



north lake tahoe

Departmental Reports
May 2019

April 2019 Conference Report

In April 2019 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff is working on the following new RFPs:

- CrossFit Affiliate 2019 - September 2019, 525 room nights, 800 people
- K Films Lead - Visit California Scouting Team, April 2019, 10 room nights, 10 people
- HPN Global - Cintas Meeting, August 2019, 50 room nights, 75 people
- HPN Global – Corporate Retreat, March 2020, 100 room nights, 50 people
- TANGERINE TRAVEL CHRISTMAS TRIP, December 2020, 228 room nights, 150 people
- 38 North Connections - Astra Offsite Meeting, May 2019, 66 room nights, 112 people
- HelmsBriscoe - W.W. Grainger July 2019 Meeting, 80 room nights, 20 people
- HPN Global - Sales Meeting November 2019, 160 room nights, 40 people
- HPN Global - Exec Retreat, October 2019, 100 room nights, 50 people
- Global Cynergies - British Petroleum January 2020 Meeting, 550 room nights, 125 people
- Balboa Meetings & Event Solutions - Omnicell Q3 PMO Meeting, August 2019; 45 room nights, 15 people
- HPN Global - FS STAR Sales Executive's Meeting. March 2020; 324 room nights 120 people
- Infinix Global Meeting and Events - Rx Worldwide - 2847G, November 2019, 567 room nights, 270 people
- True Lacrosse – June 2019, 60 room nights, 60 people
- Medtronic – Global Aortic Marketing Team Offsite, July 2019, 45 room nights, 45 people
- Star Building Systems – Summer PAC Meeting, August 2019, 113 room nights, 65 people
- National Conference of State Legislatures – Pew Juvenile Justice Meeting, September 2019, 83 room nights, 40 people
- US Ski & Snowboard Association – US Freestyle Championships, March 2020, 55 room nights, 22 people
- National Wildlife Federation – Annual Conference, June 2020, 659 room nights, 250 people
- Family Matters – On the Homefront, October 2021, 162 room nights and 80 people

The following programs went definite:

- Rubicon Advisor – Annual Compliance Meeting, August 4-5, 2019, 42 room nights at the Hyatt Regency Lake Tahoe
- HPN Global - Cintas Meeting, August 25-26, 2019, 70 room nights at Resort At Squaw Creek
- Women on Course – Summer Golf Weekend, August 24-26, 2019, 54 room nights at the Resort at Squaw Creek.

Staff conducted a planning visit for Microsoft Bing – Go For The Gold, June 2019 event. The meeting planners were in North Lake Tahoe April 3-4, 2019. The planners visited the host property, Hyatt Regency Lake Tahoe. Staff took planners to offsite venues and activities that included ATVs, Bentley Heritage Distillery, Town of Genoa, PlumpJack's, Tahoe Via Ferrata, and Moody's Bistro. This program will bring 45 people to North Lake Tahoe and generate 138 room nights.

Staff conducted a site visit with Disable American Veterans, California Chapter (DAVCA) Institute for their January 2021 – Mid – Winter Conference on April 25-26, 2019. DAVCA conducted a site visit at Granlibakken Tahoe. This program has the potential to generate 260 room nights and bring 150 people to North Lake Tahoe.

Staff conducted a site visit with Disable American Veterans, California Chapter (DAVCA) Institute for their DAVCA - State Convention - June 2021 on April 25-26, 2019. DAVCA conducted a site visit of Granlibakken Tahoe. This program has the potential to generate 824 room nights and bring 200 people to North Lake Tahoe.

Staff conducted a site visit with members from the Architectural Woodwork Institute for their September 2020 Annual Convention, April 10-11, 2019. During the site visit members had lunch at Moody's Bistro and conducted site visits of the Resort at Squaw Creek and Hyatt Lake Tahoe. This program has the potential to generate 450 room night and bring 250 people to North Lake Tahoe.

Staff hosted a site visit for the American Wood Protection Association. They are considering the Hyatt Regency and Resort at Squaw Creek for their April 2020 Annual Meeting. This program has the potential to generate 760 room nights and 300 people to our region.

Staff attended Connect Connected in Oakland, California, April 22-23, 2019. Staff had 20 + one-on-one appointments with planners. Staff is following up on appointments.

Staff attended Connect Mountain Incentive in Lake Louise, CANADA March 19-23. Staff met with 26 planners. Staff is following up on appointments. So far we have received the following RFP from the event: SMART & Company, Inc. Social Summit 2020, October 2020, 330 room nights, 125 people

Staff attended Luxury Meetings Summits in Denver and Park City; March 26-28, 2019. Staff met with 10-15 planners at each event. Staff is entering and updating Meeting Planner accounts in IDSS with sales meeting notes and doing following up. So far we have received the following RFP from the event: W.W. Grainger, July 2019, 80 room nights, 20 people.

Staff attended the Destination CA in Los Angeles. Destination CA is the leading hosted-buyer event for elite meetings and incentive professionals looking to book business in California. Staff had 26 appointments with meeting planners and generated 2 new leads.

Staff attended the ASAE XDP in Washington, DC. The Xperience Design Project (XDP) is a two-day, business-focused experience for association professionals and industry partners. Staff had 13 appointments with meeting planners and generated 1 lead already.

Staff attended the CalSAE ELEVATE Conference in Palm Springs, CA. North Lake Tahoe is a sponsor of this conference which is attended by over 150 association executives that represent millions of dollars of meeting purchasing power. Through our sponsorship, the CVB was able to introduce speakers in numerous sessions and promote North Lake Tahoe to attendees. Staff also had a table at the entrance to the convention center that provided North Lake Tahoe information to attendees. Staff also was able to attend the "Party with the Partners" which allowed them to network with all 150 association executives. This opportunity was only available to sponsors.

Staff met with new Resort at Squaw Creek east coast sales person Kurt Titus to discuss strategy.

Staff attended the GoToWebinar - Innovation in the Meetings Industry, presented by Miles Partnership on April 25, 2019.

Staff reviewed March 2019 groups and requested all room pick up and revenue reports.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of April, staff made over 350 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



Leisure Departmental Report
April 2019

MARKETING COOPERATIVES & EVENTS:

- Expedia Spring Campaign Update – currently seeing a \$20:\$1 ROI
 - Room nights: 1,814
 - ADR: \$231
- MTS 2020
 - Finalizing sponsorship asks
 - Working on site visit for August

TRAVEL TRADE SALES CALLS & MEETINGS:

- Attended:
 - Mountain Travel Symposium – Leads attached
 - Hosted Vancouver Sales Mission with (6) North Lake Partners. Summary went out to our local lodging partners with new contact information.
 - [Click here to learn more.](#)
 - Travel Nevada's Rural Roundup
 - North American Journeys East Coast Summit, NYC
- Future Shows:
 - California Cup Industry Trade FAM: April 29- May 3rd
 - IPW: June 1-5th
 - The High Sierra Region is sponsoring the Visit California Plaza. This year IPW is in California, so there is a large state wide activation.
 - UK & Ireland Sales Mission – July

INTERNATIONAL MEDIA:

- Hosted:
 - The Scottish Sun
 - Visit California Digital Influencer, Mexico with Carlos Lang
 - House of Coco, UK
- Future Media:
 - Canadian Traveller Magazine – June
 - China Media FAM – 3 journalists with Travel Nevada – June
 - 14 international media on the IPW Post FAM - June
 - Canada Digital Influencer FAM – October

TRAVEL TRADE FAMS:

- Hosted:
 - Australia: HelloWorld & American Airlines FAM – 10 participants
 - [Travel Agent Blog](#) on this fam.

