



MARKETING PERFORMANCE CREATIVE + UPDATE

Tourist Development Council – 1/17/24

DIGITAL + WEB HIGHLIGHTS



2024 Resolution: No More Cookies

- Google Chrome removed the standard tracking tool to 1% of users in January
 - Chrome owns 63% of the worldwide browser market. Other browsers have also removed third-party cookie tracking.
- Though this move gives advertisers fewer ways to target audiences, Visit St. Pete/Clearwater has set up operations through cookieless solutions.
 - Thanks to first-party data and data-consortium tools we're well positioned to maintain high-level advertising performance
 - Due to Adara Data Consortium processes put in place with Miles Partnership

Quarterly Performance

October – December 2023

Website

- 15% More site users from last year
- 54% Higher overall engagement rate
 - Rate of sessions that lasted longer than 10 seconds, had a conversion or 2 or more pageviews
- 37% Increase in Organic Search Sessions
- 79% Increase in Paid Search Sessions

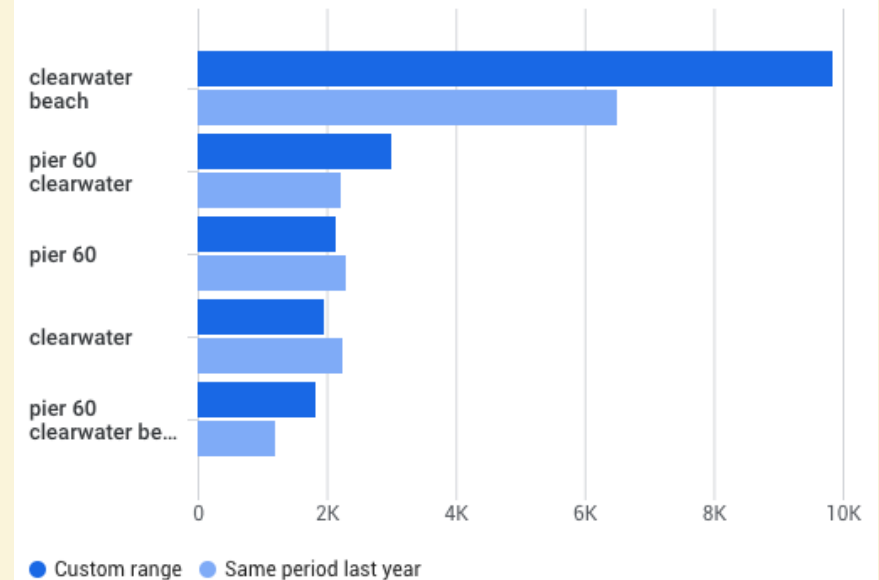
Web Visitor Origin

- 236% increase in Canada web users. More than 50,000 engaged sessions on site.
- Top 5 states/region are Florida, Georgia, Ontario, New York, Ohio

Search

- 12.2 million organic search appearances
- 214K Organic Google Search Clicks
- 1.75% Search Click Through Rate

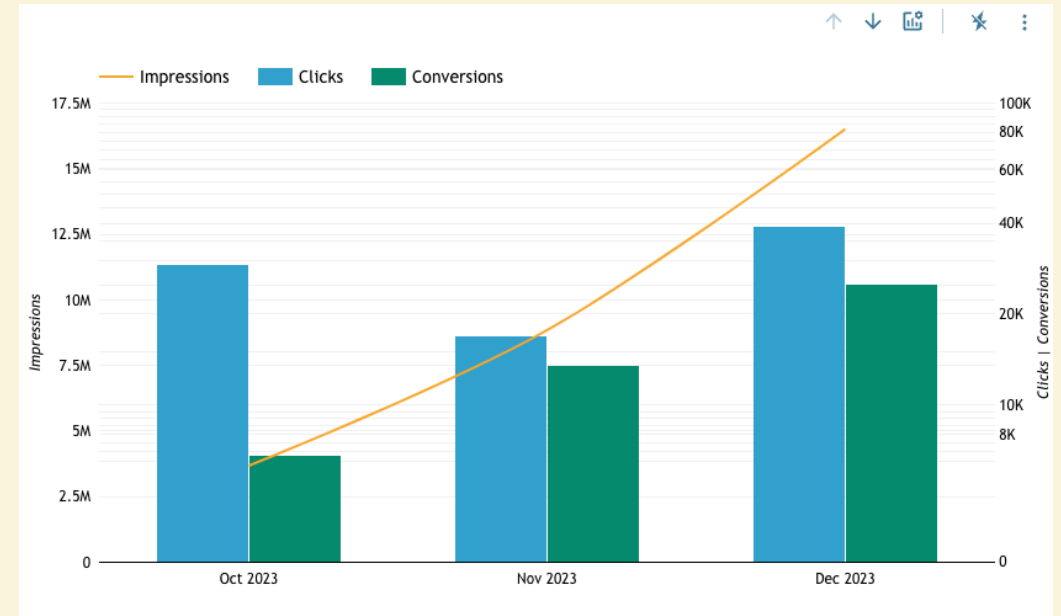
Organic Google Search clicks by Organic Google Search query



