Visit St. Pete/Clearwater Monthly Website Reporting January 2023





### **Executive Summary**

The monthly Data Studio report is available here.

TRAFFIC

ACQUISITION

Looking at all traffic, there was again significant growth, with a 45% increase for Sessions and a 32% increase Pageviews YoY. All channels except Email and (Other) were up this month. The channels that had the highest growth were Display (up 182%) and Social (up 150%) which between the two represented 27% of all total traffic to the site. Organic was up 10%, and represents 34% of all traffic. Pages per session was down YoY, and bounce rate was up YoY. If we look at MoM, Sessions were up on all channels except Email. Social and Display both had minor declines, and the rest of the channels had increases in Pages per Session. Overall, the bounce rate was up a modest 2% MoM.

The most viewed page on the site was outdoor-adventures with 61,742 pageviews, up 124% YoY. The next highest by volume was the things-to-do/beaches, with 44,254 pageviews, which is down 11% YoY, followed by homepage at 37,573 pageviews, up 34%, and things-to-do at 34,299 pageviews, up 33%. /eat-drink-drinking had a big increase of 253% YoY.

Facebook provided the most referrals, followed by visitflorida, and sweepstakesfanatics.com.

#### AUDIENCE

Audience engagement saw an increase in session duration buckets, as well as page depths. In the 0-10 sec duration, there was 368,776 sessions. 11-30 had 31,500, 31-60 had 33,846 and 61-180 had 53,698 sessions. Page depth 1 saw 408,486 sessions, page depth 2 saw 75,066 sessions, and page depth 3 saw 25,710 sessions. Over time, UX/UI and promoting further engagement should consider these specific audience interactions using histogram analysis such as this to promote growth and development of longer site visit duration and page depth scroll.

### **Executive Summary**

The monthly Data Studio report is available here.

#### GOALS AND SITE EVENTS

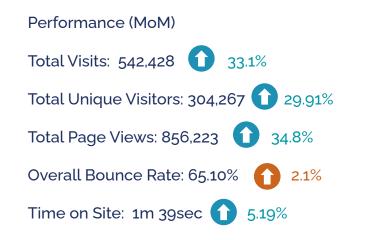
Overall, the goals and events were primarily up. Travel Deals Discounts PV had the highest YoY, at 32%. The lowest YoY was Destination Magazine Orders at -12%. MoM the largest increase was Destination Magazine Orders at 136%, and the lowest was Event Views down 50%. The top three pages the goal completions happened on was travel/-deals-discounts (13,780 completions), events/johns-pass-seafood-festival/1691 (11,303 completions), and event/2023-taron-springs-ephiohany/1236 (9,603 completions).

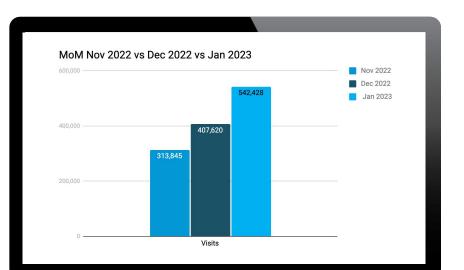
# **Google Analytics**





### Total Leisure Site Traffic, Page Views & Engagement

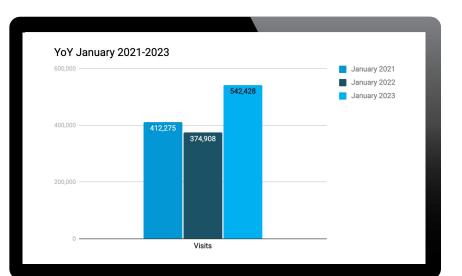






### Total Leisure Site Traffic, Page Views & Engagement







### Total Leisure Site Traffic, Page View & Engagement

### Performance: Last 12 Months

February 1, 2022 through January 31, 2023

Total Traffic/Sessions: 4,437,749 **U** -23.7%

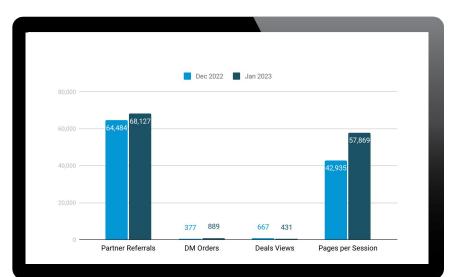
Unique Visitors: 3,460,696 **U** -5.70%

Page Views: 7,190,832 **O** -27.57%

### KPIs

#### Performance (MoM)

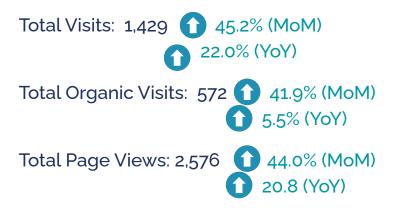
- Partner Referrals: 68,127
- DM Orders: 889
- Tripadvisor Clicks: 1,378
- Newsletter Sign-Ups: 206
- Deals Views: 431
- Time on Site: 1m 39sec
- Pages per Session: 57,869





### Total Industry Site Traffic, Page Views & Engagement

#### August Performance



**Top Pages Viewed** 

- Homepage: 534 1 20.0% (MoM)
- /info/staff-directory: 177 177.0% (MoM)
- /tourist-development-council: 118 107.0% (MoM)



