

NEW MEXICO  TRUE

LOS ALAMOS COUNTY
COOPERATIVE
MARKETING Program

FY24 END OF YEAR
REPORTING

ATTACHMENT A



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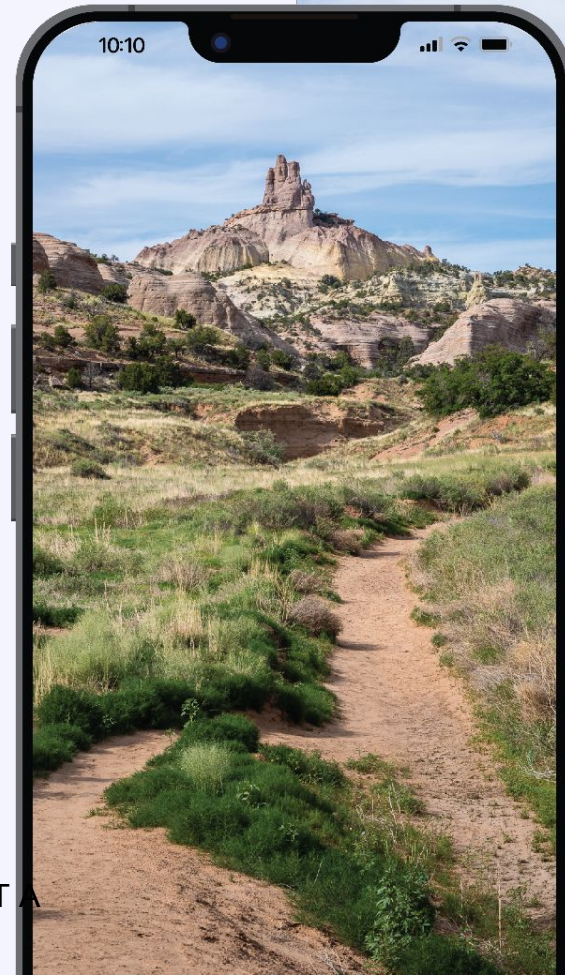
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History & Objectives

01 FY23 CoOp Recap

02 FY24 CoOp Marketing Overview

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FY23 CoOp Marketing Recap

- [Award Summary](#)
- **Total Initiative Opt-ins (MMP): 6**
- **Total Spend: \$67,941**
- **Total Impressions to Date: 4.8MM**
- [Creative Review](#)
- [Reporting Insights](#)



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FY24 CoOp Marketing Overview

Marketing Plan ([Award Summary Review](#))

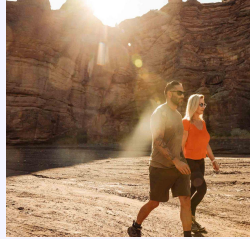
- *Albuquerque/Santa Fe, Denver, Young Boomers/Empty Nesters (Age 59-64), Gen X (Age 43-58), Outdoor Recreation, History*
- Unique Visitor Experiences
- Messaging for the year based on season

Creative Assets

- Consider success of FY23 ads based on Reporting

Your FY24 Target Audience

GEN X



Statistics:

- Prefers Facebook for Information
- Engages with traditional and digital media (radio/audio, OOH, Facebook, YouTube)
- Regularly streams TV and music

Travel Preferences for New Mexico:

- Attractions: Interested in family-friendly vacations, historical sites, and southwestern cuisine.
- Travel Style: Prefer longer vacations, comfortable accommodations, more likely to travel in larger groups (3-4)

Decision-Making Factors:

- Media Mix: Discover New Mexico through a mix of digital and traditional media.
- Advance Planning: Plan trips well in advance, coordinating with family members. Heavily uses Tripadvisor & Expedia
- Loyalty Programs: Use loyalty programs to secure discounts and added perks

YOUNG BOOMERS



Statistics:

- Heavy TV watchers & newspaper readers
- Primarily uses Facebook
- Keeps up to date with current events

Travel Preferences for New Mexico:

- Attractions: Attracted to New Mexico's art, culture, and outdoor activities.
- Travel Style: Favor group travel with friends or organized tours. Values restful vacations without excessive exercise

Decision-Making Factors:

- Media Discovery: Explore New Mexico through social media and travel agencies.
- Peer Influence: Decisions influenced by friend recommendations.
- Group Travel Convenience: Emphasis on ease and convenience of group travel arrangements.

Performance & Analysis

01 FY24 Data & Insights

02 Proof of Performance (POP)

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FY24 REPORTING PERFORMANCE SUMMARY

