

# Digital Paid Media Reporting Highlights

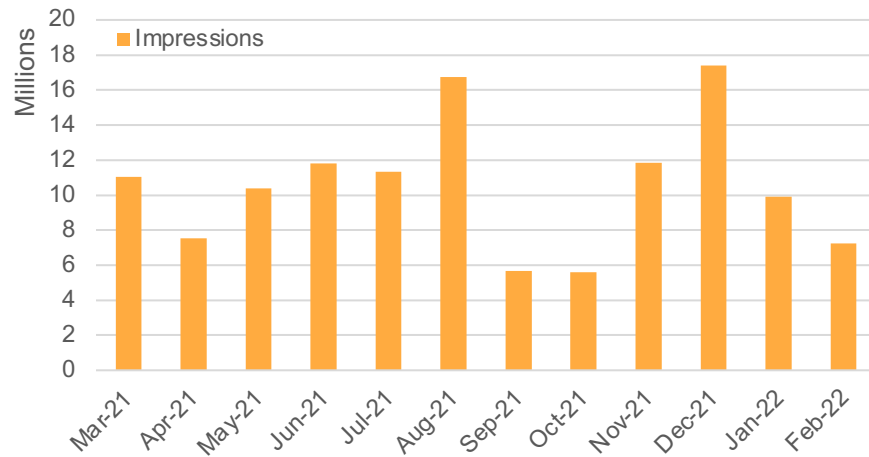
February 2022



**ST.PETE  
CLEARWATER**

**miles**  
PARTNERSHIP

# February Media Activity



- Impression and click volume were slightly down MoM, while overall pageviews generated were slightly up indicating better overall performance
- Display banners contributed 58% of impressions, while the remainder was split between native, rich media, and video
- Fly markets received 2/3 of all impressions

Campaign	Format	Partner	February				
			1/31	2/7	2/14	2/21	2/28
Always On	Display, Pre-Roll	Ad+Genuity					
Always On	Display, Pre-Roll	Sojern					
Winter	Native	Ad+Genuity					
Winter	Rich Media	Jun Group					
Winter	Custom Content	Atlas Obscura					
Winter	Rich Media	Undertone					
Co-Op	Display	Tripadvisor					
Co-Op	Email	Dunhill Travel					
Always On	Social	Facebook/Instagram					
Always On	SEM	Google					



# Display Media Highlights

- Sojern drove the most volume of site activities of any partner – with an outstanding 1.2% PV Rate – followed closely by Basis programmatic media
- JunGroup had the strongest CTR (3.16%) of any vendor, driven by the custom Rich Media unit
- Video tactics delivered 630K impressions and 426K completions, for an overall VCR of 68%. Basis had the stronger VCR of 82% while Sojern video generated a strong PV rate of 1.44%



**Colorful Arts** (top) and **Unexpected Arts** 970x250 banners, running on **Atlas Obscura**, generated the highest CTRs of standard display creative

# Hulu Interactive CTV Summary

- The custom interactive CTV unit (built by Innovid) ran on Hulu from media ran from Nov 7<sup>th</sup> – January 31<sup>st</sup>
- Results were on-par with all benchmarks, with the exception of engagement rate where we were below benchmark
- Exploring creative optimizations to improve engagements for Spring-Summer flight

METRICS	VSPC Results	CTV BENCHMARK
Impressions	2,283,583	--
Engagements	10,984	--
Engagement Rate	.48%	.6%
Time Earned	62.46sec	63sec
Video Completion Rate	98.78%	98%

