



# Beavers Bend

*Cabin Country*



**Jan - June 2024**

**6 Month Campaign Reporting & Recap**

# EXECUTIVE SUMMARY

January - June 2024

84,013,752

Impressions

322,891

Site Users

77,761

Conversions

175,353

Social  
Engagements

62,828

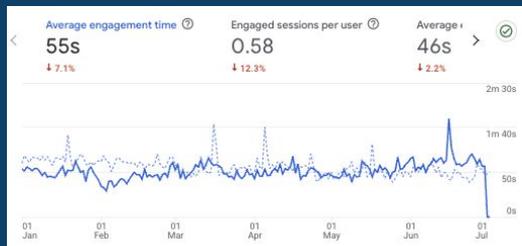
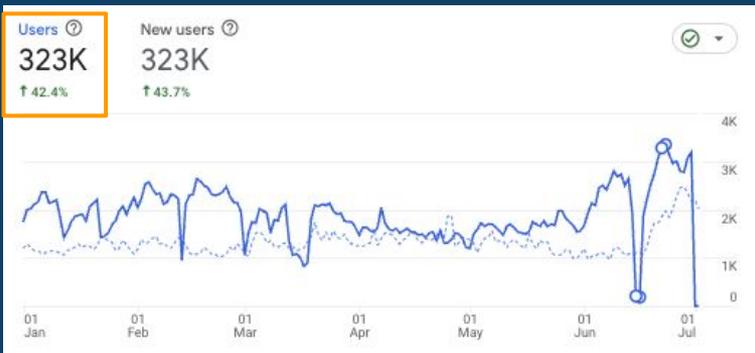
Social  
Audience

# TAX REVENUE

<i>MONTH</i>	<b>2018 % Change</b>	<b>2019 % Change</b>	<b>2020 % Change</b>	<b>2021-2022</b>	<b>2021 % Change</b>	<b>2022-2023</b>	<b>2022 % Change</b>	<b>2023-2024</b>	<b>2023 % Change</b>
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%	\$258,570.53	12.08%
April	6.68%	23.02%	115.00%	\$342,513.08	3.14%	\$325,462.65	-4.98%	\$434,254.90	33.43%
May	31.74%	22.64%	98.55%	\$256,219.83	6.02%	\$246,328.37	-3.86%	\$313,770.51	27.38%
June	6.42%	124.50%	14.31%	\$287,776.39	-1.20%	\$254,407.24	-11.60%	\$307,517.36	20.88%
<b>TOTAL</b>	<b>10.67%</b>	<b>31.82%</b>	<b>92.32%</b>	<b>\$3,685,759.41</b>	<b>12.43%</b>	<b>\$3,608,075.61</b>	<b>-2.11%</b>	<b>\$4,030,679.26</b>	<b>11.71%</b>

# WEB TRAFFIC

January - June 2024 compared to July - December 2023



For the last 6 months, we've had **over 300k users** to the site, **up nearly 43%** compared to the second half of 2023.

**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.

The average engagement time on the site sat at just **under 1 minute**. We did see a slight decrease in the average (7%).

FIRST USER PRIMARY CH...	NEW USERS
Organic Social	183K ↑52.1%
Organic Search	74K ↑34.7%
Direct	35K ↑19.0%
Referral	17K ↑18.1%
Paid Search	3.2K ↑156.8%
Display	2.8K ↑193.6%
Organic Shopping	3.3K ↑724.3%

Page title and screen class	Page path and screen class	Views	Users	Views per user	Average engagement time	Event count	Key events
SHOW PRIMARY DATE RANGE		vs. 689,455	vs. 226,814	vs. 3.04	vs. 59.44	vs. 1,928,666	vs. 61,663.00
1 Cabins in Beavers Bend Cabin Country	/stay/cabin/	417,216	197,469	2.11	27s	1,072,398	1,671.00
2 Beavers Bend Oklahoma - Welcome to Cabin Country	/	41,693	33,238	1.25	9s	123,807	1,412.00
3 Activities   Things to Do Around Broken Bow Lake and Beavers Bend	/activities/	16,135	11,345	1.42	12s	44,588	7.00
4 Beavers Bend Cabins   Broken Bow Lake   Beavers Bend   Oklahoma	/stay/	15,393	11,868	1.30	11s	36,431	18.00
5 A Beautiful View - Beavers Bend Cabin Country	/properties/a-beautiful-view-2/	10,738	8,780	1.22	22s	32,420	3,145.00
6 Beavers Bend Land & Water Park   Broken Bow Lake Rentals	/directory/beavers-bend-land-water-park/	8,298	5,830	1.42	29s	24,922	9.00
7 X's & O's - Beavers Bend Cabin Country	/properties/xs-os/	7,542	6,106	1.24	39s	20,404	2,448.00
8 Hiking Trails in Beavers Bend State Park   Around Broken Bow Oklahoma	/activities/outdoor-adventure/hiking/	7,163	4,291	1.67	58s	21,680	7.00
9 Broken Bow Oklahoma Restaurant   Beavers Bend Area Dining	/eat/	6,641	4,458	1.49	50s	15,105	39.00
10 Talewater Cabin - Beavers Bend Cabin Country	/properties/talewater-cabin-2/	6,433	5,380	1.20	30s	15,904	1,490.00

