



north lake tahoe
Chamber | CVB | Resort Association

October 2017

**Departmental Reports
for September**

Conference Department Report for September 2017

In September 2017 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

- Staff had a conference call with Zoomaway to go over utilizing their reservation and packaging capabilities for special events.
- Staff continue to follow up on one-on-client meetings from Connect Marketplace in New Orleans
- Digital Domain – Ford Commercial went definite for 20 room nights at PlumpJack Squaw Valley Inn, September 20-22, 2017
- LiveVox 2017 Engineer Summit went definite for 200 room nights at Village at Squaw Valley, October 23-27, 2017.
- Lake Tahoe Tango Retreat/Festival went definite for 120 room nights at Resort at Squaw Creek, May 25-28, 2017
- Staff conducted a general site visit amongst 4 Lake Tahoe luxury properties on Tuesday, September 26 with Janet Caine, HelmsBriscoe. Janet books several programs a year that are 100 or more rooms on peak including a program with Pirelli Tires that we have bid on in the past.
- Staff worked on a new RFP for Ugg for their November 2018 Annual Sales Meeting. This program has the potential to generate over 1000+ room nights and bring 350 people to North Lake Tahoe.
- Staff worked on an RFP for Mannatech Fall 2017 Incentive. This program is relocating their October 2017 incentive to a new destination after the recent hurricane that hit Puerto Rico. The Hyatt Lake Tahoe has made the shortlist of 4 properties (2 from Arizona and 1 from Amelia Island). This program is 638 room nights and 150 people.
- Staff is worked on a new RFP for the Arpan Shrivslava & Apurva Pandey June 2018 Wedding. This wedding program is looking for a beach location and property in Lake Tahoe for 250 people and 80+room nights in lodging.
- Staff worked on the following new RFPs for group & conference business:
 1. Drillinginfo – Disruptors 50 (Client event) for May 2018. This program has the potential to generate over 200+ room nights and bring 100 people to Lake Tahoe.
 2. Goldman Sachs – 2018 Top Advisor Meeting for April 2018. This lead was generated from the tradeshow, Connect Marketplace that Staff attended in August. This program has the potential to generate 106 room nights and bring 52 people to Lake Tahoe.
 3. HPN - FB Inc 2019 Incentive for Spring or Fall 2019. This program has the potential to generate 110 room nights and bring 40 people to North Lake Tahoe.
- Staff worked with IDSS to create an invoice for group commissions that can be sent from IDSS to properties and tracked.
- Staff attended the monthly North Lake Tahoe sales staff meeting
- Staff attended the monthly NLTRA marketing meeting
- Staff attended and worked at the annual Autumn Food & Wine Festival at Northstar

- Staff attended the monthly North Lake Tahoe COOP meeting
- Staff met with Caesars Entertainment to discuss their meeting strategy
- Staff hosted a client event in conjunction with the Autumn Food & Wine Festival at Northstar. Clients stayed at the Ritz-Carlton and enjoyed the Charbay Release Party, Grand Tasting and a hike with staff. Staff hosted 5 clients who generated over \$400,000 in room revenue in North Lake Tahoe this year.
- Staff participated in Spartan Race World Championship events

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



Leisure Departmental Report
September Marketing Committee Meeting

TRAVEL TRADE INFORMATION:

- Marketing Collaboratives that are underway:
 - **Morris Media, Australia:** This program includes a feature in the North American Ski Magazine as well as the following digital pushes: website leaderboard, website leader of the week, newsletter feature of the week, website video of the week (completed twice). Program runs August-November in Australia. Program currently in process
 - **Price Travel & Best Day Travel:** Partnering with the RSCVA on a Best Day Travel & Price Travel Winter Sales Blitz, launching September 15th. The work has been on going developing Reno Tahoe pages on both websites, getting hotels and activity providers rates loaded and generating online trainings for agents. See the attached document for the details on the partnership.
 - **Blue Powder Tours, Australia:** Launching ski sales push with our Northstar and Squaw Valley
 - **Out & About Kids, Australia:** Purchased full page advertorial with Squaw Valley to promote the best spring/summer resort towns.
- Additional Sales Efforts:
 - Working with Viator to include four new activity products
 - Worked on Nevada Gram newsletter
 - Wrote copy for Travel Plan newsletter, Australia
 - Working with Bonotel to increase activity product
 - Worked with Travel Nevada on promotional materials for upcoming sales missions to Canada.
 - Following up on Travel Nevada ASTA leads from San Diego
 - Met with Visit California on PR efforts and upcoming projects related to South Korea
 - Working on Ski.com newsletter that will go out in November
 - Working on Leisure Sales data for upcoming Chamber Luncheon
 - Working with BA holidays to get product loaded before winter
 - Working on activity strategy with our Black Diamond office
 - Working with Visit California on the Star Program, a travel agent portal that provides more consistent and updated information on North Lake Tahoe

TRADESHOW INFORMATION

- Attended the Destination Marketing Association West Conference, September 26-29th

- Upcoming Sales Missions:
 - LA Sales Mission with the RSCVA, October 10-15th
 - Mexico Sales Mission with the RSCVA, October 22-27th
 - Boston Sales Calls, November 26-27th
 - Travel Nevada Governor's Global Tourism Summit, December 4-5th
 - Expedia Sales Trainings, December 6-8th

TRAVEL TRADE & INTERNATIONAL MEDIA FAMS

- Hosted the Volaris/Best Day Travel FAM: October 6-9th in conjunction with our Mexico Sales Efforts
- Hosted German Journalist, October 4-6th

MISC:

- Working with High Sierra Council on upcoming sales mission assignment and next steps for committee.

Events & Communications Update

September Marketing Committee Meeting

General

- Transferred majority of photos from Dropbox to Libris – Anna is helping to organize. Will roll out in the next week or two.
- New content collection method will be rolled out in the next month.
- Finishing up last minute budget reconciliation before audit
- Met with Sierra Sun & TAA to review their new communication procedures

Spartan World Championships

- Submitted Jumbotron and regular commercial footage
- Worked with Spartan to share our Luminaries campaign, blog, social posts, etc.
- Provided copy for a “Things to Do” printed piece for all 10,000 athletes
- Successful event. VIC staff manned a booth Friday – Sunday. Waiting on recap information.

Escape Triathlon

- Tentative course set – working with CHP and Cal Trans to confirm moving forward on permits.
- IMG is putting together an intersection deck to review traffic flow and management.

