



SMILE

YOUR BRAND

IS IN VERY GOOD THINKING

Town of Red River
Winter Branding Campaign
Reporting 11/21/22 to 2/19/23

Objectives

- Through offline and online marketing tactics, increase awareness of the Red River brand leading up to and during winter season.
- Drive clicks to the home page where families and winter-weather 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 11/21/22 through 2/19/23, 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, winter activities/sports, mountain towns, family vacations, winter break, holidays, lodging, nature and more.



Digital Campaign Strategies

- **Static & Digital Billboards** – Mass-media awareness tactic to reach drivers in Dallas/Ft. Worth.
- **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.



Digital Campaign Strategies (cont'd)

- **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.
- **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)

- **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 there's a snow storm in the forecast or when it's actively snowing in Red River.



Digital Campaign Strategies (cont'd)

- **Select Print Ads** - Full-page ads in Texas Monthly, Taos News Winter Magazine, New Mexico Magazine (plus digital package) and the New Mexico True Adventure Guide, all designed with the purpose of getting readers excited for winter travel to Red River.



Reporting Summary

Campaign Results Overview

Campaign Summary										
	Impressions	Clicks	CTR	Video Comps.	VTR	Spend	CPM	CPC	CPV	Avg Sess Dur
OutFront Billboards (11/21 - 12/18)	18,470,197	0	0.00%	0	0.00%	\$31,620.00	\$1.71	\$0.00	\$0.00	N/A
DV360 CTV (11/28 - 1/15)	426,976	1	0.00%	417,497	97.78%	\$4,294.83	\$10.06	\$4,294.83	\$0.01	N/A
DV360 Pre-Roll Video (11/28 - 2/19)	2,925,286	973	0.03%	1,530,063	52.30%	\$3,999.27	\$1.37	\$4.11	\$0.01	0:00:09
Facebook/Instagram Static (11/28 - 2/19)	735,576	7,686	1.04%	0	0.00%	\$3,378.97	\$4.59	\$0.44	\$0.00	0:00:15
DV360 Display (11/28 - 2/19)	3,178,265	12,849	0.40%	0	0.00%	\$7,045.29	\$2.22	\$0.55	\$0.00	0:00:26
Google Paid Search (11/28 - 2/19)	118,319	9,012	7.62%	0	0.00%	\$2,483.86	\$20.99	\$0.28	\$0.00	0:01:25
AccuWeather (1/1 - 2/16)	835,931	1,972	0.24%	0	0.00%	\$7,500.00	\$8.97	\$3.80	\$0.00	0:00:36
Texas Monthly (November)	2,700,000	0	0.00%	0	0.00%	\$9,215.00	\$3.41	\$0.00	\$0.00	N/A
Taos News Winter Magazine (November)	50,000	0	0.00%	0	0.00%	\$3,465.00	\$69.30	\$0.00	\$0.00	N/A
New Mexico Magazine Blue Diamond (Nov-Dec)	340,000	0	0.00%	0	0.00%	\$3,118.50	\$9.17	\$0.00	\$0.00	N/A
New Mexico True Adventure Guide (January)	1,000,000	0	0.00%	0	0.00%	\$10,107.00	\$10.11	\$0.00	\$0.00	N/A
TOTALS	30,780,550	32,493	0.11%	1,947,560	44.87%	\$86,227.72	\$2.80	\$2.65	\$0.01	0:00:34

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 (11/21 - 12/18)	\$31,620.00	\$31,620.00	\$0.00	15,866,000	18,470,197
DV360 CTV (11/28 - 1/15)	\$7,500.00	\$4,294.83	\$3,205.17	300,000	426,976
DV360 Pre-Roll Video (11/28 - 2/19)	\$4,000.00	\$3,999.27	\$0.73	400,000	2,925,286
Facebook/Instagram Static (11/28 - 2/19)	\$3,380.00	\$3,378.97	\$1.03	563,333	735,576
DV360 Display (11/28 - 2/19)	\$7,064.00	\$7,045.29	\$18.71	3,532,000	3,178,265
Google Paid Search (11/28 - 2/19)	\$2,500.00	\$2,483.86	\$16.14	125,000	118,319
AccuWeather (1/1 - 2/16)	\$7,500.00	\$7,500.00	\$0.00	835,913	835,931
Texas Monthly (November)	\$9,215.00	\$9,215.00	\$0.00	2,700,000	2,700,000
Taos News Winter Magazine (November)	\$3,465.00	\$3,465.00	\$0.00	50,000	50,000
New Mexico Magazine Blue Package (Nov-Dec)	\$3,118.50	\$3,118.50	\$0.00	340,000	340,000
New Mexico True Adventure Guide (January)	\$10,107.00	\$10,107.00	\$0.00	1,000,000	1,000,000
TOTALS	\$89,469.50	\$86,227.72	\$3,241.78	25,712,246	30,780,550