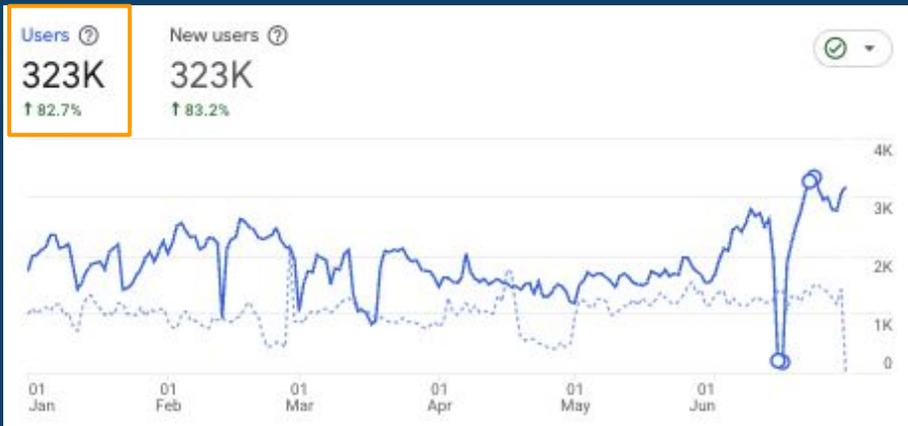
# WEB TRAFFIC

January - June 2024 Traffic Sources

Session default channel group	Session medium	X	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Key events All events	Session key event rate All events
			322,891 100% of total	387,031 100% of total	187,414 100% of total	46s Avg 0%	0.58 Avg 0%	6.89 Avg 0%	48.42% Avg 0%	2,665,098 100% of total	77,761.00 100% of total	11.93% Avg 0%
1	Organic Social	facebook_bbcc_cabin_linkad	139,007	157,692	64,802	40s	0.47	6.62	41.09%	1,043,235	34,645.00	13.87%
2	Organic Search	organic	75,865	96,918	66,516	58s	0.88	7.75	68.63%	750,659	16,027.00	9.27%
3	Direct	(none)	34,934	40,899	18,652	44s	0.53	6.79	45.61%	277,724	9,047.00	13.11%
4	Organic Social	facebook_mcta_cabin_linkad	25,531	29,521	13,214	41s	0.52	6.66	44.76%	196,601	6,839.00	14.58%
5	Referral	referral	18,001	20,843	10,537	50s	0.59	7.37	50.55%	153,587	3,640.00	9.49%
6	Organic Social	all_placements	15,350	16,950	6,542	45s	0.43	6.59	38.6%	111,619	3,739.00	13.99%
7	Organic Social	referral	5,527	6,058	3,154	56s	0.57	8.45	52.06%	51,212	2,194.00	18.7%
8	Organic Shopping	referral	3,341	3,373	83	1s	0.02	3.09	2.46%	10,430	7.00	0.15%
9	Paid Search	cpc	3,206	3,571	502	12s	0.16	3.74	14.06%	13,342	199.00	3.42%
10	Email	email	1,957	2,481	1,603	1m 35s	0.82	9.33	64.61%	23,158	866.00	20.56%
11	Display	cpc	1,315	1,522	327	4s	0.25	3.66	21.48%	5,578	34.00	1.51%
12	Display	DISPLAY	1,210	1,210	4	0s	<0.01	3.03	0.33%	3,672	0.00	0%
13	Paid Social	paid	1,049	1,073	171	14s	0.16	3.89	15.94%	4,177	40.00	2.8%
14	Unassigned	(not set)	955	825	18	3m 09s	0.02	13.81	2.18%	11,391	308.00	18.91%
15	Paid Video	cpc	702	832	201	14s	0.29	4.10	24.16%	3,415	39.00	3.13%
16	Display	display	309	344	93	32s	0.30	4.76	27.03%	1,636	48.00	6.98%
17	Organic Video	referral	167	215	94	1m 05s	0.56	7.83	43.72%	1,684	51.00	12.56%
18	Organic Social	facebook	111	111	10	8s	0.09	3.73	9.01%	414	4.00	2.7%
19	Organic Search	referral	98	115	79	54s	0.81	7.63	68.7%	878	21.00	10.43%
20	Paid Other	paid	71	89	27	21s	0.38	3.88	30.34%	345	4.00	2.25%

# WEB TRAFFIC

January - June 2024 compared to January - June 2023



The table displays the number of new users by their primary source. The 'Organic Social' source shows the highest number of new users, followed by 'Organic Search'. The 'Unassigned' source shows a significant decrease in new users compared to the previous period.

FIRST USER PRIMA...	NEW USERS
Organic Social	183K ↑182.1%
Organic Search	74K ↑22.5%
Direct	35K ↑59.4%
Referral	17K ↑52.2%
Unassigned	183 ↓98.7%
Paid Search	3.2K ↑49.2%
Organic Shopping	3.3K ↑2,836.0%

The table displays the count of various events and their percentage increase. The 'page\_view' event shows the highest count, followed by 'user\_engagement'. The 'check\_availability' event shows a significant increase in count.

EVENT NAME	EVENT COUNT
page_view	968K ↑92.5%
user_engagement	508K ↑55.0%
session_start	388K ↑81.8%
first_visit	323K ↑83.2%
scroll	286K ↑60.4%
click	107K ↑108.6%
check_availability	70K ↑143.4%

We saw a significant increase of **82% more users** than last year! Compared to the same time period in 2023, there was a bit more consistency and higher numbers across the board this first half of the year.

When looking at the events most triggered across the site, we're seeing significant increases in page views, clicks and our key event "Check Availability".

*Note: Paid Search and Organic Shopping are mislabeled in the GA4 platform. We will be addressing this issue moving into the 2024-25 FY.*

# WEB TRAFFIC: CONVERSIONS

Conversions	January - June 2024		6 mo Over 6 mo July - Dec 2023		Year Over Year Jan - June 2023	
	Conversions	Total Users	Conversions	Total Users	Conversions	Total Users
<i>Totals</i>	<b>77,761</b>	<b>44,291</b>	61,663 	33,572	32,622 	19,554
check_availability	<b>70,459</b>	<b>39,978</b>	56,563	31,954	28,952	18,297
add_to_favorites	<b>5,781</b>	<b>3,057</b>	3,861	2,333	2,908	1,647
start_your_search	<b>1,343</b>	<b>1,087</b>	1,076	859	699	612
contact_manager	<b>178</b>	<b>169</b>	163	149	63	56

Major increases compared to the second half of 2023 and the same time period of 2023 with **over 77k conversions** this time period.

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

# SOCIAL MEDIA AUDIENCE

## JANUARY - JUNE

### Audience Growth

See how your audience grew during the reporting period.

#### Net Audience Growth, by Month



Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>62,828</b>	<b>↗ 34.6%</b>
<b>Total Net Audience Growth</b>	<b>7,604</b>	<b>↘ 5.6%</b>
<u>X Net Follower Growth</u>	-5	↘ 105.3%
<u>Facebook Net Follower Growth</u>	1,579	↗ 90.7%
<u>Instagram Net Follower Growth</u>	5,743	↘ 17.2%
<u>TikTok Net Follower Growth</u>	274	↗ 80.3%
<u>Pinterest Net Follower Growth</u>	13	↘ 71.7%

### INSIGHTS

The second half of the fiscal saw significant growth with an overall social media audience increase of **34.6% YoY** across all channels. Facebook and TikTok saw the largest percentage growth at 90.7% and 80.3%, while Instagram saw the largest increase in followers, up 5,743.