### 2022-2023 Gulf to Bay Digital Guide

Performance: Start June 24, 2022 - January 31, 2023

- PDF Downloads: 322
- Sessions: 3,556
- Pageviews: 158,640
- Pages/Session: 44.61
- Avg. Session Duration: 5:00
- Device Category:
  - Mobile: 1,469 sessions
  - Desktop: 1,802 sessions
  - Tablet: 285 Sessions





### Partner Digital Advertising: Website Performance

### Overview

MARKET PERFO	ORMANCE	DATE RANGE:	Jan 1, 2023 - Jan 31, 20	23		•
IMPRESSIONS	CLICK-THROUGH RATE	VIEWA	BLE IMPRESSIONS	VIEWABLE PERCENT		AVERAGE CPM
Total impressions 849,082 ± 117,178 from previous year	Total CTR <b>1.87%</b> <b>*</b> -0.56% from previous year	Viewable Impr 479,90 1 39,869 from		Viewable Percent 56.65% # -3.83% from previous year	\$1	I average eCPM 1 <b>7.38</b> 2.37 from previous year
Line item type *	Total CTR	Total impressions	Placement	Total CTR	Total clicks	Total impressions <b>•</b>
Standard	1.84%	398,780	-	1.79%	9,865	550,221
Sponsorship	1.33%	107,934	STPE: Communities	2.27%	3,419	150,663
Bulk	2.07%	342,368	STPE: Things to Do	1.56%	1,983	127,074
			STPE: Attractions	1.11%	201	18,184
			STPE: Places to Stay	2.97%	515	17,345
			STPE: Museums	1.11%	70	6,291
Creative size (delivered) •	Total CTR	Total impressions	STPE: Form	2.40%	89	3,713
Fluid	1.87%	849,082	STPE: Golf	1.00%	25	2,488
			STPE: Fishing	0.68%	14	2,053
			STPE: Beaches	3.08%	29	943
			STPE: Boating & Outdoors	1.10%	10	906
			STPE: Sports	0.76%	4	523
Device category 🔹	Total CTR	Total impressions				
Tablet	1.85%	43,948				
Smartphone	1.83%	561,632				
Desktop	1.96%	243,419				
Connected TV	1.20%	83				
						1-12/12 < >
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# Organic Traffic





### **Organic Traffic**

#### Summary

With 182,570 organic sessions, traffic in January 2023 was up 11.2% looking year-over-year. January's organic sessions were up 1.5% from December 2022. January's organic sessions were also up when compared to January 2020 (8.0%) and January 2021 (25.2%). Organic sessions accounted for 33.7% of all website traffic in January 2023 compared to 43.8% in January 2022.

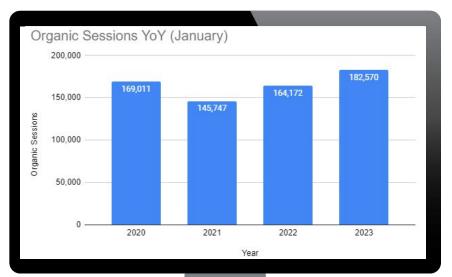
The "Events & Festivals" landing page generated the most organic sessions in January 2023 with 11,430, which was a 91.1% increase from January 2022's 5,982 organic landing page sessions.

The "Current Beach Conditions" page ranked second in organic sessions for January 2023 with 8,232, which was an increase of 198.4% YoY. A new event URL, "2023 Tarpon Springs Epiphany," was our fourth-best organic performer and accounted for 6,537 organic sessions in January 2023.

A trio of /communities pages were among the top 10 pages in organic landing page sessions for January 2023. The Clearwater communities page was fifth with 5,892 organic sessions (a 2,247.4% increase YoY), an organic bounce rate of 62.4% and an average organic session duration of 2:07.

The Clearwater Beach communities page was sixth with 5,799 organic sessions (an 80.3% increase YoY), an organic bounce rate of 58.1% and an average organic session duration of 2:22.

The St. Pete Beach communities page lost 4.7% of its organic sessions YoY and was ninth with 2,813 sessions. That page had an organic bounce rate of 53.4% and an average organic session duration of 2:51.





### **Organic Traffic**

#### Summary (Continued)

January's organic bounce rate of 54.5% represented a YoY increase of 3.9% from January 2022's 52.4% organic bounce rate. The average pages per organic session (1.71) and average organic session duration (1:52) were slightly lower YoY by 1.2% and 2.3%, respectively. The average pages per organic session in January 2022 was 1.73 and the average organic session duration was 1:55.

The "Current Beach Conditions" page had an organic bounce rate of 77.8% in January 2023, while being credited with an average of 1.40 pages per organic session and an average organic session duration of 59 seconds. When that page is removed from the equation, the site's organic bounce rate was 53.4% with pages per organic session moving up to 1.72 and average organic session increasing to 1:54.

