MONTHLY SOCIAL MEDIA REPORT

November 2022



Facebook



508,259 Engagement

8,884,087 Total Impressions



75,555 V Post Link Clicks



Video Views



16,309 △ Shares



317,226 Total Page Likes

Top Post



"It's beginning to look a lot like Christmas here in sunny St.

 Likes 55.2K

⇔ Shares

6.8K

Comments 5.1K

*** Post Link Clicks**

Facebook Ad totals

\$23,622.82

Spend

5,749,047

Impressions

197,383 ▼

Clicks

3.43% **V**

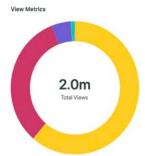
Click through rate

\$4.11 **V**

Cost per 1K

\$0.12

Cost per click



22,642

Organic Partia 98,685

Paid Full 672.7k Paid Partial

Viewing Breakdow

6% 94%

Click Plays 17%

Auto Plays 83%

Instagram



78.3K **Followers**





Posts

4.9% **Engagement Rate**

Engagement

600,262 **▼**

Impressions

25% 🔻

Top Posts



3,198

52 ightharpoonupNA

2,471 38

NA

1,899

25 ightharpoonup

31.9K

1,374

Saves 30.2%

24 **V** Stories sent

31,452 **V** Story **Impressions**

19.3% 7

1,301

Avg. Reach per Story

7.1% 🔺

20 **V**

Reels **Published**



Monthly Social Media Report - Nov. 2022



MONTHLY SOCIAL MEDIA REPORT

November 2022





Twitter



106,230 ▼



**16,008 ** Engagement



805 **V** Re-tweets earned



-14 **V**

New Followers



484,365

Total Impressions



691

Post Link Clicks



6,123 **V**

Favorites earned

Top tweet



A quick clip of our very own Tarpon Springs High School marching band performing in the Macy's Thanksgiving Day parade today. Happy Thanksgiving!

Comments

LJ 35 Retweets

234 Likes

YouTube



→ 319,573 ▼ **Views**

211 V **Shares**



144 New Subscribers

911,568 Minutes Watched



190 **T**

Likes

TikTok



824

Followers



49 **V**

New Followers



4,443 **T** Video Views



186 🔺 Likes



10 Comments



32 **V** Shares

Top video



Treasure Island Sunset

Top video



The Ultimate Cheat Meals of St. Pete **Total Views 95.4K**



Executive Summary

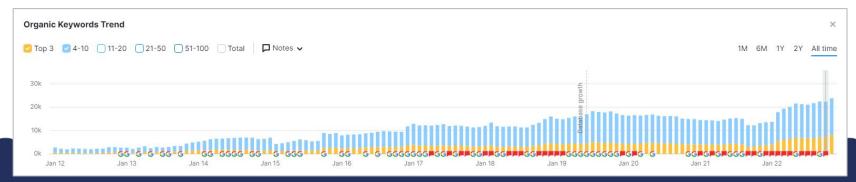
The monthly Data Studio report is available here.

ACQUISITION

November was a very strong month in terms of site traffic with an increase of 75,274 Sessions, a 32% increase. Pageviews also increased, up 20% YoY. The channels that were primarily responsible for this growth in terms of total volume were Paid Search (up 31,076 sessions - an increase of 71%) and Organic Traffic (up 16,850 sessions - an increase of 16%), with some solid YoY increases in smaller channels that cumulatively were also responsible for the large overall gain in site traffic.

The most viewed pages on the site were things-to-do/events-festivals with 27,150 pageviews (up 14%), followed by /things-to-do/beaches with 23,562 pageviews (up 89%), /things-to-do at 20,966 pageviews (up 25%), the home page with 18,686 pageviews (up 15%) and /outdoor-adventures with 16,118 pageviews (up 109%). As pages that clearly relate to inspirational content, it's excellent to see such strong growth in these specific sections of the site.

Looking strictly at Organic traffic and content performance for the year overall, there are very clear signs of the site's overall effectiveness. For content covering aspects such as shopping, dining and beaches, we have seen tremendous growth in Position 1 keywords with respect to SEO rankings since the end of October 2021. There have also been significant YoY gains in overall ranked keywords and Page 1 Keywords (Positions 1-10) during that time. The /communities pages in particular have seen a YoY increase of 68% in organic sessions. At a time when DMOs are facing increased competition related to 'things to do' keywords, the site's core inspirational pages (like communities, beaches, events and things-to-do) all have strong average time-on-page and moderate bounce rates. Although difficult to pinpoint, this strong content and SEO performance is likely a combination of the new site designs (launched SEP-2021), strong content development efforts (creating new site articles) and SEO management from a technical as well as editorial perspective. Here is the growth in top 10 keywords over time:



Executive Summary

The monthly Data Studio report is available here.

