



SMILE

YOUR BRAND

IS IN VERY GOOD THINKING

Town of Red River
Summer Kick-Off Branding Campaign
Reporting 5/1/23 to 6/30/23

Objectives

- Through offline and online marketing tactics, increase awareness of the Red River brand leading up to and during the peak summer 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.



Campaign Strategies

- **Targeting** - From 5/1/23 through 6/30/23, 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, outdoor activities, mountain towns, family vacations, summer vacations, holidays, lodging, nature and more.



Campaign Strategies (cont'd)

- **Static & Digital Billboards** – Mass-media awareness tactic to reach drivers in Dallas/Ft. Worth.
- **Programmatic Out-of-Home (OOH)** - Mass-media, digital awareness tactic that serves static and video ads throughout Dallas in the form of digital billboards, gas pump toppers, grocery store kiosks and movie theater screens. The ads can be geo- and behavior-targeted similar to digital ads.



Campaign Strategies (cont'd)

- **DV360 ConnectedTV (CTV)** - Mass-media awareness tactic that appears as an offline Broadcast TV commercial, but is served digitally, allowing for hyper targeting, more detailed tracking and efficient spending.



Campaign Strategies (cont'd)

- **Facebook/Instagram Static & Carousel** - Community-based awareness and direct response tactic targeted to relevant audiences based on geography, demographics and interests.
- **DV360 Pre-Roll Video & 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.



Campaign Strategies (cont'd)

- **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.
- **AccuWeather Triggered Display** - Weather-triggered digital ads that are served to Dallas residents when it's 20 degrees cooler in Red River. The ads also dynamically feature the current temperature in Red River.



Campaign Strategies (cont'd)

- **Select Print Ads** - Full-page ads in Texas Monthly and Taos News Summer Magazine Magazine, along with a full-page advertorial in AARP, all designed with the purpose of getting readers excited for summer vacation in Red River.



Reporting Summary

Campaign Results Overview

Campaign Summary										
	Impressions	Clicks	CTR	Video Views	VTR	Spend	CPM	CPC	CPV	Avg Sess Dur
OutFront Billboards (5/1 - 5/29)	23,010,953	0	0.00%	0	0.00%	\$42,250.00	\$1.84	\$0.00	\$0.00	N/A
Accretive Programmatic OOH (5/1 - 5/29)	784,501	0	0.00%	0	0.00%	\$10,000.00	\$12.75	\$0.00	\$0.00	N/A
DV360 CTV (5/15 - 6/11)	2,139,701	0	0.00%	2,066,880	96.60%	\$22,417.91	\$10.48	\$0.00	\$0.01	N/A
Facebook/Instagram Video (5/15 - 6/30)	503,384	1,275	0.25%	211,325	41.98%	\$6,755.00	\$13.42	\$5.30	\$0.03	0:00:05
Facebook/Instagram Static (5/15 - 6/30)	869,503	32,096	3.69%	0	0.00%	\$6,874.92	\$7.91	\$0.21	\$0.00	0:00:14
DV360 Pre-Roll Video (5/15 - 6/30)	5,993,649	7,433	0.12%	4,716,258	78.69%	\$7,999.47	\$1.33	\$1.08	\$0.01	0:00:21
DV360 Display (5/15 - 6/30)	16,048,155	220,990	1.38%	0	0.00%	\$9,950.85	\$0.62	\$0.05	\$0.00	0:01:40
Google Paid Search (5/15 - 6/30)	57,480	6,287	10.94%	0	0.00%	\$1,984.41	\$34.52	\$0.32	\$0.00	0:01:59
AccuWeather (6/1 - 6/30)	1,114,555	2,204	0.20%	0	0.00%	\$10,000.00	\$8.97	\$4.54	\$0.00	0:00:37
Texas Monthly (May)	2,700,000	0	0.00%	0	0.00%	\$9,215.00	\$3.41	\$0.00	\$0.00	N/A
Taos News Summer Magazine (May)	70,000	0	0.00%	0	0.00%	\$4,258.00	\$60.83	\$0.00	\$0.00	N/A
AARP (April-May)	273,900	0	0.00%	0	0.00%	\$7,678.00	\$28.03	\$0.00	\$0.00	N/A
TOTALS	53,565,781	270,285	0.50%	6,994,463	80.99%	\$139,383.56	\$2.60	\$0.52	\$0.01	0:00:49

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



Campaign Impressions & Budget Actualization

Budget & Impressions Actualization					
	Planned Budget	Actual Budget	Difference	Planned Imp.	Actual Imp.
OutFront Billboards (5/1 - 5/29)	\$42,250.00	\$42,250.00	\$0.00	18,187,420	23,010,953
Accretive Programmatic OOH (5/1 - 5/29)	\$10,000.00	\$10,000.00	\$0.00	1,000,000	784,501
DV360 CTV (5/15 - 6/11)	\$22,500.00	\$22,417.91	\$82.09	900,000	2,139,701
Facebook/Instagram Video (5/15 - 6/30)	\$6,755.00	\$6,755.00	\$0.00	675,500	503,384
Facebook/Instagram Static (5/15 - 6/30)	\$6,875.00	\$6,874.92	\$0.08	1,145,833	869,503
DV360 Pre-Roll Video (5/15 - 6/30)	\$8,000.00	\$7,999.47	\$0.53	800,000	5,993,649
DV360 Display (5/15 - 6/30)	\$10,000.00	\$9,950.85	\$49.15	5,000,000	16,048,155
Google Paid Search (5/15 - 6/30)	\$2,000.00	\$1,984.41	\$15.59	100,000	57,480
AccuWeather (6/1 - 6/30)	\$10,000.00	\$10,000.00	\$0.00	1,000,000	1,114,555
Texas Monthly (May)	\$9,215.00	\$9,215.00	\$0.00	2,700,000	2,700,000
Taos News Summer Magazine (May)	\$4,258.00	\$4,258.00	\$0.00	70,000	70,000
AARP (April-May)	\$7,678.00	\$7,678.00	\$0.00	273,900	273,900
TOTALS	\$139,531.00	\$139,383.56	\$147.44	31,852,653	53,565,781



Reporting Details



OutFront Billboards



OutFront Billboard Creative



IT'S NICE TO BE
ABLE TO SEE THE STARS
YOU DANCE UNDER.

REDRIVER.ORG

RED RIVER, NM



GO PINE TREE
DODGING.