Of the top 10 pages by organic sessions, two had a bounce rate under 51%, four additional pages had a bounce rate under 60%, and seven were credited with an average organic session duration of at least 1:44. The top 10 organic landing pages in January were:

- /events-festivals
- /current-beach-conditions
- •
- /event/2023-tarpon-springs-epiphany/1236
- /profile/pier-60-clearwater-beach/139755
- /communities/clearwater
- /communities/clearwater-beach
- /event/johns-pass-seafood-festival/1691
- /communities/st-pete-beach
- /things-to-do

### **Top 10 Organic Landing Pages Performance vs. January 2022**

Landing Page	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
www.visitstpeteclearwater.com/events-festivals	11430	48.43%	2.41	144.82
www.visitstpeteclearwater.com/events-festivals	5982	44.33%	2.75	168.64
www.visitstpeteclearwater.com/current-beach-conditions	8232	77.75%	1.4	59.41
www.visitstpeteclearwater.com/current-beach-conditions	2759	72.02%	1.33	61.91
www.visitstpeteclearwater.com/	6688	55.86%	2.64	161.33
www.visitstpeteclearwater.com/	10017	54.41%	2.49	164.11
www.visitstpeteclearwater.com/event/2023-tarpon-springs-epiphany/1236	6537	62.34%	1.12	59.65
www.visitstpeteclearwater.com/event/2023-tarpon-springs-epiphany/1236	0	0.00%	0	0
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	6004	60.04%	1.44	104.41
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	5161	54.45%	1.53	100.61
www.visitstpeteclearwater.com/communities/clearwater	5892	62.37%	2.08	127.02
www.visitstpeteclearwater.com/communities/clearwater	251	51.79%	2.08	144.1
www.visitstpeteclearwater.com/communities/clearwater-beach	5799	58.13%	2.05	141.57
www.visitstpeteclearwater.com/communities/clearwater-beach	3216	56.44%	1.99	134.76
www.visitstpeteclearwater.com/event/johns-pass-seafood-festival/1691	3194	59.92%	1.2	69.34
www.visitstpeteclearwater.com/event/johns-pass-seafood-festival/1691	1435	55.82%	1.26	66.68
www.visitstpeteclearwater.com/communities/st-pete-beach	2813	53.36%	2.41	170.81
www.visitstpeteclearwater.com/communities/st-pete-beach	2951	46.66%	2.46	182.25
www.visitstpeteclearwater.com/things-to-do	2734	50.22%	2.76	186.85
www.visitstpeteclearwater.com/things-to-do	1577	54.03%	2.58	179.87
January 2023 (all landing pages)	182570	54.47%	1.71	111.92
January 2022 (all landing pages)	164172	52.42%	1.73	114.53

Note: January 2022 Performance in yellow

### URL Types January 2023 vs. January 2022

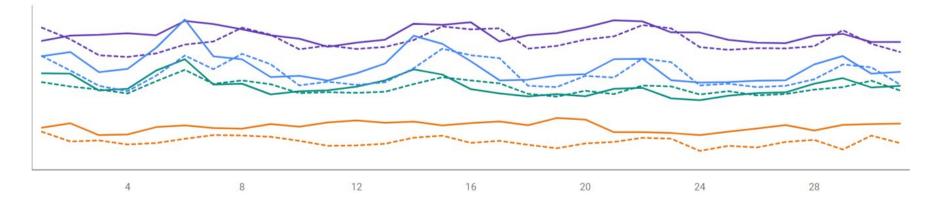
URL Type	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
January 2023 (all URLs containing /profile)	44115	57.90%	1.31	74.85
January 2022 (all URLs containing /profile)	46667	57.73%	1.32	75.31
January 2023 (all URLs containing /event/)	23564	63.34%	1.21	63.54
January 2022 (all URLs containing /event/)	21524	59.32%	1.35	74.71
January 2023 (all URLs containing /communities)	27360	59.52%	1.98	133.86
January 2022 (all URLs containing /communities)	16930	57.24%	2	137.51
January 2023 (all URLs containing /article/)	20463	37.15%	1.63	139.65
January 2022 (all URLs containing /article/)	21375	33.88%	1.63	141.84
January 2023 (all URLs containing /list/)	14443	37.47%	1.7	137.56
January 2022 (all URLs containing /list/)	14313	40.42%	1.89	136.21
January 2023 (all URLs containing /things-to-do/)	6115	52.56%	2	134.16
January 2022 (all URLs containing /things-to-do/)	7373	55.78%	1.89	129.49
January 2023 (all URLs containing /eat-drink)	2036	55.55%	2.18	131.53
January 2022 (all URLs containing /eat-drink)	2093	57.29%	2.12	127.26
January 2023 (all URLs containing /places-to-stay)	2220	43.29%	2.85	205.34
January 2022 (all URLs containing /places-to-stay)	1465	38.91%	3.18	235.21

Note: January 2022 Performance in yellow

Google Spreadsheet with YoY Performance for January's Top 10 Pages per URL Type (mentioned above) available <u>here</u>.

### **Google Search Console Comparison vs. January 2022**





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

Top queries	Clicks 1/1/23 - 1/31/23	Clicks 1/1/22 - 1/31/22	<ul><li>↓ Clicks</li><li>Difference</li></ul>	Impressions 1/1/23 - 1/31/23	Impressions 1/1/22 - 1/31/22	Impressions Difference
clearwater beach	3,615	1,090	2,525	120,102	144,940	-24,838
clearwater florida	2,843	1,587	1,256	118,579	140,132	-21,553
tarpon springs epiphany 2023	1,068	0	1,068	3,214	0	3,214
clearwater	1,405	512	893	85,253	76,048	9,205
epiphany 2023 tarpon springs	735	0	735	2,135	0	2,135
epiphany tarpon springs	884	189	695	2,951	1,055	1,896
epiphany tarpon springs 2023	453	0	453	1,258	0	1,258
seafood festival johns pass	453	28	425	2,598	1,238	1,360
johns pass seafood festival 2023	400	0	400	6,796	0	6,796
clearwater beach florida	568	213	355	17,013	20,748	-3,735