GOALS AND SITE EVENTS

As is generally the case, goals and events were mixed, although primarily up. Enews Sign Ups rose 19% YoY, Magazine Orders fell 28%, Deal Views were down 11%, and Event Views increased 13%. Travel Deals Discounts Pageviews were particularly strong, up 141%, with Partner Referrals up 31% and Pages per Sessions >2 up 23%. MoM Travel Deals Discounts also rose, up 5%, as well as Partner Referrals (up 13%), and Deals Views were up 91%. Conversions had a total of 170,016 Sessions; Time on site > 1:30 hit 50,243 Sessions, followed by pages per session > 2 at 33,169 Sessions and Partner Referrals at 35,057 Sessions.

PARTNER ADVERTISING OPPORTUNITIES

Providing value to partners is a priority for VSPC, and for both partner listings on the site (profiles for the businesses that offer things to see, do, savor and experience within the destination) as well as sponsored opportunities (paid promotion on the site through formatted sponsored advertisements, priority placement of listings and other featured placements) did very well in November. For listings, there was a 26% increase YoY in November with time-on-page increasing 13% with an impressive 3 minutes 16 seconds spent on each listing and a moderate 2% decrease in bounce rate as well (57%). For sponsored opportunities total impressions were up by over 44K, with a very strong click-through rate of 1.7% (anything over 1% is typically very strong in digital display advertising). There was also strong performance with respect to ad placement, with impressions delivered in key content pillars like things-to-do, communities, attractions, places to stay and museums all in the top five spots.



Total Leisure Site Traffic, Page Views & Engagement

Performance (MoM)

Total Unique Visitors: 255,446 -2.08%

Overall Bounce Rate: 64.82%

Time on Site: 1:20 1 5.50%



Total Leisure Site Traffic, Page Views & Engagement

Performance (YoY)

Total Visits: 313,845 1 31.6%

Total Unique Visitors: 255,446 1 34.44%

Total Page Views: 488,461 1 20.1%

Overall Bounce Rate: 64.82% 14.8%



Total Leisure Site Traffic, Page View & Engagement

Performance: Last 12 Months

December 1, 2021 through November 30, 2022

Total Traffic/Sessions: 4,165,062 **U** -29.60%

Unique Visitors: 3,282,766 **()** -10.82%

Page Views: 6,873,447 **-31.06**%

KPIs

Performance (MoM)

Partner Referrals: 47,686

• DM Orders: 333

• Tripadvisor Clicks: 712

Newsletter Sign-Ups: 125

Deals Views: 623

• Time on Site: 1:20

Pages per Session: 33,169



Total Industry Site Traffic, Page Views & Engagement

August Performance

Total Visits: 1,266 1 9.5% (MoM) 2.3% (YoY)

Top Pages Viewed

- Homepage: 401 1 5.0% (MoM)
- /resource/value-tourism: 95 1 28.4% (MoM)

2022-2023 Gulf to Bay Digital Guide

Performance: Start June 24 - November 30, 2022

PDF Downloads: 249

• Sessions: 2,879

• Pageviews: 125,690

Pages/Session: 43.66

Avg. Session Duration: 4:52

Device Category:

o Mobile: 1,186 sessions

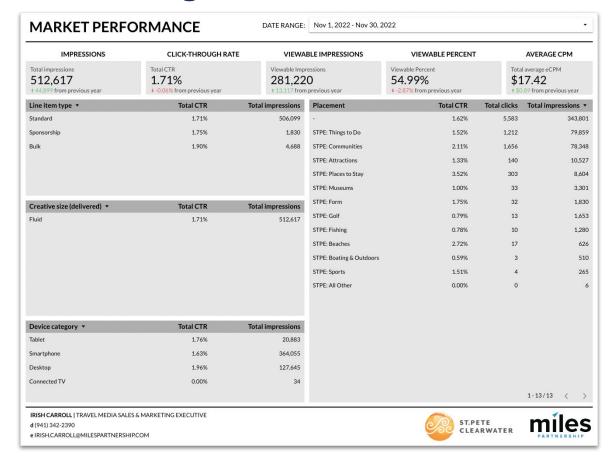
Desktop: 1,446 sessions

Tablet: 247 Sessions



Partner Digital Advertising: Website Performance

Overview





Organic Traffic

Summary

With 127,564 organic sessions, traffic in November was up 16.1% looking year-over-year. November's organic sessions were down 2.7% from the month of October, but up slightly (1.3%) when compared to the previous 30-day period of October 2-31. The organic sessions were a 13.0% increase from November 2020 and a 19.6% decrease from November 2019.

