



**KALISPELL CVB
SPRING / SUMMER
CAMPAIGN 2017**

September 15, 2017 | partnerscreative • Kalispell CVB

Spring / Summer Campaign 2017 Introduction



The **Spring / Summer FY17 Campaign** consisted primarily of online digital tactics that ran from June through the start of September 2017. The campaign targeted travelers in the San Francisco area and drive markets near Kalispell to raise awareness of Kalispell as a destination to stay for short weekend drive trips or longer vacations to Glacier National Park. The media plan included tactics that offered broad awareness and reach to the area, as well as highly targeted placements that provided a way to put events and travel details in front of people who are more likely to plan a trip to Kalispell, MT.

Objective: To increase awareness of Kalispell's events and sites to nearby drive markets as well as in the San Francisco market through targeted social media and digital advertising placements.

Campaign Timing: June 5 – September 3, 2017

Target Audience: Adults 20 – 65+ looking for arts and culture, in combination with an enthusiasm for the outdoors (camping, hiking, etc.)

Key Performance Indicators: 1) Click-through rate of ads, 2) engagement with website, 3) conversions such as newsletter signups.

The campaign mediums included:

- **Online Placements:**
 - Native Editorial Content
 - Sponsored Stories
 - In-Feed Article Headlines
 - Native Page Display Ads Takeover
 - CBS SF News Section Display Ads Takeover
 - Facebook and Instagram Ads
 - NW Travel Magazine E-Newsletter Ad
- **Print Placements:**
 - Glacier National Park Guide

KEY TAKEAWAYS

The Kalispell CVB Spring / Summer 2017
Campaign outperformed industry benchmarks.

Impressions

5M

Surpassed purchased amount by 235% with 5,556,267 impressions.

Click-Through Rate

.28%

Campaign performed well above industry average with a 0.28% CTR for campaign.

Clicks

15K

Of the 15,442 campaign clicks, at least 2,183 visitors engaging with one of the landing page(s).

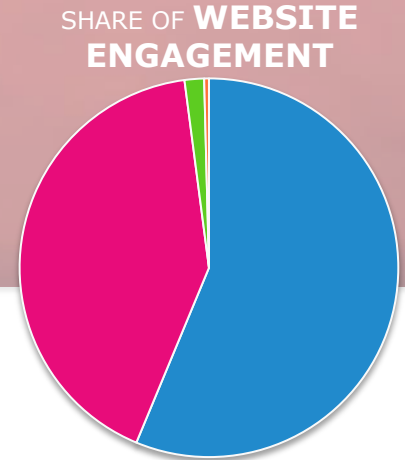
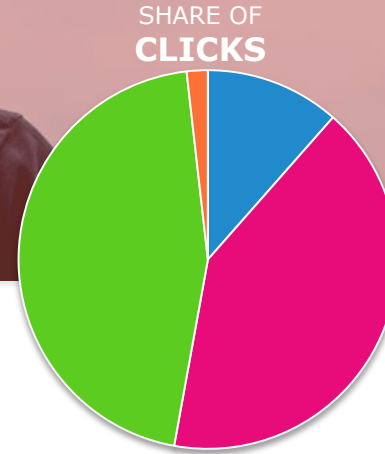
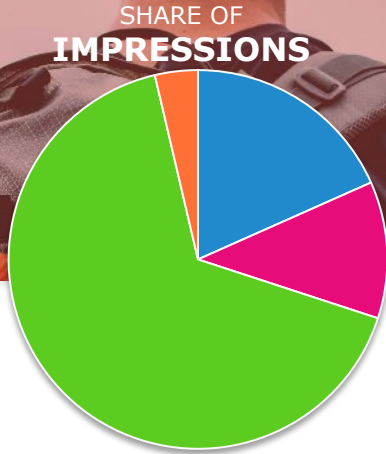
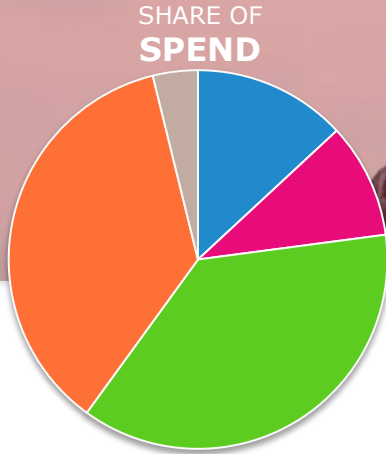
Engagements

2K

There were 2,466 sessions on landing page(s). And 3,442 story views on CBS SF and SF Gate, and average of 2-3 min. spent with the content.

KEY TAKEAWAYS

The Kalispell CVB Spring Summer 2017 Campaign media breakdown by key performance indicators.



The native content increased awareness of Kalispell CVB as a travel destination, but did not deliver on high level of discoverkalispell.com website engagement. This is due to the fact that the content lives on the publisher's website, such as sfgate.com. Native articles on local websites help increase brand trust and equity for future consideration of traveling to Kalispell. Touch points within social media and display takeover ads helped

