

FUSEIDEAS

SANTA FE QUARTERLY REPORT

JANUARY - MARCH 2017



SUMMARY

- This report includes performance and results from the third quarter of TOURISM Santa Fe's FY17 campaign (January 1, 2017 - March 31, 2017)



KEY INSIGHTS

- Total media spend for Q1 2017 was \$101,340 (-70% Y/Y) with \$84,797 being spent in digital media (-63% Y/Y)
- During the Jan-Mar (Q1) period, there was lighter focus on the general branding campaign and a heavier focus on the “Kids Free” Spring Break promotion, with 45% of the media budget allocated to Kids Free
- The decrease in media spent in Q1 2017 was done by design to place a heavier emphasis on Spring media starting 4/1 to influence summer/fall travel; as a result of the decreased spend, there was a 56% decrease in impression delivery during this timeframe
- The Q1 2017 digital campaign delivered 10.5M impressions and generated 22K qualified visits to the Santa Fe landing pages - a 0.21% competed visit rate (CVR), a level mark from Q4
- The “Kids Free” Spring Break promotion was very successful, with elevated Y/Y increases in all KPIs
- “History” and “Outdoor” were the best performing creatives generating a 0.23% click rate, followed by “Retail” with a 0.22% click rate; the Kids Promotion banners generated a 0.25% click rate
- Despite a light quarter for media delivery, TripAdvisor was the best performing vendor at a 0.24% CVR



PRINT

ENDLESS VACATION - FEBRUARY & MARCH

- Buy Summary:
 - HP4C in the Spring 2017 Issue with Bonus Branded Content, Tablet Edition, Microsite Featured Showcase, and Reader Service/Lead Generation
 - Target Market: West of Mississippi
 - Investment: \$9,485
 - Circulation: 1,274,000
 - 107 microsite visits as of 3/31/17