November's organic bounce rate (52.3% vs. 51.4%) saw a slight YoY increase, while the average pages per organic session (1.66 vs. 1.64) increased by 0.9% YoY and the average organic session duration (1:41 vs. 1:37) was up 4.9% YoY.

The top landing page was the /events-festivals page, which experienced a 65% increase in organic sessions YoY with 9,261. The 8,019 organic sessions generated by the /current-beach-conditions page were a 56.6% YoY increase.

The /things-to-do page saw significant YoY improvements with 86.2% more organic sessions (2,227), a 50.5% bounce rate (vs. 57.9%), an average of 2.8 pages per organic sessions (vs. 2.4), and an average organic session duration of 3:02 (vs. 2:20).

The /things-to-do/webcams page, which was the top performing landing page in September and sixth-best performing landing page in October, dropped to 14th for the month of November. Although the page saw a 14.3% increase in sessions YoY, it had an 83.5% organic bounce rate and its 31-second average organic session duration was a YoY decline of 37.9%.



Top 10 Organic Landing Pages Performance vs. November 2021

Landing Page	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
www.visitstpeteclearwater.com/events-festivals	9261	52.26%	2.32	141.01
www.visitstpeteclearwater.com/events-festivals	5614	51.41%	2.47	127.81
www.visitstpeteclearwater.com/current-beach-conditions	8019	77.15%	1.43	62
www.visitstpeteclearwater.com/current-beach-conditions	5118	69.71%	1.25	44.95
www.visitstpeteclearwater.com/	4352	59.44%	2.45	155.29
www.visitstpeteclearwater.com/	4507	54.20%	2.52	161.39
www.visitstpeteclearwater.com/communities/clearwater	3542	62.73%	1.93	114.53
www.visitstpeteclearwater.com/communities/clearwater	94	60.64%	1.87	117.41
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	3359	61.54%	1.35	87.92
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	3113	58.34%	1.38	73.58
www.visitstpeteclearwater.com/event/enchant/26926	3122	59.71%	1.16	60.99
www.visitstpeteclearwater.com/event/enchant/26926	0	0.00%	0	0
www.visitstpeteclearwater.com/event/annual-sanding-ovations-masters-cup/1296	3238	67.85%	1.17	62.8
www.visitstpeteclearwater.com/event/annual-sanding-ovations-masters-cup/1296	5619	62.04%	1.16	58.37
www.visitstpeteclearwater.com/event/holiday-lights-largo-central-park/1641	3125	75.17%	1.15	50.47
www.visitstpeteclearwater.com/event/holiday-lights-largo-central-park/1641	2418	78.83%	1.14	40.4
www.visitstpeteclearwater.com/things-to-do	2227	50.47%	2.8	182.14
www.visitstpeteclearwater.com/things-to-do	1196	57.86%	2.41	140.08
www.visitstpeteclearwater.com/communities/st-pete-beach	1724	57.42%	2.3	156.15
www.visitstpeteclearwater.com/communities/st-pete-beach	1437	50.38%	2.15	151.29
November 2022 (All Landing Page)	127564	56.77%	1.66	101.46
November 2021 (All Landing Pages)	109839	55.20%	1.64	96.76

Note: November 2021 Performance in yellow

URL Types November 2022 vs. November 2021

URL Type	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
November 2022 (all URLs containing /profile)	27569	58.51%	1.26	65.12
November 2021 (all URLs containing /profile)	28940	58.42%	1.26	64.31
November 2022 (all URLs containing /event/)	19925	66.35%	1.21	58.25
November 2021 (all URLs containing /event/)	19720	61.76%	1.33	63.76
November 2022 (all URLs containing /communities)	15416	60.92%	1.9	119.72
November 2021 (all URLs containing /communities)	8647	59.23%	1.93	124.14
November 2022 (all URLs containing /article/)	12019	37.77%	1.57	128.02
November 2021 (all URLs containing /article/)	12023	34.78%	1.59	132.95
November 2022 (all URLs containing /list/)	9791	40.25%	1.64	124.97
November 2021 (all URLs containing /list/)	8975	42.03%	1.99	130.15
November 2022 (all URLs containing /things-to-do/)	4908	58.80%	1.79	113.22
November 2021 (all URLs containing /things-to-do/)	4525	60.00%	1.76	114.51
November 2022 (all URLs containing /eat-drink)	1966	54.68%	2.21	148.06
November 2021 (all URLs containing /eat-drink)	1715	57.78%	2.19	126.03
November 2022 (all URLs containing /places-to-stay)	828	41.30%	2.72	169.32
November 2021 (all URLs containing /places-to-stay)	535	40.00%	2.9	191.34

Note: November 2021 Performance in yellow

Google Spreadsheet with YoY Performance for November's Top 10 Pages per URL Type (mentioned above) available here.







