

Highlights

July produced significant gains in display and engagement as Summer campaigns rolled out, while reducing overall spend and cost metrics.

Our new dashboarding tool *Periscope* provides dynamic, up-to-date views of all our results. Please click the Dashboard links below for full views.

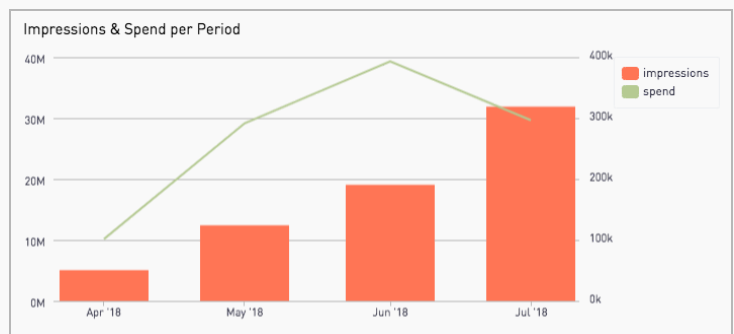
Paid Media

Media spend decreased to \$297,000 this month while generating 32M impressions; a 67% increase primarily in the Leisure and Summer campaigns.

All Campaigns

We achieved gains in all display and engagement metrics MoM, along with with decreases in all cost metrics.

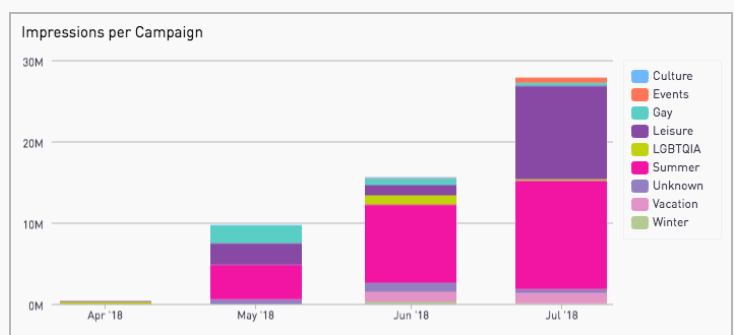
- \$297k Spend (-24%)
- 31.8M Impressions (+67%)
- 2.5M Video Views (3 sec, +41%)
- 1.6M Video Completes (+52%)
- 332 Gross Rating Points
- 822 Spots
- \$16.75 CPM (Display only, -18%)
- \$2.19 CPC (-44%)



Leisure Consumer

Impressions and Clicks for the Leisure and Summer campaigns increased MoM while driving down Cost per Click.

- \$241k Spend (+6%)
- 27.8M Impressions (+79%)
- 113k Clicks (+45%)
- \$2.13 CPC (-27%)

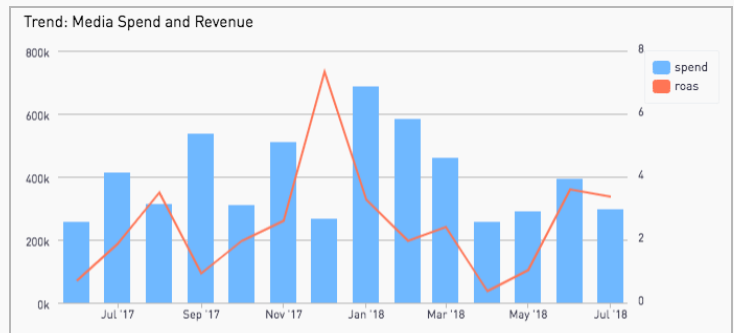


Media Conversion

With the closing of the third quarter, we now have a full year of conversion attribution data from Adara, estimating web search and booking activity for flights and hotels in the destination based on third-party cookies.

All Campaigns

- ROAS decreased slightly to 3.3.
- Search climbed to 1.2M (+7%)
- Bookings continued to climb from a seasonal low in April to 28k (+11.4%)
- ADR for hotel bookings associated with our media buys leveled off slightly to \$161.04.



Social Media

Our Paid Social objectives change month-to-month, based on the KPIs that best match campaign goals and creative assets. During the month of July, we optimized for content entries, story submissions and video views.

VIP Giveaway

Optimized for entry conversions and segmented into 3 audiences for optimization (Lookalike website traffic, lookalike past entry submissions and Travel Markets). Produced 5,764 submissions (+5% MoM), while Lookalike Past Entry Submissions produced 72% of total.

- Post Reactions: 959
- Post Comments: 139
- Post Shares: 158
- Page Likes: 487
- Link Clicks: 10,033
- Relevancy Score: 8

Vacation like a VIP

Optimized for landing page conversions with a priority of serving to users with trip consideration. Produced 331,408 impressions, reaching 152,802 unique users with 5,205 landing page conversions.

- Link Clicks: 8,125
- Relevancy Score: 5
- Placement Best Performance: Instagram

The [REDACTED] campaign was optimized for video views and continues to drive the most engagement for post reactions. This month, the US travel markets produced 45% of total results with a 99% video completion rate.

Florida, New York and Texas were the top performing markets. Although the US travel markets produced the most 10-second video views, Brazil and the South America ad set produced the most ad engagement.

- Post Reactions: 4,547
- Post Comments: 58
- Post Shares: 271
- Link Clicks: 6,273

Events

The Cricket campaign was optimized to reach the maximum people in our target audience. Overall the campaign reached 216,065 people on Facebook and served 415,247 impressions. The campaign targeted Florida, New Jersey, New York and Toronto with interest in Cricket. Ontario and New York were the top performing markets.

