



Beavers Bend *Cabin Country*

July-Dec 2023

6 Month Campaign Reporting & Recap

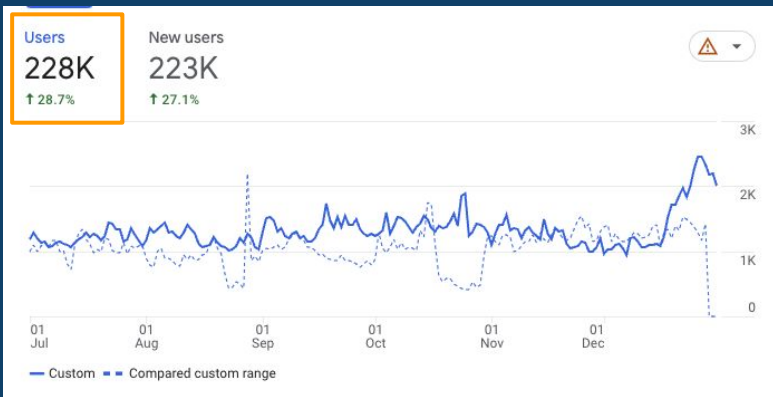
EXECUTIVE SUMMARY

- **Web:** A healthy increase in users compared to earlier in 2023 and same timeframe of 2022.
- **Web:** Social platforms continue to be the best traffic driver, especially the paid social cabin ads.
- **Social:** Social stats remain steady as we've entered into the slower season. Efforts have been made to address the abundance of cabin availability. We anticipate we'll see a big jump in our social stats in conjunction with the additional spend.
- **Digital:** Digital tactics have been performing well overall. Minor changes were made throughout the past six months, which sets us up for a great second half of the campaign.
- **Media:** Overall media has ran well over the past six months - highlights include high-profile OKC and DFW billboards as well as stair advertisements in two DFW malls.

TAX REVENUE

<i>MONTH</i>	2018 % Change	2019 % Change	2020 % Change	2021-2022	2021 % Change	2022-2023	2022 % Change	2023-2024	2023 % Change
July	16.87%	8.39%	74.38%	\$403,546.61	41.60%	\$374,437.12	-7.21%	\$392,547.58	4.84%
August	-2.13%	15.90%	95.89%	\$395,047.92	25.76%	\$414,086.06	4.82%	\$429,777.77	3.79%
September	1.60%	27.96%	155.46%	\$327,624.14	-2.16%	\$274,765.94	-16.13%	\$262,938.01	-4.30%
October	13.73%	26.60%	123.76%	\$264,042.08	7.75%	\$264,202.37	0.06%	\$279,291.98	5.71%
November	3.65%	16.80%	110.84%	\$295,806.80	10.92%	\$362,694.94	22.61%	\$361,883.67	-0.22%
December	12.57%	20.92%	117.74%	\$328,096.69	5.00%	\$275,328.39	-16.08%	\$377,970.56	37.28%
January	24.64%	46.67%	70.75%	\$297,223.71	31.64%	\$341,477.59	14.89%	\$342,109.19	0.18%
February	58.90%	26.77%	129.84%	\$254,124.81	6.69%	\$244,177.41	-3.91%	\$270,047.20	10.59%
March	-11.34%	32.82%	84.82%	\$233,737.35	22.38%	\$230,707.53	-1.30%	\$230,707.53	0.00%
April	6.68%	23.02%	115.00%	\$342,513.08	3.14%	\$325,462.65	-4.98%	\$325,462.65	0.00%
May	31.74%	22.64%	98.55%	\$256,219.83	6.02%	\$246,328.37	-3.86%	\$246,328.37	0.00%
June	6.42%	124.50%	14.31%	\$287,776.39	-1.20%	\$254,407.24	-11.60%	\$254,407.24	0.00%
TOTAL	10.67%	31.82%	92.32%	\$3,685,759.41	12.43%	\$3,608,075.61	-2.11%	\$3,773,471.75	4.58%

WEB TRAFFIC: 6 MO



New users by First user default channel group

FIRST USER DEFAULT CHA...	NEW USERS	
Organic Social	120K	↑ 85.1%
Organic Search	54K	↓ 9.9%
Direct	29K	↑ 33.6%
Referral	15K	↑ 28.6%
Unassigned	281	↓ 97.9%
Paid Search	1.2K	↓ 42.2%
Email	1.2K	↑ 12.5%

For the last 6 months, we've had **over 200k users** to the site, **up nearly 30%** compared to the first half of 2023. In addition, the first half of the year had more peaks and drops where this half had a bit more consistency.

The top traffic source remains Social, some of the numbers reflected in "organic social" are actually including some of the paid ads and boosted content as well. *See slide 6 for further details.*

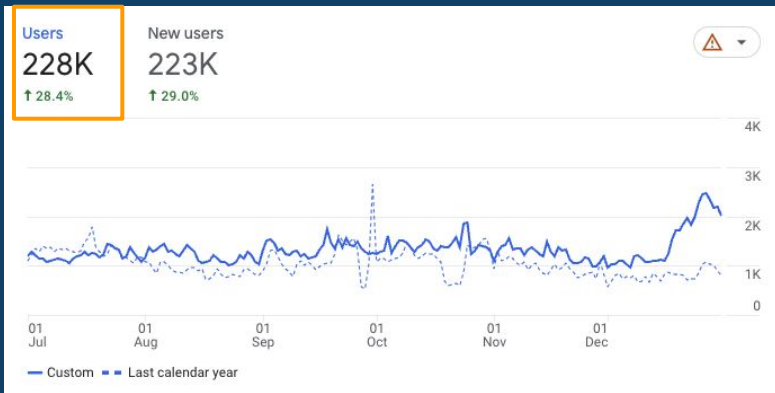
The overwhelming majority of conversions come from the **social platform with over 40k conversions**.

The average engagement time on the site sat at just **under 1 minute**. Due to spikes earlier in the year, we are seeing a slight decrease at 5%.