Spring / Summer Campaign 2017 Media Plan

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MEDIA PLACEMENTS	Dates	June				July				August				September				Estimated Impressions	CPM	Total Cost	Description			
		29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11					18		
CBS LOCAL (CBSSF.COM)		July 1 - Sep 5: SF Flights																		\$ 7,102				
NATIVE Editorial Content (CBSSF.com)																								
(1) Sponsored Story 970x250, 1768x1050, 300x250, 320x50 (static) Provide: (3) In-Feed Article Headlines KCBS Targeted Facebook Ads (to article)	June 26 - Aug 27																			153,846	\$ 17	\$ 2,557	Banners would link to KCVB SFO landing page from sp. article. Featured article promoted on website by CBS SF	
NEWS Section Front Takeover (CBSSF.com)																								
News Section Front Takeover 970x250, 1768x1050, 300x250, 320x50 (static)	June + July TBD																			400,000	\$ 9	\$ 3,409	Broad awareness and reach, all website visitors.	
SFGATE.COM & SFCHRONICLE.COM																				\$ 9,659				
NATIVE Editorial Content (SFGate.com)																								
Sponsored Story Article, Image Slideshow, Video, (3) Headlines	June 26 - July 23																			1,000,000	\$ 10	\$ 9,659	Geotarget SF Bay via SFChron and other networks / publishers. Recommend 'KalisPELL MT' & 'Direct Flight' in Headline.	
FACEBOOK & INSTAGRAM																				\$ 8,283				
San Francisco Social Media Ads																								
KCVB Display Facebook & Instagram Ads Click to Website; Copy, Image, Tagged URLs	June 26 - Aug 27																			450,000	\$ 12	\$ 5,283	Geotarget SF Bay area. Target HHI \$100K+ Target Outdoor Enthusiasts i.e. interested in Ntl Parks	
Drive Market Event Social Media Ads																								
Bigfork Whitewater Festival Rebecca Farm Event Bigfork Plays Click to Website; Copy, Image, Tagged URLs	May 8 - May 21 June 18 - July 22 June 5 - Aug 11																			264,000	\$ 11	\$ 3,000	Geotarget drive markets: CDA, Spokane, and surrounding area.	
DIGITAL AD TRACKING																				\$ 470.91				
Sizmek																								
3rd Party Ad Tracking and Serving 1x1 impression tracking click and impression tracking; display	June 26 - July 23																				\$ 0.04	\$ 136	For content articles impression tracking.	
																					\$ 0.26	\$ 335	For homepage takeovers: clicks and impression tracking.	
NW TRAVEL MAGAZINE																				\$ -				
eNewsletter (Make Good)																								
250 - 600 words, Image	5-Jun																						make good	10,000 Subscribers
OH! RANGER NATIONAL PARK NETWORK																				\$ 1,000				
Glacier National Park Guide 2017																								
1/2 Page, Full Color Print Ad (3.75" x 4.25")																				130,000	\$ 7.69	\$ 1,000	Net. Remnant Ad Space (Discount). 130K Distribution	
TOTAL MEDIA																				\$ 2,481,179		\$ 26,515		



MEDIA REPORT

- **Overall Performance.** This campaign performed well in terms of awareness and engagement. Overall, the campaign garnered 5,556,267 impressions and 15,442 clicks for a total campaign click-through rate of 0.28%. The overall campaign received 235% more impressions than the originally estimated 2,351,179 purchased digital impressions. The added impressions value is estimated at \$28,845 (based on \$9 CPM).
- **Native Editorial Content:**
 - **Native Ad Placements:** The native ad placements for the Spring / Summer Campaign performed well, posting an overall click-through rate (CTR) of 0.19%. While we typically like to see native ad engagement around 0.25% CTR, we still consider this tactic a success as it ultimately added to the campaign's overall awareness. The CBS SF sponsored Facebook Posts outperformed other native placements with the highest CTR of 0.24%. For future campaigns, we recommend placing on programmatic native platforms, such as Zemanta, which allows us to optimize websites based on performance and website engagement i.e. time spent on site. This has proven to perform better, rather than native articles on local websites that serve a wider audience who potentially are not interested in visiting Kalispell. By placing more strategically, we would expect to see ad engagement increase and post higher CTR than 0.25%, as we have seen in past campaigns. We would also see higher levels of website traffic and engagement (one less click than native articles).
 - **Sponsored Stories:** Both of the sponsored stories performed exceptionally in terms of audience engagement. Visitors spent an average of 00:03:06 on the SFGate sponsored story "Kalispell Itinerary"—which exceeded the benchmark for their time on page (00:01:03) by over 200%, according to the publisher—and an average time of 00:02:05 on the CBS SF article "5 Local Secrets". While neither of the sponsored stories brought significant traffic to the Discover Kalispell website, the traffic they did generate spent significant time reading and absorbing the content.

- **Native Editorial Content (cont'd.):**

- **News Section Takeover:** Overall, the news section takeovers on CBS SF performed just above benchmark (0.15% CTR) posting an overall click-through rate (CTR) of 0.17%. The top performing news section takeover was the first placement on July 18 generating a CTR of 0.29%. The following two news section takeovers gradually decreased in engagement to 0.17% on July 22-23 to 0.11% on August 8. The engagement dropped, indicating these ads reached higher frequency levels with the CBS SF audience. For example, if a user already engaged with the ad on the first takeover, s/he is less inclined to engage with the second takeover unless we had different creative. For future campaigns, we would recommend different creative for different takeover dates. Typically, we like to include at least two takeover dates to ensure frequency.

- **Social Ads:**

- **San Francisco Market:** The San Francisco Market social ads performed the best, posting an average all click-through rate of 1.81% (all CTR includes total number of clicks on your ad such as like, comment), outperforming the benchmark of 0.90% CTR, and an overall link CTR of 1.21% (link CTR includes only clicks to website). While the Facebook ads outperformed Instagram ads in terms of link CTR with 1.71% compared to 0.28%, the Instagram ads had a much higher number of post reactions (or engagement, such as "like" "smiley face" etc.) with 2,479 compared to Facebook's 444. Overall, both placements did an excellent job in accomplishing the campaign's overall objective of raising awareness and engaging the target audience.
- **Drive Market:** Drive market social ads performed slightly under the San Francisco Market social ads but also out performed industry benchmarks (0.90% CTR) posting an overall click-through rate of 1.71% and an overall link CTR of 0.93%. The top performing ad group for the drive market social campaign was Rebecca Farms posting a link CTR of 1.11%, followed by Big Fork Playhouse with 0.98% link CTR, and Whitewater Festival with 0.53% link CTR. Of the two targeting groups that ran for the Big Fork Playhouse ads—one focused on date night experience, the other focused on theater interest—the theater focus group was the one that performed the best posting a 1.05% link CTR compared to the experience focused group with a 0.89% link CTR.

