



SMILE

YOUR BRAND

IS IN VERY GOOD THINKING

Town of Red River
Fall Branding Campaign 2022
Digital Reporting 9/5/22 to 10/16/22

Objectives

- Through digital marketing tactics, increase awareness of the Red River brand during the fall season.
- Drive clicks to the home page where families and outdoor enthusiasts can learn more about all there is to do in and around the charming mountain Town of Red River.
- Learn and optimize as we go.



Digital Campaign Strategies

- **Targeting** - From 9/5 to 10/16, target prospective travelers in Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs, Los Angeles, Las Vegas (NV) and Kansas City, who have behaviors and interests related to things to do, fall colors, mountain towns, family vacations, fall break, outdoor activities, nature and more.
- **Facebook/Instagram Static & Carousel** - Community-based awareness and direct response tactic targeted to relevant audiences based on geography, demographics and interests.



Digital Campaign Strategies (cont'd)

- **Programmatic Display** - Hyper-targeted digital ads in various sizes and formats designed to reach prospects on thousands of websites at the right times in the right places with relevant messaging, based on geography, demographics, interests and online behaviors.
- **Google Paid Search** - Low-funnel, in-bound advertising tactic designed to pique interest and drive clicks among users who are actively searching terms related to Red River and its seasonal activities.



Reporting Summary



Campaign Results Overview

Online Campaign Summary	Impressions	Link Clicks	CTR	Spend	CPM	CPC	Avg. Sess. Dur.
Facebook/Instagram Static & Carousel	911,764	27,635	3.03%	\$4,999.54	\$5.48	\$0.18	0:00:12
DV360 Programmatic Display	8,153,601	241,512	2.96%	\$7,881.42	\$0.97	\$0.03	0:00:53
Google Paid Search	63,618	6,339	9.96%	\$2,980.59	\$46.85	\$0.47	0:01:36
TOTALS	9,128,983	275,486	3.02%	\$15,861.55	\$1.74	\$0.06	0:00:37

Benchmark CTR for Facebook Static is 0.69% with an average CPC of \$1.35

Benchmark CTR for Display is 0.10% with an average CPC of \$.58

Benchmark CTR for Google Paid Search is 1.55% with an average CPC of \$1.28





Reporting Details





Facebook & Instagram



Facebook/Instagram Creative



**Visit Red River, NM**
Sponsored · 

An inviting mountain town where the weather is always just right for the entire family.




Fully-Stocked Fishing [Learn more](#)



Fun for the Whole Family

**Visit Red River, NM**
Sponsored · 


Bad days can be bent into something better in Red River. We've got rivers, streams and fully stocked ponds to fulfill any angler's desire, no matter what the skill level.





REDRIVER.ORG
Joy, Tugging at Your Soul. [Learn more](#)
Plan your fall getaway to one of the most char...

**Visit Red River, NM**
Sponsored · 


Take a road trip on your next road trip to Red River, NM. Your family adventure in the cool pines and golden leaves awaits.





REDRIVER.ORG
Nothing But Four-Wheel Smiles [Learn more](#)
Chairlift rides, fall activities, family-friendly dini...

**Visit Red River, NM**
Sponsored · 


Gain new perspective in one of the most charming mountain towns in the Southwest.



REDRIVER.ORG
Everyone's Welcome Here [Learn more](#)
Chairlift rides, fall activities, family-friendly dini...

