

PARADISE



Monthly Report: May 2021

Client: Eureka Springs

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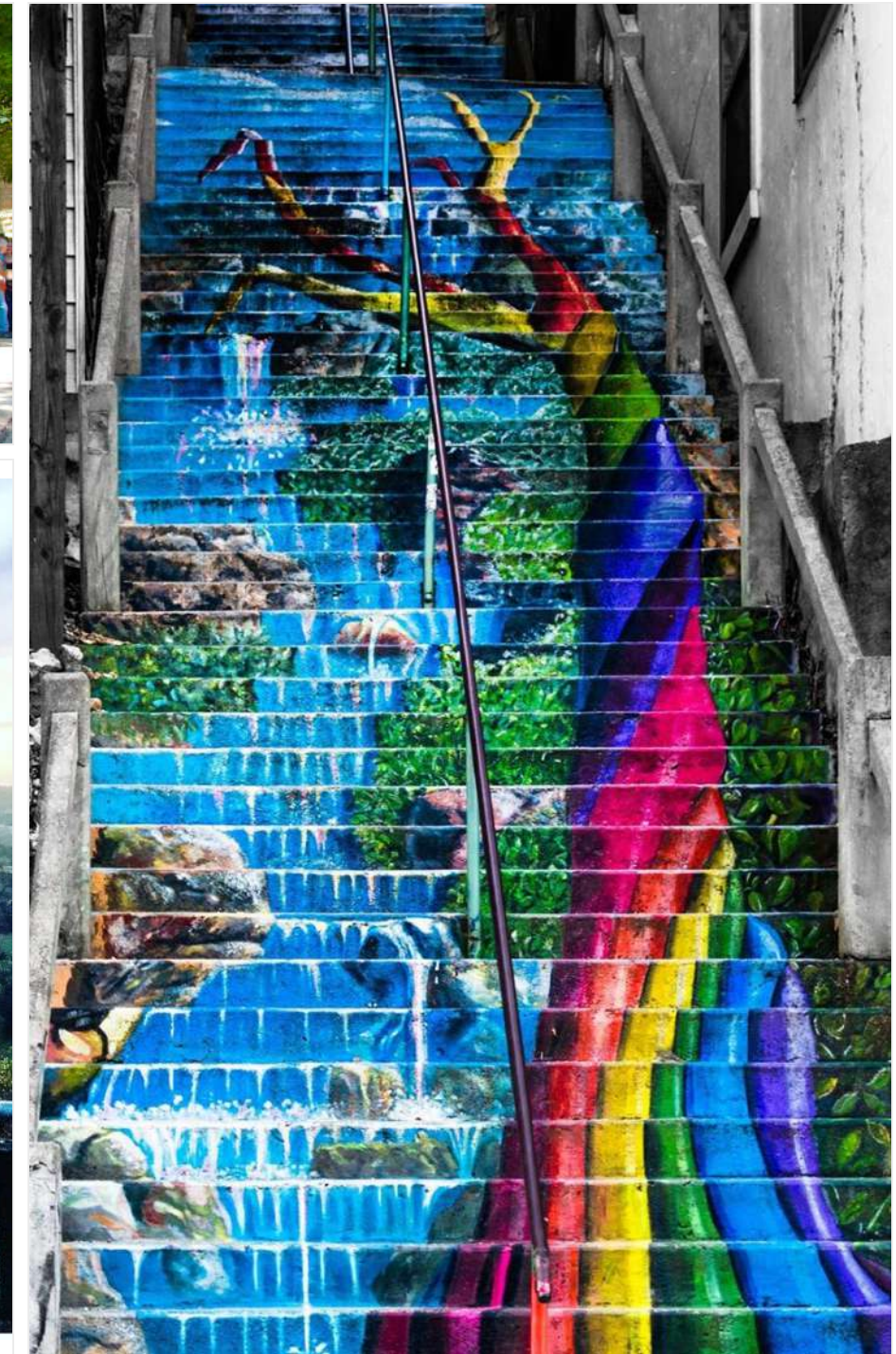
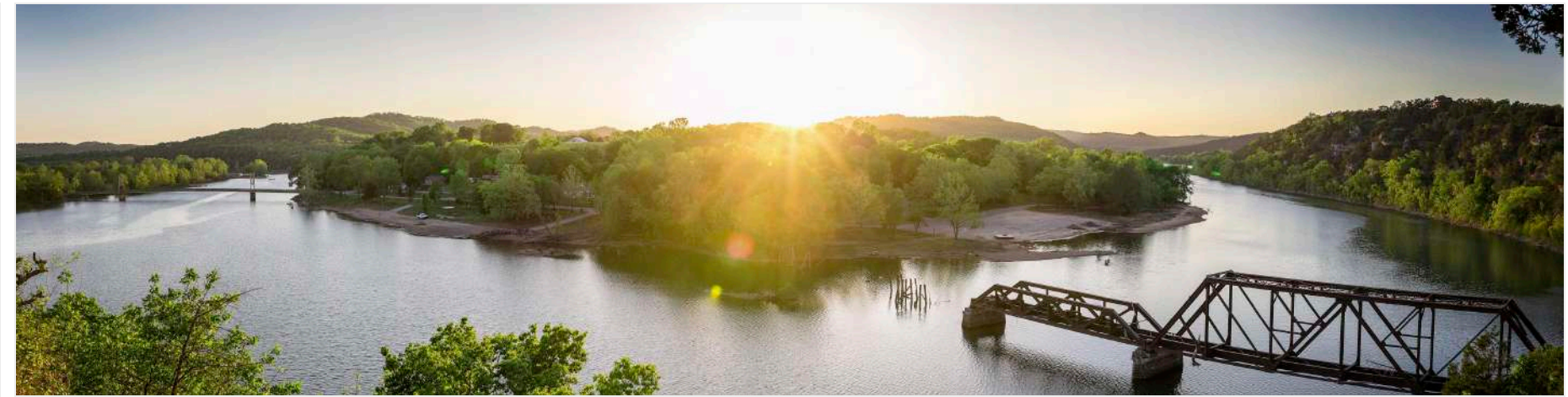
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*Note: Eureka Springs Data Depot reports were set up in mid-May. Therefore, some of the data sets included in this report only reflect since that time.

** Advertising & Marketing Services**

May Summary

- Continued monitoring the FY21 Q1 & Q2 Marketing Campaign.
- Continued the onboarding process for the expanded scope of work of Supplemental Funds that began April 1 and continues through December 31, 2021.
- Presented full year of blog topics and posting timelines to the client for approval. Plan was approved.
- Developed and deployed three new blogs for the month of may. Blogs are live on the website and promoted through social media.
- Presented the strategic planning framework for the upcoming Q3 & Q4 Marketing Campaign and is slated to present the full plan in June to the client.
- Presented the strategic planning framework for the upcoming Regional Advertising Marketing Campaign and is slated to present the full plan the first week of June to the client.
- Continued to implement all website(s) and social media account audit changes.
- Finalized initial input for the annual content calendar, this will be continuously monitored and revised until the end of the FY.
- Completed on-going website changes per the request of stakeholders, CAPC staff and CAPC Commissioners as needed.
- Agency and CAPC Commissioner Liaison and Chairman were in weekly communication regarding day-to-day management of account.
- Continued to be in communication with various parties for social media account and website(s) needs.
- Continued to conduct meetings with various media vendors for upcoming campaigns.
- Creative team completed a successful scouting trip for upcoming production shoot and social media asset needs.
- Conducted and planned on-going National Public Relations services for FY21.
- Reviewed proprietary CAPC partner reports to help guide strategic efforts.
- Continued to monitor and review media usage and traveler behavior trends to apply to future strategic plans.
- Continued to review and monitor Airsage location data.
- Developed monthly activities and data report provided to client monthly.
- Conducted monthly billing and budget management.
- Conducted regular bi-weekly check-ins with CAPC staff and addressed any questions or concerns.



Media Overview

May Summary

The Q1 + Q2 campaign is now in its second month with Sojern (banners & video), Division-D (keyword targeting), StackAdapt (native), and Expedia (bookings) with over +3.1M impressions (+9% MoM).

Overall campaign performance increased to 0.17% CTR. Division-D having the best CTR at 0.28% (keyword targeting). This is above and beyond the industry CTR benchmark of 0.08% overall.

The average video completion (VCR) rate increased to 86% from 83% last month. Scripps had the best VCR at 97% (OTT). Video completion rate is a goal focused on video vendors that measure the start and completion of video plays in pre-roll placements. The industry benchmark for video completion rate in pre-roll placements is 70%.

VIDEO COMPLETION RATE

Last Month (May 1 - 31) ▾

0.86%

TOTAL MEDIA SPEND Last Month (May 1 - 31) ▾

\$ 71.3k

TOTAL IMPRESSIONS Last Month (May 1 - 31) ▾

3.18M

TOTAL CLICKS Last Month (May 1 - 31) ▾

5,249

May Social Media Services Summary

NOTE FROM JUN 2 3:45 PM

- Implemented the annual content strategy across all social media platforms.
- Conducted day-to-day operations, including but not limited to content creation, content curation, paid social media implementation, management, optimization, and reporting/analysis, etc.
- Completed June 2021 content calendar to be shared across social media platforms.
- Supported the TDO team in social crisis management.

