

**PERFORMANCE REPORT**

Client: Visit Southeast Montana

Campaign: FY18

Notes: Performance through June 2018, Final FY18



MOTBD Joint Ventures	Dates	Description/Placement	Geo Targets	Creative Unit	Impressions/Circ	Cost	Impressions	Clicks	CTR	CPM	CPC	Performance Notes
TripAdvisor	March - May	Digital ads targeted to travel-related content and travel intent users on a national level. Standard banner ads.	US (excluding Montana) searching for destinations in MT and surrounding states	728x90, 300x250, 300x600, 320x50	867,958	\$11,765	879,989	868	0.10%	\$13.37	\$13.55	CPMs are traditionally \$18+ for this site. CPC is a slightly higher than we'd like to see but they are high value, high propensity visitors.
Sojern	Mar - Apr	Digital ads targeted to travel-related content and travel intent users on a national level. Standard banner ads.	National	728x90, 300x250, 160x600, 300x600, 300x50, 320x50	869,565	\$2,941	899,373	3,304	0.37%	\$3.27	\$0.89	
National Geographic	April	Digital ads and video geo-targeted on NationalGeographic.com. ROS video, ROC travel rotation and ROC premium.	National	:15 video, 728x90, 320x50, 300x250, 300x600	941,250	\$5,882	1,095,447	1,547	0.14%	\$5.37	\$3.80	
<b>TOTAL</b>					<b>2,678,773</b>	<b>\$20,588</b>	<b>2,874,809</b>	<b>5,719</b>	<b>0.20%</b>			

Consumer Placements	Dates	Description	Geo Targets	Creative Unit	Impressions/Circ	Cost	Impressions	Clicks	CTR	CPM	CPC	Performance Notes
Advanced Audience Targeting - Network Programmatic Digital Campaign	Mar - May	Programmatic banner campaign including mobile and desktop standard banner units. Geo-targeting, content targeting and behavioral targeting toward key target markets outlined in the FY18 marketing plan. Optimized weekly for clicks.	Dallas, Chicago, Seattle, Denver, Wyoming, South Dakota, North Dakota, Bozeman, Great Falls, Missoula, Butte, Helena	300x250, 300x600, 160x600, 728x90, 320x50, 300x50	6,044,444	\$40,000	6,234,186	9,126	0.15%	\$6.42	\$4.38	
Yellowstone Journal	Dec - Nov	ROS banner ad campaign	National	300x250, 728x90, 320x50	100,000	\$12,000	100,006	113	0.11%	\$5.35	\$4.74	
		Targeted Email Leads (opt-in)					13,506					
		E Newsletter - 2 banner sponsorships and 1 content sponsorships		300x250	50,000		203,882	168	0.08%	\$5.77	\$7.00	
Rediscover Montana Sponsorship												
Missoulian	Apr/May	50K banner imp	Missoula DMA	1/4 pg ad, 728x90	35,000		35,993	37	0.10%	\$0.00	\$0.00	
Ravalli Republic	Apr/May	10k banner imp	Ravalli/Bitterroot	1/4 pg ad, 728x90	10,000		10,415	2	0.02%	\$0.00	\$0.00	
Billings Gazette	Apr/May	35K banner imp	Billings DMA	1/4 pg ad, 728x90	35,000		36,752	82	0.22%	\$0.00	\$0.00	
Butte Montana Standard	Apr/May	30K banner imp	Butte	1/4 pg ad, 728x90	35,000		38,522	99	0.26%	\$0.00	\$0.00	
Helena Independent Record	Apr/May	25K banner imp	Helena	1/4 pg ad, 728x90	35,000		37,511	82	0.22%	\$0.00	\$0.00	
<b>Regional Cooperatives</b>												
Glacier Country Travel Guide Partnership	Mar - Aug	Warm Season Joint Venture - Landing page feature, run-of-site banners on glaciermt.com	National	300x250, 728x90, 320x50, Featured Listing	100,000	\$2,353	121,510	72	0.15%	\$8.23	\$6.94	CTR and CPC based on banner ad performance. Impressions included landing page views.
	Mar - Aug	Warm season leads			15,000		20,000					
Destination Missoula Guide	Oct - Sept	Run-of-site annual banner campaign	National	300x250, 728x90, 320x50	30,000	\$529	38,064	70	0.18%	\$13.91	\$7.56	
True West Magazine	April	Online banner	National	970x250	20,000	\$2,118	50,000	172	0.34%	\$26.09	\$2.01	
		Facebook posts					26,144	770	2.95%			
		Native article					5,037	109	2.16%			
<b>Dallas/Fort Worth Flight Promotion</b>												
Dallas Paid Social	Mar	Paid social posts specifically promoting Dallas flight	Dallas/Fort Worth DMA		150,000	\$1,500	157,937	1,247	0.79%	\$9.50	\$1.20	
<b>Regina/Minneapolis Promotion</b>												
Regina/Minneapolis Paid Social	May - June	Paid social post targetted to Regina and Minneapolis	Regina CA and Minneapolis		500,000	\$5,000	770,375	3,214	0.42%	\$6.49	\$1.56	
<b>TOTAL</b>					<b>7,159,444</b>	<b>\$63,500</b>	<b>7,899,840</b>	<b>15,363</b>	<b>0.19%</b>	<b>\$8.04</b>	<b>\$4.13</b>	