

Presented to

VISIT EUREKA SPRINGS

APRIL CAMPAIGN PERFORMANCE





Media Performance



Key Takeaways

- **Media**
 - Tiki experienced strong growth this month, generating over 10k clicks and an impressive 10.12% CTR. The campaign drove 250 search queries in April, with most interest centered on Nature & Outdoors, followed by Local Experiences and Cultural & Historical insights.
 - Epsilon launched this month, delivering strong initial results with 1.3 million impressions and 1,494 clicks. The campaign achieved a 0.11% CTR, surpassing their benchmark of 0.10%. Ads appeared on high-visibility sites such as Today.com and Food & Wine, helping to drive early engagement.
 - Expedia maintained strong performance in April, generating over \$302K in revenue from the campaign, with 734 room nights booked and an impressive ROAS of 26.3.
- **Website Analytics:**
 - Display traffic is up significantly YoY, showcasing the efforts Madden is putting into this channel.
 - Organic Search (SEO) is seeing 11% more Users in April 2025, YoY. This is great to see growth, given the change in nature of SEO.
 - Paid Search (SEM) is consistent YoY and is the leading channel for traffic coming to the website.
 - The pages for Events and Where-to-Stay are seeing the strongest YoY growth in Views among the top 10 pages.
 - Top Cities for Paid Traffic are: Chicago, Dallas, Houston, KC, OKC, and NYC.
 - Top Cities for Organic Traffic are: OKC, Dallas, KC, Chicago, Eureka Springs, Little Rock, and Fayetteville.

Branded Impressions

13,210,193

Branded Clicks

205,953

Media Performance

SEM	SEM "Near Me"	Google Demand Gen	Meta Prospecting	Meta Remarketing	Azira CTV	Azira Display	Reddit	Expedia	Tiki	Epsilon
50,302 Clicks	11,174 Clicks	79,416 Clicks	18,030 Clicks	10,948 Clicks	951 Clicks	13,600 Clicks	2,959 Clicks	658 Clicks	16,421 Clicks	1,494 Clicks
230,580 Impressions	53,372 Impressions	6,204,392 Impressions	1,429,198 Impressions	1,307,333 Impressions	417,597 Impressions	438,338 Impressions	750,883 Impressions	826,807 Impressions	172,376 Impressions	1,379,317 Impressions
21.82% CTR	20.94% CTR	1.28% CTR	1.26% CTR	0.84% CTR	0.23% CTR	3.10% CTR	0.39% CTR	31.3 ROAS	9.52% CTR	0.11% CTR
\$0.26 CPC	\$0.42 CPC	\$0.09 CPC	\$0.36 CPC	\$0.53 CPC	\$40 CPM	\$16.25 CPM	\$1.49 CPC	\$773K Gross Booking \$\$	\$1.02 CPC	\$9 CPM
								1,850 Room Nights		



Site Performance Insights



Site Traffic - April 2025

CHANNEL	USERS	Y/Y
Paid Search	23,778	+0.5%
Display	15,907	+280%
Organic Search	15,698	+11%
Cross-Network	6,284	n/a
Direct	5,171	-11%
Paid Social	4,625	-5%
Referral	1,007	-19%
Unassigned	643	+251%

INSIGHTS

- **Paid Search:** SEM is generating the most Users to the site and is consistent with the amount seen last April.
- **Display** traffic jumped to 2nd in bringing in Users, outpacing SEO traffic and bringing in 280% more traffic YoY.
- **Organic Search (SEO)** is seeing growth YoY and continues to be a healthy channel for the site.
- **Cross-Network** is continuing to generate a strong user base with slightly more traffic than Direct and Paid Social channels.

Top Pages Site - April 2025

Page path	Views ▾	% Δ	Engagement rate	% Δ
/	68,869	45.7% ↑	42.96%	-16.0% ↓
/events/	14,135	9.3% ↑	79.32%	24.9% ↑
/category/things-to-do/	6,937	-42.9% ↓	76.6%	-13.1% ↓
/category/food-drink/	2,673	-30.5% ↓	76.97%	-11.0% ↓
/category/things-to-do/attractions/	2,636	-76.6% ↓	80.87%	-12.0% ↓
/category/where-to-stay/	2,294	98.4% ↑	90.2%	-4.4% ↓
/things-to-do/	2,037	-	95.09%	-
/category/things-to-do/outdoor-activities/	1,670	-64.1% ↓	91.83%	-1.2% ↓
/top-5-spring-events-in-eureka-springs/	1,534	-	91.09%	-
/events/category/the-aud/	1,313	-9.3% ↓	84.99%	5.8% ↑
/plan-your-trip/trolley-services/	1,309	-	78.99%	-
/category/things-to-do/shops-galleries/	1,305	-51.1% ↓	88.45%	-4.1% ↓
/plan-your-trip/	1,278	23.1% ↑	90.24%	-5.6% ↓
/event/drift-nwa-toge/2025-04-12/	1,249	-	62.27%	-
/13-must-post-instagrammable-spots-in-eureka-springs/	1,202	26.7% ↑	76.44%	-6.4% ↓