Overall Delivery Metrics

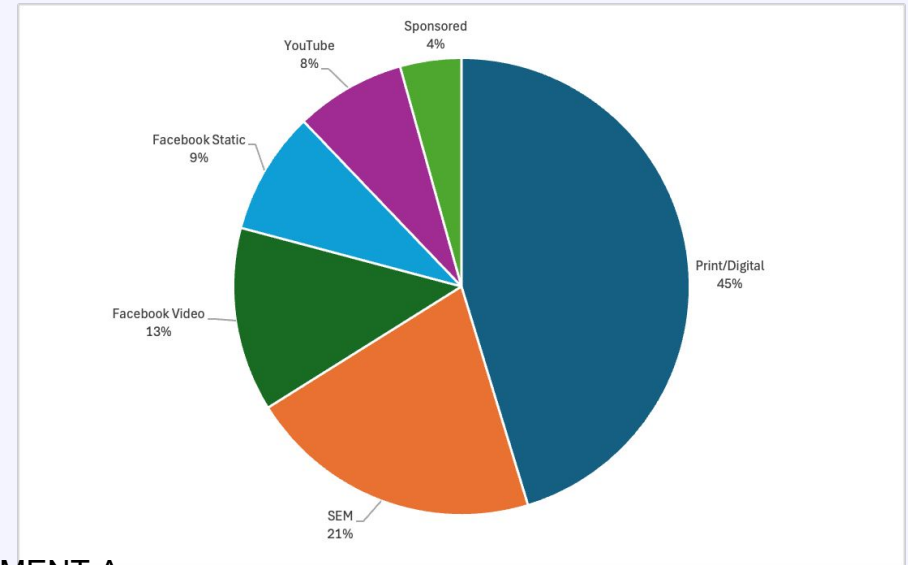
CoOp Initiative Details

- Initiatives live: Managed Search, Facebook Static, Facebook Video, Sponsored Content, YouTube, New Mexico Magazine FP Print + Digital, NM True Adventure Guide 2-pg Spread + Digital, New Mexico Magazine FP Advertorial + Digital
- Reporting Period: FY24
- Partner Run Dates: 9/1/23-9/5/24
- Package Initiative: Sterling Silver

Overall Delivery Metrics

- Total Spend: \$115,146
- Total Impressions: 4,556,061
- Total Clicks: 58,047

Spend by Medium



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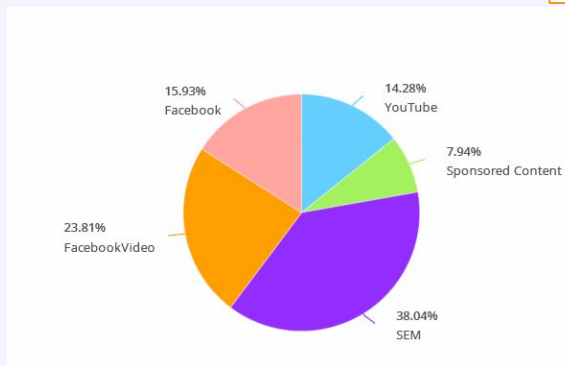
FY24 REPORTING PERFORMANCE SUMMARY

Digital Delivery Metrics

- Total Digital Spend: \$63,000
- Total Digital Impressions: 3,605,829
- Total Clicks: 57,216
- Overall CPM: \$17.47
- Video Views: 1,259,735
- Website Sessions: 12,418
- Social Post Engagement: 711,273
- Click Through Rate: 1.59%

[YOUR CUSTOM DASHBOARD](#)

Spend by Medium (Digital)



Top Level Metrics

Partner	Spend	Impressions	CPM	Clicks	CPC	CTR	Sessions	Cost Per Session	Engaged Sessions	CPES (Cost per Engaged Session)	Social Post Engagement	15s TOS Action	15s TOS CPA
Los Alamos	\$63,000	3,605,829	\$17.47	57,216	\$1.10	1.59 %	12,418	\$5.07	7,150	\$8.81	711,273	28,852	\$2.18
Total	\$63,000	3,605,829	\$17.47	57,216	\$1.10	1.59 %	12,418	\$5.07	7,150	\$8.81	711,273	28,852	\$2.18

Delivery/Performance by Channel

Channel	Spend	Impressions	CPM	Clicks	CPC	CTR	Video Views	Video Completion Rate	Sessions	Cost Per Session	Avg Time On Site	Bounce Rate	Engaged Sessions	CPES (Cost per Engaged Session)	Engaged Session Rate	15s TOS Action	15s TOS CPA
SEM	\$23,967	71,476	\$335.32	16,848	\$1.42	23.57 %	--	--	10,070	\$2.38	00:02:53	32 %	6,812	\$3.52	67.65 %	13,098	\$1.83
FacebookVideo	\$15,000	884,883	\$16.95	4,720	\$3.18	0.53 %	689,125	79.38 %	170	\$88.23	00:00:15	85 %	26	\$576.91	15.29 %	405	\$37.04
Facebook	\$10,036	1,019,437	\$9.84	33,964	\$0.30	3.33 %	--	--	1,887	\$5.32	00:00:25	85 %	285	\$35.21	15.10 %	11,622	\$0.86
YouTube	\$8,997	907,149	\$9.92	394	\$22.84	0.04 %	570,610	63.17 %	35	\$257.06	00:00:07	91 %	3	\$2,999.04	8.57 %	54	\$166.61
Sponsored Content	\$5,000	722,884	\$6.92	1,290	\$3.88	0.18 %	--	--	17	\$19.53	00:00:10	91 %	24	\$208.33	9.38 %	3,673	\$1.36
Total	\$63,000	3,605,829	\$17.47	57,216	\$1.10	1.59 %	1,259,735	72.04 %	12,418	\$5.07	00:02:25	42 %	7,150	\$8.81	57.58 %	28,852	\$2.18

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Insights by Channel

FY24 REPORTING PERFORMANCE SUMMARY

Facebook Static

- Facebook was by far our most efficient click driver with an impressive \$0.30 CPC and a 3.33% CTR, 370% above our benchmark of 0.90%
- Facebook also saw our most efficient 15s TOS CPA at \$0.86 generating 11,622 15s TOS actions

