MONTHLY SOCIAL MEDIA REPORT

May 2022

Facebook

PERFORMANCE SUMMARY

ENGAGEMENT

421,351 ▼

Total Impressions

8,570,923 ▼

“Ever dream of being on your own deserted island? Well Egmont Key State Park is the next best thing. Whether it's adventure or relaxation you seek...”

>> Top Post

Likes

3.8K ▼

Shares

555 ▼

Engagement

28.2K ▼

Post Link Clicks

NA

VIDEO PERFORMANCE

ADS TOTALS

$23,312.14 ▲

Spend

271,949 ▲

Clicks

6,425,105 ▲

Impressions

4.23% ▼

Click through rate

$3.63 ▲

Cost per 1K

$0.09 ▲

Cost per click

Instagram

76.5K ▲

Followers

New Followers

754 ▼

30 Posts

Engagement

799 ▼

32%

Saves

22,459 ▼

Story Impressions

1,109 ▲

Avg. Reach per Story

52.5% ▲

#LiveAmplified

Increase from previous month

Decrease from previous month

No change from previous month

Monthly Social Media Report – May 2022
"The wait is over! Be a part of the art at Fairgrounds St. Pete, the new, 15,000 square foot immersive art and technology exhibit in St. Pete’s Warehouse Arts District!"

Tuesday is looking mighty fine from Fort DeSoto Park! Have you ever visited this island paradise at the southern tip of St. Pete/Clearwater?

#LiveAmplified

Monthly Social Media Report – May 2022

▲ Increase from previous month  ▼ Decrease from previous month  ● No change from previous month
Digital Paid Media

Reporting Highlights

May 2022
May Media Activity

- Overall impression volume and clicks were up MoM, with launch of Life’s Rewards promotion
- 30% of impressions ran nationally, 25% locally in Florida, and the remainder in key Fly markets
Display Media Highlights

○ **Ad+Genuity (Basis DSP)** drove the most volume of site activities of any partner

○ **Sojern** had the strongest conversion rates (0.85% PV Rate and 62% Engagement Rate)

○ **Nativo** LGBTQ+ article continued to drive strong performance, with a 4.22% CTA Rate (clicks from article to website) and 51s average time spent

○ **Undertone** Rich Media has averaged an expansion rate of 0.59%, more than **2x the benchmark** range of 0.20-0.25%

○ **Hulu** delivered 761K video impressions, including a mix of the interactive Innovid Guide, 30s Immerse Your Senses Spot, and the 7s premium slate
Always-On Partner Check-In

Jan-May 2022 - non-video tactics

<table>
<thead>
<tr>
<th>Partner</th>
<th>Impressions</th>
<th>Cost</th>
<th>eCPM</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
<th>Pageviews</th>
<th>PV Rate</th>
<th>C/PV</th>
<th>Engagements</th>
<th>Eng Rate</th>
<th>C/Eng</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sojern</td>
<td>3,601,206</td>
<td>$ 25,222</td>
<td>$ 7.00</td>
<td>4,828</td>
<td>0.13%</td>
<td>$ 5.22</td>
<td>34,180</td>
<td>0.95%</td>
<td>$ 0.74</td>
<td>22,239</td>
<td>65.06%</td>
<td>$ 1.13</td>
</tr>
<tr>
<td>Ad+genuity</td>
<td>13,270,875</td>
<td>$ 50,491</td>
<td>$ 3.80</td>
<td>13,636</td>
<td>0.10%</td>
<td>$ 3.70</td>
<td>32,437</td>
<td>0.24%</td>
<td>$ 1.56</td>
<td>13,377</td>
<td>41.24%</td>
<td>$ 3.77</td>
</tr>
</tbody>
</table>

Jan-May 2022 - video tactics

<table>
<thead>
<tr>
<th>Partner</th>
<th>Impressions</th>
<th>Cost</th>
<th>eCPM</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
<th>Pageviews</th>
<th>PV Rate</th>
<th>C/PV</th>
<th>Video Completions</th>
<th>VCR</th>
<th>CPCV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sojern</td>
<td>1,863,751</td>
<td>$ 26,093</td>
<td>$ 14.00</td>
<td>3,472</td>
<td>0.19%</td>
<td>$ 7.52</td>
<td>26,290</td>
<td>1.41%</td>
<td>$ 0.99</td>
<td>1,049,655</td>
<td>56.32%</td>
<td>$ 0.02</td>
</tr>
<tr>
<td>Ad+genuity</td>
<td>1,511,145</td>
<td>$ 25,388</td>
<td>$ 16.80</td>
<td>1,066</td>
<td>0.07%</td>
<td>$ 23.82</td>
<td>926</td>
<td>0.06%</td>
<td>$ 27.42</td>
<td>1,225,904</td>
<td>81.12%</td>
<td>$ 0.02</td>
</tr>
</tbody>
</table>