Tahoe Film Fest

- Had 9/21 event in Beverly Hills to promote the festival and Tahoe to travel and film industry members. Andy and members of TAA attended and said it went well. Had 50p in attendance.

BACC

- Working on Touch Lake Tahoe and Shopping campaigns. Recapped High Notes and Peak Your Adventure.
- Hoping to move forward on facilitated strategic planning session.

Sponsorship Contracts

- Worked on sponsorship contracts for the September Marketing meeting:
 - WinterWonderGrass Tahoe
 - Tough Mudder
 - Lacrosse Tournament

Partnership Funding

- Worked on 16.17 reconciliations.
- Working with accounting to sort out budget and payment details before putting the call out for new events.

Autumn Food & Wine Festival

- Event took place. Successful.
- Organized a photo shoot – got a lot of great photos for future advertising and media.
- Worked event and helped with operations on-site. (Equipment load-in/out, pouring wine Friday, silent auction, etc.)
- Assisted Jason/Greg with Client Appreciation event.
- Set recap meeting with Northstar staff for November 3rd.
- Received really positive feedback from Marcie (Northstar PR).
- Eventbrite payment was received, requested invoices from Northstar.

WinterWonderGrass Tahoe

- Working with Scotty and Greg to come up with a plan to help alleviate traffic/parking at Squaw. Trying to incorporate Zoomaway packages in Tahoe City with transportation shuttles.



professional creative services

Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com


- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events

Shelley Fallon

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fallonmultimedia.com

September Recap

 north lake tahoe

the
abbi
agency

A scenic view of a lake with a canoe and a white rock. The water is a deep blue-green color, and the sky is a pale, hazy blue. In the foreground, a white rock is partially submerged in the water. In the background, a canoe is visible on the water, and the shoreline is lined with green trees.

Public Relations Results

Content Review

Social Media Update

Tahoe Locals Campaign

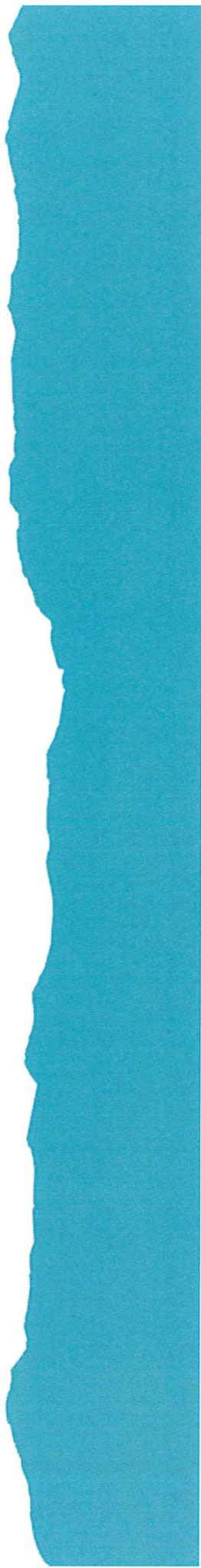
PUBLIC RELATIONS

STRATEGY: compliment partner efforts, reflect destination as a whole, consider target audiences, highlight destination meetings and North Shore offerings

OBJECTIVES: increase destination visits during mid-week and shoulder seasons; highlight cultural offerings, year-round activities and local stories; ensure connectivity to NLT sponsored events

FAM COORDINATION: journalist must identify with a specific target audience and/or campaign, has significant reach, is located in a non-stop flight city and/or drive market

CONTENT + NOTABLE PITCHES: media alerts, press releases, pitches, blog posts, newsletters



PUBLIC RELATIONS RESULTS

PLACEMENTS: 34

PUBLICITY VALUE: \$36,335

PUBLICATION HIGHLIGHTS: RGJ, Sierra Sun, Haute Living, Forbes Travel Guide Blog, The Tahoe Weekly, The Ledger, Athletic Business, Oakdale Leader, Smart Meetings

FAM COORDINATION: Final preparation for Jay Gentile FAM (9/23 - 9/30)

NOTABLE PITCHES: Top 5 Reasons to Visit North Lake Tahoe in the Fall, Luxury Winter Adventure Packages in North Lake Tahoe, Best of 2018 Best Places to Travel

COVERAGE BOOK: <https://coveragebook.com/b/e211a4ad>

KEY INSIGHTS: August coverage was extremely heavy with AF+W and syndicated fall coverage; September efforts laid solid groundwork for upcoming months with desksides, FAMs and long lead pitching for winter.

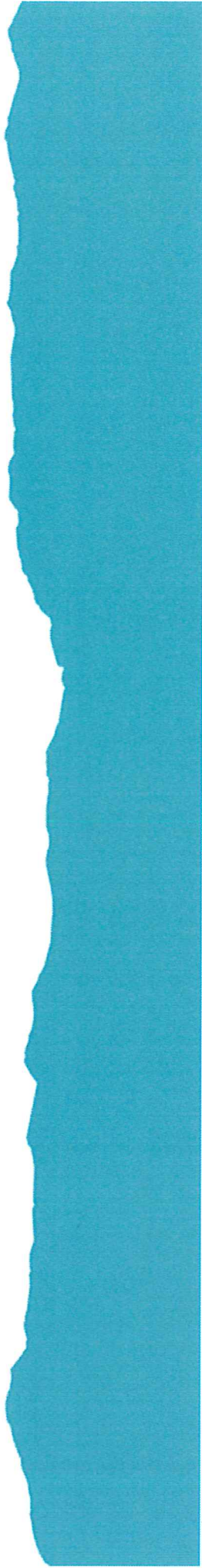


CONTENT

BLOG: content connects to newsletter themes and provides information on relevant happenings in North Tahoe along with travel tips and itinerary ideas (posted: 2-3 times monthly; also shared on social channels)

NEWSLETTER: content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights (distribution: 1-2 times monthly)

CAMPAIGNS: Local Luminaries, Human Powered Sports, Ale Trail



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 4

Autumn Food & Wine Festival; Autumn Food & Wine Winners; What's New This Fall in North Lake Tahoe; Spartan Race