Facebook Video

- Facebook Video achieved an extremely high VCR of 79.38% 57% above our benchmark of 45% and did so extremely efficiently with a \$0.03 CPCV
- While this is an awareness channel we saw it drive efficient clicks with a \$3.18 CPC and saw our 3rd highest average time on site of 15 seconds

Managed Search (SEM)

- Managed Search had the highest Average Time on Site (2:53) and also had the lowest bounce rate (32%)
- The Managed Search campaigns also drove 6,812 engaged sessions at the highest Engaged session rate (67.65%)
- The keyword [los alamos] saw the most clicks with 2,516, and also had a \$1.65 15s TOS CPA (10% lower than overall Managed Search average)

Sponsored Content

- Sponsored Content was able to drive efficient impressions with our lowest CPM at \$6.92
- This lead to our 2nd most efficient 15s TOS CPA at \$1.36 driving 3,673 15s TOS actions
- The outdoor recreation audience was our top performer for this channel, driving 88.2% of all clicks, and 81.8% of total 15s TOS actions

YouTube

- YouTube drove a 63.17% video completion rate, 253% above our benchmark of 25%
- This lead to YouTube having an even more efficient CPCV than Facebook video at \$0.02

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Insights by Creative Execution

FY24 REPORTING PERFORMANCE SUMMARY

Facebook Static

- 'Oppenheimer' was more efficient at driving impressions, clicks, and sessions when compared to 'Views' with a \$9.68 CPM, \$0.27 CPC, and \$5.26 CPS
- 'Views' however did have the more efficient 15s TOS CPA at \$0.72

Facebook Video

- While both videos exceeded our benchmark VCR of 45%, 'NationalParks' vastly outperformed 'Discoveries' in terms of VCR at 84.21% compared to 'Discoveries' at 68.56%,
 - Due to this we optimized toward 'National Parks' leading to it receiving 71.1% of total spend

Sponsored Content

- 'National Parks' and 'Discoveries' saw fairly even performance with similar CPMs, CPCs, CTRs, and 15s TOS CPAs

YouTube

- YouTube only had 1 creative theme running

Trends Over Time

FY24 REPORTING PERFORMANCE SUMMARY

- Our most efficient month in terms of clicks was July at \$0.86 which also drove the most total number of impressions and clicks with 1,571,085 and 23,955 respectively. The most efficient month in terms of 15s TOS CPA was October at \$1.19

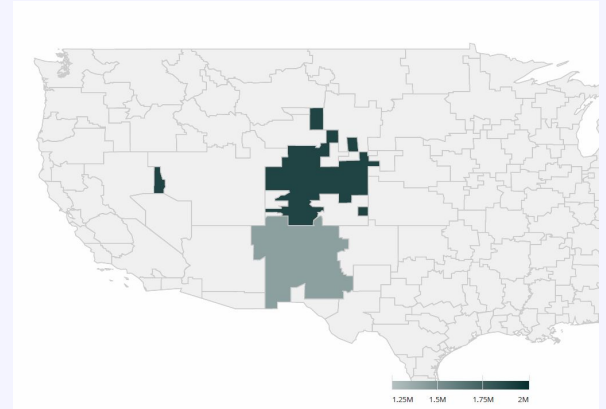
Top Level Metrics - by Month

Month ↑	Spend	Impressions	CPM	Clicks	CPC	Sessions	Cost Per Session	Engaged Sessions	CPES (Cost per Engaged Session)	Engaged Session Rate	Social Post Engagement	15s TOS Action	15s TOS CPA
Sep 2023	\$3,497	9,189	\$380.53	2,432	\$1.44	2,392	\$1.46	1,616	\$2.16	67.56 %	--	2,093	\$1.67
Oct 2023	\$4,222	14,004	\$301.50	3,873	\$1.09	3,828	\$1.10	2,604	\$1.62	68.03 %	--	3,543	\$1.19
Nov 2023	\$4,248	11,424	\$371.89	2,653	\$1.60	2,657	\$1.60	1,762	\$2.41	66.32 %	--	2,315	\$1.83
Jun 2024	\$8,786	690,247	\$12.73	10,090	\$0.87	3,200	\$2.75	920	\$9.55	28.75 %	118,831	2,171	\$4.05
Jul 2024	\$20,667	1,571,085	\$13.15	23,955	\$0.86	66	\$313.13	54	\$382.72	81.82 %	275,109	7,730	\$2.67
Aug 2024	\$21,543	1,306,400	\$16.49	14,083	\$1.53	193	\$111.62	149	\$144.58	77.20 %	317,267	10,961	\$1.97
Sep 2024	\$38	3,480	\$10.78	130	\$0.29	59	\$0.64	40	\$0.94	67.80 %	66	37	\$1.01
Total	\$63,000	3,605,829	\$17.47	57,216	\$1.10	12,395	\$5.08	7,145	\$8.82	57.64 %	711,273	28,852	\$2.18

Insights by Geographic Target

FY24 REPORTING PERFORMANCE SUMMARY

- The majority of spend in Facebook Video went towards Denver, which subsequently drove the most engagement as a result. Facebook static saw pretty even spend between the two geos however, Albuquerque-Santa Fe drove 64% of overall clicks




