



Q3 2017: JULY-SEPTEMBER

SANTA FE MEDIA QUARTERLY REPORT

KEY INSIGHTS

- ▶ Q3 2017 marked the first quarter of TSF FY18 fiscal budget; new media tactics include Varick PMP, ZEFR YouTube video, Undertone Rich Media (previously ran in Spring '17)
- ▶ Total media spend in Q3 2017 was \$192,095, which was 50% lower than Q2 2017 (Q/Q) and 7% lower than Q3 2016 (Y/Y); Greater spend in Q2 2017 due to presence of additional print and high impact Rich Media display, which didn't launch until 9/25
- ▶ Q3 Core digital campaign delivered 15.3M impressions, a 49% lower mark than Q2 2017 (Q/Q) and 35% lower mark than Q3 2016 (Y/Y); fewer Y/Y impressions was result of launching digital media into the market later than anticipated – about three weeks later than previous year for rich media and native display
- ▶ Absence of high impact rich media in Q3, which typically drives a great amount of site traffic, largely contributed to a 77% decrease in conversions (site visits) during this period Q/Q ("Conversions" were not being measured in Q3 2016); Rich Media launched on 9/25 and visits expected to increase in Q4
- ▶ Print ads, which were mostly targeted to drive and priority markets in Q3, had spent 66% less than Q2 and 17% less than Q3 2016
- ▶ Fly Santa Fe/NNMAA campaign concluded in Q3 (7/31) and resulted in 47M impressions from \$177k in media spend (\$3.78 CPM), with 20,414 site visits (\$5.64 CPV) to the flysantafe.com website; Undertone Rich Media was best performer in terms of CTR (1.23%) and CVR (0.49%)
- ▶ Santa Fe Celebrates Global Arts & Culture concluded in Q3 (9/30) and resulted in 12.6M impressions from \$62,000 in media spend (\$4.92 CPM) and 12,578 site visits (\$4.93 CPV)
- ▶ Despite Paid Search spend being 65% lower than Q2 and 54% lower than Q3 2016, CTR and CPC performance has increased with a +6% CTR and 40% more efficient CPC Q/Q, and +16% CTR and 4% more efficient CPC Y/Y
- ▶ Sept 2017 marked the first month of using Adara Impact Analytics; Impact reported 105 hotel bookings with an estimated \$27,445 in revenue was generated by attributable advertising efforts in September (note that video and search were not included in this tally as pixels were not fully active during this month; more robust reporting to be included in Q4)

PRINT SUMMARY

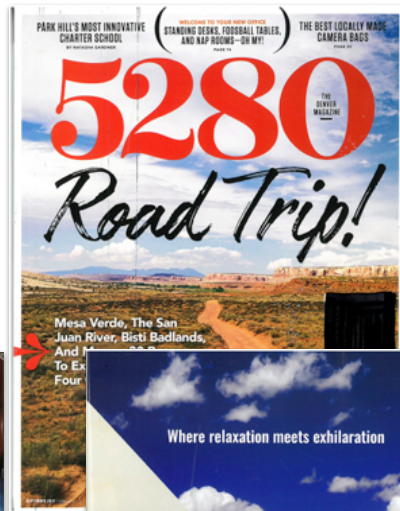
Publication	Market(s)	Issue Month	Editorial	Ad Size	Investment	Impressions
5280 Magazine	Denver	July/September	Travel	FP4C	\$9,263	913,346
Houstonia	Houston	July	Travel	FP4C	\$12,000	242,000
Phoenix Magazine	Phoenix	August	Travel	FP4C	\$5,083	350,000
Springs Magazine	CO Springs	September	Travel	FP4C	\$2,610	25,000
New Mexico Magazine	NM	July-Sept	ROS	FP4C	\$8,160	210,000
				Total	\$37,116	1,740,346

