

FUSEIDEAS

SANTA FE QUARTERLY REPORT

APRIL - JUNE 2017



SUMMARY

- This report includes performance and results from the fourth and final quarter of TOURISM Santa Fe's FY17 campaign (April 1, 2017 - June 30, 2017)



KEY INSIGHTS

- During the Apr-Jun (Q2) period, the core media campaign ramped back up with spring creative and two new campaign initiatives were introduced to the market — Fly Santa Fe/NNMAA & Celebrate Global Arts and Culture
- \$520,370 was spent on media in Q2 (413% increase from Q1), with 37% of the budget allocated toward the NNMAA & CGAC campaigns
- The Q2 2017 digital campaign delivered 47.7M impressions and generated 145K qualified visits to the Santa Fe landing pages — resulting in a 0.30% completed visit rate (CVR), a +43% increase from Q1
- “Arts” was the best performing creative in Q2, generating a 0.42% click rate, followed by “History” with a 0.39% CTR and “Outdoor” with a 0.34% CTR
- Undertone (Rich Media Display) was the best performing digital partner with a 2.02% CVR and over 100K interactions (6.6% interaction rate is +78% higher than industry benchmark) — with most people interacting with the TCD overview, Visual Arts & Culture videos



PRINT

D MAGAZINE - APRIL & JUNE

- Buy Summary:

- FP4C with banners and advertorial as added value

- Target Market: Dallas, Texas

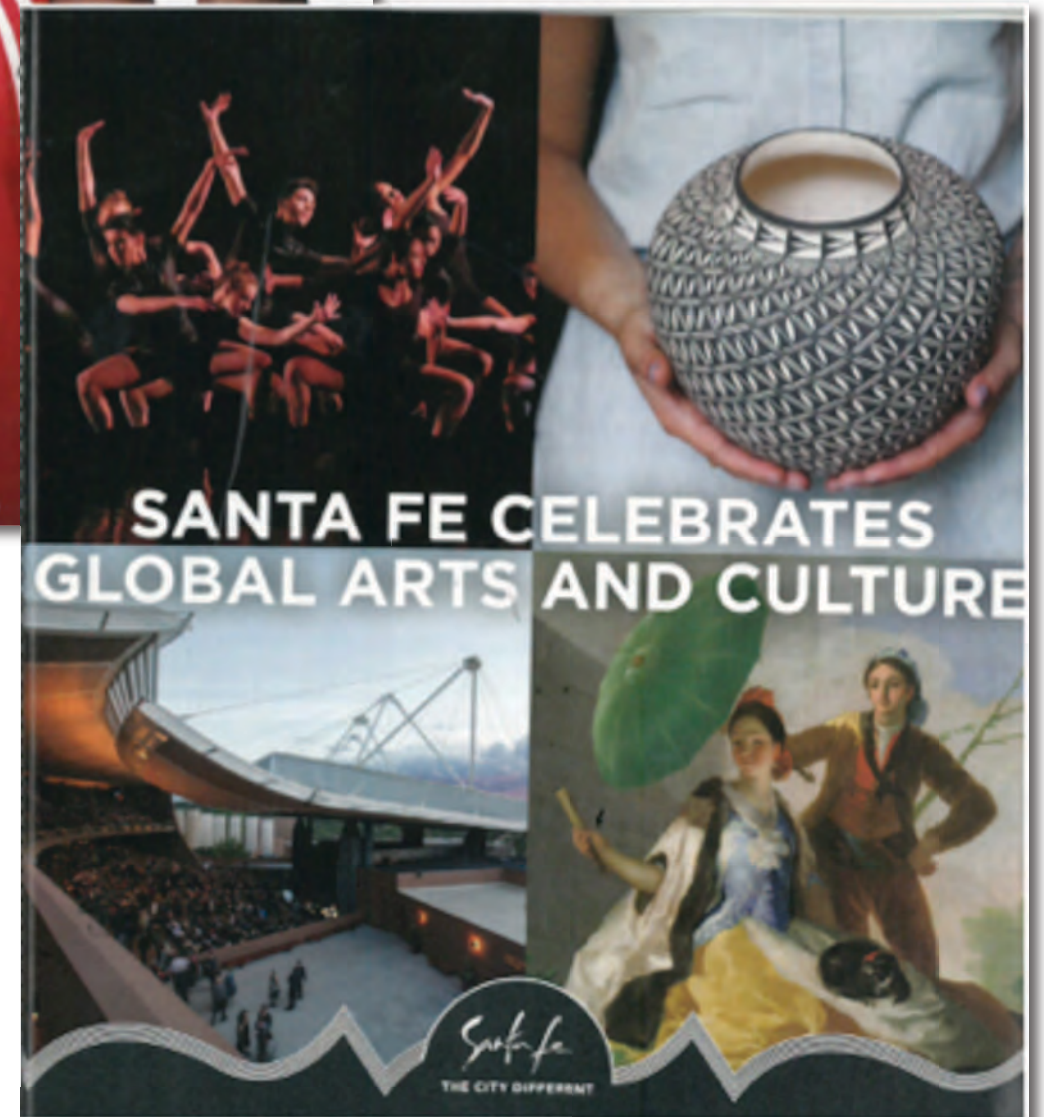
- Investment: \$12,740

- Circulation: 209,000



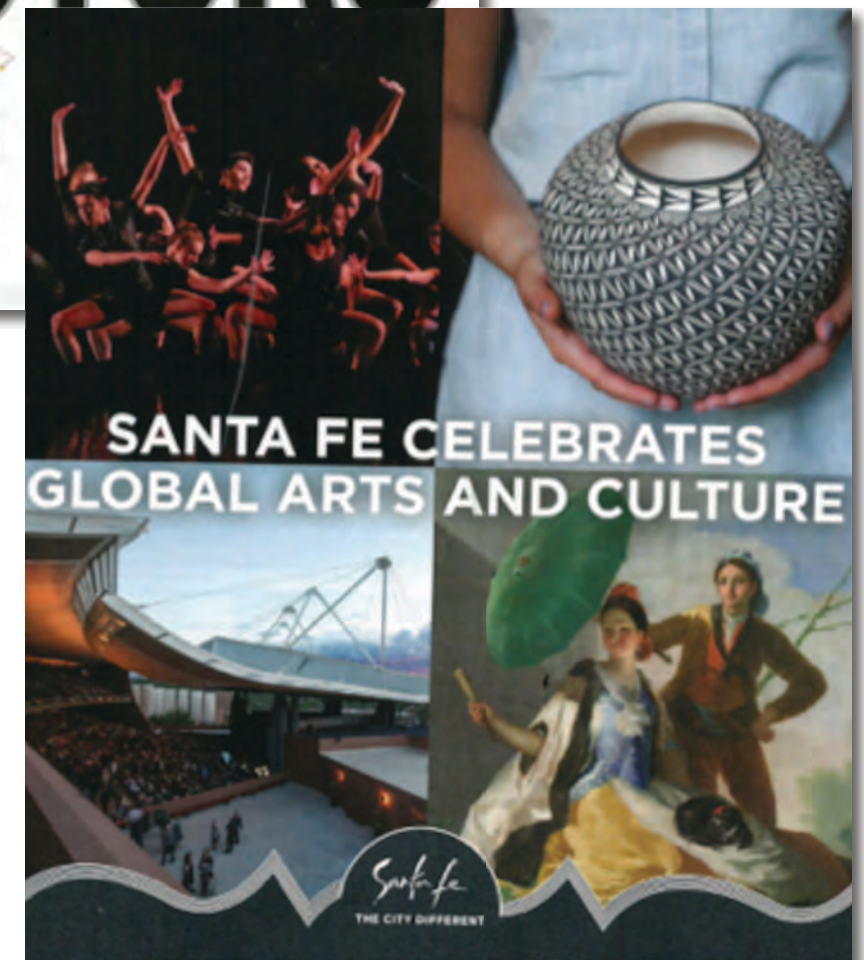
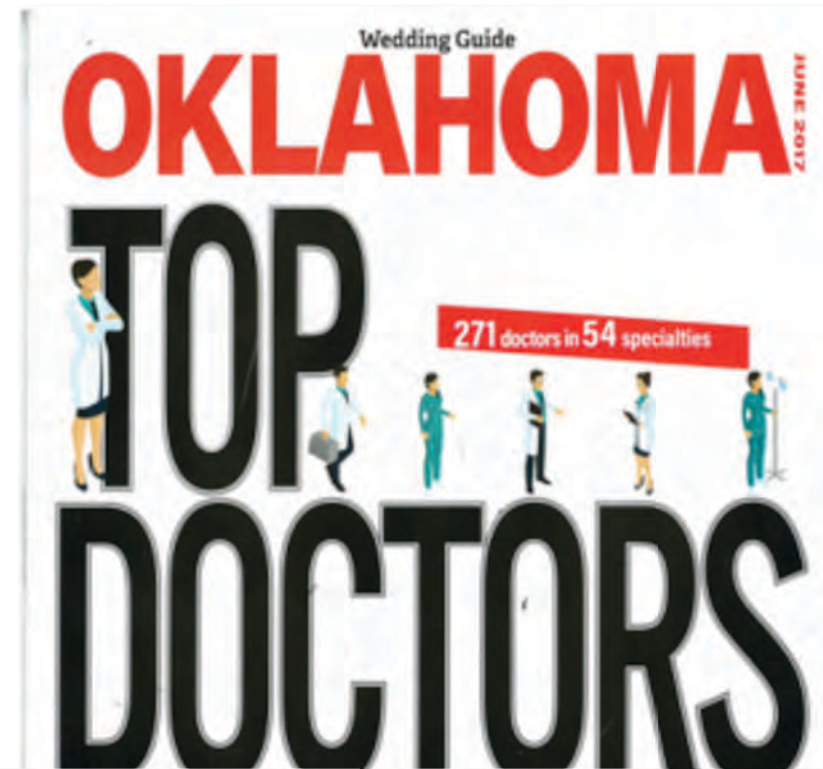
TEXAS MONTHLY - APRIL

