



DIGITAL MARKETING REPORT

Visit Wausau

Aug 2024



simpleview 

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Metric Name	How GA4 Tracks It	How UA Tracked It
Total Users	Total number of unique users who logged an event.	Primary user metric in UA; total number of users
New Users	Number of users who interacted with your site or launched your app for the first time The metric is measured by the number of new unique user IDs that logged the first_open or first_visit event.	Number of users who interacted with your site for the first time.
Active Users	Primary User metric in GA4: Number of distinct users who visited your website or app. An active user is any user who has an engaged session or when Analytics collects the first_visit event or engagement_time_msec parameter from your website.	N/A
Session	<p>AKA Session Start:</p> <p>To determine the session that each event comes from, the session_start event generates a session ID and Analytics associates the session ID with each subsequent event in the session.</p> <ul style="list-style-type: none">- A session will end when there has been more than a 30-minute period of inactivity (depending on the session timeout settings).- Sessions are not restarted at midnight or when new campaign parameters are encountered.- If a users comes back after a session has timed out, it will start a new session.	<p>Period of time a user is actively engaged with your website or app.</p> <ul style="list-style-type: none">- Has defined parameters for what may cause it to end, e.g. a session will end when there has been more than a 30-minute period of inactivity (depending on the session timeout settings), the timestamp has been cut off at midnight (according to the timezone the view is set up in), or new campaign parameters are encountered.- If a user comes back after a session timeout, it will start a new session.- If the user is on the website when midnight arrives, a new session will be started. If a user picks up new campaign parameters while on the site, a new session will be started.
Engaged Sessions	The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had two or more screen/page views.	N/A

Metric Name	How GA4 Tracks It	How UA Tracked It
Pageview	AKA Views; Total number of app screens and/or web pages your users saw. Repeated views of a single screen/page are counted.	Total number of pages viewed. Repeated views of single pages are counted.
Unique Pageview	N/A	Total number of pages viewed but duplicates are not counted.
Bounce Rate	<p>Percentage of sessions that were not engaged sessions.</p> <p>- For example, if a users visits your website, reviews content on your homepage for less than 10 seconds, and then leaves without triggering any events or visiting any other pages/screens, then the session will count as a bounce.</p> <p>- An engaged session is a session that lasts for 10 seconds or longer, has one or more conversion events, or has two or more page/screen views. If a users doesn't have an engaged session (that is, they don't meet any of the criteria for an engaged session), then Analytics counts the session as a bounce.</p>	<p>Percentage of single page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.</p> <p>- For example, if a user visits your website and reviews content on your homepage for several minutes, but leaves without clicking on any links or triggering any events being recorded as interaction events, then the session will be counted as a bounce.</p>

SEO EXECUTIVE SUMMARY

Aug 1, 2024 - Aug 31, 2024

Overall Traffic

In August, the site saw a total of approx. 32,000 users (-33% YOY) and 41,000 sessions (-32% YOY), with 28,000 engaged sessions (-30% YOY), for an engagement rate of 69%.

The top channels driving traffic to the website were Organic Search (62% of total users), Direct (14%), and Paid Social (13%).

Organic Traffic

There were approx. 20,000 organic users this month (+3% YOY) and 26,000 sessions (-2% YOY), with 19,000 engaged sessions (flat YOY), for an engagement rate of 75%.

The Events calendar was the top landing page this month, bringing in over 2,000 users to the site (+85% YOY). The Wausau Marathon event listing saw the largest YOY increase in users at +15,000%.

Things to Do and Shopping both also saw notable YOY increases in users, with each growing by approx. 46%.

The site received approx. 22,000 organic clicks (+2% YOY) and 1.3 million impressions (+52% YOY). The CTR decreased by -33% YOY but the ARP improved by -8% YOY.

"Wausau marathon" was the top search term this month, with over 700 clicks, while "Wausau half marathon" had the highest CTR at 63%.

"Things to do in Wausau WI" saw clicks increase by 387% YOY, while "Menards Wausau" saw the largest ARP improvement, moving -4 positions YOY.

Organic traffic saw improvements across our major metrics, with users increasing by +21% YOY, sessions by +20% YOY, and engaged sessions by +32% YOY. Total organic views surpassed 500 views (+16% YOY).

Organic Summary

Sessions

26,016

↓ -2.1%

Engaged sessions

19,425

↓ -0.2%

Listing Referrals

5,365

↓ -6.2%

Event Referrals

2,543

↑ 99.8%

Newsletter Signups

2

↓ -93.5%

Visitor Guide Requests

8

↓ -66.7%

SEO ACTIVITY HIGHLIGHTS

COMPLETED TASKS

- *Monthly report & recommendations
- *Monthly client call
- *Ongoing monitoring of Google Analytics & Google Search Console
- *Updated Weekend Events page meta
- *Crawl Errors check: all issues resolved & redirects installed

UPCOMING TASKS

- *Setup any additional events/conversions in GA4
- *Build out Explorations pages as necessary
- *Identify pages for OPO in Q4 2024

*Holiday Season page

Prepare for the holiday season by creating a page that acts as a springboard for all things related to the holidays in Wausau- events, blog posts, outdoor activities, etc. This can live as a child page under Events/Annual Events & Festivals and should be published year-round to enable/inspire users to plan their trip around your holiday offerings. Utilize an event listing widget to pull through events happening during the holiday timeframe (Thanksgiving through New Years) or create a Holiday event category in your CRM and pull through events in this category specifically.

Keyword Research:

Wausau Christmas parade, 110 AMS; Christmas parade Wausau WI, 40 AMS; Wausau Christmas lights, 40 AMS; Christmas tree farm Wausau WI, 30 AMS; Wausau Christmas events, 20 AMS; Christmas light show Wausau WI, 10 AMS

Related Blog Content: [Winter Event Roundup](#), [Holiday Shopping](#), [Holiday Drinks](#)

Top Events (2023 Holiday Season): Wausau Holiday Parade, Festival of Trees, Mannheim Steamroller Christmas, John Altenburgh Christmas Extravaganza, Wausau West Gridiron Craft Show, Old Fashioned Christmas Festival, Handmade of the Holidays, Holiday Makers Market, New Years Eve Downtown Bash

Examples: [Meet Boston](#), [North Myrtle Beach](#)

*Badger State Winter Games

Ahead of the 2025 games, update the [Winter Games main page](#) and child pages for next year. Add a paragraph of introductory copy to the main Winter Games page to welcome visitors and explain the games, including internal links to each of the child pages for each sport. Without copy, this page does not give users any indication that the games are open to the public, admission costs, or any other "know before you go" content, which may leave users looking for more. The first paragraph of the [About the Games](#) page could serve as a good starting point, but avoid copying content outright so there isn't duplicate content to confuse Google.