- Future FAMS:
 - Post IPW FAM with 16 travel trade product managers – June
 - Post IPW China FAM with the RSCVA
 - MailPound Travel Agent FAM with the RSCVA

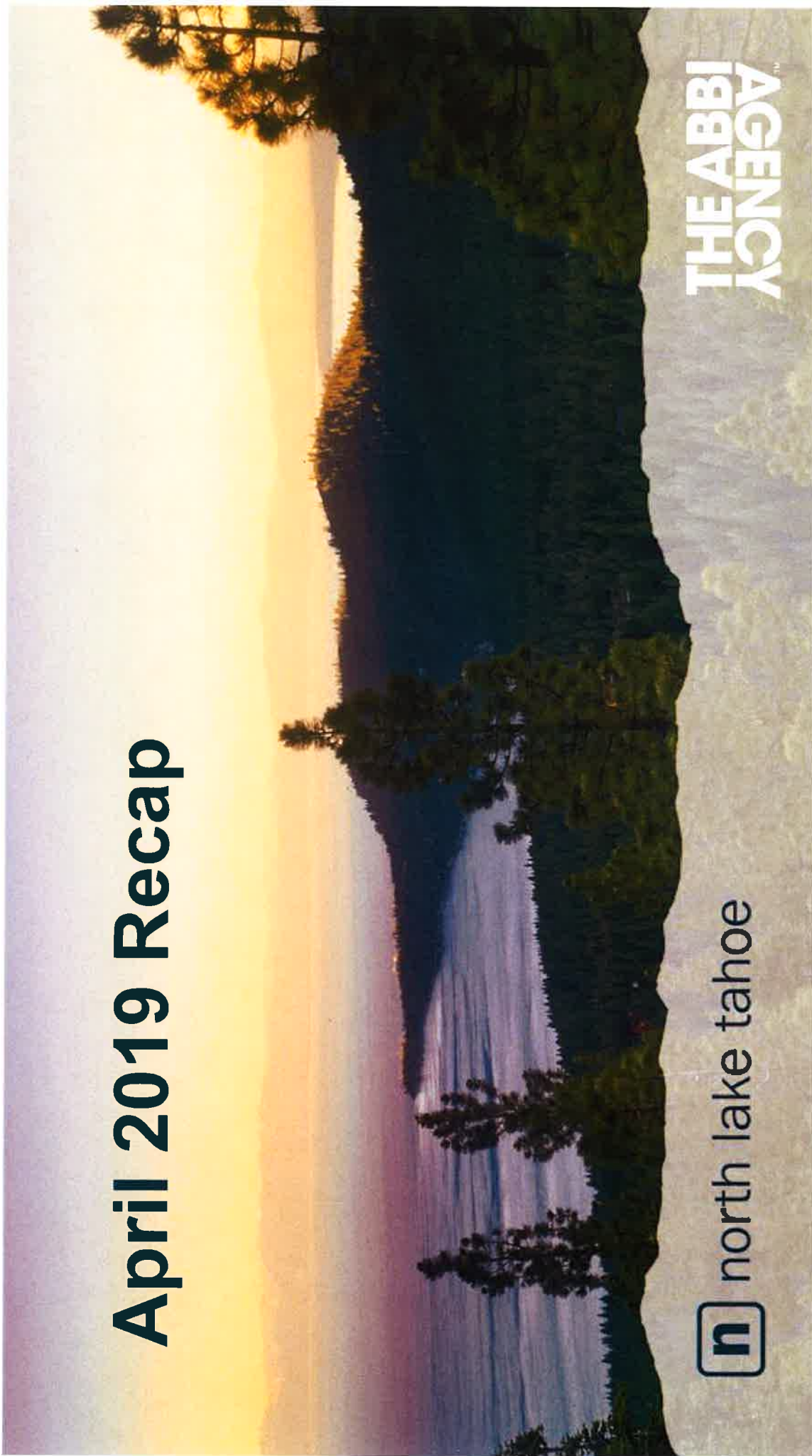
INTERNATIONAL OFFICE UPDATE:

- Working on all three office updates for the 2019/2020 year.
- Canada October Update:
 - Destination Presentation prep – designed new materials specifically for upcoming trainings
 - Meetings Conducted: Air Canada, Air Canada Vacations, Flight Centre, New Wave Travel
- UK/Ireland Update:
 - 39 Total Agents trained: Abercrombie & Kent and Flight Centre
 - 6 Meeting conducted: Abercrombie & Kent, Elegant Resorts, Hayes & Jarvis, Tour America, Norwegian Airlines, & Travel Bulletin
- Australia October Update:
 - 6 Meetings Conducted: Trip.com, Delta Airlines, AMEX Travel, Ellendale Travel, Orbitz Worldwide Travel and Travelers Choice
 - 173 Agents trained at the Visit USA Regional Expo's in Townsville and Carins, Infinity Holidays Perth, Qantas Holidays Perth, Floreat World of Travel, Travellers Choice, Ready to Go Travel, Travel Directors and Flight Centre Macquarie

April 2019 Recap

 north lake tahoe

THE ABBEY
CONCEPTS™



The background of the slide is a scenic photograph of a river. In the foreground, a small, light-colored boat with a yellow flag is on the water. The river flows towards a distant, hazy shoreline. On the right side, there are trees with yellow and orange foliage, suggesting autumn. The overall tone is calm and natural.

Public Relations Results

Content Review

Social Media Update

PUBLIC RELATIONS APPROACH

STRATEGY: 1) Message to drive markets to fulfill shoulder season travel; 2) Utilize the “Tahoe Treasures” campaign to unveil lesser known aspects of the region; 3) Build upon SMARI research to increase messaging surrounding “leisure, low-key” activities, food and beverage, and family travel; 4) Target direct flight markets, including Southern California and New York; 5) Take advantage of a healthy snow season to position North Lake Tahoe as the “dual sport day mecca;” 6) Target key So-Cal, M&C and art/culture media to fulfill our shoulder season message.

OBJECTIVES: The Abbi Agency aims to increase public awareness of the destination within key target drive/flightmarkets, and in national travel publications. Through strategic messaging, The Abbi Agency helps to uncover lesser known pillars — i.e. arts, dining— to appeal to diverse travelers and to disseminate spending throughout the region.

The Abbi Agency aims to increase earned editorial coverage in high domain ranking publications, securing valuable backlinks which, in turn, increase the SEO impact and searchability of gotahoenorth.com, year-over-year.