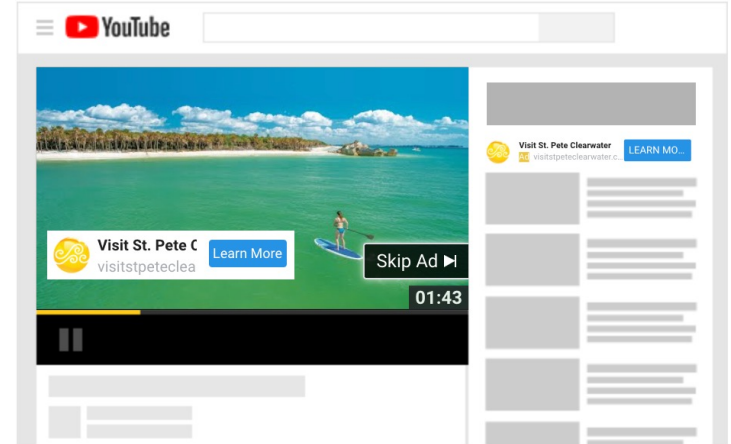


[Creative Preview Link](#)



# February MoM SEM Highlights

- 536,760 search impressions and 81,228 clicks from \$50K spend
- 267,966 views on YouTube for \$0.035 CPV with a 55.5% VTR
- In Feed Ads had 39,496 views for a \$0.035 CPV
- Search generated 53,913 conversions – decreased 8.40%
- Conversion Rate was 68.08% - flat MoM
- CPC - \$0.61 – increased 2.83%
  - Travel Industry Benchmark \$1.53 – VSPC January CPC \$0.61
- CTR – 15.13% - decreased 4.11%
  - Travel Industry Benchmark 4.7% - VSPC January CTR 15.13%
- Bounce rate was flat
- Pages per session increased .40%



Ad · [www.visitstpeteclearwater.com/](http://www.visitstpeteclearwater.com/)

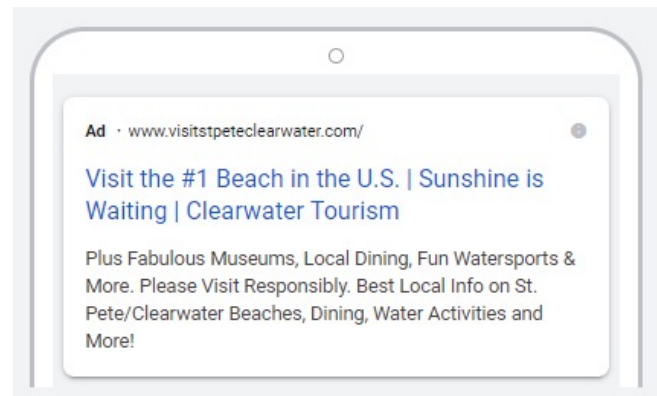
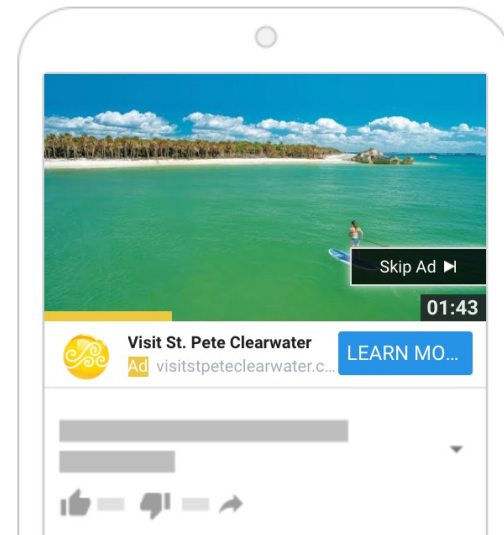
## Sunshine is Waiting | America's #1 Beach is Here

Escape to Florida's Best Beach Destination! Soft White Sands and Clear Blue-green Waters. Plus Fabulous Museums, Local Dining, Fun Watersports & More. Please Visit Responsibly.