Keyword Research:

Badger State Games, 260 AMS; Badger State Games figure skating, 30 AMS; Badger State Games pickleball, 30 AMS; Badger State Winter Games, 20 AMS; Badger State Games archery, 20 AMS; Badger State Games curling, 20 AMS; Badger State Games gymnastics, 20 AMS; Badger State Games bowling, 20 AMS

Pages in order of organic users over the 2024 season: pickleball, gymnastics, alpine skiing, archery, benchpress-deadlift, figure skating, youth hockey, curling, trap shooting, archery NASP, nordic skiing, ski jumping, table tennis, bowling, snowshoeing, indoor golf, cub youth archery, cornhole, fat tire bike racing

PAID MEDIA EXECUTIVE SUMMARY

Aug 1, 2024 - Aug 31, 2024

Highlights

- Solid account level CPC at \$0.51 despite a slight increase of 4% for the period. Notable Performance Max CPC at \$0.29 which was down by 37% compared to previous period. The Blossoms of Light campaign drove down the cost for this category at \$0.18 CPC.
- Strong account-level CTR at 11% despite a 15% decrease compared to previous year. The Events and Brand Tourism campaigns offset the lower-performing campaigns with 20% and 29% CTR, respectively.
- Conversions saw an 82% dip mainly due to the Events campaign. Users spent the same amount of time on the site as last year but visited fewer pages, indicating user behavior was more focused on viewing the calendar as a whole versus specific event listings.
- Average Google engagement time was at 1 minute and 27 seconds, mainly driven by Brand Tourism and Events campaigns with 1:45 and 1:33 minutes respectively.
- The Things to Do landing page was a top performer for conversion actions, with over 1,400 for the period.
- Low Facebook Ads CPC, averaging \$0.11 and down by over 14% compared to the previous year.
- Solid link click performance for Facebook Ads campaign, down by only 17% compared to the previous year despite a 41% budget reduction.

Upcoming Campaigns and Opportunities

- Fall Colors and Fall Bucket List ads, pending updated pages
- Upcoming events: Harvest Fest

KPI Summary

Engagement Metrics

Engaged sessions
1,982
↓ -80.8%

Engagement rate
83.73%
↓ -10.4%

Conversions
3,693
↓ -81.7%

Google Search Metrics

Clicks
3,091
↑ 0.9%

CTR
11.86%
↓ -15.0%

Avg. CPC
\$0.51
↑ 4.4%

Cost
\$1,588.25
↑ 5.4%

Event name	Conversions
outdoor_rec_page_view	1,892
three_pages_per_session	764
partner_referral	633
external_link	399
vg_request	3
Grand total	3,693



SEO REPORT



OVERALL TRAFFIC SUMMARY

Aug 1, 2024 - Aug 31, 2024

Active Users
31,564
↓ -33.2%

Sessions
40,590
↓ -31.9%

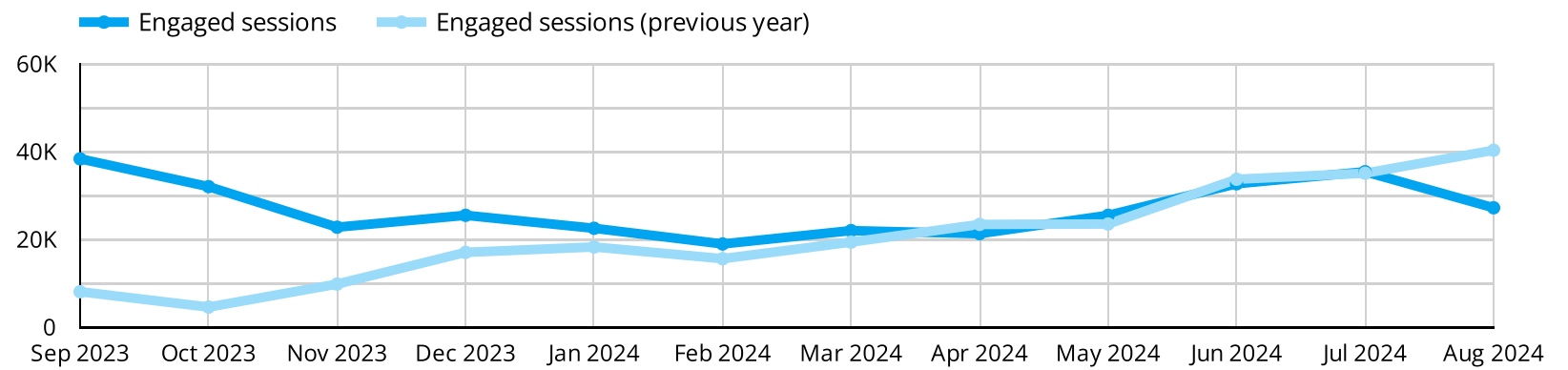
Engaged Sessions
27,847
↓ -29.6%

Engagement Rate
68.61%
↑ 3.4%

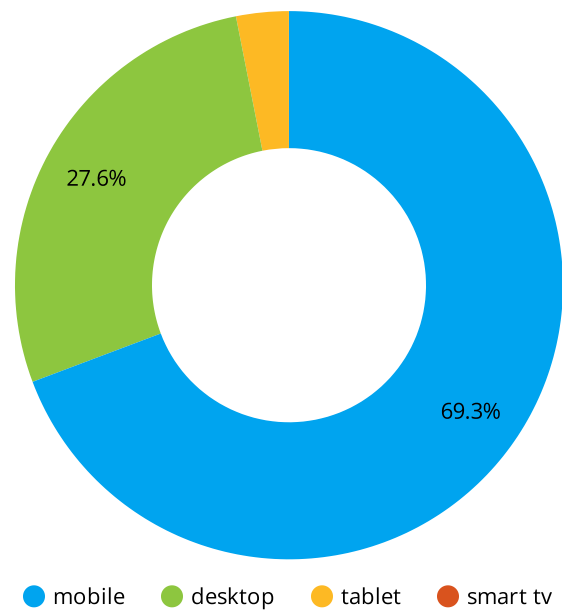
Avg. Engagement Time
00:00:49
↓ -1.7%

Key Events
29,236
↓ -35.1%

Engaged Sessions over time (Last 12 months YoY)



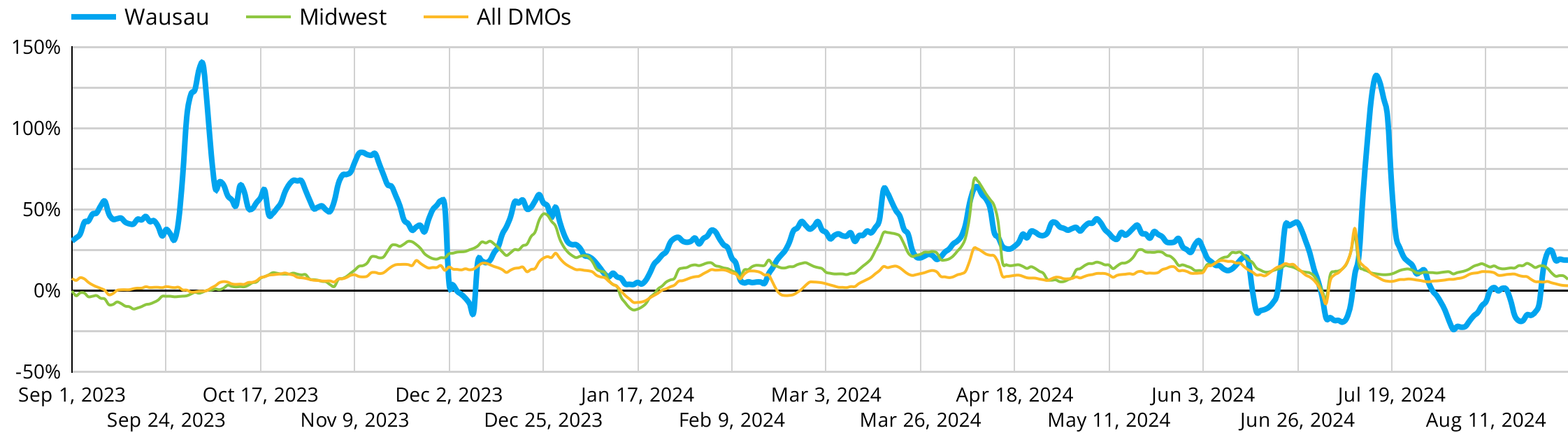
Device Category (Users)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	19,716	19,425	00:00:58
Direct	4,459	1,938	00:00:24
Paid Social	4,102	2,912	00:00:14
Paid Search	1,680	1,722	00:01:46
Organic Social	806	669	00:00:15
Referral	444	486	00:01:14
Cross-network	273	257	00:01:40
Email	118	42	00:00:24
Unassigned	106	13	00:00:27