SPRINGS MAGAZINE - MARCH

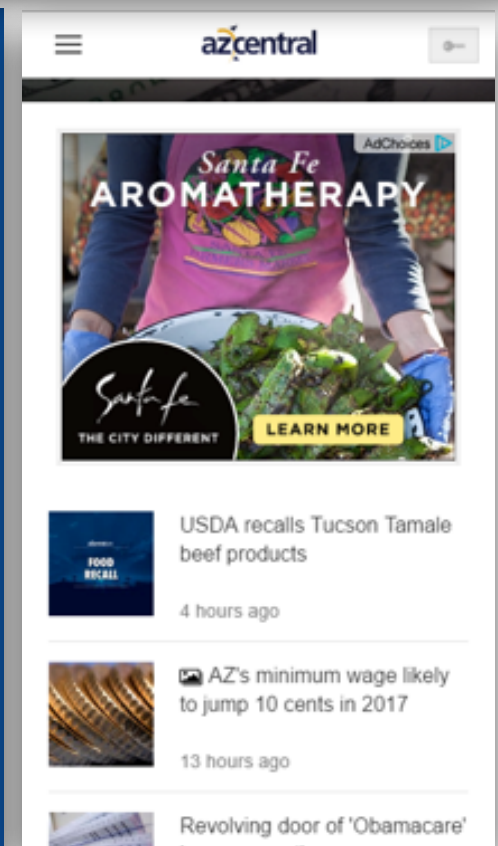
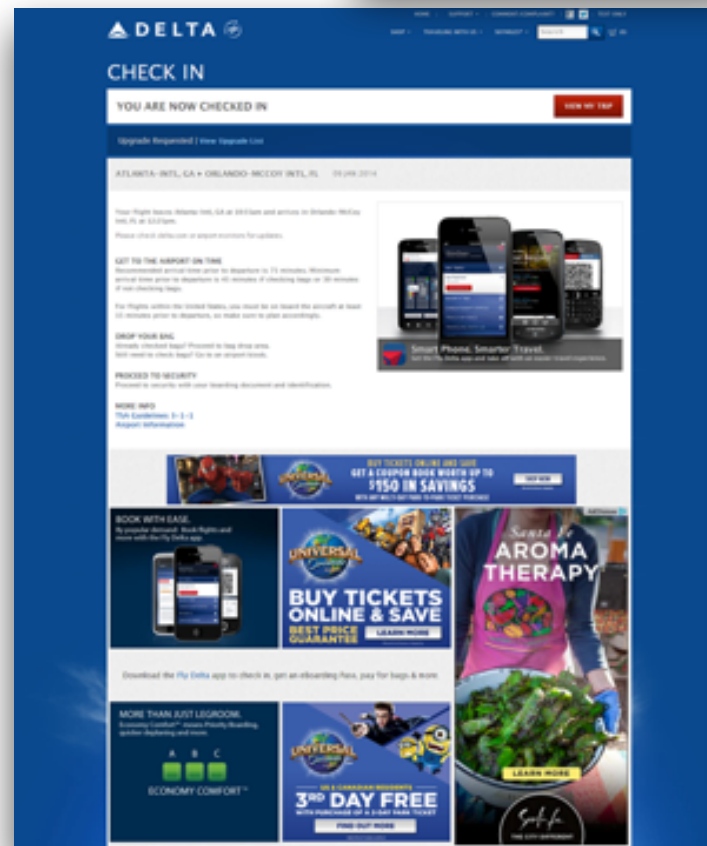
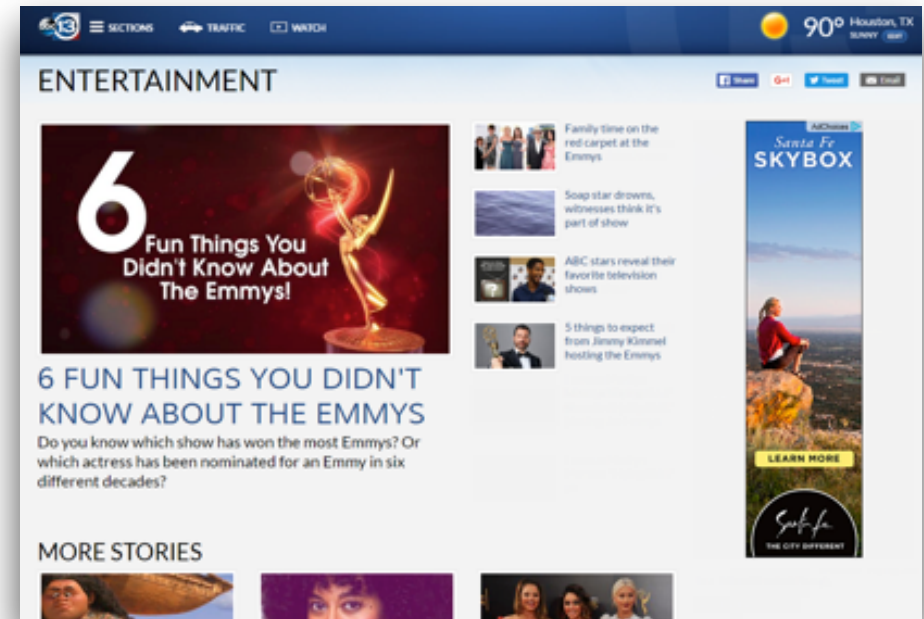
- Buy Summary:
 - FP4C in Spring Issue Package with Bonus Advertorial and Website Banners
 - Target Market: Colorado Springs
 - Investment: \$2,700
 - Circulation: 25,000



D I G I T A L (B R A N D I N G)

