

EXPLORE BRANSON

MARCH MEDIA PERFORMANCE



agenda

1. Media Brief + Strategy
2. Digital Performance
3. Social Performance
4. SEM Performance
5. Key Takeaways
6. Looking Ahead





Explore Branson Spring Campaign

Media Brief + Strategy

campaign objectives



Increase awareness of
Branson and its offerings
with key audiences



Drive **quality site traffic**,
engagement, and onsite
Signals of Intent to Travel



Generate **incremental**
visitation and arrivals
in market



Audience Targeting

OVERALL APPROACH

1. Prioritize Travel Enthusiasts + Intenders
2. Layer on geographic targeting
3. Layer on interest targeting

OVERLAYS

Interests

- Live Shows + Entertainment
- Outdoor Offerings
- Family Activities
- Competitive Destinations
 - Pigeon Forge
 - Wisconsin Dells
 - Myrtle Beach
 - Gulf Shores
 - Destin



Geographic Targeting

Arkansas

Illinois

Iowa

Kansas

Louisiana

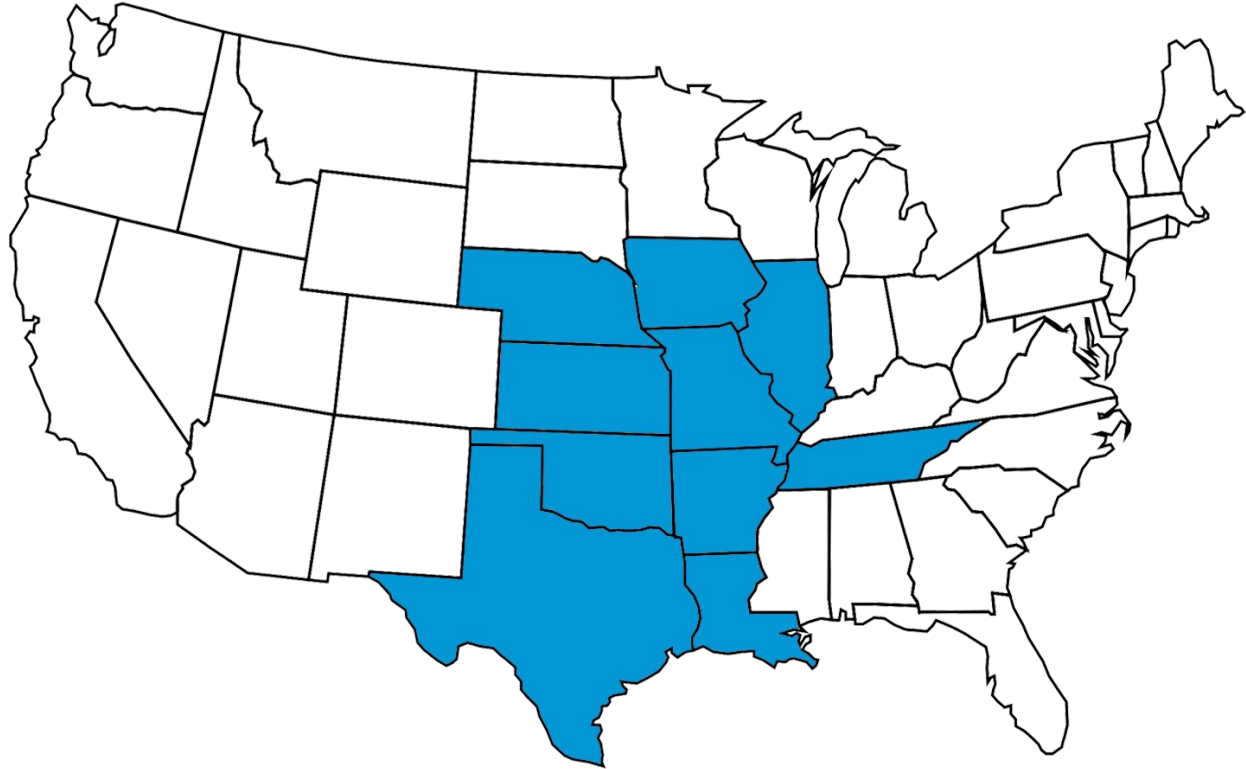
Missouri

Nebraska

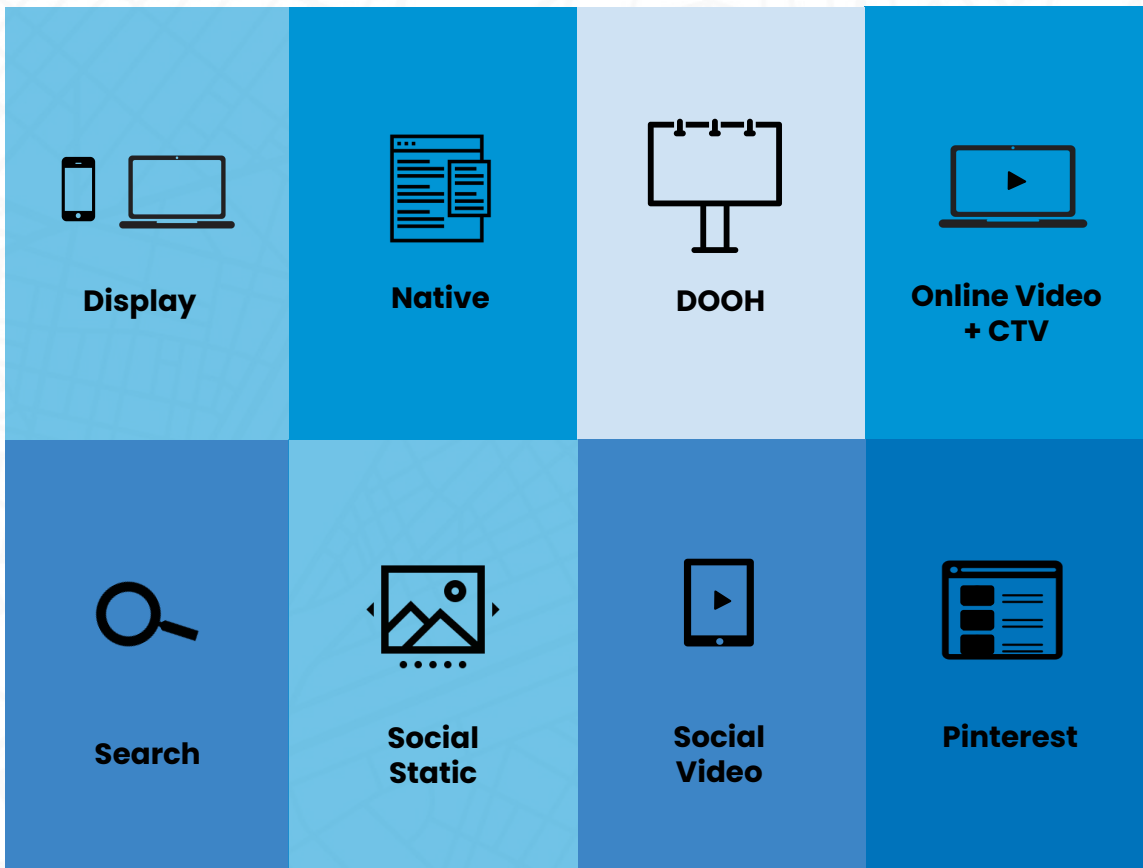
Oklahoma

Tennessee

Texas



Campaign Tactics



Campaign Budget Breakdown

Christmas
27%



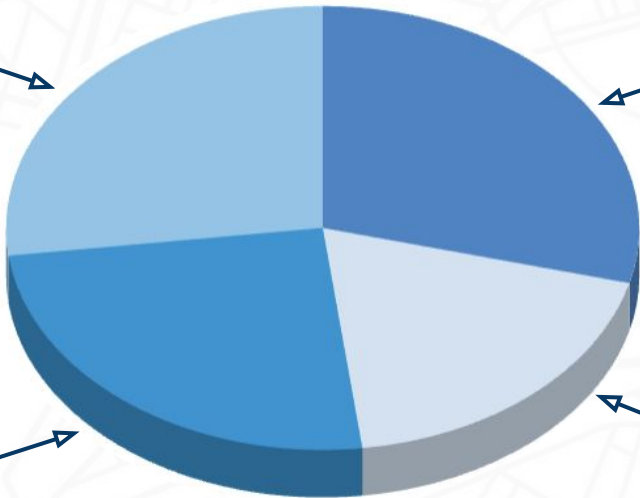
Fall
25%



Spring
29%



Summer
19%



A low-angle shot of a roller coaster car with passengers upside down on a track. The track is dark blue and black, curving upwards. The background is a bright blue sky with scattered white clouds. Below the track, there is a dense line of green trees.

