

Presented to

VISIT

EUREKA SPRINGS

MARCH CAMPAIGN PERFORMANCE



The Plan

Market	Media	Copy Size	Start Date	End Date	Periods	Inventory #	Location Description	Distance to POI
Kansas City	Bulletins	14'x48'	9/8/2025	12/28/2025	4	24062	I-435 N/O Raytown Road W/S F/NE	0.8 mi from Arrowhead Stadium
Kansas City	Bulletins	14'x48'	9/8/2025	12/28/2025	4	24322	I-70 @ 23rd Street W/S F/N	3.9 mi from Arrowhead Stadium
Kansas City	Bulletins	14'x48'	9/8/2025	12/14/2025	4	510121	I-435 at .6 M S/O Front Street F/N	5.0 mi from Arrowhead Stadium

Total Estimated Impressions: 14.6M

Total Spend: \$35,550

Kansas City Digital Boards Outfront

MARKET
Kansas City

BOARD #
2406

ADDRESS
I-435 N/O Raytown Road W/S F/NE



18+ Weekly Imp: 272,340

Size: 14'x48'

Area: I-435

Zip Code: 64129

Latitude: 39.053687

Longitude: -94.497688

Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: BIZ-BB

geopath ID#: 489155

This unit is a great read on I-435 next to Kauffman/Royals and Arrowhead/Chiefs stadiums. I-435 south of I-70 is very high demand, and covers all eastern suburbs.



Kansas City Digital Boards Outfront

MARKET
Kansas City

BOARD #
2432

ADDRESS
I-70 @ 23rd Street W/S F/N



18+ Weekly Imp: 375,161

Size: 14'x48'

Area: I-70 East

Zip Code: 64127

Latitude: 39.083246

Longitude: -94.541865

Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: BIZ-BB

geopath ID#: 489180

Restrictions: Alcohol/Adult
Content[Cannabis]

This unit is on I-70 east of downtown, one of the city's busiest expressways. It shows to commuters and entertainment traffic traveling to the eastern suburbs including Independence, Blue Springs, Lee's Summit, Kansas City, MO and more. It also shows to inbound stadium traffic (Royals/Chiefs).



Kansas City Digital Boards Outfront

MARKET
Kansas City

BOARD #
51012-1

ADDRESS
I-435 at .6 M S/O Front Street F/N



18+ Weekly Imp: 269,993

Size: 14'x48'

Area: 1-435

Zip Code: 64120

Latitude: 39.121

Longitude: -94.493

Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: BIZ-BB

geopath ID#: 50578280

This unit covers the eastern suburbs north of I-70 including Liberty and Independence.





Media Performance



Key Takeaways

- **Media**
 - Expedia is off to a great start, with the first month resulting in \$453k+ in gross booking revenue, along with 1,116 room nights booked.
 - Reddit also launched this month and is already driving solid results with 1K+ clicks and a 0.38% CTR—just shy of Madden benchmarks—as the Carousel ad unit emerges as the top performer.
 - Tiki (formerly Clicktripz) is showing especially impressive early traction, delivering 6K+ clicks at a standout 8.71% CTR, exceeding their typical 6–8% range. Starting next month, we'll also be able to provide insight into the search queries driving those results.
- **Website Analytics:**
 - Strong Growth from Paid Channels: Paid Search traffic increased by 66% year-over-year (YoY), driving over 25,000 users — significantly outpacing Organic Search growth (+27%).
 - Shifting Audience Behavior: Direct traffic declined by 25% YoY, while Paid Social (+9%) and Display (+238%) both saw notable increases, indicating growing reliance on paid media for site traffic.
 - Top Performing Content: The homepage experienced a 55% increase in traffic but a 20% decrease in engagement rate. In contrast, the Events page grew 49% in users and improved engagement.
 - Organic Search Drives Quality Engagement: Pages accessed via Organic Search consistently showed higher engagement rates compared to Paid traffic, with /things-to-do/, /outdoor-activities/, and /where-to-stay/ pages performing particularly well.
 - Regional Market Expansion: Kansas City led in Organic Traffic, while Dallas remained strong across both channels. Emerging growth was noted from regional markets like Houston, Oklahoma City, St. Louis, and Fort Worth, especially in Paid traffic.