- Both partners delivered strong results across the board
  - Sojern was most efficient at driving pageviews and engagements
  - Ad+genuity delivered more efficient volume of impressions and higher video completion rate
- Per Adara Impact results, Sojern drove higher ROAS, while Ad+Genuity drove higher ADR
- Ad+Genuity reached almost 9X more unique users than Sojern and the two vendors had only a 1.46% overlap
May MoM SEM Highlights

○ 498,675 search impressions and 87,438 clicks from $60k spend
○ 271,592 views on YouTube for $0.035 CPV with a 64.2% VTR
○ In Feed Ads had 39,079 clicks to view for an $.08 CPC
○ Search generated 54,535 conversions – decreased 5% MoM
○ Conversion Rate was 59.76% - decreased 5% MoM
○ CPC - $0.69 – increased 8%
  ○ Travel Industry Benchmark $1.53
○ CTR – 17.53% - increased 3%
  ○ Travel Industry Benchmark 4.7%
○ Bounce rate was up 3%
○ Pages per session decreased 4%
May YoY SEM Highlights

- Search generated 54,535 conversions increased 88% (54,535 vs 28,934)
- Conversion rate increased 73%
- CPC decreased 19% ($0.69 vs $0.85)
May SEM DSA Highlights

- 121,852 impressions and 20,395 clicks
- CTR – 16.74%
- CPC - $0.67
- Generated 11,237 conversions
- Communities generated the most conversions (6,616) followed by Beaches (1,507)
Appendix

Glossary & Creative Links
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**: website sessions that include 2+ pageviews generated by display media divided by all pageviews generated by display media
- **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/](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 & Creative

Media Partners
○ Sojern: Managed service programmatic vendor with unique travel intent data
○ Ad+Genuity: Miles Partnership’s programmatic group; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
○ Hulu: Leading streaming platform reaching over 110M ad supported users. Generally, video commercials on Hulu run cross-device including on living-room TVs which account for 80% of their inventory
○ Undertone: Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
○ Nativo: Native advertising vendor that enables long-form content distribution at scale across network of premium publishers
○ Dunhill Travel: Online collection of travel deals and discounts reaching 11M users
○ Tripadvisor: World’s largest travel website, featuring user-generate reviews and comparison shopping tools, as well as inspirational travel editorial content
○ Conde Nast: Global media publisher with portfolio of premium consumer brands including CN Traveler, Vogue, Bon Appetit, Pitchfork, Wired, and many others

Creative
Visit St. Pete/Clearwater

Monthly Website Reporting

May 2022
Executive Summary

The monthly Data Studio report is available here.

OVERALL TRAFFIC: Sessions in May 2022 were down 29% compared to last year, and pageviews were down 38%. While we saw decreases in overall traffic, the site’s Time on Page metric improved by 35% from 1:44 in 2021 to 2:20 in 2022. It should be noted that Media Strategy did pivot for 2022, targeting visitor engagement with site content (primarily measured by Time on Page) as opposed to simply driving site visits.

TRAFFIC BY CHANNEL: The largest traffic channel by a fair margin, Organic search traffic, was down 29% compared to last year, and overall campaign traffic was down 35%. Referral traffic also took a hit, also down 86% YOY. Given that there has been some softness in Organic traffic overall for May as well as the preceding month.

The drop in referral traffic is again based on there being a sweepstakes going on last May, but not this May. Those draw a high volume of traffic from contest and sweepstakes websites, such as contestgirl.com, sweepstakestoday.com, thebalanceeveryday.com, and more. And although Paid Search traffic was up 23% all other paid sources such as email, display, rich media and video were down leading to the overall campaign traffic decrease.

CONTENT PERFORMANCE: The most-viewed page on the site was the things-to-do/events-festivals page, with more than 41,000 pageviews. The things-to-do/beaches page also had more than 35,000 pageviews as the second-most-viewed page on the site in May 2022. The communities/clearwater-beach (up 668% YOY) followed by the homepage (up 37% YOY). Finally, the things-to-do page (down 26%) rounds out the top five most-viewed pages last month.