↓ Session default channel group	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Conversions All events
1 Organic Social	121,585	141,776	75,601	47s	0.61	7.24	51.91%	1,026,539	42,624.00
2 Organic Search	55,273	72,737	45,302	53s	0.89	6.50	67.78%	502,119	10,030.00
3 Direct	29,515	35,250	14,178	36s	0.48	6.24	40.22%	220,055	4,901.00
4 Referral	15,072	17,783	9,046	49s	0.60	7.21	50.87%	128,227	2,948.00
5 Paid Search	1,247	1,423	193	12s	0.15	3.70	13.56%	5,263	74.00
6 Unassigned	1,222	883	32	5m 00s	0.03	21.14	3.62%	18,665	287.00
7 Email	1,216	1,537	914	1m 39s	0.75	8.80	59.47%	13,529	426.00
8 Display	985	1,063	177	23s	0.18	4.08	16.65%	4,334	119.00
9 Paid Social	588	623	217	33s	0.37	5.80	34.83%	3,616	108.00
10 Organic Video	506	577	232	42s	0.46	5.89	40.21%	3,398	86.00



WEB TRAFFIC: YEAR OVER YEAR



FIRST USER DEFAULT CHA...	NEW USERS
Organic Social	120K ↑ 1,802.7%
Organic Search	54K ↓ 5.7%
Unassigned	281 ↓ 99.6%
Direct	29K ↑ 43.0%
Referral	15K ↑ 37.9%
Email	1.2K ↓ 2.3%
Paid Search	1.2K ↑ 1,095.2%

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events
SHOW PRIMARY DATE RANGE	118,190 vs. 60,883 ↑ 94.13%	42,143 vs. 23,867 ↑ 76.57%	2.80 vs. 2.55 ↑ 9.94%	47s vs. 57.92 ↓ -18.27%	322,402 vs. 185,358 ↑ 73.93%	10,602.00 vs. 5,498.00 ↑ 92.83%
1 /stay/cabin/	62,753	29,549	2.12	27s	159,664	194.00
2 /	7,406	5,643	1.31	10s	22,058	208.00
3 /properties/a-beautiful-view-2/	2,089	1,688	1.24	20s	6,564	659.00
4 /properties/geronimo-2/	2,055	1,772	1.16	27s	5,982	675.00
5 /stay/	1,895	1,510	1.25	10s	4,497	1.00
6 /properties/talewater-cabin-2/	1,579	1,292	1.22	30s	4,340	459.00
7 /activities/	1,317	1,001	1.32	12s	3,724	0.00
8 /activities/outdoor-adventure/hiking/	822	545	1.51	52s	2,571	1.00
9 /eat/	739	584	1.27	43s	1,648	0.00
10 /properties/morning-star-2/	712	573	1.24	23s	2,325	228.00

Compared to the same time period in 2022, there was more ups and downs for users to the site. We saw **28% more users** than last year.

The increase in users at the end of December came from the social ad for cabins.



When looking at what pages most users visited, **Cabins** or pages regarding cabins were some of the most viewed pages. The Cabin mainpage had over 60k views during the last 6 months.

Upon further research, the Paid Search traffic is actually mislabeled within the GA4 platform and should be Referral as it is display traffic.

WEB TRAFFIC: DIGGING IN

↑ Session default channel group ▾		Session medium ▾ ×	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾	Conversions All events ▾
⇅ SHOW PRIMARY DATE RANGE											
9	Organic Social	all_placements	1,152	1,175	170	13s	0.15	4.51	14.47%	5,298	133.00
10	Organic Social	facebook_mcta_cabin_linkad	111,586	132,209	69,025	48s	0.62	7.17	52.21%	948,431	39,716.00
11	Organic Social	fb_ig_ads	763	774	130	13s	0.17	4.24	16.8%	3,279	34.00
12	Organic Social	referral	8,259	9,151	4,305	50s	0.52	7.59	47.04%	69,496	2,739.00
13	Organic Video	referral	506	577	232	42s	0.46	5.89	40.21%	3,398	86.00
14	Paid Search	cpc	1,247	1,423	193	12s	0.15	3.70	13.56%	5,263	74.00
15	Paid Social	paid	588	623	217	33s	0.37	5.80	34.83%	3,616	108.00
16	Paid Video	cpc	140	162	50	1m 21s	0.36	5.77	30.86%	934	38.00
17	Referral	referral	15,072	17,783	9,046	49s	0.60	7.21	50.87%	128,227	2,948.00
18	Unassigned	(not set)	1,218	876	31	5m 03s	0.03	21.28	3.54%	18,643	287.00
19	Unassigned	digital_ads	0	0	0	0s	0.00	0.00	0%	0	0.00
20	Unassigned	facebook_ads_lookalike_0220	0	0	0	0s	0.00	0.00	0%	0	0.00
21	Unassigned	facebook_mcta_cabin_linkad	0	0	0	0s	0.00	0.00	0%	0	0.00
22	Unassigned	link_ads	0	0	0	0s	0.00	0.00	0%	0	0.00
23	Unassigned	pinterest_ads	0	0	0	0s	0.00	0.00	0%	0	0.00
24	Unassigned	social_facebook_ads_retarget	0	0	0	0s	0.00	0.00	0%	0	0.00
25	Unassigned	social_pinterest_ads	0	0	0	0s	0.00	0.00	0%	0	0.00

WEB TRAFFIC: CONVERSIONS

Conversions	July 1 - Dec. 31		Jan. 1 - June 30		Year Over Year July 1, 2022 - Dec. 31, 2022	
	Conversions	Total Users	Conversions	Total Users	Conversions	Total Users
<i>Totals</i>	61,663	33,572	32,622 	19,554	38,499 	22,860
check_availability	56,563	31,954	28,952	18,297	34,323	21,480
add_to_favorites	3,861	2,333	2,908	1,647	3,236	1,824
start_your_search	1,076	859	699	612	875	637
mailchimp_subscribe	0	0	0	0	61	54
contact_manager	163	149	63	56	4	4

Compared to the first half of 2023 and this same time period of 2022, we saw big **increases in conversions 60% more** than 2022 and **89% more** than the first half of 2023.

Across **all the major conversions**, “Check Availability”, “Add to Favorites”, and “Start Your Search” **had increases** during this time period.

