

VISIT ST. PETE/CLEARWATER MONTHLY WEBSITE REPORTING

July 2019



ST.PETE
CLEARWATER

miles
PARTNERSHIP

EXECUTIVE SUMMARY

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

- Total sessions are up 5% to 438.4K, while the Unique Sessions were down about 3% to 319K, YoY.
- The top three mediums that drove traffic in July were Organic (up 2%), CPC (up to 40%) and Native Content (not run last year). Also, this month, traffic from Mobile Devices made up 72% of all traffic.
- Total Pageviews were up 6% with /things-to-do and /fourth-of-july-festivities up 40% and 61%, respectively. The /beaches page actually had the highest PageViews but were down 18% from last year.
- The Homepage Bounce Rate improved 3% to 44.76% and overall Bounce Rate improved 0.5% - fairly consistent.
- SIT performance was a mixed bag. While Destination Magazine Orders, E-News Sign Ups and Trip Advisor Clicks were down, Online Destination Magazine Views were up 29%. There appeared to be significantly less traffic to the Order Page in general.
- Finally, Florida sessions YoY are down yet visits from Georgia are up 20K and up 14K for NY. Although the decrease in Florida traffic needs to be monitored, it's great to see a consistent bump in traffic from outside of Florida.

GOOGLE ANALYTICS

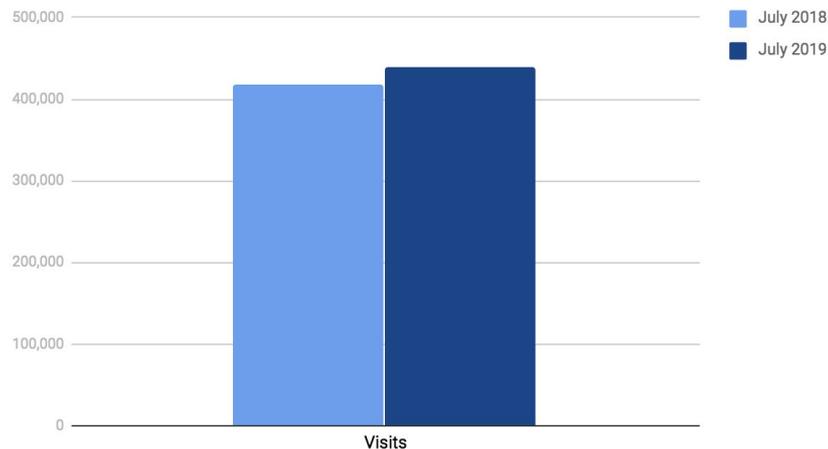


TOTAL SITE TRAFFIC, PAGE VIEWS & ENGAGEMENT

Performance (YOY)

- Total Visits: 438,394 **+** 4.8%
- Total Unique Visitors: 319,109 **-** 3.09%
- Total Page Views: 876,994 **+** 5.87%
- Overall Bounce Rate: 53.64% **-** 0.56%
- Time on Site: 115.17 **-** 9.24%

July (2018) vs. July (2019)



TOTAL SITE TRAFFIC, PAGE VIEWS AND ENGAGEMENT

Performance: Last 12 months

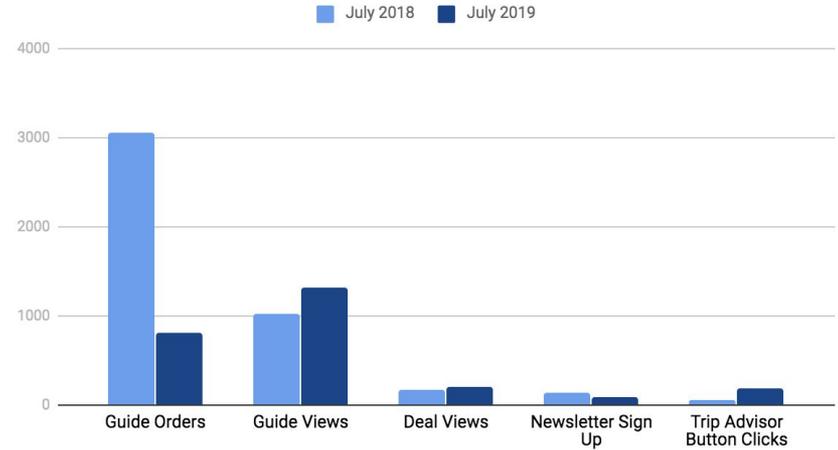
August 1, 2018 through July 31, 2019

- Total Traffic/Sessions: 5,086,943  3.56%
- Unique Visitors: 3,369,506  16.7%
- Page Views: 10,029,057  6.36%

