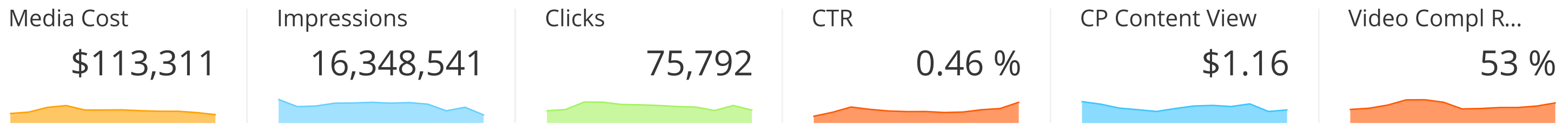




Visit Mendocino Campaign Overview

12/10 - 2/28



KPI Overview

Publisher	Pandora PMP	Spotify P...	AXM	Facebook	Total
Media Cost	\$2,736	\$31,714	\$47,137	\$31,724	\$113,311
Impressions	56,489	525,046	10,632,852	5,134,154	16,348,541
Clicks	317	2,320	12,342	60,813	75,792
CTR	0.56 %	0.44 %	0.12 %	1.18 %	0.46 %
CPC	\$8.63	\$13.67	\$3.82	\$0.52	\$1.50
Social Actions	0	0	0	14,725	14,725
Content Views	33	2,436	23,858	71,181	97,508
Activity Rate	0.06 %	0.46 %	0.22 %	1.39 %	0.60 %
CP Content View	\$82.91	\$13.02	\$1.98	\$0.45	\$1.16
Outgoing Link	0	35	1,190	5,955	7,180
Email Signup	0	0	30	69	99
Visitor Guide Signup	0	0	25	0	25
Video Plays	56,369	525,046	1,282,937	611,318	2,475,670
Video Compl Rate (VCR)	78 %	98 %	55 %	8 %	53 %