CONTENT + NOTABLE PITCHES: April focused on dual sport days, high-altitude training, NLTRA events (No Barriers / Wanderlust), sustainability and “green travel,” ski/ride slang (i.e. “chasin’ chowder), Top 5 Spring Experiences and “What’s New.”



PUBLIC RELATIONS RESULTS

PLACEMENTS: 9 PUBLICITY VALUE: \$91,356.14 TOTAL IMPRESSIONS: 9,876,339

PUBLICATION HIGHLIGHTS: Elite Daily, Insider, The San Diego Union-Tribune, Modern Luxury, Visit California

FAM COORDINATION: The Abbi Agency hosted Tina Lassen (Endless Vacation) for an “Après Ever After” piece and Sheri Baer (Punch Magazine) for a spring feature. TAA continued planning and coordination for four FAMS, including Dave Dickstein (Southern California freelancer), Devin Friedman (Departures Mag), Jennifer Hubbert & Alison Hodgins (Explore Magazine, Canadian Traveller), Angela Liguori & Matthew Massa (Canadian Social Media Influencers)

MEDIA MISSIONS: TAA did not carry out any media missions in April.

COVERAGE BOOK: https://coveragebook.com/coverage_books/87ce240c/

KEY INSIGHTS: TAA continued to pitch spring and summer in North Lake Tahoe, focusing on events including Easter at the lake, the Wanderlust festival, No Barriers Summit, Shakespeare Festival and multiple live music series. TAA submitted content to fulfill media requests from Parents.com, Be Golf (Mexico) and Tahoe Magazine. Long lead pitching included Autumn Food and Wine outreach. TAA also drafted talking points for summer and golf.



HIGHLIGHTED PLACEMENTS - April

Modern Luxury San Francisco

Earth Day is Every Day

- Reach: 65,000
- Ad Value: \$601.25
- Domain Rank Authority: 36
- Social Shares: 375

Earth Day in Every Day

Jill Robinson | Photo: Rick Henningsh. Courtesy of Visit Mendocino County | March 21, 2019
Pack up and go green in five easy, eco-approved itineraries from San Francisco.



SLIDE SHOW
Mendocino's Big River
Estuary.
(1 of 11)

Sustainable travel is trendy. The urge to see the world and experience other cultures is real, yet to do so often has a negative impact on the planet. Take a turn in an eco-friendly direction with an easy, green-labeled getaway from San Francisco—each option a distinct but environmentally compatible destination for good.

Lake Tahoe

The jewel of the High Sierras, Lake Tahoe lends its azure rivers year-round. Head out on Tunnel Creek Trail, near Incline Village, Nevada, for a lake that rewards visitors with pristine views of the lake. Be prepared for steep hiking, but the payoff is worth it. For a more relaxed experience, head to the lake for a picnic or a hike. After staying closer to the lake, rent a kayak or stand-up paddleboard and check out Lake Tahoe Water Trail, which lets you search along, paddle shops, picnic areas, restaurants, campgrounds and lodging facilities for paddlers to enjoy the lake in all seasons.

Elite Daily

The Best Wildflower Fields In America Will Make Your Insta Feed Bloom Like An Influencer's

- Reach: 3,494,744
- Ad Value: \$32,326.38
- Domain Rank Authority: 85
- Social Shares: 9

elite daily



The Best Wildflower Fields In America Will Make Your Insta Feed Bloom Like An Influencer's

17 APRIL 2019

San Diego Union Tribune

Reno-Tahoe

- Reach: 702,535
- Ad Value: \$6,498.45
- Domain Rank Authority: 87
- Social Shares: 42

San Diego Union Tribune

spa

Travel deals for Big Island, Lake Tahoe, Vermont



Ilion Village offers all-inclusive package for U-T readers

By Andrew L. ...
The Ilion Village's large ...
Ilion Village offers an all-inclusive package for U-T readers. The package includes a stay at the resort, a private boat tour, a gourmet dinner, and a spa treatment. The package is available for a limited time only.

1. May 1st - 10th ...
2. June 1st - 10th ...
3. July 1st - 10th ...
4. August 1st - 10th ...

CONTENT

BLOG AND TRIP IDEAS: Content connects to newsletter and editorial themes and provides information on relevant happenings in North Lake Tahoe along with travel tips and itinerary ideas. Monthly, The Abbi Agency develops one timely Blog Post and one evergreen Trip Idea post.

NEWSLETTER: Content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights.

KEY THEMES: Spring Transition, Dual Days, Events

CAMPAIGNS: Treasures of Tahoe; WinterWonderGrass; Tahoe Events Outlook



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 2

Winter Transportation Press Release
Media Alert: First Winter Storm in North Lake Tahoe

BLOGS POSTED: 4

Spring Into Adventure: Seven Ways To Take Advantage Of Longer Days In North Lake Tahoe | 113 Social Shares

Celebrate Mom with the Best Mother's Day Weekend in North Lake Tahoe | 14 Social Shares

5 Ways You Can Keep North Lake Tahoe Beautiful* | 43 Social Shares

Treasures of Tahoe #10: Dual Season Days | 73 Social Shares

NEWSLETTER: 1

Spring has Arrived in North Lake Tahoe - Here's How to Make the Most of It**

Open Rate: 7.8 %

* Signals content refresh.

** Developed in April, approved and scheduled for distribution in May.



SPRING HAS SPRUNG IN NORTH LAKE TAHOE - GET THE MOST OUT OF IT

Spring is officially in full swing up at North Lake Tahoe, and that means one of the most unique experiences you'll find anywhere in the world.

Only in Tahoe can you spend an exhilarating day kayaking or stand up paddleboarding on a crystal clear lake, then ski along the Sierra Nevada toward your favorite food and beverage establishment for an evening of unique après.

North Lake Tahoe's mountainside villages and beachside strolls will take your breath away all season long— and with human-powered sports, endless piles and sips, snooping and lodging available under the springtime sun, you'll never run out of things to do.

DISCOVER



- Total Campaign to date Impressions: 638,956
- Total Campaign Engagements: 30,134
- Total Campaign Shares: 1,135
- Spring Treasure #3 Launch Date: April 9
- Newsletter Opens: Pending



SOCIAL MEDIA

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Continuing spring messaging, focusing on Dual Season Days mixing winter and summer activities.

OBJECTIVES: Capitalize on North Lake Tahoe's spring season by promoting winter activities and prolonged winter snow, combined with lakeside summer sports.

CAMPAIGNS: Treasures of Tahoe, RAY Giveaway

ENGAGEMENT INSIGHTS: Overall engagement for NLT social channels decreased minimally, however North Lake Tahoe's monthly engagements were higher than the average competitor engagements on both Facebook and Instagram.



