

W

# WORKSHOP

An integrated brand  
engagement engine

Campaign Final Report  
January 1 - December 31, 2019

Prepared For:





# Executive Summary

2019 was successful for Greene County Tourism's marketing efforts. We saw a continued increase in website traffic, strong growth on our social media channels and above average CTR's for paid media campaigns.

## Highlights

### Website and Search Marketing

Our website traffic is up 8.9% in total sessions and 26% in organic sessions. Our search, content, social and PR strategies were very synergistic in 2019 allowing our message to consistent across channels and helped make our seasonal campaigns more effective. One example of this synergy is with our small town travel message that was identified through search and PR trends and spread across our website, social accounts and media relations

### Social Media

Compared to 2018, our Instagram followers have once again more than doubled, increasing 138% YOY. Instagram continues to be the primary social platform for beautiful tourism destinations like Greene County. We attribute this success to our content strategy and monthly measurement of it's effectiveness. We also utilized new capabilities on social such as Instagram stories, which helped increase engagement with our audience throughout the year.

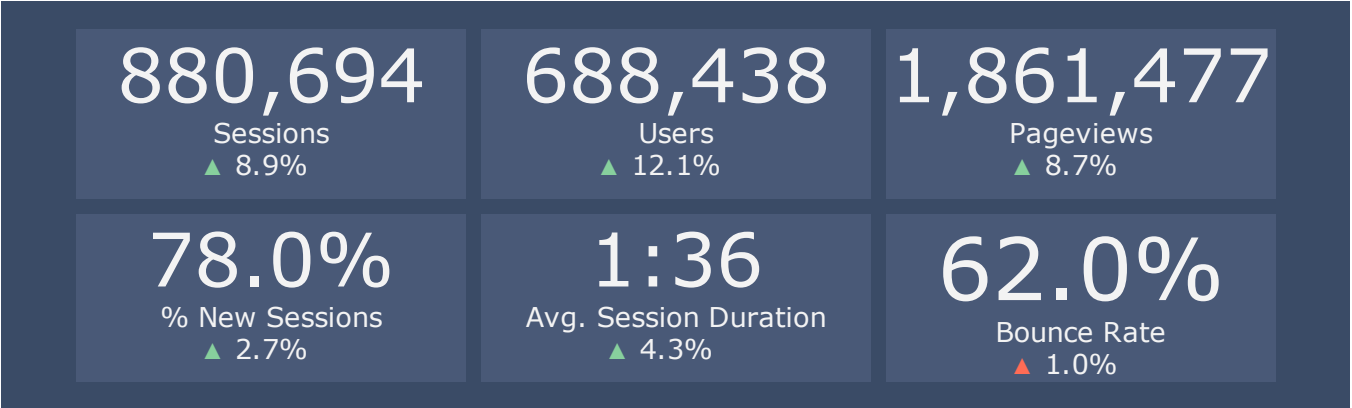
### Paid Media

This year we made small adjustments to our paid media strategy to optimize what platforms we run on and when so that we can continue to increase qualified website traffic. One example of this is investing more money into paid social which has resulted in over 11 million impressions and 165,000 clicks in 2019. We are also utilizing more digital/connected tv which allows us to target our younger audience on platforms such as Roku, Apple TV and Amazon Fire Stick.

Throughout this report we'll dive deeper into the details of each tactic and identify areas of opportunity for the remainder of the year.

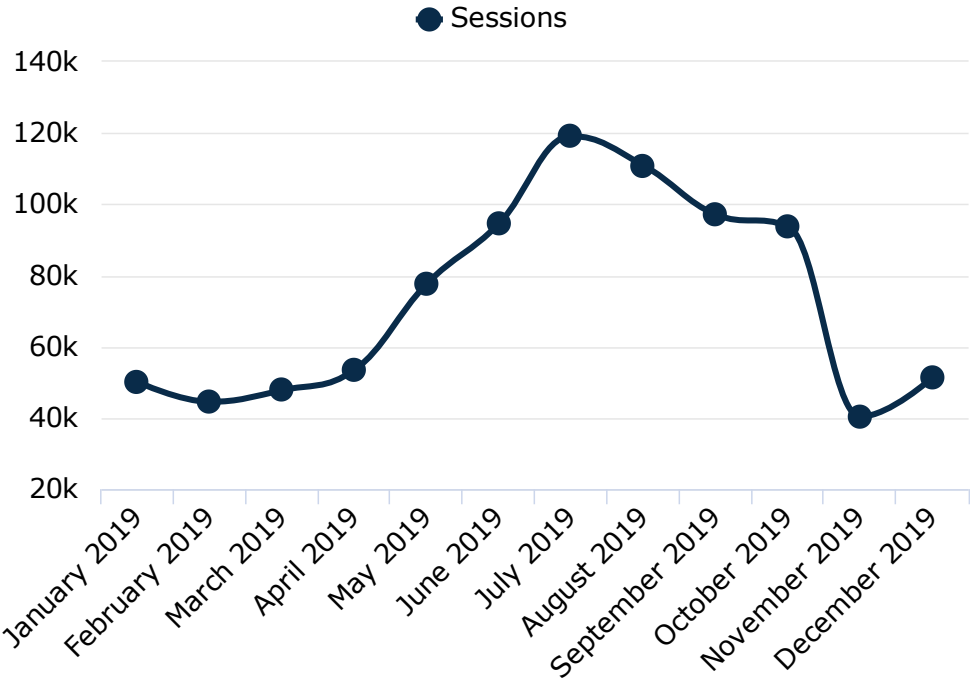
# W

## Traffic Summary

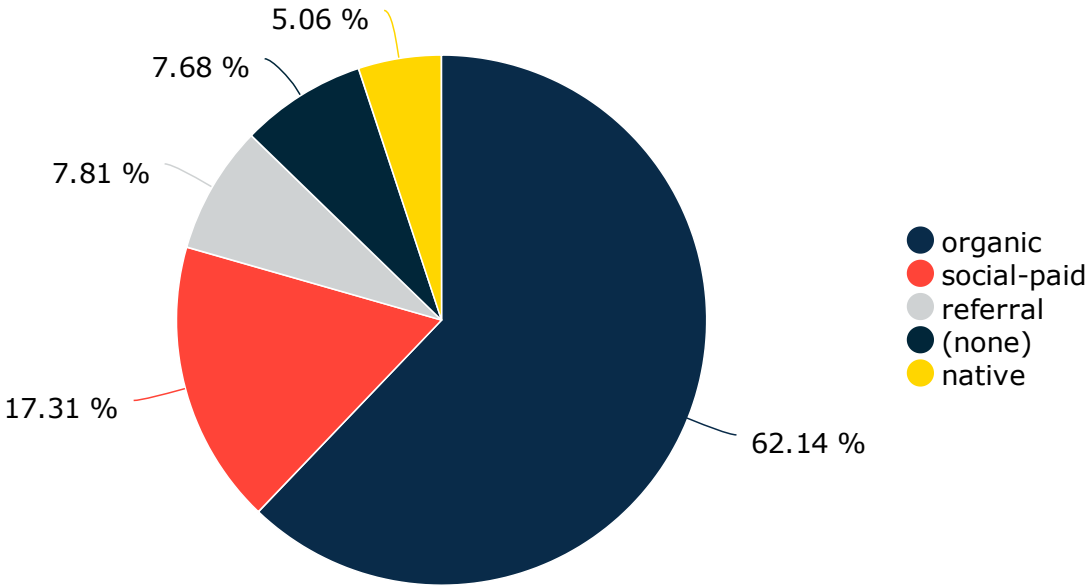


Device Type	Sessions
Mobile Devices	562,848 ▲ 58,925
Computers	246,499 ▲ 14,385
Tablets	71,347 ▼ -1,391
Total	880,694 ▲ 71,919