SITS

Performance YOY

- Guide Orders: 803 **− 73.7%**
- Guide Views: 1,316 **+ 28.7%**
- Deal Views: 202 **+ 18%**
- Newsletter Sign Up: 93 **− 33.09%**
- TripAdvisor Button Clicks: 195 **+ 268%**



SITS

Trip Planner

Overall Trip Planner usage Year over Year is **down 17.87% overall**.

- Add to Planner: 1,666  2.15%
- Clicked Toggle Button: 4,782  20%
- Star Click: 25  28.57%
- Shared Planner: 2013  65.53%
 - Email: 102  4.67%
 - Facebook: 46  54%
 - Pinterest: 41  88.9%
 - Twitter: 14  16.7%

ORGANIC TRAFFIC



ORGANIC TRAFFIC

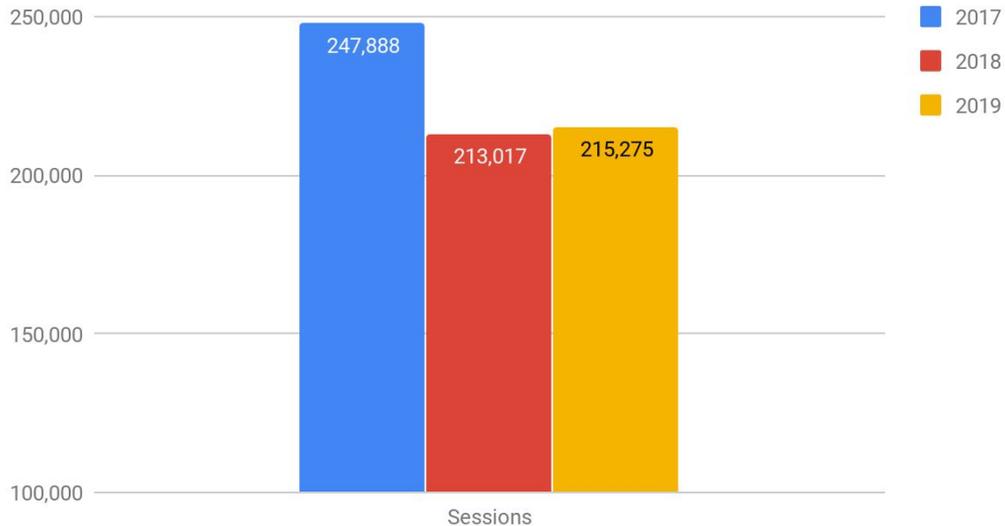
Summary

July saw a 1% increase in Organic Search Traffic looking year-over-year.

The top 10 organic landing pages for July were:

- /event-guide/fourth-of-july-festivities
- /current-beach-conditions
- /article/beach-for-every-mood
- /event-guide/events-this-week
- /webcams
- /events
- /profile/pier-60-clearwater-beach/1570
- /article/fort-de-soto-park
- /communities/clearwater-beach
- /

July Organic Sessions



EMAIL PERFORMANCE



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VSPC July 2019 ENEWS STATS

Email Subject: **Summertime in St. Pete = Bucket List** ✓

Featured Partner: [Opal Sands](#)

Send Date	7/30/19
Total Delivered	317,185
Confirmed Opens	22,205
Open Rate	7.37%
Total Unique Clicks	2,533
Total Click Thru Rate	0.8%
Featured Partner Clicks	677



ST. PETE CLEARWATER

[STAY](#) [EAT](#) [EVENTS](#)

Stroll Like a Local Down Central Ave. in St. Pete

Downtown St. Pete is the exciting waterfront escape you didn't know you needed! Complete your perfect beach day and head downtown to Central Ave., a hidden gem booming with culture, history and local flavors. Stop for a brew at eclectic coffee shops, discover hundreds of colorful murals and grab a bite to satisfy any palate — your options are endless.

[DISCOVER CENTRAL AVE.](#)

Featured Partner
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Click here to view this message in a browser window. 8/12/19

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Sponsored Content
Imagine Museum



EXPLORE WHERE IMAGINATION HAS NO LIMITS

Witness the story of the American Studio Glass movement at St. Pete's newest addition, Imagine Museum. It houses more than 500 works from notable collectors — their creativity, colors and designs will be sure to blow you away!

