



Visit Austin wants to...

1

—

Gather robust data +
acquire more people in our
database

2

—

Increase web traffic

3

—

Increase newsletter sign-
ups

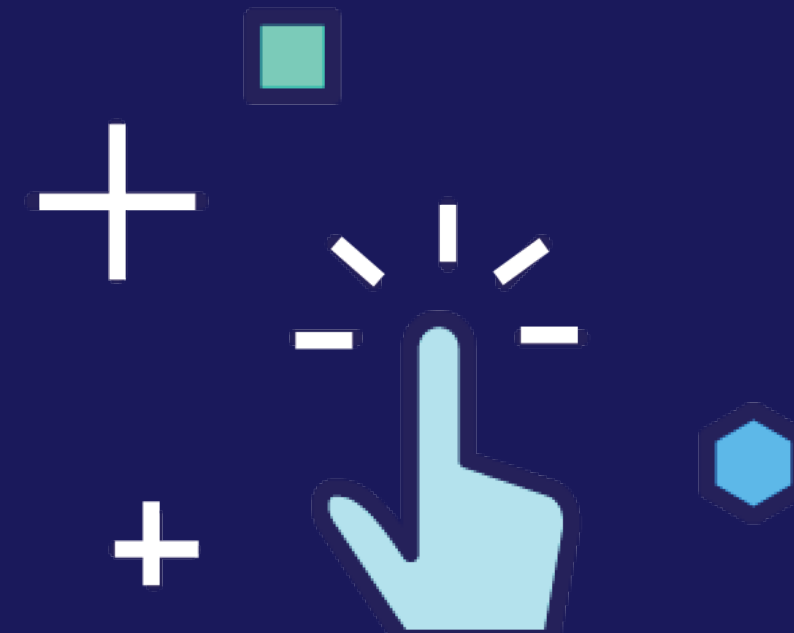
How Umbel is helping...



Easy to launch
activations



Collecting rich first party
data + 3rd party appends



Targeted paid media to
drive web traffic



Acquiring new email opt-ins + data — One example...

LANDING





All Access Austin Summer Tour Sweeps

Enter for a chance to win a weekend trip for two to Austin, Texas! Includes flights, hotel and more.


 [ENTER HERE](#)
[Terms & Conditions](#) [Skip log in](#)

LOGIN

Facebook

Your App will receive the following info: your public profile, birthday, likes, email, and location.



[Cancel](#) [OK](#)

FORM

Enter the All Access Austin Summer Tour Sweeps

First Name *

Last Name

Email Address *

Zip/Postal Code *

Sign me up for Visit Austin's free, monthly newsletter:



[SUBMIT](#)

SUCCESS



Thanks!

Thank you for entering our Visit Austin sweeps.


 [SHARE](#)
 [TWEET](#)



Acquiring new opt-ins + data

Visit Austin, Texas
Published by Katie Cook [?] · June 20 ·

Our All Access Airstream Tour is underway and we're giving away a trip to Austin that includes flights, a stay at JW Marriott Austin, gift certificates to AO Tours, Freedmen's barbecue and more.
Enter our sweeps before June 30th: <http://bit.ly/2sm2f6R>



| | | |
|------------------------------------|------------------|------------------|
| 117,475 People Reached | | |
| 3,113 Reactions, Comments & Shares | | |
| 2,790 Like | 2,691 On Post | 99 On Shares |
| 83 Love | 82 On Post | 1 On Shares |
| 5 Pride | 5 On Post | 0 On Shares |
| 44 Haha | 42 On Post | 2 On Shares |
| 4 Wow | 3 On Post | 1 On Shares |
| 64 Comments | 51 On Post | 13 On Shares |
| 125 Shares | 124 On Post | 1 On Shares |
| 1,705 Post Clicks | | |
| 783 Photo Views | 593 Link Clicks | 329 Other Clicks |
| NEGATIVE FEEDBACK | | |
| 15 Hide Post | 6 Hide All Posts | |
| 0 Report as Spam | 0 Unlike Page | |