Channel	DMA/Metro	Clicks	Impressions	CTR	Spend
FacebookVideo	Denver, CO	2,542	572,863	0.44 %	\$8,343.99
YouTube	Denver, CO	263	518,623	0.05 %	\$4,275.73
Facebook	Albuquerque-Santa Fe, NM	19,341	509,209	3.80 %	\$3,582.41
Sponsored Content	Denver, CO	644	413,808	0.16 %	\$2,423.93
YouTube	Albuquerque-Santa Fe, NM	131	388,526	0.03 %	\$3,034.41
Facebook	Denver, CO	10,883	375,895	2.90 %	\$3,131.99
Sponsored Content	Albuquerque-Santa Fe, NM	502	273,895	0.18 %	\$1,604.47
FacebookVideo	Albuquerque-Santa Fe, NM	1,916	184,910	1.04 %	\$1,827.46
SEM	Albuquerque-Santa Fe, NM	15,274	62,114	24.16 %	\$17,519.26
SEM	Denver, CO	1,688	9,214	18.32 %	\$2,696.51
Total		53,184	3,310,153	1.61 %	\$48,440.16

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Managed Search: Launched 9/5/2023


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 www.visitlosalamos.org/los-alamos

Explore The Great Outdoors - Visit Los Alamos, New Mexico

Take In The Beautiful Scenery While Embarking On Adventures And Learning About History. Explore 3 Parks, Valles Caldera, Bandelier and Manhattan Project National Historic...




[Science & Technology](#) [Los Alamos National Parks](#)

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 www.visitlosalamos.org/los-alamos

Explore The Great Outdoors - Visit Los Alamos, New Mexico

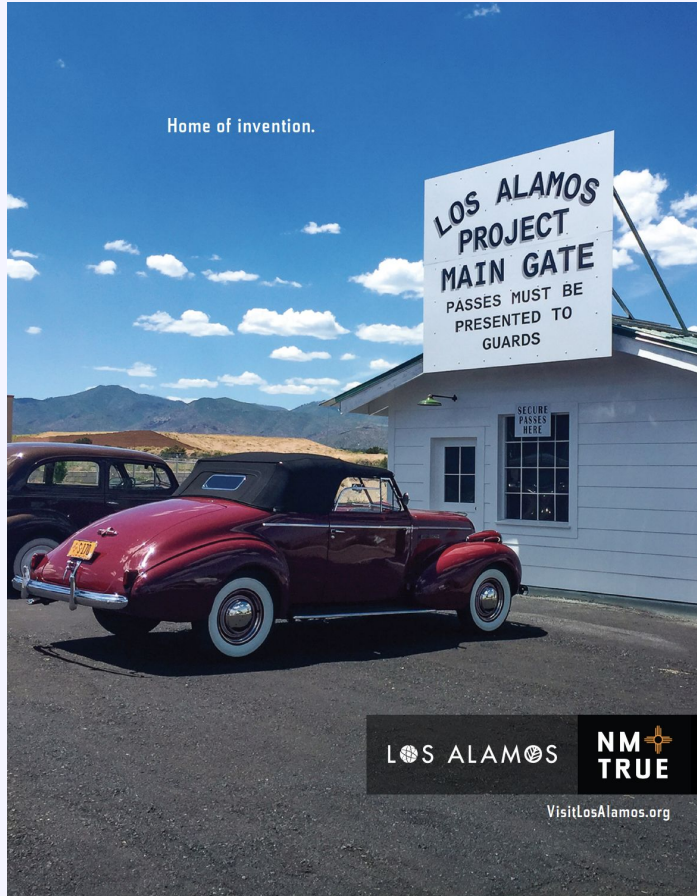
Take In The Beautiful Scenery While Embarking On Adventures And Learning About History. Explore 3 Parks, Valles Caldera, Bandelier and Manhattan Project National Historical Park.



[Science & Technology](#) · [Choose Your Experience](#) · [Los Alamos Bucket List](#)

New Mexico Magazine FP Print Ad + Digital: October

FY24 REPORTING
POP



PRINT IMPRESSIONS : 50,000

October DIGITAL 300X250 NEWSLETTER AD: Subscribers: 37,681,
Clicks: 83, Opens: 15,669

DIGITAL 300x250 WEBSITE AD (Sept): Impressions: 19,353, Clicks: 50

DIGITAL 300x250 WEBSITE AD (Oct): Impressions: 18,195, Clicks: 38

NEWSLETTER AD

WEBSITE AD

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New Mexico Magazine True Adventure Guide 2-Page Spread

FY24 REPORTING POP



SPONSORED CONTENT

5 Reasons to Love Los Alamos County



EXPERIENCE THE HISTORY AND scientific breakthroughs of Los Alamos County, the birthplace of the atomic bomb and the setting for the film *Oppenheimer*.

- 1. OPPENHEIMER.** Learn about Los Alamos's historic sites, where director Christopher Nolan filmed *Oppenheimer*—the story of scientist J. Robert Oppenheimer and his role in developing the atomic bomb. Sign up for one of two **Los Alamos History Museum** guided walking tours: the 90-minute "History of the Secret City" or the 60-minute "Espionage in the

Secret City." A self-guided tour takes you to Manhattan Project destinations such as the **Oppenheimer House**, the **Civilian Women's Dormitory**, the **United Church Historic Landmark**, and **Fuller Lodge**.

- 2. BIG SCIENCE.** Discover **Los Alamos National Laboratory's** 80-year history at the **Bradbury Science Museum**, where visitors can see Manhattan Project artifacts and documents about the lab's scientific advancements. At **Pajarito Environmental Education Center (PEEC)**, families can delve into the history of



WHERE TO FIND THE LOCALS
Spend the afternoon at **Bathtub Row Brewing Co-op**. Established as a gathering place where people could bring their kids and dogs, the co-op features a range of craft brews (try the Hoppenheimer IPA) and local wine.

natural world. It houses the Jemez Mountain Herbarium, which holds more than 3,000 species of plants from the region; a state-of-the-art planetarium; and the children's discovery area.

