

# September Advertising Report



north lake tahoe



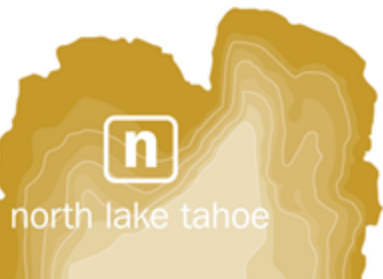
# Executive Summary

## Consumer

- The Consumer campaign served 3.6M impressions in September resulting in 9.7K website visits. 19.34% of all visitors from the digital ads spent more than 115 seconds on GoTahoeNorth.com.
- Email ads drove the highest quality site traffic, resulting in 1.6K website visits, with an average time on site of 00:01:49 and 6 book now conversions.
- Summer targeted the "Fly" markets of LA, San Diego, and New York with a 40/30/30 split between markets.
- Fall was centered on the Bay area.

## MCC

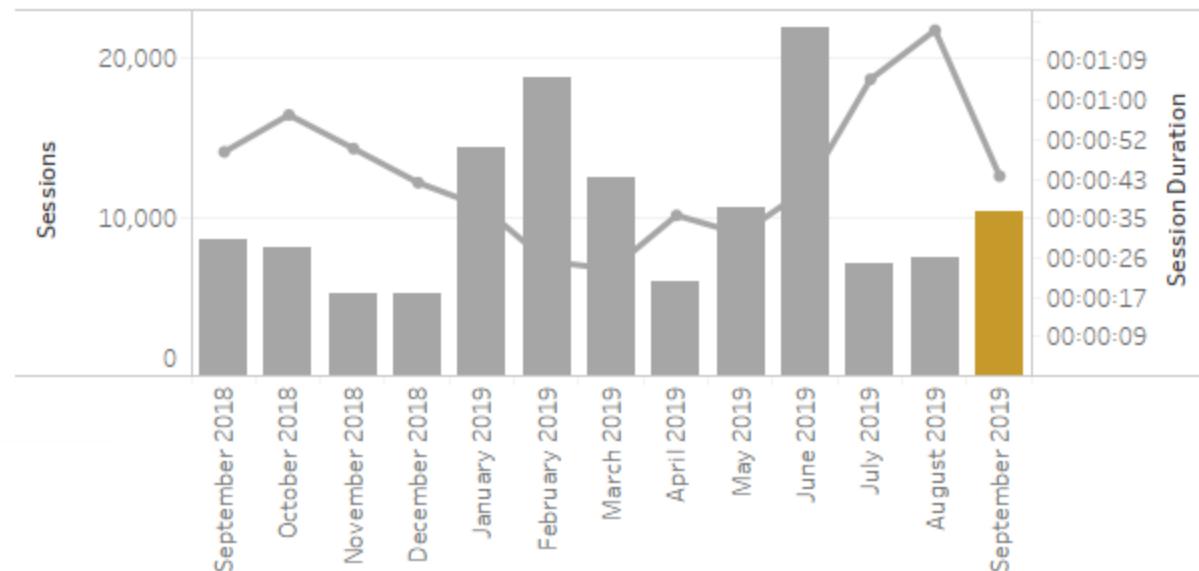
- The MCC campaign served nearly 91.5K impressions in September resulting in 637 website visits.
- 2.87% of all visitors from digital ads spent more than 115 seconds on GoTahoeNorth.com.



## Overview by Campaign

- Consumer and MCC ads combined for 3.71M impressions in September, resulting in 10.31K website visits and 2.49K time on site conversions. In addition, digital ads drove 310 users to click a book now button on GoTahoeNorth.com.
- Sessions this year increased by 21% compared to September of last year (there were 8,504 sessions last year). Organic traffic has decreased compared to this time last year but paid traffic has seen an increase. Ad impressions increased by 15%.

Sessions (bars) and Time on Site (line) Over Time



Campaign Group	Impressions	CTR	Spend	Sessions	Time on Site	Pages per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	3,621,409	0.39%	\$25,214	9,647	00:00:46	1.6	73%	2,474	310
MCC	91,491	0.88%	\$863	637	00:00:07	1.1	96%	19	0
Grand Total	3,712,900	0.40%	\$26,077	10,284	00:00:43	1.6	75%	2,493	310