REDRIVER.ORG

RED RIVER, NM



NO FISH FINDER
NECESSARY.

REDRIVER.ORG

RED RIVER, NM



SIT AND PONDER
NOTHING.

REDRIVER.ORG

RED RIVER, NM



WHEN THE ASPHALT
ENDS, KEEP GOING.

REDRIVER.ORG

RED RIVER, NM



AS MANY
QUIET NIGHTS
AS YOU NEED.

REDRIVER.ORG

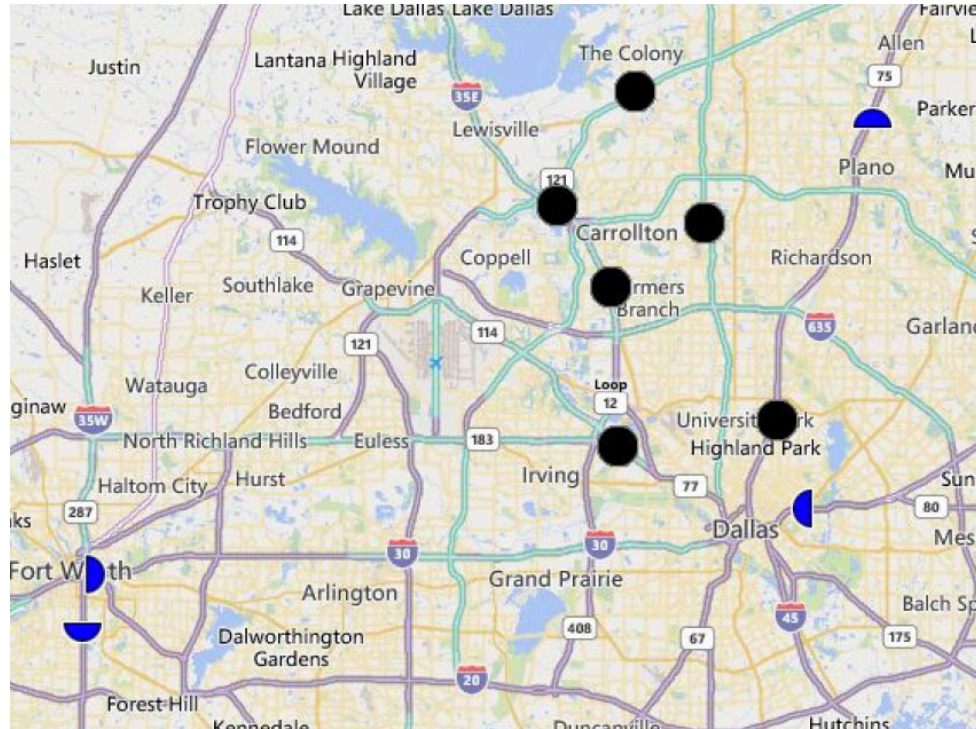
RED RIVER, NM

OutFront Billboards Metrics

OutFront Billboards				
Board #	Location	Impressions Delivered	Net Cost	CPM
2_2180	I-30 (E.R.L.T.) W/O E. Grand N/S - Static	2,518,036	Package Price	Package Price
2_7205	I-30 .2 Mi W/O 287 N/S - Static	1,680,904		
2_8252	I-35W .2 Mi N/O Berry W/S - Static	2,859,676		
3_3013	Central (75) S/O Spring Creek Pkwy E/S Dallas/Ft. Worth - Static	3,189,200		
2_2130	I-35E N/O Valwood E/S	4,536,142		
2_6678	Central (75) S/O Lovers Lane E/S	2,703,219		
2_6690	SH 121 (Sam Rayburn Tollway) W/O Paige Rd N/S	1,134,463		
2_7907	D.N. Tollway .4 Mi S/O Trinity Mills E/S	1,658,630		
2_7931	183 E/O Hwy 114 S/S	1,013,787		
2_8325	I-35E 525' N/O Frankford Road E/S	1,716,896		
	TOTALS	23,010,953	\$42,250.00	\$1.84



OutFront Billboards Locations



OutFront Billboards

Town of Red River NM

OUTFRONT/

Face # 02_2180-0 - I-30 (E.R.L.T.) W/O E. Grand N/S



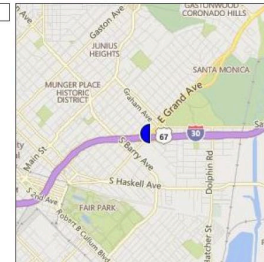
Photo taken on: 5/1/2023



Photo taken on: 5/1/2023

Face Information

Media:	Bulletins	Posted Date:	5/1/2023	Design:	Fishing
Area:	Dallas	Covered Date:	5/31/2023	First Received On:	4/25/2023 (Qty: 1)
Posting Market:	Dallas/Ft. Worth	Showing:	30	Last Received On:	4/25/2023 (Qty: 1)
Direction:	E				
Illumination:	18 hours				
OOH Rating:	629,509				



OutFront Billboards

Town of Red River NM

OUTFRONT/

Face # 02_7205-0 - I-30 .2 Mi W/O 287 N/S



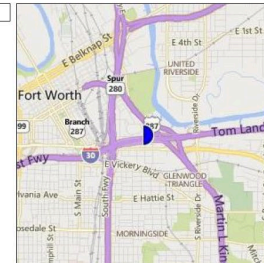
Photo taken on: 5/1/2023



Photo taken on: 5/1/2023

Face Information

Media:	Bulletins	Posted Date:	5/1/2023	Design:	Dancers
Area:	Ft. Worth	Covered Date:	7/5/2023	First Received On:	4/25/2023 (Qty: 1)
Posting Market:	Dallas/Ft. Worth	Showing:	65	Last Received On:	4/25/2023 (Qty: 1)
Direction:	W				
Illumination:	18 hours				
OOH Rating:	420.226				



OutFront Billboards

Town of Red River NM

OUTFRONT/

Face # 02_8252-0 - I-35W .2 Mi N/O Berry W/S



Photo taken on: 5/1/2023

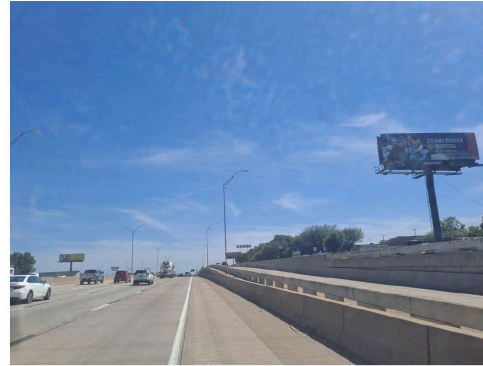
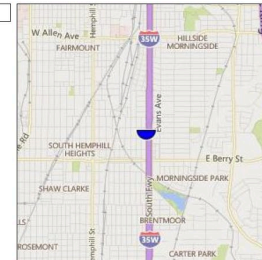