**Total Audience as of 6/30 was 62,828!**

As we enter into the first half of the 24-25 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.

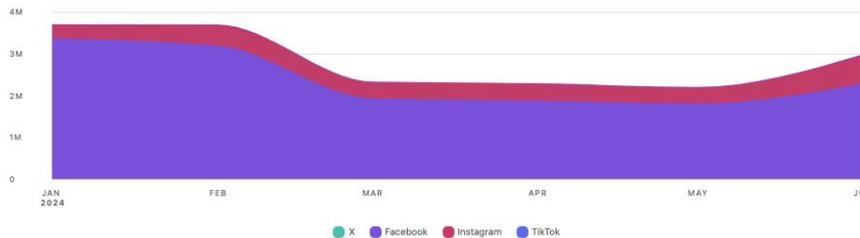
# SOCIAL MEDIA IMPRESSIONS & ENGAGEMENT

## JANUARY - JUNE

### Impressions

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

Impressions, by Month



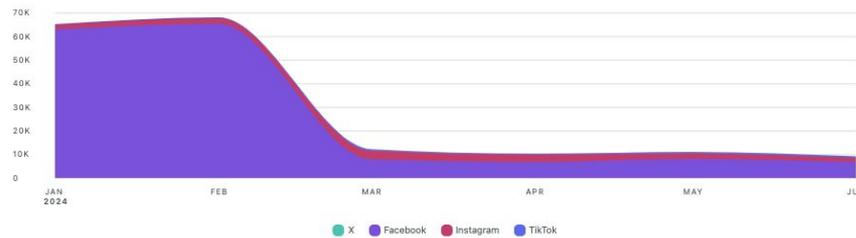
Impression Metrics

	Totals	% Change
<b>Total Impressions</b>	<b>17,205,981</b>	<b>↗ 17.8%</b>
X Impressions	2,386	↘ 95.4%
Facebook Impressions	14,396,503	↗ 30%
Instagram Impressions	2,734,027	↘ 20.1%
TikTok Impressions	73,065	↗ 48.2%

### Engagement

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

Engagements, by Month



Engagement Metrics

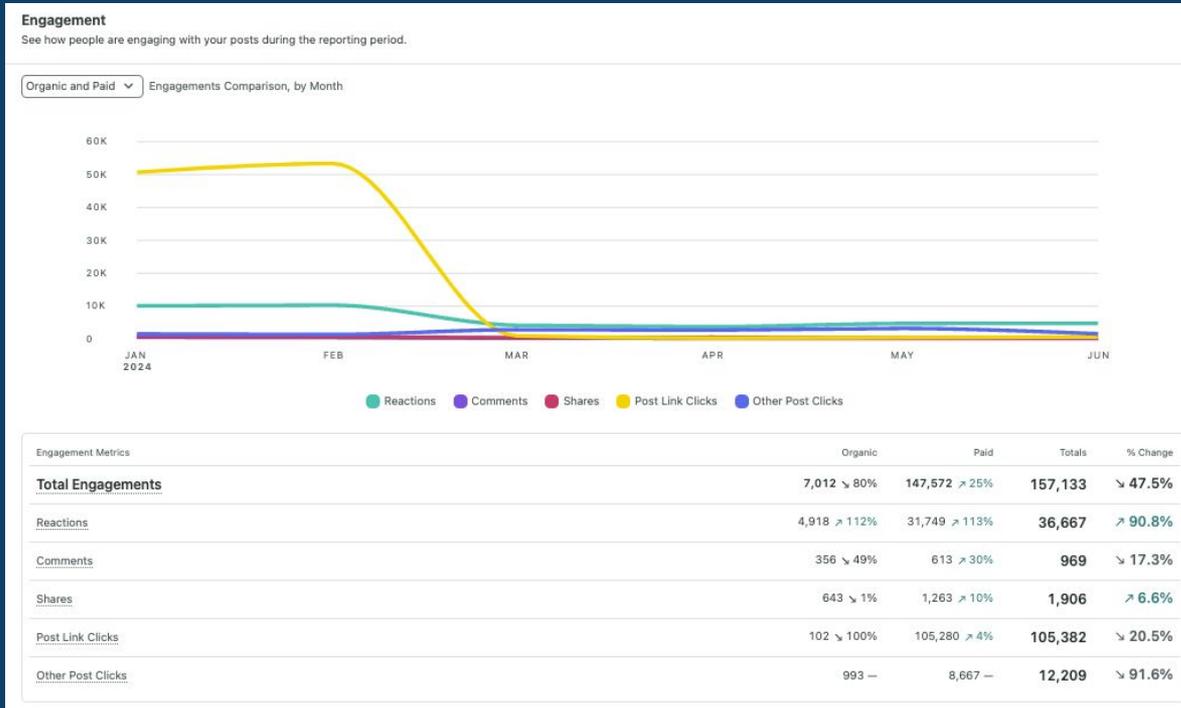
	Totals	% Change
<b>Total Engagements</b>	<b>175,353</b>	<b>↘ 49.7%</b>
X Engagements	78	↘ 97.6%
Facebook Engagements	157,133	↘ 47.5%
Instagram Engagements	15,377	↘ 64.9%
TikTok Engagements	2,765	↗ 22.8%

### INSIGHTS

Impression numbers were up 17.8%, while engagements fell 49%. The engagement drop occurs pretty drastically during March and stays fairly level until the end of June. Looking into the engagement data further we can see the post link clicks metric mirrors the drop we see in overall engagements (see next slide for graph). This drop is partly because of the end of our off-season cabin ad campaign, which added a big ad spend increase for the months of Dec - Feb. However, a larger cause for this drop is Meta went through a significant insight deprecation in March causing all engagements metrics to fall because they are now tracked differently on the page-level.