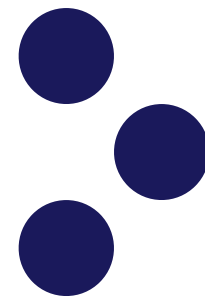
Austin Texas @VisitAustinTX

Visit the #ATXAirstream in NYC this wknd for @bigbarbecue, with music from @EmilyWolfeMusic & @walkerlukens: bit.ly/ATXSummer17



1:00 PM · 9 Jun 2017

1 Retweet 5 Likes



The Results

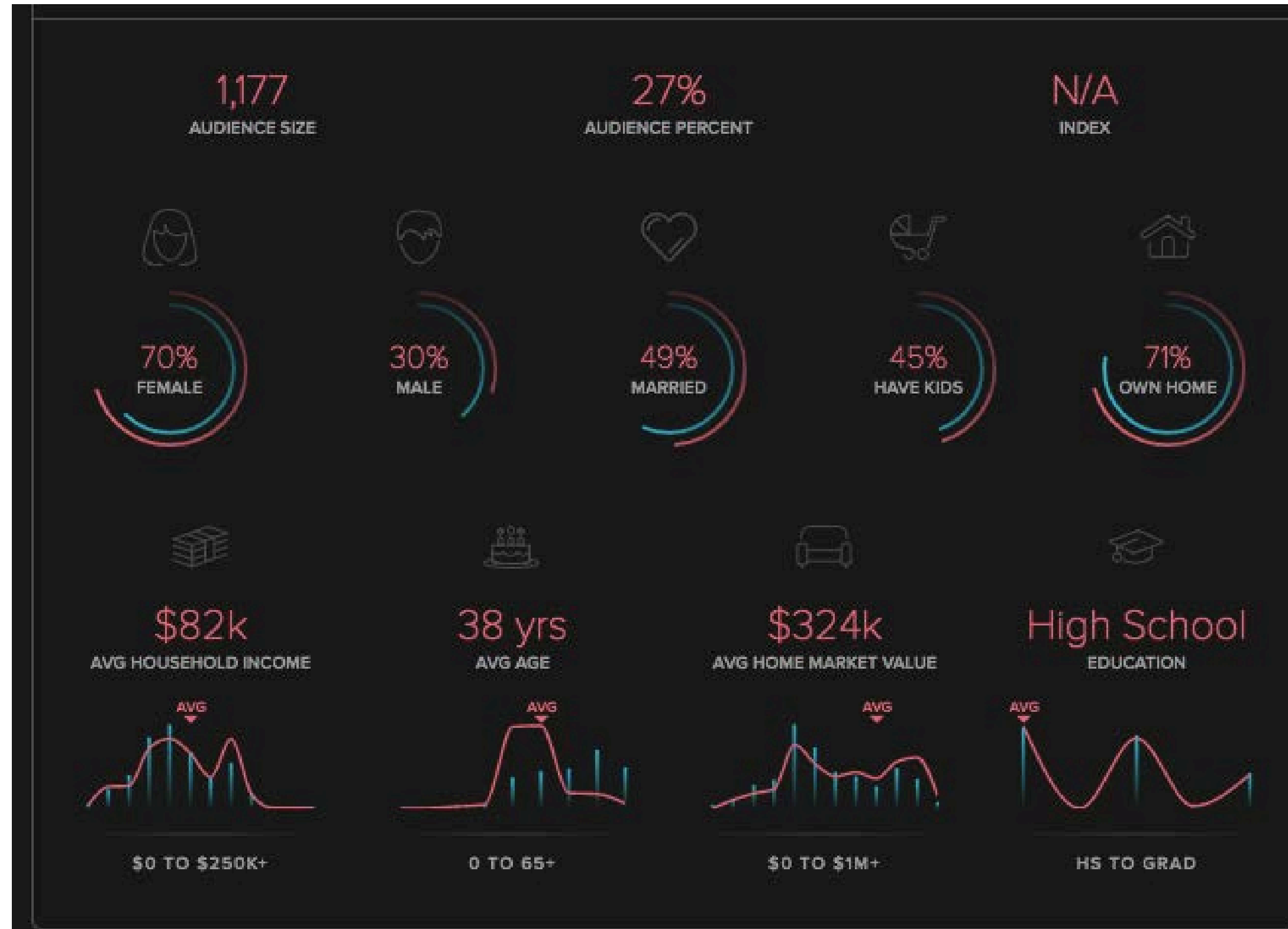
Sweepstakes landing page:
4,478 pageviews