Quarterly Performance

FY24 Digital Media

- 29 million impressions tracked in Adara for current digital media campaign.
- 7.6 million unique individuals
- OBSERVED:
 - 22,192 Hotel Searches
 - 1100 Hotel Bookings
- ENRICHED Estimate:
 - 255k Hotel Searches
 - 12.6k Hotel Bookings

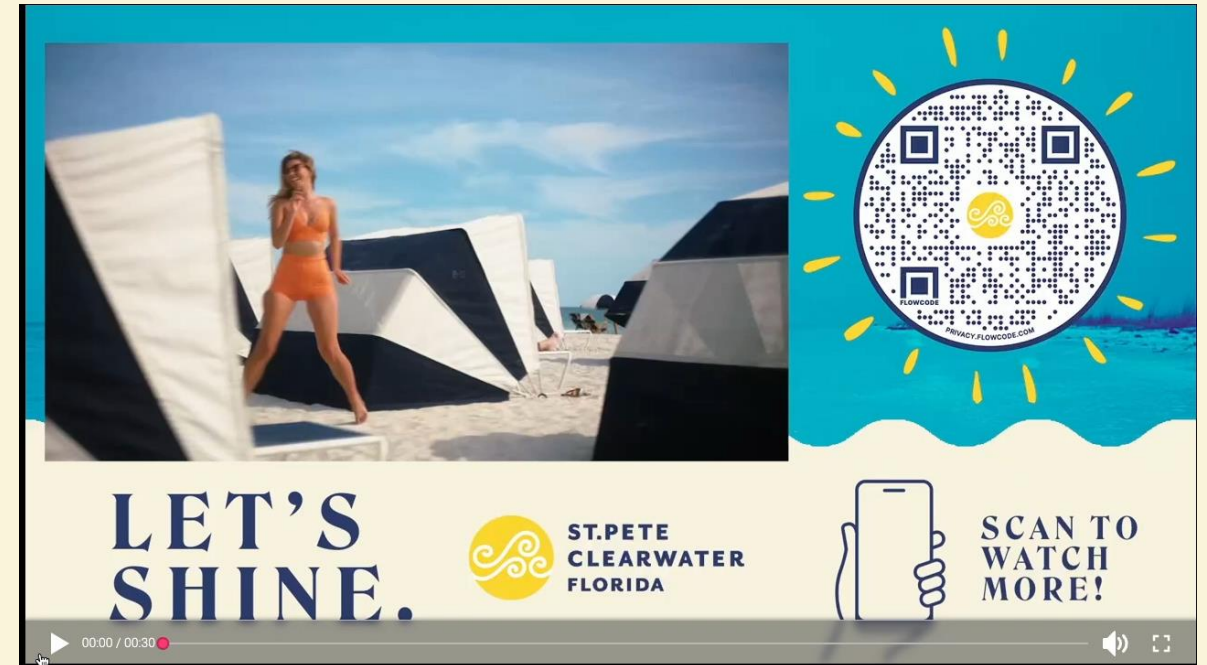


Media volume OCT-DEC 2023

Observed: What Adara's data partners show happened in market post marketing exposure.

Enriched: Modeled data estimating if Adara saw every room in the destination. Derived by using observed data and STR inventory data.

Now Streaming



- Added QR codes + Pause Ads into creative mix
- 2.8 million impressions delivered in first quarter