- Post Reactions: 292
- Post Comments: 1
- Post Shares: 10
- Link Clicks: 321
- Relevancy Score: 7
- Placement Best Performance: Messenger and Instagram

Vacation Planner

Vacation Planner Canvas was optimized for View Content conversions. The campaign was segmented into 3 different audiences for optimization (US Travel, International Travel Markets and RT the Vacation Planner).

The UK and Canada were the top performing International markets, while New York, Florida and NJ were the top 3 result driving regions for the US markets.

The Canvas ad launched on July 13. Overall, the ad is producing a 00:46 second average view time and an average completion rate of 48%. The Travel Markets are producing the most engagement with an average view time of 1:08, with a 62% completion rate, deeming the creative very successful.

- Post Reactions: 851
- Post Shares: 80
- Link Clicks: 8,736
- Post Comments: 33
- Placement Best Performance: Facebook

The Daily UK article was optimized for reaching the maximum people in our target audience for our travel markets. Overall, the UK was the best performing country, producing 90% of the results. The ad produced 1,346 clicks to dailystar.com.uk. But SMI is unable to track user website engagement once they left Facebook.

- Post Reactions: 56
- Relevancy Score: 8
- Link Clicks: 1,346
- Placement Best Performance: Messenger and Instagram

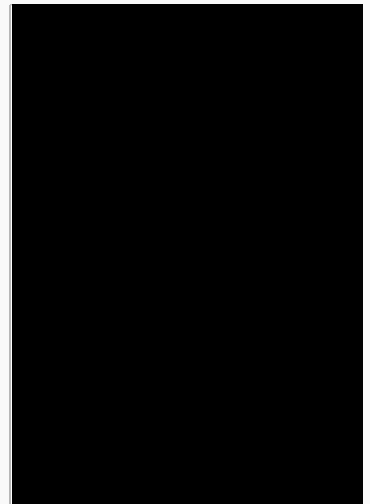
Meetings

Per June's A/B test, SMI continued to run the Meetings campaign on Facebook and LinkedIn.

On Facebook, the campaign was optimized for lead conversions for people who filled out the contact form. The campaign 3 different audiences for optimization (Lookalike people who landed on the meetings page, job titles and retargeting visitors on pages related to /meetings). As a result, the campaign produced 3 leads, 1 from each audience. The campaign reached 73,376 unique people on Facebook, serving 166,305 impressions.

The LinkedIn Sponsored InMail was delivered to 4,397 LinkedIn users and produced 2,069 opens with a 47% open rate. The campaign produced a low CPS of \$0.40.

- Post Reactions: 177
- Post Shares: 19
- Link Clicks: 1,123
- Page Likes: 46
- Relevancy Score: 4
- Placement Best Performance: Facebook



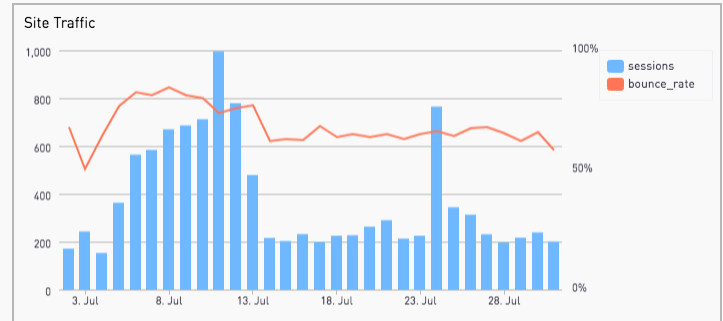
Web Analytics

Vacation Planner

Organic Social drive over 50% of traffic to the Vacation Planner this period, with over 6600 Sessions originating via Facebook. Brand USA Display campaigns generated over 600 Sessions, and top referrers were [REDACTED]

Acquisition

With the slowing of paid media over the summer months, overall traffic dipped 27% to 18,100 Sessions in the month of July.



Audience

Top domestic markets included the Northeast US and Canada including Calgary, Montreal, New York and Vancouver.

There is a noted increase in percentage of mobile device share in South American and Asian markets, with over 90% mobile

Devices: Asia



Campaign Optimizations

The following is a brief summary of campaign insights & optimizations this period.

International

Date	Campaign	Source	Medium	Description
7/1/2018	International	Gold Medal	Display	<p>Room nights are +6.5% overall for the campaign period. June was a challenging month because of the uncharacteristically hot summer we all enjoyed and the World Cup. They both had a negative impact on sales across all of our destinations.</p> <p>- Flight Passengers are +27.6% overall for the campaign period</p> <p>There has been a large growth in July room night and flight passenger sales which we assume would be due to the World Cup coming to an end.</p>
7/1/2018	International	BUSA India		<p>Total imps: 12.36MM</p> <p>GDN: 49,524 clicks (8,000 contracted) / 3.75% CTR</p> <p>Facebook: 183,908 Carousel clicks / 1.65% CTR</p> <p>Expedia:</p> <ul style="list-style-type: none"> - During Campaign: 50 nights / \$8,308 - Post ad view/Post ad click: 76 nights / \$17,109