Sweeps entries: 1,706

Enewsletter signups: 895



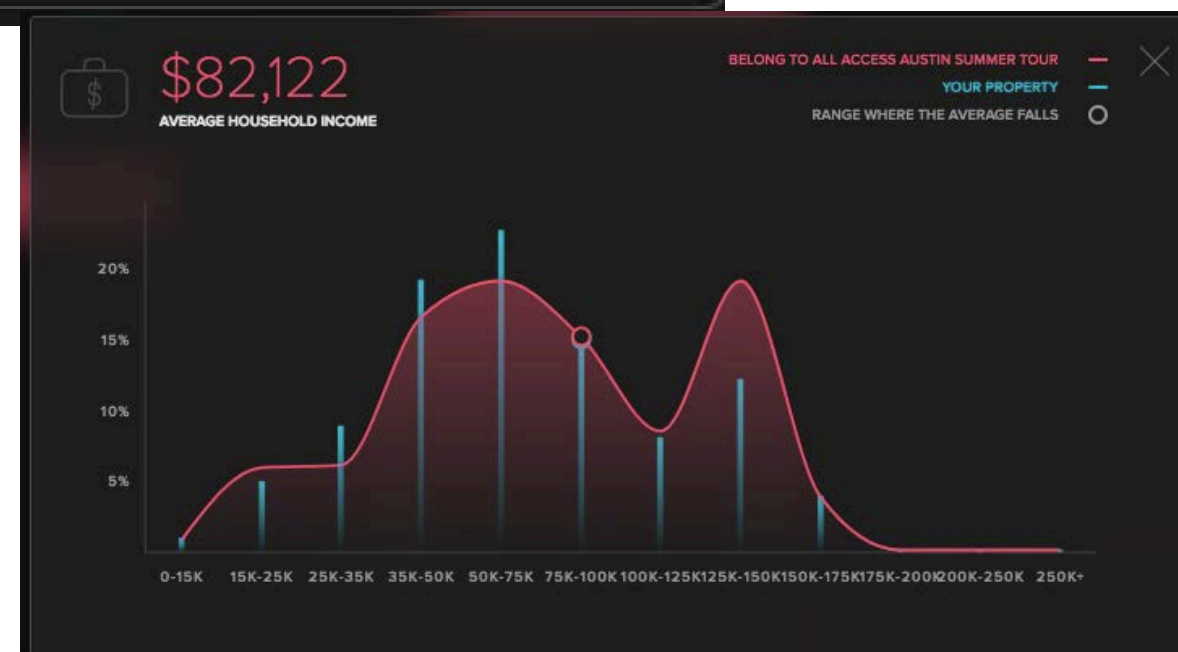
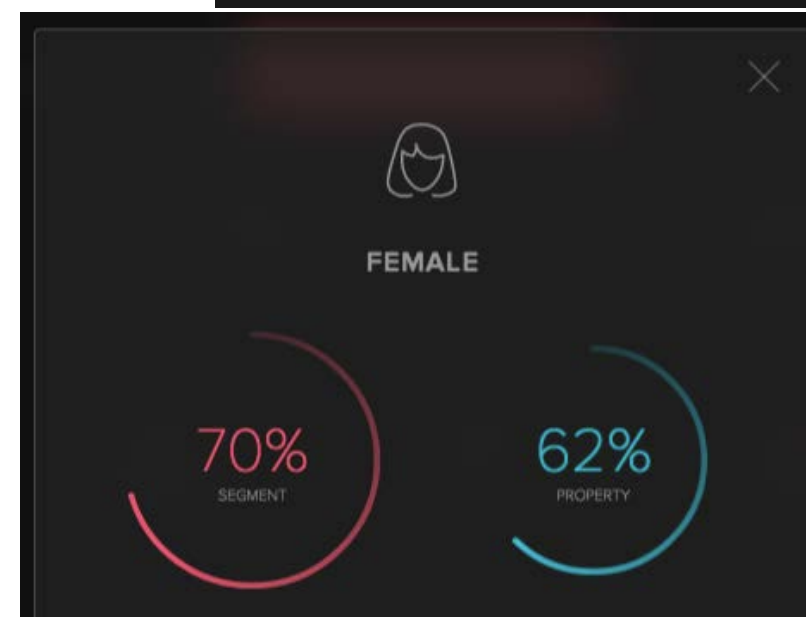
Austin Summer Tour - FB Demo/Geo



