



# DIGITAL MARKETING REPORT

Visit Wausau

April, 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<br>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"><li>- A session will end when there has been more than a 30-minute period of inactivity (depending on the session timeout settings).</li><li>- Sessions are not restarted at midnight or when new campaign parameters are encountered.</li><li>- If a users comes back after a session has timed out, it will start a new session.</li></ul> | <p>Period of time a user is actively engaged with your website or app.</p> <ul style="list-style-type: none"><li>- 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.</li><li>- If a user comes back after a session timeout, it will start a new session.</li><li>- 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.</li></ul> |
| 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> |



## Overall Traffic

In April, the site saw a total of approx. 32,000 users (-38% YOY) and 37,000 sessions (-40% YOY), with 21,000 engaged sessions (-8% YOY), for an engagement rate of 57%. This decline is the result of large losses in traffic from multiple channels, including Paid Search (-94% YOY), Referral (-46% YOY), and Paid Social (-41% YOY).

The top channels driving traffic to the website were Organic Search (38% of total users), Direct (34%), and Paid Social (16%).

## Organic Traffic

There were approx. 12,000 organic users this month (+47% YOY) and 15,000 sessions (+48% YOY), with 11,000 engaged sessions (+52% YOY), for an engagement rate of 74%.

The Events Calendar was the top landing page, with 1,200 users (+96% YOY). The Taste & Glow page saw the largest YOY growth of the top landing pages, seeing an increase of 5,200%. Other notable increases were Things to Do (+189% YOY) and Shopping-Retail (+81% YOY).

The site received over 12,000 organic clicks (+46% YOY) and 970,000 impressions (+75% YOY). The CTR decreased by -17% YOY, but the ARP improved by -4% YOY.

"Wausau" was the top search query, garnering 205 clicks (+11% YOY), though this unspecific term only has a 1% CTR. More specific terms, like "things to do in Wausau WI" (+406% YOY) has a healthier CTR of 17%.

"Marathon park events" saw the largest YOY growth (+4,600%). This traffic was split between the listing page and the events calendar.

"Wausau balloon fest 2024" was the only event-specific search term this month in the top 20 (exempting Badger State Games). This traffic was directed to the Taste & Glow page, but name recognition of this event seems low as "Taste & Glow" did not appear in the top 10 search terms directing traffic to that page.

## 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 Q3 2024
- \*Q4 2024 keyword research

## Organic Summary

Sessions

15,114

↑ 47.7%

Engaged sessions

11,221

↑ 51.6%

Listing Referrals

3,778

↑ 39.8%

Event Referrals

424

↑ 22.5%

Newsletter Signups

1

↓ -93.3%

Visitor Guide Requests

16

↓ -11.1%

**\*Wisconsin Valley Fair content**

Consider creating a blog post or child page under Annual Events to host all the information on the fair. Include the schedule of events, concert details, demonstrations and displays, typical food vendors, information on ticket prices/admission policy, etc. Update the [event listing](#) and [business listing](#) to include links to the evergreen content to encourage user engagement.

Reference: [York State Fair](#)

*Keyword Research:*

- Wisconsin Valley Fair, 1,900 AMS*
- Wausau fair, 1,000 AMS*
- Wisconsin Valley Fair Wausau Wisconsin, 590 AMS*
- Wausau Wisconsin Fair, 320 AMS*
- Wisconsin Valley Fair Wausau, 210 AMS*
- Wausau WI fair, 170 AMS*
- Wisconsin Valley Fair tickets, 110 AMS*
- Wausau Fair lineup, 50 AMS*
- Wisconsin Valley Fair demolition derby, 30 AMS*

**\*Hmong Festival & Restaurant content**

Ahead of the [Hmong Festival](#) in late July, add the festival to your events calendar and include internal links on both pages to encourage user engagement. Additionally, add copy to the [Hmong Cuisine](#) page to allow for opportunities to link the Hmong Festival page and related organizations/businesses, like the Hmong American Center or the From Laos to America Museum so interested users can learn more about Hmong culture.

*Keyword Research:*

- |   |   |
|---|---|
| <i>Hmong food, 4,400 AMS</i>              | <i>Hmong festival Wausau, 50 AMS</i>    |
| <i>Hmong food near me, 1,000 AMS</i>      | <i>Wausau Hmong festival, 30 AMS</i>    |
| <i>Hmong foods, 720 AMS</i>               | <i>Hmong festival Wisconsin, 20 AMS</i> |
| <i>Hmong restaurant, 720 AMS</i>          | <i>Hmong cuisine near me, 20 AMS</i>    |
| <i>Hmong restaurants near me, 390 AMS</i> |   |
| <i>Hmong festival, 170 AMS</i>            |   |
| <i>Hmong cuisine, 170 AMS</i>             |   |



# PAID MEDIA EXECUTIVE SUMMARY

Apr 1, 2024 - Apr 30, 2024

▼

- Highlights:
- > Account level Engagement rate has had significant growth, up over 347% compared to previous period.

> Account level Conversions with significant growth as well, up by over 66% compared to the previous year.

> High CTR for search campaigns, currently at 17% and up over 11%.

> Considerable decrease in CPC for search campaigns as well, down by over 22%.

> Google Average Engagement time for Events, Brand Tourism, Dining and Things to Do ranging from 1:27 - 1:51 minutes, way higher than industry average.

> Average Facebook CTR, up by over 39%, demonstrating relevant content is being served to a highly interested audience.

> Average Facebook CPC has also decreased by over 52% compared to previous period.
- Lowlights:
- > Account-level CTR appears to be down YoY, however, this was due to a shift in resources toward performance max rather than all paid search. Simpleview suggests a continued effort in maintaining reach to the website through the use of both types of campaigns.
- Opportunities:
- > Continued conversations around what is to come in the coming months prioritizing seasonal activities and events.

## KPI Summary

|                       |                  |                 |             |            |  |
|-----------------------|------------------|-----------------|-------------|------------|--|
| Engagement Metrics    | Engaged sessions | Engagement rate | Conversions |            |  |
|                       | 2,904            | 88.24%          | 5,494       |            |  |
|                       | ↓ -54.6%         | ↑ 347.4%        | ↑ 66.9%     |            |  |
| Google Search Metrics | Clicks           | CTR             | Avg. CPC    | Cost       |  |
|                       | 2,458            | 9.92%           | \$0.62      | \$1,516.14 |  |
|                       | ↑ 1.5%           | ↓ -47.8%        | ↑ 1.9%      | ↑ 3.5%     |  |

| Event name              | Conversions |
|-------------------------|-------------|
| outdoor_rec_page_view   | 3,744       |
| three_pages_per_session | 720         |
| partner_referral        | 661         |
| external_link           | 367         |
| digital_vg_views        | 1           |
| Grand total             | 5,494       |