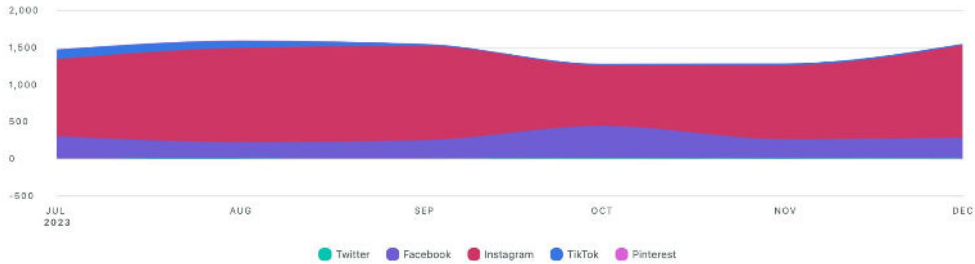
SOCIAL MEDIA AUDIENCE

JULY - DECEMBER

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month



Total Audience	55,702	↗ 18.6%
Total Net Audience Growth	8,692	↗ 2%
Twitter Net Follower Growth	14	↘ 85.1%
Facebook Net Follower Growth	1,716	↗ 38.9%
Instagram Net Follower Growth	6,643	↘ 4.7%
TikTok Net Follower Growth	305	↗ 76.3%
Pinterest Net Follower Growth	14	↘ 69.6%

INSIGHTS

The first half of the fiscal saw significant growth with an overall social media audience increase of 18.6% across all channels. Facebook and TikTok saw the largest percentage growth at 38.9% and 76.3%, while Instagram saw the largest increase in followers, up 6,643.

We are up more than 44% for 2023!

As we enter into the second half of the fiscal we will continue to evolve our audience growth strategies as these channels continue to change. Focus will be on reaching new people and keeping our current audience interested and engaged while highlighting seasonal and experiential content.

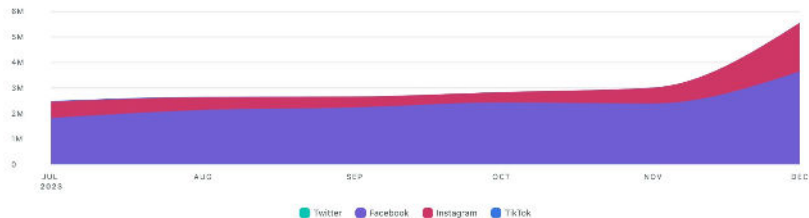
SOCIAL MEDIA IMPRESSIONS & ENGAGEMENT

JULY - DECEMBER

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Month



Impression Metrics

	Totals	% Change
Total Impressions	19,129,144	↗ 29.2%
Twitter Impressions	5,905	↘ 88.8%
Facebook Impressions	14,574,076	↗ 29.7%
Instagram Impressions	4,483,637	↗ 29.5%
TikTok Impressions	65,526	↗ 30.9%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month



Engagement Metrics

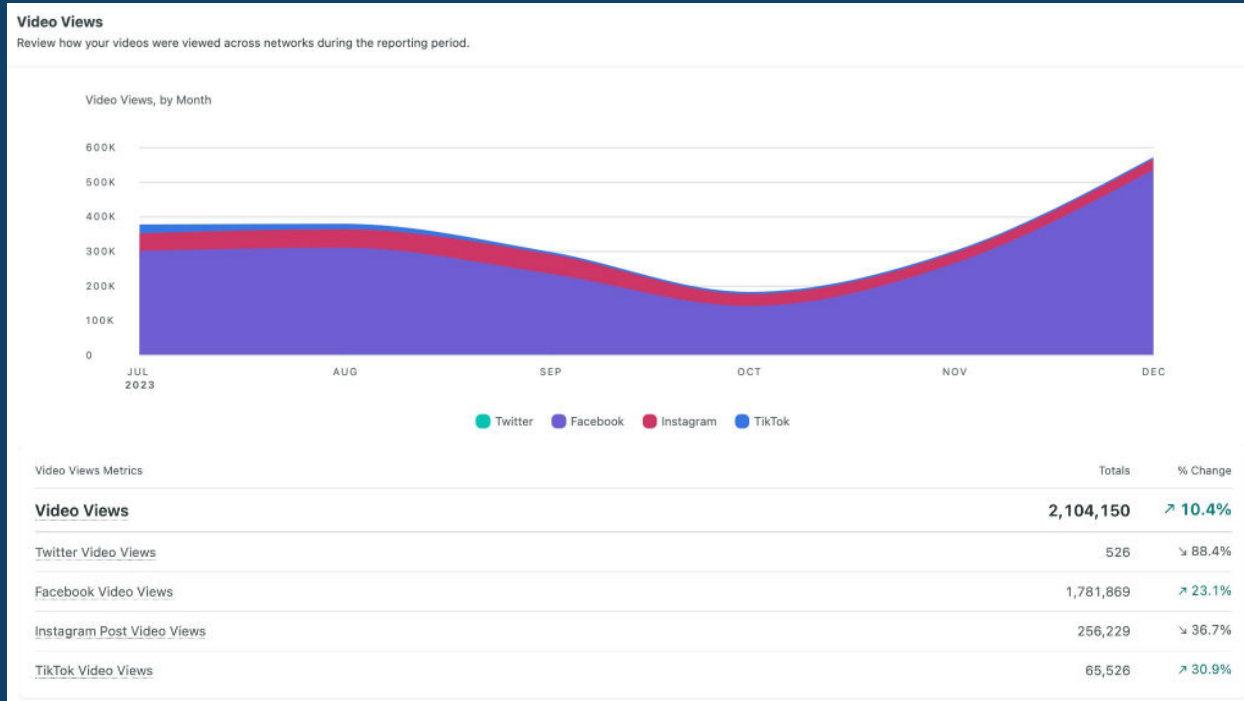
	Totals	% Change
Total Engagements	302,180	↘ 14.3%
Twitter Engagements	275	↘ 91.5%
Facebook Engagements	279,429	↘ 7.8%
Instagram Engagements	19,659	↘ 55.3%
TikTok Engagements	2,817	↗ 23.4%

INSIGHTS

Impression numbers were up 29.2%, while engagements fell 14%. This engagement drop is partially the remaining effects of the McCurtain County negative press situation that occurred in April of 2023. While we did post less frequently on Twitter during the second half of the year, platform engagements were more than 3K compared to the later half of the year at just under 300. Instagram also saw a large drop (55%) due in large part to spending less on the platform in favor of our paid ad campaigns (seasonal spots, activity carousels, dynamic cabin ads)

SOCIAL MEDIA VIDEO VIEWS

JULY - DECEMBER



INSIGHTS

Total video views saw solid growth, up over 10% compared to the prior 6 months. Total views reached over 2.1 million views!

