



Zeek Coleman  
Interactive  
Mktg. Mgr.



VISIT  
**SAVANNAH**  
EST. 1733



# Creative

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## KPIs & Budget

- Heads in Beds | Passenger Count | ROAS
- Budget: \$175,000
- Goal: Late Summer, Early Fall & All Winter Bookings
- Run Dates: August 2016 – January 2017
- Result: It depends on what you call successful...

# Staff Meeting



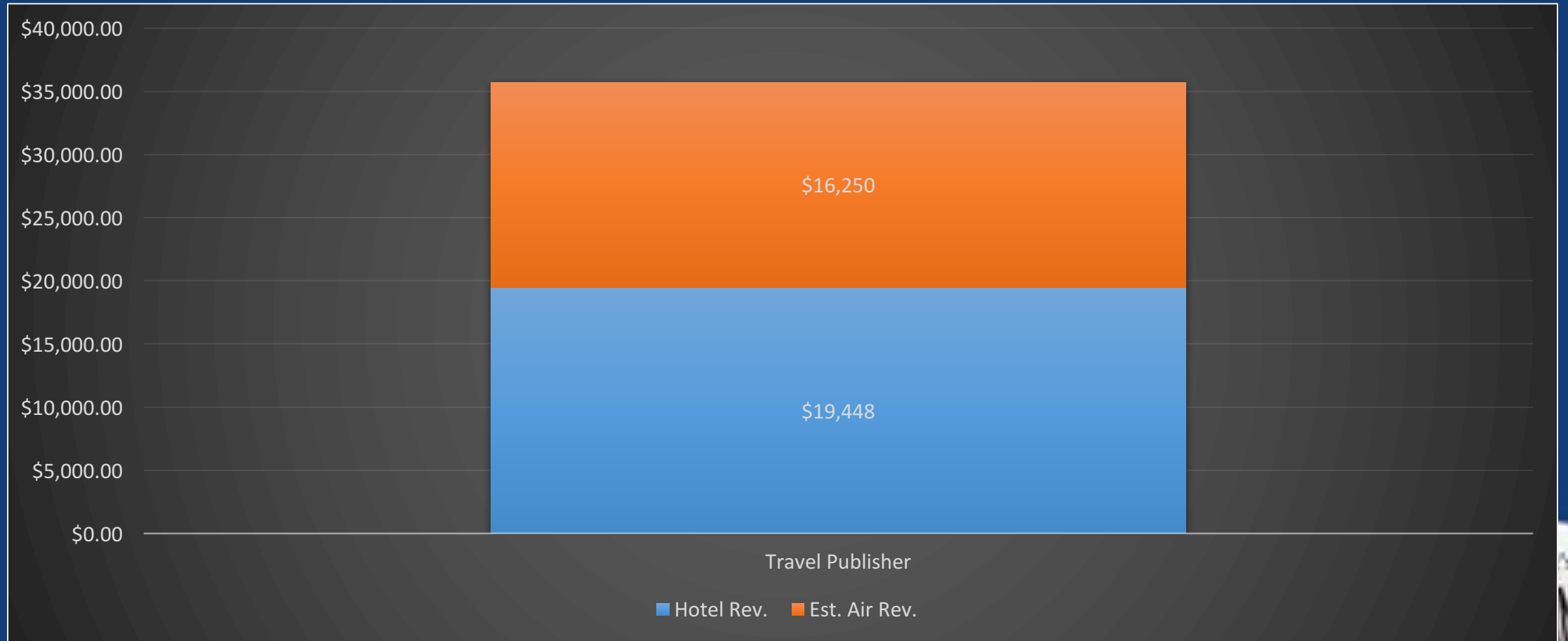
# Reporting Platform Screenshots

## Activity Summary

Pixel Group Name	Impressions / Clicks	Uniques Reached	Flight Searches	Hotel Searches	Flight Bookings	Hotel Bookings	Site Visits
<b>1 Travel Publisher</b>	2,585,439	307,122	1,327	2,798	65	52	262
1x Dedicated Email Blast	1	1	—	—	—	—	—
Hm Pg Takeover w/hero unit	61,790	8,428	89	52	1	—	11
Native Video Story Page Ads (300x250; 728x90; 300x50)	1,825,740	83,795	204	322	4	4	50
Sitewide Traffic Drivers to Native Story Page	1,318,788	170,416	1,785	2,176	52	47	181
Tile Drivers to Story Page	179,130	60,222	401	448	11	5	54