BLOGS POSTED: 5

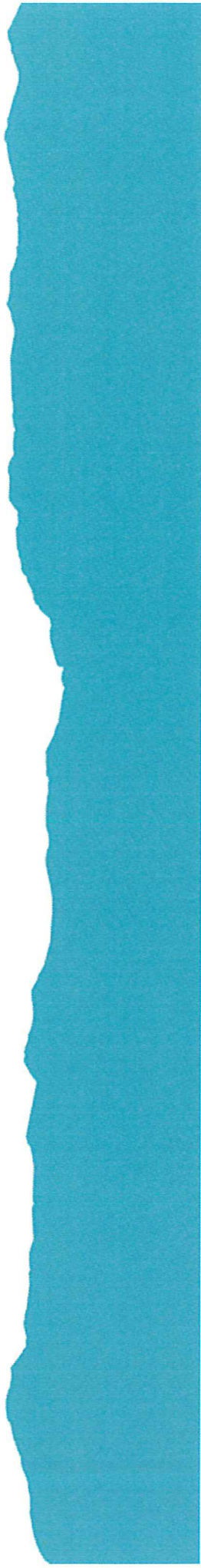
Top 7 High Altitude Training Locations In North Lake Tahoe | Social shares: 33

Meet North Tahoe Local Luminaries, Adrian Ballinger And Emily Harrington | Social shares: 217

A Spartan Athlete's Itinerary For North Lake Tahoe | Social shares: 583

Top 5 Fall Adventures of North Lake Tahoe | Social shares: 615

Guide to "Must Love Dogs" Tahoe | Social shares: 319



CONTENT REVIEW

NEWSLETTERS DISTRIBUTED: 2

Meet the next North Lake Tahoe Local Luminary, Bill Watson

12% open rate, 6% click-thru, 6 shares

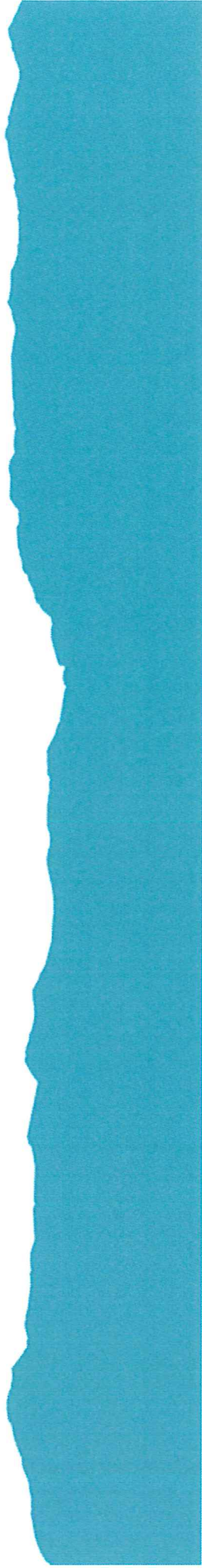
Meet the next North Lake Tahoe Local Luminary, Chef Douglas Dale

11% open rate, 5% click-thru

KEY INSIGHTS: CONTENT

Itinerary-style blog content performed extremely well as compared to other blog content

Refreshed blog posts from previous years ("Must Love Dogs" Blog) performs well - evergreen value



SOCIAL MEDIA

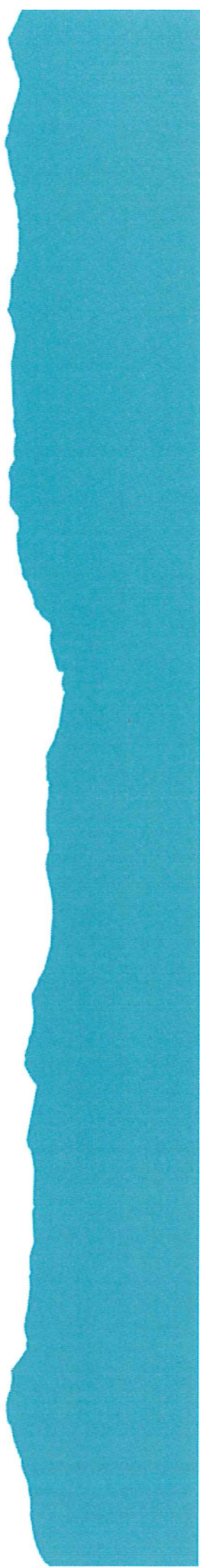
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Highlight partners by featuring photo albums showcasing different assets within the region; Begin to feature Fall Ale Trail content; promote Tahoe locals campaign; Continue a heavy push on video content across Facebook to drive engagement.

OBJECTIVES: Promote Local Luminaries video campaign in a push to drive awareness of the region; Promote Lake Tahoe Autumn Food and Wine Festival; Begin to focus on fall secret season in North Lake Tahoe.

CAMPAIGNS: Local Luminaries; Hashtag (#TahoeNorth)

ENGAGEMENT TACTICS: Using Adrian and Emily's social media to promote the channels and drive engagement, GIF/Photo comment usage, Instagram Stories (AF&W)



SOCIAL MEDIA UPDATE

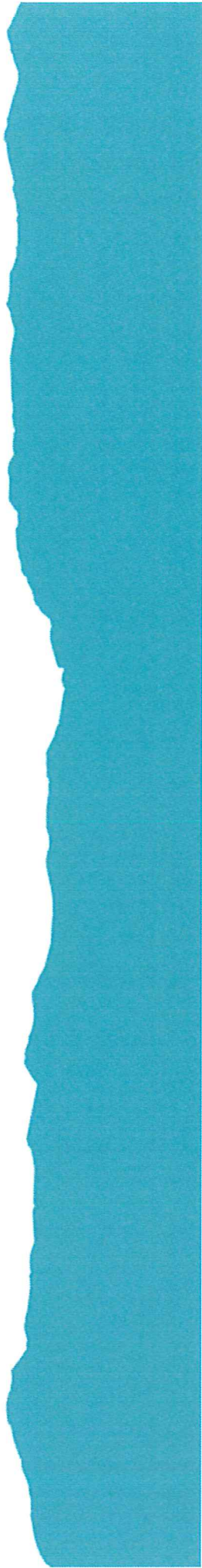
SEPTEMBER GROWTH:

- Facebook: 2,629 New Fans
- Instagram: 465 New Followers
- Twitter: 213 New Followers

SOCIAL CAMPAIGNS & TACTICS:

First Snowfall Video: 1.5M Reach, 697k Views, 56.8k Reactions, 6,7k shares

Spartan Race Facebook Live: 5.9k Reach, 2.2k views, 42 reactions, 5 comments



SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Snowfall: 1.5M Reach, 697k Views, 56.8k Reactions, 6.7k Shares

#1 Instagram Post, Snowfall: 4.1k Likes, 126 Comments, 33.2k Impressions, 25.9k Reach

#1 Twitter Post, Snowfall: 347 Engagements, 3.5k Impressions



SOCIAL MEDIA INSIGHTS

MONTHLY HIGHLIGHTS

The “[First Snowfall](#)” video is our best performing social media post of all time.

