

Visit St. Pete/Clearwater

# Monthly Website Reporting July 2022



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# Executive Summary

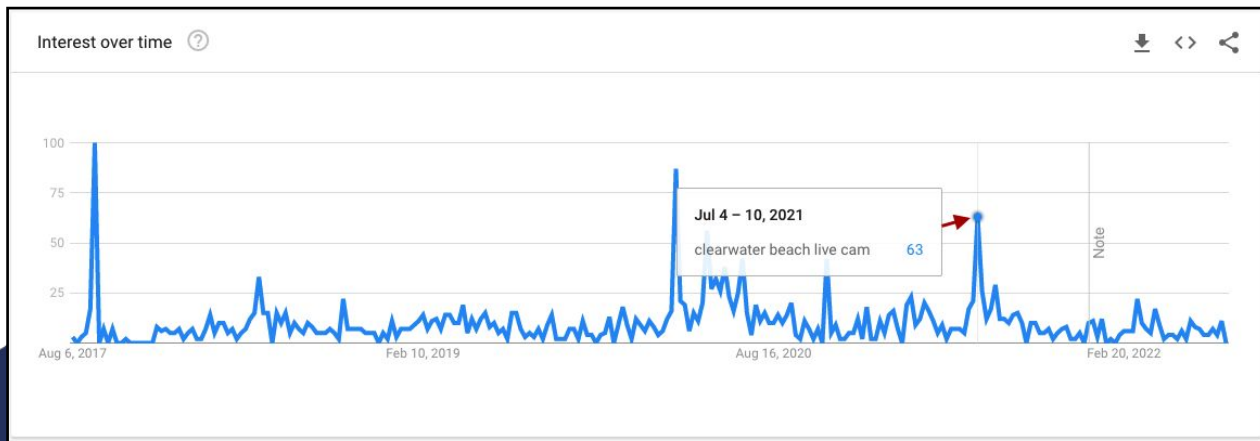
The monthly Data Studio report is available [here](#).

## Acquisition

Looking at all traffic coming to the site in July, VSPC is down 37% in Users, 54% in Sessions and 55% in pageviews. The channel that is primarily responsible for this downturn is Organic Search, which accounted for 41% of the site's traffic in July (48% last year) and is down 58% (or -244,463) in sessions looking YoY.

So it would appear we have an organic traffic issue and with that we'll want to figure out where those 244,463 missing sessions went.

The vast majority of the decline is from the Current-beach-conditions page, which was responsible for 187,623 organic sessions in July 2021, and only 7,186 in July 2022. This page alone accounts for 76% of the total downturn. This has everything to do with the fact that there was a Red Tide event in the area last July, but not this July, and shouldn't reflect on the site's performance as a whole. Another page that saw major downturns was the /webcams page. With the redesign of the new site, the webcam landing page moved from /webcams to /things-to-do/webcams. The old page had a major spike in traffic on July 6th last year, that it didn't receive this year inflating it's July sessions to 21,503. Without that spike in traffic our YoY sessions would have been much closer than they were. The screenshot below from Google Trends shows the spike in interest for the term "clearwater beach live cam" last July, and how we didn't see the same action this July.



# Executive Summary

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The below chart illustrates the YoY change in clicks for the /current-beach-conditions page and how every single keyword contains the term "red tide":

Top queries	Clicks 7/1/22 - 7/31/22	Clicks 7/1/21 - 7/31/21	↑ Clicks Difference	Impressions 7/1/22 - 7/31/22	Impressions 7/1/21 - 7/31/21	Impressions Difference
red tide st pete beach	82	7,028	-6,946	243	37,520	-37,277
red tide st pete	83	3,210	-3,127	327	35,847	-35,520
st pete beach red tide	28	2,927	-2,899	89	15,858	-15,769
red tide clearwater	20	2,651	-2,631	271	30,533	-30,262
red tide indian rocks beach	10	2,334	-2,324	50	13,292	-13,242
red tide clearwater beach	32	2,276	-2,244	319	24,029	-23,710
red tide st pete beach 2021	0	1,691	-1,691	21	12,592	-12,571
red tide clearwater beach 2021	0	1,415	-1,415	22	14,904	-14,882
red tide pinellas county	7	1,333	-1,326	210	11,763	-11,553
red tide madeira beach	28	1,332	-1,304	76	6,951	-6,875

More details around Organic can be see in the [Organic Traffic Summary for July](#)

# Executive Summary

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Moving away from Organic Search, our next biggest traffic driver was Social which accounted for 22% of the site's total traffic in July. For Social, almost all of the site sessions came from Facebook at 96% of total traffic followed by Instagram Stories at 1.78%. Top pages from Facebook include: /things-to-do/beaches, /events-festivals, /eat-drink/dining, /communities/clearwater-beach, and /communities/st-petersburg. Pages that received fewer visits from Facebook in 2022 compared with 2021 include: /current-beach-conditions, /form/free-destination-magazine, and /form/newsletter-signup.