[VISIT NOW](#)

TAKEAWAYS / NEXT STEPS

When investigating the drop in /beaches pageviews YoY, we noticed that last year, significant traffic (65,597 visits) came from JunGroup, hence the drop off. This year, without the direct push to the /beaches page, more visitors were arriving on the main /things-to-do page and moving to /fourth-of-july-festivities or other specific content they wanted to see like the /communities/clearwater-beach page (up 32%) and the /current-beach-conditions page.

We also noted that outside state visits were up for Georgia, New York and even Illinois (up 116%), but they make less than 8% total traffic while Florida visits amount to more than 50% of visits. So we see outside states looking at pages like /beaches but locals generally search for specific events or the /current-beach-conditions. And, a side note, the Central Ave. page for Florida visitors have significantly jumped from 271 sessions to 3.4 sessions this year.

We dug into the lower Destination Magazine orders and found that last year, the HSN.com Banner drove heavy traffic to the Magazine order page, costing us 3,996 visits. We had previously discussed options to make the Destination Magazine order form more ubiquitous on the site. If this is a priority, we can revisit ways to bring more eyes to the order form.

I took a moment to compare the eNews YoY and was pleased to see tremendous growth in click rates - both the Featured Partner and Sponsored Content more than doubled their clicks. It's nice to see positive tangible differences from the overall layout change.



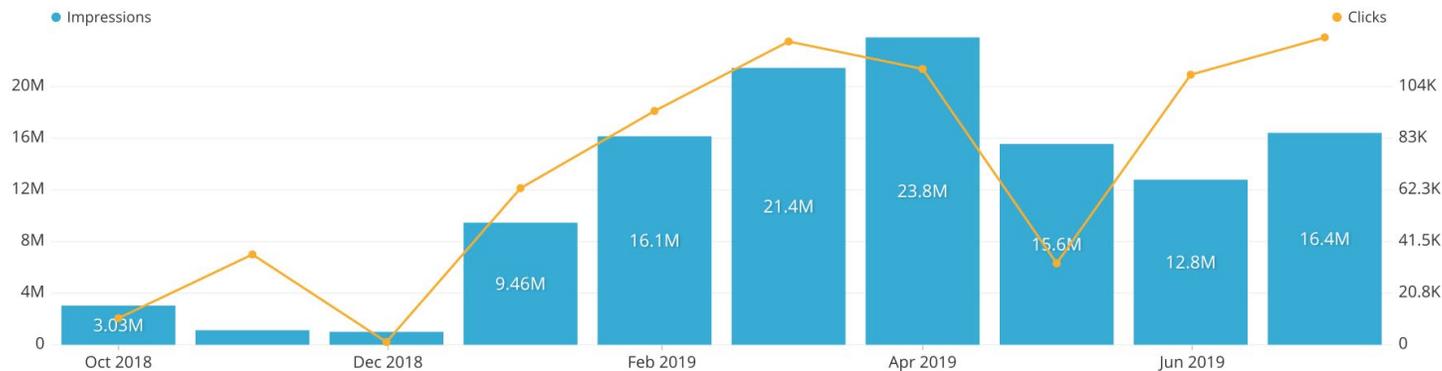
JULY REPORTING HIGHLIGHTS

Visit St. Pete/Clearwater FY19 Digital Media

JULY MEDIA SCHEDULE

- Overall volume was up MoM, with Conversant, MiQ, and Pandora increasing pacing vs June
 - Travel Zoo and Sojern Hilton Co-Op program launched
- Summer campaign will conclude in August, transitioning to Fall messaging in September