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

Top queries	Clicks 1/1/23 - 1/31/23	Clicks 1/1/22 - 1/31/22	↑ Clicks Difference	Impressions 1/1/23 - 1/31/23	Impressions 1/1/22 - 1/31/22	Impressions Difference
tarpon springs epiphany 2022	0	620	-620	0	2,842	-2,842
epiphany tarpon springs 2022	0	531	-531	0	2,532	-2,532
st petersburg florida	531	980	-449	71,733	96,440	-24,707
st pete beach	743	1,149	-406	36,476	42,691	-6,215
epiphany 2022 tarpon springs	0	378	-378	0	2,045	-2,045
honeymoon island	114	444	-330	20,734	18,738	1,996
fort desoto	271	564	-293	16,839	18,676	-1,837
st pete seafood festival	65	338	-273	674	1,572	-898
st pete pier	215	478	-263	16,209	17,724	-1,515
treasure island kite festival 2022	0	216	-216	0	891	-891

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

Top pages	Clicks 1/1/23 - 1/31/23	Clicks 1/1/22 - 1/31/22	↓ Clicks Difference	Impressions 1/1/23 - 1/31/23	Impressions 1/1/22 - 1/31/22	Impressions Difference
https://www.visitstpeteclearwater.com/event/2023-tarpon-springs-epiphany/1236	5,662	0	5,662	54,535	0	54,535
https://www.visitstpeteclearwater.com/communities/clearwater	5,123	142	4,981	382,145	5,266	376,879
https://www.visitstpeteclearwater.com/current-beach-conditions	7,198	2,528	4,670	115,681	58,260	57,421
https://www.visitstpeteclearwater.com/events-festivals	9,668	6,226	3,442	146,115	121,340	24,775
https://www.visitstpeteclearwater.com/communities/clearwater-beach	5,053	2,311	2,742	261,736	415,464	-153,728
https://www.visitstpeteclearwater.com/event/johns-pass-seafood-festival/1691	2,737	1,312	1,425	49,180	33,616	15,564
https://www.visitstpeteclearwater.com/communities/indian-shores-indian-rocks-beach	1,451	767	684	101,451	48,796	52,655
https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	4,853	4,173	680	46,333	42,337	3,996
https://www.visitstpeteclearwater.com/places-to-stay-clearwater-beach	634	0	634	108,270	0	108,270
https://www.visitstpeteclearwater.com/article/catch-spring-training-game	1,136	531	605	53,676	35,154	18,522

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

Top pages	Clicks 1/1/23 - 1/31/23	Clicks 1/1/22 - 1/31/22	↑ Clicks Difference	Impressions 1/1/23 - 1/31/23	Impressions 1/1/22 - 1/31/22	Impressions Difference
https://www.visitstpeteclearwater.com/event/2022-tarpon-springs-epiphany/1236	0	3,582	-3,582	0	35,007	-35,007
https://www.visitstpeteclearwater.com/	4,876	8,030	-3,154	567,163	902,083	-334,920
https://www.visitstpeteclearwater.com/event/events-this-month	0	2,023	-2,023	0	46,140	-46,140
https://www.visitstpeteclearwater.com/event/st-petersburg-seafood-music-festival/434 11	0	1,349	-1,349	0	11,909	-11,909
https://www.visitstpeteclearwater.com/profile/indian-rocks-beach/139503	0	1,135	-1,135	0	69,602	-69,602
https://www.visitstpeteclearwater.com/list/ultimate-list-of-street-art-st-pete	0	1,020	-1,020	0	25,352	-25,352
https://www.visitstpeteclearwater.com/profile/st-pete-pier/138974	561	1,553	-992	56,589	64,213	-7,624
https://www.visitstpeteclearwater.com/article/covid-19-test-sites-st-peteclearwater	0	854	-854	0	39,066	-39,066
https://www.visitstpeteclearwater.com/things-to-do/webcams	865	1,712	-847	21,194	35,586	-14,392
https://www.visitstpeteclearwater.com/communities/st-pete-beach	1,649	2,471	-822	135,941	138,462	-2,521

# Content Updates & Email Performance





### January Content Updates

#### New Articles/Rewritten

- John's Pass Listing
- St. Pete Pier Listing
- Dali Museum Listing
- Sunken Gardens
- Rays Spring Training Listing
- Black History landing page

#### Updates / Fact-Checks

- Spring Training Article
- Baseball & Spring Training Article
- Dali Article
- James Museum Article
- Cafe Gala Listing
- Events & Festivals landing page
- Black Owned Businesses
- Deuces Live District
- African American Heritage Trail
- 15 Romantic Dinner Date Hotspots
- Romantic Getaways
- Romantic Hotels and Beach Resorts
- Firestone Grand Prix Event Page
- Beach Updates & Conditions
- A Day at Clearwater Marine Aquarium





Overview Meeting Spaces Venue Information

Just outside the heart of downtown St. Petersburg lies Sunken Gardens: a subtropical oasis perfect for your family's nest outing. One of Riorida's original noadside attractions, this more than 100year-old garden is home to some of the oldest and most beaudiful tropical plants in the state. Officially opened to the public in 1936. Sunken Gardens offers a lush and secluded haven in the midst of city life.