ALL-STAR PERFORMERS

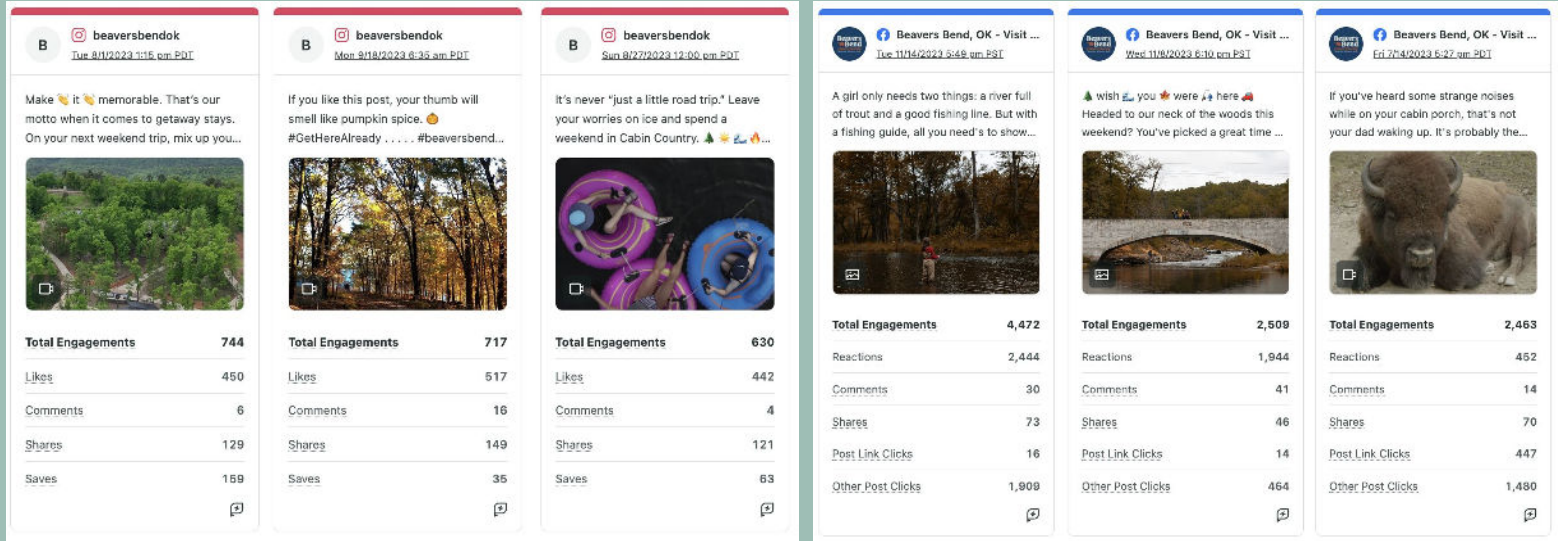
JULY - DECEMBER

Best performers had a good mix of content from various seasons and our top content buckets were beauty and activities.

It's interesting to see 2 of Facebook's top posts were static as opposed to video posts which the platform has stated it prioritizes.

We continue incorporating engaging hooks to maximize views and grab new audience's attentions as we've seen MoM this impacting our content in a positive way.

We'll also continue using trending and seasonal audios to maximize shareability and relatability.



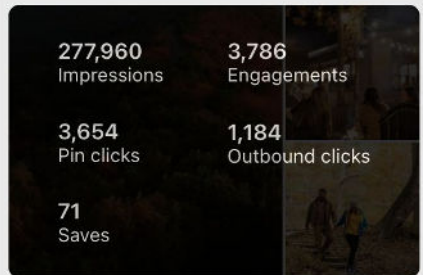
ALL-STAR PERFORMERS

JULY - DECEMBER

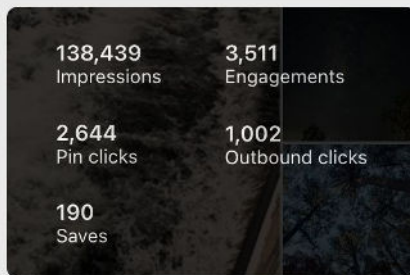
With a paid social focus on other platforms that drive stronger results it's not surprising to see a drop in platform stats almost across the board for Pinterest.

One area of growth was in outbound clicks, up 22%. Most of the clicks drove to certain blog posts with some driving to various other pages on our site (activities or cabin search).

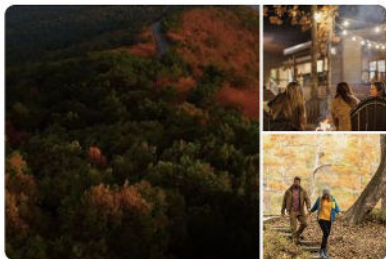
We will continue to drive traffic to the site through a mix of blog posts and our recurring monthly content.



Autumn | FALL in Love... 3.79k
90 Pins Engagements



Reasons | Why Visit... 3.51k
53 Pins Engagements



Autumn | FALL in Love... 3.79k
90 Pins Engagements



Reasons | Why Visit... 3.51k
53 Pins Engagements

Impressions ⁱ 809.81k ↓ 45% Engagements ⁱ 13.23k ↓ 10%

Total audience ⁱ 463.7k ↓ 50% Engaged audience ⁱ 9.84k ↓ 4.4%

Outbound clicks ⁱ 3.63k ↑ 22%

PAID SOCIAL PERFORMANCE TOTALS

JULY - DECEMBER

17,837,225

Impressions

128,429

Landing Page Views

396,029

Clicks

1,987,221



Engagements

\$0.63

Cost Per Result

AD PERFORMANCE - FACEBOOK



JULY - DECEMBER




 **Beavers Bend, OK - Visit Cabin Country** × ⋮
Sponsored · 



If you've heard some strange noises while on your cabin porch, that's not your dad waking up. It's probably the animals at Beavers ...See more




beaversbendcabincountry.com
Beavers Bend Safari Park | Beavers Bend Cabin... [Learn more](#)

   430 11 comments 90 shares




 Like  Comment  Share




 **Beavers Bend, OK - Visit Cabin Country** × ⋮
Sponsored · 



From the crisp waters of Broken Bow Lake to the rolling mountains of the Ouachita National Forest, the beauty of Beavers Bend ...See more




beaversbendcabincountry.com
Get Lost in Beavers Bend Cabin Country [Learn more](#)

   58 3 comments 4 shares




 Like  Comment  Share




 **Beavers Bend, OK - Visit Cabin Country** × ⋮
Sponsored · 



She only gets one first catch. Cabin Country makes it count. ❤️ #GetHereAlready ...See more




beaversbendcabincountry.com
Making Memories on the Lower Mountain Fork [Learn more](#)

   77 3 comments 11 shares




 Like  Comment  Share




 **Beavers Bend, OK - Visit Cabin Country** × ⋮
Sponsored · 

A lil lake day therapy never hurt anyone. Peep a few of our favorite ways to play on Broken Bow Lake. 🌊👉 <https://bit.ly/44qZxeZ>



beaversbendcabincountry.com
Spend a Day on Broken Bow Lake [Learn more](#)

   147 10 comments 18 shares

 Like  Comment  Share

AD PERFORMANCE - INSTAGRAM

JULY - DECEMBER

Instagram

beaversbendok Sponsored




Visit Instagram profile

beaversbendok Some trips to Beavers Bend really get wild. 🐾🐾🐾 #GetHereAlready... more

Instagram

beaversbendok Sponsored




"What's so special about Beavers Bend?"