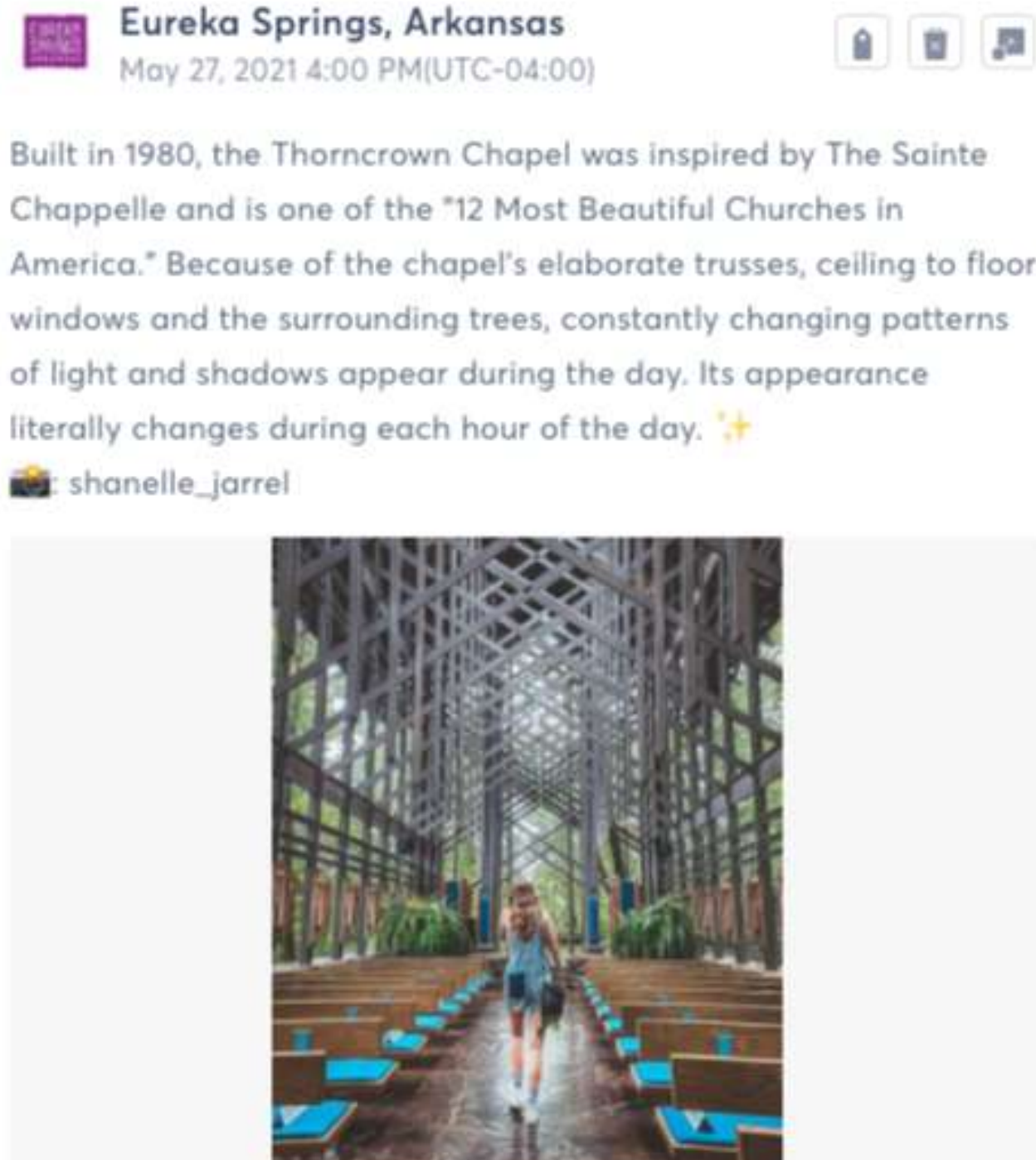
NOTE FROM JUN 15 2:20 PM

FB Post Engagement: 5385

NOTE FROM JUN 2 3:46 PM

FB Post Reach: 55955

NOTE FROM JUN 2 3:47 PM



^^*IG Post Engagement: 1511

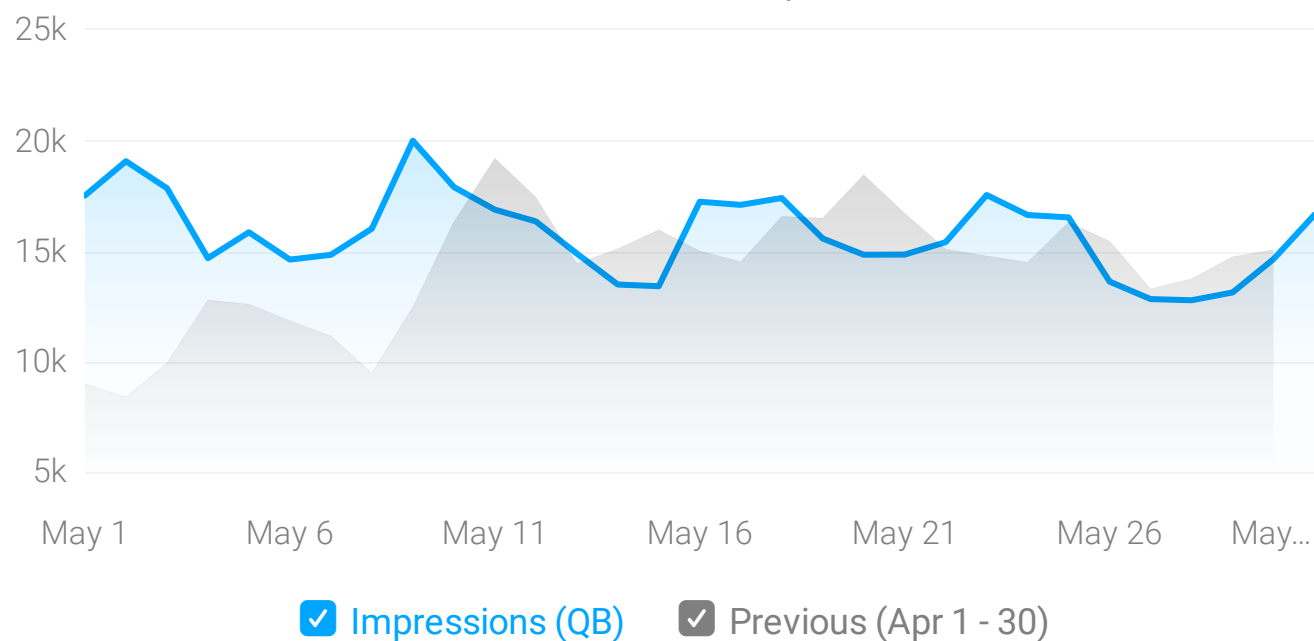
NOTE FROM JUN 2 3:48 PM

^^* IG Post Reach: 14941

NOTE FROM JUN 2 3:48 PM

IMPRESSIONS Last Month (May 1 - 31) ▾

489.8k ▲ 15%
Compare: 426.5k



CAMPAIGNS OVERVIEW Last Month (May 1 - 31) ▾

#	NAME	SPEND	IMPRESSIONS
1	ESP 0126 Summer Evergreen Relaunch Traffic (23847083548200596)	-	348.8k
2	ESP 0126 Summer Evergreen Engagement (23846903381440596)	-	141k
3	ESP 0126 FY21 Winter/Spring Engagement (23846903381440596)	-	13,573

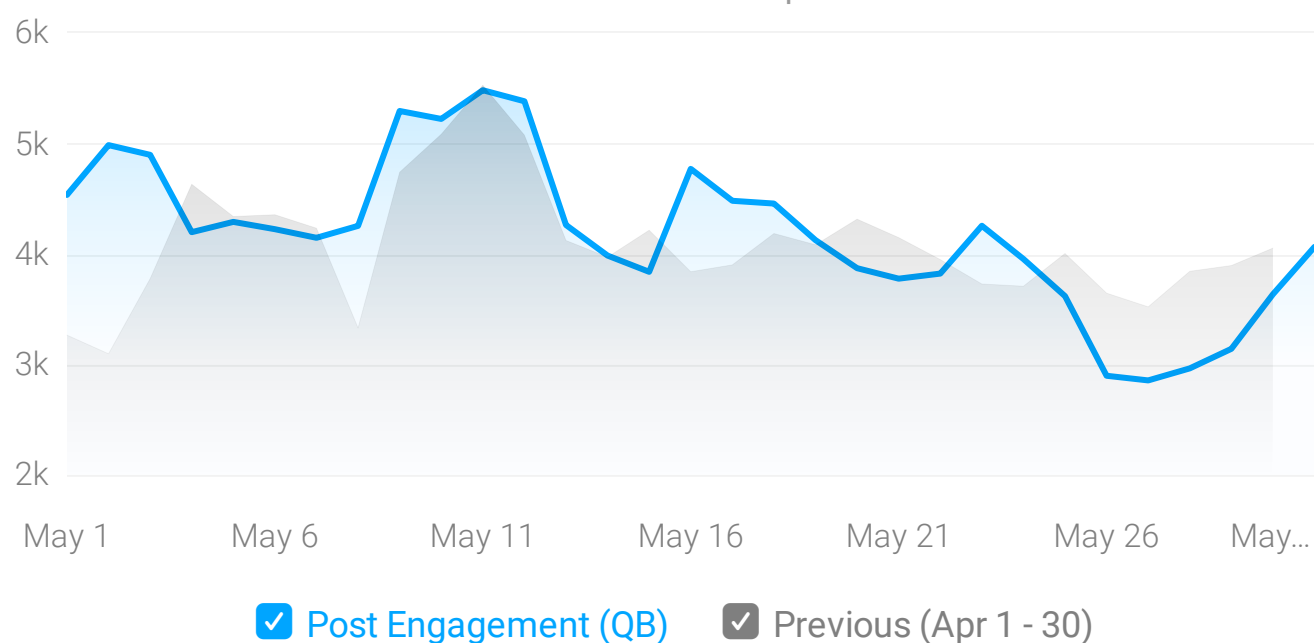
In the month of May, Agency continued running the Q1/Q2 campaign across Facebook and Instagram.