# February YoY SEM Highlights

- Search generated 53,913 conversions  
**increased 595% (53,913 vs 7,903)**
- Conversion rate **increased 400%**
- CPC **decreased 39% (\$0.61 vs \$0.98)**

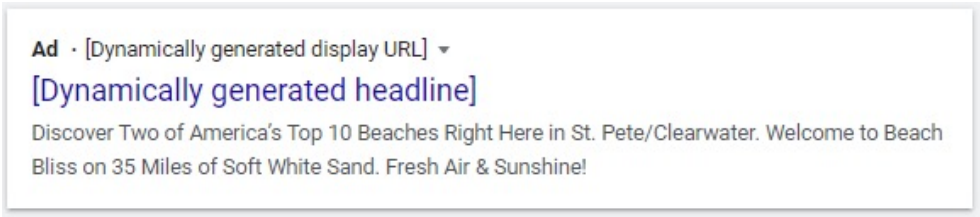
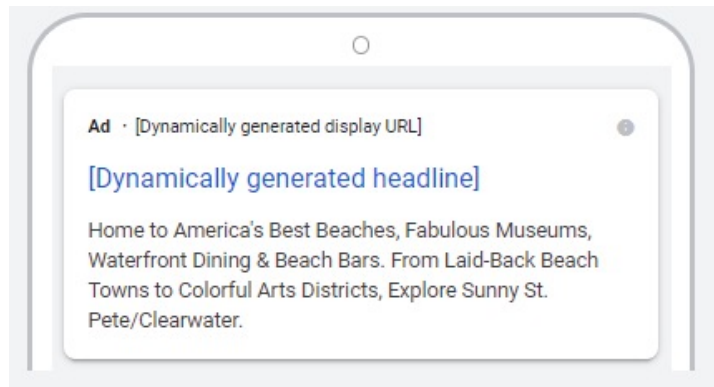
Conversion Goal	# of Conversions
Deal Views	496
Tiem on Site > 1:30	19,665
Travel Deals Discount Page Views	8,269
Total Partner Referrals	7,303
Events View	3,494
Pages Per Session >2	15,386
Destination Gide Order	262
Newsletter Signup	38



# February SEM DSA Highlights

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- 115,051 impressions and 19,178 clicks
- CTR - 16.67%
- CPC - \$0.61
- Generated 11,863 conversions
- Communities generated the most conversions (7,616) followed by Dining (1,196)





# Appendix

# Glossary & Creative Links

# Media Terms

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- **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 Nativio 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
- **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/>)
- **ROAS:** return on ad spend

# Media Partners & Creative

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## 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
- **Hulu:** Leading streaming platform reaching over 110M ad supported users. Generally, video commercials on Hulu run cross-device including on living-room TVs which account for 80% of their inventory
- **JunGroup:** Mobile advertising company focused on value-exchange media, wherein users opt-in to viewing ads in exchange for unlocking content
- **Undertone:** Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- **Atlas Obscura:** Online magazine and publisher that catalogs unusual and obscure travel destinations across the world
- **Dunhill Travel:** Online collection of travel deals and discounts reaching 11M users
- **Tripadvisor:** World's largest travel website, featuring user-generated reviews and comparison shopping tools, as well as inspirational travel editorial content

## Creative

- [Fall/Winter Creative](#)



# Visit St. Pete/Clearwater Monthly Website Reporting

February 2022



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# Executive Summary

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

\*Reminder: New site launched Sept. 2, 2021

**OVERALL TRAFFIC:** Traffic (Sessions) and Pageviews declined in February 2022 compared to last year, although this was primarily in Paid channels, and once again we saw strong gains with engagement metrics. Also of note in February of 2021, as Covid-19 vaccinations were rolling out, there was tremendous pent-up demand, and the VSPC team "leaned in" to Paid spend significantly to boost recovery while interest in the destination was peaking, as well as launching a Sweepstakes to create awareness. Here are the results:

- Sessions fell 33%;
- Pageviews fell 29%;
- Average session duration was up 29%;
- Pages per session grew 6%;
- Overall bounce rate fell 3%.