# SOCIAL MEDIA ENGAGEMENT – POST LINK CLICKS

## JANUARY – JUNE

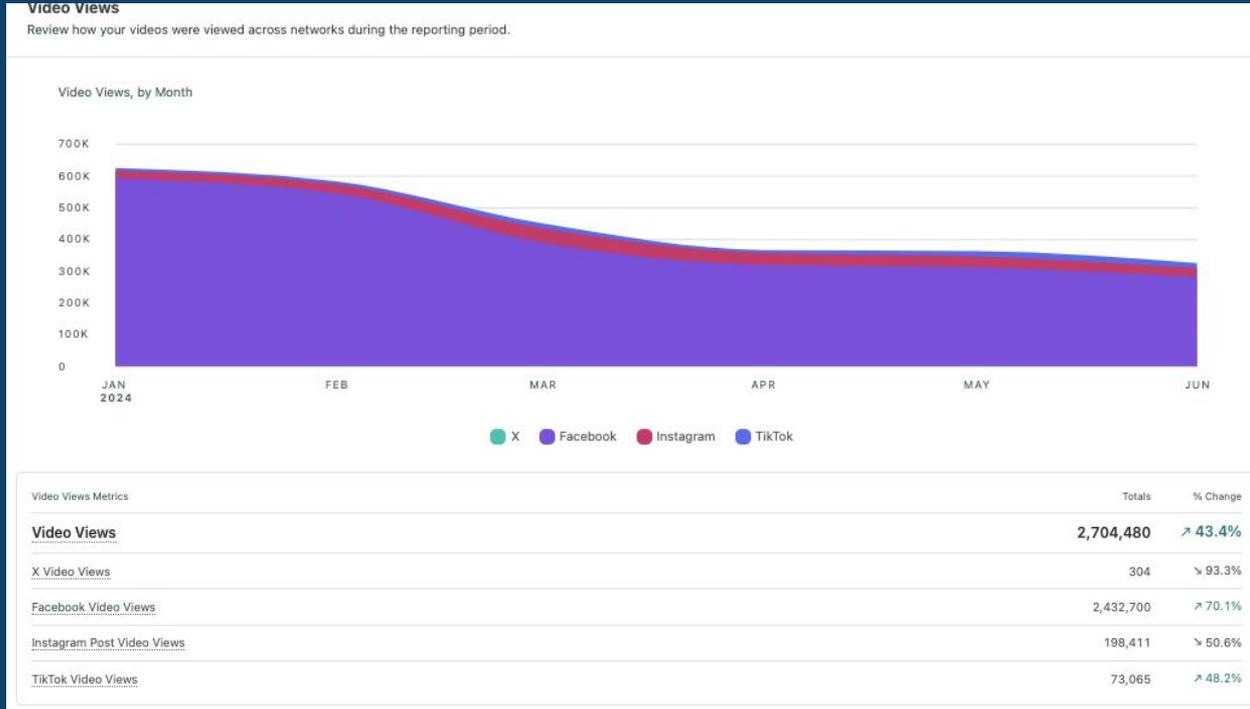


### INSIGHTS

In this graph you can see the post link clicks metric mirroring the drop we see in overall engagements on the prior slide.

# SOCIAL MEDIA VIDEO VIEWS

## JANUARY - JUNE



### INSIGHTS

Total video views saw solid growth, up over 43% compared to the previous year. Total views reached over 2.7 million views!

# ALL-STAR PERFORMERS

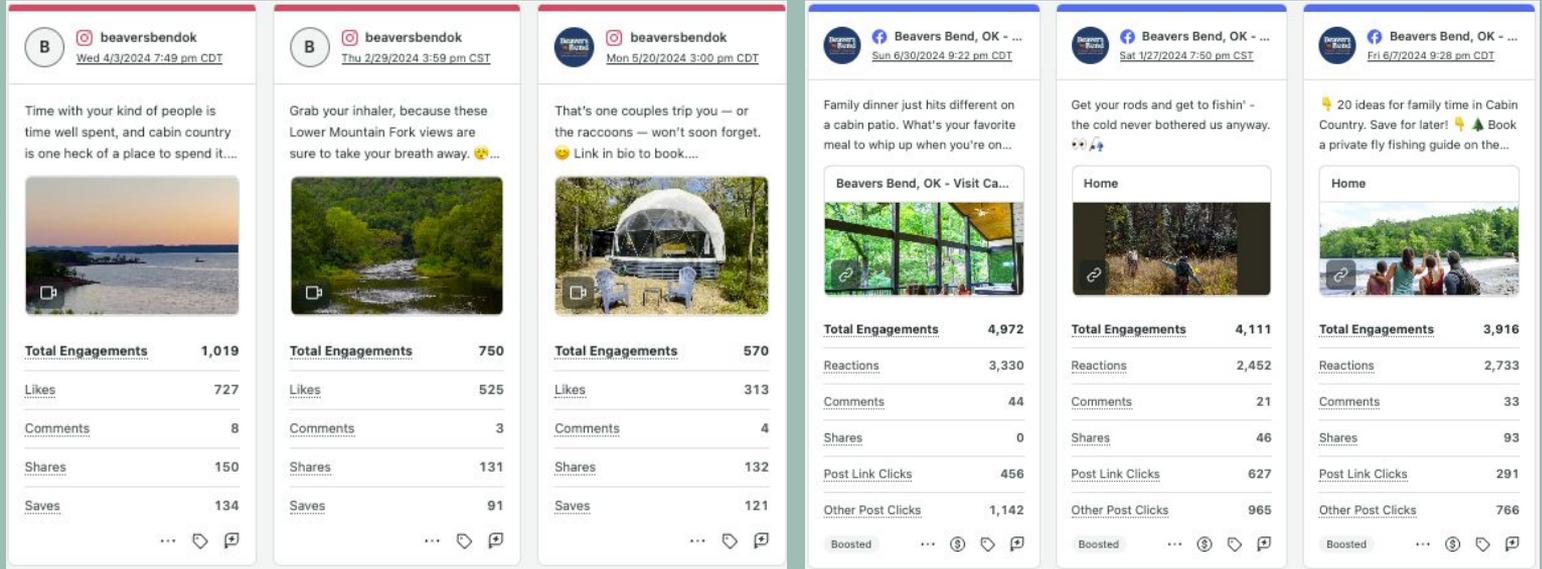
JANUARY - JUNE

Top performers for Instagram included beauty and unique cabin content, which aligns with our projections given the aesthetic nature of the platform.

Facebook's top performers were all static posts that included links that drove to the website and pushed family messaging.

We continue incorporating engaging hooks to maximize views and grab new audience's attentions.