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

Engagement Time per Session				Pages per Session				Engagement Rate			
Channel	Industry	Your Site	% Diff	Channel	Industry	Your Site	% Diff	Channel	Industry	Your Site	% Diff
organic search	00:01:02	00:00:46	-25.83%	organic search	2.46	2.18	-11.14%	organic search	69.61%	71.59%	2.85%
paid search	00:00:55	00:01:33	69.68%	paid search	2.65	4.55	71.46%	paid search	62.59%	82.33%	31.54%
Grand total	00:00:44	00:00:40	-8.54%	Grand total	2.09	2.18	4.64%	Grand total	59.15%	63.95%	8.11%

ORGANIC TRAFFIC SUMMARY

Aug 1, 2024 - Aug 31, 2024

Active users
19,716
↑ 2.9%

Sessions
26,016
↓ -2.1%

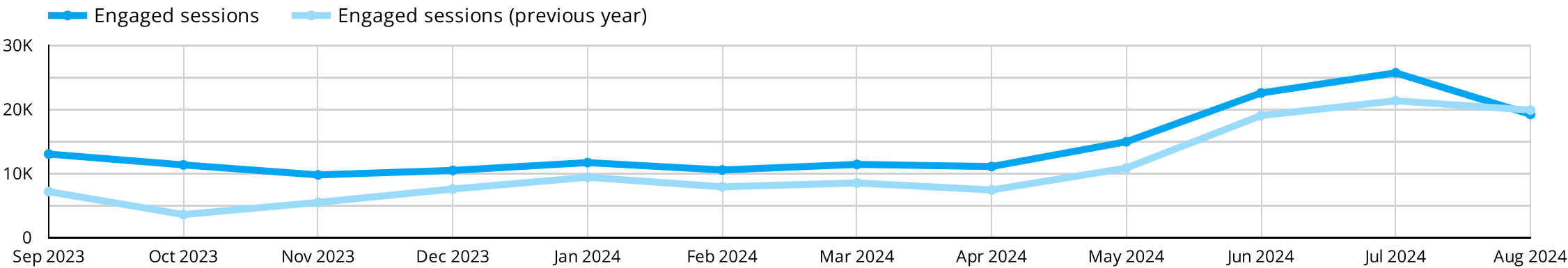
Engaged Sessions
19,425
↓ -0.2%

Engagement Rate
74.67%
↑ 1.9%

Engagement Time
00:00:58
↓ -16.5%

Key Events
19,541
↑ 31.0%

Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Key Events
/events/wausau-area-events-calendar	2,333	1,865
/event/the-wausau-marathon/563	1,390	2,787
/	806	1,213
/things-to-do	553	1,151
/event/hope-in-the-park/2331	543	437
/45x90-club	458	81
/restaurants	350	392
/events/weekend-events	348	262
/event/wisconsin-valley-fair/596	343	204
/things-to-do/shopping-retail	337	146
/listing/big-eau-pleine-park/147	302	221

Key Events (formerly Conversions)

Event name	Key Events
partner_referral	7,908
external_link	4,624
outdoor_rec_page_view	3,999
three_pages_per_session	2,997
vg_request	8
enews_thankyou	2
Add to Cart Button Click Bandwango	1
digital_vg_views	1
purchase	1

Organic Clicks

21,846

↑ 1.9%

Organic Impressions

1,296,961

↑ 51.6%

Organic CTR%

1.68%

↓ -32.8%

Average Ranking Position

12.34

↓ -8.3%

Organic Search Result Performance

Query	Clicks ▾	Average Position	Δ	Site CTR
wausau marathon	741 <div></div>	1.13	0.1 ↑	62.58%
wausau marathon 2024	454 <div></div>	1.02	-	58.73%
things to do in wausa...	307 <div></div>	2.18	-1.82 ↓	15.7%
wausau wi	236 <div></div>	4.99	-1.01 ↓	1.76%
wausau	186 <div></div>	5.4	-0.15 ↓	0.98%
hope in the park 2024...	171 <div></div>	2.59	-	21.35%
wausau half marathon	131 <div></div>	1.01	0 ↑	62.98%
menards wausau	121 <div></div>	4.87	-4.36 ↓	1.07%
buckcherry, bantr hot...	119 <div></div>	1.36	-	31.99%
wausau events	115 <div></div>	2.85	0.43 ↑	12.29%
badger state games	110 <div></div>	1.01	-0.09 ↓	62.15%
things to do in wausau	86 <div></div>	2.3	-1.4 ↓	12.67%
wausau wisconsin	83 <div></div>	4.96	-1.39 ↓	1.55%
kaiser pool	80 <div></div>	3.58	1.54 ↑	17.06%
400 block wausau	76 <div></div>	1.84	-0.3 ↓	22.16%
things to do in wausa...	74 <div></div>	1.77	-0.22 ↓	28.57%
schulenburg pool	71 <div></div>	2.78	-4.5 ↓	18.35%
rib mountain golf cour...	69 <div></div>	4.62	0.64 ↑	7.48%
bluff to bluff road rac...	69 <div></div>	1.82	-	39.66%
wausau events this w...	66 <div></div>	1.93	0.23 ↑	31.88%