SOCIAL MEDIA UPDATE

MARCH GROWTH:

- Facebook: 90 New Fans
- Instagram: 935 New Followers
- Twitter: 59 New Followers
- Total Impressions: 2.9M
- Total Engagements: 61.6k

SOCIAL CAMPAIGNS & TACTICS:

RAY Facebook Giveaway

- Impressions: 5,745
- Engagement: 67
- Entries: 21

Instagram Takeovers: Carlos Lang

- Impressions: 98,736
- Engagements: 7,371

SOCIAL MEDIA - TREASURES OF TAHOE

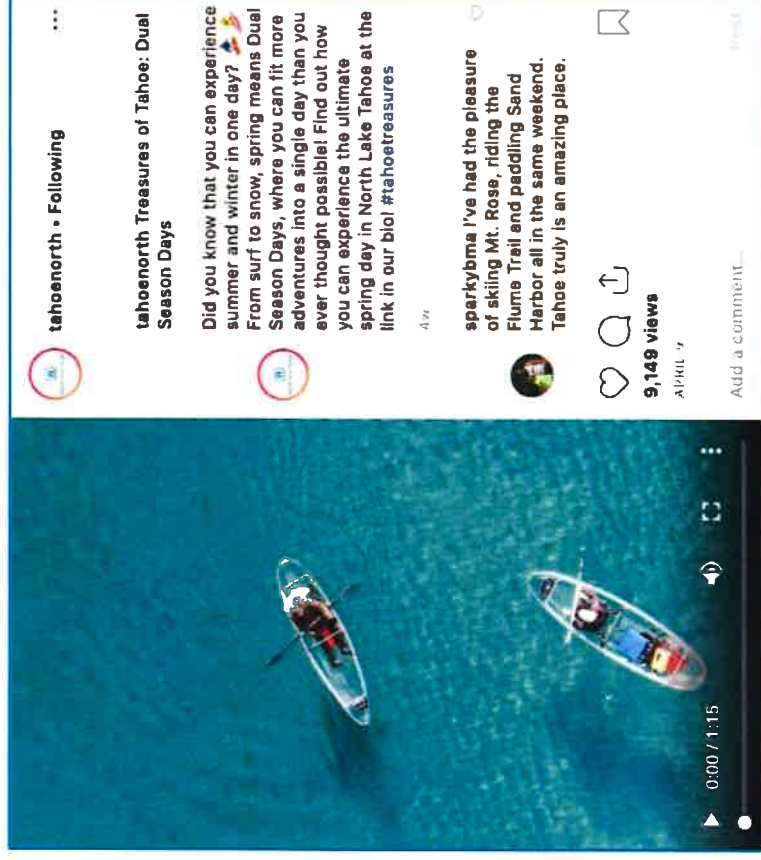
In April, North Lake Tahoe launched the 10th installment of the Treasures of Tahoe campaign and the 3rd for Spring, focusing on Dual Days experiences in spring.

Impressions: 33,452

Engagements: 2,605

Reach: 94,335

Views: 30,891



SOCIAL MEDIA - CARLOS LANG IG TAKEOVER

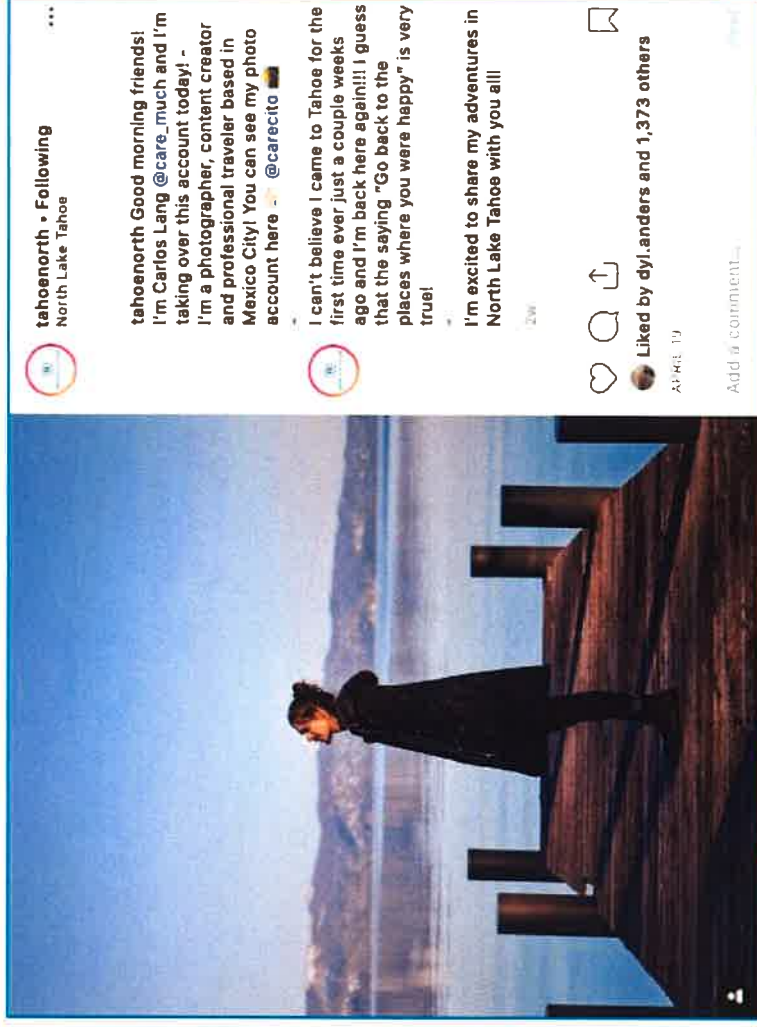
In April, Carlos E. Lang, a journalist from Mexico, took over Tahoe North's Instagram page for a day, including feed posts and IG stories.

of Posts: 3

Impressions: 98,736

Engagements: 7,371

Reach: 61,353

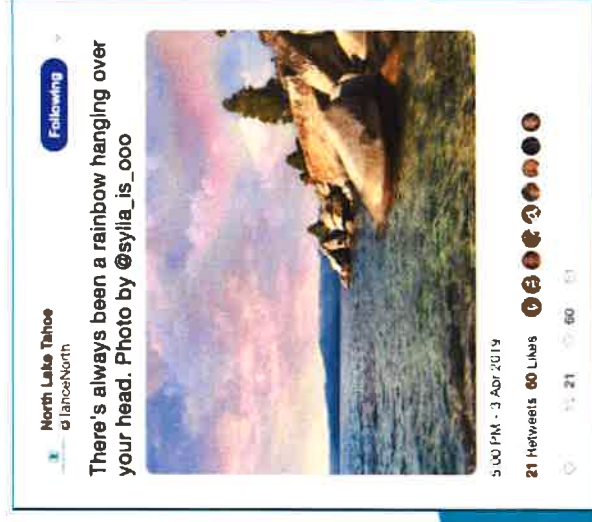
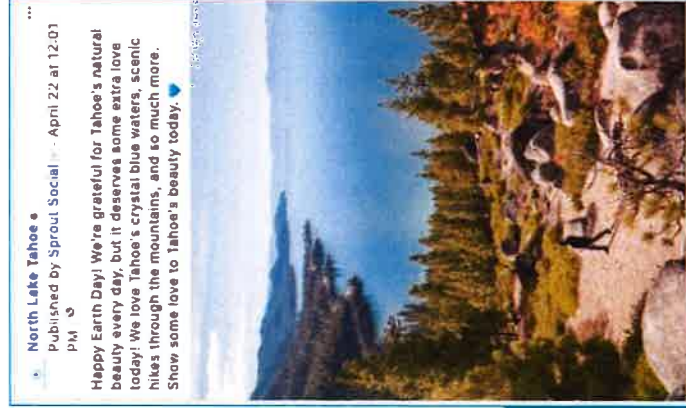


SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

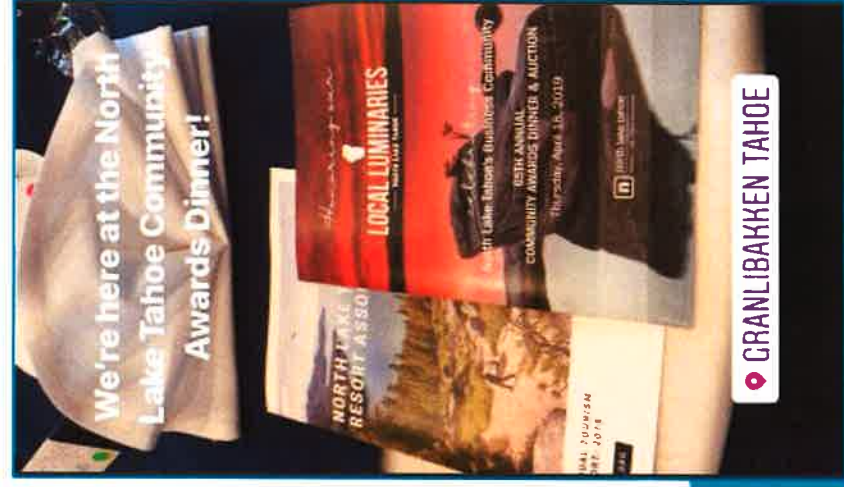
#1 Facebook Post, Earth Day Post: 16.4k Reach, 891 Reactions, 54 Comments, 88 Shares

#1 Instagram Post, Mexico Journalist Takeover: 45.2k Impressions, 4.1k Likes, 40 Comments

#1 Twitter Post, Rainbow UGC: 87.5k Reach, 60 Likes, 21 Retweets



INSTAGRAM STORY HIGHLIGHTS



SOCIAL MEDIA INSIGHTS

Instagram Competitor Set Comparison

Most Popular Media by @tahoenorth



4224 Public Engagements



3646 Public Engagements



3302 Public Engagements

Most Popular Media by @tahoesouth



2516 Public Engagements



1805 Public Engagements



1800 Public Engagements

On average, North Lake Tahoe Receives a higher engagement than @tahoesouth and @visitmammoth

Most Popular Media by @visitmammoth



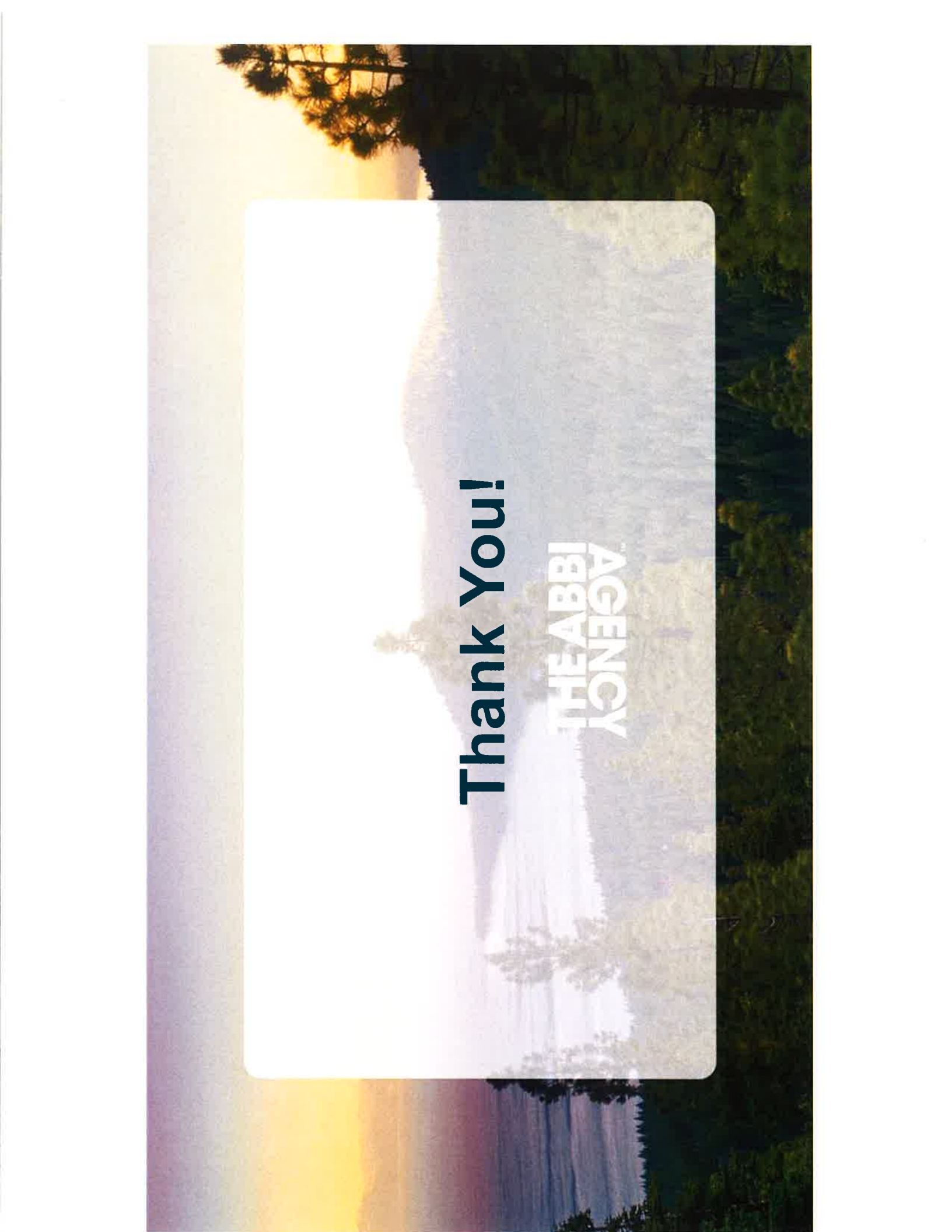
3837 Public Engagements



3230 Public Engagements



2987 Public Engagements



Thank You!

THE ABBE!
AGENCY
LOGO

| Winter 2019



 north lake tahoe

Executive Summary

Consumer

- The winter 2109 campaign served 21.2M impressions resulting in 58K clicks.
- The campaign led to 13.8K website visits with an average time on site of 26 seconds and 1.4 average pages per session. These visitors directly led to 8,402 time on site conversions and 1,203 book now conversions.
- Paid Search ads drove the highest quality site traffic, resulting in 3.1K website visits, with an average time on site of 51 seconds, and 262 book now conversions.
- Paid Search ads drove the most traffic to the site with 3.1K sessions. They also led to 607 TOS conversions and 256 book now conversions.
- The most efficient channel during this campaign was Email with an average cost per conversion of \$11.64.

