

Presented to

# VISIT EUREKA SPRINGS

JANUARY CAMPAIGN PERFORMANCE





# Media Performance



## Key Takeaways

- **Media**
  - SEM continued its strong momentum from the previous year, with General Leisure achieving an impressive 21% CTR and "Near-Me" seeing an 18.56% CTR.
  - Paid search campaigns also drove higher engagement, with a 9% MoM increase in engaged sessions (8,884 to 9,704), a 41% boost in engagement rate (53.8% to 75.92%), and a 50% rise in average engagement time per session (1m 05s to 1m 37s).
  - Similarly, Meta campaigns, while slightly below benchmark CTRs, continued to deliver value by driving engaged users to the site. Engagement rate increased by 5% MoM (40.68% to 42.77%), and average engagement time per session rose by 23%, from 17s to 21s.
- **Website Analytics:**
  - SEO and SEM continue to lead in terms of driving traffic to the website.
  - Events pages bring in more engaged users, and are continuing to see more traffic YoY.
  - Paid traffic to the food-drink page is growing in terms of both volume and engagement, this is one of the only pages within the top 10 to see growth in both areas. Something to learn from here.
  - Dallas and Chicago continue to lead for both Paid and Organic traffic, and we are seeing growth from Minneapolis, MN.

# Media Performance

SEM	SEM "Near Me"	Meta Prospecting	Meta Remarketing
10,845 Clicks	2,122 Clicks	3,731 Clicks	2,621 Clicks
51,629 Impressions	11,431 Impressions	380,164 Impressions	310,679 Impressions
21.01% CTR	18.56% CTR	0.98% CTR	0.84% CTR
\$0.30 CPC	\$0.59 CPC	\$0.43 CPC	\$0.54 CPC

KPI  
Benchmark

Clicks  
8.19% CTR

Clicks  
8.19% CTR

Clicks  
1.65% CTR

Clicks  
1.60% CTR

## FY25 Performance

Branded Impressions  
753,903

Branded Clicks  
19,319



# Site Performance Insights



## Site Traffic - January 2025

CHANNEL	USERS	Y/Y
Organic Search	10,754	+19%
Paid Search	9,956	+116%
Direct	4,635	+10%
Paid Social	3,418	n/a
Referral	549	-45%
Organic Social	502	-55%
Display	102	+191%
Unassigned	14	-37%

### INSIGHTS

- **Organic & Paid Search:** SEO overtook SEM in January 2025 as the leading channel. SEO is seeing a 19% growth in traffic — this is the first month we get to see the impact of Madden v. Madden YoY.
- **Direct** traffic continues to see YoY growth (+10%)
- **Paid Social** rounds out the channels bringing in more than 1k users in January.

## Top Pages Site - January 2025

Page path	Views ▼	% ▲	Engagement rate	% ▲
/	21,362	53.1% 📈	69.83%	-9.4% 📉
/events/	9,973	110.0% 📈	81.96%	-2.7% 📉
/category/things-to-do/	6,046	-7.2% 📉	81.86%	-7.8% 📉
/category/food-drink/	3,115	39.3% 📈	75.43%	-6.0% 📉
/category/things-to-do/attractions/	2,348	-56.9% 📉	90.52%	-2.4% 📉
/things-to-do/	2,044	-	93.67%	-
/category/where-to-stay/	1,654	65.9% 📈	93.31%	3.4% 📈
/category/things-to-do/outdoor-activities/	1,517	-28.2% 📉	92.99%	0.0% 📈
/plan-your-trip/	1,463	116.7% 📈	87.78%	-8.0% 📉
/category/where-to-stay/cabins-cottages/	1,108	-32.2% 📉	94.43%	-1.0% 📉
/category/where-to-stay/hotels-motels/	1,055	-22.1% 📉	96.26%	0.9% 📈
/category/things-to-do/shops-galleries/	1,048	-28.5% 📉	89.04%	-2.7% 📉
/events/category/the-aud/	1,006	-47.7% 📉	81.1%	5.4% 📈

## INSIGHTS

- The /events/ pages continues to see significant YoY growth and a strong Engagement Rate of 82%.
- /things-to-do/ also sees a good Engagement Rate of 82%, while the /attractions/ subpage ER jumps to 91%.