Organic Search Result Performance

Query	Landing Page	Url Clicks ▾	Impressions	Δ	URL CTR
wausau marathon	https://www.visitwausau.com/event/the-wausau-marathon/5...	741 <div></div>	1,172	120 ↑	63.23%
wausau marathon 2024	https://www.visitwausau.com/event/the-wausau-marathon/5...	454 <div></div>	773	-	58.73%
wausau wi	https://www.visitwausau.com/	190 <div></div>	13,414	2,386 ↑	1.42%
hope in the park 2024, marathon county ...	https://www.visitwausau.com/event/hope-in-the-park/2331/	171 <div></div>	801	-	21.35%
things to do in wausau wi	https://www.visitwausau.com/things-to-do/	160 <div></div>	1,947	797 ↑	8.22%
wausau	https://www.visitwausau.com/	157 <div></div>	18,889	149 ↑	0.83%
things to do in wausau wi	https://www.visitwausau.com/events/wausau-area-events-ca...	138 <div></div>	1,946	-	7.09%
wausau half marathon	https://www.visitwausau.com/event/the-wausau-marathon/5...	131 <div></div>	208	-	62.98%
menards wausau	https://www.visitwausau.com/listing/menards/1147/	121 <div></div>	11,291	9 ↑	1.07%
buckcherry, bantr hotel, 17 aug	https://www.visitwausau.com/event/buckcherry-comes-to-wa...	119 <div></div>	372	-	31.99%
wausau events	https://www.visitwausau.com/events/wausau-area-events-ca...	106 <div></div>	936	-111 ↓	11.32%
kaiser pool	https://www.visitwausau.com/listing/kaiser-pool/2478/	80 <div></div>	469	-49 ↓	17.06%
400 block wausau	https://www.visitwausau.com/listing/400-block/11/	75 <div></div>	343	91 ↑	21.87%
badger state games	https://www.visitwausau.com/badger-state-games/	73 <div></div>	177	-16 ↓	41.24%
wausau wisconsin	https://www.visitwausau.com/	72 <div></div>	5,336	690 ↑	1.35%
schulenburg pool	https://www.visitwausau.com/listing/schulenburg-park/1646/	70 <div></div>	386	297 ↑	18.13%
rib mountain golf course	https://www.visitwausau.com/listing/rib-mountain-golf-cours...	69 <div></div>	922	31 ↑	7.48%
bluff to bluff road race 2024	https://www.visitwausau.com/badger-state-games/summer-...	69 <div></div>	174	-	39.66%
hope in the park wausau	https://www.visitwausau.com/event/hope-in-the-park/2331/	64 <div></div>	539	-	11.87%
all-stars under the stars concert featurin...	https://www.visitwausau.com/event/all-stars-under-the-stars...	63 <div></div>	120	-	52.5%
events wausau	https://www.visitwausau.com/events/wausau-area-events-ca...	62 <div></div>	183	89 ↑	33.88%
wausau area events	https://www.visitwausau.com/events/wausau-area-events-ca...	61 <div></div>	270	-62 ↓	22.59%
things to do in wausau today	https://www.visitwausau.com/events/wausau-area-events-ca...	57 <div></div>	259	5 ↑	22.01%

ORGANIC BLOG TRAFFIC

Aug 1, 2024 - Aug 31, 2024

Sessions

372

↑ 20.4%

Engaged Sessions

317

↑ 32.1%

Active Users

349

↑ 20.8%

Key Events

169

↑ 65.7%

Total Organic Views

503

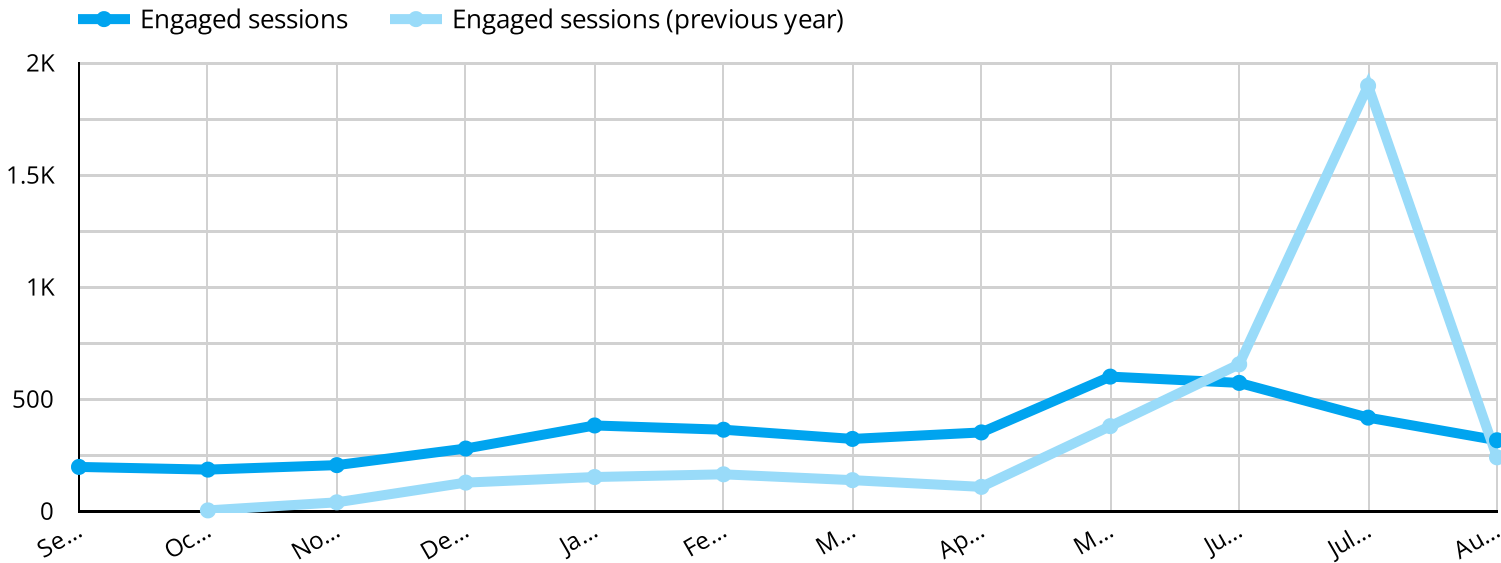
↑ 16.2%

Engagement Rate

85.22%

↑ 9.7%

Organic Engaged Sessions to the Blog over time (Last 12 months YoY)



Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/greater-wausaus-best-supper-clubs	55	53	96.36%
/blog/post/top-ideas-for-labor-day-weekend-in-greater-wausau	45	44	93.62%
/blog/post/date-ideas	42	39	88.64%
/blog/post/top-ideas-for-labor-day-weekend-in-greater-wausau-2024	38	35	85.37%
/blog/post/7-free-things-to-do-in-the-wausau-area-this-summer	23	23	95.83%
/blog/post/8-winter-activities-for-families-in-the-wausau-area	18	14	77.78%
/blog/post/find-your-perfect-girls-weekend-in-the-wausau-area	18	11	52.38%
/blog/post/30-things-to-do-this-summer-in-the-wausau-area	17	17	70.83%
/blog/post/cozy-coffee-shops	14	11	78.57%
/blog/post/wausaus-creative-side-10-must-see-murals	12	9	69.23%



