



Mid-Campaign Recap

Highlights Through October

- Over 1 Million Impressions
- 16.65% Paid Email Open Rate
- Over 25,000 Clicks-to-site
- \$1.16 CPC (will lower since is based on \$30,000 spend)



**Enjoy Harvest Time Happenings
in Southern Minnesota**

Starting in October, the verdant greens of Southern Minnesota summer burnish into bronze and crimson leaves, and the daylight takes on a golden autumn luster. In this part of Minnesota, autumn also brings a variety of activities, festivals, and opportunities to enjoy the beautiful foliage and the start of cooler temperatures.

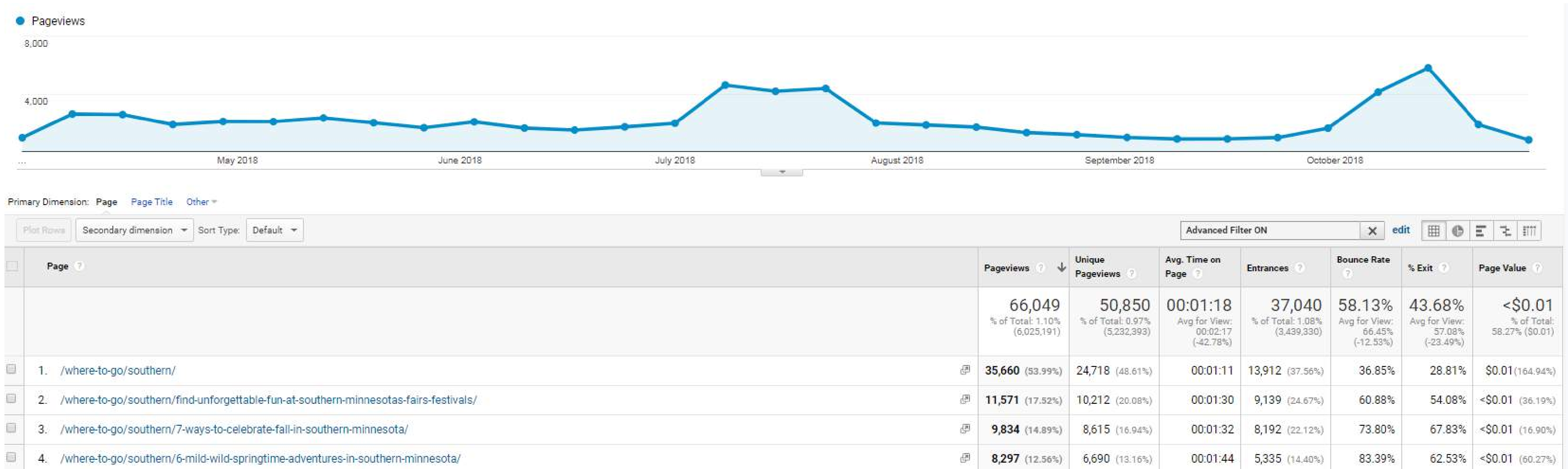
Click below to see seven of the best ways to celebrate fall in Southern Minnesota.

[EXPLORE SOUTHERN MINNESOTA >](#)



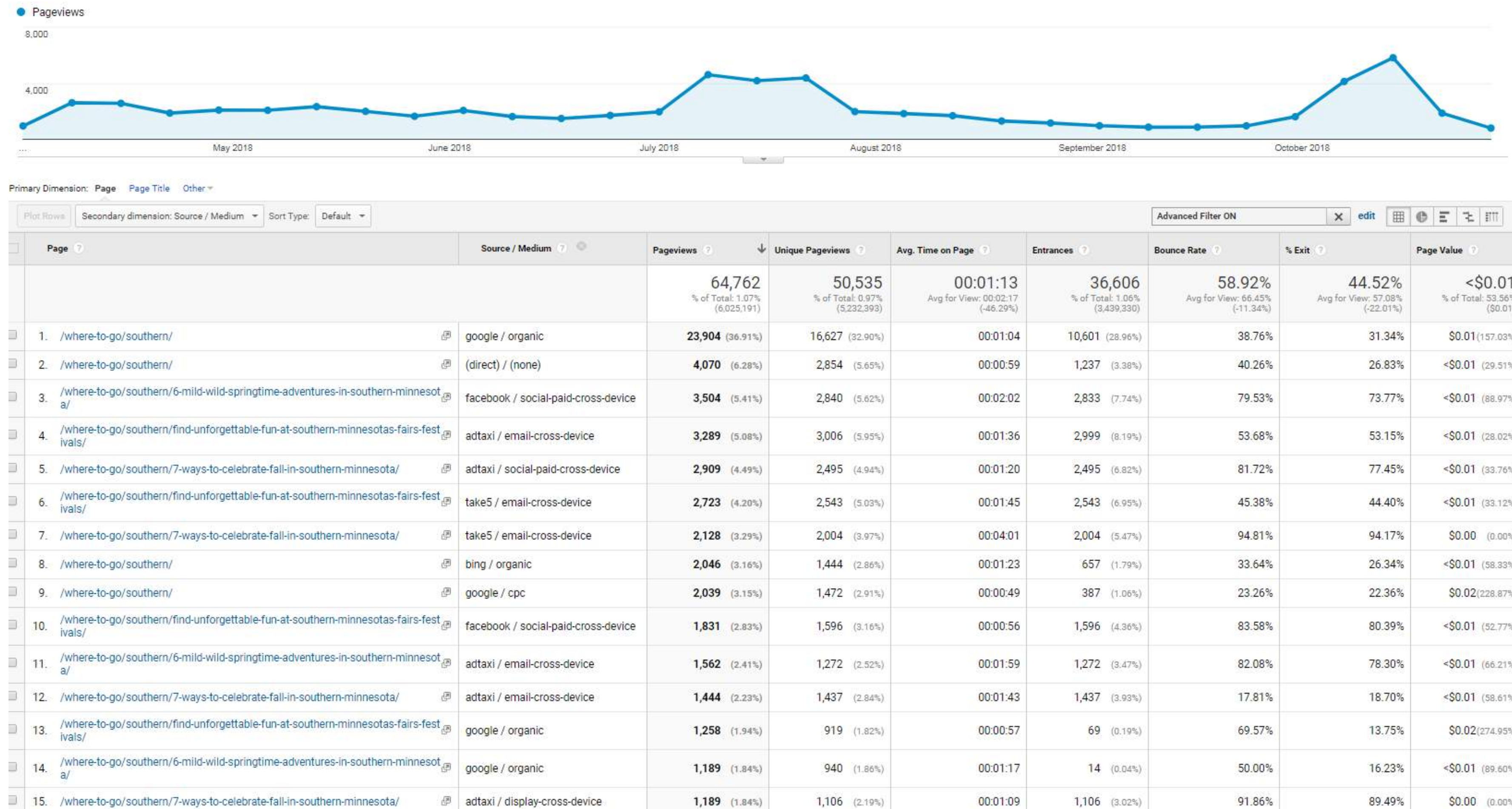
#ONLYINMN

Google Analytics (Pageviews through October)



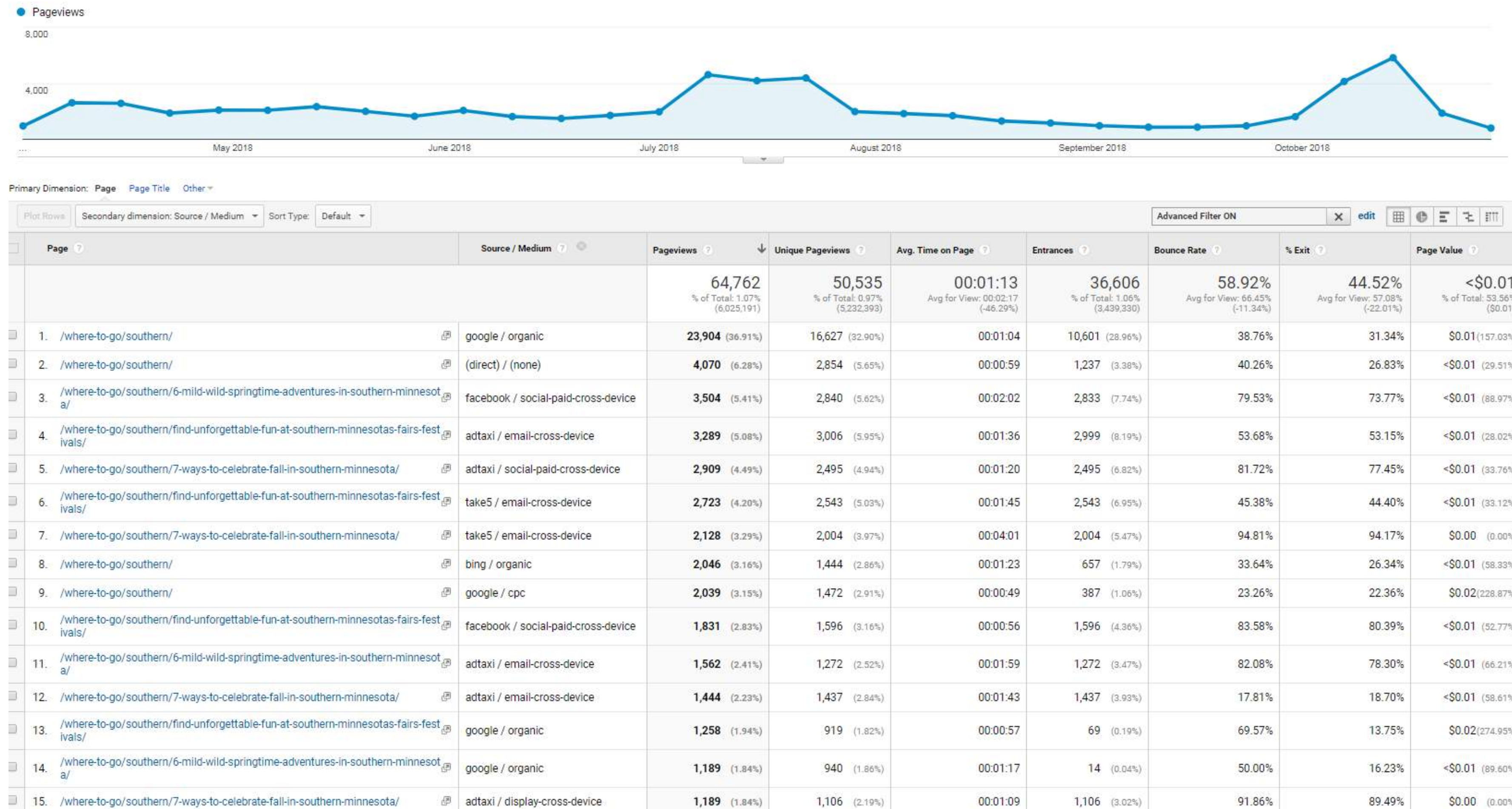
- Actual Average Time on Page [via paid media] = 2:07
- Low Bounce Rate = Good