#### Stroll Through a Tropical Oasis

Walk under a canopy of twe oak trees and see more than 500 species of native and exotic plants. Relax and breather easys as you stoll along winding paths dense with exotic plants from all corners of the globe. Celebrate international cultures by learning more about 52. Petersourg's 'sister ofty' Takamatsu, Japan, with a visit to the garden's traditional Japanese koi pond. Knowledgeable staff members give educational table where they can tell you which color koi is the luckiest, and provide fish food so that children can have a hands-on experience.

#### Enjoy Lush Plantings and Colorful Birds

At Sunken Gardens: you'll see small waterfalls, beautiful demonstration gardens and even wildlife since the gardens specialize in evolutic bird erhabilitation. Stroll past colorful macaws, cockatoos, kookaburnas and a flock of flamingos – some of which are offspring of the gardens' original flock from the typos. If you're feeling chatty, strike up a conversation with Mindy, a 32-year-old white cockatoo who loves to greet visitors with a cheerful 'Hello, baby'.

#### Towering Trees and Beautiful Butterflies

One of Sunken Gardens' highlights is the breakthaking 'Rainbow Eucalyptus' tree from Papua New Guinea. The dazzling multicolored trunk stretches over a hundred feet into the sky and is one of the oldest and most unique plants at Sunken Gardens. The gardens are also home to more than 50,000 trojical plants. showy flowers and a pollinator garden full of native Florida butterflies such as zebra swallovtalls and monarchs. It's a perfect way for families. couples and rinkets to spend a few hours in paralle.

### January Content Updates

#### Strategic Projects

• Accessible Museums & Attractions

Event Listing Additions / Updates Made In-House

- Treasure Island Kite Festival Event
- Black History Month Events
- Party Pirates on Parade

#### Treasure Island Kite Festival



Come be amazed by talented kite flyers from all over the U.S. doing their thing on beautiful Treasure Island Beach. Watch kite-flying demonstrations set to music and learn to fly stuth kites for free, then stick around for night flying. Windworks will be on site with kids kites, stunt kites and accessories. The free, family-friendly event runs from 10 a m-5 pm. January 14 and 15 behind the Thunderbird Beach Resort.



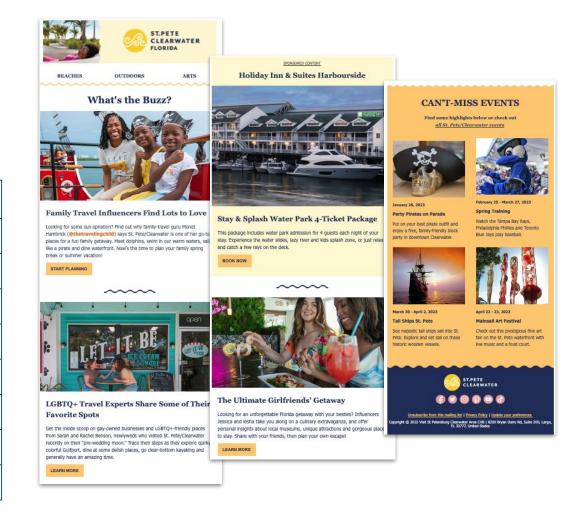
### VSPC January 2023 Enews Performance

Email Subject Line: Travel Influencers Love St.Pete Clearwater

Featured Partner: n/a

Sponsored Content: Holiday Inn & Suites Harbourside

Send Date	1/18/23
Total Delivered	197,265
Sessions	1,848
Bounce Rate	49.0%
Total Unique Clicks	1,591
Total CTR	0.81%
Featured Clicks	n/a
Sponsored Clicks	236
Opt Outs	475



# ActOn Database Sign-Ups

### January Growth

- Total ActOn List Growth\*: 2,586
- Webform Sign-Ups: 206

\*Includes email sign-ups and unsubscribes

# Video Performance



ST.PETE CLEARWATER



### VSPC Facebook Video Performance in January

Data pulled as of 2/1/23

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Da ys Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
2023 Grand Prix of St Petersburg	1/9/23	913	1,029	43	1:00	0:04	57 Reactions 16 Shares 8 Comments
SPC Events: Firestone Grand Prix of St. Pete presented by RP Funding	1/24/23	689	706	78	1:00	0:03	22 Reactions 5 Shares 5 Comments
E-Scapes Brooker Creek Preserve	1/29/23	3,807 (4 days live)	3,807	952	1:40	0:04	222 Reactions 36 Shares 21 Comments
SPC Events: Saturday Morning Market	1/27/23	814 (6 days live)	814	136	0:57	0:04	48 Reactions 11 Shares 5 Comments

### VSPC Facebook Video Performance in January

Data pulled as of 2/1/23

Video Titles	Date Published	First 7 Days' Views	<b>Total Video</b> <b>Views</b> (3+ seconds)	Avg. Daily Views [Total/Da ys Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
Local Communities: Gulfport	1/26/23	2,406	2,406	344	3:18	0:08	157 Reactions 26 Shares 8 Comments

### VSPC Instagram Video Performance in January

Data pulled as of 2/1/23

Video Titles	Date Published	<b>Total Video</b> <b>Views</b> (3+ seconds)	Avg. Daily Views [Total/Da ys Live]	Video Length	Engagement Metrics
SPC Events: Epiphany	1/02/23	9.996	345	0:53	279 likes 7 comments
SPC Events: Grand Prix	1/24/23	6,536	817	1:00	221 likes 2 comments