Branded Impressions

7,291,054

Branded Clicks

125,126

Media Performance

SEM	SEM "Near Me"	Google Demand Gen	Meta Prospecting	Meta Remarketing	Azira CTV	Azira Display	Reddit	Expedia	Tiki
38,857 Clicks	8,407 Clicks	46,871 Clicks	13,158 Clicks	8,698 Clicks	405 Clicks	378 Clicks	1,572 Clicks	421 Clicks	6,359 Clicks
178,714 Impressions	40,934 Impressions	3,712,868 Impressions	1,116,771 Impressions	1,112,624 Impressions	150,475 Impressions	8,544 Impressions	412,638 Impressions	484,511 Impressions	72,975 Impressions
21.74% CTR	20.54% CTR	1.26% CTR	1.18% CTR	0.78% CTR	0.27% CTR	4.42% CTR	0.38% CTR	31.3 ROAS	8.71% CTR
\$0.26 CPC	\$0.43 CPC	\$0.09 CPC	\$0.37 CPC	\$0.50 CPC	\$40 CPM	\$16.25 CPM	\$1.32 CPC	\$453K Gross Booking \$\$	\$1.82 CPC
								1,116 Room Nights	
KPI Benchmark	Clicks 9.59% CTR	Clicks 1.81% CTR	Clicks 1.76% CTR	Clicks 1.92% CTR	Impressions 0.09% CTR	Impressions 0.44% CTR	Clicks 0.41% CTR		



Site Performance Insights



Site Traffic - March 2025

CHANNEL	USERS	Y/Y
Paid Search	25,793	+66%
Organic Search	18,156	+27%
Direct	6,135	-25%
Cross-Network	5,578	n/a
Paid Social	5,138	+9%
Display	4,820	+238%
Referral	1,094	-31%
Organic Social	753	-49%

INSIGHTS

- **Paid & Organic Search:** SEM is creating a larger separation between itself and SEO with over 7K Users coming via paid efforts. Both are up in site traffic YoY.
- **Direct** traffic was down 25% YoY for March 2025.
- **Cross-Network** is continuing to generate a strong user base with slightly more traffic than Paid Social.
- **Paid Social** and **Display** traffic are both up YoY, 9% and 238%, respectively.

Top Pages Site - March 2025

Page path	Views ▾	% Δ	Engagement rate	% Δ
/	56,966	54.7% ↑	53.44%	-19.6% ↓
/events/	16,655	48.8% ↑	79.49%	5.6% ↑
/category/things-to-do/	10,376	-38.6% ↓	81.01%	-8.2% ↓
/category/food-drink/	3,994	-23.7% ↓	77.51%	-7.3% ↓
/category/things-to-do/attractions/	3,262	-78.7% ↓	81.52%	-11.9% ↓
/category/things-to-do/outdoor-activities/	2,587	-58.1% ↓	92.14%	-2.2% ↓
/things-to-do/	2,367	-	96.48%	-
/category/where-to-stay/	2,116	45.2% ↑	93.24%	-2.7% ↓
/plan-your-trip/trolley-services/	1,873	-	75.49%	-
/plan-your-trip/	1,825	49.0% ↑	94.24%	-0.9% ↓
/event/st-patricks-day-parade/	1,686	28,000.0...	68.01%	-15.0% ↓
/top-things-to-do/	1,686	-	78.03%	-
/category/things-to-do/shops-galleries/	1,643	-52.6% ↓	88.21%	-3.0% ↓
/events/category/the-aud/	1,624	-15.6% ↓	84.62%	2.9% ↑
/13-must-post-instagrammable-spots-in-eureka-springs/	1,318	16.8% ↑	79.88%	-4.1% ↓

INSIGHTS

- The homepage saw an increase in traffic (+55%) and a decrease of 20% in Engagement Rate.
- Events saw 49% growth in Users AND saw an increased Engagement Rate.
- The page with the strongest Engagement Rate is /things-to-do/.

