

PARADISE



Monthly Report: May 2020

Client: Eureka Springs

Table of Contents:

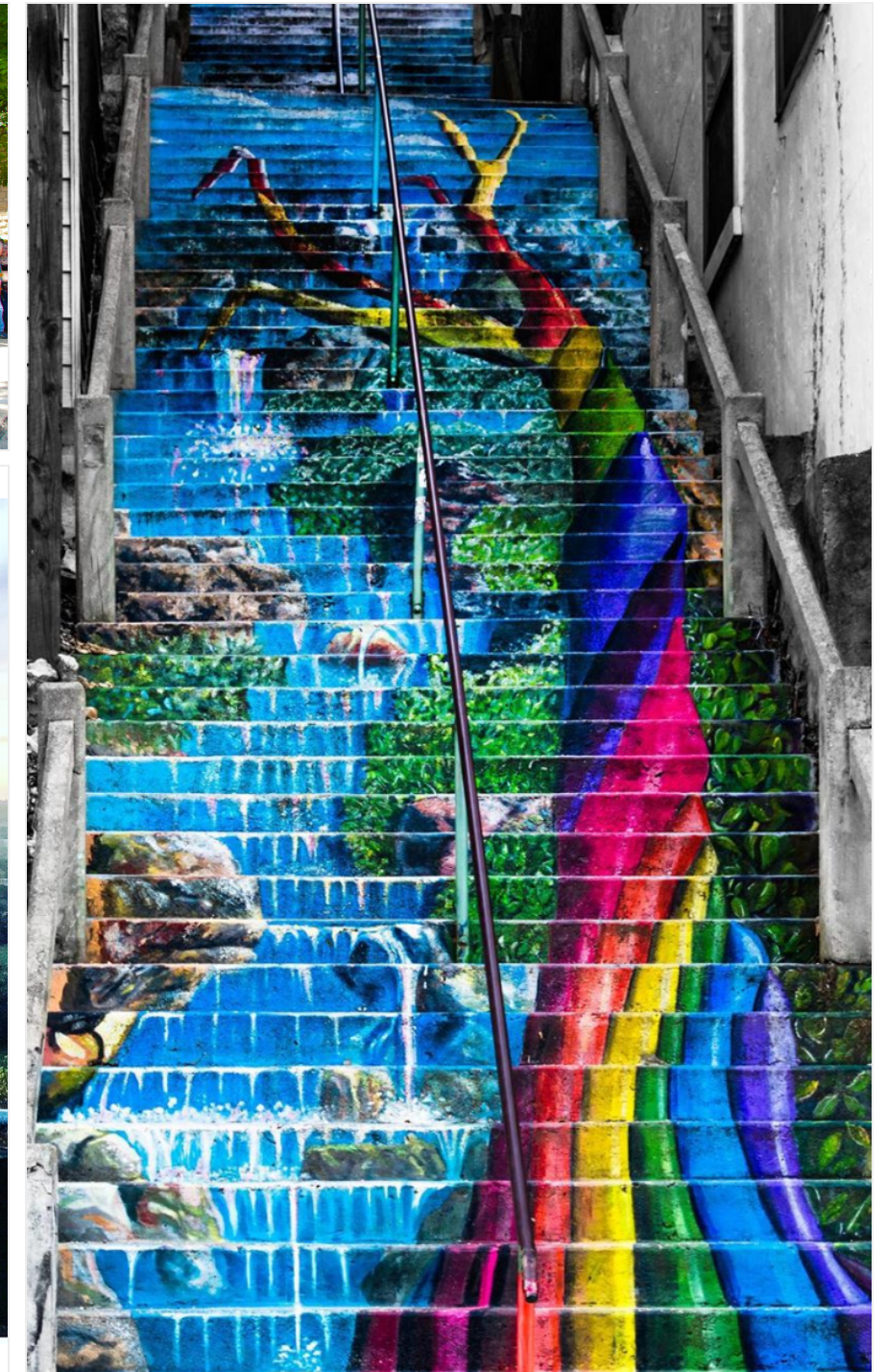
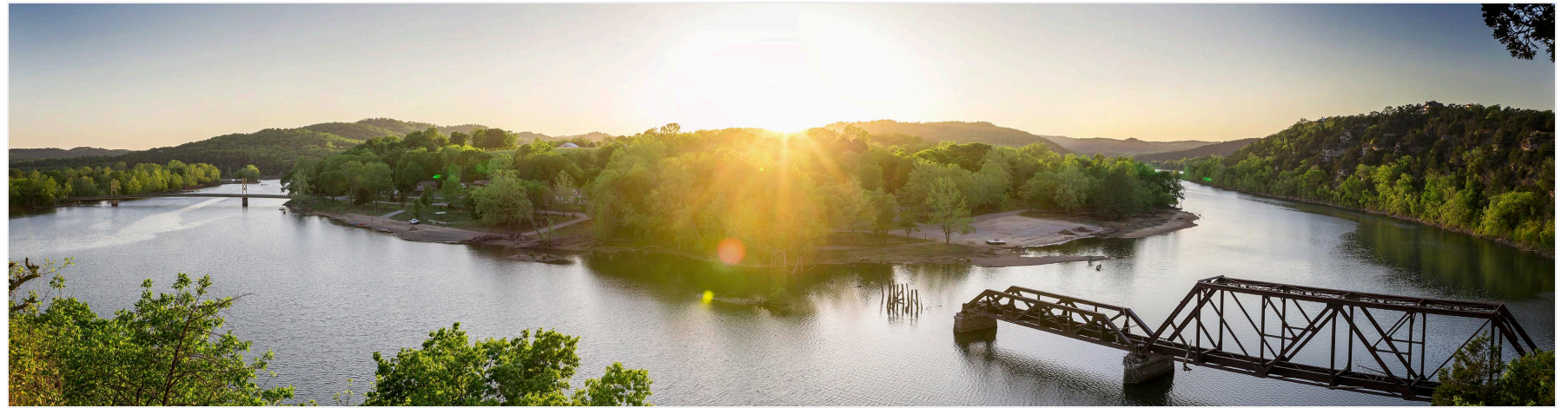
- Advertising and Marketing Services
- Media Overview
- Facebook Ads
- Instagram Business
- Facebook Pages
- Facebook Video
- Website
- STR Report

*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

May Summary

- Agency developed and presented new Relaunch Campaign media strategy.
- Developed and sent Relaunch Campaign media estimates.
- Continued to monitor and review media usage and traveler behavior trends to apply to future strategic plans.
- Began to monitor, review and optimize the Soft Message campaign media that launched April 29, 2020.
- Opened and scheduled several Curious, Indeed production jobs for the Relaunch Campaign that starts in June.
- Onboarded and set up Airsage account
- Onboarded and set up Data Depot account
- Developed the social media strategy and created the copy and assets for the Client's June social media efforts.
- Conducted monthly billing and budget management
- Conducted regular check-ins with CAPC staff and addressed any questions or concerns



Media Overview

May Summary

Overall, the Soft-Messaging campaign has performed very well. This video-focused campaign began running on 4/29 with a focus on brand awareness utilizing top video placements. The main KPI for video is the video completion rate and this campaign has shown high completion rates at almost 90% and a click-thru rate of .17% (well above industry average of .08%). So far, we anticipate an overall increase in video completion.