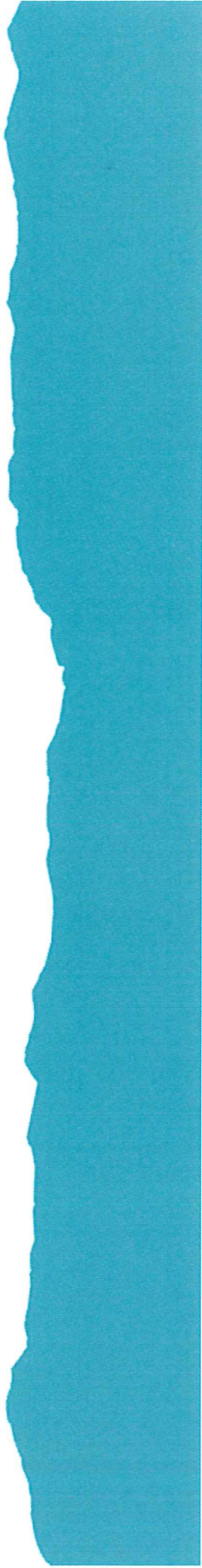
September was the best month of 2017 for organic growth on Facebook.

September was the best month of 2017 for impressions and “viral” impressions on Facebook.

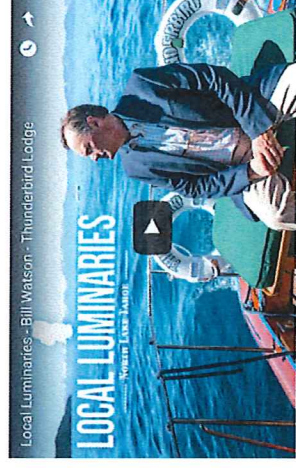
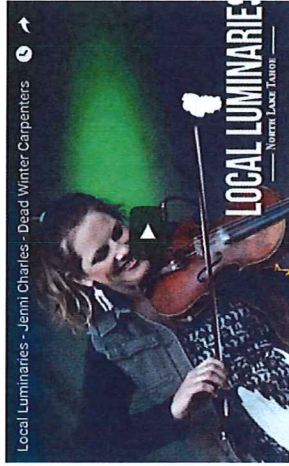
INSIGHTS AND TAKEAWAYS

The “First Snow on the Last Day of Summer” contributed to September’s incredible social media performance. The virality level of this post contributed to huge organic growth numbers across all platforms.

The Abbi Agency will continue to take advantage of all real-time opportunities to create similar successes in the future.



LOCAL LUMINARIES – PROMOTION



Episode #1: JENNI CHARLES

Facebook Live at CBC

Instagram Takeover at WinterWonderGrass

Instagram Takeover at Concerts at Commons Beach

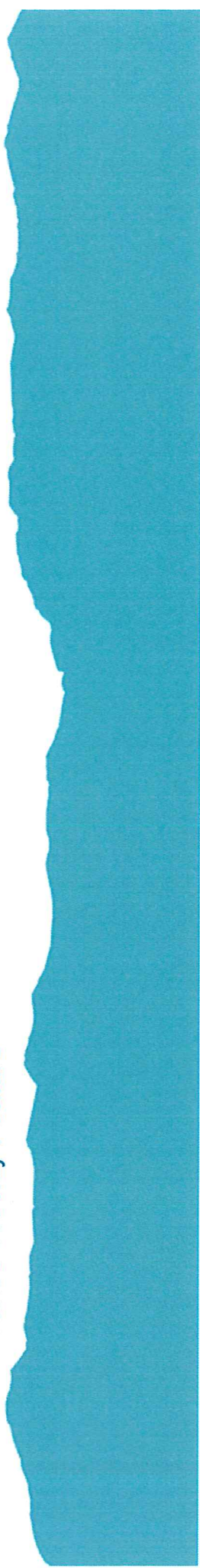
Tahoe Weekly Feature

Episode #2: BILL WATSON/GEORGE WHITTELL JR.

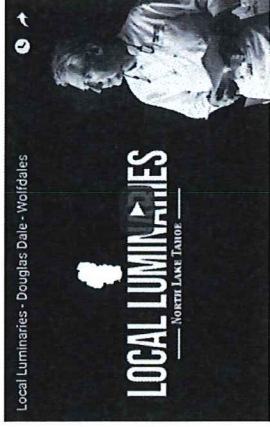
Facebook Live during video shoot

Facebook Live at Concours d'Elegance

Shared by Concours d'Elegance



LOCAL LUMINARIES – PROMOTION



Episode #3: DOUGLAS DALE

Facebook Live of cookbook recipe

Facebook Live at Tahoe City Farmers Market

Cookbook Signing at Autumn Food & Wine

Good Day Sacramento on 9/5

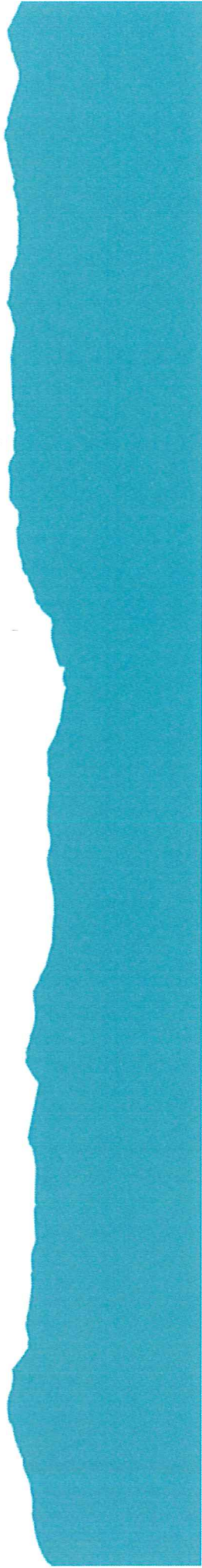
Episode #4: ADRIAN & EMILY

Launch Date: 9/12

Outdoor Adventurers; World-Class Mountaineers

Brand Category: Adventure; High Altitude Training

Local Tie-In: Spartan Race



LOCAL LUMINARIES – PLACEMENTS

Truckee Tahoe Community TV – Channels 6 & 18 on Suddenlink in Donner Summit, Truckee, Glenshire, Olympic Valley, Tahoe City and Homewood down to Meeks Bay.