SESSIONS



MEDIUMS





# Content Types

## Resorts-Lodging

21.0% Total Traffic

390,159

Pageviews  
▲ 13.7%

126,511

Entrances  
▲ 10.3%

## Events

17.4% Total Traffic

324,268

Pageviews  
▲ 0.5%

170,208

Entrances  
▲ 8.7%

## Outdoors

18.5% Total Traffic

343,203

Pageviews  
▲ 16.6%

177,241

Entrances  
▲ 17.3%

## Dining

2.2% Total Traffic

40,414

Pageviews  
▲ 46.2%

17,574

Entrances  
▲ 77.8%

## Attractions

20.0% Total Traffic

372,074

Pageviews  
▲ 9.3%

180,042

Entrances  
▲ 14.1%

## Arts & Culture

4.6% Total Traffic

86,144

Pageviews  
▲ 29.9%

60,992

Entrances  
▲ 44.2%

## Home Page

1.4% Total Traffic

26,315

Pageviews  
▼ -23.8%

16,445

Entrances  
▼ -29.3%

- The above chart is comprised of the core pages as defined by the top tier navigation and accounts for 85% of overall pageviews. These pages tend to be more planning based and often contain listing data.
- The new website launched May 23, 2018. The above numbers combine pre and post-launch numbers.
- Though the navigation and URL structure is very similar to the pre-launch architecture, some changes were made that impacted overall numbers. These included (but were not limited to):
  - Camping was moved from lodging to outdoors.
  - Dining was moved from attractions to its own tier one. Though the URL for the main dining page didn't change (/dining), additional pages were added as tier twos. Year-over-year numbers represent the entire category post-launch compared to the main dining page pre-launch.
  - The arts and culture sub-pages (tier 3's) were simplified into fewer pages.
  - Condos and retreats were removed from the navigation. This content was integrated into other existing pages or converted to native content.
  - Fishing and golf tournament pages were integrated into core golf and fishing pages.



# Content Actions

Resorts-Lodging	Events	Outdoors	Dining	Attractions	Arts & Culture
20,240 Visit Website	20,385 Visit Website	11,814 Visit Website	2,758 Visit Website	15,763 Visit Website	2,335 Visit Website
216 Email Business	346 Email Business	373 Email Business	26 Email Business	205 Email Business	62 Email Business
10,095 Book Now	3,233 Buy Now	24 Book Now		301 Book Now	
430 View Events		375 View Events	84 View Events	208 View Events	531 View Events
5,272 View Packages		1,117 View Packages	80 View Packages	3,743 View Packages	

*Year-over-year comparisons are not available due to the new website launching on May 23, 2018.*

# Trip Ideas

Trip Ideas and associated content for seasonal pages continue to be added to the website resulting in additional ways for users to find relevant content outside the core pages. These pages often are not defined by a specific URL categorization (such as lodging, attractions, events, etc.), are more dreaming and story-telling based, and do not contain listing data.

## Top Trip Ideas Pageviews

Haunted Places in the Catskills - 12,123  
 Off-Mountain Activities for Winter Fun in the Catskills - 10,591  
 Best Catskills Fall Foliage Views - 10,579  
 Rip Van Winkle\* - 7,876  
 Best Camping Spots - 7,100

*\*The Rip Van Winkle 200th anniversary celebration page launched June 14, 2019.  
 The corresponding numbers represent June 14 - December 31, 2019.*

## Top Trip Ideas Entrances

Haunted Places in the Catskills - 9,561  
 Rip Van Winkle\* - 6,904  
 Off-Mountain Activities for Winter Fun in the Catskills - 6,700  
 An Over-the-Top Fall Destination - 5,820  
 Best Catskills Fall Foliage Views - 4,772

## Seasonal Pages

### Winter Vacations

13,715  
Pageviews  
▲ 603

7,880  
Entrances  
▼ -547

1,034  
Organic  
Entrances  
▲ 7

### Spring Vacations

2,402  
Pageviews  
▲ 1,280

339  
Entrances  
▲ 135

271  
Organic  
Entrances  
▲ 133

### Fall Vacations

22,479  
Pageviews  
▲ 7,608

9,230  
Entrances  
▲ 812

5,171  
Organic  
Entrances  
▼ -1,346

### Summer Vacations

19,606  
Pageviews  
▲ 12,400

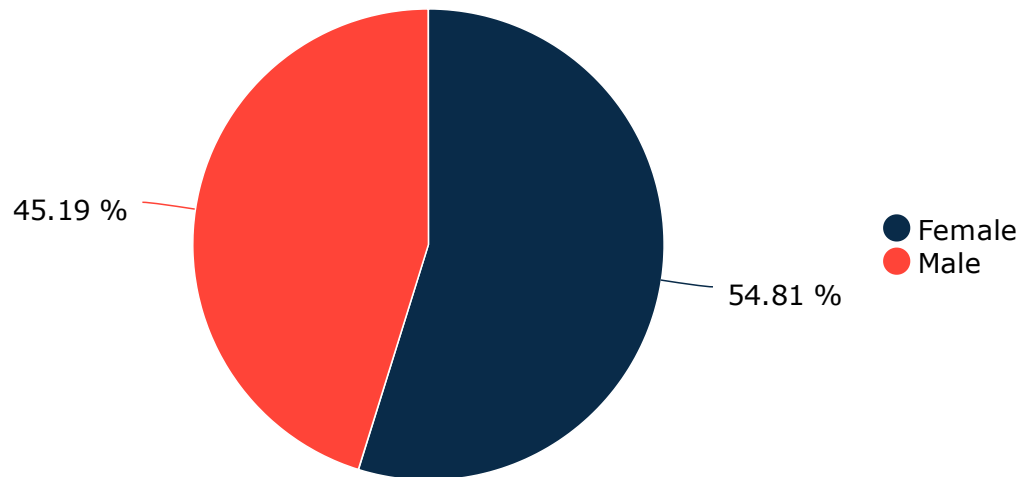
4,884  
Entrances  
▲ 3,912

1,321  
Organic  
Entrances  
▲ 587



# Demographics

City	Sessions	% New	Bounce	Avg. Session
New York	229,834	76.8%	63.0%	1:34
Albany	18,784	74.6%	63.0%	1:27
Boston	10,463	74.4%	62.9%	1:31
Newark	10,262	75.1%	67.0%	1:27
Philadelphia	9,768	77.5%	63.1%	1:32
Jersey City	9,283	77.0%	60.0%	1:43
Washington	8,092	80.9%	65.1%	1:25
Catskill	7,795	63.8%	60.1%	1:38
Saratoga Springs	6,589	72.4%	64.4%	1:23
Syracuse	5,635	72.0%	63.3%	1:24

