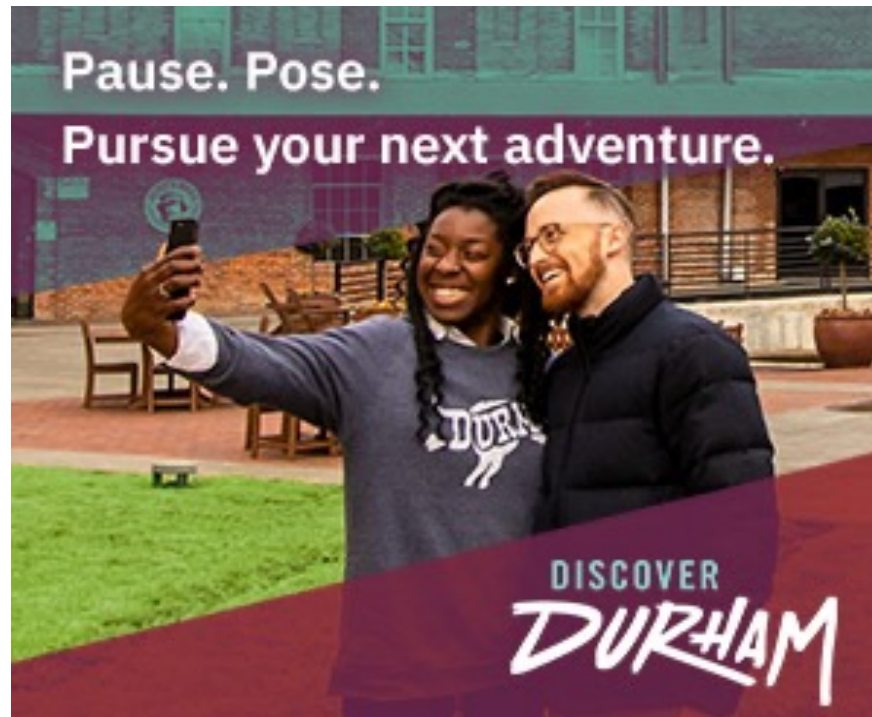


BRANDSTORM

March 13 - June 30, 2019 Recap



PRESENTED TO:



BRANDSTORM
Media and Marketing

Overall Performance

March 13 – June 30 Insights

Impressions: 2,596,486

Clicks: 13,802

CTR: 0.53%

Display: 1,878,959 Impressions/ 6,855 Clicks/ 0.365% CTR

Facebook/Instagram: 717,527 Impressions/ 6,947 Clicks/ 0.968% CTR

Campaign Updates

- Your campaign was paused on April 10 due to the gas leak explosion in Downtown Durham on this day. The campaign went live again on April 16.
- Creative ads with “Prove It” copy were stopped on May 13.
- New creative was added into rotation in May.
- Enter to Win creative started on May 29 and was trafficked to retargeted users and added into rotation all lines.

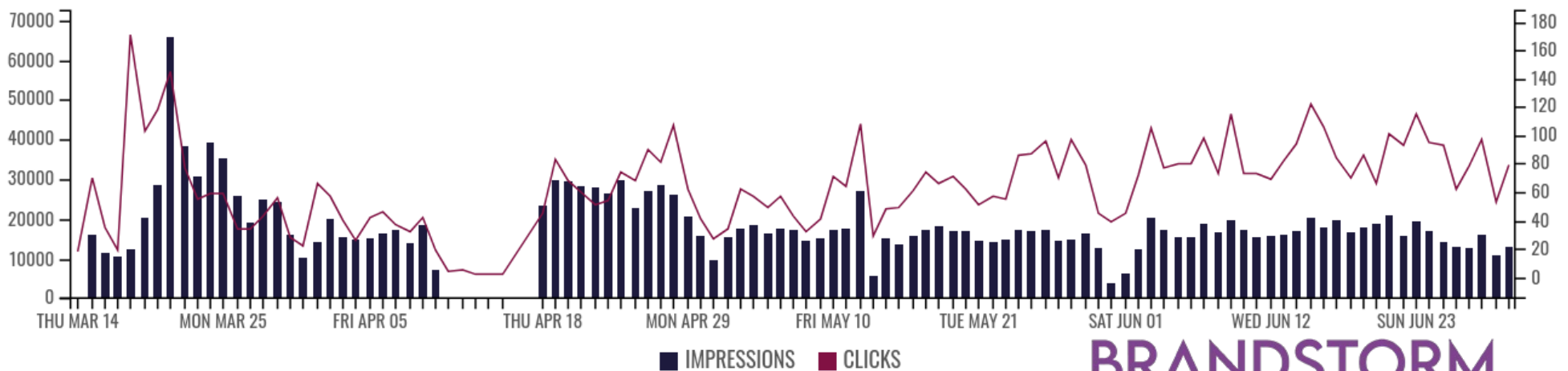
Display / Overview

6,855 users reacted to your message.