# September 2018 & September 2019

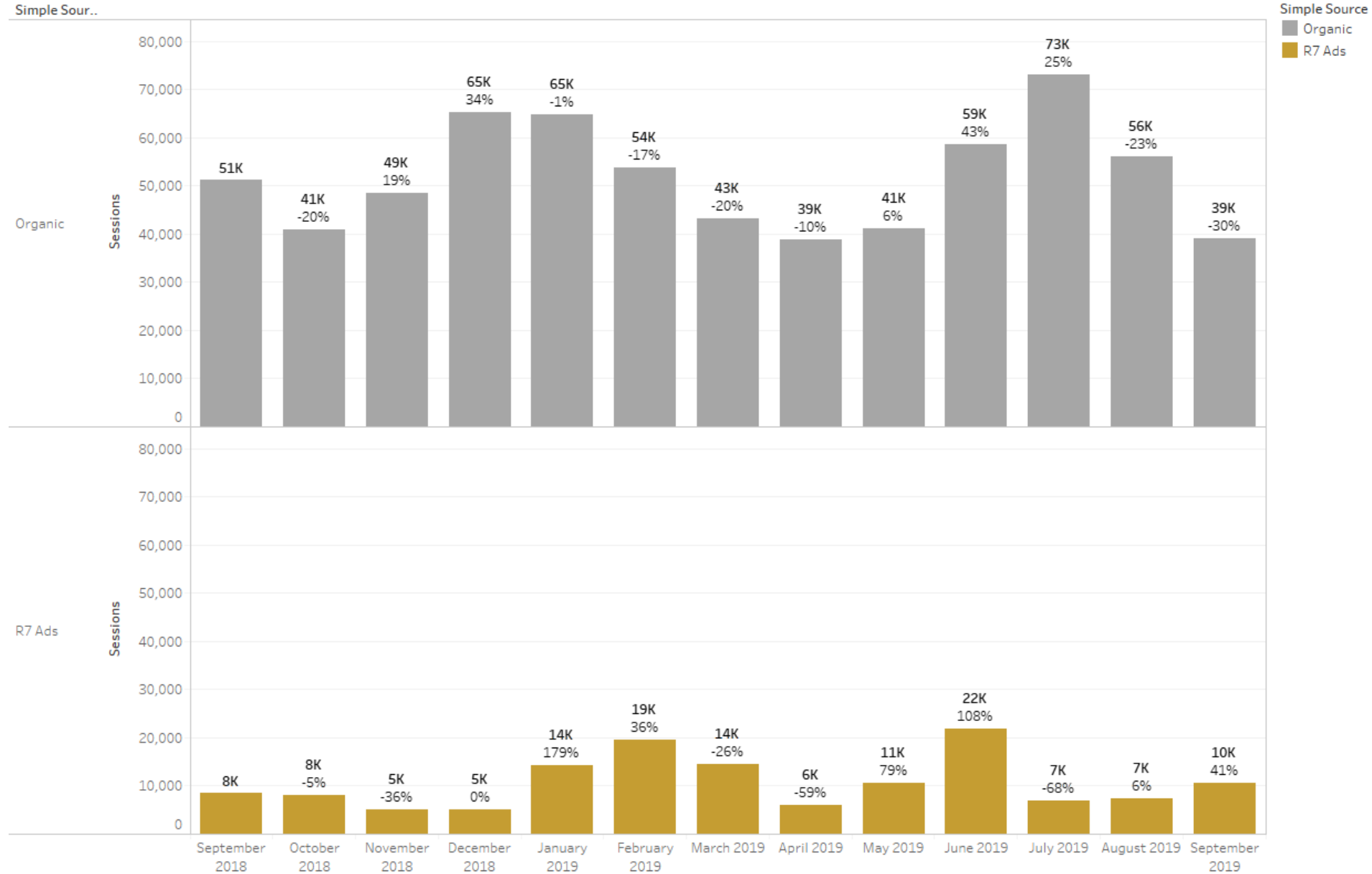




## Sessions By Month

Q: How did sessions increase if traffic for paid + organic is down?

A: The overall decrease is driven by Organic, in a steady decrease for the second month running.



Sum of Sessions for each Report Date (MY) broken down by Simple Source. Color shows details about Simple Source. The marks are labeled by % Difference in Sessions and sum of Sessions. The data is filtered on Previous 12 Months (Excluding this Month), Campaign Group and Channel. The Previous 12 Months (Excluding this Month) filter keeps True. The Campaign Group filter keeps Consumer, High Notes, MCC and Other. The Channel filter keeps 6 of 6 members.