Photo taken on: 5/1/2023

Face Information

Media:	Bulletins	Posted Date:	5/1/2023	Design:	ATV Helmets - Ponder
Area:	Ft. Worth	Covered Date:	5/31/2023	First Received On:	4/25/2023 (Qty: 1)
Posting Market:	Dallas/Ft. Worth	Showing:	30	Last Received On:	4/25/2023 (Qty: 1)
Direction:	N				
Illumination:	18 hours				
OOH Rating:	714,919				



OutFront Billboards

Town of Red River NM

OUTFRONT/

Face # 03_3013-0 - Central (75) S/O Spring Creek Pkwy E/S



Photo taken on: 5/1/2023

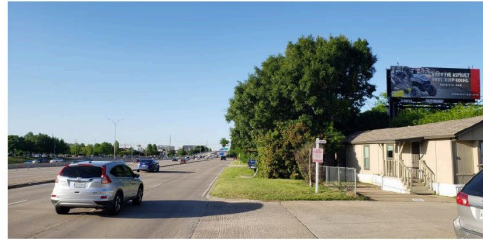


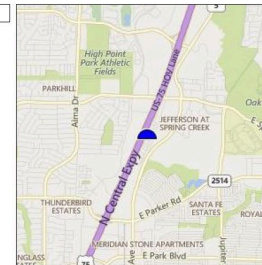
Photo taken on: 5/1/2023

Face Information

Media: Bulletins
Area: Plano
Posting Market: Dallas/Ft. Worth
Direction: S
Illumination: 18 hours
OOH Rating: 797,300

Posted Date: 5/1/2023
Covered Date: 5/31/2023
Showing: 30

Design: Asphalt Ends
First Received On: 4/25/2023 (Qty: 1)
Last Received On: 4/25/2023 (Qty: 1)



OutFront Billboards

Town of Red River NM

OUTFRONT/

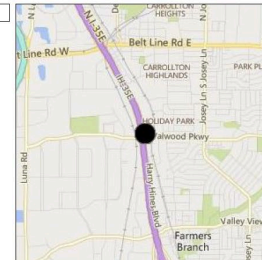
Face # 02_2130-B - I-35E N/O Valwood E/S



Photo taken on: 5/1/2023

Face Information

Media:	Digital Displays	Posted Date:	5/1/2023	Design:	Red River - Pine Tree
Area:	Carrollton	Covered Date:	6/15/2023	First Received On:	n/a
Posting Market:	Dallas/Ft. Worth	Showing:	45	Last Received On:	n/a
Direction:	S				
Illumination:	24 hours				
OOH Rating:	630,525				



OutFront Billboards

Town of Red River NM

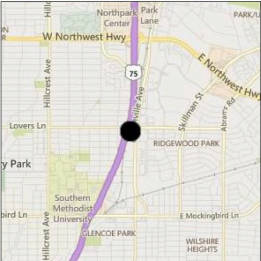


Face # 02_6678-H - Central (75) S/O Lovers Lane E/S



Photo taken on: 5/1/2023

Face Information					
Media:	Digital Displays	Posted Date:	5/1/2023	Design:	Red River - Quiet Nights
Area:	Dallas	Covered Date:	6/5/2023	First Received On:	n/a
Posting Market:	Dallas/Ft. Worth	Showing:	35	Last Received On:	n/a
Direction:	N				
Illumination:	24 hours				
OOH Rating:	666.895				



OutFront Billboards

Town of Red River NM



Face # 02_6690-F - SH 121 (Sam Rayburn Tollway) W/O Paige Rd N/S

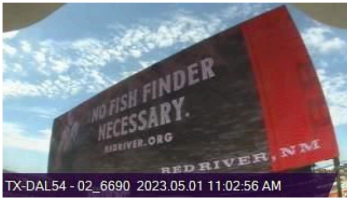
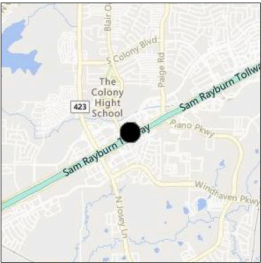


Photo taken on: 5/1/2023

Face Information					
Media:	Digital Displays	Posted Date:	5/1/2023	Design:	Fish Finder COLONY
Area:	The Colony	Covered Date:	5/29/2023	First Received On:	n/a
Posting Market:	Dallas/Ft. Worth	Showing:	28	Last Received On:	n/a
Direction:	E				
Illumination:	24 hours				
OOH Rating:	270,465				



OutFront Billboards

Town of Red River NM

OUTFRONT/

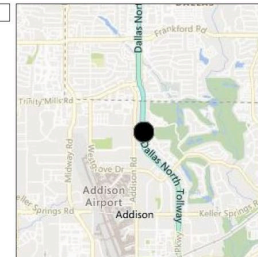
Face # 02_7907-E - D.N. Tollway .4 Mi S/O Trinity Mills E/S



Photo taken on: 5/1/2023

Face Information

Media:	Digital Displays	Posted Date:	5/1/2023	Design:	Red River - Sit and Ponder Not
Area:	Dallas	Covered Date:	5/29/2023	First Received On:	n/a
Posting Market:	Dallas/Ft. Worth	Showing:	28	Last Received On:	n/a
Direction:	N				
Illumination:	24 hours				
OOH Rating:	399,108				



OutFront Billboards

Town of Red River NM

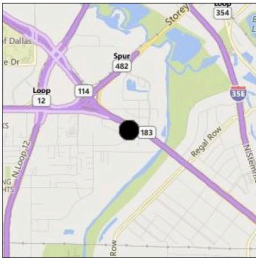


Face # 02_7931-A - 183 E/O Hwy 114 S/S



Photo taken on: 5/1/2023

Face Information					
Media:	Digital Displays	Posted Date:	5/1/2023	Design:	Red River - Fish Finder
Area:	Irving	Covered Date:		First Received On:	n/a
Posting Market:	Dallas/Ft. Worth	Showing:	66	Last Received On:	n/a
Direction:	W				
Illumination:	24 hours				
OOH Rating:	240,898				