- 3. NATIONAL PARKS.** Immerse yourself in the outdoors with three national park sites just a short drive from Los Alamos. With more than 70 miles of hiking trails, 33,000-acre **Bandelier National Monument** gives visitors a window into his-

Historical Park, focuses on the development of the atomic bomb.

- 4. ALL-SEASON FUN.** Originally built by the Manhattan Project's engineers and scientists in the late 1950s, **Pajarito Mountain Ski Area** gives snow-sport enthusiasts 300 acres of skiable terrain, including excellent tree and bump skiing. In the summer, the area converts to a mountain-biking and hiking area, with lifts to carry

VisitLosAlamos.org

INSIDER TIP

Before heading out for a winter excursion, rent snowshoes at the **Pajarito Environmental Education Center** for just \$10 per day or \$5 for members. Members (\$35 per year) can also rent all kinds of other equipment. "Rent backpacks and hiking gear, tent and camping equipment, binoculars and more," says Lauren McDaniel, executive director at Los Alamos Community Development Corporation.

From left: Step back in time at Bandelier National Monument. Plan a family outing at Valles Caldera National Preserve.

passengers to the mountaintop.

- 5. DELECTABLE EATS.** Stop by one of the many fabulous restaurants in Los Alamos and White Rock, including **Cottonwood on the Greens**, located on the **Los Alamos County Golf Course**, to try the grilled barrramundi. For more than 30 years, **Blue Window Bistro** has served fresh cuisine with local ingredients. **Viola's Restaurant** keeps New Mexico cooking alive with family recipes. Foodies will love **Pig + Fig Cafe's** gourmet comfort food.




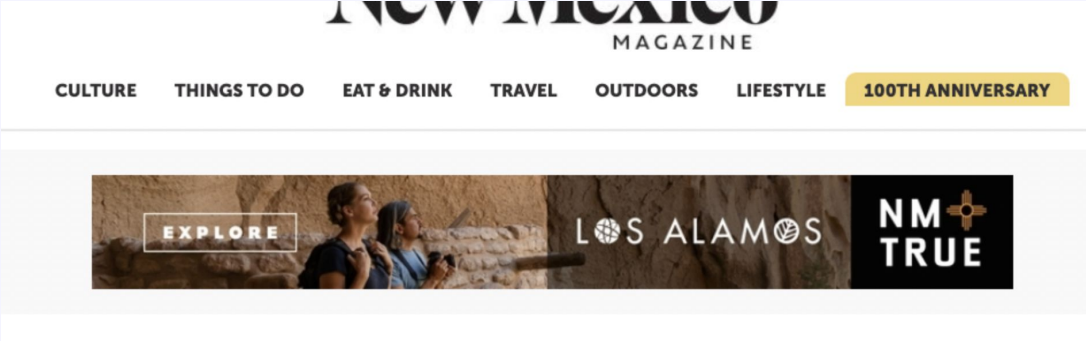
PRINT IMPRESSIONS : 300,000

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New Mexico Magazine True Adventure Guide 2-Page Spread

FY24 REPORTING
POP

 **DIGITAL 728x90 DIGITAL AD (June): Impressions: 7,272 Clicks: 9**
NM Mag Facebook Post (June): Impressions: 11,457, Engagements: 187



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New Mexico Magazine FP Advertorial - April

FY24 REPORTING POP

NEW MEXICO TRUE

SPECIAL ADVERTISING SECTION

Family Gathering

Los Alamos brings together history, science, and the great outdoors in ways everyone can enjoy.

Whitney Spivey knows a little secret about Los Alamos. "It's super family friendly," says the editor of Los Alamos National Laboratory's *National Security Science* magazine. The mother of two has spent a decade in Los Alamos and authored a pair of children's books about the city: *Goodnight, Los Alamos* and *A Los Alamos Alphabet*. "It has amazing outdoor access, not just for adults, but also for kids," she adds. Get a lay of the land with the self-guided **Historical Walking Tour**,

which begins at **Fuller Lodge**, originally built in 1928 for a local ranch school and now holds an art gallery and gift shop. "If you see the *Oppenheimer* movie, it's featured prominently," Spivey says. The summer blockbuster, filmed and set in and around Los Alamos, has sparked a renewed interest in the town and its past. The tour allows the whole family to get into atomic history with stops at the **Los Alamos Historical Museum** (kids will love the gift shop), as well as the **Memorial Rose Garden**, the **Ancestral Pueblo Site** (dating back to AD 1255), and **Ashley Pond** (perfect for a family picnic).



FUN FOR ALL

Los Alamos County Fair and Rodeo

Spanning three days in August, the fair and rodeo includes special exhibits, a parade down Central Avenue, arts and crafts at Fuller Lodge, and a Friday night concert.

Los Alamos Summer Concert Series

Every Friday from May 24 to August 30, 2024, head to Ashley Pond for one of the best free summer concert series in the state.

Halloween Weekend

Los Alamos scares up plenty of fun October 25-27, including games, treats, crafts, and costume contests.