Visit Instagram profile

beaversbendok Double tap if you wish you were in Beavers Bend right now. 🍷🍷 #GetHereAlready... more

Instagram

beaversbendok Sponsored



Happy Hearth Yurt 🏡

Visit Instagram profile

beaversbendok Make 🍷 it 🍷 memorable. That's our motto when it comes to getaway stays. On your... more

Instagram

beaversbendok Sponsored




Visit Instagram profile

beaversbendok Bet you haven't tried every spot. 🍷 Save this post for your next trip! #GetHereAlrea... more

Instagram

beaversbendok Sponsored

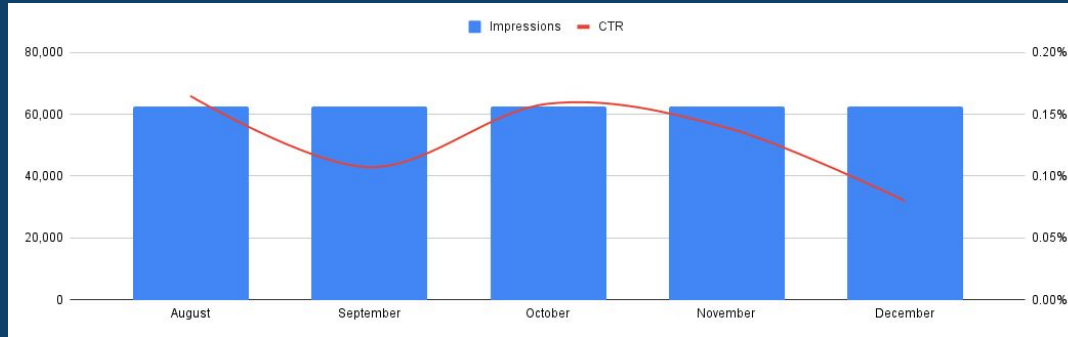


Get your local, authentic trip. 🍷🍷🍷

Visit Instagram profile

beaversbendok Got fall FOMO? 🍷🍷🍷 A road trip's just the fix. Who are you bringing with you? ... more

KTBS TOWER CAM



Impressions

313,003

Clicks

532

CTR

0.14%

In terms of impressions, the KTBS Tower Cam has been as consistent as it could be since August. Clicks and CTR are another story - they have fluctuated throughout the first half of this campaign.

DIGITAL DISPLAY

QUANTCAST

Quantcast Digital Display performed well over the past six months - after a slow start in July, it improved consistently month-over-month. Dallas got the majority of the budget out of the four markets targeted, and it shows in impressions, clicks, and conversions. Overall CPA was \$18.34, which is a great benchmark for the next six months of this campaign.

INSIGHTS

TOTAL IMPRESSIONS

23,669,529

TOTAL CLICKS

11,438

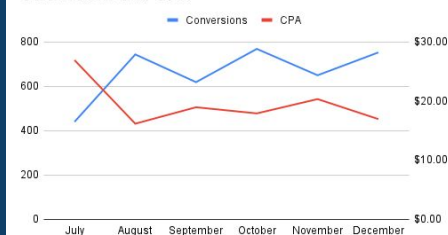
CPA
\$18.34

TOTAL CONVERSIONS

4,188

Flight (7/1 - 12/31)	Impressions	Clicks	CTR	Conversions	CPA
Dallas	8,101,019	3283	0.04%	508	\$45.60
OKC	1,953,963	734	0.04%	90	\$63.77
Shreveport	1,594,161	650	0.04%	47	\$122.20
Tulsa	1,714,990	671	0.04%	55	\$104.43
Added Value - All DMAs	6,705,926	2175	0.03%	393	\$35.36
Retargeting	3,599,470	3925	0.11%	3150	\$7.15
Total	23,669,529	11,438	0.05%	4188	\$18.34

Conversions and CPA



DIGITAL VIDEO

QUANTCAST

The Quantcast Digital Video campaign started in July and has improved steadily since then. At the beginning of this campaign, VCR was the primary concern, as it was much lower than what we were used to seeing. Now, however, VCR has improved dramatically and continues to get better each month. This tactic will run through June.

INSIGHTS

TOTAL IMPRESSIONS

6,646,167

TOTAL CLICKS

8,660

CPCV

\$0.02

VCR

67.33%

Flight (7/1 - 12/31)	Impressions	Clicks	Completed Views	VCR	CPCV
Dallas	4,068,155	5,063	2,752,916	67.67%	\$0.02
OKC	619,628	785	417,738	67.42%	\$0.02
Shreveport	407,351	475	272,660	66.93%	\$0.02
Tulsa	614,472	790	414,635	67.48%	\$0.02
Houston	604,381	1,060	397,775	65.82%	\$0.02
Little Rock	332,180	487	219,093	65.96%	\$0.02
Total	6,646,167	8,660	4,474,817	67.33%	\$0.02

BASIS YOUTUBE



BASIS

IMPRESSIONS

1,874,221

VCR

94.97%

CPCV - :06s

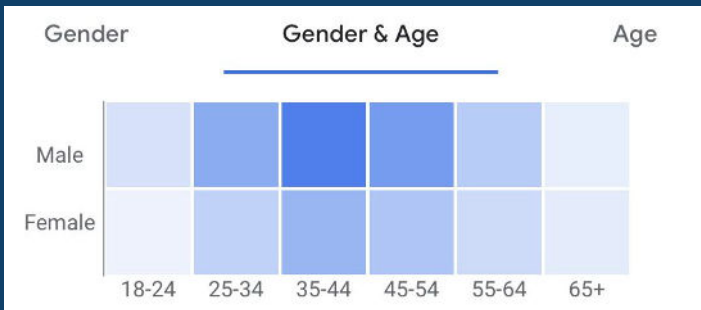
\$0.01

CPCV - :15s

\$0.02

Basis YouTube ran from July through September, when it was pulled due to verification issues. Those issues were unable to be resolved so budget was moved elsewhere.