## Top Paid Media Traffic Pages - January 2025

Page path	Views ▼	% Δ	Engagement rate	% Δ
/	10,733	289.2% 📈	65.95%	-24.4% 📉
/events/	5,682	267.5% 📈	78.45%	-3.8% 📉
/category/things-to-do/	4,891	54.1% 📈	81.98%	-6.6% 📉
/category/food-drink/	1,728	120.4% 📈	79.75%	21.9% 📈
/category/things-to-do/attractions/	1,075	-57.0% 📉	93.07%	-0.1% 📉
/category/where-to-stay/	895	89.2% 📈	91.86%	4.7% 📈
/things-to-do/	748	-	95.13%	-
/category/things-to-do/outdoor-activities/	647	-25.7% 📉	94.36%	0.1% 📈
/top-things-to-do/	610	-	80.95%	-

### INSIGHTS

- Volume from Paid Channels is increasing YoY and a growth in Engagement rate is seen in the Food-Drink and Where-to-Stay pages.
- Events continue to be a driving force of website visitation.



## Top Organic Search Traffic Pages - January 2025

Page path	Views ▾	% Δ	Engagement rate	% Δ
/	6,541	31.2% 🟢	83.96%	-0.8% 🟡
/events/	3,176	72.9% 🟢	88.06%	-2.1% 🟡
/things-to-do/	1,061	-	92.75%	-
/category/things-to-do/attractions/	1,042	-49.7% 🟡	91.48%	-1.9% 🟡
/category/things-to-do/	911	-68.2% 🟡	83.55%	-6.7% 🟡
/category/food-drink/	881	7.0% 🟢	92.68%	-0.1% 🟡
/category/things-to-do/outdoor-activities/	705	-25.2% 🟡	94.09%	1.5% 🟢
/events/category/the-aud/	647	-36.9% 🟡	81.16%	-2.8% 🟡
/category/where-to-stay/	601	89.0% 🟢	97.57%	0.1% 🟢

### INSIGHTS

- /events/ saw 73% more Organic Pageviews in 2025 compared to 2024.
- Subpages are seeing less Views, but that could be due to campaigns driving traffic to other pages.
- Engagement Rates are slightly down across most pages, but not by any significant margin.

## Top 10 Cities: Paid/Organic Split - January

### PAID TRAFFIC

City	Total users ▾	% ▲
Dallas	2,343	310.3% ↑
Chicago	1,443	307.6% ↑
(not set)	909	93.0% ↑
Kansas City	755	254.5% ↑
Oklahoma City	571	375.8% ↑
Minneapolis	320	1,782.4% ↑
Little Rock	291	385.0% ↑
St. Louis	269	240.5% ↑

### ORGANIC TRAFFIC

City	Total users ▾	% ▲
Dallas	1,508	66.4% ↑
Chicago	973	101.4% ↑
(not set)	626	-23.7% ↓
Kansas City	420	25.4% ↑
Oklahoma City	314	38.9% ↑
Minneapolis	233	513.2% ↑
Little Rock	192	7.3% ↑
St. Louis	172	8.9% ↑
Fayetteville	168	27.3% ↑

### INSIGHTS

- Dallas and Chicago are the top cities for both Paid and Organic traffic, growth on the Paid side is significantly greater than organic traffic.
- Spots 3-7 are consistent among both Paid and Organic traffic.
- Minneapolis, MN is continuing to grow in awareness of Eureka Springs, while all other cities are regional and within the "drive-market" category.