Recommendation: Since the site doesn't get a whole lot of action from Pinterest, we recommend investing in Pinterest as we've seen it provide engagement numbers (bounce rates, time on site, etc.) similar to Organic Search, which makes sense because

- a) Pinterest itself is somewhat of a search engine, and
- b) because of how well Pinterest results show in Organic search.

While it won't drive the volume that channels like Facebook drive, the traffic it does drive is highly qualified.

SEM (from Google), accounted for 16% of the site's traffic in July. While Sessions from this source were down 17% YoY, that drop appears to be somewhat intentional (campaign driven) rather than as a result of any outside factors, given the sudden drop in SEM traffic on July 18th. Prior to July 18th the traffic from SEM was either up or flat. When comparing July 1 - 17th YoY sessions from SEM were up 8% YoY.

After SEM we have Direct (down 46%), Other (down 40%), Referral (down 86%), Display (down 83%), and Email (down 89%). While it's difficult to detect what caused any traffic fluctuation from Direct traffic, we can see the other channels. One example is that we did see a good portion of our the email traffic going into the (other) bucket instead of the Email bucket. From Referral we saw fewer visits from visitflorida.com, myclearwater.com, pinellascounty.org, baynews.com, abcactionnews.com, and www-wtsp-com.cdn.ampproject.org. With that we also saw the same sweepstakes websites that we saw in the last few months. Most of this traffic went to the /current-beach-conditions page.



# Executive Summary

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## Geographic Source

While the majority of the site's traffic comes from within Florida, we also saw the biggest traffic loss from users within Florida. To break that down, the cities that had the largest YoY loss in traffic were Tampa, Orlando, St. Petersburg, Clearwater and Largo. This is a good sign that we lost traffic from places that probably weren't prospective visitors, and were instead locals looking at Red Tide information and beach conditions.


After Florida our top traffic referring states were: Georgia (up 9%), Texas (up 90%), Illinois (down -32%), and Pennsylvania (flat).

If you were to look in analytics directly you'd also see New York as a top traffic driving state (#2). We're not reporting that because it is artificial. When Apple iPhones upgraded to iOS 15.5 back in May, it came with a security measure called a 'private relay' to relay data through their servers to decouple IP addresses (who you are) and DNS records (what you're looking at online). We're seeing NY, Chicago, and DC (so far) as places that have seen large increases in traffic referrals, all correlating with this update.

## Site Engagement

In July we saw great increases in Deal Views (+915%) and Destination Guide orders (+2%) and decreases from Event views (-69%) and Newsletter Signups (-88%). On that note there are a few new goals that weren't being tracked last year that are showing some action; in July there were 8,307 Travel Deals Discount Page Views, 33,807 Total Partner Referrals, 69,439 Time on Site > 1:30min, and 43,357 Pages per Session > 2.

With the new site we've seen a huge increase (29,000%) in internal search bar usage. This is great as it can clue us in to what people may be looking for once they're already on the site, and things that aren't easy to find. While daily searches are still fairly low (~37 daily), it's a huge improvement from what we saw last year which was 4 for the entire month. Top searched terms include "sweepstakes", "fireworks", and "shopping".



# Google Analytics



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# Total Leisure Site Traffic, Page Views & Engagement