CTR is more than seven times the industry average of .05%.

Creative D led the way with 1,430 clicks.
Creatives ETW, F, G, and H maintained a higher CTR between 0.48% - 0.60%.

1,878,959 IMPRESSIONS **6,855** CLICKS **0.365 %** CTR



Performance by Creative Size

Size	Impressions	Clicks	CTR
300x600	49,477	398	0.80%
728x90	868,623	4,401	0.51%
160x600	108,297	372	0.34%
300x250	672,411	1,349	0.20%
300x50	180,151	335	0.19%

Sorted by CTR

Performance by Creative Type

Type	Impressions	Clicks	CTR
ETW	85,484	512	0.60%
G	135,790	678	0.50%
F	135,272	668	0.49%
H	134,649	650	0.48%
D	414,341	1,430	0.35%
C	414,865	1,414	0.34%
B	279,168	755	0.27%
A	279,390	748	0.27%

Sorted by CTR

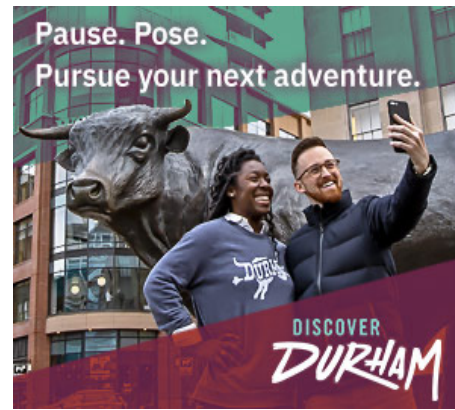
Display Creative



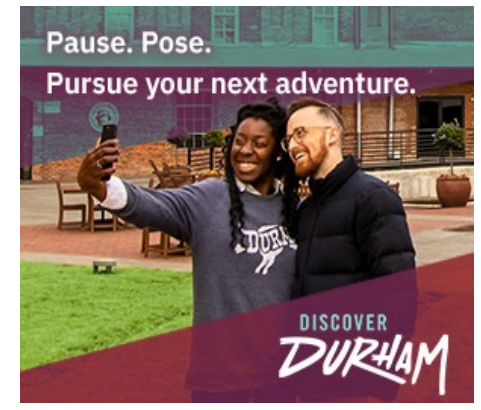
Ad Type: A



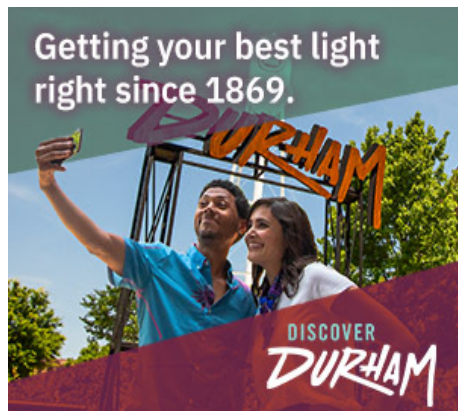
Ad Type: B



Ad Type: C



Ad Type: D



Ad Type: F



Ad Type: G



Ad Type: H



Ad Type: Enter to Win

Performance by Tactic

Audience Targeting

Impressions: 492,997

Clicks: 1,478

CTR: 0.30%

Lookalike Targeting

Impressions: 1,199,280

Clicks: 4,512

CTR: 0.38%

Site Retargeting

Impressions: 186,682

Clicks: 865

CTR: 0.46%

Display Reach

Flight	Unique Impressions
Display Lookalike (LAL)	747,307
Display Audience Targeting (AT)	278,244
Display Site Retargeting (Site RT)	53,997

Data reflects entire duration.

Display frequency cap is 3x for every 24 hours per user.

Performance by Day / Top 10

Day of Week	Date	Impressions	Clicks	CTR
Monday	2019-03-18	12,308	171	1.39%
Friday	2019-05-31	3,764	39	1.04%
Saturday	2019-06-01	6,298	45	0.71%
Tuesday	2019-05-28	14,818	97	0.65%
Tuesday	2019-06-25	14,295	93	0.65%
Thursday	2019-06-27	12,677	78	0.62%
Friday	2019-06-28	15,964	97	0.61%
Sunday	2019-06-30	13,014	79	0.61%
Saturday	2019-06-15	20,141	122	0.61%
Saturday	2019-06-22	15,643	93	0.59%

Sorted by CTR

Facebook/Instagram Overview

6,947 users clicked on your ad for more information.

Ad Set 5 had the highest clicks at 1,573 clicks.