YOUR AUDIENCE [SAVE] [CLEAR] [A] [B]

People who belong to **All Access Austin Summer Tour**
ACTIVATION > COMPLETED

| | | |
|----|--|-----|
| 01 | <input checked="" type="checkbox"/> Target @target BRAND AFFINITY > SHOPPING > RETAILERS | 34% |
| 02 | <input checked="" type="checkbox"/> Tasty @buzzfeedtasty BRAND AFFINITY > MEDIA & ENTERTAINMENT | 32% |
| 03 | <input checked="" type="checkbox"/> Amazon.com @Amazon BRAND AFFINITY > SHOPPING > RETAILERS | 32% |
| 04 | <input checked="" type="checkbox"/> Starbucks @Starbucks BRAND AFFINITY > FOOD & BEVERAGE | 29% |
| 05 | <input checked="" type="checkbox"/> Visit Austin, Texas @visitaustintexas BRAND AFFINITY > TRAVEL & RECREATION | 28% |
| 06 | <input checked="" type="checkbox"/> Southwest Airlines @SouthwestAir BRAND AFFINITY > TRAVEL & RECREATION | 28% |
| 07 | <input checked="" type="checkbox"/> Ellen DeGeneres @ellentv BRAND AFFINITY > MEDIA & ENTERTAINMENT > MOVIES & TELEVISION > TV SH... | 25% |
| 08 | <input checked="" type="checkbox"/> Humans of New York @humansofnewyork BRAND AFFINITY > MEDIA & ENTERTAINMENT > ARTS > ARTS/HUMANITIES WEB... | 24% |
| 09 | <input checked="" type="checkbox"/> Whole Foods Market @WholeFoods BRAND AFFINITY > FOOD & BEVERAGE | 23% |
| 10 | <input checked="" type="checkbox"/> Groupon @Groupon.US BRAND AFFINITY > COMPANIES & BUSINESS > WEBSITE | 20% |





Austin Summer Tour Geo and Brand Affinities

Geo

YOUR AUDIENCE SAVE CLEAR A B

People who belong to **All Access Austin Summer Tour**
ACTIVATION > COMPLETED

| | | |
|----|--|-----|
| 01 | Texas GEOGRAPHY > STATE | 38% |
| 02 | New York GEOGRAPHY > STATE | 15% |
| 03 | California GEOGRAPHY > STATE | 13% |
| 04 | Illinois GEOGRAPHY > STATE | 4% |
| 05 | Georgia GEOGRAPHY > STATE | 4% |
| 06 | Colorado GEOGRAPHY > STATE | 3% |
| 07 | Arizona GEOGRAPHY > STATE | 3% |
| 08 | New Jersey GEOGRAPHY > STATE | 3% |
| 09 | Washington GEOGRAPHY > STATE | 2% |
| 10 | Louisiana GEOGRAPHY > STATE | 2% |