Reporting Details

OutFront Billboards



OutFront Billboard Creative

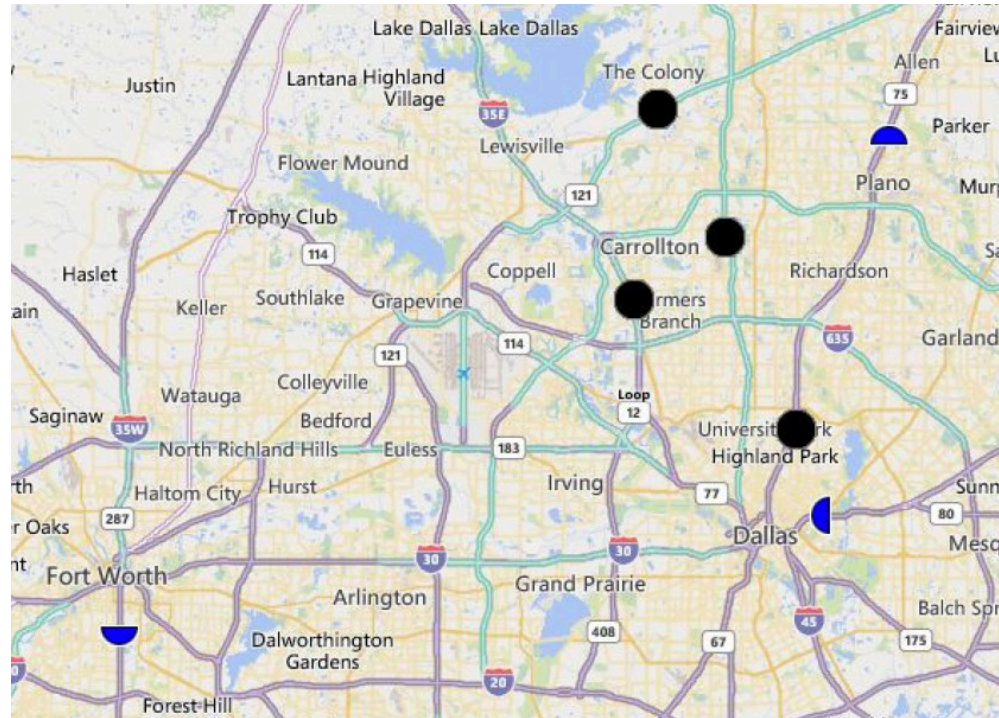


OutFront Billboards Metrics

OutFront Billboards			
	Impressions Delivered	Net Cost	CPM
02_2180-O - I-30 (E.R.L.T.) W/O E. Grand N/S - Static	2,420,016	Package Price	Package Price
02_8252-O - I-35W .2 Mi N/O Berry W/S - Static	2,720,920		
03_3013-O - Central (75) S/O Spring Creek Pkwy E/S - Static	3,057,168		
02_2130 I-35E N/O Valwood E/S - Digital	3,051,042		
02_6678 Central (75) S/O Lovers Lane E/S - Digital	2,539,297		
02_6690 SH 121 (Sam Rayburn Tollway) W/O Paige Rd N/S - Bonus	1,699,702		
02_6699 Loop 820 S/O Silver Creek Rd E/S - Digital	1,117,798		
02_7907 D.N. Tollway .4 Mi S/O Trinity Mills E/S - Digital	1,864,254		
TOTALS	18,470,197	\$31,620.00	\$1.71



OutFront Billboards Locations



OutFront Billboards

Town of Red River NM

OUTFRONT/

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

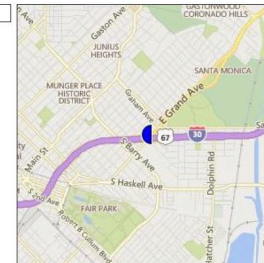


Photo taken on: 11/22/2022



Photo taken on: 11/22/2022

Face Information					
Media:	Bulletins	Posted Date:	11/22/2022	Design:	Kids Always Remember
Area:	Dallas	Covered Date:		First Received On:	11/22/2022 (Qty: 1)
Posting Market:	Dallas/Ft. Worth	Showing:	91	Last Received On:	11/22/2022 (Qty: 1)
Direction:	E				
Illumination:	18 hours				
OOH Rating:	605,004				



OutFront Billboards

Town of Red River NM

OUTFRONT/

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



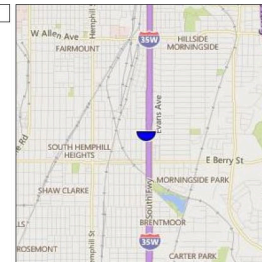
Photo taken on: 11/22/2022



Photo taken on: 11/22/2022

Face Information

Media:	Bulletins	Posted Date:	11/22/2022	Design:	Tell Your Truck
Area:	Ft. Worth	Covered Date:	1/3/2023	First Received On:	11/22/2022 (Qty: 1)
Posting Market:	Dallas/Ft. Worth	Showing:	42	Last Received On:	11/22/2022 (Qty: 1)
Direction:	N				
Illumination:	18 hours				
OOH Rating:	680,230				



OutFront Billboards

Town of Red River NM

OUTFRONT/

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

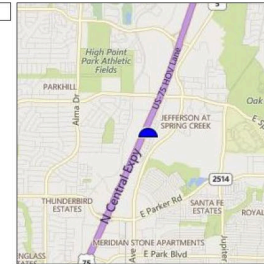


Photo taken on: 11/23/2022



Photo taken on: 11/23/2022

Face Information					
Media:	Bulletins	Posted Date:	11/23/2022	Design:	Point Your Skis
Area:	Plano	Covered Date:	1/19/2023	First Received On:	11/21/2022 (Qty: 1)
Posting Market:	Dallas/Ft. Worth	Showing:	57	Last Received On:	11/21/2022 (Qty: 1)
Direction:	S				
Illumination:	18 hours				
OOH Rating:	764.292				