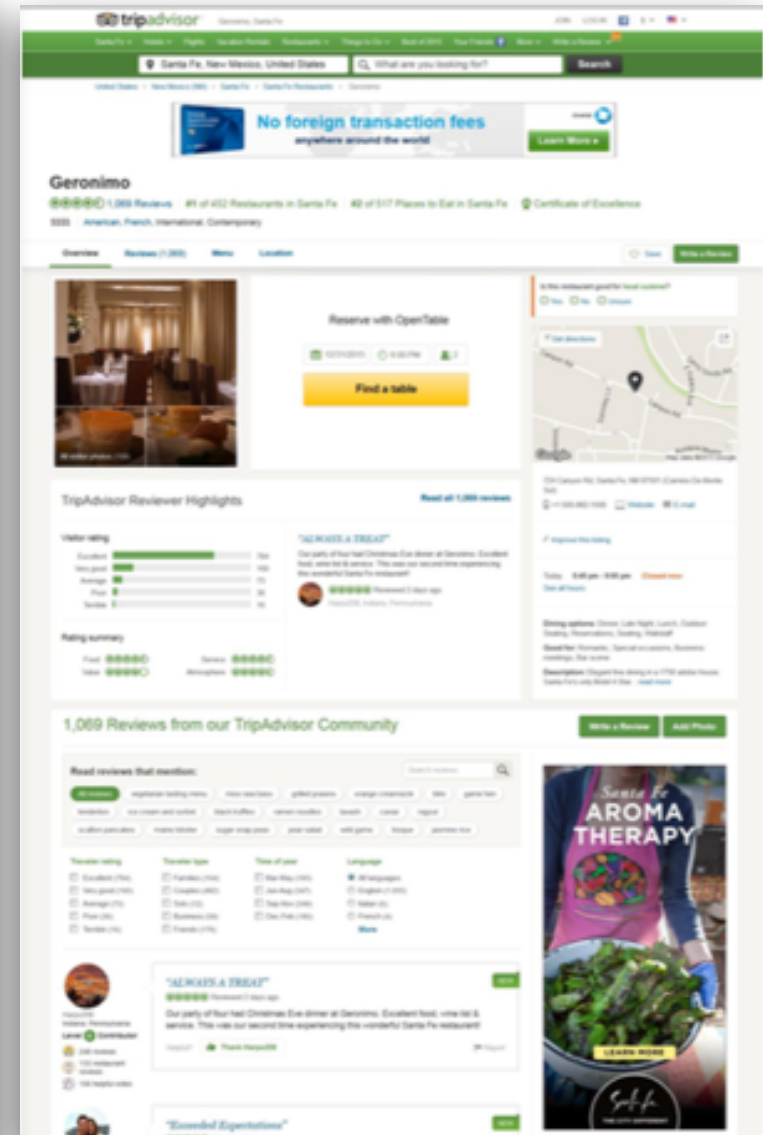
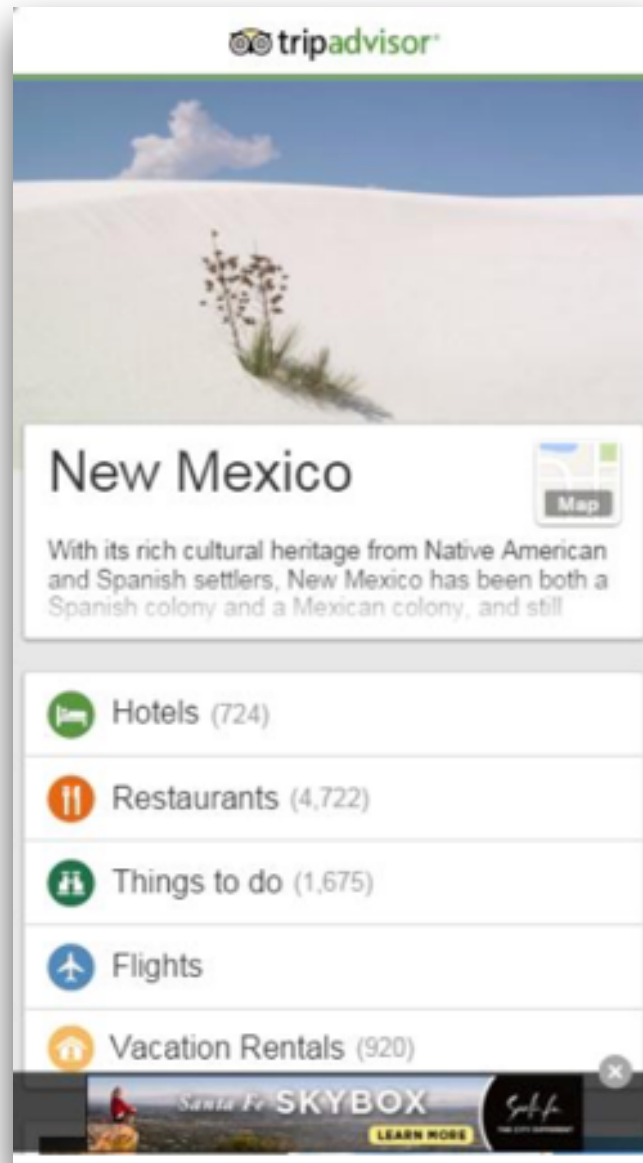
ADARA - MARCH

- Desktop and Mobile Display Banners
- Targeting was optimized in March to focus on search & site retargeting rather than prospecting
 - *Search RT*: Active searchers of Santa Fe, Albuquerque and New Mexico destinations from key drive, fly and priority markets
 - *Site RT*: Banners served to users who have previously visited the site
- Investment: \$2,000
- Impressions: 267,190
- eCPM: \$7.49 (-6% Q/Q)
- Landing Page Visits: 625
- CVR: 0.23% (+155% Q/Q)



TRIP ADVISOR - JANUARY TO MARCH

- Standard Display, Sponsorship and Content
- Targeting: Santa Fe & New Mexico Destination Content
- Target Markets: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Investment: \$18,750
- Impressions: 592,832
- eCPM: \$31.63 (-2% Q/Q)
- Visits: 3,380
- CVR: 0.57% (+148% Q/Q)



