



SMILE

YOUR BRAND

IS IN VERY GOOD THINKING

Town of Red River
Summer Kick-Off Brand Campaign
Digital Reporting 5/2/22 to 7/24/22

Objectives

- Coming off a productive winter, continue to generate awareness, instill brand recognition and recall, and become more top-of-mind among prospective travelers in select feeder markets.
- Increase website traffic to educate consumers on all Red River has to offer.
- Learn and optimize as we go.

Strategic Campaign Initiatives

- **Digital and Static Billboards** – Mass-media awareness tactic to reach commuters in Dallas.
- **ConnectedTV** – Another mass-media tactic that appears as a traditional television commercial but is served and tracked digitally.
- **Facebook/Instagram Video and Static** - Community-based awareness and direct response tactics targeted to prospective travelers in select markets with high propensity to engage and click on relevant ads.

Strategic Campaign Initiatives (cont'd)

- **Programmatic Pre-Roll Video and Display** - Hyper-targeted digital ads in various formats designed to reach specific audiences 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 consumers in relevant feeder markets who are actively researching travel to Red River and New Mexico.

Strategic Campaign Initiatives (cont'd)

- **AccuWeather Display** - Weather-triggered digital ads that are served to Dallas residents when it's 20 degrees cooler in Red River, and the ads dynamically feature the real-time temps in Red River.
- **Select Print Ads** - Full-page ads in Texas Monthly, Taos News Summer Guide and AARP Texas Edition, designed with the purpose of getting readers excited for summer travel.

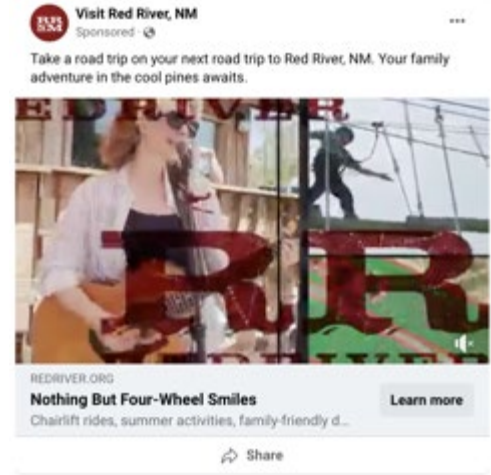
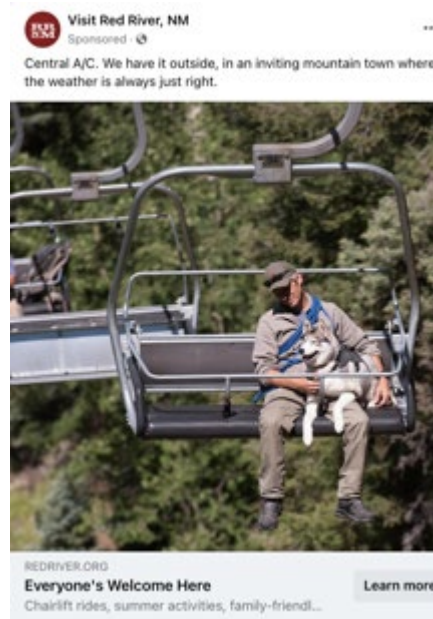
Outdoor Boards




