

DIGITAL MEDIA STRATEGY

October 10, 2018

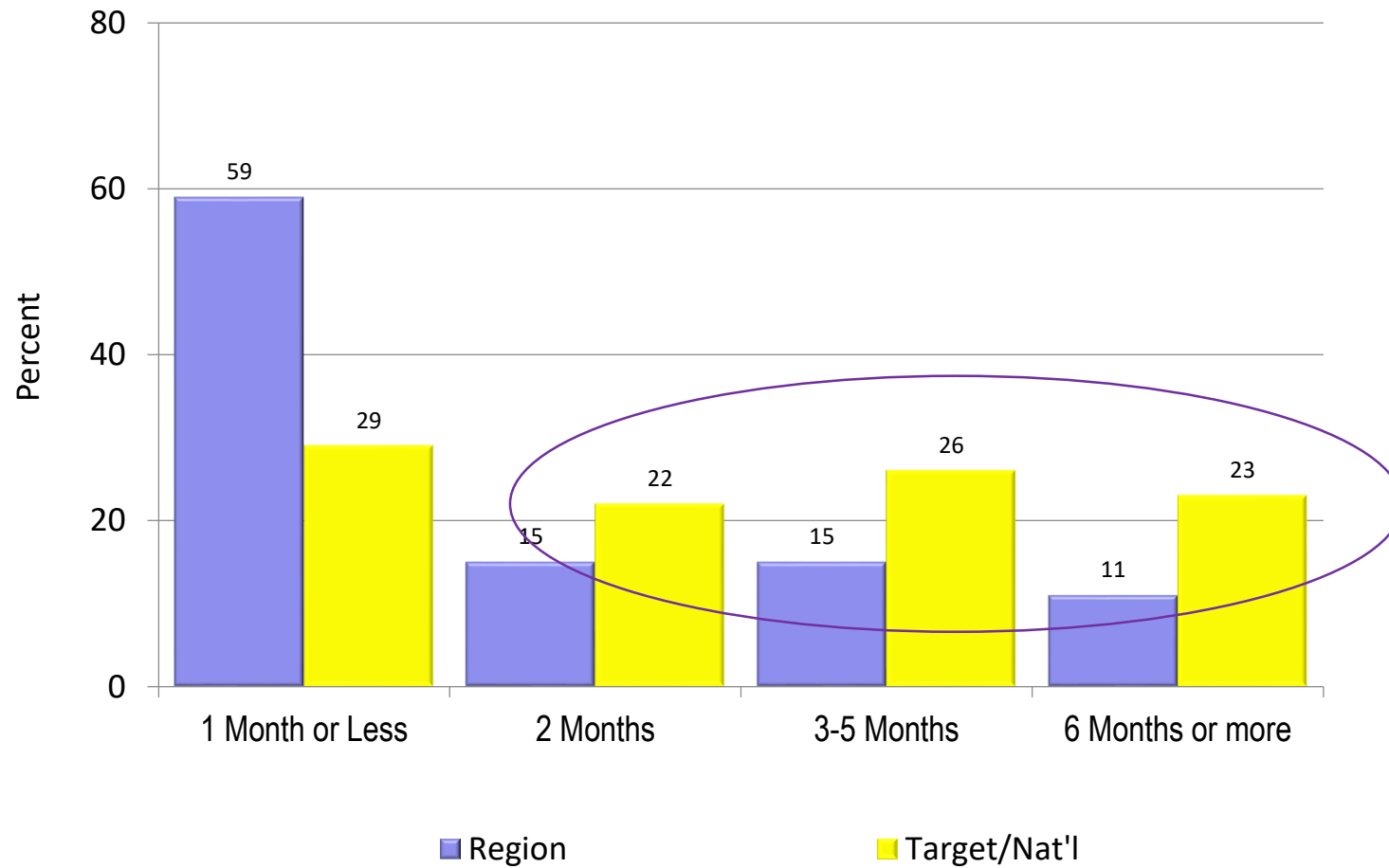


Step 1: Learn From the Past

2017 Conclusions

- Review regularly and pivot quickly
- OTAs did not provide a great ROI for high funnel engagement
- Neither did endemic ROS display
- Some vendors perform better regionally, some nationally
- Rich media continues to be a winner
- Content partnerships continue to be a challenge
- eNewsletters continue to perform, properly managed, right vendor
- Size matters (market size!)

