

# VISIT MENDOCINO

 LocaliQ  
**Lead-Gen Promotion  
Campaign Wrap-Up**

“Magic is Real”  
Giveaway



# Contest Results Overview



## RESULTS

- "Magic is Real" Giveaway
- 17,004 Total Entries
- 6,347 Unique Users
- 4,184 New Opt-Ins (Mendocino)
- 4,169 New Opt-Ins (Little River Inn)

## HIGHLIGHTS

- 48% of Entrants Plan to Travel with Significant Other
- 54% of Entrants had NOT been to Mendocino County
- Activities
  - 26% - Outdoor Recreation
  - 25% - Beach
- 1,309 New Facebook Followers (Mendocino)
- 1,219 New Instagram Followers (Mendocino)



# Paid Media Results

Paid Media	Impressions	Clicks	CTR
Social	499,406	13,739	2.75%
Display	709,255	780	0.11%
Search	584	29	4.97%
Targeted Email	225,336	5,770	2.56%
<b>Total</b>	<b>1,434,641</b>	<b>20,419</b>	<b>1.42%</b>

# Paid Media Insights – Social

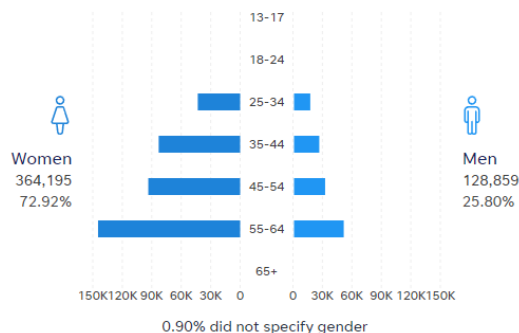


Avg. Metrics  
.50% - 1% CTR

Reach	Imp.	Clicks	CPC	CTR	CPM	Comment	Reaction	Share
186,502	499,406	13,739	\$0.42	2.75%	\$11.74	92	1,356	110

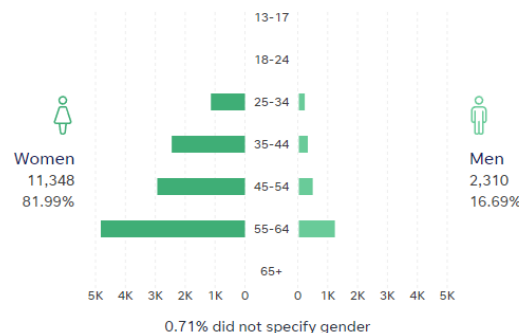
73% of your impressions on social networks year to date came from female

Year to Date 1 Campaign



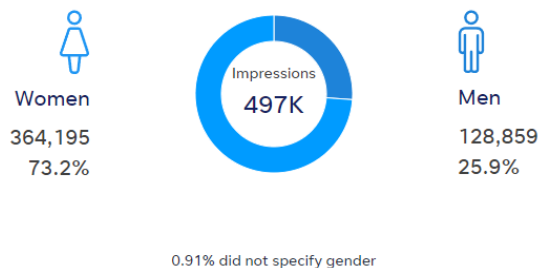
82% of your clicks on social networks year to date came from female

Year to Date 1 Campaign



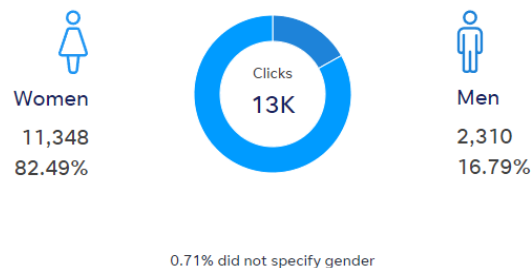
Your ads were most popular among **women**. They made up **73%** of your impressions year to date.

Year to Date 1 Campaign



Your ads were most popular among **women**. They made up **82%** of your clicks year to date.