# Revenue Generated: \$35,763



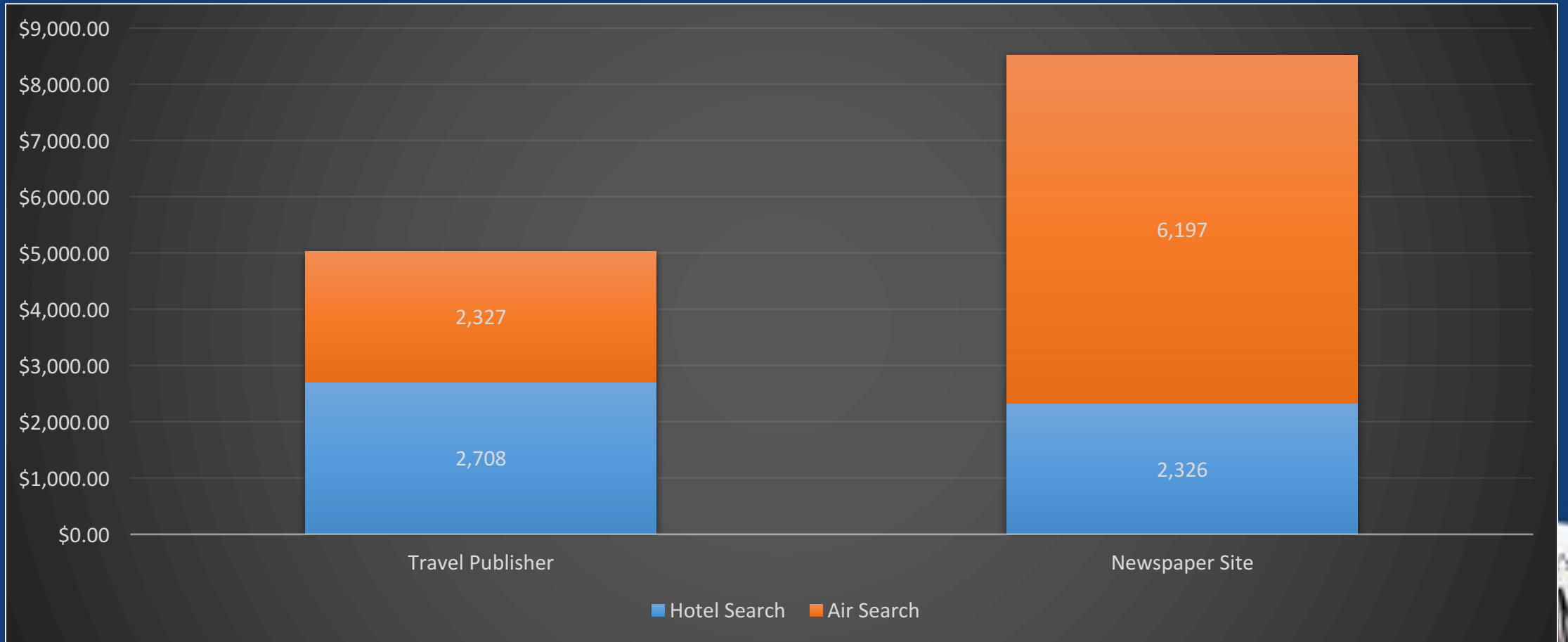


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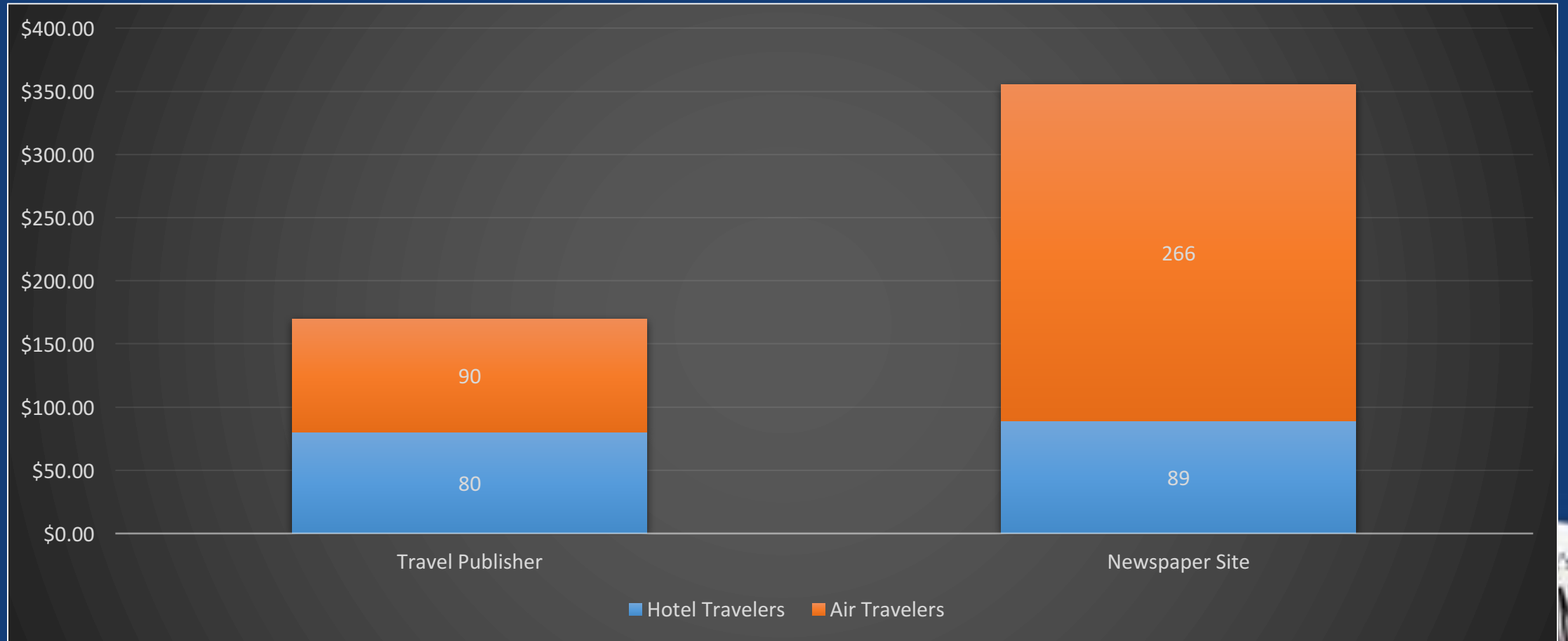
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<b>2 Newspaper Website</b>	1,875,922	845,305	6,179	2,326	178	62	764
Banner Bonus via Print	1,875,922	845,305	6,179	2,326	178	62	764