## Performance (MoM)

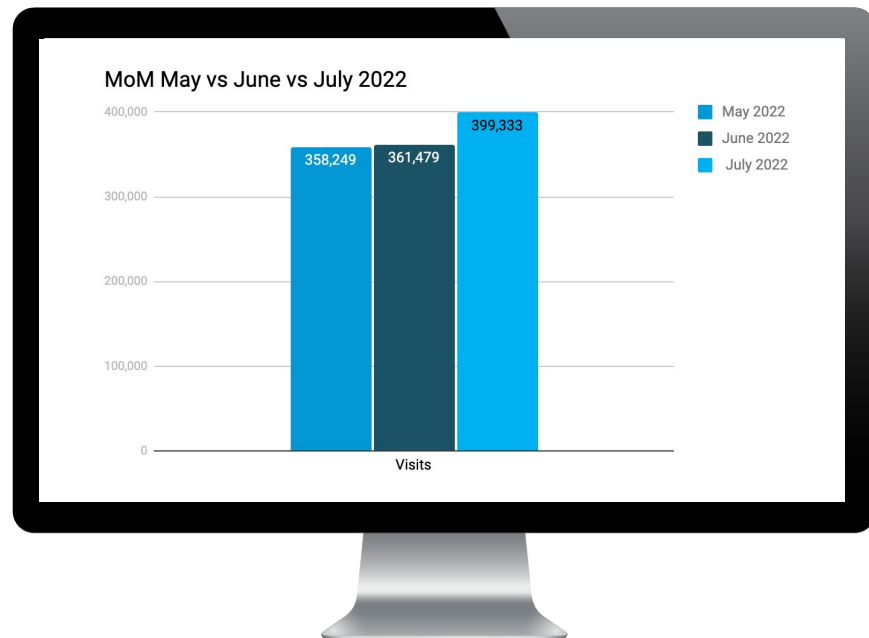
Total Visits: 399,333  10.5%

Total Unique Visitors: 325,608  11.74%

Total Page Views: 630,260  9.1%

Overall Bounce Rate: 64.75%  2.5%

Time on Site: 1m 23sec  -4.71%




# Total Leisure Site Traffic, Page Views & Engagement

## Performance (YoY)

Total Visits: 399,333  -54.2%

Total Unique Visitors: 325,608  -37.8%

Total Page Views: 630,260  -55.9%

Overall Bounce Rate: 64.75%  2.9%

Time on Site: 1m 23sec  -5.54%



# Total Leisure Site Traffic, Page View & Engagement

## Performance: Last 12 Months

*August 1, 2021 through July 31, 2022*

Total Traffic/Sessions: 4,148,762  -25.51%

Unique Visitors: 3,078,099  -11.84%

Page Views: 6,934,543  -27.08%

# SITS

## Performance (MoM)

- Partner Referrals: 48,254
- DM Orders: 3,117
- Tripadvisor Clicks: 186
- Newsletter Sign-Ups: 119
- Deals Views: 1,617
- Time on Site: 1min 23sec
- Pages per Session: 43.357



# Total Industry Site Traffic, Page Views & Engagement




## July Performance

Total Visits: 1,090  -19.7% (MoM)  
 -23.2% (YoY)

Total Organic Visits: 416  -23.8% (MoM)  
 -42.9% (YoY)

Total Page Views: 2,005  -19.0% (MoM)  
 -33.3% (YoY)

## Top Pages Viewed

- Homepage: 441  4.3% (MoM)
- /info/staff-directory: 101  -16.5% (MoM)
- /reporting/bed-tax: 80  -5.9% (MoM)

# 2022-2023 Gulf to Bay Digital Guide

Performance: Start June 24 - July 31, 2022

- PDF Downloads: 127
- Sessions: 1,468
- Pageviews: 67,730
- Pages/Session: 46.14
- Avg. Session Duration: 5:01
- Device Category:
  - Mobile: 624 sessions
  - Desktop: 737 sessions
  - Tablet: 107 Sessions



# Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE

DATE RANGE:

Jul 1, 2022 - Jul 31, 2022

IMPRESSIONS

Total Impressions

698,969

-178,480 from previous year

CLICK-THROUGH RATE

Total CTR

1.84%

0.89% from previous year

VIEWABLE IMPRESSIONS

Viewable Impressions

387,715

64,529 from previous year

VIEWABLE PERCENT

Viewable Percent

55.65%

18.55% from previous year

AVERAGE CPM

Total average eCPM

\$17.65

\$1.40 from previous year

Line item type

Total CTR

Total impressions

Standard

1.82%

482,203

Sponsorship

1.61%

12,381

Bulk

1.88%

204,385

Creative size (delivered)

Total CTR

Total impressions

Fluid

1.84%

698,969

Placement

Total CTR

Total clicks

Total impressions

-

1.76%

6,760

385,074

STPE: Communities

1.82%

3,810

209,642

STPE: Things to Do

2.11%

1,737

82,146

STPE: Form

1.61%

199

12,381

STPE: Attractions

0.93%

104

11,237

STPE: Places to Stay

3.46%

320

9,255

STPE: Beaches

1.74%

96

5,521

STPE: Fishing

0.53%

12

2,279

STPE: Museums

1.14%

19

1,664

STPE: Golf

0.40%

5

1,244

STPE: Boating & Outdoors

1.34%

14

1,047

STPE: All Other

1.03%

4

390

STPE: Sports

0.43%

1

235

Device category

Total CTR

Total impressions

Tablet

1.30%

35,170

Smartphone

1.79%

496,962

Desktop

2.10%

166,682

Connected TV

0.00%

155

1 - 13 / 13


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# Organic Traffic



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# Organic Traffic

## Summary

With 170,361 organic sessions, July saw a **58.9% increase** in Organic Search Traffic looking year-over-year. July's organic sessions are a **1.6% decrease** from July 2020.

