

Presented to

VISIT

EUREKA SPRINGS

MAY CAMPAIGN PERFORMANCE



MADDEN

June 20

AGENDA ITEMS

- Campaign Reporting
- OOH Opportunities
- Influencers

EUREKA SPRINGS ACTION ITEMS:

-

MADDEN ACTION ITEMS:

- Campaign Workshop Deck + Videos

NEXT MEETING & THINGS TO KNOW:

- ✓ Status Update: June 26, 10 AM
- ✓ Brand Workshop: June 26, 4 PM
- ✓ CAPC Meeting, June 26





Media Performance



Media Performance

Branded Impressions
10,663,891

Branded Clicks
217,119

| SEM | SEM "Near Me" | Google Display | Google Remarketing | Meta Prospecting | Meta Remarketing | Expedia | Epsilon | Mobilefuse | Azira (CTV) |
|------------------------|-----------------------|--------------------------|--------------------------|--------------------------|------------------------|--------------------------------|------------------------|--------------------------|------------------------|
| 50,190 Clicks | 11,990 Clicks | 70,382 Clicks | 58,056 Clicks | 16,380 Clicks | 7,038 Clicks | 1,427 Clicks | 996 Clicks | 534 Clicks | 126 Clicks |
| 184,079 Impressions | 53,490 Impressions | 3,245,322 Impressions | 1,552,747 Impressions | 1,453,962 Impressions | 530,471 Impressions | 1,048,669 Impressions | 938,339 Impressions | 1,321,318 Impressions | 335,494 Impressions |
| 27.27% CTR | 22.42% CTR | 2.17% CTR | 3.74% CTR | 1.13% CTR | 1.33% CTR | 0.14% CTR | 0.11% CTR | 0.04% CTR | 0.04% CTR |
| \$0.29 CPC | \$0.40 CPC | \$0.09 CPC | \$0.07 CPC | \$0.36 CPC | \$0.80 CPC | 1,312 Room Nights | \$9.00 CPM | \$9 CPM | \$30 CPM |
| | | | | | | \$424,500 Gross Bookings \$ | | 268 Engagements | |
| KPI Clicks | Clicks | Impressions | Impressions | Clicks | Clicks | Impressions | Impressions | Impressions | Impressions |
| Benchmark 773% CTR | 773% CTR | 0.96% CTR | 0.96% CTR | 1.55% CTR | 1.79% CTR | 0.10% CTR | 0.42% CTR | 0.09% CTR | |



Site Performance Insights



Site Traffic - May 2024

| CHANNEL | USERS | Y/Y |
|----------------|--------|--------|
| Paid Search | 21,766 | +1.6K% |
| Organic Search | 16,512 | +226% |
| Display | 9,929 | +2.6K% |
| Direct | 6,539 | -18% |
| Paid Social | 5,357 | n/a |
| Referral | 2,154 | -14% |
| Organic Social | 791 | -83% |
| Unassigned | 218 | +30% |

INSIGHTS

- **Organic Search:** The most remarkable growth among all channels with +226%, indicating a strong improvement in organic traffic. This suggests successful SEO efforts or increased interest in content.
- **Display:** Also shows significant growth (+2.6K%), suggesting effective display advertising campaigns.
- The significant increase in Organic Search and Display traffic suggests a successful digital marketing strategy in these areas.
- Paid Social shows no change Y/Y, likely due to no Paid Social campaigns being run in May 2023.

Top Pages Site - May 2024

| Page path and screen class ▼ + | ↓ <u>Views</u> | <u>Users</u> | <u>Views per user</u> |
|--|---------------------------------|--------------------------------|-----------------------|
| | 182,851 100% of total | 62,456 100% of total | 2.93 Avg 0% |
| / | 53,176 | 38,616 | 1.38 |
| /category/things-to-do/ | 15,415 | 8,868 | 1.74 |
| /category/things-to-do/attractions/ | 14,040 | 6,988 | 2.01 |
| /events/ | 11,440 | 7,611 | 1.50 |
| /category/things-to-do/outdoor-activities/ | 5,952 | 3,862 | 1.54 |
| /category/food-drink/ | 4,513 | 2,350 | 1.92 |
| /category/things-to-do/shops-galleries/ | 3,030 | 1,909 | 1.59 |
| /event/eureka-springs-pride-festival/ | 2,142 | 1,264 | 1.69 |
| /category/where-to-stay/hotels-motels/ | 1,950 | 1,083 | 1.80 |
| /category/things-to-do/nightlife/ | 1,912 | 1,335 | 1.43 |