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Digital Performance



Real-World Attribution via Adara Consortium

- March Digital media drove:
 - **8,901 hotel bookings**
 - **20,322 hotel nights**
 - **\$2.3M in hotel revenue**
- Top three DMAs were:
 - Kansas City
 - St Louis
 - Atlanta

Monthly Performance - Hotel						
	Pixel Month Month ▾	Searches	Bookings	Total Nights	Revenue	
1	2025-03	<div><div></div></div> 41,583	<div><div></div></div> 8,901	<div><div></div></div> 20,322	<div><div></div></div> \$2,341,718.78	
Totals		41,583	8,901	20,322	\$2,341,718.78	

Hotel - Media Performance By Market								
	State	Dma	City	Searches	Bookings	Total Nights	Total Travelers	Revenue ▾
1	Missouri	Kansas City	kansas city	<div><div></div></div> 2,756	<div><div></div></div> 667	<div><div></div></div> 1,239	<div><div></div></div> 1,601	<div><div></div></div> \$117,812.14
2	Missouri	St Louis	town and country	<div><div></div></div> 556	<div><div></div></div> 279	<div><div></div></div> 571	<div><div></div></div> 614	<div><div></div></div> \$51,855.30
3	Georgia	Atlanta	conyers	<div><div></div></div> 56	<div><div></div></div> 56	<div><div></div></div> 280	<div><div></div></div> 112	<div><div></div></div> \$49,448.00



Overall

- March overall results:
 - 10,681,953 impressions served
 - 50,572 landing page views registered
 - Yielding a landing rate of 0.47%
 - 11,689 engagements
 - For an engagement rate of 23%



Dynamic Display & Native

Display Banners

- 1.38M impressions
- 11,259 landing page views
- 4,179 engagements
- Landing rate 0.81% – **5x benchmark**
 - Shows creative had the highest landing rate at 0.83%
- Engaged visitor rate 37%
 - **17% over benchmark**
 - Family creative has the highest engaged visitor rate at 66%

Native Display

- 845K impressions served
- 1,790 landing page views
- 1,698 engagements
- Landing rate 0.84% – **5x benchmark**
 - Titanic creative had the highest landing rate at 0.87%
- Engaged visitor rate 24%
 - **4% over benchmark**
 - Aquarium creative has highest engaged visitor rate at 25%



Online Video

Outstream Video

- 562,979 impressions
- 1,790 landing page views
- 362 engagements
- Video Completion Rate 75%
 - Just under benchmark
- Landing rate 0.32%
 - **2x benchmark!**
 - Top Performer: Family at 0.33%
- Engaged visitor rate 20%
 - At benchmark
 - Top performer: Family at 21%

CTV Video (YouTube Non-Skippable)

- 1,505,533 impressions
- 3,667 landing page views
- 1,118 engagements
- Video Completion Rate of 96%
 - **Over benchmark**
- Landing rate currently at 0.25%
 - **Over benchmark**
 - Adventure & Shows both high at 0.27%
- Engaged visitor rate 30%
 - **Over benchmark**
 - Top performer: Family at 33%



TripAdvisor

Native Boost

- 242,747 impressions
- 11,127 landing page views
- 2,552 engagements
- Landing rate 4.58%
 - **30x benchmark of 0.15%**
- Engaged visitor rate of 23%
 - **Over benchmark of 20%**

Explorer Video

- 236,054 impressions
- 10,085 landing page views
- 2,256 engagements
- Landing rate 4.27%
 - **30x benchmark**
- Engaged visitor rate 22%
 - **Over benchmark**



TripAdvisor

Brand Channel

- 7,064 impressions
- 1,318 landing page views
- 300 engagements
- Landing rate currently at 18.66%
 - **124x benchmark!!**
- Engaged visitor rate 23%
 - **Over benchmark**

