

Presented to

VISIT

EUREKA SPRINGS

MARCH CAMPAIGN PERFORMANCE



MADDEN



Media Performance



Media Performance

Branded Impressions
3,534,342

Branded Clicks
49,521

SEM	SEM "Near Me"	Google Display	Google Remarketing	Meta Prospecting	Meta Remarketing	Expedia
25,832 Clicks	6,203 Clicks	7,083 Clicks	2,636 Clicks	5,416 Clicks	1,740 Clicks	611 Clicks
92,707 Impressions	27,718 Impressions	1,599,369 Impressions	792,927 Impressions	428,177 Impressions	141,736 Impressions	451,708 Impressions
27.86% CTR	22.38% CTR	0.44% CTR	0.33% CTR	1.26% CTR	1.23% CTR	0.14% CTR
\$0.26 CPC	\$0.37 CPC	\$0.92 CPM	\$1.23 CPM	\$0.36 CPC	\$1.22 CPC	381 Room Nights
						\$147,500 Gross Bkg \$

KPI	Clicks	Clicks	Impressions	Impressions	Clicks	Clicks	Impressions
Benchmark	8.18% CTR	8.18% CTR	0.86% CTR	0.86% CTR	1.49% CTR	1.56% CTR	



Site Performance Insights



Site Traffic - March 2024

CHANNEL	USERS	Y/Y
Paid Search	15,541	+2K%
Organic Search	14,350	-55%
Direct	8,155	-8%
Paid Social	4,737	n/a
Referral	1,593	-48%
Organic Social	1,478	-47%
Display	1,427	+10%
Unassigned	136	-65%

INSIGHTS

- March 2024 was the first month since Madden SEM campaigns began that Paid Search outperformed Organic Search.
- Overall site traffic in March 2024 slightly declines (Users -4% Y/Y), but site engagement was stronger in March 2024 compared to March 2023 (Avg Session Duration + 8% Y/Y).

Top Pages Site - March 2024

Landing page		↓ Sessions	Users	New users
		60,022 100% of total	46,152 100% of total	45,030 100% of total
1	/	26,819	23,297	22,450
2	/category/things-to-do	8,802	8,160	7,703
3	/events	5,323	4,641	4,308
4	(not set)	1,923	1,437	0
5	/category/things-to-do/attractions	1,687	1,424	1,089
6	/category/food-drink	1,107	809	618
7	/events/category/the-aud	1,062	905	790
8	/top-9-things-that-make-eureka-springs-curious-indeed	865	757	672
9	/7-great-hangouts-in-the-gayest-small-town-in-america	440	379	353
10	/event/jerryberry-music-festival-2	426	346	336

INSIGHTS

- Things-To-Do:
 - +68% M/M
 - +80K% Y/Y
- Events:
 - +93% M/M
 - +956% Y/Y
- Things-to-Do/Attractions:
 - +112% M/M
 - +12K% Y/Y
- Home
 - +112% M/M
 - 0% Y/Y
- Food & Drink:
 - +92% M/M
 - +4K% Y/Y
- (not set) corresponds to sessions/users that could not be tracked due to Incognito browser, VPN, or opted out of cookies.

Top Paid Media Traffic Pages - March 2024

Page path and screen class ▾	+	↓ Views	Users	Views per user
		76,324 100% of total	20,143 100% of total	3.79 Avg 0%
/		15,695	10,606	1.48
/category/things-to-do/		10,107	5,748	1.76
/category/things-to-do/attractions/		9,308	4,355	2.14
/events/		5,655	4,272	1.32
/category/things-to-do/outdoor-activities/		3,548	2,222	1.60
/category/food-drink/		2,374	1,062	2.24
/category/things-to-do/shops-galleries/		1,443	940	1.54
/category/things-to-do/nightlife/		1,195	852	1.40
/top-ten-spring-events-2/		1,045	651	1.61
/category/things-to-do/outdoor-activities/adventure-activities/		1,007	671	1.50

INSIGHTS

- The homepage overtook the things-to-do page as the leader of site traffic in March '24.
- The Attractions page continues to have a strong Views per User
 - A good amount of repeat site visitation leads us to conclude these visitors will turn into true visitors.
- Website visitors are viewing a good amount of additional content.
 - It is great to see nearly $\frac{2}{3}$ of visitors also visiting the '/category/things-to-do/' page after arriving at the homepage.