INSIGHTS

- Home
 - **+21% M/M**
 - **+193% Y/Y**
- Things-To-Do:
 - **+25% M/M**
 - **+175% Y/Y**
- Events:
 - -20% M/M
 - **115% Y/Y**
- Things-to-Do/Attractions:
 - **+30% M/M**
 - **+215% Y/Y**
- Food & Drink:
 - **+16% M/M**
 - **+97% Y/Y**
- Outdoor Activities:
 - **+29% M/M**
 - **+86% Y/Y**

Top Paid Media Traffic Pages - May 2024

| Page path and screen class ▼ + | ↓ <u>Views</u> | <u>Users</u> | <u>Views per user</u> |
|--|-------------------------|-------------------------|-----------------------|
| | 94,030 100% of total | 36,991 100% of total | 2.54 Avg 0% |
| / | 36,326 | 28,173 | 1.29 |
| /category/things-to-do/ | 9,421 | 5,367 | 1.76 |
| /category/things-to-do/attractions/ | 8,082 | 4,005 | 2.02 |
| /events/ | 6,932 | 4,611 | 1.50 |
| /category/things-to-do/outdoor-activities/ | 3,278 | 2,117 | 1.55 |
| /category/food-drink/ | 1,735 | 938 | 1.85 |
| /category/things-to-do/shops-galleries/ | 1,454 | 907 | 1.60 |
| /category/things-to-do/nightlife/ | 1,099 | 747 | 1.47 |
| /category/where-to-stay/ | 896 | 609 | 1.47 |
| /category/where-to-stay/hotels-motels/ | 804 | 424 | 1.90 |

INSIGHTS

- Each page on this list saw growth Month-over-Month, with the exception of **Events** which saw a 21% decrease MoM.
- The Attractions page has the most engaged users, staying on the page for an average of 1 minute and 39 seconds.
 - Shops-Galleries is 2nd with users staying on for 1 minute 24 seconds.
- Overall, these pages remain consistently in the top 10 with some shuffling around over amongst them.

Top Organic Search Traffic Pages - May 2024

| Page path and screen class | ↓ Views | Users | Views per user |
|--|-------------------------|-------------------------|----------------|
| | 62,772 100% of total | 17,259 100% of total | 3.64 Avg 0% |
| / | 9,227 | 5,663 | 1.63 |
| /category/things-to-do/ | 5,101 | 3,134 | 1.63 |
| /category/things-to-do/attractions/ | 4,581 | 2,399 | 1.91 |
| /events/ | 2,906 | 1,995 | 1.46 |
| /category/things-to-do/outdoor-activities/ | 2,010 | 1,337 | 1.50 |
| /category/food-drink/ | 1,810 | 955 | 1.90 |
| /event/eureka-springs-pride-festival/ | 1,739 | 1,016 | 1.71 |
| /category/things-to-do/shops-galleries/ | 1,167 | 767 | 1.52 |
| /category/where-to-stay/hotels-motels/ | 901 | 518 | 1.74 |
| /top-9-things-that-make-eureka-springs-curious-indeed/ | 847 | 597 | 1.42 |

INSIGHTS

- **Homepage**
 - +5% M/M ; +43% Y/Y
- **Things To Do**
 - +28% M/M ; +42% Y/Y
- **Attractions**
 - +47% M/M ; +164% Y/Y
- **Events**
 - +1% M/M ; +20% Y/Y
- **Food & Drink**
 - +18% M/M ; +93% Y/Y
- **Outdoor-activities**
 - +26% M/M ; +16% Y/Y
- **Pride Festival**
 - +202% M/M

Top 10 Cities: Paid/Organic Split - May 2024

PAID TRAFFIC

| City ▼ + | ↓ <u>Users</u> | <u>New users</u> | <u>Engaged sessions</u> |
|------------------------------------|-------------------------|-------------------------|-------------------------|
| | 36,991 100% of total | 36,250 100% of total | 19,529 100% of total |
| (not set) | 6,151 | 5,760 | 1,933 |
| Dallas | 4,012 | 3,732 | 2,377 |
| Kansas City | 1,670 | 1,554 | 1,013 |
| Chicago | 1,664 | 1,503 | 1,251 |
| New York | 1,152 | 1,132 | 272 |
| Oklahoma City | 959 | 859 | 694 |
| Houston | 790 | 741 | 387 |
| Little Rock | 568 | 532 | 390 |
| St. Louis | 568 | 504 | 463 |
| Los Angeles | 437 | 429 | 111 |