# SEO REPORT





# OVERALL TRAFFIC SUMMARY

Apr 1, 2024 - Apr 30, 2024

Active Users  
32,396  
↓ -38.0%

Sessions  
37,330  
↓ -39.7%

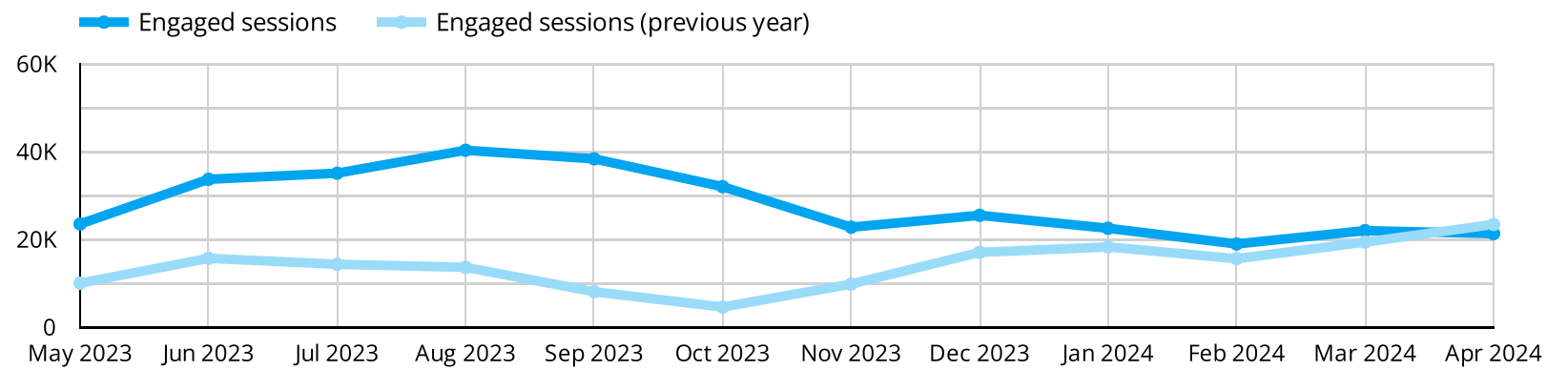
Engaged Sessions  
21,380  
↓ -7.9%

Engagement Rate  
57.27%  
↑ 52.9%

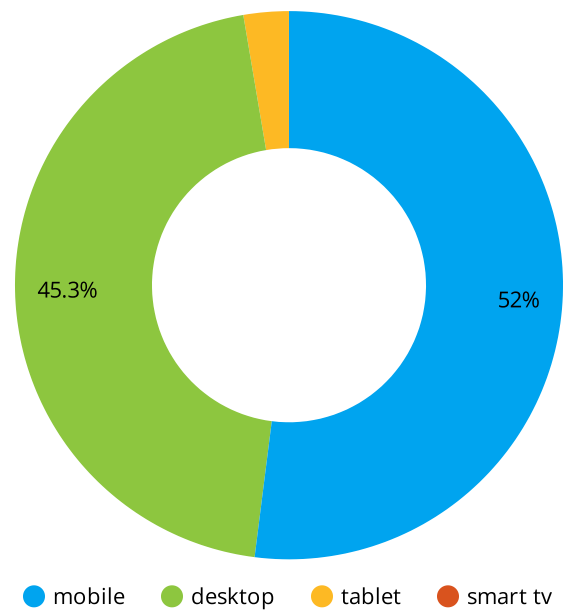
Avg. Engagement Time  
00:00:34  
↑ 43.4%

Conversions  
23,228  
↑ 62.9%

## 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                | 12,238       | 11,221           | 00:00:59             |
| Direct                        | 10,905       | 1,679            | 00:00:07             |
| Paid Social                   | 5,205        | 4,392            | 00:00:08             |
| Paid Search                   | 1,622        | 1,641            | 00:01:47             |
| Cross-network                 | 1,264        | 1,272            | 00:00:19             |
| Organic Social                | 903          | 766              | 00:00:19             |
| Referral                      | 274          | 281              | 00:01:13             |
| Unassigned                    | 194          | 12               | 00:00:18             |
| Email                         | 170          | 170              | 00:01:54             |
| Organic Video                 | 32           | 39               | 00:00:06             |

Organic Search Sessions (Self, Region, All DMOs)

i

No Data Set Access

Insufficient permissions to the underlying data set.

[See details](#)

Website performances versus DMO averages?

| Engagement Time per Session |          |           |         |
|-----------------------------|----------|-----------|---------|
| Channel                     | Industry | Your Site | % Diff  |
| organic search              | 00:01:00 | 00:00:51  | -15.82% |
| paid search                 | 00:00:46 | 00:01:26  | 87.2%   |
| Grand total                 | 00:00:40 | 00:00:31  | -23.01% |

| Pages per Session |          |           |         |
|-------------------|----------|-----------|---------|
| Channel           | Industry | Your Site | % Diff  |
| organic search    | 2.23     | 2.29      | 2.78%   |
| paid search       | 2.27     | 4.71      | 107.13% |
| Grand total       | 1.98     | 2.04      | 3.25%   |

| Engagement Rate |          |           |        |
|-----------------|----------|-----------|--------|
| Channel         | Industry | Your Site | % Diff |
| organic search  | 69.55%   | 71.59%    | 2.92%  |
| paid search     | 62.51%   | 87.84%    | 40.53% |
| Grand total     | 59.55%   | 54%       | -9.33% |



# ORGANIC TRAFFIC SUMMARY

Apr 1, 2024 - Apr 30, 2024

Active users

12,238

46.8%

Sessions

15,114

47.7%

Engaged Sessions

11,221

51.6%

Engagement Rate

74.24%

2.6%

Engagement Time

00:00:59

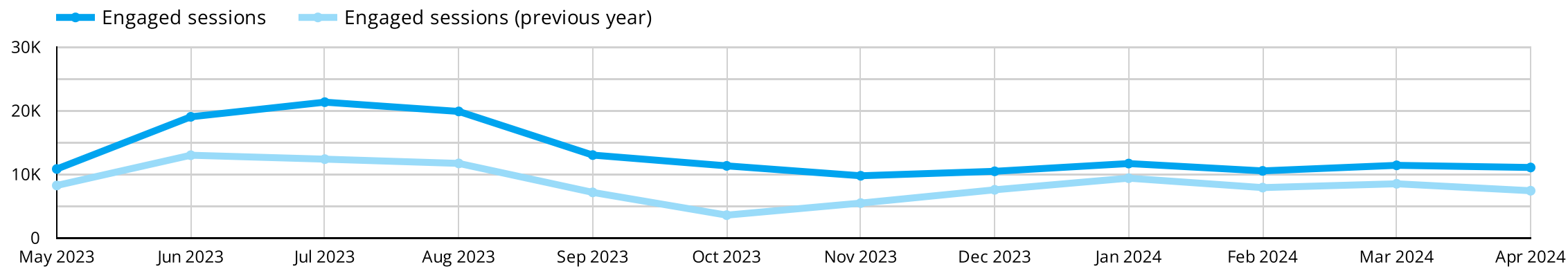
-4.7%

Conversions

9,959

90.1%

## Organic Engaged Sessions over time (Last 12 months YoY)



## Landing Page (Users)

| Landing page  | Active users | Conversions |
|---|--------------|-------------|
| /events/wausau-area-events-calendar                             | 1,208        | 764         |
| /   | 629          | 806         |
| /things-to-do   | 488          | 926         |
| /events/annual-events-festivals/taste-and-glow-balloon-festival | 424          | 194         |
| /restaurants  | 366          | 503         |
| /things-to-do/shopping-retail                                   | 269          | 129         |
| /badger-state-games/summer-games                                | 221          | 245         |
| /events   | 220          | 133         |
| /listing/menards/1147   | 183          | 75          |
| /badger-state-games   | 157          | 177         |
| /45x90-club   | 153          | 31          |

## Conversion Events

| Event name                           | Conversions |
|--------------------------------------|-------------|
| partner_referral                     | 4,202       |
| three_pages_per_session              | 2,045       |
| outdoor_rec_page_view                | 1,965       |
| external_link                        | 1,725       |
| vg_request                           | 16          |
| Add to Cart Button Click   Bandwango | 2           |
| purchase                             | 2           |
| digital_vg_views                     | 1           |
| enews_thankyou                       | 1           |