Top Organic Search Traffic Pages - March 2024

Page path and screen class ▾	+	↓ Views	Users	Views per user
		57,399 100% of total	14,280 100% of total	4.02 Avg 0%
/		8,963	5,322	1.68
/category/things-to-do/		5,716	3,413	1.67
/category/things-to-do/attractions/		4,313	2,159	2.00
/events/		2,680	1,955	1.37
/category/things-to-do/outdoor-activities/		1,963	1,333	1.47
/category/food-drink/		1,838	981	1.87
/category/things-to-do/shops-galleries/		1,461	885	1.65
/top-9-things-that-make-eureka-springs-curious-indeed/		1,425	975	1.46
/category/where-to-stay/hotels-motels/		1,018	485	2.10
/category/where-to-stay/cabins-cottages/		926	427	2.17

INSIGHTS

- **Homepage**
 - +45% M/M ; -49% Y/Y
- **Things To Do**
 - +31% M/M ; +1K% Y/Y
- **Attractions**
 - +44% M/M ; +463% Y/Y
- **Events**
 - +20% M/M ; +83% Y/Y
- **Food & Drink**
 - +32% M/M ; +210% Y/Y
- **Outdoor-activities**
 - +31% M/M ; +317% Y/Y
- **Top-9-Things...**
 - -20% M/M ; +355% Y/Y

Top 10 Cities: Paid/Organic Split - March 2024

PAID TRAFFIC

City ▼ +	↓ Users	New users	Engaged sessions
	20,143 100% of total	19,467 100% of total	16,799 100% of total
Dallas	2,917	2,667	2,061
(not set)	1,816	1,583	1,461
Kansas City	1,389	1,288	1,122
Chicago	1,214	1,045	1,072
Oklahoma City	854	750	740
St. Louis	487	438	422
Little Rock	351	330	280
Springfield	251	232	197
New York	249	214	214
Denver	236	205	207

ORGANIC TRAFFIC

City ▼ +	↓ Users	New users	Engaged sessions
	14,280 100% of total	13,440 100% of total	13,632 100% of total
Dallas	1,434	1,240	1,270
(not set)	1,228	1,045	1,048
Chicago	896	780	807
Kansas City	743	659	690
Oklahoma City	492	414	443
St. Louis	286	246	247
Eureka Springs	243	161	261
Little Rock	230	201	211
New York	216	181	206
Fayetteville	208	191	177



Creative Tactical Appendix



GOOGLE SEM

Campaign Report - March 1, 2024 - March 31, 2024

Full FY24 Performance
as of 04/02/2024

Primary KPI - Clicks 25,832
Impressions 92,707
CTR 27.86%
Avg CPC \$0.26

CLICKS 13,348

IMPRESSIONS 42,610

CTR 31.33% BENCHMARK: 8.18%

AVG CPC \$0.22

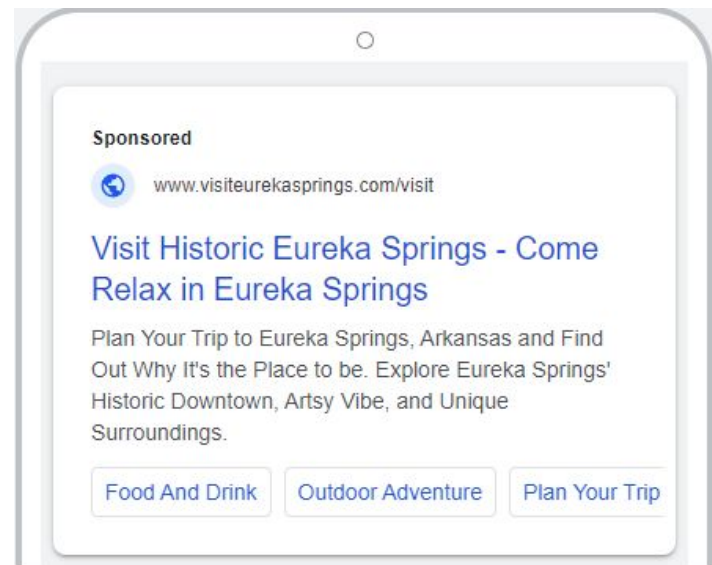
TOP PERFORMERS

Ad Groups: Things to Do, Visit Eureka Springs

Keywords: things to do in Eureka Springs, city of eureka springs, eureka springs calendar of events, eureka springs arkansas, visit eureka springs