Google Analytics (Source/Medium – through October)



- Paid media is generating web traffic equivalent to organic traffic
- Organic traffic: Southern main page ranks #16 across entire site Apr-Oct (2nd to Metro)

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**Southern Minnesota Tourism Association**
Sponsored ·  Like Page

Spring seems to start just a little sooner in southern Minnesota. From fishing to hiking trails to delicious food, there are plenty of adventures in southern Minnesota this spring! #OnlyinMN



Explore 6 Mild & Wild Springtime Adventures in Southern Minnesota

EXPLOREMINNESOTA.COM

6 Springtime Adventures in Southern Minnesota 

45 Likes 32 Shares

 Like  Comment  Share


naturally different

6 Mild & Wild Springtime Adventures in Southern Minnesota

Spring seems to start just a little sooner in southern Minnesota. Mild temperatures melt away the snow and reveal the lush greens of the Minnesota River Valley and the wooded bluffs of southeastern Minnesota, and the water starts to flow in the region's lakes and streams. Get out and have some adventures—ranging from mild to wild—in southern Minnesota this spring!

Learn more about Southern Minnesota activities, events and great places to visit.





#ONLYINMN


naturally different



Let southern Minnesota entertain you at its fairs and festivals. 


naturally different

Let southern Minnesota entertain you with its fairs and festivals. 




naturally different



7 WAYS TO CELEBRATE FALL IN SOUTHERN MINNESOTA


naturally different



Be entertained in Southern Minnesota.


naturally different



Explore 6 Mild & Wild Springtime Adventures in Southern Minnesota







Spring-Summer 2019 Marketing

Goals: Awareness, Engagement

KPI's: Impressions, Engagement Rate



Houck Transit Advertising

- **FULL WRAP, QUEEN, TAIL**
- OMAHA, NE



Houck Transit Advertising

- **SOUTHERN MN AREA TOURISM**
- OMAHA, NE (OPTION 1)

MEDIA TYPE	NUMBER OF SIGNS	SIGN SIZE (H x W)	COST PER SIGN PER MONTH
Full Wrap	1	35' bus	\$1,250.00
Queens	4	30"x70"	\$200.00
Tails	6	23"x53"	\$0.00

CONTRACT LENGTH	MONTHLY COST*	PRODUCTION COST
6 months	\$2,050.00	\$7,660.00 + tax

MONTHLY IMPRESSIONS	TOTAL COST
2,542,122	\$19,960.00 + tax

Estimated 15.3 Million Impressions

Here's what's coming up...

- AAA North Central TourBook: Contact Jason
- Shared Snowmobiling Email: Nov. 8 (Kyle T.)
- Lake Time Magazine, Winter issue: Nov. 15
- Group Tour Magazine, March issue: Dec. 31
- RoadRUNNER Magazine, Mar/Apr: Jan. 15
- Minnesota Monthly, March issue: Jan. 18 (Kristin)

Keep in mind:

Digital, Social, TV, Emails, OOH
available (limited) until June.



EXPLOREMINNESOTA.COM/COOP





6 Mild & Wild
Springtime Adventures
in Southern Minnesota

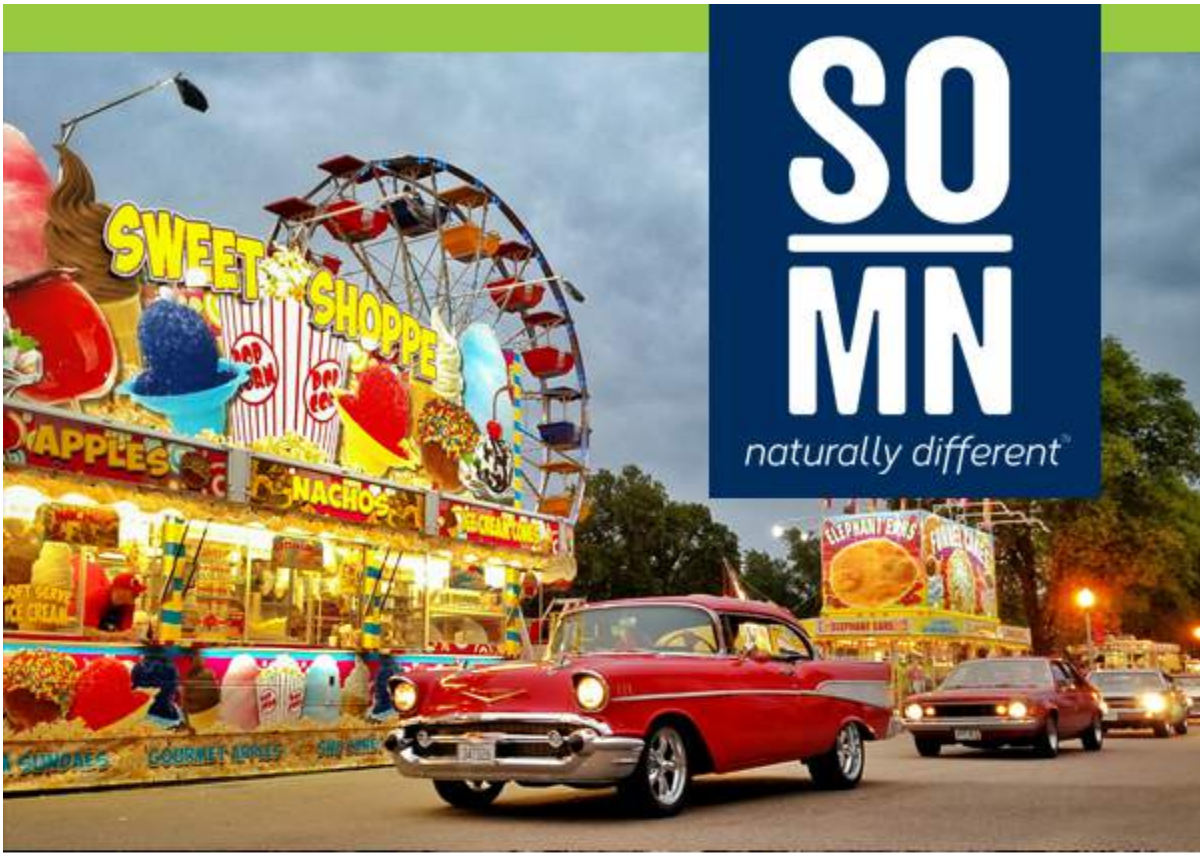
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Learn more about Southern Minnesota activities, events and great places to visit.

EXPLORE SOUTHERN MINNESOTA



#ONLYINMN



Let southern Minnesota entertain
you at its fairs and festivals.

Have fun and create unforgettable memories at these summer celebrations across the region.

Learn more about Southern Minnesota activities, events and great places to visit.

EXPLORE SOUTHERN MINNESOTA



#ONLYINMN



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in Southern Minnesota

Starting in October, the verdant greens of Southern Minnesota summer burnish into bronze and crimson leaves, and the daylight takes on a golden autumn luster. In this part of Minnesota, autumn also brings a variety of activities, festivals, and opportunities to enjoy the beautiful foliage and the start of cooler temperatures.

Click below to see seven of the best ways to celebrate fall in Southern Minnesota.