Leisure Consumer

Date	Campaign	Source	Medium	Description
7/13/2018	Events	Facebook	Paid Social	Removed events passing, launched new ads with new events and updated ad sets to reflect changes
7/1/2018	Leisure	Expedia	Display	Delivered 384,806 impressions, 618 Clicks, 0.16%CTR. 31% Hotels, 3,045 RN.
7/1/2018	Leisure	GumGum	Display	<p>CTR: .96% (8x higher than the industry average of .12%)</p> <p>Viewability: 89.35% (1.7x higher than the industry average of 52.2%)</p> <p>Engagement Rate: 4.10% (1.46x higher than the industry average of 2.8%)</p>
7/1/2018	Leisure	GumGum	Display	<p>CTR: .96% (8x higher than the industry average of .12%)</p> <p>Viewability: 89.35% (1.7x higher than the industry average of 52.2%)</p>

				Engagement Rate: 4.10% (1.46x higher than the industry average of 2.8%)
7/1/2018	Leisure	NY Times	Display	Sailboats Total Impressions: 250,766, Total Clicks: 291, Total CTR: .12% NightOwls Total Impressions: 210,453, Total Clicks: 214, Total CTR: .10% Everglades Total Impressions: 270,565, Total Clicks: 334, Total CTR: .12%
7/1/2018	Leisure	Trip Advisor	Display	More importantly, the campaign is EXCELLING. Banners up 50% Month over Month for a CTR of .39%. No optimizations necessary
7/11/2018	Leisure	New York Times GG Email	Email	Delivered 224,119 impressions, 830 clicks, 0.37 CTR with a 13.06% Open rate
7/1/2018	Leisure	Mobilefuse	Display	320x50 Contextual We are seeing the best performance in the Afternoon 0.65% CTR iPhone OS performing 0.65% CTR News Category performing 0.82% CTR 300x250 Contextual Best performance in the Morning (0.89% CTR) & Night (0.82% CTR) Android OS performing 0.86% CTR 320x480 Contextual Afternoon (0.50% CTR) and Night (0.60% CTR) has the best performance Android OS performing 0.76% CTR Lifestyles Category performing the best 0.80% CTR
7/1/2018	Leisure	Broadcast	Video	Stations provided post, overall posting over 100%. Continue to monitor rotation and GRP delivery
7/1/2018	Leisure / LGBT+	Here Publishing	Display	imp 486,150, 522 clicks and 0.11%CTR.
7/1/2018	Leisure / LGBT+	Instinct	Display	Instinct over delivered on video impressions, Booked 100K, delivered 100,503 Clicks 951 CTR. .106%. Delivered on display impressions, Booked 300K, delivered 426,217 Clicks 506, CTR. .14%
7/10/2018	Leisure / LGBT+	Curve Magazine	Email	Sent to 46,337 opt in subscribers, 13.5 Clicks, 11.2% Open rate and 4.2%CTR.
7/1/2018	LGBT+	Passport Magazine	Display	Bonus ad July/August

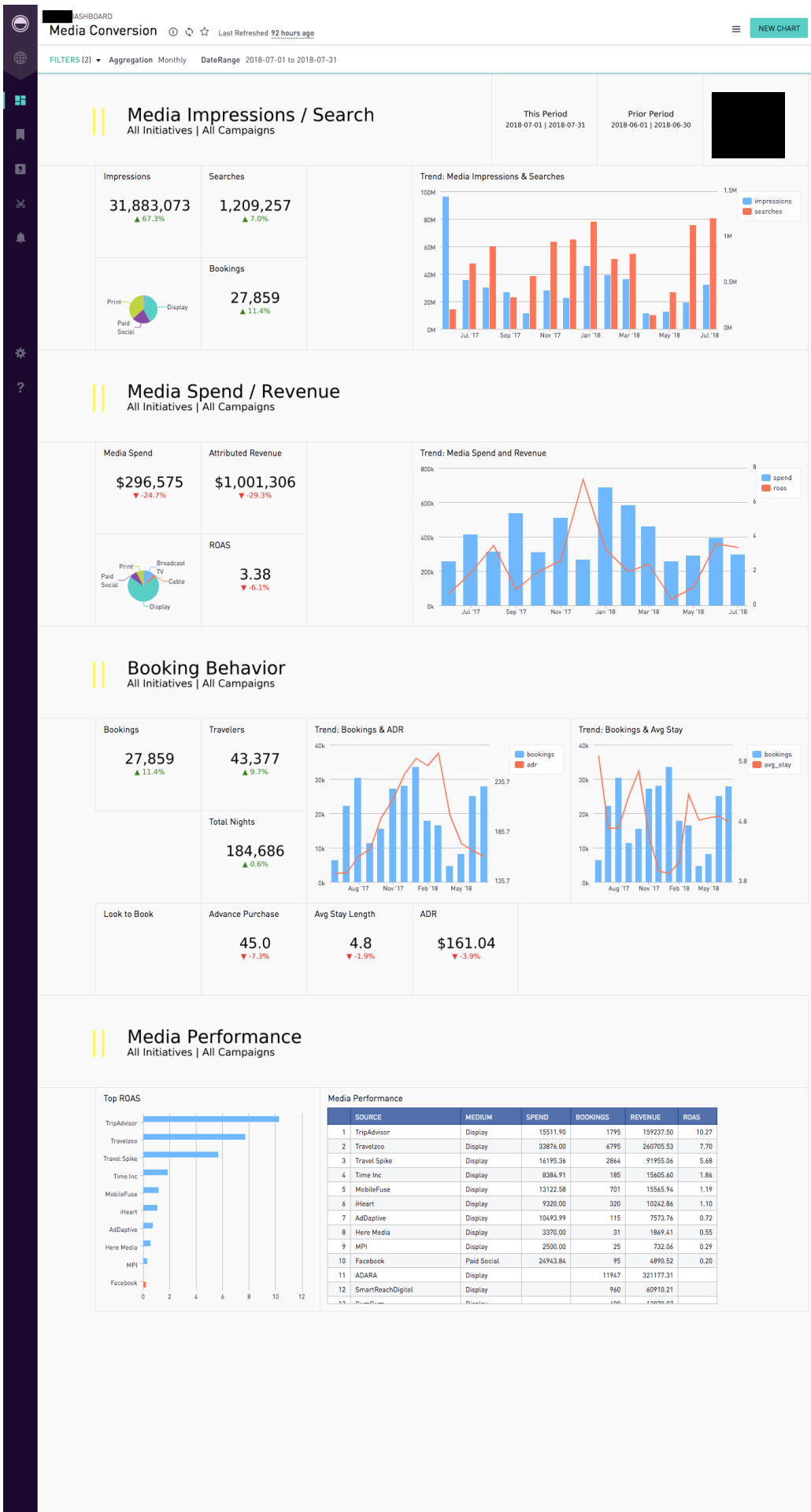
7/13/2018	Vacation Planner	Facebook	Paid Social	Canvas Launched. Other asset turned off
-----------	------------------	----------	-------------	---