The top 10 organic landing pages in July were:

- /communities/clearwater
- /profile/pier-60-clearwater-beach/139755
- /events-festivals
- /current-beach-conditions
- /
- /article/fort-de-soto-park
- /communities/st-pete-beach
- /communities/clearwater-beach
- /profile/johns-pass-village-boardwalk/138598
- /fourth-july-celebrations



# Content Updates & Email Performance



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# July Content Updates

## New Articles/Significant Updates

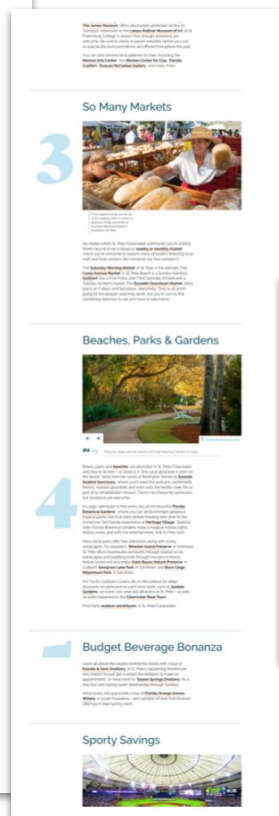
- Free & Cheap Fun for Adults

## Refreshes & Improvements

- Beach Conditions
- Beach for Every Mood
- Districts Pages Updates
- CMA Article
- Gulfport Landing Page
- Gulfport Dining Page

## Listings

- Deleted several closed businesses



# VSPC July 2022


## Enew Performance

**Email Subject Line:** It's Fun. It's Free. What Could Be Better?

**Featured Partner:** Tradewinds Island Resorts

**Sponsored Content:** Sheraton Sand Key Resort


<b>Send Date</b>	<b>7/29/22</b>
<b>Total Delivered</b>	199,851
<b>Sessions</b>	1,992
<b>Bounce Rate</b>	45%
<b>Total Unique Clicks</b>	2,155
<b>Total CTR</b>	1.08%
<b>Featured Clicks</b>	368
<b>Sponsored Clicks</b>	446
<b>Opt Outs</b>	303



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BEACHES    OUTDOORS    ARTS

### VACATION ON THE CHEAP?



**It's Way More Fun Than It Sounds**


When you want to have a great time, but not spend a lot of vacation cash, we've got you covered. Check out these free and inexpensive (and super-fun!) things to do in St. Pete/Clearwater.

FRUGAL FUN

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FEATURED PARTNER

**TradeWinds Island Resorts**



**Save Some Clams**

TradeWinds is shelling out savings when you stay 3+ nights on the soft white sands of award-winning St. Pete Beach. Book now and score a \$75 promo card to use on dining, resort activities and more!

START SAVING



**7 Great Ways to Beat the Heat**

Traveling with kids this summer or fall? From water parks to aquariums to old-fashioned arcades, we've rounded up some awesome ways to beat the heat on your Florida vacation.

CHILL OUT

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SPONSORED CONTENT

**Sheraton Sand Key Resort**



**Experience Our Island at Sheraton Sand Key Resort!**

Experience the quieter side of Clearwater Beach at Sheraton Sand Key Resort, a family-friendly, beachfront hotel with award-winning dining and 13 acres of private, sandy white beach.

BOOK NOW!

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**Explore Our Newest Art Attraction: Fairgrounds St. Pete!**

Check out this expansive art space that's a psychedelic exploration of everything Florida. It's an interactive, neon, sometimes kitschy (sometimes sublime) art experience that just has to be experienced first-hand.

EXPLORE NOW


### CAN'T-MISS EVENTS



**All Summer**

**Dolphintopia at Clearwater Marine Aquarium**


Experience the summer of peace, love and dolphins at CMA with special exhibits, interactive kids' activities and more.



**Ongoing**

**Clearwater Beach Sunsets at Pier 60**


With artists, entertainers, vendors at more, this is a can't-miss sunset celebration every night!



**All Summer**

**Surreal Summer Nights at the Dail**

Enjoy extended hours and discounted admission, special experiences, music and more!




**2nd Friday - Each Month**

**Clearwater Beach Cleanup Series**

Enjoy our beautiful beaches... while helping to keep them that way. Participate on the 2nd Friday of each month.

## LET'S SHINE



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1 2 3 4 5 6 7 8 9 10

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# ActOn Database Sign-Ups

July Growth

- Total ActOn List Growth\*: 712
- Webform Sign-Ups: 119
- Giveaway Sign-Ups: n/a

\*Includes email sign-ups and unsubscribes

# Video Performance



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# Recap of Video Success Metrics

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 July

Data pulled as of 8/2/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
Local Communities: Gulfport	July 7	1,520 views	1,889	70.0/daily avg.	2:55	0:11	114 Reactions 26 Shares 10 Comments
Local Communities: Madeira Beach	July 14	2,666 views	5,138	257/daily avg.	2:31	0:09	264 Reactions 58 Shares 23 Comments
Local Communities: Pass-A-Grille Beach	July 8	10,876 views	62,827	2,416/daily avg.	2:31	0:11	2.7K Reactions 535 Shares 312 Comments
Local Communities: Clearwater beach	July 11	720 views	888	39/daily avg.	3:24	0:07	72 Reactions 16 Shares 3 Comments