NOTE FROM JUN 24 6:31 PM

VIDEO COMPLETION RATE

Last Month (May) ▾

93.18%

TOTAL MEDIA SPEND Last Month (May) ▾

\$ 9,335.78

TOTAL IMPRESSIONS Last Month (May) ▾

534.5k

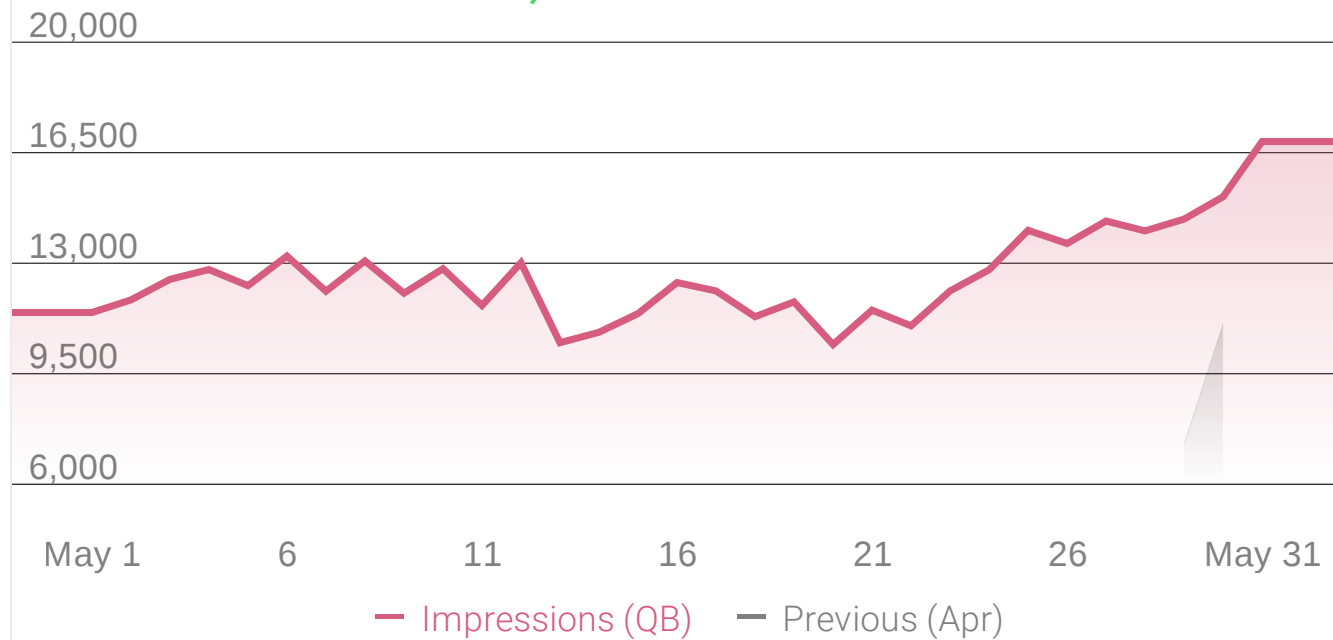
TOTAL CLICKS Last Month (May) ▾

611

IMPRESSIONS Last Month (May) ▾

389.4k

▲ 2,022% Previous: 18.3k



CAMPAIGNS OVERVIEW Last Month (May) ▾

#	NAME	SPEND	IMPRESSIONS
1	ESP 0062 Soft Messaging Engagement (23844729695490596)	\$1,655.69	389.4k

In the month of May, we continued running the Evergreen campaign while utilizing soft messaging.

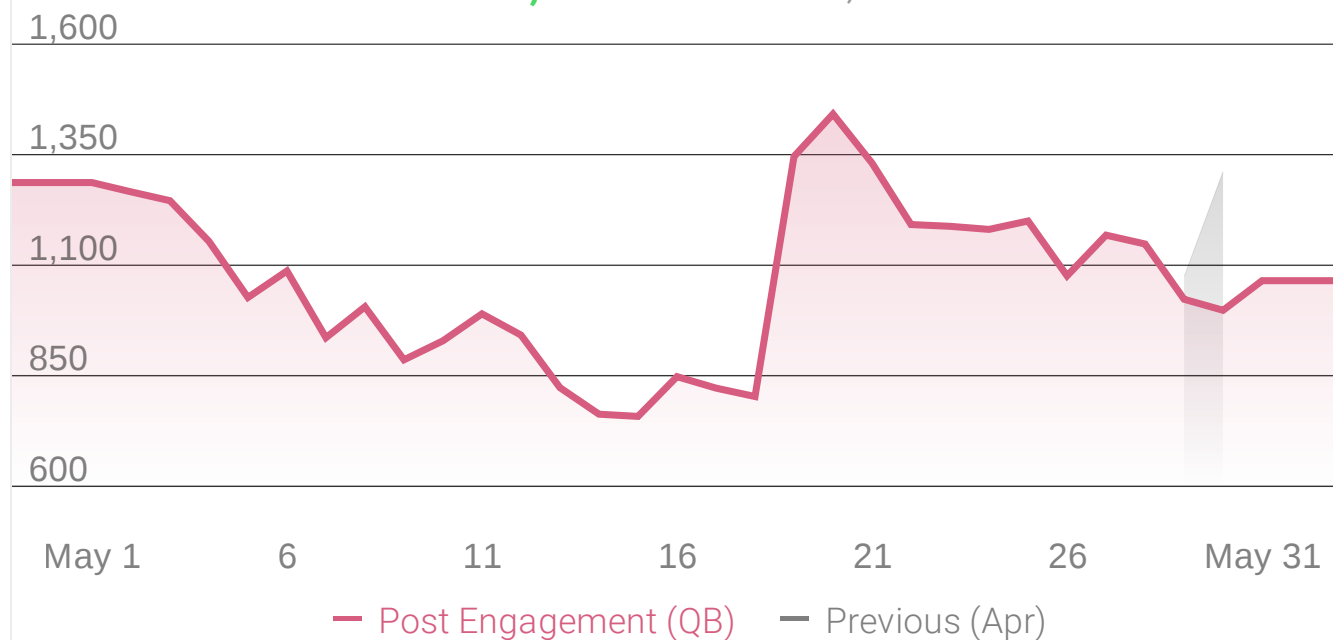
During this month, we saw large increases in our analytics. We saw a 2022% increase in Impressions, totaling 389,900 and a 1280% increase in post engagement, totaling 32,931.

NOTE FROM JUN 4 3:34 PM

POST ENGAGEMENT Last Month (May) ▾

32,931

▲ 1,280% Previous: 2,386



CTR BY CAMPAIGN Last Month ▾

Metrics	Last Month	Δ
ESP 0062 Soft Messaging Engagement (23844729695490596)	4.24	▼ 53%