Display

- 20,819 impressions
- 108 landing page views
- 24 engagements
- Landing rate currently at 0.52%
 - **3x benchmark**
- Engaged visitor rate 22%
 - **Over benchmark**



Nativo

Story

- 641,126 impressions
- 875 landing page views
- 185 engagements
- Call to action rate is currently at 7.16%
 - **Well over benchmark** 3.00% – 5.00%
- Landing rate is at 0.14%
 - Working to achieve benchmark of 0.15%
- Engaged visitor rate 21%
 - **Over benchmark** of 20%

Article

- 1,569,218 impressions
- 3,092 pageviews
- 666 engagements
- Average time on content is at 30s
 - Working toward benchmark of 35s
- Call to action rate is at 1.73%
 - Optimizing to achieve benchmark 2.50% – 3.25%
- Landing rate currently at 0.20% – **over benchmark**
- Engaged visitor rate 22% – **over benchmark**



DoubleVerify Quality Report

- All metrics continue to be high, ensuring quality delivery of ad impressions.



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Social Performance



Media Performance

Meta

Traffic Campaign

- Optimized for Landing Page Views
- **Strong CTR of 3.69%** (up 2.1% from the previous month) and low CPC of \$0.21
- The campaign resulted in **1.2 million Impressions** and over **46K link clicks**

Conversion Campaign

- Garnered **1,029 conversions**
- Yielded a **1.49% click through rate**

Overall

- **Meta ads are performing above the industry benchmark** for CTR (0.90%) and far below the industry benchmark for CPC (\$0.63)
- Top DMAs: St. Louis, Little Rock, Kansas City, Oklahoma City, & Chicago



Pinterest

Promoted Pins

- Campaign optimized for Consideration
- Resulted in over **1.05 million Impressions** and over **9K Pin clicks**
- **8,918 outbound clicks** with a **CTR of 0.82%** and a **CPC of \$1.16** and a **CPOC of \$1.17**
- Top performing pin:
4 Things To Do This Spring

Overall

- **Pinterest ads are performing above the industry benchmark** for CTR (0.69%) and Cost per Outbound Click (\$2.05)
- Top DMAs by outbound clicks:
 - Chicago, Dallas-Ft. Worth, Oklahoma City, Houston, and Indianapolis



A serene landscape photograph of a calm lake shrouded in mist. In the distance, a small boat with two people is visible on the water. The shoreline is lined with dense green trees and foliage, with some branches hanging over the water from the left. The overall atmosphere is quiet and ethereal.

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SEM Performance



Google

Search Ads

- Strong CTR of 13.94% and CPC of \$1.27

Performance Max

- Average CTR of 3.04% (PMax tends to be lower than traditional search due to its presence on Google's display network) and low CPC of \$0.15

Overall

- **Google ads are performing above the industry benchmark** for Search CTR (10.16%) and far below the industry benchmark for CPC (\$1.92)
- Google ads drove 30,912 key events at a session key event rate (conversion rate) of 59.01%, with a cost per key event interaction (cost/conversion) of \$0.42
- Very high engagement rate of 79.81%
 - **We saw an increase in engagement rate** as well as **engaged sessions per active user**



Bing

Search Ads

- Solid CTR of 3.57% and low CPC of \$0.41

Performance Max

- Strong CTR of 5.86% and low CPC of \$0.16
- PMax campaigns are new to Microsoft Ads, and so far they are performing well.

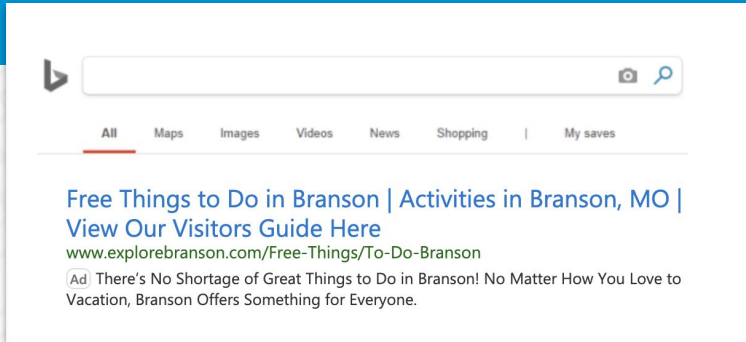
Overall

- **Bing ads are performing above the industry benchmark** for CTR (2.83%) and far below the industry benchmark for CPC (\$1.17)
- Bing ads drove 17,337 key events at a session key event rate (conversion rate) of 47.87%, with a cost per key event interaction (cost/conversion) of \$0.29
- High engagement rate of 69.14%

Budget was up 75% YoY, and we saw positive gains in average session duration as well as events per session.