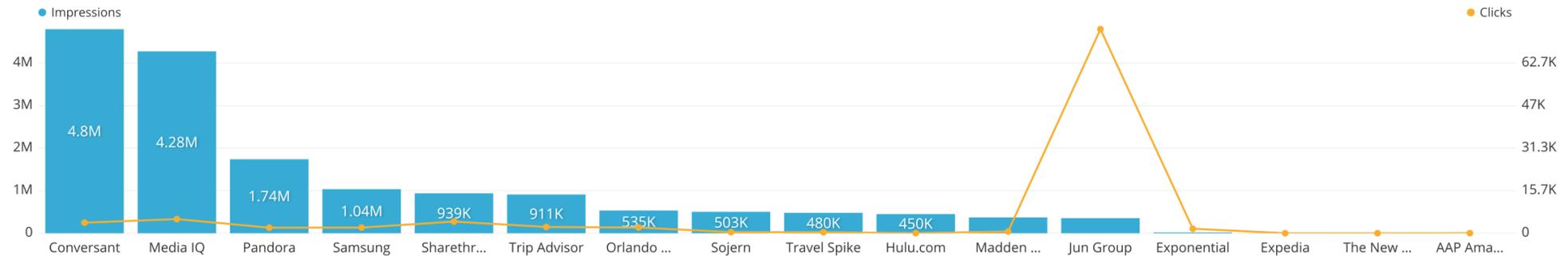
FY MoM Impressions & Clicks



		FY19				
		2019				
		July				
Format	Partner	6/30	7/7	7/14	7/21	7/28
Display & Video	MIQ					
Audio	Pandora					
CTV Video	Hulu					
CTV Video, Cross-Device Video & Display	Samsung					
Rich Media	Exponential					
Native	Sharethrough					
Display, Video	Orlando Sentinel					
Custom Display/Video	JunGroup					
Native, Display, Video	TravelSpike					
Display	Madden Media (VF Retargeting)					
Display & Video	Conversant					
Display	Trip Advisor					
Custom Program	Travel Zoo					
Display	Sojern / Hilton					
Email, Display	Co-Op					
SEM	Google Adwords / Bing					
Video	YouTube					
Social	Facebook					

JULY DISPLAY MEDIA HIGHLIGHTS

Partner Impression & Click Performance



OVERALL

- Campaign generated 16.4M impressions and 122K clicks, for an overall CPC of \$1.70 (improved MoM)
- Out-of-state placements (currently only targeting Cincinnati) were more efficient on clicks and pageviews, but in-state placements were more efficient on site engagements
- Grouper Week delivered 1.3M display impressions and 102K video impressions
- Overall viewability was 66.7%, up again MoM and exceeding overall goal of 63%

DISPLAY

- JunGroup remains the most efficient driver of pageviews, MiQ was #2 for pageviews and #1 for engagements and Sits
- Conversant and Orlando Sentinel also performed well against C/Engagement
- Exponential performed well against partner benchmarks, with a 3% engagement rate and 22 second average time spent in unit
 - Shifted more impressions to in-state due to 2x higher performance

VIDEO

- In State videos had an average 77% VCR vs. 61% out-of-state
- Samsung CTV saw 90-94% VCR, under the CTV average and not as strong as Hulu's 99%
- MiQ had strongest pre-roll VCR (averaging 82% vs. Conversant's 65%)

MADDEN MEDIA (VISIT FLORIDA RETARGETING) SUMMARY

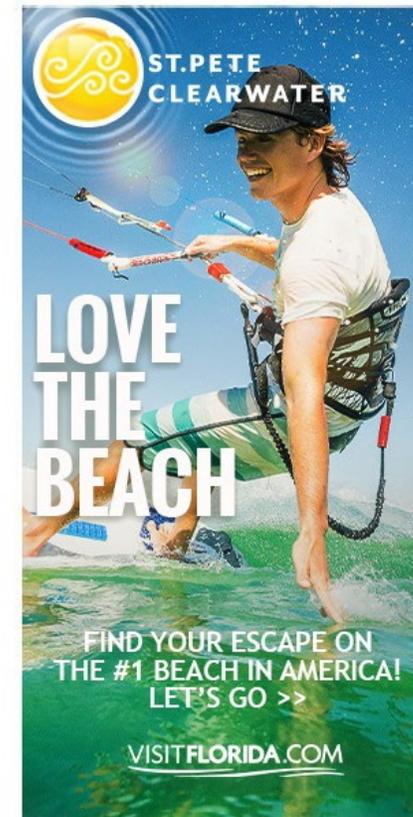
Partner	Placement	Impressions	Clicks	Media Cost	Pageviews	Engagements	SITs	CTR	CPC	C/PV	C/Eng	C/SIT
Madden Media	Retargeting Display	846,510	1,258	\$ 9,336.00	1,223	1,670	11	0.15%	\$ 7.42	\$ 7.63	\$ 5.59	\$ 848.73