Performance improved from the 2018 Winter campaign with a lower cost and a higher click through rate.

Average Click Through Rate

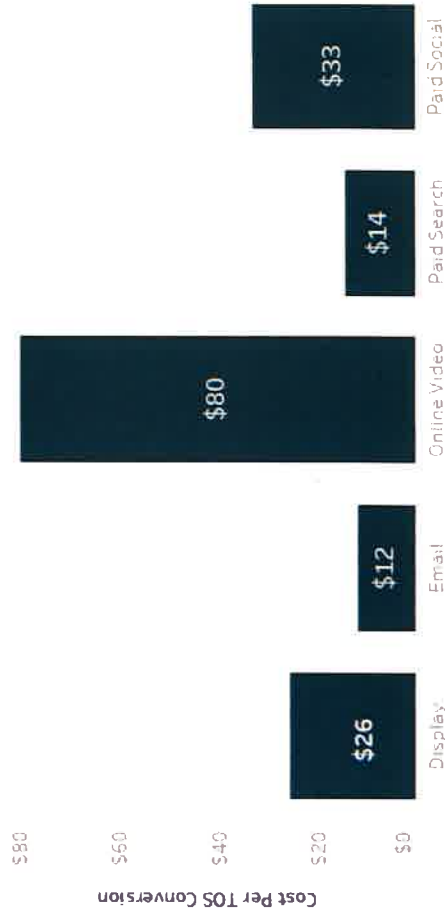
Average Cost per TOS Conversion



Overview by Channel

- The Winter campaign served 21.2M impressions across digital channels. This resulted in 8.4K time on site conversions and 1,203 book now button clicks.
- Display ads drove the most time on site conversions with 4,589 at \$26.31 per conversion. These ads also recieved 22,972 clicks and 306 book now conversions.
- The most efficient channel this Winter was Email with the lowest average cost per TOS conversion of \$11.64.

Cost Per Conversion by Channel

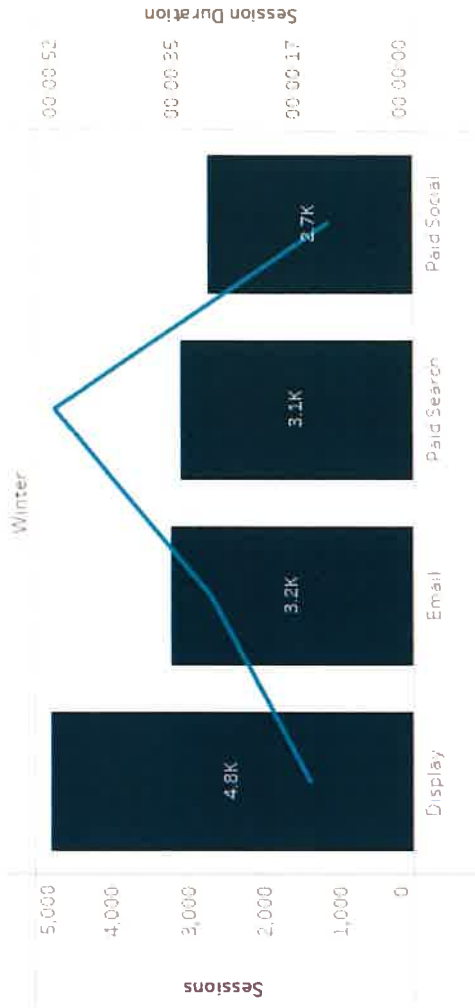


Channel	Spend	Impressions	Clicks	CTR	Time on Site Conversion	Cost Per TOS Conversion	Book Now Conversions
Display	\$120,717	11,504,494	\$22,972	0.20%	4,589	\$26.31	306
Paid Social	\$70,232	8,185,863	24,603	0.30%	2,148	\$32.70	639
Online Video	\$8,124	730,883	733	0.10%	102	\$79.65	2
Email	\$11,125	556,250	6,711	1.21%	956	\$11.64	0
Paid Search	\$8,511	233,434	3,075	1.32%	607	\$14.02	256
Grand Total	\$218,709	21,210,924	58,094	0.27%	8,402	\$26.03	1,203

Website Performance

- Digital executions accounted for 13.8K session during the Winter campaign.
- Winter ad visits were led by users from Display ads (4.8K sessions).
- Users from Paid Search ads spent the most time on site (00:00:51) and had a bounce rate of 68%.

Sessions (Bars) Vs Session Duration (Lines) by Channel



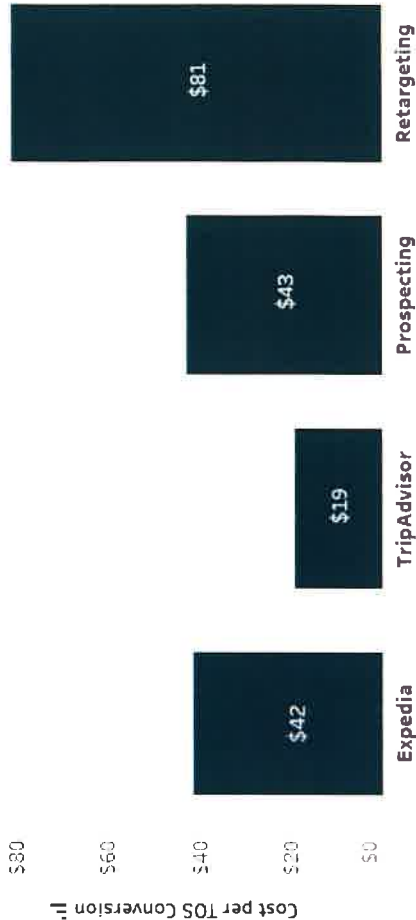
Channel	Sessions	Avg. Time on Site	Pages per Session
Display	4,780	00:00:15	1.3
Email	3,215	00:00:29	1.5
Paid Search	3,074	00:00:51	1.8
Paid Social	2,721	00:00:12	1.2
Grand Total	13,790	00:00:26	1.4



Display Performance

- Display ads drove the most time on site conversions at 4,589 with an average cost per conversion of \$26.31. Display also accounted for 306 book now conversions.
- TripAdvisor ads drove the most time on site conversions during this campaign with 3,181, these ads also led to 223 book now conversions.