ONLINE ADS

Media Details – Online Ads



NATIVE CONTENT:

- **CBS SF Local Schedule:** June 26 – September 3, 2017
 - Sponsored Story (“5 Local Secrets”)
 - Article Page Takeover: Native Content Wrap / Display Banner Ad
 - In-feed Article Headlines (only on CBS SF website)
 - Facebook Posts
- **SFGate Schedule:** June 26 – July 23, 2017
 - Sponsored Story (“Kalispell Itinerary”)
 - Native ad placements features on SF Gate and other contextually relevant sites:
 - Yahoo, CBS, CNN, Huffington Post, USA Today, Daily Mail and MSN

NEWS SECTION FRONT TAKEOVER:

- **CBSSF.com News Section Schedule:** July 18, July 22-23 & August 7, 2017
 - Takeover of all display banner ads on the news section homepage
 - Takeover of news section homepage background image (“Out-of-Page”)
 - *Note: The July 18 news section takeover had a late start due to publisher mishap and did not go live until mid-afternoon. As make good, vendor scheduled a news section takeover that following weekend (July 22-23) to make up for the hours missed.*

NATIVE EDITORIAL CONTENT:

- **Sponsored Story Views: 3,422**
 - CBS SF “5 Local Secrets”: 705
 - SF Gate “Kalispell Itinerary”: 2,717
- **Time Spent on Sponsored Story:**
 - CBS SF “5 Local Secrets”: 00:02:05
 - SFGate “Kalispell Itinerary”: 00:03:06
- **Impressions: 4,010,285**
 - CBS SF In-Feed Native Ads: 199,069
 - CBS SF Facebook Posts: 127,120
 - SFGate Native Ads: 3,684,096
- **Clicks: 7,576**
 - CBS SF In-Feed Headline: 268
 - CBS SF Facebook Posts: 306
 - SFGate Native Ads: 7,002
- **Click-Through Rate: 0.19%**
 - CBS SF In-Feed Headline: 0.13%
 - CBS SF Facebook Posts: 0.24%
 - SFGate Native Ads: 0.19%

NEWS SECTION FRONT TAKEOVER DISPLAY ADS:

CBS SF “5 Local Secrets”:

- **Impressions: 1,005,286**
 - Takeover – July 18: 223,682
 - Takeover – July 22-23: 373,996
 - Takeover – August 8: 407,608
- **Clicks & (CTR): 1,758 (0.17% CTR)**
 - Takeover – July 18 : 649 (0.29% CTR)
 - Takeover – July 22-23: 648 (0.17% CTR)
 - Takeover – August 8: 461 (0.11% CTR)

NATIVE EDITORIAL TAKEOVER DISPLAY ADS:

CBS SF “5 Local Secrets”:

- Impressions: 18,561
- Clicks: 26
- CTR: 0.14%

Website Analytics** (Landing Page 2017)

○ Sessions: 1,418

- CBS SF Article Takeover Display Ads: 47
- CBS SF News Section Sponsorship: 1,332
- Sponsored Stories: 39
 - CBS SF "5 Local Secrets": 10
 - SF Gate "Kalispell Itinerary": 29

○ Bounce Rate: 83.43%

- CBS SF Native Takeover Display Ads: 46.81%
- CBS SF News Section Sponsorship: 1,332
- Sponsored Stories: 65.79%
 - CBS SF "5 Local Secrets": 80.00%
 - SF Gate "Kalispell Itinerary": 62.07%

○ Average Session Duration: 00:00:31

- CBS SF Article Takeover Display Ads: 00:05:38
- CBS SF News Section Sponsorship: 00:00:18
- Sponsored Stories: 00:01:41
 - CBS SF "5 Local Secrets": 00:00:03
 - SF Gate "Kalispell Itinerary": 00:02:11

○ Pages / Sessions: 1.35

- CBS SF Article Takeover Display Ads: 4.09
- CBS SF News Section Sponsorship: 1.23
- Sponsored Stories: 2.11
 - CBS SF "5 Local Secrets": 1.40
 - SF Gate "Kalispell Itinerary": 2.31

○ Top clicked website tiles: 83

- "72 Epic Hours": 31
- "Book a Flight": 13
- "Home Base = Kalispell": 12
- "5 Local Secrets": 8

SFGATE SECTIONS

Approved by Kalspell

Kalspell Itinerary: Your Base for Montana's Best

By StoryStudio on June 16, 2017 2:56 AM

CHRONY OF THE CONTINENT, 9 A.M.

This simply can't come to a destination: Montana and also Glacier National Park. From downtown Kalspell it's a scenic 30-mile drive to the west entrance of the park. A couple of our top recommendations: Take the 42-mile loop to Avalanche Lake. On the boardwalk of the Trail of the Cedars surrounded by ancient hardwoods. One view: Avalanche Creek via a boardwalk for a commanding view of Avalanche Gorge. Continue around to the panoramic lake. If you wish to see more of the park without navigating it yourself, choose a Red Bus Tour. These vintage sightseers are part of the historic history and heritage of the park — and they come with dual walkback tops for full views of the stunning peaks and, let's be honest, the signature Big Sky.

LEAVE YOUR MARK, 8 P.M.

Train through the evening woods, stop by the day's list of your best on award-covered lines and show them on the Old House's long glass at Moon's tables. Yes, guests are still welcome to leave their marks into the original route barbeque as they walk their way on the pool table. Don't check to make plans that you don't have room for a local craft beer, or two.

Saturday

ALL TO MARKET, 8 A.M.

One of Montana's oldest seasonal markets, the Kalspell Farmers Market at Flathead Valley Community College runs into October. Visitors and residents walk in the beauty of the harvest and also meet the farmers and artisans who call the Flathead Valley home. You'll find freshly picked basketberries, delicious Bison steaks from right down the road, crisp produce alongside baked goods and local jams and jellies, as well as beautiful arts and crafts.

LOCAL COLOR, 8 A.M.

Head to the Huskies Museum of Art, home to the greatest legacy of Montana and Glacier National Park. The museum maintains a permanent collection that looks on Montana artists such as Charles M. Russell and John Ford, and also features rotating exhibits of nationally renowned and emerging artists. A Museum Gallery provides hands-on activities for children that connect with the exhibits.

Monday

THE OFFER, 7 A.M.