CLICK OVERVIEW Last Month (May) ▾

16,512 Clicks \$0.12 CPC

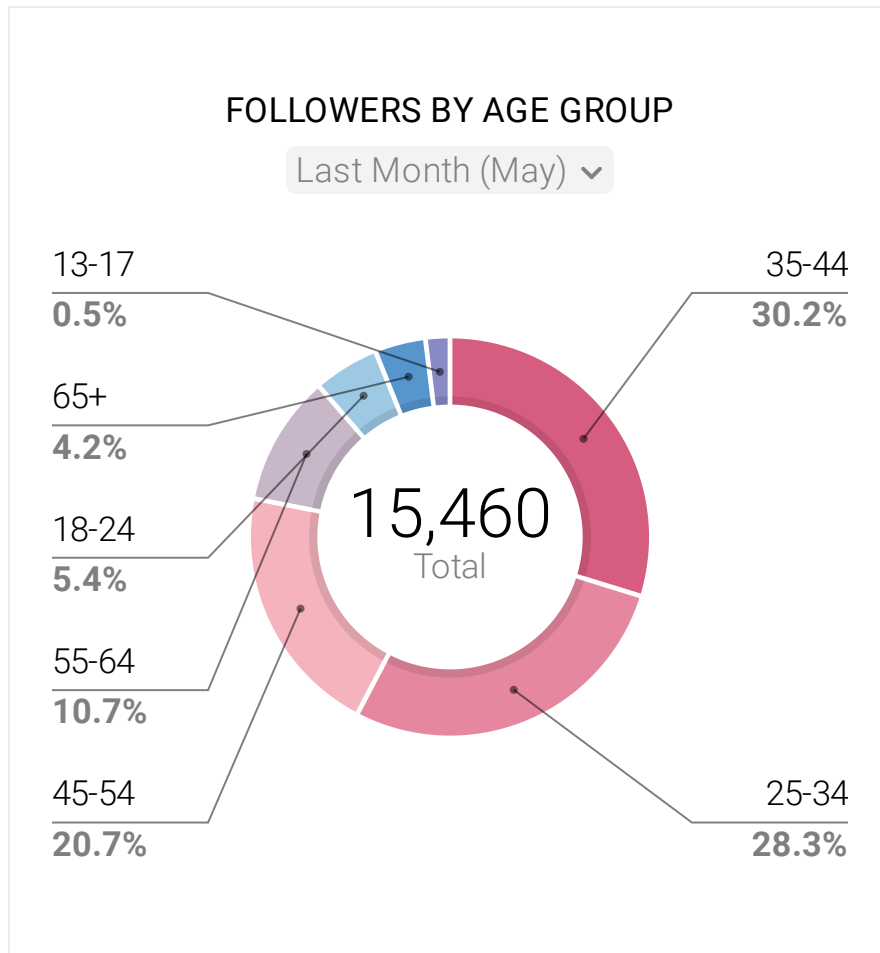
▲ 895% (1,660)

ACCOUNT ACTIVITY Last Month ▾

Metrics	Last Month	Δ
Profile Visits	3,277	▲ 189%
Reach	319.3k	▲ 291%
Impressions	412.8k	▲ 279%
Website Clicks	170	▲ 963%
Get Directions Clicks	0	
Phone Call Clicks	0	▼ 100%
Text Message Clicks	0	

FOLLOWERS BY CITY Last Month ▾

Metrics	Last Month Δ
Fayetteville, Arkansas	1,085
Little Rock, Arkansas	666
Eureka Springs, Arkansas	665
Tulsa, Oklahoma	615
Bentonville, Arkansas	511
Rogers, Arkansas	489
Oklahoma City, Oklahoma	428
Springfield, Missouri	399



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...	1,736	
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...	1,453	
You never know you might find around the corner, or at the end of the rainbow...	1,342	▲ 3%
Today is National Plan Your Vacation Day! Tag your travel partner and...	1,310	▲ 1%
Each day, 38 million gallons of water pours from the center of Blue...	1,295	
Spring blooms on Main Street.\n \n☐: @broken.sparrow.p...	1,246	▲ 1%
Views like this make waking up for the	942	

FOLLOWER OVERVIEW Last Month (May) ▾

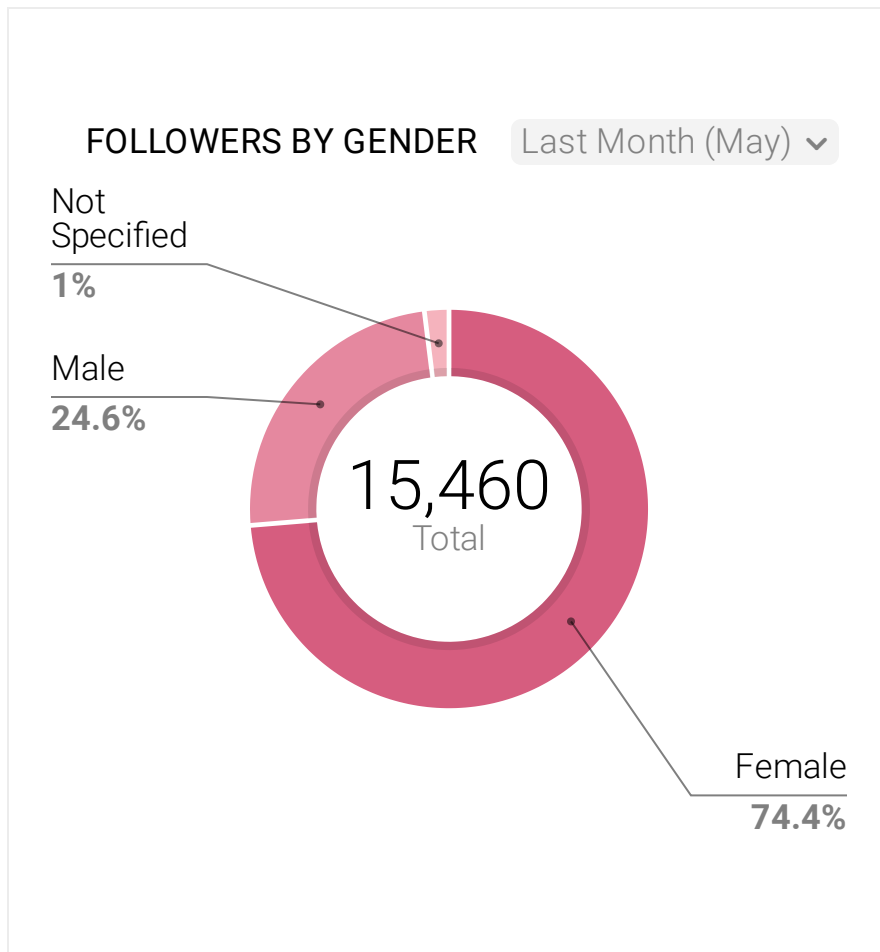
861

New Followers

▲ 89% (455)

