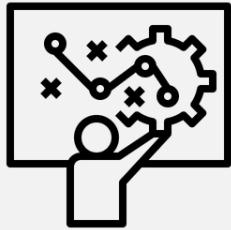




# FY22 WINTER "THE STATE I'M IN" PAID MEDIA RESULTS

APRIL 2022

# CONTENTS



**PLANNING  
OVERVIEW &  
TOPLINE  
DELIVERY**



**"THE STATE  
I'M IN" VIDEO  
OVERVIEW**



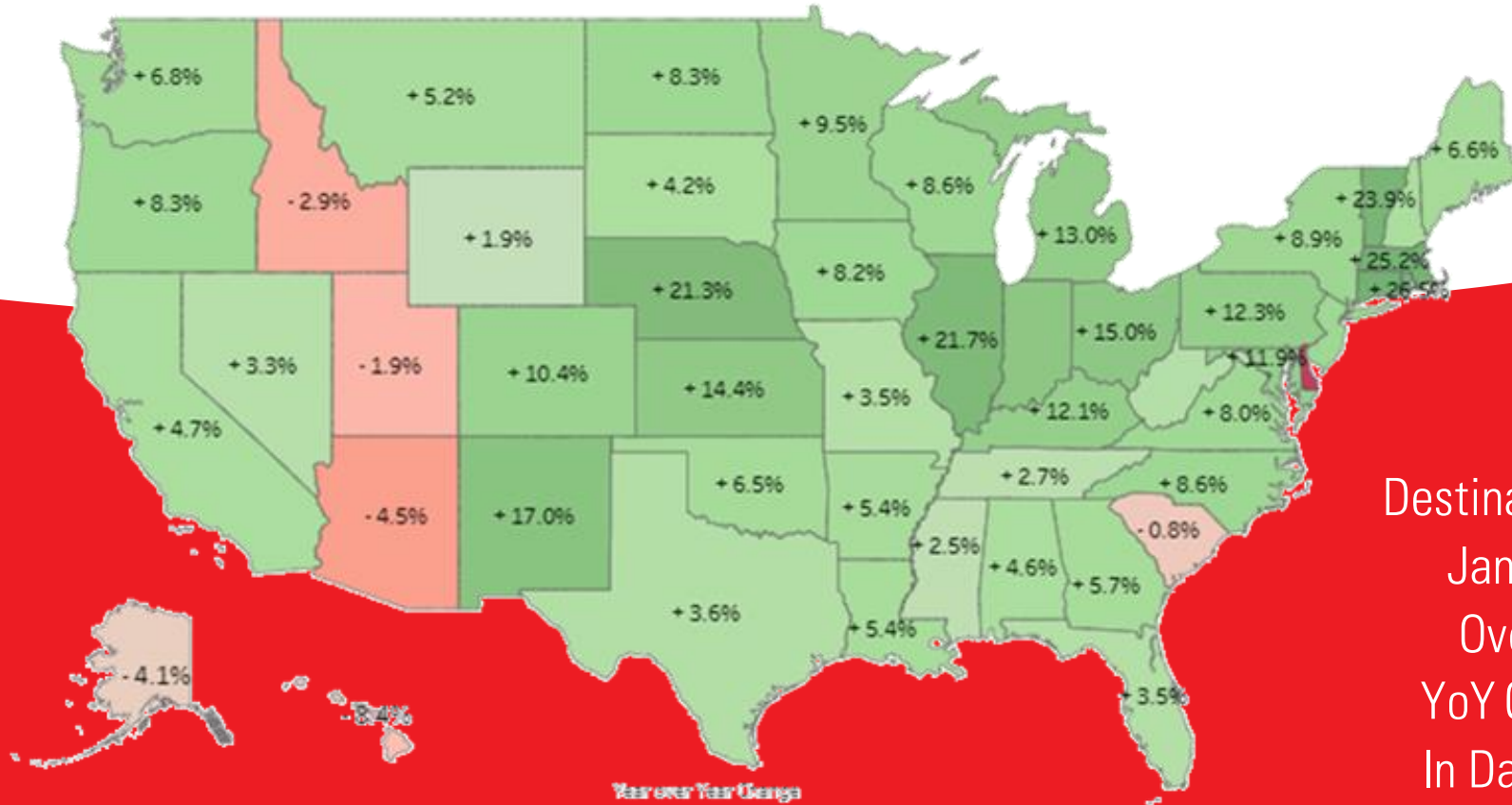
**CONTENT  
MARKETING  
WEBSITE  
CONVERSION**



