

Los Alamos County, NM

LTAB Meeting | July 21, 2026



DestinationiQ

Reporting & Accounting



Website Data Report

Evaluate website traffic to understand user behavior and site performance.



Meta Ads Report

Data and optimization details for Meta advertising campaigns to improve ROI.



Google Ads Report

Data and optimization details for Google Ads campaigns, focusing on performance and efficiency.



2026 Accounting Spreadsheet

2026 Marketing Plan with associated financial documentation for strategic planning.

Website User Traffic

- Traffic is following a consistent seasonal pattern, with May–July as the peak window in both 2025 and 2026
- Paid channels (Search + Social) are primarily driving this period's growth (39%)
- No recorded traffic from any UTMs (Gratis ads) so far in 2026

+15.09%

Total
28,736 vs. 24,968

+197%

Paid Search
5,542 vs 1,866

+11.31%

Direct
2,135 vs 1,918

N/A%

Paid Social
5,703 vs 0 (no campaigns last year)

-5.82%

Organic Search
2,799 vs 2,972

-23.5%

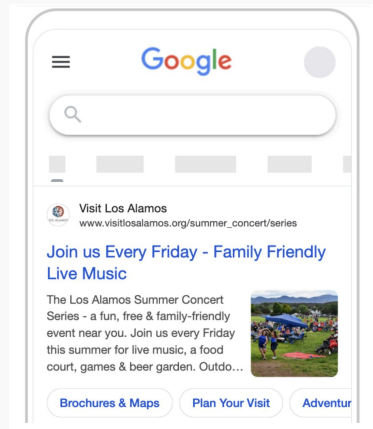
Organic Social
385 vs 451

Google Search Ads

- **We hit record highs across every key metric!**
 - Impressions increased 21.2% from 28,352 to 34,370
 - Clicks increased 51.2% from 3,050 to 4,611
 - Interaction Rate climbed to 13.42% from 10.76% (high intent event-goers)
 - Average CPC dropped 27.6% from \$0.29 to \$0.21
- The Events campaign anchored by Summer Concert Series keywords delivered exceptional CTRs 49–60%, The standout was “Los alamos concerts” with 895 clicks (49.53% CTR, \$0.11 CPC), the single highest-volume keyword in account history.

For July, are we ready to start promoting ScienceFest (per the marketing plan)?

Keyword	Clicks	Imp.	CTR
Bandelier National Monument	466	4877	9.56%
los alamos concerts	355	621	57.17%
los alamos concert series	376	633	59.40%
national parks near santa fe	87	2104	4.13%
valles caldera	74	831	8.91%



Meta Ads



Overall

- \$987.22 total spend across all ad sets
- 5,635 Landing Page Views at \$0.18 average cost
- 139,871 total impressions at \$7.06 CPM (summer auction pressure)
- 6.18% overall CTR — highest since April's 6.08% (up 27.4% from May)
- 8,649 total link clicks = strong audience engagement



ABQ & SF 46.6% of Budget

- 2,368 landing page views at \$0.19 CPLPV
- Budget share increased from 25% to 46.6%
- Oppenheimer dominates this market: \$417.79 spend, 2,204 LPV, \$0.19 CPLPV, 5.51% CTR



DFW 18%

- 1,225 landing page views at \$0.15 CPLPV — most efficient in June
- Oppenheimer restored as primary DFW creative (\$159.88, 1,148 LPV, 7.11% CTR), Strong recovery from May's \$0.23 CPLPV drag
- 1,311 landing page views at \$0.19 CPLPV
- •Oppenheimer (\$175.19) + JemezMountains (\$34.00) + Monument (\$22.34) running in rotation



Colorado 25.7%



NEW Event Set 9.9% (50 mi radius)

- 738 landing page views at \$0.13 CPLPV — consistently the most efficient ad set
- Concert Series remained dominant at 13.01%, 4th of July performed better after refresh (stronger CTRs 8.1–8.6%)



ConcertSeries — Events Ad Set

Total Spend	\$92.14
Avg Cost per LPV	\$0.13
Total Impressions	12,901
Total Landing Page Views	715
Spend Share	9.3%

Projects & Tasks Review



Current Tasks

- Gratis Digital Ad : September, October November, & December
- FY27 NM True Coop Management
- Southwest Travel + Life Print Ads Management



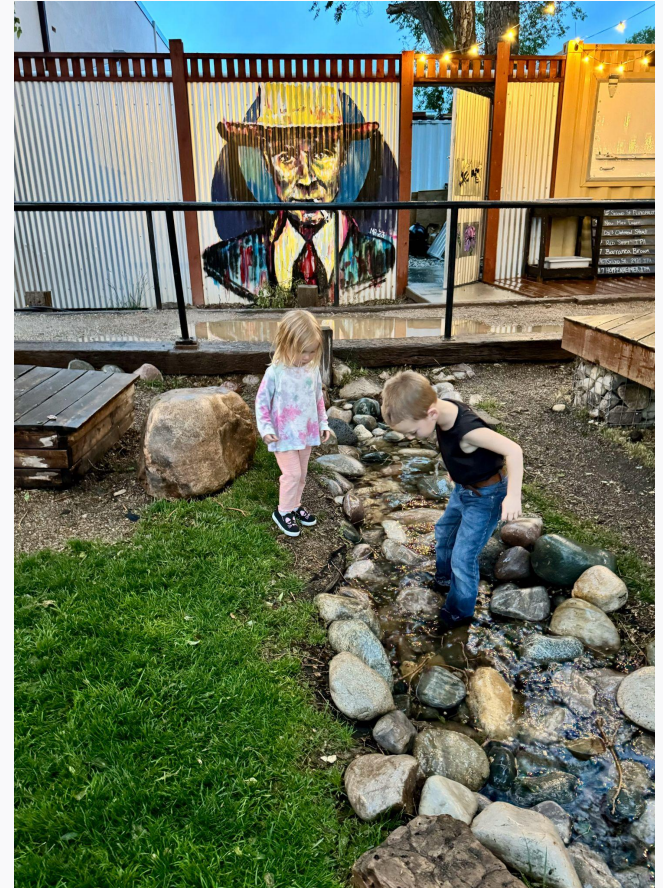
Completed Tasks

- Gratis Digital Ad : August
- Google Search Console Connection
- Stakeholder Email



Future Tasks

- Organic Social
 - Social Coop?



Q&A