# 📊 ORGANIC SEARCH QUERY PERFORMANCE

Apr 1, 2024 - Apr 30, 2024

Organic Clicks

12,153

📈 45.9%

Organic Impressions

970,185

📈 74.6%

Organic CTR%

1.25%

📉 -16.5%

Average Ranking Position

13.05

📉 -3.6%

## Organic Search Result Performance

| Query                                | Clicks ▾        | Average Position | Δ       | Site CTR |
|--------------------------------------|-----------------|------------------|---------|----------|
| wausau                               | 205 <div></div> | 5.04             | 0.33 📈  | 1.06%    |
| things to do in wausau wi            | 167 <div></div> | 2.3              | -1.49 📉 | 17.25%   |
| badger state games                   | 157 <div></div> | 1.01             | -0.09 📉 | 65.15%   |
| wausau wi                            | 154 <div></div> | 4.47             | -1.33 📉 | 1.4%     |
| menards wausau                       | 152 <div></div> | 5.52             | -8.05 📉 | 1.18%    |
| badger state games 2024              | 146 <div></div> | 1                | -       | 62.13%   |
| wausau events                        | 78 <div></div>  | 2.39             | -0.01 📉 | 15.57%   |
| wausau restaurants                   | 74 <div></div>  | 2.57             | -0.48 📉 | 5.01%    |
| wausau wisconsin                     | 74 <div></div>  | 5.34             | -1.02 📉 | 1.67%    |
| marathon park events                 | 47 <div></div>  | 1.27             | -2.25 📉 | 17.34%   |
| things to do in wausau               | 45 <div></div>  | 2.72             | -0.49 📉 | 9.62%    |
| wausau balloon fest 2024             | 43 <div></div>  | 3.3              | -       | 37.07%   |
| things to do in wausau today         | 43 <div></div>  | 1.77             | -1.07 📉 | 27.74%   |
| things to do in wausau this weeke... | 40 <div></div>  | 1.84             | 0.02 📈  | 42.55%   |
| city of wausau                       | 37 <div></div>  | 3.03             | -2.49 📉 | 2.67%    |
| wausau events this weekend           | 37 <div></div>  | 1.71             | -0.13 📉 | 17.62%   |
| rib mountain golf course             | 37 <div></div>  | 5                | 1.41 📈  | 6.45%    |
| goodwill wausau                      | 36 <div></div>  | 1.91             | -0.05 📉 | 4.22%    |
| things to do near wausau wi          | 35 <div></div>  | 3.08             | -0.32 📉 | 14.17%   |
| restaurants wausau                   | 32 <div></div>  | 3.37             | 0.11 📈  | 2.38%    |





## Organic Search Result Performance

| Query                                | Landing Page  | Url Clicks ▾    | Impressions | Δ        | URL CTR |
|--------------------------------------|---|-----------------|-------------|----------|---------|
| wausau                               | <a href="https://www.visitwausau.com/">https://www.visitwausau.com/</a>   | 172 <div></div> | 19,245      | -2,988 ↓ | 0.89%   |
| menards wausau                       | <a href="https://www.visitwausau.com/listing/menards/1147/">https://www.visitwausau.com/listing/menards/1147/</a>   | 152 <div></div> | 12,869      | 4,057 ↑  | 1.18%   |
| things to do in wausau wi            | <a href="https://www.visitwausau.com/things-to-do/">https://www.visitwausau.com/things-to-do/</a>   | 147 <div></div> | 968         | -370 ↓   | 15.19%  |
| wausau wi                            | <a href="https://www.visitwausau.com/">https://www.visitwausau.com/</a>   | 133 <div></div> | 10,963      | 129 ↑    | 1.21%   |
| badger state games                   | <a href="https://www.visitwausau.com/badger-state-games/">https://www.visitwausau.com/badger-state-games/</a>   | 113 <div></div> | 241         | -93 ↓    | 46.89%  |
| badger state games 2024              | <a href="https://www.visitwausau.com/badger-state-games/summer-games/">https://www.visitwausau.com/badger-state-games/summer-games/</a>                     | 101 <div></div> | 235         | -        | 42.98%  |
| wausau restaurants                   | <a href="https://www.visitwausau.com/restaurants/">https://www.visitwausau.com/restaurants/</a>   | 73 <div></div>  | 1,478       | -65 ↓    | 4.94%   |
| wausau events                        | <a href="https://www.visitwausau.com/events/wausau-area-events-calendar/">https://www.visitwausau.com/events/wausau-area-events-calendar/</a>               | 71 <div></div>  | 500         | 60 ↑     | 14.2%   |
| wausau wisconsin                     | <a href="https://www.visitwausau.com/">https://www.visitwausau.com/</a>   | 63 <div></div>  | 4,419       | 272 ↑    | 1.43%   |
| badger state games 2024              | <a href="https://www.visitwausau.com/badger-state-games/winter-games/">https://www.visitwausau.com/badger-state-games/winter-games/</a>                     | 53 <div></div>  | 235         | -        | 22.55%  |
| wausau balloon fest 2024             | <a href="https://www.visitwausau.com/events/annual-events-festivals/taste-an...">https://www.visitwausau.com/events/annual-events-festivals/taste-an...</a> | 43 <div></div>  | 113         | -        | 38.05%  |
| things to do in wausau               | <a href="https://www.visitwausau.com/things-to-do/">https://www.visitwausau.com/things-to-do/</a>   | 40 <div></div>  | 466         | -74 ↓    | 8.58%   |
| badger state games                   | <a href="https://www.visitwausau.com/badger-state-games/summer-games/">https://www.visitwausau.com/badger-state-games/summer-games/</a>                     | 39 <div></div>  | 239         | -94 ↓    | 16.32%  |
| things to do in wausau today         | <a href="https://www.visitwausau.com/events/wausau-area-events-calendar/">https://www.visitwausau.com/events/wausau-area-events-calendar/</a>               | 38 <div></div>  | 155         | 32 ↑     | 24.52%  |
| rib mountain golf course             | <a href="https://www.visitwausau.com/listing/rib-mountain-golf-course/1503/">https://www.visitwausau.com/listing/rib-mountain-golf-course/1503/</a>         | 37 <div></div>  | 574         | -349 ↓   | 6.45%   |
| city of wausau                       | <a href="https://www.visitwausau.com/listing/city-of-wausau/378/">https://www.visitwausau.com/listing/city-of-wausau/378/</a>                               | 36 <div></div>  | 1,386       | 288 ↑    | 2.6%    |
| things to do in wausau this week...  | <a href="https://www.visitwausau.com/events/wausau-area-events-calendar/">https://www.visitwausau.com/events/wausau-area-events-calendar/</a>               | 35 <div></div>  | 94          | -24 ↓    | 37.23%  |
| goodwill wausau                      | <a href="https://www.visitwausau.com/listing/goodwill-store-rib-mountain/689/">https://www.visitwausau.com/listing/goodwill-store-rib-mountain/689/</a>     | 35 <div></div>  | 853         | -154 ↓   | 4.1%    |
| wausau events this weekend           | <a href="https://www.visitwausau.com/events/wausau-area-events-calendar/">https://www.visitwausau.com/events/wausau-area-events-calendar/</a>               | 35 <div></div>  | 210         | 55 ↑     | 16.67%  |
| marathon park events                 | <a href="https://www.visitwausau.com/listing/marathon-park/1089/">https://www.visitwausau.com/listing/marathon-park/1089/</a>                               | 34 <div></div>  | 269         | 242 ↑    | 12.64%  |
| restaurants wausau                   | <a href="https://www.visitwausau.com/restaurants/">https://www.visitwausau.com/restaurants/</a>   | 32 <div></div>  | 1,340       | -80 ↓    | 2.39%   |
| wausau hot air balloon festival 2... | <a href="https://www.visitwausau.com/events/annual-events-festivals/taste-an...">https://www.visitwausau.com/events/annual-events-festivals/taste-an...</a> | 29 <div></div>  | 76          | -        | 38.16%  |
| wausau tennis center                 | <a href="https://www.visitwausau.com/listing/wausau-tennis-center/2160/">https://www.visitwausau.com/listing/wausau-tennis-center/2160/</a>                 | 28 <div></div>  | 91          | -        | 30.77%  |