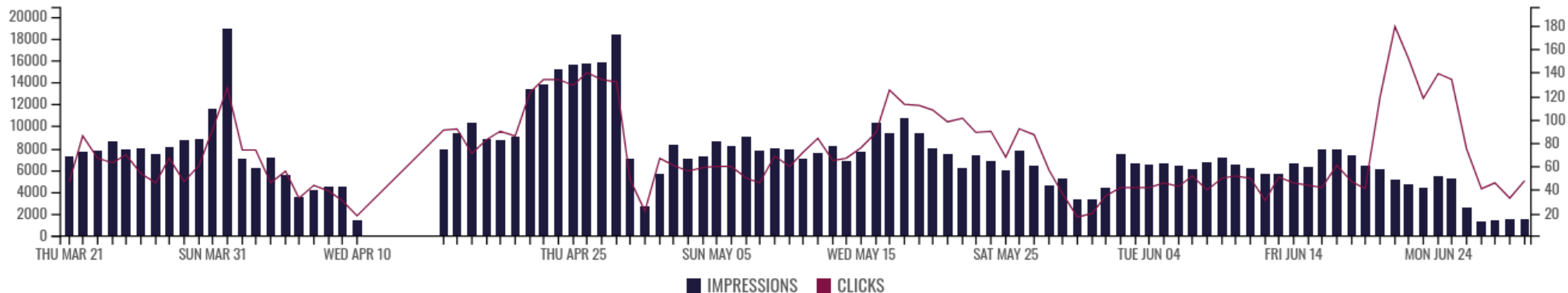
ETW had the highest CTR at 2.91%.

717,527
IMPRESSIONS

6,947
CLICKS

0.968 %
CTR

\$ 1.316
AVERAGE CPC



Facebook/Instagram Overview

Tactic	Impressions	Clicks	Page Likes	Post Likes	CTR	Reach
Targeted Ads	261,988	2,701	1	280	1.03%	253,434
Lookalike Targeted Ads	322,922	2,930	0	180	0.91%	295,022
Retargeted Ads	132,617	1,316	0	81	0.99%	93,586

Facebook/Instagram Reach by Gender



Data reflects entire duration.

There isn't a set standard frequency cap for Facebook. However from a best practice perspective, it is good to have roughly a 4-6 frequency per month and no more than 2 times per week.

Facebook/Instagram Performance by Day / Top 10

Day of Week	Date	Impressions	Clicks	Post Likes	CTR	Reach	Average CPC
Friday	2019-06-21	5,140	179	21	3.48%	4,713	\$0.70
Saturday	2019-06-22	4,708	152	17	3.23%	4,410	\$0.86
Thursday	2019-06-27	1,287	41	6	3.19%	1,241	\$0.84
Friday	2019-06-28	1,462	46	6	3.15%	1,380	\$0.76
Sunday	2019-06-30	1,554	48	3	3.09%	1,470	\$0.72
Wednesday	2019-06-26	2,597	75	9	2.89%	2,506	\$0.81
Sunday	2019-06-23	4,429	118	15	2.66%	4,096	\$1.08
Monday	2019-06-24	5,412	139	20	2.57%	5,124	\$0.94
Tuesday	2019-06-25	5,280	134	25	2.54%	4,958	\$0.98
Saturday	2019-06-29	1,590	33	1	2.08%	1,508	\$1.07

Sorted by CTR

Performance by Creative

	Ad Set 1	Ad Set 2	Ad Set 3	Ad Set 4	Ad Set 5	Ad Set 6	Ad Set 7	ETW
Impressions	81,286	173,229	111,081	112,611	183,701	10,701	8,493	36,425
Clicks	484	1,437	1,050	1,204	1,573	60	80	1,059
CTR	0.60%	0.83%	0.95%	1.07%	0.86%	0.56%	0.94%	2.91%
Reach	57,385	113,118	70,218	78,277	122,165	8,170	6,469	26,884

Performance by Creative

Ad Set 1

Discover Durham
Sponsored · 🌐

Take your thumb off the screen and put your finger on the map. Create your own adventure.

INFO.DISCOVERDURHAM.COM
Living your best life? Prove it. [LEARN MORE](#)

Like Comment Share

Ad Set 2

Discover Durham
Sponsored · 🌐

If you were, you'd already be here. Download our 2019 Visitor Guide.

INFO.DISCOVERDURHAM.COM
Living your best life? Prove it. [DOWNLOAD](#)

Like Comment Share

Ad Set 3

Discover Durham
Sponsored · 🌐

Take your thumb off the screen and put your finger on the map. Discover Durham.

INFO.DISCOVERDURHAM.COM
Pinning your favorite vacay inspiration? [DOWNLOAD](#)

Like Comment Share

Ad Set 4

Discover Durham
Sponsored · 🌐

Each day in Durham is an opportunity to rediscover the city and yourself.

INFO.DISCOVERDURHAM.COM
We wake up like this... every day. [LEARN MORE](#)

Like Comment Share

Ad Set 5

Discover Durham
Sponsored · 🌐

But we could be for you. For the few, the daring, and the curious, we're the perfect fit.