### VSPC YouTube Video Performance in January

\*Data pulled as of 2/1/23

Video Titles	Date Published	First 7 Days' Views	<b>Total Video</b> <b>Views</b> (3+ seconds)	Avg. Daily Views [Total/Da ys Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
Sanding Ovations	01/11/23	138	170	8	1:03	0:31	9 Likes 6 Shares
SPC Events: Firestone Grand Prix of St. Petersburg presented by R.P. Funding	01/24/23	247	260	29	1:05	0:40	7 Likes 4 Shares

### January Video Analysis

#### Video Analysis – YouTube

Most viewed video (based on average daily views): SPC Events: Firestone Grand Prix of St. Petersburg presented by R.P. Funding

Most watched video (based on average minutes viewed): SPC Events: Firestone Grand Prix of St. Petersburg presented by R.P. Funding

Most engaged-with video (based # of likes, comments, shares); Sanding Ovations

Video of the Month: SPC Events: Firestone Grand Prix of St. Petersburg presented by R.P. Funding

#### Video Analysis – Instagram

Most viewed video (based on average daily views): SPC Events: Grand Prix

Most engaged-with video (based # of likes, comments, shares): SPC Events: Epiphany

Video of the Month: SPC Events: Grand Prix

#### Video Analysis – Facebook

Most viewed video (based on 7-day views): E-Scapes Brooker Creek Preserve

Most watched video (based on average minutes viewed): Local Communities: Gulfport

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

Video of the Month: E-Scapes Brooker Creek Preserve

### January Video Analysis

#### Learnings

- January was a quiet month after the holidays the posting cadence has slowed especially with the amount of events videos we've shot but haven't posted/promoted yet
- Recommend mixing up the social-first content in the next few months to include dining and pillar attractions/activities so there is a mix of evergreen content to use immediately and throughout the year
  - Currently missing videos focused on the arts and beach activities in our social lineup
  - Food is another pillar that we haven't focused on much yet other than the holiday cocktails videos

# Takeaways





### Takeaways/Next Steps

With the website performing very well for a variety of metrics, VSPC's digital team has requested a deep dive into optimizing media mix, particularly with big shifts that have been occurring for several months within Social, strong performance of paid programs across a variety of new Social Media channels, as well as general innovation given a dramatic rise in the technologies available for digital media advertising versus more traditional formats like Display advertising.

For the next few months, with new campaign creative having fully launched and "tweaked" to optimize performance, VSPC will look to deeper dives in performance metrics, as well as investigating how ROI determination and performance measurements can be applied for some of the newer forms of digital advertising. Given that travelers use a wide variety, and in some cases strictly social, video, or word of mouth to make travel decisions, it's critical that VSPC is meeting potential travelers on the devices and marketing channels that they use most.



Visit St. Pete/Clearwater Digital Paid Media Reporting Highlights January 2023





### January Media Activity



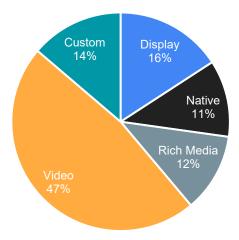
Impressions

- Impression volume was up 64% MoM and click volume was up 125% as Winter Campaign continued to pick up steam
- 60% of impressions ran in Fly Markets

					January		
ampaign	Format	Partner	12/26	1/2	1/9	1/16	1/23
lways On	Display, Native, Pre- Boll	Ad+Genuity					
ilways On	Teads In- Feed Video	Ad+Genuity					
ways On	Display, Native, Pre- Roll	Sojern					
lways On	Canvas, Native Stories	Nativo					
lways On	Native Articles	Nativo					
Always On	Display	Atlas Obscura					
Always On	Native & Video	Expedia					
Winter	CTV, Weather Triggered Display	Ad+Genuity					
Winter	OTT, Premium Slate	Hulu					
Winter	Bottom Adhesion	Undertone					
Winter	Look Book, Press & Hold	PadSquad					
Winter	Native	Axios					
Always On	Social	Facebook/ Instagram					
Always On	Social	Pinterest					
Always On	Social	TikTok					
Always On	SEM	Google					
Always On	Video	YouTube					

### **Display Media Highlights**

- Sojern drove the highest volume of site activities this month
- Ad+Genuity drove the highest volume of impressions across 5 different tactics
- Expedia drove the highest volume of clicks





#### Discover St. Pete / Clearwater

This dreamy Florida beach destination also offers vibrant arts and natural outdoor adventures.



#### Expedia.com Hotel Results Destination Experience Gallery was one of the top creative performers, with a 0.42% CTR

Ad

# Teads In-Feed Video Initial Performance

#### January 2023 - Teads

Placement	Impressions	CTR	VCR
Drive	171,166	0.28%	77%
Fly	164,246	0.19%	84%

- Impressions trend upward 8% in only the second month running this tactic
- Drive markets are driving higher CTR, while Fly markets are driving higher VCR
- Continue to monitor Vertical video VCR performance as it is more expensive and has the lower VCR in comparison to Landscape video
  - Overall VCR performance in both markets remain at valuable weights

#### Landscape

content with strict editorial reviews. Beyond this, we provide advertisers with granular capabilities for brand safety and brand suitability. We work with many of the most demanding brands in the world to ensure the integrity of their brand isn't compromised.



Effective targeting at scale in the cookieless era.

Welcome to the era of consumer privacy. Teads habuilt advanced cookieless capabilities enabling advertisers to leverage Predictive Audiences and Advanced Contextual targeting that consistently demonstrate advertising effectiveness at scale. Leverage our catalog of over 100 cookieles audience segments and create deep alignmen between your ad and its context.

