

2018/2019 Winter Campaign Recap



By The Numbers



Total Impressions served: 17.1 million

Video's watched:
2,010,935

Social Engagements: 1,066,100

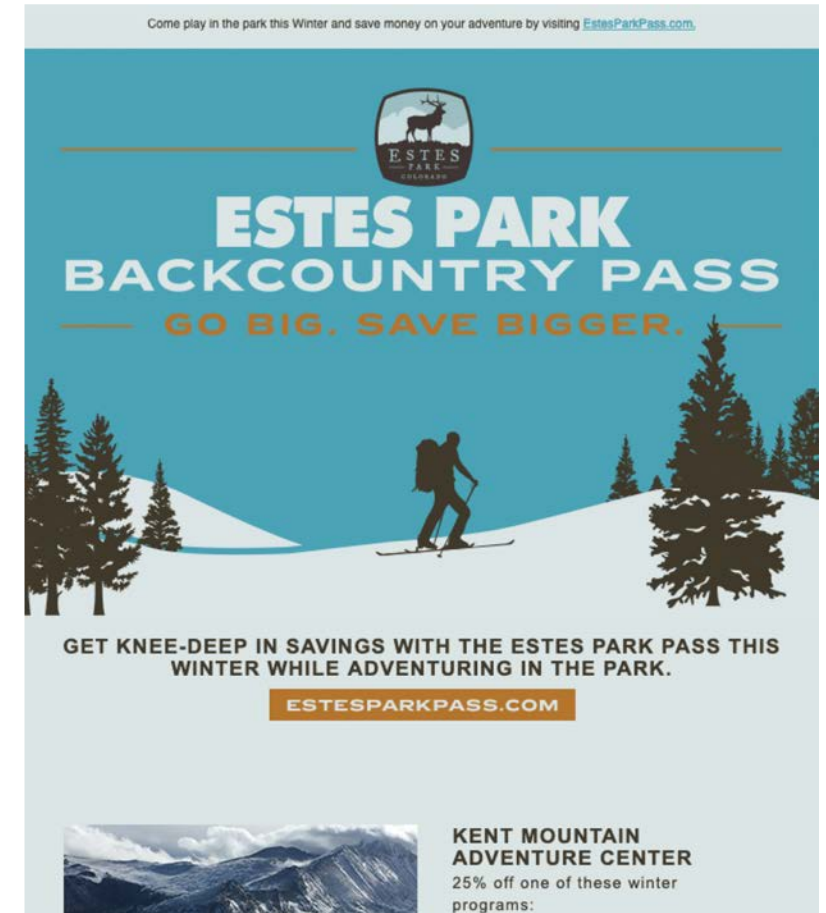
Unique Web Visits: 181,412 (6% YOY decrease)

Media Flow Overview:

	2018										2019												
Estes Park WINTER 2018-2019 MEDIA PLAN	November				December					January				February				March					Impressions
	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	
Traditional																							
Outside Print														Best Trips Issue					337,500				
I-70 Billboards																							1,409,136
DIA Towers																							4,400,000
Sponsored Content																							
Outside Digital																							2,200,000
TGR																							710,000
Open Snow																							781,980
Warren Miller Sponsorship																							781,980
Influencer																							
Inkwell																							3,000,000
Extended Reach																							
Hulu																							1,057,237
Facebook/Instagram																							4,750,000
Search																							1,000,000
Retargeting Display																							1,875,000
Pandora																							1,875,000
Local Radio (KTCL - KBCO)																							1,875,000
SUBTOTAL																							
MEDIA PLAN SUBTOTAL																							
Media Plan Total																							17,120,853

Warren Miller –Backcountry Pass

- Sponsorship and ad placement in the Warren Miller film tour across Colorado
 - Sticker hand outs to all guests in each theatre
- E-mail sends to Warren Miller audience
- Social posts to Warren Miller followers



Key Learnings: Great activation with engaged local audience, creative looked great, excitement was difficult and last minute – push for better reporting