Ruben Olsen has been a Kalspell staple for decades. Customer favorites include chicken fried steak, biscuits and gravy, biscuits-bread soup, onion gruyere and beef burgers. When can you get a hot event cup of coffee with your breakfast? Find up for your day and then get going!

THURSDAY

FLATWATER FUN, 8 P.M.

If there's a theme to discover in the Flathead Valley, it's water. Flathead Lake offers all passions: canoeing, sailing, fishing, paddle boarding, power boating, you name it. And Flathead is handy for the ride lake dips to Kalspell's backyard. A short drive west takes you to the Thompson Lakes and Lake Koocanoo. On land next to beautiful Whitefish Lake.

5 Local Secrets in Glacier National Park

From San Francisco: CBS Local Secrets

1. Get over more off the beaten path.
 Located in Northwest Montana, 30 minutes from Kalspell, the park is already considered of the best in the world. But there are sections of the park that have been largely overlooked. One of the best ways to see the park is to take a Red Bus Tour. These vintage sightseers are part of the historic history and heritage of the park — and they come with dual walkback tops for full views of the stunning peaks and, let's be honest, the signature Big Sky.

2. Meet Glacier's official mascot.
 Located in the park, the Red Bus is not just a vehicle, it's a symbol of the park. The Red Bus is a symbol of the park's history and heritage. It's a symbol of the park's commitment to providing a safe and scenic experience for all visitors.

3. Change your mode of transportation to vintage.
 One of the most unique ways to see Glacier National Park is to take a Red Bus Tour. These vintage sightseers are part of the historic history and heritage of the park — and they come with dual walkback tops for full views of the stunning peaks and, let's be honest, the signature Big Sky.

CBS SF: "5 Local Secrets"

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Creative CBS SF Native Ads

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Article Page

Native Content Wrap / Banner Ad Takeover

CBS SF Bay Area
 Home News Traffic Weather Sports E.S.A. Video Audio Contests More

KALISPELL — Your Gateway to Montana's Iconic Natural Wonders.
 "BEAUTIFUL and WONDERFUL place."
 Kaori M., Mountain View, Yelo

KALISPELL — Your Gateway to Montana's Iconic Natural Wonders.
 "PHOTO SPOT EVERY MINUTE."
 JOUET11, Saratoga, TripAdvisor

5 Local Secrets In Glacier National Park
 Straight from Kalispell Locals: Glacier National Park's Best-Kept Secrets
 June 26, 2017 12:00 AM | Sponsored by Kalispell Montana

Watch & Listen LIVE
 See you this afternoon.
 2-hour direct flight via United from SFO to FCA — Kalispell, MT

5 Local Secrets In Glacier National Park
 (SPONSORED CONTENT) — Imagine growing up 30 miles from one of the most stunning places in the world — a place known as the Crown of the Continent. For kids in Kalispell, Montana, Glacier National Park is literally out their backdoors. And yes, you can say that San Francisco is pretty awesome, but Glacier is a playground with more than 1 million acres of land, 762 lakes, 745 miles of trail, 593 streams, 170 mountains and 20 glaciers. And that doesn't even begin to count the diverse animals that call this area home — or all the plant species. There's simply too much to recount, either by the numbers or in photographs.

For many, a trip to Glacier National Park is a lifelong bucket list item. But with so many incredible views and breathtakingly beautiful natural features, it's impossible to see everything in one visit. Kalispell locals will attest: You can spend a lifetime exploring this vast, unspoiled park and still find something new each time. So we've asked the experts for their advice on the best spots in the park — the must-see places, the popular (and sometimes busy) items that aren't overrated and the secrets they usually only share with their own visiting friends and family.

Facebook Posts - drives to article page on CBS SF

KCVB Radio with Discover Kalispell
 Sponsored

The best photo opps and more.

Kalispell Locals Share Glacier Secrets
 A two-hour direct flight away, Glacier National Park is right at your fingertips this summer.
 SANFRANCISCO.DIGITALLOCAL.COM | BY KPIX CBS SAN FRANCISCO... Learn More

19 Likes
 Like Comment Share

To-6es for your tip.

Kalispell Locals Share Glacier Secrets
 Vintage boat tours on glacial lakes. Multicolored bear cubs to celebrate your great view. Spotting mountain goats on rocky cliffs. The list goes on.
 SANFRANCISCO.DIGITALLOCAL.COM | BY KPIX CBS SAN FRANCISCO... Learn More

19 Reactions
 Like Comment Share

In-Feed Article Headlines - drives to article page on CBS SF

Desktop

Expect More.
 KPIX ORIGINAL REPORTS

05 KPIX
 WATCH LIVE STREAM

SMALL BUSINESS PULSE
 ADD SMALL BUSINESS PULSE

Show All

Latest Bay Area News >

Manufacturer Orders Rides Closed Worldwide After Ohio Fatality
 The manufacturer of a trim ride that ride broke apart at the Ohio State Fair, using one person and injuring seven others, is ordering the ride to be shut down around the world.

From Kalispell Locals: Your Glacier Bucket List
 Straight from Kalispell Locals: Glacier National Park's Best-Kept Secrets
 Sponsored by Kalispell Convention and Visitors Bureau

East Palo Alto Man Jailed After Pleading Guilty To Cockfighting
 An East Palo Alto man who pleaded guilty Wednesday to heavy animal cruelty in a cockfighting case was sentenced to three years of probation and 120 days in jail.

Mobile

CBS SF Bay Area
 WATCH LIVE STREAM SMALL BUSINESS PULSE

Show All

Latest Bay Area News >

Rare Carnivorous Plants On View In Sierra After Century Behind Locked Gates
 Conservationists have opened rare plants in Lower Carpenter Valley near Lake Tahoe containing rare carnivorous plants.

5 Local Secrets In Glacier National Park
 Straight from Kalispell Locals: Glacier National Park's Best-Kept Secrets
 Sponsored by Kalispell Convention and Visitors Bureau

Boy Scout Leader Apologizes For Trump's Political Rhetoric At Assembly

DINE DIFFERENTLY
 10 Virtual Dining Experiences
 Check out the new virtual dining experiences on the Dine Differently app.

