

SOCIAL MEDIA REPORT



FACEBOOK

	531,609 Engagement		8,967,731 Impressions
	89,060 Link Clicks		3,389,392 Reach
	10,366 Shares		334,841 Total Page Likes

Top Post



Welcome to Sunburst Inn!
Located on Indian Shores...

	2.5K Likes		25K Link Clicks
	205 Shares		367 Comments

Top Posts

#1 5,652 70 153	#2 3,704 43 86	#3 2,621 21 99		86K Followers		50,476 Engagement
				1,179,722 Impressions		87,714 Story Views
				142,858 Video Views		3,928 Saves

INSTAGRAM

TWITTER

	109,660 Followers		7,144 Engagement
	242,700 Impressions		458 Link Clicks
	3,702 Favorites		69 Retweets

Top Posts



Wild flamingos in Treasure Island, Florida?!...

	74 Retweets		416 Favorites
	6 Saves		616 Link Clicks

Top Video

#1

Here's how it works
Click to See Post!
98K Total Views

Top Shorts

#1

640
14
22.4K

#2

302
10
17K

	23,804 Subscribers		78,338 Views
	46 New Subscribers		282 Shares
	123,900 Minutes Watched		411 Likes

YOUTUBE

PINTEREST

	5,790 Followers		43,460 Impressions
	2.3% Pin Click Rate		124 Saves
	1,228 Engagement		155 Outbound Clicks

Top Posts



#1

5.2K
Views

27
Saves



#2

4.9K
Views

8
Saves

Visit St. Pete/Clearwater

Monthly Website Reporting

September 2023



ST.PETE
CLEARWATER

miles
PARTNERSHIP

Executive Summary


The monthly Data Studio report is available [here](#).

OVERALL TRAFFIC

Site traffic for September was strong, with total Sessions up an impressive 22% (361k this September versus 296k last year). Pageviews rose as well with all those additional Sessions, but increased by 10%, (511k this September versus 464k last year) indicating some softening in the engagement given that Pageviews did not have the same percentage change increase compared to Sessions.

TRAFFIC BY CHANNEL

There were wins and losses by channel, however where traffic retreated somewhat the decline was offset in every case by increased engagement in terms of the Average Session Durations for the channel. Here are the detailed results:

- Organic Search: Fell moderately by 9% (142k this SEP versus 158 last year), however the Average Session Duration grew nicely by 12 seconds for a 14% improvement;
 - Paid Search was up significantly – 49% (93k versus 62k);
 - Display was sharply up – increasing 618% (50k versus 7k) with a solid 40% increase in Average Session Duration;
 - Direct fell moderately, down 17% (29k versus 25k);
 - Social was fairly flat, falling a modest 5% (27k versus 28k) but like the other channels that had lower Sessions, had a robust improvement in engagement with Average Session Duration up 54%;
 - Referral traffic had a nice gain, rising 47% (14k versus 10k).
- 

Executive Summary


The monthly Data Studio report is available [here](#).

CONTENT PERFORMANCE

There are a variety of engagement metrics, and overall, Average Session Duration is the leading indicator of how well the website's content is engaging site visitors. For the past few years this has gradually been trending down a bit – however this does not present a complete picture of how content is performing. Many aspects of the site have been enhanced, such as site search, content organization, and more intuitive / robust site components and designs that make it easier to get to content. This does reduce average site duration. Average Site Duration is also impacted by traffic mix, and with increased Paid traffic as a percent of total traffic – it's natural and expected to see Average Session Duration trend down given that this is less engaged site traffic. A final point however is that over time, and particularly in September of this year, the time spent on Article Pages has been strong, improving 10% year/year overall, and well over 3 full minutes for the majority of the site's top articles and landing pages. In fact, the top 10 articles and landing pages alone in terms of site Sessions, which account for 44% of all page views, average just shy of 3 times the overall Average Session Duration.

GOALS AND PARTNER ENGAGEMENTS

September performance for site goals and partners was solid, with significant gains for nearly all categories other than slight slips year/year for time on site (down 1.5%) and travel deal pageviews (down 25%). Here are the results:

- Partner Deal Clicks: up 95%
 - Partner Referrals: up 5%
 - Event Views: up 97%
 - Destination Guide Orders: up 233%
 - Newsletter signups: up 8%
- 

Google Analytics



ST.PETE
CLEARWATER

miles
PARTNERSHIP

Total Leisure Site Traffic, Page Views & Engagement (GA4)

Performance (MoM)

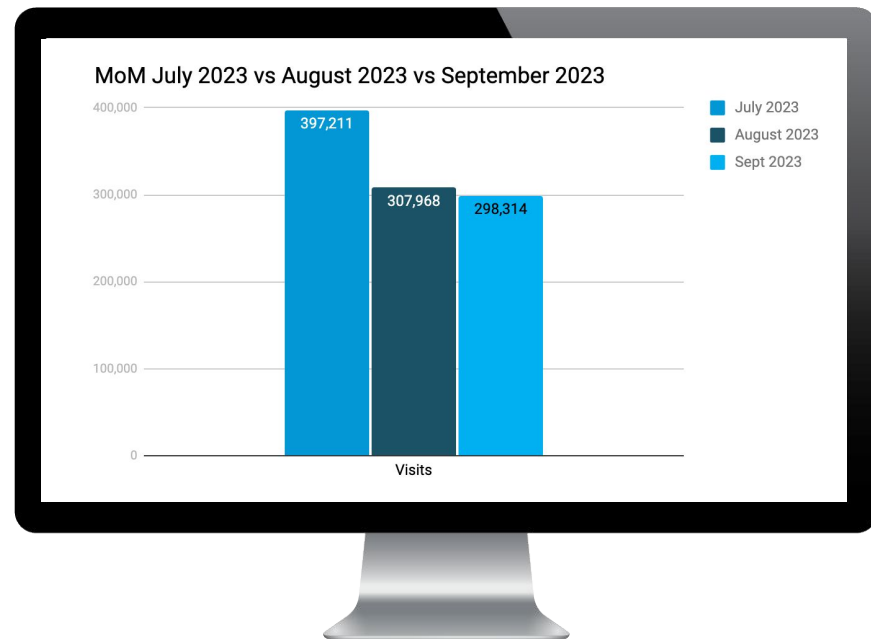
Total Visits: 298,314  -3.1%

Total Unique Visitors: 306,490  -5.38%

Total Page Views: 519,016  -8.2%

Engagement Rate: 59.63%  -1.7%

Average Engagement Time: 0min 53sec  -1.9%



Total Leisure Site Traffic, Page Views & Engagement (GA4)