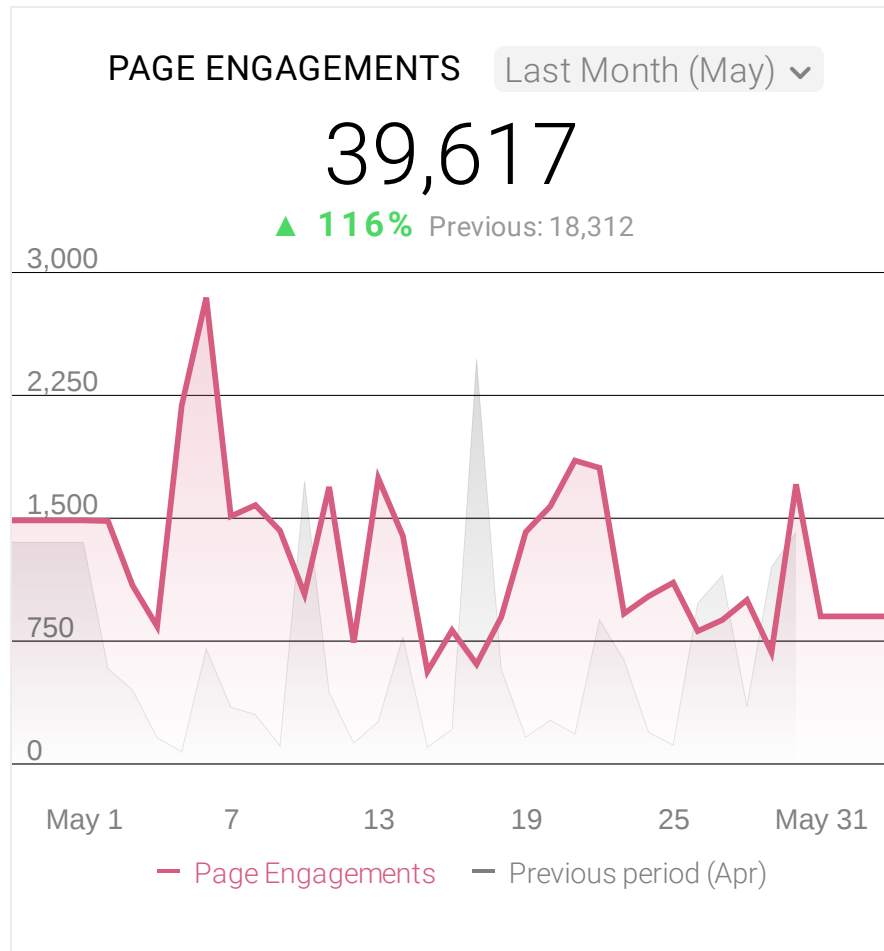
16,560

Total Followers



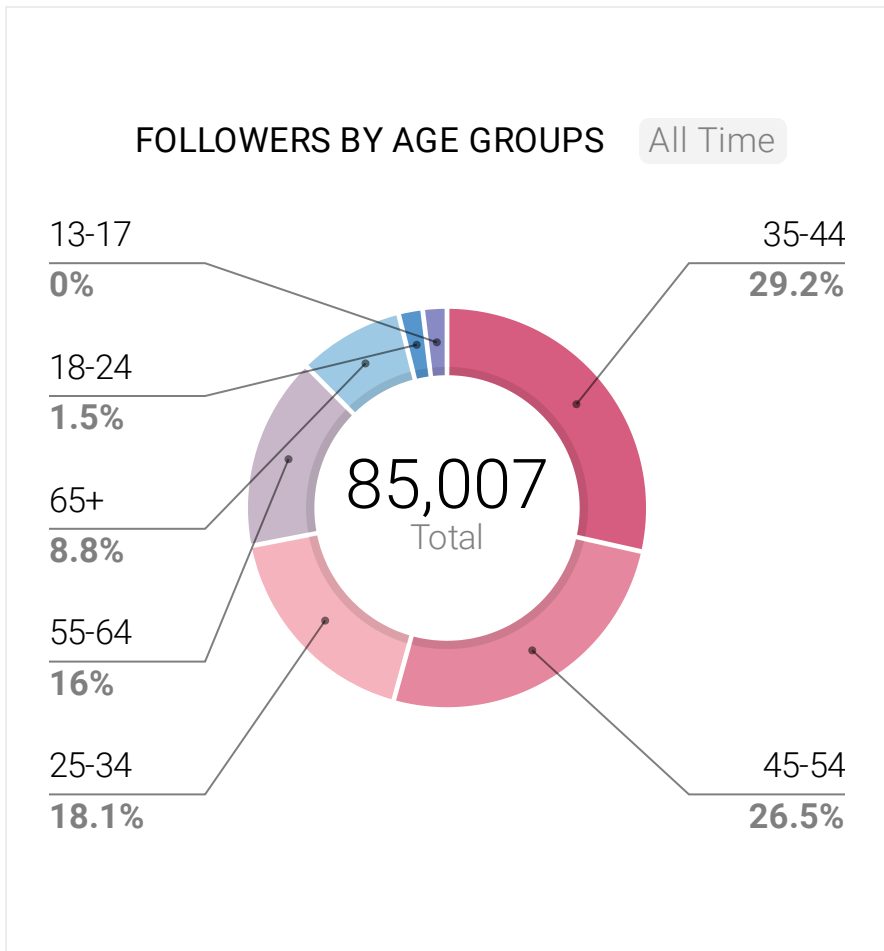
NEW POSTS BY LIKES Last Month ▾

Metrics	Last Month Δ
You never know you might find around the corner, or at the end of the rainbow. ☐☐: @e_k_adare \n#EurekaSprings #Explo...	1,342
Brighter days are here, Eureka Springs. ☐☐\n#EurekaSprings #ExploreArkansas #VisitArkansas #HiddenGems #Roadtrip...	1,244
The Flatiron Building is just one of our many historic buildings. Originally built in 1880, it is one of the most photographed...	1,020
Looks like it is the perfect day to go on an adventure, doncha think? ☐: @italian_stall ionjr \n#EurekaSprings #ExploreArkansa...	1,008
Views like this make waking up for the	942



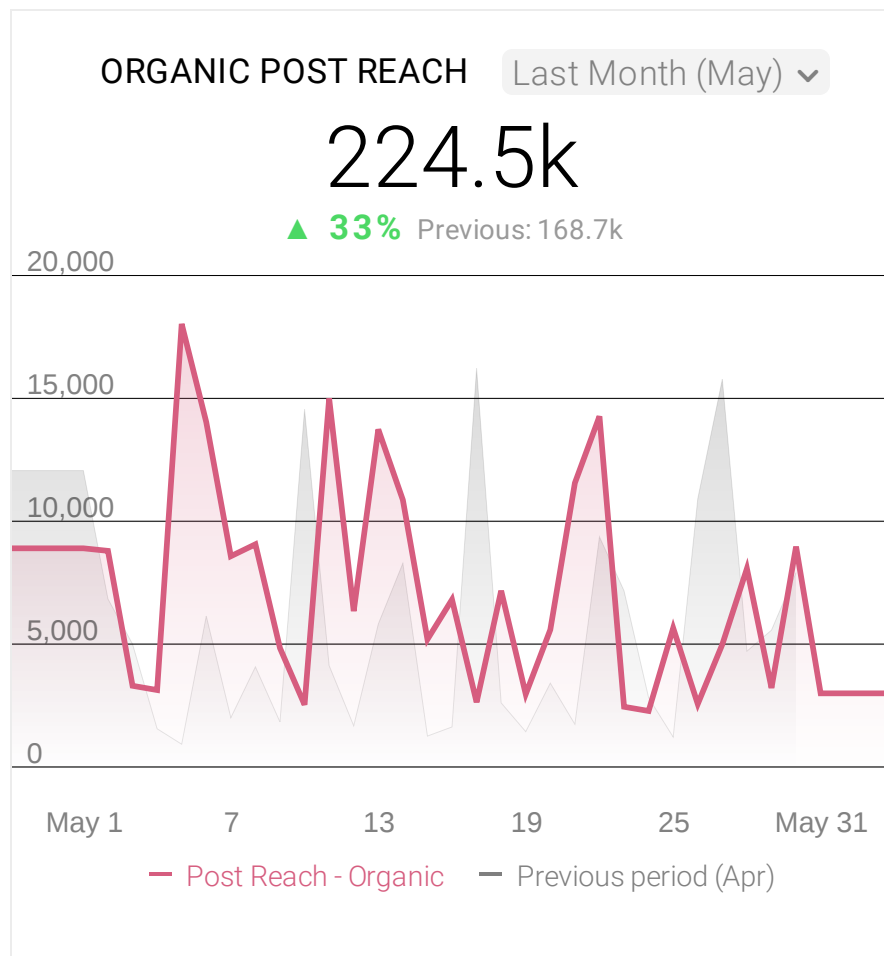
PAGE SUMMARY Last Month ▾

Metric	Last Month	Δ
New Page Likes	921	▲ 114%
Total Page Likes	84,211	▲ 1%
Comments	1,214	▲ 79%
Shares	1,565	▲ 121%
Video views	10,342	▲ 5%