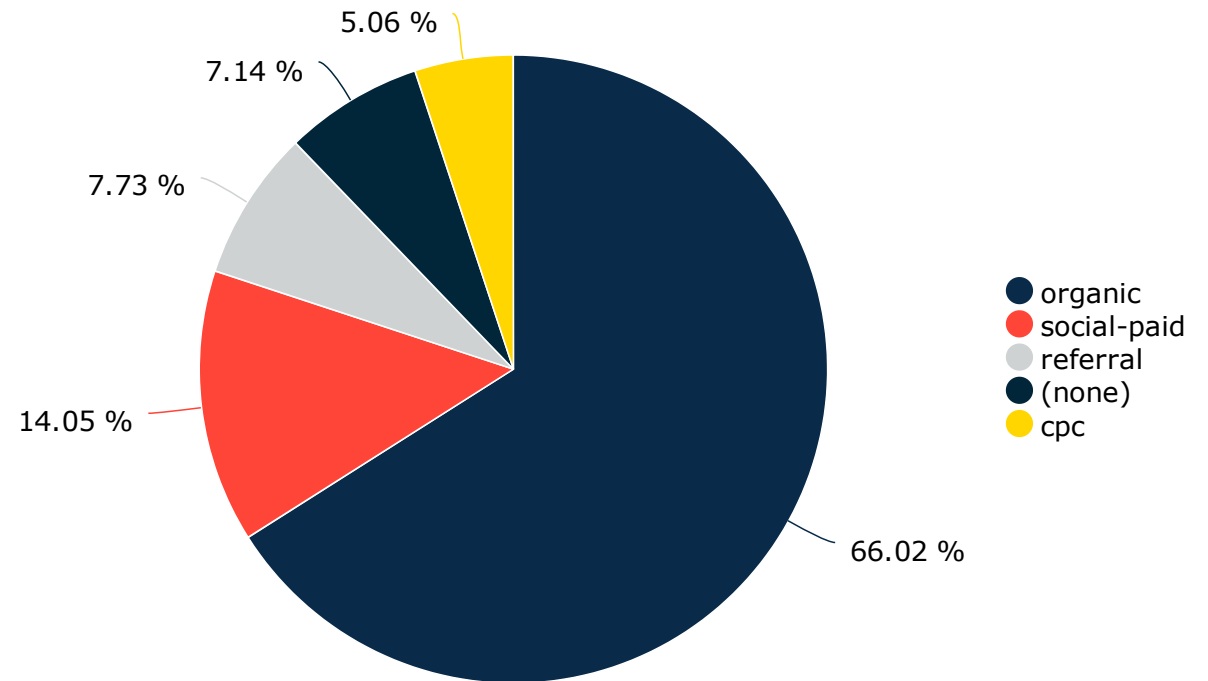
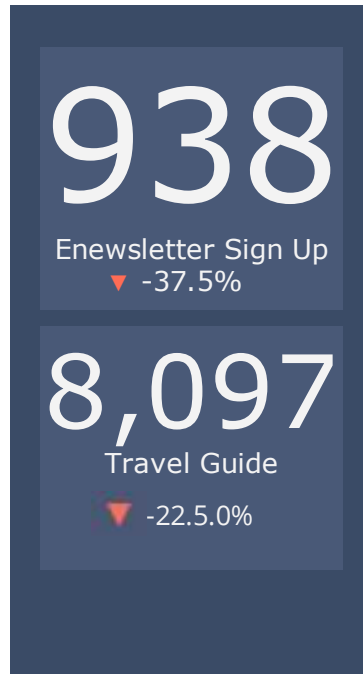


- Google uses a sample set of data for demographic reporting with the intent to protect the privacy of its users. The age chart represents 36.6% of overall sessions and the gender chart represents 36.3% of sessions. Due to fluctuations in this sampling, year-over-year data is not included.
- Though Canada is the country sending the second highest number of sessions, this still accounted for only 1.3% of sessions (up slightly from 0.97% in 2018).
- Many of the top 10 traffic sources saw increases in sessions, with the largest gain continuing to be in Washington:
  - NYC (7.6%)
  - Albany (14.4%)
  - Boston (0.2%)
  - Newark (5.7%)
  - Philadelphia (6.2%)
  - Jersey City (9.7%)
  - Washington (17.0%)
  - Catskill (-26.7%)
  - Syracuse (3.6%)
  - Kingston (-11.4%).

Age	Sessions	% New	Avg. Session
25-34	73,359	78.2%	1:54
55-64	64,040	73.5%	1:37
35-44	61,285	77.5%	1:46
45-54	59,549	76.5%	1:41
65+	41,302	73.7%	1:29
18-24	17,311	80.9%	1:55

# Goals

## TRAVEL GUIDE UNIQUE VIEWS BY MEDIUM



**Enewsletter Sign-Ups** - Prior to the new website, newsletter sign-ups had to be tracked using event tracking due to the way the form submitted. This was then used to generate goal tracking. Enewsletter sign-ups are now tracked using a destination URL, taking one additional step out of the tracking metric. Due to this, it is possible that year-over-year data is not apples to apples.

**Travel Guides** - On March 17, 2017, the Travel Guide page was updated to an embed as opposed to an outbound click to Issuu. Sidebar promotions across the website remained outbound clicks until approximately March 28, 2018. Due to different tracking methods, year-over-year data is not apples to apples.

Comparison is based on:

2018 outbound clicks (pre-launch) + unique pageviews (full time period) = 3,444

2019 unique pageviews = 8,097

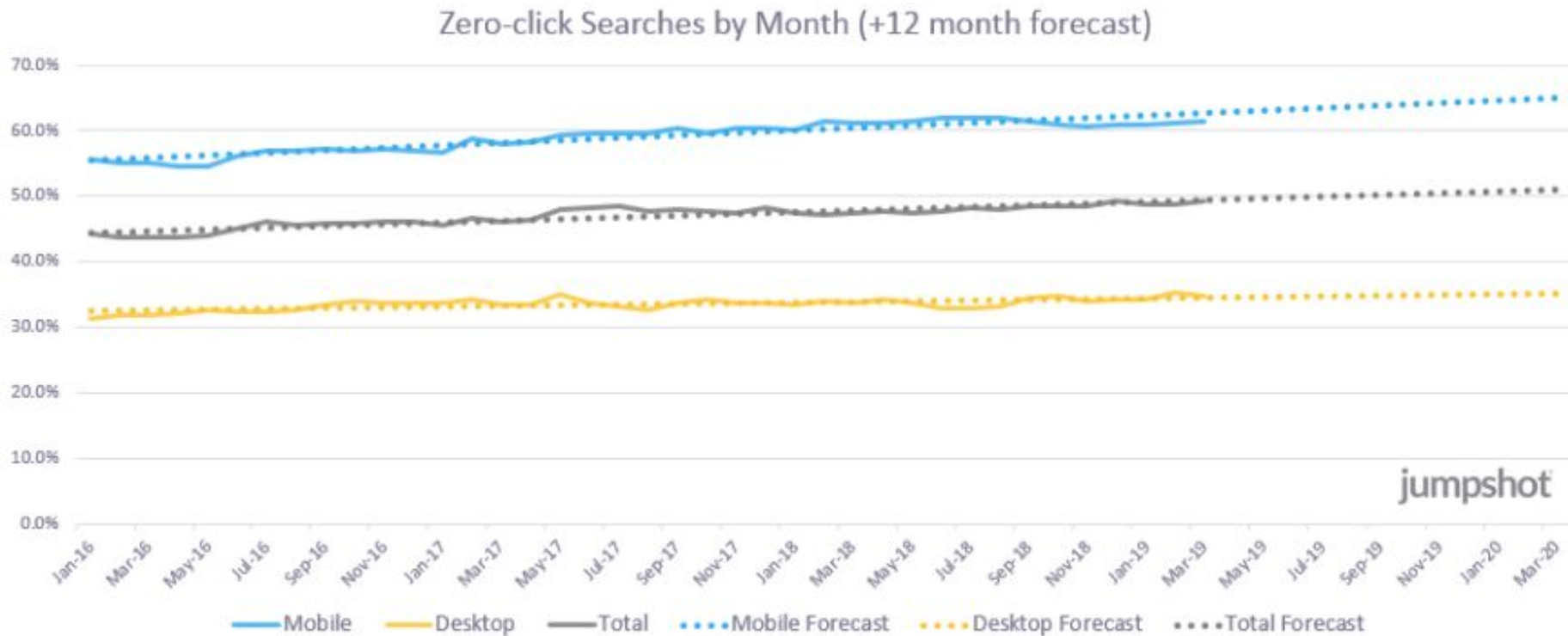
The majority of the decrease in Travel Guide requests was from Organic sessions.