#### Vertical



# PadSquad Check-In

- New Partner & custom creatives launched on November 7<sup>th</sup>
- Press & Hold unit has been a top performer, with a 8.45% Engagement Rate, about 2X the 4-5% benchmark range (up from 7.38% in December)
- Scroller Gallery has also performed well, with a 4.91% Engagement rate, at the top end of the 2-4% benchmark (up from 4.01% in December)

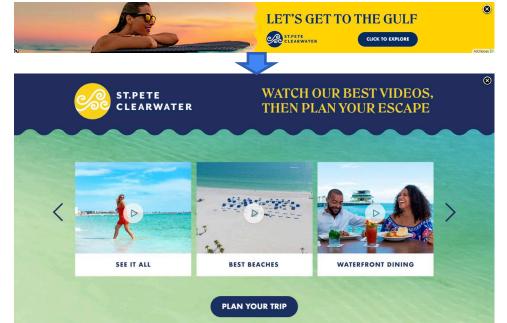




Placement Name	Impressions	Clicks	CTR	Unit Views	Engagements	Engageme	Exposure Time	Video Completes	Completion Rate
Press & Hold Duo	1,390,695	5353	0.38%	229,364	19,377	8.45%	25.24	3,614	21.33%
Scroller Gallery	1,422,246	3684	0.26%	262,867	12,901	4.91%	23.55	-	-
GRAND TOTAL:	2,812,941	9,037	0.32%	492,231	32,278	6.56%	24.39	3,614	21.33%

## Undertone Check-In

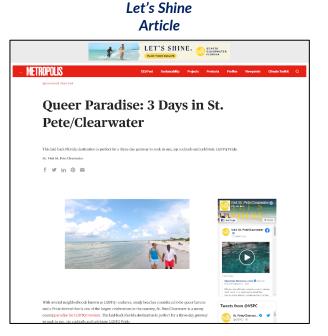
- Custom Bottom Adhesion Unit relaunched on October 18th
- Expansion rate is up MoM 0.65%
- Average interaction time is over 1 minute (68 seconds)
- CTR is 0.08%, in line with the benchmark range of 0.05-0.10%



Placement	Delivered Impressions	% Delivered	Clicks	CTR	Unique Interactions	Interaction Rate	VCR	Interaction Time (sec)	Avg. Interaction Time (sec)
Bottom Adhesion	4,835,282	67%	2,695	0.08%	19,359	0.60%	11.41%	1,319,422	68

## Nativo Check-In

- Native Article has outstanding performance with time spent on content at 78 seconds, over 2X the 30 second benchmark
- Native Stories unit is outperforming bechmarks as well with 14 seconds time on content and a 3.21% CTR, over the 9 seconds and 3.00% CTR benchmarks



Placement Name	Impressions	Clicks	CTR	Unit Views	Time on Content	Avg. Time on Content	CTA Clicks	CTA Rate
Native Article	2,765,460	9,878	0.36%	12,109	940,522	78	425	3.51%
Story	927,354	3,724	0.40%	3,678	130,424	14	118	3.21%
Totals:	3,692,814	13,602	0.37%	15,787	1,070,946	51	543	3.44%

### January MoM SEM Highlights

- 1,560,095 search impressions and 127,896 clicks from \$60k spend
- 283,439 views on YouTube for \$0.035 CPV with a 59% VTR
- In Feed Ads had 39,273 clicks to view for an \$.08 CPC
- Search generated 81,338 conversions increased 11% MoM
- Conversion Rate was 64.68% down 9% MoM
- CPC \$0.46 decreased 18%
  - Travel Industry Benchmark \$1.53
- CTR 8.20%- decreased 8%
  Travel Industry Benchmark 4.7%
- Bounce rate was down 2%
- Pages per session was up 5%

#### Ad · visitstpeteclearwater.com/st\_pete/beach : 7274647200 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 to Stay. Best FL Beaches. Family Fun Activities.

#### Things To Do

New Attractions & Exhibits Fun Vacation Activities

#### Find Places To Stay

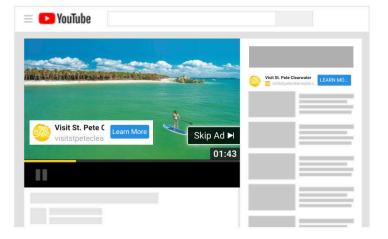
Beachfront Resorts & Hotels Boutique Hotels, Budget Hotels

#### Beaches

Beautiful Beaches with White Sand A Great Place to Catch the Sunset

#### Museums

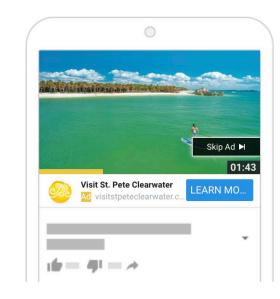
Awesome Art & Cool Culture Murals, Galleries, Museums

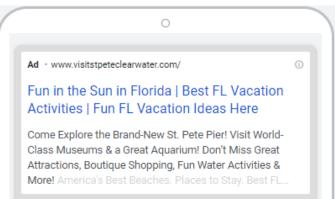


### January YoY SEM Highlights

- Clicks were up 53%
- Conversions increased 36% (81,338 vs 59,949)
- Conversion rate decreased 5%
- CPC decreased 22% (\$0.46 vs. \$0.59)