PAID MEDIA REPORT



Impressions

13,329

↓ -47.3%

Clicks

2,296

↓ -55.4%

CTR

17.23%

↓ -15.3%

Avg. CPC

\$0.59

↑ 6.4%

Cost

\$1,354.60

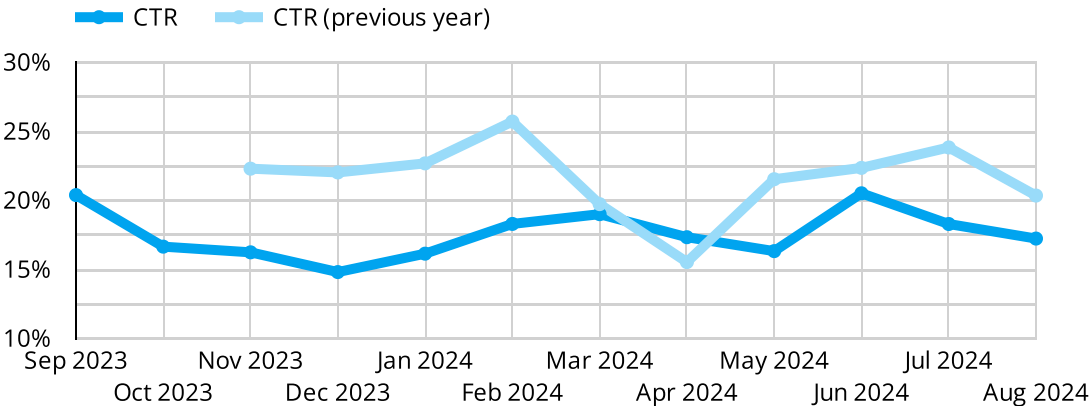
↓ -52.5%

Search Lost IS (budget)

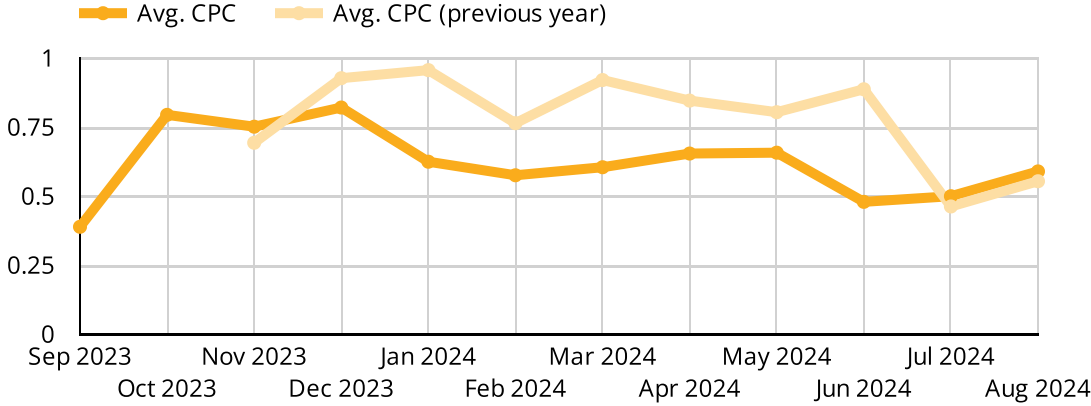
65.48%

↑ 924.7%

Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



Campaign Performance

Campaign	Impressions	Clicks	% Δ		CTR	% Δ	Avg. CPC	Cost
Events	3,818	765	-61.8%	↓	20.04%	-30.5%	\$0.27	\$207.49
Things to Do	3,119	588	-26.1%	↓	18.85%	-23.5%	\$0.45	\$264.8
Brand Tourism	1,027	296	20.3%	↑	28.82%	16.5%	\$0.84	\$247.27
Outdoors	1,143	256	-73.8%	↓	22.4%	11.1%	\$0.84	\$214.12
Dining	3,037	235	-71.0%	↓	7.74%	-47.1%	\$0.89	\$208.94
Accommodations	1,185	156	-50.8%	↓	13.16%	56.0%	\$1.36	\$211.99

Top 5 - Campaign	Top 4 - Ad group	Impressions		Clicks	CTR	Avg. CPC	Cost
Events	Events	3,645	720	<div></div>	19.75%	\$0.29	\$206.53
	ARTrageous	171	45	<div></div>	26.32%	\$0.02	\$0.96
	Annual Events	2	0	<div></div>	0%	\$0	\$0
	Taste & Glow	0	0	<div></div>	0%	\$0	\$0
	Total	3,818		765	20.04%	\$0.27	\$207.49
Things to Do	Things to Do	2,947	570	<div></div>	19.34%	\$0.46	\$261.67
	Shopping	116	13	<div></div>	11.21%	\$0.14	\$1.78
	Nightlife	40	3	<div></div>	7.5%	\$0.37	\$1.11
	Arts, Culture & History	15	1	<div></div>	6.67%	\$0.22	\$0.22
	Total (16) ⓘ	3,119		588	18.85%	\$0.45	\$264.8
Brand Tourism	Wausau Visitor(s)	960	263	<div></div>	27.4%	\$0.85	\$223.74
	Wausau Travel & Tourism	55	26	<div></div>	47.27%	\$0.69	\$17.85
	Wausau	12	7	<div></div>	58.33%	\$0.81	\$5.68
	Total	1,027		296	28.82%	\$0.84	\$247.27
Outdoors	Hiking & Biking	1,070	253	<div></div>	23.64%	\$0.85	\$213.84
	Pools & Waterparks	73	3	<div></div>	4.11%	\$0.09	\$0.28
	Canoeing & Kayaking	0	0	<div></div>	0%	\$0	\$0
	Cross Country Skiing & Snowshoeing	0	0	<div></div>	0%	\$0	\$0
	Total (10) ⓘ	1,143		256	22.4%	\$0.84	\$214.12
Dining	Dining	2,935	215	<div></div>	7.33%	\$0.91	\$194.59
	Craft Beverages	90	19	<div></div>	21.11%	\$0.72	\$13.68
	Cozy Coffee Shops	12	1	<div></div>	8.33%	\$0.67	\$0.67
	Appetizer Adventure	0	0	<div></div>	0%	\$0	\$0
	Total (6) ⓘ	3,037		235	7.74%	\$0.89	\$208.94



GOOGLE ADS KEYWORD SUMMARY - SEARCH ADS

Aug 1, 2024 - Aug 31, 2024

Top 5 - Campaign	Top 4 - Search keyword	Impressions		Clicks	CTR	Avg. CPC	Cost
Events	wausau events	472	172	<div></div>	36.44%	\$0.27	\$45.64
	wausau area events	605	116	<div></div>	19.17%	\$0.26	\$29.76
	events in wausau wi	401	51	<div></div>	12.72%	\$0.28	\$14.17
	wausau calendar of events	364	48	<div></div>	13.19%	\$0.25	\$11.96
	Total (22) ⓘ	3,818	765		20.04%	\$0.27	\$207.49
Things to Do	things to do in wausau wisconsin	329	79	<div></div>	24.01%	\$0.54	\$42.7
	things to do in wausau wi	284	70	<div></div>	24.65%	\$0.36	\$25.46
	things to do wausau wisconsin	231	51	<div></div>	22.08%	\$0.48	\$24.64
	what to do wausau	225	51	<div></div>	22.67%	\$0.62	\$31.81
	Total (39) ⓘ	3,119	588		18.85%	\$0.45	\$264.8
Brand Tourism	visit wausau	417	125	<div></div>	29.98%	\$0.62	\$77.65
	visit wausau wi	430	85	<div></div>	19.77%	\$1.23	\$104.28
	wausau visitors bureau	54	21	<div></div>	38.89%	\$0.58	\$12.09
	wausau tourism	28	16	<div></div>	57.14%	\$0.43	\$6.95
	Total (13) ⓘ	1,027	296		28.82%	\$0.84	\$247.27
Outdoors	wausau hiking trails	297	72	<div></div>	24.24%	\$0.94	\$67.48
	wausau biking trails	132	44	<div></div>	33.33%	\$0.79	\$34.86
	rib mountain state park trails	83	18	<div></div>	21.69%	\$0.84	\$15.11
	wausau bike trail map	54	17	<div></div>	31.48%	\$0.75	\$12.75
	Total (32) ⓘ	1,143	256		22.4%	\$0.84	\$214.12
Dining	best restaurants in wausau	330	52	<div></div>	15.76%	\$0.78	\$40.31
	wausau restaurants	854	41	<div></div>	4.8%	\$0.89	\$36.67
	dining wausau wisconsin	224	23	<div></div>	10.27%	\$1.34	\$30.8
	wausau area restaurants	402	18	<div></div>	4.48%	\$1.01	\$18.1
	Total (34) ⓘ	3,037	235		7.74%	\$0.89	\$208.94