OutFront Billboards

Town of Red River NM

OUTFRONT/

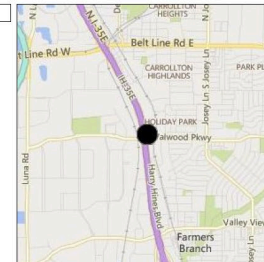
Face # 02_2130-C - I-35E N/O Valwood E/S



Photo taken on: 11/21/2022

Face Information

Media:	Digital Displays	Posted Date:	11/21/2022	Design:	Tell Truck
Area:	Carrollton	Covered Date:		First Received On:	n/a
Posting Market:	Dallas/Ft. Worth	Showing:	92	Last Received On:	n/a
Direction:	S				
Illumination:	24 hours				
OOH Rating:	620,678				



OutFront Billboards

Town of Red River NM

OUTFRONT/

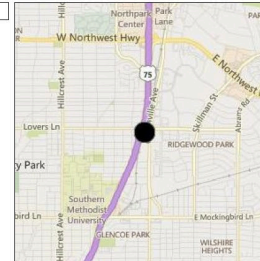
Face # 02_6678-A - Central (75) S/O Lovers Lane E/S



Photo taken on: 11/21/2022

Face Information

Media:	Digital Displays	Posted Date:	11/21/2022	Design:	Our Snow 6678
Area:	Dallas	Covered Date:	12/19/2022	First Received On:	n/a
Posting Market:	Dallas/FL Worth	Showing:	28	Last Received On:	n/a
Direction:	N				
Illumination:	24 hours				
OOH Rating:	629,017				



OutFront Billboards

Town of Red River NM

OUTFRONT/

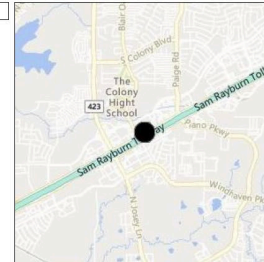
Face # 02_6690-C - SH 121 (Sam Rayburn Tollway) W/O Paige Rd N/S



Photo taken on: 11/21/2022

Face Information

Media:	Digital Displays	Posted Date:	11/21/2022	Design:	Tell Truck COLONY
Area:	The Colony	Covered Date:		First Received On:	n/a
Posting Market:	Dallas/Ft. Worth	Showing:	92	Last Received On:	n/a
Direction:	E				
Illumination:	24 hours				
OOH Rating:	267,761				



OutFront Billboards

Town of Red River NM

OUTFRONT/

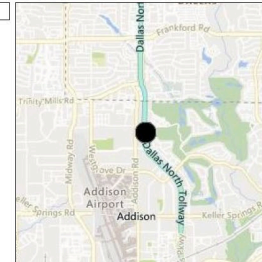
Face # 02_7907-H - D.N. Tollway .4 Mi S/O Trinity Mills E/S



Photo taken on: 11/21/2022

Face Information

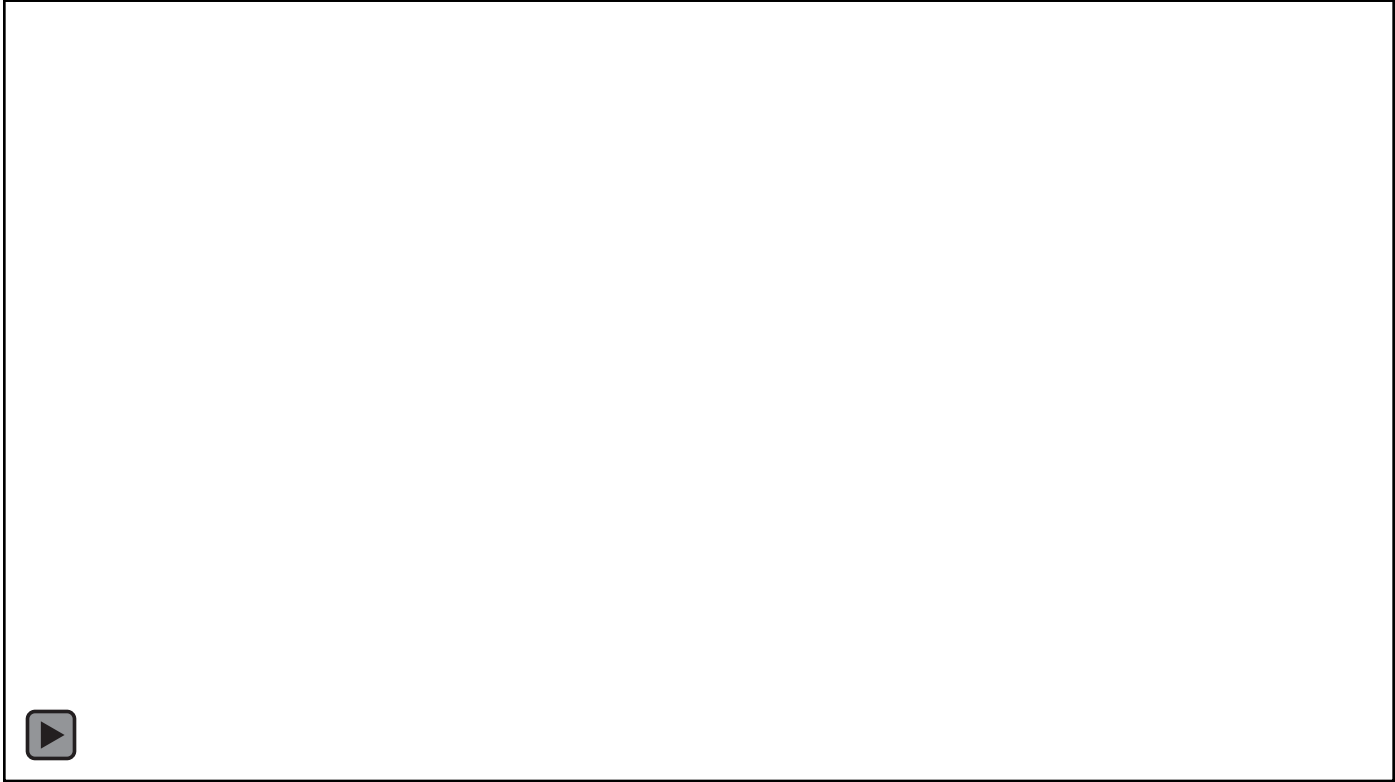
Media:	Digital Displays	Posted Date:	11/21/2022	Design:	Grip These
Area:	Dallas	Covered Date:	12/26/2022	First Received On:	n/a
Posting Market:	Dallas/Ft. Worth	Showing:	35	Last Received On:	n/a
Direction:	N				
Illumination:	24 hours				
OOH Rating:	399,646				