Top Food

YOUR AUDIENCE SAVE CLEAR A B

People who belong to **All Access Austin Summer Tour**
ACTIVATION > COMPLETED

| | | |
|----|---|-----|
| 01 | Starbucks @Starbucks BRAND AFFINITY > FOOD & BEVERAGE | 29% |
| 02 | Whole Foods Market @WholeFoods BRAND AFFINITY > FOOD & BEVERAGE | 23% |
| 03 | Subway @subway BRAND AFFINITY > FOOD & BEVERAGE > RESTAURANTS/CAFES | 16% |
| 04 | Dunkin' Donuts @DunkinDonutsUS BRAND AFFINITY > FOOD & BEVERAGE | 15% |
| 05 | Sprouts Farmers Market @SproutsFarmersMarket BRAND AFFINITY > FOOD & BEVERAGE | 15% |
| 06 | Buffalo Wild Wings @BuffaloWildWings BRAND AFFINITY > FOOD & BEVERAGE | 13% |
| 07 | The Cheesecake Factory @thecheesecakefactory BRAND AFFINITY > FOOD & BEVERAGE > RESTAURANTS/CAFES | 13% |
| 08 | Dr Pepper @DrPepper BRAND AFFINITY > FOOD & BEVERAGE | 11% |
| 09 | Whataburger @whataburger BRAND AFFINITY > FOOD & BEVERAGE | 10% |
| 10 | Chipotle Mexican Grill @chipotle BRAND AFFINITY > FOOD & BEVERAGE | 10% |

Top Liquor

YOUR AUDIENCE SAVE CLEAR A B

People who belong to **All Access Austin Summer Tour**
ACTIVATION > COMPLETED


| | | |
|----|--|----|
| 01 | Patrón Tequila @patrontequila BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 9% |
| 02 | Deep Eddy Vodka @DeepEddyVodka BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 6% |
| 03 | Fireball Whisky @FireballWhisky BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 6% |
| 04 | Smirnoff @smirnoffus BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 6% |
| 05 | Skinnygirl Cocktails @skinnygirl BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 5% |
| 06 | [yellow tail] @yellowtailus BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 5% |
| 07 | Riunite @Riunite BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 5% |
| 08 | Svedka Vodka @svedkavodka BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 5% |
| 09 | Jack Daniel's Tennessee Whiskey @jackedaniels BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 5% |
| 10 | Bacardi @BacardiUSA BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 4% |



Barbecue Promo

Visit Austin, Texas
Sponsored · Like Page

Football season is here, which means it's tailgate time! Enter for a chance to win an Austin style tailgate party courtesy of The County Line – and enjoy it from the comfort of your own backyard.

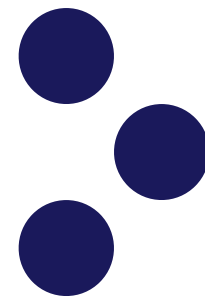


Enter for a Chance to Win Austin Barbecue!
Prize includes \$500 of County Line BBQ delivered direct to your door and some great Austin swag to help you throw the perfect barbecue tailgate party.

[VISIT-AUSTIN.APPS.UMBEL.COM](https://visit-austin.apps.umbel.com) [Sign Up](#)

