



Six Flags The Great Escape

Warren County Tourism

8/16/17

OVERVIEW & OBJECTIVE

CAMPAIGN

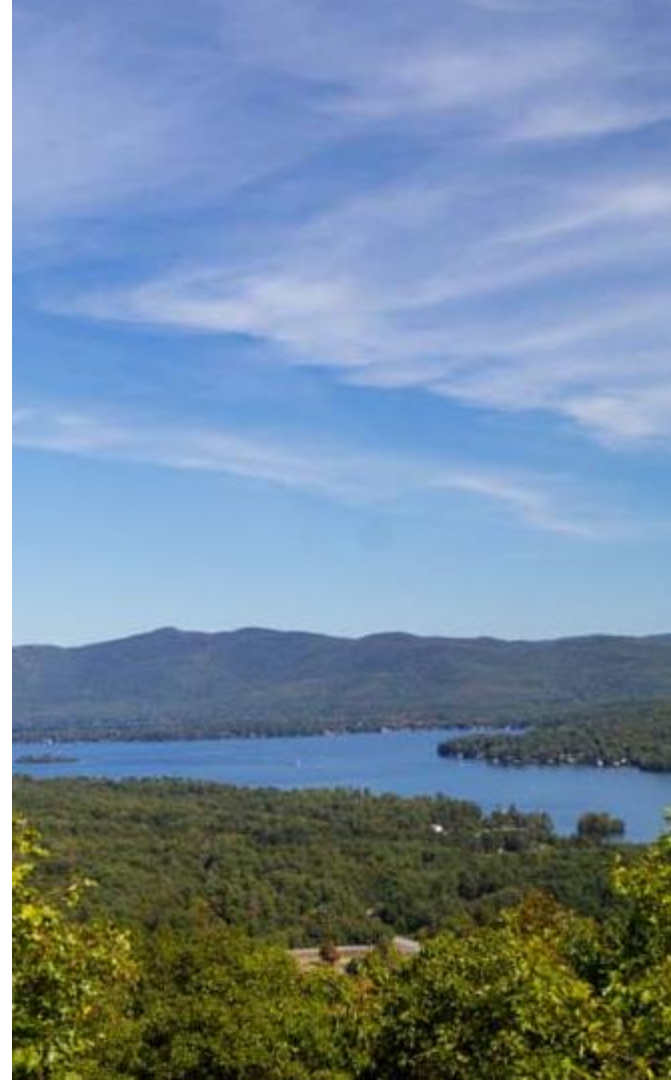
- Warren County Tourism

PLAN PARAMETERS

- **Flight:** 6/12/2017-7/30/2017
- **Geos:** Utica, Syracuse, Hudson Valley
- **Media:** Television, paid social and streaming video
- **TV Demo:** W25-49
- **Digital Audience:** A25-49, "In-Market Travelers", families, theme park enthusiasts
- **Social Audience:** A25-49, parents
- **Budget:** \$150,000

GOAL

- Build awareness for the Lake George area and The Great Escape
- Drive incremental website traffic to the Visit Lake George website to ultimately drive bookings





EXECUTIVE SUMMARY

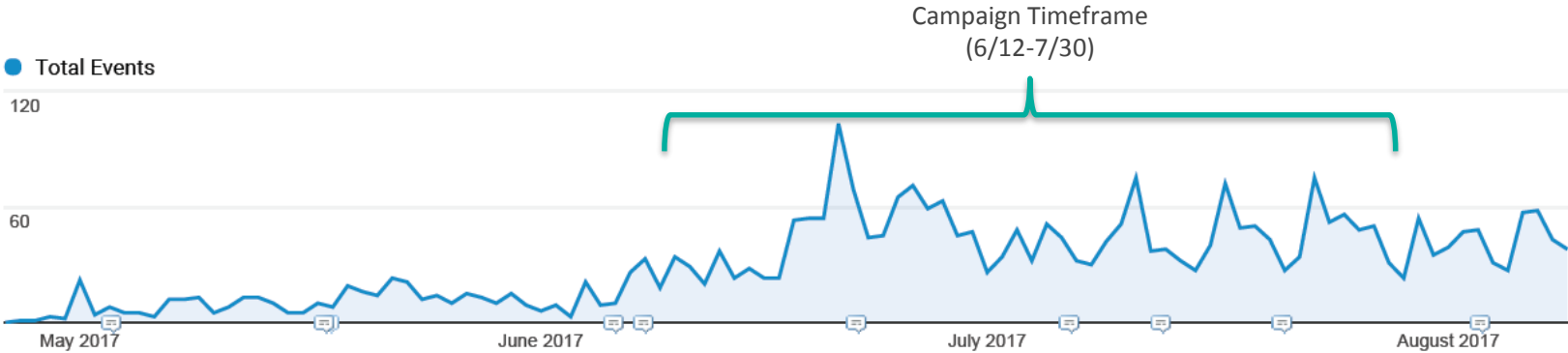
- Drove over 76,694 users to the Lake George website with over 56% of them being new users
- Hudson Valley was the most digitally interested audience during the campaign and had the most new users on the website