1 - 14 of 14 items

Switch Trend

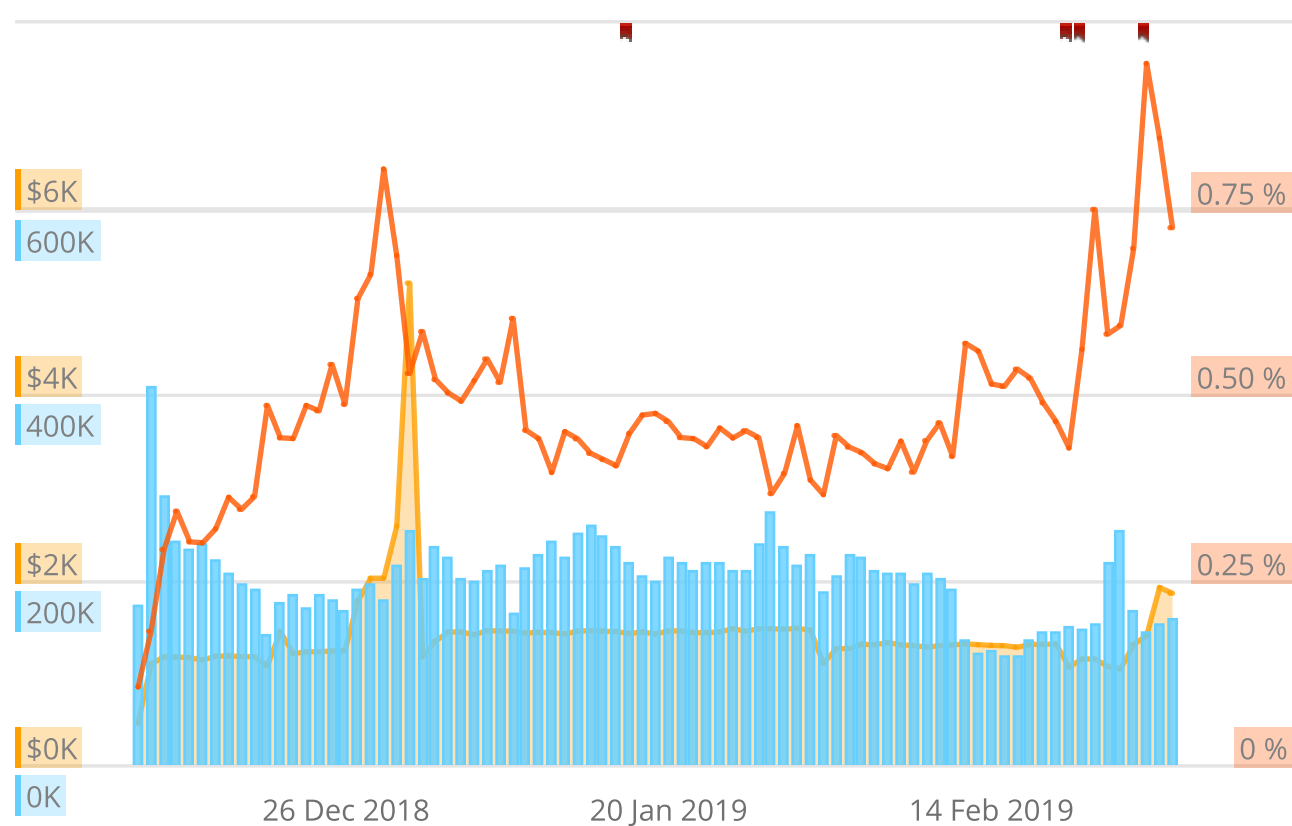
Day Week Month

Publisher Filter

AXM Facebook Pandora PMP

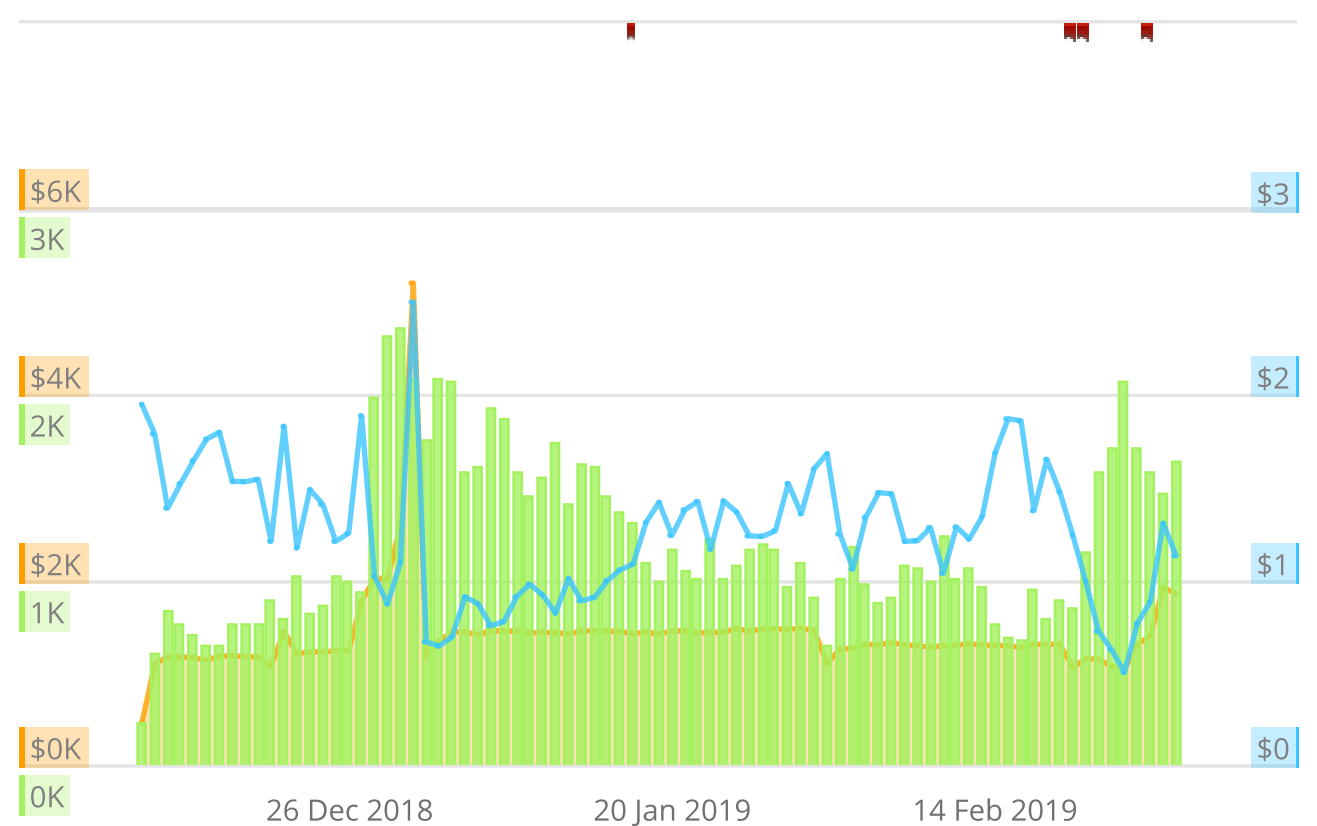
Impression Trend

Media Cost Impressions CTR



Content View Trend

Media Cost Content Views CP Content View



Web Analytics:

Overall, the Mendocino campaign continues to positively impact site traffic and engagement.

- YoY (2.1 - 2.28), VisitMendocino.com increased its users by 117%, increased sessions by 111% and new users have increased by almost 123%. MoM, (Feb to Jan), sessions increased 16% and new users increased 17%. Average time on the page is also up 4%.
- The /meet-local-celebrities (whale) page on the VM site (from 2.6 - 2.28) has become the #5 most visited page, behind the homepage, listing pages and event page. When comparing activity on this page with the same reporting period prior (1.14 - 2.5), **traffic to this specific page has increased 967%** (279 visits from 1.14 - 2.5 vs. 2,978 from 2.6 - 2.28).

Media Performance:

AXM, Facebook, Spotify and Pandora continue to contribute to VisitMendocino.com (VM) site engagements and increase brand awareness with the following data points in mind:

- **Engagement:**
 - AXM, Facebook, Spotify and Pandora have contributed 97.4K content views on the VM site, with each site delivering a more efficient CPCV from Dec to Feb. AXM has improved its cost per content (CPCV) from Dec to Feb by more than 2x, from around \$3.50 to under \$1.70, while Facebook improved its CPCV by 13%, from \$0.57 to \$0.50. Spotify also delivered a 33% better CPCV from \$14 in January to less than \$9.40 in February. Pandora initial results reflect a \$171 CPCV however MMWW is adjusting KPIs due to lack of confidence in content view tracking.