Digital Video



Video Creative




DV360 CTV & Pre-Roll Video

DV360 CTV & Pre-Roll									
	Impressions	Link Clicks	Link CTR	View Compl.	VTR	Spend	CPM	CPC Links	CPV
TRR_Winter 22-23_11.28.22-1.15.23_CTV	426,976	1	0.00%	417,497	97.78%	\$4,294.83	\$10.06	\$4,294.83	\$0.01
TRR_Winter 22-23_11.28.22-2.19.23_Pre-roll Video	2,925,286	973	0.03%	1,530,063	52.30%	\$3,999.27	\$1.37	\$4.11	\$0.00
TOTALS	3,352,262	974	0.03%	1,947,560	58.10%	\$8,294.10	\$2.47	\$8.52	\$0.00




Facebook & Instagram

Facebook/Instagram Creative

**Visit Red River, NM**
Sponsored · 

Kids always remember their first shred. Treat your family to a trip full of winter activities in one of the most charming mountain towns in the southwest.





REDRIVER.ORG
Winter Is Here!
Skiing, snowboarding, snowshoeing, snowmobilin...
[Learn more](#)

**Visit Red River, NM**
Sponsored · 


Grip these moments tight! Experience sun-sparkled snow and powder-frosted mountains in one of northern New Mexico's most charming ski towns.



REDRIVER.ORG
Plan Your Winter Trip
Red River offers an array of winter sports, activiti...
[Learn more](#)



**Visit Red River, NM**
Sponsored · 

Our slopes are open! Treat your family to a trip full of winter activities in one of the most charming mountain towns in the southwest.

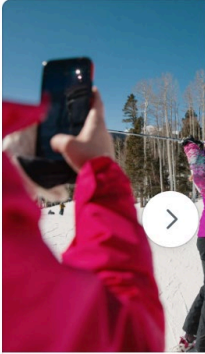



REDRIVER.ORG
Snow Thyself in Red River
Skiing, snowboarding, snowshoeing, snowmobilin...
[Learn more](#)

Facebook/Instagram Creative

**Visit Red River, NM**
Sponsored · 

Snow thyself in Red River! Experience sun-sparkled snow and powder-frosted mountains in one of northern New Mexico's most charming ski towns.



Winter Activities Galore
[Learn more](#)

Our Slopes Are Open

**Visit Red River, NM**
Sponsored · 

Tell your truck it's only cheating if you never come back. Skiing, snowboarding, snowshoeing, snowmobiling, tubing and fun for the whole family!



REDRIVER.ORG
Winter Adventures in Red River
Plan your winter getaway to one of the most char...
[Learn more](#)

**Visit Red River, NM**
Sponsored · 

Experience sun-sparkled snow and powder-frosted mountains in one of northern New Mexico's most charming ski towns.



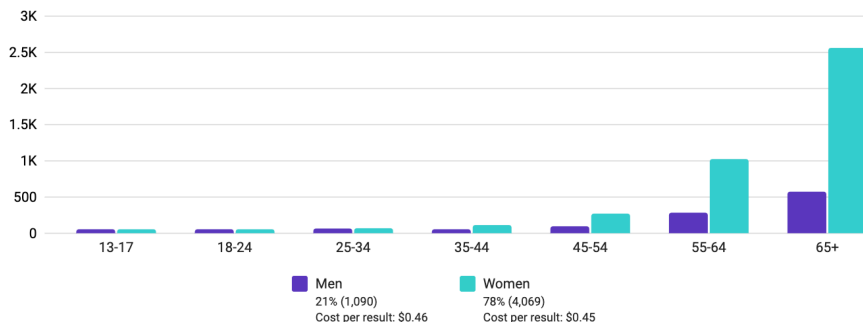
REDRIVER.ORG
Enjoy More Powderful Moments
Skiing, snowboarding, snowshoeing, snowmobilin...
[Learn more](#)

 [Share](#)