November Content Updates

New Articles/Rewritten

- Family Influencers Visit St Pete./Clearwater
- The Ultimate Girlfriends' Getaway
- The West Comes Alive at The James Museum

Article Updates

- Great Outdoor Dining In Tarpon Springs, Palm Harbor, Dunedin
- Accessible Beaches

Small Updates Each Month

- St. Pete Pier
- CMA
- James Museum
- Dali
- MAACM
- Imagine Museum



November Content Updates

Events Content

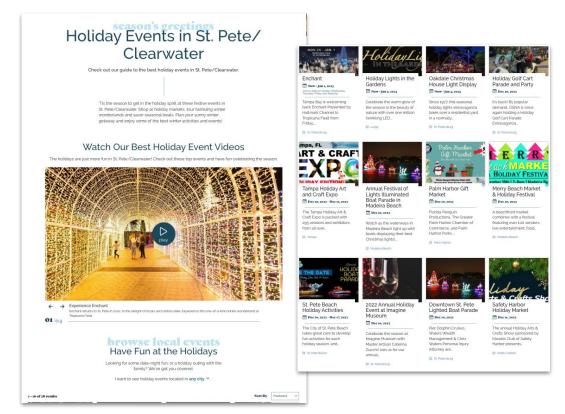
Holiday Events page

Video Additions

- Alesia
- Madison Avenue Pizza
- Day at Tropicana Field Update
- Parks Overview
- Paddling Overview

Research

Beachfront Hotels



VSPC November 2022 **Enews Performance**

Email Subject Line: Foodies Flock to St Pete/Clearwater

Featured Partner: Sirata Beach Resort

Sponsored Content: DoubleTree Beach Resort by Hilton

Send Date	11/16/22
Total Delivered	197,678
Sessions	740
Bounce Rate	63%
Total Unique Clicks	1,675
Total CTR	0.85%
Featured Clicks	238
Sponsored Clicks	283
Opt Outs	368



OUTDOORS

St. Pete/Clearwater is Perfect for **Foodies**



Experience the Ultimate Cheat Meal

What good is vacation if you can't indulge in decadent food? Dig into a grilled cheese sandwich filled with mac and cheese, pulled pork and bacon... followed by an outrageous peanut butter ple and, well, you get the picture. Work it off by going paddleboarding, strolling around the St. Pete Pier or checking out our amazino museums.

INDULGE YOURSELF

PEATURED PARTNER Sirata Beach Resort



STAY AND PLAY MORE



This May Be the Biggest Hand-Tossed Pizza You've Ever Seen

Welcome to family-owned and -operated Madison Avenue Pizza, home of calzones, hand-tossed pizza and the 32-inch Pizza Challenge. Devour the whole thing with a friend in one hour, and you can wear the commemorative Tshirt with pride.

WATCH THE VIDEO

DoubleTree Beach Resort by Hilton



Your View of Paradise Awaits...