LEARNINGS

- Overlay video should be used for activity driving campaigns to increase web traffic
- Hudson Valley showed the most interest via social and digital and should be invested in more heavily in future campaigns
- Messaging focused on “Things to Do” may drive more interest in the future
- Television should continue to be utilized as a mass awareness tactic to drive incremental traffic to the site

VISITLAKEGEORGE.COM BOOK NOW TRAFFIC

- Bookings on VisitLakeGeorge saw growth while the campaign was live



Source: VisitLake George Google Analytics

VISITLAKEGEORGE TRAFFIC

- Drove between 56%-68% new users to the website

Visit Lake George			
Market	Total Traffic	New Users	% New Visitors
New York NY	71,990	54,175	68%
Syracuse NY	3,026	2,335	56%
Utica NY	1,678	1,365	60%

*New user: A first visit to the site. If a visitor deletes their cookies and comes back to the site, the visitor will be counted as a new visitor.



Digital Performance

STREAMING VIDEO OVERVIEW

Details

Creative

- Used CTA Overlays

Tactics

- Pre-Roll video and native video

Targeting

- Behavioral targeting towards tourism and theme park interests
- Private marketplaces like Yahoo properties
- Retarget users who viewed the video, but did not click through to the website
- Retarget users who did not complete 50% of the video

Performance

KPI

- Drive site activities
- Video completion rate

Activities

- Drove a 0.10% activity rate

Video Completion Rate

- Met goal for 2 of the 3 markets. Benchmark is 65%
 - Hudson Valley – 68%
 - Syracuse – 67%
 - Utica – 64%

Key Learnings

What Stood Out?

- Hudson Valley users outperformed the other geos with the highest video completion rate and generated 74% of the total activities with the highest activity rate of 0.12% although this was the only market without television.

What Did Not Work?

- Native lines were scaled back from the beginning of the campaign due to the low performance