Sessions

406

📈 205.3%

Engaged Sessions

352

📈 222.9%

Active Users

379

📈 213.2%

Conversions

169

📈 218.9%

Engagement Time

00:00:53

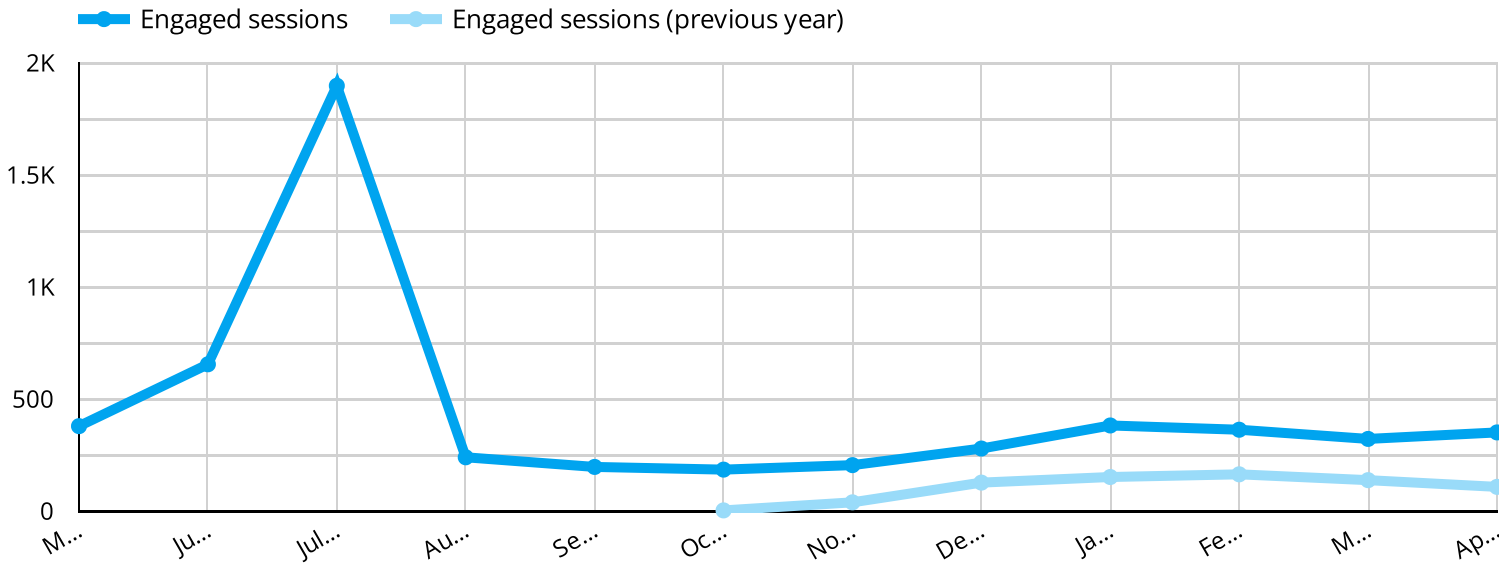
📉 -6.5%

Engagement Rate

86.70%

📈 5.8%

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/10-ways-to-celebrate-mothers-day-in-greater-wausau  | 83             | 75               | 86.21%          |
| /blog/post/greater-wausaus-best-supper-clubs                   | 75             | 75               | 89.29%          |
| /blog/post/date-ideas  | 51             | 48               | 88.89%          |
| /blog/post/wausaus-creative-side-10-must-see-murals            | 26             | 24               | 80%             |
| /blog/post/cozy-coffee-shops                                   | 21             | 17               | 80.95%          |
| /blog/post/30-things-to-do-this-summer-in-the-wausau-area      | 18             | 18               | 100%            |
| /blog/post/find-your-perfect-girls-weekend-in-the-wausau-area  | 18             | 18               | 94.74%          |
| /blog/post/7-free-things-to-do-in-the-wausau-area-this-summer  | 10             | 10               | 100%            |
| /blog/post/8-winter-activities-for-families-in-the-wausau-area | 9              | 8                | 88.89%          |
| /blog/post/your-wausau-area-spring-bucket-list                 | 7              | 6                | 85.71%          |



# PAID MEDIA REPORT





Impressions

12,491

↓ -35.1%

Clicks

2,164

↓ -27.6%

CTR

17.32%

↑ 11.6%

Avg. CPC

\$0.65

↓ -22.7%

Cost

\$1,416.85

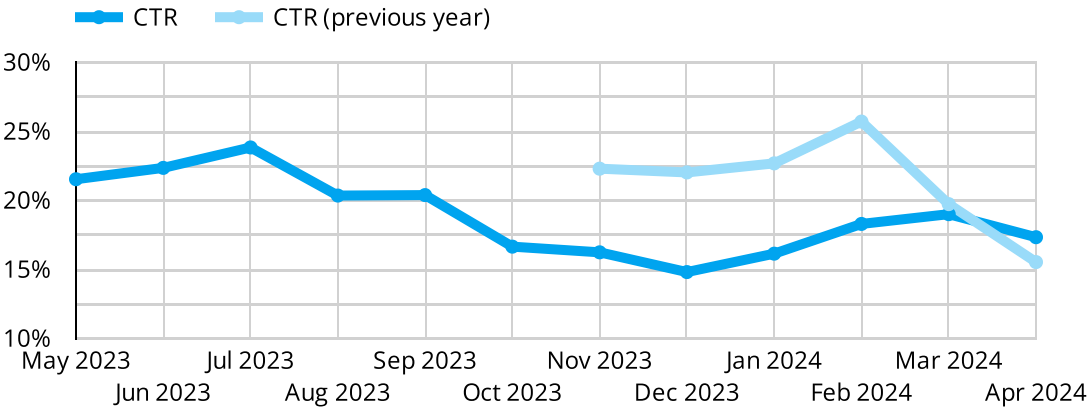
↓ -44.0%

Search Lost IS (budget)

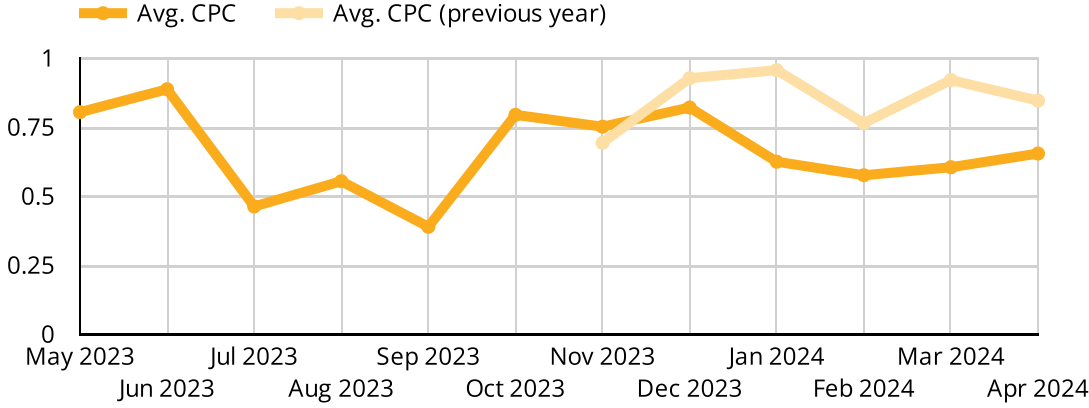
57.00%

↑ N/A

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         | 3,344       | 746    | -5.6%    | 22.31% | 8.2%   | \$0.31   | \$230.45 |
| Things to Do   | 2,829       | 629    | -48.7%   | 22.23% | -5.3%  | \$0.47   | \$294.98 |
| Dining         | 3,085       | 258    | 1,742.9% | 8.36%  | -24.7% | \$0.92   | \$237.91 |
| Brand Tourism  | 985         | 224    | 69.7%    | 22.74% | -42.5% | \$1.02   | \$229.04 |
| Outdoors       | 1,176       | 217    | 152.3%   | 18.45% | -18.7% | \$1.08   | \$234.52 |
| Accommodations | 1,072       | 90     | 1,185.7% | 8.4%   | 19.9%  | \$2.11   | \$189.96 |

