

Presented to

VISIT

EUREKA SPRINGS

FEBRUARY CAMPAIGN PERFORMANCE





Media Performance



Key Takeaways

- **Media**
 - Your Meta campaigns saw increases across the board in analytics, with new users up 22% MoM, engaged sessions up 46%, and engagement rate increasing by 12%. This indicates that users interacting with your Meta ads are not only visiting your site but actively engaging with the content.
 - Google Demand Gen launched midway through the month and is already delivering strong results, with over 13K clicks and a 1.17% CTR for February. While this is slightly below our 2.11% benchmark, the campaign only ran for half the month and we expect it to gain momentum moving forward.
 - Google and Meta tactics are ongoing, while Azira CTV & interstitials, Reddit, and Clicktripz were newly introduced this month. We look forward to sharing performance insights on these additions during our next reporting call.
- **Website Analytics:**
 - Search, both Paid and Organic, are Eureka Springs' bread and butter when it comes to website performance.
 - Volume is skyrocketing for SEM.
 - Chicago and Dallas remain the top visiting cities to the website, for both Paid and Organic channels.
 - Madden's paid efforts are taking hold, but we are seeing a drop in Engagement – it will be good to monitor this over the next few months and see where we have stability in site engagement.

FY25 Performance

Branded Impressions
2,736,525

Branded Clicks
53,603

Media Performance

SEM	SEM "Near Me"	Google Demand Gen	Meta Prospecting	Meta Remarketing
22,390 Clicks	4,261 Clicks	13,605 Clicks	7,823 Clicks	5,524 Clicks
104,780 Impressions	22,272 Impressions	1,159,396 Impressions	720,115 Impressions	729,962 Impressions
21.37% CTR	19.13% CTR	1.17% CTR	1.09% CTR	0.76% CTR
\$0.29 CPC	\$0.57 CPC	\$0.09 CPC	\$0.40 CPC	\$0.50 CPC



Site Performance Insights



Site Traffic - February 2025

CHANNEL	USERS	Y/Y
Paid Search	15,397	+115%
Organic Search	12,061	+11%
Direct	4,788	-6%
Paid Social	4,304	+61K%
Cross-Network	2,044	n/a
Organic Social	863	+21%
Referral	633	-71%
Unassigned	241	+125%

INSIGHTS

- **Paid & Organic Search:** SEM overtook SEO in February 2025 as the leading channel. SEM is seeing a 115% growth in traffic.
- **Direct** traffic was slightly down in Feb 2025 compared to Feb 2024.
- **Cross-Network** traffic came into the mix this month with paid efforts driving traffic via these channels.

Top Pages Site - February 2025

Page path	Views ▾	% Δ	Engagement rate	% Δ
/	31,462	76.5% 🟢	61.15%	-16.6% 🟡
/events/	12,368	90.6% 🟢	81.66%	-2.6% 🟡
/category/things-to-do/	6,412	-34.9% 🟡	80.35%	-9.9% 🟡
/category/food-drink/	2,722	-7.7% 🟡	77.97%	-8.8% 🟡
/category/things-to-do/attractions/	2,040	-75.4% 🟡	85.64%	-6.1% 🟡
/category/where-to-stay/	1,716	79.5% 🟢	92.77%	-1.3% 🟡
/things-to-do/	1,664	-	96.16%	-
/category/things-to-do/outdoor-activities/	1,654	-50.9% 🟡	90.74%	-2.8% 🟡
/plan-your-trip/	1,387	69.4% 🟢	92.76%	-0.5% 🟡
/mardi-gras-eureka-springs-arkansas/	1,385	-	86.6%	-
/events/category/the-aud/	1,288	-18.1% 🟡	84.43%	2.4% 🟢
/category/where-to-stay/hotels-motels/	1,094	-28.3% 🟡	94.85%	1.7% 🟢
/category/things-to-do/shops-galleries/	1,004	-54.4% 🟡	90.27%	0.0% 🟡
/category/where-to-stay/cabins-cottages/	878	-45.3% 🟡	94.75%	1.7% 🟢
/top-things-to-do/	860	-	79.65%	-

INSIGHTS

- The /events/ page sees twice as many views as the next ranked page.
- The homepage is bringing in 77% for pageviews in 2025, but we don't see those views make their way to other pages meaning that the users may be arriving on site and bouncing.
- /plan-your-trip/ is seeing significant growth in pageviews YoY.