CTV & Pre-Roll Video



Facebook/Instagram Static & Video Samples



DV360 Display Ad Samples



**NOTHING BUT
FOUR-WHEEL
SMILES.**

RR
REDRIVER, NM


PLAN YOUR TRIP



**CENTRAL A/C.
WE HAVE IT
OUTSIDE.**

RR
REDRIVER, NM

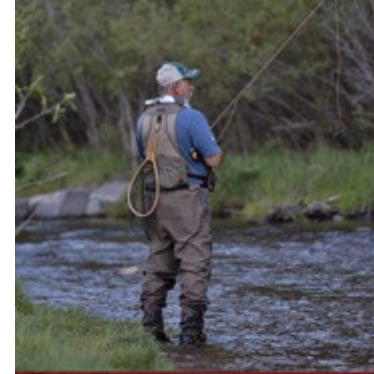
PLAN YOUR TRIP



**IT'S OUR
WARM SEASON.
BRING A
SWEATER.**

RR
REDRIVER, NM

PLAN YOUR TRIP

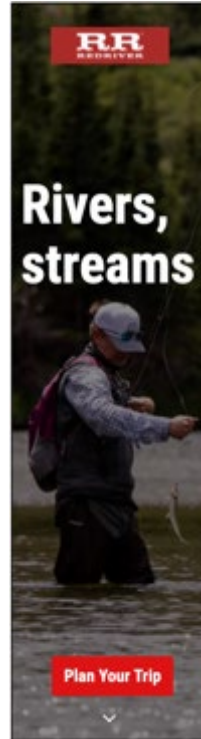


**JOY, TUGGING
AT YOUR SOUL.**

RR
REDRIVER, NM

PLAN YOUR TRIP

DV360 Cue Card Ad Samples



Google Paid Search Ad Samples

Ad · www.redriver.org/ ▾

Riverfront Cabins | Best Family Destinations in US

Experience exhilarating adventures, the kind you loved as a kid. An inviting mountain town where the weather is always just right for anything. [Events](#). [Shopping](#). [Family Fun](#). [Adventure](#).

Live Web Cams

Check out the current scene
See the ski area or view the town

Eat & Drink

Breakfast, lunch, dinner, sweets
Craft beer, wine, spirits and bars

Stay

Hotels, cabins, condos, RV resorts
Time to kick back and enjoy

Shopping

Clothing, gifts and outdoor gear
Photography, grocery and services

Ad · www.redriver.org/ ▾

Best Mountain Town to Visit | Best Family-Friendly Vacation

Escape to crisp, cool mountain air and views that go on forever. Plan your summer getaway to one of the most charming mountain towns in the Southwest. [Events](#). [Shopping](#). [Family Fun](#). [Adventure](#).

Live Web Cams

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Breakfast, lunch, dinner, sweets
Craft beer, wine, spirits and bars

Stay

Hotels, cabins, condos, RV resorts
Time to kick back and enjoy

Shopping

Clothing, gifts and outdoor gear
Photography, grocery and services

Ad · www.redriver.org/ ▾

Visit Red River, New Mexico | Riverfront Cabins | Excellent Location

An inviting mountain town where the weather is always just right for anything. Experience incredible adventures, the kind you loved as a kid. [Events](#). [Shopping](#). [Family Fun](#). [Adventure](#).

Live Web Cams

Check out the current scene
See the ski area or view the town

Eat & Drink

Breakfast, lunch, dinner, sweets
Craft beer, wine, spirits and bars

Stay

Hotels, cabins, condos, RV resorts
Time to kick back and enjoy

Shopping

Clothing, gifts and outdoor gear
Photography, grocery and services

AccuWeather Triggered Ads

10 YEARS LATER: Look back at a powerful storm that introduced Americans to a new weather term.

AccuWeather Red River, NM 48°

TODAY HOURLY DAILY RADAR MINUTECAST MONTHLY AIR QUALITY HEALTH & ACTIVITIES

CURRENT WEATHER 8:07 AM
Sunny 48° F
RealFeel® 55°

RealFeel Shade™ 50°

Air Quality Fair

Wind N 1 mph
Wind Gusts 5 mph

CURRENT AIR QUALITY
TODAY 6/30
Fair
The air quality is generally acceptable for most individuals. However, sensitive groups may experience minor to moderate symptoms from long-term exposure.
Based on Current Readings
More Details →

Health & Activities

Q⁺ Mold High
Arthritis High
Fishing Ideal

Top Stories

DEEPER WEATHER
It's been 10 years since a destructive derecho tore through DC
10 hours ago

CURRENT
Drought and triple-digit temperatures result in disaster for farmers
6 hours ago

WEATHER NEWS
"Truly biblical" swarms of voracious insects ravage crops out West
1 day ago

Damaging floodwaters sweep through Turkey
2 days ago

Podcast: Lightning safety awareness

Learn more at [plume lab](#)

FEEDBACK

CURRENT TEMPERATURE IN RED RIVER, NM 48°

10 YEARS LATER: Look back at a powerful storm th...

Red River, NM 48°

TODAY HOURLY DAILY RADAR MINUTECAST

CURRENT WEATHER 8:08 AM
Sunny 48° F
RealFeel® 55°

CURRENT TEMPERATURE IN RED RIVER, NM 48°

TODAY'S WEATHER FORECAST 6/30
Showers and a heavier t-storm
73° Hi
RealFeel® 76°

LOOKING AHEAD

Print Ads

**NOTHING BUT
FOUR-WHEEL SMILES.**

We proudly celebrate the sweet small town charm people have found
for more than a century. Come on. What all the fuss is about.