- Buy Summary:
 - FP4C in April with Bonus Advertorial
 - Target Market: Texas
 - Investment: \$9,585
 - Circulation: 2,935,000



OKLAHOMA MAGAZINE - APRIL & JUNE

- Buy Summary:
 - FP4C with added value banners
 - Target Market: Oklahoma
- Investment: \$6,300
- Circulation: 56,000
- Banner Impressions: 12,491



HORIZON MAGAZINE - APRIL

- Buy Summary:
 - FP4C in April issue, bonus advertorial, OOH component and WSJ
- Target Market: National
- Investment: \$9,000
- Circulation: 100,000



5280 MAGAZINE - MAY

- Buy Summary:
 - FP4C in May issue with banners and eNewsletter as added value
- Target Market: Denver, CO
- Investment: \$4,631.50
- Circulation: 195,000
- Banner Impressions: 9,045



PHOENIX MAGAZINE - MAY & JUNE

- Buy Summary:
 - FP4C in May and June issues, banners and eblasts as added value
- Target Market:
Phoenix, AZ
- Investment: \$11,500
- Circulation: 234,000
- Added Value
Impressions: 7,706



LOS ANGELES MAGAZINE - JUNE

- Buy Summary:
 - FP4C in June issue with bonus advertorial
- Target Market: Los Angeles, CA
- Investment: \$10,325
- Circulation: 142,000



SPRINGS MAGAZINE - MAY

- Buy Summary:
 - FP4C with added value banners
 - Target Market: Colorado Springs, CO
 - Investment: \$2,700
 - Circulation: 50,000
 - Added Value Impressions: 3,824



ENDLESS VACATION - APRIL

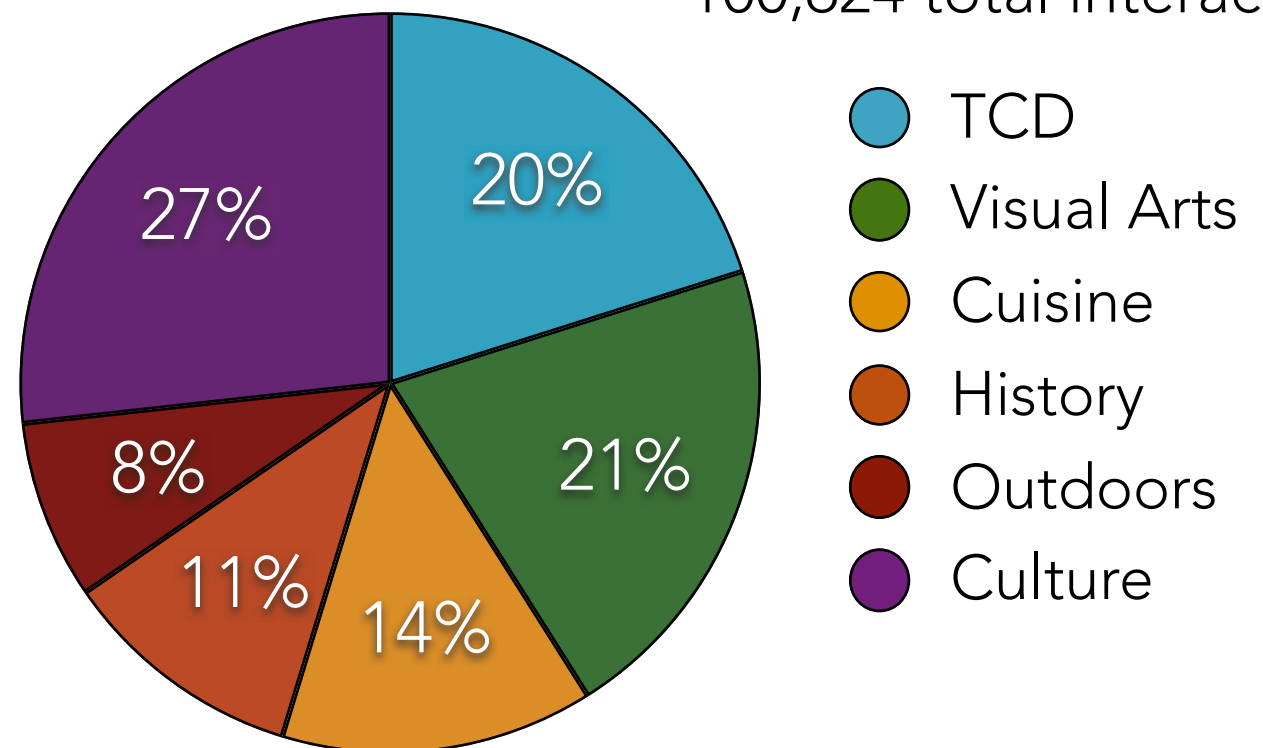
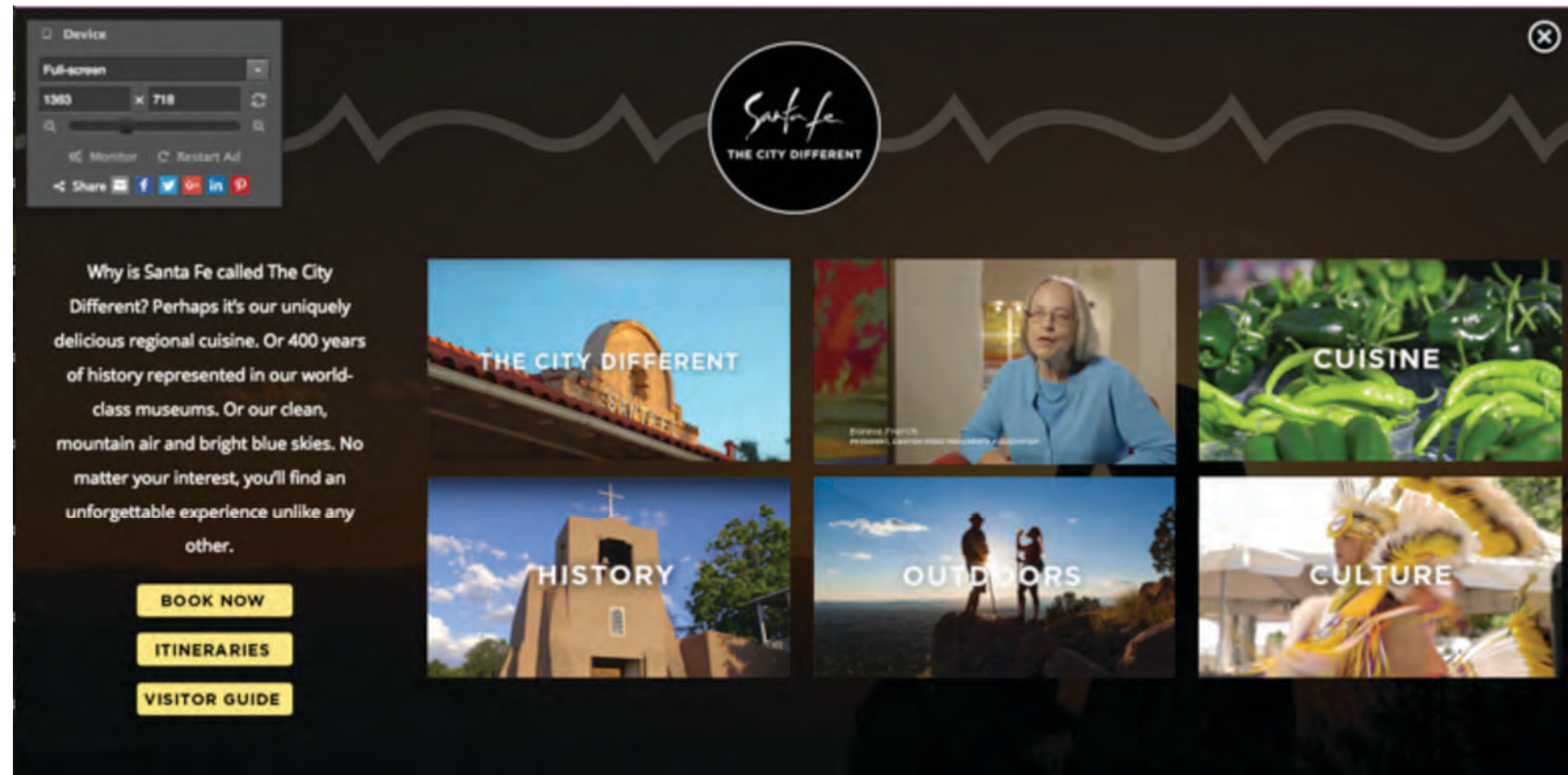
- Buy Summary:
 - HP4C in the Spring 2017 Issue with Bonus Branded Content, Tablet Edition, Microsite Featured Showcase, and Reader Service/Lead Generation
- Target Market: West of Mississippi
- Investment: \$9,485
- Circulation: 1,274,000
- 554,181 Microsite Impressions