Relax on your own private balcony overlooking paradise at this award-winning beachfront resort on the Gulf of Mexico. Reserve your spot in the sand now, and experience your dream beach getaway!

~~~

ESCAPE NOW

#### Savor Vietnamese Cuisine in St. Pete

At Alésia, enjoy Pho (a rice noodle soup), Bánh Mi (a sandwich of ham and pickled vegetables), sweet and sticky wings and other delectable treats, all great options at this contemporary spot in St. Pete.

WATCH THE VIDEO

#### CAN'T-MISS EVENTS

Find some highlights below or check out all St. Pete/Clearwater events



#### November 25, 2022 - January 1, 2023 Enchant

Stroll through a maze of lights, go ice-skating and shop at the holiday marketplace at Tropicana Field.



#### November 26, 2022 - January 2, 2023 Holiday Lights in the Gardens

The Florida Botanical Gardens come to life with an amazing (and free!) light display and family fun.



#### Clearwater Beach Day

Join the ReliaQuest Bowl college teams for a fun day of live music and a cheerleader tug-of-war.



#### St. Pete Beach Drive Dine &

Explore Beach Drive in downtown St. Pete on a guided walking tour with food and drinks.



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# ActOn Database Sign-Ups

**November Growth** 

- Total ActOn List Growth\*: 534
- Webform Sign-Ups: 125

\*Includes email sign-ups and unsubscribes



### VSPC Facebook Video Performance in November

Data pulled as of 12/7/22

| Video Titles                             | Date<br>Published | First 7<br>Days'<br>Views | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Avg.<br>Minutes<br>Viewed | Engagement<br>Metrics                    |
|------------------------------------------|-------------------|---------------------------|--------------------------------------|----------------------------------------------|-----------------|---------------------------|------------------------------------------|
| E-Scapes: Brooker<br>Creek Preserve      | 11/1/22           | 859                       | 998                                  | 27                                           | 1:40            | 0:04                      | 75 Reactions<br>9 Shares<br>3 Comments   |
| Scuba Diving in St<br>Pete Clearwater    | 11/2/22           | 1,216                     | 1,330                                | 37                                           | 3:10            | 0:11                      | 56 Reactions<br>11 Shares<br>0 Comments  |
| Savor This: Alesia<br>Restaurant         | 11/3/22           | 1,046                     | 1,196                                | 34                                           | 1:00            | 0:05                      | 46 Reactions<br>9 Shares<br>13 Comments  |
| E-Scapes: Sand<br>Key Park<br>Clearwater | 11/11/22          | 1,083                     | 1,441                                | 53                                           | 1:40            | 0:04                      | 187 Reactions<br>17 Shares<br>5 Comments |

### VSPC Facebook Video Performance in November

Data pulled as of 12/7/22

| Video Titles            | Date<br>Published | First 7<br>Days'<br>Views | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Avg.<br>Minutes<br>Viewed | Engagement<br>Metrics                      |
|-------------------------|-------------------|---------------------------|--------------------------------------|----------------------------------------------|-----------------|---------------------------|--------------------------------------------|
| Ultimate Cheat<br>Meals | 11/15/22          | 618                       | 674                                  | 29                                           | 0:15            | 0:03                      | 12 Reactions<br>1 Shares<br>2 Comments     |
| SHINE Mural<br>Festival | 11/15/22          | 490                       | 574                                  | 25                                           | 1:55            | 0:03                      | 20 Reactions<br>4 Shares<br>0 Comments     |
| Fairgrounds St.<br>Pete | 11/16/22          | 955                       | 1,115                                | 51                                           | 1:00            | 0:04                      | 46 Reactions<br>14 Shares<br>2 Comments    |
| Holiday Boat<br>Parades | 11/21/22          | 8,362                     | 8,740                                | 514                                          | 0:54            | 0:06                      | 629 Reactions<br>194 Shares<br>96 Comments |

### VSPC Instagram Video Performance in November

Data pulled as of 12/7/22

| Video Titles                          | Date<br>Published | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Days<br>Live] | Video<br>Length | Engagement<br>Metrics    |
|---------------------------------------|-------------------|--------------------------------------|---------------------------------------------|-----------------|--------------------------|
| Savor This: Alesia<br>Restaurant      | Nov. 3            | 6,331                                | 181                                         | 60s             | 166 likes<br>14 comments |