RR
REDRIVER.ORG

BRANDCAMP BY AARP

TRAVEL

Escape to Red River
Nature is calling in New Mexico

mining roots close and the open wilderness closer. Visitors experience a quaint, tucked-away place that puts Mother Nature front and center.

Once you settle into your comfy accommodations, make tracks in any direction. Main Street boasts eclectic shops with local flair, along with bistros, cafés, restaurants, and saloons to wet anyone's whistle and satisfy every taste.

Head for the hills to traverse untouched mountain trails or the river and streams for unparalleled angling and rafting. The fruits of your spectacular surroundings include hiking, fishing, horseback riding, camping, skiing, four-wheeling, and mountain biking.

For more than a century, travelers have come to Red River to distance themselves from the hustle and bustle. Come enjoy!

Plan your getaway at RedRiver.org

**SOLITUDE.
UNLESS YOU COUNT
TROUT AS COMPANY.**

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REDRIVER.ORG

**QUITE A DAY.
THAT'S EVERYDAY.**

We proudly celebrate the sweet small town charm people have found
for more than a century. Come on. What all the fuss is about.

RR
REDRIVER.ORG

Campaign Results Overview

Digital Campaign Summary										
	Impressions	Clicks	CTR	Video Views	VTR	Spend	CPM	CPC	CPV	Avg Session Duration
Billboards (5/2 - 5/29)	10,241,064	0	0.00%	0	0.00%	\$39,420.00	\$3.85	\$0.00	\$0.00	0:00:00
Facebook Video (6/27 - 7/24)	320,850	1,707	0.53%	232,064	72.33%	\$6,998.68	\$21.81	\$4.10	\$0.03	0:00:08
Facebook Static (6/8 - 6/30)	1,382,489	37,068	2.68%	0	0.00%	\$10,015.90	\$7.24	\$0.27	\$0.00	0:00:07
DV360 Pre-Roll Video (6/27 - 7/24)	1,521,081	1,547	0.10%	1,354,791	89.07%	\$7,999.30	\$5.26	\$5.17	\$0.01	0:00:14
DV360 CTV (6/27 - 7/24)	326,082	0	0.00%	320,052	98.15%	\$8,001.29	\$24.54	\$0.00	\$0.02	0:00:00
DV360 Display (6/8 - 6/30)	5,475,559	83,033	1.52%	0	0.00%	\$14,884.03	\$2.72	\$0.18	\$0.00	0:01:29
Google Paid Search (6/8 - 6/30)	77,620	5,450	7.02%	0	0.00%	\$2,001.34	\$25.78	\$0.37	\$0.00	0:01:43
AccuWeather (7/1 - 7/31)	1,553,806	4,674	0.30%	0	0.00%	\$10,000.00	\$6.44	\$2.14	\$0.00	0:00:46
Print (May)	3,043,900	0	0.00%	0	0.00%	\$20,828.00	\$6.84	\$0.00	\$0.00	0:00:00
TOTALS	23,942,451	133,479	0.56%	1,906,907	87.96%	\$120,148.54	\$5.02	\$0.90	\$0.01	0:00:58