Year to Date 1 Campaign



Age Range	% of Impressions	% of Clicks
25-34	12.17%	26.42%
35-44	21.96%	52.66%
45-54	25.28%	20.43%
55-64	39.31%	43.82%

Gender	% of Impressions	% of Clicks
Women	72.92%	81.99%
Men	25.80%	16.69%

# Paid Media Insights – Social



Platform	Reach	Imp.	Clicks	CTR
Facebook	155,943	419,668	12,320	2.93%
Instagram	17,215	31,085	1,000	3.21%
Audience Network	13,344	48,653	419	0.86%
<b>Total</b>	<b>186,502</b>	<b>499,406</b>	<b>13,739</b>	<b>2.75%</b>

## Desktop FB Ad

## Instagram Ad

## Mobile FB Ad

# Paid Media Insights - Display



**300x250**



**300x600**



Ad Size	Impressions	Clicks
300x250	105,399	65
728x90	159,859	264
300x600	8,755	5
320x50	436,477	446

**728x90**



**320x50**



# Paid Media Insights - Display

Avg. Metrics  
.10% CTR



Paid Media	Imp.	Clicks	CTR
Display	709,255	780	0.11%

## Site Retargeting

Device	Imp	% Imp	Clicks	% Clicks
Mobile	86,722	78%	139	83%
Tablets	5,995	5%	15	9%
Desktop	18,575	17%	14	8%

## Search Retargeting

Device	Imp	% Imp	Clicks	% Clicks
Mobile	457,329	77%	465	76%
Tablets	79,044	13%	145	24%
Desktop	61,347	10%	2	<1%

# Paid Media Insights - Search



Paid Media	Impressions	Clicks	CTR
Search	584	29	4.97%

**Avg. Metrics**  
1% - 2% CTR

Keyword	Impressions	Clicks	CTR
vacation getaway deals	372	14	3.76%
vacation getaway deals	40	10	25.00%
vacation getaways deals	37	2	5.41%
family vacation deal	31	2	6.45%
family vacation offers	3	1	33.33%
family vacations offer	2	0	--
vacation getaways promotion	1	0	--
family getaway promotion	2	0	--
family vacations offers	3	0	--
family getaway offer	5	0	--
family vacations promotions	4	0	--
family getaway deals	5	0	--
family getaway promotions sacramento	1	0	--
family activities offer eugene	1	0	--
vacation getaways offers	1	0	--
family vacation offer sacramento	1	0	--
family vacations deals	23	0	--
family getaways offers	1	0	--
family vacations deal	15	0	--

Keyword	Impressions	Clicks	CTR
vacation getaway deals	372	14	3.76%
vacation getaway deals	40	10	25.00%
vacation getaways deals	37	2	5.41%
family vacation deal	31	2	6.45%
family vacation deals	24	0	--
family vacations deals	23	0	--
family vacations deal	15	0	--
family getaway offer	5	0	--
family getaway deals	5	0	--
family vacations promotions	4	0	--
family vacations promotion	4	0	--
family vacation offers	3	1	33.33%
family vacations offers	3	0	--
vacation getaway offers	3	0	--
family vacations offer	2	0	--
family getaway promotion	2	0	--
vacation getaway promotions	2	0	--
family getaways offer	2	0	--
vacation getaways promotion	1	0	--



# Paid Media Insights - Targeted Email



Email	Total Emails Sent	Total Opens	Open Rate	Total Clicks	CTR
Month 1	75,122	14,080	18.74%	2,224	2.96%
Month 2	75,122	14,755	19.64%	1,912	2.55%
Month 3	75,122	11,868	15.80%	1,634	2.18%

## Link Activity



Index	Link URL	Clicks	%
1	<a href="https://usatoday.gannettcontests.com/Mendocino-County-Magic-is-Real/?utm_source=LOCALIQ&amp;utm_medium=email&amp;utm_campaign=VisitMendocinoCounty_SEP2023">https://usatoday.gannettcontests.com/Mendocino-County-Magic-is-Real/?utm_source=LOCALIQ&amp;utm_medium=email&amp;utm_campaign=VisitMendocinoCounty_SEP2023</a>	18	1.10%
2	<a href="https://usatoday.gannettcontests.com/Mendocino-County-Magic-is-Real/?utm_source=LOCALIQ&amp;utm_medium=email&amp;utm_campaign=VisitMendocinoCounty_SEP2023">https://usatoday.gannettcontests.com/Mendocino-County-Magic-is-Real/?utm_source=LOCALIQ&amp;utm_medium=email&amp;utm_campaign=VisitMendocinoCounty_SEP2023</a>	1,087	66.52%
3	<a href="https://usatoday.gannettcontests.com/Mendocino-County-Magic-is-Real/?utm_source=LOCALIQ&amp;utm_medium=email&amp;utm_campaign=VisitMendocinoCounty_SEP2023">https://usatoday.gannettcontests.com/Mendocino-County-Magic-is-Real/?utm_source=LOCALIQ&amp;utm_medium=email&amp;utm_campaign=VisitMendocinoCounty_SEP2023</a>	529	32.37%
		<b>1,634</b>	

### Avg. Metrics

10% Open Rate  
2% CTR



*Thank  
You!*