Results:

- 489,800 Impressions, a 15% increase over the previous month.
- 129,700 Post Engagements, a 6% increase over the previous month.
- Earned a 15% increase in Clicks, registering 6,703.
- Although there was an increase in clicks, Agency saw a slight 6% drop in CTR when retargeting engaged users, registering a 1.82% CTR, above the industry benchmark of 0.9%

POST ENGAGEMENT Last Month (May 1 - 31) ▾

129.7k ▲ 6%
Compare: 122.6k



CTR BY CAMPAIGN Last Month (May 1 - 31) ▾

Metrics	Last Month	Δ
ESP 0126 Summer Evergreen Relaunch Traffic (23847083548200596)	1.82%	▼ 6%
ESP 0126 Summer Evergreen Engagement (23846903381440596)	0.26%	▼ 7%

CLICK OVERVIEW Last Month (May 1 - 31) ▾

6,704 Clicks ▲ 15% (5,854)
\$ 0.30 CPC

ACCOUNT ACTIVITY

Last Month (May 1 - 31) ▾

Metrics	Last Month	Δ
Profile Visits	2,753	▲ 23%
Reach	155k	▲ 83%
Impressions	221.3k	▲ 83%
Website Clicks	71	▲ 6%
Get Directions Clicks	0	
Phone Call Clicks	0	
Text Message Clicks	0	

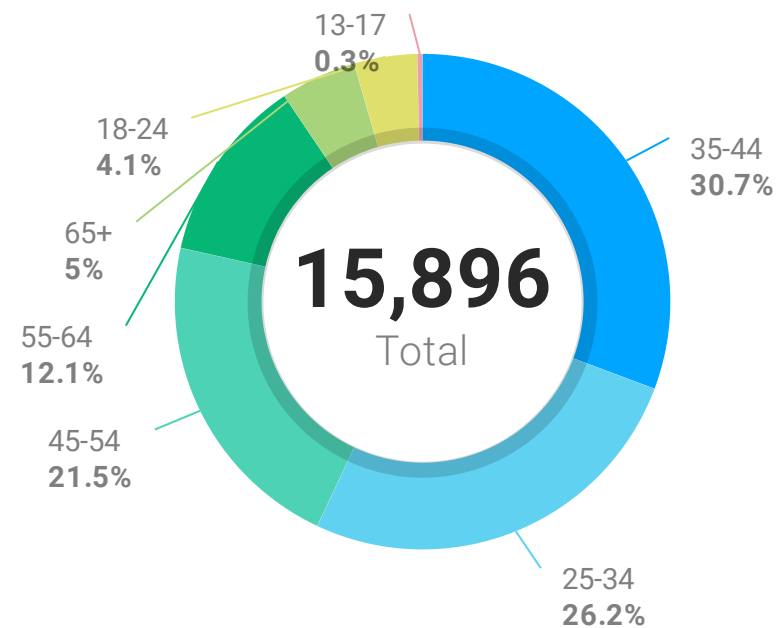
FOLLOWERS BY CITY

Last Month (May 1 - 31) ▾

Metrics	Last Month	Δ
Fayetteville, Arkansas	630	▼ 32%
Oklahoma City, Oklahoma	564	▲ 10%
Little Rock, Arkansas	536	▼ 18%
Tulsa, Oklahoma	525	▼ 9%
Rogers, Arkansas	408	▼ 26%
Bentonville, Arkansas	378	▼ 19%
Springfield, Missouri	351	▼ 12%

FOLLOWERS BY AGE GROUP

Last Month (May 1 - 31) ▾



Experienced an increase in all metrics during the month of May. Agency believes this is due to incorporating more video content into the mix and the implementation of the organic/paid social media strategy.

The top engaged post was a photo from the Thorncrown Chapel.

For the month of June, Agency will continue to highlight the content topics and incorporate more video content that has been optimized for the platform.

NOTE FROM JUN 15 2:20 PM

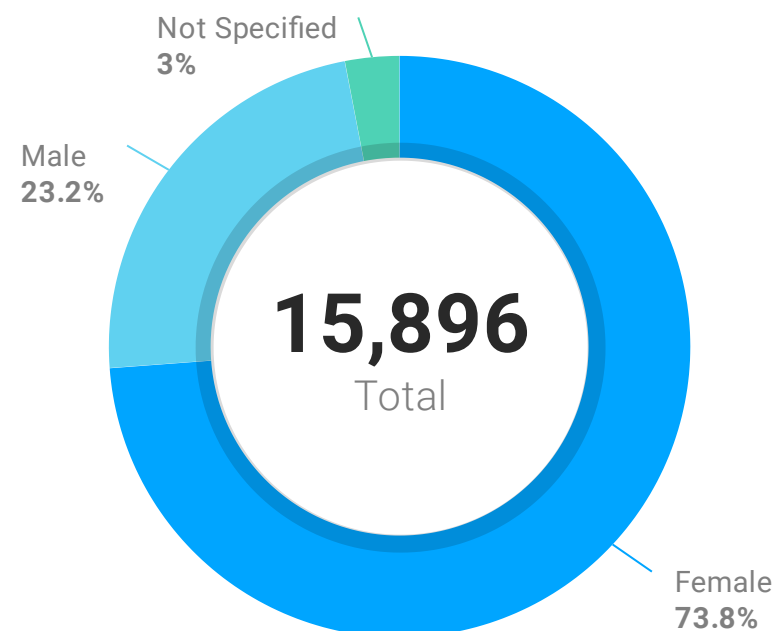
FOLLOWER OVERVIEW

Last Month (May 1 - 31) ▾

419 **22,492**
 New Followers **▲ 91%** (219) **Total Followers** **▲ 2%** (22,073)

FOLLOWERS BY GENDER

Last Month (May 1 - 31) ▾



NEW POSTS BY LIKES

Last Month (May 1 - 31) ▾

Metrics	Last Month	Δ
Built-in 1980, the @ thorncrownchapel was inspired by The Sainte Chappelle and is one of the "12 Most Beautiful Churches in...	1,425	
Don't listen to TLC. Feel free to go chase those waterfalls. ... (05/10/2021 22:00:13)	1,016	
Family recipes from northern and southern Italy are waiting for you at Emilio's. Make sure to save room for the homemade...	852	
Happy Friday! Whether it's a stroll through downtown or a hike on a trail, make sure you spend some time outside this...	843	

TOP POSTS BY LIKES

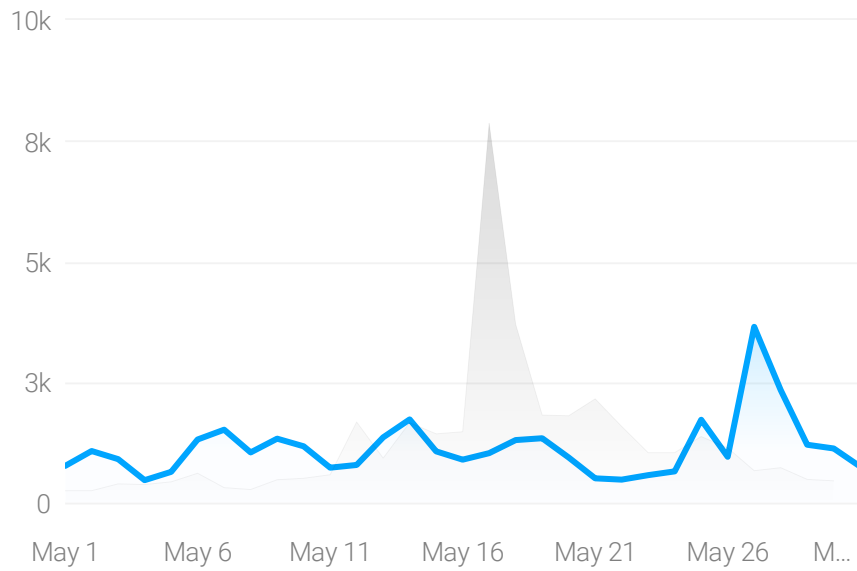
Month to Date (Jun 1 - 15) ▾

Metrics	Month to date	Δ
Shades of fall ... (11/06/2020 02:18:51)	2,522	0%
Snow day! ** #EurekaSprings #Arkansas #VisitArkansas #ExploreArkansas #ExploreNWA #ARStory...	2,430	0%
Eureka Springs is open for business! Have you had a great experience with one of our restaurants, shops, lodgin...	2,148	0%
Hard to be blue with views like this! 😊 ... (04/28/2021 01:00:43)	2,037	▲ 1%

PAGE ENGAGEMENTS

Last Month (May 1 - 31) ▾

35,179 ▼ 6%
Compare: 37,337

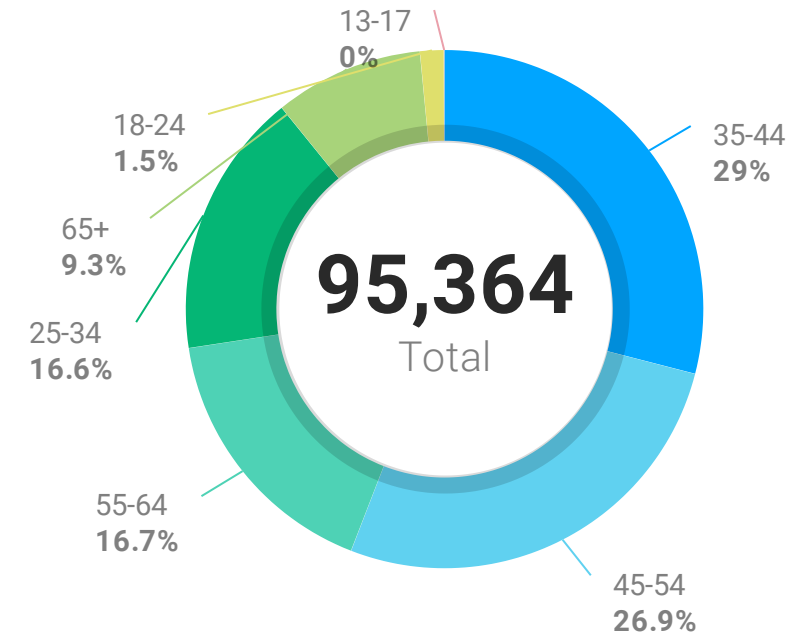


Page Engagements Compare period (Apr 1 - 30)

PAGE SUMMARY Last Month (May 1 - 31) ▾

Metric	Last Month	Δ
New Page Likes	773	▼ 55%
Total Page Likes	95,240	▲ 1%
Comments	1,527	▼ 15%
Shares	1,371	▼ 15%
Video views	137k	▲ 10%

FOLLOWERS BY AGE GROUPS All Time ▾



Experienced small decreases in page engagements and organic post reach. This is because all of the April metrics were extremely high due to the posting pause. After June, the numbers should level out.

The top engaged post was a photo from the Thorncrown Chapel.

