778	41.42%	1.74	129.68
August 2023 (all URLs containing /things-to-do/)	32109	78.38%	1.34	60.8
August 2022 (all URLs containing /things-to-do/)	6194	58.06%	1.76	121.66
August 2023 (all URLs containing /eat-drink)	2176	57.86%	2.12	126.54
August 2022 (all URLs containing /eat-drink)	2673	54.62%	2.22	142.26
August 2023 (all URLs containing /places-to-stay)	1570	46.56%	2.54	175.46
August 2022 (all URLs containing /places-to-stay)	1081	45.05%	2.58	194.3
August 2022 performance in yellow				

# Google Search Console Comparison vs. August 2022

<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input checked="" type="checkbox"/> Average CTR	<input checked="" type="checkbox"/> Average position
<b>144K</b> —	<b>9.37M</b> —	<b>1.5%</b> —	<b>13.7</b> —
8/1/23 - 8/31/23	8/1/23 - 8/31/23	8/1/23 - 8/31/23	8/1/23 - 8/31/23
<b>108K</b> ---	<b>7.84M</b> ---	<b>1.4%</b> ---	<b>14.7</b> ---
8/1/22 - 8/31/22	8/1/22 - 8/31/22	8/1/22 - 8/31/22	8/1/22 - 8/31/22



# Google Search Console (Queries w/ Largest YoY Click Increase)

Top queries	Clicks 8/1/23 - 8/31/23	Clicks 8/1/22 - 8/31/22	↓ Clicks Difference	Impressions 8/1/23 - 8/31/23	Impressions 8/1/22 - 8/31/22	Impressions Difference
clearwater beach webcam	1,303	46	1,257	30,554	958	29,596
st pete beach live cam	1,095	10	1,085	4,607	175	4,432
st pete beach webcam	733	35	698	3,614	367	3,247
st pete beach live camera	637	26	611	2,763	163	2,600
st pete live cam	565	0	565	1,098	0	1,098
st petersburg webcam	561	17	544	1,202	57	1,145
st petersburg live cam	531	0	531	1,105	0	1,105
st pete webcam	481	11	470	1,037	28	1,009
pier 60	1,725	1,257	468	6,945	7,946	-1,001
st petersburg florida live cam	392	0	392	979	0	979

# Google Search Console (Queries w/ Largest YoY Click Decrease)

Top queries	Clicks 8/1/23 - 8/31/23	Clicks 8/1/22 - 8/31/22	↑ Clicks Difference	Impressions 8/1/23 - 8/31/23	Impressions 8/1/22 - 8/31/22	Impressions Difference
clearwater	762	1,151	-389	93,595	83,058	10,537
st pete beach	602	958	-356	42,612	34,193	8,419
clearwater beach	6,213	6,432	-219	139,111	143,585	-4,474
fort desoto beach	121	303	-182	3,152	4,209	-1,057
st petes beach	91	266	-175	6,534	6,058	476
first friday st pete	16	154	-138	1,674	1,647	27
downtown st pete	162	280	-118	3,883	3,729	154
egmont key	139	253	-114	7,219	6,197	1,022
st pete grand prix 2023	0	99	-99	0	601	-601
gulfport fl	298	385	-87	27,797	6,410	21,387