YOUTUBE LONGFORM ADS



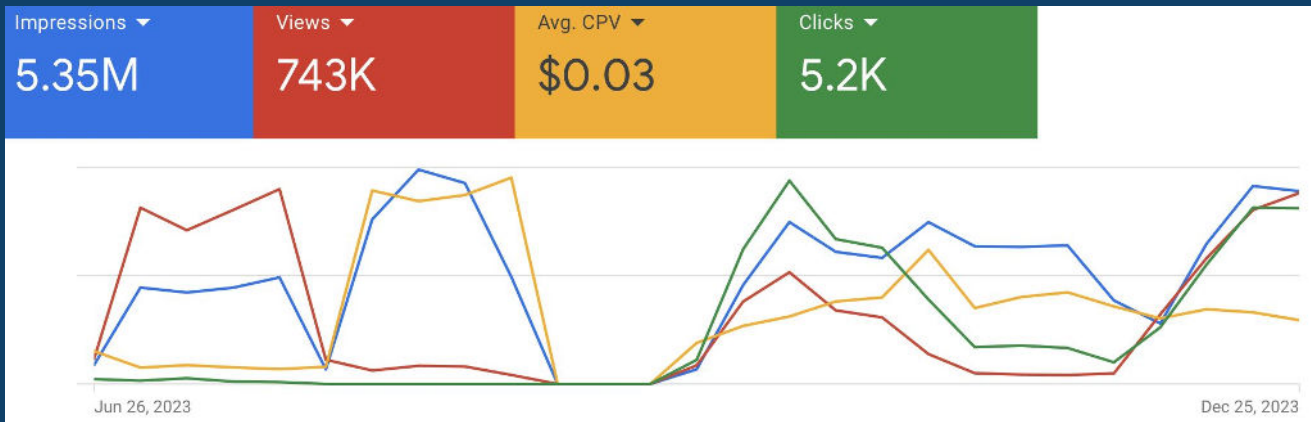
Overview:

Impressions: 5,345,303

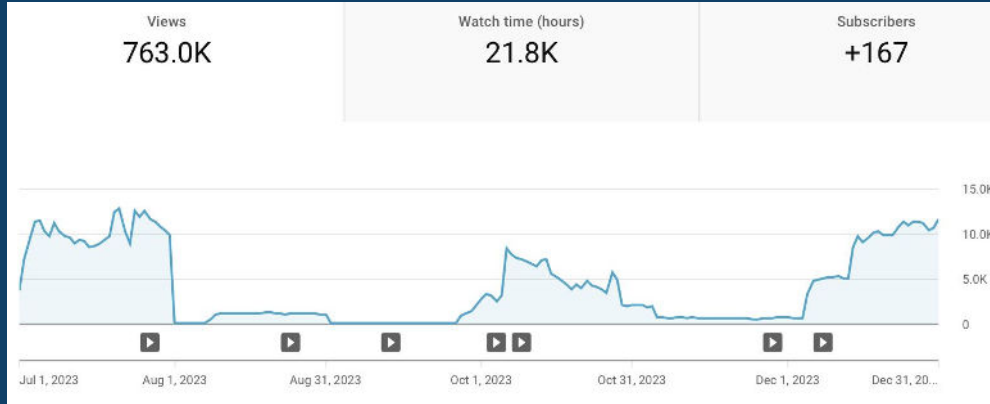
Views: 743,159

Clicks: 5,195

YouTube Longform was inconsistent throughout the past six months, but is looking positive going into 2024.



YOUTUBE ENGAGEMENT



YouTube engagement reflects the peaks and valleys that were seen in the paid YouTube Longform campaign. We expect views, watch time, and subscribers to all increase as we aim for more stability in 2024.

Content	Average view duration	Views
1 Unique Stays in Beavers Bend Cabin Country! Aug 24, 2023	2:00 (52.7%)	194,045
2 Just a Getaway Away Beavers Bend Cabin Country Jun 14, 2023	0:30 (96.9%)	173,155
3 Big Ole Cabins in Beavers Bend Cabin Country Dec 2, 2022	2:30 (72.5%)	134,136
4 Family Friendly Cabins in Beavers Bend Cabin Country Jun 10, 2022	2:23 (73.1%)	101,179
5 Meet the Locals: Chef Phil Stewart Beavers Bend Cabin ... Sep 13, 2023	1:14 (73.7%)	50,646
6 Ghost Encounter at Smithville Jail Myths, Legends, and G... Oct 4, 2023	1:33 (27.2%)	47,215
7 The Secrets of Beavers Bend State Park w/ Teddy Owens ... Jul 27, 2023	0:46 (12.8%)	14,334
8 Top Broken Bow Family Trip Ideas Beavers Bend Cabin C... Sep 15, 2022	1:17 (43.3%)	13,086
9 Things to do in Beavers Bend this Winter Nov 28, 2023	1:42 (51.7%)	13,022
10 Hochatown, Oklahoma with Teddy Owens Dec 1, 2020	5:43 (46.7%)	6,203

HULU & LOCALITY

HULU

OVERALL VCR

97.92%

TOTAL IMPRESSIONS

1,828,560

Hulu started running in August and has performed consistently well each month. Spots have primarily run in Drama, Comedy, News, and Animation programs. Hulu will run through May.

LOCALITY

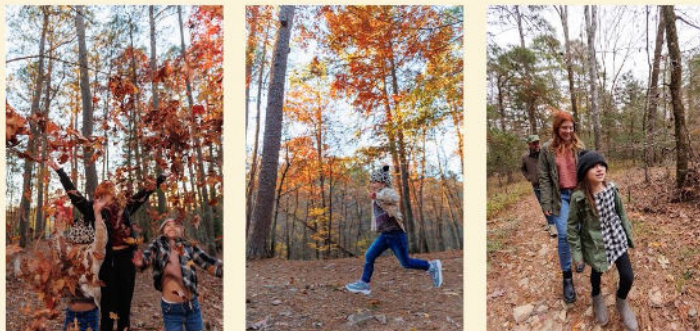
OVERALL VCR

97.11%

TOTAL IMPRESSIONS

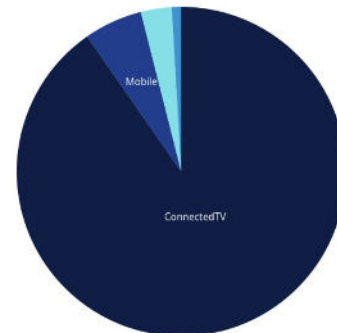
3,080,932

Locality began running in July, and just like Hulu, has performed at a high level during the entire time period. VCR is hovering around a strong 97%, and ConnectedTV percentage has stayed above 90%.