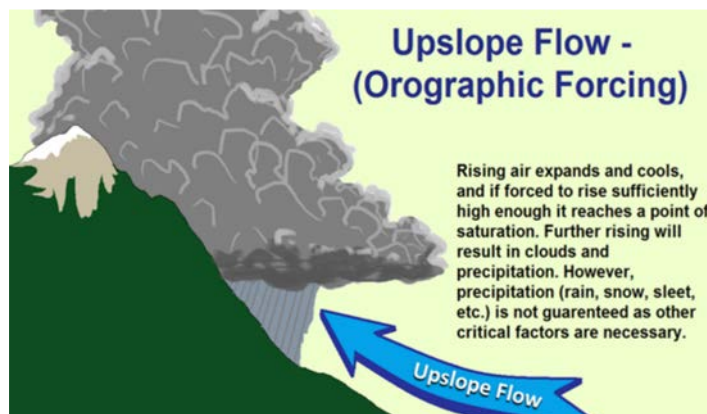
Open Snow



- Sponsored content and ad placement across the OpenSnow site
- E-mail sends to Open Snow audience
- Banners across OpenSnow.com
- Inclusion of RMNP in snow reporting

Impressions Delivered: 853,313

Unique Pageviews: 1,194

Time on site: 3:21



3-5"	3-7"	3-5"	0-1"	0-1"	1-3"	3-5"	6-10"
Mon 18	Tue 19	Wed 20	Thu 21				
 Rocky Mountain National Park							
0-1"	1-3"	2-4"	0-1"	0"	0"	0-1"	1-2"
Mon 18	Tue 19	Wed 20	Thu 21				
 Silverton							
1-3"	2-4"	2-4"	0-1"	0"	1-2"	2-4"	5-9"

Insider's Guide to Backcountry Skiing Estes Park, Colorado



The town of [Estes Park](#) is one of the most popular destinations for folks seeking the beauty of the Rocky Mountains. While the summer months are very busy in and around town due to its close proximity to Rocky Mountain National Park, the winter months are much quieter and when this destination truly shines.

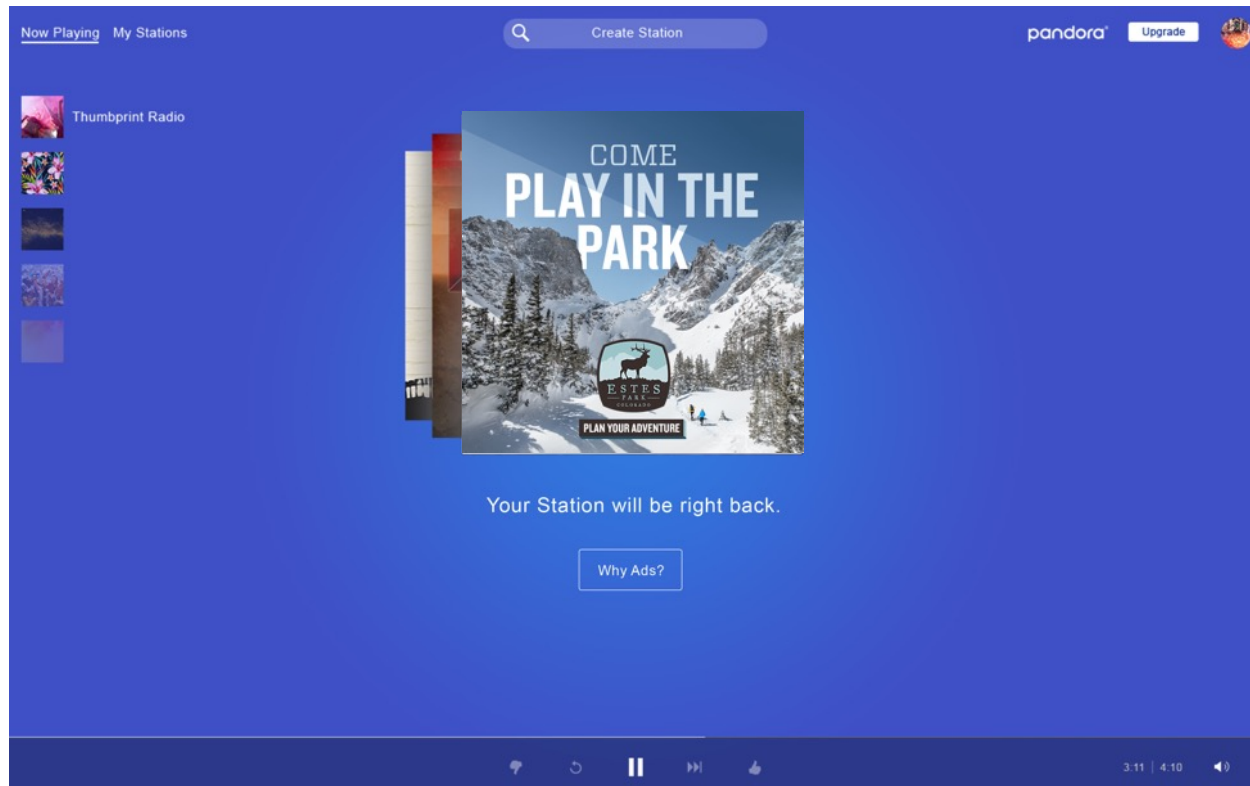
[Rocky Mountain National Park](#) is home to over 265,000 acres of backcountry terrain, including my favorite backcountry ski area along Colorado's Front Range, Hidden Valley. This former ski area was closed in 1991 but it has since become a very popular area for backcountry skiing and splitboarding enthusiasts.