# Consumer



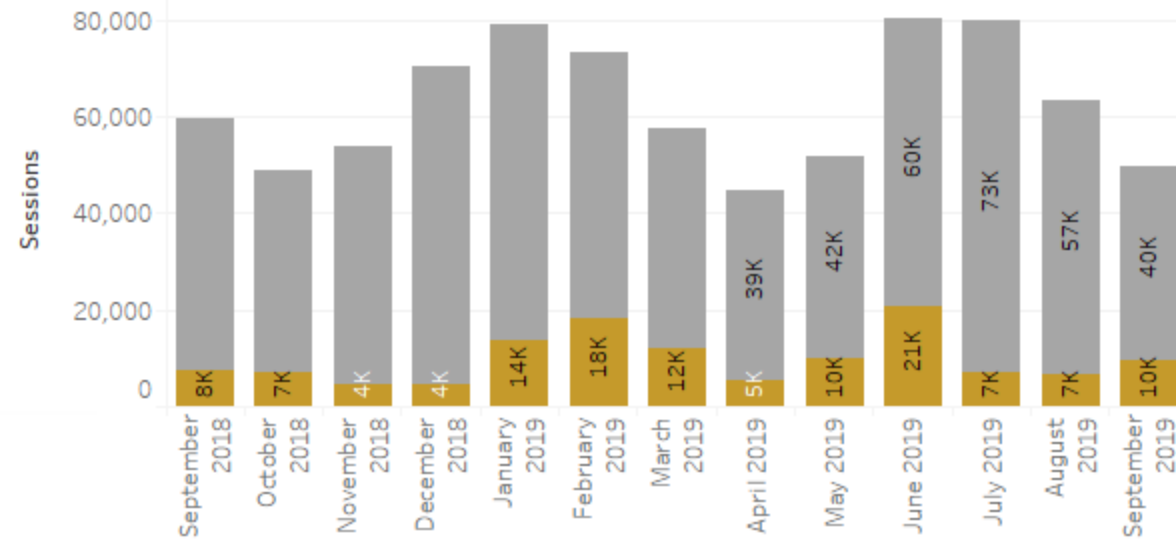
north lake tahoe



# Website Performance

- Of the 9.6K Visitors, 4.5K sessions were attributed to the Paid Social channel, much higher than August. We are continuing to see the new creative drive more sessions as we see a small boost in CTR as well.
- Users from Email ads spent the most time on site (00:01:49). Email is showing the highest time on site and a similar bounce rate in comparison to other media channels.

### Website Sessions From Consumer Ads



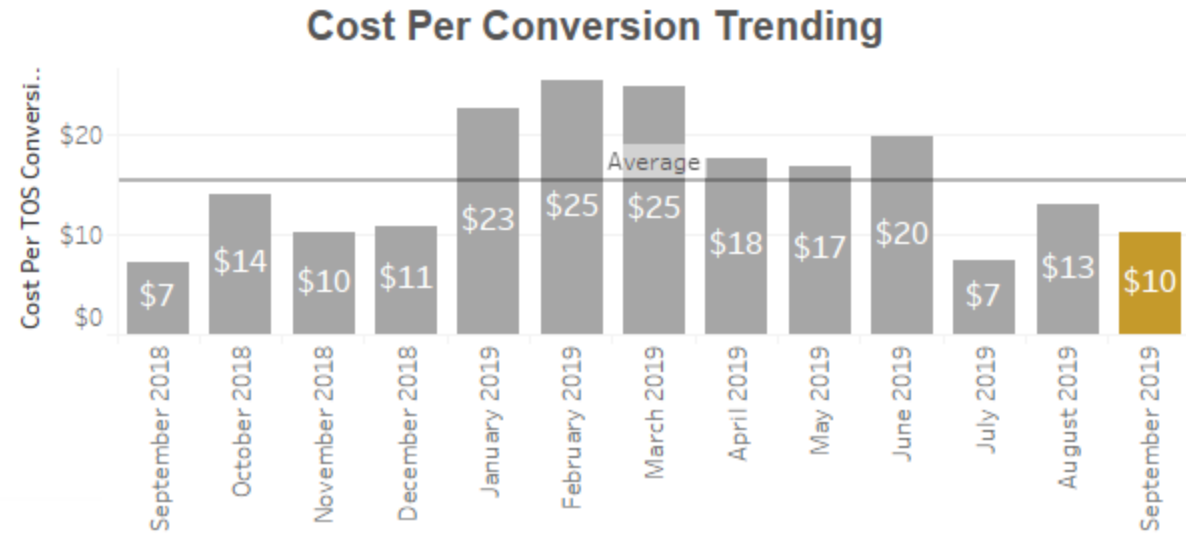
Channel	Sessions	Avg. Time on Site	Pages per Session	Bounce Rate
Paid Social	4,489	00:00:15	1.3	87%
Paid Search	2,266	00:01:21	2.2	58%
Email	1,627	00:01:49	2.1	60%
Display	1,265	00:00:12	1.5	71%
Grand Total	9,647	00:00:46	1.6	73%





## Overview by Medium

- Consumer ads served 3.62M impressions in September resulting in 2.47K time on site conversions. This resulted in an average cost per conversion of \$10.19.
- Email ads were highly effective, accounting for 35% of TOS conversions in September.
- Paid Search was the strongest channel with 194 book now conversions and a \$4 cost per conversion.



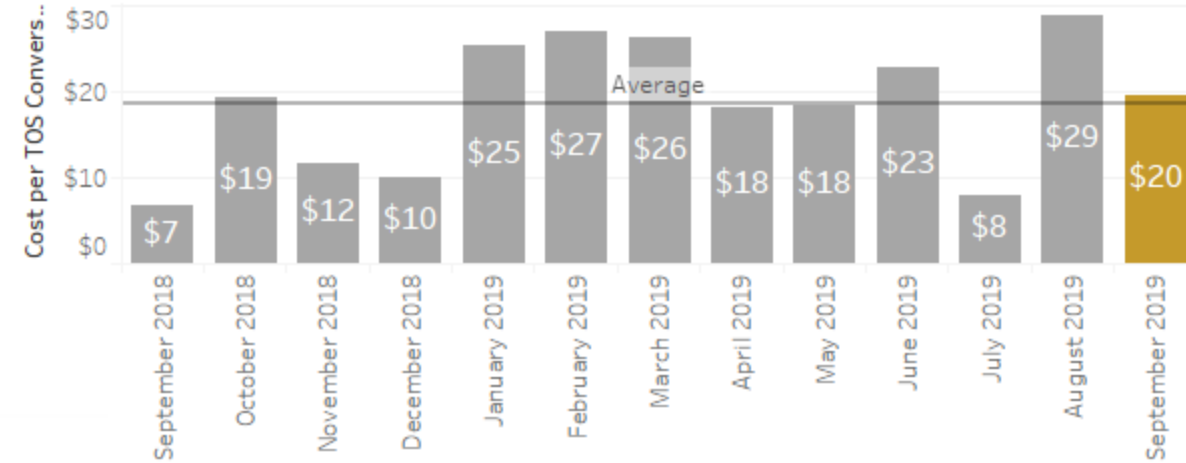
Channel	Spend	Impressions	Clicks	CTR	TOS Conversions	Cost Per TOS Conversion	Book Now Conversions
Display	\$13,448	2,250,460	1,846	0.08%	685	\$19.63	19
Paid Social	\$6,466	1,027,817	7,507	0.73%	263	\$24.59	91
Paid Search	\$2,750	155,632	2,143	1.38%	661	\$4.16	194
Email	\$2,550	187,500	2,733	1.46%	865	\$2.95	6
<b>Grand Total</b>	<b>\$25,214</b>	<b>3,621,409</b>	<b>14,229</b>	<b>0.39%</b>	<b>2,474</b>	<b>\$10.19</b>	<b>310</b>