Meetings

Date	Campaign	Source	Medium	Description
7/18/2018	Meetings	Wall Street Journal	Email	Sent to 65,182 Opt in subs, delivered 19.09% Opens, 754 Clicks and 1.16% CTR.

Multicultural

Date	Campaign	Source	Medium	Description
7/1/2018	Multicultural	NYT Espanol	Display	Delivered 391,004 Impressions, 801 Clicks, 0.20% CTR.
7/1/2018	Multicultural	People En Espanol	Display	Impressions served: 279,497 impressions Clicks Served: 1,989 clicks Average CTR of .71% Video reporting by quartile Starts: 279,763 First Quartile: 215,463 (77%) Midpoint: 195,021 (69%) Third Quartile: 181,185 (65%) Complete 168,784 (60%) Sailing Creative had the highest VCR performance of 67%.



Summary

All Initiatives | All Campaigns

This Period

2018-07-01 | 2018-07-31

Prior Period

2018-06-01 | 2018-06-30

Spend

\$296,575

▼-24.7%

Impressions

31,883,073

▲67.3%

Clicks

135,512

▲42.3%

Video Views

2,537,530

▲57.7%

Gross Rating Points

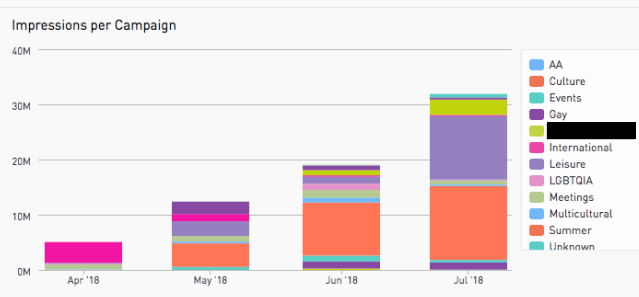
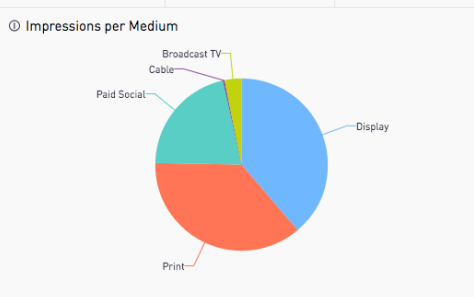
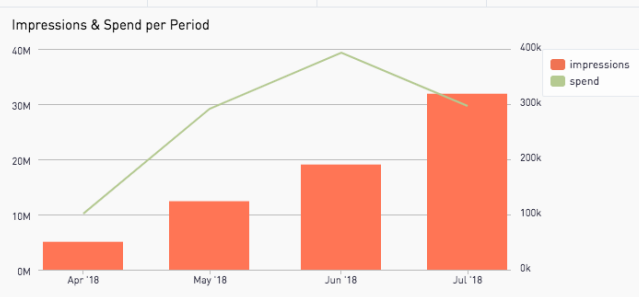
332.9

▲nan%

Spots

822

▲nan%



Media Performance

All Initiatives | All Campaigns

CTR

0.43%

▼-14.9%

CPM [Display]

\$16.75

▼-24.1%

CPC

\$2.19

▼-47.1%

CPP

\$890.88

▲nan%

Email Opens

11,012

▼-62.9%

Open Rate

0.03%

▼-77.8%

Video Completions

1,643,423

▲61.8%

Conversions

Media Performance							
	SOURCE	MEDIUM	FORMAT	SPEND	IMPS	CLICKS	SPC
1		Cable	Video	413	3123		
2		Cable	Video	224	2316		
3		Cable	Video	1004	13707		
4		Cable	Video	1417	15999		
5		Cable	Video	1275	14955		
6		Cable	Video	1173	10263		
7		Cable	Video	790	8403		
8		Cable	Video	1336	17037		
9		Cable	Video	229	3459		
10		Cable	Video				
11		Cable	Video	283	3357		
12		Cable	Video	95	1323		
13		Display	Video	4791	0		
14	ABC Watch	Display	Video	32723	1092480	2425	
15	AICP	Display	Email	0	0		
16	ASAE	Display	Banner	2482	61739		
17	ASAE	Print	Print Ad				
18	Adaptive	Display	Banner	5749	729721	4940	
19	Adaptive	Display	Video	4744	277322	427	
20	Adara	Display	Banner	9370	869700	1358	
21	Adara	Display	Video	18	1009	2	
22	America Unlimited	Display	Direct Mail	9000	200000		
23	Andar De Viaje	Print	Print Ad	2500	8000		

