



NH DIVISION OF TRAVEL & TOURISM DEVELOPMENT

2019 FALL CAMPAIGN REPORT

December 4, 2019 V2



EXECUTIVE SUMMARY: CAMPAIGN OBJECTIVES

The fall 2019 campaign set out to do the following:

- Build “wear-in” (higher brand awareness and recall) with our target audiences
- Promote fall activities, both soft and adventurous, in New Hampshire
- Increase state revenue to support the Meals and Rooms Tax
- Drive VisitNH.gov web traffic
- Grow DTTD’s owned channels and digital presence
- Foster deeper, more meaningful relationships with travelers
- Target the following audience:
 - Millennial and Gen X Moms (families who want to adventure 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)
 - Empty Nesters (middle aged or older couples who no longer live with their children)

EXECUTIVE SUMMARY: OVERALL CAMPAIGN TAKEAWAYS (9/1/19-10/31/19)

KEY TAKEAWAYS

- Video advertising continues to effectively drive views and website traffic
- Our email subscribers are one of the most engaged audiences, and continue to outperform industry average conversion and help drive the overall increase in site traffic
- Incorporating high-impact creative units continues to drive high CTRs, low CPMs and low CPCs to the site
- “Getaway Car” continues to be a strong driver of consumer engagement, encouraging users to further explore “Getaway Car” content throughout the website
- Incorporating refreshed social creative midway optimized our performance and prevented ad fatigue
- Social media remains a key channel for heavy seasonal exposure and driving both user engagement and site traffic
- The “Visitor’s Guide” had a strong inaugural showing with high engagement
- Currently, the state tax revenue calculations are incomplete for the full fall season

EXECUTIVE SUMMARY: KPIs

	Fall 2018			Fall 2019		
	Planned	Actual	Delivery	Planned	Actual	Delivery
TV						
Impressions	805,920	959,045	119%	10,890,200	10,890,200	100%
DISPLAY						
Impressions	17,160,912	16,551,092	96%	7,019,150	7,153,166	102%
CTR	0.23%	0.16%	70%	0.16%	0.57%	356%
CPM	\$11.00	\$10.84	99%	\$16.00	\$10.90	68%
CPC	\$4.09	\$5.15	126%	\$5.00	\$1.19	24%
SOCIAL						
<i>Facebook</i>						
CPE	\$0.35	\$0.24	69%	\$0.35	\$0.06	17%
CPC	\$0.65	\$0.44	68%	\$0.65	\$0.17	26%
CPV	\$0.15	\$0.12	80%	\$0.20	\$0.39	195%
Engagements	50,000	81,832	164%	50,000	409,303	819%
Impressions	3,626,389	8,215,057	227%	2,205,556	4,301,269	195%
<i>Instagram</i>						
CPE	\$0.35	\$0.06	17%	\$0.15	\$0.02	13%
CPC	\$2.00	0.97	49%	\$2.00	\$0.14	7%
Engagements	35,000	69,463	198%	17,000	218,350	1284%
Impressions	1,555,342	2,608,219	168%	618,056	1,583,448	256%
<i>Pinterest</i>						
CPE	\$0.30	\$0.31	103%	\$0.30	\$0.29	97%
CPC	\$1.00	\$1.33	133%	\$2.50	\$1.26	50%
Engagements	13,000	12,979	100%	3,333	2,860	86%
Impressions	444,444	449,141	101%	111,111	61,032	55%
<i>Snapchat</i>						
eCPSU	\$0.75	0.36	48%	\$0.50	\$0.40	80%
Swipe Ups	8,000	16,459	206%	8,000	9,950	124%
Impressions	666,666	1,480,265	222%	444,444	788,838	177%
OTHER DIGITAL						
<i>Search</i>						
CPC	\$2.50	\$1.15	46%	\$1.53	\$1.18	77%
CTR	4%	5.22%	131%	5%	6.22%	133%
<i>TrueView</i>						
CPV	\$0.04	\$0.04	100%	\$0.15	\$0.02	13%
<i>Email</i>						
Open Rate	13%	12.63%	97%	13%	11.84%	94%
CTOR	15%	14.16%	94%	14%	15.46%	109%
Referral Traffic	6,500	4,352	67%	4,500	6,578	146%
<i>Website</i>						
Sessions	344,000	407,539	118%	400,000	539,159	135%
Avg. Session Duration	1:49	1:43	94%	1:49	1:28	81%
Avg Pages/Session	2:25	2:07	88%	2.25	1.96	87%

- Traditional channels delivered as planned
- Overall, social either met or overdelivered across most metrics:
 - Facebook automatic placements helped us optimize toward the top-performing ad type and winning bids; drone imagery helped us keep our engagement rate high, increasing 400% YOY
 - Instagram's channel strategy has shifted YOY from in-feed posts to more high-visibility Story real estate, but with the utilization of influencer images, we kept our CPE and CPC very low
- By implementing ongoing search optimizations to improve copy and align keywords, CTR increased by 19% YOY