# Searches for SAV

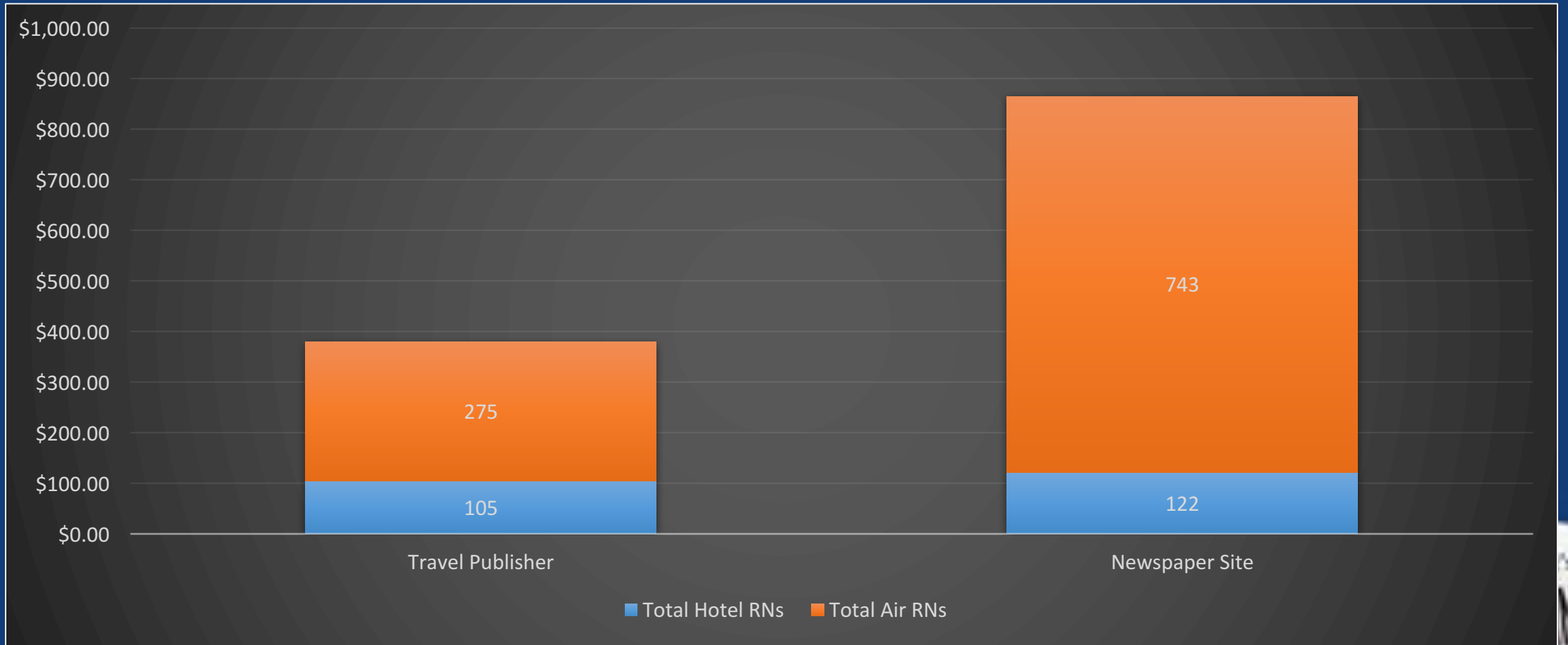




# Total Travelers



# Room Nights Generated



# What's wrong with that?

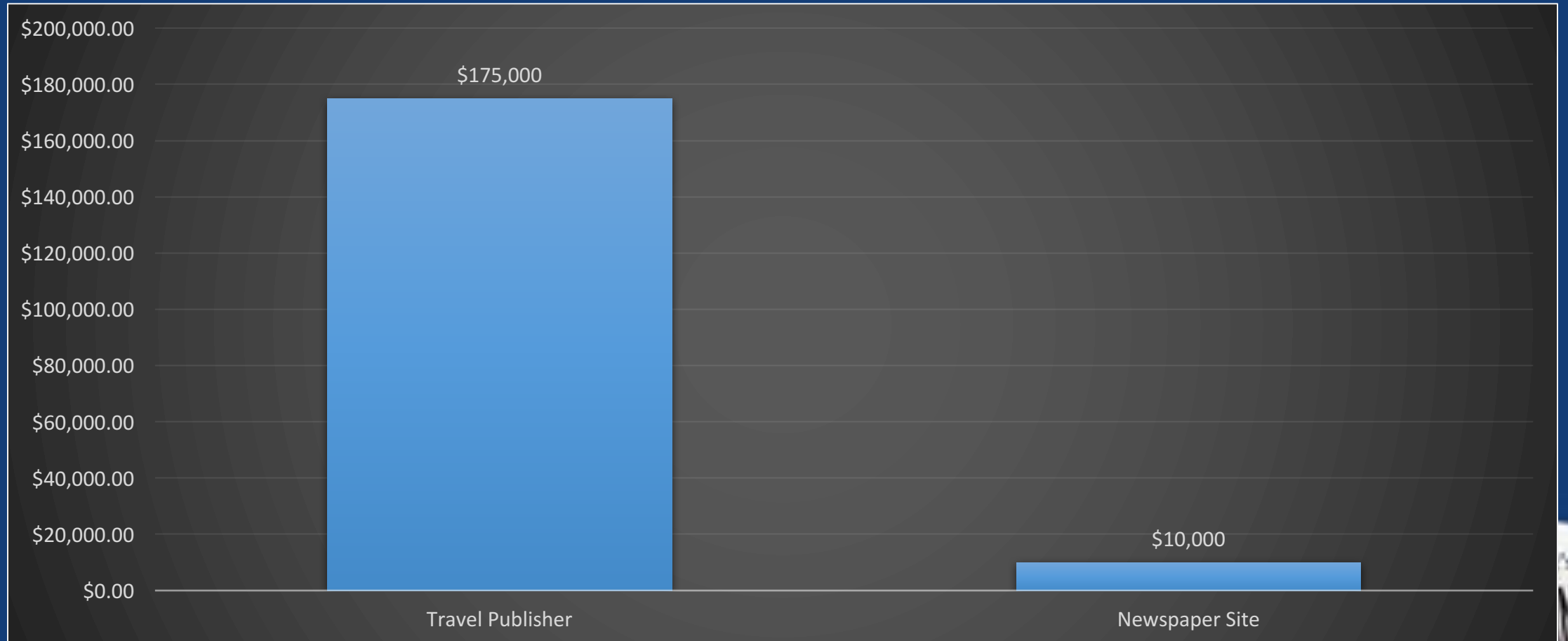
## Activity Summary

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1 Travel Publisher	\$175,000 Investment	2,585,439	307,122	2,327	2,708	65	52	262
1 Newspaper Website	\$10,000 Investment	1,875,922	845,305	6,179	2,328	178	62	754