FILTERS (2) ▾ Initiative International DateRange 2018-07-01 to 2018-07-31

Summary

International | All Campaigns

This Period

2018-07-01 | 2018-07-31

Prior Period

2018-06-01 | 2018-06-30

Spend

\$22,973

▼ -8.6%

Impressions

2,996,612

▲ 154.2%

Clicks

15,715

▲ 264.7%

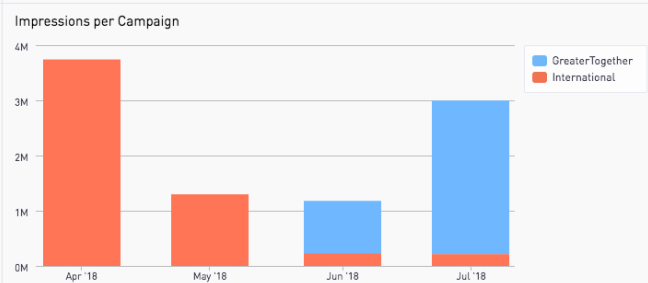
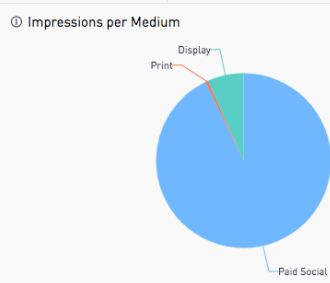
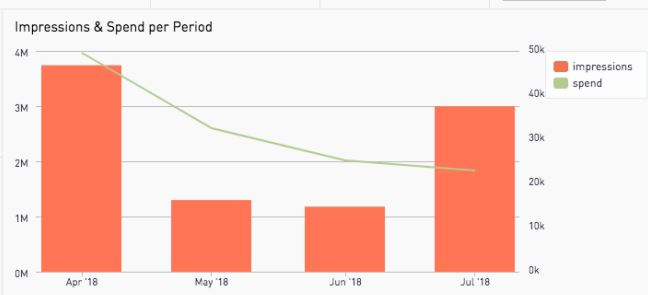
Video Views

1,637,857

▲ 220.2%

Gross Rating Points

Spots



Media Performance

International | All Campaigns

CTR

0.52%

▲ 43.4%

CPM (Display)