Creative CBS SF News Sponsorship

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News Section Takeover

July 18, 2017

The screenshot shows the CBS SF Bay Area website interface. At the top, the logo "CBS SF Bay Area" is displayed alongside "5 KPIX" and "KCBS". The navigation bar includes links for HOME, NEWS, TRAFFIC, WEATHER, SPORTS, E.S.P., VIDEO, AUDIO, CONTESTS, and MORE. The main content area features a large background image of a mountain range. Two star-rated testimonials are visible: "★★★★★ 'BEAUTIFUL and WONDERFUL place.'" by Kaori M., Mountain View, Yelp, and "★★★★★ 'PHOTO SPOT EVERY MINUTE.'" by JLUET11, Saratoga, TripAdvisor. The Kalispell logo is prominently displayed in the center. Below this, a "News" section is visible with a sub-navigation bar for NEWS, LOCAL, CONSUMERS, TECH, BUSINESS, LIST, ENVIRONMENT, POLITICS, ENTERTAINMENT, EDUCATION, AUTOS, HEALTHWATCH, and ONLY CBS. The main news story is titled "Acid Spill Shuts Down 101 Overpass in Marin" and includes a "Watch & Listen LIVE" button and a "See you this afternoon" promotion for Kalispell, which offers a direct flight via United from SFO to FCA to Kalispell, MT.

August 8, 2017

The screenshot shows the CBS SF Bay Area website interface on a later date. The layout is identical to the previous screenshot, but the main news story has changed to "Bonds: I Wish I Played One More Season". The "Watch & Listen LIVE" button and the "See you this afternoon" promotion for Kalispell remain the same. The background image of the mountain range is also consistent with the previous screenshot.

Creative SFGate Native Ads

Traffic Drivers to Sponsored Article on SFGate

The screenshot shows the SFGate website homepage with a navigation bar at the top containing categories like LOCAL, NEWS, SPORTS, BUSINESS, A&E, FOOD, LIVING, TRAVEL, REAL ESTATE, CARS, JOBS, CLASSIFIEDS, and CHRONICLE. Below the navigation bar, there are several news articles. A red box highlights a sponsored content section titled "Montana's Best in 3 Days: Home Base in Kalispell". The article features a scenic image of a lake and mountains and is attributed to "BY: Kater". Below the sponsored content, there are more news articles, including one about "Justice Dept. rules intensify crackdown on sanctuary cities" and another about "Senators' chat caught on live mic includes Trump as 'crazy'".

The screenshot shows the Huffington Post website with a "YOU MAY LIKE" section. The section features three article thumbnails: "Locate Almost Anyone By Entering Their Name" (with a sub-headline "BeverlyHill People Search Subscriptions"), "Why Is Quicken Loans Urging Americans To Switch To A 15-Year Fixed?" (with a sub-headline "QuickenLoans, HMLS #3630"), and "Your Northwest Montana Highlight Reel Awaits" (with a sub-headline "Kalispell Montana"). The thumbnails include images of a woman on a couch, a man's face, and a person on a boat on a lake.

The screenshot shows a Facebook news feed. A sponsored link from "Hearst StoryStudio" is highlighted with a red box. The link is titled "The Adventurer's Guide to Kalispell, Montana" and includes a sub-headline "You can't capture northwest Montana in one trip." The link also features a large image of a person on a boat on a lake. Below the link, there are options to "Like", "Comment", and "Share", along with a "Learn More" button and a "See More..." link.

Media Details – Online



FACEBOOK AND INSTAGRAM ADS

- **Placements:** Facebook Desktop and Mobile, Instagram Mobile
- **Ad Formats:** Carousel Ads and Website Link Ads
 - **San Francisco Market Schedule:** June 26 – August 27, 2017
 - Target Audience: Adults 30-65+, outdoor enthusiasts, income level \$100k+
 - **Drive Market Schedule:** May 8 – August 11, 2017
 - Big Fork Whitewater Festival Target Audience: Adults 25-55, outdoor enthusiasts
 - Rebecca Farms Target Audience: Adults 24-65+ family-based households and interests in horses
 - Big Fork Playhouse Target Audience: Adults 30-65+; Two target groups 1) experience focused - interests in night out / date night and 2) theater focused - interests in musicals and theatre.

NORTHWEST TRAVEL MAGAZINE: E-NEWSLETTER

- **Distribution:** June 8, 2017
- **Make Good:** from 2016 Pond Hockey promotion that was cancelled

SAN FRANCISCO MARKET SOCIAL ADS:

- **Impressions: 367,326**
 - Facebook: 252,883
 - Instagram: 114,443
- **Link Clicks: 4,648**
 - Facebook: 4,324
 - Instagram: 324
- **Overall Link Click-Through Rate (CTR): 1.27%**
 - Facebook: 1.71%
 - Instagram: 0.28%
- **Overall Click-Through Rate (CTR) (ALL): 1.81%**
BENCHMARK CLICK-THROUGH RATE (ALL)*: 0.90%
- **Engagement:** The San Francisco social ads garnered a total of 65 new page likes, 77 post shares, 40 post comments and 3,109 post reactions.
- **Top Creative:** The Facebook Carousel ad creative was the top performing ad creative in terms of engagement generating the most KCVB page likes at 35, the highest post shares at 18, and second highest CTR at 1.78% behind "GTTS Road" ad creative at 1.88%.