CAMPAIGN PERFORMANCE SUMMARY

- Campaign retargeted users who had visited and engaged with relevant content on VisitFlorida.com
- Delivered above-par C/PV and C/SIT and average C/Engagement – strong performance can be attributed to the quality of the audience
- Madden extended campaign as a value add in order to meet campaign viewability goals, however final impression volume measured via GCM did not meet contract goal of 950,000
 - Vendor reporting showed a delivery of nearly 1M impressions – this significant discrepancy is likely due to the use of IAS blocking tags
 - IAS reporting showed higher than average incidence of invalid traffic and brand unsafe content
 - Program is structured on flat fee not a CPM

RECOMMENDATION

- Based on overall small investment & decent performance, consider renewing for FY20
- Continue to utilize IAS to monitor ad quality



Top Performing Creative



CONVERSANT SUMMARY

Partner	Placement	Impressions	Clicks	Media Cost	Pageviews	Engagements	SITs	CTR	CPC	C/PV	C/Eng	C/SIT	VCR	CPCV	Video Completes
Conversant	Display	21,531,761	12,344	\$99,930.03	6,621	17,124	51	0.06%	\$ 8.10	\$ 15.09	\$ 5.84	\$ 1,959.41	N/A	N/A	N/A
Conversant	Video	2,330,495	3,790	\$49,895.90	1,771	N/A	N/A	0.16%	\$ 13.17	\$ 28.17	N/A	N/A	69%	\$ 0.03	1,606,472

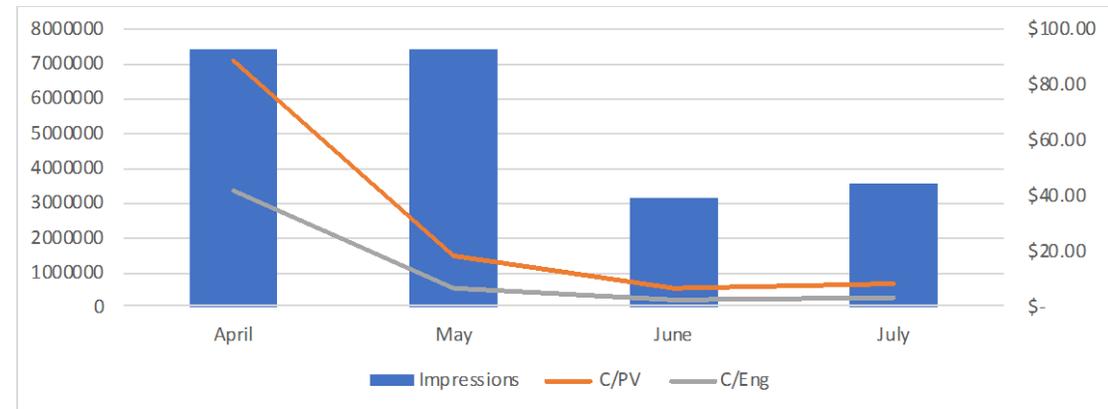
CAMPAIGN PERFORMANCE SUMMARY

- Campaign began with high C/PV and C/Engagement, but improved significantly over the course of the campaign
- Initial Display April numbers dragged down the overall campaign performance compared to other partners
- The Personalized video creative launched at the end of June and ran for ~6 weeks
 - Video saw an overall 69% VCR (on par with industry average for Pre-Roll but below VSPC FY19 average).
 - Video was purchased on a CPM, but eCPCV was strong at \$.03
- Overall campaign saw 58% viewability, under the IAS average and VSPC goal of 63%

RECOMMENDATION

- Waiting to receive the Net Economic Impact report, measuring in-market spending by users exposed to the campaign, before making final determination on campaign success
- Based on media metrics alone, would recommend testing other partners with similar measurement & personalization capabilities (such as AdTheorent) before renewing with Conversant