**POINT OF  
INTEREST  
VISITATION  
ATTRIBUTION**

# CONNECTICUT LEADS THE COUNTRY IN YTD YOY TRAVEL GROWTH

ARRIVALIST: CT #1 IN YoY OVERNIGHT GROWTH (+31%)



SOURCE:



Destination: Connecticut  
 Jan 1 – March 30  
 Overnight Trips:  
 YoY Change **+31.4%**  
 In Daily Travel Index

**Daily Travel Index:** An index depicting the day's trip volume to the average trip volume in 2019

# FY22 WINTER STRATEGIC OVERVIEW

## FLIGHT:

December 1, 2021  
– March 31, 2022

## MEDIA BUDGET:

\$907,840

## MARKETS:

- In-State Connecticut
- Out of State
  - New York DMA
  - Boston DMA
  - Springfield DMA
  - Providence DMA

## AWARENESS/ BRANDING

Change Perceptions  
of Connecticut in  
High Impact & High-  
Profile Branding  
Experiences

## CONSIDERATION

Drive Engagement  
w/ CTV visit content  
to Inspire Visitation

## CROSS SCREEN VIDEO



BROADCAST TV



STREAMING TV



DIGITAL PRE-ROLL

## SOCIAL VIDEO

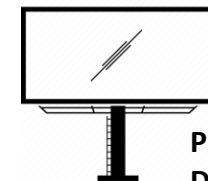


facebook



TikTok

## DIGITAL OUT OF HOME



Programmatic  
Digital Billboards

## PAID SOCIAL

facebook



## CONTENT SEEDING



Google Discover

## PAID SEARCH

Google

# CAMPAIGN DELIVERY

## DELIVERY SUMMARY

**79MM**

**TOTAL  
IMPRESSIONS  
DELIVERED**

**17MM**

**VIDEO  
IMPRESSIONS  
DELIVERED**

**865k**

**TOTAL SOCIAL  
ENGAGEMENTS  
DELIVERED**

**764k**

**TOTAL CLICKS TO  
CTVISIT  
DELIVERED**

# EXECUTIVE SUMMARY

## CT Tourism “The State I’m In” Winter Media

- **Winter 2021/2022** Increased Media Investments, unlocked a delivery of over **79MM Impressions (5.6x 2020/2021 campaign delivery)** & **764K Clicks To Ctvisit.com (4.2x 2020/2021 campaign delivery)**
- Increased Investments Allowed The Brand To **Compliment An Evergreen Content Marketing Campaign** Across Paid Search, Social, & Content Seeding **With High Impact Branding Tactics**
  - **Omni-Channel Video Campaign** Aligned with Evolving Viewership Delivered 17MM+ Imps. Across In-State & Regional Drive Markets (NY, MA, RI)
    - Traditional TV (CT only), Connected TV, Web & Mobile Pre-Roll, & Social Video
    - Spots In High Profile, Tentpole Events Such As The Super Bowl, The Oscars, NCAA Basketball And New Years’ Eve Specials (Hartford/ New Haven DMA Only)
  - **7.8MM Impressions** Served Across **Digital Out Of Home Roadside Billboards**, Reaching On-the-go Residents Emerging From Covid In Ct And Adjacent Counties In Springfield, Ma & Providence
    - **Programmatic Buying** Allowed Brand To Extend Coverage To Over **90 Boards**, And Rotate Creative To Evolve Offering Throughout The Season

# Performance Highlights

## CT Tourism “The State I’m In” Winter Media

- **The State I’m In Video Campaign**
  - Campaign delivered increased click and view rates over video concepts from Fall & Summer Season
    - **Click Rates +29%** over Fall (0.44% vs 0.34%) and **41%** over Spring/Summer (0.31%)
    - **View Rates: +28%** over Fall (63.8 v. 49.7%) and **+12%** over Spring/Summer (56.9%)
  - Video Concept was particularly well received in Snapchat, with engagement **+37%** over Fall
  - Social Engagement steady with previous seasons across Facebook, Instagram, & TikTok
- **Content Marketing**
  - Content Marketing Tactics Maintained Effectiveness (Click Rate) YoY Despite Scaling investment 4x
  - Partners performed above Industry Benchmarks, Snapchat a standout (2x industry benchmarks)
  - Native Content Seeding partner Google Discovery was the most cost-efficient site conversion to CTVisit
- **Conversion to Offline Point of Interest Visitation (Digital Video Tracking)**
  - Households w/ Kids & Interested in Family Fun converted visit the strongest amongst In-State audiences
  - Households w/o Kids & Interested in Romantic Escapes converted to visit the strongest amongst Out of State Audiences (skew particularly pronounced in Boston DMA)
  - Providence DMA delivered strongest offline visit rate of the out of state markets