**Visit Red River, NM**
Sponsored · 

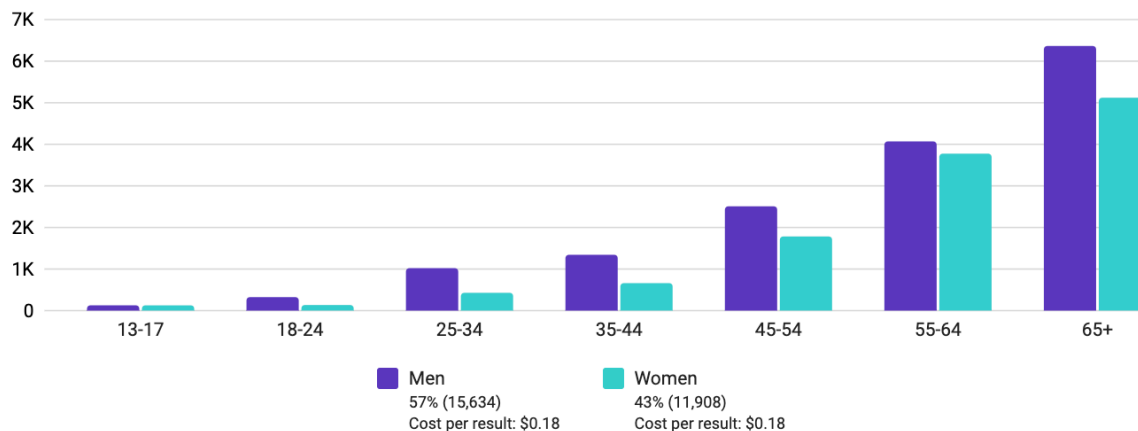
It's fall season. Bring a sweater. Plan your fall getaway to one of the most charming mountain towns in the Southwest.



REDRIVER.ORG
Where Memories Are Made [Learn more](#)
Nature, outdoor activities, dining, shopping, fe...

Facebook/Instagram Metrics & Demos

Facebook-Instagram Static & Carousel	Impressions	Link Clicks	Link CTR	Spend	CPM	CPC Links	Reactions	Comments	Shares
Fall - Carousel - 9/5/22 - 10/31/22 - CAROUSEL	877,965	27,138	3.09%	\$4,910.14	\$5.59	\$0.18	338	21	21
Fall - Static - 9/5/22 - 10/16/22 - FISHING	18,015	260	1.44%	\$47.59	\$2.64	\$0.18	92	3	2
Fall - Static - 9/5/22 - 10/16/22 - 4X4	8,888	174	1.96%	\$30.64	\$3.45	\$0.18	32	3	4
Fall - Static - 9/5/22 - 10/16/22 - SKI LIFT	5,245	60	1.14%	\$10.78	\$2.06	\$0.18	46	3	2
Fall - Static - 9/5/22 - 10/16/22 - PICNIC	1,651	3	0.18%	\$0.39	\$0.24	\$0.13	12	2	0
TOTALS	911,764	27,635	3.03%	\$4,999.54	\$5.48	\$0.18	520	32	29



Facebook/Instagram Geo-Location

Facebook-Instagram Geo-Location Performance			
	Impressions	Link Clicks	Link CTR
Los Angeles	249,592	8,165	3.27%
Houston	151,862	4,414	2.91%
Dallas-Ft. Worth	101,151	2,878	2.85%
San Antonio	72,021	2,345	3.26%
Las Vegas	62,486	2,024	3.24%
Oklahoma City	58,492	1,669	2.85%
Kansas City	53,483	1,701	3.18%
Tulsa	43,867	1,329	3.03%
Austin	33,848	970	2.87%
Colorado Springs-Pueblo	24,466	636	2.60%
Amarillo	24,177	555	2.30%
Odessa-Midland	18,349	465	2.53%
Lubbock	17,669	476	2.69%



Programmatic Display



Programmatic Display Creative



JOY, TUGGING
AT YOUR SOUL.

RR
REDRIVER, NM

PLAN YOUR TRIP



NOTHING BUT
FOUR-WHEEL
SMILES.

RR
REDRIVER, NM

PLAN YOUR TRIP

GAIN NEW
PERSPECTIVE.

RR
REDRIVER, NM

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DELICIOUS
PINE-SCENTED
TUNES.

