

# PARADISE



**Monthly Report:** June 2020

**Client:** Eureka Springs

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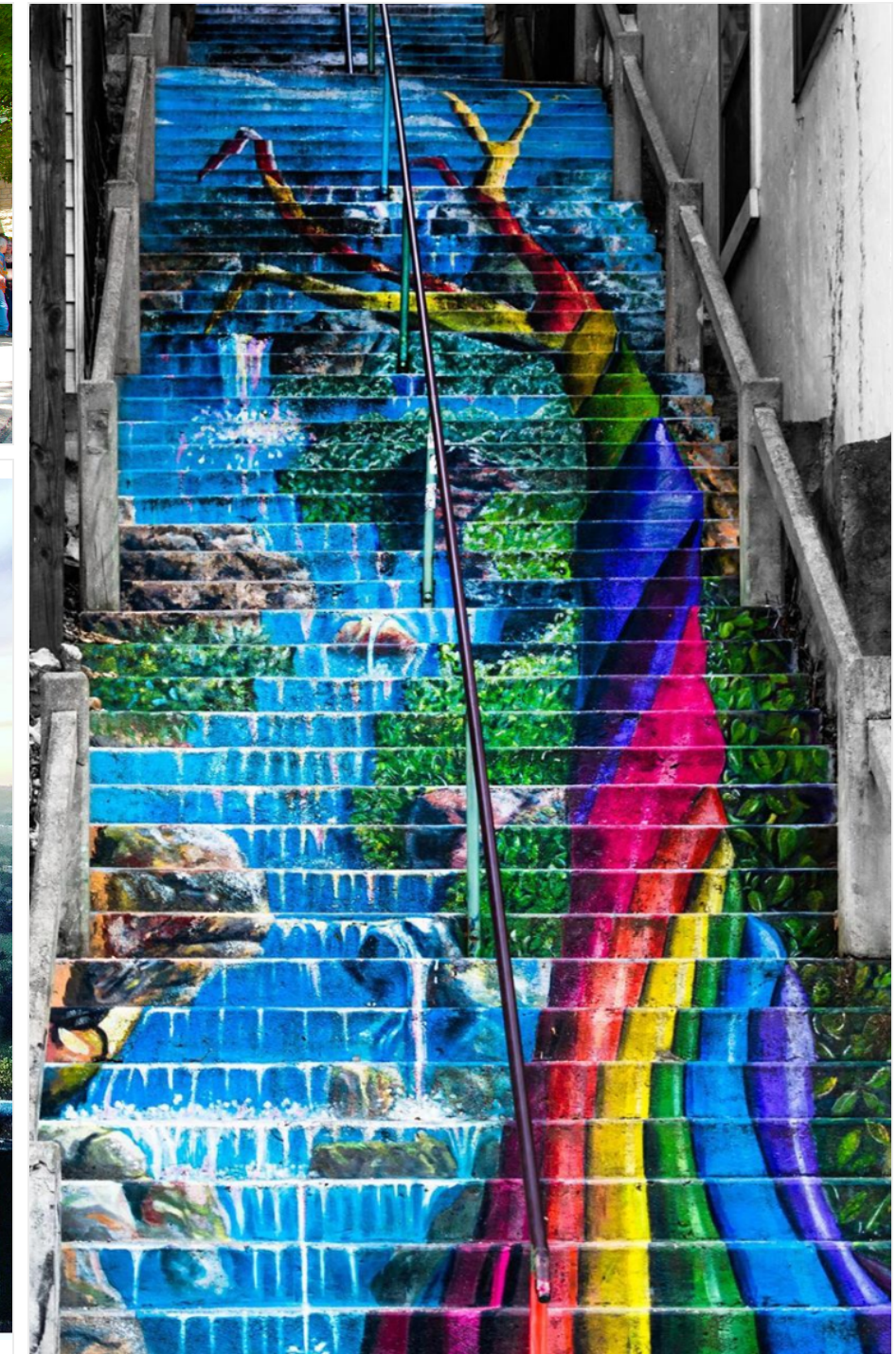
\*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.



## Advertising & Marketing Services

### June Summary

- Agency implemented Relaunch Campaign media strategy.
- Continued to monitor and review media usage and traveler behavior trends to apply to future strategic plans.
- Continued to monitor, analyze and optimize the Soft Message campaign media that launched April 29, 2020 and ended June 28, 2020.
- Finalized negotiations with Ed Robison for photo and b-roll assets for the Curious, Indeed campaign.
- Created and finalized 15- and 30-second videos for the Curious, Indeed Relaunch Campaign that starts in July.
- Created and finalized six sets of HTML digital banners for the Curious, Indeed campaign.
- Created and uploaded to website two blogs for the Curious, Indeed campaign.
- Created and finalized one meeting-themed digital banner.
- Review and monitored Airsage location data.
- Developed monthly activities and data report for May and provided to client.
- Coordinated and scheduled quarterly partner meetings with the CAPC team, Right Minds and Paradise.
- Conducted monthly billing and budget management
- Conducted regular check-ins with CAPC staff and addressed any questions or concerns.





## Media Overview

June Summary

June was a transition month from the Soft-Message campaign (video views) to the Relaunch Campaign (traffic and video views). There was a 1.5x increase in impressions due to a larger media investment. Overall CTR increased by .27 percentage points to .38% as a result of more traffic placements running. We finished with a strong 84.68% video completion rate.