Tahoe Weekly – Jenni Charles Feature (run date TBD)

Moonshine Ink – Dedicated blast on 8/8

Good Day Sacramento - Douglas Dale Blazing Pans Cook-Off cooking demonstration (run date 9/5)




INTERNATIONAL PR: JULY - SEPT RECAP

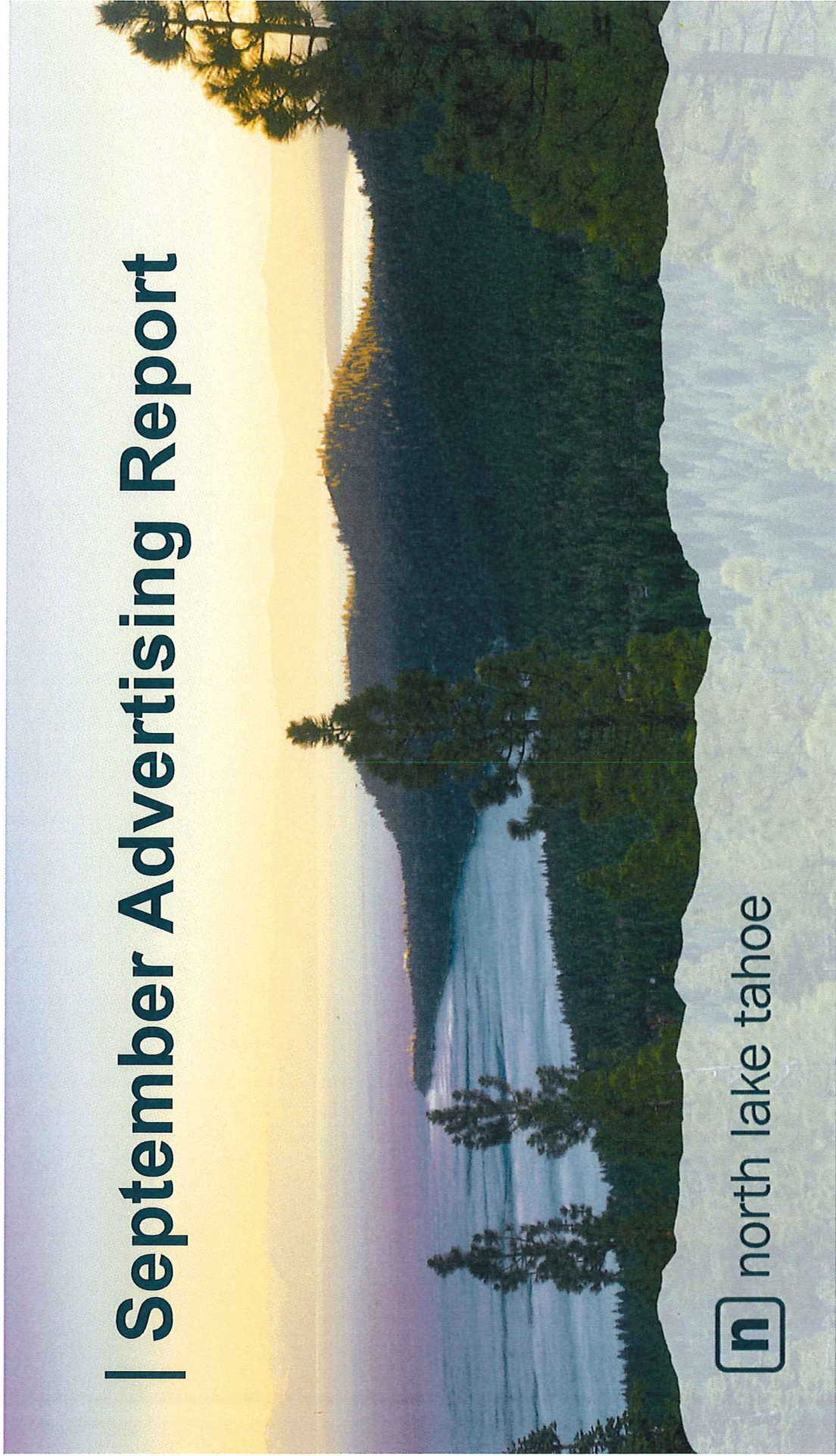
- Email correspondence with Visit CA rep in Mexico for winter-themed feature in a lifestyle magazine (ended up going with a different story angle)
- Finalized International Media List
- Coordinated b-roll assets (Luminaries) for Grand American Adventures
- Recommended Chinese media opportunity to Squaw with itinerary support from North Lake Tahoe (Sing Tao)
- Talent recommendation for "French expats who live in Nevada" a TV show named *REPORTAGES*.
- FAM Opps:
 - UK Daily Mail or Sunday Times (continuing to vet this opportunity -- dates / article length)
 - Abenteuer und Reisen, 10/4-10/6 (fall theme) -- Sarah to manage itinerary
- Identified key winter pitch points and story angles for international media
- B-Roll and still imagery to Japan (Naoto Horikawa at TV JAPAN CLUB) for fall TV feature)
- BD Newsletter content for Visit CA UK (theme: introduction to winter)
- Winter Pitch to UK Daily Mail & Sunday Times
- FAM Placement via Lana Bogunovich [here](#). (Bart managed; Liz provided fall talking points)

A scenic landscape photograph featuring a calm body of water in the foreground, reflecting the sky and surrounding greenery. The background shows a dense forest of trees under a soft, hazy sky, suggesting a sunset or sunrise. A large, white, rounded rectangular box is superimposed over the center of the image, containing the text "Thank You".

Thank You

| September Advertising Report

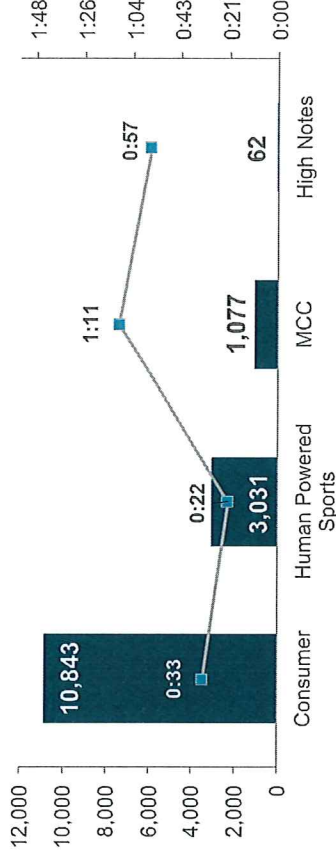
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Overview by Campaign