# Google Search Console (Pages w/ Largest YoY Click Increase)

Top pages	Clicks 8/1/23 - 8/31/23	Clicks 8/1/22 - 8/31/22	↓ Clicks Difference	Impressions 8/1/23 - 8/31/23	Impressions 8/1/22 - 8/31/22	Impressions Difference
<a href="https://www.visitstpeteclearwater.com/things-to-do/webcams">https://www.visitstpeteclearwater.com/things-to-do/webcams</a>	25,415	980	24,435	237,568	22,833	214,735
<a href="https://www.visitstpeteclearwater.com/communities/clearwater-beach">https://www.visitstpeteclearwater.com/communities/clearwater-beach</a>	7,883	1,503	6,380	294,048	253,795	40,253
<a href="https://www.visitstpeteclearwater.com/current-beach-conditions">https://www.visitstpeteclearwater.com/current-beach-conditions</a>	9,712	6,089	3,623	128,231	106,650	21,581
<a href="https://www.visitstpeteclearwater.com/events-festivals">https://www.visitstpeteclearwater.com/events-festivals</a>	8,385	6,288	2,097	227,862	114,697	113,165
<a href="https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755">https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755</a>	6,419	4,531	1,888	66,883	42,218	24,665
<a href="https://www.visitstpeteclearwater.com/profile/honeymoon-island-state-park/138397">https://www.visitstpeteclearwater.com/profile/honeymoon-island-state-park/138397</a>	873	185	688	74,253	59,312	14,941
<a href="https://www.visitstpeteclearwater.com/all-events">https://www.visitstpeteclearwater.com/all-events</a>	682	0	682	34,548	0	34,548
<a href="https://www.visitstpeteclearwater.com/event/2023-st-pete-powerboat-grand-prix/47501">https://www.visitstpeteclearwater.com/event/2023-st-pete-powerboat-grand-prix/47501</a>	578	0	578	2,440	0	2,440
<a href="https://www.visitstpeteclearwater.com/event/2023-clearwater-offshore-nationals/47436">https://www.visitstpeteclearwater.com/event/2023-clearwater-offshore-nationals/47436</a>	550	0	550	5,845	0	5,845
<a href="https://www.visitstpeteclearwater.com/events-sound-coachman-park">https://www.visitstpeteclearwater.com/events-sound-coachman-park</a>	480	0	480	13,336	0	13,336

# Google Search Console (Pages w/ Largest YoY Click Decrease)

Top pages	Clicks 8/1/23 - 8/31/23	Clicks 8/1/22 - 8/31/22	↑ Clicks Difference	Impressions 8/1/23 - 8/31/23	Impressions 8/1/22 - 8/31/22	Impressions Difference
<a href="https://www.visitstpeteclearwater.com/communities/clearwater">https://www.visitstpeteclearwater.com/communities/clearwater</a>	1,906	8,861	-6,955	394,326	459,580	-65,254
<a href="https://www.visitstpeteclearwater.com/">https://www.visitstpeteclearwater.com/</a>	2,847	3,553	-706	508,138	589,269	-81,131
<a href="https://www.visitstpeteclearwater.com/communities/st-pete-beach">https://www.visitstpeteclearwater.com/communities/st-pete-beach</a>	1,099	1,799	-700	153,620	103,719	49,901
<a href="https://www.visitstpeteclearwater.com/list/ultimate-list-of-street-art-st-pete">https://www.visitstpeteclearwater.com/list/ultimate-list-of-street-art-st-pete</a>	0	593	-593	0	12,483	-12,483
<a href="https://www.visitstpeteclearwater.com/communities/st-petersburg">https://www.visitstpeteclearwater.com/communities/st-petersburg</a>	697	1,246	-549	146,387	59,726	86,661
<a href="https://www.visitstpeteclearwater.com/article/fort-de-soto-park">https://www.visitstpeteclearwater.com/article/fort-de-soto-park</a>	1,403	1,894	-491	81,646	106,414	-24,768
<a href="https://www.visitstpeteclearwater.com/things-to-do/attractions">https://www.visitstpeteclearwater.com/things-to-do/attractions</a>	985	1,428	-443	64,592	77,804	-13,212
<a href="https://www.visitstpeteclearwater.com/article/pristine-paradise-egmont-key">https://www.visitstpeteclearwater.com/article/pristine-paradise-egmont-key</a>	299	710	-411	16,792	19,926	-3,134
<a href="https://www.visitstpeteclearwater.com/event/firestone-grand-prix-st-petersburg/1496">https://www.visitstpeteclearwater.com/event/firestone-grand-prix-st-petersburg/1496</a>	54	455	-401	11,088	8,522	2,566
<a href="https://www.visitstpeteclearwater.com/event/first-friday-st-pete/1521">https://www.visitstpeteclearwater.com/event/first-friday-st-pete/1521</a>	78	454	-376	4,317	6,790	-2,473



# Content Updates & Email Performance



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# August Content Updates

## New or Rewritten Articles

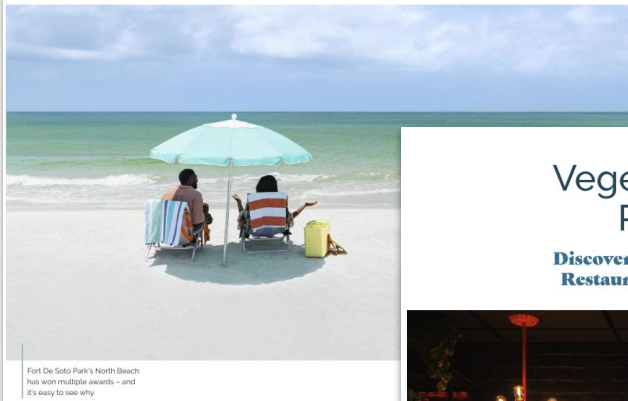
- [The Ultimate Beach-Lovers' Getaway in St. Pete/Clearwater](#)

