



**VISIT MENDOCINO COUNTY
DIGITAL MARKETING SUMMARY
September 9 – 30, 2019**

LAUNCH

- The fiscal year's digital marketing campaign launched on September 9, 2019
- Initial channels: programmatic and Facebook; YouTube launched September 12, 2019
- Assets include brand awareness videos (Starry Night, Canoe Big River, Canoe to Sunset) and mushroom festival branded HTML5 banners
- Total spend (to date): \$36,427
 - Facebook: \$13,012
 - YouTube: \$10,559
 - Programmatic: \$12,857

PERFORMANCE

- Total impressions (to date): **4,932,565** with click-through rate (CTR) of 0.83%. See below for average CTRs.
 - **Overall Display Ad CTRs:** *Across all ad formats and placements display ad CTR is just 0.05%*
 - **Rich media CTRs:** *Rich media Ad average CTRs are 0.1%*
- Videos have differing performances on FB and YouTube but are comparable on AXM. On FB, Canoe Big River is the top performer; YouTube is Canoe to Sunset
- Facebook leads the pack with 541,896 video plays
- Video completion rate overall is 31%

RESULTS

- We will continue to monitor and switch up assets as performance dictates