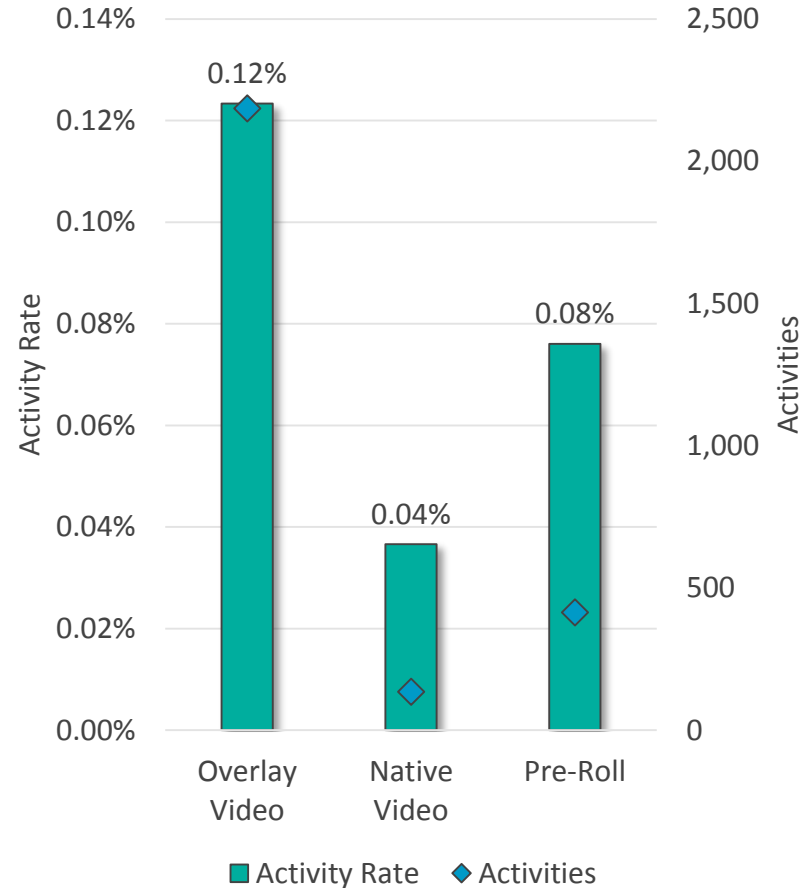
Future Thoughts

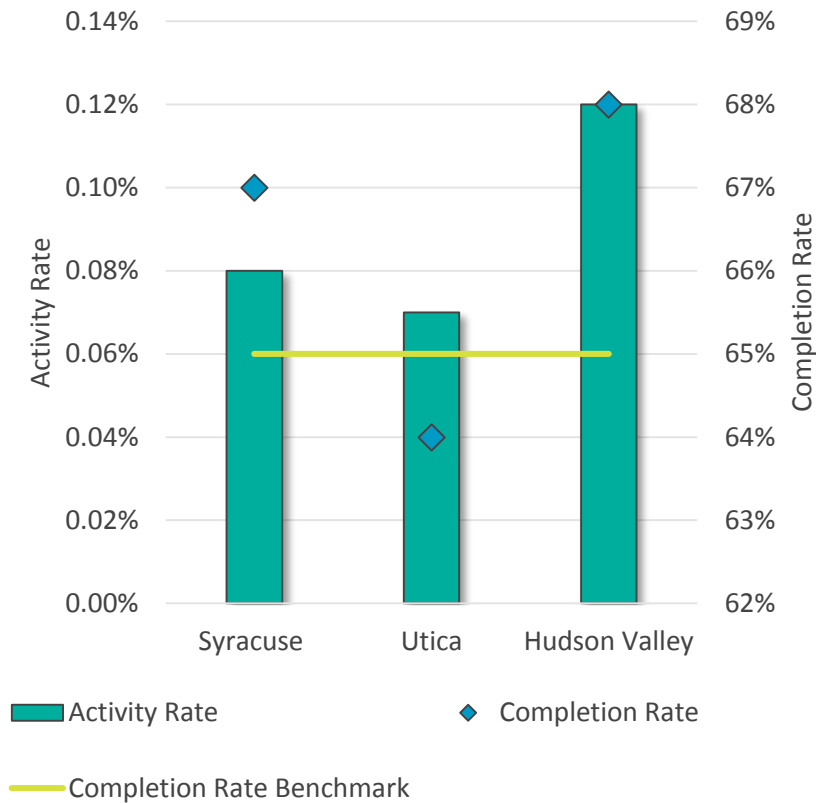
What Will We Do In the Future?

- Continue running overlay video to drive traffic.
- Include Hudson Valley in future initiatives to further target users with additional messaging.
- Continue to leverage OTAs and Trip Advisor to engage with users that are looking to travel to Upstate New York

