

# New Ulm

Campaign Summary

Q1 - 2019

The logo consists of a teal circle with the text "adtaxi" inside in a white, lowercase, sans-serif font.

adtaxi

# Display - Programmatic

## Overall Campaign Metrics

Dates	Impressions	Clicks	Click Thru Rate	View - Throughs	Stay and Play	Plan Your Visit	Places to Stay	Email Sign Up
January (1/15/19 - 1/31/19)	95,775	160	0.17%	13	0	1	0	0
February	249,998	369	0.15%	25	0	4	1	0
<b>Totals:</b>	<b>345,773</b>	<b>529</b>	<b>0.15%</b>	<b>38</b>	<b>0</b>	<b>5</b>	<b>1</b>	<b>0</b>

## Ad Unit Breakout

Ad Unit	Impressions	Clicks	Click Thru Rate	View - Throughs	Conversions
160x600	7,860	7	0.09%	1	0
300x250	68,102	60	0.09%	5	4
300x600	3,280	8	0.24%	0	0
320x50	126,849	229	0.18%	9	0
728x90	43,907	65	0.15%	10	1
<b>Totals:</b>	<b>249,998</b>	<b>369</b>	<b>0.15%</b>	<b>5</b>	<b>5</b>

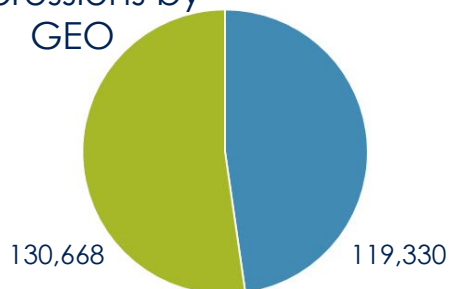
- For our Display campaign we've served 249,998 Impressions and gained 369 Clicks, earning us a Click Through Rate of 0.15%.
- Our Primary Conversion is View-Throughs. In February this campaign saw a total of 25 View-Throughs, users who were shown our ad and then later navigated to your site.
- As you can see above, the Retargeting campaign is having great success with users navigating to the Plan Your Visit Page, seeing 20 users.
- As of March the display campaign has ended and we will only be running Retargeting and Pre-Roll video.
- At the bottom left you can see that we're maintaining a majority of our presence out of state in order for these campaigns to remain grant eligible.

■ In-State

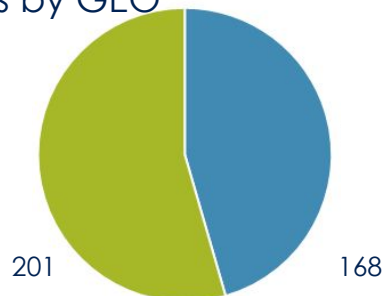
■ Out-State

2

Impressions by GEO



Clicks by GEO



# Display - Retargeting

## Overall Campaign Metrics

Dates	Impressions	Clicks	Click Thru Rate	View - Throughs	Stay and Play	Plan Your Visit	Places to Stay	Email Sign Up
January (1/15/19 - 1/31/19)	23,289	30	0.13%	74	0	20	2	0
February	62,454	51	0.08%	424	0	51	3	0
<b>Totals:</b>	<b>85,743</b>	<b>91</b>	<b>0.09%</b>	<b>498</b>	<b>0</b>	<b>71</b>	<b>5</b>	<b>0</b>

## Ad Unit Breakout

Ad Unit	Impressions	Clicks	Click Thru Rate	View - Throughs	Conversions
160x600	1,687	6	0.36%	4	0
300x250	36,052	25	0.07%	218	34
300x600	1,607	6	0.37%	8	1
320x50	12,561	7	0.06%	134	7
728x90	10,547	7	0.07%	60	12
<b>Totals:</b>	<b>62,454</b>	<b>51</b>	<b>0.08%</b>	<b>424</b>	<b>54</b>

- For Retargeting in February we served 62,454 Impressions and gained 51 Clicks, earning us a Click Through Rate of 0.08%, just below the industry average of 0.09%.
- Although you can see that our CTR has dropped from January to February we also saw incredible growth in the number of View-Throughs we received, earning 424; over 5x as many as January. That would make our View Through Rate 0.68% for the month of February in our Retargeting campaign.
- As you can see above, we're also tracking visits to the following pages: Stay and Play, Plan Your Visit, Places to Stay, and Email Sign Up. In February we saw 51 visits to the Plan Your Visit page and 3 visits to the Places to Stay page.
- Our budget for March drops down to \$200, so we'll keep an eye on performance.

# Display Creatives



# TwinCities.com - EMT Co-Op Responder Email

Send Date:	Tuesday February 12, 2019
Subject:	Got Cabin Fever? Escape to New Ulm!
From:	Visit New Ulm
Deployed	50,142
Delivered:	50,000
Delivery Rate:	99.72%
Total Opens:	9,018
Open Rate:	18.04%
Total Clicks:	1,211
Click Percentage	2.42% (number of clicks/total deployed)
HTML CTR:	13.43% (number of clicks/total opens)

- Our EMT Co-Op email saw 9,081 Total Opens and 1,211 Total Clicks, earning us an Open Rate of 18.04% and an HTML CTR of 13.43%.
- Compared to other EMT Co-Op emails we saw a very strong Open Rate with this email, generally seeing 10-15%. Our HTML CTR for this email was also on the stronger end of average, generally seeing results in the 10% range.
- Looking below you can see that the main link to your site was the most successful with 704 Unique Clicks.

URL	Clicks	Unique Clicks
<a href="https://www.exploreminnesota.com/index.aspx?utm_source=adtaxi&amp;utm_medium=email&amp;utm_content=new_ulm">https://www.exploreminnesota.com/index.aspx?utm_source=adtaxi&amp;utm_medium=email&amp;utm_content=new_ulm</a>	188	125
<a href="https://www.exploreminnesota.com/onlyinmn/winter/?utm_source=adtaxi&amp;utm_medium=email&amp;utm_content=new_ulm">https://www.exploreminnesota.com/onlyinmn/winter/?utm_source=adtaxi&amp;utm_medium=email&amp;utm_content=new_ulm</a>	132	100
<a href="http://www.newulm.com/2019/01/11/got-cabin-fever-escape-to-newulm/?utm_source=adtaxi&amp;utm_medium=email&amp;utm_content=cabin_fever">http://www.newulm.com/2019/01/11/got-cabin-fever-escape-to-newulm/?utm_source=adtaxi&amp;utm_medium=email&amp;utm_content=cabin_fever</a>	891	704



Opens by Device:	
Desktop	5,321
Mobile	3,697



# TwinCities.com - AV Subscriber Email

<b>Send Date:</b>	Tuesday February 12, 2019
<b>Subject:</b>	Got Cabin Fever? Escape to New Ulm!
<b>Delivered:</b>	10,628
<b>Total Opens:</b>	991
<b>Open Rate:</b>	9.32%
<b>Total Clicks:</b>	59
<b>Click Percentage</b>	0.56% (number of clicks/total deployed)
<b>HTML CTR:</b>	5.95% (number of clicks/total opens)

- The Added Value send to TwinCities.com's subscriber list was opened a total of 991 times. With 59 total clicks this email earned an HTML CTR of 5.95%.
- Comparing to other AV sends in the travel category this was a fairly average performance; generally seeing Open Rates between 6-10% and Click Percentages between 0.5%-1%.



# Thank you!