Despite the traffic decrease, a few Signals of Intent to Travel saw increases compared to last year, including Deal Views (up more than 1,100%), and Enews Signups (essentially flat with a decrease of only 2%), however strong comparatively given the decreased traffic.
Google Analytics
Total Leisure Site Traffic, Page Views & Engagement

Performance (MoM)

Total Visits: 358,249 \(\uparrow 4.3\%\)

Total Unique Visitors: 290,066 \(\uparrow 6.1\%\)

Total Page Views: 578,375 \(\downarrow -1.3\%\)

Overall Bounce Rate: 63.82% \(\uparrow 6.4\%\)

Time on Site: 1m 27sec \(\downarrow -10.74\%\)
Total Leisure Site Traffic, Page Views & Engagement

Performance (YoY)
Total Visits: 358,249 🔻-29.5%
Total Unique Visitors: 290,066 🔻-12.29%
Total Page Views: 578,375 🔻-38.1%
Overall Bounce Rate: 63.82% 🔺16.0%
Time on Site: 1m 27sec 🔻-1.30%
Total Leisure Site Traffic, Page Views & Engagement

Performance: Last 12 months

June 1, 2021 through May 31, 2022

Total Traffic/Sessions: 4,959,012  \( \uparrow 3.60\% \)

Unique Visitors: 3,374,029  \( \uparrow 9.73\% \)

Page Views: 8,412,677  \( \uparrow 1.02\% \)
SITS

Performance (MoM)

○ Partner Referrals: 45,275
○ DM Orders: 515
○ TripAdvisor Clicks: 164
○ Newsletter Sign-ups: 90
○ Deals Views: 2,035
○ Time on Site: 1min 27sec
○ Pages per Session: 40,931
Total Industry Site Traffic, Page Views & Engagement

May Performance

Total Visits: 1,261
-30.0% (MoM)
1.8% (YoY)

Total OrganicVisits: 589
-16.8% (MoM)
10.1% (YoY)

Total Page Views: 2,331
-22.2% (MoM)
-16.1% (YoY)

Top Pages Viewed

- Homepage: 416
  -12.6% (MoM)

- /info/staff-directory: 149
  19.2% (MoM)

- /resource/value-tourism: 89
  -21.2% (MoM)
2021 Gulf to Bay Digital Guide

Performance: May 27, 2021 - May 31, 2022

- PDF Downloads: 640
- Sessions: 6,644
- Pageviews: 245,717
- Pages/Session: 36.98
- Avg. Session Duration: 4:41
- Device Category:
  - Mobile: 3,006 sessions
  - Desktop: 2,997 sessions
  - Tablet: 641 sessions
# Partner Digital Advertising: Website Performance Overview

## Market Performance

**Date Range:** May 1, 2022 - May 31, 2022

### Impressions

<table>
<thead>
<tr>
<th>Line Item Type</th>
<th>Total Impressions</th>
<th>Total CTR</th>
<th>Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>626,433</td>
<td>2.01%</td>
<td>464,245</td>
</tr>
<tr>
<td>Sponsorship</td>
<td></td>
<td>2.22%</td>
<td>2,377</td>
</tr>
<tr>
<td>Bulk</td>
<td></td>
<td>2.14%</td>
<td>157,011</td>
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</table>

### Click-Through Rate

<table>
<thead>
<tr>
<th>Placement</th>
<th>Total Impressions</th>
<th>Total CTR</th>
<th>Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>446,245</td>
<td>2.01%</td>
<td>464,245</td>
</tr>
<tr>
<td>STPE: Communities</td>
<td></td>
<td>2.22%</td>
<td>2,377</td>
</tr>
<tr>
<td>STPE: Things to Do</td>
<td></td>
<td>2.41%</td>
<td>2,306</td>
</tr>
<tr>
<td>STPE: Attractions</td>
<td></td>
<td>1.14%</td>
<td>157</td>
</tr>
<tr>
<td>STPE: Places to Stay</td>
<td></td>
<td>3.67%</td>
<td>426</td>
</tr>
<tr>
<td>STPE: Beaches</td>
<td>2.41%</td>
<td>79</td>
<td>3,226</td>
</tr>
<tr>
<td>STPE: Fishing</td>
<td>0.36%</td>
<td>9</td>
<td>2,503</td>
</tr>
<tr>
<td>STPE: Farm</td>
<td>2.23%</td>
<td>50</td>
<td>2,377</td>
</tr>
<tr>
<td>STPE: Golf</td>
<td>0.97%</td>
<td>21</td>
<td>2,155</td>
</tr>
<tr>
<td>STPE: Museums</td>
<td>0.64%</td>
<td>13</td>
<td>2,016</td>
</tr>
<tr>
<td>STPE: Boating &amp; Outdoors</td>
<td>2.02%</td>
<td>22</td>
<td>1,090</td>
</tr>
<tr>
<td>STPE: All Other</td>
<td>2.97%</td>
<td>10</td>
<td>317</td>
</tr>
<tr>
<td>STPE: Sports</td>
<td>0.00%</td>
<td>0</td>
<td>219</td>
</tr>
</tbody>
</table>