## Updates/Fact-Checks

- [Dali Alive 360 Event](#)
- [Discover the Dali Museum article](#)
- [Dali Museum listing](#)
- [LGBTQ+ Travel landing page](#)
- [Vegetarian and Vegan Restaurants](#)
- [Explore Central Ave., St. Pete's Coolest Street](#)
- [The Grand Central District](#)
- [A Day at Clearwater Marine Aquarium](#)
- [The Museum of the American Arts & Crafts Movement](#)
- [Safety Harbor Resort & Spa profile](#)
- [Museum of Fine Arts profile](#)

## The Ultimate Beach-Lovers' Getaway in St. Pete/Clearwater

**Follow this itinerary to fill your days with sun and fun on America's Best Beaches.**



## Vegetarian & Vegan Restaurants

**Discover the Best Vegetarian & Vegan Restaurants in St. Pete/Clearwater!**



Sample creative food with a Cajun twist and enjoy the full bar at the Cider Press Vegan Gastropub.


# VSPC August 2023 Enews Performance

**Email Subject Line:** Discover St. Pete's Hottest Attractions

**Featured Partner:** Mint House St. Petersburg - Downtown


**Sponsored Content:** Wyndham Grand Clearwater Beach

<b>Send Date</b>	<b>8/22/23</b>
<b>Total Delivered</b>	201,796
<b>Sessions</b>	1,240
<b>Bounce Rate</b>	61%
<b>Total Unique Clicks</b>	1,624
<b>Total CTR</b>	0.80%
<b>Featured Clicks</b>	323
<b>Sponsored Clicks</b>	198
<b>Opt Outs</b>	324



BEACHES    OUTDOORS    ARTS

### Urban Thrills & Small-Town Charm




### Tour St. Pete's Attractions and Hot Eateries

Follow food and travel vlogger **Giselle Chusan** as she tours **St. Pete**, staying in the coolest spots, exploring the hottest attractions and eating all the scrumptious food. Soak up the retro vibe at **The Birchwood**, sample artistically delicious fare at **Café Gala** at **The Dalí Museum** and meet the flamingos at **Sunken Gardens** – and that's just on the first day!

[WATCH NOW](#)

FEATURED PARTNER

### Mint House St. Petersburg - Downtown



### Experience a New Kind of Stay this Summer

Discover apartment-style accommodations with full kitchens, in-unit washers/dryers and private balconies in the heart of downtown St. Petersburg. Book now for an exclusive 15% discount on your stay.

[BOOK YOUR STAY](#)

### COMMUNITY SPOTLIGHTS

#### Quirky Gulfport

Offbeat, inclusive, proudly weird – **Gulfport** is affectionately described in many ways. Shop vintage goods at the Gulfport Beach Bazaar, take Latin dance lessons at the old-school Gulfport Casino and soak up the fun at fabulous festivals.

[ESCAPE TO GULFPORT](#)

#### Quaint Safety Harbor

A refuge from daily life, **Safety Harbor** is a great place to pop into locally owned cafés and galleries, groove to a concert at the Safety Harbor Art & Music Center and unwind with a massage at the Safety Harbor Resort & Spa.

[VISIT SAFETY HARBOR](#)


#### Chill Indian Rocks Beach

Perched on the Gulf of Mexico, **Indian Rocks Beach** and its neighbor Indian Shores exude Old Florida charm. Start your day on the serene beaches, introduce yourself to the locals at the Seaside Seabird Sanctuary and dine in style at Salt Rock Grill.

[EXPLORE INDIAN ROCKS BEACH](#)

[EXPLORE OUR TOWNS](#)

### Wyndham Grand Clearwater Beach




### Celebrate This Summer With 25% Off Your Stay Plus a \$50 Credit

Celebrate all things grand and small! With miles of sugar sand, many on-site dining options, a luxury spa and more, your stay at Wyndham Grand Clearwater Beach will be anything but ordinary.


[BOOK NOW](#)

### Now Open! Dalí Alive 360°



### Surreal Art Comes to Life

Surround yourself with music and Salvador Dalí's mind-bending art at **"Dalí Alive 360°"**, the brand-new multisensory experience now open in the Dalí Dome.