| Top 5 - Campaign | Top 4 - Ad group                   | Impressions |     | Clicks      | CTR    | Avg. CPC | Cost     |
|------------------|------------------------------------|-------------|-----|-------------|--------|----------|----------|
| Events           | Events                             | 3,344       | 746 | <div></div> | 22.31% | \$0.31   | \$230.45 |
|                  | ARTrageous                         | 0           | 0   | <div></div> | 0%     | \$0      | \$0      |
|                  | Annual Events                      | 0           | 0   | <div></div> | 0%     | \$0      | \$0      |
|                  | Taste & Glow                       | 0           | 0   | <div></div> | 0%     | \$0      | \$0      |
|                  | Total                              | 3,344       | 746 |             | 22.31% | \$0.31   | \$230.45 |
| Things to Do     | Things to Do                       | 2,519       | 605 | <div></div> | 24.02% | \$0.47   | \$287.05 |
|                  | Shopping                           | 172         | 12  | <div></div> | 6.98%  | \$0.17   | \$2.02   |
|                  | Nightlife                          | 107         | 7   | <div></div> | 6.54%  | \$0.24   | \$1.67   |
|                  | Arts, Culture & History            | 29          | 5   | <div></div> | 17.24% | \$0.85   | \$4.24   |
|                  | Total (16) ⓘ                       | 2,829       | 629 |             | 22.23% | \$0.47   | \$294.98 |
| Dining           | Dining                             | 2,967       | 246 | <div></div> | 8.29%  | \$0.92   | \$226.48 |
|                  | Craft Beverages                    | 63          | 8   | <div></div> | 12.7%  | \$0.94   | \$7.56   |
|                  | Cozy Coffee Shops                  | 55          | 4   | <div></div> | 7.27%  | \$0.97   | \$3.87   |
|                  | Appetizer Adventure                | 0           | 0   | <div></div> | 0%     | \$0      | \$0      |
|                  | Total (6) ⓘ                        | 3,085       | 258 |             | 8.36%  | \$0.92   | \$237.91 |
| Brand Tourism    | Wausau Visitor(s)                  | 932         | 210 | <div></div> | 22.53% | \$1.03   | \$216.27 |
|                  | Wausau Travel & Tourism            | 52          | 13  | <div></div> | 25%    | \$0.89   | \$11.51  |
|                  | Wausau                             | 1           | 1   | <div></div> | 100%   | \$1.26   | \$1.26   |
|                  | Total                              | 985         | 224 |             | 22.74% | \$1.02   | \$229.04 |
| Outdoors         | Hiking & Biking                    | 1,106       | 205 | <div></div> | 18.54% | \$1.1    | \$226.42 |
|                  | Pools & Waterparks                 | 70          | 12  | <div></div> | 17.14% | \$0.68   | \$8.1    |
|                  | Canoeing & Kayaking                | 0           | 0   | <div></div> | 0%     | \$0      | \$0      |
|                  | Cross Country Skiing & Snowshoeing | 0           | 0   | <div></div> | 0%     | \$0      | \$0      |
|                  | Total (10) ⓘ                       | 1,176       | 217 |             | 18.45% | \$1.08   | \$234.52 |



# GOOGLE ADS KEYWORD SUMMARY - SEARCH ADS

Apr 1, 2024 - Apr 30, 2024

| Top 5 - Campaign | Top 4 - Search keyword           | Impressions  |            | Clicks      | CTR           | Avg. CPC      | Cost            |
|------------------|----------------------------------|--------------|------------|-------------|---------------|---------------|-----------------|
| Events           | wausau events                    | 447          | 194        | <div></div> | 43.4%         | \$0.29        | \$55.42         |
|                  | wausau calendar of events        | 756          | 149        | <div></div> | 19.71%        | \$0.33        | \$49.76         |
|                  | wausau area events               | 478          | 84         | <div></div> | 17.57%        | \$0.36        | \$30.49         |
|                  | wausau events this weekend       | 222          | 66         | <div></div> | 29.73%        | \$0.24        | \$16.07         |
|                  | <b>Total (16)</b> ⓘ              | <b>3,344</b> | <b>746</b> |             | <b>22.31%</b> | <b>\$0.31</b> | <b>\$230.45</b> |
| Things to Do     | things to do in wausau wisconsin | 403          | 112        | <div></div> | 27.79%        | \$0.51        | \$56.63         |
|                  | wausau things to do              | 374          | 108        | <div></div> | 28.88%        | \$0.51        | \$55.11         |
|                  | things to do wausau wi           | 483          | 94         | <div></div> | 19.46%        | \$0.44        | \$41.09         |
|                  | things to do wausau              | 342          | 87         | <div></div> | 25.44%        | \$0.46        | \$40.45         |
|                  | <b>Total (39)</b> ⓘ              | <b>2,829</b> | <b>629</b> |             | <b>22.23%</b> | <b>\$0.47</b> | <b>\$294.98</b> |
| Dining           | best restaurants in wausau       | 1,251        | 144        | <div></div> | 11.51%        | \$0.93        | \$134.58        |
|                  | wausau restaurants               | 1,002        | 66         | <div></div> | 6.59%         | \$0.92        | \$61.04         |
|                  | downtown wausau restaurants      | 182          | 12         | <div></div> | 6.59%         | \$0.61        | \$7.38          |
|                  | dining wausau                    | 177          | 10         | <div></div> | 5.65%         | \$1.11        | \$11.1          |
|                  | <b>Total (21)</b> ⓘ              | <b>3,085</b> | <b>258</b> |             | <b>8.36%</b>  | <b>\$0.92</b> | <b>\$237.91</b> |
| Brand Tourism    | visit wausau                     | 463          | 112        | <div></div> | 24.19%        | \$0.79        | \$88.72         |
|                  | visit wausau wi                  | 406          | 68         | <div></div> | 16.75%        | \$1.44        | \$97.79         |
|                  | wausau visitors bureau           | 61           | 30         | <div></div> | 49.18%        | \$0.99        | \$29.76         |
|                  | wausau tourism                   | 19           | 7          | <div></div> | 36.84%        | \$0.61        | \$4.28          |
|                  | <b>Total (9)</b> ⓘ               | <b>985</b>   | <b>224</b> |             | <b>22.74%</b> | <b>\$1.02</b> | <b>\$229.04</b> |
| Outdoors         | wausau bike trail map            | 155          | 62         | <div></div> | 40%           | \$0.74        | \$45.78         |
|                  | wausau hiking trails             | 215          | 49         | <div></div> | 22.79%        | \$1.11        | \$54.62         |
|                  | wausau biking trails             | 170          | 25         | <div></div> | 14.71%        | \$1.44        | \$35.91         |
|                  | wausau wi hiking trails          | 129          | 16         | <div></div> | 12.4%         | \$0.79        | \$12.62         |
|                  | <b>Total (25)</b> ⓘ              | <b>1,176</b> | <b>217</b> |             | <b>18.45%</b> | <b>\$1.08</b> | <b>\$234.52</b> |