NOTE FROM JUL 2 2:44 PM

VIDEO COMPLETION RATE

Last Month (Jun) ▾

84.68%

TOTAL MEDIA SPEND Last Month (Jun) ▾

\$ 20.4k

TOTAL IMPRESSIONS Last Month (Jun) ▾

1.34M

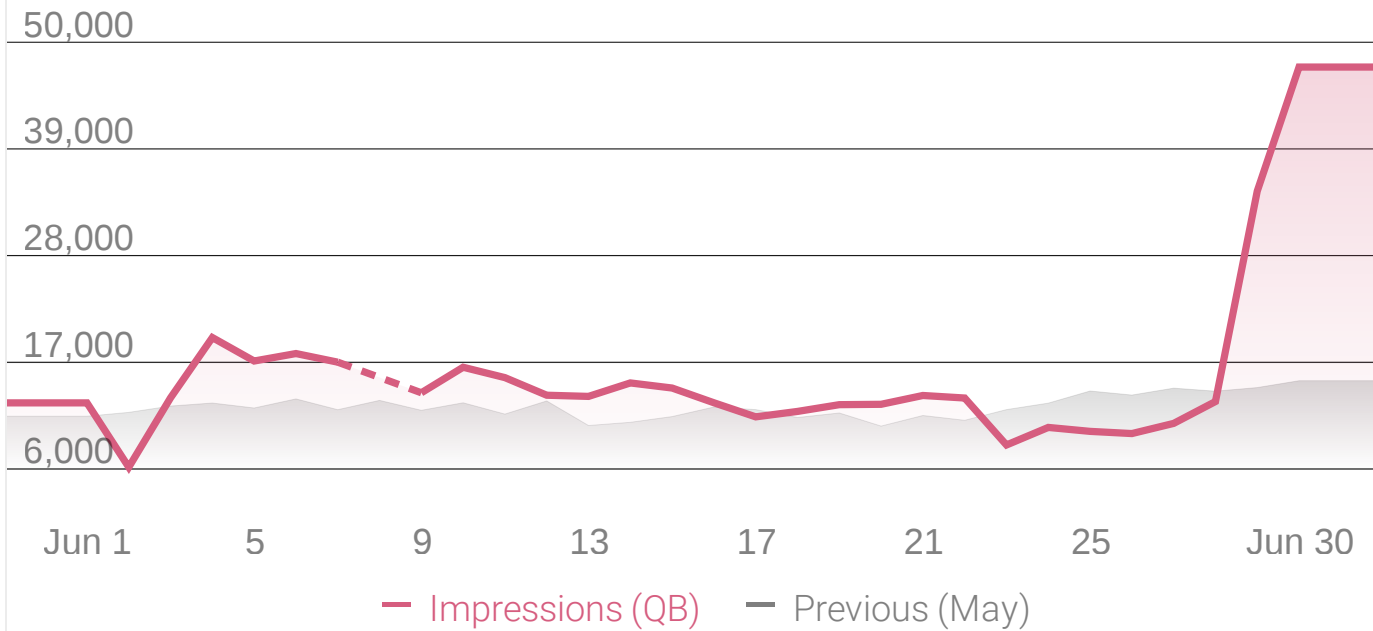
TOTAL CLICKS Last Month (Jun) ▾

5,098

IMPRESSIONS Last Month (Jun) ▾

438.3k

▲ 13% Previous: 389.4k



CAMPAIGNS OVERVIEW Last Month (Jun) ▾

#	NAME	SPEND	IMPRESSIONS
1	ESP 0062 Soft Messaging Engagement (23844729695490596)	\$1,287.04	438.3k

In the month of June, we continued running the Evergreen campaign.

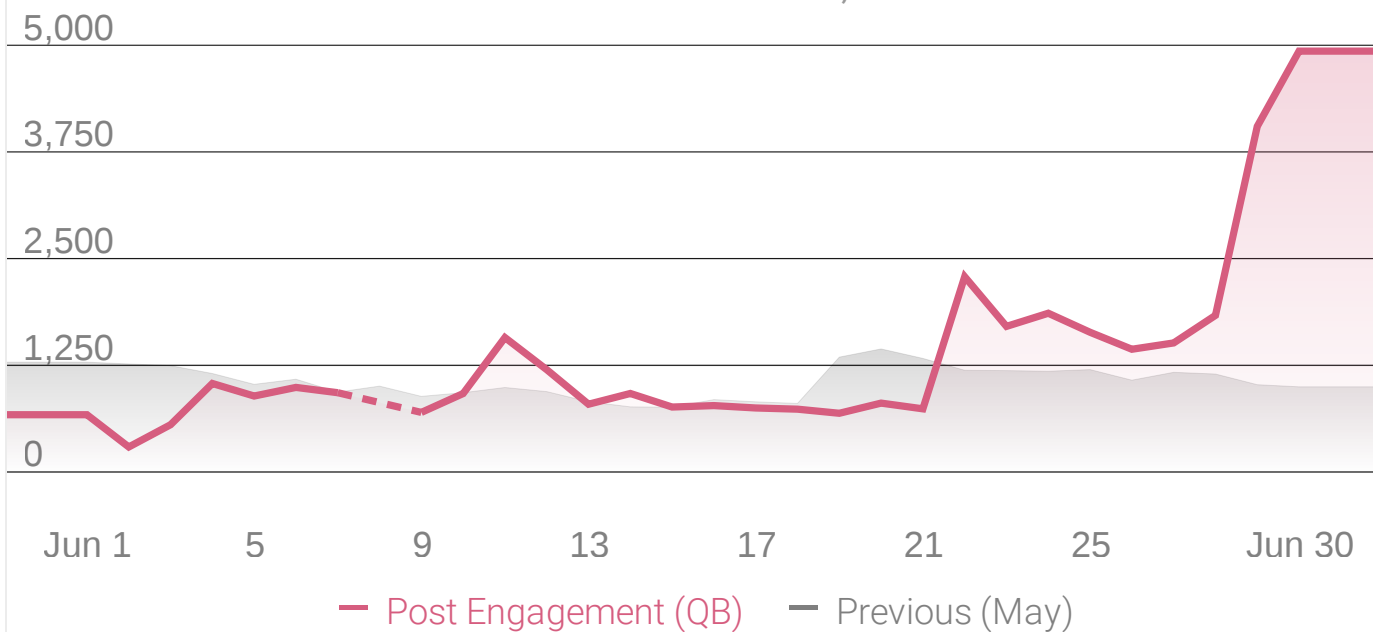
During this month, we saw increases in our analytics month-over-month. We saw a 13% increase in Impressions, totaling 438,300 Impressions and a 15% increase in post engagement, totaling 37,976 impressions.

NOTE FROM JUL 7 5:14 PM

POST ENGAGEMENT Last Month (Jun) ▾

37,976

▲ 15% Previous: 32,931



CTR BY CAMPAIGN Last Month ▾

Metrics	Last Month	Δ
ESP 0062 Soft Messaging Engagement (23844729695490596)	4.09	▼ 4%

CLICK OVERVIEW Last Month (Jun) ▾

17,915

Clicks  
▲ 8% (16,512)

-  
CPC

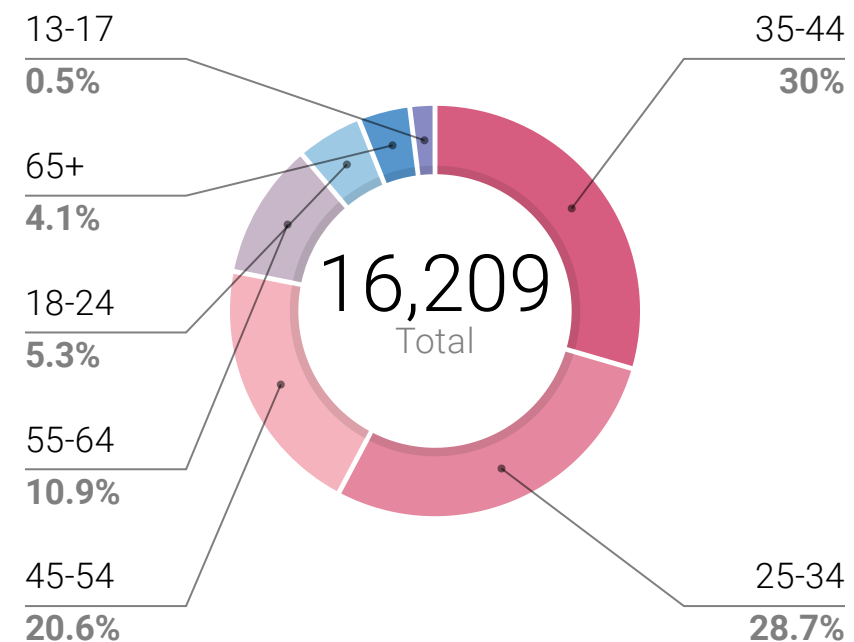
### ACCOUNT ACTIVITY Last Month ▾

Metrics	Last Month	Δ
Profile Visits	3,825	▲ 17%
Reach	393.5k	▲ 23%
Impressions	497.1k	▲ 20%
Website Clicks	105	▼ 38%
Get Directions Clicks	0	
Phone Call Clicks	3	
Text Message Clicks	0	