Website Analytics** (Landing Page 2017)

- **Sessions: 2,523**
 - Facebook: 2,332
 - Instagram: 191
- **Bounce Rate: 66.73%**
 - Facebook: 67.20%
 - Instagram: 61.78%
- **Average Session Duration: 00:00:30**
 - Facebook: 00:00:30
 - Instagram: 00:00:34
- **Pages / Sessions: 1.61**
 - Facebook: 1.62
 - Instagram: 1.59
- **Top clicked website tiles: 315**
 - "5 Local Secrets": 103
 - "Home Base = Kalispell": 83
 - "72 Epic Hours": 64
 - "Book a Flight": 37

Performance

Social Ads – Drive Markets

DRIVE MARKETS SOCIAL ADS:

- **Impressions: 154,809**
 - Rebecca Farm: 36,567
 - Big Fork Playhouse: 89,251
 - Whitewater Festival: 28,991
- **Link Clicks: 1,434**
 - Rebecca Farm: 406
 - Big Fork Playhouse: 873
 - Whitewater Festival: 155
- **Average Link Click-Through Rate (CTR): 0.93%**
 - Rebecca Farm: 1.11%
 - Big Fork Playhouse: 0.98%
 - Whitewater Festival: 0.53%
- **Average ALL Click-Through Rate (CTR): 1.71%**
BENCHMARK CLICK-THROUGH RATE (ALL)*: 0.90%
- **Engagement:** Drive Market social ads garnered a total of 50 new page likes, 49 post shares, 27 post comments and 378 post reactions. Note, link clicks take user to landing page, all clicks include engagement such as like, or comment.
- **Top Creative:** The top performing ad across all target groups was “Harmony” carousel ad from Rebecca Farms target group with a link CTR of 1.14% and “Hike” from Big Fork Playhouse focused target group posting a link CTR of 1.14% as well.

Website Analytics** (event landing pages)

- **Sessions: 869**
 - Rebecca Farm: 215
 - Big Fork Playhouse: 553
 - Whitewater Festival: 101
- **Bounce Rate: 80.09%**
 - Rebecca Farm: 82.33%
 - Big Fork Playhouse: 78.66%
 - Whitewater Festival: 83.17%
- **Average Session Duration: 00:00:28**
 - Rebecca Farm: 00:00:14
 - Big Fork Playhouse: 00:00:33
 - Whitewater Festival: 00:00:33
- **Pages / Sessions: 1.50**
 - Rebecca Farm: 1.40
 - Big Fork Playhouse: 1.58
 - Whitewater Festival: 1.30

Creative Facebook and Instagram

San Francisco Market Ads – Sends traffic to KVCB "Landing Page 2017"

Facebook Desktop

Discover Kalispell
Sponsored

Kalispell is the gateway to Montana's iconic places. Win an adventure pack for your trip.

Includes a rafting trip ...
& so much more!

DISCOVERKALISPELL.COM

Like Comment Share

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Sponsored

Fly direct SFO to FCA, Kalispell, Montana — the gateway to Montana's iconic places.

Park bucket list

Your NW Montana Itinerary

72 epic hours.

Like Comment Share

Facebook Mobile

Discover Kalispell
Sponsored

Fly direct SFO to FCA, Kalispell, MT — the gateway to Montana's iconic natural places.

DISCOVERKALISPELL.COM

Trip ideas & planning.
Advice from locals.

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Discover Kalispell
Sponsored

72 epic hours in NW Montana with Kalispell as home base — just a direct flight away.

DISCOVERKALISPELL.COM

Itinerary of a lifetime.
Make your highlight reel.

Like Comment Share

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Fly direct SFO to FCA, Kalispell, Montana — the gateway to Montana's iconic places.

Flathead Lake

Taste the

Jump on in!

Wine & d...

Like Comment Share

Instagram Mobile

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Creative Facebook and Instagram

partnerscreative • KCVB

Drive Market Ads – Sends traffic to KCVB event pages

Big Fork Playhouse Creative

Discover Kalispell
Sponsored

It's theatre season! Hike all day in Glacier National Park then head to the playhouse for an evening of musical magic.



Best home base? Kalispell.
Show calendar & lodging specials
DISCOVERKALISPELL.COM [Learn More](#)

Like Comment Share

Discover Kalispell
Sponsored

Don't miss the Summer Playhouse's 58th season of live professional theatre! Time it right and see 3 shows in 3 nights.




Stay in Kalispell, Montana
Show calendar & lodging specials
discoverkalispell.com [Learn More](#)

Like Comment Share

Rebecca Farms Creative

Discover Kalispell
Sponsored

Celebrate the harmony of horse and rider at The Event at Rebecca Farm. Dressage, cross-country & show jumping await.



Base your stay in Kalispell.
July 19 – 23
DISCOVERKALISPELL.COM [Learn More](#)

Like Comment Share

Discover Kalispell
Sponsored

Celebrate the harmony of horse and rider at The Event at Rebecca Farm. Dressage, cross-country & show jumping await.



Base your stay in Kalispell.
July 19 – 23.
discoverkalispell.com [Learn More](#)

Like Comment Share

Whitewater Festival

Discover Kalispell
Sponsored

Experience big water and extreme adventure Memorial Day weekend. At Whitewater Fest "watching" doesn't mean "waiting."



WARNING: You may get wet
Stay dry in Kalispell.
DISCOVERKALISPELL.COM [Learn More](#)

Like Comment Share

Discover Kalispell
Sponsored

Experience big water and extreme adventure Memorial Day weekend. At Whitewater Fest "watching" doesn't mean "waiting."

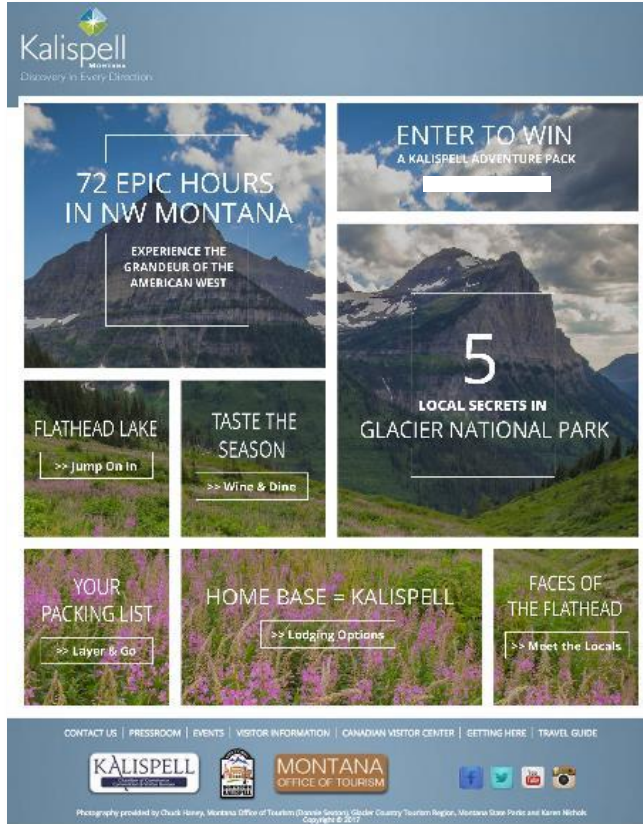


WARNING: You may get wet
Stay dry in Kalispell.
discoverkalispell.com [Learn More](#)