# The State I'm In Video Campaign

Delivery & Performance  
Overview





# THE STATE I'M IN CREATIVE PERFORMANCE INSIGHTS

In **Digital Video**, the State I'm In continued to drive highest CTR and View Rate to date across Spring/Summer 2021, Fall 2021 and Winter campaigns for 30s spots, suggesting that viewers are more receptive to watching the full video and ultimately learning more about CT by clicking the ad

- The State I'm In creative so far has performed at a **29%** increase in CTR over Fall (0.44% vs 0.34%) and **41%** over Spring/Summer (0.44% vs. 0.31%)
- View rate for State I'm In creative (63.75%) is also higher than Spring/Summer (56.9%) and Fall (49.6%)
- Despite The State I'm In driving greater click through rates, Summer and Fall campaigns resulted in more page view and outbound click activity once on-site, likely related to changes in seasonal attractions or site content

## In Social

- On **Facebook/Instagram**, the engagement rate for The State I'm In video in line with Spring/Summer 2021 and Fall 2021 campaigns
- On **Snap**, 33% of viewers watched creative for at least 15 seconds – up 37% (+9PP) from the Fall campaign (24%)
- **Tik Tok** metrics were comparable to the Fall campaign



# HIGH PROFILE BROADCAST TV

**Market:** Hartford-New Haven DMA

**Stations:** WTNH (ABC), WTIC (FOX), WVIT (NBC), WFSB (CBS)

**Flight:** Jan – March 2022

**Total Delivered Investment:** \$164,730

**Total Spots:** 65 (inclusive of 16 bonus units)

**Est Impressions\*:** 1.37MM



\*Broadcast impression deliveries not final until Nielsen books are released and schedules can be posted

# Content Marketing

Conversion to Site Visitation

# GOOGLE DISCOVERY CLIMBS TO MOST EFFICIENT SITE CONVERSION

## Conversion to Site Platform Performance

Publisher	Media Investment	Impressions	Clicks	Click Rate	Cost Per Click	Total Site Conversions	Site Conversion Rate	Cost per Site Conversions	Referral Traffic	Referral Traffic Conversion Rate	Cost per Referral Traffic
<b>Traffic</b>	<b>\$457,234.41</b>	<b>56,034,548</b>	<b>704,957</b>	<b>1.26 %</b>	<b>\$0.65</b>	<b>678,863</b>	<b>1.21 %</b>	<b>\$0.67</b>	<b>86,563</b>	<b>12.75 %</b>	<b>\$5.28</b>
Facebook/Instagram	\$282,200.72	25,922,784	368,286	1.42 %	\$0.78	347,275	1.34 %	\$0.81	60,343	17.38 %	\$4.68
Google Search	\$75,005.90	805,366	76,234	9.47 %	\$0.98	82,694	10.27 %	\$0.91	16,117	19.49 %	\$4.65
Google Discovery	\$100,027.79	29,306,398	260,437	0.89 %	\$0.38	248,894	0.85 %	\$0.40	10,103	4.06 %	\$9.90
<b>Social Video</b>	<b>\$43,276.58</b>	<b>5,639,567</b>	<b>53,801</b>	<b>0.95 %</b>	<b>\$0.80</b>	<b>27,833</b>	<b>0.49 %</b>	<b>\$1.55</b>	<b>328</b>	<b>1.18 %</b>	<b>\$131.94</b>
TikTok	\$21,576.58	3,644,950	21,970	0.60 %	\$0.98	13,846	0.38 %	\$1.56	288	2.08 %	\$74.92
Snapchat	\$21,700.00	1,994,617	31,831	1.60 %	\$0.68	13,987	0.70 %	\$1.55	40	0.29 %	\$542.50
<b>Campaign Av.</b>	<b>\$500,510.99</b>	<b>61,674,115</b>	<b>764,204</b>	<b>1.14 %</b>	<b>\$0.88</b>	<b>548,690</b>	<b>1.33 %</b>	<b>\$0.83</b>	<b>79,266</b>	<b>1.33 %</b>	<b>\$0.83</b>