### FOLLOWERS BY CITY Last Month ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	1,119	▲ 3%
Little Rock, Arkansas	699	▲ 5%
Eureka Springs, Arkansas	687	▲ 3%
Tulsa, Oklahoma	662	▲ 8%
Bentonville, Arkansas	521	▲ 2%
Rogers, Arkansas	497	▲ 2%
Oklahoma City, Oklahoma	478	▲ 12%
Springfield, Missouri	399	0%

### FOLLOWERS BY AGE GROUP Last Month (Jun) ▾



### TOP POSTS BY LIKES Month to date ▾

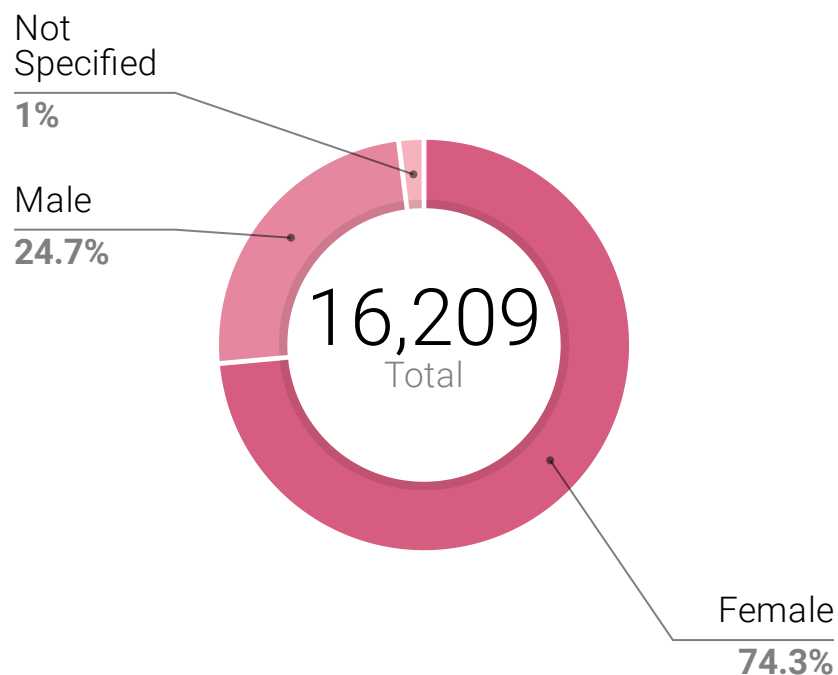
Metrics	Month to date	Δ
If you are planning a road trip to Eureka Springs, Thorncrown Chapel is...	1,758	▲ 3%
When life gives you a rainy day, play in the puddles .\n. \n☐: @lifebesidelori...	1,462	0%
You know the saying, "don't go chasing waterfalls"? Well, some days--yo...	1,462	▲ 2%

### FOLLOWER OVERVIEW Last Month (Jun) ▾

**1,056** **17,435**

New Followers ▲ 23% (861) Total Followers ▲ 5% (16,560)

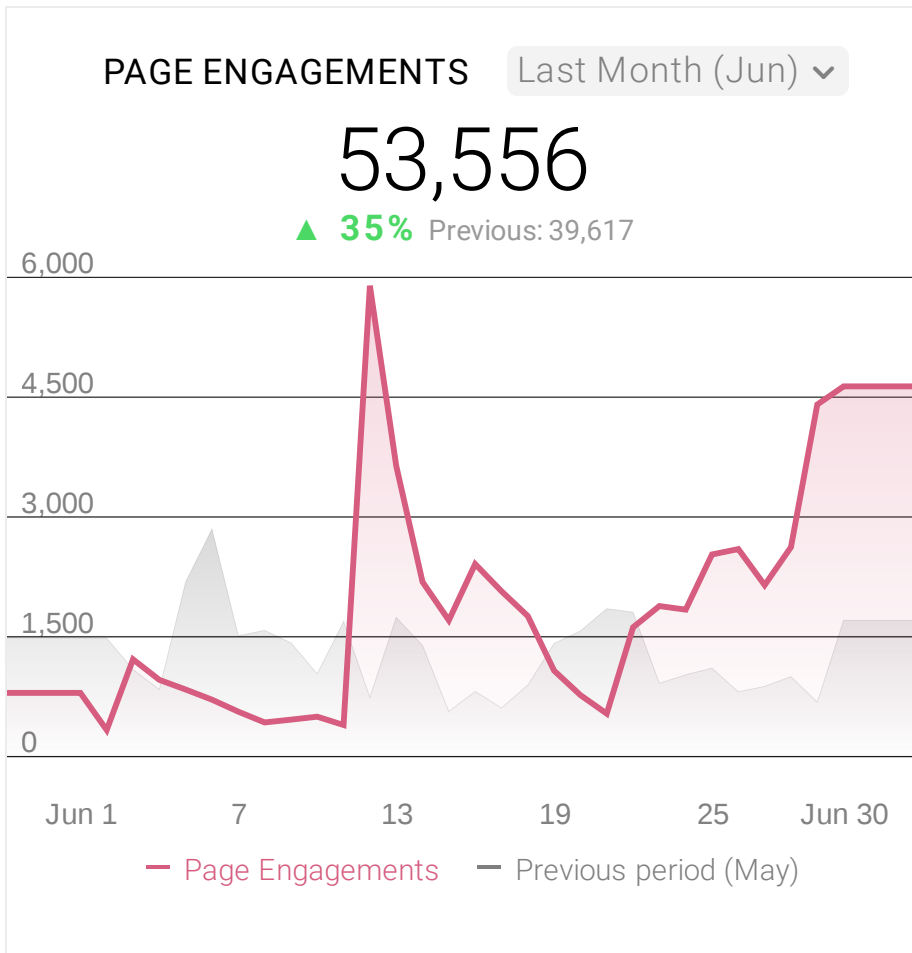
### FOLLOWERS BY GENDER Last Month (Jun) ▾