Impressions

166,857

↓ -50.4%

Clicks

2,193

↓ -41.2%

CTR

1.31%

↑ 18.4%

CPC

\$0.13

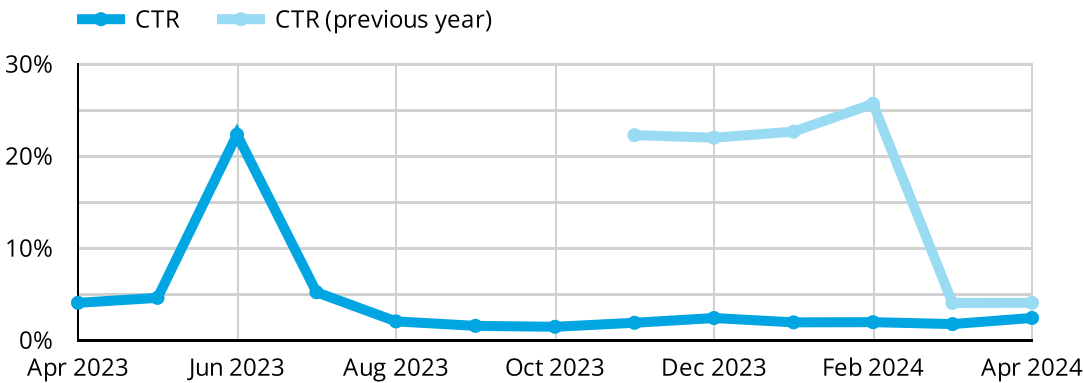
↑ 55.1%

Cost

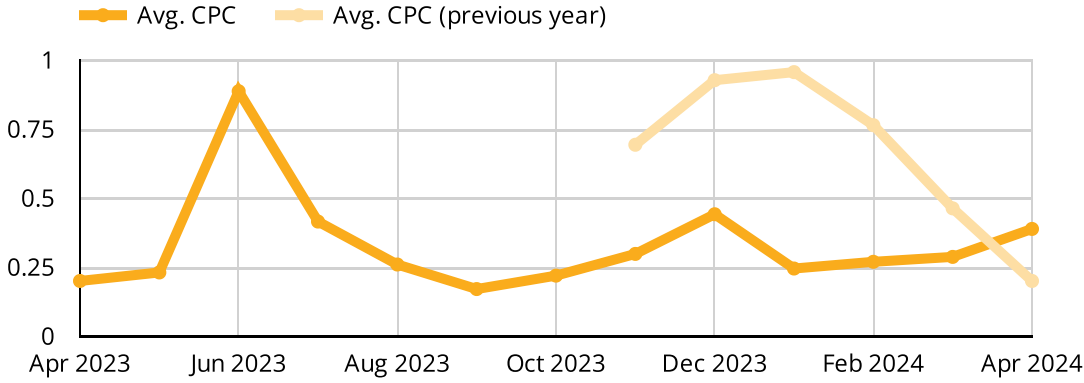
\$277.80

↓ -8.9%

Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)

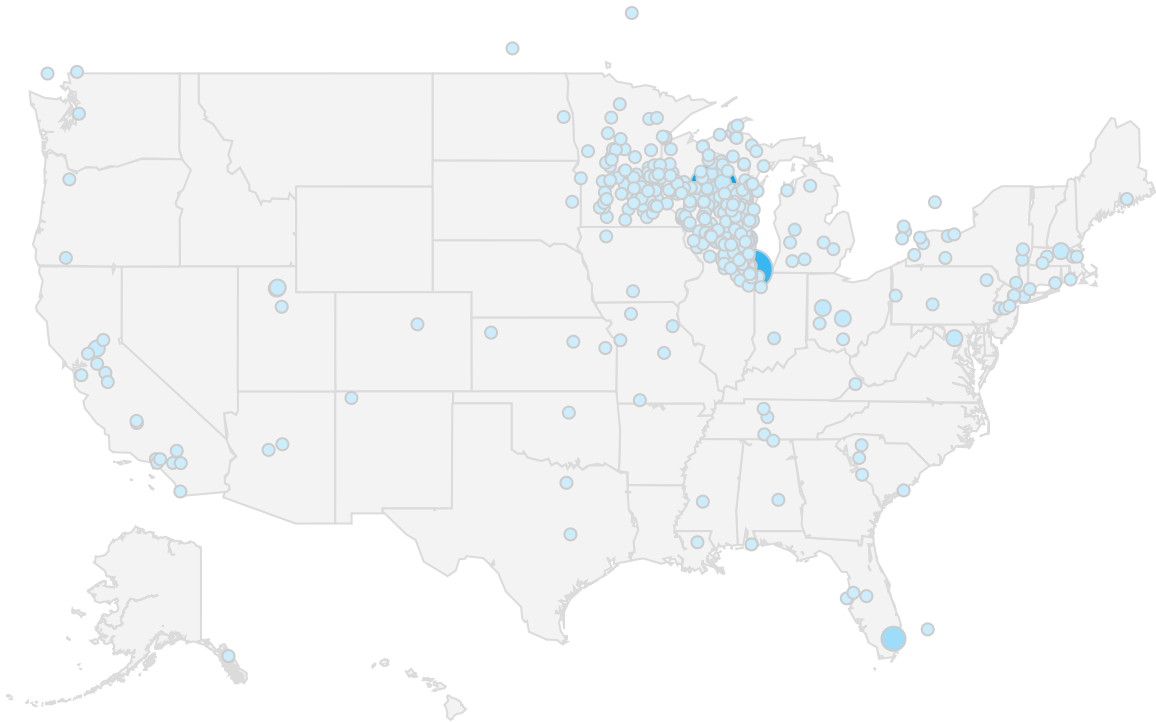


Campaign Performance

| Campaign                               | Impressions | Clicks | % Δ | CTR   | % Δ | Avg. CPC | Cost    | % Δ |
|--|-------------|--------|-----|-------|-----|----------|---------|-----|
| Performance Max - Outdoors             | 154,571     | 1,899  | -   | 1.23% | -   | \$0.09   | \$178.5 | -   |
| Wisconsin's Basecamp - Performance Max | 12,286      | 294    | -   | 2.39% | -   | \$0.34   | \$99.29 | -   |

Paid Search By City (Clicks)

| City             | Total Clicks |
|------------------|--------------|
| Wausau           | 771          |
| Chicago          | 560          |
| Minneapolis      | 240          |
| Weston           | 173          |
| Kronenwetter     | 128          |
| Milwaukee        | 108          |
| Stevens Point    | 99           |
| Saint Paul       | 78           |
| Madison          | 72           |
| Clinton          | 65           |
| Merrill          | 55           |
| Marshfield       | 52           |
| Rothschild       | 51           |
| Maplewood        | 42           |
| Rhineland        | 40           |
| Germantown       | 37           |
| Brooklyn Park    | 36           |
| Eau Claire       | 36           |
| Wisconsin Rapids | 35           |
| Rockford         | 35           |



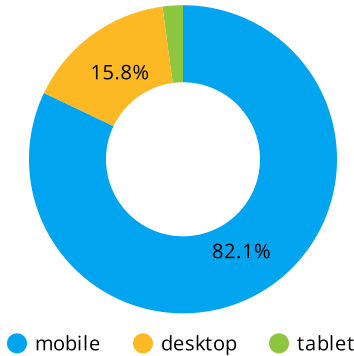
Paid Search Sources

| Session source | Engaged sessions ▾ | % Δ      | Active users | Avg. Engagement Time | Engagement rate |
|----------------|--------------------|----------|--------------|----------------------|-----------------|
| google         | 2,904              | -54.6% ↓ | 2,885        | 00:01:00             | 88.24%          |

By Device Category

| Device category | Engaged sessions ▾ | % Δ      | Active users      | Avg. Engagement Time | Engagement rate |
|-----------------|--------------------|----------|-------------------|----------------------|-----------------|
| mobile          | 2,362 <div></div>  | -57.2% ↓ | 2,368 <div></div> | 00:00:49             | 88.7%           |
| desktop         | 493 <div></div>    | -34.6% ↓ | 457 <div></div>   | 00:01:58             | 91.81%          |
| tablet          | 59 <div></div>     | -46.8% ↓ | 62 <div></div>    | 00:01:09             | 83.1%           |

Device Category (Total Users)