INSIGHTS

- The homepage saw an increase in traffic (+46%) and a decrease of 16% in Engagement Rate.
- Events saw 9% growth in Users AND an increased Engagement Rate of 25%.
- /things-to-do/ page stayed consistent as the page with the strongest Engagement Rate.

Top Paid Media Traffic Pages - April 2025

Page path	Views ▼	% Δ	Engagement rate	% Δ
/	54,748	74.6% ↑	37.18%	-4.5% ↓
/events/	7,785	-11.1% ↓	75.91%	39.9% ↑
/category/things-to-do/	5,920	-19.9% ↓	77.3%	-13.7% ↓
/category/food-drink/	1,493	-7.4% ↓	77.8%	-8.1% ↓
/category/things-to-do/attractions/	1,271	-81.1% ↓	71.24%	-22.9% ↓
/plan-your-trip/trolley-services/	1,136	-	77.35%	-
/top-things-to-do/	959	-	78.78%	-
/category/where-to-stay/	949	64.8% ↑	90.52%	-2.7% ↓
/top-5-spring-events-in-eureka-springs/	723	-	95.2%	-

INSIGHTS

- The homepage continues to see strong YoY growth in site traffic from Paid Channels.
- Homepage and /category/where-to-stay/saw an increased view rate while all other pages saw declines.
- Engagement Rate is strongest among the /top-5-spring-events-in-eureka-springs/ and /where-to-stay/ pages.

Top Organic Search Traffic Pages - April 2025

Page path	Views ▾	% Δ	Engagement rate	% Δ
/	7,913	0.8% ↑	83.84%	0.0% ↑
/events/	4,960	103.2% ↑	86.38%	-4.2% ↓
/things-to-do/	1,313	-	95.72%	-
/category/where-to-stay/	1,191	175.1% ↑	92.24%	-5.3% ↓
/category/things-to-do/attractions/	1,143	-63.8% ↓	91.36%	-1.7% ↓
/event/drift-nwa-toge/2025-04-12/	1,080	-	60%	-
/category/things-to-do/	887	-77.5% ↓	79.58%	-9.9% ↓
/events/category/the-aud/	878	18.0% ↑	85.32%	5.7% ↑
/category/food-drink/	778	-43.3% ↓	92.24%	4.3% ↑
/event/eureka-springs-pride-festival/	778	46.8% ↑	59.51%	9.8% ↑

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 and Where to Stay page.
- Pride Festival saw YoY growth in views and engagement rate

Top 10 Cities: Paid/Organic Split - April 2025

PAID TRAFFIC

City	Total users ▼	% ▲
Chicago	3,918	192.6% ↑
(not set)	3,820	85.7% ↑
Dallas	3,762	-28.7% ↓
Houston	2,891	673.0% ↑
Kansas City	1,832	-25.6% ↓
Oklahoma City	1,720	30.9% ↑
New York	1,229	228.6% ↑
Fort Worth	765	42.7% ↑

ORGANIC TRAFFIC

City	Total users ▼	% ▲
Oklahoma City	771	47.7% ↑
(not set)	768	-26.2% ↓
Dallas	757	-46.6% ↓
Kansas City	727	6.3% ↑
Chicago	577	-41.2% ↓
Eureka Springs	272	-7.5% ↓
Little Rock	266	5.6% ↑
Fayetteville	261	30.5% ↑
St. Louis	260	-27.8% ↓

INSIGHTS

- OKC moved up to the top spot in Organic Traffic in April 2025, though the top four remained close in total users
- Dallas and OKC consistent as top markets, but we saw significant growth from Chicago, Houston, and New York on the Paid side.