W

# 2019 Clickthrough Rates

As Google continues to capture more search traffic for themselves, data continues to be collected monitoring these trends. The chart below represents the number of Google searches that result in no clicks on any search results. Zero-click searches are much more prevalent in mobile and as mobile use continues to grow, the result is greater decreases in traffic to individual websites for industries across the board.

## The Rise of Zero-Click Searches





# Google Quality Ratings Guidelines

Google Quality Ratings Guidelines is a publically accessible document that provides rating criteria to the over 10,000 Google Search Quality evaluators. These evaluations create a quality database which ultimately impacts future Google quality algorithm updates.

There are currently 2 very important factors that are considered related to Google's Quality Rating Guidelines:

## **Your Money, Your Life (YMYL):**

Directly impacts industries that could potentially influence the future happiness, health, financial stability, or safety of users. The majority of websites that are impacted YMYL are in the legal, financial, e-commerce, and health industries. However, continuing to include safety tips and references on pages that could be deemed necessary (for example Kaaterskill Falls) is becoming increasingly important for continued Google visibility.

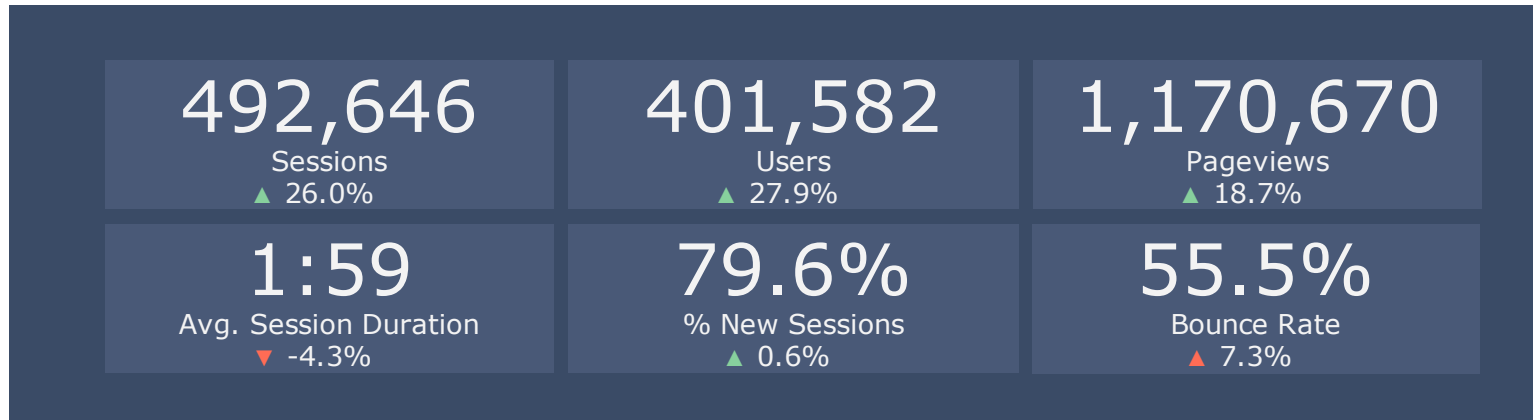
## **Expertise, Authority, Trustworthiness (E-A-T):**

Maintaining a strong brand reputation is essential in 2019. Similar to YMYL, adding references, building trust with your users, and only including trustworthy and reputable content is necessary to maintain a strong quality rating.

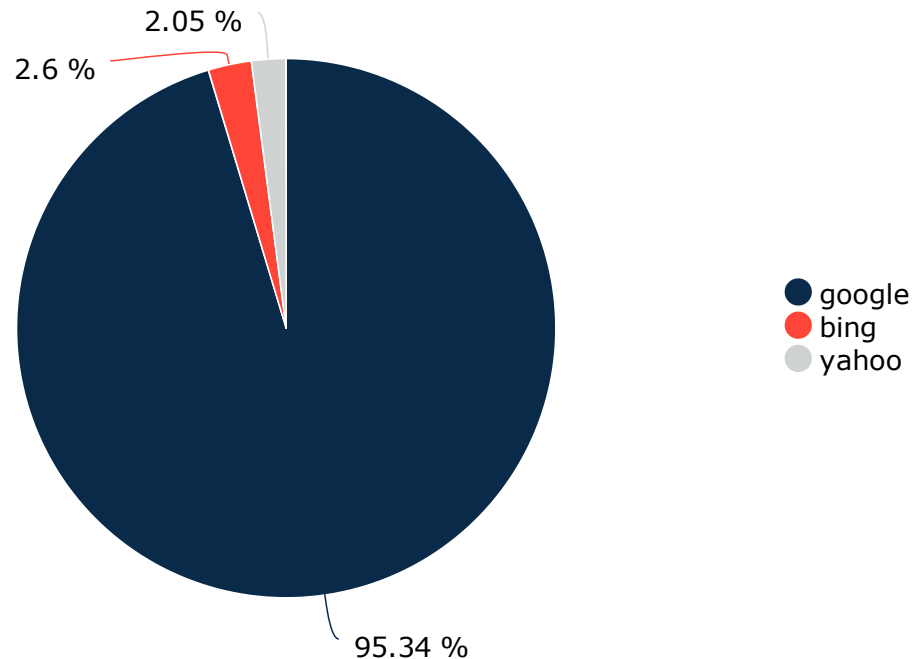
Impacting all industries, E-A-T factors take into account:

- Main Content Quality & Amount - Is the content robust and fully cover the topic in an authoritative way
- Website Information & Author - Is the author certified or trained to be speaking about the topic
- Website & Author Reputation - Are outside sources speaking highly of the website and author through written content and reviews