DIGITAL — CORE CAMPAIGN

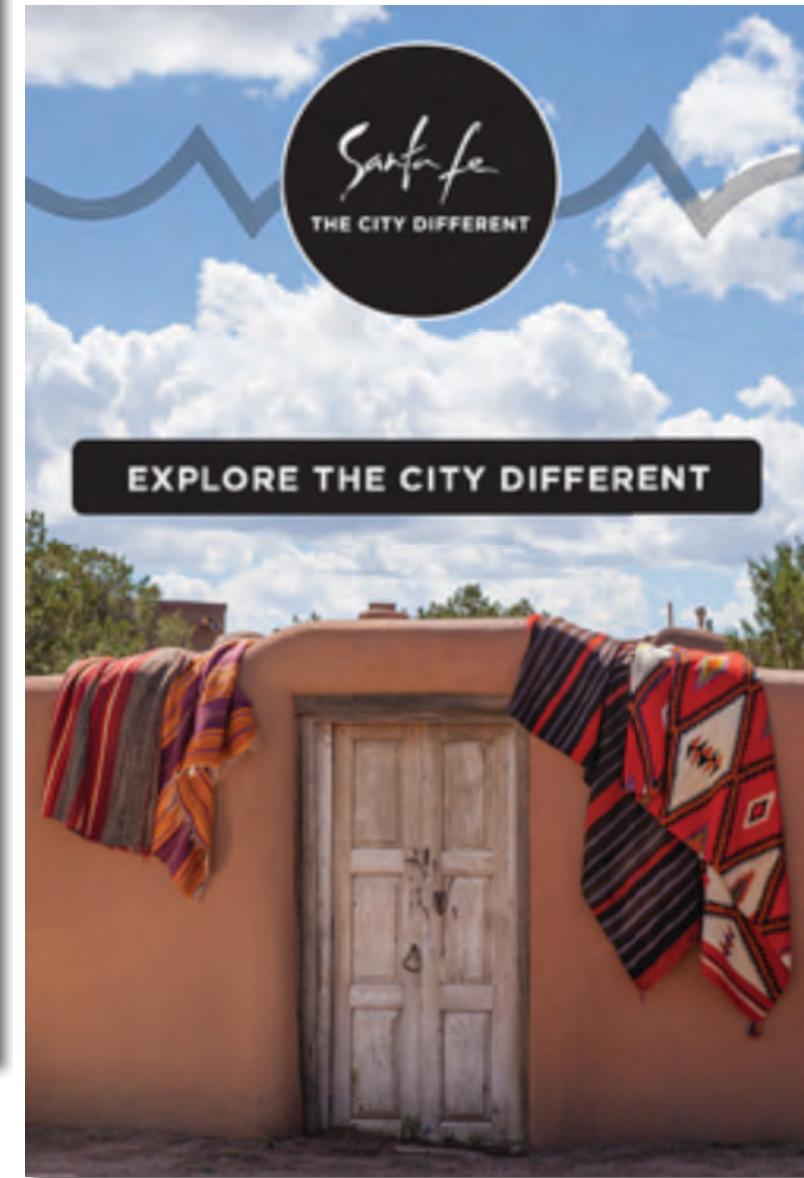
UNDERTONE - APRIL & MAY

- Rich Media Desktop Banners
- Targeting: Behavioral/Persona
- Target Markets: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Investment: \$58,000
- Impressions: 2,615,646
- eCPM: \$22.17 (comp n/a)
- Landing Page Visits: 52,863
- CVR: 2.02%
- Interaction Rate: 6.6%
 - Note: No historical CVR comparison as this was first execution with Undertone; 6.6% interaction rate is +78% above industry benchmark



ADTHEORENT - APRIL & MAY

- Mobile Rich Media, Vertical Video
- Targeting: Behavioral/Predictive Targeting
- Target Markets: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Investment: \$40,000
- Impressions: 7,029,687
- eCPM: \$5.69 (-13% vs Q4)
- Visits: 11,191
- CVR: 0.16% (-51% vs. Q4)
 - Note: Decrease in CVR result of introducing vertical video which has higher awareness and fewer direct clicks; interactive RM units recommended for FY18



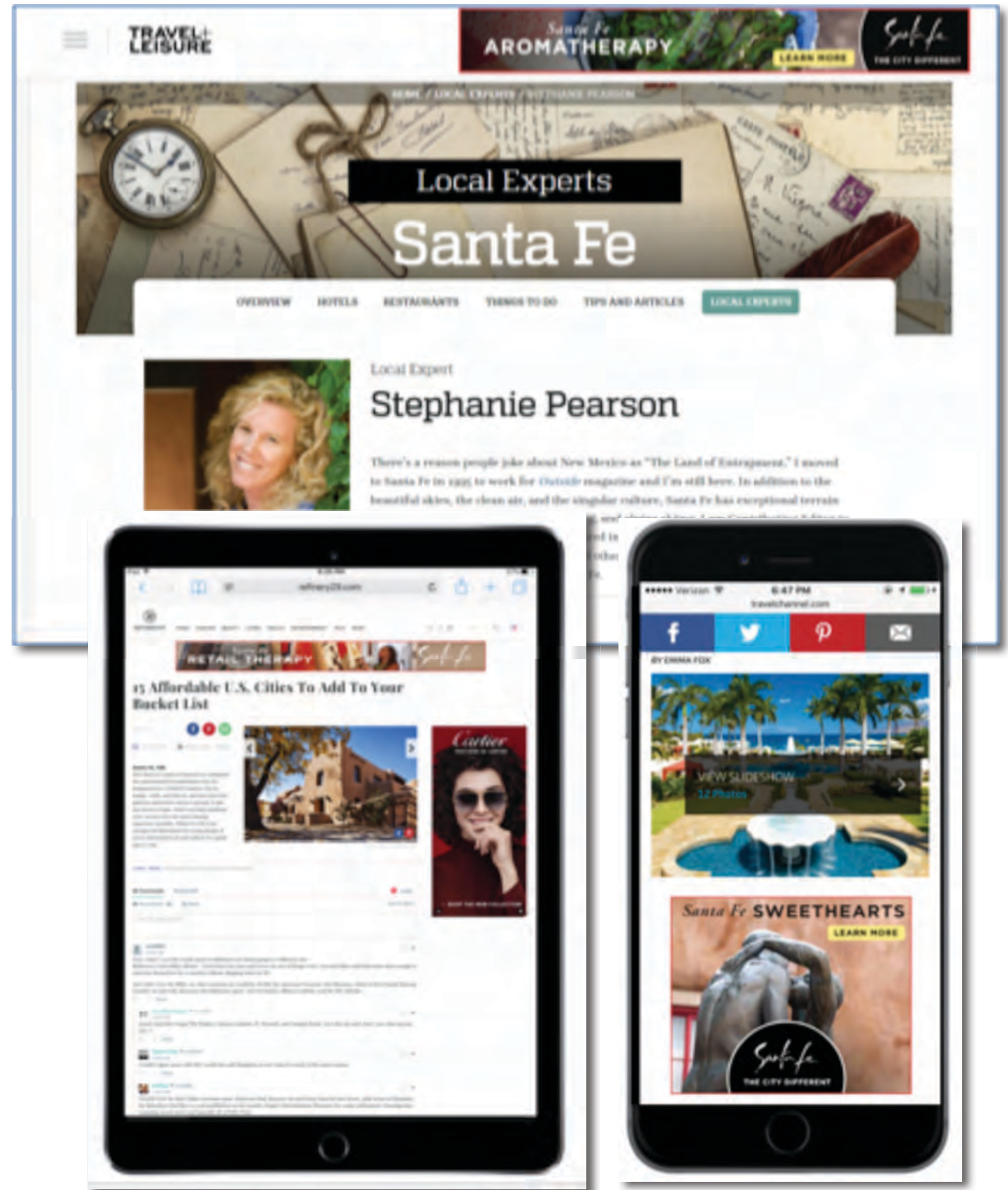
ADARA - APRIL TO JUNE

- Desktop and Mobile 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: \$15,000
- Impressions: 2,734,001
- eCPM: \$5.49 (-3% Q/Q)
- Landing Page Visits: 3,510
- CVR: 0.13% (-43% Q/Q)
 - Note: Stats compare to a small sample size in March; +8% increase in CVR from Q4