Impressions By Platform

● ConnectedTV	90.32%
● Mobile	5.74%
● Tablet	3.02%
● PC	0.93%



PEACOCK



Video Impressions

841,162

Pause Ad Impressions

576,280

VCR

99.53%

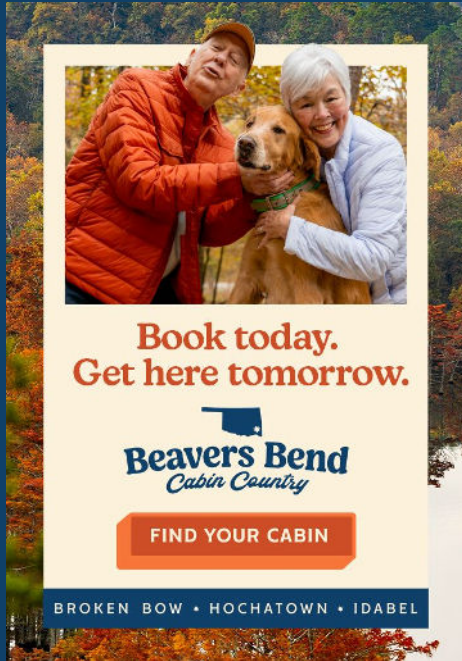
Peacock began in September and will continue running through February. Through the first four months of the campaign, ads were primarily served on high-profile programs such as Premier League Games, Yellowstone, NFL Football, and The Office.

The Pause Ad tactic started in October and will continue through February.

Video	Impressions	VCR
September	234,327	99.35%
October	616,435	99.53%
November	222,257	99.70%
December	359,316	99.66%
Total	1,198,008	99.56%

Pause Ad	Impressions
October	192,069
November	191,757
December	192,454
Total	576,280

AARP DIGITAL & VIDEO



**Book today.
Get here tomorrow.**


Beavers Bend
Cabin Country

FIND YOUR CABIN

BROKEN BOW • HOCHATOWN • IDABEL



**Feel the autumn
air in your hair.**


Beavers Bend
Cabin Country

PLAN YOUR ROADTRIP

BROKEN BOW • HOCHATOWN • IDABEL

Mobile Interscroller

Impressions

396,504

Clicks

3,627

CTR

0.91%

Video

Impressions

98,401

Clicks

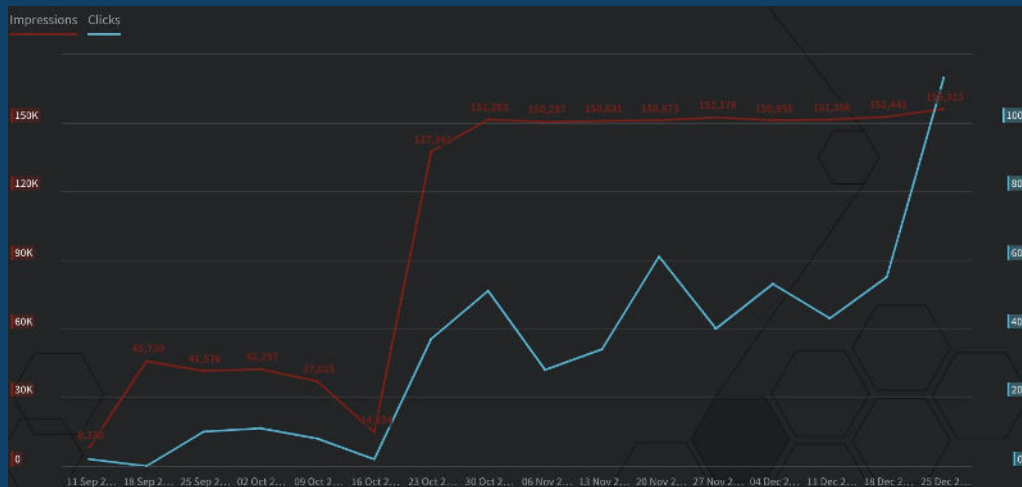
1,486

CTR

1.51%

Both Interscroller and Video tactics for AARP began in September and will continue through February. Other than a slight dip in November, both tactics have performed well.

BASIS AUDIO



BASIS

IMPRESSIONS

1,692,750

CTR

0.03%

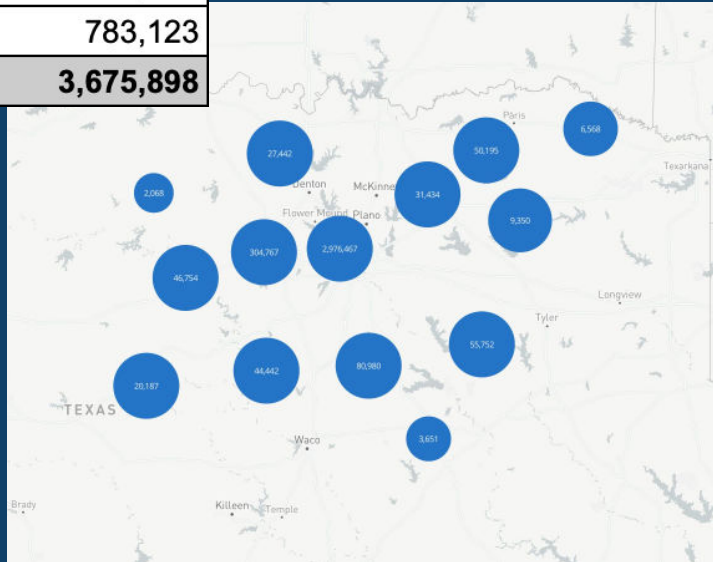
CPM

\$19.85

Following a rough start to the Basis audio campaign, optimizations were made and impressions and clicks rose dramatically towards the end of October and have continued their upward trend. This tactic will run through January.

iHEART PODCAST

Tactic	Impressions
September	823,616
October	1,164,296
November	904,863
December	783,123
Total	3,675,898