\$45.61

▼ -46.6%

CPC

\$1.46

▼ -74.9%

CPP

Email Opens

Open Rate

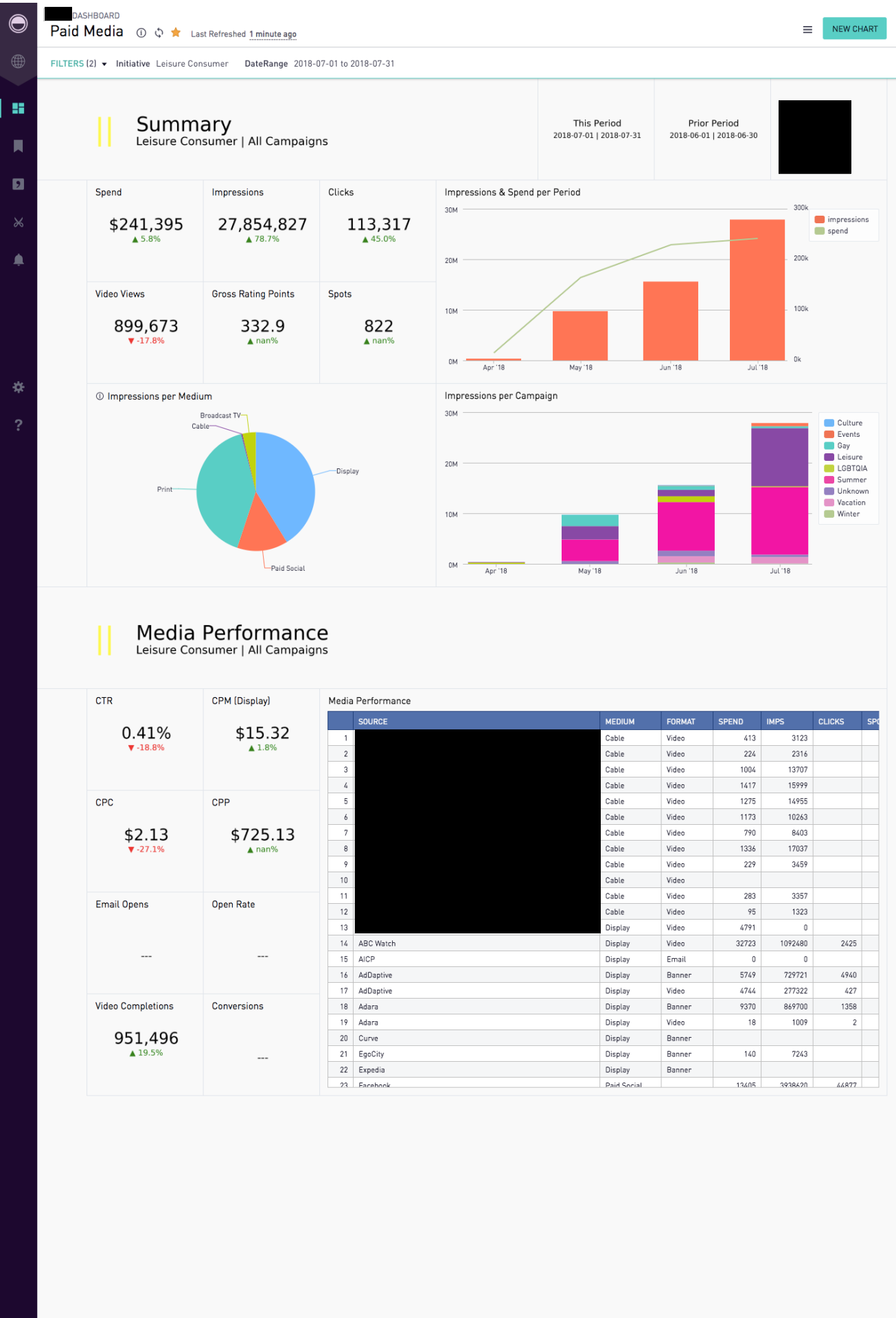
Video Completions

523,143

▲ 258.1%

Conversions

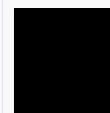
Media Performance									
	SOURCE	MEDIUM	FORMAT	SPEND	IMPS	CLICKS	SPOTS	GRP	VIDEO VIEW
1	America Unlimited	Display	Direct Mail	9000	200000				
2	Andar De Viaje	Print	Print Ad	2500	8000				
3	Brazil Travel News (Consumer)	Print	Print Ad						
4	Carlos A. Mira	Display	Banner	167	1000				
5	Facebook	Paid Social		10081	2792369	15723			16
6	Ladevi Travel	Print	Print Ad	1306	5200				
7	Sunwing	Print	Print Ad						



Summary

This Period
2018-07-01 | 2018-07-31

Prior Period
2018-06-01 | 2018-06-30



Spend

\$21,322
▼ -83.5%

▼ -83.5%

Impressions

749,487
▼ -46.1%

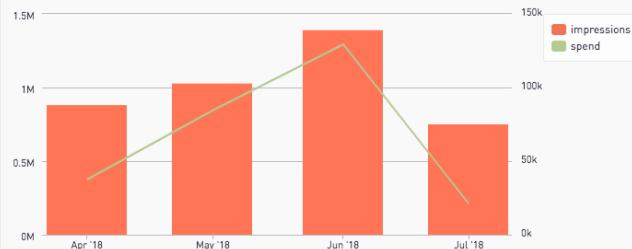
▼ -46.1%

Clicks

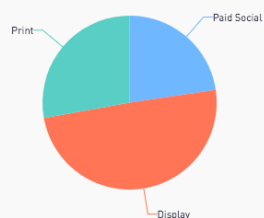
4,491
▼ -52.6%

▼ -52.6%

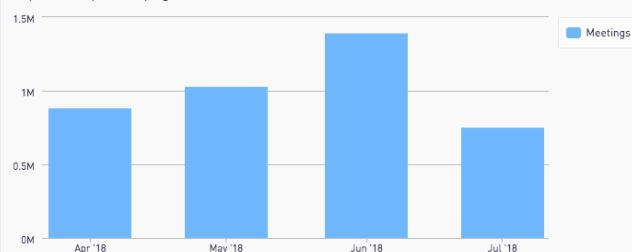
Impressions & Spend per Period



① Impressions per Medium



Impressions per Campaign



Media Performance

CTR

0.60%

▼ -12.2%

CPM (Display)

\$34.34

▼ -71.0%

CPC

\$4.75

▼ -65,2%

CPP

Email Opens

11,012

▼ -62.9%

Open Rate

1.47%

▼ -31.2%

Video Completions

Conversions

Media Performance

	SOURCE	MEDIUM	FORMAT	SPEND	IMPS	CLICKS	SPOTS	GRP	VIDEO V
1	ASAE	Display	Banner	2482	61739				
2	ASAE	Print	Print Ad						
3	Connect	Display	Email	0	0				
4	Connect Magazine	Print	Print Ad						
5	Cvent	Display	Video	3068	0				
6	FSAE	Print	Print Ad	1568	160000				
7	Facebook	Paid Social		2000	170861	1402			
8	LinkedIn	Display	Email	1825					
9	MPI	Display	Banner	2500	100000				
10	Meeting Professionals International	Print	Print Ad	5000	50000				
11	Northstar Meetings Group	Display	Banner		76684	7			
12	Northstar Meetings Group	Display	Email		31471	199			
13	PCMA	Display	Banner						
14	PCMA	Display	Email	1500	5536	6			
15	PCMA	Print	Print Ad						
16	Smart Meetings	Print	Print Ad						
17	TradeShow News Network	Display	Email						
18	USAE	Display	Email	1500	97752	2896			
19	Wall Street Journal	Display	Email						