INFO.DISCOVERDURHAM.COM
We're not for everyone. Discover Durham. [LEARN MORE](#)

Like Comment Share

Ad Set 6

Discover Durham
Sponsored · 🌐

Take your thumb off the screen and put your finger on the map. Create your own adventure.

INFO.DISCOVERDURHAM.COM
Getting your best light right since 1869. [LEARN MORE](#)

Like Comment Share

Ad Set 7

Discover Durham
Sponsored · 🌐

For 150 years, we've been holding it down and keeping it real. Come create your own history.

INFO.DISCOVERDURHAM.COM
Getting your best light right since 1869. [LEARN MORE](#)

Like Comment Share

ETW

Discover Durham
Sponsored · 🌐

Win a swanky Friday dinner, Saturday brunch, tickets to a baseball game, and much more.

DISCOVERDURHAM.COM/GIVEAWAY
Win a Weekend in Durham [SIGN UP](#)
See the whole itinerary.

Like Comment Share

Facebook/Instagram Stats By Geography

DMA Region	Impressions	Link Clicks	CTR	Reach
Roanoke-Lynchburg	31,528	298	0.95%	11,,520
Wilmington	31,161	262	0.84%	8,384
Richmond-Petersburg	43,426	325	0.75%	17,984
Washington, DC	94,085	704	0.75%	46,399
Charleston, SC	43,193	322	0.75%	14,272
Columbia, SC	62,804	465	0.74%	18,048
Greenvll-Spart-Ashevll-And	100,442	731	0.73%	35,327
Charlotte	193,679	1361	0.70%	60,862
Atlanta	117,209	775	0.66%	52,479

MOAT Analytics

Discover Durham's digital creatives are **exceeding MOAT benchmarks.**

In-View %

% of impressions where at least 50% of an ad was In-View for at least one continuous second.

72.51%

Total Exposure Time

The total time in hours that the ad was active and viewable.

3,636.0 hrs

In-View Time > 10 Sec %

% of impressions where the ad was In-View for at least 10 seconds.

46.99%

In-View Time > 15 Sec %

% of impressions where the ad was In-View for at least 15 seconds.

36.18%



All data is protected by MOAT audience verification meaning you only pay for human traffic.

MOAT Analytics

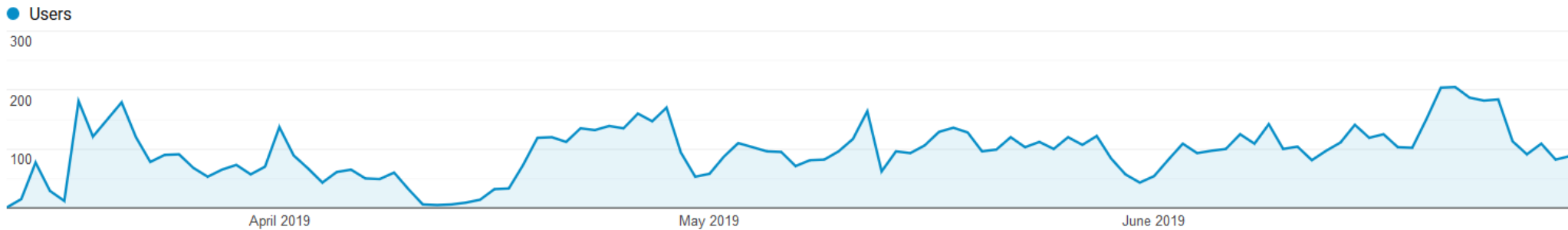
Heat maps show where users are interacting with your ad, including touching, clicking, and mouse hovers.



Heat maps reflects entire duration.

Google Analytics

Mar 13, 2019 - Jun 30, 2019 ▾



Campaign ?	Acquisition			Behavior			Conversions All Goals ▾	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	9,452 % of Total: 3.37% (280,572)	9,403 % of Total: 3.48% (270,569)	10,911 % of Total: 2.93% (372,324)	40.80% Avg for View: 50.11% (-18.57%)	1.68 Avg for View: 2.03 (-16.97%)	00:00:14 Avg for View: 00:01:16 (-81.06%)	5.86% Avg for View: 55.36% (-89.42%)	639 % of Total: 0.31% (206,111)
1. HYFN Facebook	3,446 (35.71%)	3,384 (35.99%)	3,912 (35.85%)	38.91%	1.56	00:00:20	14.03%	549 (85.92%)
2. HYFN Display	3,159 (32.74%)	3,149 (33.49%)	3,460 (31.71%)	5.95%	2.23	00:00:13	1.27%	44 (6.89%)
3. hyfnlocal Display	2,705 (28.03%)	2,628 (27.95%)	3,128 (28.67%)	74.97%	1.31	00:00:09	1.15%	36 (5.63%)
4. hyfnlocal Retargeting Display	340 (3.52%)	242 (2.57%)	411 (3.77%)	92.21%	1.12	00:00:16	2.43%	10 (1.56%)

Goal #1 5-Minute Visit: 96
 Goal #9 View Listing Page: 2
 Goal #11 Features Traffic: 0

Goal #2 Search Events: 0
 Goal #10 View Event Listing: 0
 Goal #13 Search Things to Do: 1

Goal #8 View 5 Pages: 50
 Goal #19: HubSpot Form Submission: 490

Top 10 Creatives

- **Enter to Win Drove Submissions. 98% of submissions were generated in June.**
- 480 submissions were generated from the Enter to Win Creative with a :58 second average session duration.
- **Facebook Drove Performance.** Ad Set 5 (Facebook) drove the most users (954 users), however, the Enter to Win Facebook creative ad (734 users) had the most page engagement.