By Campaign

| Session campaign                       | Engaged sessions  | Active users ▾    | Avg. Engagement Time | Engagement rate |
|--|-------------------|-------------------|----------------------|-----------------|
| Performance Max - Outdoors             | 1,178 <div></div> | 1,075 <div></div> | 00:00:13             | 98%             |
| Things to Do                           | 535 <div></div>   | 543 <div></div>   | 00:01:27             | 83.59%          |
| Events                                 | 538 <div></div>   | 522 <div></div>   | 00:01:41             | 91.81%          |
| Wisconsin's Basecamp - Performance Max | 92 <div></div>    | 189 <div></div>   | 00:00:40             | 45.32%          |
| Brand Tourism                          | 185 <div></div>   | 181 <div></div>   | 00:01:45             | 85.25%          |
| Dining                                 | 162 <div></div>   | 169 <div></div>   | 00:01:51             | 90.5%           |
| Outdoors                               | 150 <div></div>   | 144 <div></div>   | 00:01:15             | 95.54%          |
| Grand total                            | 2,904             | 2,885             | 00:01:00             | 88.24%          |



By Landing Page

| Landing page   | Total users ▾ | Engaged sessions | Avg. Engagement Time | Engagement rate | Conversions |
|--|---------------|------------------|----------------------|-----------------|-------------|
| /outdoor-activities  | 1,096         | 1,191            | 00:00:13             | 100%            | 2,464       |
| /things-to-do  | 592           | 555              | 00:01:38             | 89.52%          | 1,314       |
| /events  | 525           | 541              | 00:01:49             | 96.26%          | 388         |
| /basecamp  | 168           | 68               | 00:00:34             | 39.53%          | 121         |
| /restaurants   | 167           | 159              | 00:01:52             | 93.53%          | 279         |
| /  | 146           | 138              | 00:01:45             | 87.34%          | 223         |
| /outdoor-activities/hiking-trails                          | 130           | 134              | 00:01:19             | 100%            | 535         |
| (not set)  | 69            | 3                | 00:00:00             | 4.17%           | 3           |
| /places-to-stay/hotels-motels                              | 39            | 35               | 00:01:30             | 89.74%          | 42          |
| /places-to-stay/bed-breakfast                              | 24            | 24               | 00:00:46             | 100%            | 30          |
| /things-to-do/shopping-retail                              | 12            | 8                | 00:01:20             | 61.54%          | 11          |
| /things-to-do/itineraries/indoor-escapes-in-greater-wausau | 10            | 8                | 00:01:17             | 80%             | 1           |
| /outdoor-activities/pools-waterparks                       | 7             | 7                | 00:01:00             | 100%            | 19          |
| /things-to-do/arts-culture-and-history                     | 5             | 5                | 00:01:13             | 100%            | 15          |
| /things-to-do/nightlife                                    | 5             | 5                | 00:02:28             | 100%            | 11          |
| /restaurants/breweries-wineries-and-distilleries           | 5             | 4                | 00:00:30             | 80%             | 6           |
| /events/wausau-area-events-calendar                        | 5             | 3                | 00:01:18             | 42.86%          | 3           |
| /blog/post/cozy-coffee-shops                               | 4             | 2                | 00:00:21             | 40%             | 0           |
| /outdoor-activities/parks                                  | 3             | 3                | 00:01:35             | 100%            | 13          |
| /listing/monk-botanical-gardens/1183                       | 3             | 1                | 00:00:01             | 20%             | 0           |

# PAID SEARCH CONVERSION SUMMARY

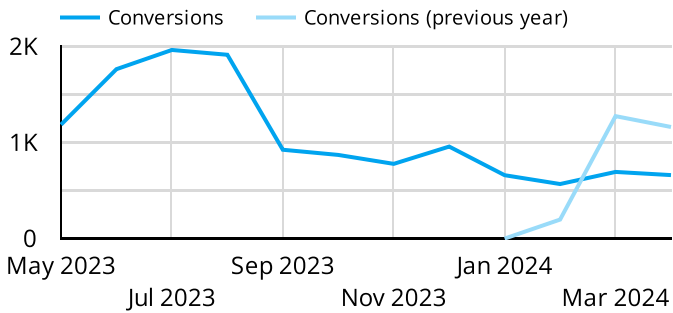
Apr 1, 2024 - Apr 30, 2024

## PARTNER REFERRAL

Conversions

661

| Date (Year Month) ▾ | Conversions |
|---------------------|-------------|
| Apr 2024            | 661         |
| Mar 2024            | 694         |
| Feb 2024            | 568         |
| Jan 2024            | 660         |
| Dec 2023            | 958         |
| Nov 2023            | 778         |
| Oct 2023            | 871         |
| Sep 2023            | 925         |
| Aug 2023            | 1,914       |
| Jul 2023            | 1,964       |
| Jun 2023            | 1,764       |
| May 2023            | 1,186       |

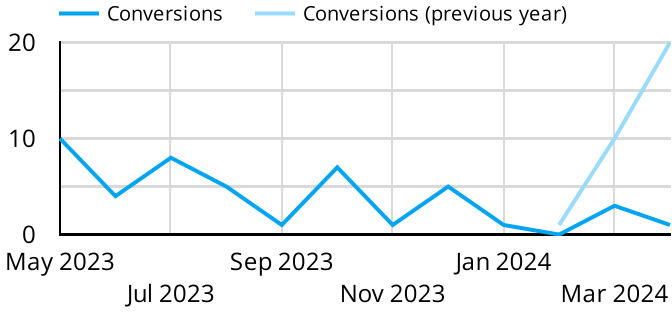


## VISITOR GUIDE REQUEST

Conversions

1

| Date (Year Month) ▾ | Conversions |
|---------------------|-------------|
| Apr 2024            | 1           |
| Mar 2024            | 3           |
| Jan 2024            | 1           |
| Dec 2023            | 5           |
| Nov 2023            | 1           |
| Oct 2023            | 7           |
| Sep 2023            | 1           |
| Aug 2023            | 5           |
| Jul 2023            | 8           |
| Jun 2023            | 4           |
| May 2023            | 10          |

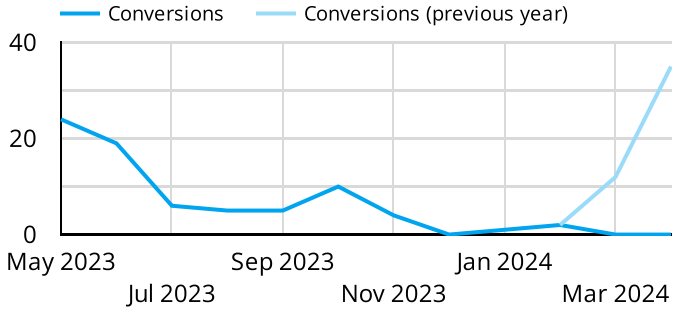


## ENEWS SIGNUPS

Conversions

-

| Date (Year Month) ▾ | Conversions |
|---------------------|-------------|
| Feb 2024            | 2           |
| Jan 2024            | 1           |
| Nov 2023            | 4           |
| Oct 2023            | 10          |
| Sep 2023            | 5           |
| Aug 2023            | 5           |
| Jul 2023            | 6           |
| Jun 2023            | 19          |
| May 2023            | 24          |