ORGANIC TRAFFIC

| City ▼ + | ↓ <u>Users</u> | <u>New users</u> | <u>Engaged sessions</u> |
|------------------------------------|-------------------------|-------------------------|-------------------------|
| | 17,259 100% of total | 16,210 100% of total | 16,262 100% of total |
| Dallas | 1,743 | 1,510 | 1,451 |
| (not set) | 1,464 | 1,230 | 1,225 |
| Chicago | 1,187 | 1,039 | 994 |
| Kansas City | 824 | 730 | 733 |
| Oklahoma City | 701 | 590 | 618 |
| St. Louis | 385 | 329 | 323 |
| Little Rock | 377 | 340 | 327 |
| Eureka Springs | 318 | 214 | 395 |
| Fayetteville | 253 | 231 | 221 |
| Denver | 213 | 179 | 196 |



Creative Tactical Appendix



GOOGLE SEM

Campaign Report - May 1, 2024 - May 31, 2024

Full FY24 Performance
as of 06/10/2024

Primary KPI - Clicks 50,190
Impressions 184,079
CTR 27.27%
Avg CPC \$0.29

CLICKS 13,691
IMPRESSIONS 52,886
CTR 25.89% BENCHMARK: 7.73%
AVG CPC \$0.37

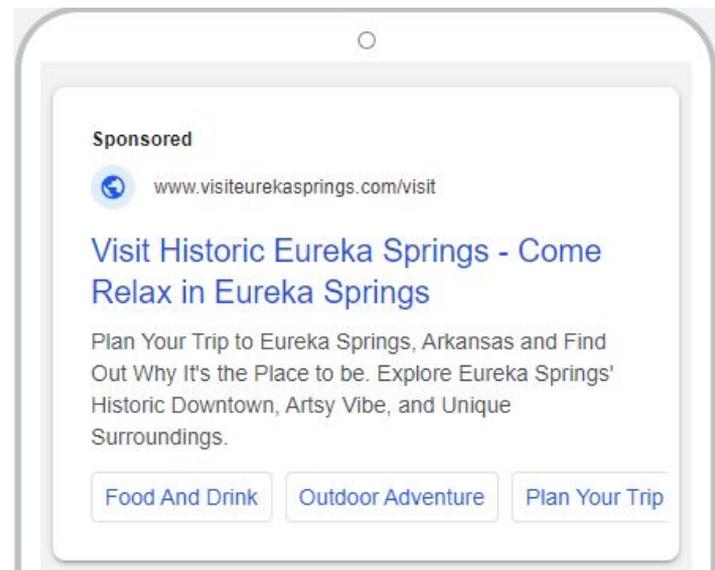
TOP PERFORMERS

Ad Groups: Things to Do, Visit Eureka Springs

Keywords: what is there to do in eureka springs, city of eureka springs, eureka springs calendar of events, eureka springs arkansas

Audience: Females 45-54

Geos: Little Rock-Pine Bluff AR, Columbia-Jefferson City MO, Jonesboro AR, Oklahoma City OK



GOOGLE SEM - "Near Me"