Impressions

12,736

36.7%

Clicks

795

5.6%

CTR

6.24%

-22.8%

CPC

\$0.29

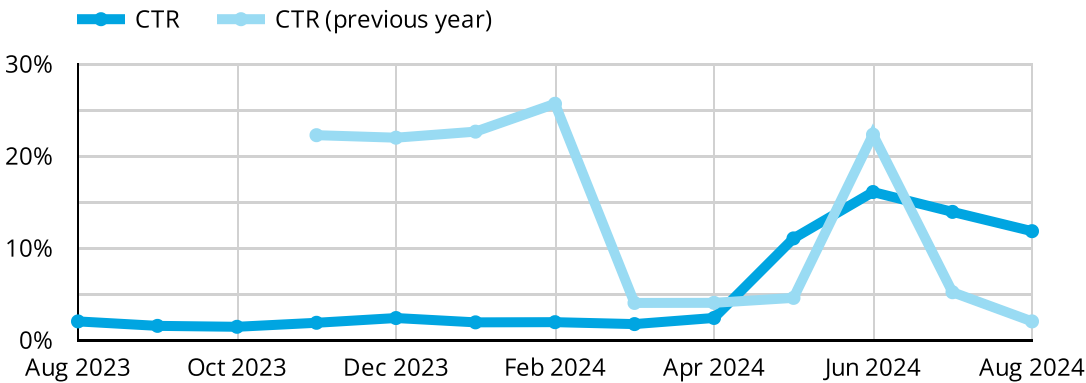
-37.0%

Cost

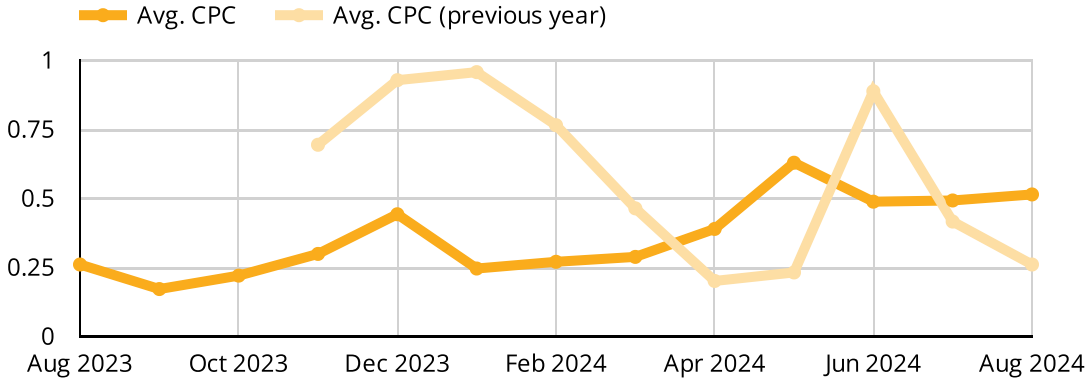
\$233.65

-33.5%

Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)

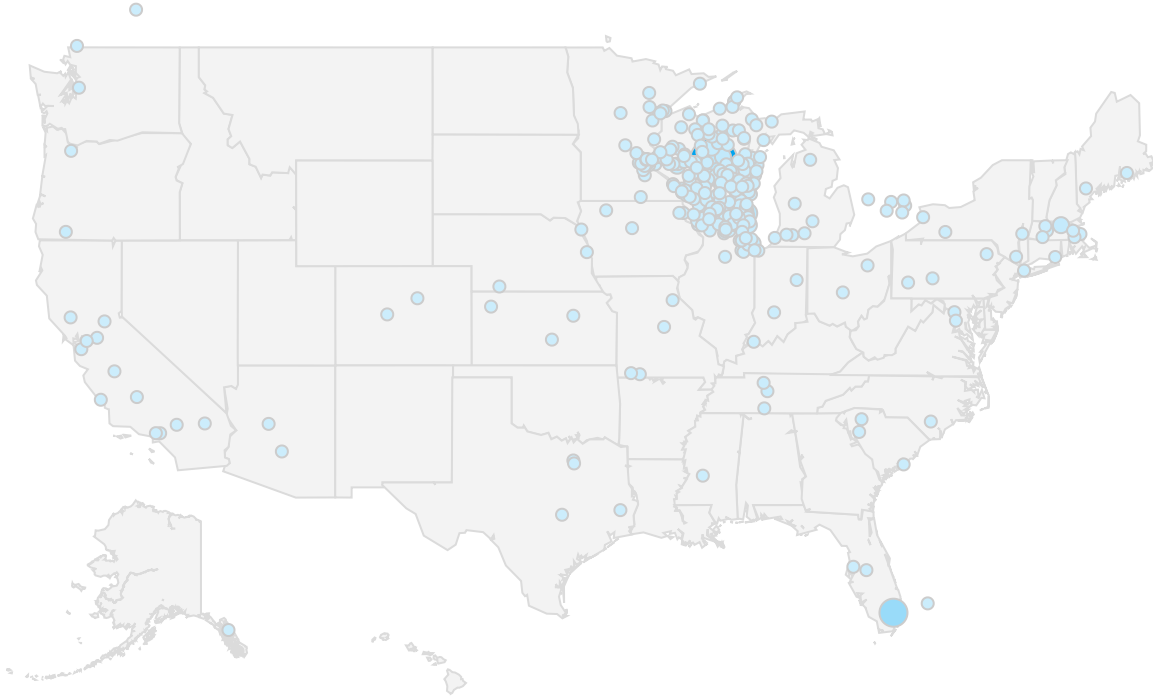


Campaign Performance

Campaign	Impressions	Clicks	% Δ	CTR	% Δ	Avg. CPC	Cost	% Δ
Blossom of Lights 2024 - Performance Max - SV	7,436	481	-	6.47%	-	\$0.18	\$84.19	-
Wisconsin's Basecamp - Performance Max	5,300	314	-	5.92%	-	\$0.48	\$149.45	-