"KIDS FREE" SPRING BREAK PROMOTION

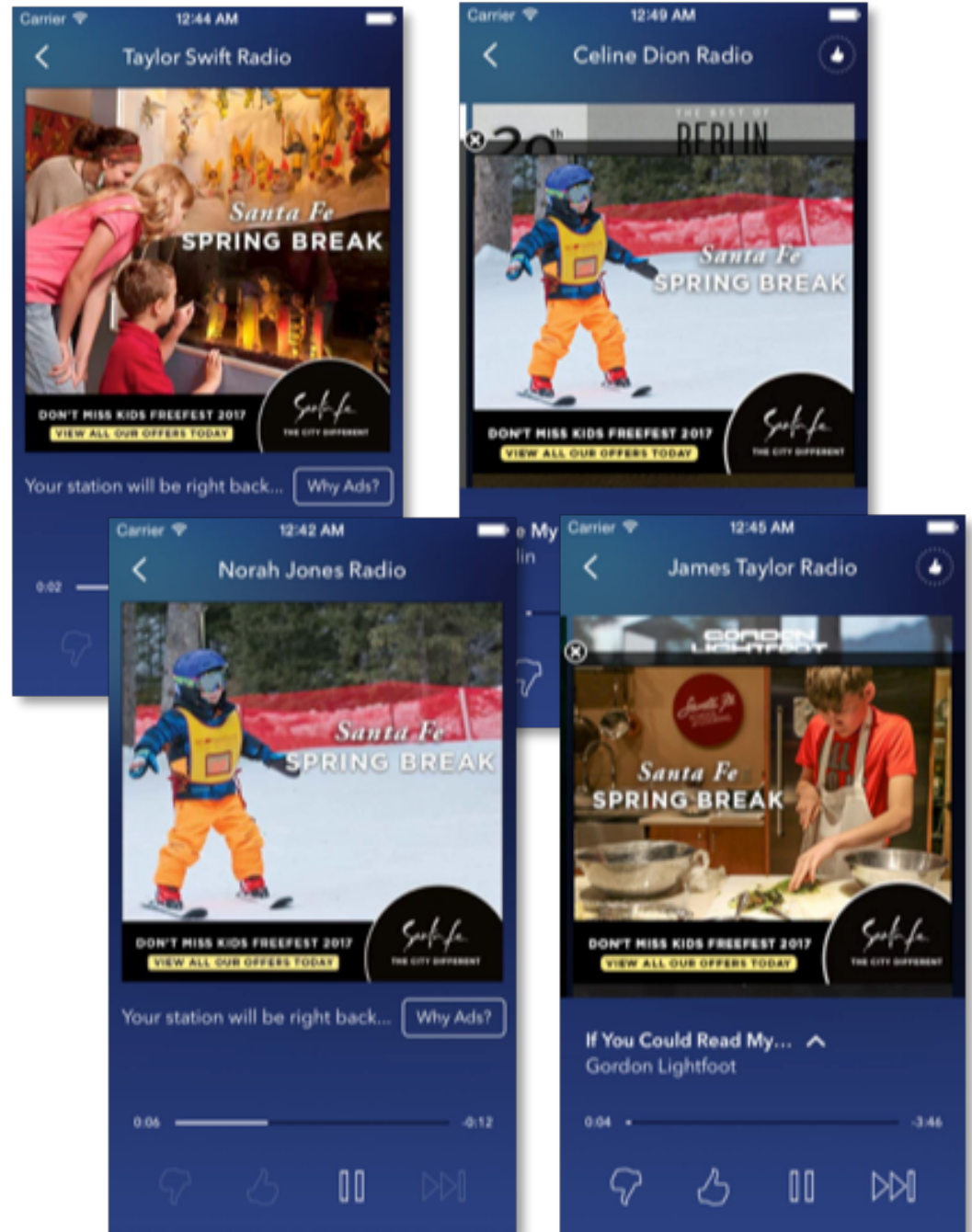
"KIDS FREE" CAMPAIGN SUMMARY

Period	Investment	Impressions	eCPM	Clicks	CTR	Visits	CVR
FY 17	\$45,000	9,477,774	\$4.75	23,771	0.25%	18,135	0.19%
FY 16	\$42,300	6,263,789	\$6.75	5,383	0.09%	3,642	0.06%
Y/Y	6%	51%	-30%	342%	178%	398%	217%

- With a 6% increase in overall budget and a shift to 100% digital media strategy this year, the Spring Break 2017 promotion resulted in marked Y/Y increases across all measured KPIs
- A 50% increase in digital media spend Y/Y resulted in a 64% increase in digital impression delivery