Campaign Report - May 1, 2024 - May 31, 2024

Full FY24 Performance
as of 06/10/2024

Primary KPI - Clicks 11,990
Impressions 53,490
CTR 22.42%
Avg CPC \$0.40

CLICKS 3,182

IMPRESSIONS 15,002

CTR 21.21% BENCHMARK: 7.73%

AVG CPC \$0.47

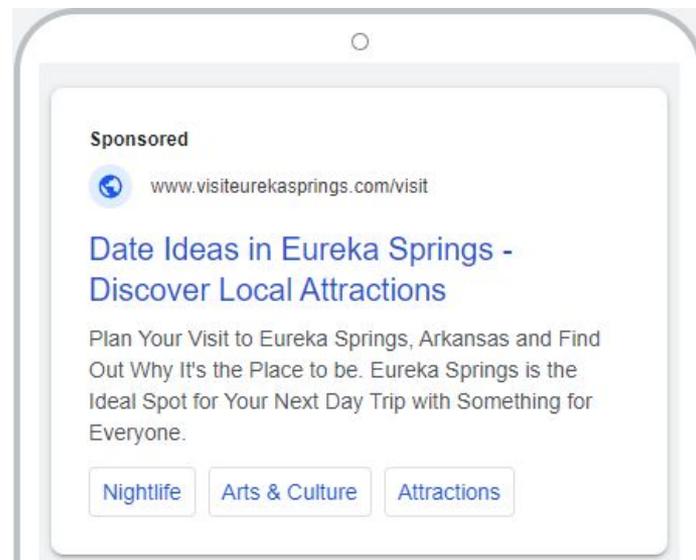
TOP PERFORMERS

Ad Groups: Visit Eureka Springs, Events

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

Audience: Females 45-54

Geos: Eureka Springs, Fayetteville, Springfield



GOOGLE DISPLAY

Campaign Report - May 1, 2024 - May 31, 2024

Full FY24 Performance
as of 06/10/2024

Primary KPI - Impressions 3,245,322
Clicks 70,382
CTR 2.17%
Avg CPC \$0.09

CLICKS 32,781

IMPRESSIONS 786,774

CTR 4.17% BENCHMARK: 0.96%

AVG CPC \$0.08

TOP PERFORMERS

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

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

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



Celebrate Spring Here

Endless outdoor adventures and out-of-this-world events await you in Eureka Springs, AR.

Visit Eureka Springs

➔

GOOGLE DISPLAY REMARKETING

Campaign Report - May 1, 2024 - May 31, 2024

Full FY24 Performance
as of 06/10/2024

Primary KPI - Impressions 1,552,747
Clicks 58,056
CTR 3.74%
Avg CPC \$0.07

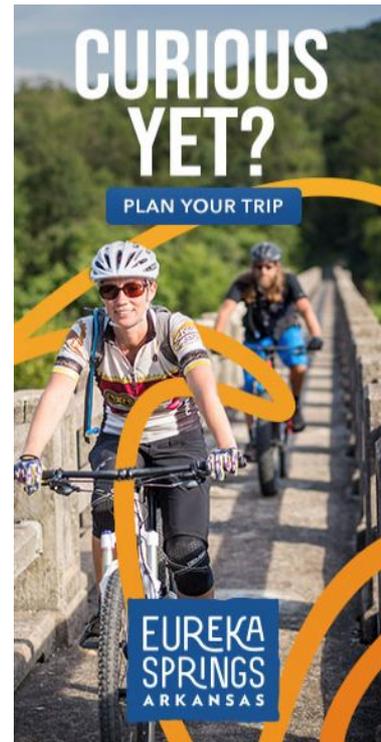
CLICKS 37,538
IMPRESSIONS 379,190
CTR 9.90% BENCHMARK: 0.96%
AVG CPC \$0.05

TOP PERFORMERS

Ads: General (Couple) 300x600, General (Biking) 300x600

Geos: New York, NY, Los Angeles, CA, San Francisco-Oakland-San Jose, CA, Chicago, IL, Philadelphia, PA

Audiences: Males 25-34



META PROSPECTING

Campaign Report - May 1, 2024 - May 31, 2024

Full FY24 Performance
as of 06/10/2024

Primary KPI - Clicks 16,380
Impressions 1,453,962
CTR 1.13%
Avg CPC \$0.36

CLICKS 5,974
IMPRESSIONS 588,321
CTR 1.02% BENCHMARK: 1.55%
AVG CPC \$0.33

TOP PERFORMERS

Ad: General (1200x1200), Spring Break (1200x1200)

Region with Highest clicks: Dallas-Ft. Worth DMA

Placement: Mobile Facebook Feeds

Engagements:
Comments: 141
Post Reactions: 2,414
Saves: 28
Shares: 93

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 - May 1, 2024 - May 31, 2024

CLICKS 2,807
IMPRESSIONS 226,211
CTR 1.24% BENCHMARK: 1.79%
AVG CPC \$0.64

TOP PERFORMERS

Ad: General (1200x1200), Core Events (1200x1200)

Region with Highest clicks: Springfield, MO DMA

Placement: Mobile Facebook Feeds

Engagements:
Comments: 42
Post Reactions: 538
Saves: 6
Shares: 40

Full FY24 Performance
as of 06/10/2024
Primary KPI - Clicks 7,038
Impressions 530,471
CTR 1.33%
Avg CPC \$0.80