TACTIC PERFORMANCE

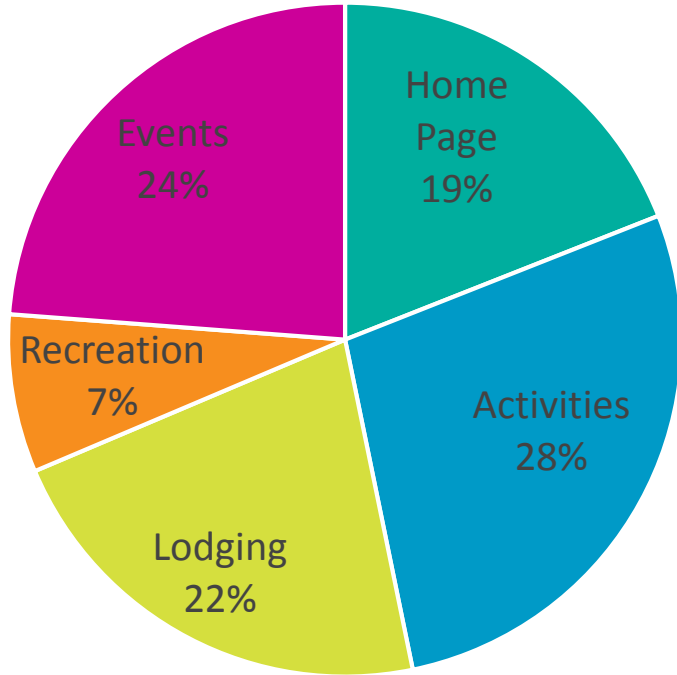
- Overlay Pre-Roll Video drove the highest volume of activities
- Native video drove the lowest volume of activities, and should not be considered for future activity focused campaigns





GEOGRAPHY PERFORMANCE

- Hudson Valley was the highest converting and most interested audience for the campaign
- Utica was under benchmark for completion rate, this could indicate that the message may not have been relevant



TRAFFIC BY PAGE

- Most web traffic went to the activities page of the website
 - This indicates that things to do is what these users want to know about the area and should be considered as a main message in advertising

OVERLAY CREATIVE PERFORMANCE

Overlay B outperformed Overlay A. This could be contributed to the visual appeal of the rollercoaster.





Paid Social Performance

PERFORMANCE OVERVIEW

- Platform: Facebook/Instagram
- Objective: Reach
- Highlights:
 - Overall Utica drove the highest overall CPM and CPLC, but we reached over 100% of the market. They also showed the second highest interest in terms of CTR .
 - The Hudson Valley zip codes were our most efficient to reach and drove the highest number of clicks to the Tourism site.
 - Instagram was slightly more efficient than Facebook as a reach vehicle, whereas Facebook drove a lower overall CPLC indicating the importance of both platforms to the campaign.



Lake George Area
Sponsored · 🌐

The excitement of The Great Escape Theme Park and the wonders of the Adirondacks await in beautiful Lake George, NY.

Visit Lake George, NY
Plan your great escape today!
visitlakegeorge.com [Learn More](#)

👍❤️🤯 811 95 Comments 250 Shares

👍 Like | 💬 Comment | ➦ Share

\$11,883
total spend

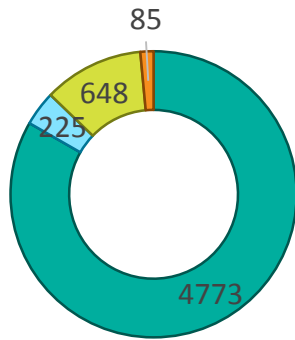
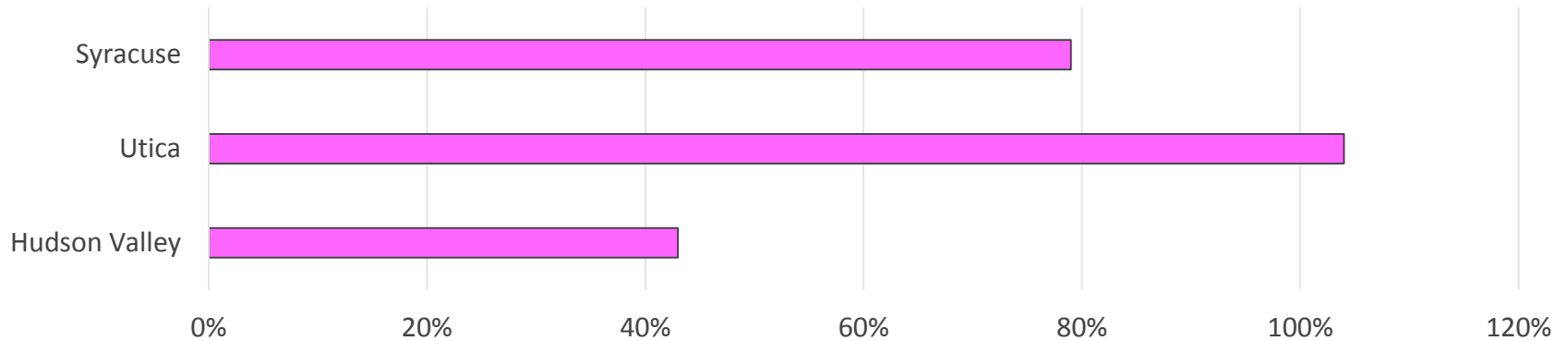
1,997,652
ad impressions