Paid Search By City (Clicks)

City	Total Clicks
Wausau	740
Weston	184
Kronenwetter	111
Stevens Point	84
Marshfield	72
Rothschild	65
Milwaukee	63
Madison	61
Merrill	53
Antigo	37
Green Bay	33
Wisconsin Rapids	32
Hobart	32
Eau Claire	30
Fitchburg	28
Appleton	28
Chicago	27
Oshkosh	22
Tomahawk	21
Kenosha	19



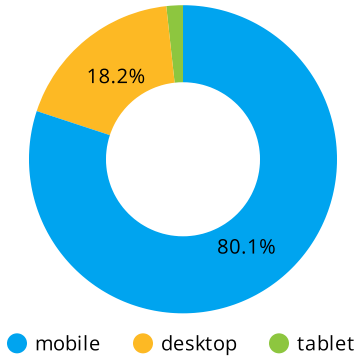
Paid Search Sources

Session source	Engaged sessions ▾	% Δ	Active users	Avg. Engagement Time	Engagement rate
google	1,982	-80.8% ↓	1,950	00:01:27	83.73%

By Device Category

Device category	Engaged sessions ▾	% Δ	Active users	Avg. Engagement Time	Engagement rate
mobile	1,563 <div></div>	-83.4% ↓	1,560 <div></div>	00:01:18	83.45%
desktop	380 <div></div>	-54.1% ↓	357 <div></div>	00:02:04	85.2%
tablet	37 <div></div>	-68.1% ↓	34 <div></div>	00:01:54	80.43%

Device Category (Total Users)



By Campaign

Session campaign	Engaged sessions	Active users ▾	Avg. Engagement Time	Engagement rate
(organic)	19,410 <div></div>	19,702 <div></div>	00:00:44	74.71%
(direct)	1,938 <div></div>	4,459 <div></div>	00:00:21	38.31%
Things to Do	1,380 <div></div>	1,716 <div></div>	00:00:35	70.05%
Outdoors	1,304 <div></div>	1,675 <div></div>	00:00:18	69.7%
(referral)	1,171 <div></div>	1,274 <div></div>	00:00:30	75.94%
Accommodations	479 <div></div>	627 <div></div>	00:00:28	69.12%
Events	518 <div></div>	524 <div></div>	00:01:32	88.85%
Food & Drink	456 <div></div>	498 <div></div>	00:00:25	83.06%
Meetings	61 <div></div>	380 <div></div>	00:00:02	14.29%
Grand total	27,847	31,564	00:00:39	68.61%

By Landing Page

Landing page	Total users	Engaged sessions	Avg. Engagement Time	Engagement rate	Conversions
/things-to-do	581	536	00:01:32	86.45%	1,400
/events	494	490	00:01:49	96.84%	367
/basecamp	233	211	00:01:39	88.66%	372
/	199	185	00:01:52	84.09%	313
/outdoor-activities/hiking-trails	161	170	00:01:09	100%	694
/restaurants	153	149	00:01:25	87.65%	197
(not set)	88	3	00:00:00	3.37%	1
/places-to-stay/hotels-motels	73	69	00:02:15	94.52%	150
/events/annual-events-festivals/ausaus- artrageous-weekend	36	28	00:00:24	71.79%	14
/outdoor-activities	23	29	00:00:34	100%	54
/restaurants/breweries-wineries-and- distilleries	20	15	00:00:42	75%	28
/places-to-stay/bed-breakfast	15	15	00:01:02	100%	27
/things-to-do/shopping-retail	11	8	00:01:15	72.73%	7
/events/ausau-area-events-calendar	10	10	00:00:35	76.92%	8
/listing/monk-botanical-gardens/1183	9	7	00:00:04	41.18%	5
/things-to-do/arts-culture-and-history	6	2	00:00:01	22.22%	0
/plan-your-visit/the-great-nearby	5	2	00:00:12	40%	0
/listing/rib-mountain-state-park/1508	4	1	00:00:03	25%	1
/blog/post/some-of-the-best-fall-colors-in- wisconsin-are-in-ausau	3	2	00:05:10	66.67%	8
...

PAID SEARCH CONVERSION SUMMARY

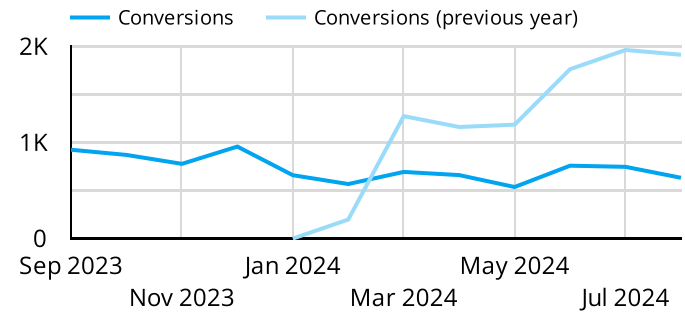
Aug 1, 2024 - Aug 31, 2024

PARTNER REFERRAL

Conversions

633

Date (Year Month) ▾	Conversions
Aug 2024	633
Jul 2024	747
Jun 2024	759
May 2024	537
Apr 2024	661
Mar 2024	694
Feb 2024	568
Jan 2024	660
Dec 2023	958
Nov 2023	778
Oct 2023	871
Sep 2023	925

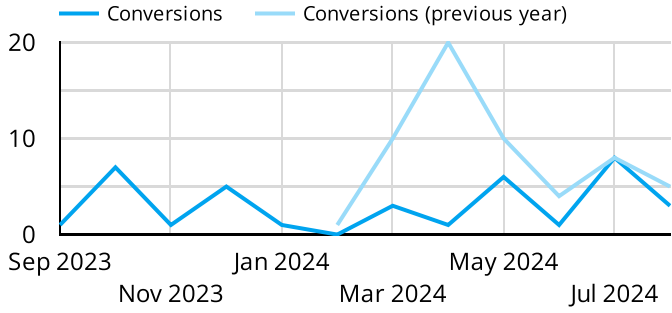


VISITOR GUIDE REQUEST

Conversions

3

Date (Year Month) ▾	Conversions
Aug 2024	3
Jul 2024	8
Jun 2024	1
May 2024	6
Apr 2024	1
Mar 2024	3
Jan 2024	1
Dec 2023	5
Nov 2023	1
Oct 2023	7
Sep 2023	1

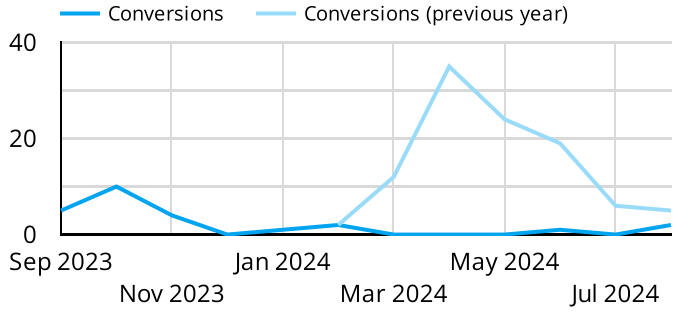


ENEWS SIGNUPS

Conversions

2

Date (Year Month) ▾	Conversions
Aug 2024	2
Jun 2024	1
Feb 2024	2
Jan 2024	1
Nov 2023	4
Oct 2023	10
Sep 2023	5