| E-Scapes: Brooker<br>Creek Preserve   | Nov 8             | 13.2k                                | 440                                         | 1:40            | 634 likes<br>12 comments |
| E-Scapes: Sand Key<br>Park Clearwater | Nov 12            | 10k                                  | 385                                         | 1:40            | 435 likes<br>11 comments |

### VSPC YouTube Video Performance in November

\*Data pulled as of 12/8/22

| Video Titles                                                 | Date<br>Published | First 7<br>Days'<br>Views | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Avg.<br>Minutes<br>Viewed | Engagement<br>Metrics |
|--------------------------------------------------------------|-------------------|---------------------------|--------------------------------------|----------------------------------------------|-----------------|---------------------------|-----------------------|
| Visit St<br>Pete/Clearwater<br>Channel Teaser                | 11/1/22           | 42                        | 240                                  | 6                                            | 0:32            | 0:21                      | o Likes<br>1 Shares   |
| A Day at the<br>Tropicana Field in<br>St. Pete , Florida     | 11/1/22           | 5                         | 39                                   | 1                                            | 1:07            | 0:35                      | o Likes<br>2 Shares   |
| Natural Sound:<br>Sand Key Park in<br>Clearwater,<br>Florida | 11/1/22           | 21                        | 99                                   | 3                                            | 22:34           | 4:00                      | 1 Likes<br>o Shares   |
| E-Scapes: Brooker<br>Creek Preserve                          | 11/1/22           | 95                        | 177                                  | 5                                            | 18:31           | 2:06                      | 7 Likes<br>4 Shares   |

### VSPC YouTube Video Performance in November

\*Data pulled as of 12/8/22

| Video Titles       | Date<br>Published | First 7<br>Days'<br>Views | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Avg.<br>Minutes<br>Viewed | Engagement<br>Metrics |
|--------------------|-------------------|---------------------------|--------------------------------------|----------------------------------------------|-----------------|---------------------------|-----------------------|
| Savor This: Alesia | 11/03/22          | *Data not<br>available    | 185                                  | 5                                            | 1:05            | *Data not<br>available    | 5 Likes<br>o Shares   |

<sup>\*</sup>Datastudio isn't pulling in this video's information so some stats are currently unavailable.

### November Video Analysis

#### Video Analysis - YouTube

Most viewed video (based on average daily views): Visit St Pete/Clearwater Channel Teaser

**Most watched video** (based on average minutes viewed): Natural Sound: Sand Key Park in Clearwater, Florida

**Most engaged-with video** (based # of likes, comments, shares); E-Scapes: Brooker Creek Preserve

**Video of the Month:** Natural Sound: Sand Key Park in Clearwater, Florida

#### Video Analysis – Instagram

**Most viewed video** (based on average daily views): E-Scapes: Brooker Creek Preserve

**Most engaged-with video** (based # of likes, comments, shares): E-Scapes: Brooker Creek Preserve

Video of the Month: E-Scapes: Brooker Creek Preserve

#### Video Analysis – Facebook

**Most viewed video** (based on 7-day views): Holiday Boat Parades

Most watched video (based on average minutes viewed): Scuba Diving in St Pete Clearwater

**Most engaged-with video** (based # of likes, comments, shares): Holiday Boat Parades

**Video of the Month**: Holiday Boat Parades

### November Video Analysis

#### Learnings

- YouTube The Escapes videos continue to perform strongly, with this month's average watch times similar to or longer than other video types, and total watch times of several hours long. Of the Escapes videos, Fort De Soto has the longest total watch time at over 7,727 hours for the month.
  - These longer videos have been successful in encouraging longer view times and may be encouraging repeat views. If we continue to produce this type of content, beach locations are more popular than parks without beaches.
- **Instagram** Escapes videos are outperforming other Miles-produced videos on IG as well with better engagement and more video views.
  - Simple content with no intro slates, little or no text on screen, and a focus on a single topic is currently
    performing best. As we continue to evolve the format for our IG videos, we'll keep these points in mind.
- **Facebook** Videos about current events continue to outperform other video topics on FB. The Holiday Boat Parade video was the most watched and engaged with video this month out of Miles-produced videos.
  - Having a library of annual events and seasonally themed videos to post works well on FB.

# Takeaways







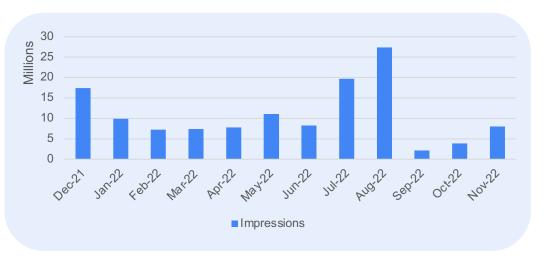