Performance (YoY)

Total Visits: 298,314  no data from previous year

Total Unique Visitors: 306,490  24.4%

Total Page Views: 519,016  no data from previous year

Engagement Rate: 59.63%  no data from previous year

Average Engagement Time: 0min 53sec  -10.2%



Total Leisure Site Traffic, Page View & Engagement (GA4)

Performance: Last 12 Months

October 1, 2022 through September 30, 2023

Total Traffic/Sessions: 5,596,918  38.2%

Unique Visitors: 4,243,102  33.8%

Page Views: 8,399,199  22.97%

KPIs (GA4)

Performance (MoM)

- Partner Referrals: 34,289  -5.7%
- DM Orders: 1,639  38.9%
- Tripadvisor Clicks: 503  -7.9%
- Newsletter Sign-Ups: 147  17.6%
- Deals Views: 822  -39.1%
- Average Engagement Time: 0m 53sec  -1.9%
- Events per Session: 9.3  19.4%



Total Industry Site Traffic, Page Views & Engagement

September Performance

Total Visits: 1,489  -12.8% (MoM)
 17.4% (YoY)

Total Organic Visits: 759  -15.9% (MoM)
 39.0% (YoY)

Total Page Views: 5,331  62.7% (MoM)
 132.8% (YoY)

Top Pages Viewed

- Homepage: 3,100  321.2% (MoM)
- /info/staff-directory: 264  -2.9% (MoM)
- /tourist-development-council: 154  6.9% (MoM)

2023-2024 Gulf to Bay Digital Guide (GA4)

Performance: Start May 4, 2023 - September 30, 2023

- PDF Downloads: 43
- Sessions: 3,952
- Views: 4,365
- Views/Session: 1.1
- Avg. Session Duration: 2m 30sec
- Device Category (sessions):
 - Mobile: 1,932 sessions
 - Desktop: 1,723 sessions
 - Tablet: 299 Sessions



Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE							DATE RANGE: Sep 1, 2023 - Sep 30, 2023
IMPRESSIONS Total impressions 424,386 <small>↓ -140,686 from previous year</small>		CLICK-THROUGH RATE Total CTR 1.41% <small>↓ -0.54% from previous year</small>		VIEWABLE IMPRESSIONS Viewable Impressions 226,282 <small>↓ -93,968 from previous year</small>		VIEWABLE PERCENT Viewable Percent 53.53% <small>↓ -3.31% from previous year</small>	
			AVERAGE CPM Total average eCPM \$17.66 <small>↑ \$0.16 from previous year</small>				
Line item type ▾	Total CTR	Total impressions	Placement	Total CTR	Total clicks	Total impressions ▾	
Standard	1.42%	405,060	-	1.37%	3,661	266,618	
Sponsorship	0.75%	6,432	STPE: Communities	1.52%	1,297	85,491	
House	0.00%	17	STPE: Things to Do	1.36%	816	59,987	
Bulk	1.30%	12,877	STPE: Form	0.76%	48	6,337	
			STPE: Attractions	1.00%	57	5,686	
			STPE: Places to Stay	2.57%	145	5,636	
			STPE: Fishing	0.26%	7	2,643	
			STPE: Museums	1.02%	26	2,560	
			STPE: Golf	0.54%	8	1,476	
			STPE: Beaches	2.70%	23	853	
			STPE: Boating & Outdoors	1.80%	6	334	
			STPE: All Other	0.74%	2	269	
			STPE: Sports	0.48%	1	207	
Creative size (delivered) ▾	Total CTR	Total impressions					
Fluid	1.41%	424,386					
Device category ▾	Total CTR	Total impressions					
Tablet	1.54%	17,097					
Smartphone	1.31%	299,334					
Desktop	1.64%	107,920					
Connected TV	0.00%	35					
1 - 13 / 13 < >							

Organic Traffic



ST.PETE
CLEARWATER

miles
PARTNERSHIP

Organic Traffic

Information from Google Universal Analytics shows a 9.8% YoY decrease in organic sessions for the site with 142,092 in September 2023. Google Search Console credited the site with 119,711 organic clicks in September 2023, which was a 7.5% decrease from September 2022's 129,357 organic clicks.

The /things-to-do/webcams page had the biggest YoY decrease in organic sessions and organic clicks in September 2023. The page received 36,408 fewer organic clicks in September 2023 than it did in September 2022. However, the page received 35,848 organic clicks during a three-day period from September 27-29, 2022 due to Hurricane Ian.

Additional URLs containing /things-to-do received 312 fewer organic clicks overall in September 2023 than in September 2022.