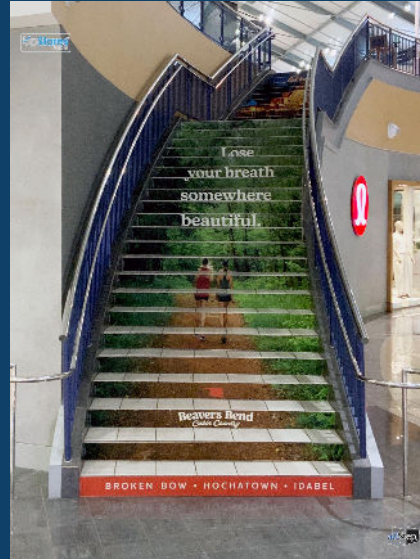
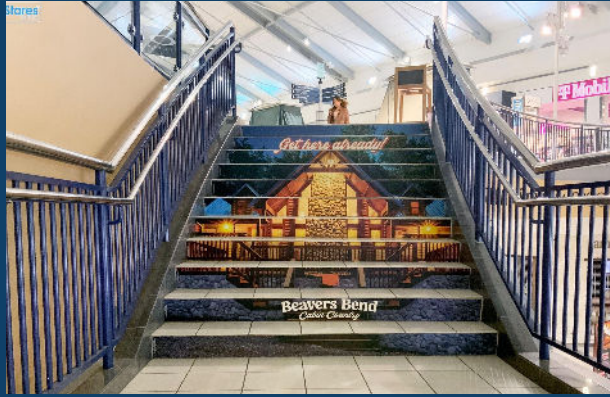
iHeart Podcast

IMPRESSIONS

3,675,898

After a very strong September/October start for our iHeart Podcast campaign, impressions have slipped each following month. We will reach out to the vendor to try and bring impressions back up, but this tactic only has a few weeks left as it ends in January.

OOH - DFW



Impressions

12,043,492

From July through December, we ran many OOH tactics including a static local billboard, static OKC, DFW, and Tulsa billboards, mall stairs advertisements, and the first flight of digital DFW boards. This has provided great coverage in our target markets.

DFW Child Web



Impressions

133,987

Clicks

153

Starting in November we ran digital advertisements with Dallas-based publication DFW Child. This was a great opportunity to reach women and families in our target market. Impressions and clicks bottomed out at the beginning of December when our web ad and promoted content flights ended, but programmatic is running through January.



Email



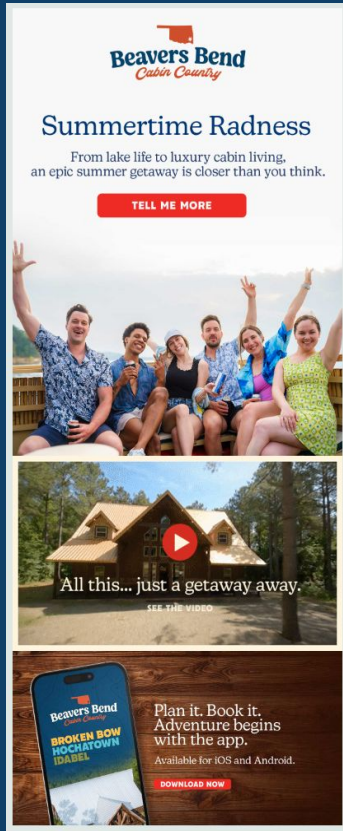
Beavers Bend
Cabin Country

The Guide to Lake Life

Hit the lake with these handy tips for a last-minute weekend on the water.

[LET'S SEE IT!](#)

Plan it. Book it. Adventure begins with the app.
Available for iOS and Android.
[DOWNLOAD NOW](#)



Beavers Bend
Cabin Country

Summertime Radness

From lake life to luxury cabin living, an epic summer getaway is closer than you think.

[TELL ME MORE](#)

All this... just a getaway away.
[SEE THE VIDEO](#)

Plan it. Book it. Adventure begins with the app.
Available for iOS and Android.
[DOWNLOAD NOW](#)



BROKEN BOW HOCHATOWN IDABEL

Beavers Bend
Cabin Country

[FIND YOUR CABIN](#)

Walking in a Beavers Bend Wonderland

Spend the holidays in Beavers Bend for a scene that would make Norman Rockwell jealous.

[Holiday Guide to Beavers Bend](#)

Over 3,000 Cabin Options
There are loads of luxury cabins in Beavers Bend; your dream getaway is waiting!

[Book Your Stay](#)

That S'moring Old Thing?
We've got seven variations on the classic s'more for your next campfire.

[Browse the Recipes](#)

Insights

Sent 4 general subscriber email July - Dec.

Key Takeaways:
22,686 Total Opens (Avg. 45.8%)
1,081 Total Clicks (Avg. 2.2%)

APP PERFORMANCE

Date Range	Downloads	Users
Through 2022	2352	7898
1/1 - 1/31	99	324
2/1 - 2/28	91	292
3/1 - 3/31	140	509
4/1 - 4/30	129	407
5/1 - 5/31	152	509
6/1 - 6/30	161	688
7/1 - 7/31	194	679
8/1 - 8/31	133	529
9/1 - 9/30	117	655
10/1 - 10/31	122	666
11/1 - 11/30	147	650

Activity on the app in October was consistent with the last few months. Lots of repeat visitors from OKC, which is interesting. Might be ICG-related, so we will see how future months look.

Need to add additional tips, content, tours.



Location Information						EXPORT
	Users	New Users	Sessions	Pages / Session	Avg. Session Duration	
Oklahoma City, OK	146	12	162	14.00	11m 29s	
Dallas, TX	95	41	120	8.00	2m 44s	
Doral, FL	87	0	87	1.00	0m 19s	
Broken Bow, OK	58	27	87	14.00	3m 44s	
St. Louis, MO	18	5	38	13.00	3m 36s	
Mountain View, CA	15	15	15	9.00	1m 41s	
Chicago, IL	15	6	17	5.00	1m 39s	
Texas	14	4	17	17.00	4m 26s	

COMING UP!

	Tactic/Partner	Jan	Feb	Mar	Apr	May	Jun
Social Media	FB, IG, PN, TT						
	YouTube Longform						
	Influencer Bucket - Cabin Giveaway						
	Local Impact YouTube/FB						
Digital Display	Quantcast Display: Prospecting & Retargeting						
	Quantcast Native						
	AARP						
Video	YouTube :06 & :15						
	Pre-roll Video						
	Locality :30						
	Hulu :30						
	Peacock :30						
	AARP						
	Paramount+ :30						
Streaming Audio	Pandora :30						
	Spotify :30						
Podcast Audio	iHeart :30						
Outdoor	DFW Rooftop Spectacular						
	DFW DDN						
	DFW Extension						
	Malls						
	OKC/Tulsa Billboards						
Broadcast	DFW: Sports, News						
Partnerships	KTBS Tower Cam						
	DFW Child						
	Oklahoma Today						
	Travelok.com impressions						
	E-Newsletters						