

# LTAB May 15<sup>th</sup> Marketing Report

**Public Relations:** Bandelier Shuttle Service/Kite Festival/Outdoor Events.  
**Griffin Action:** In development

**Public Relations:** ScienceFest  
**Griffin Action:** Distributed on Tuesday, April 17<sup>th</sup>

**PR/Social Media/Facebook > Griffin Action:** See activity report.

**NewMexico.org**  
**Griffin Action:** Coordination with Kelly Stewart to update content on Los Alamos in North Central Region section of New Mexico.org.

## Roots Rated/NCC Video performance metrics

### Roots Rated

#### Per Article Metrics

Los Alamos – Social Performance	Spend	Impressions	Link Clicks	Facebook Ad Engagements	CPM	CPC	CPE
The True Insider's Guide to Los Alamos	\$964.16	272,414	3,096	5,527	\$3.54	\$0.31	\$0.17
3 Must-Visit Parks to Explore Near Los Alamos, New Mexico	\$1,264.38	541,906	11,980	18,518	\$2.33	\$0.11	\$0.07
10 Ways to Explore Off the Beaten Path in Los Alamos	\$771.46	190,686	1,860	3,095	\$4.05	\$0.41	\$0.25

Los Alamos – Article Engagements	Pageviews	Reader Time (min)	Article Engagement Rate	Scroll Depth
The True Insider's Guide to Los Alamos	1,903	1.5	81%	61%
3 Must-Visit Parks to Explore Near Los Alamos, New Mexico	7,642	1.2	85%	62%
10 Ways to Explore Off the Beaten Path in Los Alamos	797	1.7	84%	65%

"3 Must-Visit Parks to Explore Near Los Alamos, New Mexico" was a stand out performer amongst the 3 articles, in terms of social ad engagement. Once arriving at the articles, article engagement was strong, yet relatively similar, across all 3 pieces.

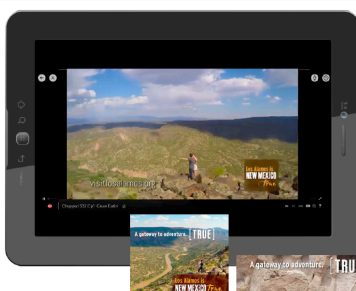
### NCC Video

#### Overall Performance Stats

NCC  
digital-media

Los Alamos January 2018 – March 2018	CONTRACTED IMPRESSIONS	DELIVERED IMPRESSIONS	COMPLETED VIEWS	CLICKS	VCR	CTR	TOTAL SPEND (NET)	PARTNER SPEND (NET)	eCPCV*	eCPC*
What_Can_You_Say_01_NCC Digital	714,286	350,460	330,811	1,216	94%	0.35%	\$20,000	\$10,000	\$0.03	\$8.22
What_Can_You_Say_02_NCC Digital		351,224	331,786	1,108	94%	0.32%				
What_Can_You_Say_03_NCC Digital		14,343	13,238	34	92%	0.24%				
	714,286	716,027	675,835	2,358	94%	0.33%	\$20,000	\$10,000	\$0.03	\$8.22

\*eCPC is based on Partner net spend only.



The main KPI for the campaign, Video Completion Rate (VCR), was fantastic at 94%, which also resulted in an incredibly low cost per completed view (eCPCV).

Clickthrough Rate (CTR) – which includes companion banner clicks – was also strong.

All 3 videos performed similarly. However, Video #3 had some quality issues that they were finally able to address towards the end of the campaign (thus the uneven rotation).