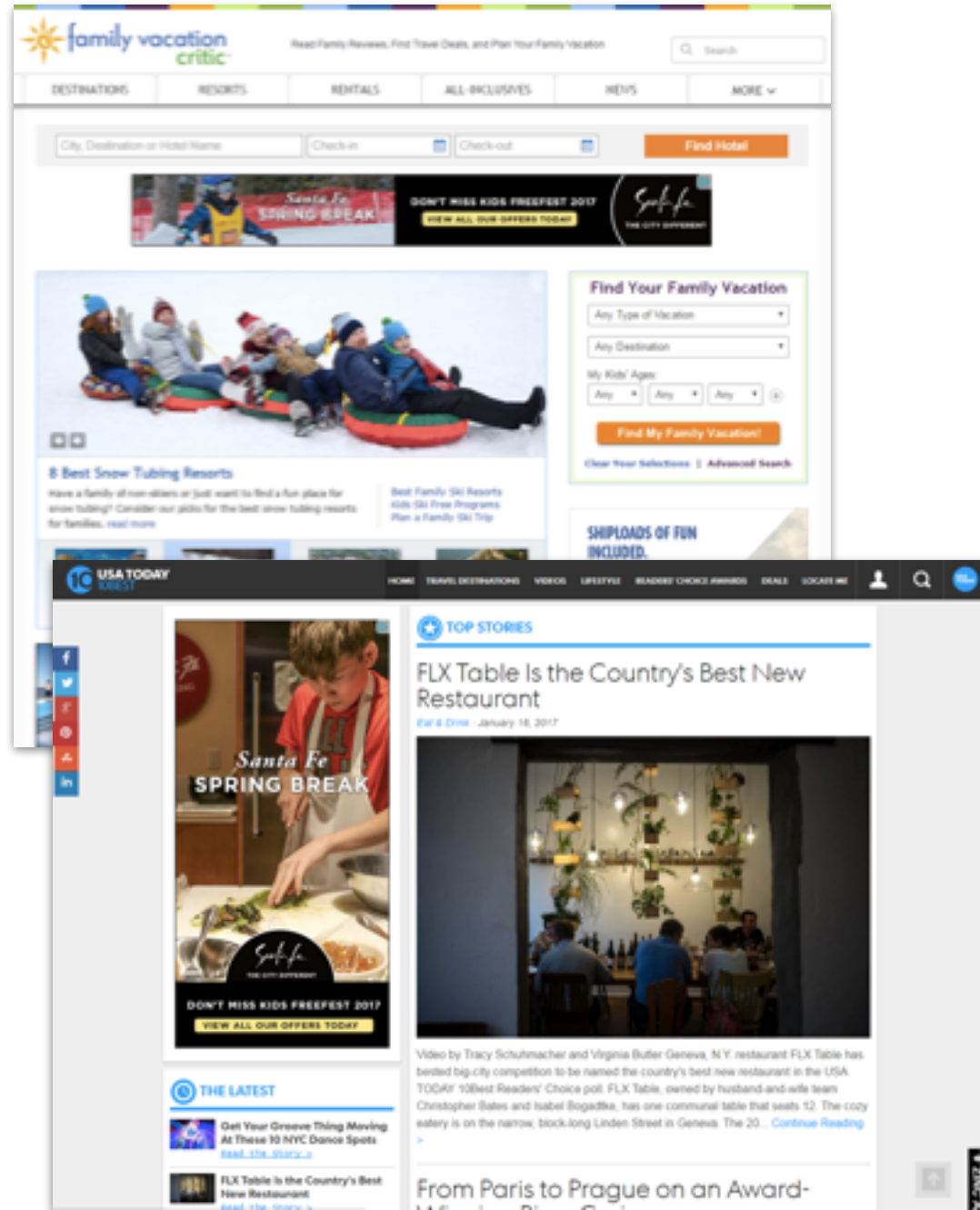
PANDORA - JANUARY & FEBRUARY

- Streaming Audio & Banners
- Targeting: Females with children in HH ages 6-11
- Target Market: El Paso-Las Cruces, Colorado Springs-Pueblo, Denver, Lubbock, Amarillo, Dallas-Ft Worth
- Investment: \$20,000
- Impressions: 2,477,760
- eCPM: \$8.07
- Visits: 1,343 (0.05% CVR)
- CVR: 0.05%