# ActOn Database Sign-Ups

August Growth

- Total ActOn List Growth\*: 1,062
- Webform Sign-Ups: 125

\*Includes email sign-ups and unsubscribes



# Video Performance



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# VSPC YouTube Video Performance in August

*\*Data pulled as of 9/5/2023*

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
Local Communities: Madeira Beach near St. Pete Beach, Florida <a href="https://www.youtube.com/watch?v=8h97hamrC2Q">https://www.youtube.com/watch?v=8h97hamrC2Q</a>	7/29/2023	77	86	2.39	2:50	1:34	4 likes 2 shares

VSPC YouTube: Top 5 Performing Videos Overall\*

August 1-31 2023

A Day at the Tropicana Field in St. Pete, Florida	Views ▾	Video Length	Average Watch Time	Total Watch Time	Average View Percentage	Video Likes Added	Video Shares
	65,826	00:01:07	00:00:56	1028:56:47	83.99%	21	4
All Aboard the SunRunner, St. Pete's First-Ever Bus Rapid Transit System!	Views ▾	Video Length	Average Watch Time	Total Watch Time	Average View Percentage	Video Likes Added	Video Shares
	63,106	00:01:40	00:01:17	1366:48:42	77.97%	42	10
Discover the Thrill and Fun of E-foiling in St. Pete/Clearwater!	Views ▾	Video Length	Average Watch Time	Total Watch Time	Average View Percentage	Video Likes Added	Video Shares
	59,144	00:01:07	00:00:57	942:55:25	85.66%	23	8
Welcome to Indian Rocks Beach, Florida!	Views ▾	Video Length	Average Watch Time	Total Watch Time	Average View Percentage	Video Likes Added	Video Shares
	977	00:04:10	00:01:53	30:53:05	45.52%	3	9
Explore Central Ave, St. Pete's Coolest Street	Views ▾	Video Length	Average Watch Time	Total Watch Time	Average View Percentage	Video Likes Added	Video Shares
	624	00:02:01	00:01:11	12:24:26	59.16%	1	8

\*Miles-produced videos



# August Video Analysis

## Learnings

With the new fiscal starting, now is the perfect time to look at changing how scopes are planned so videos meet the content needs for each platform. In the past month, only one Miles-produced video was posted. Again, some of that is due to the heavy focus on events-related topics this year, however much of the content from the past few years hasn't been utilized recently. Below is an overview of YT performance and some takeaways for each platform.

**From January 1 - August 31, 2023, the YouTube videos with the most views (in order of most to least) are:**

1. Visit St. Pete/Clearwater Channel Teaser
  2. Savor This: Alésia
  3. Treat Yourself: Ultimate Cheat Meals of Florida | St. Pete
  4. Natural Sound: Sand Key Park in Clearwater, Florida
  5. The Gala Gift Guide: Art Shopping in St. Pete/Clearwater
  6. Gulf or Bay? Planning a Visit to St. Pete/Clearwater, Florida
  7. A Day at the Tropicana Field in St. Pete, Florida
  8. All Aboard the SunRunner, St. Pete's First-Ever Bus Rapid Transit System!
  9. Discover the Thrill and Fun of E-foiling in St. Pete/Clearwater!
  10. Travel Vlog: Explore with GG in St. Pete Florida!
- Only one of the top 10 videos was under a minute long
  - 4 videos were a minute long
  - 5 videos were over 5 minutes long
  - The longest videos had the most total watch time, with E-Scapes Sand Key having the most total watch time followed by: Gulf or Bay, Gala Life, and Cheat Meal.
  - 4 of the top 10 videos used speaking talent
  - Topics and formats range widely in the top 10
  - The videos with the most shares do not align with the top viewed videos. This [Caladesi Island video](#) has the most shares.
  - Average completion rate for the top 10 videos 1 min and under is 84.71%. and for videos over 1 min is 48.06%

# August Video Analysis *Cont'd*

## **YouTube**


VSPC's YouTube channel is evolving to feature and promote longform content. We recommend focusing on a few longer-form projects throughout the year to continue to support the turn towards entertaining and informational content.

## **Instagram**

Our library of exports made for Instagram are mostly obsolete, with the push for truly vertical content instead of resized content and with the stylistic changes that the platform has gone through. With the rapid pace of content on IG reels, we think a flexible content plan that focuses on gathering vertical assets for VSPC to utilize however they feel best will help keep the channel fresh while building the library of content back up.