Campaign ?	Ad Content ?	Acquisition			Behavior			Conversions All Goals	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
		9,452 % of Total: 3.37% (280,572)	9,403 % of Total: 3.48% (270,569)	10,911 % of Total: 2.93% (372,324)	40.80% Avg for View: 50.11% (-18.57%)	1.68 Avg for View: 2.03 (-16.97%)	00:00:14 Avg for View: 00:01:16 (-81.06%)	5.86% Avg for View: 55.36% (-89.42%)	639 % of Total: 0.31% (206,111)
1. HYFN Facebook	Ad Set 5	954 (9.53%)	890 (9.47%)	993 (9.10%)	64.35%	1.39	00:00:07	0.91%	9 (1.41%)
2. HYFN Display	Creative Type D	869 (8.68%)	849 (9.03%)	925 (8.48%)	6.59%	2.16	00:00:06	1.19%	11 (1.72%)
3. HYFN Display	Creative Type C	865 (8.64%)	844 (8.98%)	930 (8.52%)	5.81%	2.15	00:00:06	1.18%	11 (1.72%)
4. HYFN Display	Creative Type A	765 (7.64%)	739 (7.86%)	808 (7.41%)	5.94%	2.35	00:00:17	1.61%	13 (2.03%)
5. HYFN Display	Creative Type B	738 (7.37%)	716 (7.61%)	796 (7.30%)	5.40%	2.27	00:00:25	1.13%	9 (1.41%)
6. HYFN Facebook	ETW	734 (7.33%)	720 (7.66%)	819 (7.51%)	38.10%	1.11	00:00:58	60.81%	498 (77.93%)
7. hyfnlocal Display	Creative Type F	566 (5.65%)	540 (5.74%)	630 (5.77%)	77.78%	1.29	00:00:09	1.11%	7 (1.10%)
8. HYFN Facebook	Ad Set 4	557 (5.56%)	493 (5.24%)	595 (5.45%)	29.75%	1.80	00:00:07	1.18%	7 (1.10%)
9. hyfnlocal Display	Creative Type H	530 (5.29%)	496 (5.27%)	598 (5.48%)	77.93%	1.29	00:00:18	1.84%	11 (1.72%)
10. hyfnlocal Display	Creative Type G	522 (5.21%)	494 (5.25%)	594 (5.44%)	79.29%	1.28	00:00:04	0.84%	5 (0.78%)

11 -27 Creatives

Google Analytics

Campaign ?	Ad Content ?	Acquisition			Behavior			Conversions All Goals ▾	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
11. hyfnlocal Display	Creative Type C	519 (5.18%)	486 (5.17%)	591 (5.42%)	78.51%	1.29	00:00:10	1.35%	8 (1.25%)
12. HYFN Facebook	Ad Set 2	507 (5.06%)	490 (5.21%)	528 (4.84%)	10.98%	1.99	00:00:15	2.65%	14 (2.19%)
13. hyfnlocal Display	Creative Type D	502 (5.01%)	468 (4.98%)	569 (5.21%)	79.61%	1.24	00:00:07	0.70%	4 (0.63%)
14. HYFN Facebook	Ad Set 3	463 (4.62%)	399 (4.24%)	505 (4.63%)	40.79%	1.66	00:00:10	1.78%	9 (1.41%)
15. hyfnlocal Retargeting Display	Enter to Win Giveaway	340 (3.39%)	242 (2.57%)	411 (3.77%)	92.21%	1.12	00:00:16	2.43%	10 (1.56%)
16. HYFN Facebook	Ad Set 1	214 (2.14%)	186 (1.98%)	243 (2.23%)	7.00%	2.03	00:00:15	2.88%	7 (1.10%)
17. hyfnlocal Display	Creative Type A	75 (0.75%)	73 (0.78%)	75 (0.69%)	1.33%	2.07	00:00:01	1.33%	1 (0.16%)
18. HYFN Facebook	Ad Set 7	73 (0.73%)	66 (0.70%)	73 (0.67%)	94.52%	1.07	00:00:11	1.37%	1 (0.16%)
19. hyfnlocal Display	Creative Type B	67 (0.67%)	67 (0.71%)	67 (0.61%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)
20. HYFN Facebook	Ad Set 6	48 (0.48%)	44 (0.47%)	51 (0.47%)	86.27%	1.16	00:00:09	3.92%	2 (0.31%)
21. HYFN Facebook	Creative Type 1C	45 (0.45%)	44 (0.47%)	45 (0.41%)	0.00%	2.18	00:00:01	2.22%	1 (0.16%)
22. HYFN Facebook	Creative Type 2A	26 (0.26%)	25 (0.27%)	27 (0.25%)	0.00%	2.11	00:00:01	0.00%	0 (0.00%)
23. HYFN Facebook	Creative Type 2B	15 (0.15%)	13 (0.14%)	16 (0.15%)	0.00%	2.12	00:00:02	0.00%	0 (0.00%)
24. HYFN Facebook	Creative Type 1A	10 (0.10%)	9 (0.10%)	11 (0.10%)	0.00%	2.73	00:00:25	9.09%	1 (0.16%)
25. HYFN Facebook	Creative Type 1B	6 (0.06%)	5 (0.05%)	6 (0.05%)	0.00%	2.00	<00:00:01	0.00%	0 (0.00%)
26. hyfnlocal Display	Creative%	4 (0.04%)	4 (0.04%)	4 (0.04%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)
27. HYFN Display	Cr	1 (0.01%)	1 (0.01%)	1 (0.01%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)

