

New Ulm

Campaign Summary

Q1 - 2019

Final

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

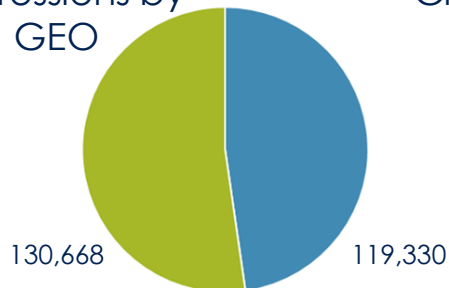
Dates	Budget	Impressions	Clicks	Click Thru Rate	View - Throughs	Stay and Play	Plan Your Visit	Places to Stay	Email Sign Up
January (1/15/19 - 1/31/19)	\$1,000	95,775	160	0.17%	13	0	1	0	0
February	\$1,000	249,998	369	0.15%	25	0	4	1	0
Totals:	\$2,000	345,773	529	0.15%	38	0	5	1	0

Ad Unit Breakout

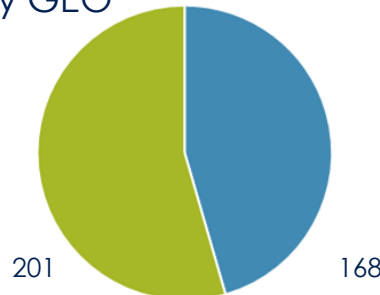
Ad Unit	Impressions	Clicks	Click Thru Rate	View - Throughs	Conversions
160x600	7,860	7	0.09%	1	0
300x250	68,102	60	0.09%	5	4
300x600	3,280	8	0.24%	0	0
320x50	126,849	229	0.18%	9	0
728x90	43,907	65	0.15%	10	1
Totals:	249,998	369	0.15%	5	5

- 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.

Impressions by GEO



Clicks by GEO



- In-State
- Out-State

Display - Retargeting

Overall Campaign Metrics

Dates	Budget	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)	\$250	23,289	30	0.13%	74	0	20	2	0
February	\$250	62,454	51	0.08%	424	0	51	3	0
March (3/1/19 - 3/20/19)	\$200	47,242	43	0.09%	325	0	79	6	0
Totals:	\$700	132,985	124	0.09%	823	0	150	11	0

March - Ad Unit Breakout

Ad Unit	Impressions	Clicks	Click Thru Rate	View - Throughs	All Other Conversions
160x600	1,390	3	0.22%	9	4
300x250	27,295	24	0.09%	187	52
300x600	1,037	1	0.10%	6	3
320x50	9,062	8	0.09%	79	18
728x90	8,458	7	0.08%	44	8
Totals:	47,242	43	0.09%	325	85

- For Retargeting in March we served 47,242 Impressions and gained 433 Clicks, earning us a Click Through Rate of 0.09%, on par with the industry average.
- View Throughs were our primary conversion. Overall we saw 823 View Through users, 143% more than the number of clicks earned. This earns us a final View Through rate of 0.62%.
- 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 March we saw 79 visits to the Plan Your Visit page and 6 visits to the Places to Stay page. The fact that we're seeing the most pageviews on the Plan Your Visit page is unsurprising, as travel users are known for their increased engagement with itinerary-style content.

Display Creatives



Video - Programmatic

Overall Campaign Metrics

Dates	Budget	Impressions	Clicks	Click Thru Rate	View - Throughs
March (3/1/19 - 3/20/19)	\$1,000	50,975	408	0.80%	3

Companion Banners

Impressions	Clicks	Click Thru Rate
2,831	32	1.13%

Video Completion Metrics

Video Started	Video 25% Completed	Video 50% Completed	Video 75% Completed	Video 100% Completed	Completion Rate	Engaged Viewers
51,020	28,260	22,749	20,265	17,640	35%	207

- For our Pre-Roll Video campaign we served 50,975 Impressions and gained 408 Clicks, earning us a Click Through Rate of 0.80%.
- Our Primary Conversion is Video Views. Overall the video was started 51,020 times, with 17,640 of those views being watched to completion. This earned us a completion rate of 35%. We also saw 207 Engaged Viewers, users who saw the video to 30 seconds or completion (whichever happens first) more than once.
- We're also tracking View-Throughs. The video campaign saw 3 View-Through users in the month of March. View-Throughs often are a metric that grows over time, so, if we continued, we would hope to see growth here month over month.
- This campaign ran from March 1st through the 20th.

Video Creatives



< Opening Shot

Closing Shot >



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
https://www.exploreminnesota.com/index.aspx?utm_source=adtaxi&utm_medium=email&utm_content=new_ulm	188	125
https://www.exploreminnesota.com/onlyinmn/winter/?utm_source=adtaxi&utm_medium=email&utm_content=new_ulm	132	100
http://www.newulm.com/2019/01/11/got-cabin-fever-escape-to-newulm/?utm_source=adtaxi&utm_medium=email&utm_content=cabin_fever	891	704



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



TwinCities.com - AV Subscriber Email

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