Email Marketing



Email Marketing

Campaign Report - April



Total Campaign Emails Delivered

12,541

Open Rate

32.7%

~ YoY

Industry Average 20%
2025 Goal: 35%

Overall CTR

1.4%

~ YoY

Industry Average 2.3%
2025 Goal: 2.5%

Overall CTOR

4.1%

~ YoY

2025 Goal: 8%

Email Marketing

Campaign Report - April

April Email Metrics

As we kicked off IP warming in April, our focus was on building sender reputation and ensuring strong inbox placement under the new domain. Across the five segmented IP warming deployments, we observed:

- Open Rate: 32.7%
- Click-Through Rate (CTR): 1.4%
- Click-to-Open Rate (CTOR): 4.1%
- Deliverability: 99.6%

It's important to note that **the primary goal at this stage is not content performance, but deliverability**. That means optimizing for inbox placement, minimizing bounces and spam complaints, and demonstrating to inbox providers that we are a trusted sender. Engagement optimization will come into sharper focus as we expand volume and reintroduce full audience segments.

Early engagement signals indicate that select events within the broader content mix outperformed other link categories. While this reinforces the continued value of events as interest drivers, our long-term strategy is to integrate events as supporting content rather than the primary focus. The email program is being structured to reinforce key destination pillars, including **nightlife, mountain biking, and the trolley**, all of which offer strong alignment with brand goals.

Furthermore, we will continue elevating content that reflects the town's quirky charm, vibrant arts scene, and historic character, with the aim to drive deeper engagement, encourage exploration, and promote year-round visitation to Eureka Springs.



Seek Outdoor Adventure from Land to Water

Feel the exhilaration of free-falling on a zipline through the Ozark hills, explore underground fascinations at Onyx Cave Park, cool off on the waterfront with a kayak or paddleboard trip, and more.

[FIND YOUR FREE](#)



free to be wild

Take Eureka's sharp, winding roads to find stunning scenic routes, biker-friendly stops, and the best places to fuel up, relax, and enjoy the ride.

[FIND YOUR ROUTE](#)



free to be amped up

Email Marketing

Campaign Report - April

What's Up & What's Next

Audience & Database Cleanup

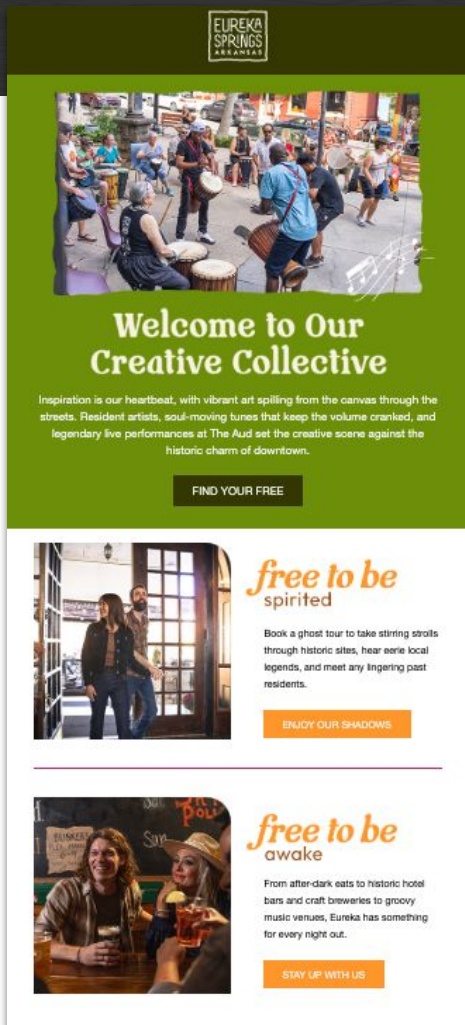
As part of our IP warming and deliverability strategy, we exported your audience and processed it through ZeroBounce to identify high-risk contacts that could harm deliverability. **Roughly 1,100 addresses were flagged as spam traps, invalid, or abusive.** These contacts have been isolated, and with your approval, we recommend archiving them to protect sender reputation and email performance.

Audience Segmentation

Moving forward, the database focus will shift to active vs. inactive audience segmentation. This will allow us to better understand engagement patterns and establish a core audience baseline for performance tracking, ensuring we evolve the program based on real user behavior.

Email Template

We've completed the color transition and final selections for the new email template (hooray!) The updated design will be in place for the May deployment.