### Takeaways/Next Steps

With SEO and Content being such significant contributors to the website's performance, takeaways for November are focused on editorial strategy and SEO initiatives:

- Identify additional topical categories that provide strong content (weddings and fishing are good examples) to add to the site's current dropdown menu.
- Review/optimize content and images for the following (priority on improving position of existing Page 1 Keywords):
  - o Information pages such as https://www.visitstpeteclearwater.com/info/airports-st-peteclearwater.
  - o Individual communities pages and individual profile pages for attractions.
  - Pages for recurring events along with existing spring training and Rays content.
- Continue to load new images to the site as these perform well in search and the use of Google Best Practices for the optimization of new and existing images to help strengthen existing Page 1 content and create new Google SERP opportunities.
- Work to find solution to the Largest Contentful Paint issue on lists, articles and communities pages as this is a factor in SEO, and develop a timeline for tackling LCP issue that exists for the partner-generated profiles.
- Continue to focus on identifying internal link issues on the partners.visitstpeteclearwater.com site and tackle additional small notices identified by SEO analytics to bolster Site Health Score further.



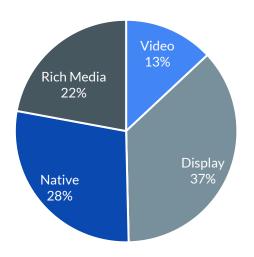
### November Media Activity



 More Always-On and Winter Campaign placements launched in the first half of November, increasing overall impression volume to 8M+

|           |                                  |                        |       |      | November |       |       |
|-----------|----------------------------------|------------------------|-------|------|----------|-------|-------|
| Campaign  | Format                           | Partner                | 10/31 | 11/7 | 11/14    | 11/21 | 11/28 |
| Always On | Display,<br>Native, Pre-<br>Roll | Ad+Genuity             |       |      |          |       |       |
| Always On | Display,<br>Native, Pre-<br>Roll | Sojern                 |       |      |          |       |       |
| Always On | Native<br>Articles               | Nativo                 |       |      |          |       |       |
| Always On | Display                          | Atlas Obscura          |       |      |          |       |       |
| Always On | Native &<br>Video                | Expedia                |       |      |          |       |       |
| Winter    | Weather<br>Triggered<br>Display  | Ad+Genuity             |       |      |          |       |       |
| Winter    | Bottom<br>Adhesion               | Undertone              |       |      |          |       |       |
| Winter    | Look Book,<br>Press & Hold       | PadSquad               |       |      |          |       |       |
| Со-Ор     | Custom                           | Travelzoo              |       |      |          |       |       |
| Со-Ор     | Display                          | Ad+Genuity             |       |      |          |       |       |
| Always On | Social                           | Facebook/<br>Instagram |       |      |          |       |       |
| Always On | SEM                              | Google                 |       |      |          |       |       |
| Always On | Video                            | YouTube                |       |      |          |       |       |

### Display Media Highlights



Nativo's top performing image and headline each had **CTR above 0.50%** 



Queer Paradise: 3 Days in St. Pete/Clearwater



- Sojern drove the highest volume of site activities this month, followed closely by Ad+Genuity
- Low funnel partners Expedia & Travelzoo had the highest engagement rates (22% and 12%, respectively)
   but relatively low volume
- Native and Rich Media formats accounted for 50% of impressions this month, and drove the best CTR

### Display Creative Performance

| <b>Timeframe Measured</b> | Format | Camaign Set   | Impressions | Clicks | PVs    | CTR   | PV Rate |
|---------------------------|--------|---------------|-------------|--------|--------|-------|---------|
| Jul-Sep 2022              | Static | Let's Shine   | 8,590,874   | 5,269  | 24,774 | 0.06% | 0.29%   |
| Oct-Nov 2022              | HTML5  | Let's Shine   | 3,088,754   | 2,162  | 7,237  | 0.07% | 0.23%   |
| Oct-Nov 2021              | Static | 2021 Campaign | 4,550,725   | 6,083  | 21,986 | 0.13% | 0.48%   |

| Pillar        | Impressions | Clicks | PVs    | CTR   | PV Rate |
|---------------|-------------|--------|--------|-------|---------|
| Beach         | 11,421,960  | 9,199  | 40,587 | 0.08% | 0.36%   |
| Art & Culture | 3,832,026   | 2,902  | 7,902  | 0.08% | 0.21%   |

- Let's Shine HMTL5 Banners are performing on-par with Let's Shine Static Banners
- Beach creatives continue to generally outperform Arts & Culture creatives
- Previous campaign banners (which ran in 2021-2022) had performed better overall
  - However, YoY differences in CTR and PV rate may be due more to macro-trends in travel interest than VSPC creative