Let's get started with a quick overview of Estes Park, snow & weather, and backcountry safety before jumping into my experience backcountry skiing and splitboarding in Rocky Mountain National Park.

Key Learnings: Great engagement and click through rate, quality content, low cost

Pandora / KBCO / KTCL

- Served over 250,000 impressions in the Denver metro market with radio spots across KBCO and KTCL
- Pandora saw around 500,000 digital impressions



Key Learnings: Great way to highlight marketing efforts to local community as well as reaching a mid-older front range audience

Hulu

- Served over 1 million video completions
- Targeted to outdoor audience in the Front Range area
- Majority of impressions served “in living room” tv placements

Key Learnings: Great way to leverage a high impact video content to an engaged and targeted audience



TGR

Developed the first round of custom content with TGR highlighting skiing in Rocky Mountain National Park

Facebook: 31,644 Reach | 1,378 Engagement

Twitter: 5,697 Impressions | 101 Engagement

Newsletter: 157,183 Deliveries | 17,034 Opens | 584 Clicks

Editorial: 7,518 Page views | 3:54 Ave. Time on Page

Key Learnings: Quality well written content, summer bike content coming soon

PLAYGROUNDS: COLORADO'S BEST BACKCOUNTRY SKIING BASE CAMP

Jan 23, 2019 By: Max Weber | 10 min | 1



Over a century ago, prospectors came to the Rocky Mountain National Park area looking for gold and silver. These days, a new kind of prospector comes to the mountains in search of solitude and deep snow. Visit Estes Park photo.

Colorado has long been famous for its mountains. Whether it's the 14,000-foot Vernal, or the countless (slightly) smaller peaks in between, there's truly something for everyone. Many readers can perhaps relate to this sentiment: when I first moved to the Front Range fresh out of high school, I was enthralled by the prospect of exploring these peaks, and quickly fell in with a crowd that showed me around and taught me how to properly move through the hills. I did exactly what everyone else around me seemed to be doing and loved it. Unfortunately, many of Colorado's mountains might have been getting a little bit too much love lately. However, having seen the development boom that has held the Front Range in its clutches, it's refreshing to see that a certain town and its surrounding peaks have been much less affected and still harbor a rustic mountain vibe that will keep me coming back for years to come.

While Summit County and Berthoud Pass may have turned into a bit of a zoo in the last decade, travel slightly off the beaten path and there is still solitude to be found. Forget the mess of I-70, and instead head North from Denver towards Estes Park. Nestled in a valley at 7,500 feet, surrounded on three sides by the peaks of Rocky Mountain National Park, the small but bustling town has proven itself time and again as a worthy basecamp for all things mountain: rock climbing, ski touring, splitboarding, ski



LATEST VIDEOS:



Video: BackRide On A Trail Bike And Fun



Crestone Highlights The Next Generation Of Female Bikers



How The Gravel Deal Continues To Inspire TGR

See More Videos



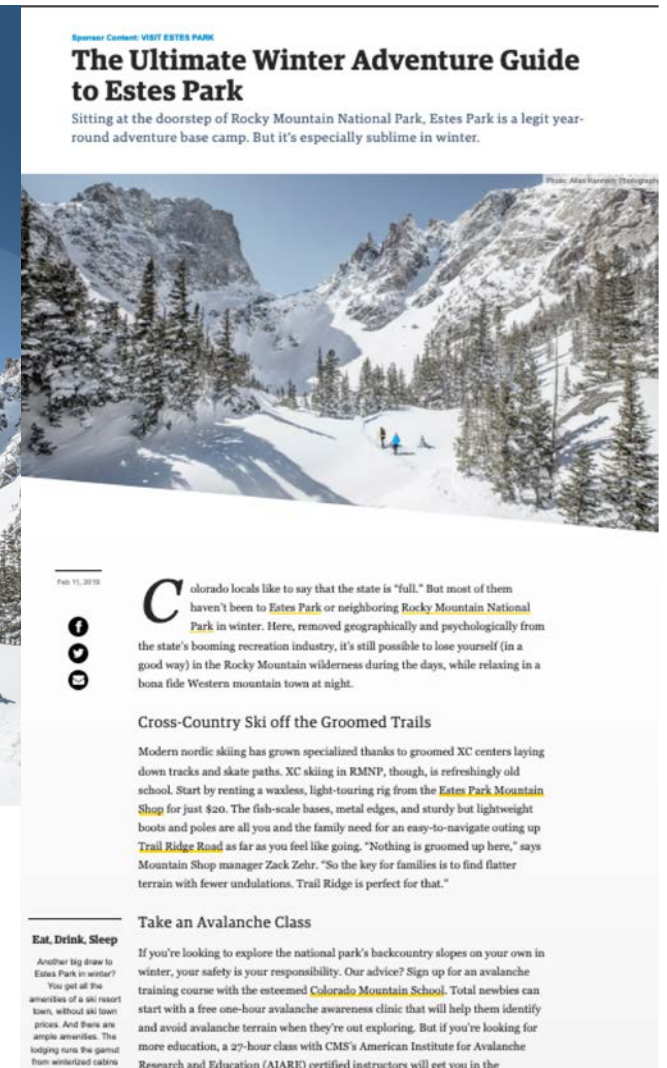
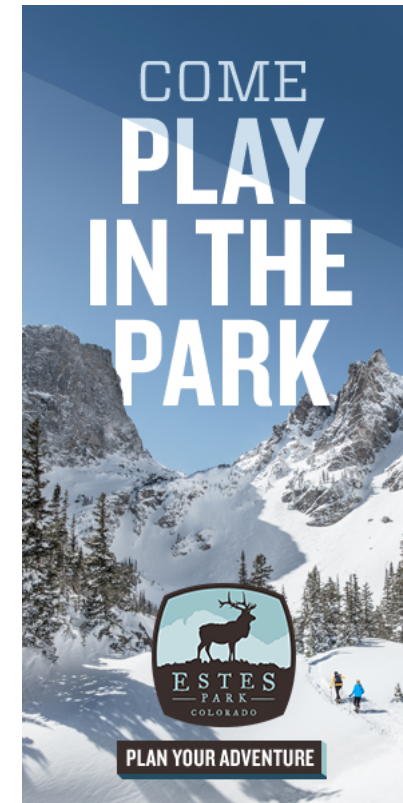
Outside Magazine

Campaign Overview:

- 2,455,642 Total Impressions
- 41,200 Total Engagement
- 2,828 Total Qualified Clicks

Visit Estes Park Creatives:

- 74.4% In-view
- 18.5s In-view Time
- 8s Interaction Time with Ad



Key Learnings: Provided decent content to large outdoor audience, but at high cost, huge over delivery on content pageviews

Athlete In Residence Phase I:

- 249 social posts
- 1.65 MM reach
- 57,501 engagements
- 3.5% engagement



Key Learnings: Huge success in terms of content delivery, story telling, social engagement and reach. Potential to both continue with Inkwell and host "Athletes" on our own. Serious challenges with photography rights within RMNP, worked through many of the challenges here in Phase I.

TOTALS	249	6	8	235	1,657,741	57,501
Caroline Gleich	49	3	3	43	588,282	30,917
Brody Leven	160	3	3	154	656,033	19,430
Brooke Froelich	22	0	1	21	65,256	621
ROAM	18	0	1	17	348,170	6,533



OOH

Served millions of impressions in the front range to build winter awareness to Estes Park

Great Hall Towers: **4.4 million impressions** (over one month)

170 Billboards: **1,409,136**



Key Learnings:
Huge success with community, book earlier to lock in best placements

Facebook/IG

- Overview:
- 9.5 MM Impressions
 - 917,602K Video Views
 - Consistent Ave. CTR over 1%
 - High Relevance scores
 - Frequencies starting to increase above 3
 - Suggested creative update