Step 2: Know Your Audience





Step 3: Know Your Goals

Increase awareness and engagement with the Spring/Summer campaign and VISIT DENVER brand

Drive qualified traffic to the Spring/Summer landing page(s) where audience can learn more

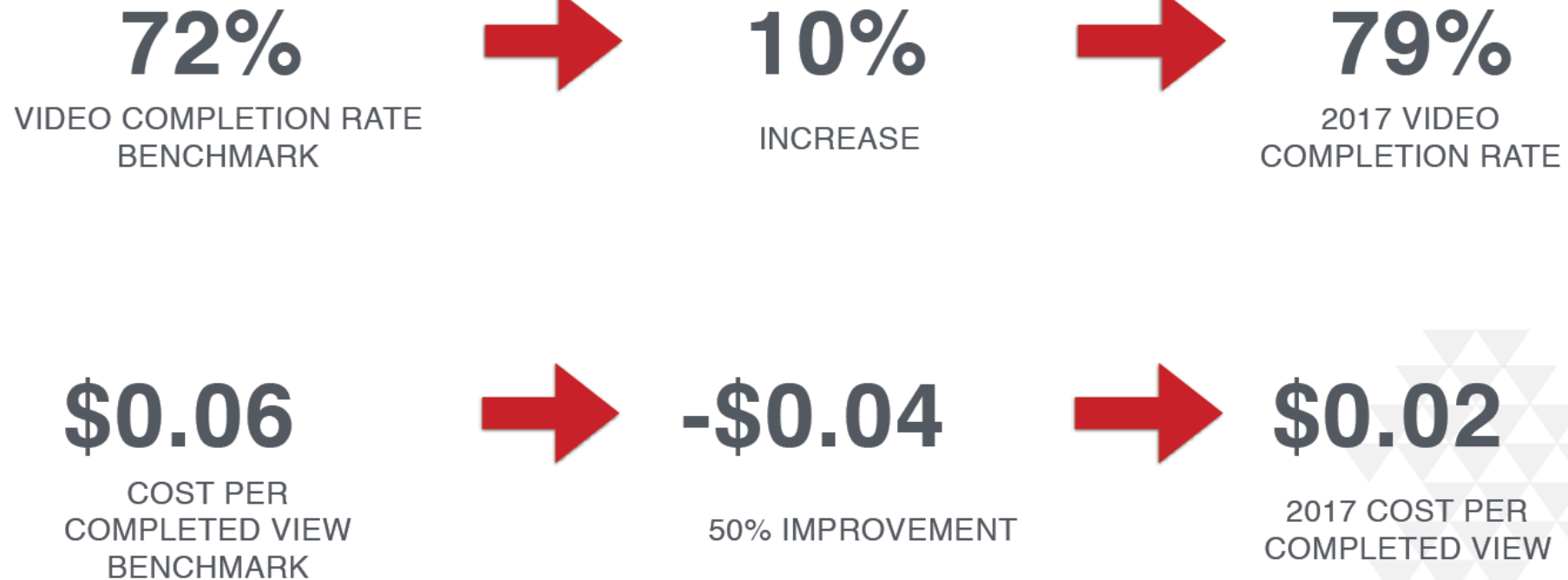
Drive visitation (begin to understand digital media's attributable impact as measured by Arrivalist)



Step 4: Know Your KPIs

Objective	Tactic	KPI
Awareness	Video Pre-Roll	Video Completion Rate
	Dedicated eBlasts	Open Rate
Interest	Rich Media	Engagement Rate
	Native	Click-through Rate
	Content Distribution and Creation	Click-through Rate
Engagement	Display	Cost-Per-Lander
Visitation	Display w/Arrivalist tags	Arrivals (Arrival rate, APM)