Like Comment Share

Creative Landing Pages

"Landing Page 2017"



"Landing Page 2017" after contest ended



Whitewater Festival

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Discover the Best of Montana

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BIGFORK WHITEWATER FESTIVAL

Discover Great Deals
Vacation Making Events
Traveler Photos
Popular Day-Ventures
Our Blog

discoverkalispell.com/bigfork-whitewater-festival/

Big Fork Playhouse

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BIGFORK SUMMER PLAYHOUSE

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Vacation Making Events
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Popular Day-Ventures
Our Blog

discoverkalispell.com/bigfork-summer-playhouse/

Rebecca Farm

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THE EVENT AT REBECCA FARM

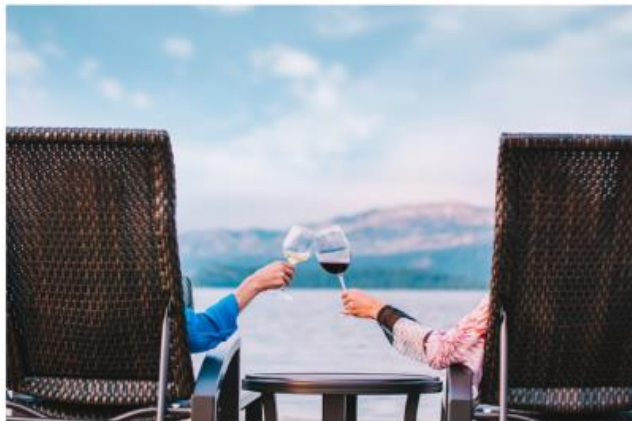
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discoverkalispell.com/event-rebecca-farm/



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Local Flare & Flavor: Summer Events in Kalispell

Symphony performances under the Big Sky, local artisan goods galore and the best sweet potato sticky buns around – do you really need another reason to visit Northwest Montana? If so, your chance to see the Flathead community come alive is just that. Summertime in Kalispell entails more than hiking in fields of lupine in Glacier National Park and sailing the crystalline waters of... [read more](#)



Flying Heritage & Combat Armor Museum, Everett

The Flying Heritage & Combat Armor Museum's new exhibit, "Why War: The Causes of Conflict," allows visitors to explore the common causes of war through a unique and immersive experience. This highly interactive exhibit examines the major wars in our nation's history, exploring common causes and roots of military confrontations and giving visitors a truly unique, hands-on... [read more](#)

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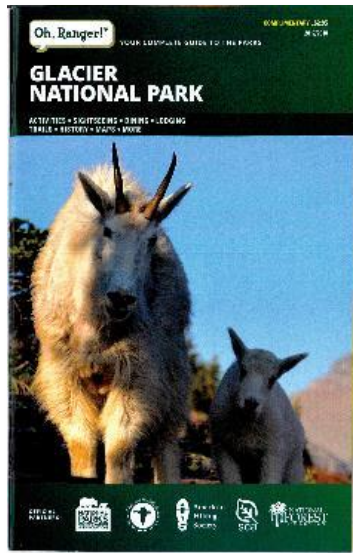
PRINT AD

Media Details – Print Ad



PRINT PUBLICATIONS

- Go! Ranger Glacier National Park Guide – Half Page Ad
 - Insertion Dates: June 2017 – May 2018
 - Circulation: 130,000
 - Tearsheet: see right



PLAN YOUR VISIT

MONEY: Both U.S. and Canadian dollars are divided into 100 cents, but exchange rates vary daily. You can convert money at banks near Chief National Park and in the Townsite of Waterton.

BANKS

Several communities provide a range of banking services. U.S. institutions serve Bigfork, Columbia Falls, Kalispell, Whitefish and Browning. Automated teller machines (ATMs) are available in St. Mary, Columbia Falls, East Glacier, West Glacier, Hungry Horse, Coeur d'Alene and Waterton Townsite. ATM's are also located at Appier, Glacier Park Lodge, Many Glacier Hotel, Rising Sun Motor Inn, Campstead, Swiftcurrent Motor Inn, Campground and Lake McDonald Lodge. For currency exchange, go to the Money Exchange in Tennessee Village Square in Waterton or the aforementioned U.S. banks. All Whitefish merchants accept U.S. dollars.

CAMPING SUPPLIES & GROCERIES

Supplies such as food, firewood, fuel, camping gear and first aid kits are sold at camp stores in Appier, Lake McDonald, Two Medicine, Rising Sun and Swiftcurrent. Stores in Waterton Townsite and the gateway communities of Babo, Browning, St. Mary, East Glacier, West Glacier and Polaklipa also carry supplies.

EMERGENCIES & MEDICAL SERVICE

First aid services are available at visitor centers and ranger watch stations. In Glacier, please call 811 for immediate help regarding all emergencies. In Waterton, call (403) 859-2636 for emergency. For medical treatment on the west side of Glacier, contact Kalispell Regional Medical Center.

(406) 762-9111. Whitefish's North Valley Hospital, (406) 883-3500, or the British West Glacier, (406) 889-8625, which operates only during the summer months. At Browning, on the east side of Glacier, British Indian Health Services will treat most all patients on an emergency basis only; please call (408) 338-8184. Kalispell and West Falls provide helicopter medical teams in emergencies. In Coeur d'Alene, 24-hour care is available in Coeurville, (408) 653-4411, or The First Care, (408) 627-3333.

