

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



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** ▶

Creative, Continued

Atlas Obscura

FOR INHALE!

Inside Bolivia's Skull Festival, Where the Dead Get Diamonds and Sunglasses

The Carnival with Skulls, Fishbones and Beer

South West City is known as the 'City of the Dead' because of its Day of the Dead celebrations. In the city, people celebrate the dead by wearing skull masks and carrying them around. The skulls are decorated with diamonds and sunglasses.

Atlas Obscura

The Alibi

It's a small town in the heart of the mountains of Colorado. The town is known for its unique architecture and its beautiful views of the surrounding mountains.

Atlas Obscura

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Search Lonely Planet and beyond

lonely planet

HOME EASY EXPERIENCED TRAVEL EXPLAINED

ADVICE FROM THE TOP

NEWS

USA - North America

Places in USA

California's best

California's best

California's best

California's best

Lonely Planet

matador network

THE 2016 WINNERS OF RED BULL'S ILLUME CONTEST ARE STUNNING

EVERY YEAR, RED BULL HOLDS an action sports photography contest called Illume. And every year, it picks the best action sports photos. This year's finalists and winners are just staggeringly cool. We've put 36 of our favorites in the gallery below; if you want to see all of them, you can check out the Red Bull Illume website.

Facebook, Twitter, LinkedIn, Instagram, YouTube, Email



Matador

TravelNevada.com Homepage Enhancements

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

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**DON'T
FENCE
ME
IN**

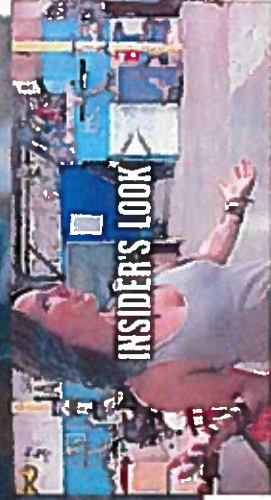
**GO HOME WITH MORE STORIES
THAN SOUVENIRS**

THINGS TO DO

PLACES TO GO

PLACES TO STAY

Click a Thumbnail Below or Scroll Down to Explore



travelnevada.com

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TravelNevada.com Homepage Enhancements

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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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