\$5.95
CPM

3.18
average frequency

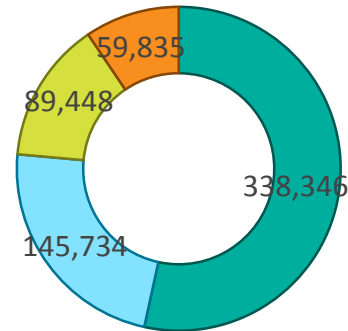
PERFORMANCE BREAKOUT

REACH BY MARKET



ENGAGEMENTS

- Post Reactions
- Post Comments
- Post Shares
- Page Likes



VIDEO VIEWS

- Views to 25%
- Views to 50%
- Views to 75%
- Views to 100%



Broadcast Highlights

TV PERFORMANCE OVERVIEW

Media	Market	Purchased GRPs						
		6/12-6/18	6/19-6/25	6/26-7/2	7/3-7/9	7/10-7/16	7/17-7/23	7/24-7/30
W25-49 Spot TV (:30)	Syracuse	51	55	55	55	56	53	55
	Utica	63	61	70	62	62	61	64

SYRACUSE & UTICA TV PROGRAMMING



Thank you! 😊

Appendix

SCREENSHOTS

The screenshot shows the EatingWell website interface. At the top, there is a navigation bar with the site name and a search bar. Below the navigation bar, there are several advertisements. The main content area features a video player for a recipe titled "How to Make Zucchini Noodles with Avocado Pesto". The video player includes a "Playing" button and a "Up next" section. To the right of the video player, there are more advertisements, including one for the Lake George Area and another for a medical treatment option for Crohn's disease. The website layout is clean and modern, with a focus on food and health-related content.

www.eatingwell.com/videos/

ADVERTISEMENT

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Cracker Barrel
MACARONI & CHEESE DINNER
SHARP CHEDDAR

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Free Cookbooks Blogs Menu Planner Meal Plans

Featured Videos

Visit the Lake George Area
IN NEW YORK'S ADIRONDACKS

VisitLakeGeorge.com

ADVERTISEMENT

Moderate to Severe Crohn's Disease

Learn about a treatment option that helps reduce Crohn's symptoms.

ADVERTISEMENT

Up next:

How to Make Zucchini Noodles with Avocado Pesto

Avocado makes the pesto sauce in this healthy zoodle.

Playing

Kitchen Essentials \$15,000 SWEEPSTAKES

TACTICS BY MARKET

Target Market	Tactics	Impressions	Activities	Clicks	Activity Rate
Syracuse	TTD Overlay	23,491	17	7	0.07%
	Native Video	23,437	7	37	0.03%
	Pre-Roll	83,665	43	200	0.05%
	Video Overlay A	30,293	39	81	0.13%
	Video Overlay B	36,072	55	76	0.15%
	Total	196,958	161	401	0.08%
Utica	TTD Overlay	21,430	8	5	0.04%
	Native Video	113,946	26	250	0.02%
	Pre-Roll	99,908	108	98	0.11%
	Video Overlay A	229,481	216	642	0.09%
	Video Overlay B	288,811	182	746	0.06%
	Total	753,576	540	1,741	0.07%
Hudson Valley	TTD Overlay	99,183	163	57	0.16%
	Native Video	231,150	102	374	0.04%
	Pre-Roll	361,950	264	1,142	0.07%
	Video Overlay A	503,077	601	1,249	0.12%
	Video Overlay B	539,766	905	1,337	0.17%
	Total	1,735,126	2,035	4,159	0.12%
Total		2,685,660	2,736	6,301	0.10%