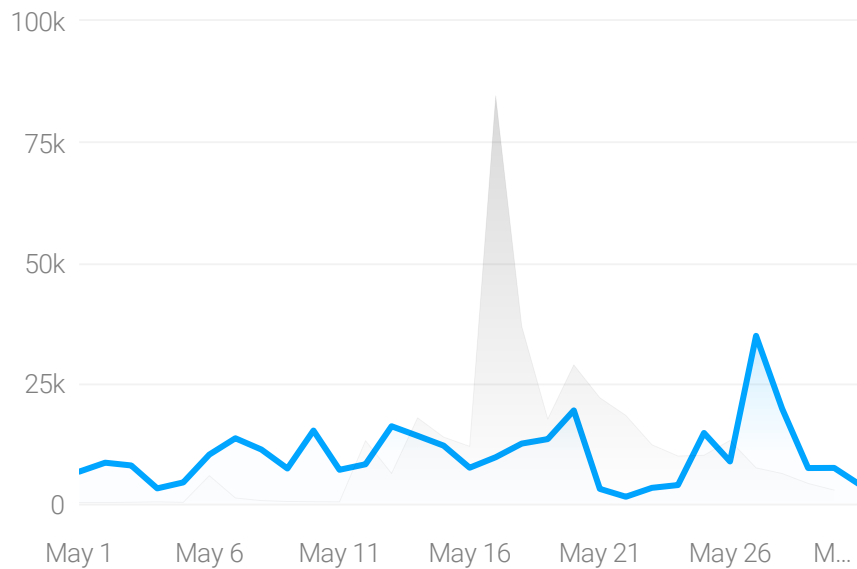
For the month of June, Agency will continue to highlight the content topics and incorporate more video content that has been optimized for the platform.

NOTE FROM JUN 15 2:22 PM

ORGANIC POST REACH

Last Month (May 1 - 31) ▾

315k ▼ 9%
Compare: 346k

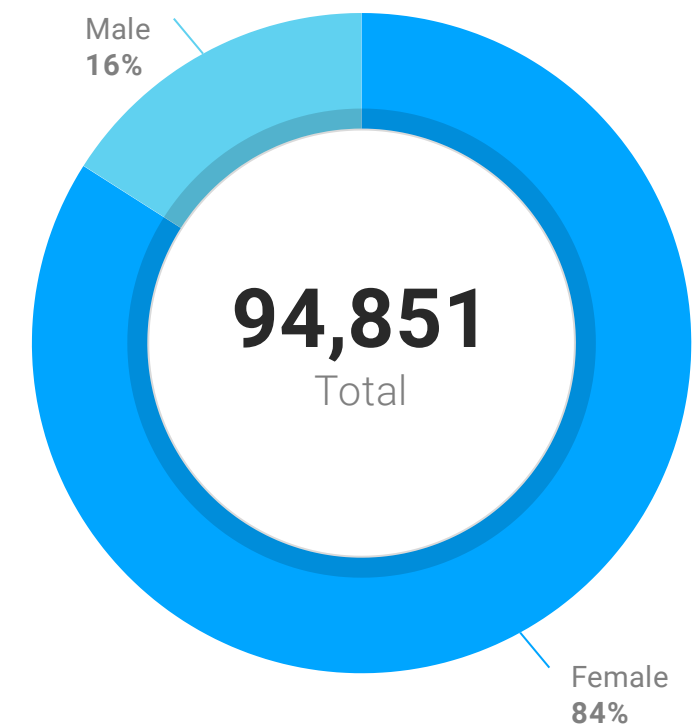


Post Reach - Organic Compare period (Apr 1 - 30)

POST ENGAGED USERS BY POST Last Month (May 1 - 31) ▾

Post	Last Month Δ
Built in 1980, the Thorncrown Chapel was inspired by The Sainte (2021-05-27)	5,311
Established in 2008, The Grand Treehouse Resort is a great way (2021-05-25)	1,575
Walking on Sunshine. *🌈🌈: teighlorelissa (2021-05-07)	1,256
Did you know that there are over 60 natural springs within Eureka (2021-05-14)	1,105
Our roads are so scenic, you'll want to turn around and do it (2021-05-10)	1,061

FOLLOWERS BY GENDER All Time ▾

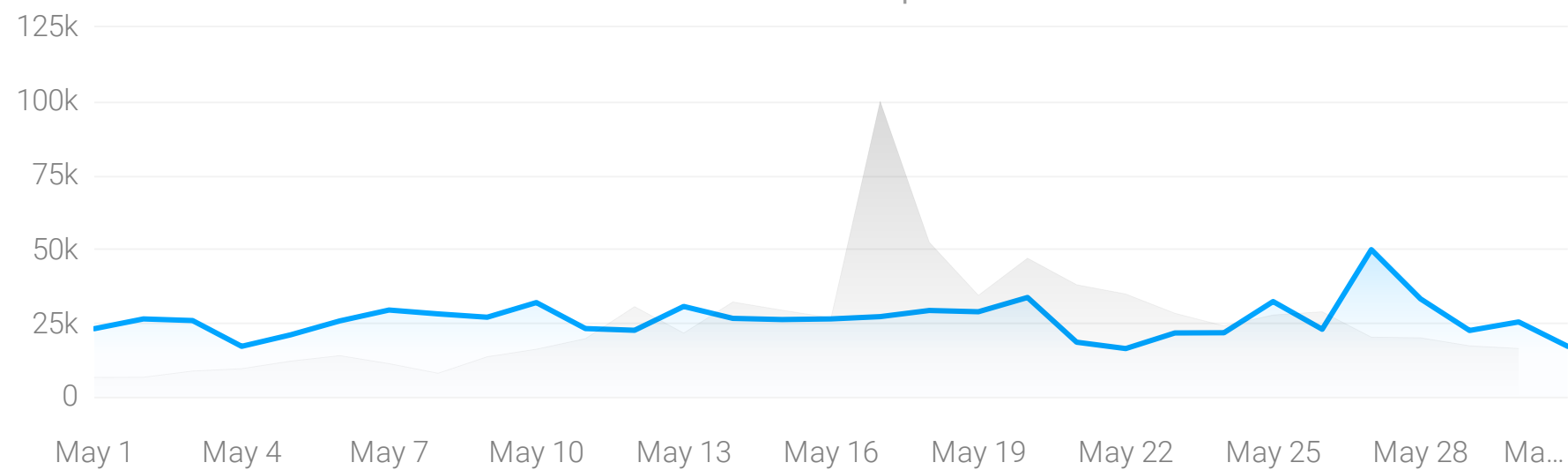


FOLLOWERS BY CITY All Time ▾

Metric	All Time
Tulsa, OK	3,813
Springfield, MO	2,075
Oklahoma City, OK	2,067
Fayetteville, AR	1,867
Little Rock, AR	1,565
Eureka Springs, AR	1,534
Broken Arrow, OK	1,453

PAGE REACH Last Month (May 1 - 31) ▾

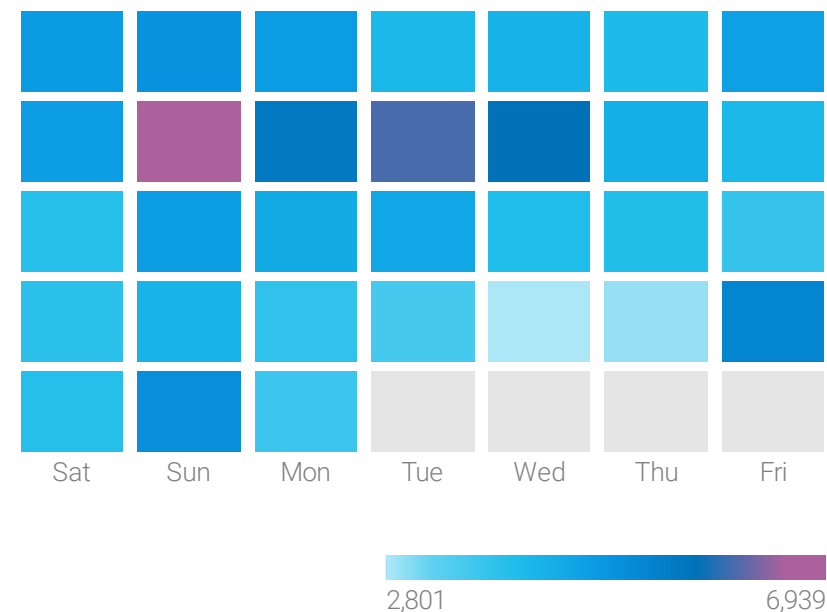
808.5k ▲ 7%
Compare: 753.4k



Page Reach Compare period (Apr 1 - 30)

WHEN ARE PEOPLE WATCHING OUR VIDEOS?

Last Month (May 1 - 31) ▾



POST VIDEO VIEWS BY PUBLISH D...

Last Month (May 1 - 31) ▾

Metrics Last Month Δ

Don't listen to TLC. Feel free to go chase those waterfalls. (2021-05-28) **3,590**

Happy Mother's Day! Take a break with us at Black Bass (2021-05-09) **2,473**

May is National Bike Month and we don't mean to brag, but our (2021-05-07) **1,856**

A long long time ago, people used to come to Eureka Springs for (2021-05-30) **1,789**

Thrill-seeking adventures at every turn. ☐ ☐: Lake Leatherwood (2021-05-11) **1,261**

There's nothing quite like a sunset paddle on the White River. (2021-05-12) **0**

Welcome to our Historic Downtown. Home to our well-loved local (2021-05-13) **0**

VIDEO VIEWS Last Month (May 1 - 31) ▾

137k ▲ 10%
Compare: 124.5k

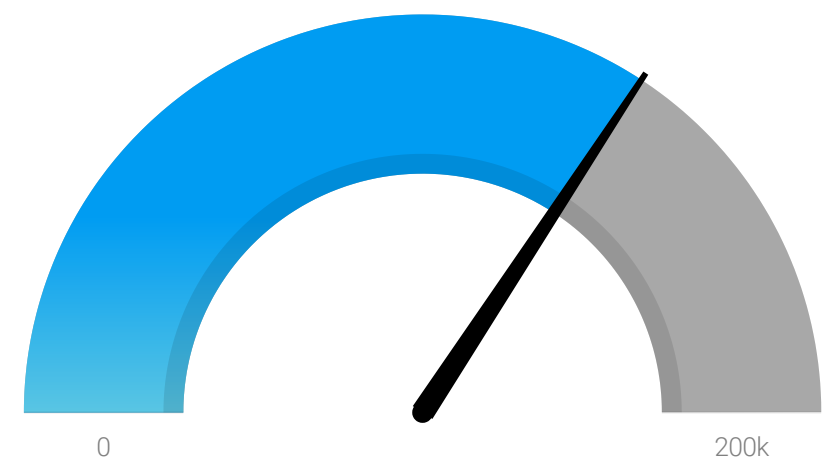


Video Views Compare period (Apr 1 - 30)

HOW MANY PEOPLE WATCHED OUR VI...