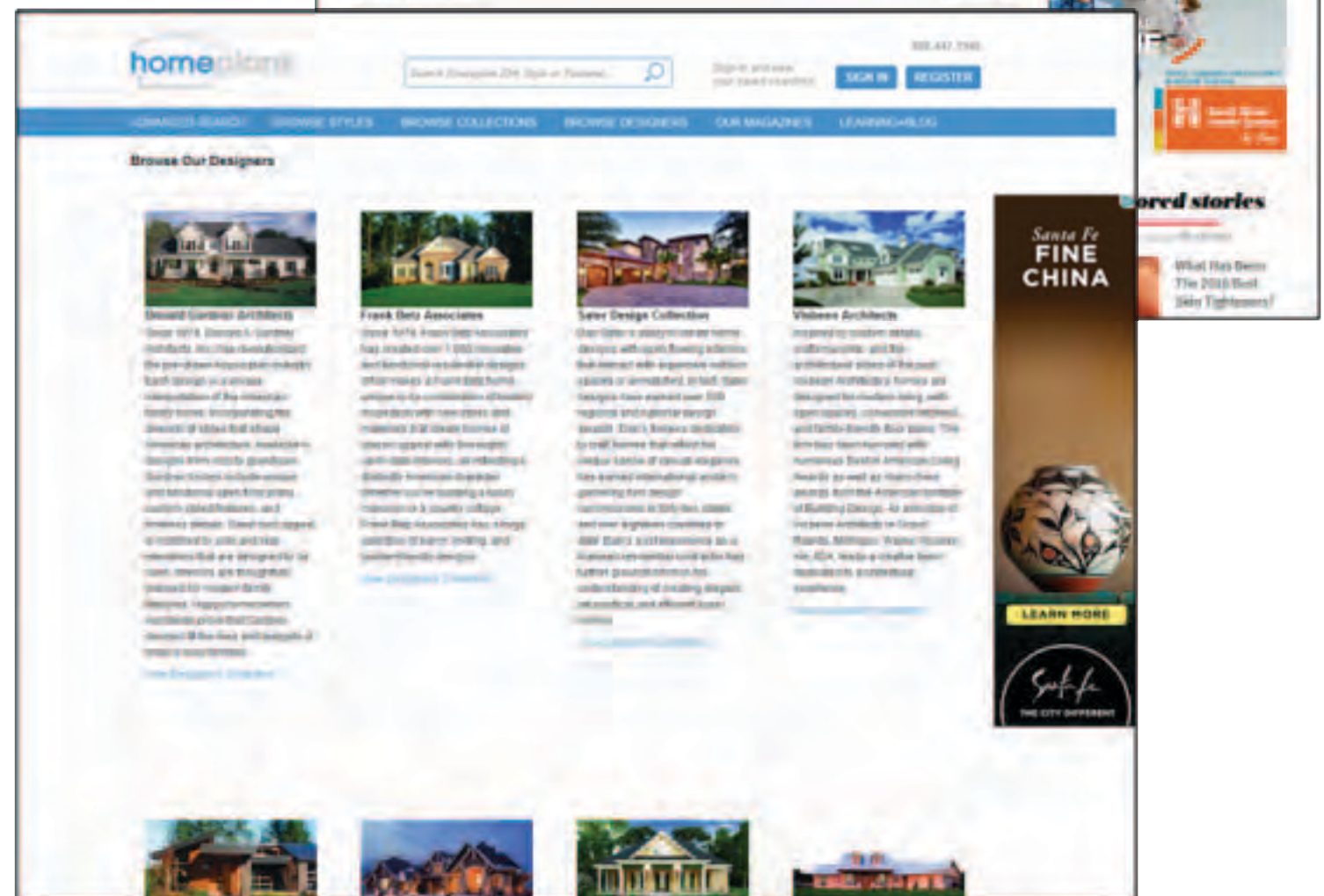
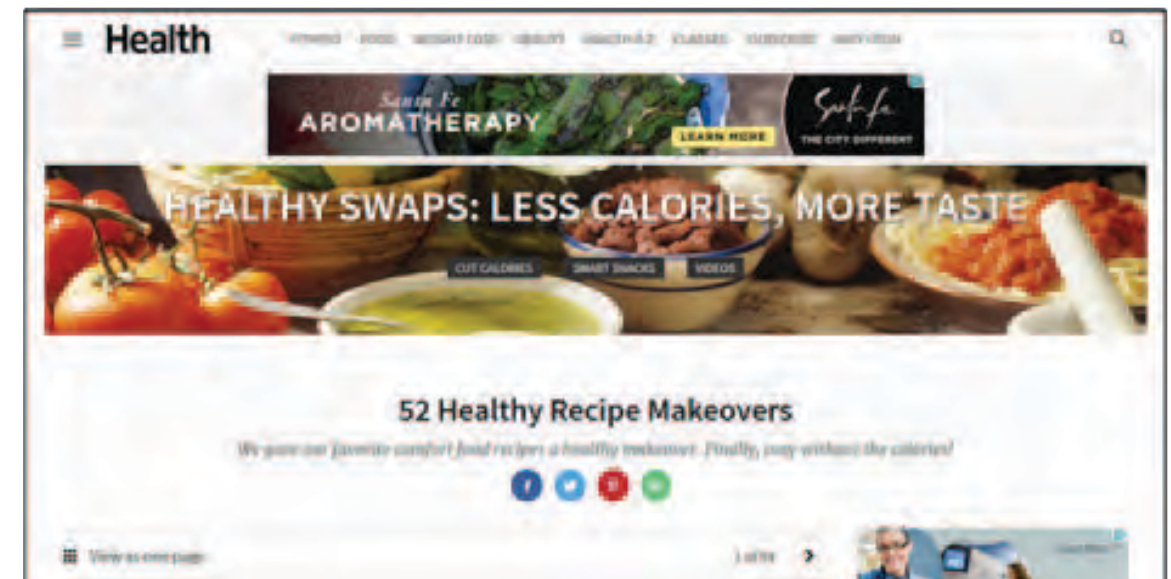
AMOBEE - APRIL TO JUNE

- Contextual Desktop and Mobile Display Banners
- Targeting: Relevant Content to Arts, Cuisine, Culture, Outdoors, Retail
- Target Markets: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Investment: \$30,000
- Impressions: 9,289,913
- eCPM: \$3.23 (-1% vs. Q3)
- Landing Page Visits: 15,785
- CVR: 0.17% (comp. n/a)