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Programmatic Display Metrics

DV360 Display						
	Impressions	Clicks	CTR	Spend	CPM	CPC
RR_Fall_2022_Cue Card 300x250 Guitar Player	5,259,449	240,812	4.58%	\$7,060.68	\$1.34	\$0.03
RR_Fall_2022_320X50_SomethingGood	876,446	290	0.03%	\$269.63	\$0.31	\$0.93
RR_Fall_2022_300X250_Music	290,328	43	0.01%	\$79.84	\$0.28	\$1.86
RR_Fall_2022_300X250_Fishing	290,041	49	0.02%	\$81.49	\$0.28	\$1.66
RR_Fall_2022_300X250_ATV	288,538	48	0.02%	\$79.67	\$0.28	\$1.66
RR_Fall_2022_300X600_Fishing	150,099	122	0.08%	\$46.57	\$0.31	\$0.38
RR_Fall_2022_728X90_Skilift	139,512	8	0.01%	\$36.46	\$0.26	\$4.56
RR_Fall_2022_728X90_Music	139,310	16	0.01%	\$36.45	\$0.26	\$2.28
RR_Fall_2022_728X90_ATV	138,061	15	0.01%	\$36.04	\$0.26	\$2.40
RR_Fall_2022_970X90_Skilift	71,505	2	0.00%	\$17.60	\$0.25	\$8.80
RR_Fall_2022_970X90_Music	68,726	5	0.01%	\$16.80	\$0.24	\$3.36
RR_Fall_2022_160X600_ATV	62,456	16	0.03%	\$15.26	\$0.24	\$0.95
RR_Fall_2022_160X600_Fishing	62,079	6	0.01%	\$15.25	\$0.25	\$2.54
RR_Fall_2022_336X280_ATV	60,499	19	0.03%	\$16.93	\$0.28	\$0.89
RR_Fall_2022_336X280_Music	59,975	18	0.03%	\$17.02	\$0.28	\$0.95
RR_Fall_2022_336X280_Fishing	59,492	21	0.04%	\$17.27	\$0.29	\$0.82
RR_Fall_2022_Cue Card 160x600 Fishing	47,872	3	0.01%	\$12.62	\$0.26	\$4.21
RR_Fall_2022_300X600_ATV	37,291	4	0.01%	\$11.16	\$0.30	\$2.79
RR_Fall_2022_Cue Card 300x600 Off Road	36,359	9	0.02%	\$10.72	\$0.29	\$1.19
RR_Fall_2022_468X60_Skilift	5,302	1	0.02%	\$1.32	\$0.25	\$1.32
RR_Fall_2022_468X60_ATV	5,180	4	0.08%	\$1.34	\$0.26	\$0.34
RR_Fall_2022_468X60_Music	5,081	1	0.02%	\$1.29	\$0.25	\$1.29
TOTALS	8,153,601	241,512	2.96%	\$7,881.42	\$0.97	\$0.03



Google Paid Search




Google Paid Search Responsive Ad Samples

Family

Ad · www.redriver.org/ ⓘ

Family Getaways in Red River | Enjoy Cooler Temps

Hiking, fishing, horseback riding, camping in the finest weather in New Mexico. A charming mountain town that offers an abundance of activities for the whole family. [Events](#). [Shopping](#). [Family Fun](#). [Adventure](#).



Live Web Cams	Stay
Check out the current scene	Hotels, cabins, condos, RV resorts
See the ski area or view the town	Time to kick back and enjoy
Eat & Drink	Shopping
Breakfast, lunch, dinner, sweets	Clothing, gifts and outdoor gear
Craft beer, wine, spirits and bars	Photography, grocery and services

Ad · www.redriver.org/ ⓘ

Great Place to See Fall Leaves | Cozy Mountain Temperatures


Chairlift rides, fall activities, OHV'ing, family-friendly dining, affordable lodging. Hiking, fishing, horseback riding, camping in the finest weather in New Mexico. [Events](#). [Shopping](#). [Family Fun](#). [Adventure](#).

Live Web Cams	Stay
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Breakfast, lunch, dinner, sweets	Clothing, gifts and outdoor gear
Craft beer, wine, spirits and bars	Photography, grocery and services

Ad · www.redriver.org/ ⓘ

Affordable Lodging | Perfect for Family Vacations

Hiking, fishing, horseback riding, camping in the finest weather in New Mexico. Chairlift rides, fall activities, OHV'ing, family-friendly dining, affordable lodging. [Events](#). [Shopping](#). [Family Fun](#). [Adventure](#).