WEBSITE PERFORMANCE VISITNH.GOV

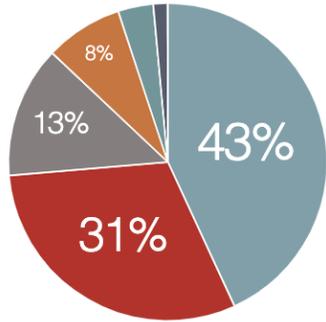
WEB SUMMARY (9/1/19-10/31/19 vs. 9/1/18-10/31/18)

TAKEAWAYS

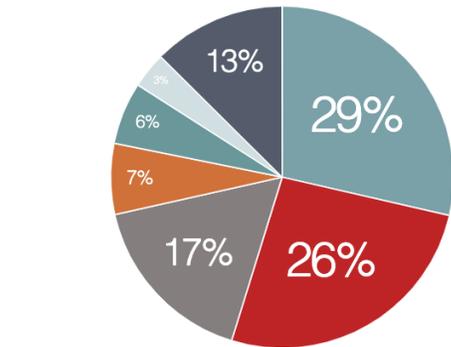
- Compared to last year's campaign, we saw an increase in web traffic of 32.3%, led by organic search and social traffic
 - Organic search drove a large amount of web session and highly engaged users, recording an average session duration of over 2 minutes (highest among channel groups) and 2.26 pages per session (above site average of 1.96)
- 31% of all web traffic was driven directly from fall 2019 campaign efforts (164,699 sessions)
 - Paid social efforts were the primary drivers of campaign related sessions, recording 109,023 sessions
- Traffic from social and email was up 202% and 51.1%, respectively
- The top article pages for traffic were “Scenic Foliage Drives” and “Fun Fall Fairs”
 - Both articles continue to be top performers during the fall months YOY
- The “Foliage Tracker” and “Trip Ideas” pages accounted for over 55% of total page traffic
- The free “Visitor’s Guide” was one of the most viewed pages on the website, suggesting paid media successfully drove potential visitors to the site, who then took further action and downloaded the guide
- Increased support in RI and CT yielded 210% and 145% increases in web traffic YoY

WEB TRAFFIC SUMMARY (9/1/19-10/31/19 vs. 9/1/18-10/31/18)

Sessions by Source



Legend for Sessions by Source: Organic Search (blue), Fall 2019 (red), Direct (grey), Social (orange), Referral (teal), Others (dark blue).



Legend for Top Pages: /foliage-tracker (blue), /trip-ideas (red), /things-to-do (grey), /fall (orange), /information (teal), / (light blue), Others (dark blue).

Channel Grouping	Sessions	Sessions % Change	Avg. Session Duration	Avg Session Duration % Change	Pages per Session	Pages per Session % Change	Bounce Rate	Bounce Rate % Change
Organic Search	232,556	7.9%	125.9	-0.5%	2.26	1.7%	57.2%	-5.0%
Social	152,144	202.0%	30.2	-18.2%	1.47	-2.8%	76.7%	0.5%
Direct	72,324	37.4%	93.2	-12.2%	1.99	-5.2%	66.4%	-1.1%
Display	33,829	4.5%	42.5	-3.7%	1.35	-15.2%	85.5%	6.1%
Paid Search	22,322	12.7%	112.5	15.8%	2.56	12.9%	52.9%	-9.5%
Referral	19,278	-33.6%	118.5	-4.9%	2.46	6.0%	56.6%	-7.2%
Email	6,578	51.1%	90.3	-13.5%	1.96	-2.6%	65.5%	-1.1%
(Other)	128	-96.3%	67.2	35.5%	2.43	43.9%	65.6%	-1.1%
Grand Total	539,159	32.3%	88.0	-15.2%	1.96	-5.4%	65.6%	1.2%

Top Pages

Page Path	Pageviews	% Change - Pageviews	Avg. Time on Page (sec)	Bounce Rate	Entrance Rate	Exit Rate
/foliage-tracker	302,489	29.88%	108.4	65.3%	75.9%	63.3%
/things-to-do/event-calendar	73,901	2.92%	107.6	60.5%	36.4%	44.7%
/fall	70,682	316.24%	51.3	76.1%	61.3%	55.9%
/trip-ideas/fall/peak-foliage-map	53,938	298.80%	66.9	72.6%	14.7%	38.2%
/information/order-your-free-visitors-guide	50,372	519.81%	53.7	72.6%	73.9%	65.0%
/trip-ideas/fall/foliage-reports	43,171	10.7%	135.2	72.4%	31.6%	55.1%
/	35,742	-55.97%	54.3	37.7%	65.2%	35.0%
/trip-ideas/articles/scenic-foliage-drives	35,575	51.80%	169.6	73.9%	62.1%	62.2%
/trip-ideas/articles/fun-fall-fairs	27,822	163.04%	143.5	79.8%	78.4%	78.2%
/trip-ideas/scenic-drives/white-mountains	16,342	35.36%	185.3	59.6%	34.3%	53.4%
Grand Total	1,057,940	25.21%	91.1	65.6%	50.9%	50.9%