 - The campaign through February has also contributed 94 email sign ups, with a spike in emails once Crab creative was shut off and creative traffic was directed to the homepage. Email sign ups are key as they lengthen the lifetime value of a potential Mendocino visitor since the audience will continue receiving emails post campaign.
- **Brand Awareness:**
 - All channels are bringing an increase in awareness, with channels like Pandora, Spotify and AXM driving an audience to the VM site that is 84% new, contributing over 1.8M video plays.
 - Facebook is also driving awareness with 407K video plays and engaging social carousel units (0.29%).
 - From a brand study perspective, event focused creative continued to deliver a higher awareness and intent lift than non event creative.

Creative:

- With both AXM and Facebook, within Retargeting, video continues to drive the higher CTR than the non video units.
- With Facebook video specifically, we started to see some wear out in the Tree Hug and Horses video creative (lower CTRs, activity rates and engagement rates in Feb vs. Jan) therefore we've paused the old videos to continue leaning into the stronger performing Railbikes video.
- RailBikes is delivering half the CPCV and 2x the activity rate as Horses and Tree Hug on Facebook.
- Fresh, activity/event related creative works best. The Whale creative drove the highest (non video) CTR on AXM and Facebook until SkunkTrain and Pet Friendly Stitch was launched on Facebook and achieved a 1.6x higher CTR than Whale.
- Within AXM, SublimeSkinz launched 2/20, and very initial data reflects a CTR of 0.65%. We'll keep an eye on performance here.

Suggestion:

If Theory wants to shorten the 48second Railbikes video creative, MMWW can add Railbikes into AXM's video rotation.

Is there an updated creative roadmap that MMWW should align with?