PRINT HIGHLIGHTS

5280



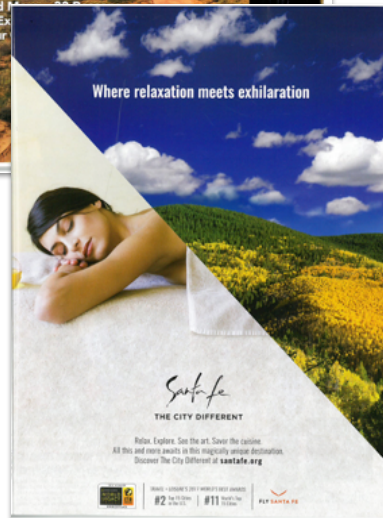
5280



Houstonia



Springs



PRINT HIGHLIGHTS

- ▶ Added Value:
 - ▶ 200,000 e-readers
 - ▶ Site banners: 100,858 imp, 261 clicks (0.26% CTR)
 - ▶ Facebook: 13,609 imp, 437 clicks (3.21% CTR)
 - ▶ Twitter: 2,973 imp, 40 engagements (1.35% ER)
 - ▶ Co-branded Newsletter: 28,802 recipients, 28.3% open rate, 1.60% CTR

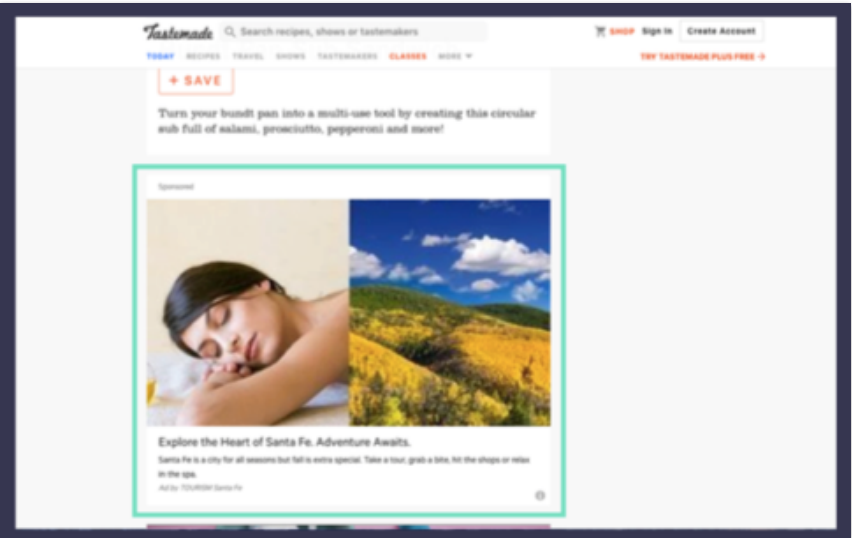
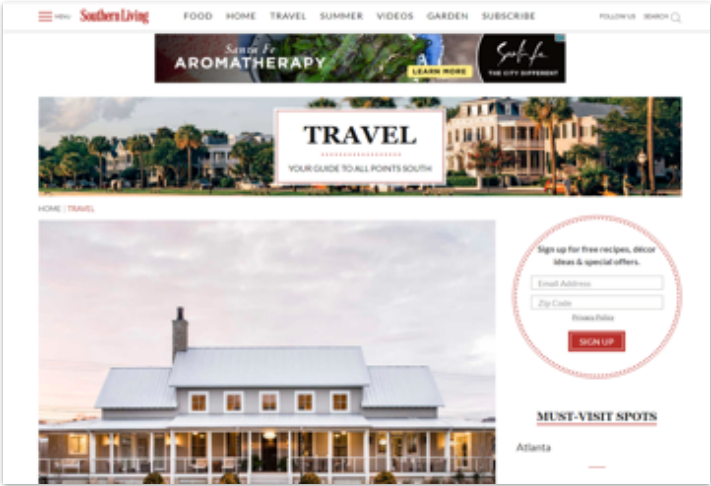


DIGITAL SUMMARY – CORE CAMPAIGN

Vendor	Tactic	Imp	Clicks	CTR%	Visits	CVR%	Cost	CPV
Amobee	Std Display	7,702,704	17,320	0.22%	13,327	0.17%	\$25,810	\$1.94
Varick	Std Display	1,988,713	2,281	0.11%	1,746	0.09%	\$8,278	\$4.74
Adara	Std Display	1,395,214	1,593	0.11%	1,948	0.14%	\$9,417	\$4.83
Magnetic	Std Display	1,198,571	3,663	0.31%	3,263	0.27%	\$4,778	\$1.46
TripAdvisor	Std Display	370,070	975	0.26%	2,571	0.69%	\$11,759	\$4.57
Tremor	Video	1,333,133	1,385	0.10%	760	0.06%	\$24,117	\$31.73
ZEFR	Video	87,094	340	0.39%	230	0.26%	\$12,186	\$52.98
Sharethrough	Native	640,264	2,078	0.32%	288	0.04%	\$7,048	\$24.47
AdTheorent	Rich Media	445,339	2,473	0.56%	137	0.03%	\$3,499	\$25.54
Undertone	Rich Media	137,295	200	0.15%	149	0.11%	\$1,408	\$9.45
Print AV	Std Display	65,910	908	1.38%	939	1.42%	\$0	\$0.00
Total	All Tactics	15,364,307	33,216	0.22%	25,358	0.17%	\$108,300	\$4.27