- Google Discovery was the most efficient source of site conversion, largely on account of a highly efficient cost per click (\$0.38)
- Google Search is the most engaged source of traffic (highest click, conversion, referral traffic)
- Facebook remains a balance of engaged traffic (17% Referral Rates) at efficient scale (\$0.81 cost per conversion)
- While TikTok & Snapchat were bought with video metrics in mind, continuing to note their site conversion performance for future opportunities
  - While Referral Traffic remains low, Cost Per Conversions are within <\$1 of core traffic partners

# PERFORMANCE ABOVE INDUSTRY STANDARDS

## Platform Performance vs. Industry Benchmarks

Winter 2021/ 2022 Performance				v. Industry Benchmark			
Tactic	Platform	Click Rate (%)	Cost Per Click (\$)	CTR Benchmark	Performance v. CTR Benchmark (% +/-)	CPC Benchmark	Performance v. CPC Benchmark (% +/-)
Paid Search	Google SEM	9.47%	\$0.98	8.54%	11%	\$1.40	-30%
Content Seeding	Google Discovery	0.89%	\$0.38	0.64%	39%	\$0.48	-21%
Social	Facebook/Instagram (Traffic Campaigns)	1.54%	\$0.74	0.90%	71%	\$0.63	17%
	Snapchat	1.60%	\$0.68	0.75%	113%	\$1.27	-46%
	TikTok	0.60%	\$0.98	0.97%	-38%	\$0.85	15%

Above Benchmark +15%, Below Benchmark -15%

- Majority Of Partners Exceeding Industry Benchmarks For Both Effectiveness (Click Rate) And Efficiency (Cost Per Click)
  - Snapchat is a standout performer in exceeding industry benchmarks +113% CTR, -46% CPC
  - TikTok below click benchmarks, but performing within benchmarks for efficiency
  - Facebook slightly below efficiency benchmarks, though in line with recent Facebook cost increases observed industry wide

# MAINTAINED PERFORMANCE WHILE SCALING PARTNER INVESTMENTS 4x

## Year Over Year Performance

Winter 2021/ 2022 Performance				v. YoY Performance Last Year (LY) Winter 2020/ 2021			
Tactic	Platform	Click Rate (%)	Cost Per Click (\$)	LY Click Rate (%) Performance	Click Rate (%) Performance v. LY (% +/-)	LY Cost Per Click (\$) Performance	Cost Per Click (\$) Performance v. LY (% +/-)
Paid Search	Google SEM	9.47%	\$0.98	9.29%	2%	\$2.93	-67%
Content Seeding	Google Discovery	0.89%	\$0.38				
Social	Facebook/Instagram (Traffic Campaigns)	1.54%	\$0.74	1.38%	12%	\$0.40	85%
	Snapchat	1.60%	\$0.68				
	TikTok	0.60%	\$0.98				

Above Benchmark +15%, Below Benchmark -15%

- Year over Year comparisons less relevant in 2021/ 2022 considering the heavily increase in spend which skew comparisons
  - Google SEM Investment +158% YoY (\$75k v. \$29k)
  - Facebook/ Instagram Investment +302% YoY (\$282k v. \$70k)
- Campaigns holding click rates YoY despite significant increases in spend shows there is headroom for additional budget before reaching diminishing returns
- Facebook decrease in efficiency due to 4x increase in spend, increased Out of State presence