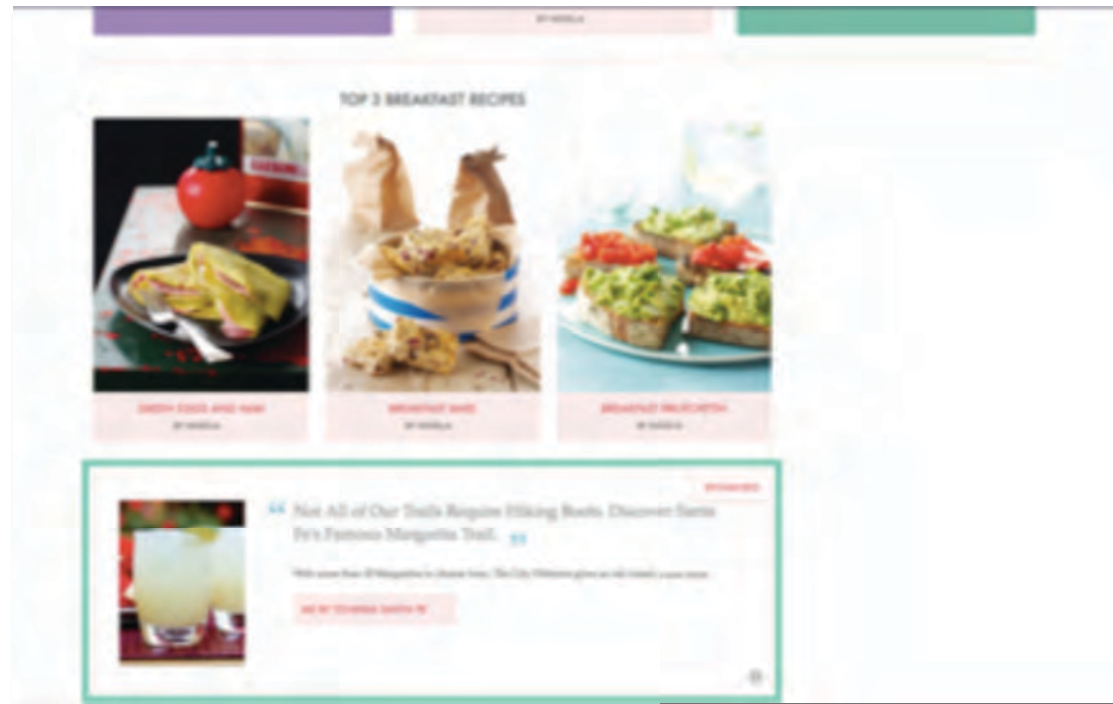
MAGNETIC - APRIL TO JUNE

- Search Retargeting Banners
- Targeting: Search keywords related to Santa Fe, New Mexico, southwest cuisine, etc.
- Target Markets: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Investment: \$15,000
- Impressions: 3,795,034
- eCPM: \$3.95 (-4% vs. Q4)
- Landing Page Visits: 6,701
- CVR: 0.18% (+50% vs. Q4)



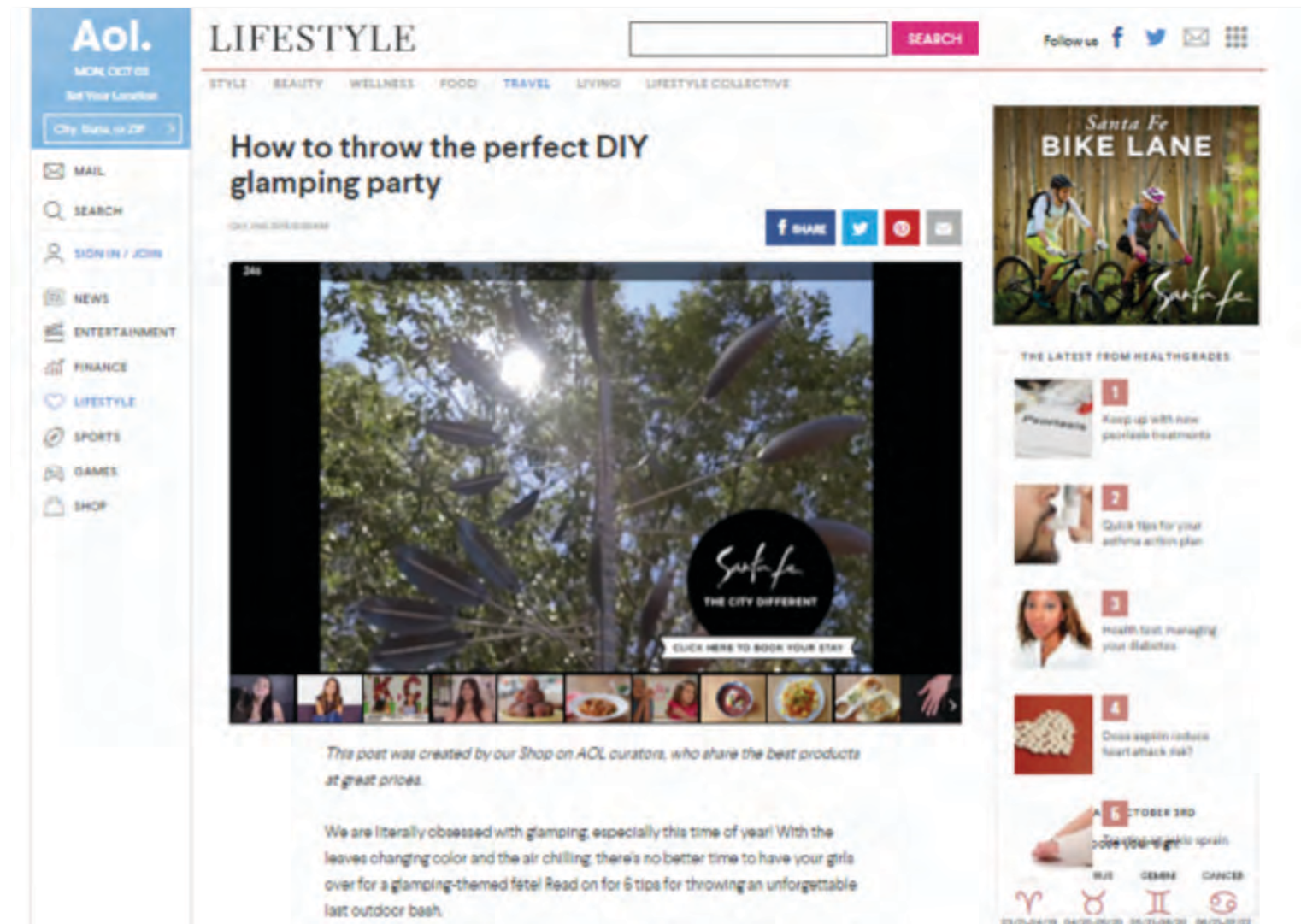
SHARETHROUGH - APRIL & MAY

- Native In-feed Content
- Targeting: Food & Travel Categories
- Target Markets: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Investment: \$20,000
- Impressions: 1,757,684
- eCPM: \$11.38 (+31% vs. Q4)
- Visits: 16,247
- CVR: 0.92% (+37% vs. Q4)
 - Note: Margarita Trail content performed much better in Spring than Fall