 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 - May 1, 2024 - May 31, 2024

Full FY24 Performance as of 06/10/2024
Primary KPI - Impressions 1,048,669
Clicks 1,427
CTR 0.14%



\$6.6K

Attr. Ad Spend



231.1K

Impressions



337

Clicks



0.15%

CTR



171

Tickets



489

Room Nights



706

PAX



\$131.7K

Gross Bkg \$



19.9

ROAS

POS Summary

| Display POS Name | Attr. Ad Spend \$ | Impressions | Clicks | CTR | View thru \$ | Click thru \$ | Gross Bkg \$ | VR Nights | ROAS |
|------------------|-------------------|-------------|--------|-------|--------------|---------------|--------------|-----------|------|
| ExpediaPlus US | \$2,427 | 72,330 | 147 | 0.20% | \$124,480 | \$36 | \$125K | 0 | 51.3 |
| VRBO | \$4,181 | 158,725 | 190 | 0.12% | \$7,151 | \$0 | \$7K | 0 | 1.7 |
| Grand Total | \$6,608 | 231,055 | 337 | 0.15% | \$131,641 | \$36 | \$132K | 0 | 19.9 |

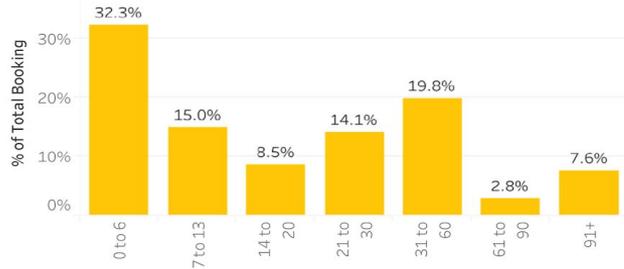
EXPEDIA

Campaign Report - May 1, 2024 - May 31, 2024

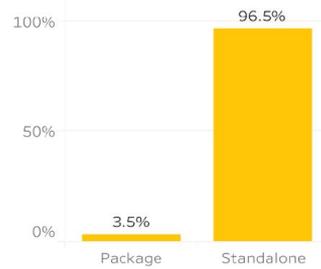
Full FY24 Performance as of 06/10/2024
Primary KPI - Impressions 1,048,669
Clicks 1,427
CTR 0.14%



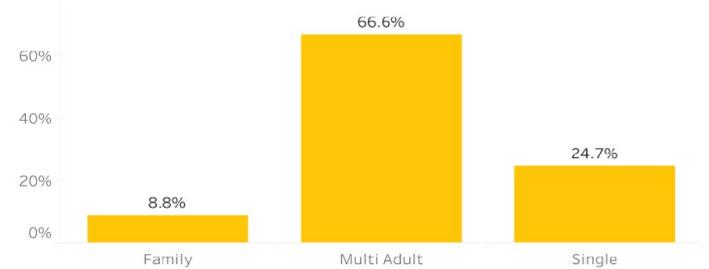
Travel Window (Days)



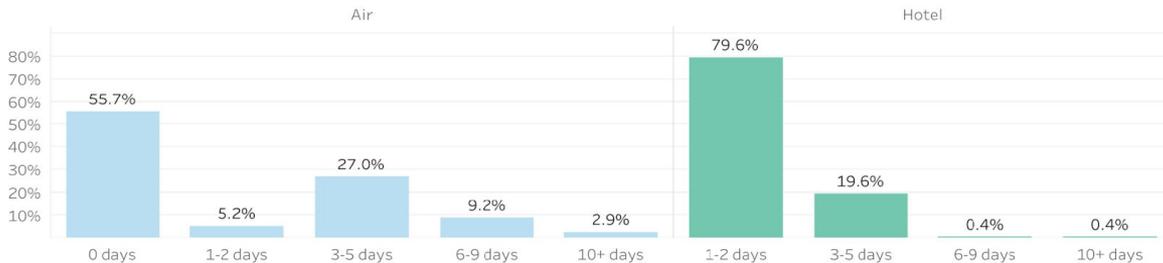
Package or Standalone



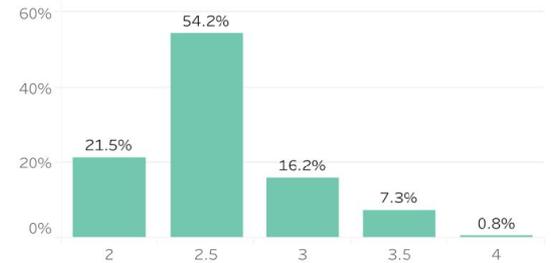
Person Count



Trip Duration (Days)