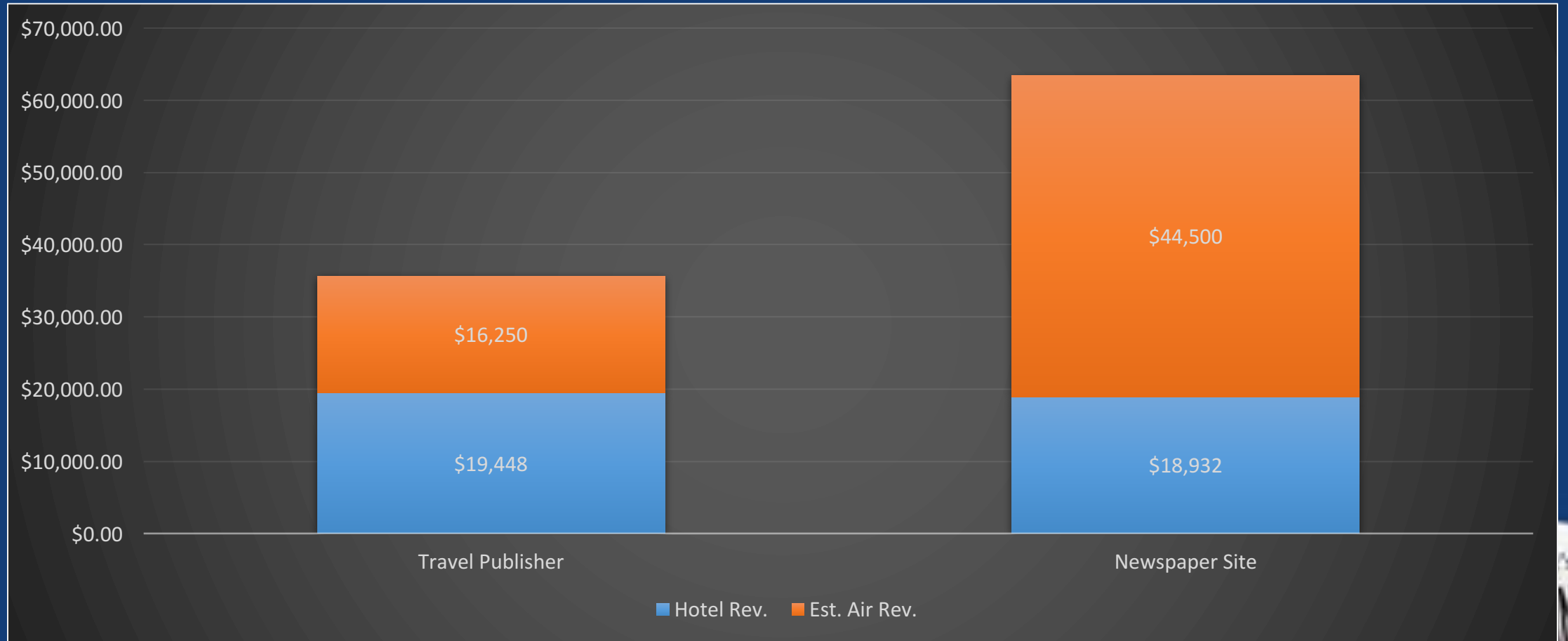




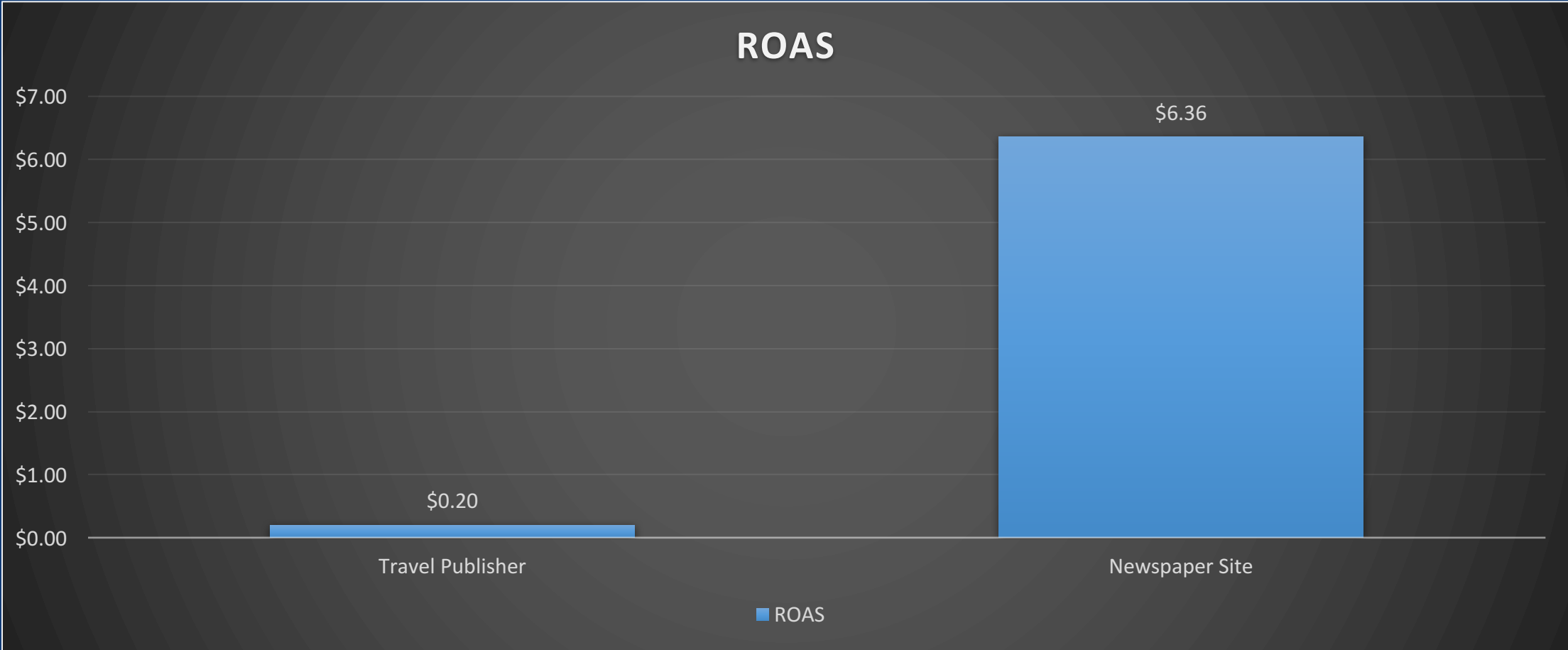
# Total Investment



# Revenue Generated

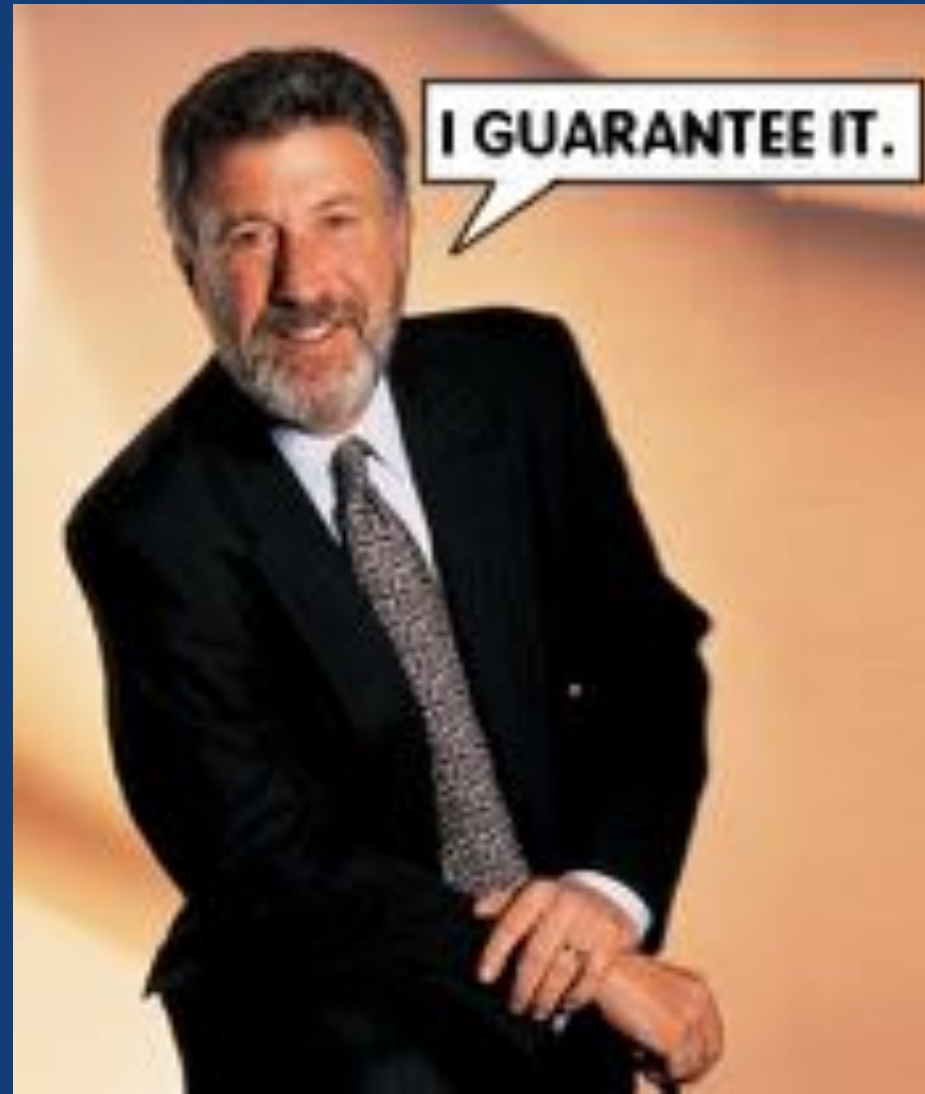


# Results





In Native, go with the guaranteed view!



# Don't judge a booking by it's cover



You're not a data scientist...be reasonable.





# Use data to negotiate better ad buys





# Key Takeaways



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# Key Takeaways & Action Items

1. Get a data partner now. Adara, Arrivalist, Sojern, Expedia...if you work with these partners, do your best to ensure you have the most relevant reporting.
2. Don't work with partners just because they have a good reputation in print. They may be good, but make them prove it via the data.
3. Don't be a jerk about it. You're not a data scientist. Just try to be fair and let the tools help you justify the buy or help you decline. Be sure to consider outside factors that affect performance: creative, seasonality, pricing structure, etc. Be willing to work with them and maintain open communication. Hire an outside consultant, if needed.
4. Don't judge a book-ing by it's CTR. Some of the best placements have bad CTRs, but grab the right attention and drive them to book.
5. Leverage the data to get the best bang for your buck. Let the data do the talking and leave it at that.





Thank You!

**Zeek Coleman**

**Interactive Marketing Manager | Visit Savannah**

**ZColeman@VisitSavannah.com | @ZeekColeman**

**LinkedIn.com/in/ZeekColeman**