



MONTHLY SOCIAL MEDIA REPORT

Facebook

308,734 Page Likes

PERFORMANCE SUMMARY



>> Top Post



"Ever dream of being on your own deserted island? Well Egmont Key State Park is the next best thing. Whether it's adventure or relaxation you seek..."

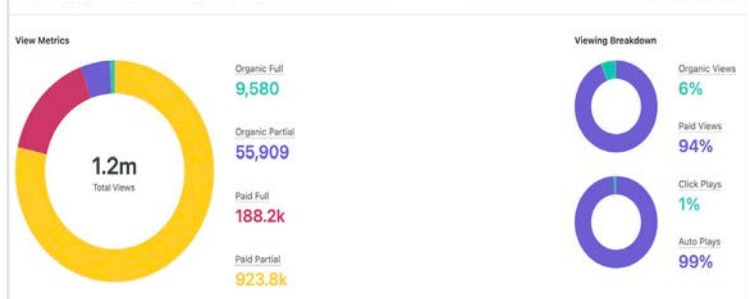
Likes
3.8K ▼

Shares
555 ▼

Engagement
28.2K ▼

Post Link Clicks
NA

VIDEO PERFORMANCE



ADS TOTALS

\$23,312.14	271,949 ▲	6,425,105 ▲	4.23% ▼	\$3.63 ▲	\$0.09 ▲
Spend	Clicks	Impressions	Click through rate	Cost per 1K	Cost per click

Instagram

76.5K ▲ ▼ Followers

754 New Followers

30 Posts

17,026 ▼ Engagement

799 32% ▼ Saves

20 ▼ Stories sent

22,459 ▼ Story Impressions

1,109 ▲ Avg. Reach per Story

44% ▼

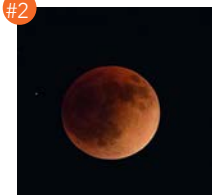
15.3% ▼

52.5% ▲

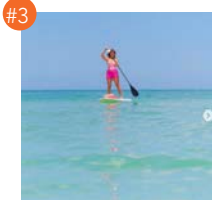
#1
#2
#3
Top Posts



1,662 **29**



1,312 **14**




1,038 **12**

 **15,179** ▼
Engagement

 **4.6**
Tweets per day

 **817** ▼
Re-tweets earned

 **7,330** ▼
Favorites earned

467,979 ▼
Total impressions

“

Tuesday is looking might fine from Fort DeSoto Park! Have you ever visited this island paradise at the southern tip of St. Pete/Clearwater?

”

Top Tweet



 **19**
Comments

 **33**
Retweets

 **317**
Likes

Subscribers
 **21,808** ▲

New
84 ▼

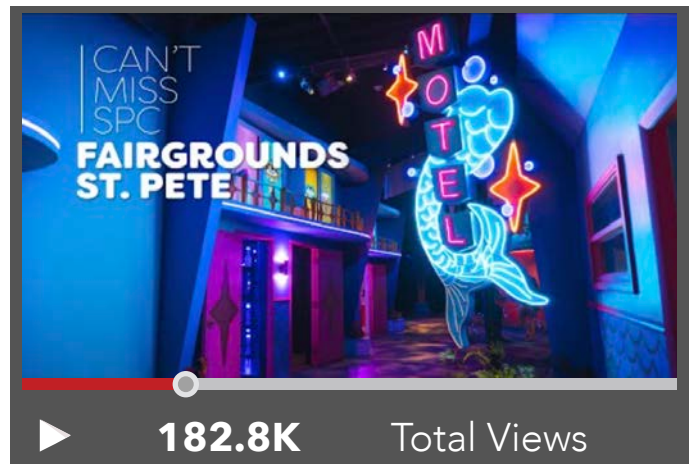
 **541,752** ▼
Minutes watched

337,632 ▲
Views

 **315** ▲
Likes

436 ▲
Shares

Top Video



182.8K Total Views
“The wait is over! Be a part of the art at Fairgrounds St. Pete, the new, 15,000 square foot immersive art and technology exhibit in St. Pete’s Warehouse Arts District!”