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

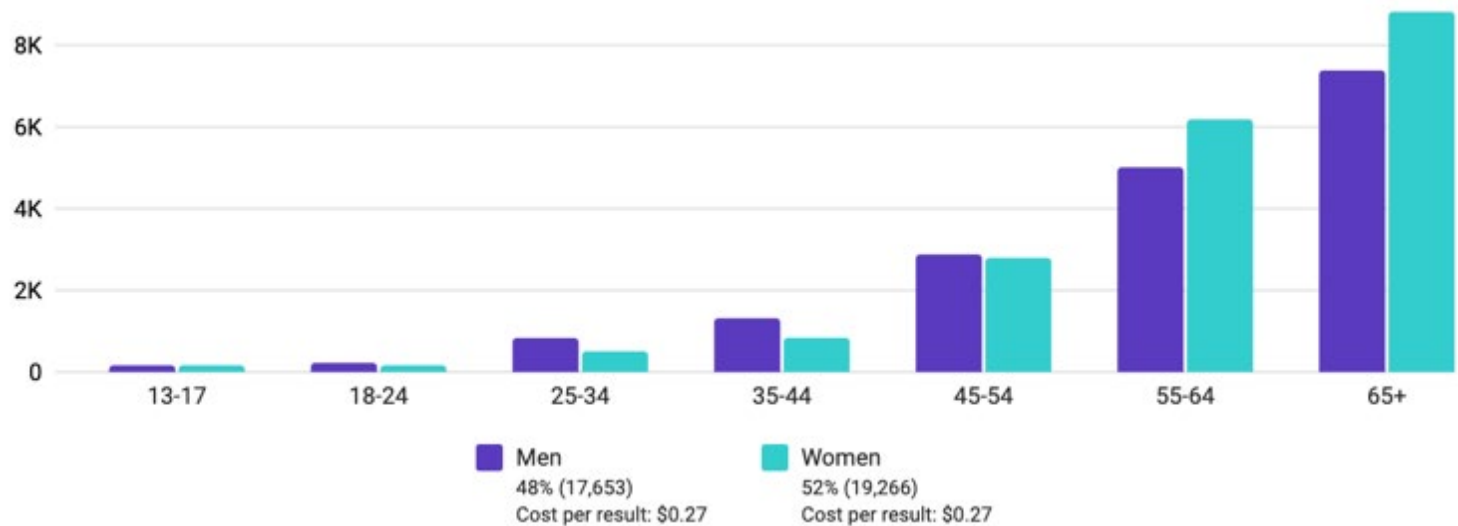


Facebook Detail

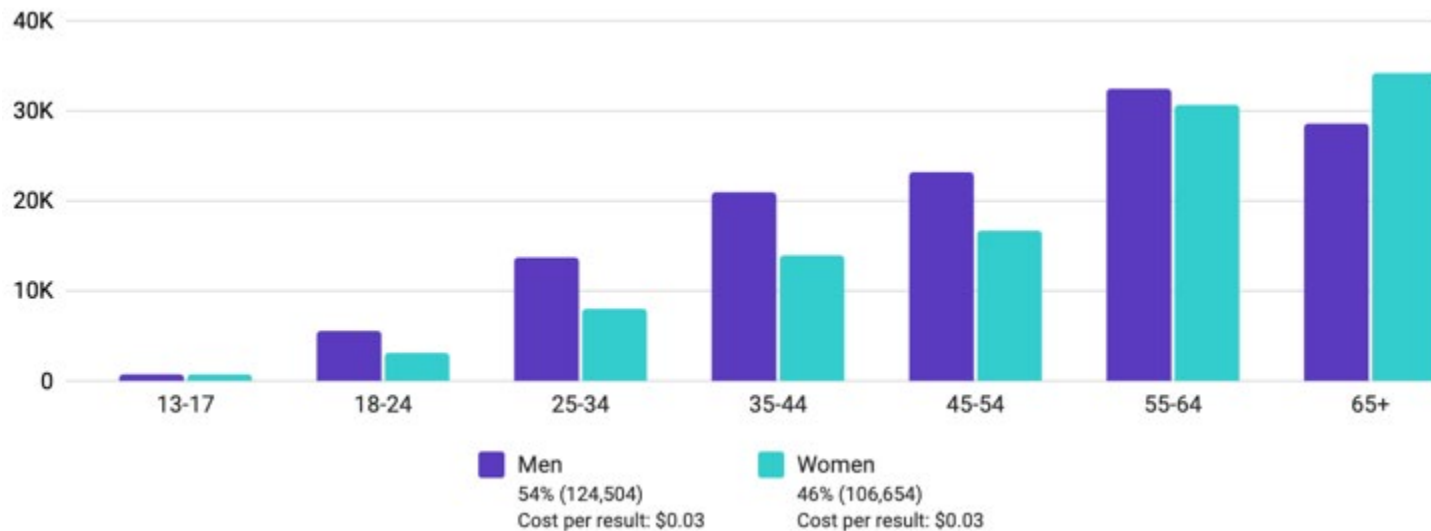
Ad name	Ad creative image	Impressions	Link clicks	CTR (link click-through rate)	ThruPlay actions	Video average watch time	Amount spent	CPM	CPC (link)	Cost per ThruPlay	Post reactions	Post comments	Post shares
Summer Kickoff - Static - 6/8/22 - 6/30/22 - SURREY		769,716	20,383	2.65%	0	0.00	\$5,424.43	\$7.05	\$0.27	null	1,080	82	139
Summer Kickoff - Carousel - 6/8/22 - 6/30/22 - CAROUSEL		512,916	14,823	2.89%	0	0.00	\$4,016.08	\$7.83	\$0.27	null	276	20	20
Summer Kickoff - 6/27/22 - 7/24/22 - 4x4 Video		320,850	1,707	0.53%	232,061	13.00	\$6,998.68	\$21.00	\$4.10	0.03	22	0	2
Summer Kickoff - Static - 6/26/22 - 6/30/22 - SKI LIFT		55,396	1,242	2.24%	0	0.00	\$393.42	\$7.10	\$0.32	null	95	4	7
Summer Kickoff - Static - 6/8/22 - 6/30/22 - FISHING		28,356	474	1.67%	0	0.00	\$135.01	\$4.76	\$0.28	null	121	1	6
Summer Kickoff - Static - 6/8/22 - 6/30/22 - BEARS		9,372	97	1.03%	0	0.00	\$32.03	\$3.42	\$0.33	null	86	3	2
Summer Kickoff - Static - 6/26/22 - 6/30/22 - 4x4		3,487	30	0.86%	0	0.00	\$8.78	\$2.52	\$0.29	null	10	2	1
Summer Kickoff - Static - 6/8/22 - 6/30/22 - GO KARTS		2,724	14	0.51%	0	0.00	\$4.62	\$1.70	\$0.33	null	9	0	0