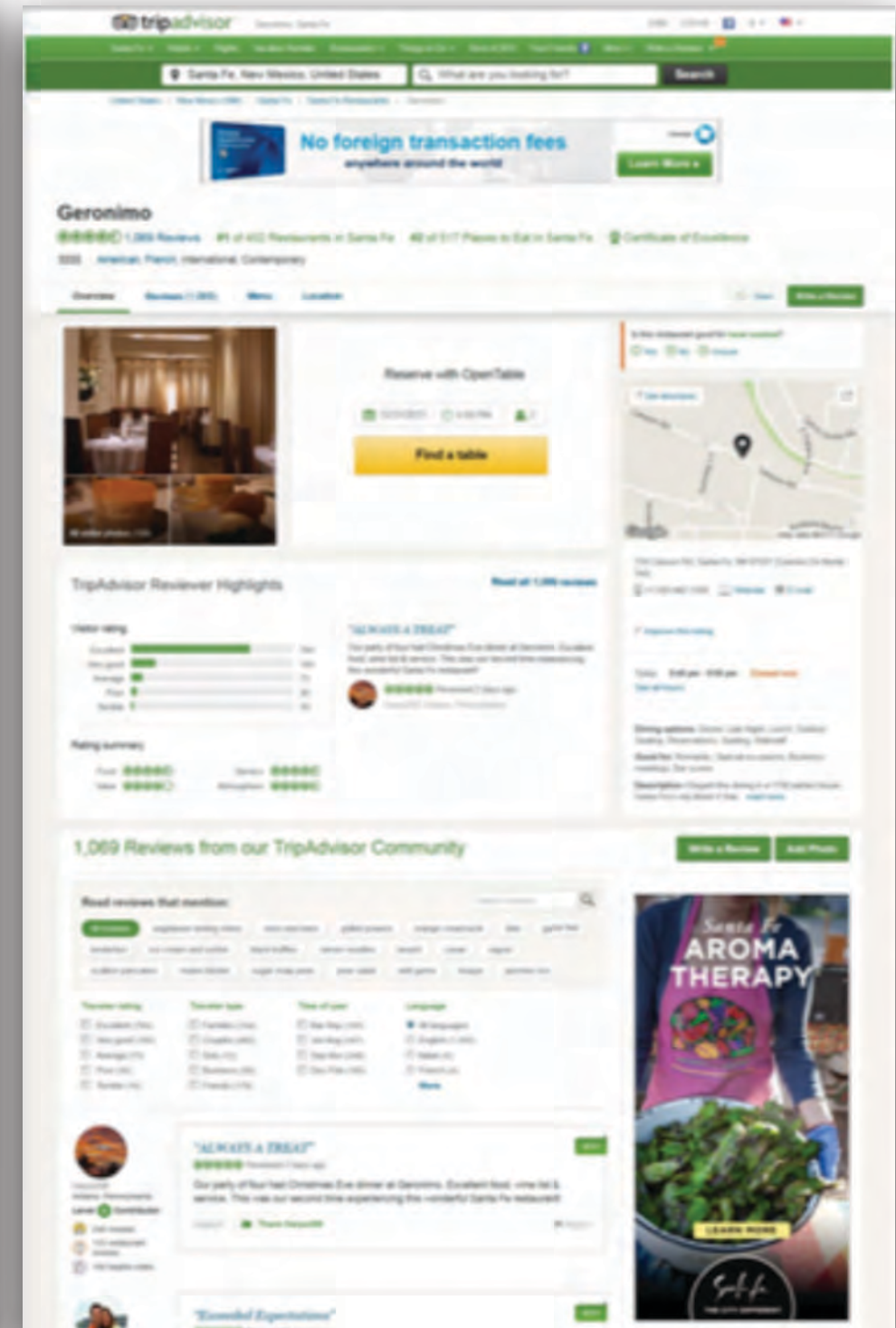
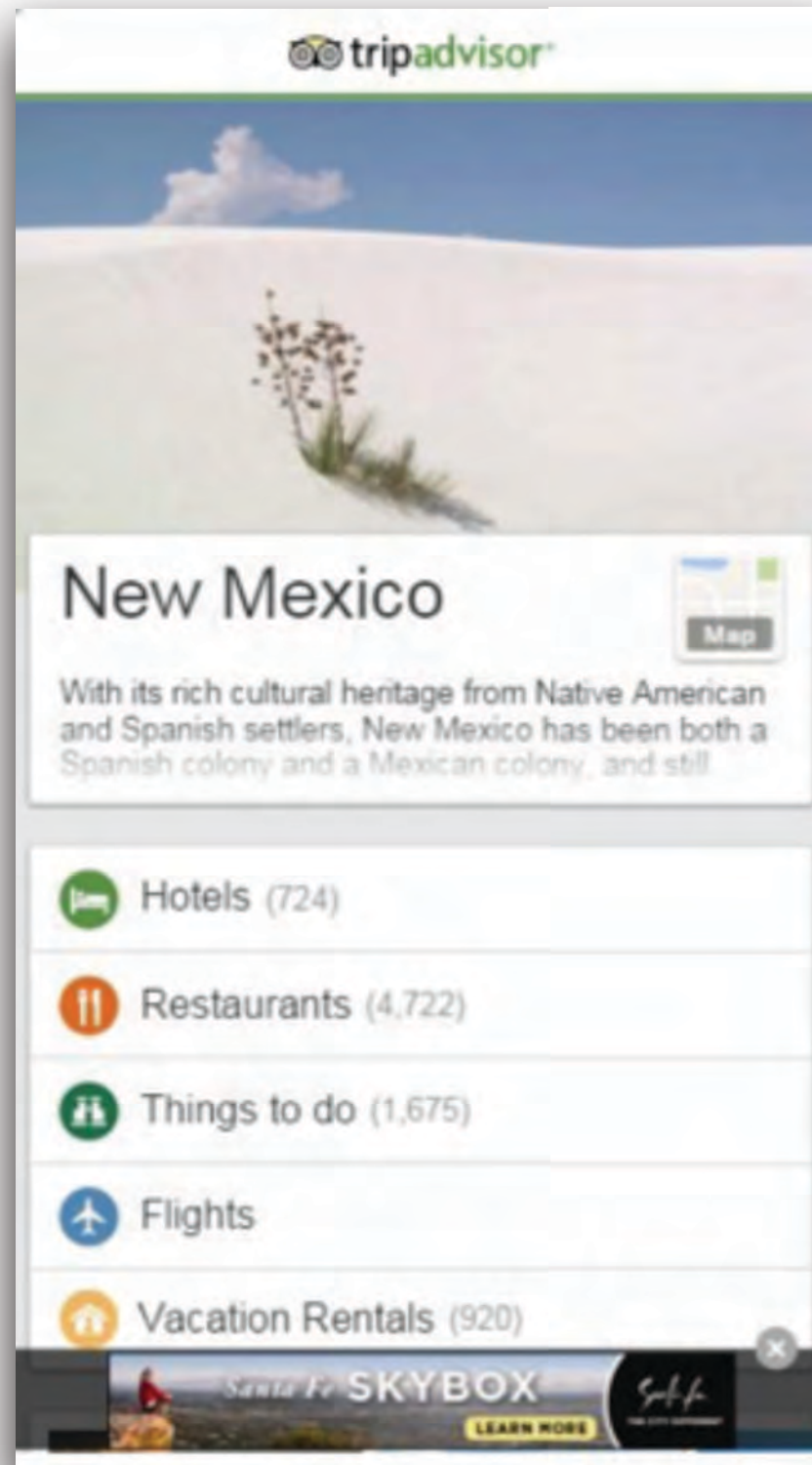
TREMOR VIDEO - APRIL TO JUNE

- Pre-Roll Video with Banners
- Targeting: Behavioral Targeting
- Target Markets: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Investment: \$30,000
- Impressions: 1,641,650
- eCPM: \$18.27 (level Q/Q)
- Landing Page Visits: 2,839
- CVR: 0.17% (-22% vs. Q4)
 - Note: CVR still completed above benchmark for entire campaign and performed +78% above FY16 rate



TRIP ADVISOR - APRIL TO JUNE

- 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: 534,932
- eCPM: \$31.63 (+11% Q/Q)
- Visits: 5,280
- CVR: 0.99% (+74% Q/Q)



FLY SANTA FE/NNMAA

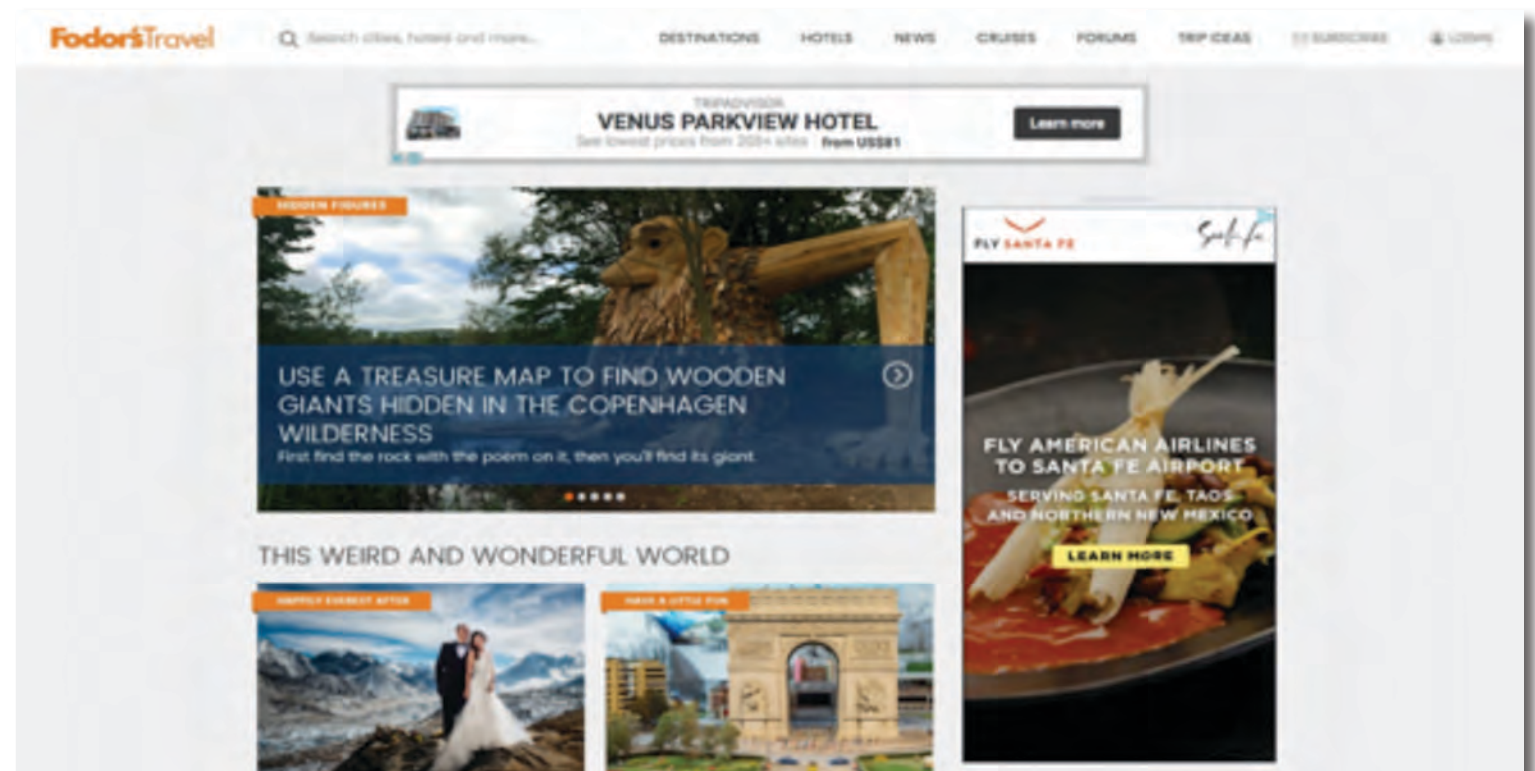
ADARA - APRIL TO JUNE

- Programmatic Search Retargeting
- Targeting: Active in-market travelers who are currently planning and researching through a 5k OTA partners & retargeting on open web
- Target Market: Santa Barbra, Los Angeles, San Diego and Phoenix
- Investment: \$30,000
- Impressions: 4,104,801
- eCPM: \$7.31
- Visits: 3,342
- CVR: 0.08%



