



2020 Winter Campaign Report

MAY 18, 2020

GYKANTLER

EXECUTIVE SUMMARY: CAMPAIGN OBJECTIVES

The Winter 2020 campaign set out to do the following:

- Build “wear-in” (higher brand awareness and recall) with our target audiences
- Increase the recognition of New Hampshire as a winter sports haven in the Northeast
- Promote powder alerts to drive people to the state to ski and ride
- Increase state revenue to support the Meals and Rooms Tax revenue
- Drive VisitNH.gov web traffic
- Grow DTTD’s owned channels and digital presence
- Foster deeper, more meaningful relationships with travelers and the DTTD brand

Target the following audiences:

- Millennial and Gen X moms (families who want to have adventures together and create shared memories)
- Childless millennials and Gen Xers (men and women who want to get away, relax, and immerse themselves in the outdoors)
- Snowmobilers (men who want to get out into the outdoors and beat winter, get away from their busy lives, and look to relax)

EXECUTIVE SUMMARY: CAMPAIGN OPTIMIZATION IMPACT (1/6/20-3/19/20)

- Applying key creative learnings from previous seasons allowed us to refresh ads across social and search for optimal performance
 - Social raised its CTR by 120% and lowered overall CPC by 42% YOY
 - Search raised its CTR by 56% and increased search impression share by 81% YOY
- Incorporating timely influencer content into our advertising helped improve our carousel ad performance from January/February and increased our engagements on Instagram
- Increasing search bid adjustments helped optimize for top-performing age range (35-54)
- The Ski NH campaign drove to both the Visit NH landing page and the Ski NH page; this year, we let Google optimize the best experience based on user behavior, and as a result, Google deemed the Ski NH landing page the most relevant for the user and was shown 83% of the time
- Moving highest performing keywords from broad match to phrase match helped lower CPCs

EXECUTIVE SUMMARY: OVERALL CAMPAIGN TAKEAWAYS (1/6/20-3/19/20)

- Video advertising has effectively driven views and website traffic
- Highly visual creative units (larger format digital units, vertical video) resonate better with consumers, which drives engagement and traffic
- Social (both organic and paid) has generated high levels of awareness and has driven almost double the web traffic as the next leading source
- The Getaway Car content series continued to resonate well with our audience, with increased engagement season over season
- Testing new technologies has yielded strong efficiency metrics that align with shifting consumer consumption trends
- Along with Google search, there's also opportunity on Bing search for upcoming seasons
- Winter web content, new and old, received high levels of traffic and engagement
- Display finished in full, but paid social, promoted posts, and paid search efforts were stopped early on the March 19th due to COVID-19
- The video truck was successful in that we ran it in the days leading up Massachusetts vacation week, and it contributed to multiple organic traffic spikes in Boston during the flight dates
- According to SMARI's ad effectiveness study: ROI of \$620 in visitor spending and \$42 in tax revenue for each \$1 invested (avg is \$200 and \$12, respectively)
- The revenue tracking for the winter was on a significant upswing YOY through February. Restaurant collections were up 23% and hotels were up 3.7% YOY. The impact of COVID-19, disrupted what would have been one of the strongest season in years. Overall, Rooms and Meals Revenue Tax recorded \$106 million and a 2.3% increase YOY.

EXECUTIVE SUMMARY: KPIs

- Overall, social either met or overdelivered across most metrics:
- We were able to optimize channel performance, which lowered costs and doubled clicks YOY
- On Facebook/Instagram, we focused on units with high engagements such as video, Instagram Stories and carousels, and increased engagement YOY
- By implementing ongoing search optimizations to improve copy and align keywords, CTR increased by 56% YOY
- Reddit was added into the social mix for 2020 and proved to be successful, garnering 2 million impressions and only a \$0.40 CPC