# VSPC Facebook Video Performance in July

Data pulled as of 8/2/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
Local Communities: Pinellas Park	July 18	752 views	846	53/daily avg.	2:58	0:05	26 Reactions 4 Shares 4 Comments
Can't Miss SPC: Waterfront Dining - Castile	July 26	7,033 views	7,178	897/daily avg.	2:06	0:09	317 Reactions 79 Shares 25 Comments
Savor This: Noble Crust	July 20	6,002 views	12,026	859/daily avg.	0:55	0:07	365 Reactions 55 Shares 51 Comments
Savor This: Rusty Bellies	July 13	973 views	1,134	54/daily avg.	1:00	0:06	48 Reactions 10 Shares 10 Comments

# VSPC Facebook Video Performance in July

*Data pulled as of 8/2/22*

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
Indulging with Bill Brown: William Dean Chocolates	July 15	45,050 views	98,770	5,198/daily avg.	2:51	0:13	2.5K Reactions 536 Shares 437 Comments

# VSPC YouTube Video Performance in July

*\*Data pulled as of 8/2/22*

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
Let's Shine: 30-second spot	July 20	16 views	333	24/daily avg.	0:31	0:26	11 Video Likes 13 Video Shares
Let's Shine	July 26	6 views	68	8.5/daily avg.	0:16	0:12	2 Video Likes 2 Video Shares

# July Video Analysis - Facebook Only

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

## Video Analysis

- Most viewed video (based on 7-day views, aggregated across channels): **Indulging with Bill Brown: William Dean Chocolates** (45,050 views in first 7 days on FB)
- Most watched video (based on average % watched, aggregated across channels): **Indulging with Bill Brown: William Dean Chocolates** (0:13 average minutes viewed on FB)
- Most engaged-with video (based # of likes, comments, shares): **Indulging with Bill Brown: William Dean Chocolates** (2.5K Reactions, 536 Shares, 437 Comments on FB)
- Video of the Month: **Indulging with Bill Brown: William Dean Chocolates**

## Learnings

- The William Dean Chocolates video swept all of the video analysis categories – this is a bit of a surprise as the Indulging series was less popular than our other series.
  - More digging would need to be done to ascertain why this video performed so well, but if it's because of the bright sweets, we could consider doing some Savor videos about ice cream, bakeries or other decadent locations.
- Local Communities: Pass-A-Grille Beach also performed well this month
  - It's unclear why one communities video does better than another, but overall this series consistently performs well and viewers seem to enjoy commenting on these types of videos.

# Takeaways



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# Takeaways/Next Steps

- A full site health audit has been completed identifying several challenges and opportunities for VSPC, largely having to do with three significant Google updates. These updates, as well as increased competition by travel-focused websites, make great content more important than ever for maintaining and growing site traffic. Per Google, pages that dropped in traffic and ranking after the Google updates “don’t necessarily have anything wrong to fix” and suggest focusing on “ensuring that you are offering the best content you can - since that’s what Google algorithms seek to reward”. To that end, there are a variety of site content refreshes, enhancements, and new article opportunities that can be leveraged as a priority for the coming quarter.
- With traffic sessions down substantially, it’s important to note that desired outcomes such as Partner Deal views and Destination Guide Orders are actually up year-over-year, lending credence to the overall conclusion that a good (if not major) portion of last July’s traffic was seeking information, largely by locals, whereas July of 2022’s traffic was seeking trip-planning and inspirational content - both highly desired kinds of site visitors.
- TikTok continues to be the rising star within Social, with growth in members that far outpaced the rates of growth back when Facebook and Instagram emerged on the social scene. VSPC continues to develop content for this channel, as well as paid advertising support, given that many competing Destination Marketing Organizations have yet to engage and develop followers and likes. Vertical “shorts” are rapidly emerging as a highly desired format of content by audiences, so developing content of this nature needs to be an area of growth for the coming year.

# Digital Paid Media Reporting Highlights

July 2022

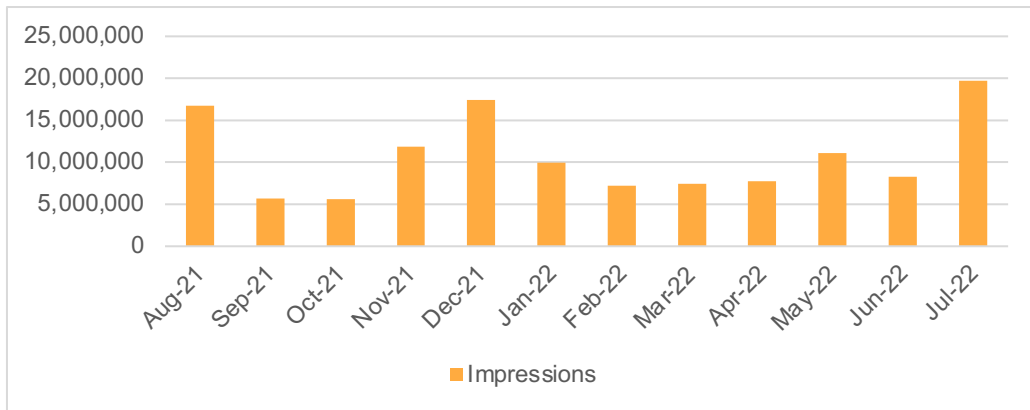


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# July Media Activity

- Huge impression volume increase MoM (highest this year) as new programs launched and ongoing buys ramped up in support of Let's Shine campaign
- New launches this month included: Spotify audio + podcast ads, programmatic CTV, and YouTube Select