New Digital Ads - Undertone

Device

1919 x 934

Zip code 10001 Submit

Monitor Restart Ad



Home About Work Contact

Rich media demos

Easily create demos for testing

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Studio

A cloud based tool to create engaging rich media ads

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Optimized to every device

Formats that works on web and in-app environments

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Performance and engagement

Comprehensive campaign metrics dashboard

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Rich media demos

Easily create demos for testing



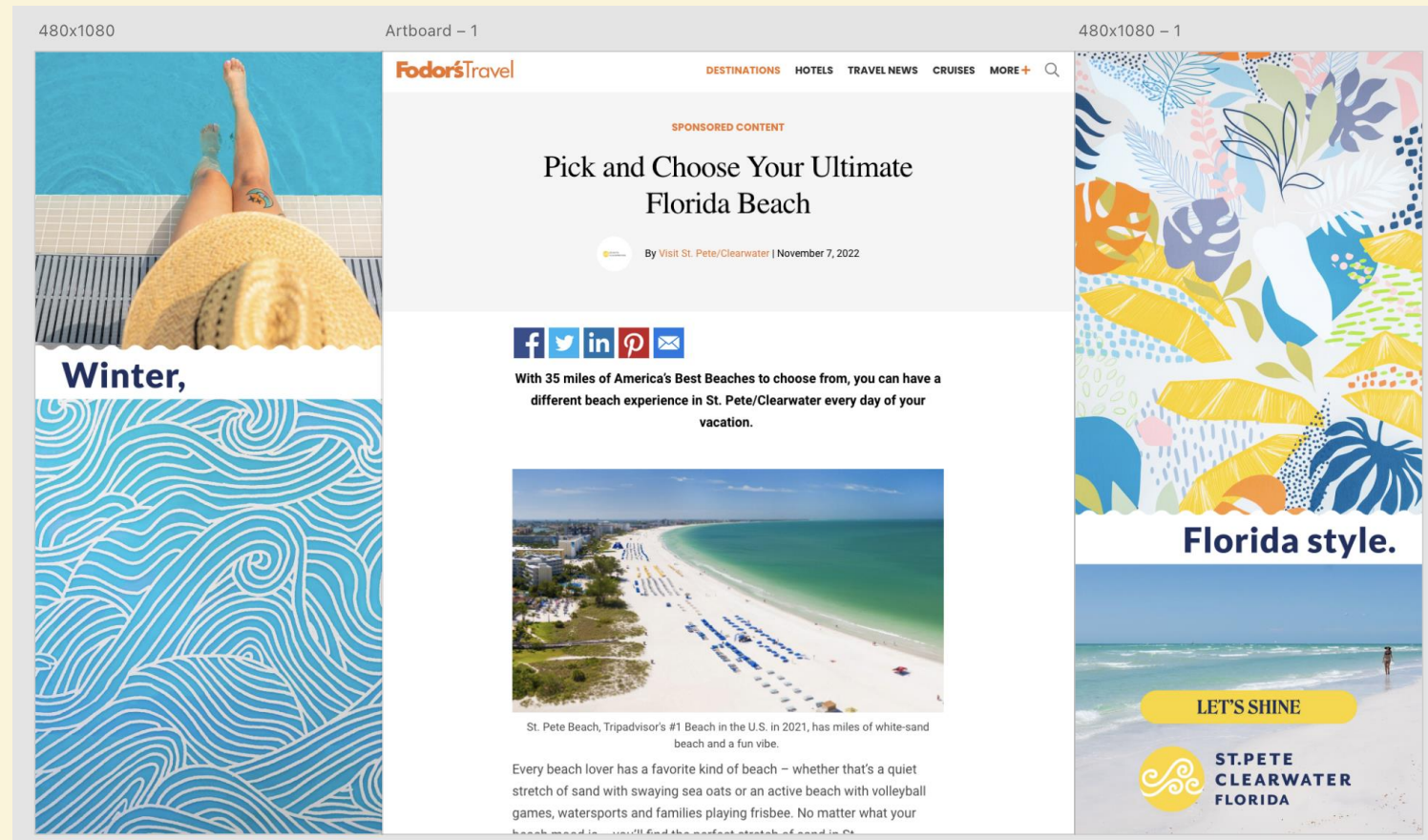
LET'S GET TO THE GULF

CLICK TO EXPAND

More Media Updates

New Creative in Market:

- Expedia display ads
- Tripadvisor display ads
- Hopper mobile microsite
- NBCU – Peacock pause ad
- Kargo Mobile display ads
- Teads Mobile video ads
- Nativio articles and new skins (shown right)



Atlas Obscura Podcast



- Top Travel Podcast on Apple: The Atlas Obscura Podcast to air Jan. 22
- Episode featuring the story behind Whimzeyland in Safety Harbor, a unique experience that was chosen as a perfect fit for the podcast audience.



2024 Co-op Advertising Program Update

- 32 confirmed partners
 - Accommodations, attractions and events
- \$239,475.00 invoiced to partners
 - Does not include sales for digital advertising on VisitStPeteClearwater.com or in *Gulf to Bay* destination magazine
- Various opportunities still remain available:
 - VSPC Consumer Email
 - VSPC Dedicated Email
 - Digital Ads
 - Meetings Print
 - The Artisan Magazine
 - Arts & Attraction Partners: OOH





ST.PETE
CLEARWATER

THANK YOU!