- ▶ Amobee, Magnetic and TripAdvisor were the top display performers for all performance metrics in Q3
- ▶ ZEFR resulting in better performance than Tremor in Q3 in terms of CTR and CVR, but Tremor more efficient CPV
- ▶ Sharethrough, AdTheorent and Undertone all launched after 9/22; no conclusions can be drawn at this time

DIGITAL SCREENSHOTS



DIGITAL SUMMARY – FLY SANTA FE/NNMAA

Vendor	Tactic	Cost	Imp	Clicks	CTR%	Visits	CVR%	CPV
PHX Airport	OOH	\$13,708	11,200,000	N/A	N/A	N/A	N/A	N/A
Adara	Std Display	\$5,483	685,350	650	0.09%	450	0.07%	\$12.18
Kayak	Std Display	\$11,892	1,814,589	1,354	0.07%	972	0.05%	\$12.23
Undertone	Rich Media	\$1,386	229,123	2,313	1.01%	871	0.38%	\$1.59
Total	All Tactics	\$32,469	13,929,062	4,317	0.16%	2,293	0.08%	\$8.18

- Fly Santa Fe Spring/Summer campaign ended 7/31, and spent \$177,865 across all media channels and garnered over 40K clicks from 13.4M digital ad impression – resulting in 20,414 qualified visits to the flysantafe.com landing page
- Out of Home placements in the PHX airport resulted in an estimated 33.6M impressions, making this the most efficient media tactic in terms of cost per thousand impressions (CPM) at \$1.28
- ADARA and KAYAK were the most efficient digital tactics in terms of cost per thousand impressions (CPM), with KAYAK being the more efficient partner in terms of a cost per activity (CPA) performance with a \$8.32 vs. ADARA's \$10.37
- The Undertone rich media billboard was a more expensive tactic (\$23.11 CPM) but resulted in the best activity performance (0.49% Conv Rate; \$4.69 CPA) and resulted in a 3.4% interaction rate, which outperforms the industry benchmark by +25%

FLY SANTA FE/NNMAA CAMPAIGN SCREENSHOTS

The screenshot shows the HNGN website with the Fly Santa Fe campaign. The header features the 'FLY SANTA FE' logo and a 'Santa Fe' script logo. The main banner reads 'SEE WHAT NORTHERN NEW MEXICO HAS TO OFFER' and includes a carousel of five images: a historic adobe building, a person hiking in a field, a desert landscape, a sailboat on a lake, and a mountain town. Below the carousel is a 'LEARN MORE' button. The main headline states 'FLY AMERICAN AIRLINES TO SANTA FE AIRPORT SERVING SANTA FE, TAOS AND NORTHERN NEW MEXICO'. The navigation bar includes links for Flights, Cars, Packages, Rentals, Cruises, and More. The search section shows a round-trip flight from Phoenix (PHX) to Santa Fe (SAF) for \$198, with a 'View Deal' button. The bottom right features a 'Compare Sites vs. KAYAK' section with logos for Orbitz, CheapAir, Hotwire, Priceline, Expedia, CheapTickets, and OneTravel.

FLY SANTA FE Santa Fe

SEE WHAT NORTHERN NEW MEXICO HAS TO OFFER

LEARN MORE

FLY AMERICAN AIRLINES TO SANTA FE AIRPORT
SERVING SANTA FE, TAOS AND NORTHERN NEW MEXICO

HNGN THURSDAY, MAY 11, 2017 HEADLINES & GLOBAL

HEADLINES TECH SCIENCE/HEALTH ENTERTAINMENT

Flights Cars Packages Rentals Cruises More

My Account

Round-trip One-way Multi-City

Phoenix (PHX) Santa Fe (SAF) Sun 7/9 Tue 7/18 1 adult, Eco... Search

Include nearby Include nearby Show ± 3 days

Track Prices Receive emails with price changes and travel tips for this trip. OFF

Sort by: Price (low to high) Round-trip | Flight-by-flight

Additional Bag Fees may apply.