EXPLORE SOUTHERN MINNESOTA



#ONLYINMN

- Email Marketing in Iowa Markets
- Email Marketing in Wisconsin Markets



Houck Transit Advertising

FUSION HALF WRAP, TAILS
OMAHA, NE



Houck Transit Advertising

SOUTHERN MN AREA TOURISM
OMAHA, NE (OPTION 2)

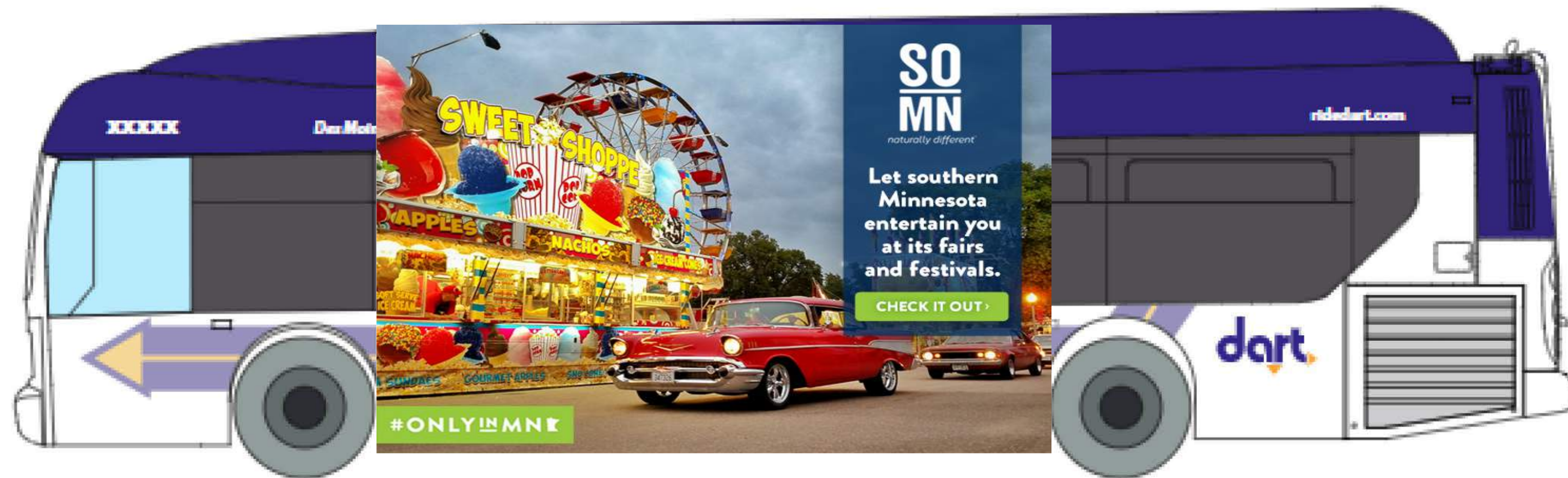
MEDIA TYPE	NUMBER OF SIGNS	SIGN SIZE (H x W)	COST PER SIGN PER MONTH
Fusion Half Wrap	2	35'	\$750.00
Tails	4	23"x53"	\$0.00

CONTRACT LENGTH	MONTHLY COST*	PRODUCTION COST
6 months	\$1,500.00	\$4,000.00 + tax
MONTHLY IMPRESSIONS	TOTAL COST	
1,129,832	\$13,000.00 + tax	



dart
adspose
Reach. People.

Sizing Example



Explore Minnesota Dynamic Campaign: May, June July

- 8 “King Kong” Vinyl Wraps – Extends from wheel-to-wheel, top to bottom of the transit bus.



Rate Including Production and Media: \$23,688

FAIRWAY

- Fairway Outdoor Billboards in Iowa
- Des Moines (3), Mason City (3), Clear Lake (1)
- \$18,566 for Six Boards May-June

COMPANY:	START DATE:	END DATE:
NAME:	PHONE:	EMAIL:

A map of Iowa showing major highways and cities. Three location pins are placed on the map: a blue pin in Des Moines, a red pin in Mason City, and a green pin in Clear Lake. The map is framed by a dashed orange border. At the bottom, there is a grey bar with the text 'LOCATION MAP' and a 'FAIRWAY' logo.