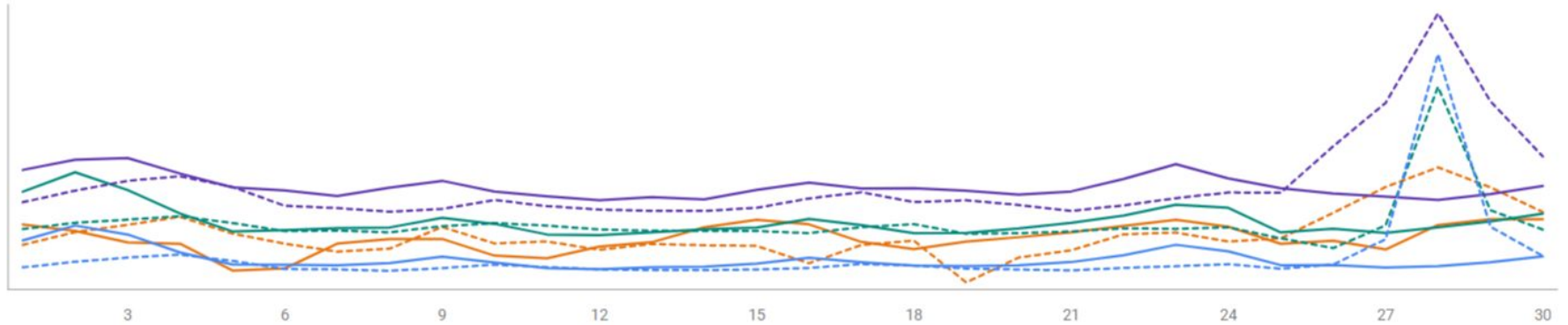
URLs containing /communities/ received 12,285 clicks in September 2023, which represented a YoY decrease of 26.3%. The Clearwater Beach communities page saw a YoY increase of 4,062 clicks, while the Clearwater communities page saw a YoY decrease of 4,629 clicks.

The following URL groups saw YoY increases in organic clicks in September: /profile (+16.5%), /event/ (+163.8%), /article (+0.4%), /list/ (+9.9%), and /places-to-stay (+78.7%).



Google Search Console Comparison vs. September 2022

<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input checked="" type="checkbox"/> Average CTR	<input checked="" type="checkbox"/> Average position
120K 9/1/23 - 9/30/23	8.13M 9/1/23 - 9/30/23	1.5% 9/1/23 - 9/30/23	14.7 9/1/23 - 9/30/23
129K 9/1/22 - 9/30/22	8.29M 9/1/22 - 9/30/22	1.6% 9/1/22 - 9/30/22	14 9/1/22 - 9/30/22



Top 10 Organic Landing Pages (by Clicks) vs. September 2022 Google Search Console

Top pages	↓ Clicks 9/1/23 - 9/30/23	Clicks 9/1/22 - 9/30/22	Clicks Difference	Impressions 9/1/23 - 9/30/23	Impressions 9/1/22 - 9/30/22	Impressions Difference
https://www.visitstpeteclearwater.com/current-beach-conditions	13,515	5,947	7,568	214,038	102,444	111,594
https://www.visitstpeteclearwater.com/events-festivals	10,409	6,217	4,192	256,508	122,629	133,879
https://www.visitstpeteclearwater.com/communities/clearwater-beach	5,235	1,173	4,062	183,889	380,545	-196,656
https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	4,355	3,108	1,247	152,790	32,002	120,788
https://www.visitstpeteclearwater.com/event/2023-st-pete-powerboat-grand-prix/47501	3,407	0	3,407	16,234	0	16,234
https://www.visitstpeteclearwater.com/event/2023-clearwater-offshore-nationals/47436	3,295	0	3,295	29,898	0	29,898
https://www.visitstpeteclearwater.com/	2,036	3,566	-1,530	375,610	1,004,767	-629,157
https://www.visitstpeteclearwater.com/things-to-do/webcams	1,729	38,137	-36,408	50,842	339,990	-289,148
https://www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598	1,529	1,245	284	57,037	65,235	-8,198
https://www.visitstpeteclearwater.com/list/st-peteclearwater-markets	1,517	1,003	514	30,034	26,479	3,555

Top 10 Organic Queries (by Clicks) vs. September 2022 Google Search Console

Top queries	↓ Clicks 9/1/23 - 9/30/23	Clicks 9/1/22 - 9/30/22	Clicks Difference	Impressions 9/1/23 - 9/30/23	Impressions 9/1/22 - 9/30/22	Impressions Difference
clearwater beach	4,493	3,949	544	86,420	119,443	-33,023
pier 60	1,056	859	197	5,310	5,405	-95
pier 60 clearwater	973	618	355	2,938	3,093	-155
clearwater boat races 2023	624	0	624	2,134	0	2,134
pier 60 clearwater beach	616	449	167	1,680	2,026	-346
clearwater	572	927	-355	73,703	87,649	-13,946
clearwater beach florida	481	268	213	8,586	23,254	-14,668
clearwater florida	444	848	-404	57,732	207,299	-149,567
st pete boat races 2023	423	0	423	713	0	713
is clearwater beach open	379	199	180	1,059	698	361

URL Types September 2023 vs. September 2022 (Google Search Console)

URL Type	Clicks	Impressions	CTR	Average Position
September 2023 (all URLs containing /profile)	28736	3968274	0.70%	12.9
September 2022 (all URLs containing /profile)	24657	3419383	0.70%	14.4
September 2023 (all URLs containing /event/)	16458	604892	2.70%	10.9
September 2022 (all URLs containing /event/)	6239	266933	2.30%	12.2
September 2023 (all URLs containing /communities)	12285	1278181	1%	9.7
September 2022 (all URLs containing /communities)	16658	2196728	0.80%	8.6
September 2023 (all URLs containing /article/)	9406	978539	1%	15.8
September 2022 (all URLs containing /article/)	9368	701244	1.30%	18.9
September 2023 (all URLs containing /list/)	9185	770491	1.20%	17
September 2022 (all URLs containing /list/)	8359	981984	0.90%	15.5
September 2023 (all URLs containing /things-to-do/)	3897	258445	1.50%	13.3
September 2022 (all URLs containing /things-to-do/)	40617	585807	6.90%	8.7
September 2023 (all URLs containing /eat-drink)	1445	154799	0.90%	10.3
September 2022 (all URLs containing /eat-drink)	1447	154149	0.90%	11.9
September 2023 (all URLs containing /places-to-stay)	1040	390365	0.30%	12.5
September 2022 (all URLs containing /places-to-stay)	582	163117	0.40%	17.5
September 2022 performance in yellow				