Market	Completion Rate
Syracuse	67%
Utica	64%
Hudson Valley	68%

STREAMING VIDEO ACTIVITIES BY MARKET

Target Market	Activity Page	Activities
Syracuse	Six Flags The Great Escape - Visit Lake George Activities	36
	Six Flags The Great Escape - Visit Lake George Events	19
	Six Flags The Great Escape - Visit Lake George Homepage	41
	Six Flags The Great Escape - Visit Lake George Lodging	56
	Six Flags The Great Escape - Visit Lake George Recreation	10
	Total	162
Utica	Six Flags The Great Escape - Visit Lake George Activities	182
	Six Flags The Great Escape - Visit Lake George Events	107
	Six Flags The Great Escape - Visit Lake George Homepage	135
	Six Flags The Great Escape - Visit Lake George Lodging	111
	Six Flags The Great Escape - Visit Lake George Recreation	60
	Total	595
Hudson Valley	Six Flags The Great Escape - Visit Lake George Activities	635
	Six Flags The Great Escape - Visit Lake George Events	605
	Six Flags The Great Escape - Visit Lake George Homepage	408
	Six Flags The Great Escape - Visit Lake George Lodging	504
	Six Flags The Great Escape - Visit Lake George Recreation	163
	Total	2,315
Grand Total	3,072	



PAID SOCIAL DETAILS

Campaign Flight Dates & Details						
Flight Dates: June 12, 2017 - July 2, 2017 Placements: Facebook & Instagram Objective: Reach Budget: \$11,883 Targeting: GPInterests A25-49; Standard Six Flags Interests + Moms of grade school kids, most of preschool kids Geo: Syracuse DMA, Utica DMA, Hudson Valley Zip Codes						
Performance Highlights						
Campaign	% Audience Reached	Impressions	Link Clicks	CPC Link	CTR Link	CPM
Grand Total		1,997,652	2,775	\$4.28	0.14%	\$5.95
Campaign		Impressions	Link Clicks	CPC Link	CTR Link	CPM
Syracuse DMA	79.02%	758,352	840	\$5.22	0.11%	\$5.78
Utica DMA	104.57%	304,318	404	\$9.28	0.13%	\$12.32
Hudson Valley Zip Codes	43.19%	934,982	1,531	\$2.45	0.16%	\$4.01
Grand Total		1,997,652	2,775	\$4.28	0.14%	\$5.95
Campaign		Impressions	Link Clicks	CPC Link	CTR Link	CPM
Facebook		1,429,074	2,191	\$4.13	0.15%	\$6.34
Instagram		568,578	584	\$4.84	0.10%	\$4.97
Grand Total		1,997,652	2,775	\$4.28	0.14%	\$5.95

DEFINITIONS

Impression: The act of displaying of a creative on a webpage. The same creative served two separate times would count as two impressions.

Conversion: When a user signs up, makes a purchase, or performs some other desired action in response to an ad. Also called an acquisition or action, especially to distinguish it from clicks in an acronym (CPC vs. CPA).

Cost Per Click (CPC): Refers to the actual price paid for each click. The total spend divided by total number of clicks.

Click-through Rate (CTR): The number of clicks divided by total impressions served for a particular creative or campaign.

eCPA: metric used to measure the effective cost per action/acquisition, such as a sale or registration, completed as a result of a visitor clicking on the advertisement. Note that an "acquisition" is the same as a "conversion."

AM: Audience Match[®] - Impressions served to sites and channels that have a high propensity for the audience based on AudienceMatch[®] data from Compete as well as sites that have proven performance for the target.

BT: Behavioral Targeting - Pixelated users who have demonstrated interest in the product or category either via their web browsing behavior or search engine activity (pages visited, content viewed, searches, clicks, and/or purchases).

Private Marketplace (PMP) or Preferred Deal: Impressions will be served programmatically to inventory from specific sites or publishers that is typically not available through the open exchange.

Cross-Device Behavioral Targeting: Impressions will be served to pixelated users who have demonstrated interest in the product or category either via their web browsing behavior or search engine activity (pages visited, content viewed, searches, clicks, and/or purchases) or some other prior action that indicates interest. Users will be targeted across all devices using cross-device technology where applicable.

Cross-Device Re-Targeting: Impressions will be served to users for remarketing purposes after the user has previously visited a re-targeting domain. In order to run this tactic, it is required that RT pixels are placed within the code on the re-targeting web pages. These users will be targeted across all devices using cross-device technology where applicable.