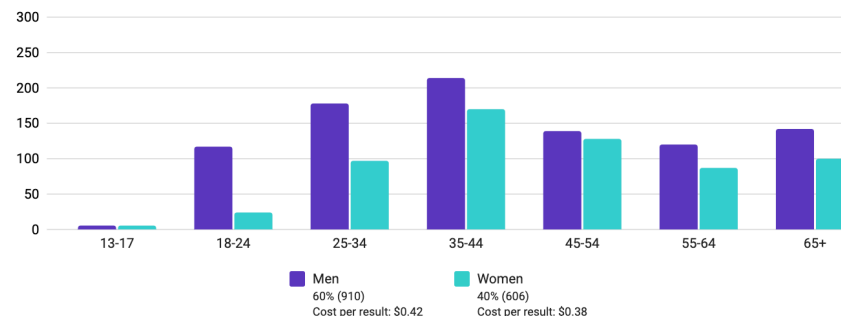
Facebook/Instagram Metrics & Demos

Facebook-Instagram Static & Carousel									
	Impressions	Link Clicks	Link CTR	Spend	CPM	CPC Links	Reactions	Comments	Shares
FB/IG Winter Kids Always Remember Their First Shred	346,534	5,184	1.50%	\$2,327.83	\$6.72	\$0.45	254	14	12
FB/IG Winter Grip These Moments Tight	193,635	1,521	0.79%	\$614.10	\$3.17	\$0.40	282	12	21
FB/IG Winter Our Slopes Are Open	95,518	563	0.59%	\$259.34	\$2.72	\$0.46	273	9	10
FB/IG Winter Carousel	65,686	303	0.46%	\$128.22	\$1.95	\$0.42	41	4	3
FB/IG Winter Tell Your Truck	25,509	94	0.37%	\$40.00	\$1.57	\$0.43	67	4	2
FB/IG Winter Enjoy More Powerful Moments	8,694	21	0.24%	\$9.48	\$1.09	\$0.45	43	3	2
TOTALS	735,576	7,686	1.04%	\$3,378.97	\$4.59	\$0.44	960	46	50

Kids Always Remember

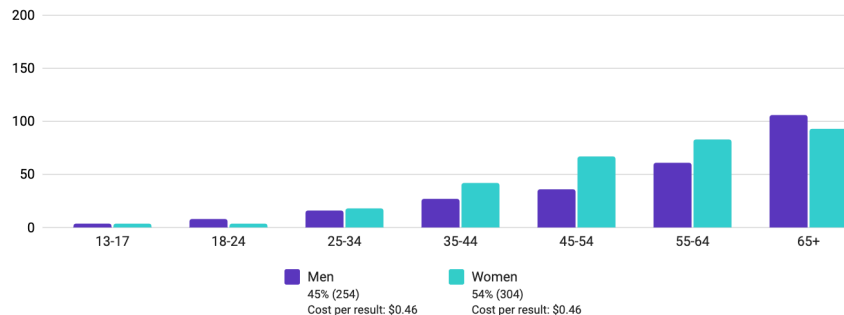


Grip These Moments Tight

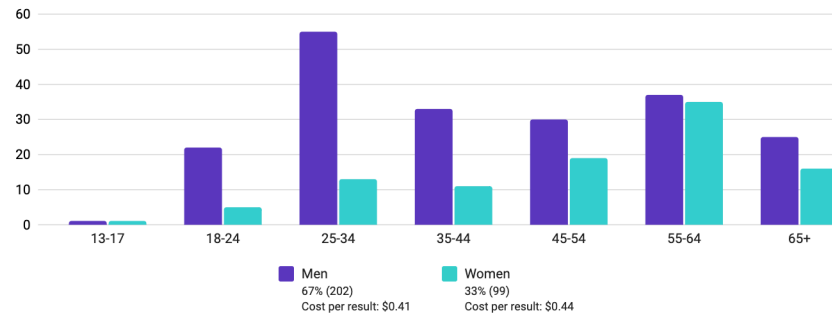


Facebook/Instagram Demos

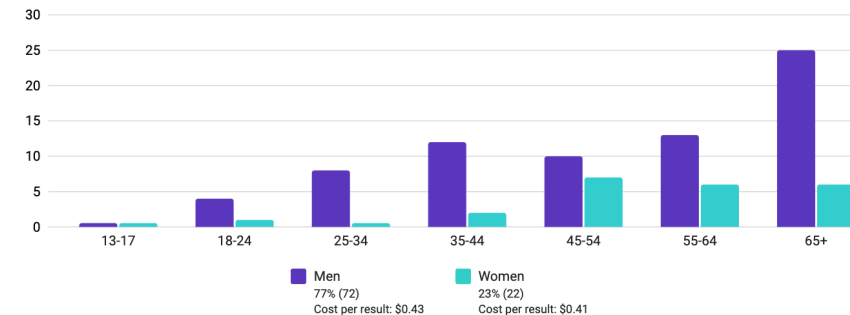
Our Slopes Are Open



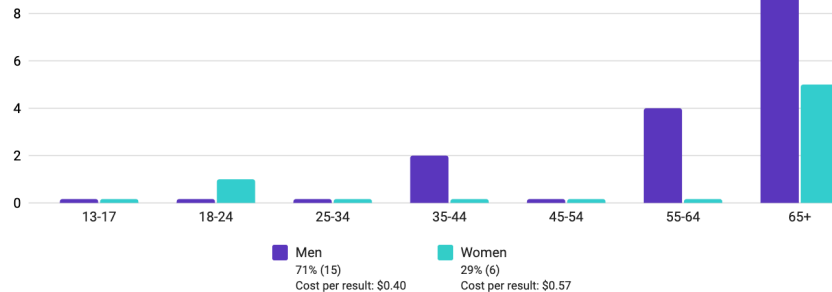
Carousel



Tell Your Truck



Enjoy More Powerful Moments



Facebook/Instagram Geo-Location

Facebook-Instagram Geo-Location Performance			
	Impressions	Link Clicks	Link CTR
Los Angeles	161,755	2,203	1.36%
Dallas-Ft. Worth	113,314	1,067	0.94%
Houston	84,746	888	1.05%
Oklahoma City	55,409	536	0.97%
Amarillo	54,955	370	0.67%
Kansas City	48,679	556	1.14%
Las Vegas	47,126	466	0.99%
San Antonio	43,325	415	0.96%
Tulsa	37,427	388	1.04%
Austin	24,069	199	0.83%
Lubbock	23,305	206	0.88%
Colorado Springs-Pueblo	23,146	180	0.78%
Odessa-Midland	18,276	212	1.16%