Digital Paid Media Reporting Highlights

May 2022

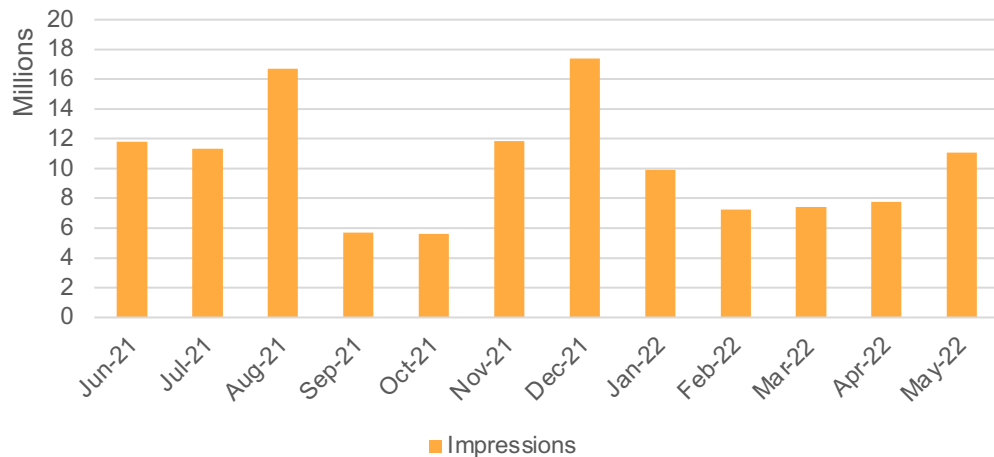


ST.PETE
CLEARWATER

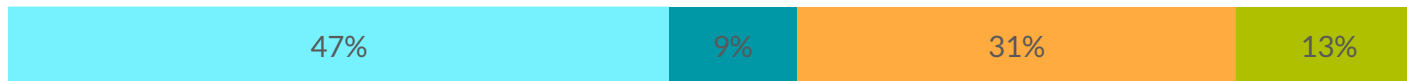
miles
PARTNERSHIP

May Media Activity

- Overall impression volume and clicks were up MoM, with launch of Life's Rewards promotion
- 30% of impressions ran nationally, 25% locally in Florida, and the remainder in key Fly markets



■ Display
■ Rich Media
■ Native
■ Video

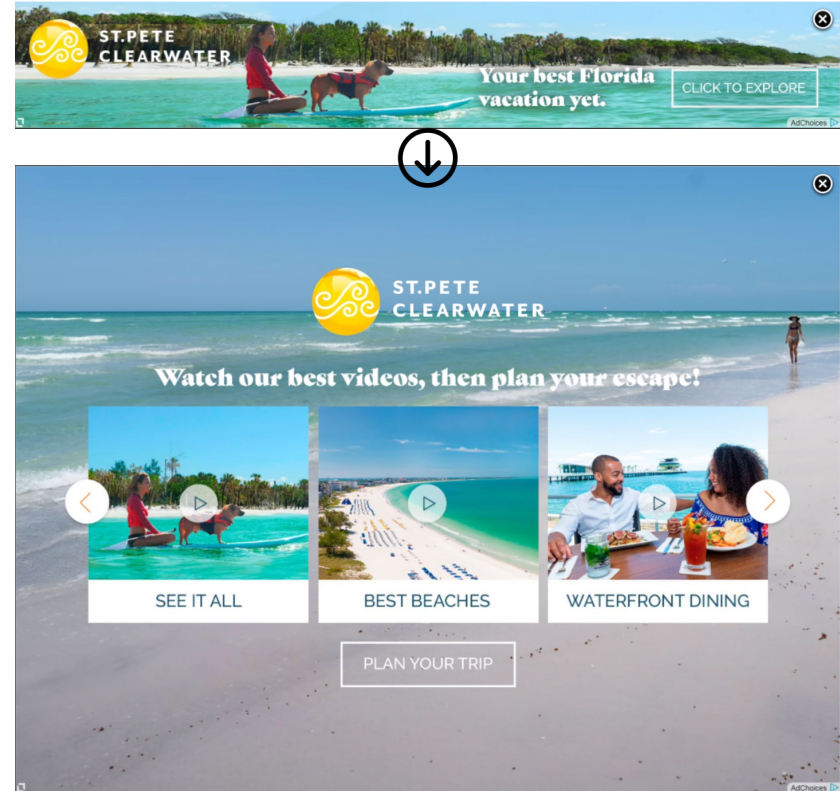


			May				
Campaign	Format	Partner	5/2	5/9	5/16	5/23	5/30
Always On	Display, Pre-Roll	Ad+Genuity					
Always On	Display, Pre-Roll	Sojern					
Spring	Video	Hulu					
Spring	Display	Tripadvisor Conde Nast					
Spring	Native Article	Nativo					
Spring	Rich Media	Undertone					
Life's Rewards	Native Article	Nativo					
Co-Op	Display	Ad+Genuity					
Co-Op	Display	Tripadvisor					
Co-Op	Email	Dunhill Vacations					
Always On	Social	Facebook/Instagram					
Always On	SEM	Google					

Display Media Highlights

- **Ad+Genuity (Basis DSP)** drove the most volume of site activities of any partner
- **Sojern** had the strongest conversion rates (0.85% PV Rate and 62% Engagement Rate)
- **Nativo** LGBTQ+ article continued to drive strong performance, with a 4.22% CTA Rate (clicks from article to website) and 51s average time spent
- **Undertone** Rich Media has averaged an expansion rate of 0.59%, more than **2x the benchmark** range of 0.20-0.25%
- **Hulu** delivered 761K video impressions, including a mix of the interactive Innovid Guide, 30s Immerse Your Senses Spot, and the 7s premium slate

Undertone Bottom Adhesion interactive creative



Always-On Partner Check-In

Jan-May 2022 - non-video tactics

Partner	Impressions	Cost	eCPM	Clicks	CTR	CPC	Pageviews	PV Rate	C/PV	Engagements	Eng Rate	C/Eng
Sojern	3,601,206	\$ 25,222	\$ 7.00	4,828	0.13%	\$ 5.22	34,180	0.95%	\$ 0.74	22,239	65.06%	\$ 1.13
Ad+genuity	13,270,875	\$ 50,491	\$ 3.80	13,636	0.10%	\$ 3.70	32,437	0.24%	\$ 1.56	13,377	41.24%	\$ 3.77