# Display Performance by Placement

- The average cost per time on site conversion from display ads was \$19.64 in September.
- TripAdvisor ads drove the most time on site conversions in September with 417 and 6 book now conversions.

## Cost Per Conversion Trending

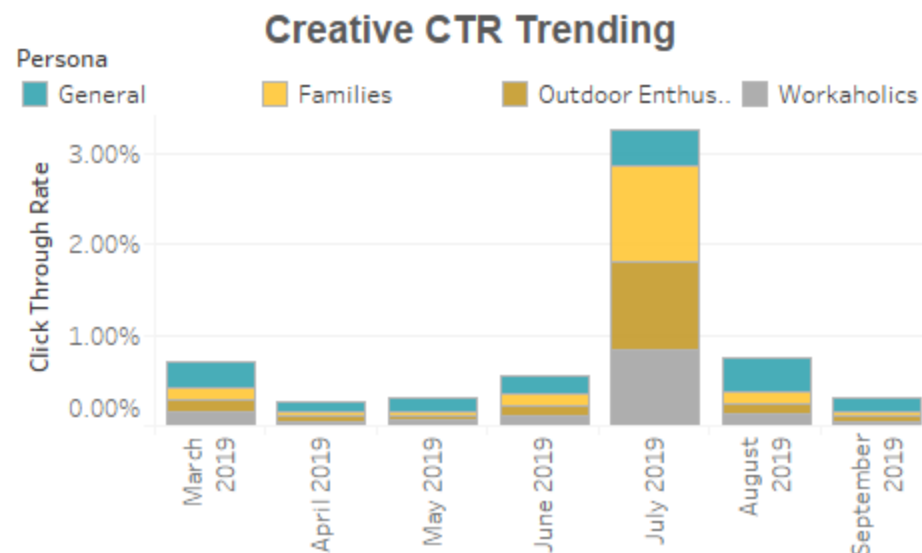


Targeting	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
Prospecting	\$8,443.78	1,832,739	1,453	0.08%	\$5.81	149	\$56.67	10
Retargeting	\$2,270.39	292,953	243	0.08%	\$9.34	119	\$19.08	3
TripAdvisor	\$2,739.33	124,766	150	0.12%	\$18.26	417	\$6.57	6
<b>Grand Total</b>	<b>\$13,453.50</b>	<b>2,250,458</b>	<b>1,846</b>	<b>0.08%</b>	<b>\$7.29</b>	<b>685</b>	<b>\$19.64</b>	<b>19</b>



# Display Performance by Creative

- Prospecting ad clicks totaled 1,453 in September with a click through rate of 0.08%. Rich media will be running in October through the end of the Winter push.
- The Families ads were most effective during September, resulting in 51 time on site conversions and 4 book now conversions.
- General had the highest click through rate in September at 0.19%.



Persona	Impressions	Clicks	Spend	Cost per Click	Click Through Rate	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
General	327,908	634	\$167.21	\$0.26	0.19%	22	\$7.60	0
Families	560,273	335	\$3,081.50	\$9.20	0.06%	51	\$60.42	4
Outdoor Enthusiasts	531,539	263	\$2,923.46	\$11.12	0.05%	45	\$64.97	3
Workaholics	413,019	221	\$2,271.60	\$10.28	0.05%	31	\$73.28	3
<b>Grand Total</b>	<b>1,832,739</b>	<b>1,453</b>	<b>\$8,443.78</b>	<b>\$5.81</b>	<b>0.08%</b>	<b>149</b>	<b>\$56.67</b>	<b>10</b>