Top Paid Media Traffic Pages - March 2025

Page path	Views ▼	% Δ	Engagement rate	% Δ
/	39,219	127.1% ↑	44.69%	-24.3% ↓
/events/	9,399	54.2% ↑	76.55%	8.9% ↑
/category/things-to-do/	8,588	-15.1% ↓	79.85%	-10.4% ↓
/category/food-drink/	2,541	6.9% ↑	75.11%	-2.6% ↓
/plan-your-trip/trolley-services/	1,646	-	73.71%	-
/category/things-to-do/attractions/	1,344	-85.6% ↓	71.23%	-22.4% ↓
/top-things-to-do/	1,335	-	77.7%	-
/category/things-to-do/outdoor-activities/	1,027	-71.1% ↓	92.47%	-1.4% ↓
/category/where-to-stay/	967	25.3% ↑	93.05%	-1.8% ↓

INSIGHTS

- The homepage continues to see strong YoY growth in site traffic from Paid Channels.
- /events/ and /category/food-drink saw growth in Pageviews while all other pages saw declines.
- Engagement Rate is strongest among the /outdoor-activities/ and /where-to-stay/ pages.

Top Organic Search Traffic Pages - March 2025

Page path	Views ▾	% ▲	Engagement rate	% ▲
/	10,541	17.6% 📈	83.35%	0.0% 📈
/events/	5,494	105.0% 📈	86.61%	-4.0% 📉
/category/things-to-do/attractions/	1,679	-61.1% 📉	89.69%	-4.5% 📉
/things-to-do/	1,517	-	96.98%	-
/category/things-to-do/	1,396	-75.6% 📉	83.48%	-5.1% 📉
/category/things-to-do/outdoor-activities/	1,244	-36.6% 📉	94.44%	-1.5% 📉
/event/st-patricks-day-parade/	1,053	26,225.0...	61.18%	-18.4%...
/events/category/the-aud/	1,015	19.1% 📈	83.64%	-2.5% 📉
/category/food-drink/	944	-48.6% 📉	92.77%	3.5% 📈
/category/where-to-stay/	941	92.0% 📈	94.23%	-3.9% 📉

INSIGHTS

- Engagement Rate on pages via *Organic Search* are consistently higher than traffic via *Paid Channels*.
- Overall, site traffic is increasing steadily for the Homepage and significantly for the Events page.
- St Patricks Day Parade saw significant YoY growth for both Paid and Organic traffic.

Top 10 Cities: Paid/Organic Split - March 2025

PAID TRAFFIC

City	Total users ▾	% Δ
Chicago	3,473	170.3% ↑
Dallas	3,245	-3.7% ↓
Houston	2,125	1,560.2% ↑
Kansas City	1,914	24.5% ↑
Oklahoma City	1,504	61.7% ↑
(not set)	1,438	-28.7% ↓
St. Louis	659	30.0% ↑
Fort Worth	590	133.2% ↑

ORGANIC TRAFFIC

City	Total users ▾	% Δ
Kansas City	850	11.7% ↑
Dallas	846	-43.3% ↓
(not set)	749	-41.0% ↓
Oklahoma City	740	46.8% ↑
Chicago	619	-33.9% ↓
Little Rock	321	36.6% ↑
Eureka Springs	310	24.0% ↑
Fayetteville	291	37.9% ↑
St. Louis	275	-4.5% ↓

INSIGHTS

- Kansas City took the top spot in Organic Traffic in March 2025, while we saw organic Chicago traffic fall to 4th.
- Dallas is consistently a top market, but we saw growth from Houston, OKC, STLMO, and event Fort Worth, TX on the Paid side.
- Regional markets are prevalent in the organic traffic, most regional cities are seeing YoY growth.