108 Reactions · 7 Comments · 13 Shares

Like Comment Share



The Results

89,528 impressions of Facebook ads

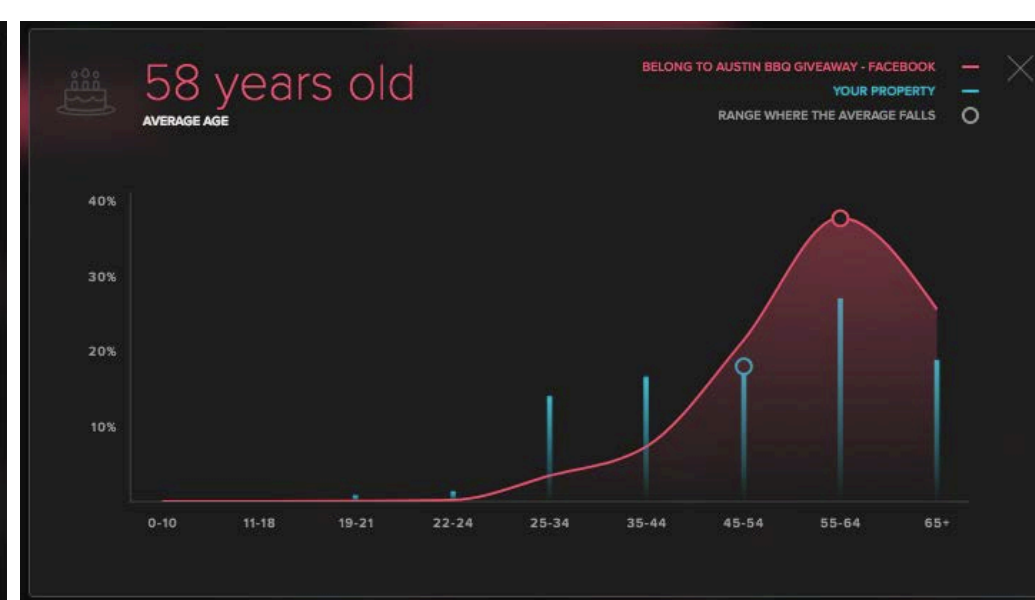
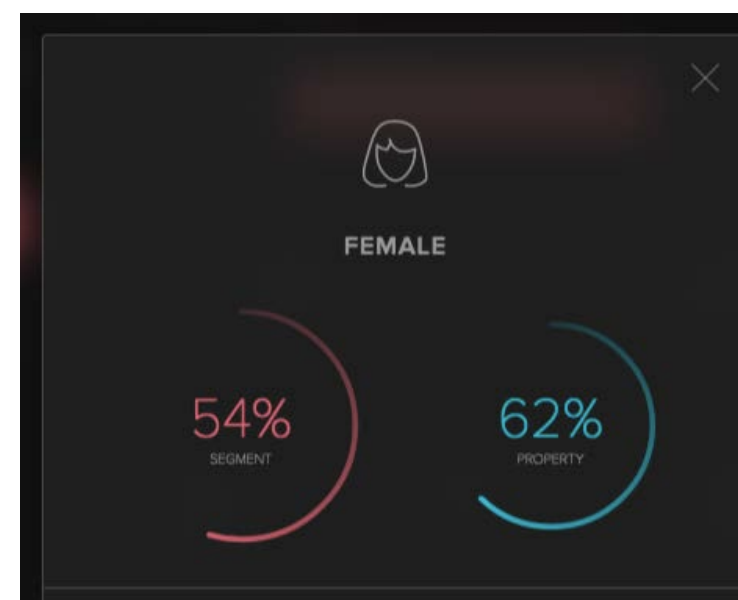
3,224 post engagements

Sweeps entries: 3,144

Enewsletter signups: 675



Austin BBQ - FB Demo/Geo



YOUR AUDIENCE

SAVE CLEAR A B

People who belong to Austin BBQ Giveaway - Facebook
ACTIVATION > COMPLETED

| | | |
|----|-------------------------------------|-----|
| 01 | Texas GEOGRAPHY > STATE | 27% |
| 02 | California GEOGRAPHY > STATE | 6% |
| 03 | Florida GEOGRAPHY > STATE | 5% |
| 04 | Pennsylvania GEOGRAPHY > STATE | 4% |
| 05 | Illinois GEOGRAPHY > STATE | 4% |
| 06 | New York GEOGRAPHY > STATE | 3% |
| 07 | Ohio GEOGRAPHY > STATE | 3% |
| 08 | Georgia GEOGRAPHY > STATE | 3% |
| 09 | North Carolina GEOGRAPHY > STATE | 3% |
| 10 | Michigan GEOGRAPHY > STATE | 3% |