Conversion Goal	# of Conversions
Deal Views	228
Time on Site < 1:30	26,190
Travel Deals Discount Page Views	12,334
Total Partner Referrals	14,073
Events View	10,652
Pages Per Session >2	17,529
Destination Guide Order	275
Newsletter Signup	57





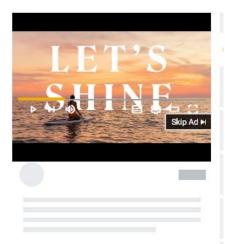
## January Performance Max Results

- In January, the prospecting campaign generated 36,722 clicks at a CPC of \$0.32 and a CTR of 17.29%
- The retargeting (former RLSA) camaping generated 12,857 clicks at a CPC of \$0.31 and a CTR of 16.62%
- The prospecting campaign had 30,025 conversions and a conversion rate of 83%.
- The remarketing campaign had 7,746 conversions and a conversion rate of 67%
- Bounce Rate was 53% and page per session were 1.71
- Prospecting was the top performing campaign overall for clicks, users, sessions, and conversions in January. The retargeting campaing had the lowest CPC overall at \$0.31

Conversion Goal	# of Conversions
Deal Views	66
Time on Site < 1:30	9,093
Travel Deals Discount Page Views	33
Total Partner Referrals	9,535
Events View	13,463
Pages Per Session >2	5,500
Destination Guide Order	68
Newsletter Signup	13

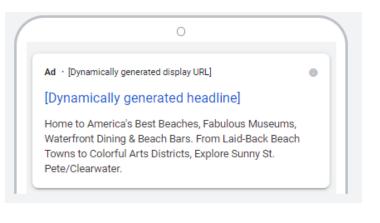
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Ad · www.	visitstpeteclearwater.com/visit	6
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	icastles & Watch Gorgeous Sunse te Beach Visit Today. Plan Your Ti	





### January SEM DSA Highlights

- 90,762 impressions and 14,735 clicks
- CTR 16.23%
- CPC \$0.58
- Generated 6,123 conversions
- Communities generated the most conversions (2,780) followed by Things To Do (1,550)



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 (<u>https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/</u>)
- PV Rate: website pageviews generated by display media divided by all display media impressions
- ROAS: return on ad spend

### Media Partners

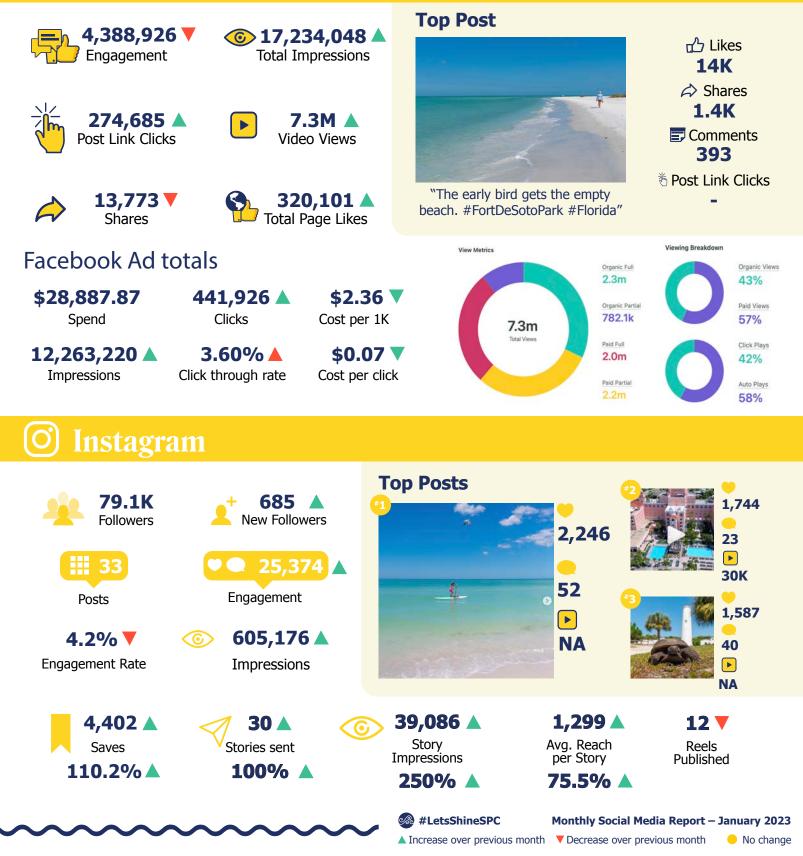
- Sojern: Managed service programmatic vendor with unique travel intent data
- Ad+Genuity: Miles Partnership's programmatic division; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
- Nativo: Native advertising vendor that enables long-form 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.

## MONTHLY SOCIAL MEDIA REPORT

January 2023



#### **F** Facebook



# **MONTHLY SOCIAL MEDIA REPORT**

January 2023



#### Twitter

107,182 🔻

Followers





12,860 🔻 Engagement



Ϋ́ 622 **V** Re-tweets earned



Total Impressions

540

788 🔻 Post Link Clicks

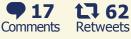
4,939 🔻 Favorites earned

Likes

#### **Top tweet**



Ever dream of being "stuck" on a tropical, deserted island? Well, Egmont Key State Park is the next best thing! Have you ever visited this remote island off the sandy shores of Fort DeSoto



314 Likes

#### YouTube





**Youtube Teaser Video** 

**Total Views 111K** 

### **TikTok**



880 Shares

**Top video** 



#### **Egmont Key Video**