Summer Kickoff - Static - 6/26/22 - 6/30/22 - FAMILY HIKE		522	5	0.96%	0	0.00	\$1.53	\$2.93	\$0.31	null	2	1	0
Grand total		1,703,339	38,775	2.28%	232,061	13.00	\$17,014.00	\$9.99	\$0.44	0.07	1,701	113	177



Facebook Static Demographics by Clicks



Facebook Video Demographics by ThruPlays



DV360 Display Detail

Creative	Impressions	Clicks ▾	Click Rate (CTR)	Cost	CPC	CPM
RR_Summer_2022_Cue Card 300x250 Go Carting	3,039,225	78,117	2.57%	\$9,938.69	\$0.13	\$3.27
RR_Summer_2022_320X50_SomethingGood	602,338	1,313	0.22%	\$1,142.44	\$0.87	\$1.90
RR_Summer_2022_728X90_CentralAC	264,633	543	0.21%	\$386.24	\$0.71	\$1.46
RR_Summer_2022_728X90_DeliciousPineScented	296,634	528	0.18%	\$561.51	\$1.06	\$1.89
RR_Summer_2022_320X50_WarmSeason	257,091	519	0.20%	\$511.85	\$0.99	\$1.99
RR_Summer_2022_728X90_WarmSeason	194,514	406	0.21%	\$360.64	\$0.89	\$1.85
RR_Summer_2022_320X50_CentralAC	231,654	391	0.17%	\$471.62	\$1.21	\$2.04
RR_Summer_2022_468X60_FourWheelSmiles	54,046	168	0.31%	\$95.44	\$0.57	\$1.77
RR_Summer_2022_728X90_FourWheelSmiles	84,612	161	0.19%	\$141.97	\$0.88	\$1.68
RR_Summer_2022_336X280_DeliciousPineScented	39,495	158	0.40%	\$224.02	\$1.42	\$5.67
RR_Summer_2022_336X280_WarmSeason	37,137	149	0.40%	\$211.07	\$1.42	\$5.68
RR_Summer_2022_468X60_CentralAC	38,961	117	0.30%	\$83.71	\$0.72	\$2.15