Cost Per Conversion by Placement

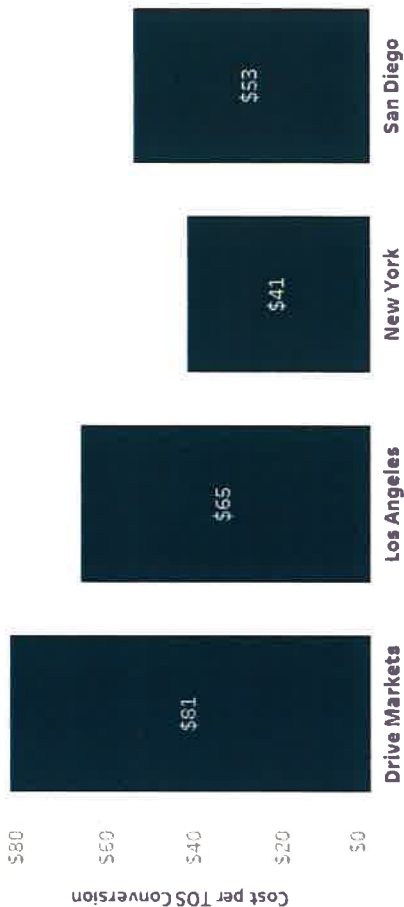


Targeting	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
TriPadvisor	\$60,472	3,115,390	4,019	0.13%	\$15.05	3,181	\$19.01	223
Prospecting	\$47,735	5,650,530	17,761	0.31%	\$2.69	1,113	\$42.89	60
Retargeting	\$404	89,849	33	0.04%	\$12.25	5	\$80.86	1
Expedia	\$12,105	2,648,725	1,159	0.04%	\$10.44	290	\$41.74	22
Grand Total	\$120,717	11,504,494	22,972	0.20%	\$5.25	4,589	\$26.31	306

Display Performance by Region

- New York had the lowest cost per TOS conversion with 105 conversions at an average cost of \$41.13. They were also accountable for 5 book now conversions.

Cost Per Conversion by Region

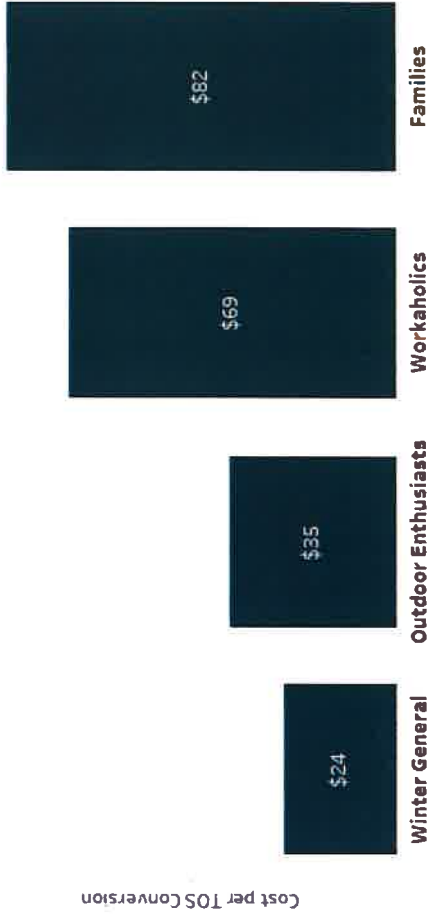


Region	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
Drive Markets	\$404	89,849	33	0.04%	\$12.25	5	\$80.86	1
Los Angeles	\$2,861	635,875	374	0.06%	\$7.65	44	\$65.03	5
New York	\$4,319	959,704	528	0.06%	\$8.18	105	\$41.13	5
San Diego	\$12,540	1,439,042	1,411	0.10%	\$8.89	235	\$53.36	9
Grand Total	\$20,124	3,124,470	2,346	0.08%	\$8.58	389	\$51.73	20

Display Performance by Creative

- Display ads targeted toward Winter General were the most efficient ads, with the lowest cost per TOS conversion of \$23.92.
- Display ads targeted toward Outdoor Enthusiasts had the highest TOS conversion rate at 23.4%.

Cost Per Conversion by Persona



Persona	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
Winter General	\$98,367	6,579,218	20,605	0.31%	\$4.77	4,113	\$23.92	273
Families	\$2,625	583,403	233	0.04%	\$11.27	32	\$82.04	2
Outdoor Enthusiasts	\$3,132	696,004	380	0.05%	\$8.24	89	\$35.19	5
Workaholics	\$4,487	997,146	598	0.06%	\$7.50	65	\$69.03	4
Grand Total	\$108,612	8,855,771	21,816	0.25%	\$4.98	4,299	\$25.26	284

Display Ad Examples

Families

Sizes:
160x600, 300x250, 300x600,
320x50, 728x90

Impressions: 1.87M
Clicks: 1,604
CTR: 0.09%
TOS Conversions: 186
CVR: 11.60%



Outdoor Enthusiasts

Sizes:
160x600, 300x250, 300x600,
320x50, 728x90

Impressions: 1.80M
Clicks: 1,515
CTR: 0.08%
TOS Conversions: 203
CVR: 13.40%



Workaholics

Sizes:
160x600, 300x250, 300x600,
320x50, 728x90

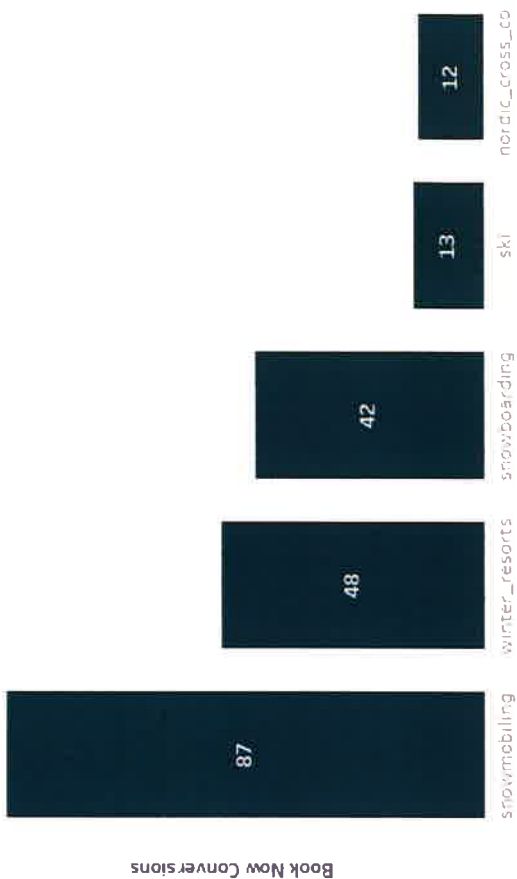
Impressions: 2.16M
Clicks: 2,022
CTR: 0.09%
TOS Conversions: 173
CVR: 8.56%



Paid Search Performance

- The campaign resulted in 3,075 ad clicks for an average CTR of 1.32%. Of the traffic going to the site, 19.7% of them spent at least 115 seconds browsing GoTahNorth's site. Furthermore, 8.3% of this traffic ended up clicking on a book now button.
- The ad group with the highest click through rate was 'nit_sledding' at 23.94% and a cost per click of \$1.87