**TRAFFIC BY CHANNEL:** Factoring in reduced Paid, pent-up demand, and other factors, essentially performance was flat for major channels like Organic search, although Social was up significantly (131%) – all very respectable given the drivers that made last February unusually strong. Some highlights include:

- Organic search traffic was static compared to last year, up 0.1%;
- Overall Paid campaign traffic was down 50%, but mixed by type of campaign with Paid search traffic up 39% versus paid social, display, rich media, email and other campaign traffic types down significantly;
- Direct/none traffic was down 47%;
- Referral traffic was down 30% YOY.

As discussed last month, the decrease in the lower-engagement traffic types once again led campaign traffic bounce rate to improve 13%, pages per session increase 23% and average session duration jumping 106%. Paid search bounce rate at 57% was actually lower than the overall site bounce rate of 58%.

# Executive Summary

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

Although in previous months referral traffic surged when reviewed year/year, referral traffic dropped 30% in February 2022 compared to last year. However, the drop is coming from contest and sweepstakes websites, such as contestgirl.com, sweepstake.today.com, ultracontest.com, the balanceeveryday.com and more. Traffic from these sites brought in over 39,000 sessions in February 2021, pointing to the Take the Rise to Shine pledge page. Organic Facebook referral traffic was up 161% YOY, but it wasn't enough to overcome that loss of contest/sweepstakes referral traffic to last February's Pledge contest form page.

**CONTENT:** The most-viewed page on the site was the things-to-do/beaches page, with just over 35,000 pageviews, but that total was 30% less than the previous year; the homepage was the second most-viewed page and was up 7% YOY; events-festivals (down 1%), things to do (down 10%) and outdoor-adventures (down 37%) rounded out the top five in February 2022.

Looking at the Consumer Campaigns tab, we're seeing a 27% decrease in campaign landing pageviews compared to the previous month. However, overall bounce rate is down 2% and average time on page is up 1%.

The Beaches landing page, which was the most-viewed page on the site overall as well as most-viewed campaign landing page, dropped 29% compared to the previous month. Outdoor Adventures also saw a decrease at 37% MOM. Attractions, however, increased 14%.

**PARTNER PERFORMANCE:** With the new site design, particularly bigger / bolder Partner Ads that featured larger images and enhanced descriptions, we are continuing to see huge improvement in the engagement and clicks to Partners:

- Partner Digital Ad impressions were up over 47,000 compared to February of last year, with an increase of 213,000 viewable impressions;
- Clicks rose moderately, up 1.5%, but is holding at a very high click-through-rate of 2.37% - well over what is generally considered good performance at a CTR of 1%.




# Google Analytics



# Total Leisure Site Traffic, Page Views & Engagement

## Performance (MoM)

Total Visits: 350,555  -6.5%

Total Unique Visitors: 277,680  -8.74%

Total Page Views: 630,011  6.9%

Overall Bounce Rate: 58.2%  3.2%

Time on Site: 1m 47sec  7.88%



# Total Leisure Site Traffic, Page Views & Engagement


## Performance (YoY)

Total Visits: 350,555  -6.5%

Total Unique Visitors: 277,680  -20.28%

Total Page Views: 630,011  -29.4%

Overall Bounce Rate: 58.2%  2.8%

Time on Site: 1m 47sec  29.14%






# Total Leisure Site Traffic, Page Views & Engagement

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## Performance: Last 12 months

*March 1, 2021 through February 28, 2022*

Total Traffic/Sessions: 5,648,492  **51.63%**

Unique Visitors: 3,603,604  **40.3%**

Page Views: 9,665,092  **48.27%**

## Performance (MoM)

- Partner Referrals: 56,221
- DM Orders: 972
- TripAdvisor Clicks: 148
- Newsletter Sign-ups: 155
- Deals Views: 1,004
- Time on Site: 1min 47sec
- Pages per Session: 50,983



# Total Industry Site Traffic, Page Views & Engagement


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## February Performance

Total Visits: 1,086  -1.5% (MoM)

 -67.5% (YoY)




Total Organic Visits: 481  -4.4% (MoM)

 -79.6% (YoY)

Total Page Views: 2,036  0.7% (MoM)