Creative Tactical Appendix



GOOGLE SEM

Campaign Report - April 1, 2025 - April 30, 2025

Full FY25 Performance
as of 5/1/2025

Primary KPI - Clicks 50,302
Impressions 230,580
CTR 21.82%
Avg CPC \$0.26

CLICKS 11,809

IMPRESSIONS 53,850

CTR 21.93% BENCHMARK: 9.59%

AVG CPC \$0.28

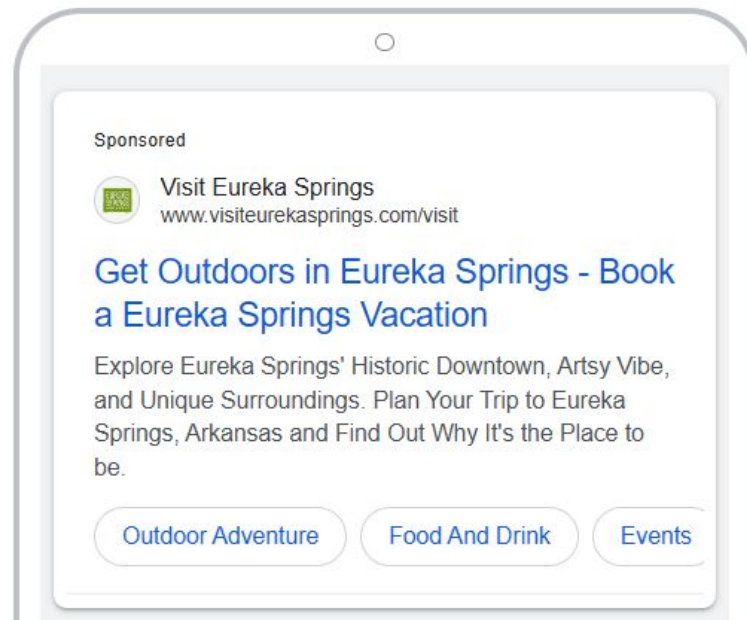
TOP PERFORMERS

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 55-64

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



GOOGLE SEM - "Near Me"

Campaign Report - April 1, 2025 - April 30, 2025

Full FY25 Performance
as of 5/0/2025

Primary KPI - Clicks 11,174
Impressions 53,372
CTR 20.94%
Avg CPC \$0.42

CLICKS 2,848

IMPRESSIONS 12,802

CTR 22.25% BENCHMARK: 9.59%

AVG CPC \$0.40

TOP PERFORMERS

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

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

Audience: Females 45-54

DMAs: Springfield MO, Ft. Smith AR, Joplin MO-Pittsburg KS

Sponsored



Visit Eureka Springs
www.visiteurekasprings.com/events

What To Do In Eureka Springs - Plan with Our Event Calendar

Stay in the Know About What's Going on in Eureka Springs. See What's Going On While You're Here. Take A Look At Our Events Calendar.

Outdoor Adventure

Events

GOOGLE DEMAND GEN

Campaign Report - April 1, 2025 - April 30, 2025

Full FY25 Performance
as of 5/1/2025

Primary KPI - Clicks 79,416
Impressions 6,204,392
CTR 1.28%
Avg CPC \$0.09

CLICKS 33,743

IMPRESSIONS 2,598,576

CTR 1.30% BENCHMARK: 1.81%

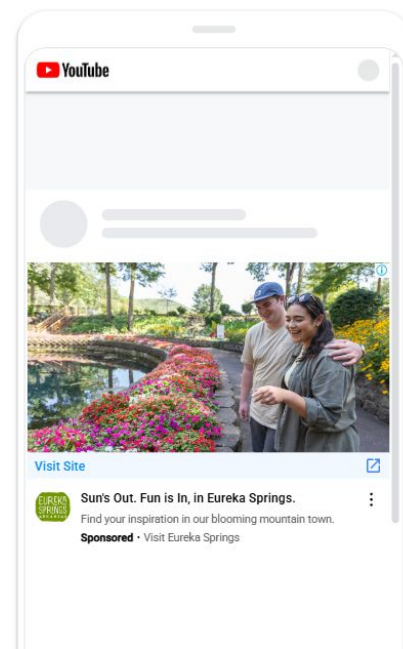
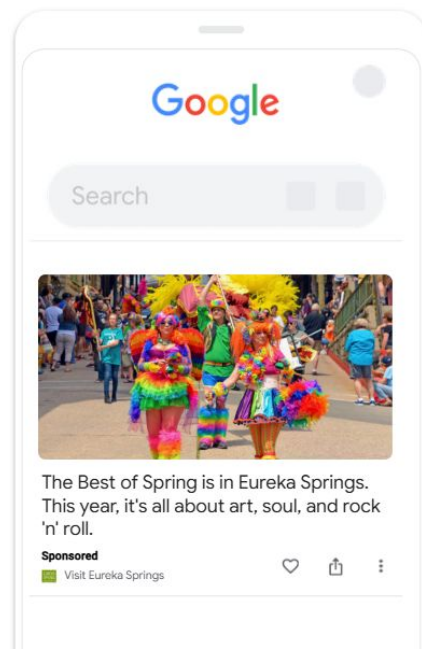
AVG CPC \$0.09