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



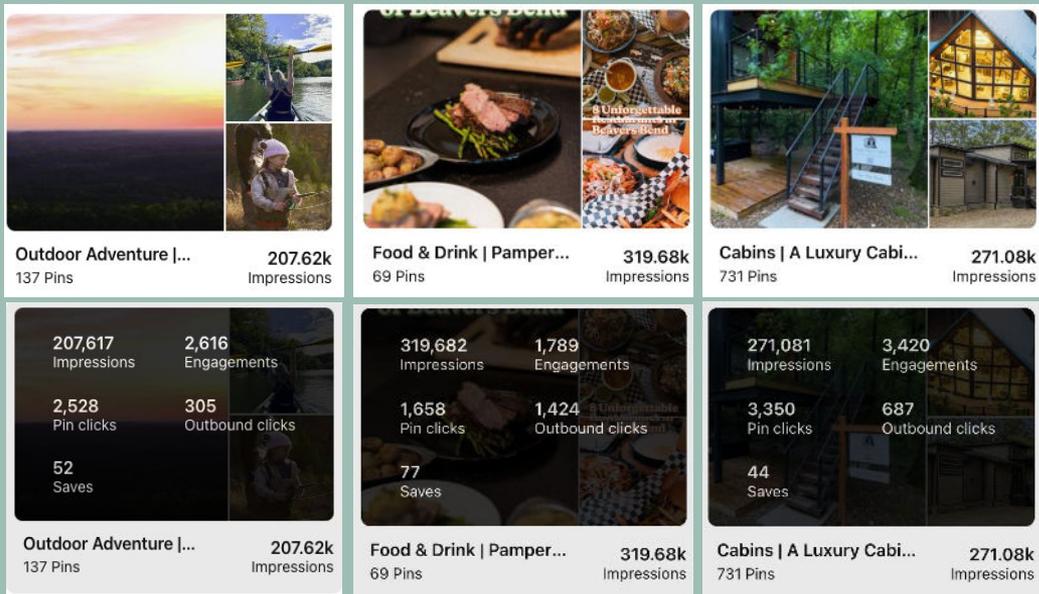
# ALL-STAR PERFORMERS

JANUARY - JUNE

With a refocused paid social effort on this platform we're seeing stronger results than previous periods. We're up in every category with the exception of saves. Top boards were Oklahoma Travel, Food & Drink and Cabins.

An important area of significant growth was in outbound clicks, up 60%! 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.



# PAID SOCIAL PERFORMANCE TOTALS

JANUARY - JUNE

16,847,621

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Impressions

196,872

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Landing Page Views

493,522

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Clicks

3,268,414

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Engagements

\$0.43

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Cost Per Click

# AD PERFORMANCE - FACEBOOK

JANUARY - JUNE

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Embracing the bare branches this season. 🍂



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**Home**  
You're just a getaway awa...

👍❤️👍 3.1K 48 comments 82 shares

👍 Like 💬 Comment ➦ Share

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Get your rods and get to fishin' - the cold never bothered us anyway. 🎣



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👍❤️👍 2.4K 21 comments 45 shares

👍 Like 💬 Comment ➦ Share

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👉 20 ideas for family time in Cabin Country. Save for later! 📌

...See more



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You're just a getaway awa... [Learn more](#)

👍❤️👍 2.6K 33 comments 93 shares

👍 Like 💬 Comment ➦ Share

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Giving off biiiiii 'everything the light touches' energy lately. 🌿🍷 #GetHereAlready

...See more



Ashleigh D... 48 comments 66 shares

👍 Like 💬 Comment ➦ Share

# AD PERFORMANCE - INSTAGRAM

JANUARY - JUNE

Instagram

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Live like that...

beaversbendok

Bucket lists weren't meant for just looking at. #GetHereAlready... more

Instagram

beaversbendok Sponsored



The Honey Dome

beaversbendok

That's one couples trip you — or the raccoons — won't soon forget. 🐻 Link in bio t... more

Instagram

beaversbendok Sponsored



Whoever sent you this wants to explore Beavers Bend Cabin County with you!

beaversbendok

All this fun ain't gonna have itself. Tap that link in bio and #GetHereAlready! 🌲 🏞️ ... more

Instagram

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beaversbendok

Giving off biiiig 'everything the light touches' energy lately. 🌅 #GetHereAlread... more

Instagram

beaversbendok Sponsored



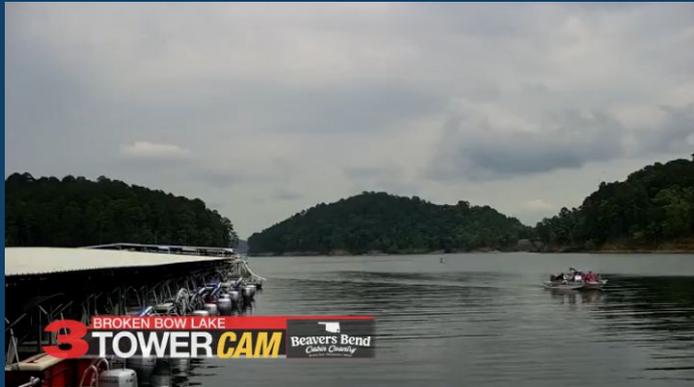
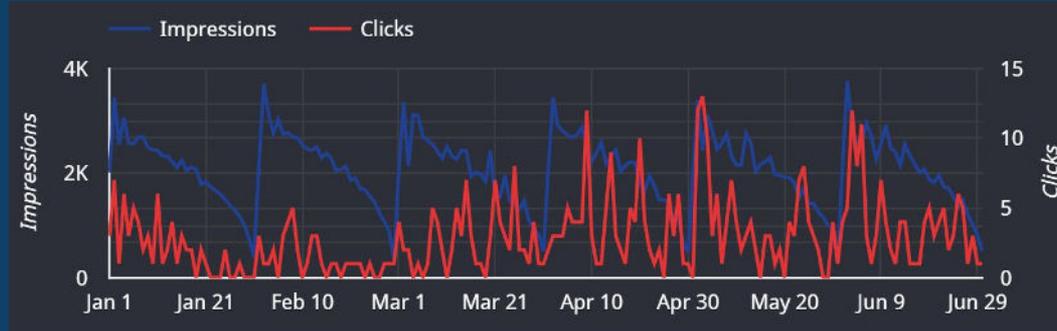
"You vacation in Oklahoma?"