DV360 Display Detail (cont'd)

Creative	Impressions	Clicks ▾	Click Rate (CTR)	Cost	CPC	CPM
RR_Summer_2022_336X280_JoyTugging	24,893	97	0.39%	\$140.99	\$1.45	\$5.66
RR_Summer_2022_468X60_DeliciousPineScented	20,140	63	0.31%	\$36.74	\$0.58	\$1.82
RR_Summer_2022_468X60_WarmSeason	22,125	57	0.26%	\$41.28	\$0.72	\$1.87
RR_Summer_2022_300X250_FourWheelSmiles	46,475	43	0.09%	\$84.76	\$1.97	\$1.82
RR_Summer_2022_300X250_CentralAC	37,620	36	0.10%	\$70.97	\$1.97	\$1.89
RR_Summer_2022_300X600_JoyTugging	5,475	30	0.55%	\$23.98	\$0.80	\$4.38
RR_Summer_2022_300X600_WarmSeason	5,687	29	0.51%	\$22.65	\$0.78	\$3.98
RR_Summer_2022_300X600_FourWheelSmiles	5,923	19	0.32%	\$26.95	\$1.42	\$4.55
RR_Summer_2022_300X250_WarmSeason	36,767	17	0.05%	\$69.65	\$4.10	\$1.89
RR_Summer_2022_300X250_JoyTugging	37,074	14	0.04%	\$69.60	\$4.97	\$1.88
RR_Summer_2022_300X250_Music	11,309	11	0.10%	\$19.37	\$1.76	\$1.71
RR_Summer_2022_Cue Card 336x280 Fishing	5,973	10	0.17%	\$12.59	\$1.26	\$2.11
RR_Summer_2022_336X280_CentralAC	7,877	10	0.13%	\$21.71	\$2.17	\$2.76
Grand total	5,475,559	83,033	1.52%	\$14,884.03	\$0.18	\$2.72



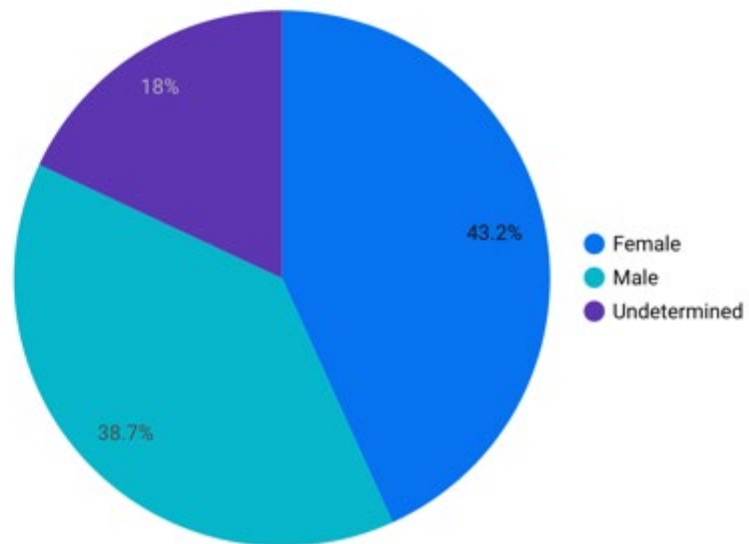
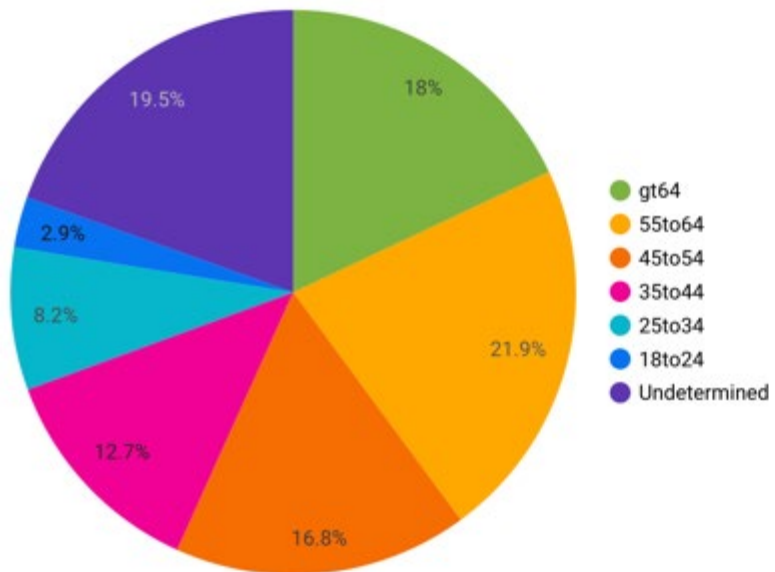
Google Paid Search Detail Snapshot