TOP PERFORMERS

Ad Groups: Events, General Leisure, Outdoors

Audience: Females 65+

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



META PROSPECTING

Campaign Report - April 1, 2025 - April 30, 2025

Full FY25 Performance
as of 5/1/2025

Primary KPI - Clicks 18,030
Impressions 1,429,198
CTR 1.26%
Avg CPC \$0.36

CLICKS 5,044
IMPRESSIONS 324,273
CTR 1.56% BENCHMARK 1.76%
AVG CPC \$0.33

TOP PERFORMERS

Ad: Spring Events, Spring General

DMAs: Dallas-Ft. Worth, Kansas City MO, Tulsa OK

Placement: Mobile Facebook Feeds

Engagements:

Comments: 49

Post Reactions: 980

Saves: 28

Shares: 49

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

Instagram

eurekasprings Sponsored



[Learn more](#)

eurekasprings Set your imagination free in Eureka Springs, from the winding streets to the sacred water.

META REMARKETING

Campaign Report - April 1, 2025 - April 30, 2025

CLICKS 2,322
IMPRESSIONS 200,605
CTR 1.16% BENCHMARK: 1.92%
AVG CPC \$0.65

TOP PERFORMERS

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

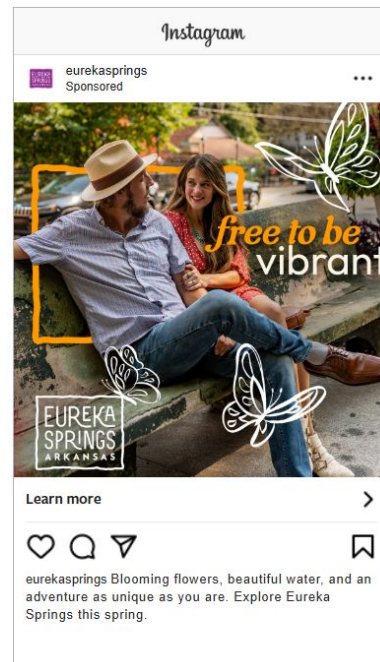
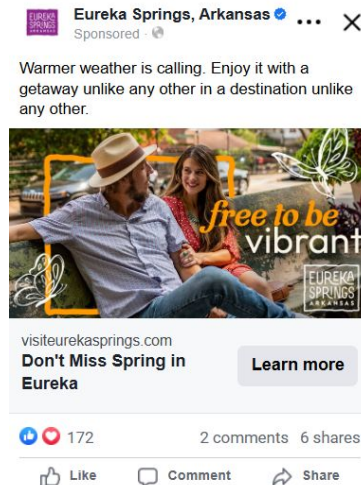
DMAs: Kansas City MO, Tulsa OK, Dallas TX