Get FlightHub's Cheapest Deals Today

View Deal Amazing Flight Deals. Find Our Cheapest Prices. Book Today and Save Big. FlightHub

www.flighthub.com | Sponsored

\$198 American Airlines

12:10p PHX → 2:32p SAF 1h 22m nonstop

3:05p SAF → 3:36p PHX 1h 31m nonstop

View Deal Show details Operated by Skywest Airlines AS American Eagle

Compare Sites vs. KAYAK

Orbitz Compare

CheapAir Compare

hotwire Compare

priceline Compare

Expedia Compare

CheapTickets Compare

OneTravel Compare



DIGITAL SUMMARY – CELEBRATE GLOBAL ARTS & CULTURE

Vendor	Tactic	Cost	Imp	Clicks	CTR%	Visits	CVR%	CPV
RadiumOne	Display/Native	\$28,819	5,608,698	1,106	0.02%	4,306	0.08%	\$6.69
Total	All Tactics	\$28,819	5,608,698	1,106	0.02%	4,306	0.08%	\$6.69

- ▶ Celebrate Global Arts & Culture campaign ended 9/30, and spent \$62,000 across all media channels and garnered over 8,710 clicks from 12,602,494 digital ad impression (0.07%) – resulting in 12,758 qualified visits to the landing page
- ▶ Nectar was the best performer in terms of CTR (0.14% vs. 0.06% for RadiumOne), but RadiumOne had a more efficient cost per conversion (\$4.30 vs. \$8.89)
- ▶ Total cost per conversion was \$4.86, which is more efficient than the Fly Santa Fe campaign (~\$8) and almost level with the Core Campaign (\$4.27)

DIGITAL SUMMARY – CELEBRATE GLOBAL ARTS & CULTURE



Strong Solo Booths, Leo Lookalikes, and Plenty of Trends at Frieze New York

Benjamin Sutton | 21 minutes ago



- 1 The Worst McMansion Sins, From Useless Pilasters to Hellish Transom Windows
- 2 Russian Artist Arrives Nude in Glass Box at Met Gala, Gets Arrested
- 3 Listen to a Rare Recording of an Eyewitness Account of Lincoln's Assassination
- 4 The Porn Cameos of a Chaise Lounge Co-Designed by Le Corbusier
- 5 The Refreshingly Diverse Shortlist for the 2017 Turner Prize

PAID SEARCH SUMMARY

Campaign Group	Cost	Imp	Clicks	CTR%	CPC	Avg. Pos.
Branded	\$7,838	265,978	4,577	1.72%	\$1.71	2.9
Brand Pillars	\$1,564	27,710	521	1.88%	\$3.00	1.1
Competitive Set	\$1,602	214,562	1,372	0.64%	\$1.17	3.7
Total	\$11,004	508,250	6,470	1.27%	\$1.70	3.2

- ▶ Campaign spend 65% less than Q2; campaign paused in August while Adara pixel tags were being troubleshooted
- ▶ Despite a lower spend, continual optimizations resulted in a 6% higher CTR and 40% more efficient CPC
- ▶ Decrease in position result of add'l money spent towards competitive set through optimizations

Best Performing Ads

[Santa Fe Hotels](#)
[Stay in the Historic Plaza](#)
[www.santafe.org](#)
 Choose from luxurious hotels, charming inns, or one of many intimate B&Bs

[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 Your Trip!

[Hotels in Santa Fe](#)
[Rest, Relax & Rejuvenate](#)
[www.santafe.org](#)
 Choose from luxurious hotels, charming inn or one of many intimate B&Bs

[Stay in Santa Fe](#)
[Rest, Relax & Rejuvenate](#)
[www.santafe.org](#)
 Choose from luxurious hotels, charming inns, or one of many intimate B&Bs

[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 Your Trip!