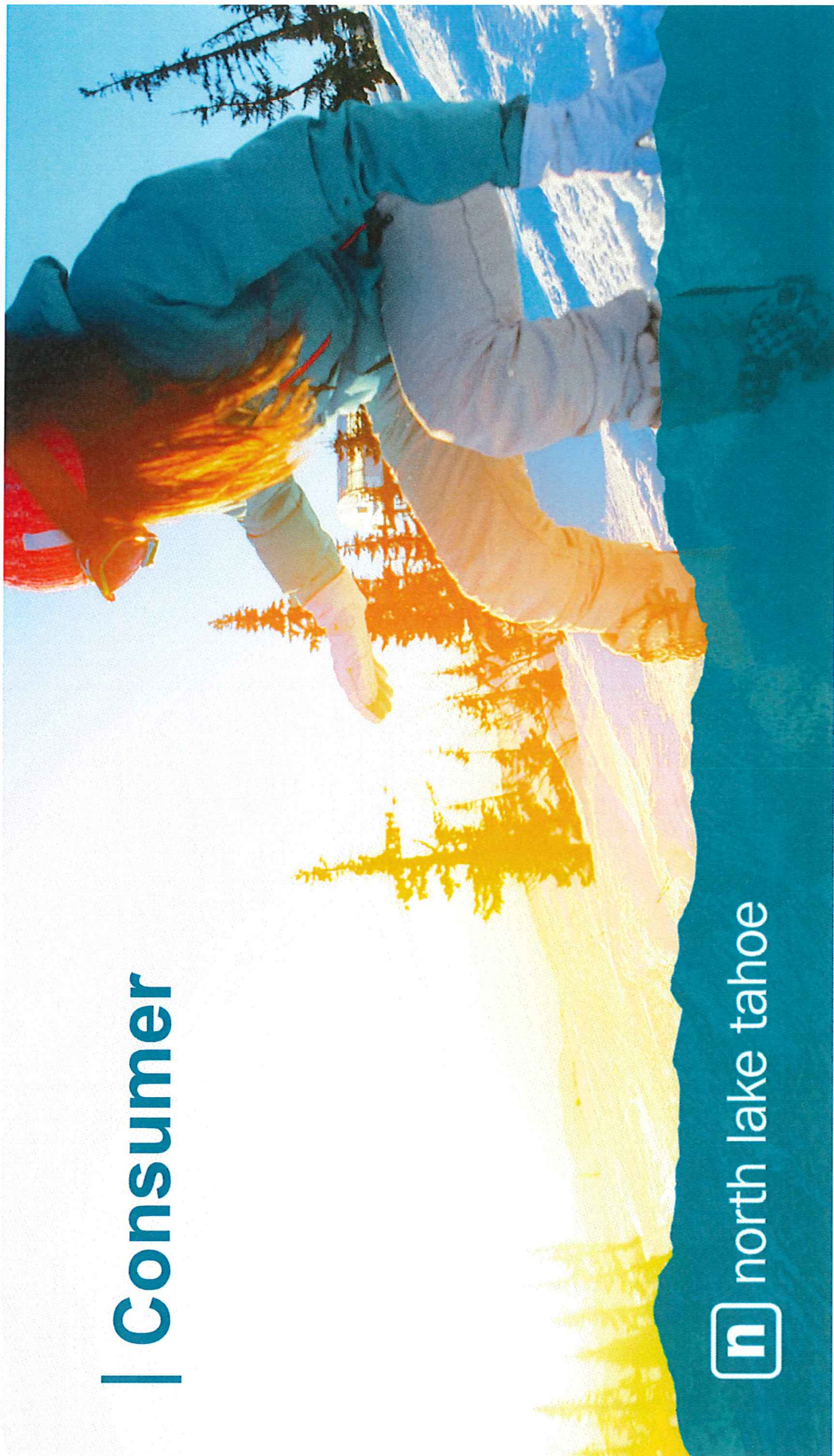
- Digital ads totaled 6.6 million impressions in September resulting in 15K website sessions. Overall, users spent just over 30 seconds on the site, down from 45 seconds a month earlier.
- The Consumer campaign served the largest share of impressions and accounted for the largest share of web traffic, while MCC and High Notes campaigns resulted in the most engaged web traffic.

Sessions and Time on Site by Campaign



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	4,784,696	0.23%	\$31,863	10,843	00:33	1.51	76.26%	1,501	283
MCC	67,668	0.89%	\$918	1,077	01:11	1.81	66.20%	446	2
Human Powered Sports	1,733,440	0.23%	\$10,453	3,031	00:22	1.29	86.37%	727	27
High Notes	42,885	0.86%	\$432	62	00:57	2.00	59.68%	14	4
Total	6,598,689	0.23%	\$41,237	15,013	00:33	1.48	75.95%	2,688	316

| Consumer



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Executive Summary

- The Consumer campaign served just under 4.8 million impressions in September resulting in 10.8K website visits. Overall, 14% of all users spent more than 115 seconds on the site and 2.6% clicked on the book now button.
- Paid search and email channels proved to be the most effective in driving high-quality web traffic, with both mediums resulting in a sub \$12 cost per conversion. Social trailed just slightly, while display and YouTube were more effective in driving awareness.
- Retargeting ads were responsible for the largest share of conversions and the lowest cost per conversion. This suggests it is an effective strategy for not only directing users back to GoTahoeNorth.com but effective for increasing website engagement.
- Prospecting banners ads continued to perform best among a younger audience in September, resulting in the highest CTR and lowest cost per click. In addition, a high number of users from this audience spent more than 115 seconds on the site, resulting in the lowest cost per conversion among all groups.
- While older users were least likely to click on a display ad, they were more likely to spend more time on the site. If this trend continues we will consider targeting this audience more heavily.

Executive Summary

- Social ads continued to perform well in September, resulting in a 20% month-over-month increase in CTR and consistently high (0.33%) engagement rates. This was the first full month we recorded time on site conversions in Facebook; going forward we expect optimizations based on this conversion to increase conversion rates and reduce cost per conversion.
- September's e-blast delivered to 30K total users with 18% opening it. Overall, 19% of those who opened the email eventually clicked on a link to bring them to GoTahoeNorth.com. This month's email CTR is above-average, despite a slight drop from August.
- Of the 1K users who clicked through the email, roughly 1 in 5 ended up spending more than 115 seconds on the site. We will use this 20% conversion rate as a benchmark going forward to measure site engagement from email ads. Links to the lodging page received the largest amount of traffic from the email campaign, followed closely by the homepage, things to do and events.
- The fall campaign was implemented in September, with the target audience shifting from the fly markets to the drive markets to increase visitation during the shoulder season. New creative was developed for all digital and social media ads, as well as new website sliders for GoTahoeNorth.com.