Programmatic Display



Programmatic Display Creative



**TELL YOUR TRUCK
IT'S ONLY CHEATING
IF YOU NEVER
COME BACK.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**THIS IS OUR SNOW.
AND WE'RE HAPPY
TO SHARE IT.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**GRIP THESE
MOMENTS TIGHT.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**IT'S ALL DOWNHILL
FROM HERE.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**GRIP THESE
MOMENTS
TIGHT.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**KIDS ALWAYS
REMEMBER
THEIR FIRST
SHRED.**

RR
REDRIVER, NM

PLAN YOUR TRIP

SNOW THYSELF.

RR
REDRIVER, NM

Programmatic Display Metrics

DV360 Display						
	Impressions	Clicks	CTR	Spend	CPM	CPC
RR_Winter22-23_DV360_320X50	2,194,145	9,523	0.43%	\$4,549.60	\$2.07	\$0.48
RR_Winter22-23_DV360_728X90_2	386,158	1,556	0.40%	\$831.46	\$2.15	\$0.53
RR_Winter22-23_DV360_728X90_1	175,613	489	0.28%	\$410.20	\$2.34	\$0.84
RR_Winter22-23_DV360_300X250_2	133,737	33	0.02%	\$351.75	\$2.63	\$10.66
RR_Winter22-23_DV360_300X250_1	69,369	30	0.04%	\$254.30	\$3.67	\$8.48
RR_Winter22-23_DV360_300X50	47,688	126	0.26%	\$102.86	\$2.16	\$0.82
RR_Winter 22-23_Cue Card 336x280	36,888	1,039	2.82%	\$174.47	\$4.73	\$0.17
RR_Winter 22-23_Cue Card 300x250	29,001	8	0.03%	\$102.13	\$3.52	\$12.77
RR_Winter22-23_DV360_300X600_1	25,491	6	0.02%	\$55.77	\$2.19	\$9.30
RR_Winter22-23_DV360_336X280_2	21,902	15	0.07%	\$58.20	\$2.66	\$3.88
RR_Winter22-23_DV360_160X600_1	16,127	0	0.00%	\$33.88	\$2.10	\$0.00
RR_Winter22-23_DV360_160X600_2	12,135	0	0.00%	\$29.19	\$2.41	\$0.00
RR_Winter22-23_DV360_336X280_1	10,253	10	0.10%	\$39.59	\$3.86	\$3.96
RR_Winter22-23_DV360_300X600_2	8,181	1	0.01%	\$24.64	\$3.01	\$24.64
RR_Winter 22-23_Cue Card 160x600	7,190	0	0.00%	\$14.71	\$2.05	\$0.00
RR_Winter 22-23_Cue Card 300x600	4,387	13	0.30%	\$12.53	\$2.86	\$0.96
TOTALS	3,178,265	12,849	0.40%	\$7,045.29	\$2.22	\$0.55



Google Paid Search



Google Paid Search Responsive Ad Samples

Family

Ad · www.redriver.org/ ⓘ

Come See Our Snow | Affordable Lodging | Excellent Location


Experience powder-frosted mountains in one of New Mexico's most charming ski towns. Skiing, snowboarding, snowshoeing, snowmobiling, tubing, extreme adventures and more! Family Fun. Adventure. Outdoors. Winter Activities.

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
Shopping Clothing, gifts and outdoor gear Photography, grocery and services	Winter Lodging Hotels, cabins, condos Time to kick back and enjoy

Ad · www.redriver.org/ ⓘ

Visit Red River, New Mexico | Winter Fun for Everyone

An inviting mountain town where family can cozy up to a warm fire in winter wonderland. Skiing, snowboarding, snowshoeing, snowmobiling, tubing, family adventures and more! Family Fun. Adventure. Outdoors. Winter Activities.



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
Shopping Clothing, gifts and outdoor gear Photography, grocery and services	Winter Lodging Hotels, cabins, condos Time to kick back and enjoy

Ad · www.redriver.org/ ⓘ

Snowmobiling | Best Mountain Town to Visit | Winter in Red River,...

An inviting mountain town where family can cozy up to a warm fire in winter wonderland. Experience powder-frosted mountains in one of New Mexico's most charming ski towns. Family Fun. Adventure. Outdoors. Winter Activities.

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
Shopping Clothing, gifts and outdoor gear Photography, grocery and services	Winter Lodging Hotels, cabins, condos Time to kick back and enjoy

Winter Activities

Ad · www.redriver.org/ ⓘ

Winter Activities Galore | Our Slopes Are Open | Ski Resorts Near...


The perfect mountain town for powder-packed activities in a winter wonderland. Experience powder-frosted mountains in one of New Mexico's most charming ski towns. Family Fun. Adventure. Outdoors. Winter Activities.