VISITLOSALAMOS.ORG

cal Park. "Los Alamos is just such a special place because any trail that you're on, you have gorgeous views," says Spivey, an accomplished trail runner and snowboarder.

For a laid-back hike, Spivey suggests **North Bayo Bench Trail**, a mellow out-and-back trail on the mesa. "When you get to the turnaround point, there's this view of the Rio Grande Valley," she says. "It's just stunning."

For expert hikers, Spivey recommends the **Red Dot/Blue Dot** trails in nearby White Rock. "They both start at the top of this cliff," she says. "And they go basically straight down till you hit the Rio Grande."

After a hike, stop by one of Los Alamos's new eateries, like **Wolf and Mermaid Enchanted Roasters** at Central Park Square, an excellent coffee shop opened in 2022. Or check out **Sugar & Cream Cafe** for specialty drinks, pastries, and gelato. "My girls are obsessed with the chocolate with rainbow sprinkles," she says.

Los Alamos NM TRUE



PRINT IMPRESSIONS : 50,000

DIGITAL 300X600 DIGITAL AD: Impressions: 11,349, Clicks: 48

NM Mag Facebook Post : Impressions: 3,370, Engagements: 38,

Followers: 149,000

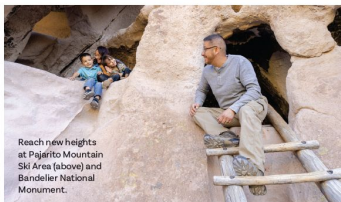
New Mexico Magazine
Published by Ofelia Martinez · 4 days ago

From diving into scientific discovery at the Bradbury Museum to tackling the trails, Los Alamos blends history, science, and outdoor adventures harmoniously for the whole family to enjoy. Visit Los Alamos #NewMexicoTrue #sponsored <https://www.newmexicomagazine.org/.../family-fun-in-los.../>

See insights and ads

Boost post

3 comments 4 shares

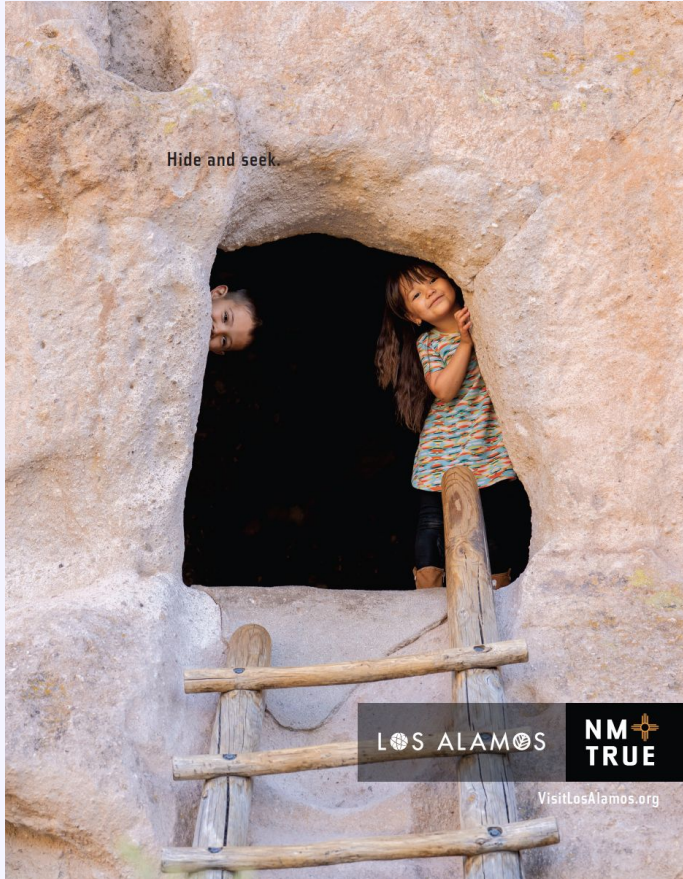


Reach new heights at Pajarito Mountain Ski Area (above) and Banderlier National Monument.



New Mexico Magazine FP Print Ad + Digital: March

FY24 REPORTING
POP



PRINT IMPRESSIONS : 50,000

March DIGITAL 300X250 NEWSLETTER AD: Subscribers: 37,897,

Clicks: 19, Opens: 15,547



DIGITAL 300x250 WEBSITE AD (Nov): Impressions: 16,592, Clicks: 39

DIGITAL 300x250 WEBSITE AD (Dec): Impressions: 16,104, Clicks: 36

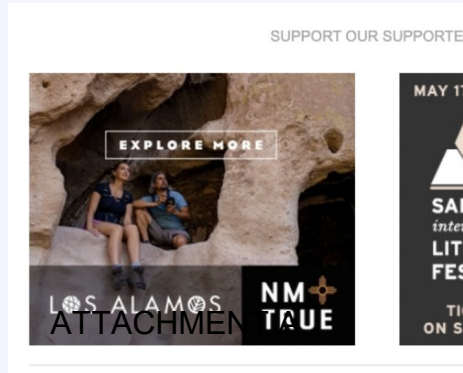
DIGITAL 300x250 WEBSITE AD (Jan): Impressions: 22,881, Clicks: 53

DIGITAL 300x250 WEBSITE AD (Feb): Impressions: 24,870, Clicks: 57

DIGITAL 300x250 WEBSITE AD (Mar): Impressions: 41,751, Clicks: 62

NEWSLETTER AD

WEBSITE AD



New Mexico Magazine FP Print Ad + Digital: June

FY24 REPORTING
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PRINT IMPRESSIONS : 50,000