Live Web Cams	Stay
Check out the current scene	Hotels, cabins, condos, RV resorts
See the ski area or view the town	Time to kick back and enjoy
Eat & Drink	Shopping
Breakfast, lunch, dinner, sweets	Clothing, gifts and outdoor gear
Craft beer, wine, spirits and bars	Photography, grocery and services

Outdoors

Ad · www.redriver.org/ ⓘ

Fall Colors in the Mountains | Perfect for Outdoor Adventure


New Mexico's best fishing, off-roading, horseback riding, hiking, camping and more. An inviting mountain town where the weather is always just right for anything. [Events](#). [Shopping](#). [Family Fun](#). [Adventure](#).

Live Web Cams	Stay
Check out the current scene	Hotels, cabins, condos, RV resorts
See the ski area or view the town	Time to kick back and enjoy
Eat & Drink	Shopping
Breakfast, lunch, dinner, sweets	Clothing, gifts and outdoor gear
Craft beer, wine, spirits and bars	Photography, grocery and services

Ad · www.redriver.org/ ⓘ

Perfect for Outdoor Adventure | Affordable Lodging |...

Escape to crisp, cool mountain air and trails and views that go on forever. Experience exhilarating fall-season adventures, the kind you loved as a kid. [Events](#). [Shopping](#). [Family Fun](#). [Adventure](#).



Live Web Cams	Stay
Check out the current scene	Hotels, cabins, condos, RV resorts
See the ski area or view the town	Time to kick back and enjoy
Eat & Drink	Shopping
Breakfast, lunch, dinner, sweets	Clothing, gifts and outdoor gear
Craft beer, wine, spirits and bars	Photography, grocery and services

Ad · www.redriver.org/ ⓘ

Best Outdoor Adventures | Fall Trails | See Fall Colors

An inviting mountain town where the weather is always just right for anything. New Mexico's best fishing, off-roading, horseback riding, hiking, camping and more. [Events](#). [Shopping](#). [Family Fun](#). [Adventure](#).

Live Web Cams	Stay
Check out the current scene	Hotels, cabins, condos, RV resorts
See the ski area or view the town	Time to kick back and enjoy
Eat & Drink	Shopping
Breakfast, lunch, dinner, sweets	Clothing, gifts and outdoor gear
Craft beer, wine, spirits and bars	Photography, grocery and services



Google Paid Search Metrics

Google Paid Search						
	Impressions	Clicks	CTR	Spend	CPM	CPC
Fall 2022 - Outdoor Enthusiasts - Broad Match	20,673	637	3.08%	\$318.63	\$15.41	\$0.50
Fall 2022 - Families - Broad Match	18,085	1,229	6.80%	\$600.74	\$33.22	\$0.49
Fall 2022 - Paid Search - Dynamic Ad Group	11,552	2,518	21.80%	\$1,201.31	\$103.99	\$0.48
Fall 2022 - Outdoor Enthusiasts - Exact Match	7,489	872	11.64%	\$385.61	\$51.49	\$0.44
Fall 2022 - Families - Exact Match	5,819	1,083	18.61%	\$474.30	\$81.51	\$0.44
TOTALS	63,618	6,339	9.96%	\$2,980.59	\$46.85	\$0.47



Google Paid Search Keyword Performance

Paid Search Keyword Performance - Top 20			
	Impressions	Link Clicks	Link CTR
[red river nm]	4,862	1,298	26.69%
red river nm	4,729	796	16.83%
"red river"	2,618	92	3.51%
vacation in new mexico	2,005	92	4.59%
campers for	1,881	7	0.37%
fun activities	1,541	38	2.47%
[red river]	1,226	166	13.54%
the autumn leaves	1,146	7	0.61%
place to hike	1,104	16	1.45%
[horse riding]	808	5	0.62%
outdoor activity	770	4	0.52%
campground new mexico	654	15	2.29%
camper sites	652	15	2.30%
fall trips	589	23	3.90%
family vacation trips	575	20	3.48%
things to do with kids	558	17	3.05%
tent campgrounds	555	19	3.42%
trail riding	497	5	1.01%
find campground	493	8	1.62%
[red river webcam]	477	121	25.37%