Placement: Mobile Facebook Feeds

Engagements:
Comments: 9
Post Reactions: 333
Saves: 6
Shares: 13

Full FY25 Performance
as of 5/1/2025

Primary KPI - Clicks 10,948
Impressions 1,307,333
CTR 0.84%
Avg CPC \$0.53



AZIRA - CTV

Campaign Report - April 1, 2025 - April 30, 2025

Full FY25 Performance
as of 5/1/2025

Primary KPI - Impressions 417,597
Clicks 951
CTR 0.23%
Avg CPM \$40

CLICKS 546

IMPRESSIONS 267,122

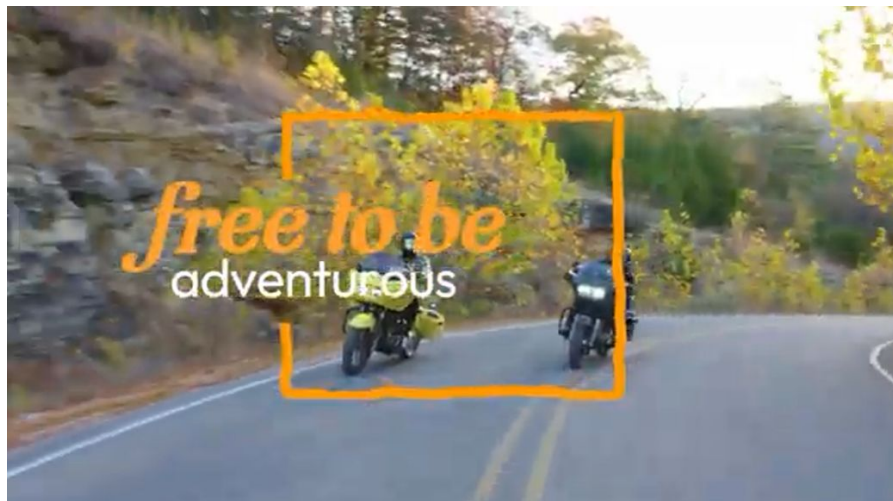
CTR 0.20% BENCHMARK: 0.09%

AVG CPM \$40

TOP PERFORMERS

Ad: Culture 00:15

Geos: Texas, Missouri



AZIRA - DISPLAY REMARKETING

Campaign Report - April 1, 2025 - April 30, 2025

Full FY25 Performance
as of 5/1/2025

Primary KPI - Clicks 13,600
Impressions 438,338
CTR 3.10%
Avg CPM \$16.25

CLICKS 13,222

IMPRESSIONS 429,794

CTR 3.07% BENCHMARK: 0.44%

AVG CPM \$16.25

TOP PERFORMERS

Ad: 320X480 'Expressive'

Geos: Texas, Oklahoma



REDDIT

Campaign Report - April 1, 2025 - April 30, 2025

CLICKS 1,388
IMPRESSIONS 337,358
CTR 0.41% BENCHMARK: 0.41%
AVG CPC \$1.67

TOP PERFORMERS

Ad: Carousel

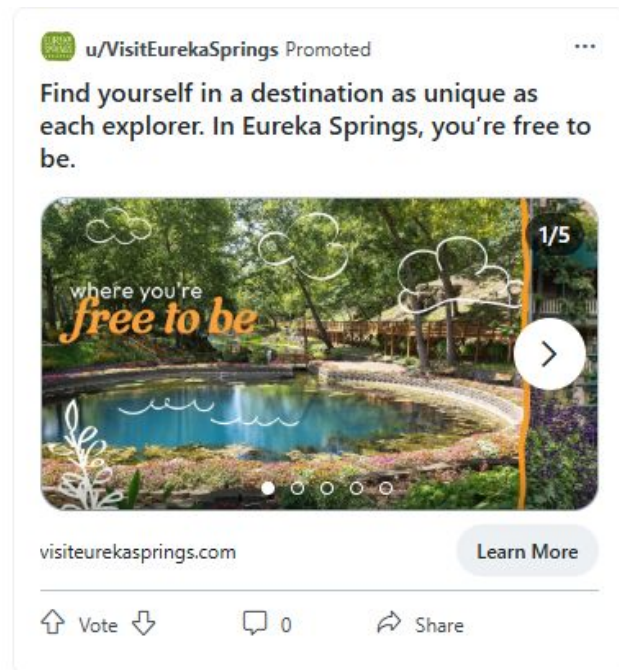
Geos: Chicago, & Dallas Ft-Worth DMAs

Reddit Community: Travel & Hiking

Gender: Women

Full FY25 Performance
as of 5/1/2025

Primary KPI - Clicks 2,959
Impressions 750,883
CTR 0.39%
Avg CPC \$1.49





Campaign Report -April 1, 2025 - April 30, 2025

Full FY25 Performance
as of 5/1/2025

Primary KPI - Clicks 658
Impressions 826,807
Gross Booking \$ \$773,390
ROAS 31.3

Display Performance Summary - Eureka Springs Arkansas

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Car Rentals	Activity Tickets	Revenue	ROAS
384K	263	0.07%	\$11K	734	634.6		1,576	0	0	\$302K	26.3



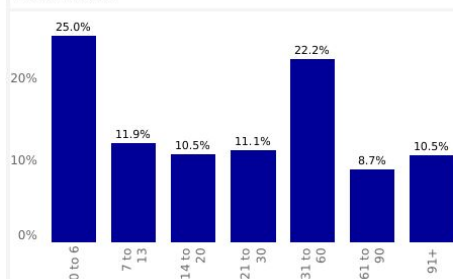
Campaign Report - April 1, 2025 - April 30, 2025