Creative Tactical Appendix



GOOGLE SEM

Campaign Report - March 1, 2025 - March 31, 2025

Full FY25 Performance
as of 4/3/2025

Primary KPI - Clicks 38,857
Impressions 178,714
CTR 21.74%
Avg CPC \$0.26

CLICKS 16,103

IMPRESSIONS 71,950

CTR 22.38% BENCHMARK: 9.59%

AVG CPC \$0.21

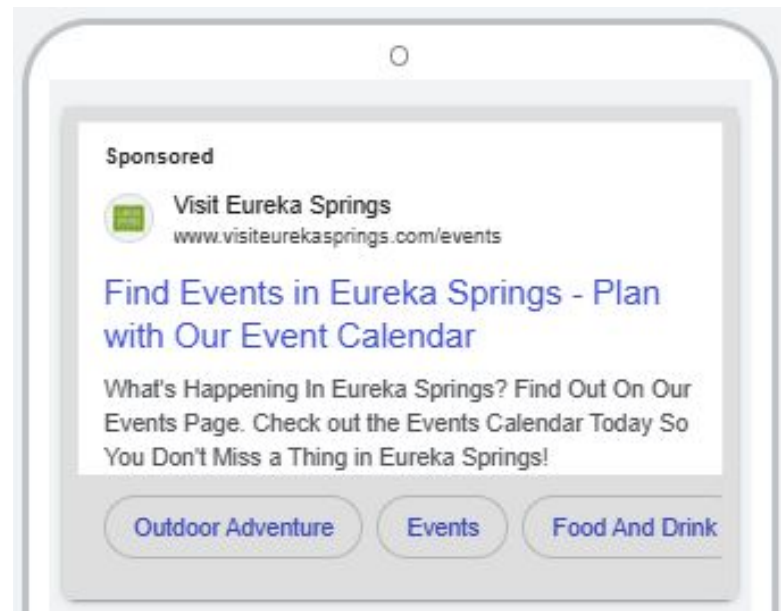
TOP PERFORMERS

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 - March 1, 2025 - March 31, 2025

Full FY25 Performance
as of 4/3/2025

Primary KPI - Clicks 8,407
Impressions 40,934
CTR 20.54%
Avg CPC \$0.43

CLICKS 4,065

IMPRESSIONS 18,298

CTR 22.22% BENCHMARK: 9.59%

AVG CPC \$0.29

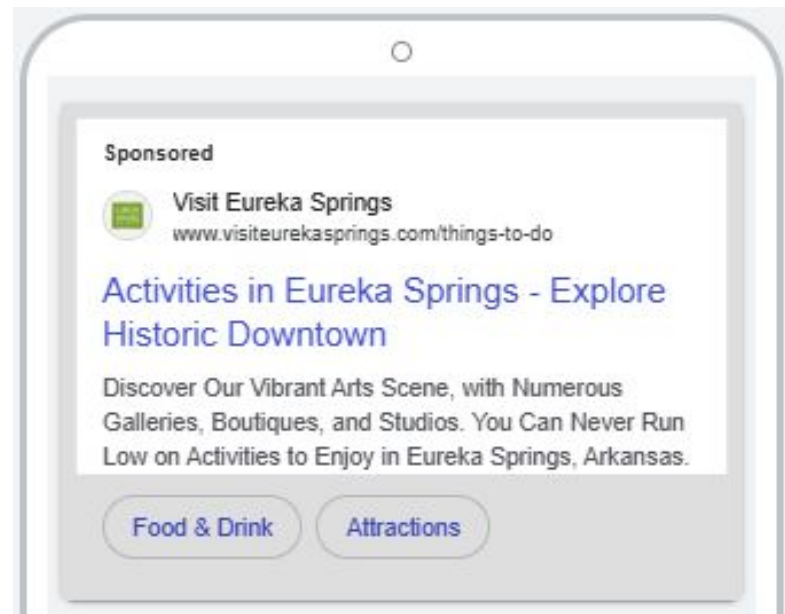
TOP PERFORMERS

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

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 35-44

Geos: Springfield MO, Joplin MO-Pittsburg KS, Ft. Smith-Fayetteville-Springdale-Rogers AR,