Audience: Females 45-54

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



GOOGLE SEM - "Near Me"

Campaign Report - March 1, 2024 - March 31, 2024

Full FY24 Performance
as of 04/02/2024

Primary KPI - Clicks 6,203
Impressions 27,718
CTR 22.38%
Avg CPC \$0.37

CLICKS 3,222

IMPRESSIONS 12,148

CTR 26.52% BENCHMARK: 8.18%

AVG CPC \$0.31

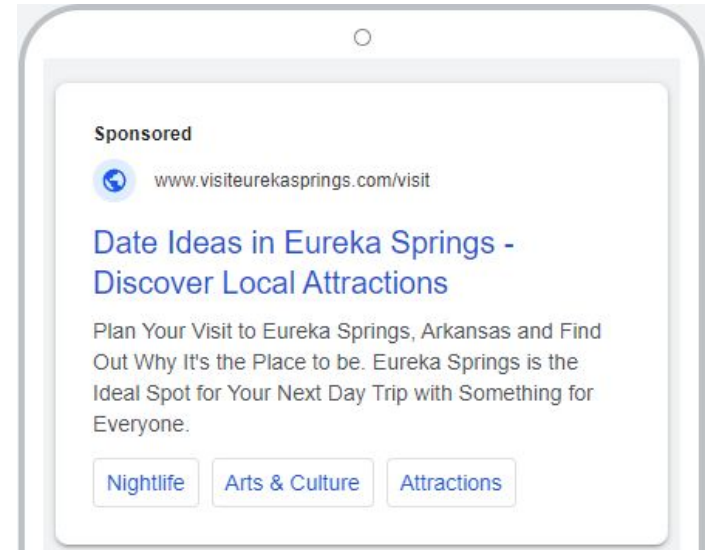
TOP PERFORMERS

Ad Groups: Visit Eureka Springs, Events

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

Audience: Females 45-54

Geos: Eureka Springs, Fayetteville, Springfield



GOOGLE DISPLAY

Campaign Report - March 4, 2024 - March 31, 2024

Full FY24 Performance
as of 04/02/2024

Primary KPI - Impressions 1,599,369
Impressions 1,599,369
CTR 0.44%
Avg CPC \$0.21

CLICKS 5,972
IMPRESSIONS 1,570,464
CTR 0.38% BENCHMARK: 4.68%
AVG CPC \$0.24

TOP PERFORMERS

Ads: Spring Break (responsive), General (responsive), Events (responsive)

Geos: Dallas-Ft. Worth, TX, Kansas City, MO, Little Rock-Pine Bluff, AR

Audiences: In Market: Affordable Vacations, Travel Hotels & Accommodations, Fun Activities



Feed Your Curiosity

Celebrate Spring Break the Eureka Springs way with lively events and colorful locals.

Visit Eureka Springs

Open >

GOOGLE DISPLAY REMARKETING

Campaign Report - March 4, 2024 - March 31, 2024

Full FY24 Performance
as of 04/02/2024

Primary KPI - Impressions 792,927
Impressions 792,927
CTR 0.33%
Avg CPC \$0.37

CLICKS 2,168

IMPRESSIONS 784,900

CTR 0.28% BENCHMARK: 4.68%

AVG CPC \$0.43



TOP PERFORMERS

Ads: General 728x90, Spring Break 300x250

Geos: Dallas-Ft. Worth, Kansas City, & Little Rock-Pine Bluff DMAs

Audiences: Males 25-34



META PROSPECTING

Campaign Report - March 4, 2024 - March 31, 2024

Full FY24 Performance
as of 04/02/2024

Primary KPI - Clicks 5,416
Impressions 428,177
CTR 1.26%
Avg CPC \$0.36

CLICKS 5,289
IMPRESSIONS 412,993
CTR 1.28% BENCHMARK: 4.68%
AVG CPC \$0.36

TOP PERFORMERS
Ad: General (1200x1200)

Region with Highest clicks: Dallas-Ft. Worth DMA

Placement: Mobile Facebook Feeds

Engagements:
Comments: 191
Post Reactions: 2,054
Saves: 37
Shares: 110

Eureka Springs, Arkansas Sponsored · 🌐

Unique, quirky, and wonderfully weird, Eureka Springs, Arkansas, has a booming art scene, incredible history, and natural beauty with a touch of magic. Explore the whimsy for yourself.



