Travel and Tourism Campaign

Campaign Overview

The overall objective for the campaign was to drive better traffic and engagement for this year's event and destination.

What we'll cover in this report:

- Tactics Used
- KPI Performance
- 2022 vs. 2021

Tactics-Geography's

Campaigns Tactics
- Targeted Display
- Targeted Video
- OTT/CTV
- Facebook/Instagram
- TikTok
- Paid Search (SEM)

Consumer Avatar Targeting
- HHI: $75-100K
- Interests: Military History, Arts, Culture, Jazz, Symphony, Orchestra, Performing Arts
- Recent location history based on historical and searched data

Geo's
- Atlanta
- Baton Rouge
- Biloxi-Gulfport
- Birmingham
- Columbus
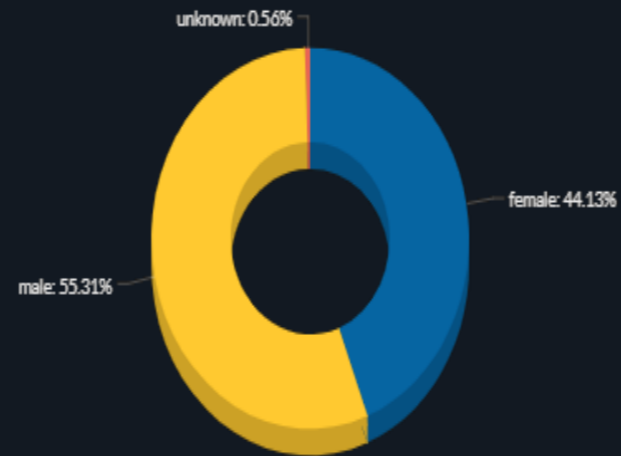- Mobile-Pensacola
- New Orleans
- Panama City
- Tallahassee

Travel and Tourism Campaign

Conversion Funnel

Impressions: 2,534,361

Clicks: 2,020

Website Leads: 1

Video Engagement by Gender

unknown: 0.56%

female: 44.13%

male: 55.31%

Video Engagement by Age

13-17
35-44
45-54
55-64
65+
Unknown

0   10k 20k 30k 40k 50k 60k 70k 80k 90k

Video Plays

Ad Set Performance

AdSet	Imp.	Clicks
Girls Weekend	664,441	598
2022 General	632,774	509
Couples Getaway	622,974	480
Emptynesters	614,202	433

Facebook/Instagram performance in 2022 was focused on impressions, reach, and engagement. Which resulted in doubling all metric within this campaign strategy. 1 million more impressions, 586,000 more in reach, 36,000 more engagements than previous year.
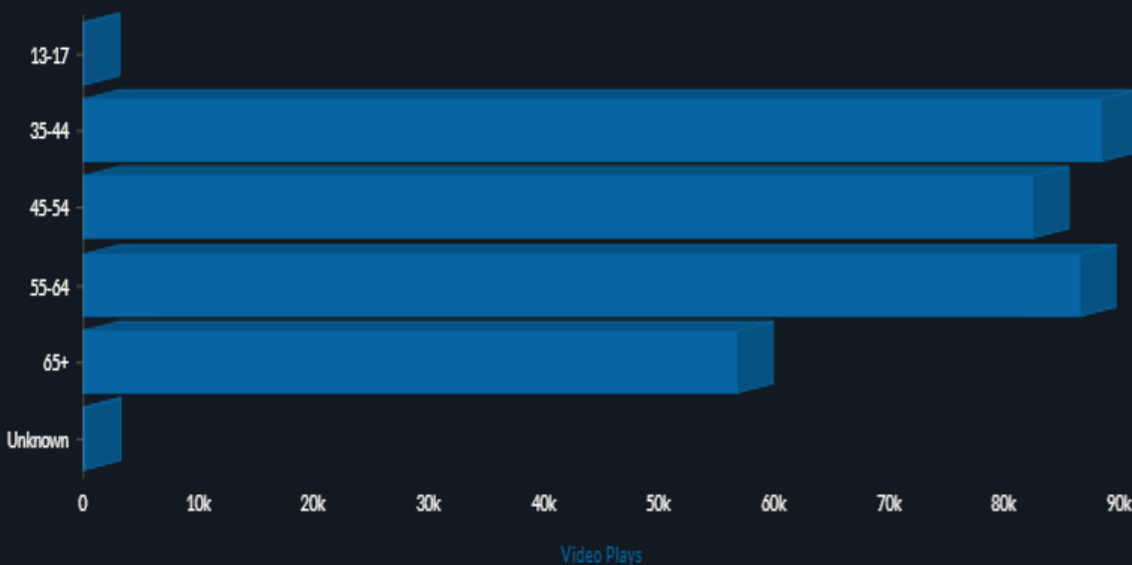
Impressions: 2.5 million vs. 1.1 million the year prior.

Reach: 586,000 vs. 229 prior year.

Post Engagements: 91,556 vs. 35,557 prior year.

