

Marketing Committee
Meeting

February 8, 2017



NEVADA A WORLD WITHIN.
A STATE APART.

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Fall/Winter Performance Highlights

- **Total Site Sessions are up 82% and total goal completions are up 306% YoY***
- Our Lonely Planet interaction rate of 5.78% is nearly **4x better** than the results from our FY16 campaign (1.45%)
- On average, Atlas Obscura's audience is spending almost **3 minutes per view** reading our place pages and article content
 - These users also produced 5,860 social engagements (1 of out 5 content pageviews produced an engagement)
- Fall/Winter partners, Weekend Sherpa and Travel Spike's eNewsletter placements are a generating a significant amount of engaged traffic
 - Travel Spike alone generated 4,500 sessions and 197 eNewsletter sign-ups

Fall/Winter Optimizations & Suggestions

- We are working with Trip Advisor to optimize the non-native Utah, Arizona, California, and Colorado content, as those placements are below the .14% CTR benchmark
- To improve VCR on Clearstream, we will move more impressions to the “desktop contextual” and “in-stream retargeted” placements, as those have the highest VCR
- Kargo’s interaction rate is slightly under the benchmark and we are working with them to improve the “Hover unit” performance
- Due to low CTR, we are recommending removing impressions from Expedia’s 970x90, 468x60, and 300x50 banners

Spring/Summer Media Markets

– Spring/Summer markets will be consistent with the Fall/Winter campaign:

Video & Digital (including mobile and tablet):

- Los Angeles, San Francisco, Phoenix, Salt Lake City, Boise, Las Vegas, and Reno DMAs

Digital (including mobile and tablet):

- Sacramento and San Diego DMAs

Creative Message Modifications

- Spring/Summer creative modifications would include seasonal updates to imagery and call to action optimizations to help increase engagement and conversion rates with the audience during the planning stage



Rich Media Unit

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Creative, Continued

FOR THOSE WHO THINK THEY'VE SEEN IT ALL BEFORE



DON'T FENCE ME IN

NEVADA

EXPERIENCE MORE

MORE EASILY EXPERIENCED THAN EXPLAINED

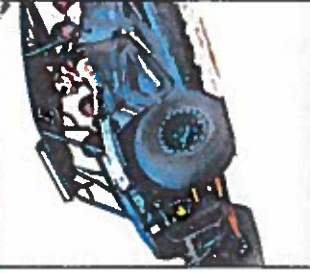


DON'T FENCE ME IN

NEVADA

PLAN YOUR ROAD TRIP

WELCOME TO THE ROAD EVEN LESS TRAVELED



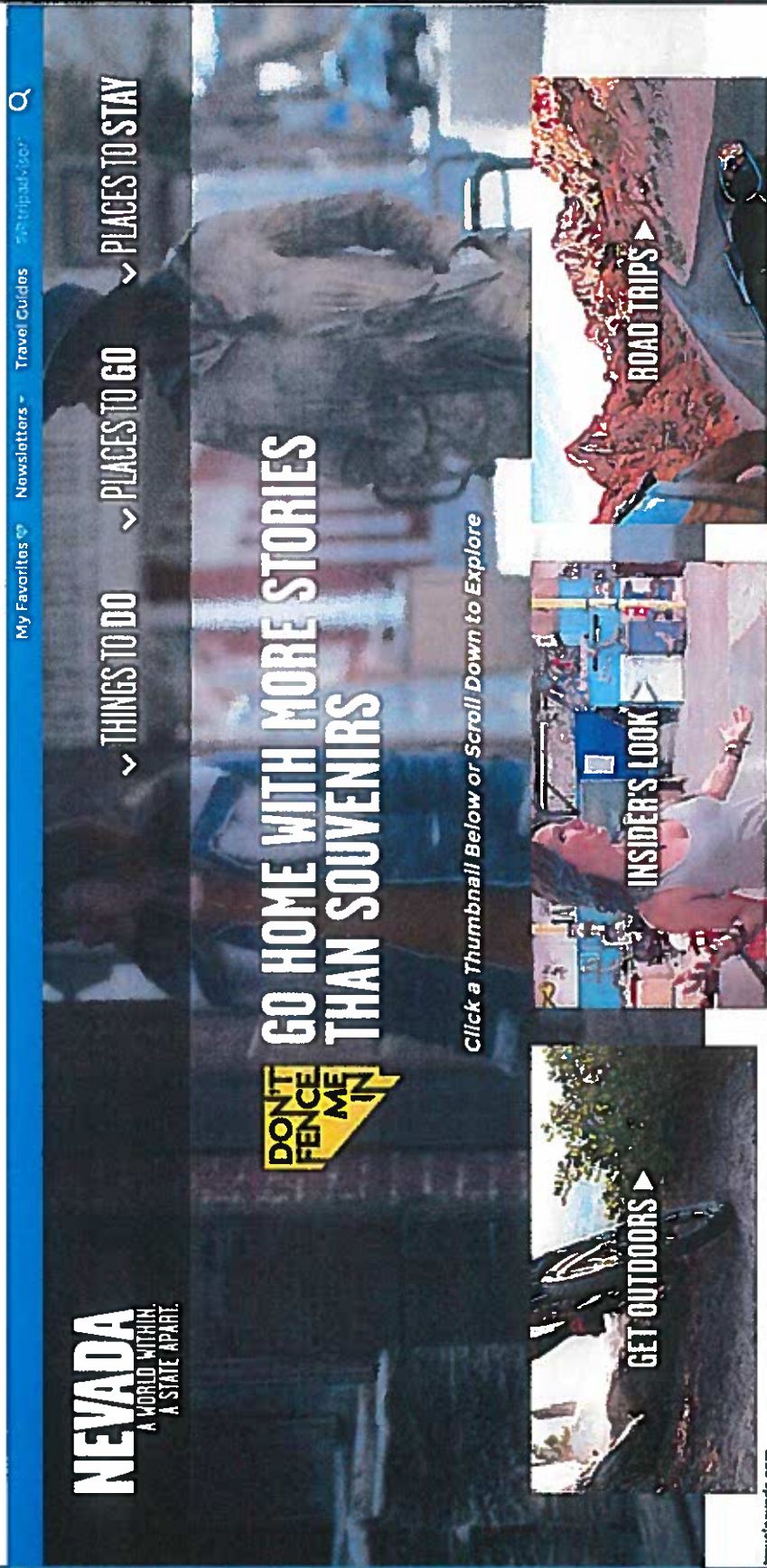
DON'T FENCE ME IN

NEVADA

PLAN YOUR ADVENTURE

TravelNevada.com Homepage Enhancements

- We have already started incorporating authentic characters and experiences into our creative work



Click a Thumbnail Below or Scroll Down to Explore

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TravelNevada.com Homepage Enhancements

My Favorites ▾ Newsletters ▾ Travel Guides @traveltor



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THINGS TO DO

PLACES TO GO

PLACES TO STAY



INSIDER'S LOOK

Go for absolute authenticity. Actual Nevadans spill local secrets about what to see and how to see it. It's like a backstage pass to meet the real Nevada.

Insider's Look Landing Page

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