GOOGLE DEMAND GEN

Campaign Report - March 1, 2025 - March 31, 2025

Full FY25 Performance
as of 4/3/2025

Primary KPI - Clicks 46,871
Impressions 3,712,868
CTR 1.26%
Avg CPC \$0.09

CLICKS 32,068

IMPRESSIONS 2,446,420

CTR 1.31% BENCHMARK: 1.81%

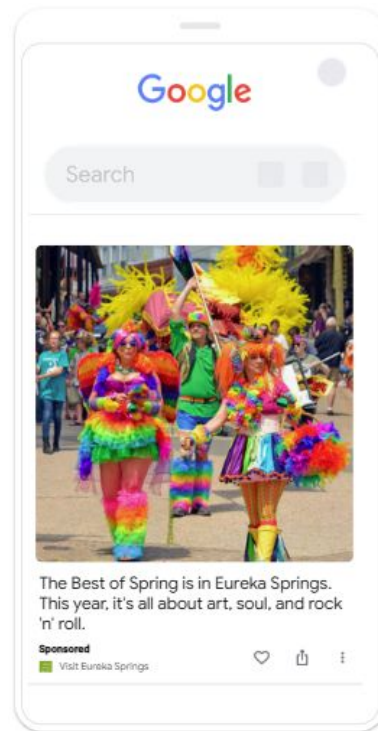
AVG CPC \$0.09

TOP PERFORMERS

Ad Groups: Events, General Leisure, Outdoors

Audience: Males 65+

Geos: Chicago IL, Dallas-Ft. Worth TX, Houston TX



META PROSPECTING

Campaign Report - March 1, 2025 - March 31, 2025

Full FY25 Performance
as of 4/3/2025

Primary KPI - Clicks 13,158
Impressions 1,116,771
CTR 1.18%
Avg CPC \$0.37

CLICKS 5,163
IMPRESSIONS 384,810
CTR 1.34% BENCHMARK: 1.76%
AVG CPC \$0.33

TOP PERFORMERS

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

Geos: Kansas City MO, Little Rock-Pine Bluff AR, Springfield MO

Placement: Mobile Facebook Feeds

Engagements:
Comments: 65
Post Reactions: 1,152
Saves: 35
Shares: 70

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Barbara J ... 26 comments 42 shares

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Like Comment Share

META REMARKETING

Campaign Report - March 1, 2025 - March 31, 2025

CLICKS 3,102
IMPRESSIONS 376,766
CTR 0.82% BENCHMARK: 1.92%
AVG CPC \$0.50

TOP PERFORMERS

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



Geos: Kansas City MO, Little Rock-Pine Bluff AR, Springfield MO

Placement: Mobile Facebook Feeds

Engagements:
Comments: 12
Post Reactions: 278
Saves: 3
Shares: 20

Full FY25 Performance
as of 4/3/2025

Primary KPI - Clicks 8,698
Impressions 1,112,624
CTR 0.78%
Avg CPC \$0.50

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AZIRA - CTV

Campaign Report - March 1, 2025 - March 31, 2025

Full FY25 Performance
as of 4/3/2025

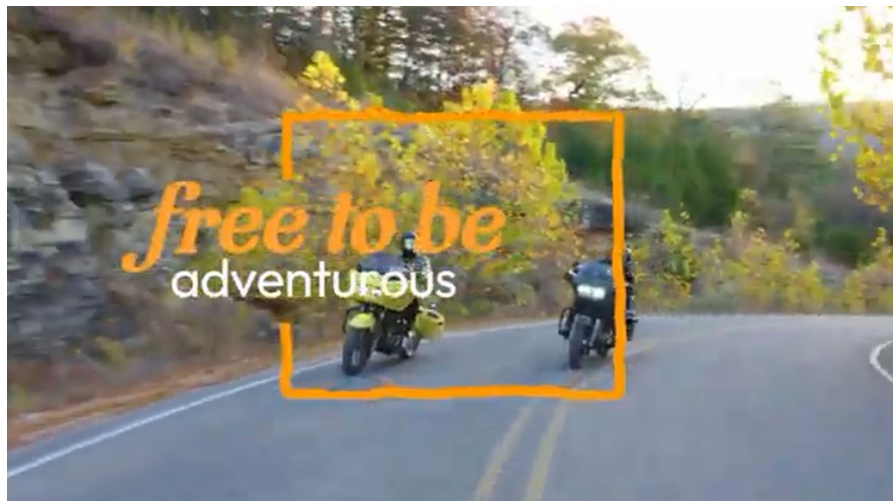
Primary KPI - Clicks 405
Impressions 150,475
CTR 0.27%
Avg CPM \$40