Top Paid Media Traffic Pages - February 2025

Page path	Views ▼	% Δ	Engagement rate	% Δ
/	19,812	422.2% ↑	51.09%	-41.0% ↓
/events/	7,361	147.3% ↑	78.34%	-1.8% ↓
/category/things-to-do/	5,302	6.0% ↑	80.44%	-8.2% ↓
/category/food-drink/	1,700	66.0% ↑	79.67%	0.8% ↑
/category/where-to-stay/	863	124.2% ↑	92.64%	1.3% ↑
/category/things-to-do/attractions/	836	-80.0% ↓	78.9%	-13.3% ↓
/mardi-gras-eureka-springs-arkansas/	760	-	89.98%	-
/top-things-to-do/	682	-	79.93%	-
/plan-your-trip/	591	150.4% ↑	96.67%	1.2% ↑

INSIGHTS

- The homepage is bringing in more than 400% more views in 2025 compared to 2024.
- Engagement rate is dropping by 41% on the homepage indicating that, although more traffic is coming through, the traffic is less engaged.
- Only food-drink saw consistency in engagement YoY.

Top Organic Search Traffic Pages - February 2025

Page path	Views ▾	% ▲	Engagement rate	% ▲
/	6,849	15.9% 🟢	85.64%	-1.0% 🟡
/events/	3,651	71.8% 🟢	88.75%	-2.0% 🟡
/things-to-do/	1,023	-	98.07%	-
/category/things-to-do/attractions/	1,016	-64.6% 🟡	91.03%	-3.1% 🟡
/category/things-to-do/	882	-78.8% 🟡	81.67%	-8.7% 🟡
/category/things-to-do/outdoor-activities/	865	-39.2% 🟡	92.23%	-1.7% 🟡
/events/category/the-aud/	840	-13.4% 🟡	84.05%	-2.9% 🟡
/category/where-to-stay/	697	71.3% 🟢	97.2%	-1.0% 🟡
/category/food-drink/	633	-51.9% 🟡	93.8%	2.8% 🟢
/event/2025-spring-fling-bike-rally/	607	-	60.5%	-

INSIGHTS

- /events/ saw 72% more Organic Pageviews in 2025 compared to 2024.
- The homepage saw a growth of 16% in Pageviews.
- All other pages saw a decline in traffic except for the /where-to-stay/ page, which saw a 71% increase YoY.

Top 10 Cities: Paid/Organic Split - February

PAID TRAFFIC

City	Total users ▼	% ▲
Dallas	2,928	215.9% ↑
Chicago	2,155	287.6% ↑
Kansas City	1,153	220.3% ↑
(not set)	817	14.9% ↑
Oklahoma City	793	213.4% ↑
Houston	655	1,049.1% ↑
Minneapolis	503	2,087.0% ↑
St. Louis	404	152.5% ↑

ORGANIC TRAFFIC

City	Total users ▼	% ▲
Dallas	1,281	22.0% ↑
Chicago	806	41.7% ↑
Kansas City	499	9.7% ↑
(not set)	418	-56.1% ↓
Oklahoma City	389	11.1% ↑
Minneapolis	303	657.5% ↑
Fayetteville	213	37.4% ↑
Little Rock	211	13.4% ↑
Eureka Springs	182	34.8% ↑

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.
- KCMO and OKC take the 3rd and 4th spots with Houston coming in on the Paid side, but not via Organic channels.
- Minneapolis continues to be an intriguing market on the website performance side of things.