 -58.9% (YoY)

## Top Pages Viewed

- Homepage: 438  -6.8% (MoM)
- /info/staff-directory: 103  -27.5% (MoM)
- /resource/value-tourism: 92  76.9% (MoM)

# 2021 Gulf to Bay Digital Guide

Performance: May 27, 2021 - February 28, 2022

- PDF Downloads: 543
- Sessions: 5,373
- Pageviews: 195,610
- Pages/Session: 36.41
- Avg. Session Duration: 4:37
- Device Category:
  - ⇒ Mobile: 2,503 sessions
  - ⇒ Desktop: 2,283 sessions
  - ⇒ Tablet: 587 sessions



# Partner Digital Advertising: Website Performance Overview

## MARKET PERFORMANCE

DATE RANGE: Feb 1, 2022 - Feb 28, 2022

### IMPRESSIONS

Total impressions

**719,603**

↑ 47,221 from previous year

### CLICK-THROUGH RATE

Total CTR

**2.37%**

↑ 1.49% from previous year

### VIEWABLE IMPRESSIONS

Viewable Impressions

**430,852**

↑ 219,457 from previous year

### VIEWABLE PERCENT

Viewable Percent

**60.17%**

↑ 28.54% from previous year

### AVERAGE CPM

Total average eCPM

**\$16.73**

↓ \$-0.29 from previous year

Line item type ▾	Total CTR	Total impressions	Placement	Total CTR	Total clicks	Total impressions ▾
Standard	2.41%	522,711	-	2.17%	9,731	449,219
Sponsorship	0.98%	8,791	STPE: Communities	2.65%	3,549	134,013
Bulk	2.33%	188,101	STPE: Things to Do	2.96%	3,102	104,795
			STPE: Attractions	1.33%	271	20,329
			STPE: Places to Stay	3.58%	576	16,105
			STPE: Form	0.70%	107	15,349
			STPE: Golf	0.59%	32	5,431
			STPE: Beaches	4.33%	146	3,375
			STPE: Museums	1.18%	23	1,956
			STPE: Fishing	0.63%	12	1,912
			STPE: Boating & Outdoors	2.08%	22	1,060
			STPE: Sports	0.93%	3	321

Creative size (delivered) ▾	Total CTR	Total impressions
Fluid	2.37%	719,603



# Organic Traffic



# Organic Traffic

## Summary

With 168,583 organic sessions, February saw a **0.1% increase** in Organic Search Traffic looking year-over-year. February's organic sessions are a **5.3% decrease** from February 2020 (29 days).

The top 10 organic landing pages in February were:

- /
- /events-festivals
- /profile/pier-60-clearwater-beach/139755
- /communities/clearwater-beach
- /article/fort-de-soto-park
- /communities/st-pete-beach
- /things-to-do/attractions
- /profile/johns-pass-village-boardwalk/138598
- /article/best-waterfront-restaurants
- /article/ride-beach-trolley



# Email Performance





# VSPC February 2022 E-News Performance


Email Subject Line: Your Best Family Beach Vacation Yet! 🌟

Featured Partner: TradeWinds Island Resorts

Sponsored Content: Travel Resort Services


Send Date	2/25/22
Total Delivered	199,297
Sessions	1,609
Bounce Rate	57%
Total Unique Clicks	2,001
Total CTR	1.0%
Featured Clicks	427
Sponsored Clicks	395
Opt Outs	245

**Note:** We removed reporting on **Opens** & **Open Rate** due to Apple's new iOS 15 privacy settings. New email data is now available in Data Studio. Also - since Opens are dead, we are now using **total delivered** to calculate an average CTR.


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BEACHES      OUTDOORS      ARTS

## Plan Spring Break Now



### Best Family Beach Vacation Ideas


We have good news! Your kids will love **St. Pete/Clearwater** just as much you do. There's plenty to keep the little ones entertained at both the beach and nearby, including searching for sand dollars in tidal pools, setting sail aboard a pirate ship, meeting friendly sea creatures and so much more.