Full FY25 Performance
as of 5/1/2025

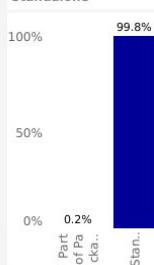
Primary KPI - Clicks 658
Impressions 826,807
Gross Booking \$ \$773,390
ROAS 31.3

Conversion Insights - Eureka Springs Arkansas

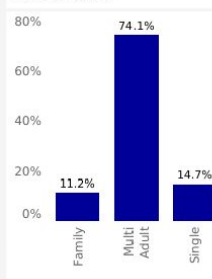
Travel Window



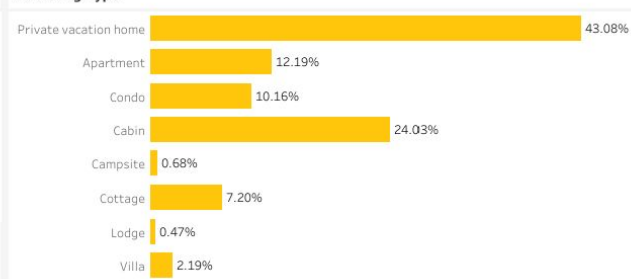
Package vs Standalone



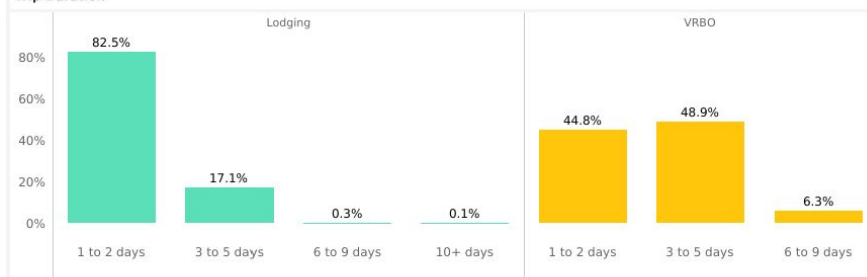
Traveler Count



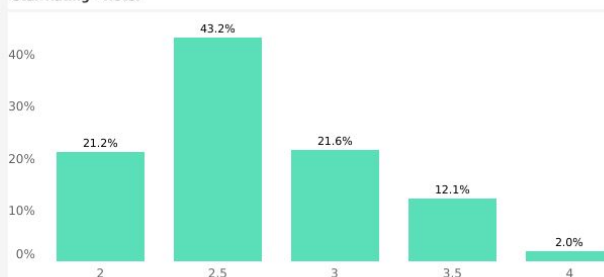
VR Listing Type



Trip Duration



Star Rating - Hotel



EXPEDIA

Campaign Report -April 1, 2025 - April 30, 2025

Full FY25 Performance
as of 5/1/2025

Primary KPI - Clicks 658
Impressions 826,807
Gross Booking \$ \$773,390
ROAS 31.3



Enhanced Conversion Insight: Eureka Springs Arkansas

Eureka Springs FY 2025

IO Number: 549692

April 1, 2025 to April 30, 2025

Star Rating (Room Nights)



Top 5 Hotels

Gross Bookings \$USD

The Crescent Hotel and Spa	\$19,086
Basin Park Hotel and Spa	\$17,063
Osage Creek Lodge	\$13,635
Pet Friendly, Lake Access, Hot Tub, New Cabin	\$5,831
Table Rock Landing Resort	\$5,794

Avg Daily Rate

Historical LAKEFRONT Luxury 7 Bedroom - Eureka!	\$1,213
The Summit @ Beaver Lake	\$1,138
Luxurious, Modern 5BR Lakefront Home, Table Rock La..	\$971
The Eureka House - Hot Tub - Sleeps 16	\$794
HGTV feature Main St d'town! 3 cozy units, sleeps 16 w...	\$763

Room Nights

Osage Creek Lodge	119
Basin Park Hotel and Spa	76
The Crescent Hotel and Spa	67
Hotel O Eureka Springs - Christ Of Ozark Area	48
The Lodge	37