# Display Ad Examples



## General

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

Impressions: 328K  
Clicks: 634  
CTR: 0.19%  
TOS Conversions: 22  
CVR: 3.47%



## Families

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

Impressions: 560K  
Clicks: 335  
CTR: 0.06%  
TOS Conversions: 51  
CVR: 15.22%



## Outdoor Enthusiasts

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

Impressions: 532K  
Clicks: 263  
CTR: 0.05%  
TOS Conversions: 45  
CVR: 17.11%



## Workaholics

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

Impressions: 413K  
Clicks: 221  
CTR: 0.05%  
TOS Conversions: 31  
CVR: 14.03%

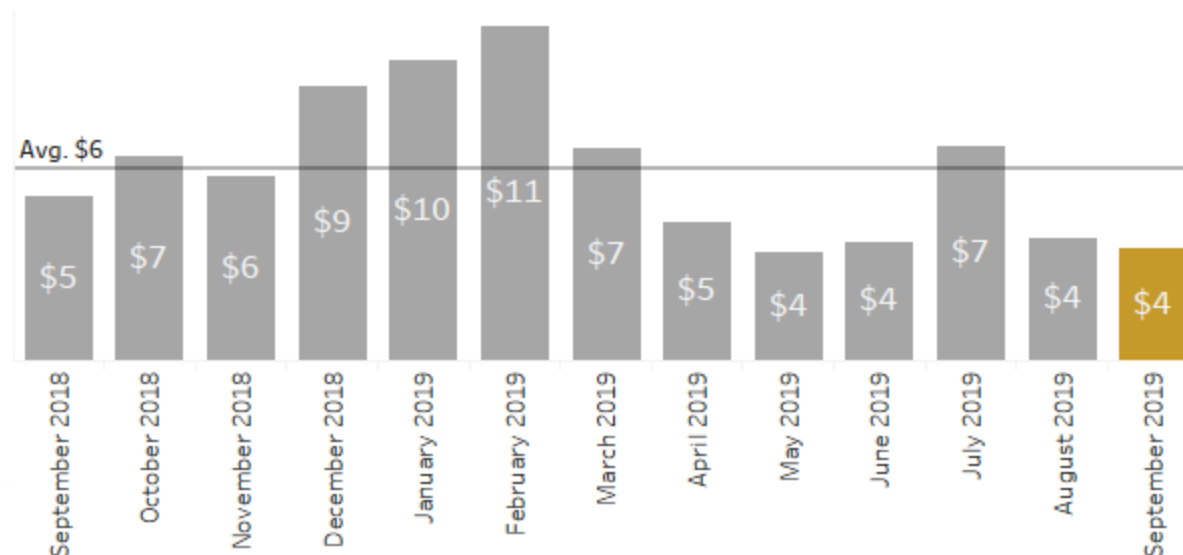
# Paid Search Performance

- The campaign with the highest click through rate was Evergreen - Local at 9.99% and a cost per click of \$0.92. The Local Activities keyword group lead this campaign with 11% click through rate and 8K impressions.

- Time on site conversions attributed to Paid Search totaled 556 in September 2019, a -25% difference from last month. Paid search spend is flighted to decrease in September which correlates to the decrease in web sessions and conversions.

- Cost per conversion remained below the \$6 yearly average for a second month.

### Cost Per Conversion Trending

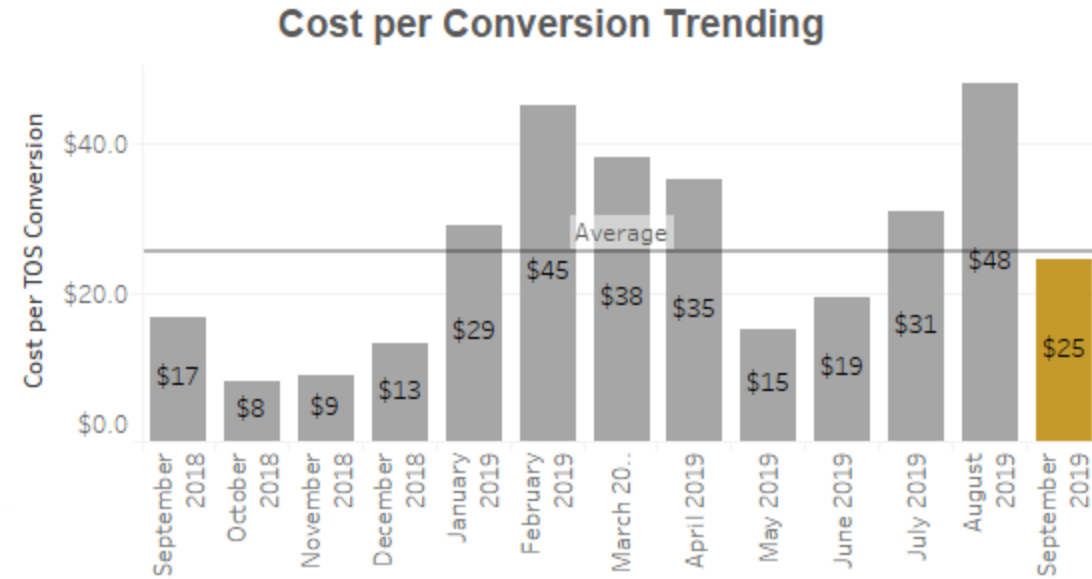


Campaigns	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversion	Book Now Conversions	115s Conversion Rate
Evergreen - Vacation	\$1,046.52	71,129	584	0.82%	\$1.79	167	\$6.27	76	28.60%
Evergreen - Local	\$847.63	9,198	919	9.99%	\$0.92	326	\$2.60	74	35.47%
Summer 2019	\$442.55	61,301	238	0.39%	\$1.86	49	\$9.03	11	20.59%
Fall 2019	\$112.88	4,097	51	1.24%	\$2.21	14	\$8.06	7	27.45%
<b>Grand Total</b>	<b>\$2,449.58</b>	<b>145,725</b>	<b>1,792</b>	<b>1.23%</b>	<b>\$1.37</b>	<b>556</b>	<b>\$4.41</b>	<b>168</b>	<b>31.03%</b>



# Facebook Ad Performance

- Cost per conversion in September was \$24.59 with 263 TOS conversions and 91 book now clicks.
- CTR is in line with industry average, but our TOS conversions last month trailed off across both organic and paid traffic.
- The Prospecting had the highest click through rate at 1.21%.
- Retargeting provided the highest amount of TOS and Book Now conversions.