Conversion by Campaign

| Top 5 - Event name      | Top 5 - Campaign                       |         | Conversions |
|-------------------------|--|---------|-------------|
| vg_request              | Brand Tourism                          | 1       |             |
|                         | Total                                  |         | 1           |
| three_pages_per_session | Wisconsin's Basecamp - Performance Max | 35.15   |             |
|                         | Things to Do                           | 248.36  |             |
|                         | Performance Max - Outdoors             | 26.88   |             |
|                         | Outdoors                               | 43.44   |             |
|                         | Events                                 | 131.75  |             |
|                         | Total (12)                             |         | 720         |
| partner_referral        | Wisconsin's Basecamp - Performance Max | 39.99   |             |
|                         | Things to Do                           | 180.05  |             |
|                         | Performance Max - Outdoors             | 7       |             |
|                         | Outdoors                               | 38.24   |             |
|                         | Events                                 | 75.39   |             |
|                         | Total (10)                             |         | 661         |
| outdoor_rec_page_view   | Wisconsin's Basecamp - Performance Max | 68      |             |
|                         | Things to Do                           | 680.99  |             |
|                         | Performance Max - Outdoors             | 2,355.2 |             |
|                         | Outdoors                               | 467.71  |             |
|                         | Events                                 | 45.71   |             |
|                         | Total (12)                             |         | 3,744       |
| external_link           | Wisconsin's Basecamp - Performance Max | 18      |             |
|                         | Things to Do                           | 86.32   |             |
|                         | Performance Max - Outdoors             | 40.5    |             |
|                         | Outdoors                               | 16.19   |             |
|                         | -                                      | - - - - |             |





# PAID SOCIAL REPORT



Link clicks

7,447

-55.6%

Impressions

471,080

-64.9%

CTR

3.29%

39.9%

CPC

\$0.11

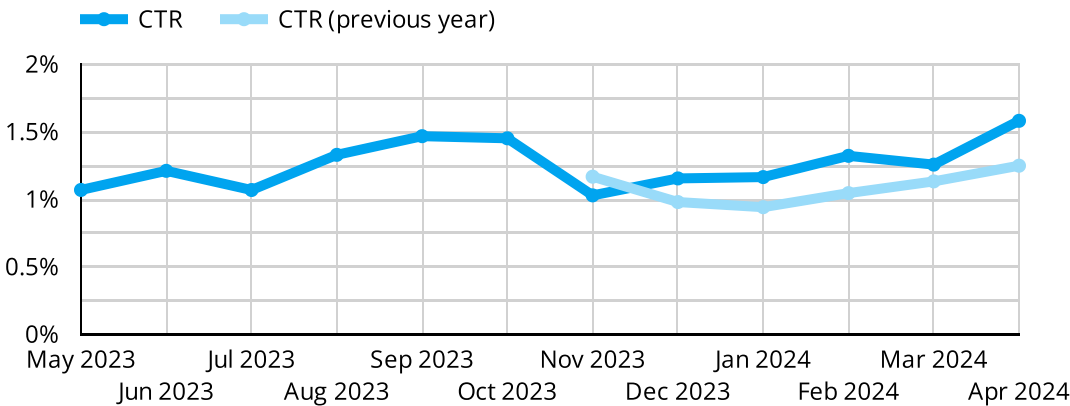
-52.5%

Amount spent

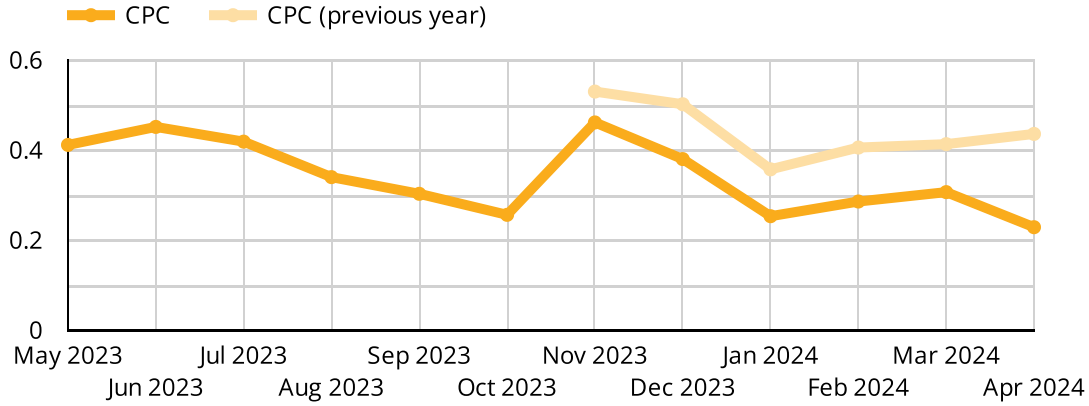
1,705.64

-76.7%

Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



User Engagement

Page likes

8

166.7%

Post shares

52

-64.6%

Post reactions

641

-43.5%

Post comments

15

-80.8%

Campaign Performance

| Campaign name        | Impressions | Link clicks | % Δ      | CTR   | CPC    | Cost       |
|----------------------|-------------|-------------|----------|-------|--------|------------|
| Outdoors             | 135,802     | 2,945       | 5.4% ↑   | 2.17% | \$0.14 | \$401.3    |
| Things to Do         | 237,128     | 2,670       | 47.3% ↑  | 1.13% | \$0.29 | \$779.72   |
| Food & Drink         | 33,302      | 817         | -38.6% ↓ | 2.45% | \$0.15 | \$123.45   |
| Wisconsin's Basecamp | 25,745      | 439         | -        | 1.71% | \$0.27 | \$120.72   |
| Accommodations       | 16,346      | 232         | -41.7% ↓ | 1.42% | \$0.35 | \$80.65    |
| Meetings             | 13,335      | 231         | -27.6% ↓ | 1.73% | \$0.28 | \$65.82    |
| Grand total          | 471,080     | 7,447       | -55.6% ↓ | 1.58% | \$0.23 | \$1,705.64 |

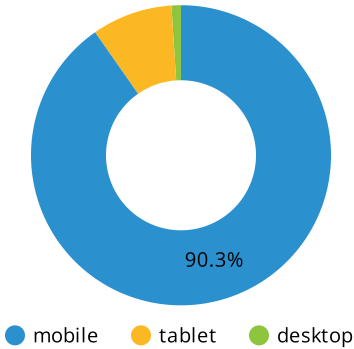
By Source

| Session source | Active users ▾ | % Δ      | Sessions | Avg. Engagement Time | Engagement rate | Conversions |
|----------------|----------------|----------|----------|----------------------|-----------------|-------------|
| facebook.com   | 5,205          | -40.5% ↓ | 5,710    | 00:00:08             | 76.92%          | 5,030       |

By Device Category

| Device category | Active users ▾    | % Δ      | Sessions          | Avg. Engagement Time | Conversions |
|-----------------|-------------------|----------|-------------------|----------------------|-------------|
| mobile          | 4,705 <div></div> | -40.8% ↓ | 5,124 <div></div> | 00:00:07             | 4,769       |
| tablet          | 453 <div></div>   | -26.8% ↓ | 498 <div></div>   | 00:00:10             | 217         |
| desktop         | 53 <div></div>    | -71.8% ↓ | 60 <div></div>    | 00:01:01             | 44          |

Device Category (Users)



By Campaign

| Session campaign | Active users ▾    | Sessions          | Avg. Engagement Time | Engagement rate | Conversions |
|------------------|-------------------|-------------------|----------------------|-----------------|-------------|
| Outdoors         | 2,331 <div></div> | 2,526 <div></div> | 00:00:02             | 90.89%          | 4,201       |
| Things to Do     | 1,970 <div></div> | 2,145 <div></div> | 00:00:13             | 64.57%          | 458         |
| Food & Drink     | 596 <div></div>   | 644 <div></div>   | 00:00:16             | 84.78%          | 300         |
| Meetings         | 177 <div></div>   | 212 <div></div>   | 00:00:01             | 19.34%          | 4           |
| Accommodations   | 171 <div></div>   | 182 <div></div>   | 00:00:10             | 76.37%          | 66          |
| Lead Form        | 9 <div></div>     | 12 <div></div>    | 00:00:07             | 50%             | 1           |
| Grand total      | 5,205             | 5,710             | 00:00:08             | 76.92%          | 5,030       |