Google Analytics

- Google Analytics data shows user activity and returning user activity from your digital campaign. This data shows that users are returning to your webpage through organic search, referral sources, and directly (after visiting your page once from your digital campaign).
- **Site traffic is well-engaged.** This data shows us the users are spending *more time when on returning visits* to your site with 1.9 pages/session and :40 seconds on your site.
- Users who *organically accessed your page* spent an average time of 2:04 minutes on your page and viewed nearly 2.39 page. These are users that have been targeted through your banner and Facebook ads, visited your site by clicking on a digital ad, and then organically searched for Discover Durham.

Default Channel Grouping	Acquisition			Behavior			Conversions All Goals ▾	
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Goal Conversion Rate [?]	Goal Completions [?]
HYFN - DCVB	7,986 % of Total: 3.19% (250,637)	7,956 % of Total: 3.32% (239,488)	9,428 % of Total: 2.86% (329,360)	45.84% Avg for View: 50.68% (-9.54%)	1.63 Avg for View: 1.98 (-17.58%)	00:00:16 Avg for View: 00:01:11 (-76.86%)	7.06% Avg for View: 51.62% (-86.31%)	666 % of Total: 0.39% (170,012)
1. (Other)	7,986 (98.97%)	7,906 (99.37%)	9,327 (98.93%)	45.78%	1.63	00:00:16	6.62%	617 (92.64%)
2. Social	35 (0.43%)	26 (0.33%)	37 (0.39%)	56.76%	1.57	00:00:33	16.22%	6 (0.90%)
3. Referral	20 (0.25%)	0 (0.00%)	24 (0.25%)	41.67%	2.67	00:01:07	62.50%	15 (2.25%)
4. Organic Search	18 (0.22%)	15 (0.19%)	28 (0.30%)	53.57%	2.39	00:02:04	96.43%	27 (4.05%)
5. Direct	6 (0.07%)	6 (0.08%)	8 (0.08%)	62.50%	1.38	00:00:04	12.50%	1 (0.15%)
6. Email	2 (0.02%)	1 (0.01%)	2 (0.02%)	0.00%	2.00	00:00:06	0.00%	0 (0.00%)
7. Paid Search	2 (0.02%)	2 (0.03%)	2 (0.02%)	50.00%	1.50	00:00:01	0.00%	0 (0.00%)

Display and Social Campaign Takeaways

- Adding a specific call-to-action in the message helped to drive awareness and sparked a high engagement rate (sign up today in the ETW creative).
- Facebook/Instagram drove the highest engagement when a specific call-to-action was added into rotation.
- For future campaigns, since the data shows that there was a better response rate with ads that had a specific call-to-action, we would recommend three ads sets to run in rotation all with a specific call to action.

PPC and RSLA Overall Performance Highlights

Overall CTR: 2.70%

Campaign CPC: \$2.95

Top Performing Keywords:

Things to do in

Tourist attractions

Tourist spots

Key Performance Metrics: the CTR increased by 0.55% and the average CPC decreased by \$0.04