Jan-May 2022 - video tactics

Partner	Impressions	Cost	eCPM	Clicks	CTR	CPC	Pageviews	PV Rate	C/PV	Video Completions	VCR	CPCV
Sojern	1,863,751	\$ 26,093	\$ 14.00	3,472	0.19%	\$ 7.52	26,290	1.41%	\$ 0.99	1,049,655	56.32%	\$ 0.02
Ad+genuity	1,511,145	\$ 25,388	\$ 16.80	1,066	0.07%	\$ 23.82	926	0.06%	\$ 27.42	1,225,904	81.12%	\$ 0.02

- Both partners delivered strong results across the board
 - Sojern was most efficient at driving pageviews and engagements
 - Ad+genuity delivered more efficient volume of impressions and higher video completion rate
- Per Adara Impact results, Sojern drove higher ROAS, while Ad+Genuity drove higher ADR
- Ad+Genuity reached almost 9X more unique users than Sojern and the two vendors had only a 1.46% overlap

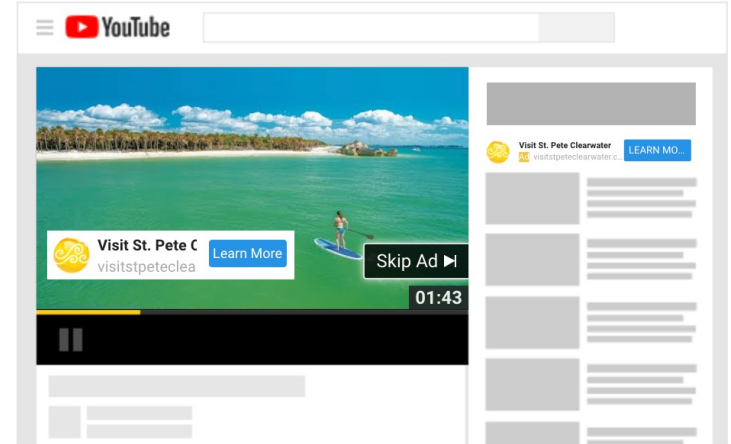


Partner	Media Spend	Hotel Bookings	ADR	Hotel Revenue per Unique Traveler Reached	ROAS
Sojern	\$ 51,315	4,810	\$ 220.56	\$ 343.49	\$ 64.00
Ad+genuity	\$ 75,879	2,824	\$ 252.32	\$ 416.25	\$ 32.02

Sojern Impressions	Sojern Uniques	Ad+Genuity Impressions	Ad+Genuity Uniques	# Uniques Overlap	% Overlap
9,386,806	1,194,840	23,687,024	9,813,786	158,244	1.46%

May MoM SEM Highlights

- 498,675 search impressions and 87,438 clicks from \$60k spend
- 271,592 views on YouTube for \$0.035 CPV with a 64.2% VTR
- In Feed Ads had 39,079 clicks to view for an \$.08 CPC
- Search generated 54,535 conversions – decreased 5% MoM
- Conversion Rate was 59.76% - decreased 5% MoM
- CPC - \$0.69 – increased 8%
 - Travel Industry Benchmark \$1.53
- CTR – 17.53% - increased 3%
 - Travel Industry Benchmark 4.7%
- Bounce rate was up 3%
- Pages per session decreased 4%



Ad · www.visitstpeteclearwater.com/

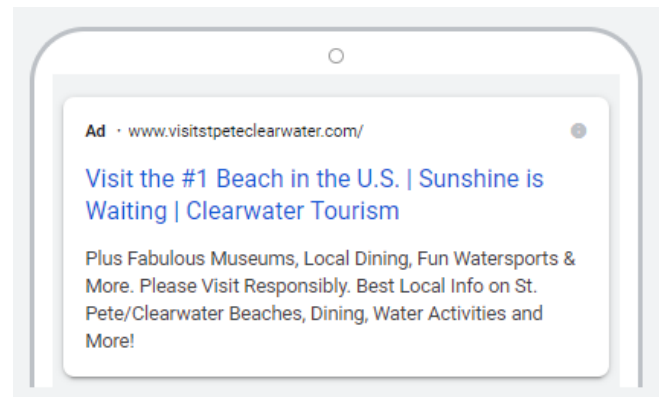
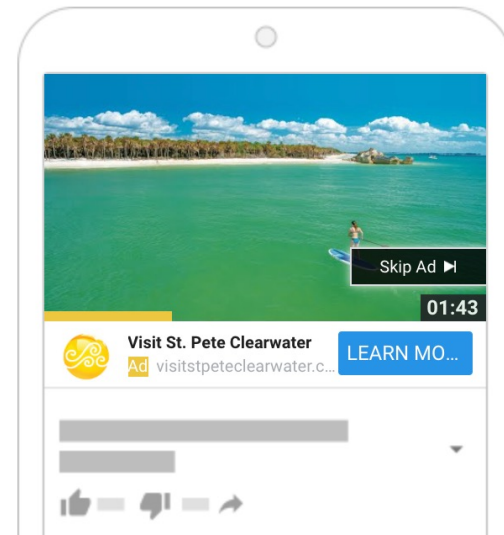
Sunshine is Waiting | America's #1 Beach is Here

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.