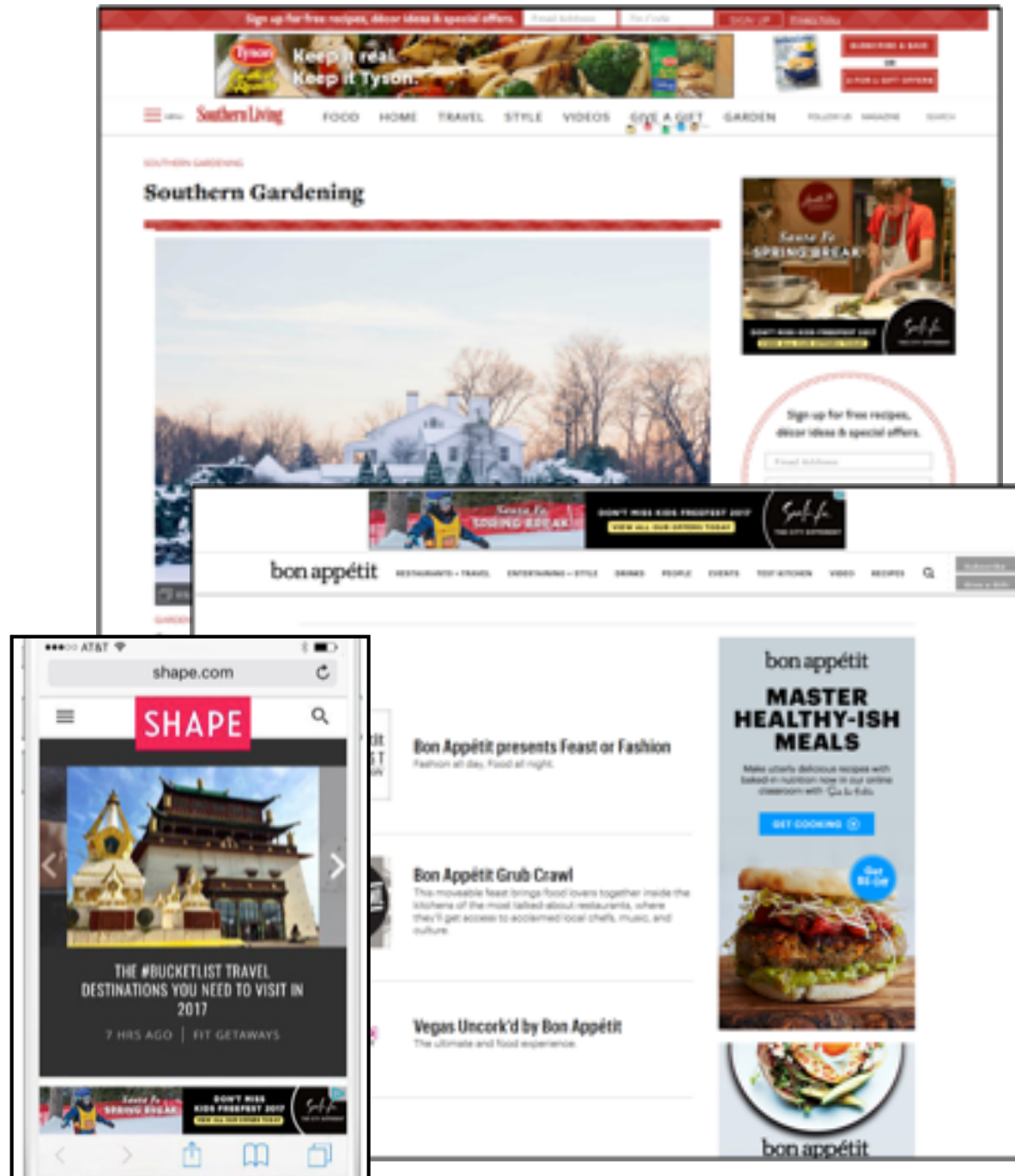
RGM - JANUARY & FEBRUARY

- Desktop Display Banners
- Targeting: Moms with children under 17; Travel and epicurean content targeting
- Target Market: El Paso-Las Cruces, Colorado Springs-Pueblo, Denver, Lubbock, Amarillo, Dallas-Ft Worth
- Investment: \$10,000
- Impressions: 1,943,090
- eCPM: \$5.15
- Visits: 9,177 (0.47% CVR)
- CVR: 0.47%



MAGNETIC - JANUARY TO MARCH

- Desktop/Mobile display banners
- Targeting: Search RT Keywords from Consumer Campaign
- Target Market: El Paso-Las Cruces, Colorado Springs-Pueblo, Denver, Lubbock, Amarillo, Dallas-Ft Worth
- Investment: \$15,000
- Impressions: 3,870,467
- eCPM: \$3.88 (-5% Q/Q)
- Visits: 7,615 (0.20% CVR)
- CVR: 0.20% (+66% Q/Q)