# Point of Interest Visitation

Attribution to Offline  
Visitation

# TRACKING CONVERSION TO POINT OF INTEREST VISITATION

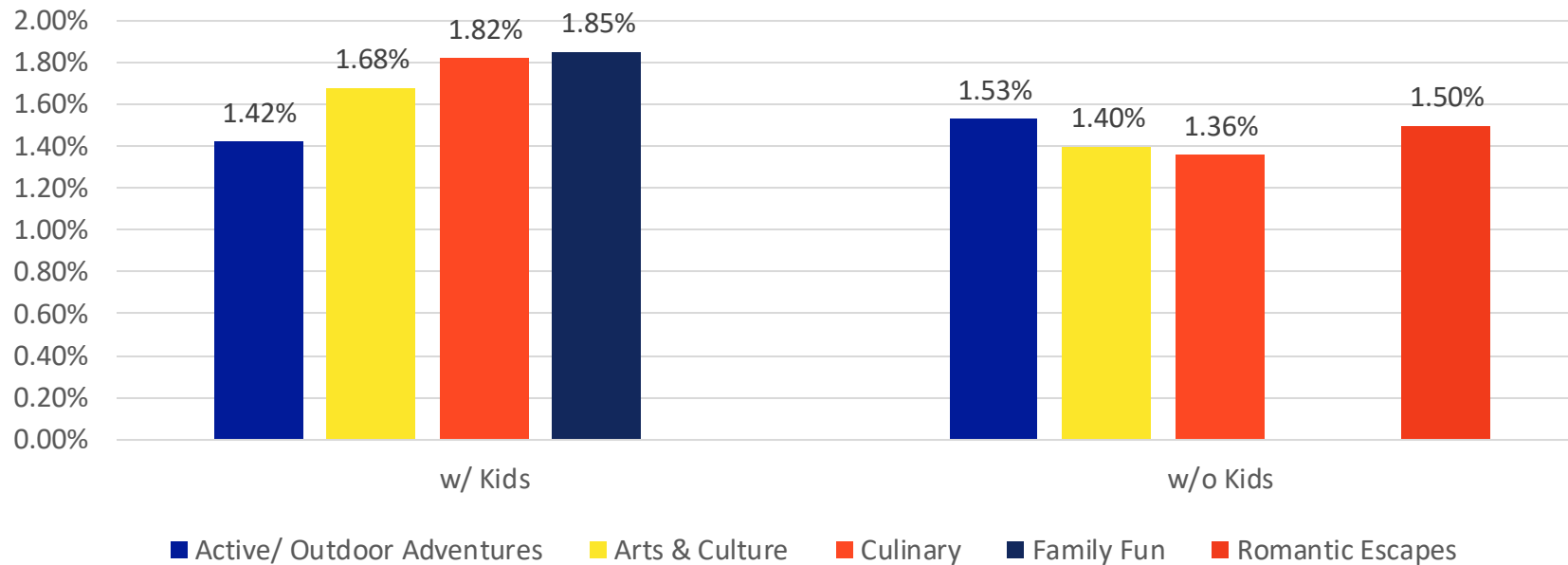
- Connected TV & Digital Video Pre-Roll Included Offline Conversion Tracking To Connecticut Points Of Interest ([Full List](#))
- Attribution Provided By Mobile Data Provider Adsquare And Integrated Into Media Storm's Programmatic Buying Services
- Tracking Enabled Through GPS Data On Mobile Devices

Reporting Dimensions		
Markets	Interest Segment	Family Status
Connecticut	Active/ Outdoor Adventures	w/ Kids in Household
New York DMA	Arts & Culture	w/ Kids in Household
Boston DMA	Culinary Adventures	
Providence DMA	Family Fun	
Springfield DMA	Romantic Escapes	



# W/ KIDS & INTEREST IN FAMILY FUN TOP PERFORMING IN-STATE SEGMENT

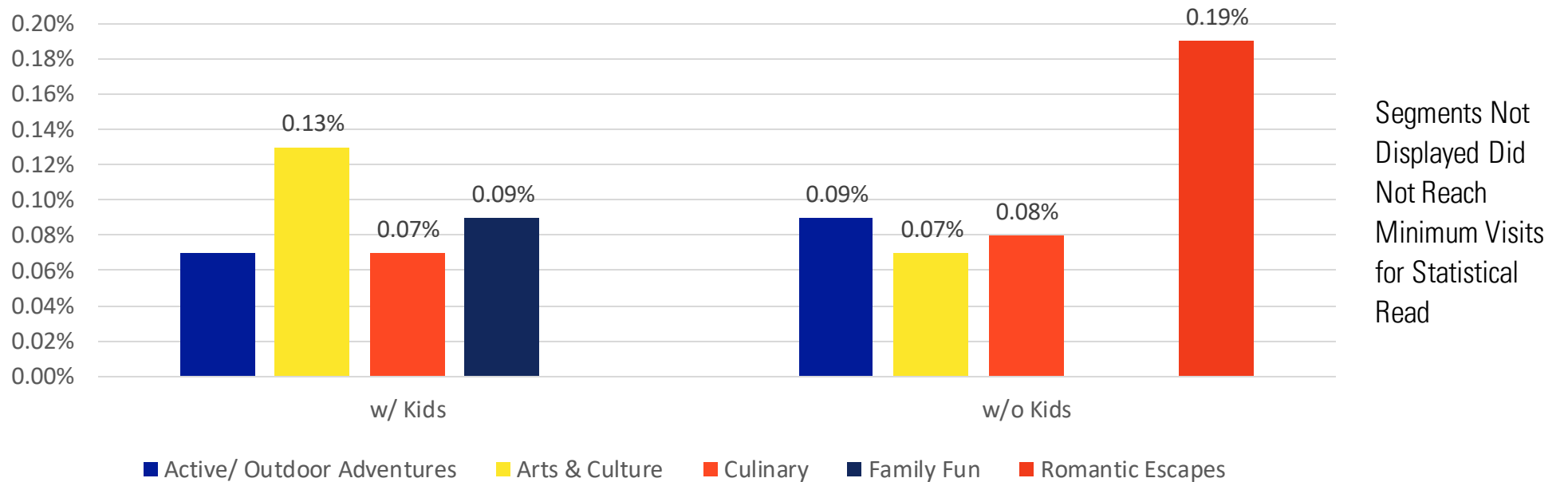
## In-State Point of Interest Visitation Performance