Visit Instagram profile >

beaversbendok

IYKYK 🤔 #GetHereAlready ... more

# KTBS TOWER CAM



## Impressions

375,014

## Clicks

523

## CTR

0.16%

Overall impressions improved when comparing Jan - June to July - Dec. As the chart above indicates, impressions and clicks were typically highest at the beginning of the month before petering out as the month progressed. This tactic will not be renewing going forward.

# DIGITAL DISPLAY

## QUANTCAST

Digital Display was one of the few tactics that ran throughout the entirety of the campaign. While impressions and clicks fell over the past six months when compared to July - December '23, it ran much more efficiently in 2024. CPA dropped from \$18.34 to \$10.50, and conversions were up despite the lower amount of impressions.

### INSIGHTS

#### TOTAL IMPRESSIONS

14,736,039

#### TOTAL CLICKS

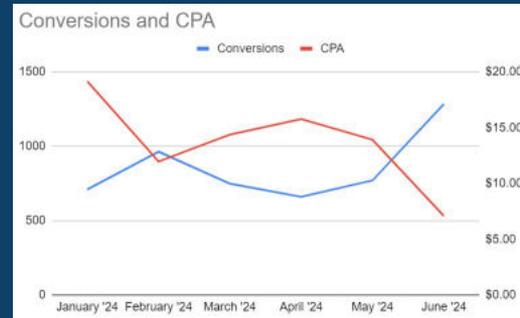
9,247

**CPA**  
**\$10.50**

#### TOTAL CONVERSIONS

5,138

Flight (1/1 - 6/30)	Impressions	Clicks	CTR	Conversions	CPA
Dallas	4,755,808	3,064	0.06%	789	\$33.78
OKC	1,215,113	814	0.07%	195	\$32.06
Shreveport	1,130,106	669	0.06%	188	\$32.08
Tulsa	1,156,166	743	0.06%	165	\$50.86
Added Value - All DMAs	3,214,458	2,153	0.07%	733	-
Retargeting	3,264,388	1,804	0.06%	3,068	\$6.75
<b>Total</b>	<b>14,736,039</b>	<b>9,247</b>	<b>0.06%</b>	<b>5,138</b>	<b>\$10.50</b>



# DIGITAL VIDEO

## QUANTCAST

Digital Video dropped off a bit in terms of impressions and clicks, but VCR increased by almost 10% overall. Due to how the budget was paced, fewer dollars went into Jan - June which resulted in the fall in impressions and clicks. However, just like Digital Display, it still performed at a high level.

### INSIGHTS

#### TOTAL IMPRESSIONS

5,649,239

#### TOTAL CLICKS

6,587

#### CPCV

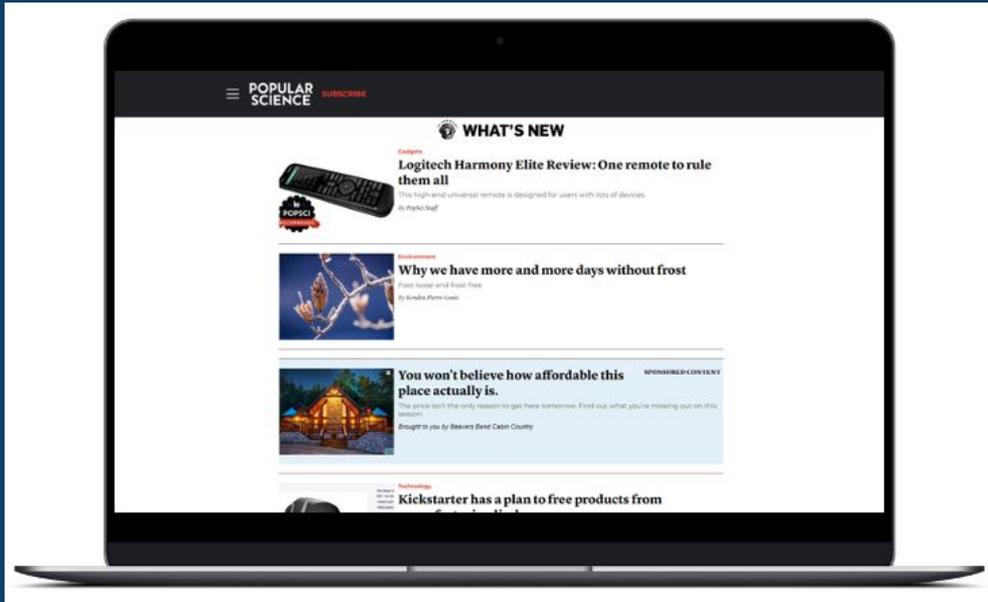
\$0.02

#### VCR

76.09%

Flight (1/1 - 6/30)	Impressions	Clicks	Completed Views	VCR	CPCV
Dallas	3,424,927	3,777	2,633,985	76.91%	\$0.02
OKC	529,399	667	403,360	76.19%	\$0.02
Shreveport	354,417	434	253,704	71.58%	\$0.02
Tulsa	527,032	584	393,952	74.75%	\$0.02
Houston	531,855	749	409,972	77.08%	\$0.02
Little Rock	281,609	376	203,709	72.34%	\$0.02
<b>Total</b>	<b>5,649,239</b>	<b>6,587</b>	<b>4,298,682</b>	<b>76.09%</b>	<b>\$0.02</b>

# NATIVE QUANTCAST



## INSIGHTS

### TOTAL IMPRESSIONS

11,175,406

### TOTAL CLICKS

7,216

Native only ran for a short period of time in January and February, but ran well. The final CTR for this tactic was 0.06%, which is well over the industry average of 0.02%.