S E M

CONSUMER BRANDED/BRAND PILLARS (JANUARY-MARCH)

- Santa Fe Related Keywords across 2 different campaigns
 - Note: Campaign organization changed in November from 12 groups to 2 groups, Branded & Brand Pillars, with sub-ad groups created under each campaign
- Target Market: Denver, Amarillo, Phoenix, Colorado Springs, Seattle, Los Angeles, NYC, Dallas, Houston, Chicago and Austin
- Investment: \$8,102.57
- Impressions: 130,544
- eCPC: \$3.25 (+47% Q/Q)
- Clicks: 2,495
- CTR: 1.91% CTR (+40% Q/Q)

Best Performing Ads

Visit Santa Fe, New Mexico
The City Different
www.santafe.org
Ranked the #2 Best Small City in the US by Conde Nast Traveler. Book...

Visit Santa Fe, NM
The City Different
www.santafe.org
Ranked #2 Best Small City in the US by Conde Nast Traveler. Learn More!

Experience Culture in Santa Fe
The City Different
www.santafe.org
Ranked #1 Cultural Getaway by Travel + Leisure. Book Your Trip...

Art Galleries in Santa Fe, NM
The City Different
www.santafe.org
Ranked Top 10 City for Museums & Galleries by Travel + Leisure. Lear...

Keyword	Campaign
santa fe	Branded
santa fe santa	Branded
sante fe	Branded
new mexico art	Brand Pillars
new mexico festivals	Brand Pillars
santa fe nm	Branded
history in new mexico	Brand Pillars
santa fe new mexico	Branded
santafe newmexican	Branded
new mexico events	Branded

OTHER

GO-NEW MEXICO TRAVEL PLANNER (LEAD GEN)

- 771 names, emails and addresses of people requesting Santa Fe information (+122% Q/Q)
- Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- 43,159 impressions
- Investment: \$2,500 for the entire year
- \$0.81 cost per lead

Go-New Mexico

PLACES TO GO THINGS TO DO SLEEP + EAT TRAVEL PLANNING PHOTOS + VIDEOS MAP IT!

Breathtaking Beauty

North America • New Mexico • Santa Fe

Santa Fe, New Mexico Travel Guide

Complete Vacation, Recreation and Tourism Information

Santa Fe In Depth

FREE VISITOR GUIDES

INTRODUCTION

ORIENTATION

ARTICLES

WHERE TO STAY

SAVE NOW

BOOK NOW

Southwest Safaris

Natural History Adventures

Santa Fe (pop 60,000), the capital of New Mexico, is the quintessential southwestern town for art, culture and history. Dominated by adobe buildings and pueblo style architecture, Santa Fe is home to hundreds of galleries, artisans and museums all of which are heavily influenced by the beauty and immensity of the landscapes which surround town.

Located in the foothills of the Sangre de Cristo Mountains and only a short distance from the Jemez & San Juan Mountain Ranges, Santa Fe is situated perfectly for prime recreational opportunity. In addition, Santa Fe is ripe with pioneer history as the end point of the Santa Fe trail, a wagon train trail which connected Missouri and New Mexico during the 1800s, though with origins much more ancient. The Santa Fe area

1,200 Hotels

BOOK NOW

NEW! VANTAGE REWARDS

social networking IN RUDDOSO

DiscoverRuddoso.com

Go-New Mexico

PLACES TO GO THINGS TO DO SLEEP + EAT TRAVEL PLANNING PHOTOS + VIDEOS MAP IT!

Free Santa Fe Area Travel Planners

Request Free Travel Information for Santa Fe, New Mexico

Santa Fe In Depth

INTRODUCTION

ORIENTATION

ARTICLES

WHERE TO STAY

SIGHTSEEING

RECREATION

TRAVEL PLANNING

Free Travel Planners

Tourism Resources

Transportation

Weather

Books + Maps

Nearby Destinations

PHOTOS + VIDEOS

Like most tourism destinations, Santa Fe, New Mexico provide free pamphlets and brochures to visitors, highlighting the sights and activities of Santa Fe. Usually you have to find a visitor's center to get them, subject to business hours. Go-NewMexico.com is pleased to offer these materials by mail and e-mail for free thanks to our local travel board affiliates. [more text...](#)

RESULTS

1 TRAVEL PLANNER RESULT

View ☐ Print ☐ Map ☐

Click on Travel Planner cover to select. Click the name for more information.

Santa Fe

North Central

Request Your Free Visitor Guides

Please select one or more FREE visitor guides from the list below, and fill out the form to receive travel planning material.