	Winter 2018			Winter 2019			Winter 2020		
	Planned	Actual	Delivery	Planned	Actual	Delivery	Planned	Actual	Delivery
TV									
Impressions	10,822,706	10,822,706	100%	4,018,641	4,018,641	100%	2,107,513	2,152,600	102%
OOH									
Impressions	13,293,406	13,293,406	100%	68,587,919	93,487,436	136%	23,560,118	26,660,470	113%
PRINT									
Reach	50,000	50,000	100%	50,000	50,000	100%	N/A	N/A	N/A
DISPLAY									
Impressions	10,965,437	12,656,467	115%	6,609,429	6,630,275	100%	10,929,003	12,676,227	116%
CTR	0.19%	0.29%	154%	0.30%	0.43%	143%	0.30%	0.51%	170%
CPM	\$11.14	\$10.46	94%	\$20.00	\$21.12	106%	\$15.00	\$13.00	87%
CPC	\$7.56	\$2.40	32%	\$10.00	\$3.15	32%	\$8.00	\$2.01	25%
SOCIAL									
<i>Facebook</i>									
CPE	\$0.50	\$0.11	22%	\$0.50	\$0.39	78%	\$0.50	\$0.08	16%
CPC (Link)	\$1.10	\$0.64	58%	\$1.00	\$0.64	64%	\$1.00	\$0.31	31%
CPF	\$1.10	\$1.12	102%	\$1.15	\$0.80	70%	\$1.00	\$0.90	90%
New Likes	4,900	5,369	110%	3,500	3,726	106%	3,000	2,220	74%
Engagements	88,000	57,153	65%	88,000	120,072	136%	80,000	312,495	391%
Impressions	7,500,000	12,113,745	162%	5,700,000	12,869,116	226%	4,069,444	7,754,253	191%
<i>Instagram*</i>									
CPE	\$0.45	\$0.35	78%	\$0.40	\$0.20	50%	\$0.40	\$0.06	15%
Engagements	30,000	54,192	181%	55,000	59,887	109%	30,000	59,887	200%
Impressions	1,200,000	8,585,170	715%	2,300,000	2,157,246	94%	3,038,462	2,413,184	79%
<i>Pinterest*</i>									
CPE	\$0.50	\$0.18	36%	\$0.50	\$0.19	38%	\$0.75	\$0.07	9%
Engagements	10,000	28,907	289%	12,000	17,034	142%	12,000	18,810	157%
Impressions	500,000	1,257,104	251%	666,700	749,146	112%	222,222	236,227	106%
<i>Snapchat</i>									
eCPSU				\$0.75	\$0.18	24%	\$0.75	\$0.13	17%
Swipe Ups				12,000	27,127	226%	12,000	47,305	394%
Impressions				1,000,000	1,562,763	156%	777,777	3,208,204	412%
<i>Reddit</i>									
CPC							\$2.00	\$0.40	20%
Impressions							777,777	2,583,782	332%
SEARCH									
<i>Search</i>									
CPC	\$3.00	\$1.16	39%	\$3.00	\$1.19	40%	\$3.00	\$1.35	45%
CTR	3%	3.38%	113%	4.2%	5.16%	123%	3.8%	9.78%	261%
WEBSITE									
<i>Website</i>									
Sessions	350,000		0%	300,000	264,269	88%	300,000	281,237	94%
Avg. Session Duration	2:06		0%	1:30	1:42	113%	1:30	1:11	79%
Avg Pages/Session	2.5		0%	2.5	2.22	89%	2.5	1.83	73%
*Instagram will focus predominantly on Story ads which are based on engagements and views									
*Pinterest is now optimized for traffic and engagements, we have removed repins									



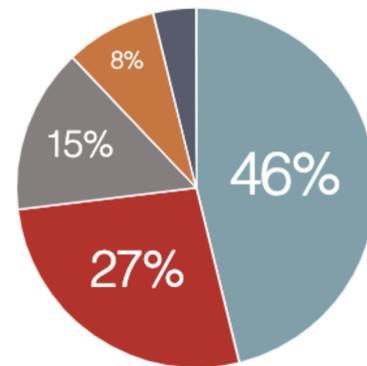
WEBSITE PERFORMANCE
VISITNH.GOV

WEB SUMMARY: TAKEAWAYS (1/6/20-3/31/20 vs. 1/6/19-3/31/19)