# Creative Tactical Appendix



# GOOGLE SEM

Campaign Report - January 1, 2025 - January 31, 2025

Full FY25 Performance  
as of 2/05/2025

Primary KPI - Clicks 10,845  
Impressions 51,629  
CTR 21.01%  
Avg CPC \$0.30

**CLICKS** 10,845

**IMPRESSIONS** 51,629

**CTR** 21.01% BENCHMARK: 8.19%

**AVG CPC** \$0.30

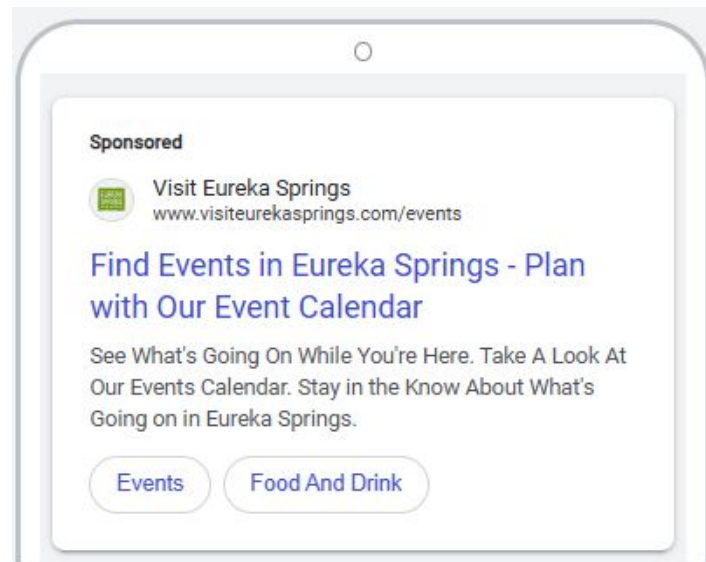
## TOP PERFORMERS

**Ad Groups:** Visit Eureka Springs, Events, Things to Do

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

**Audience:** Females 45-54

**Geos:** Little Rock-Pine Bluff AR, Oklahoma City OK, Dallas-Ft. Worth TX DMAs



# GOOGLE SEM - "Near Me"

Campaign Report - January 1, 2025 - January 31, 2025

Full FY25 Performance  
as of 2/05/2025

Primary KPI - Clicks 2,122  
Impressions 11,431  
CTR 18.56%  
Avg CPC \$0.59

**CLICKS** 2,122

**IMPRESSIONS** 11,431

**CTR** 18.56% BENCHMARK: 8.19%

**AVG CPC** \$0.59

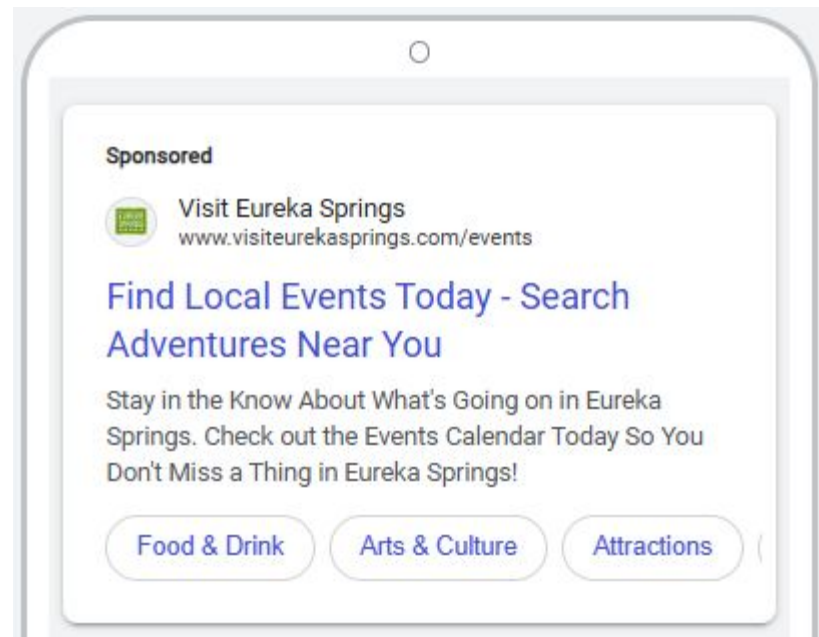
## TOP PERFORMERS

**Ad Groups:** Events, Visit Eureka Springs, Things to Do

**Keywords:** things to do in Eureka Springs, eureka springs event calendar, eureka springs, best restaurants in eureka springs, things to do in Eureka Springs

**Audience:** Females 55-64

**Geos:** Eureka Springs, Fayetteville, Springfield Township



# META PROSPECTING

Campaign Report - January 1, 2025 - January 31, 2025

**CLICKS** 3,731  
**IMPRESSIONS** 380,164  
**CTR** 0.98% BENCHMARK: 1.65%  
**AVG CPC** \$0.43

## TOP PERFORMERS

**Ad:** Winter - General (1200x628)

**Region with Highest clicks:** Little Rock-Pine Bluff DMA

**Placement:** Mobile Facebook Feeds

**Engagements:**

**Comments:** 19

**Post Reactions:** 593

**Saves:** 19

**Shares:** 32

**Full FY25 Performance**  
as of 2/05/2025

**Primary KPI - Clicks** 3,731  
**Impressions** 380,164  
**CTR** 0.98%  
**Avg CPC** \$0.43



# META REMARKETING

Campaign Report - January 1, 2025 - January 31, 2025

Full FY25 Performance  
as of 2/05/2025

Primary KPI - Clicks 2,621  
Impressions 310,679  
CTR 0.84%  
Avg CPC \$0.54

**CLICKS** 2,621  
**IMPRESSIONS** 310,679  
**CTR** 0.84% BENCHMARK: 1.60%  
**AVG CPC** \$0.54

## TOP PERFORMERS

Ad: Winter - General (1200x1200)

Region with Highest clicks: Kansas City DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 13

Post Reactions: 194

Saves: 2

Shares: 4