[LET'S GO!](#)

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FEATURED PARTNER


### TradeWinds Island Resorts



### An Island of Sunshine and Savings

Just Let Go on St. Pete Beach's award-winning shoreline with an abundance of sunshine and instant savings. Palm trees, warm Gulf breezes and pink sunsets make TradeWinds the perfect spring getaway.

[BOOK DIRECT AND SAVE](#)



### Explore Central Ave., St. Pete's Coolest Street


Find a new vibe on **Central Avenue** in St. Pete. Spot murals, shop for one-of-a-kind threads and explore the heart of the local food + drink scene for an authentic local experience unlike any other!

[WATCH VIDEO](#)

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SPONSORED CONTENT


### Travel Resort Services




### Vacation Rentals: 30+ Years of Serving Tampa Beaches

Plan ahead for late summer and fall! Receive 10% off at any of our locations from August 15th - November 15th! Use **CODE: VSPC10** (excludes holidays). Valid for new reservations only and includes select units. This special offer ends on 4/1/22.

[SAVE NOW!](#)




## can't-miss events



**Now - May 21, 2022**

### Clearwater Hispanic Farmers Market


Bring your lawn chair to enjoy live music and shop local at the Clearwater Hispanic Farmers Market. Furry friends are welcomed!



**Now - May 22, 2022**

### Picasso at The Dalí Museum


The remarkable Picasso and the allure of the south exhibit is now open at The Dalí. Get your tickets today!



**March 18 - 20, 2022**

### Reggae Rise Up Music Festival


See the biggest names in reggae music at this unique festival celebration in Vinoy Park. Featuring multiple stages, interactive activities, large-scale art installations and good vibes.





**April 8 - 24, 2022**

### Pier 60 Sugar Sand Festival

The #1 sand sculpting festival in Florida is back at Clearwater Beach, with notable sand artists competing for the best-in-show with their unique sand creations.




**ST.PETE  
CLEARWATER**



### Sip & Savor on the Gulp Coast

Cheers to our new **Gulp Coast Digital Passport!** Discover artisanal beers of every style and flavor on St. Pete/Clearwater's exciting ale trail with your new mobile passport, which includes over 45 unique breweries.

[START EXPLORING](#)

## VSPC February 2022 Industry Emails

Send Date	Email	Sent	Delivered	Click-to-Open Rate	Bounce Rate	Total Clicks	CTR	Opt-Outs
2/23 (Wed.)	<b>Industry Update</b>  <b>Subject Line:</b> Industry News: Traveler Sentiment and Research Provides Bright Outlook	3,173	3,118	6.2%	76%	54	1.7%	4



# ActOn Database Sign-ups

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## February Growth

- Total ActOn List Growth\*: 2,197
- Webform Sign-ups: 155
- Giveaway Sign-ups: n.a

## Email Next Steps

- *Re-Engagement* Automated Campaign launched in February
- New *Welcome Email(s)* Automated Campaign has launched



\*Includes email sign-ups and unsubscribes

# Video Performance



# Recap of Video Success Metrics

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## Industry Standards for Web & Social Video (not ads or longer form)

- Average Percentage Viewed: 50%
- Audience Retention: 30%
- Engagement Rate: 4%
- Average CTR: 3%

## VSPC's Definition of a Successful Video

- At least **2,500** views per video in first 7 days with media support (3-second for consistency across platform measures)
- At least **100** engagements per video in first 7 days with media support (likes, shares, comments)
- **60%** average percentage viewed



# VSPC Facebook Video Performance in February

\*Data pulled as of 3/4/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Avg. Minutes Viewed	Engagement Metrics
St. Pete's Districts: Deuces Live	February 1	9,475 views	36.1K	1,244/daily avg.	0:04	1.1K Reactions 308 Shares 89 Comments
Outdoor Immersion: Boca Ciega Millennium Park Seminole	February 8	5,135 views	5.5K	229/daily avg.	0:06	461 Reactions 112 Shares 71 Comments
Savor This: Salt Rock Grill	February 15	2,611 views	2.7K	158/daily avg.	0:06	235 Reactions 48 Shares 27 Comments
Fort De Soto Park & Egmont Key	February 18	7,427 views	7.7K	550/daily avg.	0:08	579 Reactions 145 Shares 75 Comments