# YOUTUBE LONGFORM ADS



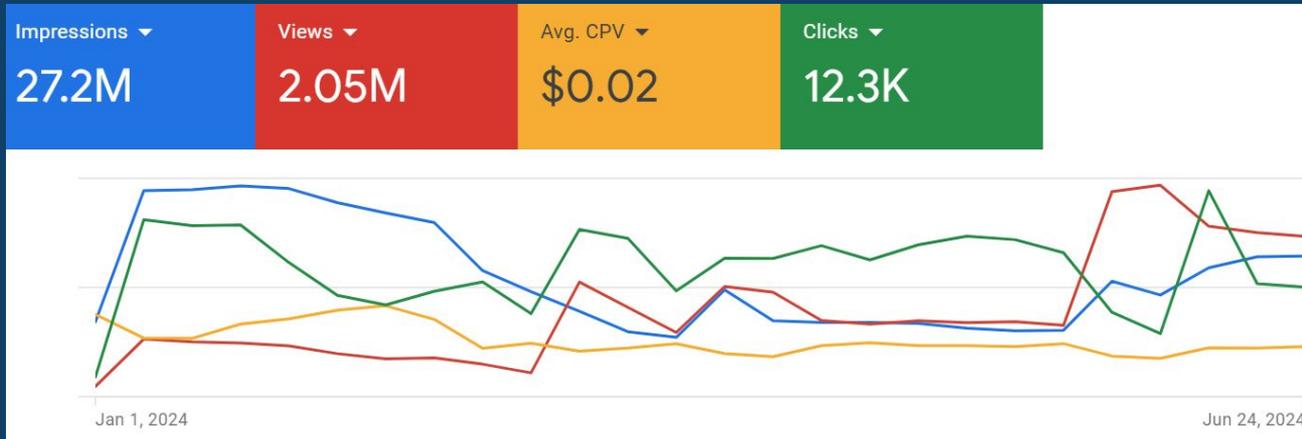
## Overview:

Impressions: 27,232,261

Views: 2,052,655

Clicks: 12,285

YouTube Longform had a strong six months, with impressions increasing by over 21M when compared to last July - December. Also, the demographics of viewers has shifted slightly from Males 35-44 to Males 55-64.



# YOUTUBE ENGAGEMENT



YouTube started off slow, but took a step up in mid-March and again at the beginning of May. It wasn't until May that we also saw a big spike in subscribers as well.

Content	Average view duration	Views
1  The Getaway You've Been Searching For - Hiking May 26, 2024	0:29 (96.6%)	597,582
2  Cabins on a Budget	0:15 (93.8%)	583,109
3  Great Deals This Offseason - 15	0:15 (93.9%)	272,134
4  Small Affordable Cabins in Beavers Bend Cabin Country Mar 26, 2024	1:40 (66.0%)	96,733
5  The Guys' Trip You've Been Searching For May 26, 2024	0:29 (95.5%)	89,422
6  Spring Break	0:15 (97.6%)	63,476
7  Teddy Owens Books a Private Chef   Beavers Bend Cabin Country May 7, 2024	2:14 (67.8%)	58,992
8  Waterfront Cabins in Beavers Bend Cabin Country Feb 8, 2024	1:54 (38.1%)	27,299
9  Things to do in Beavers Bend this Winter Nov 26, 2023	0:28 (14.4%)	23,688
10  Total Solar Eclipse   Beavers Bend Cabin Country Apr 9, 2024	1:05 (90.0%)	22,113

# HULU & LOCALITY

## HULU

### OVERALL VCR

97.47%

### TOTAL IMPRESSIONS

1,732,726

Hulu ran from January through May and got good results during that time frame. Most impressions came from viewers watching Drama, Comedy, or News programs.

## LOCALITY

### OVERALL VCR

97.49%

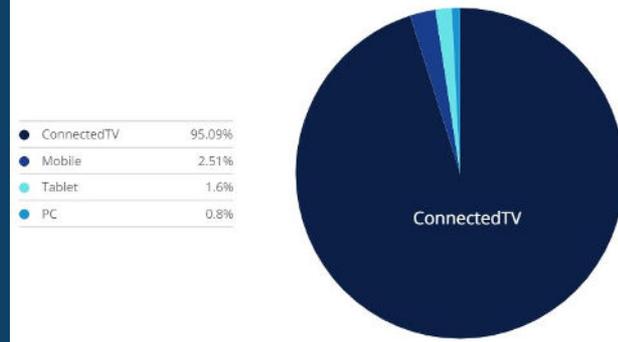
### TOTAL IMPRESSIONS

3,071,954

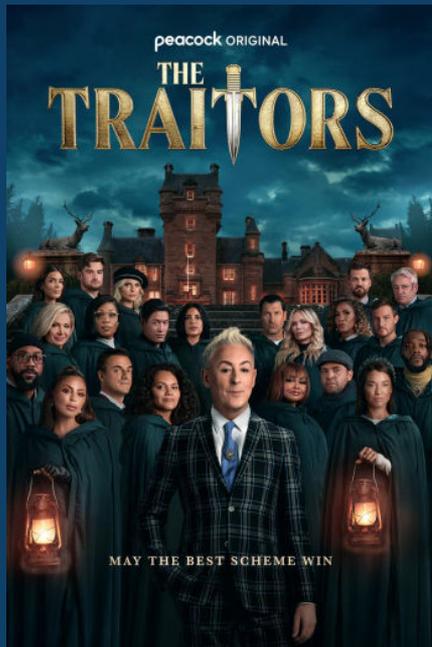
Locality has performed consistently well over the past six months. VCR has remained high and impressions are exactly where they should be. The percentage of impressions coming from ConnectedTV impressions increased by 5% as well.



## Impressions By Platform



# PEACOCK



## Video Impressions

335,390

## Pause Ad Impressions

384,991

## VCR

99.39%

Peacock ran OTT and Pause Ads in January and February - both of these tactics performed well and coincided with some high-quality programming. OTT ran primarily in NFL programming in January and local NBC channels in February, while Pause Ads got most of its impressions as viewers watched the new seasons of Yellowstone and The Traitors.

# PARAMOUNT+



**PARAMOUNT+**

**OVERALL VCR**

98.41%

**TOTAL IMPRESSIONS**

645,831

Paramount+ ran from January through April, and performed well during that run. It finished with a strong overall VCR of 98.41%, and primarily ran on programs such as NCIS, Criminal Minds, and CBS News Texas.

# AARP DIGITAL & VIDEO



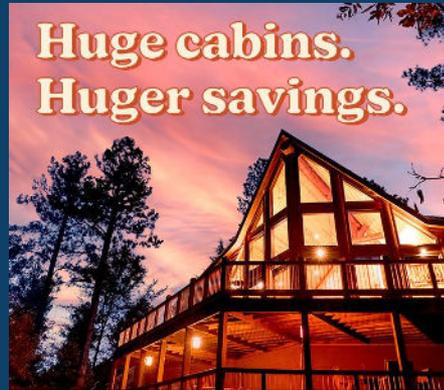
**Cabin deals  
for days...  
and nights.**

Don't miss out on  
big savings this season.