Average Position: 1.9

Pacing Updates: delivered in full

PPC and RSLA Overall Performance Stats By Month

Flight Dates	Paid Search	IMPRESSIONS DELIVERED	CLICKS	CTR
3.19.19 - 3.31.19	Discover Durham	41,378	591	1.43%
	Discover Durham-Remarketing	119	-	0.00%
TOTAL		41,497	591	1.42%
Flight Dates	Paid Search	IMPRESSIONS DELIVERED	CLICKS	CTR
4.1.19 - 4.30.19	Discover Durham	29,120	1,105	3.79%
	Discover Durham-Remarketing	0	0	#DIV/0!
TOTAL		29,120	1,105	3.79%
Flight Dates	Paid Search	IMPRESSIONS DELIVERED	CLICKS	CTR
5.1.19 - 5.31.19	Discover Durham	24,053	694	2.89%
	Discover Durham-Remarketing	33,748	315	0.93%
TOTAL		57,801	1,009	1.75%
Flight Dates	Paid Search	IMPRESSIONS DELIVERED	CLICKS	CTR
6.1.19 - 6.30.19	Discover Durham	23,579	643	2.73%
	Discover Durham-Remarketing	13,907	368	2.65%
TOTAL		37,486	1,011	2.70%
GRAND TOTAL		165,904	3,716	2.24%

*PPC CTR Benchmark: 1-3%

*RSLA CTR Benchmark: 3-6%

PPC – Top Performing Keywords

Keyword	Campaign	Impressions Delivered	Clicks	CTR
things to do in	Discover Durham	1,369	45	3.29%
tourist attractions	Discover Durham	977	32	3.28%
tourist spots	Discover Durham	731	28	3.83%
weekend events	Discover Durham-RM	388	22	5.67%
activities to do in	Discover Durham	1,210	21	1.74%
what's in north carolina	Discover Durham	537	20	3.72%
"thing to do in"	Discover Durham	331	19	5.74%
things to do north carolina	Discover Durham	289	18	6.23%
places to see in	Discover Durham	473	18	3.81%
places to visit in	Discover Durham	704	18	2.56%
things happening in	Discover Durham	298	17	5.70%
things to do in	Discover Durham-RM	370	17	4.59%
tourist information	Discover Durham	473	17	3.59%
things to see in	Discover Durham	546	17	3.11%
attractions	Discover Durham-RM	562	17	3.02%
fun activities in	Discover Durham	1995	16	0.80%
places to visit	Discover Durham	738	15	2.03%
things to do and see in north carolina	Discover Durham	160	14	8.75%
thing to do in	Discover Durham-RM	232	14	6.03%
best places in	Discover Durham	833	14	1.68%
stuff to do in	Discover Durham-RM	262	13	4.96%
places to go	Discover Durham	264	13	4.92%
tourist attractions in	Discover Durham	409	13	3.18%
best places to see	Discover Durham	514	13	2.53%
visit north carolina	Discover Durham	800	13	1.63%
events this weekend	Discover Durham-RM	325	12	3.69%
places to go in	Discover Durham	338	12	3.55%
things to see in north carolina	Discover Durham	156	11	7.05%
tourist sites in	Discover Durham	253	11	4.35%
activities in	Discover Durham-RM	1284	11	0.86%

Snapchat Overall Performance

Snapchat Swipe-Up Rate: 0.33%

AV CTR: 0.48%

Top Performing Ad: Discover Durham C

Flight Dates	Campaign	Impressions Delivered	Swipe Ups / Clicks	CTR
5.1.19 - 6.30.19	Discover Durham Snapchat	447,733	1,491	0.33%
5.1.19 - 6.30.19	Discover Durham AV	44,595	216	0.48%
TOTAL		492,328	1,707	0.35%

*Snapchat Swipe-Up Benchmark: .30-.50%

*Snapchat CTR Benchmark: no industry benchmarks

Snapchat Creative Performance

Flight Dates	Snapchat Creative	Impressions Delivered	Swipe Ups / Clicks	CTR
5.1.19 - 6.30.19	Discover Durham A	22,443	70	0.31%
5.1.19 - 6.30.19	Discover Durham B	24,584	70	0.28%
5.1.19 - 6.30.19	Discover Durham C	105,294	389	0.37%
5.1.19 - 6.30.19	Discover Durham D	192,999	618	0.32%
5.1.19 - 6.30.19	Discover Durham F	42,776	150	0.35%
5.1.19 - 6.30.19	Discover Durham G	59,637	194	0.33%
TOTAL		447,733	1,491	0.33%

Flight Dates	Added Value Creative	Impressions Delivered	Swipe Ups / Clicks	CTR
5.1.19 - 6.30.19	Durham_AV_160x600_A	62	-	0.00%
5.1.19 - 6.30.19	Durham_AV_160x600_B	55	-	0.00%
5.1.19 - 6.30.19	Durham_AV_160x600_F	2	-	0.00%
5.1.19 - 6.30.19	Durham_AV_160x600_G	4	-	0.00%
5.1.19 - 6.30.19	Durham_AV_300x250_A	4,936	25	0.51%
5.1.19 - 6.30.19	Durham_AV_300x250_B	4,919	21	0.43%
5.1.19 - 6.30.19	Durham_AV_300x250_ETW	2,268	14	0.62%
5.1.19 - 6.30.19	Durham_AV_300x250_F	13,458	66	0.49%
5.1.19 - 6.30.19	Durham_AV_300x250_G	13,678	73	0.53%
5.1.19 - 6.30.19	Durham_AV_728x90_A	1,093	6	0.55%
5.1.19 - 6.30.19	Durham_AV_728x90_B	1,068	4	0.37%
5.1.19 - 6.30.19	Durham_AV_728x90_ETW	171	1	0.58%
5.1.19 - 6.30.19	Durham_AV_728x90_F	1,425	4	0.28%
5.1.19 - 6.30.19	Durham_AV_728x90_G	1,456	2	0.14%
TOTAL		41,714	216	0.52%