### NEW POSTS BY LIKES Last Month ▾

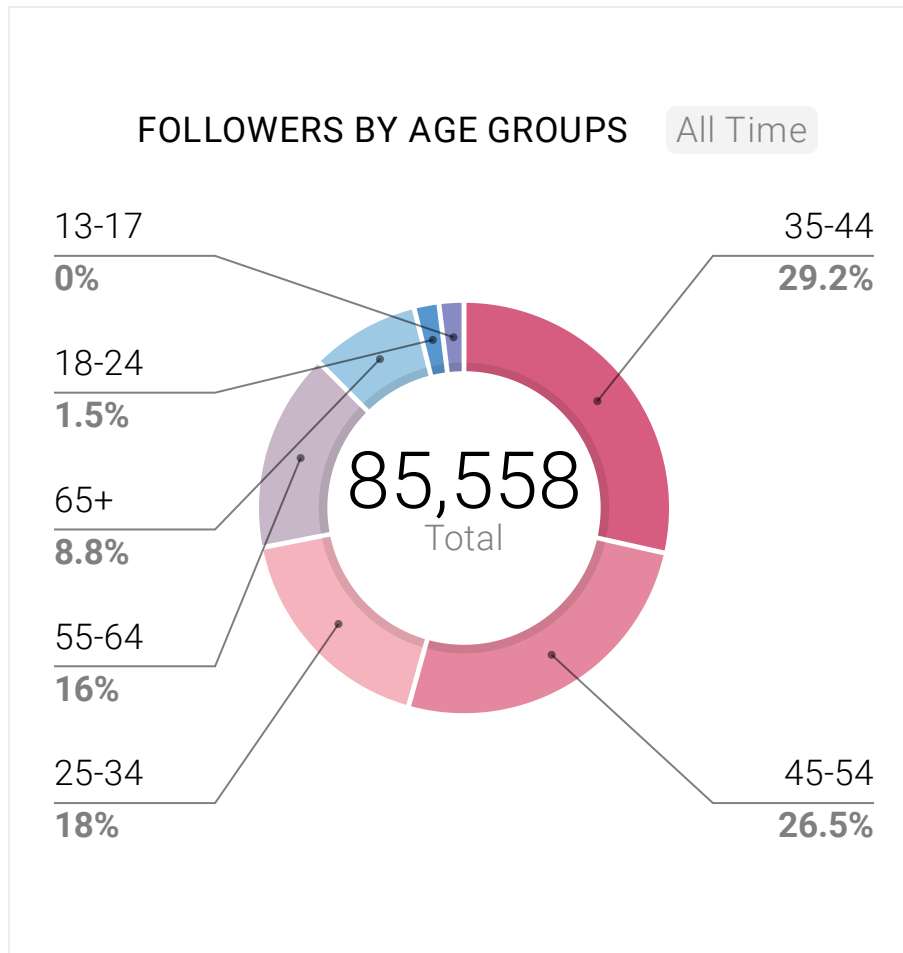
Metrics	Last Month	Δ
If you are planning a road trip to Eureka Springs, Thorncrown Chapel is definitely worth a stop. Built-in 1980, the chapel was...	1,758	
You know the saying, "don't go chasing waterfalls"? Well, some days--you just happen to stumble across them. ☐\n.\n#Eu...	1,462	
Each day, 38 million gallons of water pours from the center of Blue Spring into a trout-filled lagoon. The lagoon overflows into the...	1,351	
Just popping on your timeline to wish you a goodnight from Downtown Eureka Springs. ☐\n.\n#EurekaSprings #visitarkansas...	980	
Our girl @denihenson14 has the right idea	707	

You never know you might find around the corner, or at the end of the rainbow...	1,356	▲ 2%
Each day, 38 million gallons of water pours from the center of Blue...	1,351	
Today is National Plan Your Vacation Day! Tag your travel partner and...	1,316	0%
Spring blooms on Main Street\n. \n☐: @broken.sparrow.p...	1,250	▲ 1%



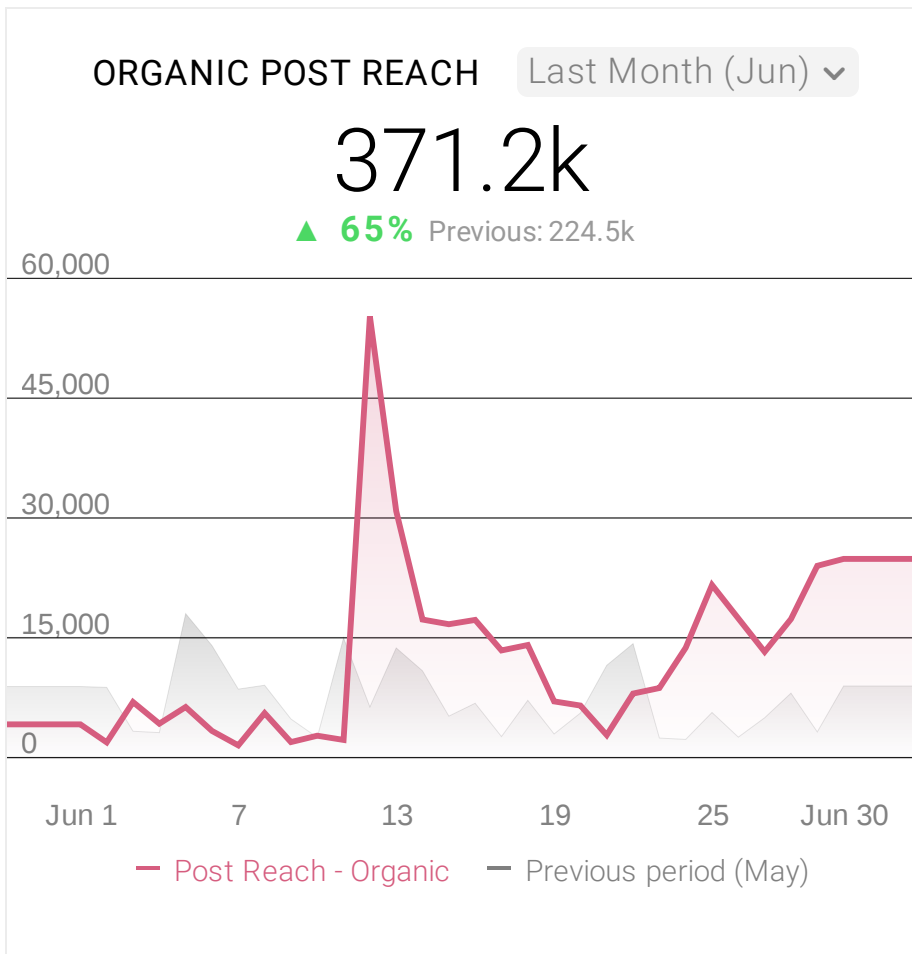
### PAGE SUMMARY Last Month ▾

Metric	Last Month	Δ
New Page Likes	1,371	▲ 49%
Total Page Likes	85,385	▲ 1%
Comments	3,780	▲ 211%
Shares	3,177	▲ 103%
Video views	24,730	▲ 139%