# Organic Summary



## ORGANIC SOURCES



Source	Entrances
google	<b>465,732</b> ▲ 26.6%
bing	<b>12,720</b> ▲ 6.9%
yahoo	<b>10,025</b> ▲ 12.7%

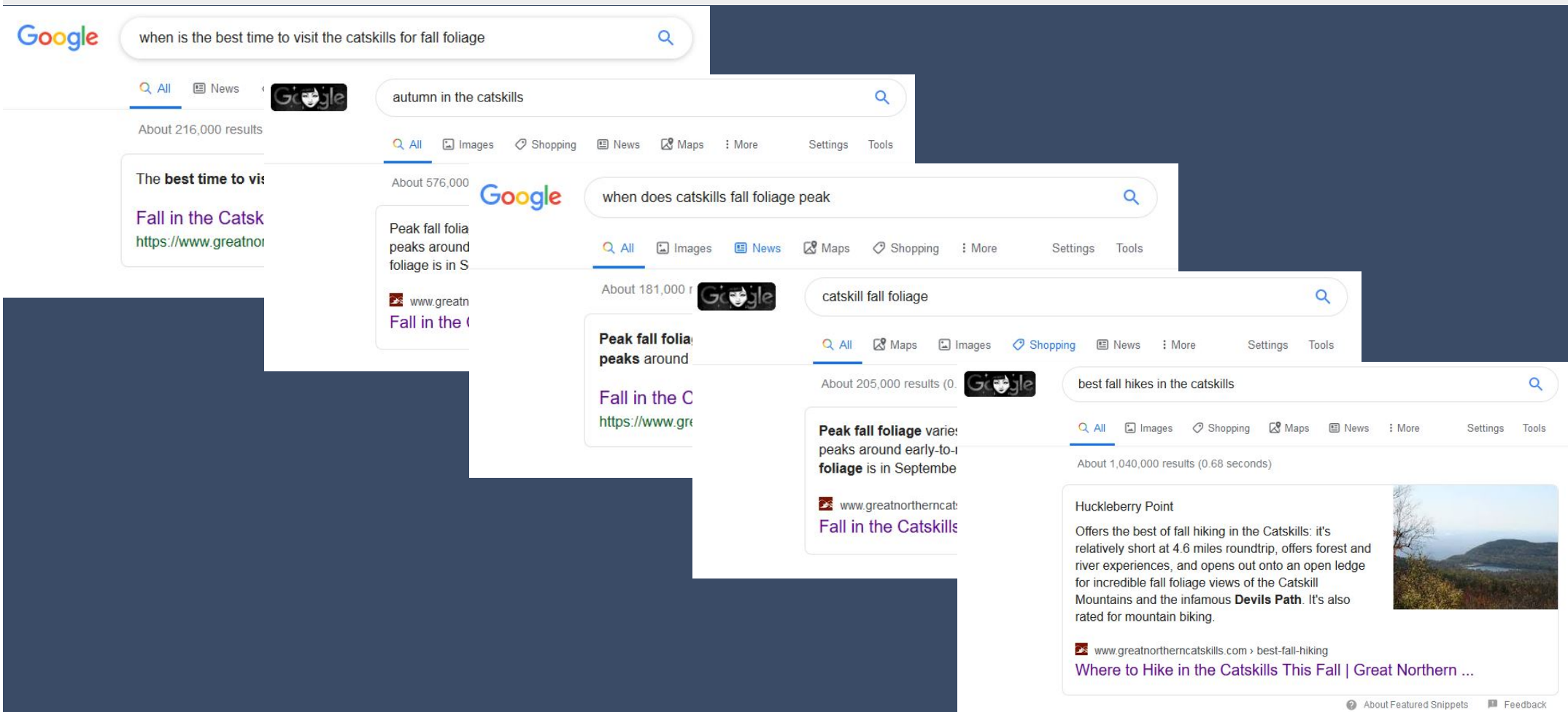
Due to changes in attribution for DuckDuckGo, year-over-year numbers are not available. However, this was the fourth highest search engine. Sessions increased 107.8% (from 940 to 1,953).

# W

## Fall Featured Snippets

To continue to build on the momentum for Fall optimization from previous years, specific keyword research was conducted in an attempt to gain featured snippets related to questions that many users were asking. This would not only help with general search but would also populate results for voice search related to these queries.

It was determined to target "When does Catskills Fall foliage peak?" and "When is the best time to visit the Catskills for Fall foliage?" We achieved both featured snippets for the Fall season.

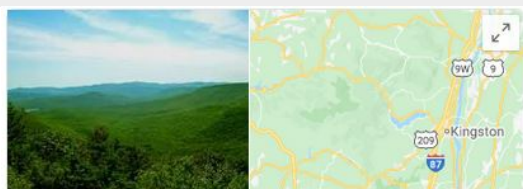


# W

# Google Questions & Answers

As Google continues to capture more search traffic for themselves, increasing brand awareness continues to be a top tactic for search marketers.

In September, it was discovered that the Catskill Mountains knowledge panel was receiving a lot of user engagement through questions and answers. A profile was created for Great Northern Catskills and the search team began responding when appropriate. While this tactic does not directly result in increased traffic, it does result in an authoritative Catskills presence that may help with brand recognition for future queries.



## Catskill Mountains

Mountain range in New York

4.7 ★★★★★ 183 Google reviews

The Catskill Mountains lie in southeastern New York State. The area is known for the Catskill Forest Preserve, with its rich wildlife and hiking trails, and ski resorts including Hunter Mountain and Belleayre Mountain. The Hudson River School Art Trail includes the Thomas Cole National Historic Site in Catskill village, plus sites like Kaaterskill Falls and Sunset Point. Inspired 19th-century landscape painters.

Elevation: 4,154'

Area: 5,892 mi²

Highest point: Slide Mountain

Region: Hudson Valley

Rivers: Esopus Creek, Neversink River, Rondout Creek and Schoharie Creek

### Questions & answers

Q: where is the best place to stay to see the changing leaves

Ask a question

A: We would suggest anywhere in Windham or Hunter. Kaatskill Mountain Club at Hunter Mountain would be great, as would

(5 more answers)

See all questions (18)

Do they have monthly cabin rental a or ( Sub rentals 2 months period ??

1 Answer



**Greene County Tourism**

4 months ago

We would suggest the cabins at the Rip Van Winkle Motor Lodge in Leeds, NY. Weekly rentals are available from May through the week after Columbus Day. Or you could consider A Stream Side Cottage & The Waterfall House Rentals. Located in Palenville, NY their 2 rentals are perched on a beautiful waterfall, open year-round, and pet-friendly.

3

where is the best place to stay to see the changing leaves

6 Answer



**Greene County Tourism**

4 months ago

We would suggest anywhere in Windham or Hunter. Kaatskill Mountain Club at Hunter Mountain would be great, as would Eastwind Hotel & Bar in Windham, NY.

4

Where are the Catskill mountain ranges?

Like Answer



**Greene County Tourism**

4 months ago

The Catskill Mountains are located a short drive from New York City in the southeastern portion of the state and to the west of the Hudson River. The entire Catskill Park lies within 4 counties: Greene, Delaware, Sullivan, and Ulster.