Google Search Console (Queries w/ Largest YoY Click Increase)

Top queries	Clicks 9/1/23 - 9/30/23	Clicks 9/1/22 - 9/30/22	↓ Clicks Difference	Impressions 9/1/23 - 9/30/23	Impressions 9/1/22 - 9/30/22	Impressions Difference
clearwater boat races 2023	624	0	624	2,134	0	2,134
clearwater beach	4,493	3,949	544	86,420	119,443	-33,023
st pete boat races 2023	423	0	423	713	0	713
pier 60 clearwater	973	618	355	2,938	3,093	-155
clearwater boat races	296	40	256	2,168	2,118	50
st petersburg boat race 2023	239	0	239	450	0	450
st pete beach water quality today	249	31	218	679	220	459
clearwater beach florida	481	268	213	8,586	23,254	-14,668
clearwater powerboat races 2023	202	0	202	350	0	350
pier 60	1,056	859	197	5,310	5,405	-95

Google Search Console (Queries w/ Largest YoY Click Decrease)

Top queries	Clicks 9/1/23 - 9/30/23	Clicks 9/1/22 - 9/30/22	↑ Clicks Difference	Impressions 9/1/23 - 9/30/23	Impressions 9/1/22 - 9/30/22	Impressions Difference
st pete beach live cam	93	3,295	-3,202	534	10,002	-9,468
clearwater beach webcam	66	1,443	-1,377	2,435	40,765	-38,330
st petersburg webcam	28	1,131	-1,103	121	2,576	-2,455
st petersburg live cam	15	857	-842	82	2,495	-2,413
st petersburg florida live cam	11	652	-641	30	1,798	-1,768
st pete beach webcam	68	673	-605	451	4,345	-3,894
st pete beach live camera	11	522	-511	91	2,450	-2,359
st pete beach	346	835	-489	26,330	39,911	-13,581
st pete live cam	26	507	-481	51	1,590	-1,539
st pete beach cam	29	492	-463	242	3,350	-3,108

Google Search Console (Pages w/ Largest YoY Click Increase)

Top pages	Clicks 9/1/23 - 9/30/23	Clicks 9/1/22 - 9/30/22	↓ Clicks Difference	Impressions 9/1/23 - 9/30/23	Impressions 9/1/22 - 9/30/22	Impressions Difference
https://www.visitstpeteclearwater.com/current-beach-conditions	13,515	5,947	7,568	214,038	102,444	111,594
https://www.visitstpeteclearwater.com/events-festivals	10,409	6,217	4,192	256,508	122,629	133,879
https://www.visitstpeteclearwater.com/communities/clearwater-beach	5,235	1,173	4,062	183,889	380,545	-196,656
https://www.visitstpeteclearwater.com/event/2023-st-pete-powerboat-grand-prix/47501	3,407	0	3,407	16,234	0	16,234
https://www.visitstpeteclearwater.com/event/2023-clearwater-offshore-nationals/47436	3,295	0	3,295	29,898	0	29,898
https://www.visitstpeteclearwater.com/events-sound-coachman-park	1,276	0	1,276	28,466	0	28,466
https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	4,355	3,108	1,247	152,790	32,002	120,788
https://www.visitstpeteclearwater.com/clearwater-offshore-nationals	1,476	305	1,171	24,225	14,948	9,277
https://www.visitstpeteclearwater.com/fall-festivals-events	1,060	278	782	10,562	2,277	8,285
https://www.visitstpeteclearwater.com/all-events	632	5	627	42,701	82	42,619

Google Search Console (Pages w/ Largest YoY Click Decrease)

Top pages	Clicks 9/1/23 - 9/30/23	Clicks 9/1/22 - 9/30/22	↑ Clicks Difference	Impressions 9/1/23 - 9/30/23	Impressions 9/1/22 - 9/30/22	Impressions Difference
https://www.visitstpeteclearwater.com/things-to-do/webcams	1,729	38,137	-36,408	50,842	339,990	-289,148
https://www.visitstpeteclearwater.com/communities/clearwater	1,451	6,080	-4,629	279,010	593,452	-314,442
https://www.visitstpeteclearwater.com/	2,036	3,566	-1,530	375,610	1,004,767	-629,157
https://www.visitstpeteclearwater.com/communities/st-pete-beach	709	1,629	-920	81,245	138,463	-57,218
https://www.visitstpeteclearwater.com/communities/gulfport	464	977	-513	25,366	52,132	-26,766
https://www.visitstpeteclearwater.com/communities/treasure-island	844	1,354	-510	129,300	168,206	-38,906
https://www.visitstpeteclearwater.com/event/enchant-christmas/26926	0	484	-484	0	14,463	-14,463
https://www.visitstpeteclearwater.com/event/firestone-grand-prix-st-petersburg/1496	95	551	-456	13,663	11,823	1,840
https://www.visitstpeteclearwater.com/communities/st-petersburg	500	937	-437	119,451	75,110	44,341
https://www.visitstpeteclearwater.com/list/ultimate-list-of-street-art-st-pete	0	431	-431	0	10,152	-10,152