[Book Now](#)

BROKEN BOW  
HOCHATOWN • IDABEL

**Beavers Bend**  
*Cabin Country*



**Huge cabins.  
Huger savings.**

Don't miss out on  
big savings this season.

[Book Now](#)

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## Mobile Interscroller

### Impressions

163,496

### Clicks

1,245

### CTR

0.76%

### Video

### Impressions

74,160

### Clicks

1,341

### CTR

1.94%

AARP ran in January and February this year. While the video campaign saw an increase in CTR, the Mobile Interscroller ads regressed across the board. This tactic will not continue going forward.

# BASIS AUDIO



**BASIS**

**IMPRESSIONS**

580,719

**CTR**

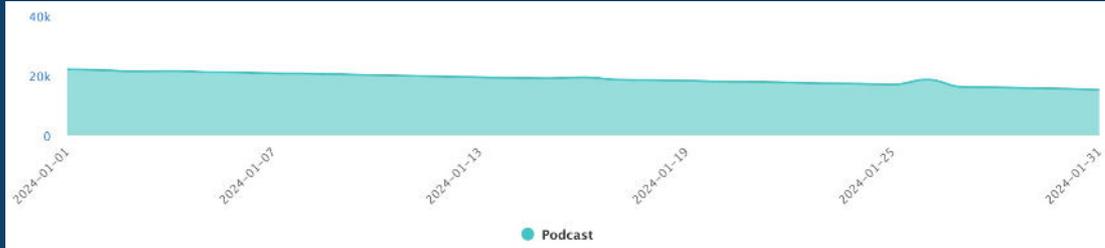
0.07%

**CPM**

\$19.73

Basis audio only ran in January - impressions remained consistent, but CTR was all over the place. Despite the up-and-down CTR, it ended up at 0.07%, and improvement from the previous six-month average of 0.05%.

# iHEART PODCAST



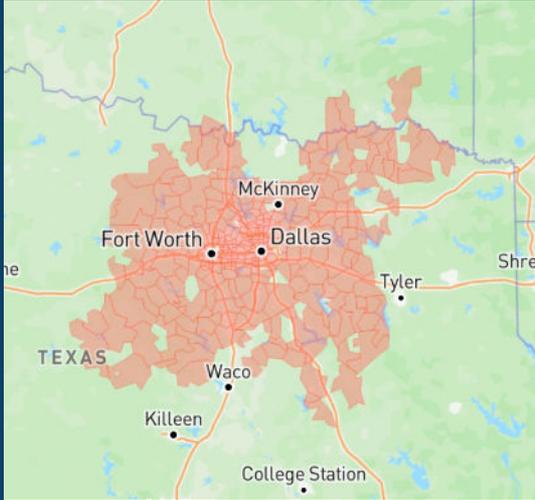
## iHeart Podcast

### IMPRESSIONS

584,603

January, the final month of the iHeart Podcast tactic was the worst month that we had seen from this tactic during this campaign. This tactic will not continue going forward.

# DFW Child Web



## Impressions

65,942

## Clicks

48

The DFW Child digital campaign had its last month in January. This campaign included print, social, and digital ads all run through the DFW Child media channels.



# Email

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IDABEL

**Beavers Bend**  
Cabin Country

[FIND YOUR CABIN](#)

## Get Here Already

Don't wait – great deals on luxury cabins are just a couple of clicks away.

[BOOK YOUR STAY](#)



## We don't say hibernation 'round here...

Great hikes, fishing, and more to get your family off the couch.

[DISCOVER MORE](#)



## Explore endless ways to relax & recharge.

[WATCH VIDEO](#)



[f](#) [@](#) [x](#) [v](#) [p](#)

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Cabin Country

[FIND YOUR CABIN](#)

## Better than breakfast in bed



Spend Mother's Day the Cabin Country way: relaxing, shopping, and eating good.

[Read the Blog](#)

## "Most beautiful place in Oklahoma"

– BOB G., FACEBOOK



## Spaaa! That Feels Good

give mom the gift of in-cabin massage or a facial at one of southeast Oklahoma's many day spas.

[Schedule a Massage](#)



## Maximum Relaxin'

With hot tubs and plenty of peace and quiet, these cabins have all the fixins for mom's favorite Mother's Day.

[Book Her Cabin](#)

BROKEN BOW  
HOCHATOWN  
IDABEL

**Beavers Bend**  
Cabin Country

[FIND YOUR CABIN](#)

## Off the Beaten Path



We asked the locals so you don't have to. Add these must-see spots to your Memorial Day Weekend plans.

[Read the Blog](#)

## "My best childhood memories were here!"

– @MELINDA.RAE.5 VIA INSTAGRAM



## Summer's Coming in Hot

Put that tax refund to good use and book this summer's getaway while offers are heating up.

[Gimme the Deals](#)



## 'Gram-Worthy Hikes

Check out over a dozen hiking trails sure to make your followers green with envy.

[Find Your Trail](#)

## Insights

Sent 7 general subscriber email Jan. - June

Key Takeaways:

32,837 Total Opens (Avg. 38.9%) 19.9% **higher** than industry average.

1,647 Total Clicks (Avg. 1.9%) .3% **higher** than industry average.

# APP PERFORMANCE

January - June 2024

Date	Downloads	Users
January	99	291
February	113	369
March	218	594
April	134	425
May	182	477
June	221	660
<b>Totals</b>	<b>967</b>	<b>2,816</b>



App performance in the first half of 2024 across users decreased (23%) compared to the second half of 2023, however increased (2%) in downloads.

The majority of users were seen in the **Dallas, TX area**. Followed by in-county or in Oklahoma City. However, the **most active users** were those utilizing the app **in-county**.

Location Information						EXPORT
	Users	New Users	Sessions	Pages / Session	Avg. Session Duration	
Dallas, TX	533	213	655	9.00	3m 3s	
Broken Bow, OK	385	205	554	13.00	4m 1s	
Oklahoma City, OK	223	81	258	9.00	3m 16s	
San Antonio, TX	85	27	104	10.00	3m 24s	
Texas	72	30	78	8.00	3m 11s	
Fort Worth, TX	67	32	78	11.00	3m 26s	
Houston, TX	48	20	54	11.00	3m 37s	
Lafayette, LA	39	13	42	10.00	2m 23s	