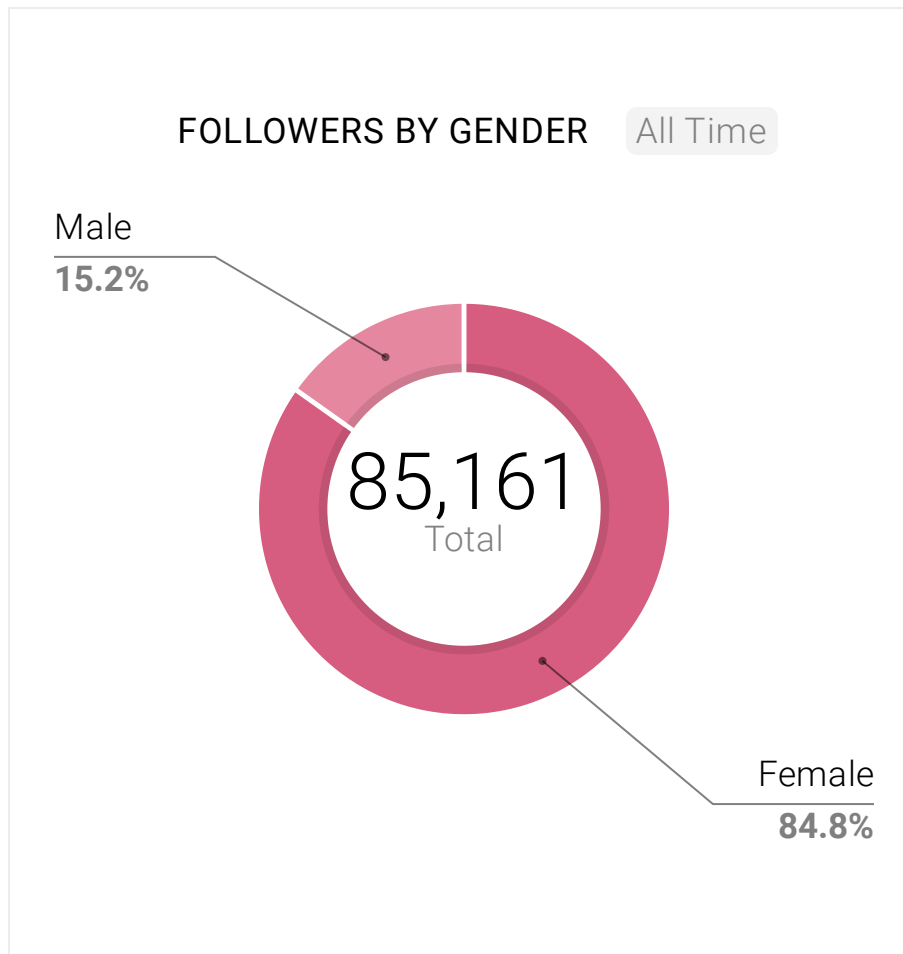
### FOLLOWERS BY CITY All Time

Metric	All Time
Tulsa, OK	4,955
Oklahoma City, Oklahoma	2,542
Oklahoma City, OK	2,542
Springfield, MO	2,286
Springfield, Missouri	2,286
Fayetteville, AR	2,053
Little Rock, AR	1,763
Little Rock, Arkansas	1,763
Fort Smith, AR	1,660
Fort Smith, Arkansas	1,660
Eureka Springs, AR	1,537
Rogers, Arkansas	1,217
Rogers, AR	1,217
Kansas City, MO	1,166



### POST ENGAGED USERS BY POST Last Month ▾

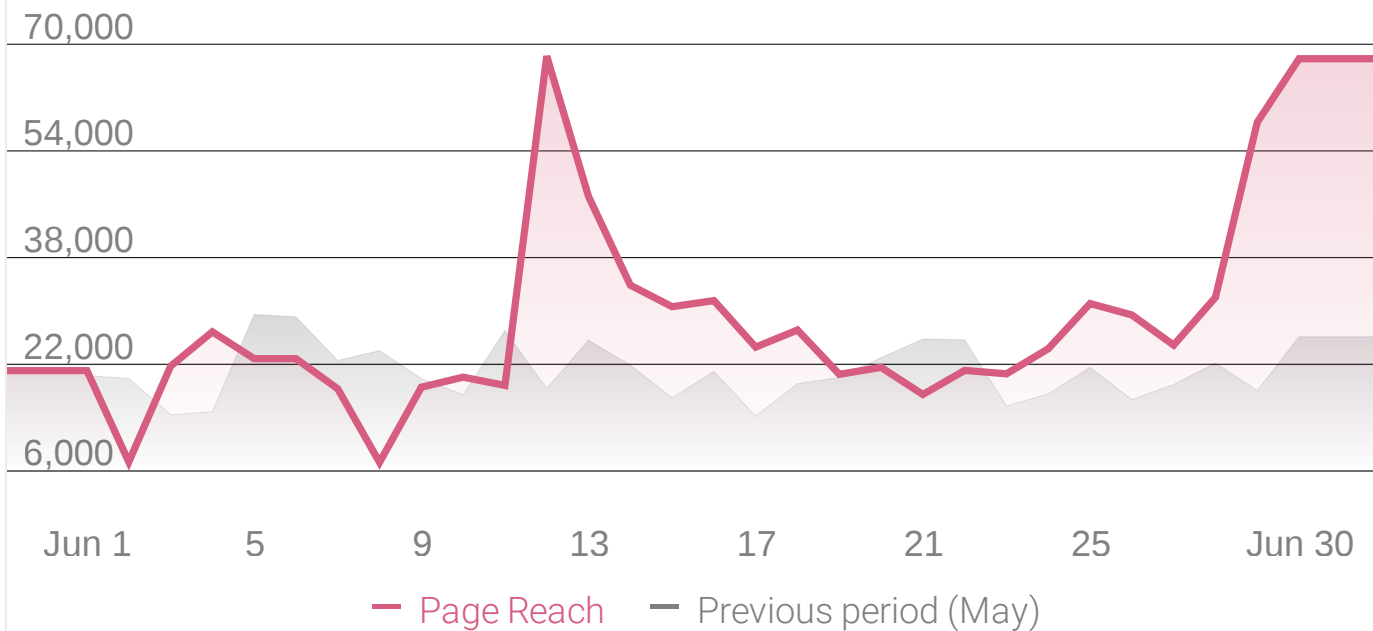
Post	Last Month Δ
If you are planning a road trip to Eureka Springs, Thorncrow	25,707
With views like this, it only makes sense that it's called "Inspiration"	8,481
Each day, 38 million gallons of water pours from the center of	2,681
Eureka Springs offers such a diverse and unique array of experiences	1,811
You know the saying, "don't go chasing waterfalls"? Well, some	1,450