Creative Tactical Appendix



GOOGLE SEM

Campaign Report - February 1, 2025 - February 28, 2025

Full FY25 Performance
as of 3/13/2025

Primary KPI - Clicks 22,390
Impressions 104,780
CTR 21.37%
Avg CPC \$0.29

CLICKS 11,545

IMPRESSIONS 53,151

CTR 21.72% BENCHMARK: 8.19%

AVG CPC \$0.27

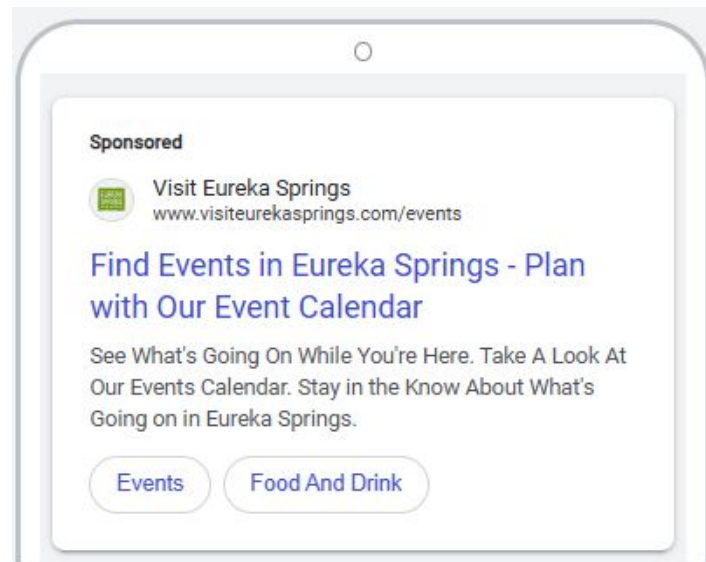
TOP PERFORMERS

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 - February 1, 2025 - February 28, 2025