Display Ad Examples

Play
it's human nature




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PLAN YOUR TRIP

Families

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 590K
Clicks: 811
CTR: 0.14%
TOS Conversions: 83
CVR: 10.23%

Explore
it's human nature



north lake tahoe
PLAN YOUR TRIP

Outdoor Enthusiasts

Sizes:
160x600, 300x250, 300x600,
320x50, 728x90

Impressions: 492K
Clicks: 734
CTR: 0.15%
TOS Conversions: 115
CVR: 15.67%

Cruise
it's human nature



north lake tahoe
PLAN YOUR TRIP

Workaholics


Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 374K
Clicks: 210
CTR: 0.06%
TOS Conversions: 65
CVR: 30.95%

Social Ad Examples

Families

North Lake Tahoe shared a link
 Sponsored by



northlake.tahoe


Priceless Family Experiences
 Get away and reconnect in North Lake Tahoe, building memories that will last a li...

BOOKNOW

Impressions: 122K
 Clicks: 570
 CTR: 0.47%
 Engagement: 286
 TOS Conversions: 132
CVR: 23.16%

Outdoor Enthusiasts

North Lake Tahoe shared a link
 Sponsored by



northlake.tahoe

Wonder, Explore, Experience
 Visit North Lake Tahoe this summer to experience endless outdoor activities as y...

BOOKNOW

Impressions: 229K
 Clicks: 1K
 CTR: 0.46%
 Engagement: 639
 TOS Conversions: 301
CVR: 28.61%

Workaholics

North Lake Tahoe shared a link
 Sponsored by



northlake.tahoe

Make Summer Count
 Stunning views, countless activities, one place. Visit North Lake Tahoe to experience what summer is all about.

BOOKNOW

Impressions: 102K
 Clicks: 793
 CTR: 0.78%
 Engagement: 582
 TOS Conversions: 163
CVR: 20.55%

| MCC



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Executive Summary


- MCC ads performed well across email and social channels, resulting in 1K website visits (a 76% month-over-month increase). Notably, 41% of all MCC traffic spent more than 115 seconds on the website.
- Email continues to be the highest driver of qualified traffic to the meetings page. Over 24% of all email traffic landed on the meetings page. From there, the largest share of non-bouncing traffic navigated to the large meeting facilities page. The next highest share of users directed to the submit an RFP page.
- Social ads continued their impressive performance in September, including a 37% increase in CTR and a 8% improvement in CPC. Video ads witnessed the largest jump in CTR, rising from 0.60% to 1.15% this month.
- Prospecting ads were the largest source of link clicks and in turn web traffic, drawing users to the site at a cost of just \$1.51 per. In addition, prospecting ads were the most engaging among our target audience. This engagement largely came in the form of post reactions.
- Additional meetings assets and ads were developed in September to be implemented in October. These include LinkedIn ads and fresh creative for existing ad platforms.

Social Ad Examples



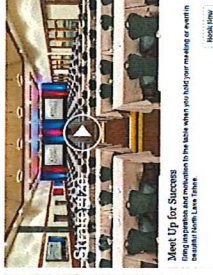
Prospecting

Impressions: 36K
 Link Clicks: 331
 CTR: 0.92%
 Engagement Rate: 0.15%



Retargeting

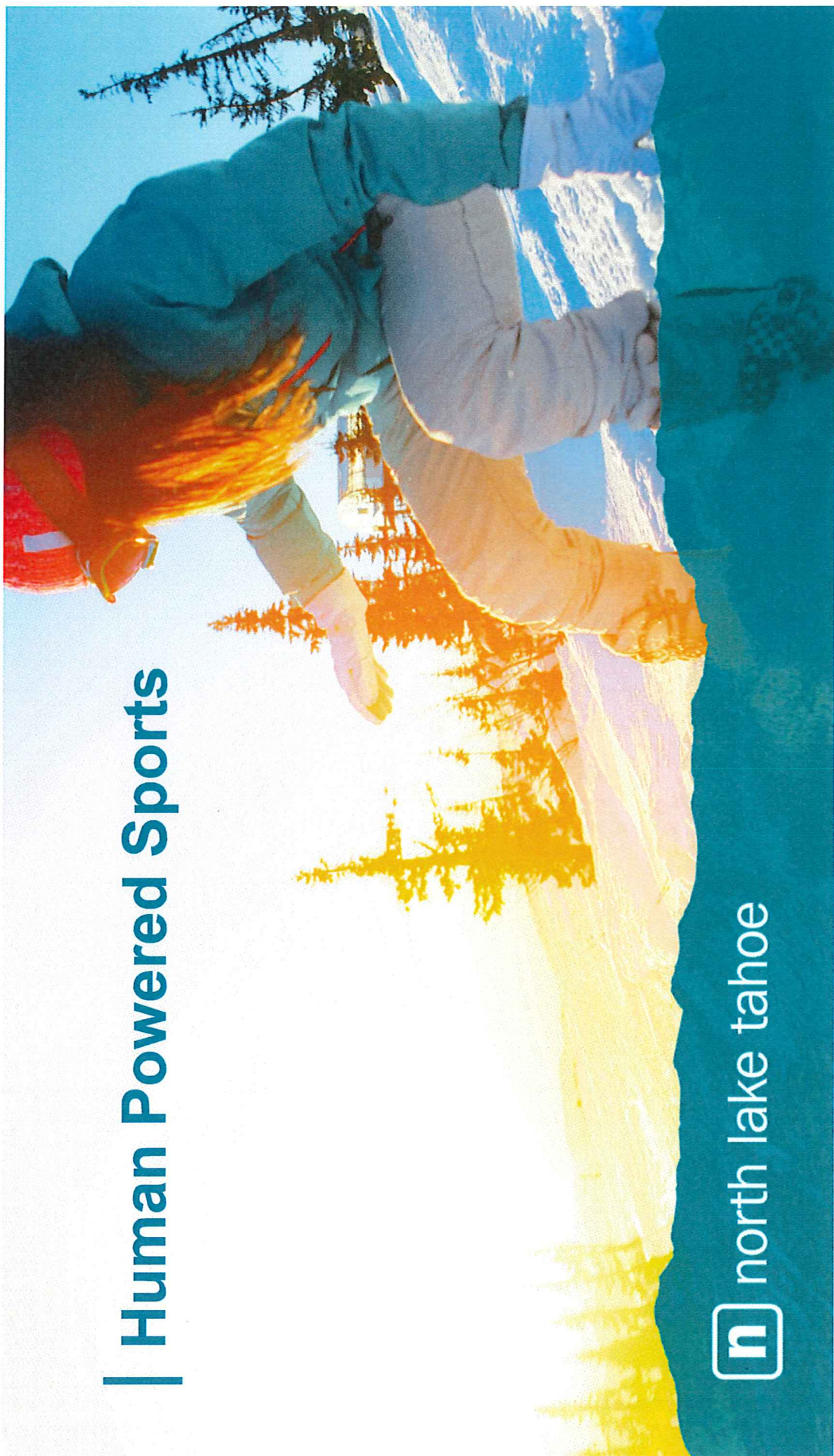
Impressions: 17K
 Link Clicks: 98
 CTR: 0.59%
 Engagement Rate: 0.08%