OutFront Billboards

Town of Red River NM

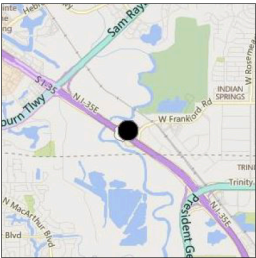


Face # 02_8325-D - I-35E 525' N/O Frankford Road E/S



Photo taken on: 5/1/2023

Face Information					
Media:	Digital Displays	Posted Date:	5/1/2023	Design:	Red River - Pine Tree
Area:	Carrollton	Covered Date:		First Received On:	n/a
Posting Market:	Dallas/Ft. Worth	Showing:	66	Last Received On:	n/a
Direction:	S				
Illumination:	24 hours				
OOH Rating:	352,320				



Programmatic Out-of-Home

Programmatic Out-of-Home Metrics

Accretive Programmatic Out-Of-Home			
Venue Type	Impressions Delivered	Net Cost	CPM
Billboards	481,461	Package Price	Package Price
Gas Stations	107,981		
Grocery	134,088		
Movie Theaters	60,971		
TOTALS	784,501	\$10,000.00	\$12.75

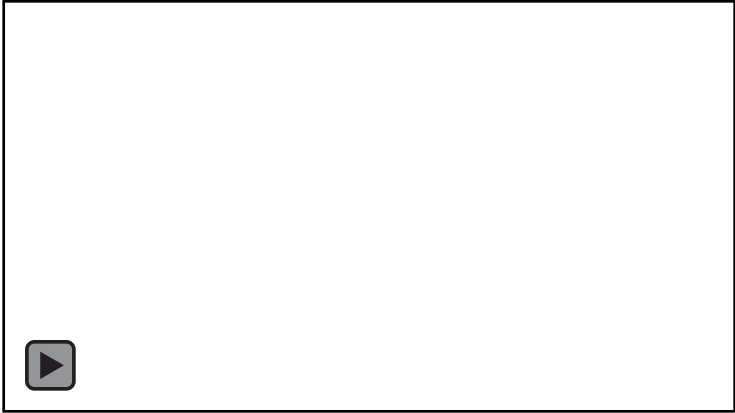
Accretive Programmatic Out-Of-Home			
Creative Breakout	Impressions Delivered	Net Cost	CPM
RR_Summer_ATV_15s_V01.mp4	63,093	Package Price	Package Price
RR_Summer_Running_15s_V01.mp4	62,513		
TRR_AccreativeDigital_1080X1920.jpg	7,579		
TRR_AccreativeDigital_1280X960.jpg	107,981		
TRR_AccreativeDigital_1400X400.jpg	118,417		
TRR_AccreativeDigital_1400X400_2.jpg	119,398		
TRR_AccreativeDigital_1400X400_3.jpg	116,635		
TRR_AccreativeDigital_1400X400_4.jpg	122,128		
TRR_AccreativeDigital_1920X1080.jpg	66,757		
TOTALS	784,501	\$10,000.00	\$12.75



CTV & Pre-Roll Video



Video Creative



DV360 CTV & Pre-Roll Video

DV360 CTV									
	Impressions	Link Clicks	Link CTR	View Compl.	VTR	Spend	CPM	CPC Links	CPV
RR_Summer2023_ATV_15s_V01_CTV	953,015	0	0.00%	920,787	96.62%	\$9,906.40	\$10.39	\$0.00	\$0.01
RR_Summer2023_Running_15s_V01_CTV	663,920	0	0.00%	645,029	97.15%	\$6,919.16	\$10.42	\$0.00	\$0.01
RR_Summer2023_30_ATV_V01_042021_CTV	522,766	0	0.00%	501,064	95.85%	\$5,592.35	\$10.70	\$0.00	\$0.01
TOTALS	2,139,701	0	0.00%	2,066,880	96.60%	\$22,417.91	\$10.48	\$0.00	\$0.01



DV360 Pre-Roll									
	Impressions	Link Clicks	Link CTR	View Compl.	VTR	Spend	CPM	CPC Links	CPV
RR_Summer2023_ATV_15s_V01_Pre-roll	4,917,635	4,298	0.09%	3,867,470	78.64%	\$6,284.75	\$1.28	\$1.46	\$0.00
RR_Summer2023_Running_15s_V01_Pre-roll	965,606	2,960	0.31%	769,622	79.70%	\$1,432.96	\$1.48	\$0.48	\$0.00
RR_Summer2023_30_ATV_V01_042021_Pre-roll	110,408	175	0.16%	79,166	71.70%	\$281.76	\$2.55	\$1.61	\$0.00
TOTALS	5,993,649	7,433	0.12%	4,716,258	78.69%	\$7,999.47	\$1.33	\$1.08	\$0.00




Facebook & Instagram



Facebook/Instagram Video Creative



 Visit Red River, NM
Sponsored · 

When the asphalt ends, keep going. Your family adventure in the cool pines of Red River, NM awaits.

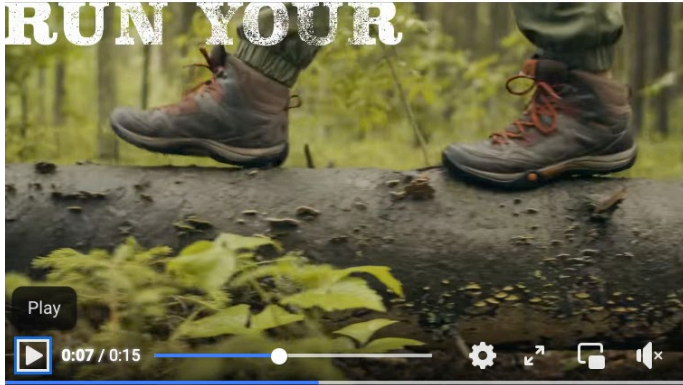


REDRIVER.ORG
Go Pine Tree Dodging
Off-roading, chairlift rides, fishing, summer act...

Learn more

 Visit Red River, NM
Sponsored · 

Red River, NM is an inviting mountain town where the weather is always just right for anything.