- In-State Residents w/ Kids were more likely to convert to Visitation than w/o kids (1.76% Visit Rate v. 1.43%)
  - “Family Fun” was the top performing interest segment for In-State Residents w/ kids, followed by Culinary Adventures
  - “Active/ Outdoor Adventures” and “Romantics Escapes” were the top performing interest segments among In-State Residents w/o Kids

# W/O KIDS & INTEREST IN ROMANTIC ESCAPES OUT OF STATE TOP PERFORMER

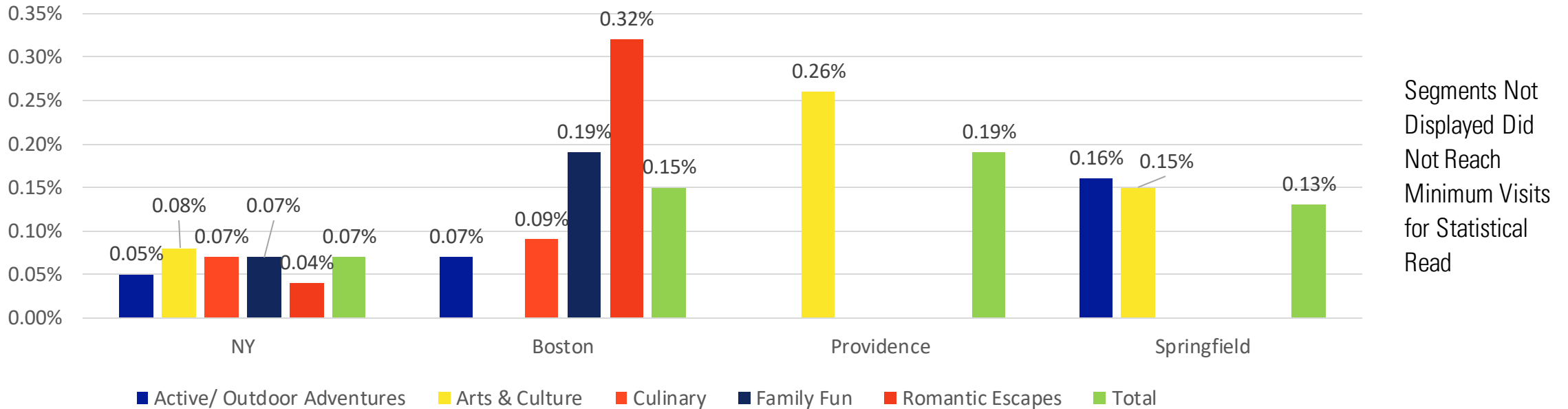
## Out of State Point of Interest Visitation Performance



- Overall Visitation Rates among Households w/ Kids (0.09%) & w/o Kids (0.10%) largely similar
  - “Arts & Culture” was the top performing interest segment for Out of State Residents w/ kids
  - “Romantic Escapes” was the top performing interest segments among Out of State Residents w/o Kids
    - “Romantic Escapes” w/o Kids was the top performing targeting combination overall Out of State