# VSPC Instagram Video Performance in February

\*Data pulled as of 3/4/22

Video Titles	Date Published	Impressions	Total Video Views	Avg. Daily Views [Total/Days Live]	Engagement Metrics
St. Pete's Districts: Deuces Live	February 1	3,982	981 views	32/avg.	59 Likes 1 Comments 2 Saves
SPC Events: Localtopia	February 5	9,765	3,120 views	116/avg.	153 Likes 4 Comments 8 Saves
Outdoor Immersion: Boca Ciega Millennium Park Seminole	February 7	24,039	7,015 views	281/avg.	759 Likes 17 Comments 215 Saves
Fort De Soto Park & Egmont Key	February 15	4,306	1,279 views	75/avg.	139 Likes 3 Comments 18 Saves
Savor This: Salt Rock Grill	February 22	6,205	1,539 views	154/avg.	120 Likes 8 Comments 13 Saves



# VSPC YouTube Video Performance in February

\*Data pulled as of 3/4/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views	Avg. Daily Views [Total/Days Live]	Avg. % Watched	Engagement Metrics
Wanderlust: Discover St. Pete/Clearwater Florida	February 9	11,097 views	131,622	5,484 views/avg.	93.93%	4 Shares 10 Likes 3 Comments

# February Video Analysis

The monthly Digital Media Data Studio dashboard is available [here](#).

## Video Analysis

- Most viewed video (based on 7-day views, aggregated across channels): Wanderlust: Discover St. Pete/Clearwater Florida
- Most watched video (based on average % watched, aggregated across channels): Wanderlust: Discover St. Pete/Clearwater Florida
- Most engaged-with video (based # of likes, comments, shares): Outdoor Immersion: Boca Ciega Millennium Park Seminole
- Video of the Month: Wanderlust: Discover St. Pete/Clearwater Florida

## Learnings

- The Wanderlust video has a high completion rate, most likely because it is only 15 seconds long
  - Beautiful beach footage performs well
- The Outdoor Immersion video also performed well across channels
  - Potentially signals a desire for ambient content – which is good for our upcoming “E-scapes” series!
- Facebook continues to amass the most views overall, but with low percentage watched (Note: there is still no percentage watched metric for IG).
- In contrast, YouTube doesn’t have as many videos with thousands of new views each month, but the quality of interactions is better than FB with a much higher percentage watched on YouTube.

# Takeaways



# Takeaways/Next Steps

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Given the fairly substantial decrease in Paid traffic spend and resulting traffic, the big takeaways from this month (and the new Advertising programs that were part of the Fall/Winter campaigns) are how we inform the Spring/Summer paid media strategy. Highlights are as follows:

- SEM or Cost-per-Click text ads: Even with a moderate drop in spend (\$55k to \$50k), the new Broadmatch SEM advertising performed brilliantly, delivering a 44% increase in Clicks to the website despite lower spend;
- Display banners and Video ad spend was reduced significantly in favor of higher-engagement tactics like Native Advertising (longer format articles contextually aligned and designed to mimic publisher platform content and styling) with excellent results, adding to the gains in the websites' overall engagement metrics;
- Supplemental ad performance research and analytics further point to success, with destination consideration improving by 7% and ad units over-indexing in comparison to standard Destination Marketing benchmarks.

Going forward, for Spring/Summer the media mix will continue to favor brand partnerships (Smithsonian) and Native advertising (Nativo) given the strong performance and better engagement, as well as helping to build critical brand awareness for the destinations “beyond the beach” attractions like the burgeoning Arts & Culture scene, a welcoming environment for LGBTQ+ travelers, and welcoming diverse visitors.