Hotel Star Rating



EPSILON

Campaign Report - May 13, 2024 - May 31, 2024

Full FY24 Performance
as of 06/10/2024

Primary KPI - Impressions 939,339
Clicks 996
CTR 0.11%
Avg CPM \$9

CLICKS 996
IMPRESSIONS 939,339
CTR 0.11% BENCHMARK: 0.10%
AVG CPM \$9.00



INSIGHTS

May Epsilon Display ads were featured alongside content on highly reputable sites including Bustle, Travel & Leisure, Afar, Forbes & ESPN

These ads are yielding a 0.11% CTR, which is above Epsilon's benchmark of 0.10%, so this is a great start to the campaign.

So far, this campaign has resulted in over 1,100 visits to the Eureka Springs website.



EPSILON

Screenshots

Full FY24 Performance
as of 06/10/2024

Primary KPI - Impressions 939,339
Clicks 996
CTR 0.11%
Avg CPM \$9

The screenshot shows the ESPN website header with navigation links for NFL, NBA, MLB, NHL, Soccer, and Golf. Below the header is a promotional banner for 'EUREKA SPRINGS ARKANSAS' with the text 'CURIOUS YET? PLAN YOUR TRIP'. The main content area features a large image of NHL players celebrating on the ice, with the headline 'Why no lead is s Round 2 lessons'. To the right, there is a 'Top Headlines' section with three items: 'Cousins: Hard feelings on Penix pick not 'helpful'', 'Wolves' Gobert fined \$75K for gesture to referee', and 'Tiger paired with Scott, Bradley at PGA Champ.'. Below the headlines are source attributions: 'Sources: Green Bay set to hire Gottlieb as coach'.

Bustle

MENU



Stacked Up

7 Books That Expanded My View Of The World



Real Talk

The Post-Truth Friendships Of 'Selling The OC'



Celebrity News

This Taylor Swift Fan Theory Predicts Her 12th Album



Bustle Exclusive

Kaia Gerber's Crash Course In Comedy

Entertainment

The screenshot shows the AFAR website on a mobile device. The header features the AFAR logo and a hamburger menu icon. Below the header, there are three main article sections: 'NATIONAL PARKS' with the headline 'A First-Timer's Guide to Banff National Park' by Juliette Recompassat; 'SUSTAINABLE TRAVEL' with the headline 'The 7 Dreamiest Hotels and Resorts in the Caribbean' by Terry Ward; and 'CRUISE' with the headline 'How Much Should You Tip on Cruise Ships?' by Fran Golden. At the bottom, there is a mobile browser interface showing the address bar with 'afar.com' and navigation icons.

MOBILEFUSE

Campaign Report - May 1, 2024 - May 31, 2024

Full FY24 Performance
as of 06/10/2024

Primary KPI - Impressions 939,339

Clicks 996

CTR 0.11%

CLICKS 996

IMPRESSIONS 939,339

CTR 0.11% BENCHMARK: 0.10%

AVG CPM \$9.00

INSIGHTS

Standard banner performance:

Imprs: 104,298

Clicks: 369

Rich Media Expandable:

Tulsa Mayfest + Hamburger Marys Drag Brunch:

Imprs: 680,722

Clicks: 94

Freshgrass:

Imprs: 323,153

Clicks: 55

Backwoods Festival + Ozarks Pridefest:

Imprs: 213,145

Clicks: 16



AZIRA (CTV)

Campaign Report - May 1, 2024 - May 31, 2024

Full FY24 Performance
as of 06/10/2024

Primary KPI - Impressions 335,494
Clicks 126
CTR 0.04%

CLICKS 126

IMPRESSIONS 335,494

CTR 0.04% BENCHMARK: 0.10%

VTR 90.76%

AVG CPM \$30

INSIGHTS

Top performing apps:

- Atmosphere
- Samsung TV Plus
- Pluto TV

Top states:

- Texas
- Oklahoma
- Missouri





Out of Home Opportunities

Kansas City + Bentonville



OOH Opportunities

Lamar + Out Front Media

STRATEGY

Billboard advertising is still alive and well - especially as we look at a mix of digital and traditional inventory. Not only are billboards great at building awareness, but we can now extend our reach by retargeting across digital channels.