# ROMANTIC ESCAPES RESONATED STRONGEST IN BOSTON DMA

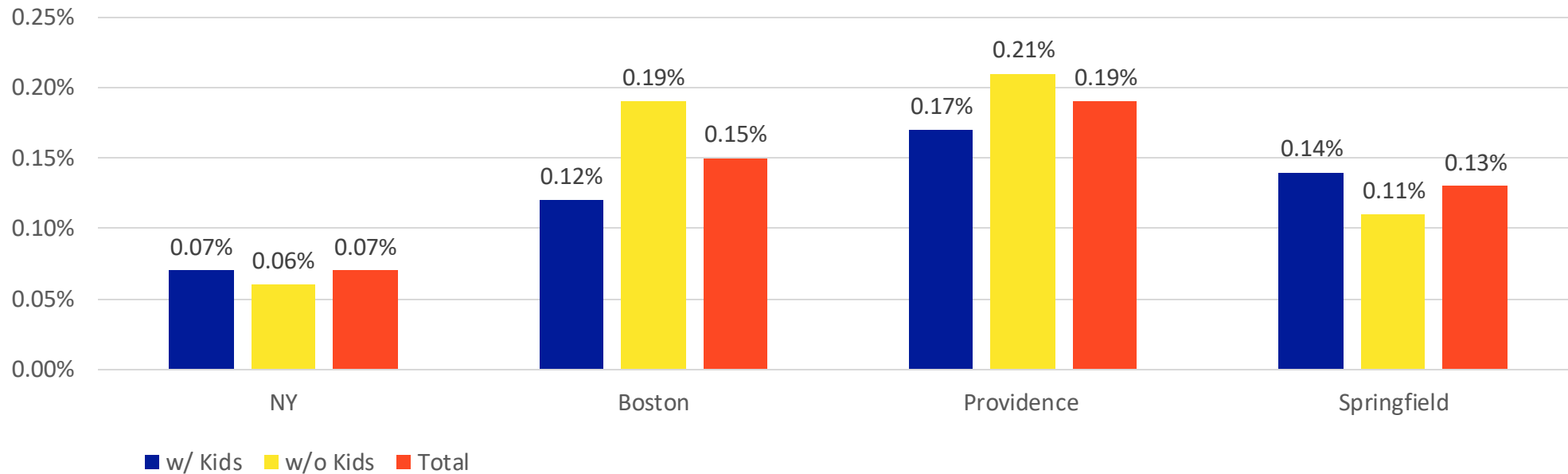
## Out Of State Point of Interest Visitation Market Deep Dive (Interest)



- Providence DMA converted to Point of Interest Visitation the highest among the Out of State markets (0.19% v. 0.10% Out of State av.) followed by Boston DMA (0.15%)
- Interest in “Romantic Escapes” in Boston was the top performing Geo/ Interest segment combination in the Out of State market (0.32%) performing 3.2x Out of State Average
- “Arts & Culture” were top performing interest segment in Providence & Springfield DMAs
- Skews in NY DMA, the lowest performing market, saw interest from Outdoors and Romantic Escapes underperform the other segments

# PERFORMANCE SKEW TOWARDS W/O KIDS IN BOSTON DMA

## Out Of State Point of Interest Visitation Market Deep Dive (Family Status)



Segments Not Displayed Did Not Reach Minimum Visits for Statistical Read

- While overall Visitation Rates among Households w/ Kids (0.07%) & w/o Kids (0.08%) largely similar across Out of State markets overall, there were pronounced skews within Boston Specifically
  - w/o Kids performed 58% higher than w/ Kids in Boston DMA
- Providence saw a skew towards w/o Kids, while Springfield saw a skew towards w/ Kids

# APPENDIX



# CAMPAIGN DELIVERY SUMMARY

Publisher Type	Publisher	Media Investment	Impressions	CPM	Clicks	CTR	CPC
<b>Awareness</b>							
Video	Youtube	\$25,453.65	1,502,019	\$16.95	532	0.04 %	\$47.85
Video	Web Pre-Roll	\$28,911.93	1,099,317	\$26.30	4,896	0.45 %	\$5.91
Video	99x   Connected TV	\$115,634.47	2,814,811	\$41.08	18	0.00 %	\$6,424.14
Social	TikTok	\$21,576.58	3,644,950	\$5.92	21,970	0.60 %	\$0.98
Social	Snapchat	\$21,700.00	1,994,617	\$10.88	31,831	1.60 %	\$0.68
PDOOH		\$57,577.08	7,858,602	\$7.33	N/A	N/A	N/A
Broadcast	Base Plan	\$97,694.75	2,794,109	\$28.60	N/A	N/A	N/A
Broadcast	High Profile	\$164,730.00	1,372,000	\$120.07	N/A	N/A	N/A
<b>Traffic</b>							
Social	Facebook/Instagram	\$282,200.72	25,922,784	\$11.09	368,286	1.42 %	\$0.78
Search	Google	\$75,005.90	805,366	\$93.13	76,234	9.47 %	\$0.98
Content Seeding	Google Discovery	\$100,027.79	29,306,398	\$3.41	260,437	0.89 %	\$0.38
<b>Totals</b>		<b>\$990,512.86</b>	<b>79,114,973</b>	<b>\$12.52</b>	<b>764,204</b>	<b>1.14 %</b>	<b>\$0.88</b>