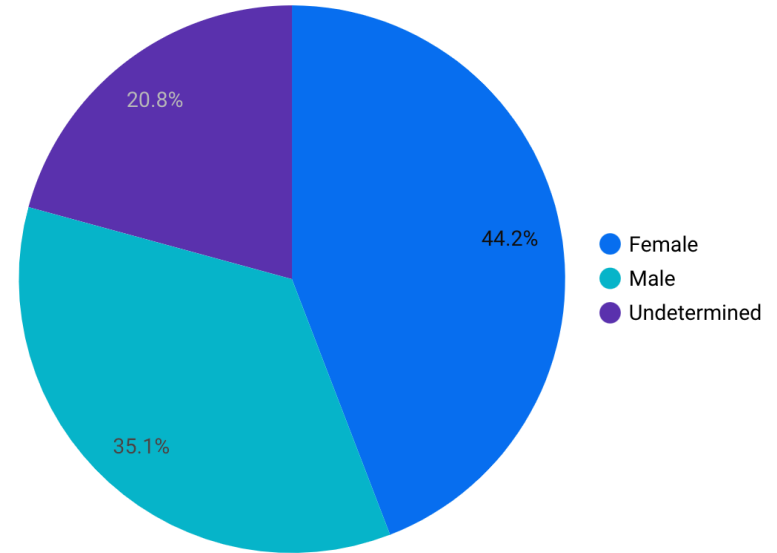
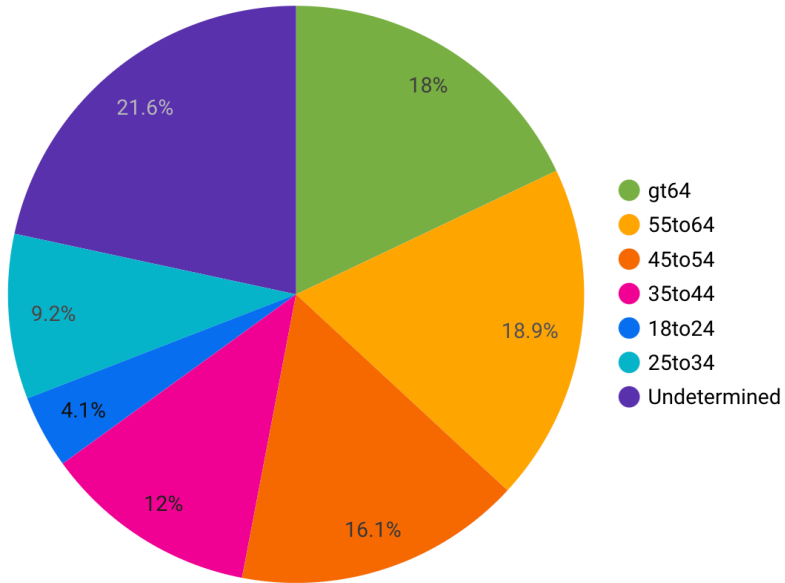


Google Paid Search Geo-Location

Paid Search Geo-Location Performance			
	Impressions	Link Clicks	Link CTR
Dallas-Ft. Worth TX, Texas, US	15,177	1,492	9.83%
Los Angeles CA, California, US	10,184	268	2.63%
Amarillo TX, US	7,468	1,629	21.81%
Houston TX, Texas, US	6,861	366	5.33%
Oklahoma City OK, Oklahoma, US	6,537	1,117	17.09%
Austin TX, Texas, US	4,187	269	6.42%
San Antonio TX, Texas, US	3,361	251	7.47%
Tulsa OK, US	2,275	314	13.80%
Lubbock TX, Texas, US	2,000	286	14.30%
Kansas City MO, US	1,623	86	5.30%
Las Vegas NV, Nevada, US	1,517	39	2.57%
Colorado Springs-Pueblo CO, Colorado, US	1,243	107	8.61%
Odessa-Midland TX, Texas, US	1,185	115	9.70%