June DIGITAL 300X250 NEWSLETTER AD: Subscribers: 37,758

Clicks: 12, Opens: 15,126



DIGITAL 300x250 WEBSITE AD (April): Impressions: 24,497 Clicks: 48

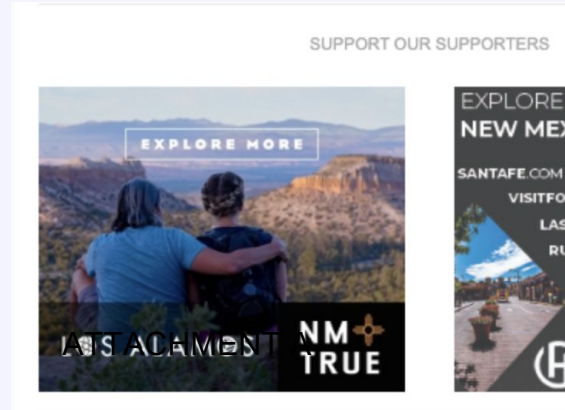
DIGITAL 300x250 WEBSITE AD (May): Impressions: 21,022, Clicks: 56

DIGITAL 300x250 WEBSITE AD (June): Impressions: 28,433, Clicks: 62

DIGITAL 300x250 WEBSITE AD (July): Impressions: 32,509, Clicks: 91

DIGITAL 300x250 WEBSITE AD (Aug): Impressions: 37,241, Clicks: 68

NEWSLETTER AD



WEBSITE AD



Sterling Silver Package - Facebook Static: Launched 6/3/24

FY24 REPORTING
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New Mexico True Sponsored

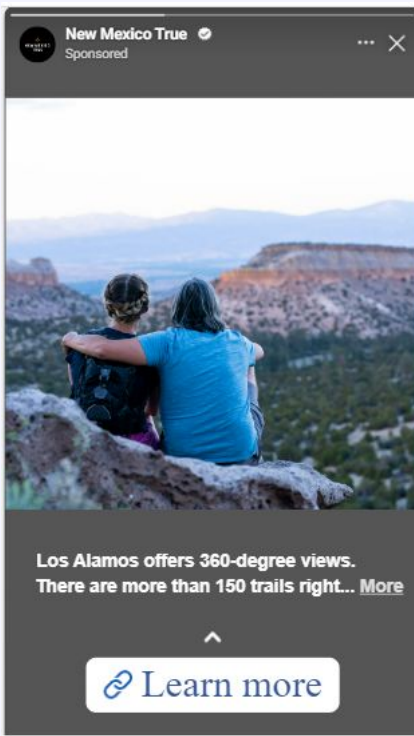
Los Alamos offers 360-degree views. There are more than 150 trails right from town for hiking, walking, and chilling out.

visitosalamos.org
Spectacular views abound Discover Los Alamos, Ne... [Learn more](#)

131 likes 7 comments 8 shares

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Views



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Los Alamos offers 360-degree views. There are more than 150 trails right... [More](#)

[Learn more](#)

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New Mexico True This ad has been shared with you. Sponsored (demo)

Discover Los Alamos, New Mexico – home to J. Robert Oppenheimer and the Manhattan Project – where science is our culture

visitosalamos.org
Learn about Oppenheimer [Learn more](#)

198 likes 13 comments 8 shares

Like Comment Share

Oppenheimer



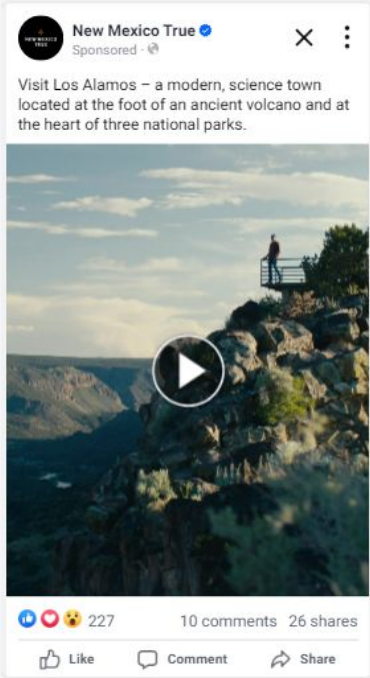
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Discover Los Alamos, New Mexico – home to J. Robert Oppenheimer and the... [More](#)

[Learn more](#)