### Creative Size (Delivered)

<table>
<thead>
<tr>
<th>Creative Size</th>
<th>Total Impressions</th>
<th>Total CTR</th>
<th>Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fluid</td>
<td>626,433</td>
<td>2.05%</td>
<td>464,245</td>
</tr>
</tbody>
</table>

### Device Category

<table>
<thead>
<tr>
<th>Device Category</th>
<th>Total Impressions</th>
<th>Total CTR</th>
<th>Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tablet</td>
<td>22,720</td>
<td>2.11%</td>
<td>430,230</td>
</tr>
<tr>
<td>Smartphone</td>
<td>21,124</td>
<td>5.21%</td>
<td>219</td>
</tr>
<tr>
<td>Desktop</td>
<td>171,033</td>
<td>2.12%</td>
<td>157</td>
</tr>
<tr>
<td>Connected TV</td>
<td>1,000</td>
<td>1.00%</td>
<td>100</td>
</tr>
</tbody>
</table>

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**IRISH CARROLL | TRAVEL MEDIA SALES & MARKETING EXECUTIVE**

**Phone:** (415) 342-2390  
**Email:** IRISH.CARROLL@MILESPARTNERSHIP.COM
Organic Traffic
Organic Traffic

Summary

With 145,917 organic sessions, May saw a 29.8% decrease in Organic Search Traffic looking year-over-year. May’s organic sessions are a 17.3% decrease from May 2020 and 34.5% decrease from May 2019.

The top 10 organic landing pages in May were:

- /events-festivals
- /
- /profile/pier-60-clearwater-beach/139755
- /current-beach-conditions
- /communities/clearwater-beach
- /article/fort-de-soto-park
- /communities/st-pete-beach
- /profile/johns-pass-village-boardwalk/138598
- /article/best-waterfront-restaurants
- /communities/treasure-island
Content Updates & Email Performance
May Content Updates

New Articles/Significant Updates

- Districts Pages
- Mural Pages

Small Changes to Existing Content

- Additions to New Restaurants Article
- Additions to New Hotels & Renovations Article
- Add Caladesi Island #2 mention to several articles
- Site Clean Up Efforts
VSPC May 2022 E-News Performance

Email Subject Line: Explore Hidden Gems in St.Pete/Clearwater  
Featured Partner: TradeWinds Island Resort  
Sponsored Content: Wyndham Grand Clearwater Beach

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send Date</td>
<td>5/3/22</td>
</tr>
<tr>
<td>Total Delivered</td>
<td>200,516</td>
</tr>
<tr>
<td>Sessions</td>
<td>879</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>53%</td>
</tr>
<tr>
<td>Total Unique Clicks</td>
<td>1488</td>
</tr>
<tr>
<td>Total CTR</td>
<td>0.74%</td>
</tr>
<tr>
<td>Featured Clicks</td>
<td>356</td>
</tr>
<tr>
<td>Sponsored Clicks</td>
<td>399</td>
</tr>
<tr>
<td>Opt Outs</td>
<td>224</td>
</tr>
</tbody>
</table>
## VSPC May 2022 Industry Emails

<table>
<thead>
<tr>
<th>Send Date</th>
<th>Email</th>
<th>Sent</th>
<th>Delivered</th>
<th>Click-to-Open Rate</th>
<th>Bounce Rate</th>
<th>Total Clicks</th>
<th>CTR</th>
<th>Opt-Outs</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/2 (Mon.)</td>
<td><strong>Final NTTW Email</strong></td>
<td>3,081</td>
<td>3,046</td>
<td>5.2%</td>
<td>60%</td>
<td>50</td>
<td>1.64%</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>Subject Line:</strong> Last Chance: Register for our NTTW Event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ActOn Database Sign-ups

May Growth

- Total ActOn List Growth*: 467
- Webform Sign-ups: 90
- Giveaway Sign-ups: n/a

*Includes email sign-ups and unsubscribes
Video Performance
Recap of Video Success Metrics

Industry Standards for Web & Social Video (not ads or longer form)

- Average Percentage Viewed: 50%
- Audience Retention: 30%
- Engagement Rate: 4%
- Average CTR: 3%

VSPC's Definition of a Successful Video

- At least 2,500 views per video in first 7 days with media support (3-second for consistency across platform measures)
- At least 100 engagements per video in first 7 days with media support (likes, shares, comments)
- 60% average percentage viewed