Campaign	Ad group	Impressions ▾	Clicks	CTR	Avg. CPC
Summer Kick-Off 6/8/22 - 6/30/22 - Paid Search	Summer Kick-Off 2022 - Outdoor Enthusiasts - Broad Match	34,034	528	1.55%	\$0.48
Summer Kick-Off 6/8/22 - 6/30/22 - Paid Search	Summer Kick-Off 2022 - Families - Broad Match	23,414	1,273	5.44%	\$0.45
Summer Kick-Off 6/8/22 - 6/30/22 - Paid Search	Summer Kick-Off 2022 - Families - Exact Match	8,036	1,235	15.37%	\$0.31
Summer Kick-Off 6/8/22 - 6/30/22 - Paid Search	Summer Kick-Off 2022 - Outdoor Enthusiasts - Exact Match	6,184	708	11.45%	\$0.33
Summer Kick-Off 6/8/22 - 6/30/22 - Paid Search	Summer Kick-Off 2022 - Paid Search - Dynamic Ad Group	5,952	1,706	28.66%	\$0.33
Grand total		77,620	5,450	7.02%	\$0.37

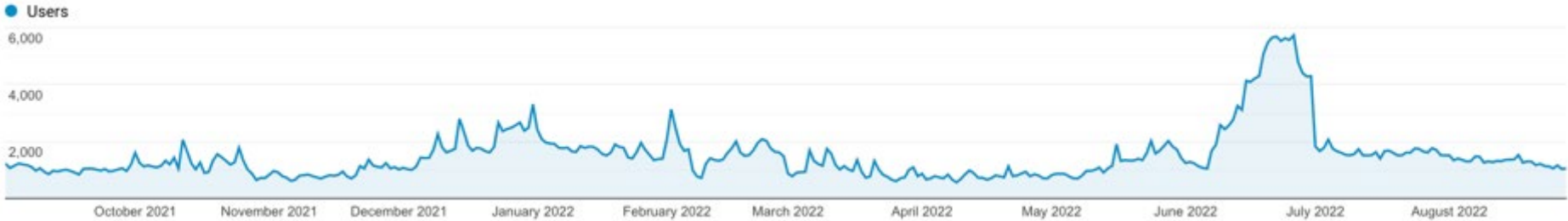
Search keyword	Impressio...	Clic...	CTR				
1 red river nm	6,851	1,752	25.57%	6 red river ski	131	37	28.24%
2 red river	6,552	710	10.84%	7 river cabin rentals ...	446	37	8.3%
3 family vacation tri...	1,415	84	5.94%	8 red river webcam	101	36	35.64%
4 cabins near river	886	66	7.45%	9 red river lodging c...	324	35	10.8%
5 vacation in new m...	941	47	4.99%	10 rv campground	2,116	29	1.37%




Google Paid Search Demographics



Website Lift



The background is a textured, light blue surface with various geometric patterns. On the left, there are concentric circles. In the center, there are vertical, slightly irregular lines. On the right, there is a large, stylized eye shape composed of concentric arcs. The overall texture is grainy and artistic.

THANK YOU