May YoY SEM Highlights

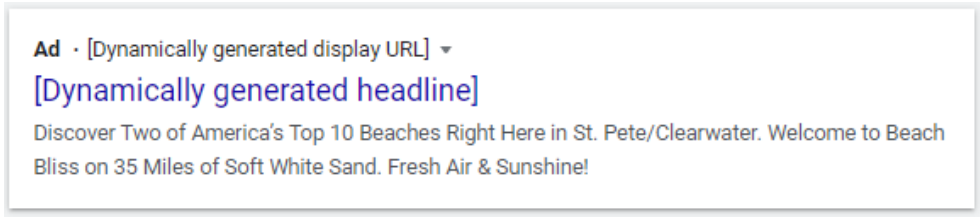
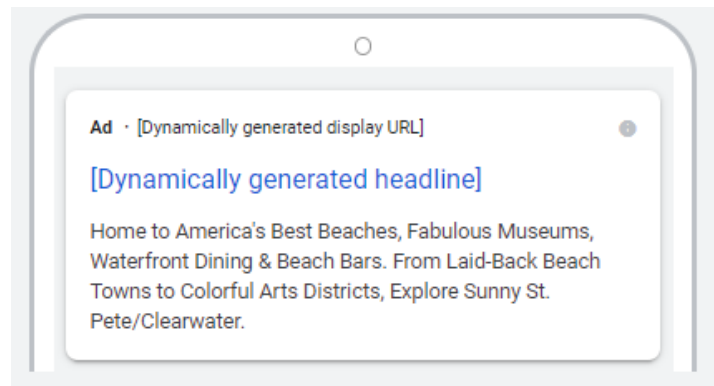
- Search generated 54,535 conversions **increased 88% (54,535 vs 28,934)**
- Conversion rate **increased 73%**
- CPC **decreased 19% (\$0.69 vs \$0.85)**

Conversion Goal	# of Conversions
Deal Views	1,286
Time on Site < 1:30	19,470
Travel Deals Discount Page Views	8,988
Total Partner Referrals	6,817
Events View	3,643
Pages Per Session >2	14,124
Destination Guide Order	189
Newsletter Signup	18



May SEM DSA Highlights

- 121,852 impressions and 20,395 clicks
- CTR - 16.74%
- CPC - \$0.67
- Generated 11,237 conversions
- Communities generated the most conversions (6,616) followed by Beaches (1,507)



Appendix

Glossary & Creative Links

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 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

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

Creative

Visit St. Pete/Clearwater Monthly Website Reporting

May 2022



ST.PETE
CLEARWATER

miles
PARTNERSHIP

Executive Summary

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

OVERALL TRAFFIC: Sessions in May 2022 were down 29% compared to last year, and pageviews were down 38%. While we saw decreases in overall traffic, the site's Time on Page metric improved by 35% from 1:44 in 2021 to 2:20 in 2022. It should be noted that Media Strategy did pivot for 2022, targeting visitor engagement with site content (primarily measured by Time on Page) as opposed to simply driving site visits.

TRAFFIC BY CHANNEL: The largest traffic channel by a fair margin, Organic search traffic, was down 29% compared to last year, and overall campaign traffic was down 35%. Referral traffic also took a hit, also down 86% YOY. Given that there has been some softness in Organic traffic overall for May as well as the preceding month.

The drop in referral traffic is again based on there being a sweepstakes going on last May, but not this May. Those draw a high volume of traffic from contest and sweepstakes websites, such as contestgirl.com, sweepstakestoday.com, thebalanceeveryday.com, and more. And although Paid Search traffic was up 23% all other paid sources such as email, display, rich media and video were down leading to the overall campaign traffic decrease.

CONTENT PERFORMANCE: The most-viewed page on the site was the things-to-do/events-festivals page, with more than 41,000 pageviews. The things-to-do/beaches page also had more than 35,000 pageviews as the second-most-viewed page on the site in May 2022. The communities/clearwater-beach (up 668% YOY) followed by the homepage (up 37% YOY). Finally, the things-to-do page (down 26%) rounds out the top five most-viewed pages last month.

Despite the traffic decrease, a few Signals of Intent to Travel saw increases compared to last year, including Deal Views (up more than 1,100%), and Enews Signups (essentially flat with a decrease of only 2%), however strong comparatively given the decreased traffic.

Google Analytics



Total Leisure Site Traffic, Page Views & Engagement

Performance (MoM)

Total Visits: 358,249 ↑ 4.3%

Total Unique Visitors: 290,066 ↑ 6.1%

Total Page Views: 578,375 ↓ -1.3%

Overall Bounce Rate: 63.82% ↑ 6.4%

Time on Site: 1m 27sec ↓ -10.74%



Total Leisure Site Traffic, Page Views & Engagement

Performance (YoY)

Total Visits: 358,249  -29.5%

Total Unique Visitors: 290,066  -12.29%

Total Page Views: 578,375  -38.1%

Overall Bounce Rate: 63.82%  16.0%

Time on Site: 1m 27sec  -1.30%



Total Leisure Site Traffic, Page Views & Engagement

Performance: Last 12 months

June 1, 2021 through May 31, 2022

Total Traffic/Sessions: 4,959,012  3.60%

Unique Visitors: 3,374,029  9.73%

Page Views: 8,412,677  1.02%

Performance (MoM)