GIFT SHOPS

Postcards and souvenirs are sold at book, gift shops and restaurants in Appier, Lake McDonald, Rising Sun, St. Mary, East Glacier, Two Medicine, Swiftcurrent, Many Glacier and West Glacier as well as other gateway communities. Stores in Waterton Townsite, St. Mary, East Glacier and Browning also supply visitors' gift needs. For collectibles, regional products and eco-tourism information, stop by the first of the Great Bear Co. Six Grand Travel Centers in Waterton, or the Crown of the Continent Discovery Center in West Glacier. Books and maps are sold at Appier, Many Glacier Motor Center as well as at the Appier, Many Glacier, Whitefish and St. Mary visitor centers and ranger stations.

LOST & FOUND

Report or drop off lost and found items at any Glacier visitor center. Write to Glacier Regional Park, Attn: Lost & Found, West Glacier, MT 59936; or call (406) 888-7800. In Waterton, drop off found items at the Royal Canadian Mounted Police (RCMP) building during the summer. You can also call (403) 859-2644 or fax (403) 889-2003. During the off season, drop off found items at park headquarters.

PLAN YOUR VISIT

POSTAL SERVICES

Some Glacier hotel sites have mailboxes. Outside the park, you can find post offices in West Glacier, Polaklipa, East Glacier, East and Browning. Canadian postal services are available in Waterton Townsite.

RELIGIOUS SERVICES

Non-denominational services are held on Saturdays and Sundays during the summer near Glacier Park Headquarters, most major Glacier campgrounds and at many lodges. Visitors can check with the visitor centers or at a lodge. Ask at the front desks for specific days and hours.

VEHICLE SERVICE & REPAIRS

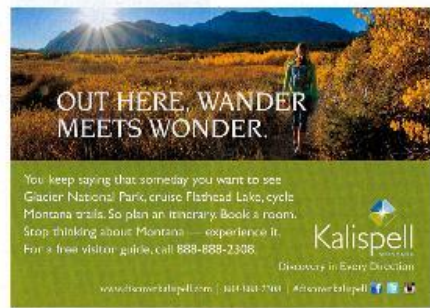
More complicated repairs can be handled in Columbia Falls (20 miles southwest of West Glacier), in East Glacier

and at Waterton Townsite. If your car breaks down on a park road, contact a park ranger or warden, or call one of the main park numbers: (406) 888-7800 in Glacier and (403) 859-2224 in Waterton.

ACCESSIBLE FACILITIES & SERVICES

Public facilities susceptible to visitors with disabilities are indicated throughout the guide by the A symbol. Many public facilities are wheelchair accessible. Visitors with mobility impairments may need assistance to reach facilities during winter because of frequent heavy snows.

Services: The park switchboard can receive calls from telephone devices for the hearing-impaired (TDD). To contact Glacier, please call (406) 888-7806 and for Waterton please call (403) 859-2224. There are CDS that narrate most major park routes at gift shops. All well-equipped



You keep saying that someday you want to see Glacier National Park, cruise Flathead Lake, cycle Montana trails. So plan an itinerary. Book a room. Stop thinking about Montana — experience it. For a free visitor guide, call 888-888-2308.



www.kalispellcvb.com | 406-888-7800 | #discoverglacier



TERMINOLOGY

average pages per session: the average number of pages a visitor loads within one visit to your site.

average session duration: the average length of visitors' session.

banner, aka display ad: banner display advertisements are a form of animated ads or static ads embedded into a webpage, that click-through to destination landing page.

bounce rate: the percentage of visitors to your website who navigate away from the site after viewing only one page.

campaign links: links attached to the creative.

clicks (all): the total number of clicks on your ad. This may include offsite clicks to your website, Page likes, post comments, event responses or app installs.

click-through-rate (CTR) (All): click-through rate for all clicks. The total number of clicks you received (ex: offsite clicks, likes, event responses, clicks to page) divided by the number of impressions.

contextual targeting: form of targeted online advertising, the programmatic digital media allows advertisements to appear on websites with relative topics or keywords.

cost-per-click (CPC) (All): the average cost for each click (all) attributed to your ads.

cost per thousand impressions (CPM): the average cost for 1,000 impressions.

desktop: banner or display ads served to visitors on computers and laptops (not mobile or tablet).

engagement: the number of actions your audience took as a result of seeing your ad. This would include likes, comments, shares, video views, and link clicks.

frequency : the average number of times each person saw your ad.

impressions: when ad is served to website visitor and is countable, such as within view of the browser.

landing page: a single webpage that appears in response to clicking on an online advertisement. The page that you send your audience to.

link clicks: Facebook and Instagram ad specific, the number of clicks on links to select destinations or experiences, on or off Facebook-owned properties.

link click-through-rate: Facebook and Instagram ad specific, when ad is served to website visitor and is countable, such as within view of the browser.

mobile advertising: method that appears on mobile devices such as smart phones and tablets.

mobile in-app: refers to advertising within mobile apps or applications on smart phones or tablets.

mobile web: refers to the use of browser-based internet services on smart phones or tablets.

pageviews: a pageview is recorded every time a page is viewed. When a visitor hits the back button, hits refresh, or anytime a page is opened in the browser, a pageview is recorded.

pages per sessions: the average number of pages viewed during a session on your website.

pages / visits: Pageviews divided by visits. This metric shows the average number of pages viewed per visit.

people taking action: the number of people who took an action that was attributed to your ads. Actions include Page likes, app installs, conversions, event responses and more. For example, 2 Page likes and 2 comments would be counted as 4 actions.

post reactions: the number of reactions on your ad. The reaction button on an ad allows people to share different reactions to its content: Like, Love, Haha, Wow, Sad or Angry.

reach: the number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.

sessions: the number of times visitors are actively engage on your website.

views: a view occurs when a viewer watches at least 30-seconds of your video (or the duration of the video is shorter than 30 seconds) or interacts with your video, whichever comes first. Video interactions include clicks on the call-to-action overlays, cards, and companion banner display ad.

view rate: the number of views your video ad receives divided by its number of impressions, including thumbnail impressions for video discovery ads.

THANK YOU