Bing Creative Examples



A screenshot of a Bing search results page. The search bar is at the top with the Bing logo on the left and camera and search icons on the right. Below the search bar are tabs for All, Maps, Images, Videos, News, Shopping, and My saves. The main content area shows a search result for "Free Things to Do in Branson | Activities in Branson, MO | View Our Visitors Guide Here" with the URL www.explorebranson.com/Free-Things/To-Do-Branson. Below this is an advertisement with the text "There's No Shortage of Great Things to Do in Branson! No Matter How You Love to Vacation, Branson Offers Something for Everyone."

Free Things to Do in Branson | Activities in Branson, MO | View Our Visitors Guide Here
www.explorebranson.com/Free-Things/To-Do-Branson
Ad There's No Shortage of Great Things to Do in Branson! No Matter How You Love to Vacation, Branson Offers Something for Everyone.

Must-Try Branson Restaurants | Where To Eat & Drink | Fine Dining In Branson

www.explorebranson.com/restaurants/food

Ad Branson Has Everything From Family-Style Servings to A Quiet Table for Two. View Options. Try Something New and Unique or Opt for One of Many Well-Known National Chains.



Bransons Official Travel Site

Discover Adventures of a Lifetime in Branson. Get Travel Information & Resources Here

Ad Explore Branson



A wide-angle, low-perspective shot of a grand, ornate wooden staircase. The staircase is made of dark wood with intricate carvings and gold-colored metal railings. A large, detailed statue of a winged figure stands on the left side of the stairs. The ceiling is a large, circular dome with a complex geometric pattern of lines and circles. The walls are also made of wood and feature decorative panels. A woman and a young girl are walking up the stairs, holding hands. The woman is wearing a blue sleeveless top and jeans, and the girl is wearing a floral dress. The lighting is warm and dramatic, highlighting the architectural details.

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Key Takeaways

Key Takeaways

- **Digital Media:**
 - TripAdvisor placements registered the highest landing rates
 - Most engagements came from display banners with a 37% engaged visitor rate
 - Family and shows creative resonated most with our audience
- **Social Media:**
 - Both Meta & Pinterest campaigns are performing above industry benchmarks for CTRs and CPCs
- **SEM:**
 - Campaigns for both Google and Microsoft (Bing) are outperforming industry benchmarks by solid margins
 - Strong engagement rates



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Looking Ahead



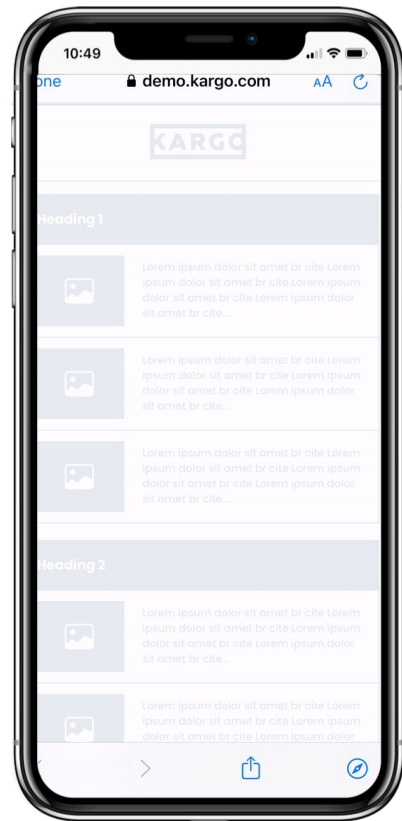
Looking Ahead

Summer Campaign Launch

- Creative is in development for a 5/5 launch

Custom Content

- TripAdvisor Branded Articles are currently being developed by the TripAdvisor team, highlighting the three pillars





Q&A



Thank You.