  - Additionally, pageviews are measured on 30-day lookback window, so Let's Shine HTML5 PV's from Nov'22 have not yet been fully captured and may be underrepresented

#### **Current Best Performer**



Beach Coast Oct-Nov 2022 HTML5 CTR: 0.08% PV Rate: 0.28%



#### **Beaches Let's Shine 2022**

Jul-Sep 2022 Static CTR: 0.06% PV Rate: 0.30%



#### **Art Culture Let's Shine 2022**

Jul-Sep 2022 Static CTR: 0.05% PV Rate: 0.15%



#### **Arts Artsy**

Oct-Nov 2022 HTML5 CTR: 0.06% PV Rate: 0.23%

LET'S ST.PETE CLEARWATER FLORIDA

DISCOVER ART

Arts OOH
Oct-Nov 2022
HTML5
CTR: 0.06%
PV Rate: 0.25%



Beach Soak Oct-Nov 2022 HTML5 CTR: 0.08% PV Rate: 0.18%



#### **Summer Beaches**

Oct-Nov 2021 Static CTR: 0.14%

PV Rate: 0.64%



#### **Summer Beaches Family**

Oct-Nov 2021 Static CTR: 0.14%

PV Rate: **0.68**%



#### **Summer Beaches Hotel**

Oct-Nov 2021 Static CTR: 0.17%

PV Rate: 0.66%



Art Culture Creative Art Oct-Nov 2021 Static CTR: 0.10% PV Rate: 0.20%



Art Culture Unexpected Art Oct-Nov 2021 Static CTR: 0.10% PV Rate: 0.20%



Summer Outdoor Oct-Nov 2021 Static CTR: 0.15% PV Rate: 0.48%



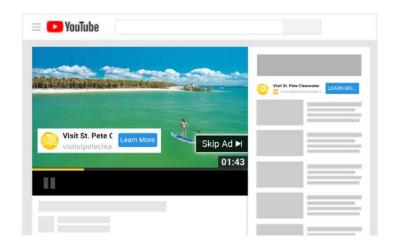
Summer Outdoor Sunset Oct-Nov 2021 Static CTR: 0.14%

PV Rate: 0.61%

### November MoM SEM Highlights

- 1,314,453 search impressions and 99,991 clicks from \$60k spend
- 306,592 views on YouTube for \$0.035 CPV with a 10.82% VTR
- Search generated 58,010 conversions increased 21% MoM
- Conversion Rate was 62.62% up 7% MoM
- CPC \$0.59 decreased 13%
  - Travel Industry Benchmark \$1.53
- CTR 7.61%- increased 12%
  - Travel Industry Benchmark 4.7%
- Bounce rate was up 1%
- Pages per session was down 2%

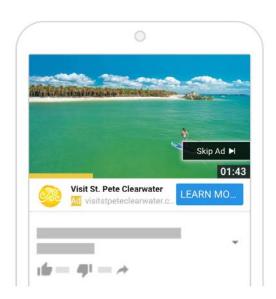
Ad · visitstpeteclearwater.com/st\_pete/beach : St. Pete Beach Florida | Let's Go To St. Pete Beach Beautiful Beachfront Hotels, Open-Air Dining, Outdoor Beach Bars, Water Sports and More! Build Sandcastles & Watch Gorgeous Sunsets! Plan Your Visit Today, America's Best Beaches, Places Things To Do Find Places To Stav New Attractions & Exhibits Beachfront Resorts & Hotels Fun Vacation Activities Boutique Hotels, Budget Hotels Beaches Museums Beautiful Beaches with White Sand Awesome Art & Cool Culture A Great Place to Catch the Sunset Murals, Galleries, Museums

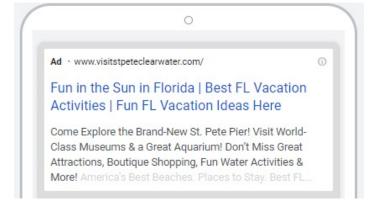


### November YoY SEM Highlights

- Search generated conversions increased 81% (58,010 vs 32,088)
- Conversion rate increased 6%
- CPC decreased 39% (\$0.59 vs \$.98)

| Conversion Goal                  | # of Conversions |
|----------------------------------|------------------|
| Deal Views                       | 367              |
| Time on Site < 1:30              | 15,934           |
| Travel Deals Discount Page Views | 7,984            |
| Total Partner Referrals          | 12,276           |
| Events View                      | 11,347           |
| Pages Per Session >2             | 9,990            |
| Destination Guide Order          | 77               |
| Newsletter Signup                | 35               |

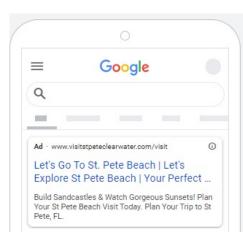




### November Performance Max Results

- In November, the prospecting campaign generated 29,685 clicks at a CPC of \$0.40 and a CTR of 11.48%
- The retargeting (former RLSA) camaping generated 12,585 clicks at a CPC of \$0.31 and a CTR of 9.01%
- The prospecting campaign had 22,760 conversions and a conversion rate of 70%. The remarketing campaign had 6,509 conversions and a conversion rate of 65%
- Bounce Rate was 55% and page per session were 1.52
- Prospecting was the top performing campaign for clicks, users, sessions, and conversions for November. The retargeting campaing had the lowest CPC at \$0.31

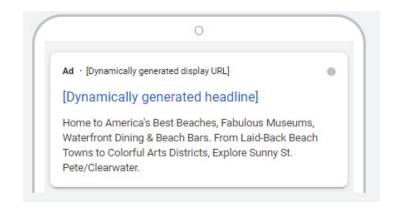
| Conversion Goal                  | # of Conversions |
|----------------------------------|------------------|
| Deal Views                       | 78               |
| Time on Site < 1:30              | 7,362            |
| Travel Deals Discount Page Views | 55               |
| Total Partner Referrals          | 8,842            |
| Events View                      | 8,771            |
| Pages Per Session >2             | 4,104            |
| Destination Guide Order          | 46               |
| Newsletter Signup                | 11               |





### November SEM DSA Highlights

- 72,143 impressions and 12,639 clicks
- CTR 17.52%
- CPC \$0.77
- Generated 4,284 conversions
- Communities generated the most conversions (1,869) followed by Things To Do (951)



Ad · [Dynamically generated display URL] ▼

[Dynamically generated headline]

Discover Two of America's Top 10 Beaches Right Here in St. Pete/Clearwater. Welcome to Beach

Bliss on 35 Miles of Soft White Sand. Fresh Air & Sunshine!

## 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 (<a href="https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/">https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/</a>)
- 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 division; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
- Nativo: Native advertising vendor 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.