Summer ‘19 Results

October 8, 2019
### Summer 2019 | Program Overview

**Total summer media budget: $1,103,146**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness</strong></td>
<td>Build awareness with qualified reach in key locations &amp; high time spent digital environments</td>
<td>$110,528</td>
</tr>
<tr>
<td><strong>Consideration</strong></td>
<td>Drive engagement &amp; cost efficient traffic to CTvisit.com</td>
<td>$603,000</td>
</tr>
<tr>
<td><strong>Planning</strong></td>
<td>Intercept consumers in travel planning resources &amp; direct to inspiring content</td>
<td>$390,000</td>
</tr>
<tr>
<td><strong>Out of Home</strong></td>
<td>Billboards</td>
<td></td>
</tr>
<tr>
<td><strong>Dynamic Digital Video</strong></td>
<td>[Dynamic Video Icon]</td>
<td></td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>![Social Media Icons](facebook, Instagram, Snapchat, Pinterest)</td>
<td></td>
</tr>
<tr>
<td><strong>Native Ads/Seeding</strong></td>
<td>[Native Ad Icon]</td>
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</tr>
<tr>
<td><strong>Paid Search</strong></td>
<td>Google</td>
<td></td>
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</tbody>
</table>

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**Connecticut**
Keep steady on the core tactics.

As the summer paid media budget fluctuates and drops, our investment in the most efficient core tactics (search, social and content seeding) has been relatively even.
Improved our KPIs despite budget drop.

- **CTvisit.com**: traffic up 30%.
- **Facebook and Instagram**: cost per conversion down by 38%, increased paid traffic by over 47%.
- **Content seeding**: cost per conversion down by 46% due to new programmatic buying test.
- **Search**: increased organic traffic by 15% due to the higher volume of content aligned with common searches, better optimization of keywords and momentum improving rankings
- **Snapchat**: tested new platform which is now our most cost-efficient tactic.

Despite these successes, our reduced budget enabled us to reach only 10% of our primary target audience, leaving 90% unexposed to our marketing.
Summer 2019 | CTvisit Results (5/1/19-9/3/19)

- **125 million impressions**
- **More than 3.7 million sessions** (up 30% over 2018)
- **2.1 million entered via an article** (up 49% over 2018, 58% of sessions)
- **1.4 million viewed a listing page** (up 14% over 2018)
- **1.8 million partner referrals generated** (clicks to partner website, calls or emails)
CTvisit.com traffic up significantly.

Organic traffic, traffic coming from articles, and repeat website traffic all up.
Summer 2019 | Out of Home Results

- **22.3M Impressions Delivered**
- **2.6M Bonus Impressions**
- **$6.2K (13%) In Added Value**

### Billboard Coverage Map

#### Billboard Location

<table>
<thead>
<tr>
<th>Billboard Location</th>
<th>Rain Creative %</th>
<th>Non Rain Creative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>I84 West East Hartford</td>
<td>7.2%</td>
<td>92.8%</td>
</tr>
<tr>
<td>I84 between Bristol &amp; New Britain</td>
<td>6.5%</td>
<td>93.5%</td>
</tr>
<tr>
<td>I95 North Bridgeport</td>
<td>7.3%</td>
<td>92.7%</td>
</tr>
<tr>
<td>I84 West to West Hartford</td>
<td>7.1%</td>
<td>92.9%</td>
</tr>
<tr>
<td>I84 East Waterbury</td>
<td>9.1%</td>
<td>90.9%</td>
</tr>
<tr>
<td>I95 South New Haven</td>
<td>7.4%</td>
<td>92.6%</td>
</tr>
</tbody>
</table>
- Campaign optimized based on cost per unique site conversions rather than on clicks. This change caused significant improvement.
- Content Seeding and Facebook remain in the top most efficient performers.
- New media buying strategies on Facebook/Instagram and on Content Seeding enabled far more efficient performance this year.
- New this year, Snapchat is most efficient.
Summer 2019 | PR Results

750 million impressions YTD through August…on track for 1 billion impressions in 2019.

This summer we earned **417 million impressions**. Here are just a few examples from our 533 hits. (View the full list on the partner portal.)

Spend the summer at these secret East Coast beach towns
Featuring: Town of Branford, Branford River Paddlesports, Sea Mist, Stony Creek Brewery, Kelsey House Bed & Breakfast

Looking for a New England getaway before summer ends?
Here are some suggestions
Featuring: Mystic Seaport Museum, Mystic Marriott Hotel & Spa, Red 36, Mystic Aquarium

The 15 Best Small Towns to Visit in 2019
Featuring: Town of New Canaan, Glass House, Grace Farms/River Building, Summer Theater of New Canaan, Elm Street Books, Elm Restaurant

Hit the road: Best day trip treasures
Gained 103 million social media impressions May-August 2019.

3.7 million engaging via clicks, likes, swipes, or comments.

% of Impressions by Social Media Channel:
- Facebook: 57.1%
- Snapchat: 15.4%
- Pinterest: 18.8%
- Instagram: 8.4%
- Twitter: 0.3%

Total website traffic from social: 1.2 million
up 48% from last year
Top-performing posts on each platform.
Thank you for all you do to support Connecticut tourism.