



MEDIA MATTERS WORLDWIDE APRIL 2019

Executive Summary

VisitMendocino campaign continues to grow awareness of and visit intent for Mendocino:

1. Through 4/30, Media helped create a 104% larger user base (+108% for new users) for VisitMendocino.com vs the same time last year with 141k total users so far.
2. VisitMendocino **programmatic media has driven a 3.2ppt lift in “Definitely Will Visit” Mendocino county** per the Nielsen brand study, with users reached 5-9 times showing the strongest lifts. Overall lift surpasses Facebook’s travel norm (2ppt).
3. Skunk Train and Railbikes continue to garner the most site and media engagement, though creative wear is starting to set in on Facebook.

Media Details

- **Awareness:**
 - Digital media has delivered 25M impressions through 4/30, driving top of mind awareness of Mendocino as a destination.
 - 3.2M video plays have been driven across channels. Horse Riding and TreeHuggers continue to run on AXM and Spotify while Facebook is focusing on 48sec Railbikes.
 - Railbikes is starting to see creative wear on Facebook with CTR and Activity Rate dipping from March.
 - Potential Action: Consider rolling out new video content on social, perhaps to support 4th of July in Mendocino, other video options?
- **Visit Intent/Engagement:**
 - April saw CTR (0.64%) and Activity Rate (0.69%) dip slightly from March, driven by more of an event focus (Taste, Pinot) in April and less frequent creative updates on media and site.
 - Media has driven 174k content views, building users’ reasons to visit.

- In the Nielsen brand study, **programmatic is now driving a 3.2ppt lift in “Definitely Will Visit” Mendocino county.**
 - Users reached 5-9 times showed the strongest lifts, highlighting the importance of ongoing targeted media.
 - On Programmatic, Retargeting audiences are responding most positively to HTML5 creative in terms of Activity Rate/CPCV, while Prospecting audiences favor video in terms of AR, yet CPCV is higher.
 - Potential Action: Test shifting split more to video on prospecting and more to HTML on retargeting to see if performance improves.
 - On Facebook, focus shifted more to Video and Taste event in April.
 - Travel-Vacation and Competing Destinations prospecting strategies gained scale while travel season picked up.
 - Taste Mendocino saw a total of 1,317 event responses, supporting achievement of ticket sale goals.
 - Spotify Activity Rate and CP Content View improved from last month, likely due to shifting spend to higher performing weekends days.
- **Tourist Revenue/Loyalty:**
 - 2.6M retargeting impressions and 176 email sign ups from media show that media is giving VM a user base to communicate with via owned communications. Retargeting audiences continue to grow as the campaign progresses.

Creative:

- In April, media creative focused on Horse Riding (15% of spend), TreeHuggers (12%) and Railbikes/Skunktrain (12%) while also supporting Taste and Pinot events.
- On Facebook, SkunkTrain and Railbikes continue to drive the strongest engagement, though creative wear seems to be setting in. Within Taste event support on FB, Vineyard creative drove the strongest response.
 - Recommendation: Roll out new video creative for social and ideally other channels as well.
- Treehuggers is driving the strongest CTR and Activity Rate on programmatic. Taste and Pinot events drive lower CTRs vs other versions.

Optimizations:

3/5: AXM added a tripsavvy PMP; FB Paused Tree Hugger and Horse videos due to minimal spend

3/12: AXM paused Pandora and added a Groundtruth PMP and FB added new "Dog Lovers" segment to replace Pet Friendly

3/18: FB shut off Whale ads

3/20: FB Taste of Mendocino ads launched

3/31: AXM applied day parting to run 6am-12am when performance is stronger

4/3: FB paused Dog Lover and Environmental segments and Pet ad due to poor performance.

4/5: Taste of Mendocino event response campaign launched

4/8: Paused Spotify on Wed as we saw poorer performance on this day

4/16: Added a new high impact PMP which shows ads on locked screens of phones

4/17: FB: Within the Event Response campaign, paused Outdoor Enthusiast and Retargeting due to poor performance

4/30: FB: launched pinot ads w/a/b copy test

4/30: AXM: Cut some audience strategies to make more room for contextual which is performing better. Some underperforming high impact units were also paused.