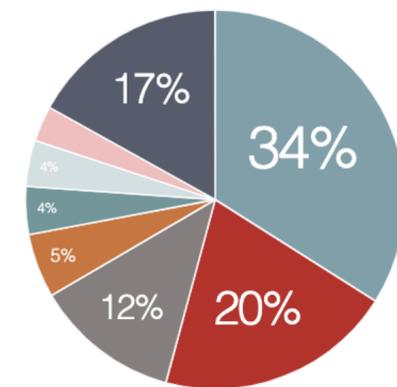
- Overall, web performance was impressive for the Winter 2020 campaign, recording a 51% increase in sessions YOY
- 46% of all web traffic (129,830 total sessions) was driven directly from Winter 2020 campaign efforts
 - Social and display efforts were the primary drivers of campaign-related sessions and the overall traffic increase, recording 117,713 and 48,827, respectively
- While paid search doesn't deliver the same quantity of traffic as social or display, traffic driven by SEM is significantly more engaged than the average site user
 - Search traffic for winter exceeds the site average behavior metrics by two times (avg. session duration, pages per session, bounce rate)
- Direct site traffic earned the fourth highest session driver, which reflects well on the brand overall
 - These sessions are driven by either users bookmarking pages on the Visit NH site or typing in the site URL in the search bar, meaning site visitors are resonating well with our content and finding enough value to return and re-engage
 - Traditional efforts such as TV and out-of-home advertising also help drive the flow of direct site traffic
- The Homepage and Event Calendar page were the most viewed pages on the site, reflective of winter media driving to these pages
- The top article pages viewed were "on and off slope fun" and "5 après ski spots," which shows strength in our skiing content as inspiration throughout a sub-par season
- The Snowmobiling page was once again the highest viewed recreation page, proving to be a key seasonal activity for our fans
- Breweries continue to be a popular content focus, even during the colder months
 - Cozy Breweries was a new page introduced this winter, and it achieved a spot in the top viewed pages

WEB TRAFFIC SUMMARY (1/6/20-3/31/20 vs. 1/6/19-3/31/19)

Sessions by Source



■ Winter 2020
 ■ Organic Search
 ■ Social
■ Direct
 ■ Others



■ /things-to-do
 ■ /trip-ideas
 ■ /
■ /where-to-stay
 ■ /the-regions-of-new-hamshire

Channel Grouping	Sessions	Sessions % Change	Avg. Session Duration	Avg Session Duration % Change	Pages per Session	Pages per Session % Change	Bounce Rate	Bounce Rate % Change
Social	117,713	158.1% ●	29.3	-14.0% ●	1.35	1.5% ●	80.3%	-0.1%
Organic Search	75,699	-6.1% ●	126.3	-10.8% ●	2.47	-7.1% ●	54.6%	6.5%
Display	48,827	243.1% ●	23.5	-51.5% ●	1.53	-2.6% ●	86.6%	27.1%
Direct	23,173	13.4% ●	118.5	-13.9% ●	2.48	-8.5% ●	66.5%	9.4%
Referral	6,477	-25.6% ●	199.0	34.1% ●	3.50	16.8% ●	47.0%	-4.6%
Paid Search	5,648	-57.4% ●	141.2	95.5% ●	3.17	62.9% ●	44.4%	-18.7%
Email	3,671	31.2% ●	91.4	3.4% ●	1.83	0.8% ●	68.7%	6.2%
(Other)	29	74.3% ●	14.8	-69.6% ●	1.16	-22.3% ●	87.3%	6.6%
Grand Total	281,237	51.4%	71.3	-30.2%	1.83	-16.7%	71.7%	15.4%

Top Pages

Page Path	Pageviews	% Change - Pageviews	Avg. Time on Page (sec)	Bounce Rate	Entrance Rate	Exit Rate
/	96,854	91.63% ●	92.8	72.0%	75.0%	64.0%
/things-to-do/event-calendar	35,797	-27.09% ●	97.0	61.2%	50.3%	50.5%
/trip-ideas/articles/on-and-off-the-slope-fun	26,990	54.55% ●	103.6	70.0%	78.3%	72.5%
/things-to-do/recreation/snowmobiling	18,838	37.18% ●	85.9	68.7%	71.6%	68.0%
/trip-ideas/articles/5-apres-ski-spots	16,108	1,687.79% ●	120.9	88.6%	92.4%	90.7%
/trip-ideas/articles/cozy-breweries	15,971		242.8	88.5%	92.9%	92.0%
/trip-ideas/articles/brewery-secrets	15,464	717.77% ●	184.9	89.9%	92.9%	91.6%
/where-to-stay/cabins-and-cottages	11,224	108.62% ●	52.5	61.4%	53.8%	45.2%
/things-to-do/attractions/sleigh-rides	9,587	108.01% ●	204.4	62.1%	64.2%	68.0%
/information/order-your-free-visitors-guide	9,429	4.82% ●	63.6	17.1%	25.5%	18.4%
Grand Total	515,374	26.11%	85.3	71.7%	54.5%	54.5%