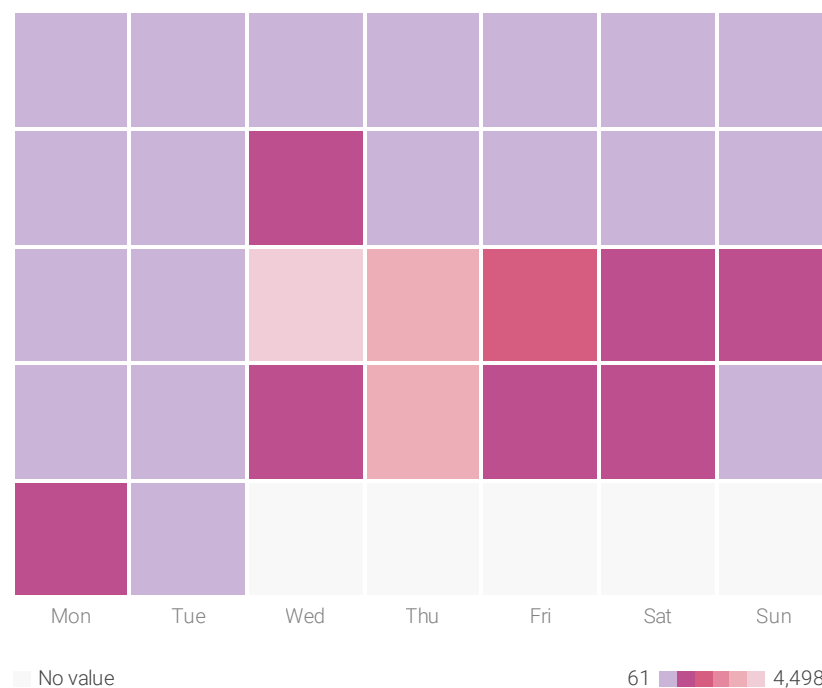
PAGE REACH Last Month (Jun) ▾

838k

▲ 29% Previous: 649.3k

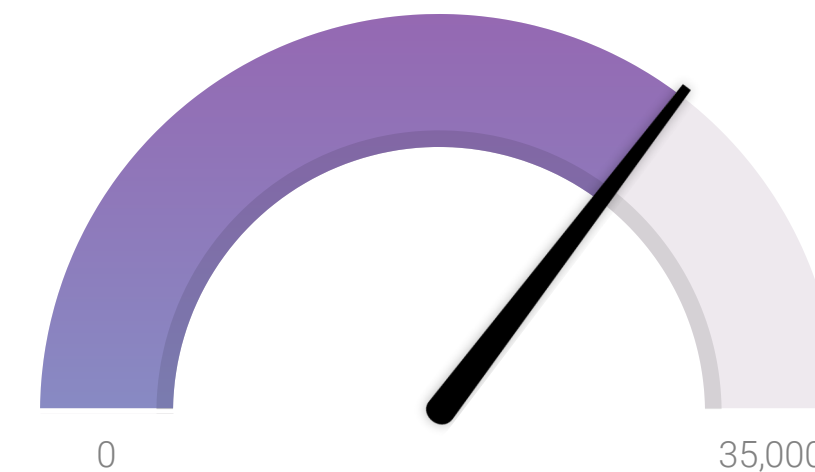


WHEN ARE PEOPLE WATCHING OUR VIDEOS? Last Month (Jun) ▾



HOW MANY PEOPLE WATCHED OUR VIDEOS? Last Month (Jun) ▾

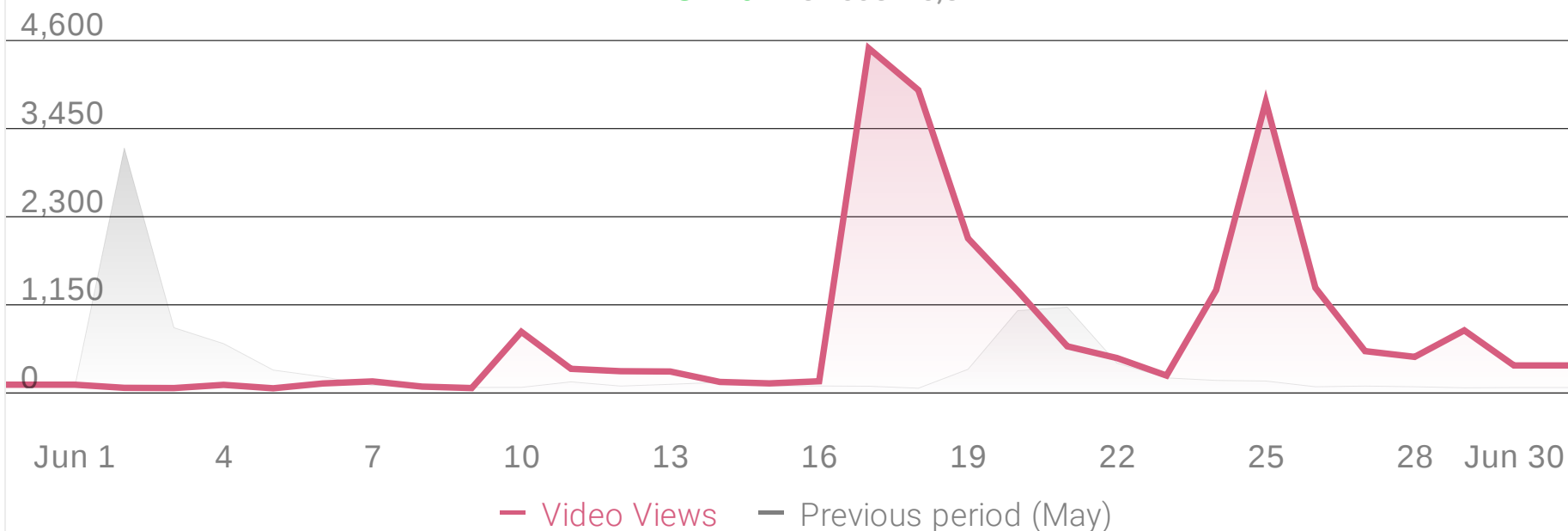
24,730



VIDEO VIEWS Last Month (Jun) ▾

24,730

▲ 139% Previous: 10,342



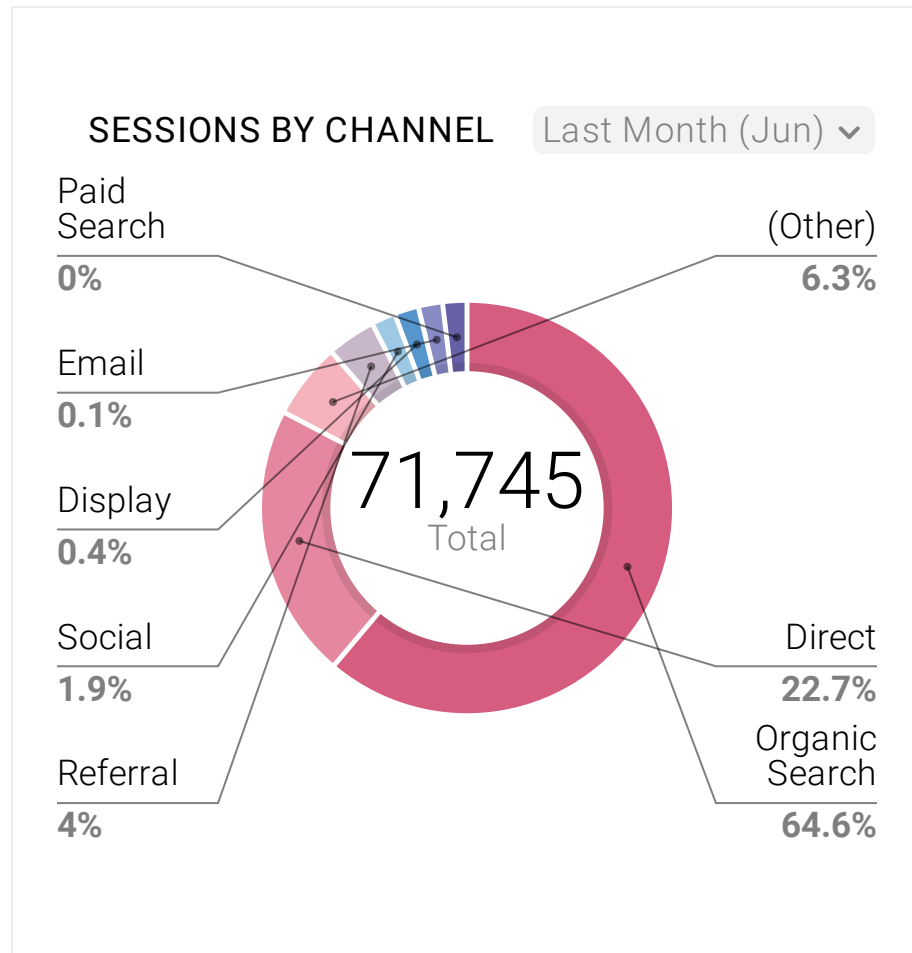
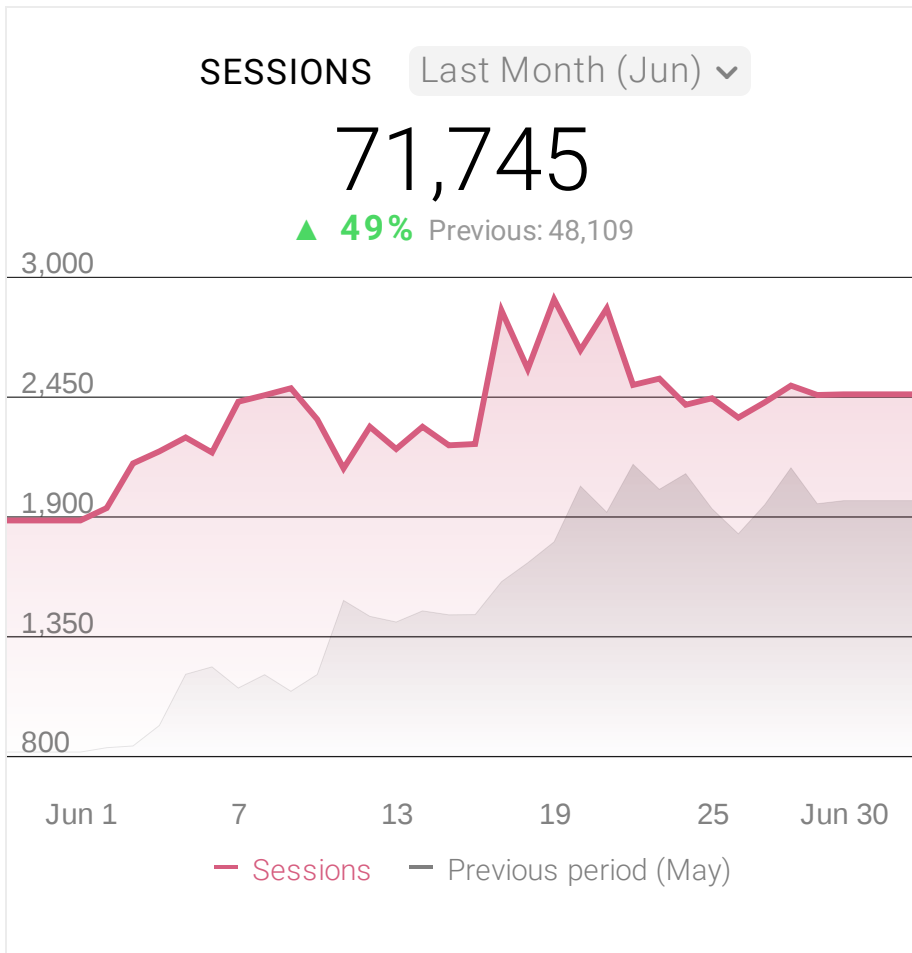
POST VIDEO VIEWS BY PUBLISH DATE Last Month ▾