3

What sort of accommodation can I get at the Catskills.

1 Answer



**Greene County Tourism**

a month ago

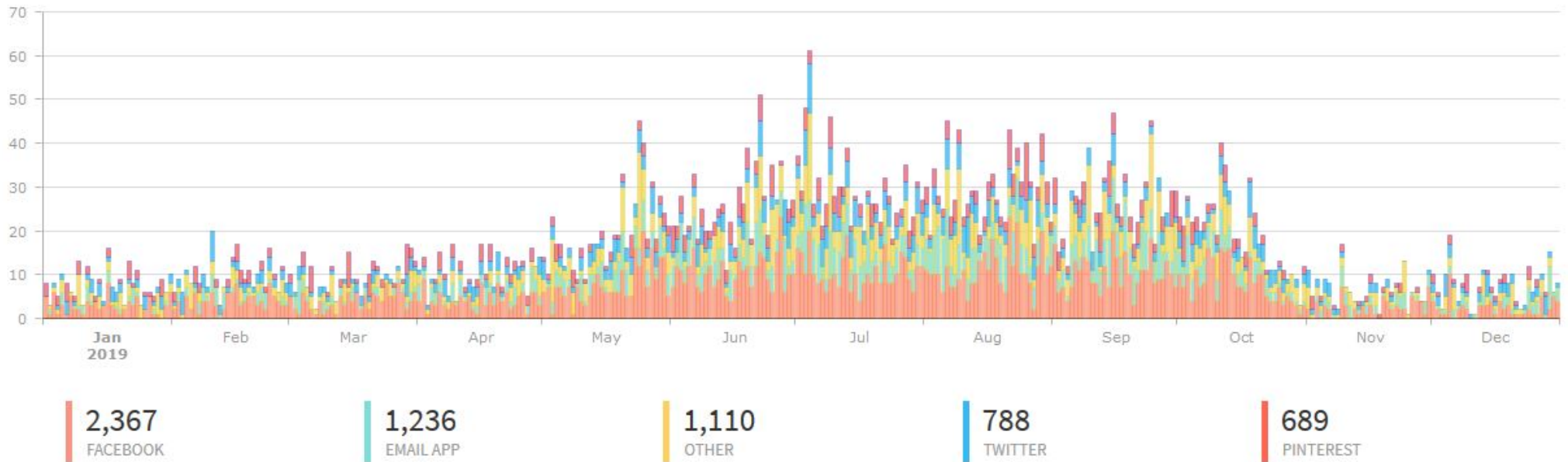
All-inclusive family resorts have a long history in the Catskills and are extremely popular with every age guest due to the endless activities they offer. Camping options vary greatly from rustic tent sites to glamping in well-appointed cabins. Many Catskills hotels are family-owned and provide a more personalized and unique experience, though there are larger chains available if you prefer. There is also a large selection of B&B's and Inns that offer...

2



# AddThis Sharing

## Shares Activity



### Top Shared Content:

- Best Hiking Trails (Page)
- Performing Arts (Page)
- Top Attractions (Page)
- Motorcycling Touring (Page)
- NY Zipline Adventures (Listing)
- Events

### Top Clickbacks:

- Blackthorne Campgrounds (Listing)
- Motorcycling Touring (Page)
- Best Catskills Hiking Trails (Page)
- Vietnam Traveling Wall (Event)
- Riedlbauers Round Top Bavarian Summer Fest (Event)
- NY Zipline Adventures (Listing)

# W

## Public Relations

From January - December 2019, we committed to the Year of the GOAT.

Our strategic direction for this year's PR campaign includes leveraging #GOAT experiences, unique town experiences, and proximity to urban areas. In the past six months, we have garnered 80+ media placements in top tier, regional, and online publications, and engaged with more than 125 media. Our efforts have led to over 2,400 sessions on [www.greatnortherncatskills.com](http://www.greatnortherncatskills.com), with the potential for tens of thousands of eyes on the Great Northern Catskills brand.



# W Public Relations

Top referral placements for  
[www.GreatNorthernCatskills.com](http://www.GreatNorthernCatskills.com) resulted  
in **2,434 sessions** for January - December  
2019. \*900 at mid-year

**Hudson Valley**  
MAGAZINE

**FATH★M**  
FATHOMAWAY.COM

 **ONLY IN YOUR STATE**

msn  TRAVEL

**Budget Travel**

**trip**savvy

←ESCAPE→  
**BROOKLYN**

**Outside**

**CURBED**

**nj** **com**  
True  
Jersey.

**THRILLIST**

# W

## Public Relations

### RAISING *three* SAVVY LADIES

*"New York is a busy place and this city girl needs an escape to enjoy all of the beauty that our beautiful state has to offer. Have you ever been to the Greater Catskills area? My family and I had not and this is definitely an area that we would love to explore again. "*



*Welcome, I'm Kerri!*

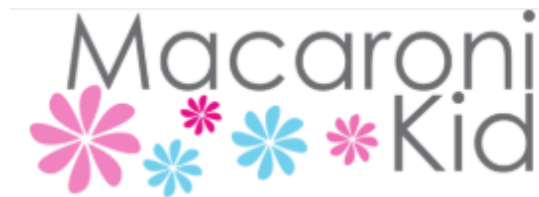
#### **Kerri Gristina - Raising Three Savvy Ladies**

Visited in June for a family-focused feature



Angela Porcelli

*This area has been a cool (like literally it's colder than Yonkers) family destination for many before us, made famous by painter, Thomas Cole. If you haven't been yet, it's time to slather on the bug spray and sunblock and head north! You can stay a week or a weekend! You drive 2 hours check-in to the picturesque Winter Clove Inn and have some lunch because it's an all-inclusive family resort, did you even know they had those in the Catskills? We were in search of nature, simple family fun and relaxation but then they fed us too!*



#### **Angela Porcelli - Macaroni Kid**

Visited in August for an all-inclusive resort feature

#### **Eric Trow - Rider Magazine**

Visited in August for a motorcycling-focused feature

Placement pending

# W

## Public Relations

What media are interested in in 2020:

### Anti-That, But I'm Still Coming



Maybe the last time you went camping was at summer camp as a teen. Or maybe, you've never been the type to "rough it." That's cool. If you want to be surrounded by nature but within reach of the comforts of running hot water, a shower that has a rainfall waterhead, and err, a strong Wi-Fi signal, then you'd probably enjoy glamping...Once a dairy farm but transformed into 100 acres of open green fields and scenic landscape, Gather Greene is located in the Great Northern Catskills of New York, just a two hour drive from New York City.

[Thrillist.com](https://thrillist.com)

### Unique Angles



We put together a guide of fall-friendly destinations for you and your new puffer. Whether you're heading off to climb a mountain or road tripping to that must-visit diner, you'll be staying warm and saving precious space....Need your leaf-peeping fix? Take it to the ~extreme~ and zipline through the trees at nearby Hunter Mountain.

[Madewell.com](https://madewell.com)

### Specific Town Travel



There's something otherworldly about Tannersville. Otherwise known as "The Painted Village in the Sky," the Greene County town draws in visitors with landscapes that resemble something out of a Thomas Cole painting. With outdoor entertainments ranging from snowshoeing and ice-fishing to hiking, biking, and camping, the area is a dream for Hudson Valley adventurers. Of course, it's quite the hidden gem for antique hunters and foodies as well, thanks to its surprising slew of historic restaurants and shops in town.