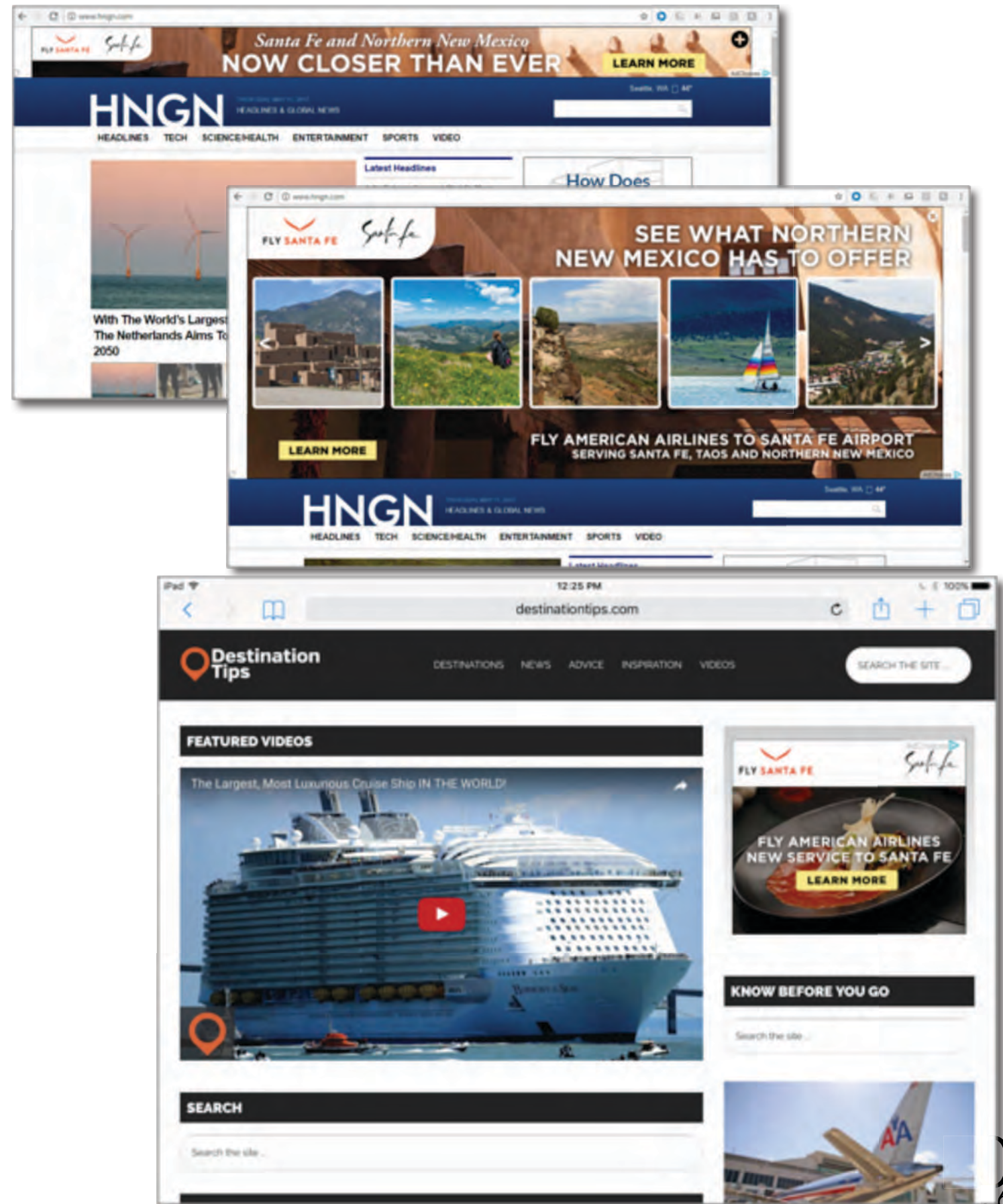
KAYAK - MAY & JUNE

- Endemic Programmatic Banners
- Targeting: Users originating in PHX & CA w/ Arts/Culture index, on-site banners on home and search pages, and re-target users on open web based on search data
- Target Market: Santa Barbra, Los Angeles, San Diego and Phoenix
- Investment: \$30,000
- Impressions: 4,469,654
- eCPM: \$6.71
- Visits: 4,131
- CVR: 0.09%



UNDERTONE - MAY & JUNE

- Rich Media Display with Facebook Extension
- Targeting: Behavioral, Channel, Contextual, Geographic; Retargeting through Facebook canvas & in-feed ads
- Target Market: Santa Barbra, Los Angeles, San Diego and Phoenix
- Investment: \$55,000
- Impressions: 2,151,271
- eCPM: \$25.57
- Visits: 10,894
- CVR: 0.51%



PHOENIX AIRPORT - MAY & JUNE

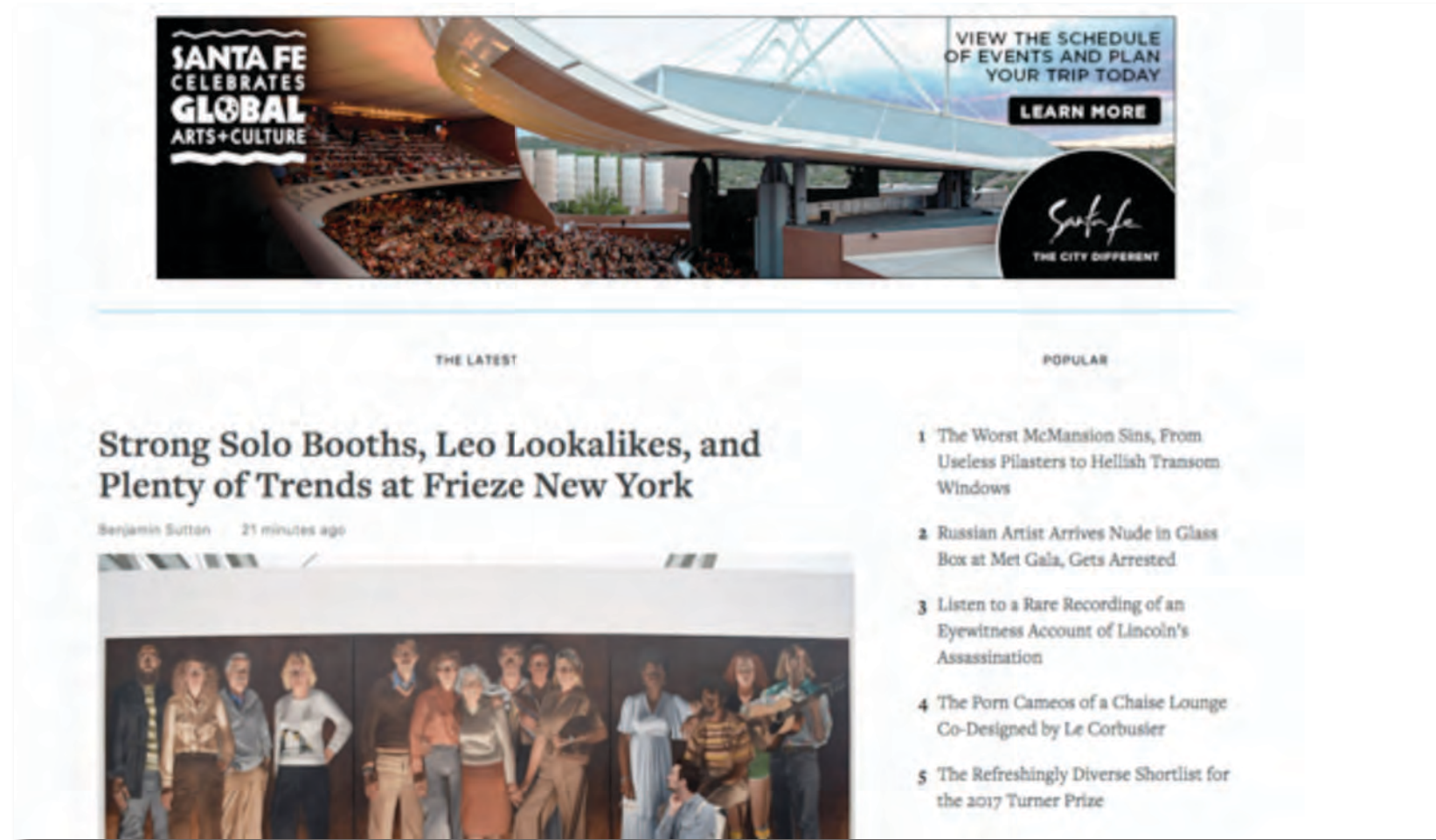
- Static Poster Billboards in PHX
- Positioning: American Airlines terminal (3) & pre-TSA on SWA side of concourse (1)
- Target Market: Phoenix
- Investment: \$28,865
- Impressions: 22,400,000 estimated impressions
 - Note: Campaign to run through July