All Hotels and Vacation Rental Properties

		Room Nights..	Average Dail..	Gross Bookin..	LOS - Weight..
The Crescent Hotel and Spa	Hotel	67	\$285	\$19,086	2
Basin Park Hotel and Spa	Hotel	76	\$225	\$17,063	2
Osage Creek Lodge	Hotel	119	\$115	\$13,635	2
Pet Friendly, Lake Access, Hot Tub, New Cabin	VRBO	15	\$389	\$5,831	6
Table Rock Landing Resort	Hotel	35	\$166	\$5,794	3
Eureka Zen Cottages	Hotel	16	\$358	\$5,726	16
Best Western Inn of the Ozarks	Hotel	31	\$176	\$5,443	2
Hotel O Eureka Springs - Christ Of Ozark Area	Hotel	48	\$112	\$5,383	2
Beaver Lakefront Cabins - Couples Only Geta..	Hotel	14	\$340	\$4,765	2
Quiet, Private, Relaxing, With HOT TUB and A..	VRBO	20	\$227	\$4,533	4
Quality Inn Eureka Springs South	Hotel	30	\$138	\$4,127	2
Luxurious, Modern 5BR Lakefront Home, Tabl..	VRBO	4	\$971	\$3,884	4
Tall Pines Inn	Hotel	27	\$144	\$3,878	3
Historical LAKEFRONT Luxury 7 Bedroom - Eu..	VRBO	3	\$1,213	\$3,638	3
Super 8 by Wyndham Eureka Springs	Hotel	28	\$123	\$3,443	2
The Summit @ Beaver Lake	VRBO	3	\$1,138	\$3,414	3
Sugar Ridge Resort	Hotel	6	\$540	\$3,237	6
Spacious Log Cabin w/ Fire Pit & Game Room!	VRBO	5	\$634	\$3,170	5
The Lodge	Hotel	37	\$85	\$3,142	1
Spacious Home, Awesome View, Close to Lake..	VRBO	6	\$515	\$3,090	3
Historic Tiny House - Down on Main Street!	VRBO	11	\$277	\$3,052	4

The TIKI logo is displayed in a bold, white, sans-serif font against a dark green background.

Campaign Report - April 1, 2025 - April 30, 2025

Full FY25 Performance
as of 5/1/2025

Primary KPI - Clicks 16,421
Impressions 172,376
CTR 9.52%
Avg CPC \$1.02

CLICKS 10,062

IMPRESSIONS 99,401

CTR 10.12%

AVG CPC \$0.53

Total Search Queries in April: 250

Query Type	% of Overall Questions
Nature and Outdoors - outdoor activities, natural attractions and ecological aspects including wildlife and natural environments	71.79%
Local Experiences - local food, nightlife and services that provide a taste of local life and culture	14.10%
Cultural and Historical Insights - exploring the cultural heritage, history and significant cultural attractions	6.41%
Activities and Recreation - recreational activities, leisure pursuits and entertainment options available	2.56%
Accommodations - different types of lodging options, from hotels and resorts, and what each accommodation offers	2.56%
Travel and Transportation - modes and aspects of transportation to, from, and including flights and local transport	1.28%
General and Social Insights - broader questions about society, culture, and general information including social norms and communication	1.28%
Geographical and Climate Information - questions about geography including climate, weather patterns and topographical details	0.00%
Financial and Economic Aspects - questions about costs, budgeting and other financial considerations relevant to travelling	0.00%
Safety and Security - safety measures, security concerns, and advice for staying safe	0.00%
Travel Timing - best or most appropriate times to visit including considerations about seasons and events	0.00%

EPSILON

Campaign Report - April 1, 2025 - April 30, 2025

Full FY25 Performance
as of 5/1/2025

Primary KPI - Clicks 1,494
Impressions 1,379,317
CTR 0.11%
Avg CPM \$9

CLICKS 1,494
IMPRESSIONS 1,379,317
CTR 0.11%
AVG CPM \$9.00



ON THE SHOW SHOP WELLNESS START TODAY PARENTS FOOD LIFE PODCASTS



SIGN UP / SIGN IN



What's the healthiest chocolate? The No. 1 pick, according to dietitians

Chocolate is irresistible, but is it healthy? Nutrition experts weigh in.



9 foods with more protein than an egg to keep you full as egg prices soar

Soaring egg prices and shortages may be worrying for people who are looking to eggs for their protein fix. But other foods can fill the gap, dietitians say.



9 fruits with the least sugar

Fruits lower in sugar are also often lower in calories, but still provide the fiber, vitamins, minerals and antioxidants fruit is known for.



What is the healthiest breakfast cereal? Dietitians reveal their favorites

What to look for and avoid when choosing a healthy, tasty breakfast cereal.



What is the healthiest coffee creamer? A dietitian shares her No. 1 pick

In moderation, there is room for coffee creamer in a healthy diet. Here are the 8 healthiest brands to reach for.

