

Presented to

VISIT

EUREKA SPRINGS

JANUARY CAMPAIGN PERFORMANCE



MADDEN

AGENDA ITEMS

- Campaign Performance
- Ads for Approval
- Immersion Trip Agenda & Accommodations
- Video / Photo Shoot Timeline
- Video for INK: In- Flight Wifi

EUREKA SPRINGS ACTION ITEMS:

- Google Verification (Due 03.10)
- Trail Counts for Voyage

MADDEN ACTION ITEMS:

- Voyage / Key Data (Short Term Rental) Launch

UPCOMING ONBOARDING CALLS

- ✓ Influencer Kick Off Call - March 6

NEXT MEETING & THINGS TO KNOW:

- ✓ ES & Madden: Feb 28, 10 AM - Cancel for GovCon?
- ✓ CAPC Mtg: Mar 27



Media Performance



Media Performance

SEM	SEM "Near Me"
7,126 clicks	1,814 clicks
30,179 Impressions	10,325 Impressions
23.61% CTR	17.57% CTR
\$0.37 CPC	\$0.51 CPC
Clicks	Clicks

FY24 Performance

Branded Impressions
40,504

Branded Clicks
8,940

TACTICS COMING SOON

- Expedia - In Production!
- Meta Prospecting - Launching March 1
- Meta Remarketing - Launching March 1
- Google Prospecting Banners - Launching March 1
- Google Responsive - Launching March 1
- Google Remarketing Banners - Launching March 1



Site Performance Insights



Site Traffic - January 2024

CHANNEL	USERS	Y/Y
Organic Search	9,315	-60%
Paid Search	4,825	+53K%
Direct	4,035	-32%
Organic Social	1,149	-46%
Referral	1,059	-16%
Unassigned	83	-25%
Display	35	-30%
Organic Video	1	-50%

INSIGHTS

- Overall, we are seeing reduced site traffic in January 2024 compared to January 2023, except in Paid Search.
- SEO (Organic Search) continues to be the leading source of traffic.

Top Pages Site - January 2024

Page path and screen class ▾ +		↓ Views	Users	Views per user	Average engagement time
		74,229 100% of total	19,776 100% of total	3.75 Avg 0%	1m 45s Avg 0%
1	/	13,951	9,058	1.54	13s
2	/category/things-to-do/	6,517	3,889	1.68	26s
3	/category/things-to-do/attractions/	5,444	2,870	1.90	1m 35s
4	/events/	4,750	3,440	1.38	56s
5	/category/food-drink/	2,236	1,300	1.72	1m 13s
6	/category/things-to-do/outdoor-activities/	2,114	1,425	1.48	44s
7	/events/category/the-aud/	1,925	1,290	1.49	37s
8	/category/where-to-stay/cabins-cottages/	1,635	789	2.07	1m 18s
9	/category/things-to-do/shops-galleries/	1,466	946	1.55	1m 32s
10	/category/where-to-stay/hotels-motels/	1,355	755	1.79	1m 10s

INSIGHTS

- Things-To-Do: +65% M/M
- Events: +12% M/M
- Food/Drink +61% M/M
- Home
 - -19% Y/Y
 - -15% M/M
- Outdoor Activities +77% M/M
- Engagement on more detailed pages is significantly greater than general pages – highlighting the importance of getting users to content.

Top Paid Media Traffic Pages - January 2024

	Page path and screen class ▾ +	↓ Views -----	Users -----	Views per user -----
		21,234 100% of total	4,811 100% of total	4.41 Avg 0%
1	/category/things-to-do/	3,174	1,890	1.68
2	/	2,728	1,680	1.62
3	/category/things-to-do/attractions/	2,500	1,299	1.92
4	/events/	1,546	1,154	1.34
5	/category/things-to-do/outdoor-activities/	871	570	1.53
6	/category/food-drink/	784	490	1.60
7	/category/where-to-stay/	473	342	1.38
8	/category/things-to-do/nightlife/	471	329	1.43
9	/category/where-to-stay/cabins-cottages/	443	226	1.96
10	/category/things-to-do/shops-galleries/	430	280	1.54

INSIGHTS

- Engagement on the Attractions page should be noted, since it ranks 3rd in traffic volume.
 - Cabins-Cottages has the highest Views/User, but the lower traffic volume should be noted.
- Compared to December 2023, we are seeing each pages grow in traffic volume M/M.
 - Growth upwards of 100% is consistently seen throughout the site.
 - This can largely be attributed to the campaigns for SEM and SEM Near Me that began in January 2024.