LOCATION MAP

FAIRWAY

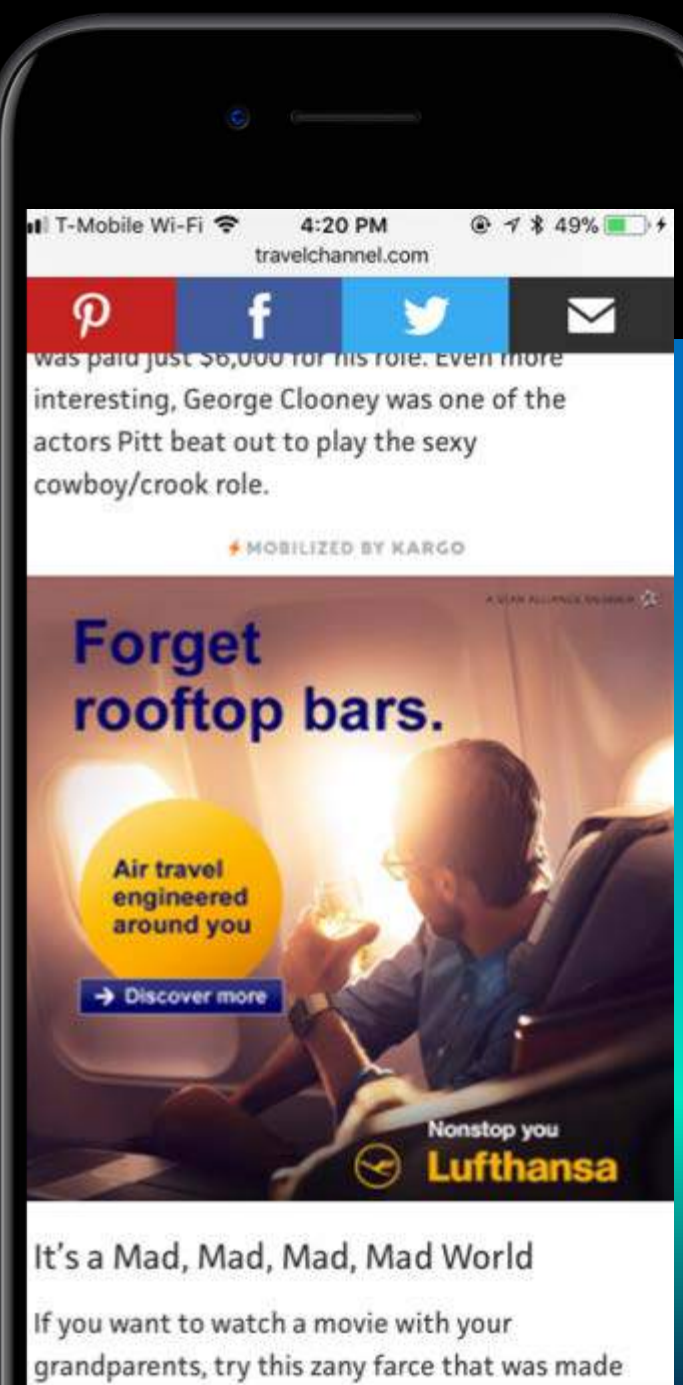


CUSTOM SOLUTION PREPARED FOR

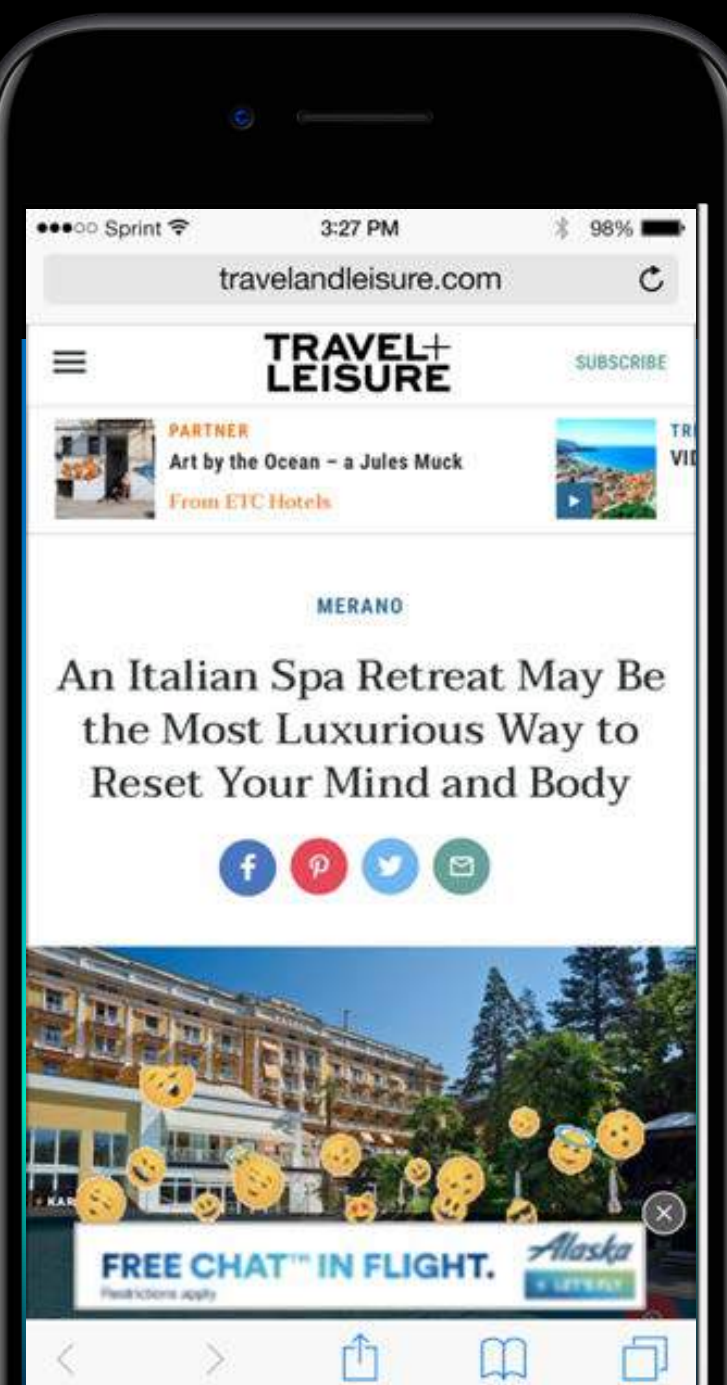
MINNESOTA TOURISM

11.05.2018

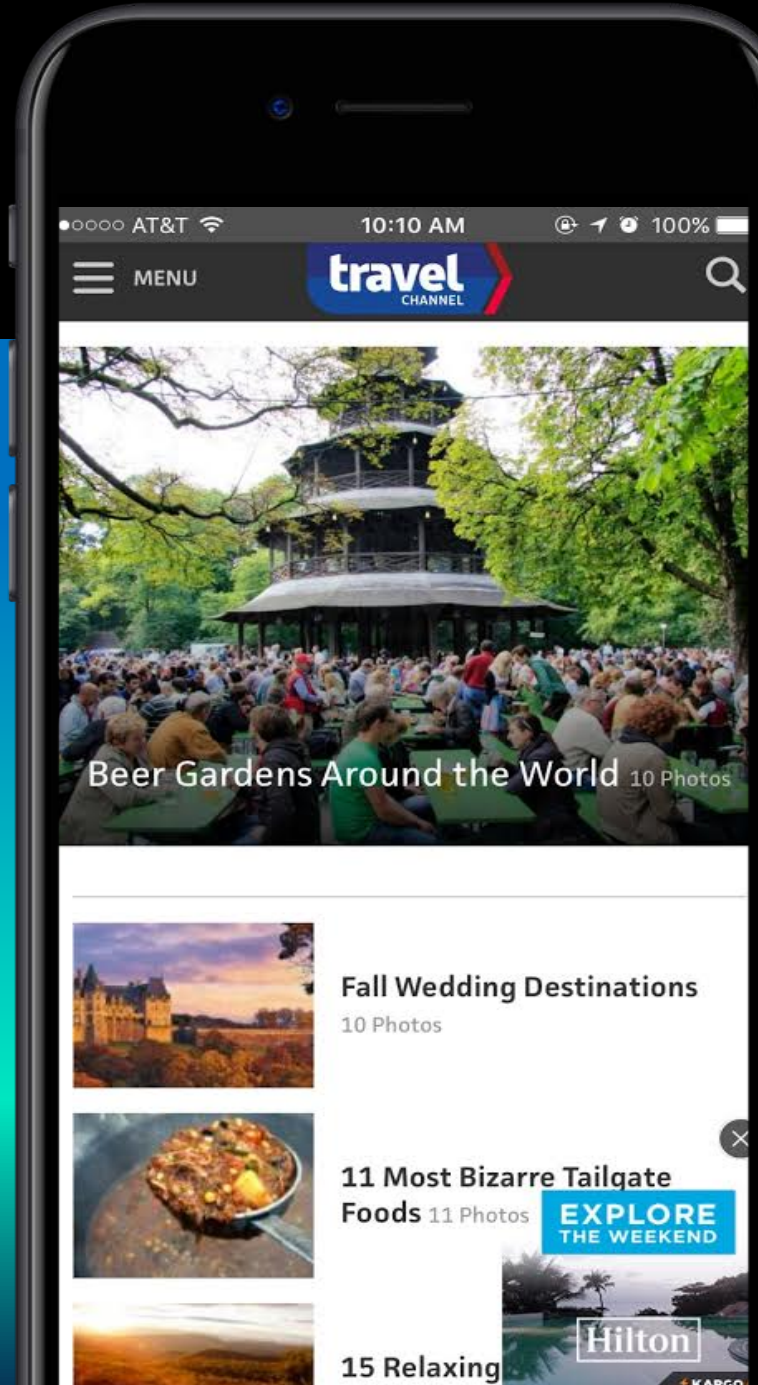
KARGO KNOWS TRAVEL



KEY ART
AVG. IN VIEW TIME 14.75s



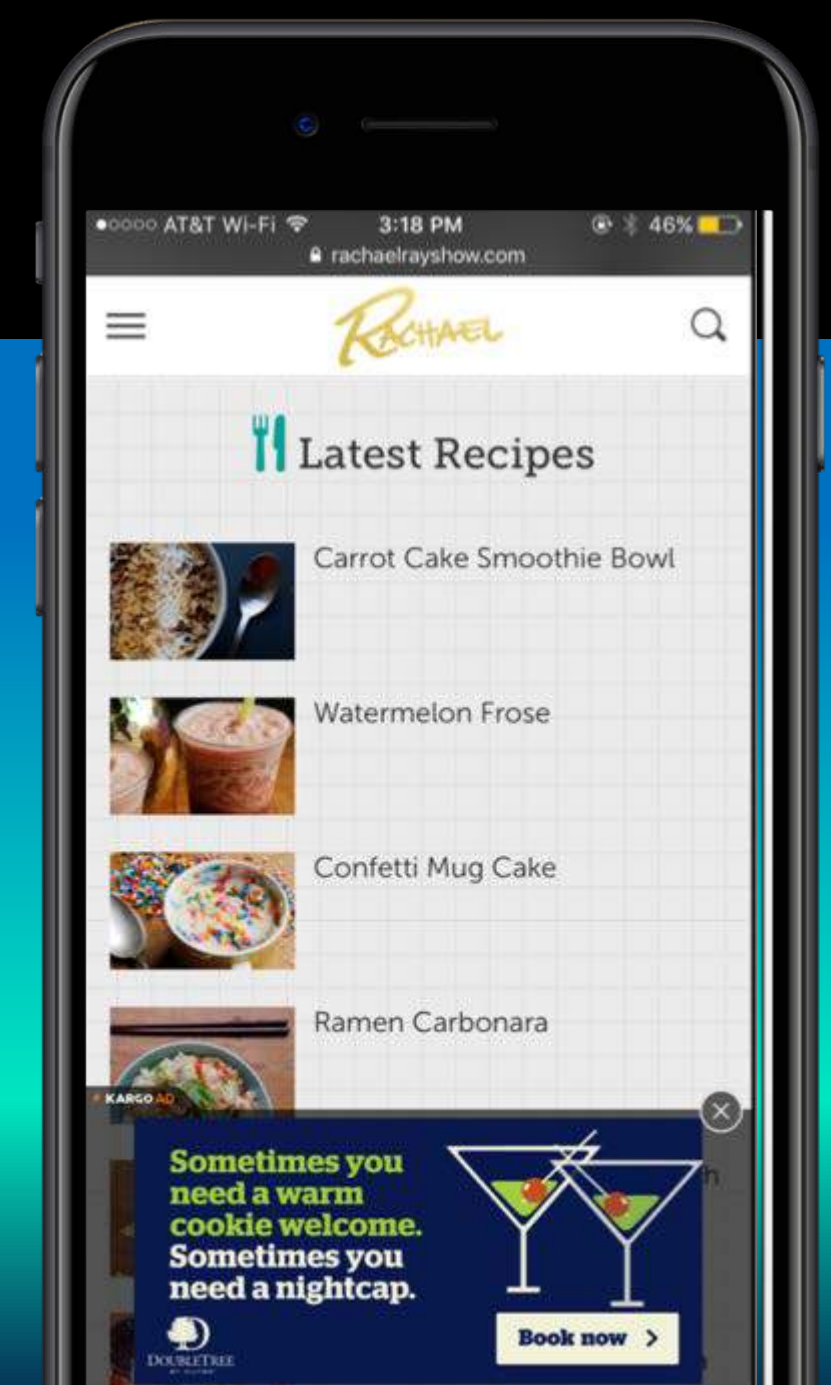
BREAKOUT
AVG. CTR 0.8%



SIDEKICK
AVG. CTR 1.1%



VENTI
AVG. IN VIEW TIME 6.69s



ANCHOR
AVG. CTR 1.0%

KARGO + MINNESOTA TOURISM
AT-A-GLANCE

FLIGHT DATES

4/01/2019 – 6/30/2019

BUDGET

\$25K

KPIs

Awareness, Engagement

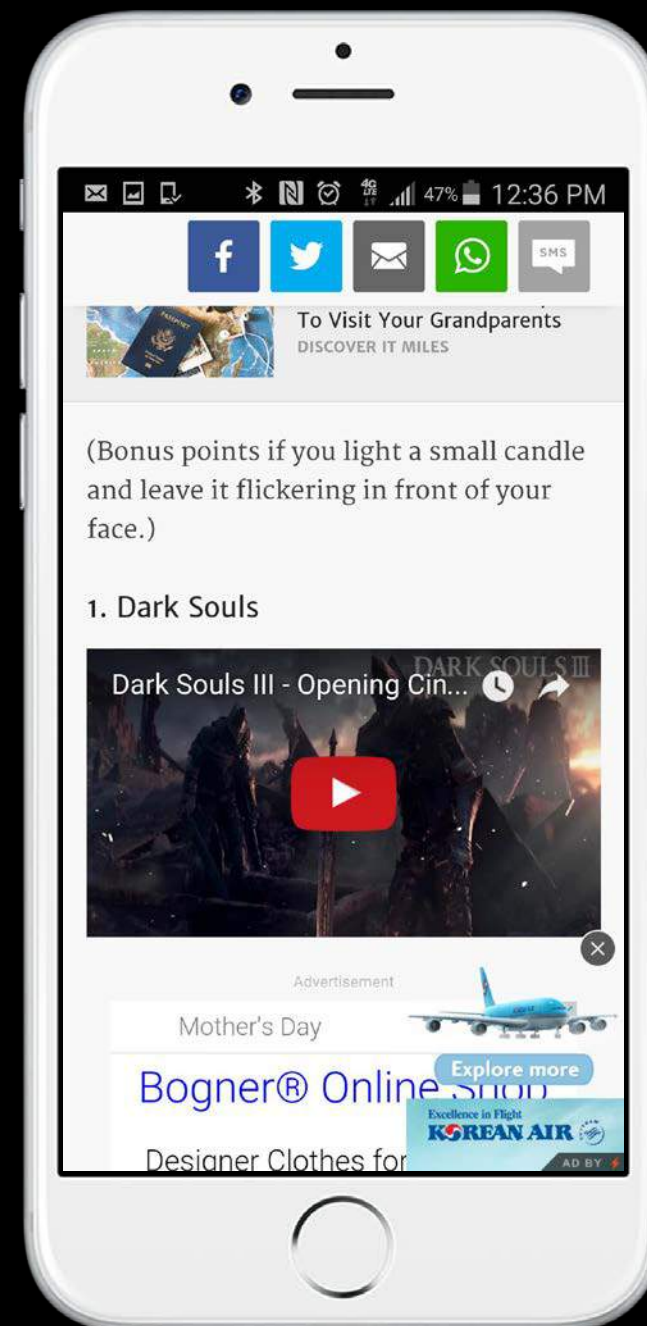
TARGETING

Editorial Graph, Geo

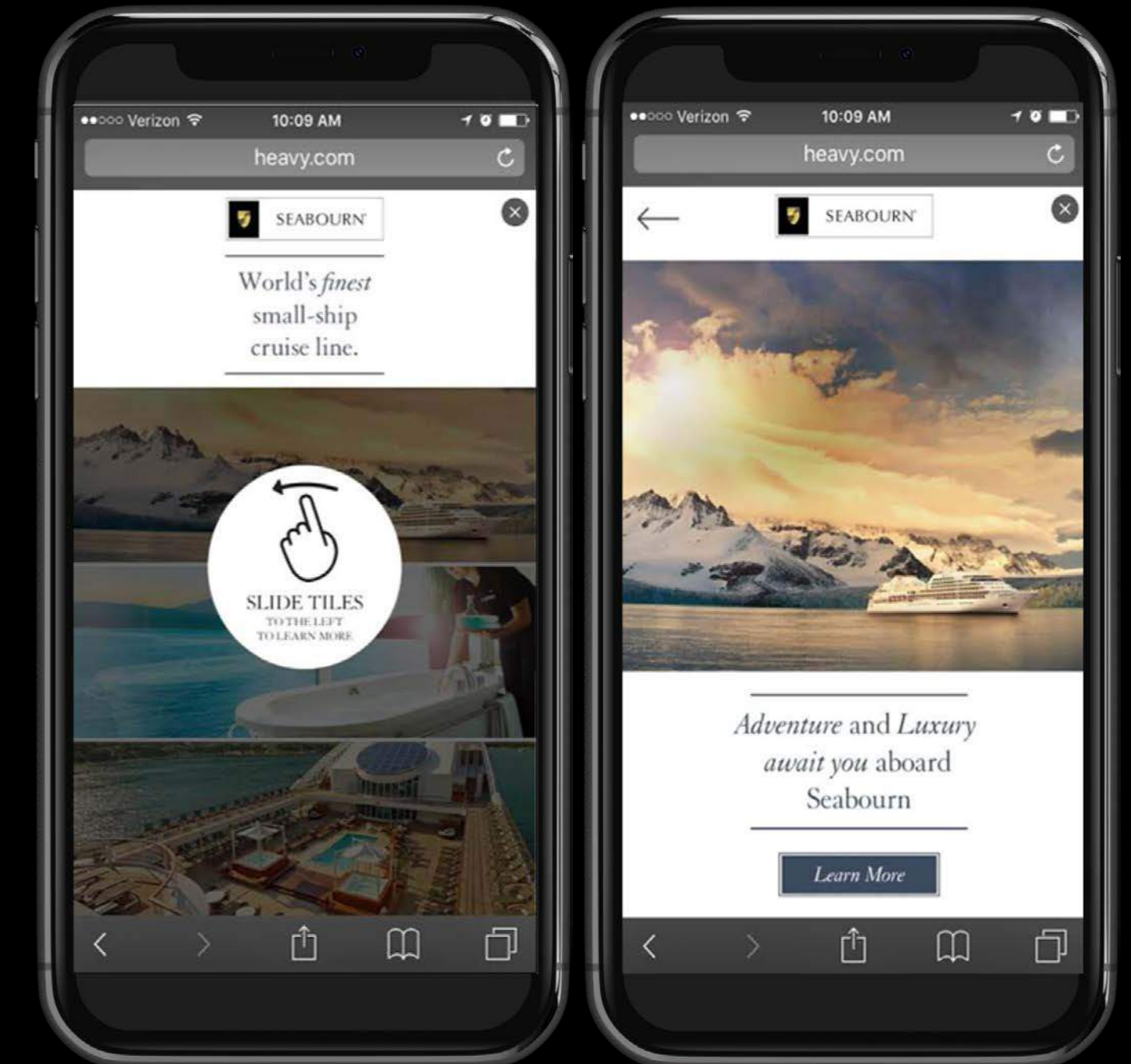
HIGH-IMPACT FORMATS

OPTION ONE

OPTION TWO



CHOOSE ONE



SIDEKICK EXPANDABLE

140x140 Sidekick creative appears in the bottom right corner of a users screen upon page load, capturing first impressions with click-driving Minnesota Tourism imagery. This format expands to a full-screen RM experience of choice.

MAP EXPLORER

This full-screen experience presents users with a Map of Minnesota that includes hotspots, prompting users to interact and learn about activities/attractions available in different parts of the state.

SLIDE TO REVEAL

The Slide to Reveal presents users with panels that include information about different attractions highlighted by Minnesota Tourism, prompting users to "slide" and reveal mobile first video, high-impact imagery, and details about attractions.