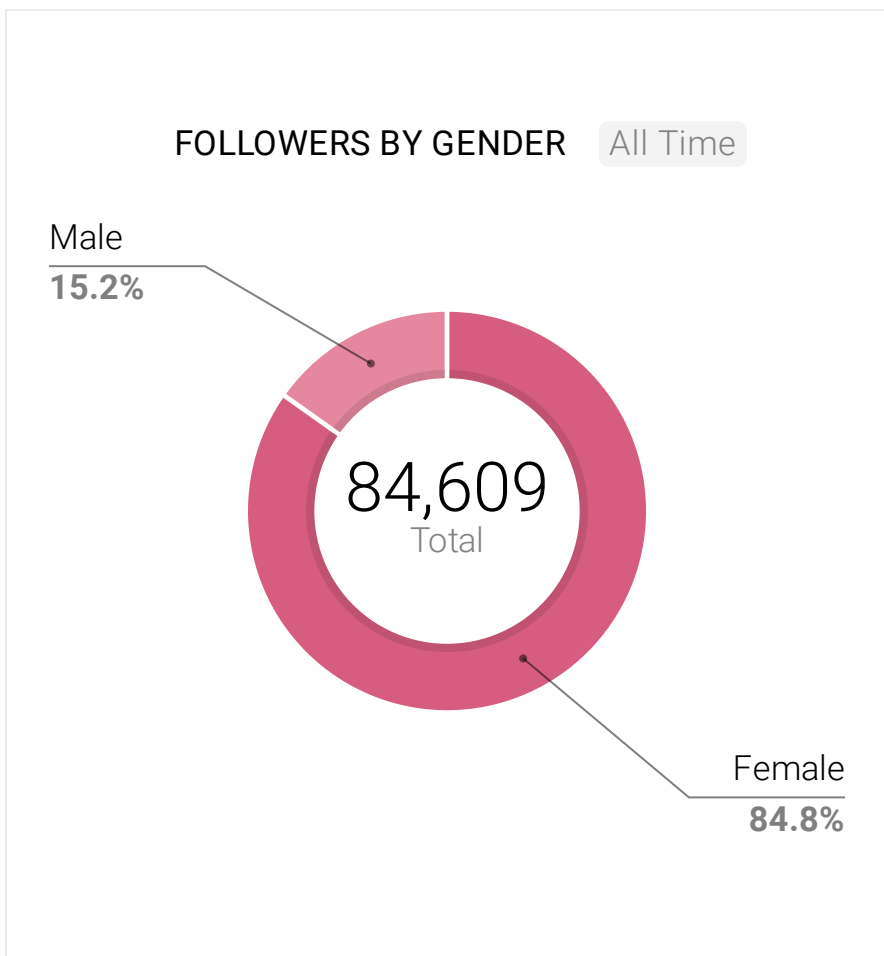
FOLLOWERS BY CITY All Time

Metric	All Time
Tulsa, OK	4,960
Oklahoma City, OK	2,521
Springfield, MO	2,296
Fayetteville, AR	2,032
Little Rock, AR	1,768
Fort Smith, AR	1,633
Eureka Springs, AR	1,537
Rogers, AR	1,210
Broken Arrow, OK	1,154
Kansas City, MO	1,135
Springdale, AR	1,091
Bentonville, AR	997
Wichita, KS	982
Conway, AR	867



POST ENGAGED USERS BY POST Last Month ▾

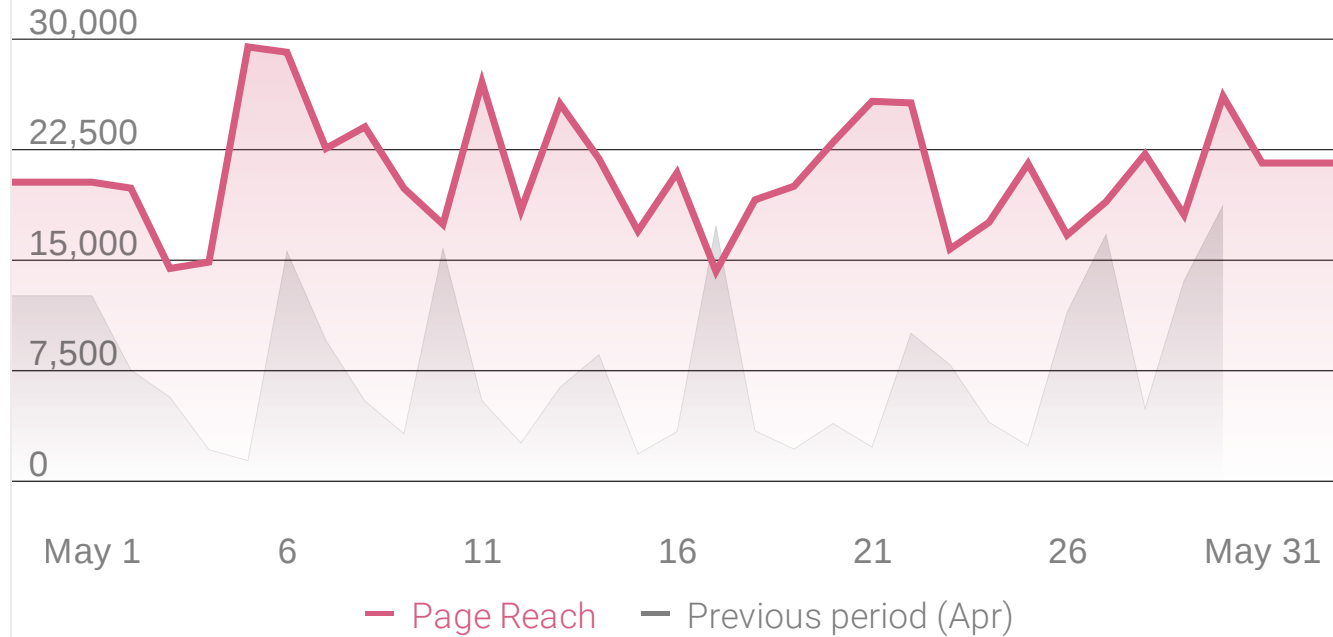
Post	Last Month Δ
We know that many of you have had to postpone your plans to visit	6,800
☐ Travel Update ☐ The Arkansas governor has announced that	5,772
We are SO ready to get out on the water again. Who is in? ☐	5,739
You never know you might find around the corner, or at the end	1,806
Please note if you will be visiting within the next several weekends,	1,520