CLICKS 405
IMPRESSIONS 150,475
CTR 0.27% BENCHMARK: 0.09%
AVG CPM \$40

TOP PERFORMERS

Ad: Culture 00:30

Geos: Texas, Missouri



AZIRA - DISPLAY REMARKETING

Campaign Report - March 7, 2025 - March 31, 2025

Full FY25 Performance
as of 4/3/2025

Primary KPI - Clicks 378
Impressions 8,544
CTR 4.42%
Avg CPM \$16.25

CLICKS 378
IMPRESSIONS 8,544
CTR 4.42% BENCHMARK: 0.44%
AVG CPM \$16.25

TOP PERFORMERS

Ad: 320X480 'Expressive'

Geos: Texas, Oklahoma



REDDIT

Campaign Report - March 1, 2025 - March 31, 2025

CLICKS 1,572
IMPRESSIONS 412,638
CTR 0.38% BENCHMARK: 0.41%
AVG CPC \$1.32

TOP PERFORMERS

Ad: Carousel

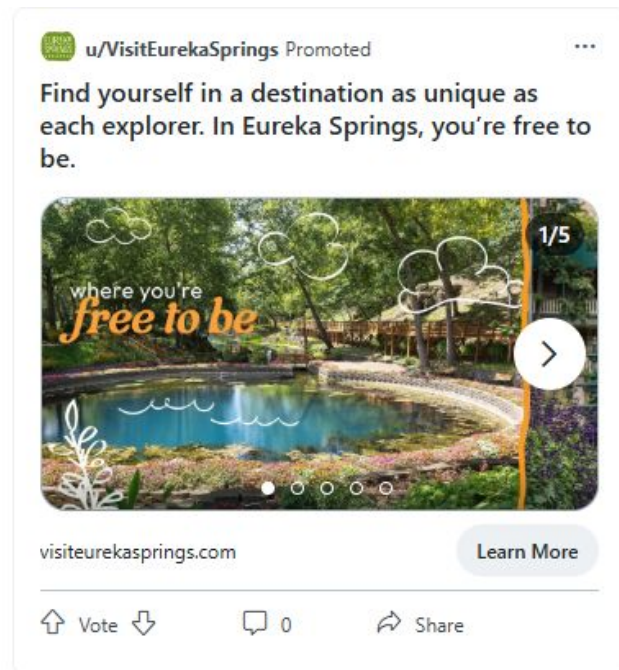
Geos: Chicago, & Dallas Ft-Worth DMAs

Reddit Community: Travel & Hiking

Gender: Women

Full FY25 Performance
as of 4/3/2025

Primary KPI - Clicks 1,572
Impressions 412,638
CTR 0.38%
Avg CPC \$1.32



EXPEDIA

Campaign Report -March 1, 2025 - March 31, 2025

Full FY25 Performance
as of 4/3/2025

Primary KPI - Clicks 421
Impressions 484,511
Gross Booking \$ \$453,801
ROAS 31.3