- Partner Referrals: 45,275
- DM Orders: 515
- TripAdvisor Clicks: 164
- Newsletter Sign-ups: 90
- Deals Views: 2,035
- Time on Site: 1min 27sec
- Pages per Session: 40,931



Total Industry Site Traffic, Page Views & Engagement

May Performance

Total Visits: 1,261  **-30.0% (MoM)**

 **1.8% (YoY)**


Total Organic Visits: 589  **-16.8% (MoM)**

 **10.1% (YoY)**

Total Page Views: 2,331  **-22.2% (MoM)**

 **-16.1% (YoY)**

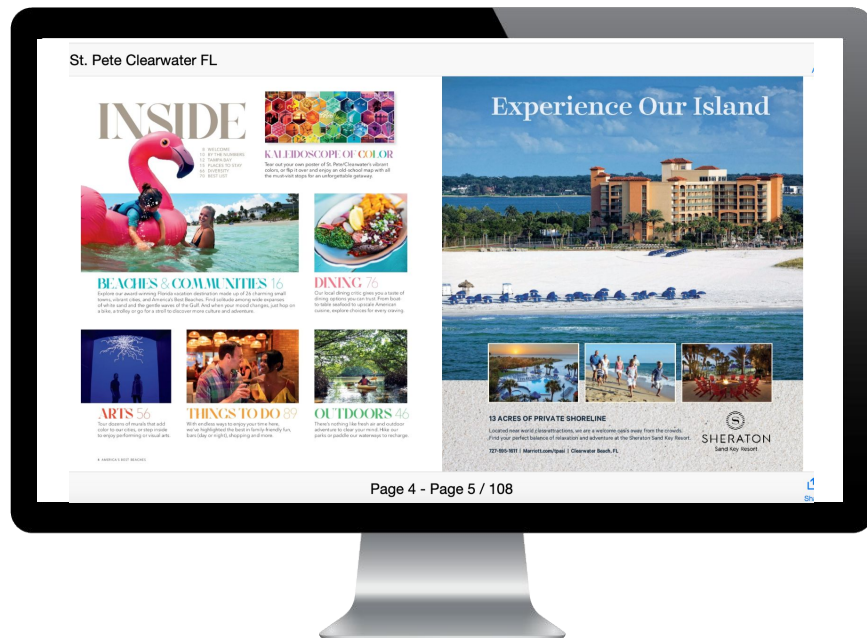
Top Pages Viewed

- Homepage: 416  **-12.6% (MoM)**
- /info/staff-directory: 149  **19.2% (MoM)**
- /resource/value-tourism: 89  **-21.2% (MoM)**

2021 Gulf to Bay Digital Guide

Performance: May 27, 2021 - May 31, 2022

- PDF Downloads: 640
- Sessions: 6,644
- Pageviews: 245,717
- Pages/Session: 36.98
- Avg. Session Duration: 4:41
- Device Category:
 - ⇒ Mobile: 3,006 sessions
 - ⇒ Desktop: 2,997 sessions
 - ⇒ Tablet: 641 sessions



Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE

DATE RANGE: May 1, 2022 - May 31, 2022

IMPRESSIONS		CLICK-THROUGH RATE		VIEWABLE IMPRESSIONS		VIEWABLE PERCENT		AVERAGE CPM	
Total impressions 626,433 ↓ -212,704 from previous year		Total CTR 2.05% ↑ 1.33% from previous year		Viewable Impressions 363,010 ↑ 146,719 from previous year		Viewable Percent 58.13% ↑ 32.30% from previous year		Total average eCPM \$17.50 ↓ \$-1.15 from previous year	
Line item type ▾		Total CTR	Total impressions	Placement		Total CTR	Total clicks	Total impressions ▾	
Standard		2.01%	466,245	-		1.80%	6,334	351,800	
Sponsorship		2.23%	2,377	STPE: Communities		2.23%	3,683	165,310	
Bulk		2.14%	157,811	STPE: Things to Do		2.43%	2,306	94,735	
				STPE: Attractions		1.16%	157	13,477	
				STPE: Places to Stay		3.69%	436	11,810	
				STPE: Beaches		2.45%	79	3,226	
				STPE: Fishing		0.36%	9	2,503	
Creative size (delivered) ▾		Total CTR	Total impressions	STPE: Form		2.23%	53	2,377	
Fluid		2.05%	626,433	STPE: Golf		0.97%	21	2,155	
				STPE: Museums		0.64%	13	2,016	
				STPE: Boating & Outdoors		2.02%	22	1,090	
				STPE: All Other		2.97%	10	337	
				STPE: Sports		0.00%	0	239	
Device category ▾		Total CTR	Total impressions						
Tablet		2.25%	22,720						
Smartphone		2.01%	430,230						
Desktop		2.12%	173,383						
Connected TV		1.00%	100						
1 - 13 / 13 < >									

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e IRISH.CARROLL@MILESPARTNERSHIP.COM