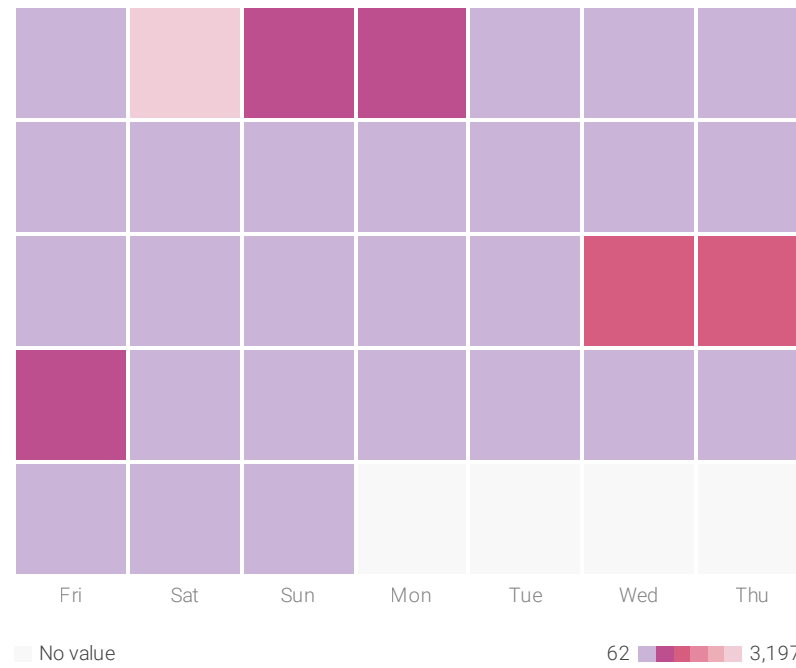
PAGE REACH Last Month (May) ▾

649.3k

▲ 187% Previous: 226.3k

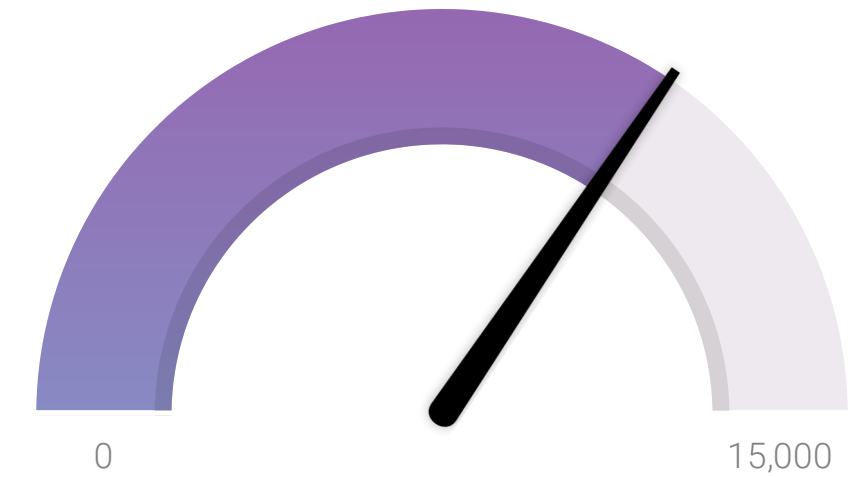


WHEN ARE PEOPLE WATCHING OUR VIDEOS? Last Month (May) ▾



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

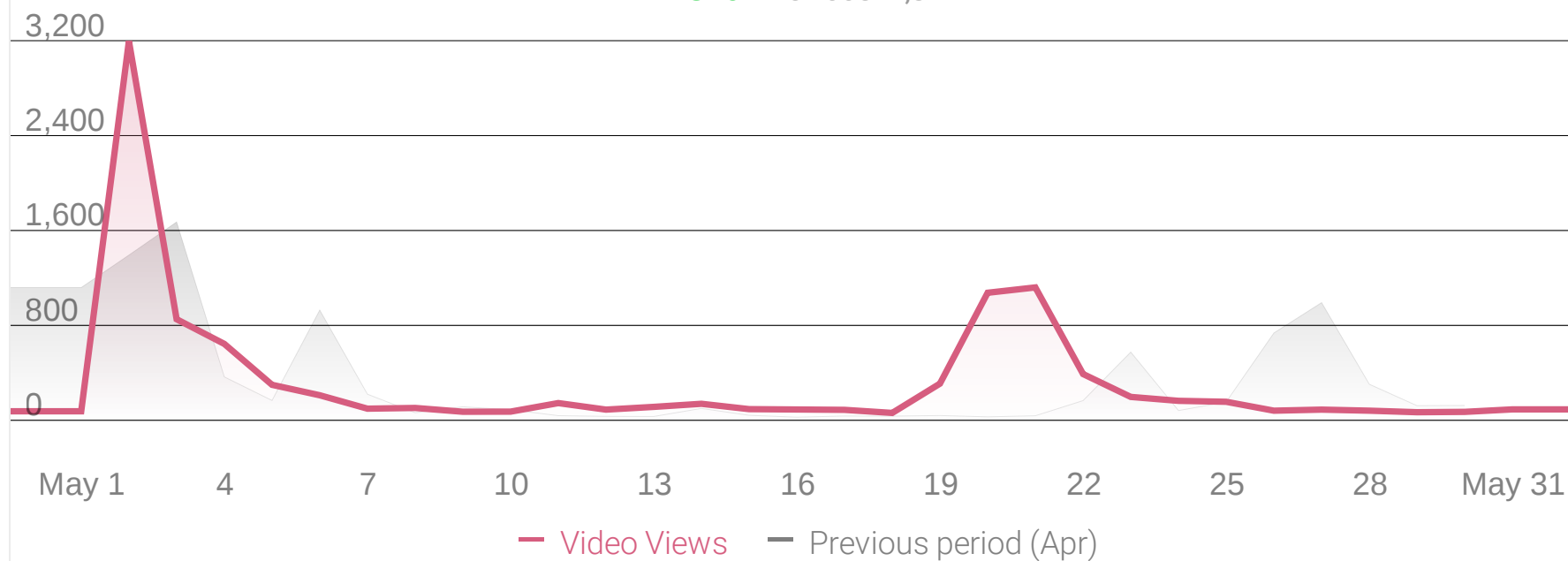
10,342



VIDEO VIEWS Last Month (May) ▾

10,342

▲ 5% Previous: 9,841



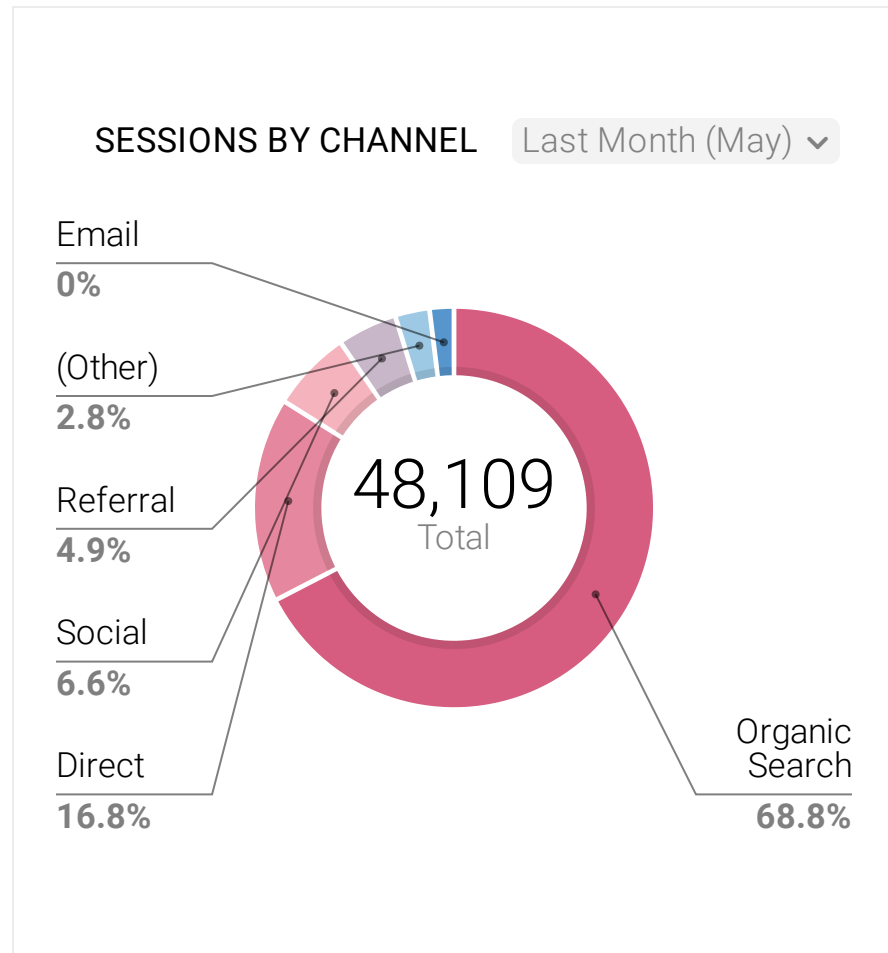
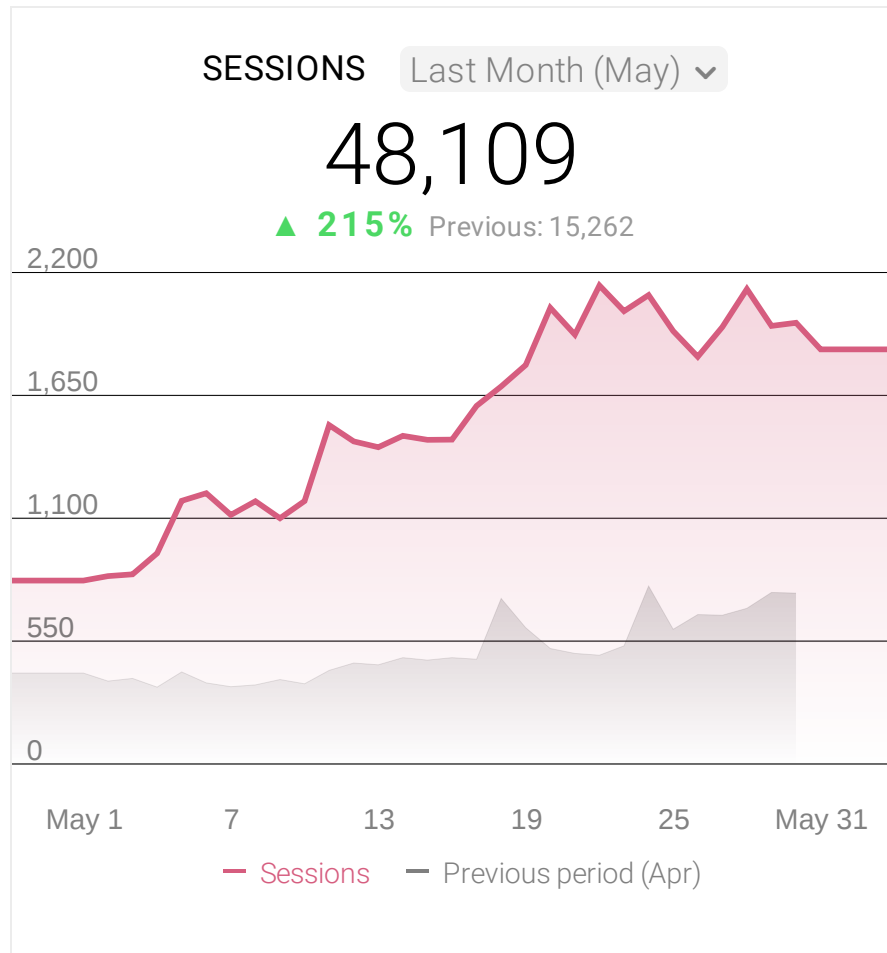
POST VIDEO VIEWS BY PUBLISH DATE Last Month ▾

Metrics	Last Month Δ
105824711331_10157904068521332	1,791
Eureka Springs, Arkansas (2020-05-20)	1,254