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
Shopping Clothing, gifts and outdoor gear Photography, grocery and services	Winter Lodging Hotels, cabins, condos Time to kick back and enjoy

Ad · www.redriver.org/ ⓘ

Great for Winter Vacations | Visit Red River, New...

Plan your winter getaway to one of the most thrilling New Mexico ski towns in the Rockies. The perfect mountain town for powder-packed activities in a winter wonderland. Family Fun. Adventure. Outdoors. Winter Activities.



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
Shopping Clothing, gifts and outdoor gear Photography, grocery and services	Winter Lodging Hotels, cabins, condos Time to kick back and enjoy

Ad · www.redriver.org/ ⓘ

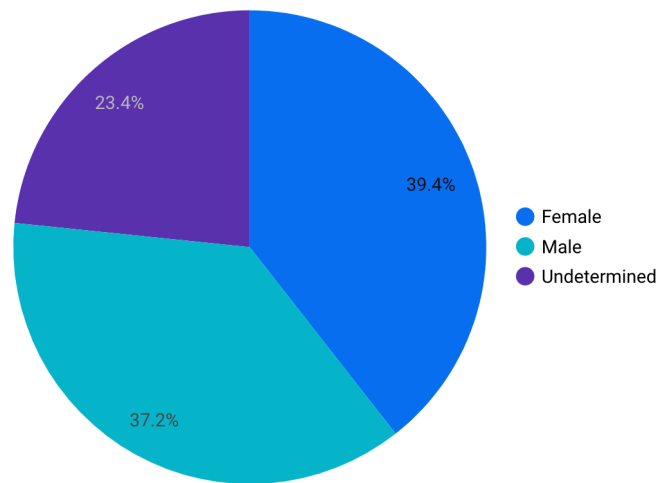
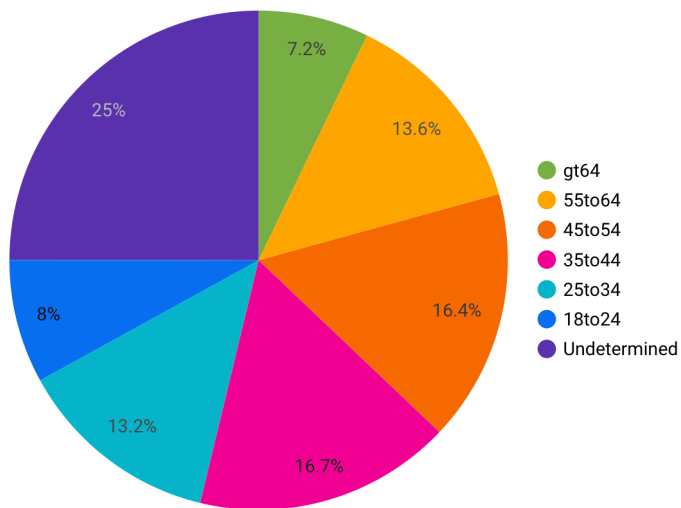
Best Mountain Town to Visit | Red River Winter Wonderland

Skiing, snowboarding, snowshoeing, snowmobiling, tubing, family adventures and more! Plan your winter getaway to one of the most charming New Mexico ski towns in the Rockies. Family Fun. Adventure. Outdoors. Winter Activities.

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
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Google Paid Search Metrics & Demos

Google Paid Search						
	Impressions	Clicks	CTR	Spend	CPM	CPC
Winter 11/28/22 - 2/19/23 Winter Activities	60,361	1,994	3.30%	\$564.34	\$9.35	\$0.28
Winter 11/28/22 - 2/19/23 Family	34,194	3,391	9.92%	\$886.19	\$25.92	\$0.26
Winter 11/28/22 - 2/19/23 Dynamic	23,764	3,627	15.26%	\$1,033.33	\$43.48	\$0.28
TOTALS	118,319	9,012	7.62%	\$2,483.86	\$20.99	\$0.28



Google Paid Search Keyword Performance

Paid Search Keyword Performance - Top 20			
	Impressions	Link Clicks	Link CTR
new mexico	20,519	475	2.31%
nm	19,908	634	3.18%
red river nm	10,311	2,163	20.98%
about new mexico	6,004	158	2.63%
visit new mexico	2,869	98	3.42%
snow skiing	2,408	13	0.54%
red river	2,291	315	13.75%
ski resorts in new mexico	2,086	117	5.61%
ski snow	1,669	30	1.80%
"red river"	1,504	119	7.91%
places to go in new mexico	1,151	26	2.26%
snow mobile	1,143	22	1.92%
new mexico trip	1,134	36	3.17%
ski area	970	14	1.44%
ski locations	963	37	3.84%
snow board	816	12	1.47%
ski red river	750	143	19.07%
ski resort	687	22	3.20%
fun activities	681	4	0.59%
snowboard snowboarding	675	7	1.04%



Google Paid Search Geo-Location

Paid Search Geo-Location Performance			
	Impressions	Link Clicks	Link CTR
Amarillo TX, United States	53,996	2,619	4.85%
Dallas-Ft. Worth TX, Texas, United States	17,044	2,054	12.05%
Los Angeles CA, California, United States	8,311	183	2.20%
Oklahoma City OK, Oklahoma, United States	7,961	1,325	16.64%
Houston TX, Texas, United States	7,065	739	10.46%
Colorado Springs-Pueblo CO, Colorado, United States	6,054	278	4.59%
Austin TX, Texas, United States	4,247	435	10.24%
San Antonio TX, Texas, United States	3,564	363	10.19%
Lubbock TX, Texas, United States	2,416	361	14.94%
Tulsa OK, United States	2,364	317	13.41%
Odessa-Midland TX, Texas, United States	2,277	203	8.92%
Las Vegas NV, Nevada, United States	1,703	50	2.94%
Kansas City MO, United States	1,317	85	6.45%