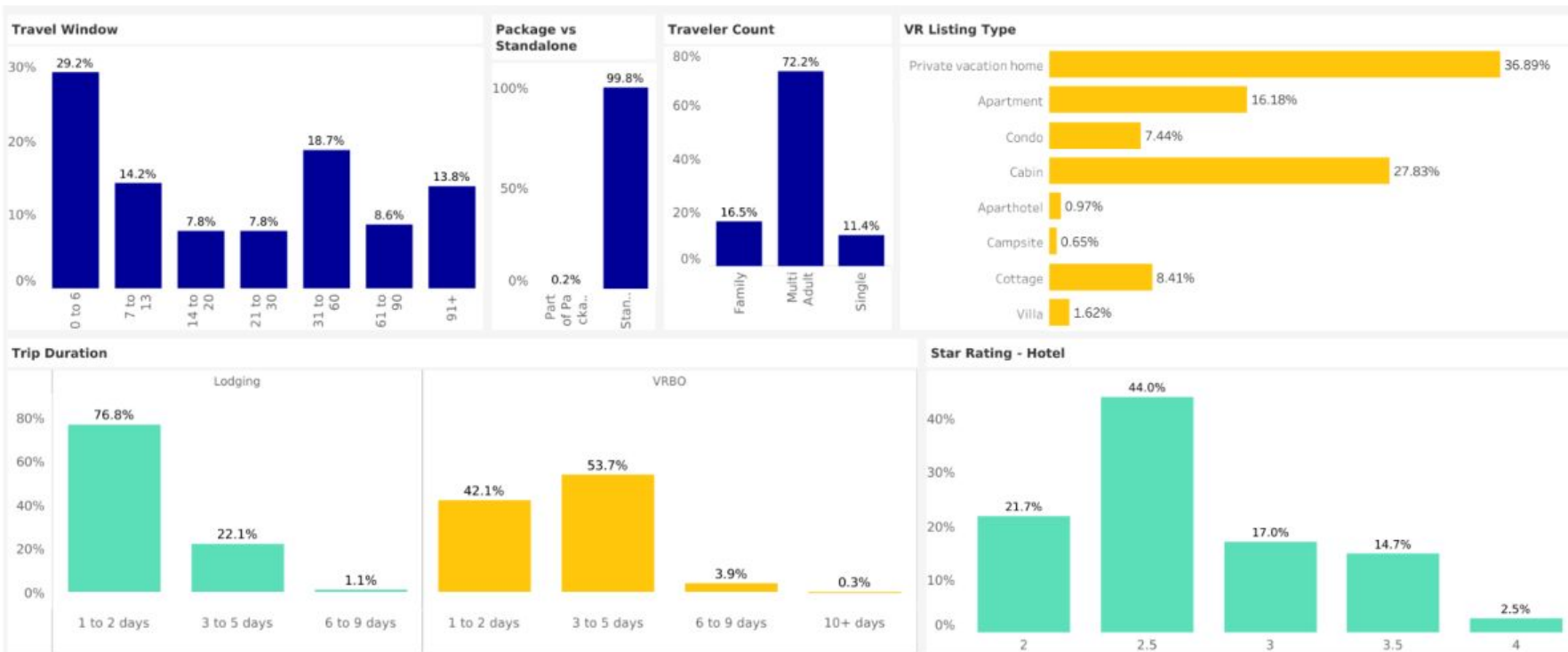
Display Ads		Ad Spend		Impressions		Clicks		CTR		Revenue		ROAS	
		\$14,477		484,511		421		0.09%		\$453,801		31.3	
Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Car Rentals	Activity Tickets	Revenue	ROAS		
485K	421	0.09%	\$14K	1,116	964.0	0	2,427	0	0	\$454K	31.3		

EXPEDIA

Campaign Report - March 1, 2025 - March 31, 2025

Full FY25 Performance
as of 4/3/2025

Primary KPI - Clicks 421
Impressions 484,511
Gross Booking \$ \$453,801
ROAS 31.3



TIKI

Campaign Report - March 1, 2025 - March 31, 2025

Full FY25 Performance
as of 4/3/2025

Primary KPI - Clicks 6,359
Impressions 72,975
CTR 8.71%
Avg CPC \$1.82

CLICKS 6,359
IMPRESSIONS 72,975
CTR 8.71%
AVG CPC \$1.82