Full FY25 Performance
as of 3/13/2025

Primary KPI - Clicks 4,261
Impressions 22,272
CTR 19.13%
Avg CPC \$0.57

CLICKS 2,139

IMPRESSIONS 10,841

CTR 19.73% BENCHMARK: 8.19%

AVG CPC \$0.54

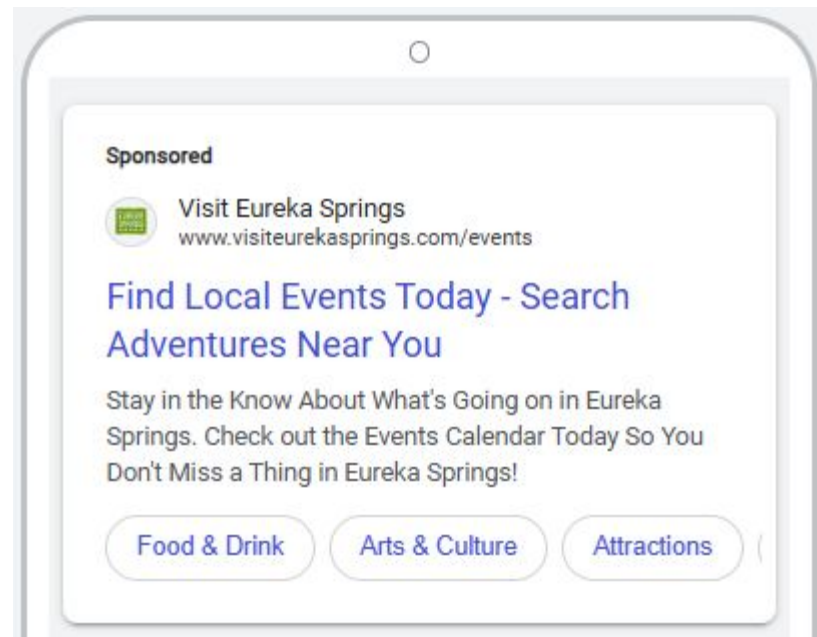
TOP PERFORMERS

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

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

Audience: Females 25-34

Geos: Eureka Springs, Fayetteville, Springfield Township



GOOGLE DEMAND GEN

Campaign Report - February 1, 2025 - February 28, 2025

Full FY25 Performance
as of 3/13/2025

Primary KPI - Clicks 13,605
Impressions 1,159,396
CTR 1.17%
Avg CPC \$0.09

CLICKS 13,605

IMPRESSIONS 1,159,396

CTR 1.17% BENCHMARK: 8.19%

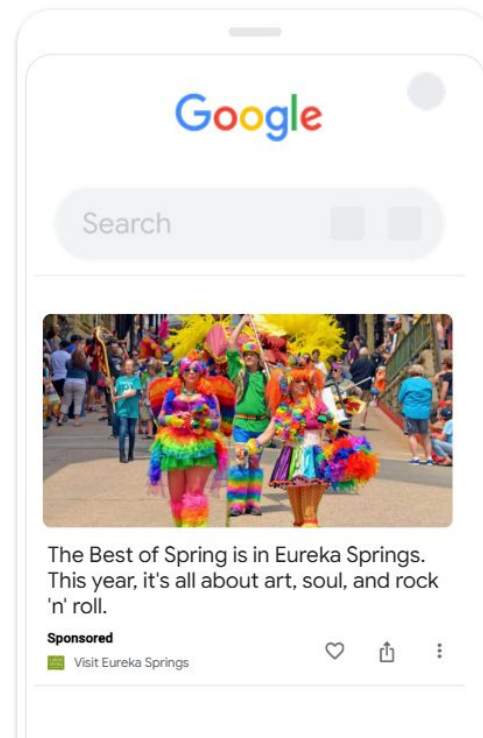
AVG CPC \$0.09

TOP PERFORMERS

Ad Groups: Events, Spring Break, General Leisure

Audience: Males 65+

Geos: Chicago IL, Houston TX, Dallas-Ft. Worth TX, Kansas City MO, St. Louis MO



META PROSPECTING

Campaign Report - February 1, 2025 - February 28, 2025

Full FY25 Performance as of 3/13/2025
Primary KPI - Clicks 7,823
Impressions 720,115
CTR 1.09%
Avg CPC \$0.40

CLICKS 4,092
IMPRESSIONS 339,951
CTR 1.20% BENCHMARK: 1.65%
AVG CPC \$0.38

TOP PERFORMERS

Ad: Spring Events (1200x1200)

Region with Highest clicks: Little Rock-Pine Bluff DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 83

Post Reactions: 1,079

Saves: 14

Shares: 57

 **Eureka Springs, Arkansas**  ... 

Sponsored · 

In Eureka Springs, our events let you reinvent the springtime any way you like.





visiteurekasprings.com
Free to Be Yourself
Find Your Free

[Learn more](#)

   Barbara J ... 26 comments 42 shares

 Like  Comment  Share

META REMARKETING

Campaign Report - February 1, 2025 - February 28, 2025

CLICKS 2,903
IMPRESSIONS 419,283
CTR 0.69% BENCHMARK: 1.60%
AVG CPC \$0.47

TOP PERFORMERS

Ad: Core Events (1200x1200)

Region with Highest clicks: Kansas City DMA

Placement: Mobile Facebook Feeds

Engagements:

Comments: 16

Post Reactions: 208

Saves: 4

Shares: 12

Full FY25 Performance
as of 3/013/2025

Primary KPI - Clicks 5,524
Impressions 729,962
CTR 0.76
Avg CPC \$0.50

Eureka Springs, Arkansas  ... X
Sponsored · 

Springtime means there's so much to celebrate in Eureka Springs. Let the excitement move you.



visiteurekasprings.com

Celebrate with Us

Find Your Free

[Learn more](#)

   R.C. Rushly a... 8 comments 6 shares

 Like

 Comment

 Share