No matter how winding the road, no matter how long the journey--it	0
More days like this, please. ✨	0
Looks like it is the perfect day to go on an adventure, dontcha	0
You never know you might find around the corner, or at the end	0

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

2

▼ 45% Previous: 3.6



AUDIENCE OVERVIEW Last Month ▾

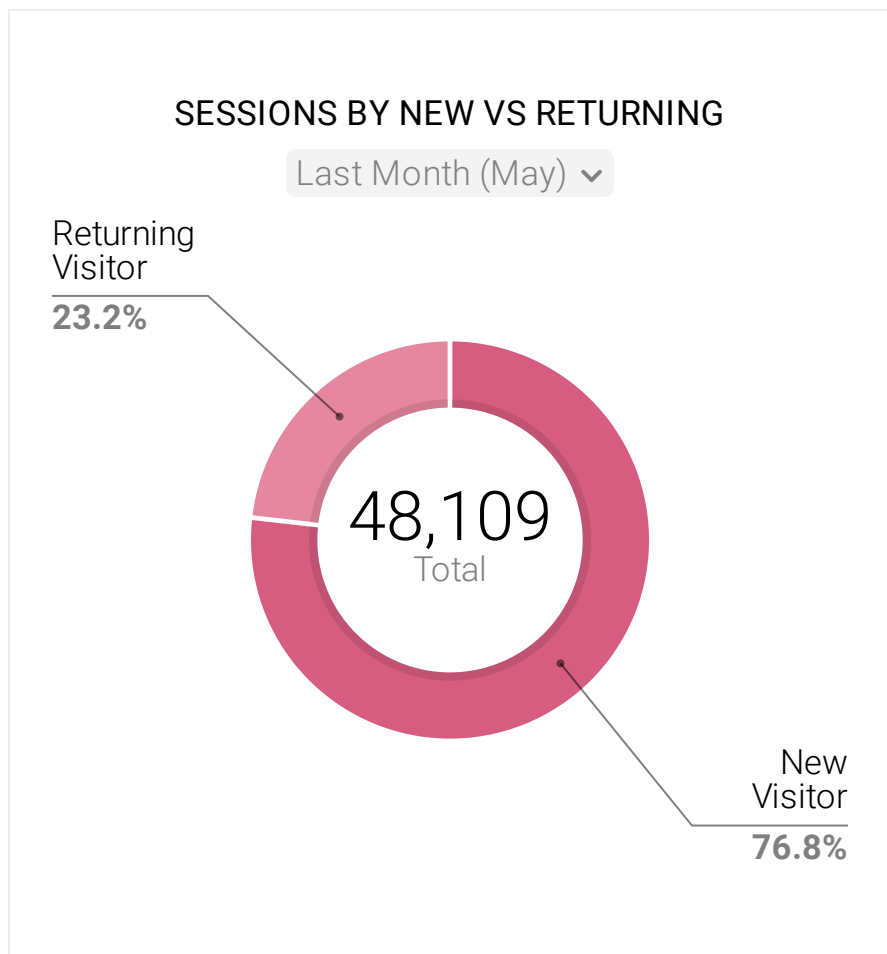
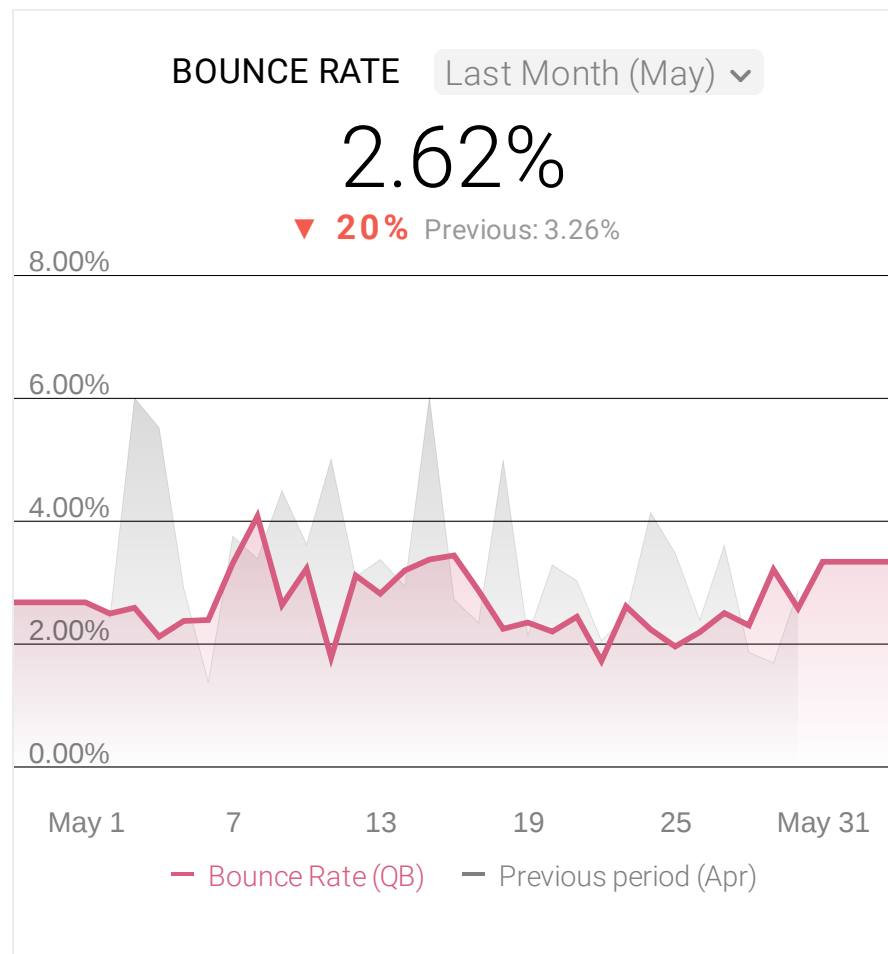
Metrics	Last Month	Δ
Users	37,780	▲ 186%
Sessions	48,109	▲ 215%
% New Sessions	76.71%	▼ 7%
Pages / Sessions	8.08	▲ 24%
Avg Session Duration	3m 6s	▲ 40%
Bounce Rate	2.62%	▼ 20%
Pageviews	388.8k	▲ 290%