Travel and Tourism Campaign

11.41K	924	2.85K	0.65%	141.48K	101.37K
2-SECOND VIDEO VIEWS	CLICKS	6-SECOND VIDEO VIEWS	CTR	IMPRESSIONS	REACH

Gender Breakdown

Male: 43.83%
Female: 56.17%

Age Breakdown

55-100: 11.66%
35-44: 20.90%
45-54: 10.70%
25-34: 56.75%

Top Performing Creative

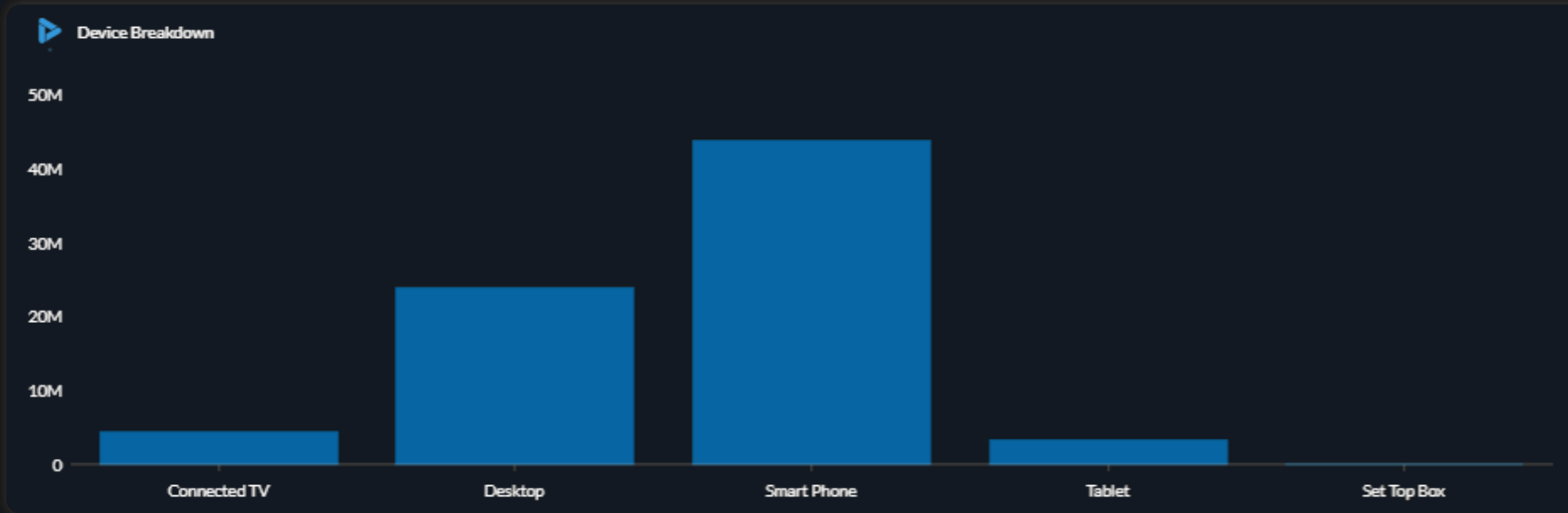| Creative	Imp	Clicks
Beverages	66.778	446
Art	32,107	193
Shopping	21,956	172
Stroll	10,474	48
Food	8,527	65
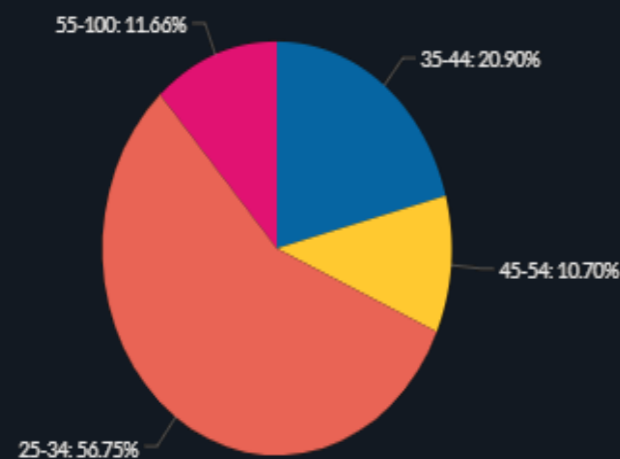
TikTok was a new addition to the paid media mix for 2022. The idea with adding this strategy was to reach out to a younger audience. 56.7% of the impressions were delivered to the A25-34 category. However, as a whole the campaign performed well above expectations. Reach and engagement were two of the surprising factors with the limited budget allocation.

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Device Breakdown

75.39M
ACTIVE VIEW ELIGIBLE IMPR.

$0.50
CLIENT ECPM

16.60K
CLICKS

The strategy for CTV and Programmatic didn't change, but what did change was the platform that we used to serve the ads. Google's Display-Video 360, an extremely powerful demand side platform. Because of this switch we were able to access display and video inventory for extremely competitive prices, allowing for the budget allocation for this year to go much further. The total impressions we were able to achieve for both video, display, and CTV exceeded 75 million impressions vs. 2 million the year prior with another vendor.

Impressions By Device

Device	Imp.	Clicks
Smart Phone	43,797,772	9,898
Desktop	23,992,304	4,068
CTV	4,358,763	49
Tablet	3,244,666	2,583

Top Impressions By Geo

Geo	Imp.
Atlanta	44,890,677
Birmingham	2,343,522
New Orleans	2,142,736
Leon County	2,109,341
Montgomery	873,017