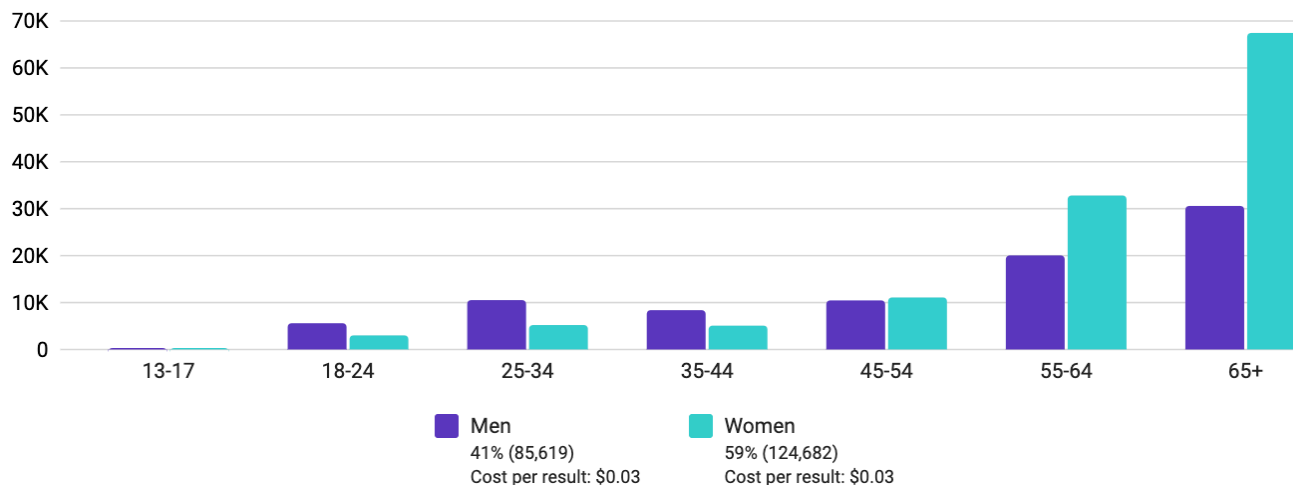


REDRIVER.ORG
The Forest is Calling
Off-roading, chairlift rides, fishing, summer activ...

Learn more

Facebook/Instagram Video Metrics & Demos

Facebook-Instagram ThruPlay Video	Impressions	Link Clicks	Link CTR	ThruPlay	VTR	Spend	CPM	CPC Links	CPV	Reactions	Comments	Shares
Summer Kickoff 5/15/23 - 6/30/23 - Summer Running 15 Video	229,417	797	0.35%	134,242	58.51%	\$4,258.05	\$18.56	\$5.34	\$0.03	121	2	15
Summer Kickoff 5/15/23 - 6/30/23 - Summer OHV 15 Video	163,774	329	0.20%	57,174	34.91%	\$1,841.44	\$11.24	\$5.60	\$0.03	139	5	32
Summer Kickoff 5/15/23 - 6/30/23 - Summer OHV 30 Video	110,193	149	0.14%	19,909	18.07%	\$655.51	\$5.95	\$4.40	\$0.03	117	2	22
TOTALS	503,384	1,275	0.25%	211,325	41.98%	\$6,755.00	\$13.42	\$5.30	\$0.03	377	9	69




Facebook/Instagram Video Geo-Location


Facebook-Instagram Geo-Location Performance	
	Impressions
Los Angeles	138,249
Houston	79,758
Dallas-Ft. Worth	59,162
San Antonio	40,262
Las Vegas	33,350
Kansas City	32,636
Oklahoma City	28,906
Austin	23,016
Tulsa	18,774
Unknown	12,870
Colorado Springs-Pueblo	12,673
Odessa-Midland	9,072
Amarillo	7,783
Lubbock	6,865



Facebook/Instagram Static Creative


 Visit Red River, NM
Sponsored · 🌐

Red River, NM is an inviting mountain town where the weather is always just right for anything.



No Fish Finder Necessary

[Learn more](#)



Recharge Yourself Back to 100%


 Visit Red River, NM
Sponsored · 🌐

Red River, NM is an inviting mountain town where the weather is always just right for anything.

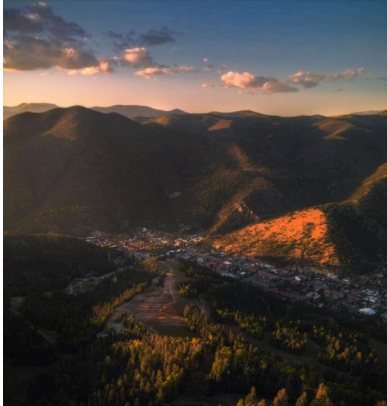


REDRIVER.ORG
Good Times. Everyone Needs Them.
Live music, chairlift rides, summer activities, fa...

[Learn more](#)


 Visit Red River, NM
Sponsored · 🌐

Visit Red River, NM for as many quiet nights as you need. Plan your summer getaway to one of the most charming mountain towns in the Southwest.




REDRIVER.ORG
Mountain Air Awaits
Dining, shopping, festivals and fun adventures ...

[Learn more](#)

 Visit Red River, NM
Sponsored · 🌐

No fish finder necessary in Red River, NM. We've got rivers, streams and fully-stocked ponds to fulfill any angler's desire, no matter what the skill level.



REDRIVER.ORG
Fishing Stories in Great Supply
Plan your summer getaway to one of the most ...

[Learn more](#)

Facebook/Instagram Static Creative

 Visit Red River, NM
Sponsored · 🌐

Come to Red River, NM and recharge yourself back to 100%. The mountain air awaits.



REDRIVER.ORG
Your Stress Getaway
Chairlift rides, summer activities, family-friendl...

[Learn more](#)

 Visit Red River, NM
Sponsored · 🌐

Come to Red River, NM to sit and ponder nothing. We're the cool breeze to your hot mess.



REDRIVER.ORG
Your Stress Getaway
Chairlift rides, summer activities, family-friendl...

[Learn more](#)


 Visit Red River, NM
Sponsored · 🌐

When the asphalt ends, keep going. Your family adventure in the cool pines of Red River, NM awaits.




REDRIVER.ORG
Go Pine Tree Dodging
Off-roading, chairlift rides, summer activities, f...

[Learn more](#)

 Visit Red River, NM
Sponsored · 🌐

We have world-renowned fishing, hiking and horseback riding, or you can just enjoy the cool mountain breezes. No agendas are the best agendas in Red River, NM.