Metrics	Last MonthΔ
Each day, 38 million gallons of water pours from the center of	13,109
105824711331_10158292440041332	5,924
📺: the_dome_life	1,448
📺: gabygentzler	1,015
Adventure Juice. Rocket Fuel. Cuppa Joe. Whatever you call it,	0
With views like this, it only makes sense that it's called "Inspiration"	0

AVERAGE VIDEO VIEWS PER PAGE VISIT Last Month (Jun) ▾

5.67

▲ 184% Previous: 2



### AUDIENCE OVERVIEW Last Month ▾

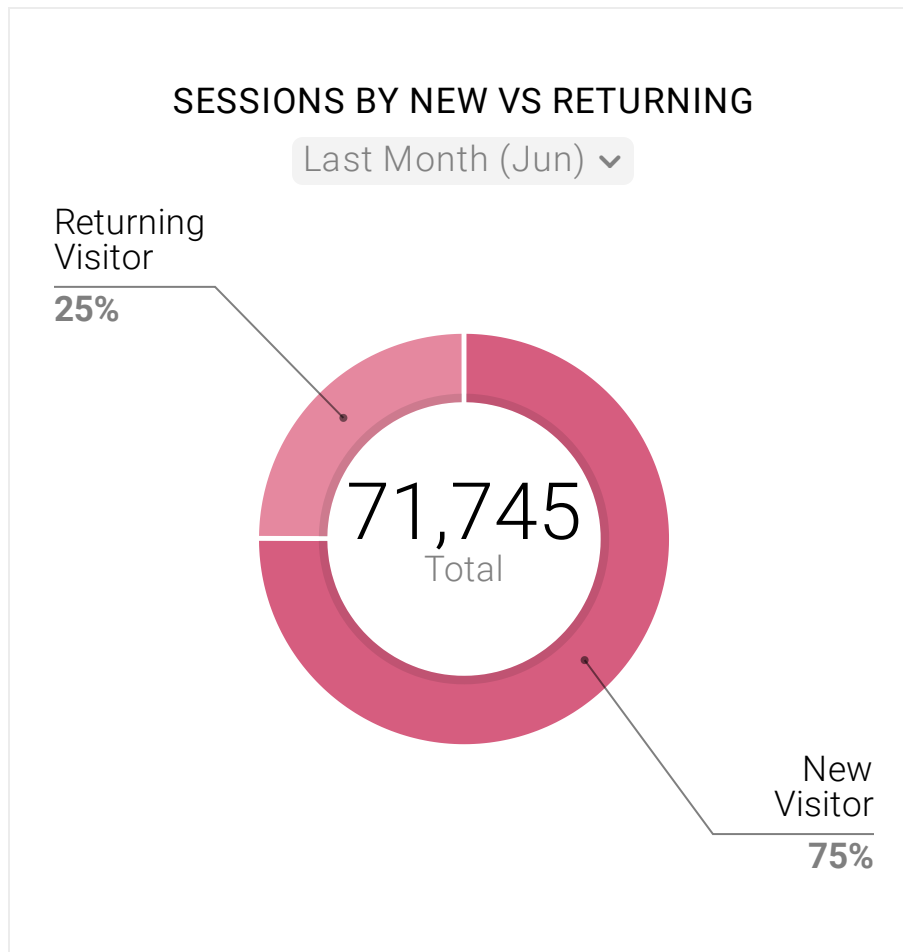
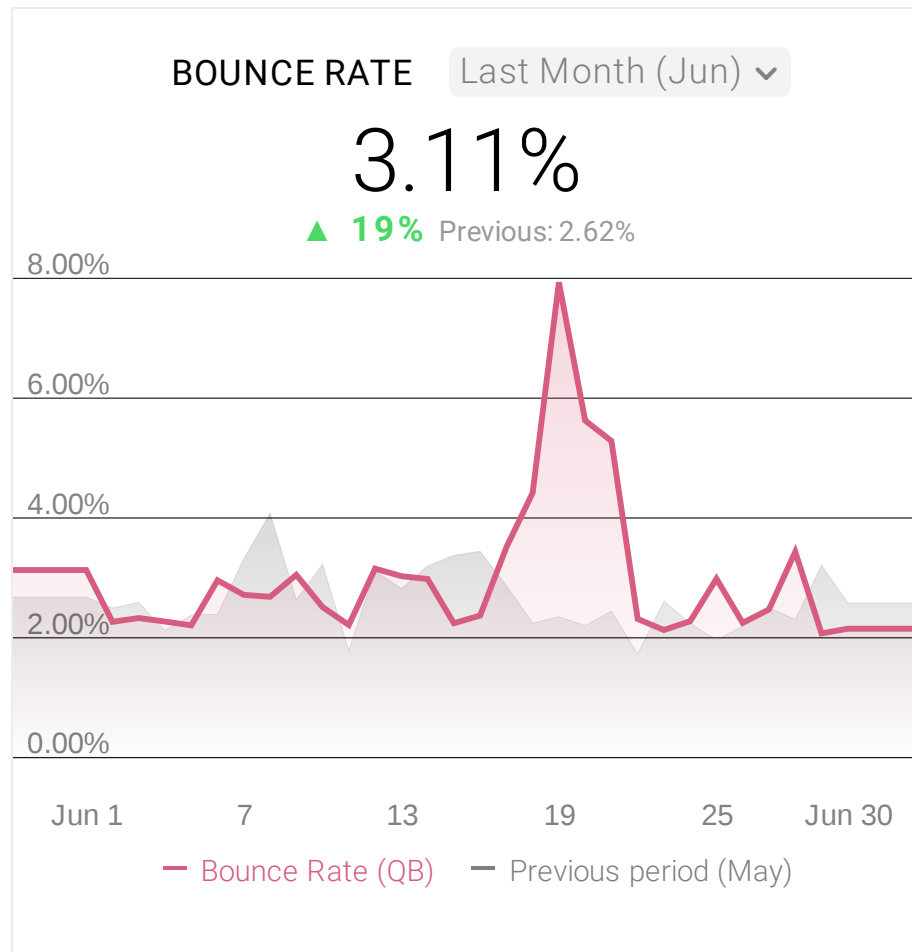
Metrics	Last Month	Δ
Users	56,054	▲ 48%
Sessions	71,745	▲ 49%
% New Sessions	74.97%	▼ 2%
Pages / Sessions	8.7	▲ 8%
Avg Session Duration	3m 26s	▲ 11%
Bounce Rate	3.11%	▲ 19%
Pageviews	624.2k	▲ 61%