Top Organic Search Traffic Pages - January 2024

Page path and screen class ▾		↓ Views	Users	Views per user
		33,259 100% of total	9,245 100% of total	3.60 Avg 0%
1	/	4,987	3,309	1.51
2	/category/things-to-do/	2,863	1,727	1.66
3	/category/things-to-do/attractions/	2,071	1,181	1.75
4	/events/	1,837	1,302	1.41
5	/top-9-things-that-make-eureka-springs-curious-indeed/	1,052	701	1.50
6	/events/category/the-aud/	1,025	653	1.57
7	/category/things-to-do/outdoor-activities/	943	656	1.44
8	/category/food-drink/	823	484	1.70
9	/category/things-to-do/shops-galleries/	725	474	1.53
10	/category/where-to-stay/cabins-cottages/	696	349	1.99

INSIGHTS

- **Homepage** traffic increased +9% M/M
- **Things To Do** and **Attractions** increased by +25% M/M
- **Events** saw a -13% decrease M/M
- **Top-9-Things...** grew by +109% M/M
 - Although this is organic, it may be indirectly due to paid search campaigns.
- **the-aud** and **outdoor-activities** both saw an approximate 35% increase in site traffic M/M

Top 10 Cities: Paid/Organic Split - January 2024

PAID TRAFFIC

City ▾ +		↓ Users -----	New users -----	Engaged sessions -----
		4,811 100% of total	4,651 100% of total	4,487 100% of total
1	Dallas	548	483	505
2	(not set)	454	384	378
3	Chicago	336	295	308
4	Kansas City	208	197	208
5	Oklahoma City	118	111	112
6	St. Louis	78	75	71
7	Springfield	76	71	54
8	Fayetteville	63	54	48
9	Little Rock	60	59	52
10	Denver	53	50	52

ORGANIC TRAFFIC

City ▾ +		↓ Users -----	New users -----	Engaged sessions -----
		10,346 100% of total	9,949 100% of total	9,210 100% of total
1	Dallas	983	898	855
2	(not set)	859	755	707
3	Chicago	498	451	442
4	Kansas City	393	363	354
5	Oklahoma City	278	253	246
6	Little Rock	203	197	175
7	St. Louis	180	162	164
8	Eureka Springs	173	130	197
9	Fayetteville	161	139	134
10	New York	139	135	105



Creative Tactical Appendix



GOOGLE SEM

Campaign Report - January 1, 2024 - January 31, 2024

Full FY24 Performance
as of 02/08/2024

Primary KPI - Clicks 7,126
Impressions 30,179
CTR 23.61%
Avg CPC \$0.37

CLICKS 4,742
IMPRESSIONS 21,146
CTR 22.43% BENCHMARK: 4.68%
AVG CPC \$0.38

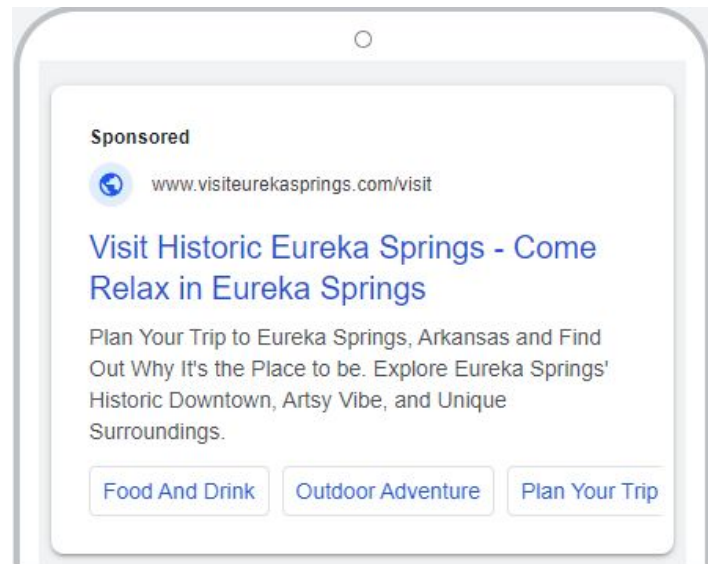
TOP PERFORMERS

Ad Groups: Visit Eureka Springs, Things to Do

Keywords: what is there to do in eureka springs, eureka arkansas, eureka springs arkansas, eureka springs calendar of events, visit eureka springs, things to do in eureka springs this weekend

Audience: Females 45-54

Geos: Kansas City MO, Springfield, Little Rock-Pine Bluff, & Tulsa DMAs



GOOGLE SEM - "Near Me"

Campaign Report -January 1, 2024 - January 31, 2024

Full FY24 Performance
as of 02/08/2024

Primary KPI - Clicks 1,814
Impressions 10,325
CTR 17.57%
Avg CPC \$0.51

CLICKS 1,227

IMPRESSIONS 7,604

CTR 16.14% BENCHMARK: 4.68%

AVG CPC \$0.51

TOP PERFORMERS

Ad Groups: Visit Eureka Springs, Events

Keywords: things to do in Eureka Springs, eureka springs, eureka springs event calendar, restaurants near me, best massages near me, best restaurants in eureka springs

Audience: Females 35-44

Geos: Eureka Springs, Fayetteville, Rogers