Targeting	Spend	Impressions	Link Clicks	Click Through Rate	Time on Site Conversions	Cost per TOS Conversion	Book Now Button Click
Prospecting	\$2,101.90	305,423	3,688	1.21%	106	\$19.83	5
Video	\$2,264.14	441,730	1,303	0.29%	5	\$452.83	2
Retargeting	\$1,676.78	218,004	2,196	1.01%	143	\$11.73	82
Conquesting	\$423.30	62,660	320	0.51%	9	\$47.03	0
<b>Grand Total</b>	<b>\$6,466.12</b>	<b>1,027,817</b>	<b>7,507</b>	<b>0.73%</b>	<b>263</b>	<b>\$24.59</b>	<b>91</b>





# Facebook Ad Examples

## Dynamic Creative

The image displays four examples of Facebook Dynamic Creative ads for North Lake Tahoe. Each ad features a different headline and image combination, demonstrating how the ad content changes based on user preferences. The ads include headlines such as 'Explore Upward', 'Find Your Winning Streak', 'Fall in Love with Nature', and 'Savor Every Moment'. Each ad also includes a 'Learn More' button and social interaction icons (Like, Comment, Share). The background of the entire page is a light-colored topographic map of a mountain range.

**North Lake Tahoe** Sponsored

Come play this fall in North Lake Tahoe and experience the crystal blue waters, fresh mountain air and vibrant colors of the Secret Seasons.

**Explore Upward** **Find Your Winning Streak**

Plan your perfect fall getaway. [Learn More](#) Plan your perfect fall getaway.

Juan R Carrion, Gladys Campos Motta and 25 others 2 Shares

Like Comment Share

**North Lake Tahoe** Sponsored

Crisp air, vivid colors and smaller crowds - discover North Lake Tahoe's Secret Season and experience fall like never before.

**Fall in Love with Nature** **Savor Every Moment**

Plan your perfect fall getaway. [Learn More](#) Plan your perfect fall getaway.

Lulisa Lacayo

Like Comment Share

**North Lake Tahoe** Sponsored

Connect with nature and each other during North Lake Tahoe's Secret Season.

**Elevate Your Family Adventure** **Experience the Wonder**

Plan your perfect fall getaway. [Learn More](#) Plan your perfect fall getaway.

Juan R Carrion and Isolda Solis España

Like Comment Share

**North Lake Tahoe** Sponsored

Reconnect with each other and your surroundings in North Lake Tahoe's beautiful fall season full of vibrant colors ... See More

[GOTAHGENORTH.COM](#) **Fall in Love with Nature** [LEARN MORE](#)

Plan the perfect fall getaway in ...

15 1 Comment 1 Share

Like Comment Share

## Instagram Story

The image shows an Instagram Story ad for North Lake Tahoe. The story features a video of a family walking along a lake shore with vibrant autumn foliage. The text 'crystal blue waters picturesque landscapes' is overlaid on the video. The ad includes a 'Learn More' button at the bottom and a close button in the top right corner. The background of the entire page is a light-colored topographic map of a mountain range.

tahoenorth Sponsored

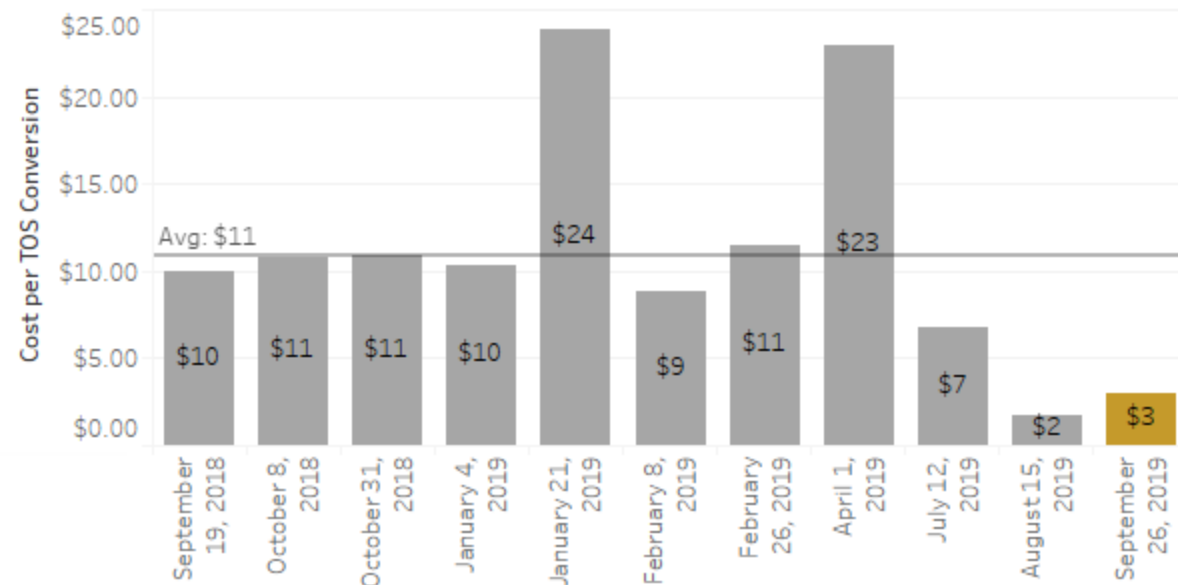
crystal blue waters picturesque landscapes