# MONTHLY SOCIAL MEDIA REPORT

## Facebook

303,411 Page Likes

### PERFORMANCE SUMMARY

**407,197** ▼ **6,956,147** ▼  
Engagement Total Impressions

### >> Top Post



"Who's in need of a little island time? With 385 acres of park land, Honeymoon Island State Park offers everything from birding, fishing, hiking, sunbathing and

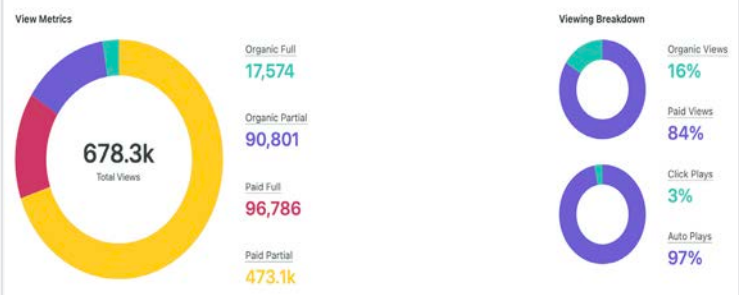
Likes  
**2.7K** ▼

Shares  
**450** ▼

Engagement  
**14.9K** ▼

Post Link Clicks  
**NA**

### VIDEO PERFORMANCE



### ADS TOTALS

**\$14,067.02** **254,085** ▼ **5,087,981** ▼ **4.99%** ▲ **\$2.76** ▼ **\$0.06** ▼  
Spend Clicks Impressions Click through rate Cost per 1K Cost per click

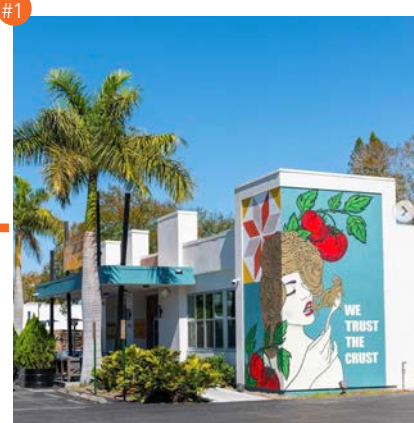
## Instagram

**71,265** ▲ **787** New Followers  
Followers

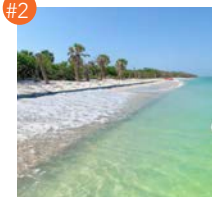
**28** **16,565** ▼ **962** ▼  
Posts Engagement Saves  
1.6% ▼

**37** ▲ **44,996** ▲ **1,199** ▲  
Stories sent Story Impressions Avg. Reach per Story  
**32%** ▲ **18%** ▲ **11%** ▲

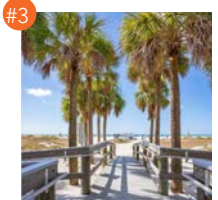
#1  
#2  
#3  
Top Posts



**1,788** **65**



**1,601** **36**




**1,407** **24**



 **18,610** ▲  
Engagement

 **6.1**  
Tweets per day

 **1,048** ▲  
Re-tweets earned

 **8,526** ▲  
Favorites earned

**615,924** ▼  
Total impressions

“

RT if you're in need of a little island time! Have you ever visited the remote island of Caladesi Island State Park in Dunedin, Florida?

”

>> Top Tweet



 **10**  
Comments

 **73**  
Retweets

 **364**  
Likes

Subscribers  
 **21,558** ▲

New  
**83** ▲

 **278,580** ▼  
Minutes watched

**339,055** ▼  
Views

 **207** ▼  
Likes

**271** ▼  
Shares

>> Top Video



**122.5K** Total Views  
“A sparkling gem on Florida’s Gulf coast, St. Pete/Clearwater has the perfect ingredients for your best vacation yet: beautiful beaches, vibrant arts, family fun and a...”