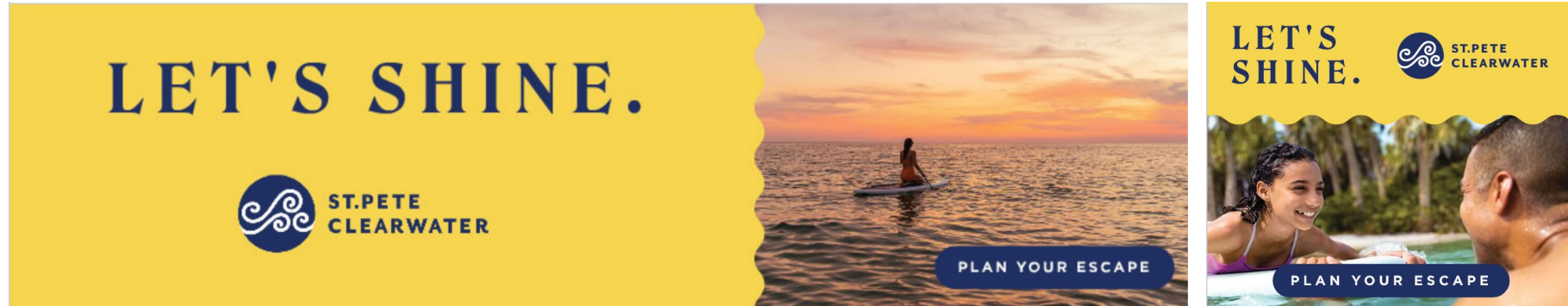
- Display
- Rich Media
- Native
- Video
- Audio



Campaign	Format	Partner	July				
			6/27	7/4	7/11	7/18	7/25
Always On	Display, Pre-Roll	Ad+Genuity					
Always On	Display, Pre-Roll	Sojern					
Summer	Video	Hulu					
Summer	CTV Video	Ad+Genuity					
Summer	Video	YouTube / Ad+Genuity					
Summer	Display	Tripadvisor Conde Nast					
Summer	Audio	Spotify					
Summer	Native Article	Nativo					
Summer	Rich Media	Undertone					
Summer	Custom Program	Travelzoo					
Summer	Native Article	Smithsonian					
Co-Op	Display	Tripadvisor					
Co-Op	Email	AFAR					
Always On	Social	Facebook/Instagram					
Summer	Social	TikTok					
Always On	Video	YouTube / Precise.TV					
Always On	SEM	Google					

# Display Media Highlights

- **Let's Shine** creative began rotating in across all placements the week of 7/18. Initial results are in-line with previous display creatives
- **Sojern** was the top performing partner, driving the most volume of site activities and strongest PV and Engagement Rates, followed by Ad+Genuity
- **Spotify** drove the most volume – 3.6M streaming audio impressions & 1.2M podcast impressions



# TikTok Check-In

- Since launching on June 21<sup>st</sup>, paid TikTok ads have delivered over 1M video views and a 24% 6-sec view rate
- Video B has garnered stronger view rates than Video A – Video A was paused in late July
- To date, the campaign has resulted in 4,484 likes, 30 shares, and 244 new followers

## Video B



Impressions

1,048,756



Video views

1,001,622



2-second video views

658,438



6s Views

238,309



Avg. 2sec VTR.