Content Updates & Email Performance



ST.PETE
CLEARWATER

miles
PARTNERSHIP

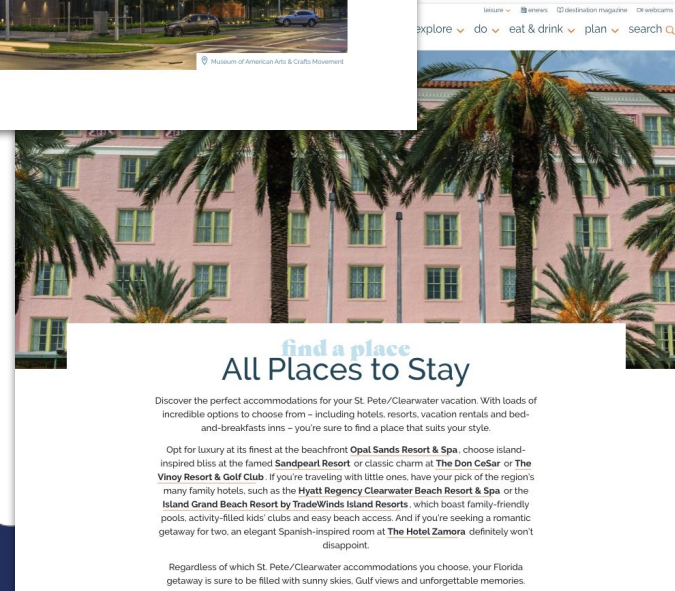
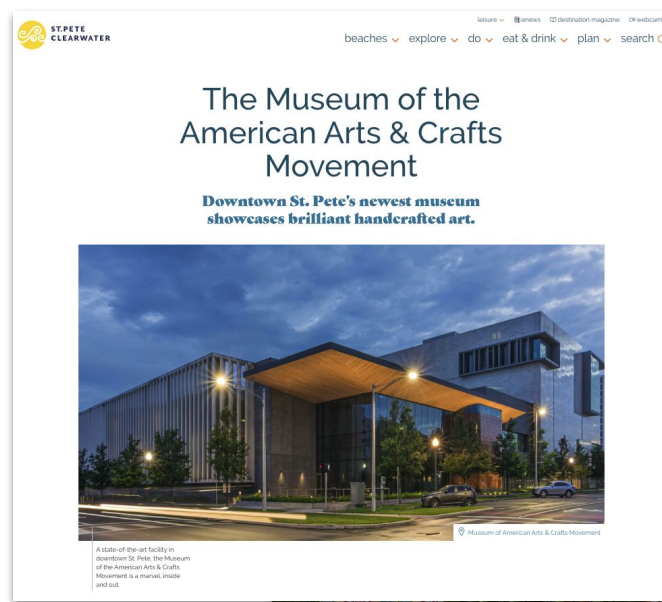
September Content Updates

Updates/Fact-Checks

- [The Museum of the American Arts & Crafts Movement](#)
- [A Day at Clearwater Marine Aquarium](#)

Landing Pages with New Intro Copy

- [All Places To Stay](#)
- [Vacation Rentals](#)
- [Places to Stay in Clearwater](#)
- [Places to Stay in St. Petersburg](#)
- [Places to Stay in St. Petersburg Beach](#)
- [Places to Stay in Indian Shores & Indian Rocks Beach](#)
- [Places to Stay in Treasure Island](#)
- [Places to Stay in Tierra Verde](#)
- [Places to Stay in Palm Harbor](#)
- [Places to Stay in Pinellas Park](#)
- [Places to Stay in the Redingtons](#)
- [Places to Stay in Madeira Beach](#)
- [Places to Stay in Dunedin](#)




VSPC September 2023 Enews Performance

Email Subject Line: Rays Up! New Stadium Plans Announced

Featured Partner: Sheraton Sand Key Resort


Sponsored Content: Mint House, St. Pete

Send Date	9/21/23
Total Delivered	202,117
Sessions	1,630
Bounce Rate	79%
Total Unique Clicks	2,136
Total CTR	1.11%
Featured Clicks	192
Sponsored Clicks	114
Opt Outs	337



BEACHES OUTDOORS ARTS

RAYS BIG ANNOUNCEMENT!




Long Awaited, the Rays Announce a New Stadium in St. Pete!

Locals and visitors alike are rejoicing at the news that the Tampa Bay Rays have come to a historic agreement with the City of St. Petersburg and Pinellas County to build a new ballpark, meaning that MLB is here to stay for generations in the Sunshine City! This project will invest more than \$6.5 billion in St. Pete over 20 years and will include the largest mixed-use development project in Tampa Bay history.

[LEARN MORE](#)

The Pink After The Storm




Flamingos are Having a Moment

While we welcome everyone to visit St. Pete/Clearwater, we're glad over our most recent visitors – flamingos! These vibrant voyagers are quite rare in the wild in Florida, yet these perfectly pink birds have been spotted frequently over the past couple of weeks at Fort De Soto Park, Treasure Island, Clearwater Beach and Shell Key. It's thought that they flew (or blew) in when hurricane Idalia passed to the west of our destination, which has been fully open and ready to welcome guests (including flamingos). See some of the beautiful beaches they've visited when you go to our webcams page.

[SEE OUR WEBCAMS](#)

FEATURED PARTNER


Sheraton Sand Key Resort



Experience the Quieter Side at Sheraton Sand Key

Experience the quieter side of Clearwater Beach at Sheraton Sand Key Resort. Enjoy a perfect balance of relaxation and fun, with 13 acres of private white sand beach and newly renovated rooms.

[BOOK TODAY](#)




Sea Turtle Hatchlings: Nothin' Cuter

Watch our fun slides, then do your part to keep baby sea turtles safe as they make their way to the Gulf.

[SAVE A TURTLE](#)

SPONSORED CONTENT

Mint House, St. Pete



Live Like a Local

Experience the vibrant heartbeat of downtown St. Petersburg. Mint House offers the perfect blend of comfort and convenience, providing apartment-style accommodations that make you feel right at home.

[BOOK YOUR STAY](#)



Veggie Delights

In honor of World Vegetarian Day, October 1, we present to you this list of delectable vegetarian restaurants where great taste and healthy eating go together like, well, peas and carrots.

[EAT RIGHT](#)

CAN'T-MISS EVENTS

Find some highlights below or check out all St. Pete/Clearwater events



October 7-8, 2023

St. Pete Pier Fall Festival

Kick off autumn, Florida-style, with a traditional pumpkin patch along with live music and family-friendly entertainment.

October 19-22, 2023

Clearwater Jazz Holiday

Don't miss this beloved music fest with top-name performers at The Sound, a brand-new, state-of-the-art bayfront venue.



October 13-22, 2023

SHINE St. Pete Mural Festival

It's the most colorful time of the year as mural artists from around the world create new public art in the streets of St. Pete.