USERS BY REGION Last Month ▾

Metrics	Last Month	Δ
Texas	7,341	▲ 272%
Missouri	7,175	▲ 297%
Arkansas	6,730	▲ 182%
Oklahoma	5,025	▲ 281%
Kansas	2,410	▲ 305%
Illinois	1,906	▲ 198%
Tennessee	979	▲ 182%
Louisiana	781	▲ 231%
California	508	▲ 49%
Iowa	465	▲ 194%
Florida	445	▲ 41%
Mississippi	377	▲ 231%
Georgia	345	▲ 109%
(not set)	319	▲ 28%

TOP PAGES BY PAGEVIEWS Last Month ▾

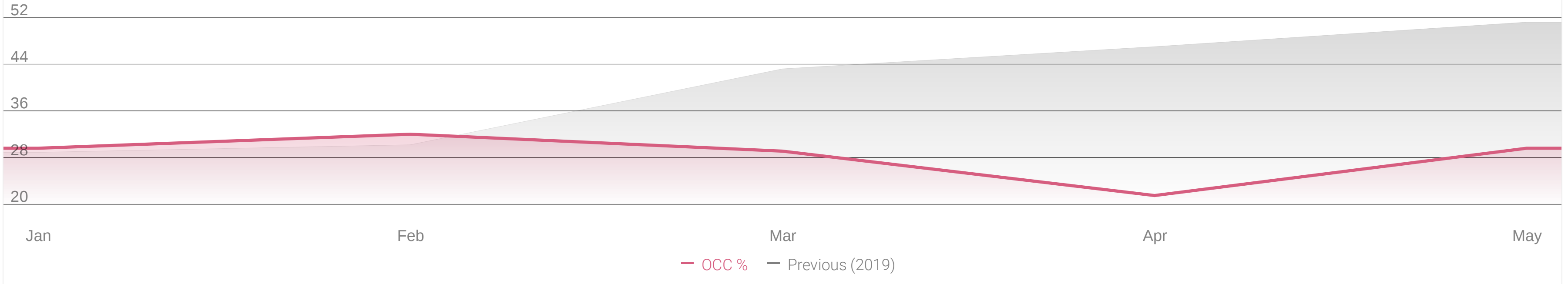
Metrics	Last Month	Δ
/	68,269	▲ 197%
/attractions/	22,253	▲ 397%
/restaurants-open/	20,787	
/covid-19-updates-for-eureka-springs/	19,441	▲ 384%
/lodging/cabins-cottages/	12,101	▲ 377%
/things-to-do/	10,322	▲ 276%
/attractions/page/2/	10,272	▲ 462%
/dining/	8,064	▲ 200%



OCC % This Year (2020) ▾

28.4%

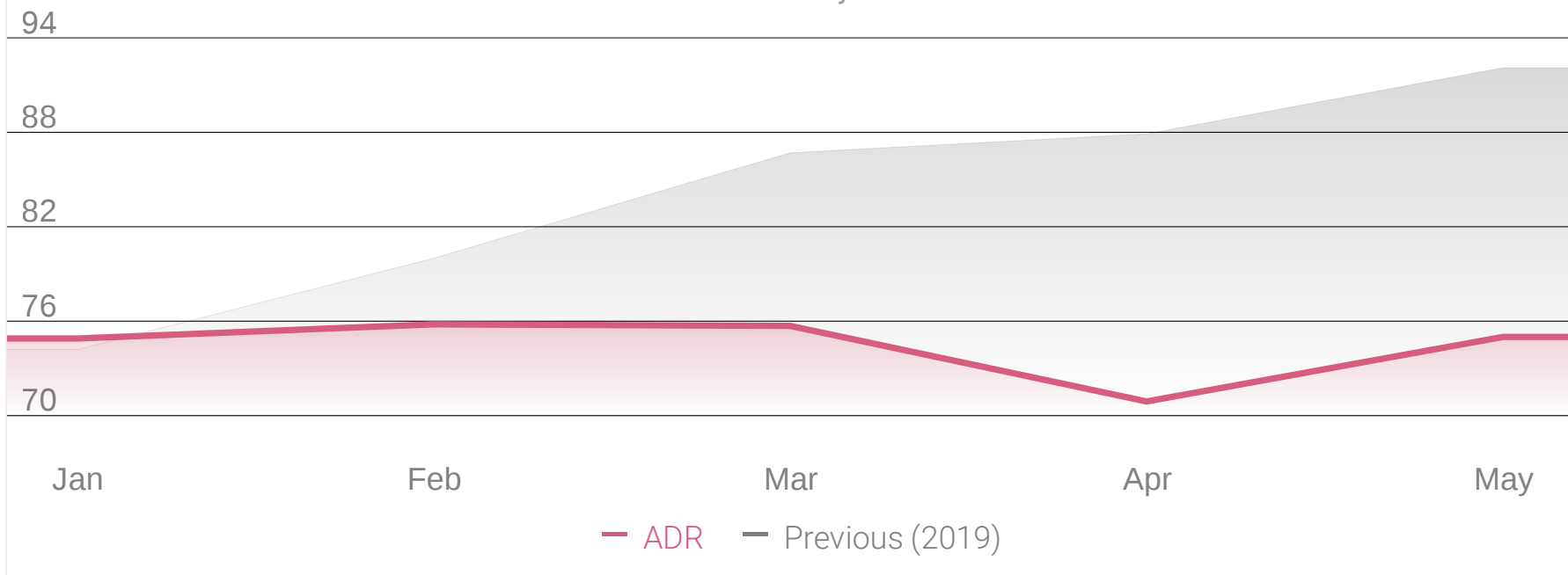
▼ 11.7% Previous: 40.1%



ADR This Year (2020) ▾

372

▼ 12% Last year: 421



REVPAR This Year (2020) ▾

107

▼ 38% Last year: 173