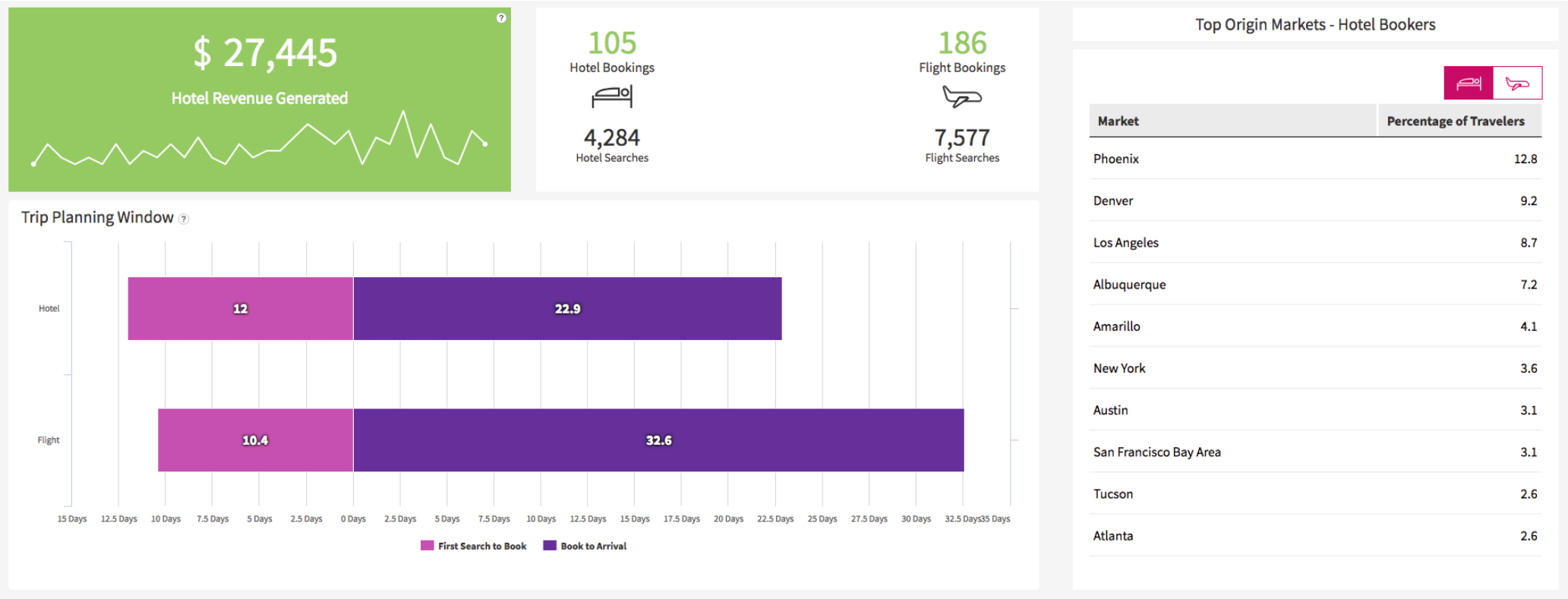
Keyword	Campaign
Branded	hotels in Santa Fe nm
Branded	hotels in santa fe
Branded	lodging santa fe
Branded	santafe newmexican
Branded	Santa Fe hotels
Comp Set	albuquerque
Branded	the santa fe
Comp Set	city of albuquerque
Branded	santa fe fe

LEAD GEN SUMMARY – GONUEWMEXICO TRAVEL PLANNER

- ▶ Investment: \$2,500 for the year
- ▶ 651 names and email addresses of requests (+36% Q/Q)
- ▶ 57,532 impressions to the page
- ▶ Total \$0.96 cost per lead







IMPACT DASHBOARD



IMPACT DASHBOARD (CONT.)

Key Profile Insights ?

	Travelers	Length of Stay (nights)	Average Daily Rate
	193	4.4	<div><div></div></div> \$ 119
	27%	4.3	<div><div></div></div> \$ 145
	49%	4.7	<div><div></div></div> \$ 119
	22%	4.3	<div><div></div></div> \$ 97

Marketing Activity ?

14,650,711

Total Impressions

3,217

Total Clicks

35,923

Total Trackable Website Visits

6,818

Website visitors who saw an ad first

76

Bookings by website visitors who saw an ad

NEXT STEPS

- ▶ Rich media ramping up for Q4 to run through 11/15
- ▶ Fall/Winter Fly Santa Fe campaign to begin 10/23 with Adara display and Undertone RM
- ▶ "Artists in Residence" media plan to be executed for Nov-Jan timeframe
- ▶ Additional Adara Analytics insights to be provided for Q4 with more robust data, including conversions by media tactic