November 16-19 & 25-26, 2023

Sanding Ovations Masters Cup

Come see this amazing sand sculptors event when master sculptors from all over the world come to Treasure Island.



ST. PETE CLEARWATER FLORIDA

[f](#)
[t](#)
[i](#)
[g](#)
[+](#)

ActOn Database Sign-Ups

August Growth

- Total ActOn List Growth*: 893
- Webform Sign-Ups: 147
- Giveaway Sign-Ups: n/a

*Includes email sign-ups and unsubscribes

Video Performance



ST.PETE
CLEARWATER

miles
PARTNERSHIP


September Video Performance & Analysis


September video performance reporting and analysis has been paused due to minimal Miles Partnership involvement in production - these slides will be included again in October's report.



TAKEAWAYS & NEXT STEPS

With a new fiscal year kicking off, the Digital team has several new initiatives in place for the coming year that include the following:

- Media buying and placement includes several new partners/advertising opportunities including TripAdvisor, NBC Universal/Peacock Streaming, Kargo Rich Media, Atlas Obscura Podcasts and more.
 - Content Creation of Articles and website copy will have additional emphasis, particularly given how strong site visitor's engagement is with the site's articles as well as the need to help continue to grow search rankings which have very recently started to level off.
 - Business Intelligence has also been a major emphasis for VSPC to assist in driving return on investment and optimizing performance - and will benefit from a new platform that enables better integration of data sources to enable deeper insights and measurements.
 - The Partner Microsite will be fully rebuilt and redesigned to enhance all the information, reporting, events and resources that VSPC makes available to it's industry businesses and the community.
- 



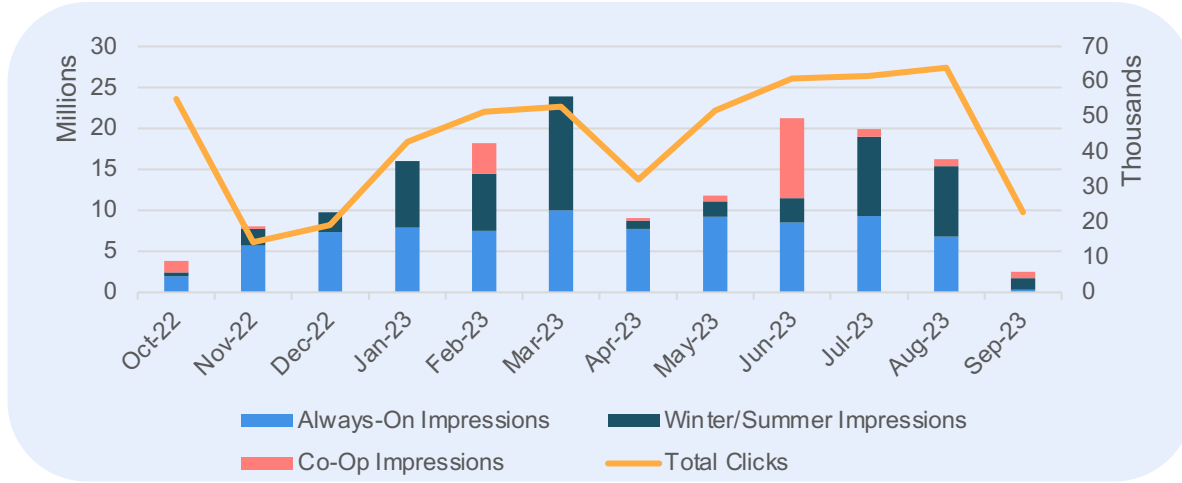
Visit St. Pete/Clearwater
Digital Paid Media
Reporting Highlights
September 2023



ST.PETE
CLEARWATER

miles
PARTNERSHIP

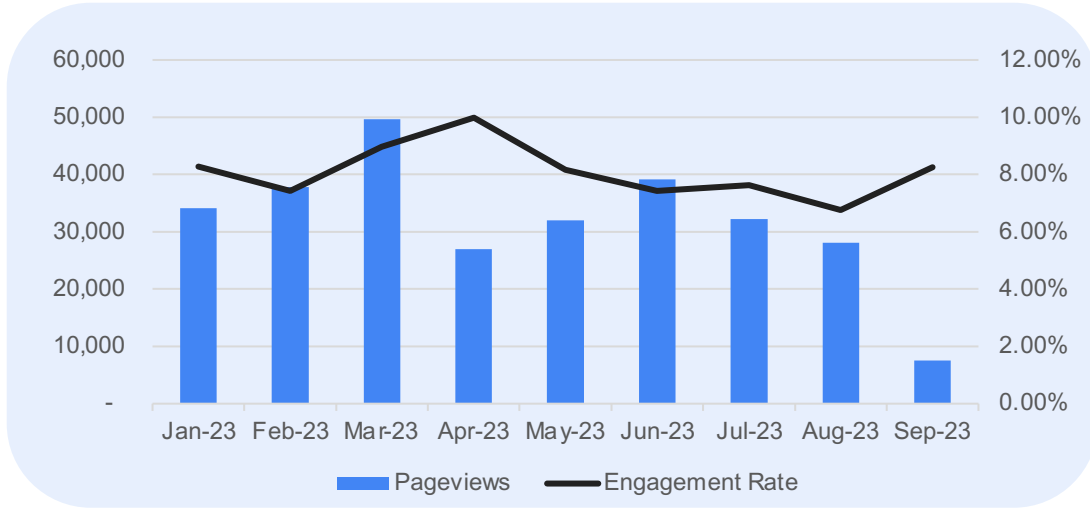
September Media Activity



- Impression and click volume were significantly down MoM as FY22-23 campaigns came to an end
- All Media buys delivered in full, with the exception of Expedia Co-Op which was extended into October