Last Month (May 1 - 31) ▾

137k



Imp: 16099

NOTE FROM JUN 3 9:29 PM

Reach: 14948

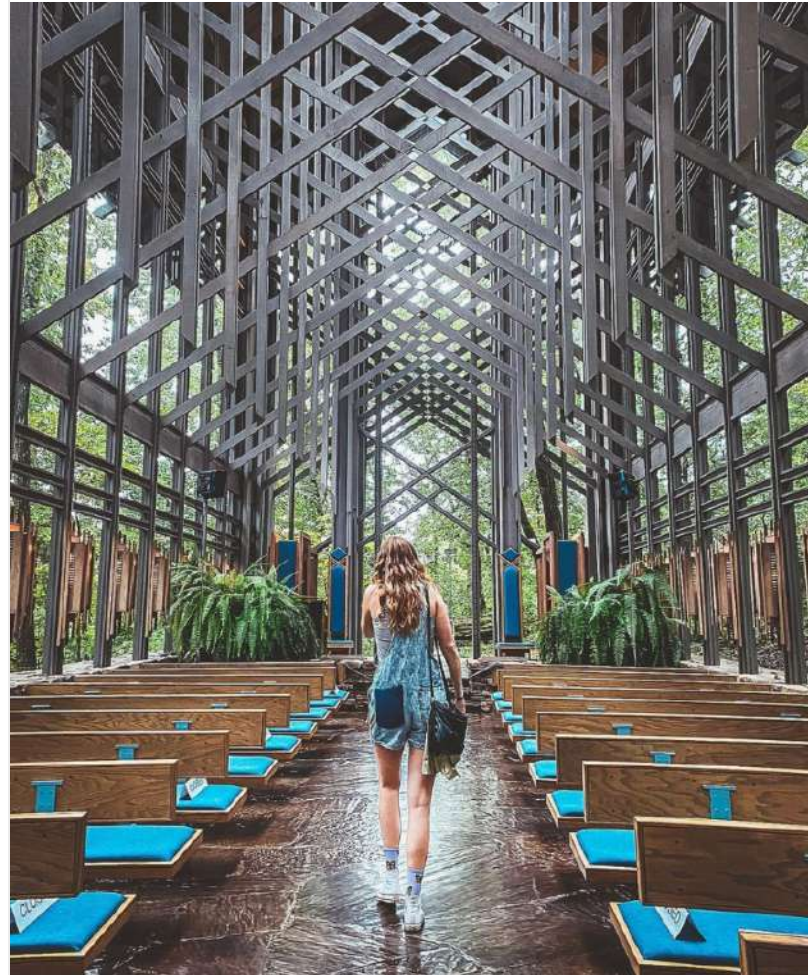
NOTE FROM JUN 3 9:26 PM

Eng: 1512

NOTE FROM JUN 3 9:26 PM

Profile Visits:
93

NOTE FROM JUN 3 9:29 PM



eurekasprings
Thorncrown Chapel

eurekasprings Built-in 1980, the @thorncrownchapel was inspired by The Sainte Chappelle and is one of the "12 Most Beautiful Churches in America." Because of the chapel's elaborate trusses, ceiling to floor windows and the surrounding trees, constantly changing patterns of light and shadows appear during the day. Its appearance literally changes during each hour of the day. 🌿
📍: @shanelle_jarrel

3w

bevswestie Still Beautiful!! got married there October 30, 1987 💕

3w 2 likes Reply

1,425 likes
MAY 9

Add a comment... Post

Eng: 1101

NOTE FROM JUN 3 9:38 PM

Profile Visits:
76

NOTE FROM JUN 3 9:29 PM

Reach: 11689

NOTE FROM JUN 3 9:28 PM

Imp: 12,153

NOTE FROM JUN 3 9:29 PM



eurekasprings

eurekasprings Don't listen to TLC. Feel free to go chase those waterfalls. 📍: @supoutfitterseureka

3w

amber_wozny13 Where is this ?

3w 5 likes Reply

View replies (2)

fromthewagontothetrain Well that is gorgeous

3w 2 likes Reply

View replies (2)

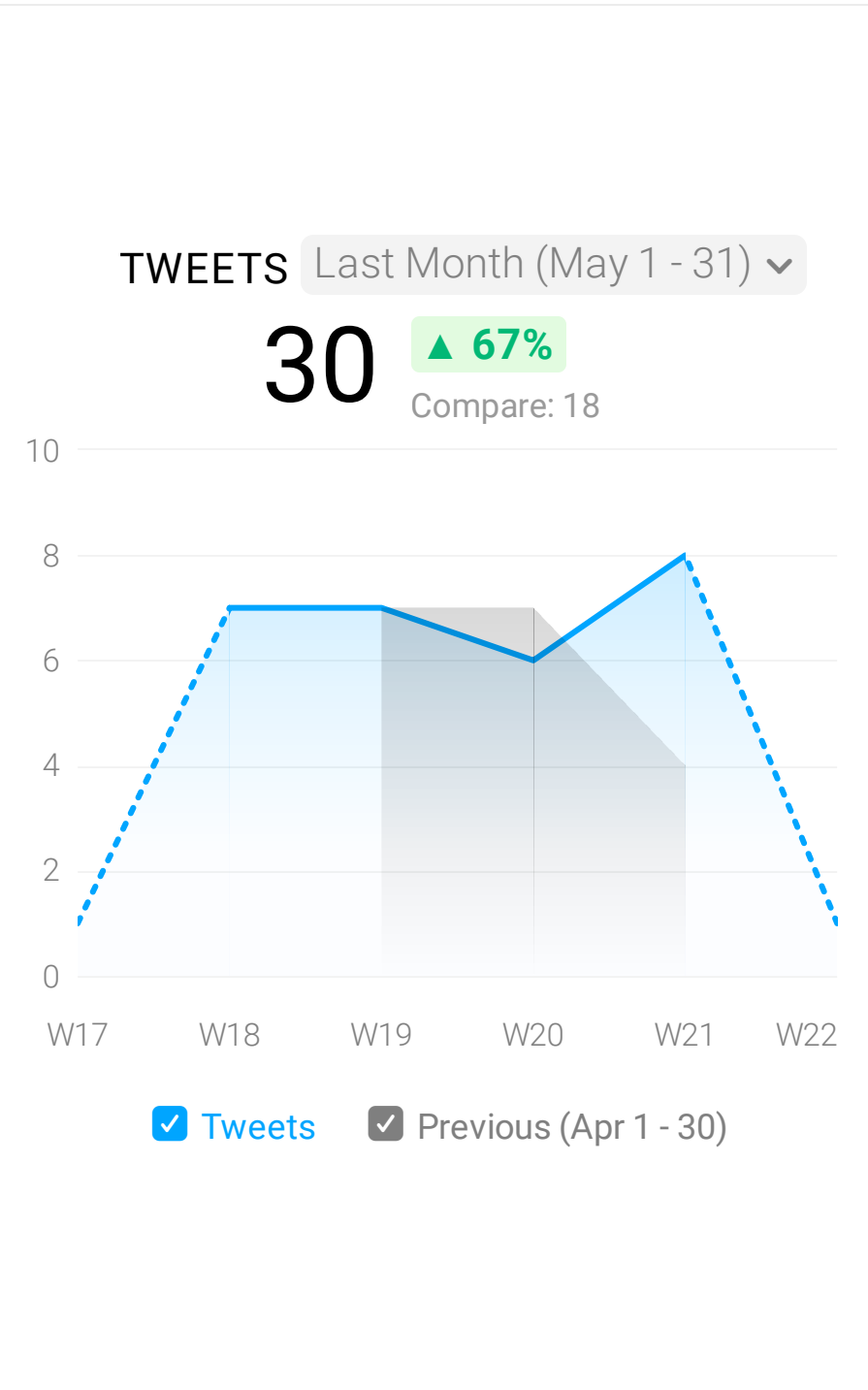
mishandbrian I must know where

6,952 views
MAY 10



IMP: 12.7K

NOTE FROM JUN 3 9:22 PM



NET NEW & TOTAL FOLLOWERS

Last Month (May 1 - 31) ▾

- **5,112**

Net New Followers Total Followers

FOLLOWS TO FOLLOWERS RATIO

Last Month (May 1 - 31) ▾

10.6%

RECENT TWEETS BY LIKES

Last Month (May 1 - 31) ▾

Tweet	Last Month Δ
Because of the #ThrowncrownChapel's elaborate trusses, ... (05/14/2021 15:00:22)	15
Our roads are so scenic, you'll want to turn around ... (05/27/2021 14:03:20)	9
It's National Travel and Tourism Week and after 2020, ... (05/03/2021 19:01:22)	7
A long long time ago, people used to come to #EurekaSprings ... (05/27/2021 19:11:24)	7
It is stunning, isn't it? Fun Fact, the #ThornrownChapel ... (05/07/2021 19:17:00)	7

RECENT TWEETS BY RETWEETS

Last Month (May 1 - 31) ▾

Tweet	Last Month Δ
Because of the #ThrowncrownChapel's elaborate trusses, ... (05/14/2021 15:00:22)	3
It is stunning, isn't it? Fun Fact, the #ThornrownChapel ... (05/07/2021 19:17:00)	2
It's National Travel and Tourism Week and after 2020, ... (05/03/2021 19:01:22)	1
Welcome to the #HeartstoneInn, restored Victorian home ... (05/31/2021 15:01:22)	1
Known as "Arkansas' Symbol of Hospitality" @1886Crescent ... (05/10/2021 16:03:47)	1

Experienced an increase in impressions (70%) during the month of May. Agency believes this is due to the increase in postings compared to previous months and the implementation of the organic/paid social media strategy.