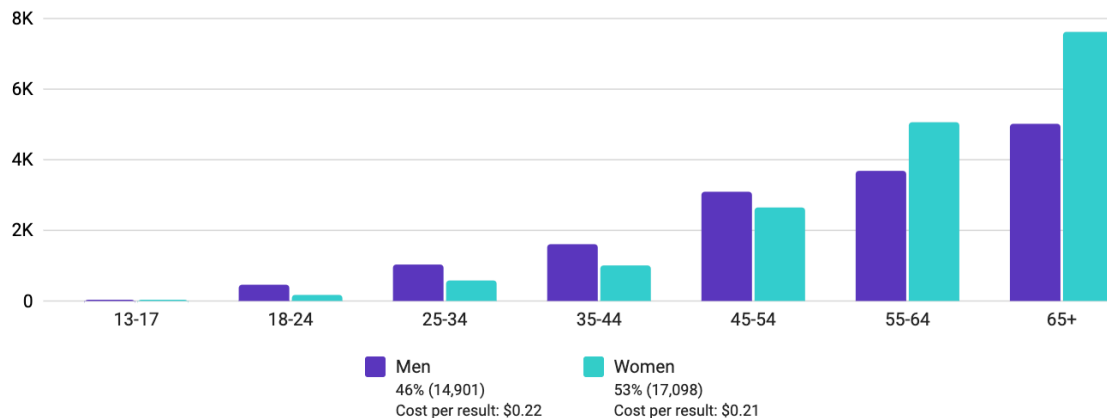


REDRIVER.ORG
The Forest is Calling
Plan your summer getaway to one of the most ...

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Facebook/Instagram Static Metrics & Demos

Facebook-Instagram Static & Carousel									
	Impressions	Link Clicks	Link CTR	Spend	CPM	CPC Links	Reactions	Comments	Shares
Summer Kickoff 5/15/23 - 6/30/23 - Carousel	779,117	28,601	3.67%	\$6,100.80	\$7.83	\$0.21	276	7	14
Summer Kickoff 5/15/23 - 6/30/23 - Static - Concert	55,921	2,808	5.02%	\$545.00	\$9.75	\$0.19	156	4	4
Summer Kickoff 5/15/23 - 6/30/23 - Static - Town Drone Shot	20,018	445	2.22%	\$129.53	\$6.47	\$0.29	320	18	26
Summer Kickoff 5/15/23 - 6/30/23 - Static - Fishing	4,074	86	2.11%	\$26.26	\$6.45	\$0.31	7	0	0
Summer Kickoff 5/15/23 - 6/30/23 - Static - Ski Lift	4,058	51	1.26%	\$21.03	\$5.18	\$0.41	38	0	0
Summer Kickoff 5/15/23 - 6/30/23 - Static - Hammock	3,151	67	2.13%	\$33.06	\$10.49	\$0.49	38	0	2
Summer Kickoff 5/15/23 - 6/30/23 - Static - OHV	2,084	11	0.53%	\$3.75	\$1.80	\$0.34	10	0	0
Summer Kickoff 5/15/23 - 6/30/23 - Static - Lake Couple	1,080	27	2.50%	\$15.49	\$14.34	\$0.57	45	0	0
TOTALS	869,503	32,096	3.69%	\$6,874.92	\$7.91	\$0.21	890	29	46



Facebook/Instagram Static Geo-Location

Facebook-Instagram Geo-Location Performance			
	Impressions	Link Clicks	Link CTR
Los Angeles	264,671	10,738	4.06%
Houston	189,240	6,834	3.61%
Dallas-Ft. Worth	104,593	3,647	3.49%
San Antonio	63,764	2,252	3.53%
Las Vegas	55,076	2,277	4.13%
Kansas City	33,319	1,081	3.24%
Austin	32,673	1,066	3.26%
Oklahoma City	31,667	1,058	3.34%
Unknown	24,981	945	3.78%
Tulsa	21,836	703	3.22%
Amarillo	14,122	406	2.87%
Odessa-Midland	12,990	428	3.29%
Colorado Springs-Pueblo	10,642	362	3.40%
Lubbock	9,924	299	3.01%



Programmatic Display



Programmatic Display Creative



**NO AGENDAS
ARE THE BEST
AGENDAS.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**AS MANY
QUIET NIGHTS
AS YOU NEED.**

RR
REDRIVER, NM

PLAN YOUR TRIP



DISTANCE FROM RR
**PREP YOUR ROD FOR
HEAVY LIFTING.**

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REDRIVER, NM

PLAN YOUR TRIP



ALBUQUERQUE 185 MILES
**STEER YOUR LIFE
SOMEWHERE FUN.**

RR
REDRIVER, NM

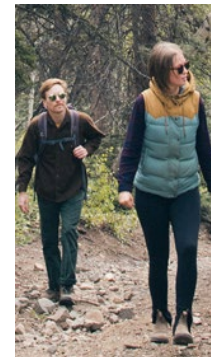
PLAN YOUR TRIP



**PREP YOUR
ROD FOR
HEAVY
LIFTING.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**RECHARGE
YOURSELF
BACK TO
100%**

RR
REDRIVER, NM

PLAN YOUR TRIP

**MOUNTAIN AIR
AWAITS.**

RR
REDRIVER, NM

**YOUR STRESS
GETAWAY.**

RR
REDRIVER, NM

Programmatic Display Metrics

DV360 Display						
	Impressions	Clicks	CTR	Spend	CPM	CPC
TRR_Summer_2023_Cue Card 300x250	7,146,166	169,171	2.37%	\$6,292.14	\$0.88	\$0.04
RR_Summer_2023_300X250_GoodTimes	1,442,394	1,313	0.09%	\$331.01	\$0.23	\$0.25
RR_Summer_2023_320X50_TheForestIsCalling	991,946	720	0.07%	\$157.45	\$0.16	\$0.22
RR_Summer_2023_300X250_WeHaveFishStories	777,603	2,251	0.29%	\$263.39	\$0.34	\$0.12
RR_Summer_2023_320X50_YourStressGetaway	767,942	8,098	1.05%	\$361.66	\$0.47	\$0.04
RR_Summer_2023_728X90_AsManyQuietNights	675,583	79	0.01%	\$135.95	\$0.20	\$1.72
RR_Summer_2023_300X250_NoAgendas	616,948	3,594	0.58%	\$339.39	\$0.55	\$0.09
TRR_Summer_2023_Cue Card 336x280	593,633	22,902	3.86%	\$867.50	\$1.46	\$0.04
RR_Summer_2023_300X250_RechargeYourself	468,026	4,699	1.00%	\$374.93	\$0.80	\$0.08
RR_Summer_2023_320X50_MountainAirAwaits	411,170	3,419	0.83%	\$149.20	\$0.36	\$0.04
RR_Summer_2023_728X90_SteerYourLife	273,497	26	0.01%	\$81.81	\$0.30	\$3.15
RR_Summer_2023_728X90_PrepYourRod	239,305	34	0.01%	\$77.56	\$0.32	\$2.28
RR_Summer_2023_728X90_NoAgendas	213,104	163	0.08%	\$72.78	\$0.34	\$0.45
RR_Summer_2023_336X280_GoodTimes	203,275	1,189	0.58%	\$66.43	\$0.33	\$0.06
RR_Summer_2023_300X600_UpHereOnlineMeans	175,093	30	0.02%	\$37.99	\$0.22	\$1.27
RR_Summer_2023_970X90_WhenTheAsphaltEnds	161,666	10	0.01%	\$25.32	\$0.16	\$2.53