Campaign	Format	Partner	September				
			8/28	9/4	9/11	9/18	9/25
Always On	Display, Native, Pre-Roll	Ad+Genuity					
Always On	Teads In-Feed Video	Ad+Genuity					
Always On	Display, Native, Pre-Roll	Sojern					
Always On	Articles, Canvas, Stories	Nativo					
Always On	Display, Native	Expedia					
Always On	Custom Program	Atlas Obscura					
Summer	Audio	Ad+Genuity					
Summer	CTV	Ad+Genuity					
Summer	CTV	Hulu					
Summer	Rich Media	PadSquad					
Summer	Rich Media	Undertone					
Co-Op	Custom Program	Travelzoo					
Co-Op	Display	Expedia					
Arts Co-Op	Display	Ad+Genuity					
Always On	Social	Facebook/Instagram					
Always On	SEM	Google					
Always On	Video	YouTube					

Media-Driven Site Activities



- Pageviews were down 73% MoM (vs. impressions which were down 95%)
- Engagement Rate (Engagement / Pageviews) was up MoM
- New Floodlights aligned to GA4 conversions showed lower volume than last month & some inconsistencies – will continue to monitor

GA4 - Floodlight Integration - Alpha Test

Activity	Sept Conversions	Aug Conversions	% Change MoM
GA4 - time_on_site	246	3,123	-92%
GA4 - time_on_site__1_30	198	23	761%
GA4 - partner_referral	28	673	-96%
GA4 - event_view	18	296	-94%
GA4 - multiple_pageview_session	12	7,095	-100%
GA4 - deal_view	1	24	-96%



Media Highlights

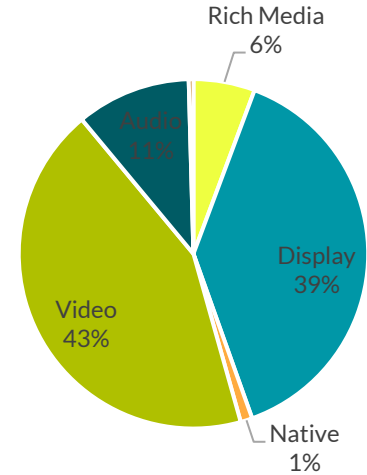
- Most partners relaunched media on 9/1-9/15 after having paused for the last week of August due to Hurricane Idalia
- Ad+genuity delivered the most impressions, followed by Hulu
- Custom Travelzoo Program delivered a large volume of clicks, driving up overall CTR



The 7s Premium Slate on Hulu delivered the most impressions of any single creative

The Native Beach creative drove the most conversions

Impressions by Format



Ad by Visit St. Pete Clearwater 

Let's Shine

Relax and enjoy 35 miles of gorgeous white-sand beaches. Plan Your Trip!

Atlas Obscura Summary

11.8M
Impressions

830K
Video Engagements

10.5K
Clicks to VSPC site

- The year-long campaign, featuring 2 pieces of new custom content and multi-channel promotion, overdelivered on all contract guarantees and resulted in very strong engagement
- Delivered \$148K in total estimated added value

*The custom pin-drop Sunken Gardens video had a **20% engagement rate** across Meta distribution – 36X the FB/IG average!!*



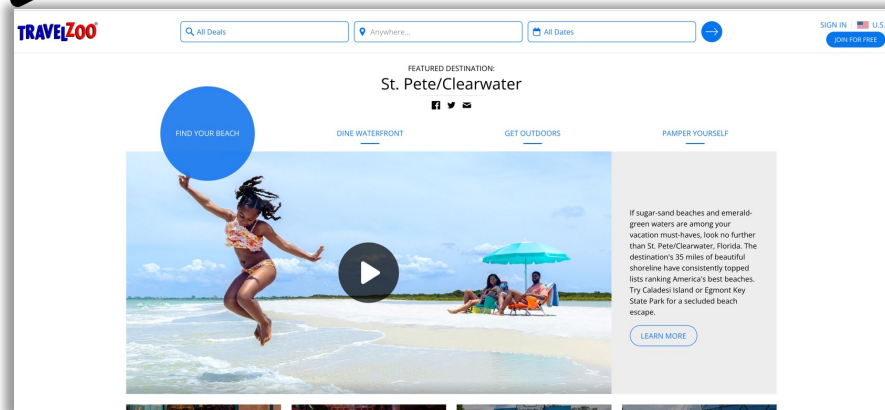
*Display ads, including the custom carousel, delivered an overall **0.16% CTR**, more than double the AO Average*

Travelzoo Check-in



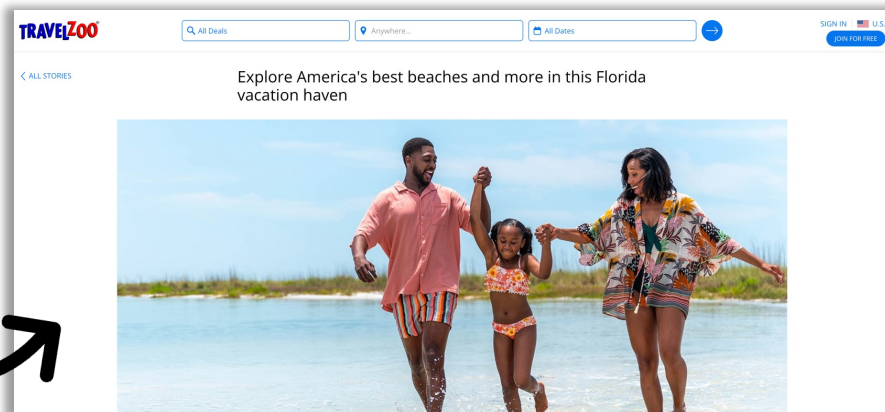
Partner Promotion Results through Sept:

- Page views: 48,997
- Deal clicks: 27,508
- Link clicks to VSPC website: 4,356
- Total clicks: 31,864
- Clickthrough rate: 65%



Story results through Sept:



- Reach: 10,509,666
 - Includes Destination of the Week placement in the Top 20 (6.75M emails)
- Page Views: 19,464
- Time on site: 2:46 minutes



September MoM SEM Highlights

SEM did well MoM in September. We saw some nice improvements with out KPIs, and took action on improving our CTR.