Display MoM Performance



Personalized Video Creative



JULY SEM HIGHLIGHTS

*Comparisons to last year

Total Impressions

2,490,044 ▼ -79.38%

Total Clicks

90,906 ▲ 36.13%

CTR

3.65% ▲ 560.16%

CPC

\$0.56 ▼ -36.58%

Total Cost

\$51,302.22 ▼ -13.66%

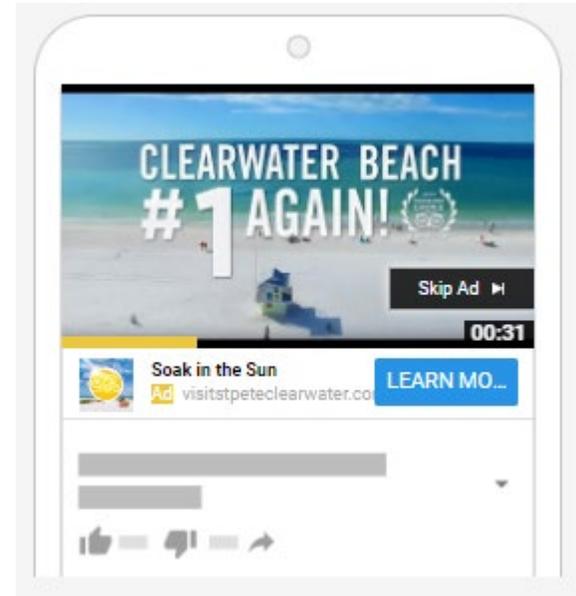
Total Conversions

26,008.15 ▲ 58.28%

YoY Performance

SEM

- 2.4M+ impressions and 90K+ clicks from 51K spend (13% less than last year)
- 26K+ conversions (up 58%YoY)
- 568K+ views on YouTube
 - \$0.01 CPV



Campaign Conversions

Campaign

VSPC_Things to Do

VSPC_Attractions

VSPC_Travel & Tourism

VSPC_Brand

VSPC_Events & Festivals_Summer

Month	Impressions	Clicks	CTR	CPC	Cost	Conversions
Jul 2019	2,490,044	90,906	3.65%	\$0.56	\$51,302.22	26,008.14999999999
Jul 2018	12,075,042	66,777	0.55%	\$0.89	\$59,419.31	16,432.0
Jul 2017	1,077,839	66,711	6.19%	\$0.70	\$47,019.87	7,486.0

JULY SOCIAL HIGHLIGHTS

SOCIAL

- 1.3M impressions
- 51K clicks from
- 3.5% CTR (down from 2.93%)
- \$0.13 CPC (down from \$0.16)

Year-Over-Year Comparison

Month	Impressions	Clicks	Spend	CPC	CTR
Jul 2018	1,322,288	40,517	\$6,098.65	\$0.15	3.06%
Jul 2019	1,766,546	51,840	\$8,176.09	\$0.16	2.93%

Campaign Performance (Top 8)



DMA	Impressions	Clicks	CTR
Tampa-St. Pete (Sarasota)	1,077,953	38,734	3.59%
Orlando-Daytona Bch-Melbr	195,968	4,833	2.47%
New York	164,952	2,544	1.54%
Miami-Ft. Lauderdale	59,293	568	0.96%
Boston (Manchester)	45,863	791	1.72%
Atlanta	40,812	825	2.02%
Non-DMA Region	38,950	794	2.04%
Total	1,766,546	51,840	---

ST. PETE CLEARWATER MONTHLY SOCIAL MEDIA REPORT

July 2019

Twitter

Followers 95,405 ▲ 14

1,806 ▲ Engagement



4 ▲ Tweets per day



“ There's something truly special about catching sunrise at #SafetyHarbor Pier! ☀️ #LiveAmplified ”

332 ▼ Re-tweets earned

1,524 ▲ Favorites earned

n/a Total impressions

>>> Top Tweet



Retweets 5 Likes 81

Our Competition

Visit Tampa Bay

Followers 123,781
Engagement n/a
Re-tweets earned 238

Visit Orlando

Followers 141,957
Engagement 4,583
Re-tweets earned 400

Facebook

260,000 Page Likes

151,241 ▼ Engagement

3,576,396 ▼ Total Impressions

687,600 ▼ Video Views

209,916 ▼ Minutes viewed

>>> Top Post



Taco Baby - Once a Chase ATM that dispensed money but now dispenses tacos? We're here for it! #LetsTacoBouttt #LiveAmplified

1K 306 100K+

Instagram

41,669 Followers ▲ 1,837

29 ▼ Posts

21,763 ▲ Engagement

>>> Top Posts



2,266 36



1,732 16



1,879 33

YouTube

Subscribers 17,296 ▲ 52

545,350 ▼ Minutes watched

598,506 ▼ Views

N/A Likes

>>> Top Video



302,889 Total Views
Wade In To the Warm Gulf Waters