Intrigued? You should be.

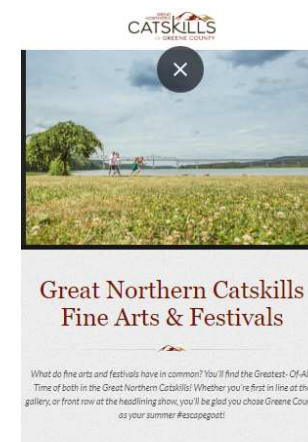
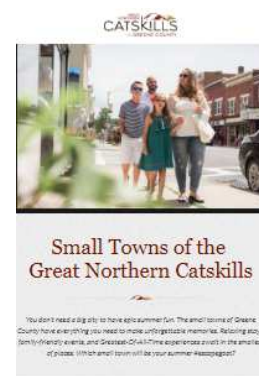
[HVMag.com](https://hvmag.com)

# W Email Marketing

## Summary:

- 12 email marketing messages sent from January 2019-December 2019
- All 12 included Greatest-Of-All-Time messaging
- Average Emma Mailing Score is 8.04
- Unique Opens at 25.07%
- Clicks-to-Open at 20.66%
- Average send list at 8,420
- Sessions: 3,253

- Mailing Score 10
- Click-to-Open 21.9%
- Delivery Rate 98.6%
- Bounce Rate 1.4%
- Opt-Out Rate 0.3%



- Mailing Score 10
- Click-to-Open 18.51%
- Delivery Rate 98.54%
- Bounce Rate 1.49%
- Opt-Out Rate 0.12%

# W

## Organic Social Media- Facebook and Instagram Audience

Our 2019 strategy focused on improving overall awareness of The Great Northern Catskills and the advocacy around the brand. Social media KPI's were assigned to these goals and our strategy was refined around tactics to achieve those goals. Specific focus was put on Instagram after a 2018 target audience review to reach our primary audience on a platform they are most active on and its popularity in tourism.

	2018	2019	Percent Change
Facebook	18,235	19,680	7.92%
Instagram	3,197	7,615	138.19%

- We experienced positive growth on both Facebook and Instagram over the course of 2019. Audience growth signals improvement in brand awareness.
- Our Instagram audience saw large average percent change from 2018-2019.
- We recommend continuing with this strong Instagram program in 2020 to capitalize on its popularity in tourism and hospitality content.



# Organic Social Media- Facebook

**Advocacy** - Improve brand advocacy to build a positive digital community and increase audience retention. Is our content interesting and does our audience trust us?

**Awareness** - Increase awareness of the brand as an authority. How many people are we reaching, is the content useful, and how many new people are following us.

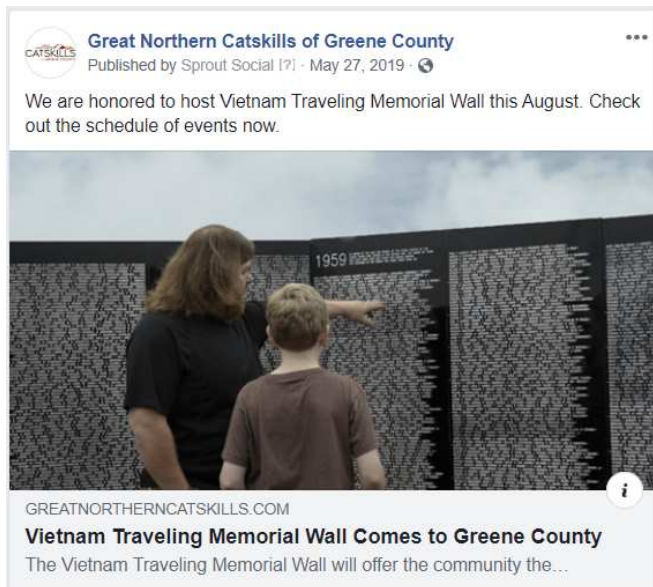
	Facebook Comments and Shares	Facebook Daily Users Reached	Facebook Link Clicks	Website Traffic (social total)
Yearly Average	976.33	29,756	14,104	927.92
Yearly Average Growth	20.36%	13.83%	9.34%	41.45%

- On average, 927.92 users were visiting our website per month from Facebook or our Instagram link in bio.
- On average, per month, 29,756 unique users were reached daily on Facebook throughout 2019.
- On average, 14,104 users per month were clicking on links from Facebook to get to our site which grew by 9.34% over the course of 2019.
- On average, 976 users commented on or shared our Facebook content proving our posts to be relevant and reaching the correct audience. This grew by 20.36% over the course of 2019.
- There is paid media impact on Facebook link clicks, daily users reached and comments and shares. Moving into 2020 we now have the capabilities to filter out only organic social to eliminate this issue.

# Organic Social Media

## Top Facebook Posts

When reviewing the top Facebook posts, a lot of them were from the first half of the year signaling that users come to Facebook for not only entertainment value, but what is new in the Great Northern Catskills.



**#1**

**Shares: 70**

**Link Clicks: 59**

**Comments: 22**



**#2**

**Shares: 56**

**Link Clicks: 203**

**Comments: 39**



**#3**

**Shares: 51**

**Link Clicks: 389**

**Comments: 38**

# Organic Social Media- Instagram

**Advocacy** - Improve brand advocacy to build a positive digital community and increase audience retention. Is our content interesting and does our audience trust us?


**Awareness** - Increase awareness of the brand as an authority. How many people are we reaching, is the content useful, and how many new people are following us.


	Instagram Total Engagements	Instagram Daily Users Reached
Yearly Average	2,243	5,289
Yearly Average Change	8.13%	74.48%

- On average, per month throughout the year, 2,243 users engaged with our Instagram content.
- On average during the open season period, 5,289 users were reached per month during the open season period. This grew by 74.48% over the course of 2019 which tells us that we are continuing to reach more qualified users.
- We recommend investing in content in 2020 to continue to improve engagement and maintain audience growth

# Organic Social Media


## Top Instagram Posts




 catskilltourism


Mon 10/21/2019 10:47 am PDT

Fall looks good on this quaint Catskill Mountain town. | 📷: @ianpoley |  
#GreatNorthernCatskills #GreeneCountyNY




Total Engagements	597
Likes	557
Comments	11
Saves	29




 catskilltourism


Mon 7/22/2019 12:07 pm PDT

Cleaning your pool can wait. Escape to the Catskills and discover one hidden in nature. |  
📷: @danny22weiss | #GreatNorthernCatsk




Total Engagements	577
Likes	490
Comments	17
Saves	70



 catskilltourism

Tue 11/26/2019 2:09 pm PST

Where will you be hitting the slopes in the Catskills this winter? | 📷: @jazzyuk |  
#GreatNorthernCatskills #GreeneCountyNY



Total Engagements	430
Likes	407
Comments	10
Saves	13



# Organic Social Media- Instagram Stories

Instagram Stories were tested throughout 2019 as a tactic to reach additional users in our primary target audience with helpful trip planning information and as a way to repurpose some of the new content that is being written differently. We sent 9 fully produced stories, and tested a variety of creative, frame counts, distribution timelines, and content types to see what resonated with the audience the most. Below are high-level results from our top-performing story of 2019 and a cumulative average of all 9 stories. We are still chasing 10k followers to unlock link swipe-ups, which we think will improve user experience in stories drastically.