Programmatic Display Metrics (cont'd)

DV360 Display						
	Impressions	Clicks	CTR	Spend	CPM	CPC
RR_Summer_2023_970X90_UpHereOnlineMeans	137,820	50	0.04%	\$23.74	\$0.17	\$0.47
RR_Summer_2023_336X280_RechargeYourself	107,039	1,125	1.05%	\$50.22	\$0.47	\$0.04
RR_Summer_2023_300X600_AsManyQuietNights	94,697	116	0.12%	\$27.53	\$0.29	\$0.24
RR_Summer_2023_300X600_NoAgendas	79,398	28	0.04%	\$24.90	\$0.31	\$0.89
RR_Summer_2023_468X60_GoodTimes	73,469	23	0.03%	\$13.40	\$0.18	\$0.58
RR_Summer_2023_468X60_NoFishFinder	68,586	22	0.03%	\$12.11	\$0.18	\$0.55
TRR_Summer_2023_Cue Card 160x600	65,082	7	0.01%	\$41.85	\$0.64	\$5.98
RR_Summer_2023_970X90_ItsNiceToBeAble	59,589	0	0.00%	\$11.57	\$0.19	\$0.00
RR_Summer_2023_970X90_WereTheCoolBreeze	52,193	4	0.01%	\$10.50	\$0.20	\$0.00
RR_Summer_2023_336X280_WereTheCoolBreeze	47,788	1,243	2.60%	\$49.57	\$1.04	\$0.00
RR_Summer_2023_336X280_PrepYourRod	38,593	509	1.32%	\$26.73	\$0.69	\$0.05
RR_Summer_2023_468X60_GoPineTreeDodging	28,404	14	0.05%	\$6.79	\$0.24	\$0.49
RR_Summer_2023_468X60_SitAndPonder	28,364	2	0.01%	\$6.45	\$0.23	\$0.00
TRR_Summer_2023_Cue Card 300x600	9,782	149	1.52%	\$10.97	\$1.12	\$0.07
TOTALS	16,048,155	220,990	1.38%	\$9,950.85	\$0.62	\$0.05



Google Paid Search




Google Paid Search Responsive Ad Samples

Family

Ad · www.redriver.org/ ⓘ

Affordable Mountain Town | Fun Family Activities |...

A charming mountain town that offers an abundance of activities for the whole family. An inviting mountain town where the weather is always just right for the entire 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/ ⓘ

Crisp Mountain Air Vacation | Visit Red River, New Mexico

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

Enjoy Cooler Temps | Riverfront Lodging Red River

Chairlift rides, summer activities, OHV'ing, family-friendly dining, affordable lodging. An inviting mountain town where the weather is always just right for the entire 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

Outdoor Activities

Ad · www.redriver.org/ ⓘ

Perfect for Outdoor Adventure | Most Affordable Mountain Town


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/ ⓘ

Riverfront Cabins and Lodging | Perfect for Outdoor...

Experience exhilarating adventures, the kind you loved as a kid. Recharge yourself. 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/ ⓘ

Ideal Outdoor Destination | Great Hiking & Mountain Biking

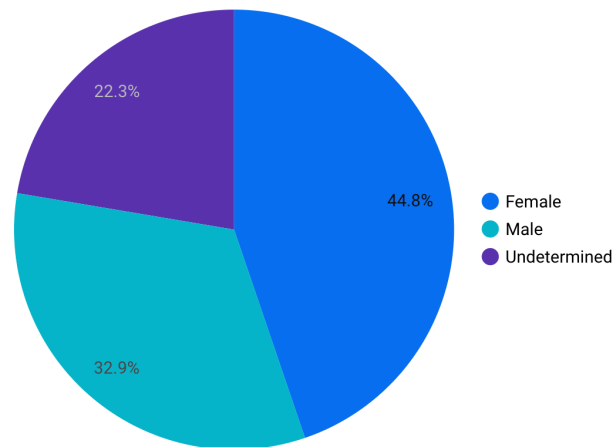
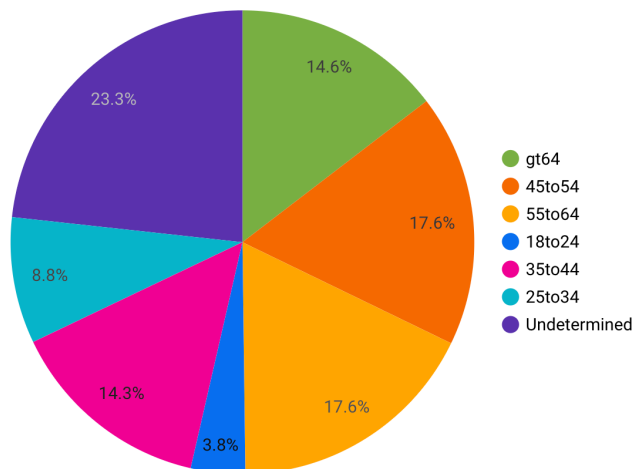
Escape to crisp, cool mountain air and trails and views that go on forever. New Mexico's best fishing, off-roading, horseback riding, hiking, camping and more. [Events](#), [Shopping](#), [Family Fun](#), [Adventure](#).