Video

Impressions: 15K
 Link Clicks: 170
 Video Views: 1.1K
 CTR: 1.15%
 Engagement Rate: 0.16%

| Human Powered Sports

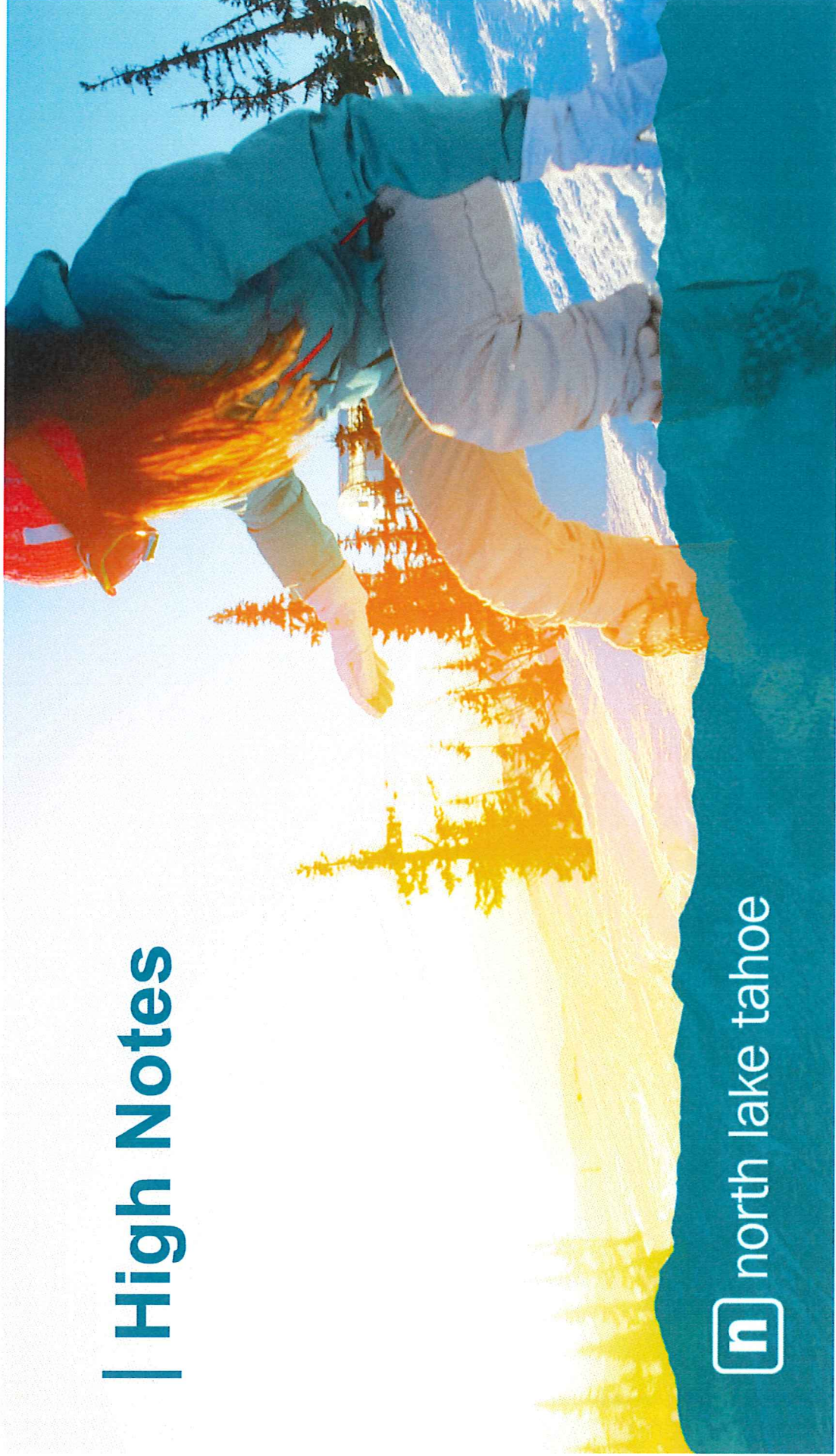


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Executive Summary

- The Human Powered Sports campaign continued its impressive performance on social media channels, resulting in a high volume of link clicks and user engagement. Conquesting and Geofencing display ads were effective in targeting a highly-engaged audience, with 22% of all users spending more than 115 seconds on the site.
- HPS social ads accounted for 389K impressions this month resulting in a 0.67% CTR and 0.45% engagement rate. Compared to August, this represents a 12% increase in impressions and a 26% increase in CTR
- New Trails ads earned the highest CTR of all ads and drove the most user engagement, including 24 comments and 50 shares. Endless Trails ads, despite resulting in the lowest CTR and engagement rates, drove a high amount of engaged web traffic at a low cost.
- This campaign will continue through October and then go dark for the winter. We will begin targeting this audience again during spring.

| High Notes



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Executive Summary

- In its entirety, the High Notes campaign served 411K impressions on Facebook and Instagram and drove just under 1K users to GoTahoeNorth.com. In addition, users spent over 21 seconds on average viewing canvas ads, resulting in 115K video views.
- Over 1 in 5 users who landed on the High Notes page navigated to the full event lineup, spending roughly 45 seconds browsing events. From there, the Music on the Beach series appeared to be most researched, accounting for 46 pageviews.
- Social media ads for this campaign outperformed all others, resulting in the highest click through rates and engagement rates of any campaign. This is largely attributed to the use of Canvas ads, which earned impressive CTRs and helped promote content engagement. Going forward, we will look to leverage this ad type across other campaigns in an effort to improve both performance and engagement.



Thank You