Summary

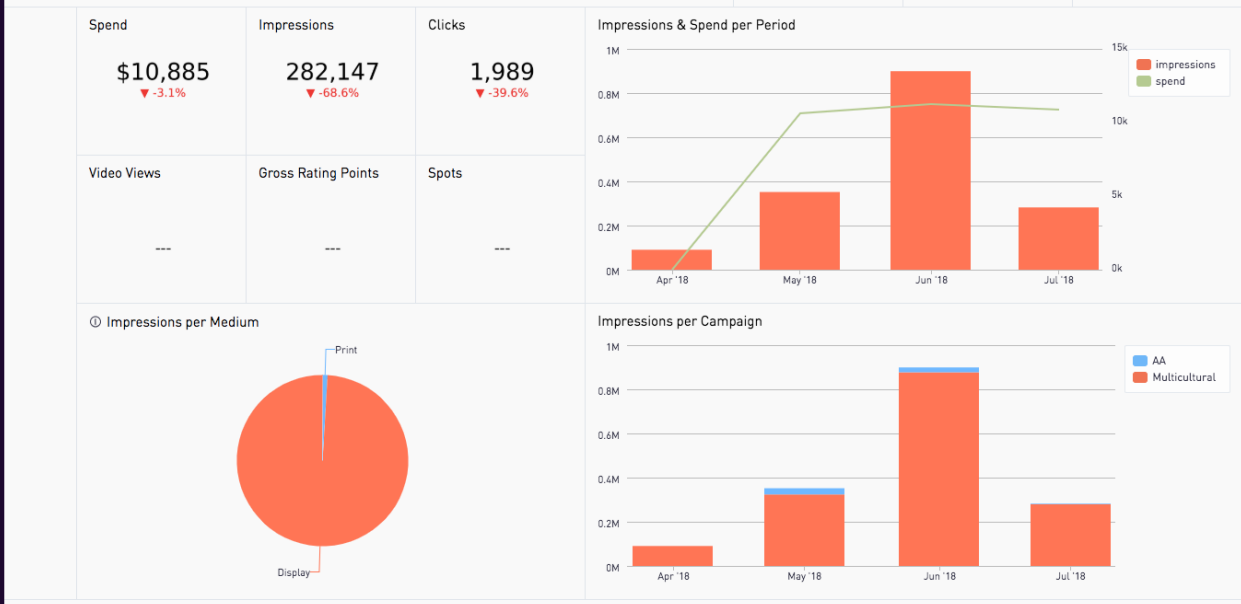
Multicultural | All Campaigns

This Period

2018-07-01 | 2018-07-31

Prior Period

2018-06-01 | 2018-06-30



Media Performance

Multicultural | All Campaigns

CTR

0.70%

▲ 92.3%

CPM [Display]

\$30.05

▲ 264.1%

CPC

\$5.47

▲ 60.5%

CPP

Email Opens

Open Rate

Video Completions

168,784

▲ 142.8%

Conversions

Media Performance

	SOURCE	MEDIUM	FORMAT	SPEND	IMPS	CLICKS	SPOTS	GRP	VIDEO VIEWS
1	New York Times	Display	Banner						
2	RCMA Aspire	Print	Print Ad	2500	2650				
3	Time Inc	Display	Video	8384	279497	1989			

FILTERS (2) ▼ Aggregation Daily DateRange 2018-07-01 to 2018-07-31

This Period
2018-07-01 | 2018-07-31

Prior Period
2018-06-01 | 2018-06-30



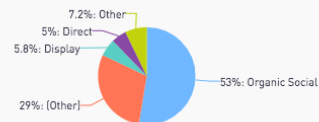
18,101
▼ -26.6%

8,837
▼ -54.2%

8,126
▼ -57.7%

Date	Sessions	Bounce Rate
3. Jul	180	65%
4. Jul	250	50%
5. Jul	160	55%
6. Jul	360	75%
7. Jul	560	80%
8. Jul	580	82%
9. Jul	680	85%
10. Jul	700	80%
11. Jul	720	80%
12. Jul	1000	78%
13. Jul	780	78%
14. Jul	480	62%
15. Jul	220	62%
16. Jul	210	63%
17. Jul	240	65%
18. Jul	220	63%
19. Jul	230	65%
20. Jul	280	64%
21. Jul	220	63%
22. Jul	230	65%
23. Jul	780	66%
24. Jul	350	65%
25. Jul	320	68%
26. Jul	240	68%
27. Jul	210	65%
28. Jul	220	63%
29. Jul	240	65%
30. Jul	210	60%

Sessions by Channel



The chart displays daily traffic volume from July 3rd to July 28th, categorized by source. The y-axis represents the number of visitors, ranging from 0 to 1,000. The x-axis shows dates at 5-day intervals. The traffic sources are stacked as follows: Direct (blue), (Other) (orange), Organic Search (teal), Display (purple), Referral (green), Organic Social (pink), and Email (grey). A major peak in 'Other' traffic is visible around July 10th, reaching nearly 1,000 visitors. Another significant peak occurs around July 23rd, with 'Other' traffic contributing approximately 750 visitors. The chart also shows a steady flow of 'Organic Social' traffic throughout the period.