ST.PETE
CLEARWATER



Organic Traffic



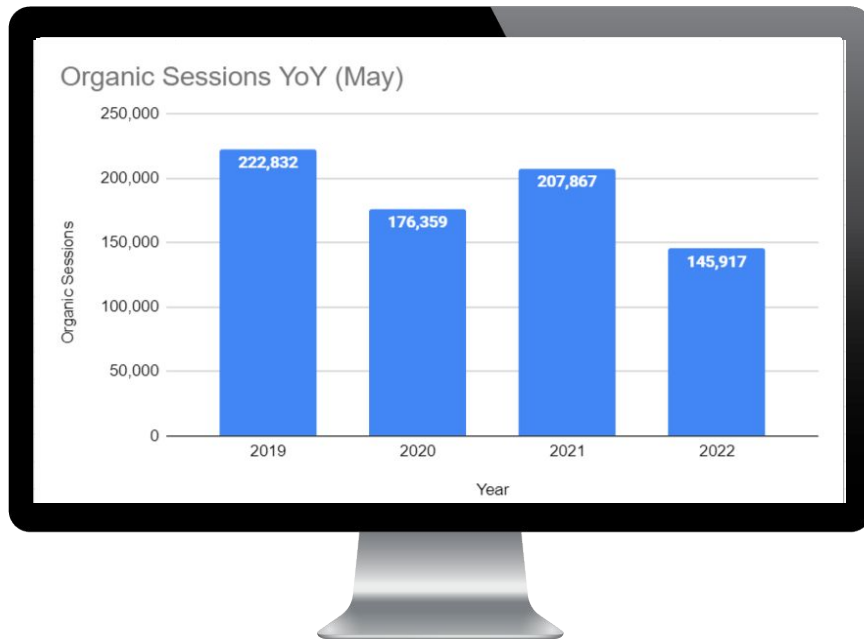
Organic Traffic

Summary

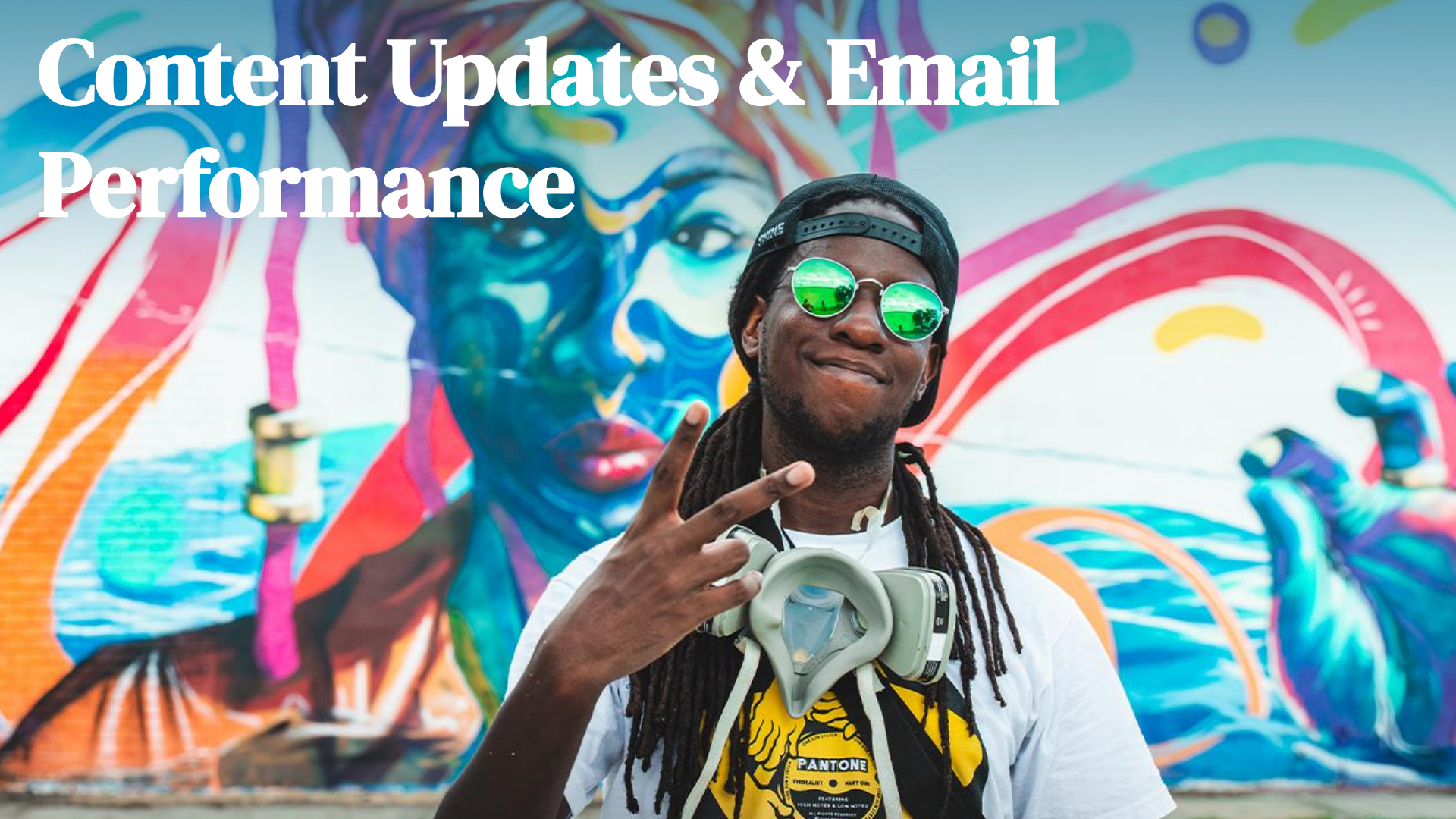
With 145,917 organic sessions, May saw a **29.8% decrease** in Organic Search Traffic looking year-over-year. May's organic sessions are a **17.3% decrease** from May 2020 and **34.5% decrease** from May 2019.