In this instance, we will utilize billboards in two market - Bentonville, AR and Kansas City, KS to support the launch of our new advertising campaign in the fall of 2024.

It is recommended that in addition to OOH elements, we heavy up our digital presence and look at potential regional print opportunities in Kansas City.

TARGETING

Kansas City, KS

- Boards are concentrated around Arrowhead Stadium to capture the attention of residents and visitors as they travel to and from Chief's games in the back half of the season.

Bentonville, AR

- Inventory is focused on high traffic areas in order to gain drive awareness and consideration among locals and visitors.

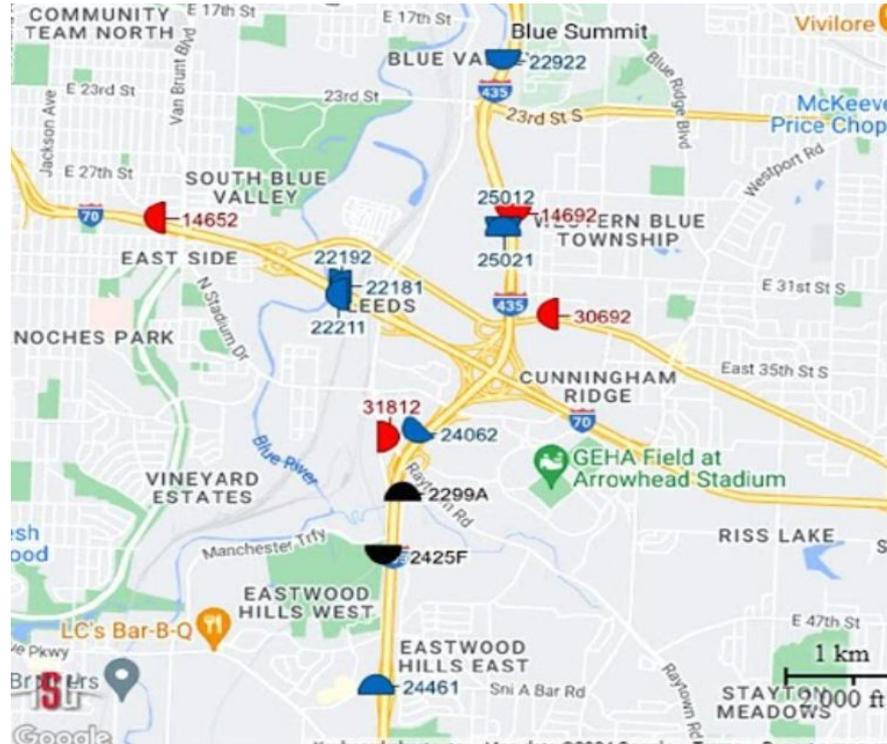
INVESTMENT

\$30-\$50k

TIMING

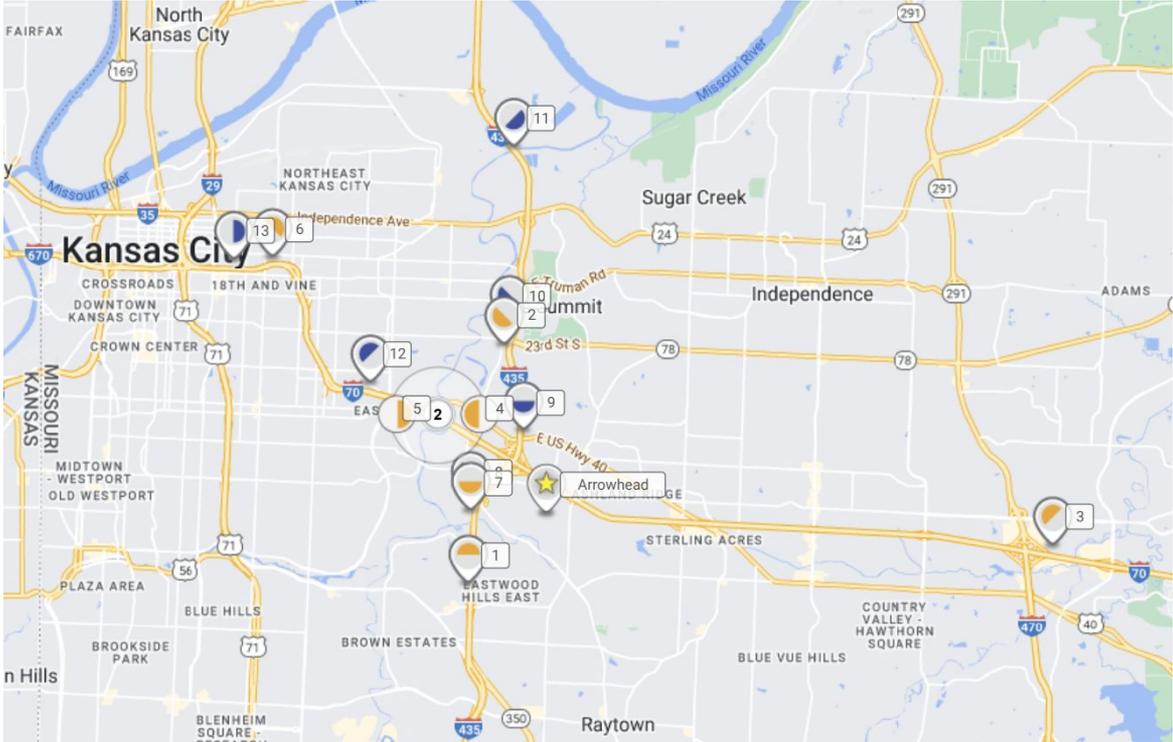
October-December

Kansas City Board Locations Out Front Inventory



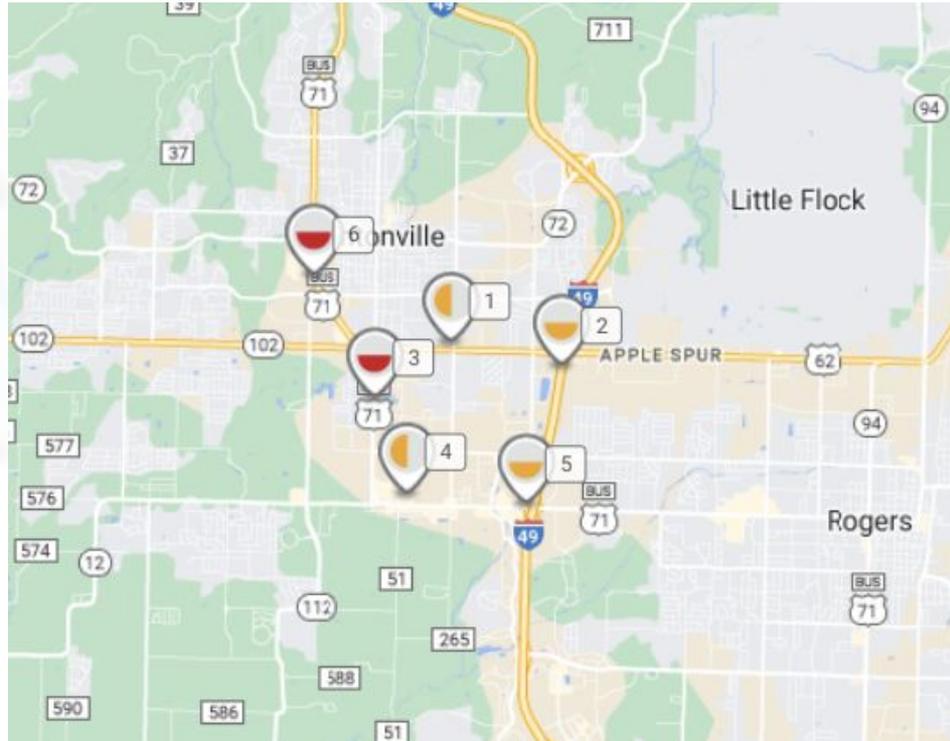
-  Bulletins
-  Digital Bulletins
-  Posters/Premier Panels

Kansas City Board Locations Lamar Inventory



-  Traditional Board
-  Digital Board

Bentonville Board Locations Lamar Inventory



-  Poster
-  Digital Board

OOH Opportunities

NEXT STEPS

- Eureka Springs team to review board locations and align on locations and strategic direction in both markets.
- Once boards are selected, Madden will go back to partners to negotiate rates and finalize campaign timeframe.