Performance by Ad Name		Nov - Apr 18/19								
Campaign	Messaging	Ad Name	Cost	Impression s	Clicks	CTR	CPC	Video Views	Video P50 Watched	Video P100 Watched
Video Views	Family	video views	\$3,333	825,974	4,396	0.53%	\$0.76	272,042	86,273	32,267
		Total	\$3,333	825,974	4,396	0.53%	\$0.76	272,042	86,273	32,267
	Misc	Video Views	\$66	17,132	68	0.40%	\$0.98	5,104	845	298
		video views	\$6,667	1.85M	3,071	0.17%	\$2.17	640,456	322,369	275,676
		Total	\$6,733	1.87M	3,139	0.17%	\$2.14	645,560	323,214	275,974
	Total		\$10,066	2.70M	7,535	0.28%	\$1.34	917,602	409,487	308,241
Winter1819	Couples	Traffic	\$9,000	1.94M	32,180	1.66%	\$0.28			
		Total	\$9,000	1.94M	32,180	1.66%	\$0.28			
	Family	Traffic	\$9,000	1.72M	22,096	1.29%	\$0.41			
		Total	\$9,000	1.72M	22,096	1.29%	\$0.41			
	Misc		\$3,565	733,811	19,795	2.70%	\$0.18			
		Traffic	\$8,261	1.28M	9,059	0.71%	\$0.91			
		Winter 1819	\$2,033	462,867	11,927	2.58%	\$0.17			
		Winter1819	\$3,128	649,845	7,319	1.13%	\$0.43			
		Total	\$16,987	3.13M	48,100	1.54%	\$0.35			
	Total		\$34,987	6.79M	102,376	1.51%	\$0.34			
Grand Total			\$45,054	9.49M	109,911	1.16%	\$0.41	917,602	409,487	308,241

Key Learnings: Blog content performed above industry standards. High engagements rates pushing conversation and education around winter experiences around Estes Park.

Facebook/IG

- “couples” targeting yielded most clicks/landing page views.
- “Spring 10 Reasons” and “Government Shutdown” blogs achieved relevancy of 9.
- “Spring 10 Reasons” drove 14,500 unique clicks with CPC \$.40

Ad Name	Impressions	Cost per Result	Amount Spent	Relevance Score	Frequency	Reach	3-Second Video Views	Video Average Watch Time	Link Clicks	Unique Link Clicks	Landing Page Views	Cost per Landing Page View
 Backbone - Traffic - Winter1819 - Couples	1,940,235	\$0.50 Per Link Click	\$9,000.00	7	4.08	476,004	—	—	17,895	15,872	10,029	\$0.90
 Backbone - Traffic - Winter1819 - Family	1,719,173	\$0.69 Per Link Click	\$9,000.00	6	3.81	450,672	—	—	13,054	11,564	4,986	\$1.81
 BB - video views - Winter 1819 - Adventurer	1,375,162	\$0.04 Per 10-Seco...	\$3,333.33	6	4.32	318,504	323,820	00:03	931	922	130	\$25.64
 Backbone - Traffic - Winter1819 - Adventurer	1,282,016	\$2.85 Per Landing ...	\$8,260.99	4	2.71	472,536	—	—	4,969	4,578	2,895	\$2.85
 Backbone-Winter1819-Spring 10 Reasons   View Charts  	1,056,957	\$0.39 Per Landing ...	\$5,012.51	9	2.10	502,586	—	—	15,393	14,512	12,693	\$0.40
 BB - video views - Winter 1819 - Family	825,974	\$0.06 Per 10-Seco...	\$3,333.33	6	3.31	249,706	272,042	00:04	1,798	1,744	363	\$9.18
 BB - video views - Winter 1819 - Couples	479,508	\$0.01 Per 10-Seco...	\$3,333.33	7	2.67	179,852	316,636	00:09	850	826	154	\$21.65
 Backbone - Winter1819 - Outside	442,739	\$45.27 Per Landing ...	\$2,127.54	5	1.76	251,541	—	—	1,167	1,114	47	\$45.27
 Backbone - Winter 1819 - Park Pass	300,101	\$0.40 Per Link Click	\$1,294.48	7	2.52	119,324	—	—	3,249	3,202	6	\$215.75
 Backbone - Winter1819 - Skier	207,106	\$0.32 Per Link Click	\$1,000.00	8	2.15	96,323	—	—	3,110	2,849	1	\$1,000.00
 Backbone - Winter 1819 - Government Shutdown	162,766	\$0.57 Per Landing ...	\$739.01	9	1.31	124,000	—	—	2,383	2,352	1,304	\$0.57
 Backbone-Winter1819-Pack for Spring	110,615	\$0.45 Per Landing ...	\$577.54	8	1.71	64,881	—	—	1,470	1,433	1,276	\$0.45
 Results from 12 ads 	9,903,148 Total	—	\$47,016.07 Total Spent		6.20 Per Person	1,597,629 People	912,498 Total	00:04 Average	66,269 Total	57,088 Total	33,886 Total	\$1.39 Per Action