The top 10 organic landing pages in May were:

- /events-festivals
- /
- /profile/pier-60-clearwater-beach/139755
- /current-beach-conditions
- /communities/clearwater-beach
- /article/fort-de-soto-park
- /communities/st-pete-beach
- /profile/johns-pass-village-boardwalk/138598
- /article/best-waterfront-restaurants
- /communities/treasure-island



Content Updates & Email Performance



May Content Updates

New Articles/Significant Updates

- Districts Pages
- Mural Pages

Small Changes to Existing Content

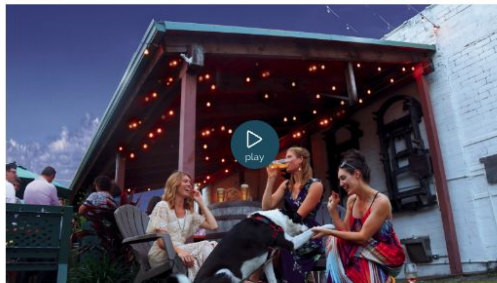
- Additions to [New Restaurants](#) Article
- Additions to [New Hotels & Renovations](#) Article
- Add Caladesi Island #2 mention to several articles
- Site Clean Up Efforts

The EDGE District

For an afternoon spent mural-spotting, checking out on-trend boutiques and sipping on the brilliant craft beverage of your choice, the EDGE District invites you to venture west of downtown St. Pete.

The EDGE District can be described as a walkable, dog-friendly place with a mix of funky drinking, dining and shopping establishments – but that doesn't quite do it justice. That's because the EDGE District is just so cool and ever-changing. Yes, there are the local landmarks, such as **Tropicana Field**, **Ferg's**, **Green Bench Brewing**, **Bodega** and **Dr. BBQ**. But this district is always evolving, and that means there's something new and interesting to experience every time you visit.

Watch Our EDGE District Videos



← Learn all about St. Pete's EDGE District and then make a plan to explore it on your own! →

01/04

What to Do

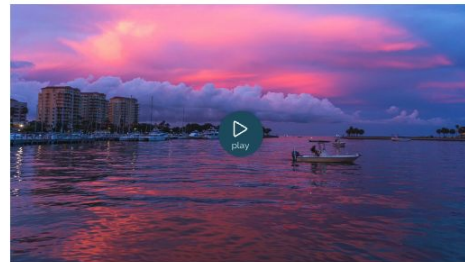
The EDGE District plays host to **Tampa Bay Rays** games (the Trop is part of the backdrop here, after all) and boho flea markets alike. Some of St. Pete's **best-known murals** are here, so keep your phone handy to take photos.

The Waterfront Museum District

As if St. Pete's sparkling downtown waterfront wasn't picturesque enough, this part of the city is packed with murals, museums and restaurants serving "insta-worthy" dishes. Then, there's the string of gorgeous parks that line Tampa Bay.

The jaw-dropping **Salvador Dali Museum** marks the southern end of the Waterfront Museum District. Next door is the **Mahaffey Theater**, a stunning venue that brings national acts to town, as well as the resident **Florida Orchestra**. Nearby, Al Lang Stadium is where the **Tampa Bay Rowdies** play – its parking lot doubles as the location for the super-popular **Saturday Morning Market** from October to April.

Watch Our Waterfront Museum District Videos



← Watch this highlight video of the Waterfront Museum District and learn about all the fun things to see and do here! →

01/07

Museums to Visit

It's no surprise that exploring unique museums tops the list of things to do in this district, and you'll have plenty to choose from. See surrealist art by one of the world's most recognized artists at the **Salvador Dali Museum**, as well as impressive traveling exhibits.


VSPC May 2022 E-News Performance

Email Subject Line: Explore Hidden Gems in St.Pete/
Clearwater

Featured Partner: TradeWinds Island Resort


Sponsored Content: Wyndham Grand Clearwater Beach

Send Date	5/3/22
Total Delivered	200,516
Sessions	879
Bounce Rate	53%
Total Unique Clicks	1488
Total CTR	0.74%
Featured Clicks	356
Sponsored Clicks	399
Opt Outs	224


**ST.PETE
CLEARWATER**

BEACHES OUTDOORS ARTS

Award-Winning




Award-Winning St. Pete/Clearwater

A sparkling gem on Florida's Gulf coast, St. Pete/Clearwater has the perfect ingredients for your best vacation yet. But don't just take our word for it - respected travel publications such as TripAdvisor, Travel + Leisure, Conde Nast Traveler and more highlight our destination's unique experiences as some of the **best in the world**.

[SEE OUR AWARDS](#)

FEATURED PARTNER

TradeWinds Island Resorts



Step into the Sun with Savings

Extend your stay and expand your savings when you stay seven or more nights in a one- or two-bedroom villa. More fun and more sun for your entire crew. Save 30% off the best available rate for a limited time.