	Avg. # of Panels	Avg. Reach	Avg. Total Views	Avg. Completion Rate	Avg. Retention Rate	Avg. Exit Rate	Avg. % of Followers who Viewed	Avg. Website Clicks
Top Performing Story	11	533	4,396	57.45%	94.61%	11.18%	14.37%	13.5
9 Story Cumulative Average	8	520.33	3,453	62.69%	93.69%	11.66%	11.31%	10.33

Camping Vs. Glamping included a poll, request for user tips (& responses!), and resources for users to plan their preferred outdoor lodging getaway. This story had the highest number of unique views at **689**, percentage of followers who viewed of 19.02%, and the highest website clicks at **30**.

- When comparing our top performing story to our cumulative average, we can see that most of the metrics align.
- On average, 62.88% of users are viewing each frame to its completion without navigating.
- An average retention rate of 93.69% tells us that most our audience is viewing each story frame even if they are navigating through the frames before their completion.
- On average, we are reaching 520 unique users with every story that we produce.

# W

## Influencer Marketing- Instagram Posts

Over the course of 2019, two influencers visited The Great Northern Catskills. We determined the theme of each campaign based on what users were searching for on our site by working with the SEO team. We found lodging with pools and pet-friendly lodging to be the most beneficial in our 2019 campaign season. Below are high level Instagram Post insights and images from both campaigns.

# INSTAGRAM Post VIEWS:	Reach	Impressions	Shares	Profile Visits	Likes	Comments	Total Number of Posts	Saves
@ambpitch	16,274	29,525	36	320	2,302	143	4	60
@venturetravelist	28,850	35,562	37	140	1,550	112	3	270
	<b>45,124</b>	<b>65,087</b>	<b>73</b>	<b>460</b>	<b>3,852</b>	<b>255</b>	<b>7</b>	<b>330</b>





# Influencer Marketing- Instagram Stories

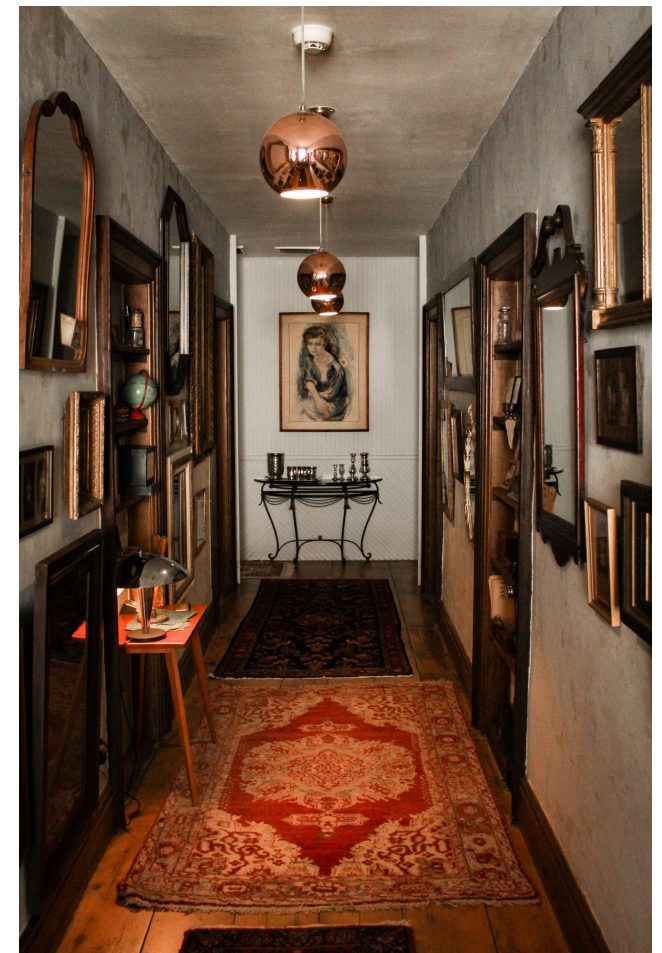
Below are high level Instagram Story insights from @ambpitch's campaign. Unfortunately, after many attempts, we were not able to get in touch with @venturetravelist for her Instagram Story Insights and therefore are not able to report on the,

# INSTAGRAM STORIES VIEWS:	Views	Completion Rate	Average Retention Rate	Viewers dropped	Hashtag/Sticker Use	Profile Visits	Impressions	Reach	Taps Back	Replies
Frame 1	1,901				10	2	3,156	1,901		3
Frame 2	1,752		92.16%	149	0	1	1,909	1,752		3
Frame 3	1,698		96.92%	54	58	1	1,816	1,698		0
Frame 4	1,647		97.00%	51	5	2	1,756	1,647		1
Frame 5	1,529		92.84%	118	0	0	1,657	1,529		1
Frame 6	1,556		101.77%	-27	0	1	1,670	1,556		1
Frame 7	1,473		96.34%	56	0	0	1,661	1,473		2
Frame 8	1,444		98.03%	29	0	0	1,696	1,444		0
Frame 9	1,452		100.55%	-8	0	2	1,686	1,452		1
Frame 10	1,456		100.28%	-4	4	0	1,707	1,456		1
Frame 11	1,440		98.90%	16	0	0	1,440	1,638		0
Frame 12	1,400		97.22%	40	11	1	1,517	1,400		0
Frame 13	1,376		98.29%	24	0	0	1,485	1,376		1
Frame 14	1,384		100.58%	-8	0	1	1,453	1,384		2
Frame 15	1,354		97.83%	30	20	0	1,468	1,354		3
	22,862	71.23%	97.76%	520	108	11	24,391	23,060	0	19

# W

## Influencer Marketing- Instagram Stories

Below are Instagram Story images from @ambpitch's campaign.





# Media Performance Summary

2019 performed very well for media tactics:

- Overall, Facebook continues to deliver outstanding engagement. With over 11.8 million impressions served and over 165,000 clicks, the CTR of 1.39% is 54% above the benchmark average for travel and hospitality campaigns of .90%. The average CPC for 2019 campaigns is currently \$0.42, which is one third less than the benchmark average for Facebook of \$0.63. Top performing campaigns include: Performing Arts, Local Showcase and General Events.
- Native continues to be a beneficial tactic this year. The CTR for all campaigns is .49% which is 23% above the benchmark average of .40%. Top campaigns include: Performing Arts, Kaaterskill Clove and Local Showcase.

# W Media Performance Summary Continued

- The programmatic display campaign performed very well this year and top campaigns include December Winter, Mountain Biking and General Events. The CTR for overall performance was 0.12% which is 71% above the industry benchmark average of .07%.
- Google Ads has delivered 712,291 impressions and 34,904 clicks during 2019. Events and Outdoors were the top performing campaigns with a CTRs of 7.10% and 8.86% respectively.
- Retargeting performed 53% better than the .15% CTR benchmark average.