- Spend was up 12% MoM and clicks were up 40%. CPC was down 20% and cost per conversion was down 20%.
- CTR was down 33%. Upon further analysis, we found that “search partners” and “display network” were enabled, which is an option Google has to help get more conversions or get ads to appear in front of more people, however this option severely impacts CTR. It was disabled for all campaigns on September 19th and we expect to see an increase in CTR next month.
- CPC was down MoM to \$0.33. P-Max drove the lowest CPCs at \$0.15 for both remarketing and prospecting.
- Cost Per Conversion was \$0.37 in September which is down MoM.
- 64,568 Engaged Sessions which is up 44% MoM - *The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.*
- Overall, September was very good even with the drop in spend and the account being off for a few days at the beginning of the month.

Campaign	Budget	Status	Campaign type	Impr.	Clicks	CTR	Avg. CPC	Cost	Cost / conv.
Enabled campaigns in your current view ⓘ				11,523,749	181,176	1.57%	\$0.33	\$59,159.40	\$0.37
 VSPC_Events_General_BroadMatch	\$263.06/day 	Eligible	Search	890,298	11,163	1.25%	\$0.64	\$7,097.42	\$0.59
Google search				18,594	3,864	20.78%	\$0.93	\$3,610.46	\$0.55
Search partners				540	27	5.00%	\$0.45	\$12.04	\$0.48
Google Display Network				871,164	7,272	0.83%	\$0.48	\$3,474.92	\$0.64

* Industry benchmarking source: <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>

September YoY SEM Highlights

Conversion comparisons YoY will continue to be inaccurate due to UA to GA4 transition

- Impressions and Clicks increased drastically YoY thanks to iPMax ads. CPC saw a decrease of 52%. CTR saw a decrease of 73% (all campaigns saw decreases YoY except for Plan). As per the note on the previous slide about search partners and display network, we expect to see CTR increase YoY going forward.

Conversion Goal	# of Conversions
Deal Views	31
Time on Site < 1:30	19,573
Travel Deals Discount Page Views	349
Total Partner Referrals	1,334
Events View	1,160
Pages Per Session > 2	3,966
Destination Guide Order	30
Newsletter Signup	9

September Performance Max Results

Performance Max had a huge increase in clicks. We continue seeing more upper funnel placements.

- Prospecting campaign generated 79,742 clicks at a CPC of \$0.15 (vs. \$1.52 benchmark) and a CTR of 1.75% (vs. 4.63% benchmark)
- The retargeting campaign generated 26,274 clicks at a CPC of \$0.15 (vs. \$1.52 benchmark) and a CTR of 2.39% (vs. 4.63% benchmark)
- Both campaigns saw continued lower CTR which indicates upper funnel placements and most likely appearing on the display networks.
- Bounce Rate was 42% (GA4). There were 30,559 Engaged Sessions with an average time on site of 1m24s.

Conversion Goal	# of Conversions
Deal Views	1
Time on Site < 1:30	16,443
Travel Deals Discount Page Views	2
Total Partner Referrals	351
Events View	440
Pages Per Session > 2	976
Destination Guide Order	14
Newsletter Signup	4

September YouTube Results

Recommend shifting to TrueView campaign with 75% of the budget designated to large format TV .

- 63,934 views via TrueView for \$0.04 CPV with a 71.5% VTR. Top video for views and VTR was Discover the Thrill and Fun of E-foiling in St. Pete/Clearwater.
- Precise focuses on brand safety by delivering contextually relevant ads in the moment that deliver high VTRs at a consistent cost.
- Precise recommends shifting the current budget to all TrueView and shift to having 75% of the budget go to large format TV ads. These ads have very high VTR's to 100% and have an average of 2.8 people watching vs. smaller screens. Generally large format will deliver ads to a more engaged audience.
- Precise also approached us with the idea of YouTube "shorts", which is a new placement and will give VSPC additional exposure. We are waiting on a detailed proposal about this from Precise.

Appendix

Glossary of Media Terms & Partners

Media Terms

- **CPC:** cost per click
- **CPCV:** cost per completed video view
- **CPM:** cost per mille (thousand) impression
- **CTA:** call to action
- **CTA Rate:** Click through rate from native article to client website – specific to Nativo programs
- **CTR:** click through rate
- **CTV:** Internet Connected TV devices
- **DSA:** dynamic search ad; SEM ad type ran on Google that uses content from the landing pages on your website to target your ads to searchers. Google creates relevant headlines based on website content and the search query, while we provide two lines of description.
- **DSP:** demand side platform; software used to buy programmatic media
- **Engagement Rate:** engaged website sessions generated by display media divided by all pageviews generated by display media OR total engagements with an interactive rich media unit divided by total impressions
- **Interaction Rate:** percentage of unique interactions with an interactive rich media unit compared to total impressions
- **OTT:** Over-the-Top video content from streaming services; frequently viewed on CTVs (<https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/>)
- **PV Rate:** website pageviews generated by display media divided by all display media impressions
- **ROAS:** return on ad spend

Media Partners

- **Sojern:** Managed service programmatic vendor with unique travel intent data
- **Ad+genuity:** Miles Partnership's programmatic trading desk; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
- **Nativo:** Native advertising network that enables long-form content distribution at scale across network of premium publishers
- **Atlas Obscura:** Online magazine and publisher that catalogs unusual and obscure travel destinations across the world
- **Expedia:** Largest network of online travel agencies (OTAs), including Expedia.com, VRBO.com, and Hotels.com
- **PadSquad:** Rich Media vendor specializing in interactive, mobile units distributed across a network of premium publishers
- **Undertone:** Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- **Travelzoo:** Online publisher of unique travel deals reaching 28M members worldwide.
- **Hulu:** Leading streaming TV service with reach to 112M ad-supported monthly viewers