[SUN-SATIONAL SAVINGS](#)



Welcome to Pinellas Park

Enjoy wildlife-spotting at **Sawgrass Lake Park**, indulge in homemade Pro at Ben Tharr's restaurant, stroll through the colorful Pinellas Arts Village and so much more.

[WATCH NOW](#)

SPONSORED CONTENT

Wyndham Grand Clearwater Beach



Experience a Grand Summer Getaway

Soak up the sun and soak in the memories on Florida's Gulf coast. Experience a grand getaway filled with miles of white sand, clear blue water, and endless opportunities for adventure and relaxation.

[BOOK NOW FOR SPECIAL OFFERS](#)




Explore Mind-Bending Artwork

Home to more than 2,400 works by the surrealist artist, The Dalí Museum in St. Pete holds the largest collection of Salvador Dalí's artwork outside of Europe.

[DISCOVER THE DALÍ](#)

can't-miss events



Ongoing


Tampa Bay Rays Schedule

Baseball season is back! Check out the Tampa Bay Rays home schedule to catch a game soon.

Saturday May 14, 2022

Tacos & Tequila at Vinoy Park

Get your tickets to indulge in authentic tacos, refreshing margaritas and craft beer at Vinoy Park.



Now - October 14, 2022

Clearwater Beach Cleanup

On the second Friday of each month, join our cleanup movement to help keep our beaches beautiful.

June 1 - 30, 2022

St Pete Pride Festival

Florida's largest Pride event returns to St. Pete in June, celebrating its 20th anniversary!

Check Out Our Latest Videos!



3 Daughters Brewing



Explore the Gulf Coast

SUBSCRIBE



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VSPC May 2022 Industry Emails

Send Date	Email	Sent	Delivered	Click-to-Open Rate	Bounce Rate	Total Clicks	CTR	Opt-Outs
5/2 (Mon.)	Final NTTW Email Subject Line: Last Chance: Register for our NTTW Event	3,081	3,046	5.2%	60%	50	1.64%	6

ActOn Database Sign-ups

May Growth

- Total ActOn List Growth*: 467
- Webform Sign-ups: 90
- Giveaway Sign-ups: n/a



*Includes email sign-ups and unsubscribes

Video Performance



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 May

*Data pulled as of 6/8/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Avg. Minutes Viewed	Engagement Metrics
Savor This: Casa Tina's in Dunedin	May 5	1,785 views	2K	58.8/daily avg.	0:07	77 Reactions 27 Shares 10 Comments
Life's Rewards: Season 2 Trailer	May 13	2,535 views	6,100	238/daily avg.	0:05	59 Reactions 11 Shares 1 Comments
Savor This: Clear Sky Cafe	May 17	944 views	1,100	100/daily avg.	0:05	34 Reactions 6 Shares 1 Comments
Can't Miss: Satisfying Burgers	May 28	1,050 views	1,100	91.6/daily avg.	0:06	31 Reactions 7 Shares 3 Comments

VSPC Facebook Video Performance in May

**Data pulled as of 6/8/22*

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 Districts	May 29	1,332 views	1,400	127/daily avg.	0:04	56 Reactions 8 Shares 1 Comments

May Video Analysis - FB ONLY

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

IG data was not available for this month and no videos were published on YT.

Video Analysis

- Most viewed video (based on 7-day views, aggregated across channels): Life's Rewards: Season 2 Trailer
- Most watched video (based on average % watched, aggregated across channels): Savor This: Casa Tina's in Dunedin
- Most engaged-with video (based # of likes, comments, shares): Savor This: Casa Tina's in Dunedin
- Video of the Month: Savor This: Casa Tina's in Dunedin

Learnings

- Life's Rewards Season 2 Trailer shows that there may be some interest on FB for teaser content that drives viewers to longer story-driven content. Perhaps even spoof movie-style trailers that tease some of our longer YouTube content.
- As always, foodie content had solid performance
- Overall, videos on Facebook garner the largest amount of viewers, but view time is incredibly low.
 - It seems like the majority of viewers we reach on FB don't stop to watch beyond the first 5 seconds.
 - Could be worth it to revisit our paid strategy to prioritize quality of audience over quantity.
 - Also could look into reasons why viewers scroll past so quickly – are they watching without sound and so need big and bold text right away to draw them in? Should content be more interactive so people are encouraged to watch the entire video, comment with an opinion and share the video with their friends? Or perhaps the preferred style of video on FB has evolved in ways that we aren't connecting with? Lots of opportunities to experiment.

Takeaways



Takeaways/Next Steps

- With the Arts Display (or Banner Ad) campaigns that launched earlier in the year showing decent, but not highly engaged traffic, VSPC will be moving to all new TikTok campaigns that, since they are video, should promote better engagement, allow a better array of art related content to be featured (versus two still images), and hit a prime demographic. The TikTok campaigns will be fully up and running toward the end of June;
- The Media team is in full production to reimagine and execute the Let's Shine campaign in late July, with new fonts, colors, images, and messaging. Assets are being created for Display, Rich Media, Streaming, Email, and other ad formats to assure strong VSPC Brand Identity and message/visual consistency across all media channels (both Digital and Traditional);
- Also launching soon are new campaigns for TravelZoo, which targets both high-level consideration and awareness as well as lower-funnel targeting to assist in driving bookings for the destination.