

# City of Valdez Paid Campaign Report

June 4, 2021

Campaign Name	Impressions	Ad Recall Lift	Clicks	CTR*	CPR**	Total Cost
2021 Q2 Facebook/Instagram	733,310	42,200	670	0.09%	\$0.03	\$1,397.02
2021 Q2 Digital display	135,783	N/A	157	0.12%	\$0.01	\$1,397.51
2021 Q2 Connected TV	31,941	N/A	1	0.004%	\$0.04	\$1,422.04
2021 Q2 Google Search	47,393	N/A	3,208	6.77%	\$0.42	\$1,354.88
2021 Q2 YouTube	372,625	N/A	357	0.10%	\$0.006	\$1,061.99
<b>National Campaign Totals:</b>	<b>1,321,052</b>	<b>42,200</b>	<b>4,393</b>	<b>0.33%</b>	<b>\$0.01</b>	<b>\$6,633.44</b>
Travel Voucher Facebook/Instagram	78,554	N/A	2,537	3.22%	\$0.16	\$405.47

\*CTR = Click-through rate

\*\*CPR = Cost per result. Due to varied parameters of each platform, these measurements take into account different metrics based on platform. (Facebook = clicks, Google Search = clicks, Digital display = impressions)

## Key Takeaways

- Thompson & Co. implemented the City of Valdez's new ad strategy for Q2 on April 1, 2021. Please note this recap only reflects the new campaign data.
- Due to varied parameters of each platform, these measurements take into account different metrics based on platform. Facebook = ad recall lift, Digital Display, YouTube and Connected TV = impressions, Google Search = clicks
- The campaign has garnered over 1.3M impressions and 4,300 clicks.
- Top search phrases for Google include, "Valdez Alaska," "things to do in Alaska," and "best places to visit in Alaska." We also continue to see Valdez appearing near the top of searches for more general phrases including, "vacation ideas," "best vacation spots," and "best places to travel."
- Google Search is performing significantly above average with a CTR of 6.77% and a cost-per-click (CPC) of \$0.42. [Industry average CTR is 4.68% and CPC is \\$1.53.](#)
- Google Search continues to perform best in California and Washington with women 45 – 54.
- YouTube is currently performing best in California with men 55+ with a secondary audience of men 18 – 24 in Georgia.
- Accuweather.com and yahoo.com remain the top-performing websites for digital display.
- Connected TV remains most popular on Pluto on the Roku, Vizio and as a game ad on the Steam game [Moccasin](#).
- Facebook has an ad frequency rate of 1.95x and an ad recall lift rate of 10.65%, another 1% increase from last week.
- Over 120,000 unique viewers have watched :03 or more of the video on Facebook and 16,000 have watched the entire [:15](#) or [:30 clip](#).