The top engaged post was a photo from Throwncrone Chapel.

For the month of June, Agency will continue to highlight the content topics and incorporate more video content that has been optimized for the platform.

NOTE FROM JUN 15 2:29 PM

Eng: 45

NOTE FROM JUN 3 9:40 PM

Impression:
1034

NOTE FROM JUN 3 9:40 PM

Retweets: 2

NOTE FROM MAY 7 4:26 PM

Likes: 15

NOTE FROM JUN 3 9:43 PM



Eureka Springs

May 14, 2021 11:00 AM(UTC-04:00)



Because of the [#ThrowncrownChapel](#)'s elaborate trusses, ceiling to floor windows and the surrounding trees, constantly changing patterns of light and shadows appear during the day. Its appearance literally changes during each hour of the day. ✨

📷 : de_voyager



Imp :722

NOTE FROM JUN 3 9:42 PM

Eng: 6

NOTE FROM JUN 3 9:42 PM

Likes: 5

NOTE FROM JUN 3 9:42 PM

Retweets:0

NOTE FROM JUN 3 9:42 PM



Eureka Springs @Eureka_Springs · May 7

This looks like so much fun! We are so happy to see that you enjoyed your time with our friends at the [@1886Crescent!](#) [#EurekaSprings](#)



Coti Howell @CotiHowell · May 6

I'm basically a ghost hunter now. 🕒 [#CrescentHotel](#) [@Eureka_Springs](#)



1 5



Top Performing Facebook Post

Organic Reach: 56901

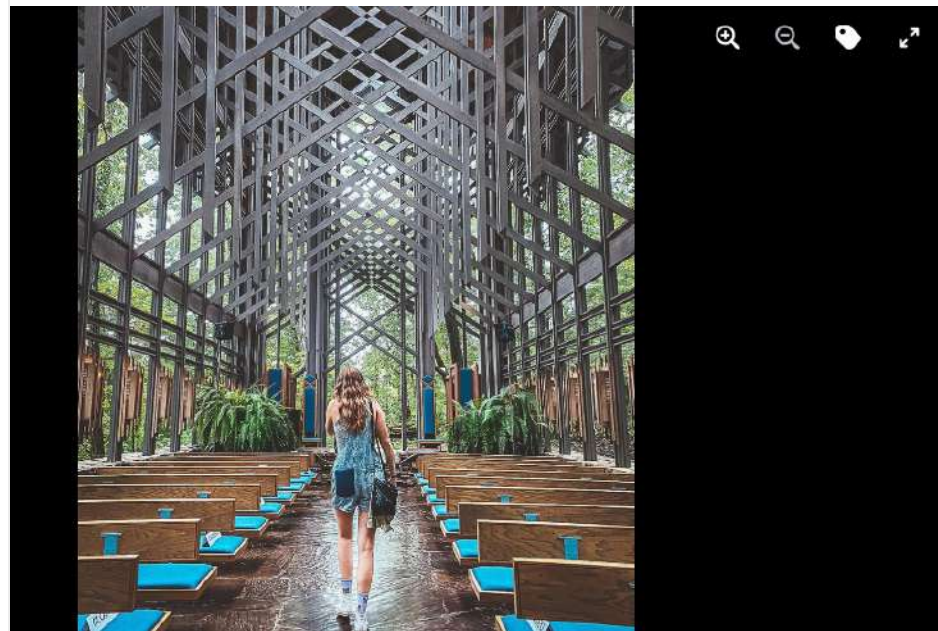
NOTE FROM JUN 3 9:31 PM

Engaged Users: 5480

NOTE FROM JUN 3 9:31 PM

Post Clicks: 214

NOTE FROM JUN 3 9:32 PM



Eureka Springs, Arkansas
Published by Agorapulse · May 27 at 4:00 PM ·

Built in 1980, the Thomcrowne Chapel was inspired by The Sainte Chapelle and is one of the "12 Most Beautiful Churches in America." Because of the chapel's elaborate trusses, ceiling to floor windows and the surrounding trees, constantly changing patterns of light and shadows appear during the day. Its appearance literally changes during each hour of the day. 🌟
👤: shanelle_jarrel

Edit

👍❤️ 1.4K 213 Comments 448 Shares

👍 Like 💬 Comment ➦ Share

View previous comments Oldest ▾

Sara Kreidler
Can you hike to this or drive?
Like · Reply · Message · 3d

Organic Reach: 20332

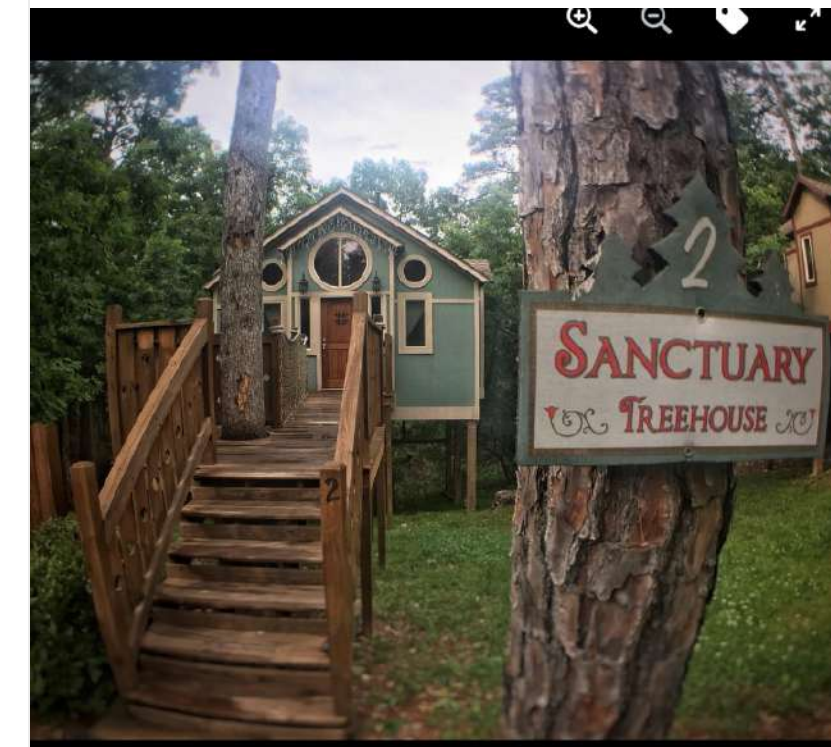
NOTE FROM JUN 3 9:33 PM

Engaged Users 1584

NOTE FROM JUN 3 9:33 PM

Post Clicks 696

NOTE FROM JUN 3 9:33 PM



Eureka Springs, Arkansas
Published by Agorapulse · May 25 at 3:17 PM ·

Established in 2008, The Grand Treehouse Resort is a great way to take your visit to another level. The resort consists of unique, contemporary studios with raised walkways and design accents such as stained-glass windows, gas fireplaces, and stunning chandeliers. Plus, the resort is right next to Lake Leatherwood for kayaking, canoeing, hiking, biking, and more! 🌿
👤: mynameissprinkle

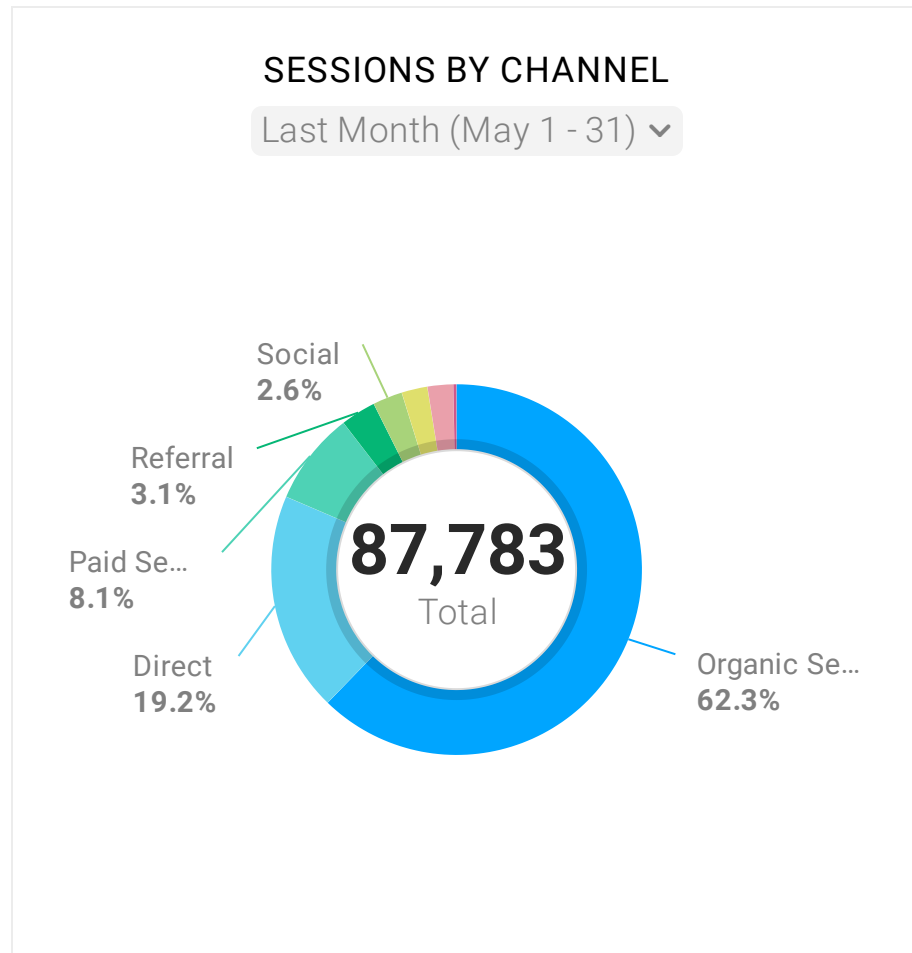
Each Treehouse includes:

- 🌿 Wet Bar
- 🌿 Flat-Screen TVs
- 🌿 Wi-Fi
- 🌿 Ja... See More

Edit

👍❤️ 453 54 Comments 100 Shares





AUDIENCE OVERVIEW Last Month (May 1 - 31) ▾

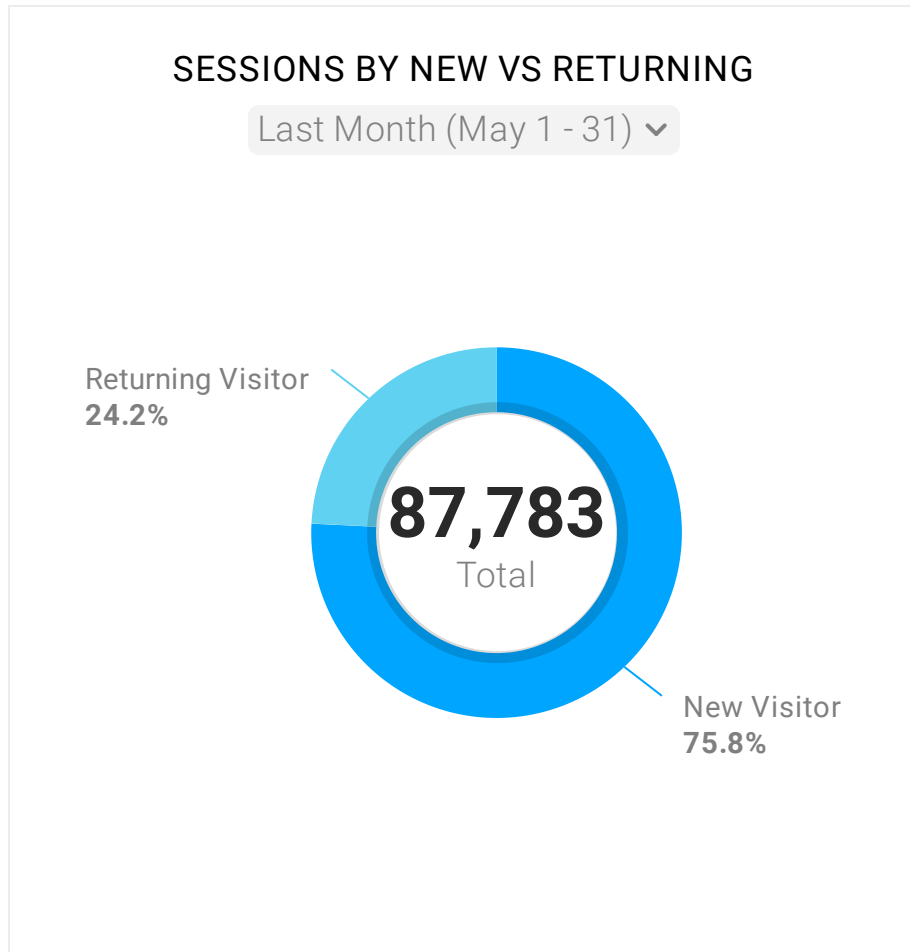
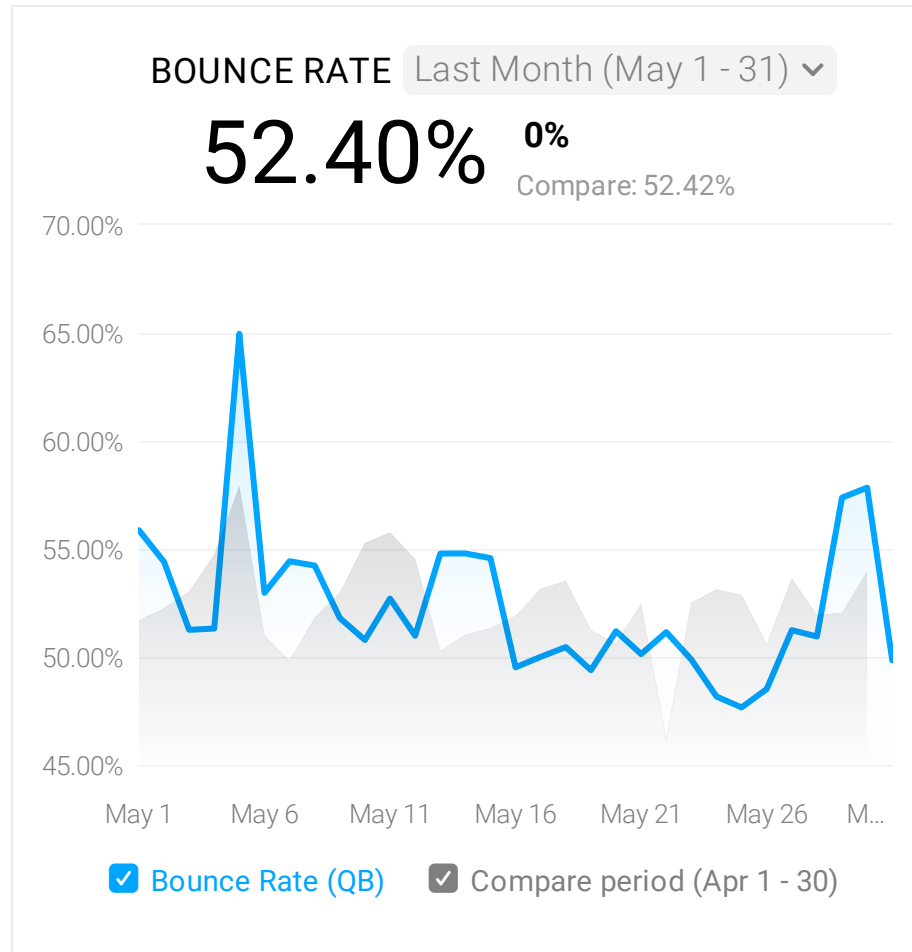
Metrics	Last Month	Δ
Users	67,930	▲ 12%
Sessions	87,783	▲ 14%
% New Sessions	75.91%	0%
Pages / Sessions	3.68	0%
Avg Session Duration	2m 49s	▲ 2%
Bounce Rate	52.40%	0%
Pageviews	322.6k	▲ 14%

USERS BY REGION Last Month (May 1 - 31) ▾

Metrics	Last Month	Δ
Texas	13,310	▲ 16%
Missouri	10,848	▲ 8%
Arkansas	10,627	▲ 14%
Oklahoma	8,727	▲ 11%
Kansas	4,548	▲ 15%
Illinois	3,286	▲ 14%
Tennessee	2,323	▲ 18%
Colorado	1,872	▲ 36%
Virginia	1,787	▲ 183%
California	1,451	▲ 45%
(not set)	1,396	▲ 136%
Louisiana	1,241	▲ 17%
Florida	866	▲ 10%

TOP PAGES BY PAGEVIEWS Last Month (May 1 - 31) ▾

Metrics	Last Month	Δ
/	32,375	▲ 24%
/attractions/	28,477	▲ 14%
/things-to-do/	20,488	▼ 2%
/lodging/cabins-cottages/	9,287	▲ 23%
/attractions/page/2/	8,399	▲ 13%
/10-things-to-do-in-eureka-springs-you-dont-want-to-miss/	8,288	▲ 9%
/dining/	7,814	▲ 12%

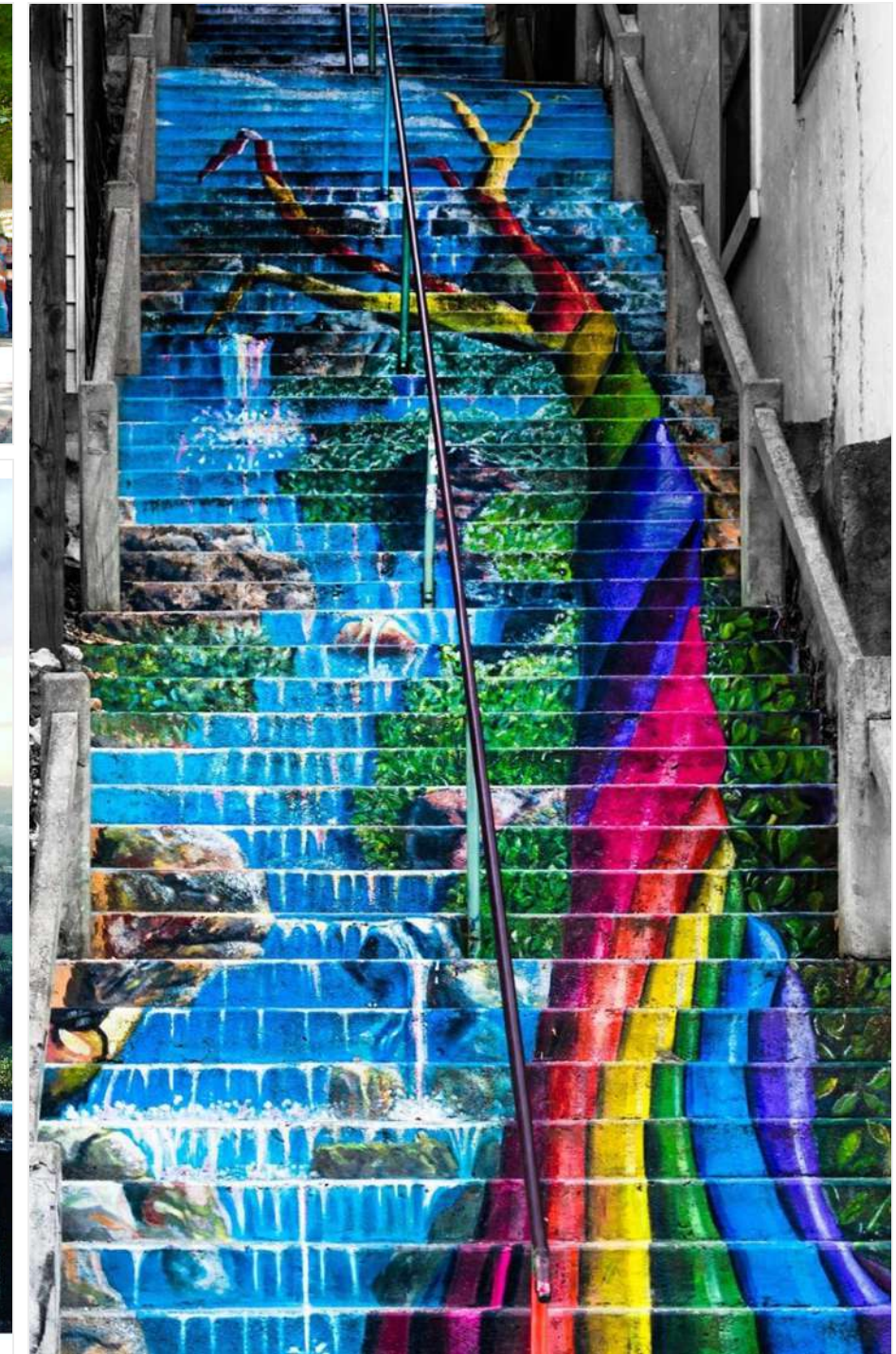
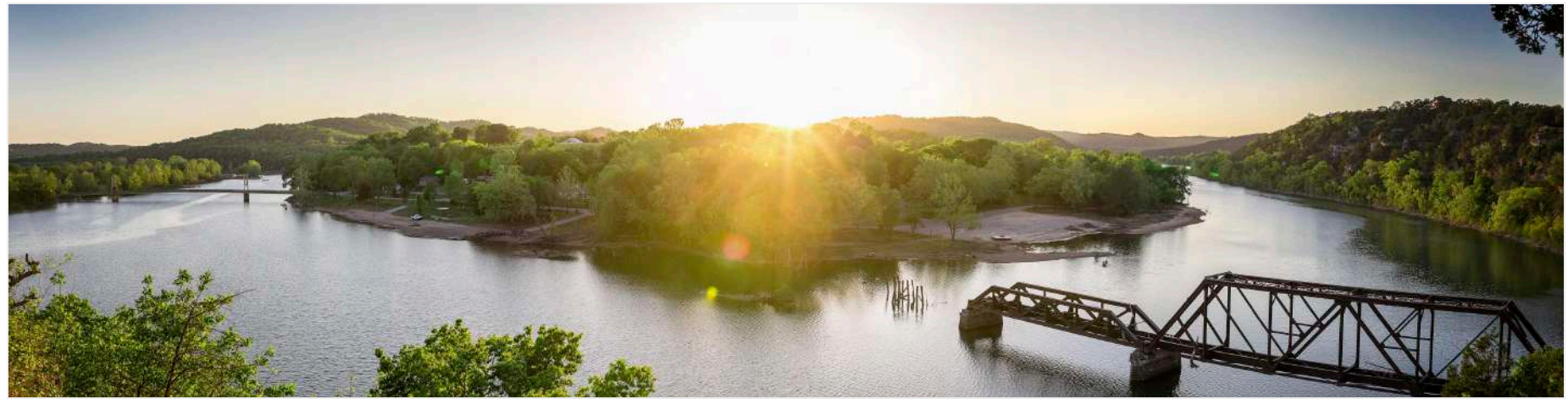