62.78%



Clicks

859



CTR

0.08%



Cost

\$10,016.22

# Cumulative Adara Impact Results

- Since October 1, 2021, VSPC's measurable digital media has resulted in

**19.5M**  
*Unique Users Reached*

**44K**  
*Total Observable Bookings*

**\$8M**  
*Hotel Revenue*

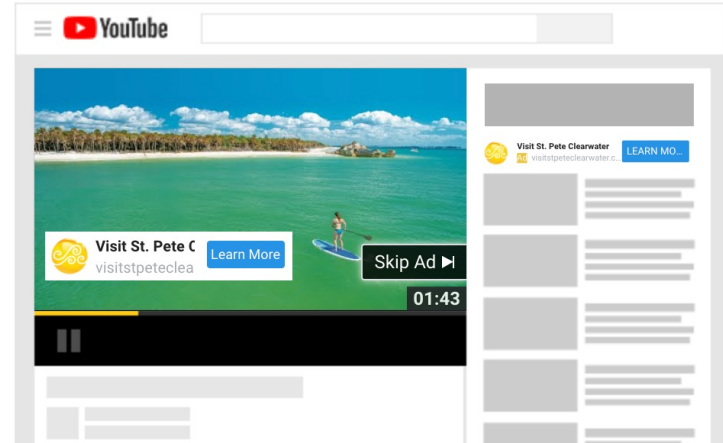
- Measurable digital media spend for the year is approximately \$1.3M, for a ROAS of **6.15:1**
- **Sojern** drove the highest volume of bookings and bookings per 1000 impression of any partner
- **Video** drove more than 3X more bookings per 1000 impression than Display and Native tactics



**7,690**  
Bookings by website visitors who saw an ad

# July MoM SEM Highlights

- 502,953 search impressions and 69,684 clicks from \$60k spend
- 308,129 views on YouTube for \$0.035 CPV with a 11.5% VTR
- In Feed Ads had 39,276 clicks to view for an \$.08 CPC
- Search generated 40,466 conversions – decreased 20% MoM
- Conversion Rate was 58.68% - down 1% MoM
- CPC - \$0.86 – increased 20%
  - Travel Industry Benchmark \$1.53
- CTR – 13.85% - decreased 20%
  - Travel Industry Benchmark 4.7%
- Bounce rate was up 2%
- Pages per session was flat



Ad · visitstpeteclearwater.com/st\_pete/beach 7274647200

**St. Pete Beach Florida | Let's Go To St. Pete Beach**

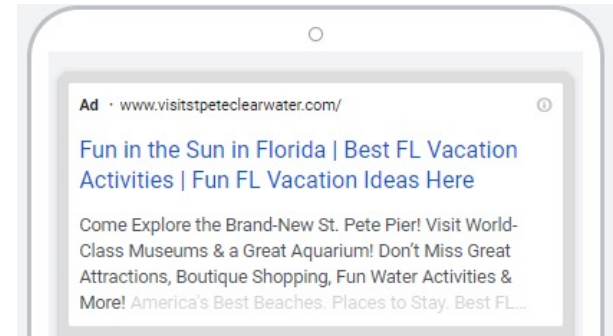
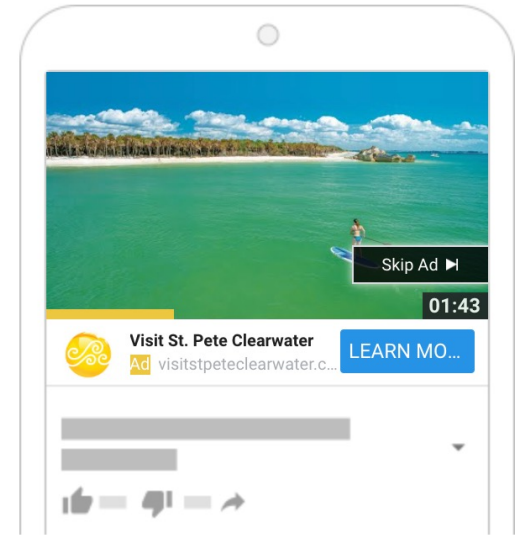
Beautiful Beachfront Hotels, Open-Air Dining, Outdoor Beach Bars, Water Sports and More! Build Sandcastles & Watch Gorgeous Sunsets! Plan Your Visit Today. America's Best Beaches. Places to Stay. Best FL Beaches. Family Fun Activities.

<b>Things To Do</b> New Attractions & Exhibits Fun Vacation Activities	<b>Find Places To Stay</b> Beachfront Resorts & Hotels Boutique Hotels, Budget Hotels
<b>Beaches</b> Beautiful Beaches with White Sand A Great Place to Catch the Sunset	<b>Museums</b> Awesome Art & Cool Culture Murals, Galleries, Museums

# July YoY SEM Highlights

- Search generated 40,466 conversions **increased 68% (40,466 vs 24,148)**
- Conversion rate **increased 103%**
- CPC **was flat (\$0.86 vs \$0.86)**