Sterling Silver Package - Facebook Video: Launched 6/3/24

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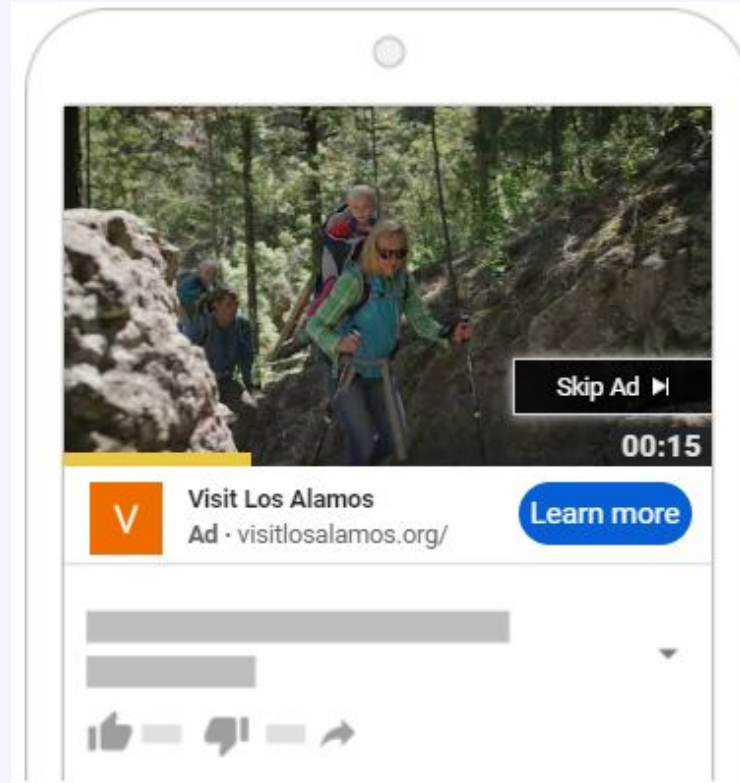
National Parks

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Discoveries

Sterling Silver Package - YouTube: Launched 6/3/24

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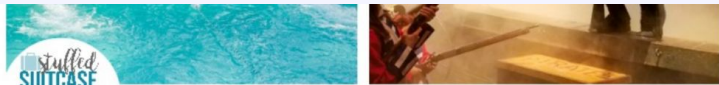


Three National Parks

Los Alamos is the gateway to three national parks. Explore Bandelier National Monument.

Sponsored by Los Alamos, NM

Are these the most dramatic islands in the world? Incredible pictures reveal the jaw-dropping ruggedness of the Faroes



Plan the best vacation with these tips for a one week itinerary for Southern California | © Stuffed Suitcase



A Message From Los Alamos, NM Discover Los Alamos, NM

The home of Oppenheimer, hundreds of trails, great museums - so many discoveries to make

MEDIAVINE Report this ad


SOUTHERN CALIFORNIA ITINERARY FOR 7 DAYS

Thank you to Visit California for hosting me on a recent press trip to the Southern California area. All thoughts and opinions are my own. (affiliate links included)

Managed Search: Launched 6/3/2024


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Explore The Great Outdoors - Visit Los Alamos, New Mexico

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Summary Insights & Future Implications

01 Optimizations & Key Takeaways

02 Implications for Future Planning

ATTACHMENT A



Optimizations & Key Takeaways

FY24 REPORTING SUMMARY INSIGHTS

- Optimizations made throughout the flight:
 - Sponsored Content
 - We turned off poor performing domains and supply sources to improve overall performance and lower our 15s TOS CPAs
 - Display and Sponsored Content
 - This media mix will allow us to leverage two channels we saw high levels of engagement from, Facebook Static and Sponsored Content, while also adding new channels to increase brand awareness and engagement
 - Several Managed Search keywords with higher than average 15s TOS CPAs were paused in FY24 which allowed the bidding strategy to focus on top performers

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TARGETING

History, Outdoor Recreation, Family Travel, Dallas, Denver, Phoenix, Millennials (Age 27-42), Gen X (Age 43-58), Young Boomers/Empty Nesters (Age 59-64)

CONTENT / CREATIVE / MESSAGING

Science & Discovery

Outdoor Recreation

CHANNELS / TACTICS

- Los Alamos is running the Prickly Pear Package in FY25 which includes Facebook Static, Facebook Remarketing, Travel Intender Display and Travel Intender Sponsored Content, in addition to Managed Search, Sponsored Content, and additional Travel Intender Display and Native.
 - This media mix will allow us to leverage two channels we saw high levels of engagement from, Facebook Static and Sponsored Content, while also adding new channels to increase brand awareness and engagement


Reference

01 FY24 Performance Benchmarks

02 Glossary

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FY24 Benchmarks

Channels	Performance Benchmarks
Facebook Video	45% Video Completion Rate (VCR)
Instagram Video	45% Video Completion Rate (VCR)
YouTube	25-50% Video Completion Rate (VCR)
CTV	95% Video Completion Rate (VCR)
Programmatic Display	Impressions Delivery and Site Sessions
Sponsored Content	15s Time on Site Conversion, CPA
Facebook Static	0.90% CTR & Sessions
Instagram Static	0.30 - .56% CTR & Sessions
Managed Search	CPC, CPA, CTR (Benchmarked by Partner)

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- Performance can vary greatly from partner to partner, with varying target markets, demos, budgets and creative. The digital team is looking at each partner's performance by initiative and striving to improve performance over time and set realistic benchmarks per partner
- Display, Social and Sponsored Content are being optimized to the partner selected onsite conversion actions and/or Time on Site pixel fires. Optimizing to an onsite action will often have a negative impact on metrics like CTR and CPC.
- Campaigns are geared toward driving a high volume of impressions to partners target markets and audiences, therefore campaigns are being optimized to drive efficient cost per thousand impressions (CPMs)



Glossary

Acronym/Term	Definition
CTR	Click through Rate; clicks divided by impressions
CPM	Cost per 1,000 impressions
CPC	Cost per click
CPCV	Cost per completed view
CPV	Cost per video view
CPA	Cost per conversion (is specific to tracked actions on each partner site and excludes 15s TOS action)
15s TOS CPA	Cost per 15 seconds Time On Site action
Social Post Engagement	Total number of actions taken on social ads (includes shares, reactions, saves, comments, likes, interactions, and link clicks)