AccuWeather



AccuWeather Triggered Ads

AccuWeather Triggered Display						
	Impressions	Clicks	CTR	Spend	CPM	CPC
US - Red River - Cross - 300x250 - Winter - Jan23	441,185	1,373	0.31%	\$3,750.00	\$8.50	\$2.73
US - Red River - 320x50 - Winter - Jan23	394,746	599	0.15%	\$3,750.00	\$9.50	\$6.26
TOTALS	835,931	1,972	0.24%	\$7,500.00	\$8.97	\$3.80



Print - Magazines

Texas Monthly

YOU'RE ON VACATION.
SPRAY AS MUCH DARN
SNOW AS YOU WANT.

Cross-country and downhill skiing. Snowmobiling.
Snow shoeing. Hiking. Fishing. Toasty fires at the end
of the day. We're that sleepy town that's never sleepy.

RR
REDRIVER.ORG

110110_TexasMonthly_Winter_Front 1

5/26/22 3:45 PM

Impressions: 2,700,000

New Mexico Magazine

IN LIFE, IT'S IMPORTANT
TO MAKE EVERY
SNOWBALL COUNT.

Cross-country and downhill skiing. Snowmobiling.
Snow shoeing. Hiking. Fishing. Toasty fires at the end
of the day. We're that sleepy town that's never sleepy.

RR
REDRIVER.ORG

5/26/22 3:45 PM

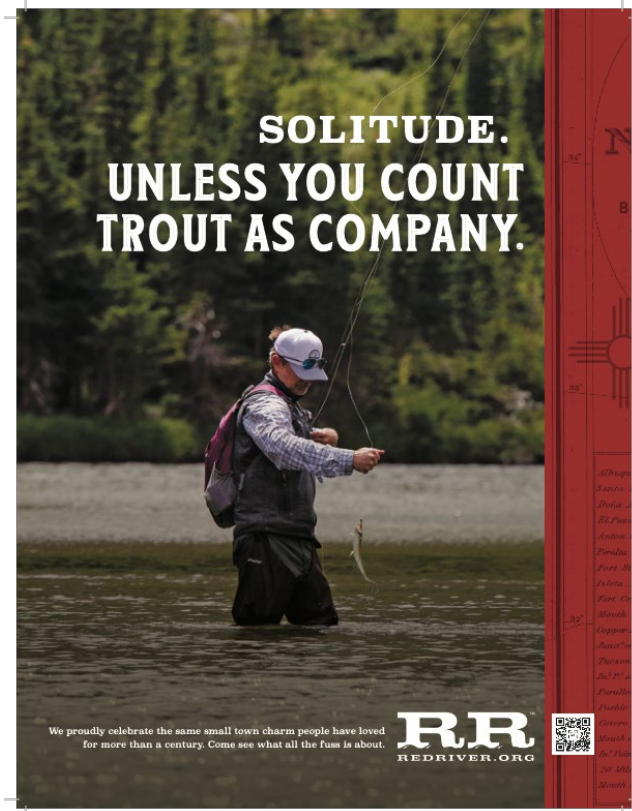
Impressions: 340,000

Taos News Winter Magazine



Impressions: 50,000

NMT Adventure Guide

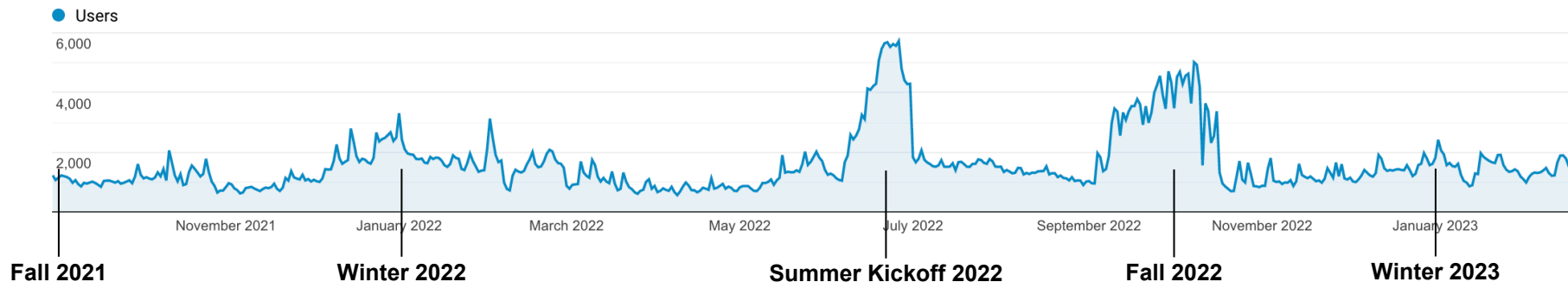


Impressions: 1,000,000

Website Trending



Overall Website Trending - September 2021 – February 2023



The background is a textured blue surface with various geometric patterns. On the left, there are concentric circles. In the center, there are large, light blue, stylized letters that appear to be 'W' and 'A'. On the right, there is a large, stylized eye graphic with concentric circles for the iris and pupil. The overall aesthetic is modern and abstract.

THANK YOU