YouTube Analytics Reference
## VSPC Facebook Video Performance in May

*Data pulled as of 6/8/22*

<table>
<thead>
<tr>
<th>Video Titles</th>
<th>Date Published</th>
<th>First 7 Days' Views</th>
<th>Total Video Views (3+ seconds)</th>
<th>Avg. Daily Views [Total/Days Live]</th>
<th>Avg. Minutes Viewed</th>
<th>Engagement Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Savor This: Casa Tina's in Dunedin</td>
<td>May 5</td>
<td>1,785 views</td>
<td>2K</td>
<td>58.8/daily avg.</td>
<td>0:07</td>
<td>77 Reactions 27 Shares 10 Comments</td>
</tr>
<tr>
<td>Life's Rewards: Season 2 Trailer</td>
<td>May 13</td>
<td>2,535 views</td>
<td>6,100</td>
<td>238/daily avg.</td>
<td>0:05</td>
<td>59 Reactions 11 Shares 1 Comments</td>
</tr>
<tr>
<td>Savor This: Clear Sky Cafe</td>
<td>May 17</td>
<td>944 views</td>
<td>1,100</td>
<td>100/daily avg.</td>
<td>0:05</td>
<td>34 Reactions 6 Shares 1 Comments</td>
</tr>
<tr>
<td>Can't Miss: Satisfying Burgers</td>
<td>May 28</td>
<td>1,050 views</td>
<td>1,100</td>
<td>91.6/daily avg.</td>
<td>0:06</td>
<td>31 Reactions 7 Shares 3 Comments</td>
</tr>
</tbody>
</table>
# VSPC Facebook Video Performance in May

*Data pulled as of 6/8/22*

<table>
<thead>
<tr>
<th>Video Titles</th>
<th>Date Published</th>
<th>First 7 Days’ Views</th>
<th>Total Video Views (3+ seconds)</th>
<th>Avg. Daily Views [Total/Days Live]</th>
<th>Avg. Minutes Viewed</th>
<th>Engagement Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Pete Districts</td>
<td>May 29</td>
<td>1,332 views</td>
<td>1,400</td>
<td>127/daily avg.</td>
<td>0:04</td>
<td>56 Reactions 8 Shares 1 Comments</td>
</tr>
</tbody>
</table>
May Video Analysis - FB ONLY

The monthly Digital Media Data Studio dashboard is available here.
IG data was not available for this month and no videos were published on YT.

Video Analysis

- Most viewed video (based on 7-day views, aggregated across channels): Life’s Rewards: Season 2 Trailer
- Most watched video (based on average % watched, aggregated across channels): Savor This: Casa Tina’s in Dunedin
- Most engaged-with video (based # of likes, comments, shares): Savor This: Casa Tina’s in Dunedin
- Video of the Month: Savor This: Casa Tina’s in Dunedin

Learnings

- Life’s Rewards Season 2 Trailer shows that there may be some interest on FB for teaser content that drives viewers to longer story-driven content. Perhaps even spoof movie-style trailers that tease some of our longer YouTube content.
- As always, foodie content had solid performance
- Overall, videos on Facebook garner the largest amount of viewers, but view time is incredibly low.
  - It seems like the majority of viewers we reach on FB don’t stop to watch beyond the first 5 seconds.
  - Could be worth it to revisit our paid strategy to prioritize quality of audience over quantity.
  - Also could look into reasons why viewers scroll past so quickly – are they watching without sound and so need big and bold text right away to draw them in? Should content be more interactive so people are encouraged to watch the entire video, comment with an opinion and share the video with their friends? Or perhaps the preferred style of video on FB has evolved in ways that we aren't connecting with? Lots of opportunities to experiment.
Takeaways/Next Steps

○ With the Arts Display (or Banner Ad) campaigns that launched earlier in the year showing decent, but not highly engaged traffic, VSPC will be moving to all new TikTok campaigns that, since they are video, should promote better engagement, allow a better array of art related content to be featured (versus two still images), and hit a prime demographic. The TikTok campaigns will be fully up and running toward the end of June;

○ The Media team is in full production to reimagine and execute the Let’s Shine campaign in late July, with new fonts, colors, images, and messaging. Assets are being created for Display, Rich Media, Streaming, Email, and other ad formats to assure strong VSPC Brand Identity and message/visual consistency across all media channels (both Digital and Traditional);

○ Also launching soon are new campaigns for TravelZoo, which targets both high-level consideration and awareness as well as lower-funnel targeting to assist in driving bookings for the destination.