CELEBRATE GLOBAL
ARTS AND CULTURE

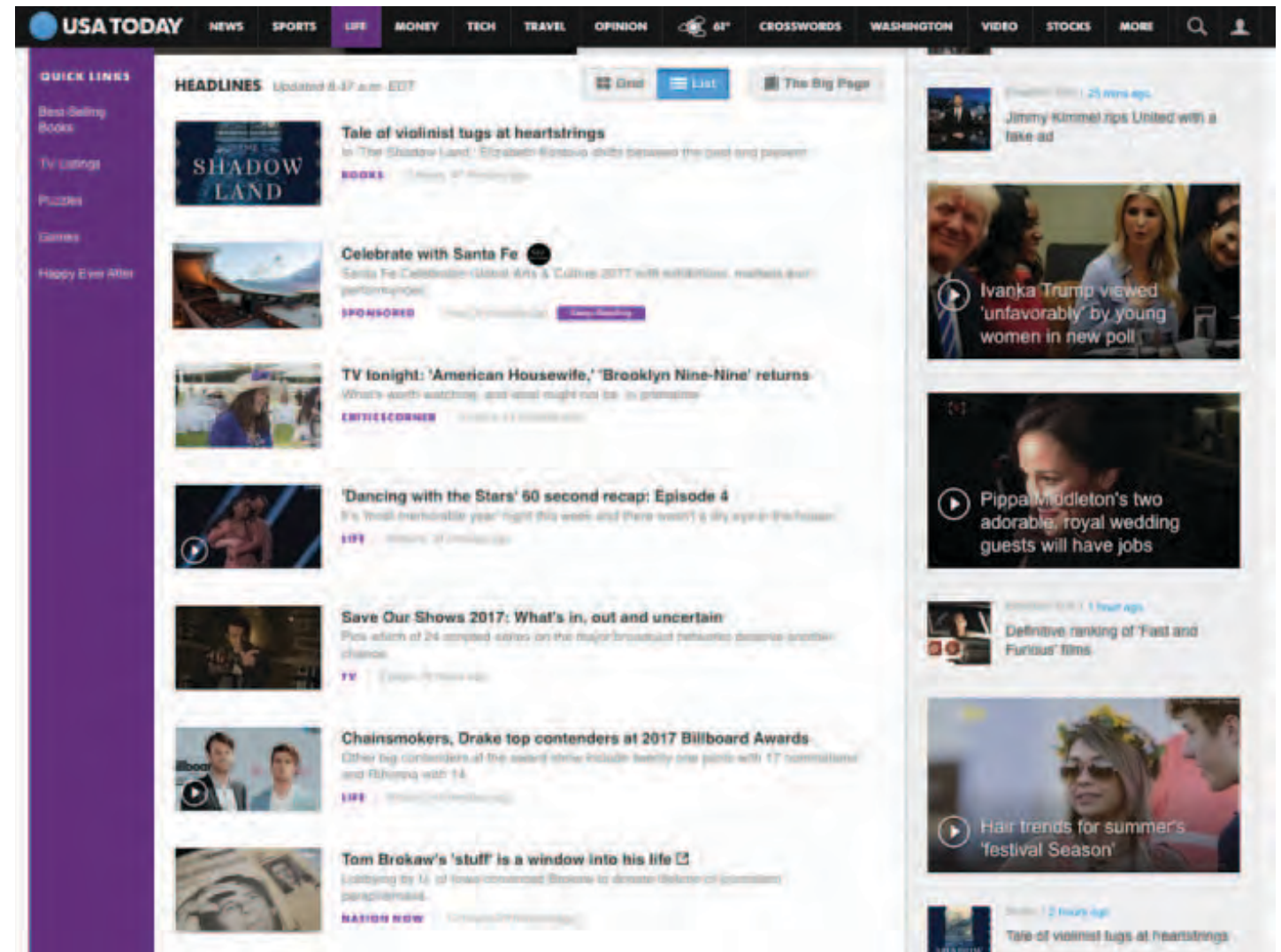
NECTAR ADS - APRIL TO JUNE

- Digital Display on endemic art-related websites such as hyperallergic.com and colossal.com
- Targeting: Fine art and design enthusiasts
- Target Market: National
- Investment: \$14,000
- Impressions: 1,276,879
- eCPM: \$10.96
- Visits: 1,872
- CVR: 0.15%



RADIUM ONE - APRIL TO JUNE

- Native and Programmatic Display
- Targeting: Custom targeting using 1st party (sharing analytics pixel) and 3rd party data; whitelist of art sites
- Target Market: Denver, Dallas, Phoenix, CO Springs, Amarillo, Lubbock, El Paso, New Mexico (except Santa Fe), NYC, LA, Chicago, San Francisco, Houston and Austin
- Investment: \$36,000
- Impressions: 5,708,454
- eCPM: \$6.31
- Visits: 9,288
- CVR: 0.16%



S E M

CONSUMER BRANDED/BRAND PILLARS - APRIL TO JUNE

- 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: \$31,891.86
- Impressions: 924,047
- eCPC: \$2.86 (-12% Q/Q)
- Clicks: 11,132
- CTR: 1.20% CTR (-37% Q/Q)
 - Note: Smaller sample size in Q1; campaign within 1-2% avg benchmark for CTR

Best Performing Ads

<p>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...</p>
<p>Stay in Santa Fe Rest, Relax & Rejuvenate www.santafe.org Choose from luxurious hotels, charming inns, or one of many...</p>
<p>Visit Santa Fe, NM The City Different www.santafe.org Ranked #2 Best Small City in the US by Conde Nast Traveler. Learn More!</p>
<p>Hotels in Santa Fe, NM Relax, Rest and Rejuvenate www.santafe.org Choose from luxurious hotels, charming inns, or one of many...</p>
<p>Santa Fe Hotels Stay in the Historic Plaza www.santafe.org Choose from luxurious hotels, charming inns, or one of many...</p>

Keyword	Campaign
Santa Fe hotels	Branded
hotels in Santa Fe nm	Branded
hotels in santa fe	Branded
albuquerque	Comp Set
santa fe fe	Branded
santa fe	Branded
lodging santa fe	Branded
santafe newmexican	Branded
in albuquerque	Comp Set
the santa fe	Branded

OTHER

GO-NEW MEXICO TRAVEL PLANNER (LEAD GEN)

- 484 names, emails and addresses of people requesting Santa Fe information (-37% Q/Q)
- Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- 55,104 impressions
- Investment: \$2,500 for the entire year
- \$1.29 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
Sights + 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

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

Santa Fe

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: Address:

Last name: City:

Email: Country:

State/Province:

Postal code:

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

Submit

Go-NewMexico

Free Travel Planners

FREE

Explore Other States

Partners

Search the Site

facebook

twitter

Google

ALBUQUERQUE VISITORS GUIDE - APRIL TO JUNE

- 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 - APRIL TO JUNE

- 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; 78,853 impressions and 177 clicks on www.nmmagazine.com (0.22% CTR)
- Added Value Digital Performance:
 - Site banners: 177 clicks, 78,853imps (0.22% CTR)
 - Facebook posts: 755 clicks, 17,506imps (4.31% CTR)
 - Twitter posts: 59 engagements, 5,527imps (1.07% ER)



NEXT STEPS

- Media currently being executed for FY18 campaign
- ADARA Impact partnership will allow for enhanced reporting starting Q3 2017



A photograph of a desert canyon wall featuring ancient rock dwellings. The rock face is a mix of tan and reddish-brown, with numerous small, circular holes and larger, irregular openings. Some of these openings are dark, suggesting they are entrances to caves or rooms. The dwellings are arranged in a somewhat horizontal line across the middle of the cliff. The surrounding landscape is arid, with sparse green shrubs and small trees growing at the base of the cliff and in the crevices. The overall scene is one of a well-preserved ancient site in a rugged, natural setting.

THANK YOU