Austin BBQ Brand Affinities

Top 10

People who belong to **Austin BBQ Giveaway - Facebook**
ACTIVATION > COMPLETED

| | | |
|----|--|-----|
| 01 | Amazon.com @Amazon BRAND AFFINITY > SHOPPING > RETAILERS | 46% |
| 02 | Target @target BRAND AFFINITY > SHOPPING > RETAILERS | 43% |
| 03 | Walmart @walmart BRAND AFFINITY > SHOPPING > RETAILERS | 37% |
| 04 | Shared @sharedofficial BRAND AFFINITY > MEDIA & ENTERTAINMENT > REFERENCE WEBSITE/BLOG | 37% |
| 05 | Subway @subway BRAND AFFINITY > FOOD & BEVERAGE > RESTAURANTS/CAFES | 36% |
| 06 | Holland America Line @HALCruises BRAND AFFINITY > TRAVEL & RECREATION | 36% |
| 07 | Entenmann's @Entenmanns BRAND AFFINITY > FOOD & BEVERAGE | 36% |
| 08 | Cost Plus World Market @worldmarket BRAND AFFINITY > SHOPPING > RETAILERS | 35% |
| 09 | Red Lobster @redlobster BRAND AFFINITY > COMPANIES & BUSINESS | 34% |
| 10 | Challenge Butter @ChallengeButter BRAND AFFINITY > FOOD & BEVERAGE | 34% |

Top Food

People who belong to **Austin BBQ Giveaway - Facebook**
ACTIVATION > COMPLETED

| | | |
|----|--|-----|
| 01 | Subway @subway BRAND AFFINITY > FOOD & BEVERAGE > RESTAURANTS/CAFES | 36% |
| 02 | Entenmann's @Entenmanns BRAND AFFINITY > FOOD & BEVERAGE | 36% |
| 03 | Challenge Butter @ChallengeButter BRAND AFFINITY > FOOD & BEVERAGE | 34% |
| 04 | Keurig @keurig BRAND AFFINITY > FOOD & BEVERAGE | 33% |
| 05 | Lindt @lindtchocolateusa BRAND AFFINITY > FOOD & BEVERAGE | 31% |
| 06 | GoodCook @GoodCook BRAND AFFINITY > FOOD & BEVERAGE > COOKING | 31% |
| 07 | Snickers @snickers BRAND AFFINITY > FOOD & BEVERAGE | 30% |
| 08 | Mrs. Cubbison's @mrsclubbisons BRAND AFFINITY > FOOD & BEVERAGE | 30% |
| 09 | Little Debbie @LittleDebbie BRAND AFFINITY > FOOD & BEVERAGE | 29% |
| 10 | Cracker Barrel Old Country Store @crackerbarrel BRAND AFFINITY > FOOD & BEVERAGE > RESTAURANTS/CAFES | 29% |

Top Liquor

People who belong to **Austin BBQ Giveaway - Facebook**
ACTIVATION > COMPLETED

| | | |
|----|--|-----|
| 01 | Riunite @Riunite BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 24% |
| 02 | Fontana Candida @FontanaCandida BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 20% |
| 03 | Cavit Wines @cavitwines BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 18% |
| 04 | Trivento @TriventoWine BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 16% |
| 05 | KRIS Wine @kriswines BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 16% |
| 06 | Smirnoff @smirnoffus BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 16% |
| 07 | Pendleton Whisky @PendletonWhisky BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 16% |
| 08 | Patrón Tequila @patrontequila BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 16% |
| 09 | Miller Lite @millerlite BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 16% |
| 10 | Flaviar @myFlaviar BRAND AFFINITY > FOOD & BEVERAGE > PACKAGED FOOD > ALCOHOL | 15% |



Overall Database Demo/Geo



| | | |
|--|--|------------|
| | Texas GEOGRAPHY > STATE | 22% |
| | California GEOGRAPHY > STATE | 7% |
| | Florida GEOGRAPHY > STATE | 5% |
| | New York GEOGRAPHY > STATE | 4% |
| | Illinois GEOGRAPHY > STATE | 4% |
| | Ohio GEOGRAPHY > STATE | 3% |
| | Georgia GEOGRAPHY > STATE | 3% |
| | Louisiana GEOGRAPHY > STATE | 3% |
| | Pennsylvania GEOGRAPHY > STATE | 3% |
| | North Carolina GEOGRAPHY > STATE | 3% |
| | Missouri GEOGRAPHY > STATE | 3% |