## **Facebook**

While in the past, it was common for video posts to reuse short, snackable content like Savor videos, these videos have not been utilized recently and even new video work isn't being posted to Facebook. We recommend talking about any updates to VSPC's video strat on Facebook so that we can align deliverables with the needs for that platform.



# MONTHLY SOCIAL MEDIA REPORT

August 2023



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## Facebook



**754,868** ▼  
Engagement



**11,582,651** ▲  
Total Impressions



**127,114** ▼  
Post Link Clicks



**1.4M** ▼  
Video Views



**11,941** ▲  
Shares



**334,305** ▲  
Total Page Likes

### Top Post



The wait is finally over! The Dalí Museum's mind-blowing new



Likes  
**11K**



Shares  
**2.1K**



Comments  
**977K**



Post Link Clicks  
**1,534**

## Facebook Ad totals

**\$27,599.02**  
Spend

**512,288** ▼  
Clicks

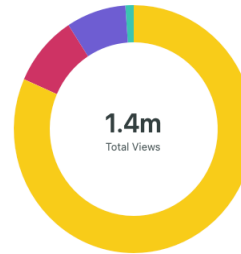
**\$3.09** ▲  
Cost per metric

**8,929,162** ▲  
Impressions

**5.74%** ▼  
Click through rate

**\$0.05** ▲  
Cost per click

View Metrics



Organic Full  
**15,216**

Organic Partial  
**109.6k**

Paid Full  
**125.9k**

Paid Partial  
**1.1m**

Viewing Breakdown



## Instagram



**85.1K**  
Followers



**1,598** ▲  
New Followers

**30**  
Posts

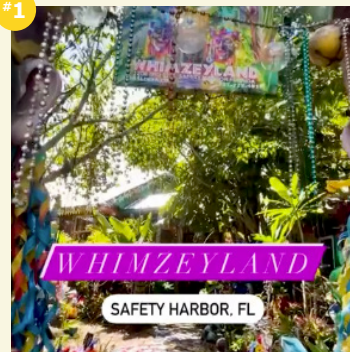
**63,436** ▲  
Engagement

**5.1%** ▲  
Engagement Rate

**1,245,863** ▲  
Impressions

### Top Posts

#1

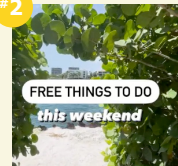


**4,038**

**98**

**86.5K**

#2

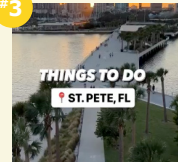


**2,741**

**28**

**53.7K**

#3



**1,452**

**19**

**22.4K**

**5,890** ▲  
Saves

**179.5%** ▲



**33** ▼  
Stories sent  
**62.9%** ▼



**51,898** ▼  
Story Impressions  
**NA**

**1,537** ▲  
Avg. Reach per Story  
**NA**

**26** ▲  
Reels Published



#LetsShineSPC

Monthly Social Media Report – August 2023

▲ Increase over previous month

▼ Decrease over previous month

● No change

# MONTHLY SOCIAL MEDIA REPORT

August 2023



ST.PETE  
CLEARWATER



## Twitter



**109,241** ▲  
Followers



**892** ▲  
New Followers



**10,361** ▼  
Engagement



**310,905** ▼  
Total Impressions



**3.6** ▲  
Tweets per day



**457** ▼  
Post Link Clicks



**649** ▼  
Re-tweets earned



**4,946** ▲  
Favorites earned

### Top tweet



What's better than the sounds of waves crashing on the shore? Sound up to hear the #ASMR sounds of America's Best Beaches! #StPete #ASMRSounds #GoProHero9

**3**  
Comments

**14**  
Retweets

**111**  
Likes



## YouTube



**350,700** ▼  
Views



**23,796** ▲  
Subscribers



**196** ▲  
New Subscribers



**428** ▲  
Shares



**559** ▼  
Likes



**610,840** ▼  
Minutes Watched

### Top videos



**A Day at the Tropicana Field in St. Pete, Florida**  
Total Views 92K



**Aboard the SunRunner, St. Pete's First-Ever Bus Rapid Transit**  
Total Views 90K



#LetsShineSPC

Monthly Social Media Report – August 2023

▲ Increase over previous month

▼ Decrease over previous month

● No change