Learn More

# Email Performance

• September's emails were opened by 15% of all users resulting in 2.7K clicks. This led to 865 conversions for an average cost per conversion of \$2.95.

Email Cost per TOS Conversion by Send Date



Subject	Spend	Delivered	Opens	Open Rate	Clicks	Click Through Rate	Conversions	TOS Conversion Rate	Cost per TOS Conversion	Book Now Conversions
Explore the Secret Season	\$2,550	187,500	28,696	15%	2,733	10%	865	32%	\$2.95	6
<b>Grand Total</b>	<b>\$2,550</b>	<b>187,500</b>	<b>28,696</b>	<b>15%</b>	<b>2,733</b>	<b>10%</b>	<b>865</b>	<b>32%</b>	<b>\$2.95</b>	<b>6</b>





| MCC



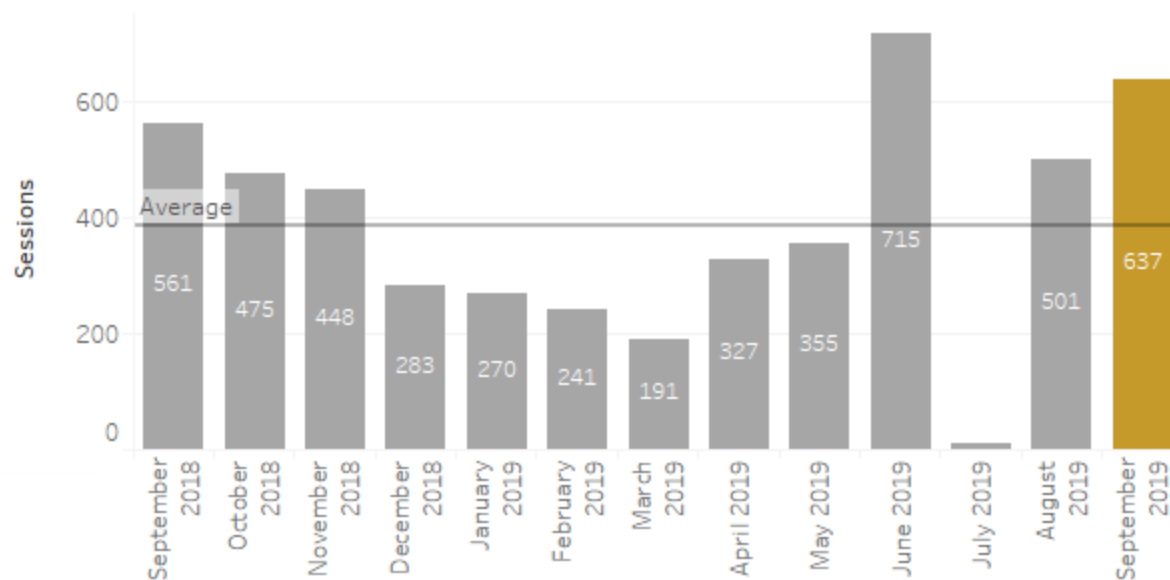
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# Website Performance

- The MCC campaign continued to ramp up in September. 637 users visited GoTahoeNorth.com in September, up 14% from the same month last year (which had 561 sessions from ads).
- MCC ad visits were led by users from Paid Social ads (612 sessions).
- Users from Display ads spent the most time on site (00:02:27).

### Website Sessions From MCC Ads



Channel	Channel 2	Sessions	Pageviews	Avg. Time on Site	Pages per Session	Bounce Rate
Paid Social	r7_facebook.com	611	632	00:00:04	1.0	97%
	r7_linkedin.com	1	1	00:00:00	1.0	100%
Paid Search	Paid Search	13	27	00:00:34	2.1	69%
Display	Display	12	26	00:02:27	2.2	58%
Grand Total		637	686	00:00:07	1.1	96%