Optimizations:

- 2/1 FB/IG - Added spirits/cocktails into wine-foodie segment
- 2/6 AXM - Whales Breach and Whales Tail event creative launched
- 2/6 FB/IG - Whales Breach launched
- 2/6 Pandora PMP - Launched
- 2/11 AXM optimized out of beer enthusiast and green living
- 2/12 AXM - AXM will shift weight back to Desktop in order to see activity within the study
- 2/20 AXM - added in SublimeSkinz
- 2/21 FB/IG - Skunk Train Static ad and Pet Friendly-Stitch Ad launched
- 2/25 FB/IG - Launched bikerails video ad
- 2/25 FB/IG - Updated prior video engager audience to include newer video ads
- 2/26 FB/IG - Paused Static Kayak and Horse due to min delivery last 7 days and poor perf

Publisher Performance

Publisher	Media O	Media .	Impressi	Clicks	CPM	CTR	CPC	Video Pl.	VCR
▼ AXM		\$47,137	10,632,852	12,342	\$4.43	0.12 %	\$3.82	1,282,937	55 %
	Prospecting	\$33,070	10,101,099	11,524	\$3.27	0.11 %	\$2.87	1,055,538	56 %
	Retargeting	\$14,067	531,753	818	\$26.45	0.15 %	\$17.20	227,399	50 %
▼ Facebook		\$31,724	5,134,154	60,813	\$6.18	1.18 %	\$0.52	611,318	8 %
	Prospecting	\$26,513	4,431,670	50,705	\$5.98	1.14 %	\$0.52	514,933	8 %
	Retargeting	\$5,211	702,484	10,108	\$7.42	1.44 %	\$0.52	96,385	7 %
▼ Spotify P...		\$31,714	525,046	2,320	\$60.40	0.44 %	\$13.67	525,046	98 %
	Prospecting	\$31,714	525,046	2,320	\$60.40	0.44 %	\$13.67	525,046	98 %
▼ Pandora ...		\$2,736	56,489	317	\$48.44	0.56 %	\$8.63	56,369	78 %
Total		\$113,311	16,348,541	75,792	\$6.93	0.46 %	\$1.50	2,475,670	53 %

Creative Performance

Publisher	Ad Form	Creative	Media .	Impressi	Clicks	CTR	CPC	Video Pl.	VCR
▼ AXM			\$47,037	10,625,915	12,293	0.12 %	\$3.83	1,282,937	55 %
	▼ HTML5		\$31,984	9,335,822	8,667	0.09 %	\$3.69	0	NaN
		Horse Riding	\$9,692	3,004,714	2,458	0.08 %	\$3.94	0	NaN
		Kayak	\$9,689	3,004,642	2,397	0.08 %	\$4.04	0	NaN
		Crab	\$7,854	2,108,171	2,234	0.11 %	\$3.52	0	NaN
		Whales Breach	\$2,383	608,968	767	0.13 %	\$3.11	0	NaN
		Whales Tail	\$2,366	609,327	811	0.13 %	\$2.92	0	NaN
	▼ Video		\$15,053	1,290,093	3,626	0.28 %	\$4.15	1,282,937	55 %
		Horse Riding	\$7,546	647,079	1,831	0.28 %	\$4.12	643,568	55 %
		TreeHuggers	\$7,507	643,014	1,795	0.28 %	\$4.18	639,369	55 %
▼ Facebook			\$31,724	5,134,154	60,813	1.18 %	\$0.52	611,318	8 %
	▼ Video		\$15,479	1,501,632	26,332	1.75 %	\$0.59	611,318	8 %
		15s Tree Hug	\$7,371	662,012	11,109	1.68 %	\$0.66	297,824	8 %
		15s Horses	\$7,291	744,749	12,890	1.73 %	\$0.57	289,227	7 %
		48s Railbikes	\$817	94,871	2,333	2.46 %	\$0.35	24,267	7 %
	▼ Static		\$11,279	2,464,041	25,137	1.02 %	\$0.45	0	NaN
		Crab	\$6,842	1,480,795	16,304	1.10 %	\$0.42	0	NaN
		Skunktrain	\$1,834	447,249	5,169	1.16 %	\$0.35	0	NaN
		Whales Breach	\$1,715	346,030	2,419	0.70 %	\$0.71	0	NaN
		Horse Riding	\$551	141,744	840	0.59 %	\$0.66	0	NaN
		Kayak	\$205	30,210	242	0.80 %	\$0.85	0	NaN
		Pet Friendly-St...	\$133	18,013	163	0.90 %	\$0.82	0	NaN
	▼ Carousel		\$4,067	1,168,481	9,344	0.80 %	\$0.53	0	NaN
Total			\$113,211	16,341,604	75,741	0.46 %	\$1.49	2,475,670	53 %