DESTINATIONS KNOWN

8%
ENGAGEMENT RATE¹
4x benchmark

47s
AVG IN-VIEW TIME²
3x benchmark

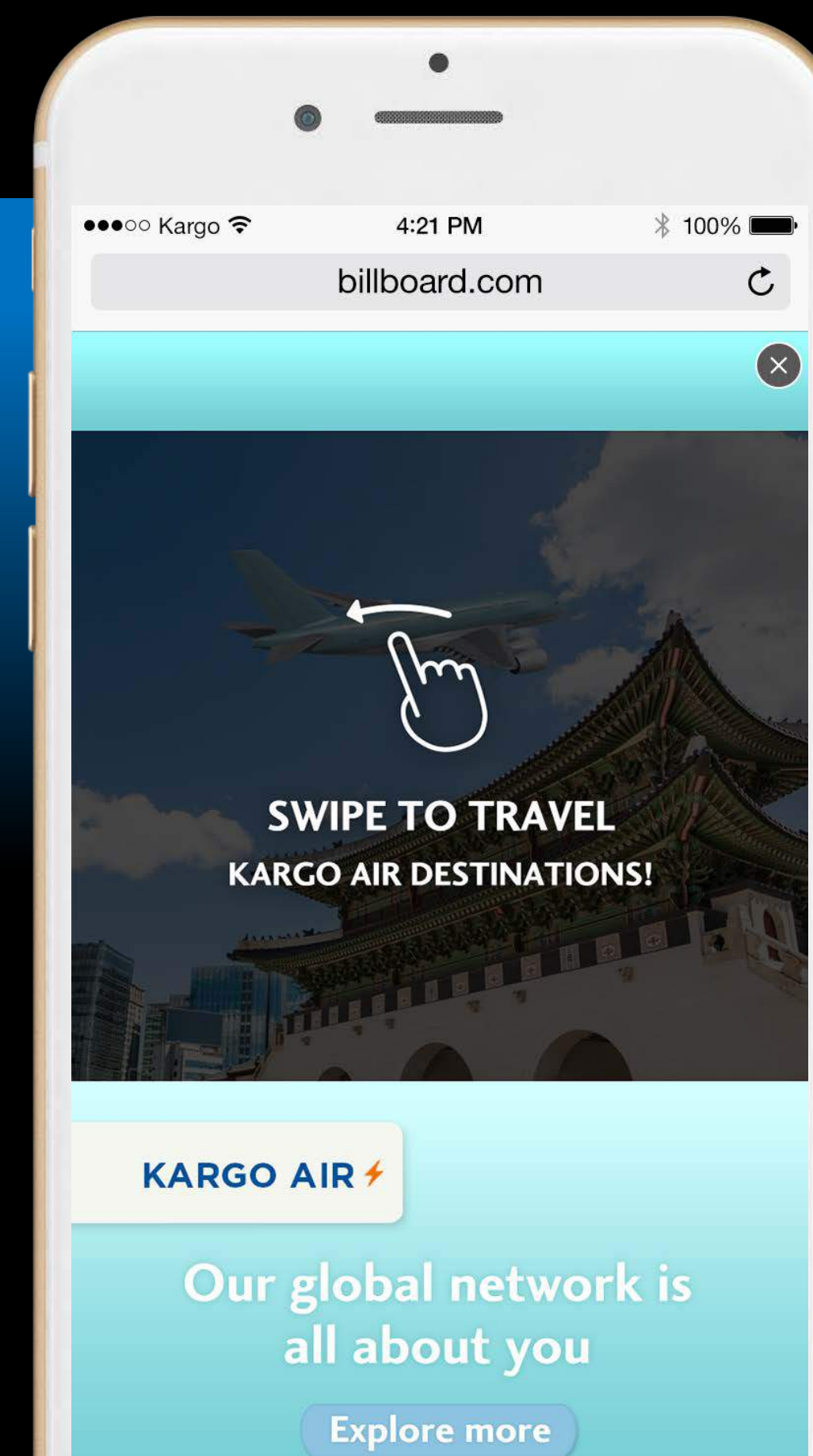
12 point
BRAND FAMILIARITY
INCREASE³

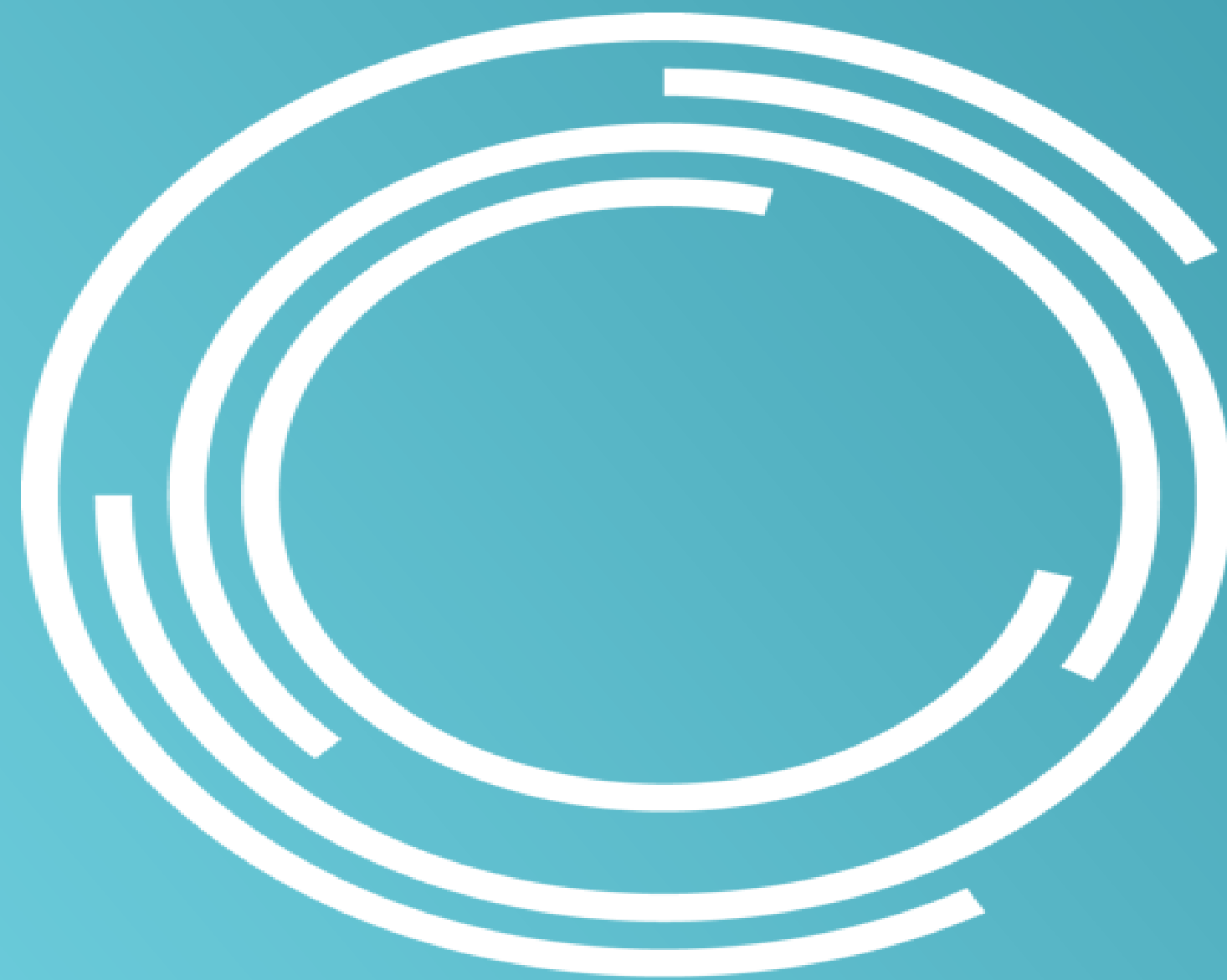
CHALLENGE

How do you get a luxury airline on the radar of global jet setters?

SOLUTION

You put the world at the users' fingertips. Kargo's tap-to-expand carousel enabled affluent fliers to explore all the places they could fly to with the airline. The campaign took off, delivering sky-high engagement and brand familiarity.





ADTHEORENT®

TOURISM CREATIVE EXAMPLES

DESKTOP BILLBOARD

Encourage users to explore the remarkable scenic routes in Pure Michigan.



AdTheorent can create a customizable desktop rich media billboard unit with various interactive features. In this rich media unit the user can see more of the landscape by clicking and dragging the image. Once they tap on one of the pin pointed features they will be driven to more information on Pure Michigan's webpage.