First name:

Last name:

Email:

Address:

City:

Country:

State/Province:

Postal code:

Verification:

Please type the text you see to the left with no spaces.

Submit

Go-NewMexico.com

Help

Site Map

FAQs

Report a Problem

Make A Suggestion

Free Travel Planners

FREE

To Your Doorstep

Explore Other States

Partners

Search the Site

Search all keywords

facebook

twitter

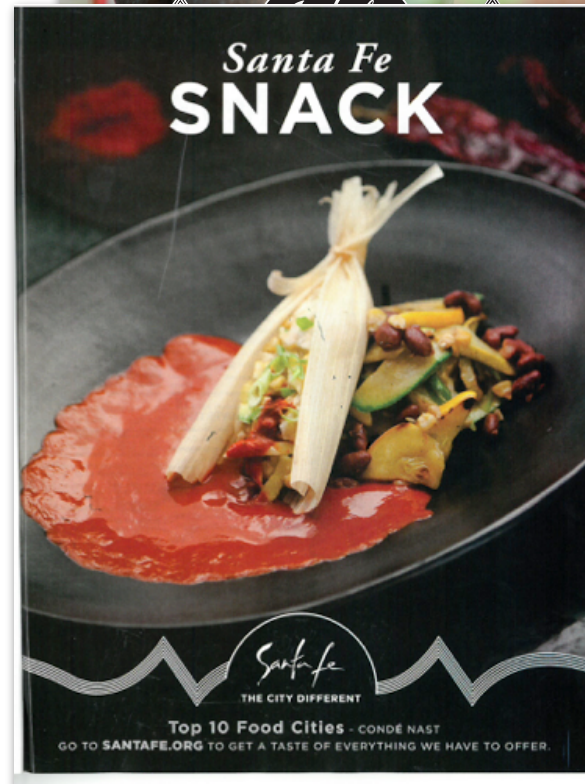
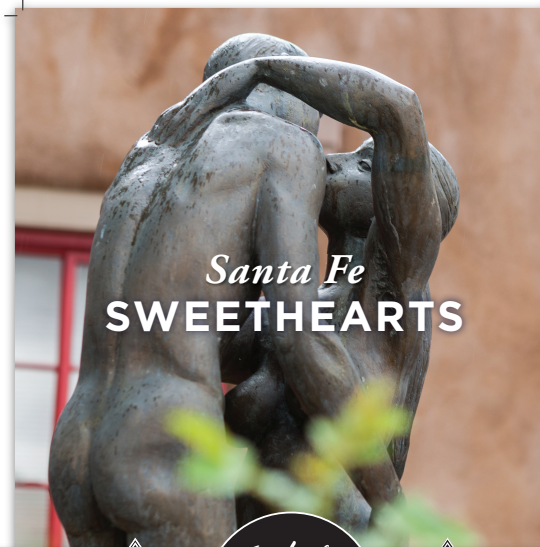
Google+

ALBUQUERQUE VISITORS GUIDE - JANUARY TO MARCH

- Buy Summary:
 - FP4C in the 2017 Albuquerque Visitors Guide
 - Target Market: Visitors of Albuquerque, NM
 - Circulation: 300,000
 - Investment: booked client direct
 - *Please Note: No tearsheet currently available since it is not distributed outside of Albuquerque (client to provide or upon request)

NEW MEXICO MAGAZINE - JANUARY TO MARCH

- FP4C in New Mexico Monthly, full year run
- Target Market: Subs in New Mexico & surrounding states
- Circulation: 70,000 per month
- Impressions: 200,000 digital readers; 53,802 impressions and 82 clicks on www.nmmagazine.com (0.15% CTR)
- Added Value Digital Performance:
 - Site banners: 82 clicks, 53,802imps (0.15% CTR)
 - Facebook posts: 630 clicks, 15,506imps (4.06% CTR)
 - Twitter posts: 54 engagements, 3,592imps (1.50% ER)



NEXT STEPS

- Spring digital media campaign re-launches April 1
- Santa Fe Prado / Celebrate Global Arts and Culture campaign launch 4/5
- Northern New Mexico Air Alliance campaign to launch mid-April
- Continue to optimize paid search towards most efficient CPC keywords/ad groups



A photograph of a desert canyon wall. The rock face is reddish-brown and textured with numerous cracks and small holes. A horizontal line of small, circular openings runs across the middle of the cliff. Below this line, there are several larger, dark, arched openings, likely cave entrances. The foreground is filled with green desert shrubs and large, light-colored boulders. The text "THANK YOU" is overlaid in white, sans-serif capital letters in the center of the image.

THANK YOU