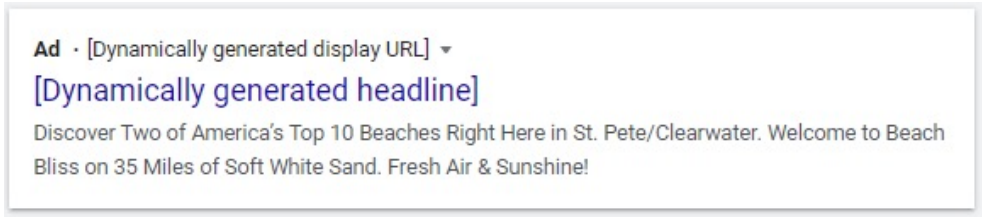
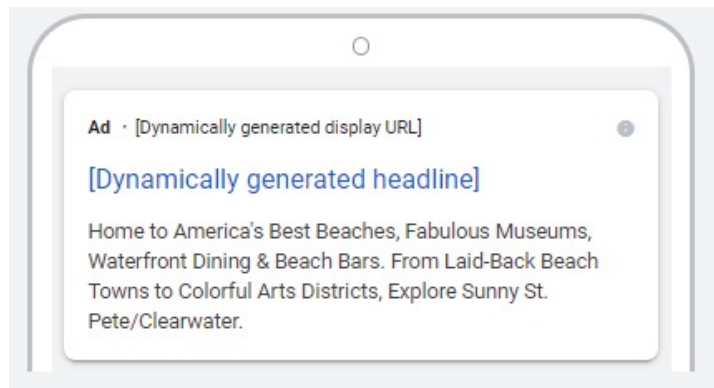
Conversion Goal	# of Conversions
Deal Views	917
Time on Site < 1:30	14,428
Travel Deals Discount Page Views	7,248
Total Partner Referrals	4,953
Events View	2,213
Pages Per Session >2	10,510
Destination Guide Order	183
Newsletter Signup	14



# July SEM DSA Highlights

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- 119,931 impressions and 19,810 clicks
- CTR - 16.52%
- CPC - \$0.63
- Generated 10,578 conversions
- Communities generated the most conversions (7,406) followed by Beaches (1,095)



# 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
- **Engagement Rate:** website sessions that include 2+ pageviews generated by display media divided by all pageviews generated by display 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/>)
- **PV Rate:** website pageviews generated by display media divided by all display media impressions
- **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 group; 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
- **Undertone:** Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- **Nativo:** Native advertising vendor that enables long-form content distribution at scale across network of premium publishers
- **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
- **Conde Nast:** Global media publisher with portfolio of premium consumer brands including CN Traveler, Vogue, Bon Appetit, Pitchfork, Wired, and many others
- **Smithsonian:** Official journal and online magazine published by the Smithsonian Institution
- **Spotify:** World's largest online music streaming platform and podcast distributor
- **TikTok:** Fastest growing social media network
- **Travelzoo:** Online publisher of unique travel deals reaching 28M members worldwide.



# MONTHLY SOCIAL MEDIA REPORT

## Facebook

312,837 Page Likes

### PERFORMANCE SUMMARY

483,684 Engagement  
7,781,357 Total Impressions

### >> Top Post



Name a better way to beat the heat, we'll wait.

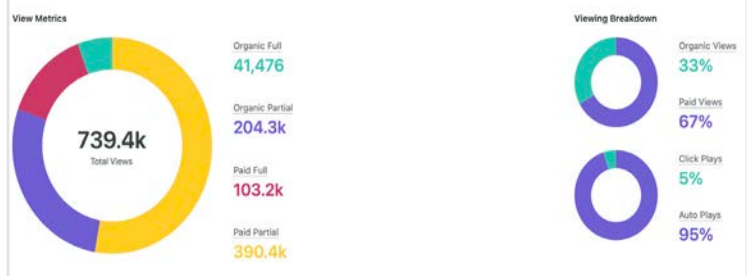
6.3K Likes

315 Shares

56K Views

Post Link Clicks  
NA

### VIDEO PERFORMANCE



### ADS TOTALS

\$27,599.23 Spend  
278,998 Clicks  
4,978,490 Impressions  
5.6% Click through rate  
\$5.54 Cost per 1K  
\$0.10 Cost per click

## Instagram

77.2K Followers  
500 New Followers

30 Posts  
17,832 Engagement  
754 Saves (17%)

8 Stories sent (53%)  
5,958 Story Impressions (68%)  
739 Avg. Reach per Story (32%)

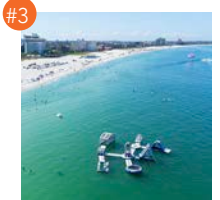
#1  
#2  
#3  
Top Posts



1,381 Likes  
53 Comments



1,369 Likes  
20 Comments




1,279 Likes  
35 Comments



 **32,381** ▲  
Engagement

 **4**  
Tweets per day

 **972** ▲  
Re-tweets earned

 **7,361** ▼  
Favorites earned

**507,644** ▲  
Total impressions



Strange phenomenon going on in the sky right now in Gulfport. @PaulFox13, please explain! #Gulfport #Florida



>> Top Tweet



 **88**  
Comments

 **113**  
Retweets

 **684**  
Likes

Subscribers  
 **22,036** ▲

New  
**98** ▼

 **222,816** ▼  
Minutes watched

**327,547** ▼  
Views

 **274** ▼  
Likes

**343** ▼  
Shares

>> Top Video



**170.2K** Total Views  
"Come on in, the water's fine!"  
#FortDesotoPark #Florida  
Youtube Short