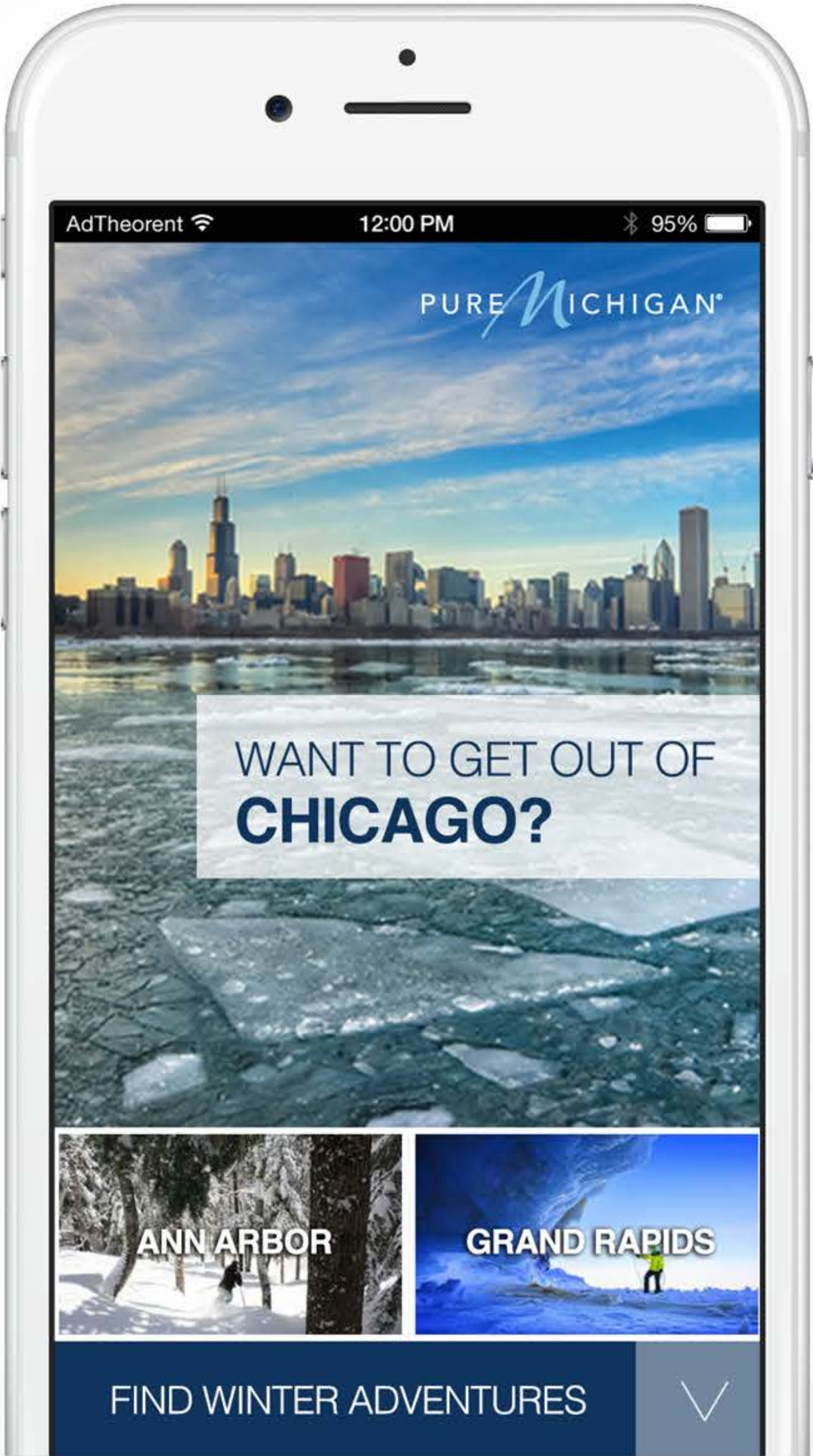
**Aligns with 19 in the pricing excel*

RICH MEDIA DYNAMIC CREATIVE

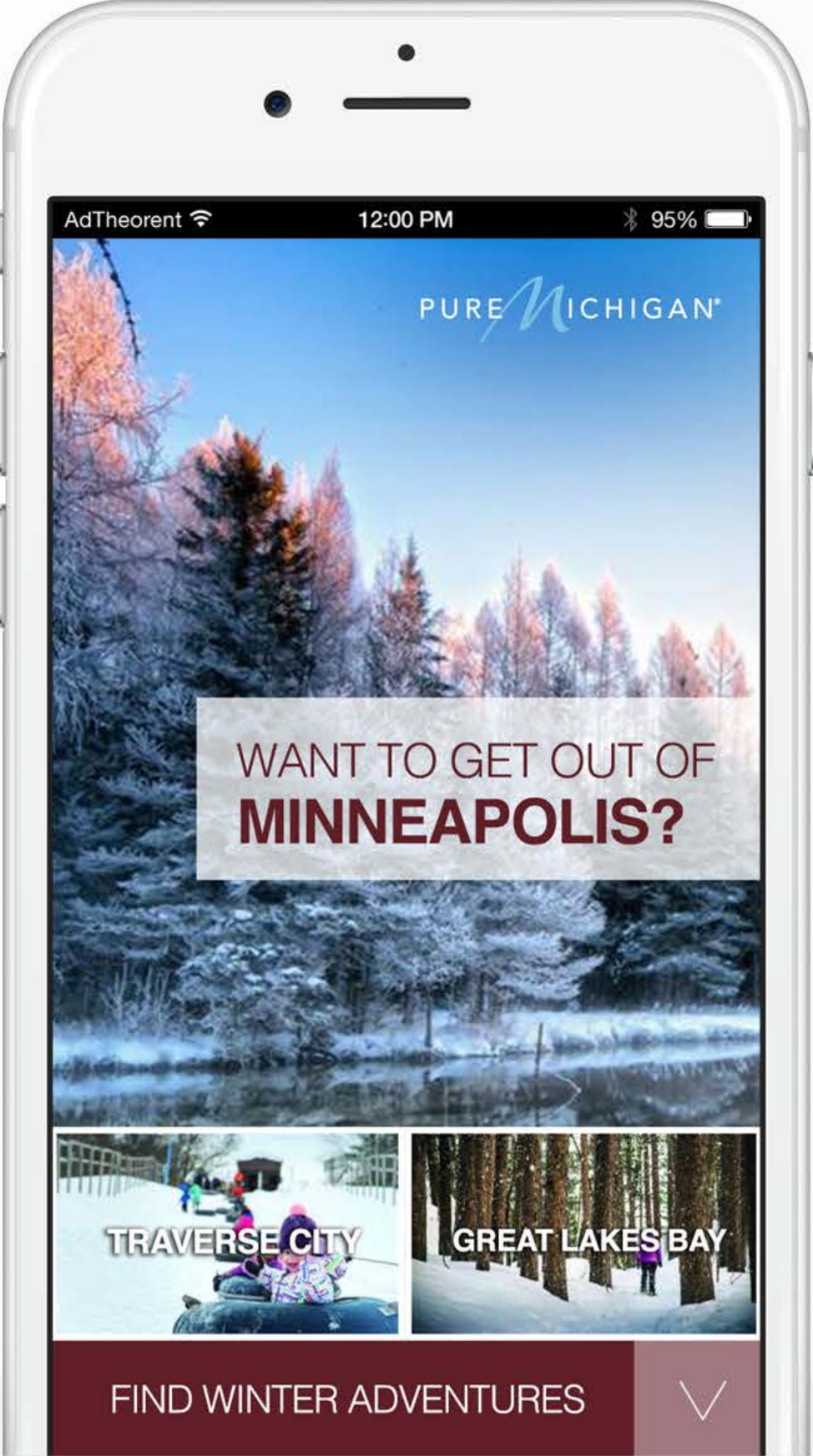


ADTHEORENT WILL CREATE a rich media unit that dynamically displays different creative elements based on a few core dynamic signals. In this example, the user can be served a specific lifestyle image and outfit gallery based on their location and time of day.

Chicago



Minneapolis



DYNAMIC
CORE SIGNALS

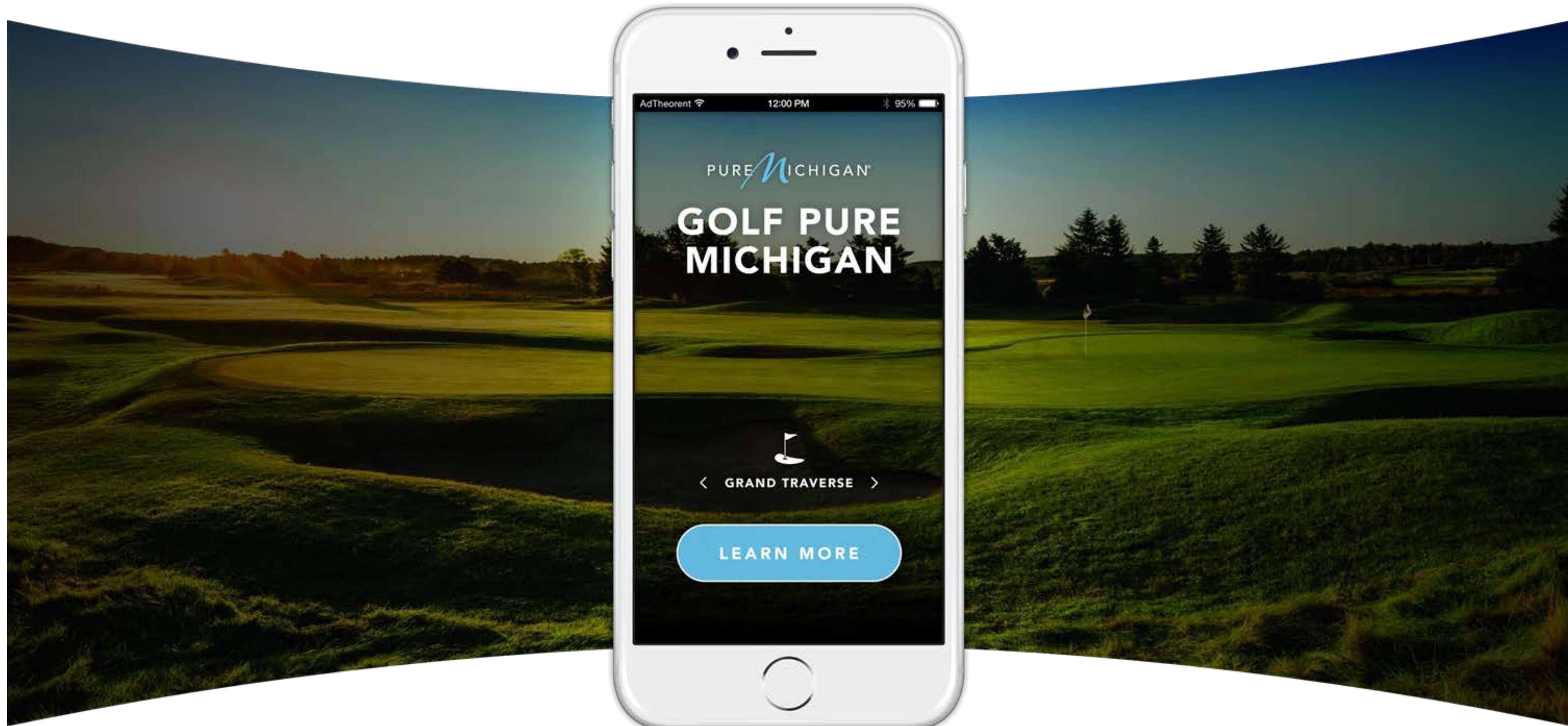


RICH MEDIA 360° PANNABLE

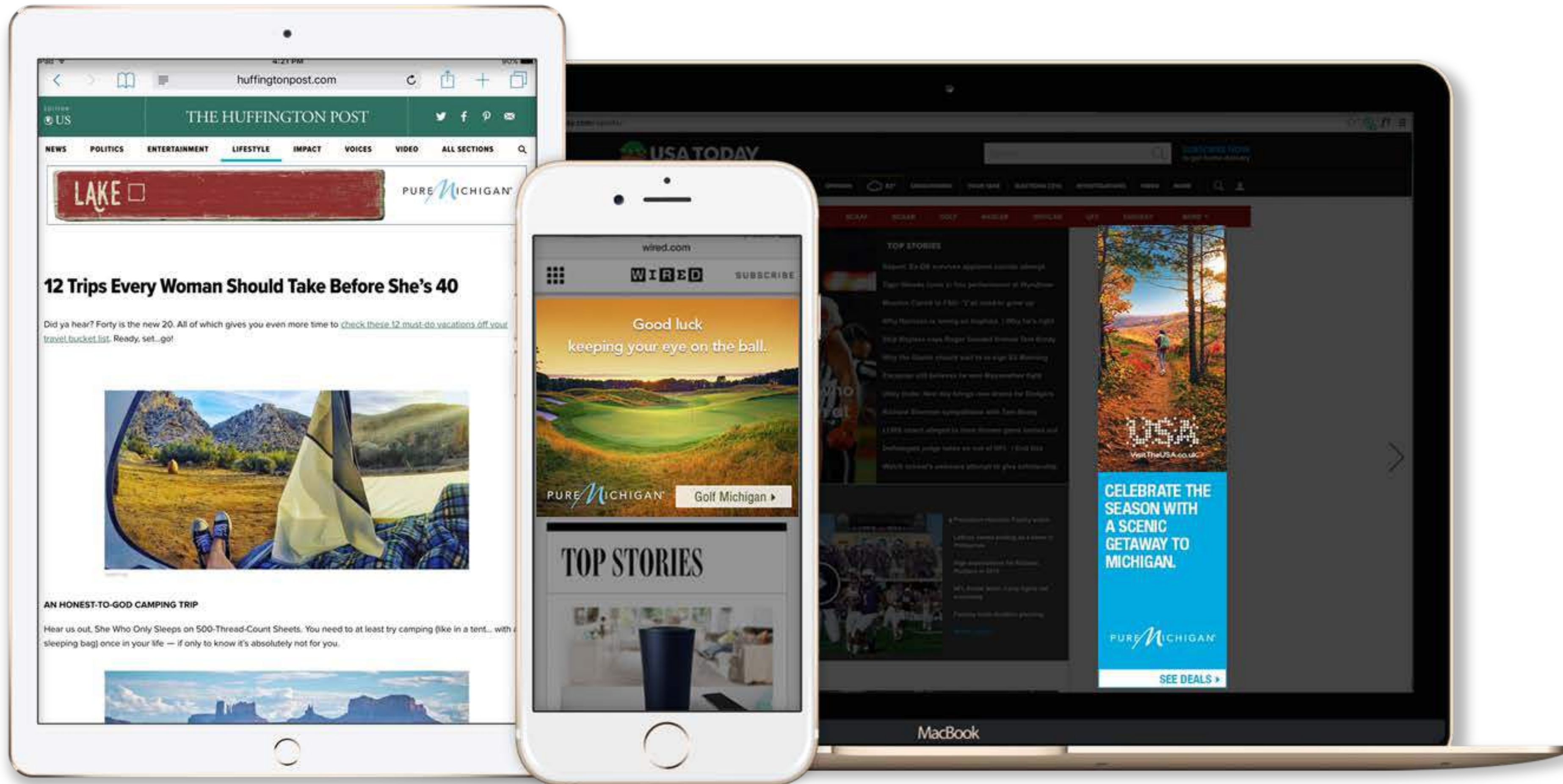
Drive awareness and engagement



USERS WILL BE ABLE TO navigate between views of various golf resorts featured on Pure Michigan by either tapping or tilting their device. This unit can include a 360° view if brand assets are available.