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 & Demos

Google Paid Search						
	Impressions	Clicks	CTR	Spend	CPM	CPC
Summer Kick-Off 2023 - Outdoor Enthusiasts - Broad Match	23,994	956	3.98%	\$362.37	\$15.10	\$0.38
Summer Kick-Off 2023 - Families - Broad Match	10,434	600	5.75%	\$172.27	\$16.51	\$0.29
Summer Kick-Off 2023 - Paid Search - Dynamic Ad Group	10,263	2,760	26.89%	\$849.56	\$82.78	\$0.31
Summer Kick-Off 2023 - Outdoor Enthusiasts - Exact Match	7,609	1,288	16.93%	\$394.85	\$51.89	\$0.31
Summer Kick-Off 2023 - Families - Exact Match	5,180	683	13.19%	\$205.36	\$39.64	\$0.30
TOTALS	57,480	6,287	10.94%	\$1,984.41	\$34.52	\$0.32



Google Paid Search Keyword Performance

Paid Search Keyword Performance - Top 20			
	Impressions	Link Clicks	Link CTR
red river	9,093	696	7.65%
red river nm	7,075	1,508	21.31%
angel fire	988	7	0.71%
red river new mexico cabins	844	94	11.14%
red river new mexico lodging	837	88	10.51%
camping locations	761	13	1.71%
hiking vacation	630	10	1.59%
trail	617	5	0.81%
trail trekking	583	8	1.37%
outdoor activity	541	10	1.85%
hiking trekking	505	11	2.18%
off road	488	5	1.02%
trail riding	484	2	0.41%
red river cabin rentals	483	48	9.94%
family fun	480	1	0.21%
rv campgrounds	478	19	3.97%
cabins in new mexico	448	16	3.57%
new mexico vacation spots	441	18	4.08%
red river cabins	426	56	13.15%
red river rooms	406	45	11.08%



Google Paid Search Geo-Location

Paid Search Geo-Location Performance			
	Impressions	Link Clicks	Link CTR
Dallas-Ft. Worth TX, Texas, United States	14,526	1,778	12.24%
Los Angeles CA, California, United States	7,863	116	1.48%
Amarillo TX, United States	7,162	1,253	17.50%
Oklahoma City OK, Oklahoma, United States	6,759	1,125	16.64%
Houston TX, Texas, United States	5,486	362	6.60%
Austin TX, Texas, United States	3,338	314	9.41%
San Antonio TX, Texas, United States	2,542	251	9.87%
Lubbock TX, Texas, United States	2,010	310	15.42%
Tulsa OK, United States	1,884	262	13.91%
Colorado Springs-Pueblo CO, Colorado, United States	1,562	210	13.44%
Las Vegas NV, Nevada, United States	1,463	72	4.92%
Kansas City MO, United States	1,461	84	5.75%
Odessa-Midland TX, Texas, United States	1,424	150	10.53%



AccuWeather



AccuWeather Triggered Ads

AccuWeather Triggered Display						
	Impressions	Clicks	CTR	Spend	CPM	CPC
US - Red River - Cross - 300x250 - Summer - Jun23	588,239	1,419	0.24%	\$5,000.00	\$8.50	\$3.52
US - Red River - mWeb - Adhesion - 320x50 - Summer - Jun23	526,316	785	0.15%	\$5,000.00	\$9.50	\$6.37
TOTALS	1,114,555	2,204	0.20%	\$10,000.00	\$8.97	\$4.54



WE'RE THE
COOL BREEZE
TO YOUR
HOT MESS.

RR
REDRIVER, NM

CURRENT TEMP. 75°
PLAN YOUR TRIP



OUR ROADS
ARE LESS HOT
AND STICKY.


RR
REDRIVER, NM

CURRENT TEMP. 75°
PLAN YOUR TRIP



MOUNTAIN
AIR AWAITS.

RR
REDRIVER, NM



CURRENT TEMPERATURE
IN RED RIVER, NM - 75°

RR
REDRIVER, NM

Print - Magazines



Texas Monthly



Impressions: 2,700,000

Taos News Summer



Impressions: 70,000

AARP Advertorial

BRANDAMP BY AARP PAID CONTENT RED RIVER

Escape To Red River, New Mexico

Mountainside recreation and relaxation

When you want to unwind, Red River is a small town mountain vacation destination with huge appeal. Beginning as a mining outpost at the southern end of New Mexico's Sangre de Cristo Mountains, Red River is now the perfect place for hiking, fishing, horseback riding, camping, skiing, four-wheeling, and mountain biking.

Once you settle into your comfy accommodations, lay tracks in any direction for adventure and exploration in the great outdoors. At your feet is the 1.5-million-acre Carson National Forest. Serene backcountry trails lead to Wheeler Peak, the highest point in the entire state.

In town, you'll find everything from unique shopping to local restaurants and historic bars serving award-winning wines, craft beer, and distilled spirits. The country music scene buzzes with visiting artists in the summer and fall.

For more than a century, travelers have come to Red River to get away amidst breathtaking natural beauty. Now it's your turn.

Plan your getaway at RedRiver.org

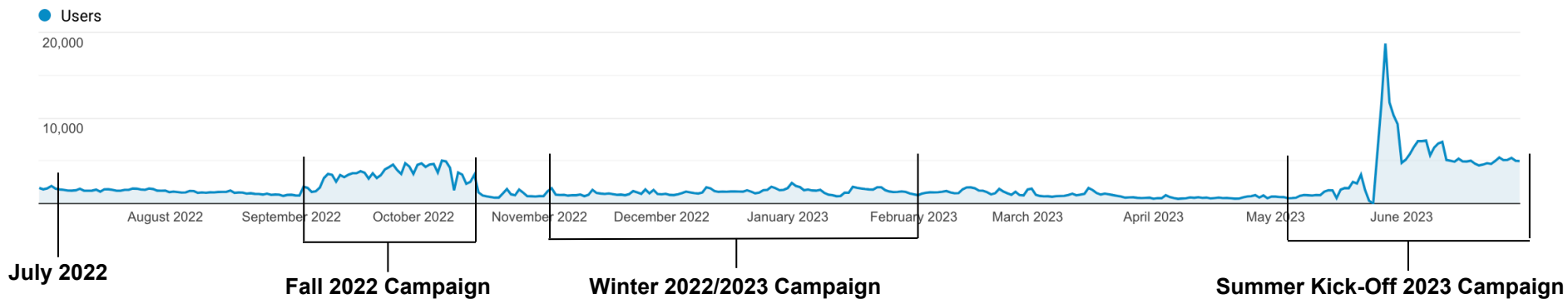


Impressions: 273,900

Website Trending



Overall Website Trending - September 2021 – February 2023





THANK YOU