Book Now Conversions by Ad Group

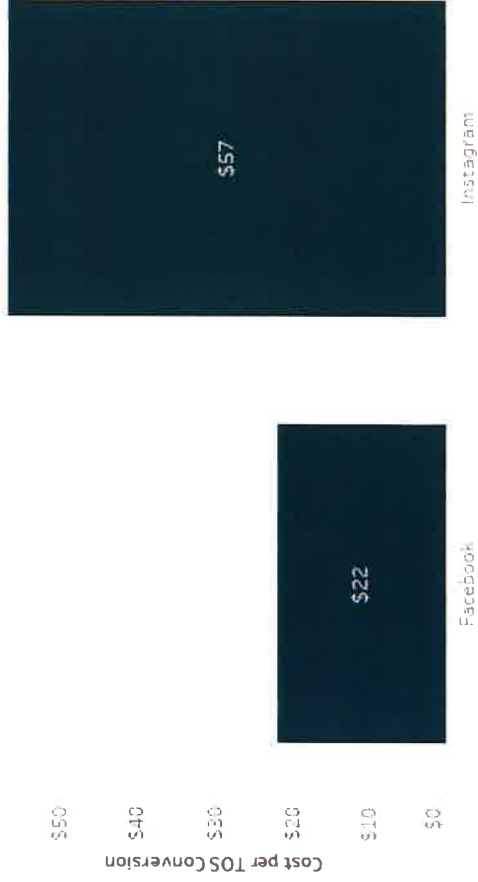


Season	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Winter	\$8,511	233,434	3,075	1.32%	\$2.77	607	\$14.02	256
Grand Total	\$8,511	233,434	3,075	1.32%	\$2.77	607	\$14.02	256

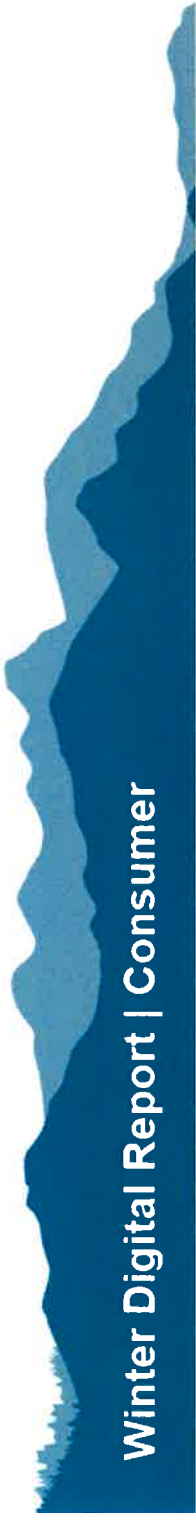
Facebook And Instagram Performance

- Throughout the winter campaign, ads on Facebook and Instagram combined for 8.2M impressions resulting in 24.6K link clicks. Cost per conversion was \$32.70 with 2.1K TOS conversions and 639 book now clicks.
- Ads on Facebook drove the most clicks during the campaign.
- Ads on Facebook were the most efficient due to their lower cost per conversion.

Cost per Conversion by Platform



Platform	Spend	Impressions	Link Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Button Click
Facebook	\$31,847	2,572,421	13,828	0.54%	\$2.30	1,469	\$21.68	271
Instagram	\$38,385	5,613,442	10,775	0.19%	\$3.56	679	\$56.53	368
Grand Total	\$70,232	8,185,863	24,603	0.30%	\$2.85	2,148	\$32.70	639



Facebook And Instagram Performance

- Throughout the winter campaign, there were 4 different ad formats that ran on Facebook and Instagram. The following compares each formats performance.
- Carousel ads drove the most clicks during the campaign at 13,785.
- Static ads were the most efficient due to their lower cost per conversion of \$12.91.

Cost per Conversion by Ad Format



Ad Format	Spend	Impressions	Link Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Button Click
Carousel	\$31,769	3,295,379	13,785	0.42%	\$2.30	1,593	\$19.94	430
IG Story	\$25,800	779,571	4,748	0.61%	\$5.43	194	\$132.99	181
Static	\$2,763	299,905	1,480	0.49%	\$1.87	214	\$12.91	1
Video	\$9,900	3,811,008	4,590	0.12%	\$2.16	147	\$67.35	27
Grand Total	\$70,232	8,185,863	24,603	0.30%	\$2.85	2,148	\$32.70	639



Facebook and Instagram Ad Examples

Dynamic Creative

North Lake Tahoe
Tahoe is the perfect location for winter recreation. Join us for the perfect mix of outdoor activities, great food, and cozy cabins. Book now.

Find the Perfect Winter Adventure
Experience the beauty of Lake Tahoe in the heart of the Sierra Nevada. Book now.

North Lake Tahoe
Experience the beauty of Lake Tahoe in the heart of the Sierra Nevada. Book now.

Find the Perfect Winter Adventure
Experience the beauty of Lake Tahoe in the heart of the Sierra Nevada. Book now.

North Lake Tahoe
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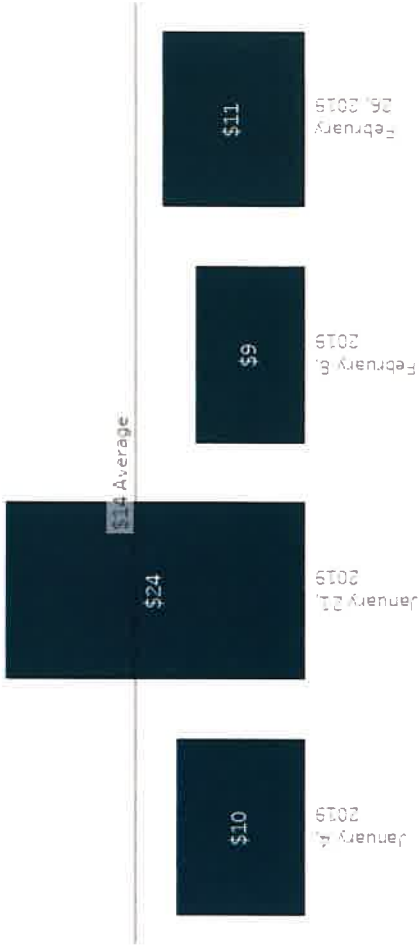
North Lake Tahoe
Experience the beauty of Lake Tahoe in the heart of the Sierra Nevada. Book now.

Find the Perfect Winter Adventure
Experience the beauty of Lake Tahoe in the heart of the Sierra Nevada. Book now.

Email Performance

- Winter emails were sent to 556.3K individuals and opened by 16.33% of the audience. This led to 6,711 clicks and 956 conversions for an average cost per conversion of \$11.64.
- Visitors from winter emails had an average session duration of 00:00:15 and averaged 1.2 pages per session.

Email Cost per TOS Conversion by Send Date



Date Sent	Subject Line	Spend	Delivered	Opens	Open Rate	Clicks	Click Through Ra..	Conversions	Cost per TOS Conversion	Book Now Conversions
January 4, 2019	Discover a Winter that Wows	\$3,475	173,750	30,031	17%	2,103	7%	337	\$10	0
January 21, 2019	Escape to a Winter that Wows	\$2,550	50,001	8,849	18%	729	8%	107	\$24	0
February 8, 2019	Escape to a Winter that Wows	\$2,550	127,500	20,066	16%	1,772	9%	290	\$9	0
February 26, 2019	Find Your Winter Wow in North Lake Tahoe	\$2,550	204,999	31,904	16%	2,107	7%	222	\$11	0
Grand Total		\$11,125	556,250	90,850	16%	6,711	7%	956	\$12	0



Thank You