### USERS BY REGION Last Month ▾

Metrics	Last Month	Δ
Texas	12,877	▲ 75%
Missouri	10,913	▲ 52%
Arkansas	8,420	▲ 25%
Oklahoma	6,927	▲ 38%
Kansas	3,089	▲ 28%
Illinois	2,525	▲ 32%
Tennessee	1,885	▲ 93%
Louisiana	1,395	▲ 79%
Iowa	721	▲ 55%
Mississippi	678	▲ 80%
Georgia	662	▲ 92%
Colorado	661	▲ 138%
Florida	635	▲ 43%
California	606	▲ 19%

### TOP PAGES BY PAGEVIEWS Last Month ▾

Metrics	Last Month	Δ
/	101.3k	▲ 48%
/attractions/	46,569	▲ 109%
/things-to-do/	24,867	▲ 141%
/restaurants-open/	23,475	▲ 13%
/covid-19-updates-for-eureka-springs/	22,189	▲ 14%
/attractions/page/2/	22,088	▲ 115%
/attractions/page/3/	17,073	▲ 116%

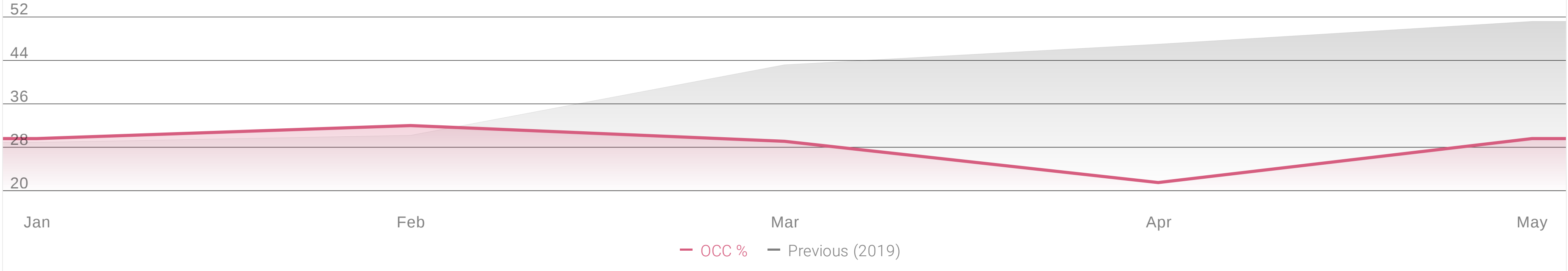




OCC % This Year (2020) ▾

28.4%

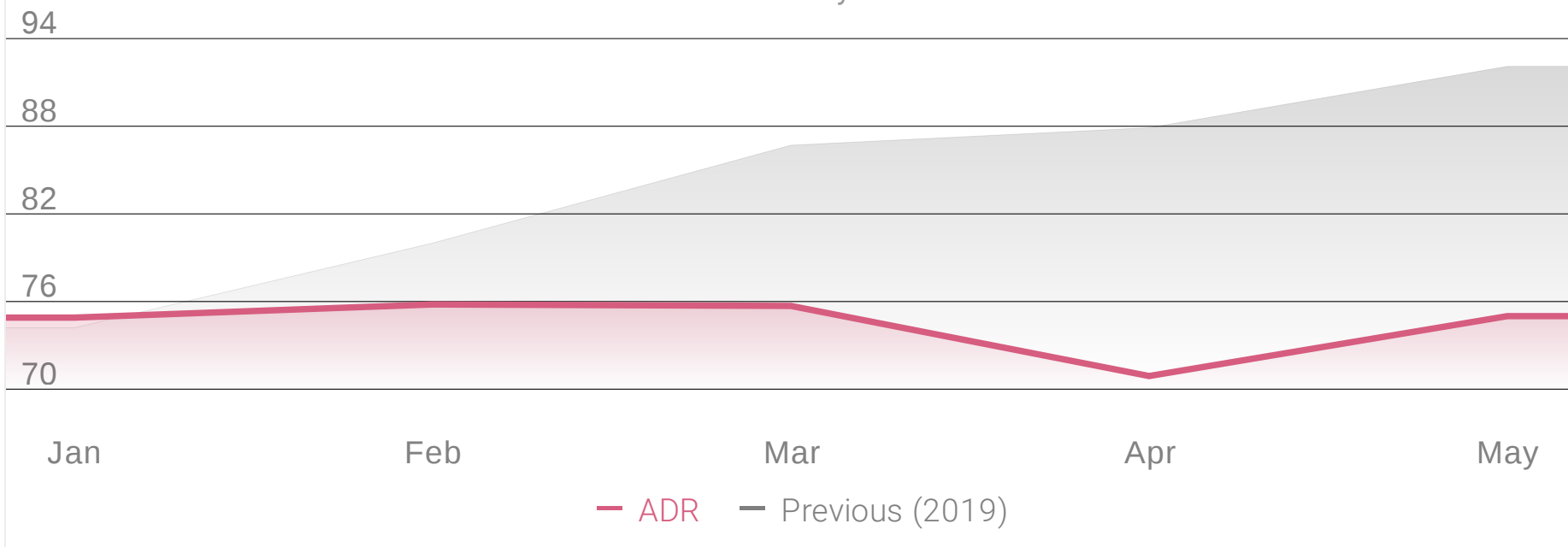
▼ 11.7% Previous: 40.1%



ADR This Year (2020) ▾

372

▼ 12% Last year: 421



REVPAR This Year (2020) ▾

107

▼ 38% Last year: 173