Conversion by Campaign

Top 5 - Event name	Top 5 - Campaign	Conversions
vg_request	Wisconsin's Basecamp - Performance Max	1
	Brand Tourism	1.6
	(organic)	0.4
	Total	3
three_pages_per_session	Wisconsin's Basecamp - Performance Max	111.87
	Things to Do	225.05
	Outdoors	40.8
	Last Call for Summer Fun! Fall Preview Inside	0.21
	Events	130.63
	Total (11)	764
partner_referral	Wisconsin's Basecamp - Performance Max	62.43
	Things to Do	180.01
	Outdoors	30.75
	Events	75.58
	Dining	117.24
	Total (10)	633
outdoor_rec_page_view	Wisconsin's Basecamp - Performance Max	204.97
	Things to Do	722.75
	Outdoors	582.35
	Events	47.42
	Dining	6
	Total (9)	1,892
external_link	Wisconsin's Basecamp - Performance Max	55.48
	Things to Do	77.19



PAID SOCIAL REPORT



Link clicks

6,342

↓ -17.0%

Impressions

355,703

↓ -38.2%

CTR

3.90%

↑ 11.0%

CPC

\$0.11

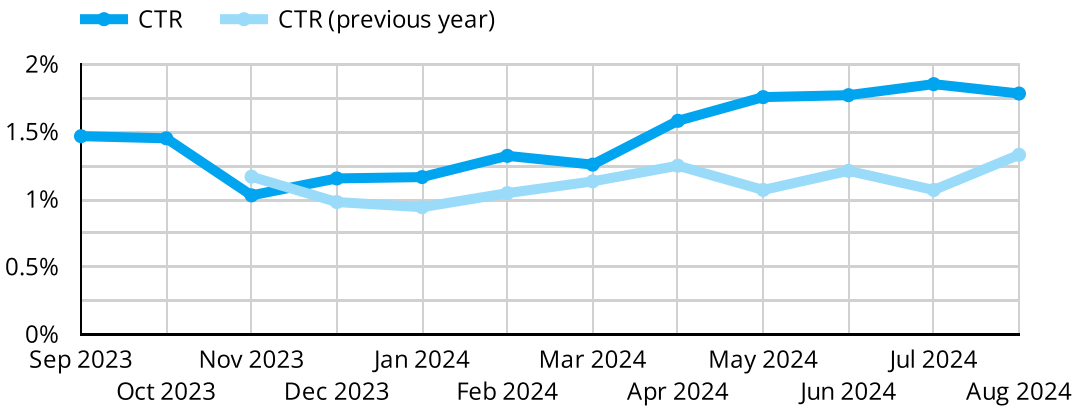
↓ -14.1%

Amount spent

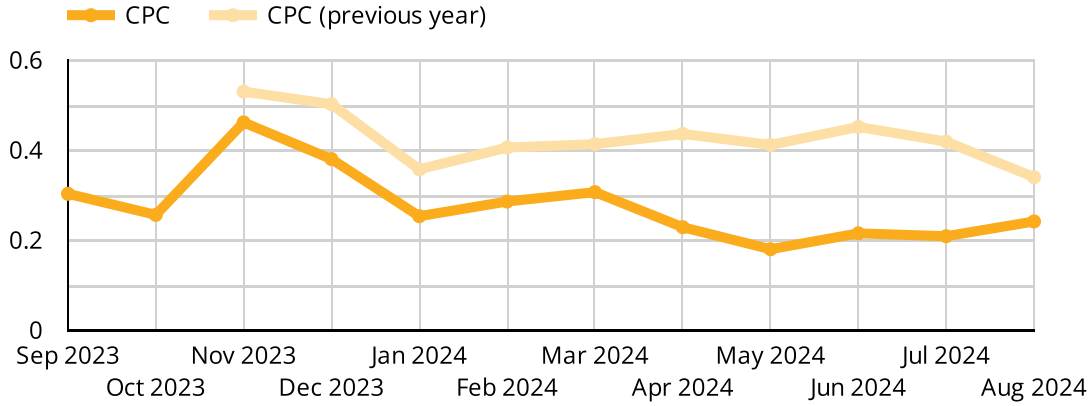
1,533.48

↓ -41.0%

Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



User Engagement

Page likes

40

↑ N/A

Post shares

44

↓ -56.0%

Post reactions

458

↓ -44.5%

Post comments

10

↓ -66.7%

Campaign Performance

Campaign name	Impressions	Link clicks	% Δ	CTR	CPC	Cost
Things to Do	105,181	1,740	-18.9% ↓	1.65%	\$0.26	\$449.08
Outdoors	71,612	1,358	-33.2% ↓	1.9%	\$0.15	\$201.16
Wisconsin's Basecamp	34,561	1,017	-	2.94%	\$0.2	\$202.61
Food & Drink	23,582	698	-46.7% ↓	2.96%	\$0.14	\$100.72
Accommodations	63,077	684	115.8% ↑	1.08%	\$0.29	\$201.64
Meetings	42,130	544	300.0% ↑	1.29%	\$0.37	\$202.21
Grand total	355,703	6,342	-17.0% ↓	1.78%	\$0.24	\$1,533.48

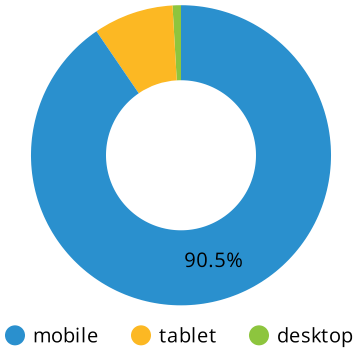
By Source

Session source	Active users ▾	% Δ	Sessions	Avg. Engagement Time	Engagement rate	Conversions
facebook.com	4,102	-25.7% ↓	4,564	00:00:13	63.8%	3,206

By Device Category

Device category	Active users ▾	% Δ	Sessions	Avg. Engagement Time	Conversions
mobile	3,711 <div></div>	-26.8% ↓	4,101 <div></div>	00:00:13	2,985
tablet	354 <div></div>	-12.4% ↓	406 <div></div>	00:00:13	177
desktop	37 <div></div>	-27.5% ↓	41 <div></div>	00:00:37	44

Device Category (Users)



By Campaign

Session campaign	Active users ▾	Sessions	Avg. Engagement Time	Engagement rate	Conversions
Outdoors	1,515 <div></div>	1,693 <div></div>	00:00:13	67.22%	2,633
Things to Do	1,225 <div></div>	1,335 <div></div>	00:00:15	66.22%	259
Accommodations	512 <div></div>	550 <div></div>	00:00:04	64.18%	65
Food & Drink	498 <div></div>	549 <div></div>	00:00:25	83.06%	238
Meetings	380 <div></div>	427 <div></div>	00:00:02	14.29%	9
Lead Form	8 <div></div>	8 <div></div>	00:00:46	75%	2
Grand total	4,102	4,564	00:00:13	63.8%	3,206