Date	Direct	(Other)	Organic Search	Display	Referral	Organic Social	Email
3. Jul	20	50	10	10	10	100	10
4. Jul	10	40	10	10	10	100	10
5. Jul	10	50	10	10	10	100	10
6. Jul	10	60	10	10	10	100	10
7. Jul	10	70	10	10	10	100	10
8. Jul	10	80	10	10	10	100	10
9. Jul	10	90	10	10	10	100	10
10. Jul	10	950	10	10	10	100	10
11. Jul	10	800	10	10	10	100	10
12. Jul	10	600	10	10	10	100	10
13. Jul	10	400	10	10	10	100	10
14. Jul	10	200	10	10	10	100	10
15. Jul	10	100	10	10	10	100	10
16. Jul	10	100	10	10	10	100	10
17. Jul	10	100	10	10	10	100	10
18. Jul	10	100	10	10	10	100	10
19. Jul	10	100	10	10	10	100	10
20. Jul	10	100	10	10	10	100	10
21. Jul	10	100	10	10	10	100	10
22. Jul	10	100	10	10	10	100	10
23. Jul	10	750	10	10	10	100	10
24. Jul	10	400	10	10	10	100	10
25. Jul	10	300	10	10	10	100	10
26. Jul	10	200	10	10	10	100	10
27. Jul	10	100	10	10	10	100	10
28. Jul	10	100	10	10	10	100	10

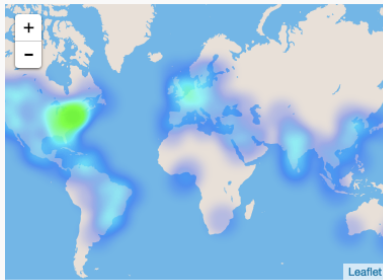
SESSIONS	SOURCE
5074	facebook
551	m.facebook.com
58	l.facebook.com
34	lm.facebook.com
33	facebook_carousel

SESSIONS	SOURCE
605	brand-usa
41	curve
2	cnn_en_espanol
1	carlos_a._mira
1	eqocity

SESSIONS	SOURCE
152	
145	travel_audience
117	
17	
16	
13	hendricks-isle.com
9	uar.to

FILTERS (2) Aggregation Weekly DateRange 2018-07-01 to 2018-07-31

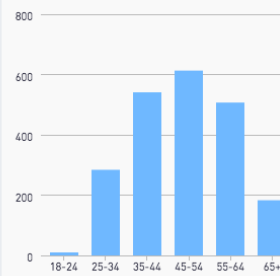
Users: Global



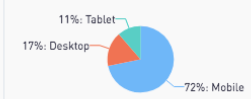
User Gender



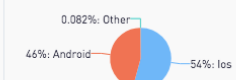
User Age



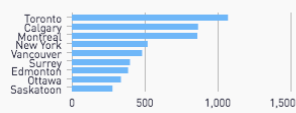
Devices



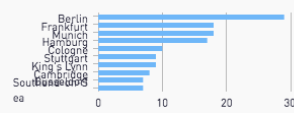
Mobile OS



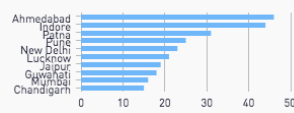
Top Domestic Markets



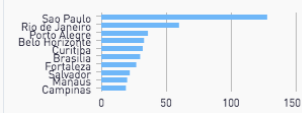
Top EU Markets



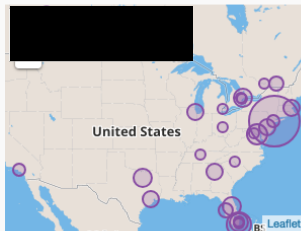
Top Asia Markets



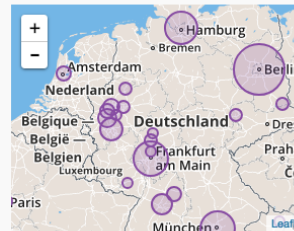
Top SA Markets



Users: Top Domestic Markets



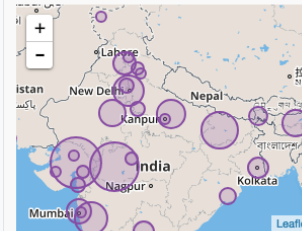
Users: Top EU Markets



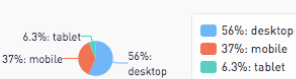
Users: Top SA Markets



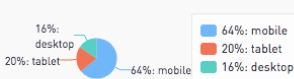
Users: Top Asia Markets



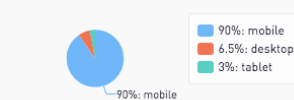
Devices: Domestic



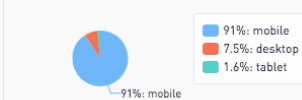
Devices: EU



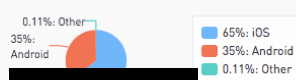
Devices: SA



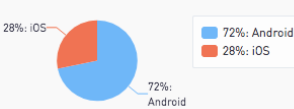
Devices: Asia



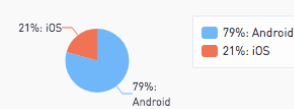
Mobile OS: Domestic



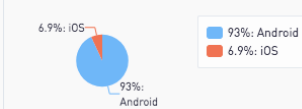
Mobile OS: EU



Mobile OS: SA



Mobile OS: Asia



Mobile: iOS Browsers

USERS	BROWSER
1,935	
1,823	Safari 11
137	Safari 10

Mobile: Android Browsers

USERS	BROWSER
1,380	Android Webview 67.0.3396.87
786	Chrome 67.0.3396.87
175	Samsung Internet 7.2