Paid Search

Overview:

- Budget down over last year (83%)
 - Partly due to shift away from “branded search terms”
- CTR and CPC up over last year
- Breweries, snowshoeing, ice climbing top search keywords after RMNP.

Key Learnings: Increase budget to keep site traffic numbers sustained. Move away from “Branded search” and over to activity and competitive targeting.

Primary KPIs | Nov - Apr 18/19 over 17/18

Cost		Impressions		Clicks		CPC		CTR	
\$6,382 (vs \$38,009)		60,790 (vs 1,080,281)		4,554 (vs \$26,186)		\$1.40 (vs \$1.45)		7.49% (vs 2.42%)	
▼-83.2%		▼-94.4%		▼-82.6%		▼-3.46%		▲209%	

MoM = current reporting period / previous reporting period, same year.

Ad Group Performance | Nov - Apr 18/19

Campaign	Ad Group	Cost	Impressions	Clicks	CPC	CTR
Activities	RMNP	\$1,776	15,630	1,284	\$1.38	8.21%
	Breweries	\$949	12,182	383	\$2.48	3.14%
	Snowshoe	\$311	4,715	298	\$1.04	6.32%
	Ice Climbing	\$173	1,642	96	\$1.81	5.85%
	Back Country Skiing	\$149	888	38	\$3.92	4.28%
	Distilleries	\$52	560	23	\$2.27	4.11%
	Winter Hiking	\$31	248	15	\$2.07	6.05%
	Winter Birding	\$29	417	15	\$1.92	3.60%
	Kids	\$28	184	25	\$1.13	13.59%
	Winter Things To Do	\$10	152	18	\$0.55	11.84%
	Winter Family	\$8	40	4	\$1.98	10.00%
	Winter Activities	\$6	94	12	\$0.48	12.77%
	Total	\$3,522	36,752	2,211	\$1.59	6.02%
RMNP	RMNP	\$2,859	24,019	2,343	\$1.22	9.75%
	Total	\$2,859	24,019	2,343	\$1.22	9.75%
Grand Total		\$6,382	60,771	4,554	\$1.40	7.49%

Top Keywords by Cost | Nov - Apr 18/19

Keyword	Cost	Impressions	Clicks	CPC	CTR
Rocky Mountain National Park	\$2,478	25,637	2,366	\$1.05	9.23%
+rocky +mountain +national	\$1,763	11,341	1,037	\$1.70	9.14%
+breweries +colorado	\$712	9,648	284	\$2.51	2.94%
colorado breweries	\$222	2,331	90	\$2.46	3.86%
+ice +climbing +colorado	\$173	1,642	96	\$1.81	5.85%
snowshoeing in colorado	\$166	1,263	109	\$1.52	8.63%

Site	Placement Strategy	Creative	Impressions	Clicks	CTR
FastG8	*Banner	HappyPlace	76,819	434	0.56%
		HiddenGem	10,442	33	0.32%
		PlayinthePark	42,219	85	0.20%
		Winter1819	1,572,826	5,060	0.32%
Hulu.com	*Video	Tracker	1,093,333	1,040	0.10%
opensnow.com	*Banner	FirstTracks	299,236	256	0.09%
		Forecast	179,111	88	0.05%
		Tracker	182,085	1,567	0.86%
	*Native	Tracker	1,354	12	0.89%
Outside Mag	*Banner	outside	668,740	822	0.12%
	*Native	Tracker	0	518	
Pandora.com	*Banner	Pandora	505,901	280	0.06%
		Tracker	859,671	45	0.01%
Grand Total			5,491,737	10,240	0.19%

Display performance overview:

- “HappyPlace” achieved highest CTR (FastG8)
- Pandora not known for CTR – designed for awareness
- 1MM views for Hulu is a strong metric considering 100% view rate and “in living room” placement