Interactive Banner Ad Overall Performance

6.45% Overall
Quiz Unit
Engagement
Rate

Over
31,000 Unit
Engagements

12.86 Average
Exposure Time
(in Seconds)

54 days of Unit
Exposure Time

.18%
Adhesion Banner
CTR

DISCOVER
DURHAM



Quiz Scroller & Retargeting Adhesion Banner

SUMMARY

Users are guided through a series of questions that showcased all of the exciting things that Durham has to offer! At the end of the quiz, users are greeted with insights into which exciting aspect of Durham's tourism scene fits their personalities best.

Users that engaged with the Quiz Scroller were later served with a retargeting adhesion banner, which created a strong CTR opportunity that drove users to the Visit Durham landing page.

MAIN KPI

Engagement Rate – Quiz Unit

CTR – Retargeting Adhesion Banner

PERFORMANCE HIGHLIGHTS

6.45% overall ER

Over 31k total engagements

0.18% Adhesion Banner CTR

13.19 Seconds of Average Exposure Time (both units)

*1.5% Engagement Rate Benchmark

*0.15 – 0.20% CTR Benchmark for Retargeting Units

Quiz Scroller Questions and Answers

Question 1 – Do you like to slay all day or all night?

Day – 50% of responses

Night – 50% of responses

Question 2 – You’ve got \$50 bucks, where are you spending it?

Food – 51% of responses

Shopping – 49% of responses

Question 3 – Which of these gets you most excited?

Swanky – 40% of responses

Nature - 60% of responses

Question 4 – What’s more your scene?

Café – 33% of responses

Concert – 67% of responses

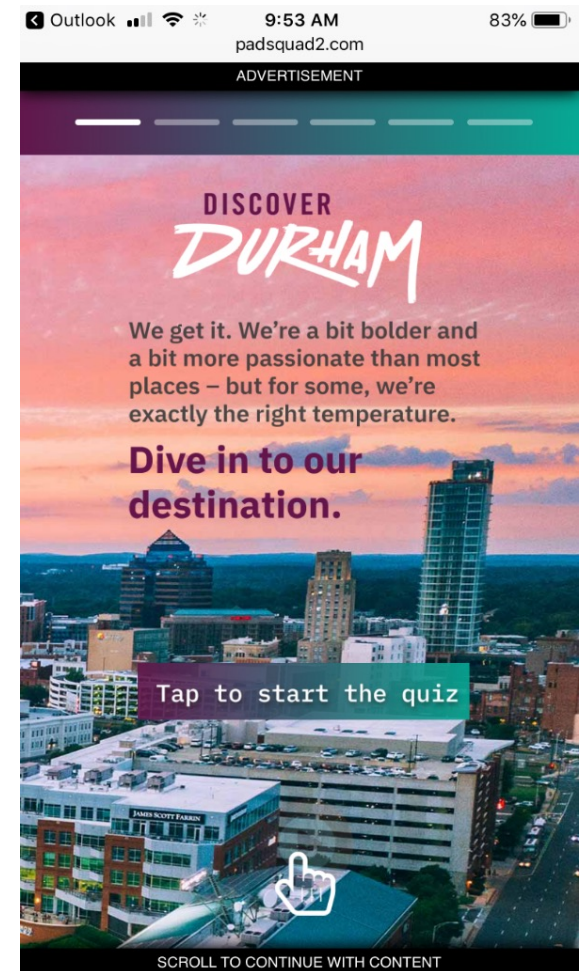
Quiz Results:

Foodie – 5% of results

Music – 7% of results

Outdoor – 61% of results

Shopping – 27% of results



Quiz Scroller & Retargeting Adhesion Banner Key Learnings + Optimizations

Key Learnings

The Quiz Scroller engagement rate performance crushed the 1.5% benchmark.

Campaign Optimization Insights:

At the start of the campaign, our ops team created a campaign black list (targeting ads away from low performing sites), and a campaign white list (targeting ads to top performing sites). Every week, our team would add new domains to the campaign black list and campaign white list and successfully drove performance to exceed benchmarks!

Future Unit Recommendations

Interactive Vertical Video - Full page, interactive video unit that features HD video and persistent CTA. We would recommend pairing this with the Quiz Unit.