EUREKA SPRINGS ARKANSAS

visiteurekasprings.com
Curious About Eureka Springs? [Learn more](#)

Like Comment Share

Eureka Springs, Arkansas Sponsored · 🌐

Spend your spring break in a destination unlike any other. Eureka Springs is home to endless outdoor adventures, out-of-this-world events, and the call of the curious.



EUREKA SPRINGS ARKANSAS

visiteurekasprings.com
Take Your Break in Eureka Springs [Learn more](#)

Like Comment Share

META REMARKETING

Campaign Report - March 4, 2024 - March 31, 2024

CLICKS 1,767
IMPRESSIONS 139,311
CTR 1.27% BENCHMARK: 4.68%
AVG CPC \$1.16

TOP PERFORMERS

Ad: General (1200x628)

Region with Highest clicks: Springfield, MO DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 22





Post Reactions: 354


Saves: 14

Shares: 33


Full FY24 Performance
as of 04/02/2024


Primary KPI - Clicks 2,636
Impressions 792,927
CTR 0.33%
Avg CPC \$0.37

 Eureka Springs, Arkansas   

Sponsored 

Unique, quirky, and wonderfully weird, Eureka Springs, Arkansas, has a booming art scene, incredible history, and natural beauty with a touch of magic. Explore the whimsy for yourself.



 visiteurekasprings.com
Curious About Eureka Springs? [Learn more](#)

 Like  Comment  Share

 Eureka Springs, Arkansas   

Sponsored 

From a premier fiber arts festival to an out-of-this-world gathering about extraterrestrials to a celebration for chocolate lovers, events in Eureka Springs are truly one of a kind.



 visiteurekasprings.com
Get Curious in Eureka Springs [Learn more](#)

 Like  Comment  Share

EXPEDIA

Campaign Report - March 1, 2024 - March 31, 2024

Full FY24 Performance
as of 04/01/2024

Primary KPI - Impressions 451,708
Clicks 611
CTR 0.14%
ROAS 11.5



POS Summary

Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	VR Nights	ROAS
ExpediaPlus US	\$4,379	131,183	231	0.18%	\$141,026	\$220	\$141K	0	32.3
VRBO United States	\$8,444	320,525	380	0.12%	\$6,302	\$0	\$6K	0	0.7
Grand Total	\$12,823	451,708	611	0.14%	\$147,329	\$220	\$148K	0	11.5

EXPEDIA

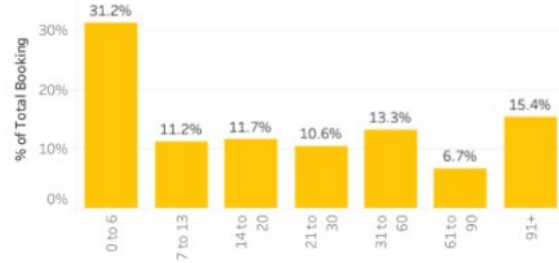
Campaign Report - March 1, 2024 - March 31, 2024

Full FY24 Performance
as of 04/01/2024

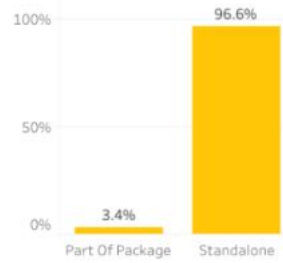
Primary KPI - Impressions 451,708
Clicks 611
CTR 0.14%
ROAS 11.5



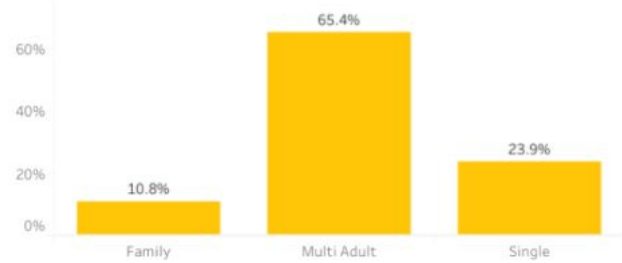
Travel Window (Days)



Package or Standalone



Person Count



Trip Duration (Days)



Hotel Star Rating