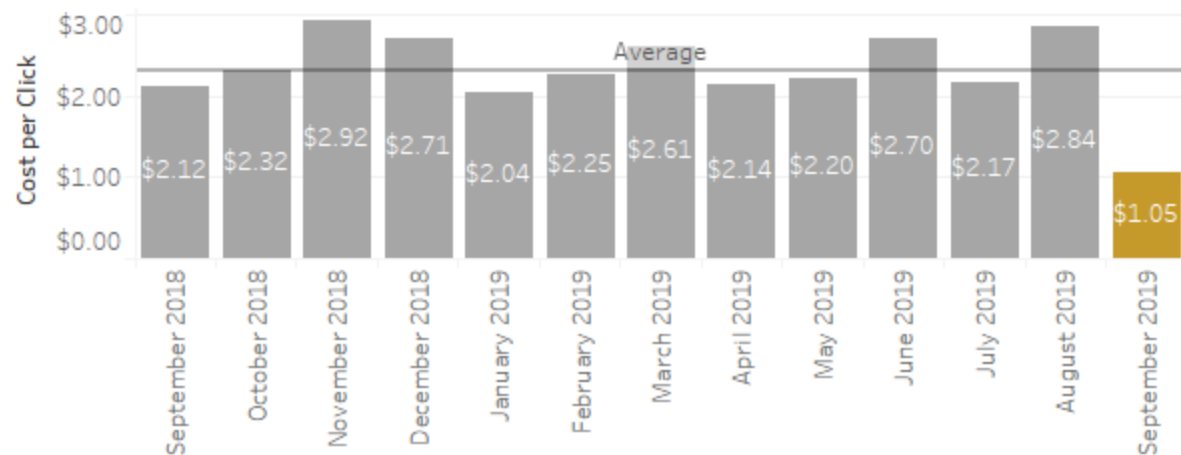




# Facebook Ad Performance

- September ads led to 16 TOS conversions. The conversion rate was 2.02%.
- While retargeting and prospecting ads had similar click through rates prospecting had a lower cost per click.

## Cost per Conversion Trending



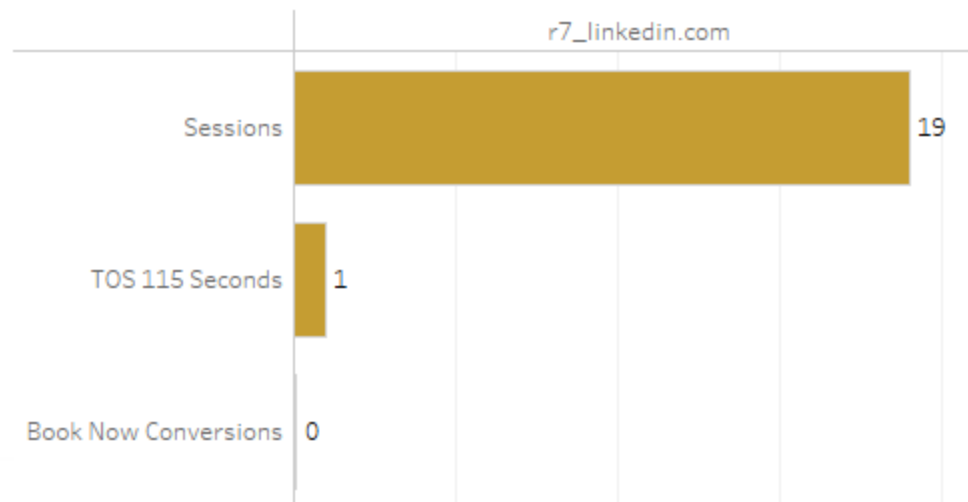
Targets	Spend	Impressions	Link Clicks	Click Through Rate	Cost per Click	TOS Conversions	Video Views
Prospecting	\$640.43	82,616	725	0.88%	\$0.88	10	143
Retargeting	\$197.01	8,509	69	0.81%	\$2.86	6	132
Grand Total	\$837.44	91,125	794	0.87%	\$1.05	16	275



# LinkedIn Ad Performance

- This is the first month we have run LinkedIn.
- CTR's are inline with LinkedIn performance and we have implemented additional tracking to better gauge performance.

## LinkedIn Driven Website Interaction



Creative Name	Total Spent	Impressions	Clicks	Click Through Rate
hiking_sponsored-update	\$308	5,531	23	0.45%
coffee_sponsored-update	\$189	3,591	12	0.44%
sup_sponsored-update	\$160	2,930	12	0.42%
view_sponsored-update	\$95	1,798	5	0.34%
biking_sponsored-update	\$48	857	2	0.51%
Grand Total	\$800	14,707	54	0.43%




# Facebook and LinkedIn Ad Examples

## Facebook

**North Lake Tahoe**  
Sponsored · 🌐

With a ton of experiences to motivate and exhilarate all your attendees, North Lake Tahoe is the perfect meeting destination.




GOTAHOENORTH.COM  
**Meet. Greet. Play. Repeat.**  
Plan Your Ideal Meeting Now

LEARN MORE

Like Comment Share

**North Lake Tahoe**  
Sponsored · 🌐

Elevate your next meeting. From mountainside to lakeside, North Lake Tahoe provides the ideal backdrop for meetings and events.



GOTAHOENORTH.COM  
**Meet. Greet. Play. Repeat.**


LEARN MORE

5 Like Comment Share

## LinkedIn

**North Lake Tahoe Convention & Visitors Bureau** Follow ...  
4 followers  
1mo · Edited

From spaces that inspire to experiences that motivate, North Lake Tahoe is the ideal destination for your next retreat.



The Perfect Place to Mix Business & Pleasure  
gotahoenorth.com

2

Reactions

Like Comment Share



# Display Ads



**Thank You**