\*Includes Facebook credited amount of \$87,452, Net Delivered Investment of \$903,060

Total Underdelivered Spend: \$4,279

# Video Summary

Publisher	Media Investment	Impressions	CPM	Video Views	Completed View	Video Completion Rate	Cos Per Completed View
<b>Broadcast TV</b>	<b>\$262,424.75</b>	<b>4,166,109</b>	<b>\$62.99</b>	<b>4,166,109</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
High Profile	\$164,730.00	1,372,000	\$120.07	1,372,000			
Base Plan	\$97,694.75	2,794,109	\$28.60	2,794,109			
<b>Digital Video</b>	<b>\$144,546.40</b>	<b>5,416,147</b>	<b>\$26.69</b>	<b>5,395,767</b>	<b>4,321,545</b>	<b>80.1%</b>	<b>\$0.03</b>
Connected TV	\$115,634.47	2,814,811	\$41.08	2,803,911	2,752,839	98.2%	\$0.04
Web Pre-Roll	\$28,911.93	1,099,317	\$26.30	1,089,837	714,957	65.6%	\$0.03
Youtube	\$25,453.65	1,502,019	\$16.95	1,502,019	853,749	56.8%	\$0.02
<b>Social Video</b>	<b>\$65,148.31</b>	<b>7,894,236</b>	<b>\$8.25</b>	<b>3,961,809</b>	<b>138,118</b>	<b>3.5%</b>	<b>\$0.47</b>
Facebook/Instagram	\$21,871.73	2,254,669	\$11.09	392,531	90,921	23.2%	\$0.06
TikTok	\$21,576.58	3,644,950	\$5.92	3,407,698	24,264	0.7%	\$0.89
Snapchat	\$21,700.00	1,994,617	\$10.88	161,580	22,933	14.2%	\$0.95
<b>TOTAL</b>	<b>\$472,119.46</b>	<b>17,476,492</b>	<b>\$27.01</b>	<b>9,357,576</b>	<b>4,459,663</b>	<b>33.5%</b>	<b>\$0.05</b>

# POINTS OF INTEREST

## Offline Visitation Tracking

POINTS OF INTEREST		
Abbotts Lobster in the Rough	Homestead Inn	Rocky Neck State Park
Adventure Park @ Discovery Museum	Hopkins Inn	Salt Water Farm Vineyard
Anchor Spa	Hubbard Park	Saltwater Vineyard
Argia Mystic Cruises	Jones Family Farm	Saybrook Point
Backyard Adventure Touris UTV's, Canaan	Mansfield Hollow State Park	Silverman Farm
Beardsley Zoo	Kent Falls State Park	Sleeping Giant State Park
Berkshire Balloons, Portland	Lake Compounce	Stamford Museum & Nature Center
Bishop's Orchard	Lee's Riding Stable	Storrs Adventure Park
Black Hall Outfitters	Lime Rock Park	Taylor Brooke Brewery
Brownstone Discovery Park	Lyman Orchards	The Glass House
Chamard Vineyards	Maplewood Farm	Two Roads Brewing Company
Connecticut Science Center	Maritime Aquarium	Wadsworth Atheneum
Delmar Hotel - Greenwich	Mark Twain House	Westbrook Outlets
Delmar Hotel - Southport	Mayflower Grace Inn	Whaler's Inn
Dinosaur Place at Nature's Art Village	Mohegan Sun	Winvian Farms, Morris
Enders State Forest	Mystic Aquarium	<b>NEW FOR WINTER 21/ 22</b>
Essex Steam Train/ Rail Bikes	Mystic Pizza	Mohawk Mountain
Farmington River Tubing	Mystic Seaport	Danbury Arena
Florence Griswold Museum	New Britain Museum of American Art	East Rock Park
Foxwoods Casino & Golf	New England Air Museum	BAR New Haven
Gillete Castle State Park	Nomads Outdoor Adventure	Aerial Arts Fitness
Goodspeed	Parkville Market	Dockside Brewery
Hammonasset State Park	Pepe's Pizza, New Haven	Pratt Street
Historic Ship Nautilus & Submarine Force Museum	Powder Ridge	Winding Trails in Farmington