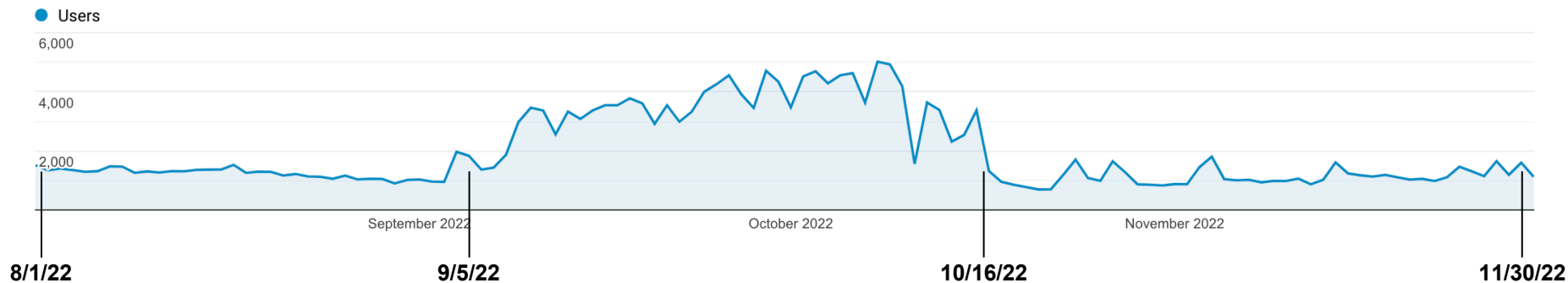
Google Paid Search - Demographics



Website Lift



Overall Website Lift - September - October



Insights



Insights

- HAPI had estimated that the Fall 2022 Campaign would deliver approximately 5 million impressions, but it ended up serving over 9 million impressions, generating awareness and engagement for the brand leading into the holiday season. The campaign delivered over 275,000 clicks with an overall average cost-per-click (CPC) of only \$0.06, and benchmarks were vastly exceeded in all three media channels.
- The Facebook/Instagram campaign delivered an average click-thru-rate (CTR) of 3.03%, which was a result of the mass amounts of clicks from the Carousel ad unit. This is the highest CTR we've achieved from a Red River brand or promo campaign on Facebook. Clickers were primarily middle and older aged (as to be expected), and males were slightly more engaged than females, but not by much. It was a smart decision on the part of Red River to include Los Angeles in the geo-targeting, as that market led the charge in impressions, clicks and CTR.



Insights (cont'd)

- The Programmatic Display ads delivered the bulk of the overall campaign impressions, serving ads on thousands of websites in the targeted geo-locations. Typically, we aim to achieve a CTR of 0.10% and a CPC of \$0.58, but the Fall Campaign delivered an average CTR of 2.96% and a CPC of only \$0.03. Most of the activity came from the 300x250 Guitar Player Cue Card ad, which had a CTR as high as 4.58%!
- Paid Search, which was the lowest-funnel tactic in the campaign reaching prospective travelers who were actively researching keywords related to Red River, had a strong performance with over 6,000 clicks, an average CTR of 9.96% and an average CPC of only \$0.47. Most clicks came from the Dynamic Ad Group, which pulls copy directly from the Red River website to create ads. Clickers were both males and females in a range of different age groups, primarily 45+. Regarding keyword activity, search terms with “red river” in the phrase performed extremely well, indicating people are aware of the destination and brand. And like Facebook, the Los Angeles geo-target ranked high in impressions, but not so much in clicks and CTR, meaning that people were actively searching relevant terms but weren’t clicking the ads.





THANK YOU