** National Public Relations Services **

May Summary

PR Activities and Outreach

- Continued outreach to top-tier national publications.
- HARO outreach: Quirky festivals in rural America.
- Followed up with Mariette Williams on Eureka Springs specific pitches.
- Outreach to LGBTQ outlets for Pride Month.
- Ideation of human-interest stories from local business owners.
- Reviewed visual media library for evergreen image resource (for media kit).
- Developed strategy for Q3/Q4 PR plan.
- Participated in bi-weekly PR calls.



** Meltwater Clips **

May Summary

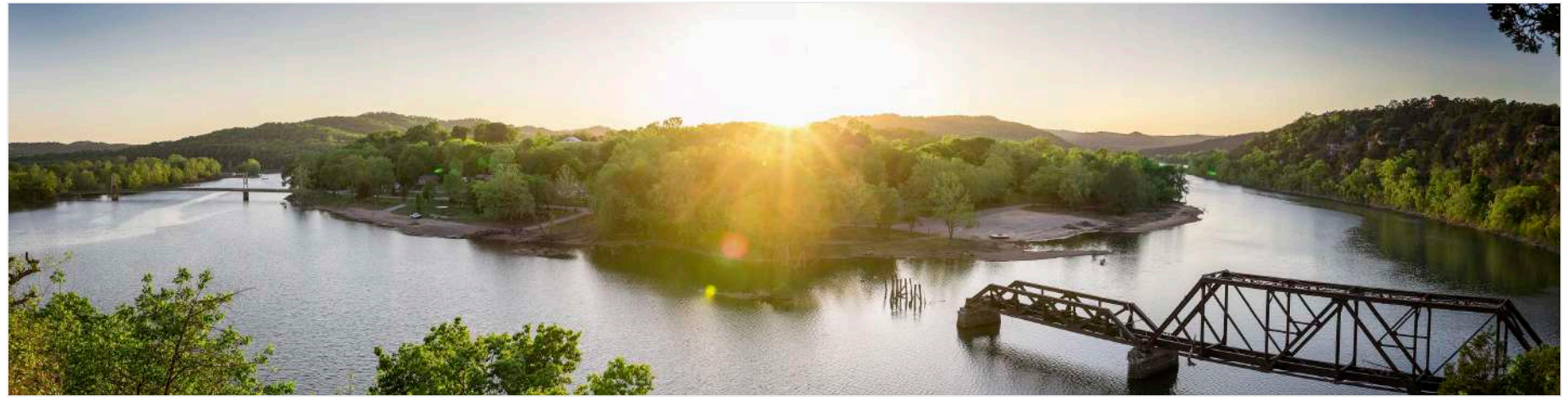
May 2021 Publicity (based on Meltwater clips)

- Estimated Impressions: 212,577,921
- Estimated Media Value: \$1,966,345.87

Full May 2021 Meltwater Clip Report

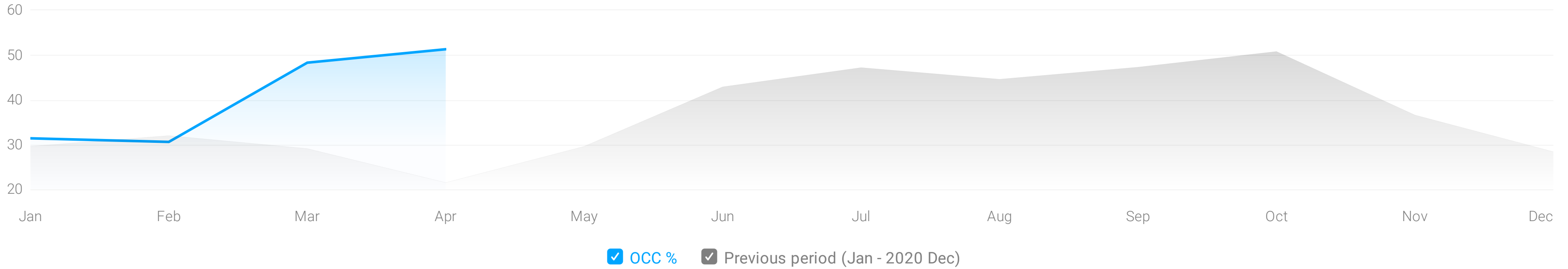
Link to Report: https://sharable-dashboard.meltwater.com/sharable_dashboard/569409a34fb1833d4294d413/e6cb057c-ebec-4b50-a709-e83822d11dac

Password: paradise



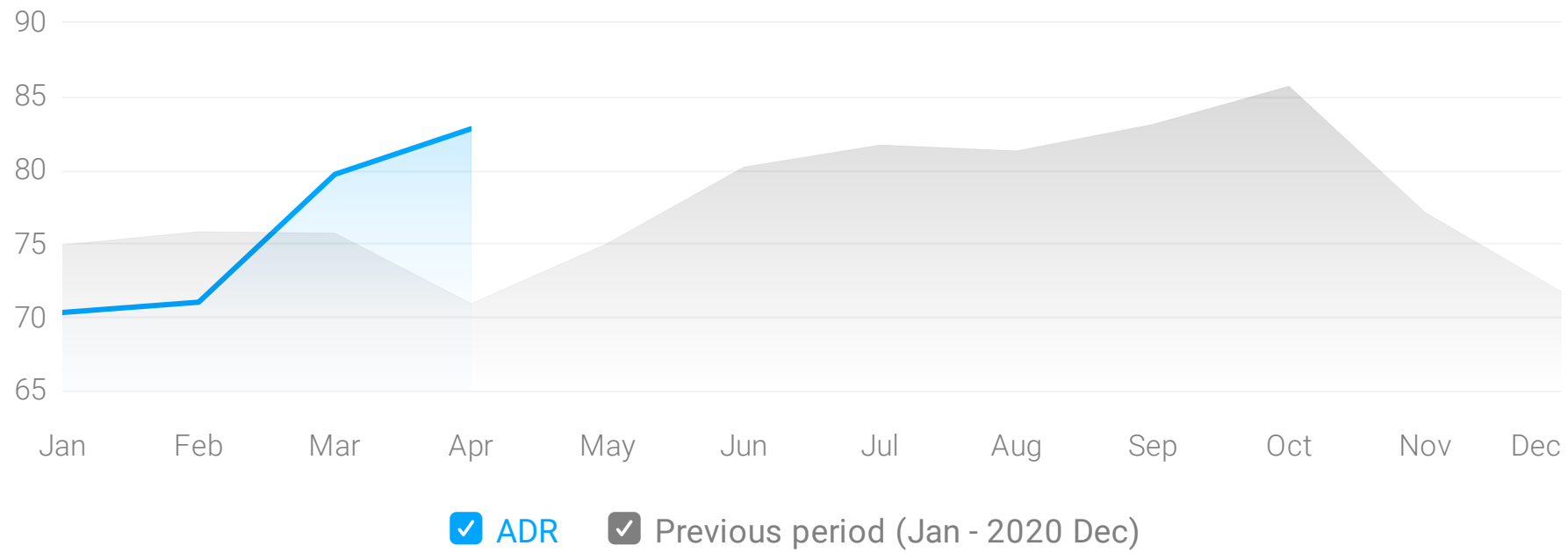
OCC % This Year (Jan - Dec) ▾

51.3 ▲ 73%
Compare: 29.6



ADR This Year (Jan - Dec) ▾

82.8 ▲ 15%
Compare: 71.7



REVPAR This Year (Jan - Dec) ▾

43 ▲ 111%
Compare: 20.4