PRE-ROLL VIDEO



RICH MEDIA





2017 KPI Summary

DISPLAY/MOBILE/TABLET

0.04%
LANDING RATE
BENCHMARK



3.8X
275% INCREASE



0.15%
2017 LANDING RATE

\$4.00
GOAL COST PER
LANDER



-\$0.99
25% IMPROVEMENT



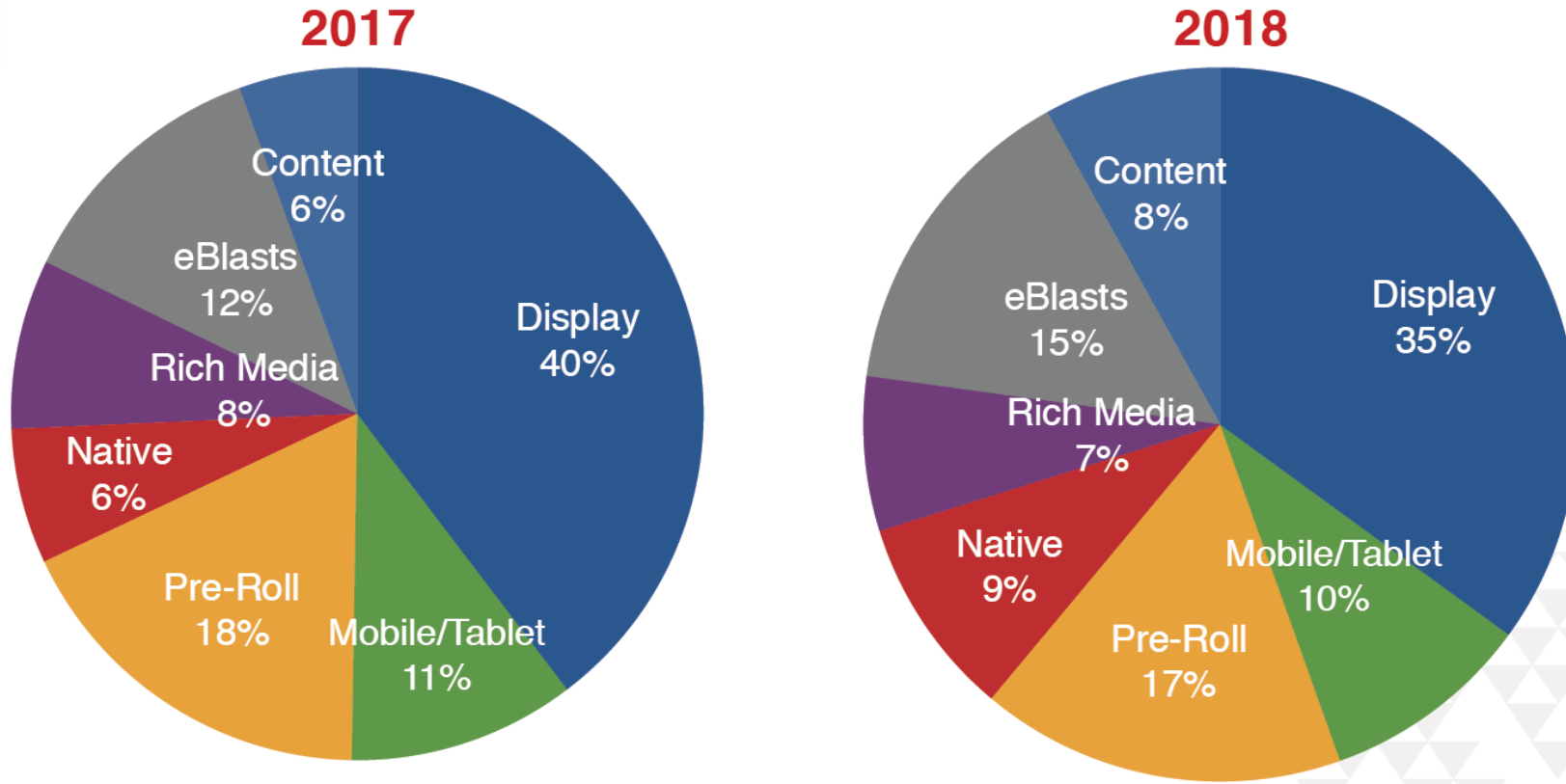
\$3.01
2017 COST PER
LANDER



Step 5: Know Your Proven Providers

OBJECTIVE	VENDOR	GEO
AWARENESS	Ad Colony	Target Markets
	ClearStream	Target Markets + National
	YuMe	Target Markets
INTEREST	GumGum	Target Markets
	ShareThrough	Target Markets
	Undertone	Target Markets
	Content (TBD)	National
ENGAGEMENT	Adara	National
	AdTheorent	Target Markets + National
	Goodway Group	National
	Resonate	National
	Samba	Target Markets
	Sizmek (Rocketfuel)	Target Markets + National
	Sojern	National

Step 6: Spread It Around



Digital is second biggest media line item (35%) after television (48%)



THANK YOU!