DRIVE EFFICIENT LANDING PAGE VISITS WITH **CROSS DEVICE DISPLAY UNITS**



ADTHEORENT WILL CREATE and deploy multiple Display units on desktop, smartphone and tablet devices. When users tap the banner they will be driven to the mobile and desktop landing pages.

RELATIONSHIP TARGETING

BETA OPPORTUNITY

LEVERAGE REAL-WORLD RELATIONSHIPS
to influence consumers, strengthen brand
messaging, and drive purchase consideration

ADTHEORENT'S
RELATIONSHIP
TARGETING uses location
patterns derived directly
from a user's device to
identify groups of real-world
consumer relationships

CURRENT RELATIONSHIP
TARGETING CATEGORIES



Friends



Family + Cohabitants

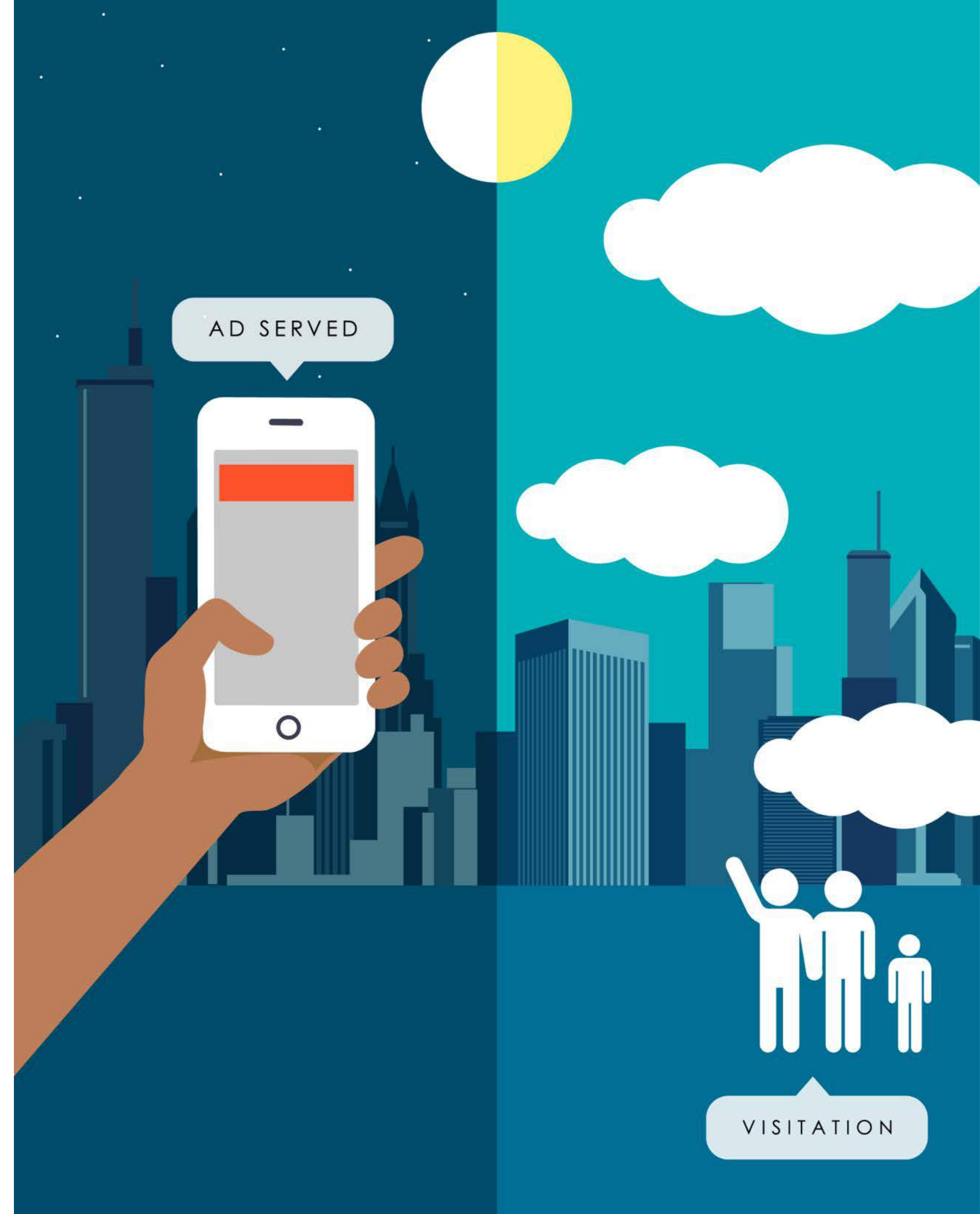


A BRAND RECOMMENDATION FROM A TRUSTED FRIEND
IS 50X MORE LIKELY TO TRIGGER A PURCHASE

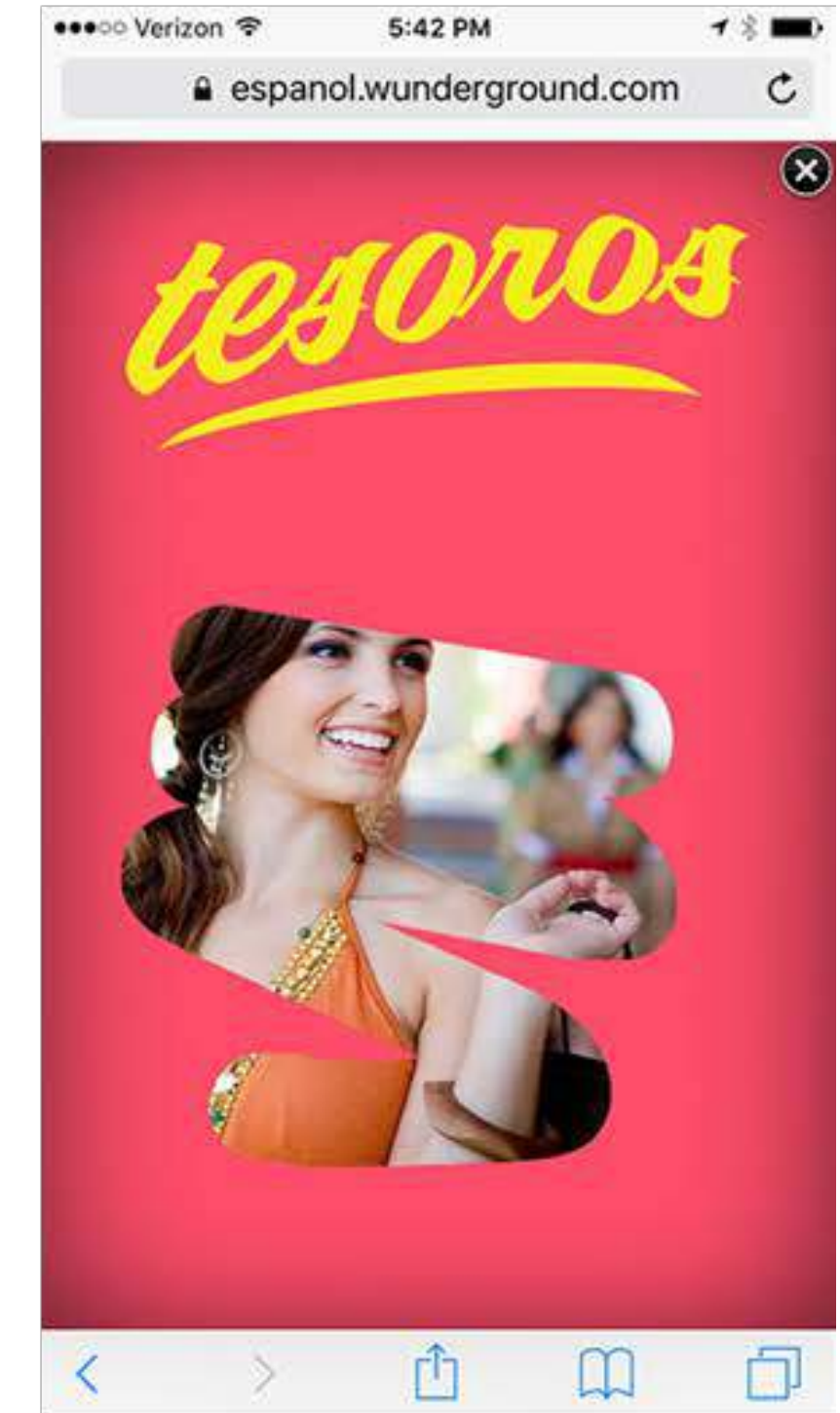
Source McKinsey 2010

IDENTIFY VISITORS

- 5 IF a user was served an EMT creative and then later appeared in Minnesota, a “visit” is attributed to AdTheorent’s media
- A visit is determined as a user seen across the AdTheorent network within the state of MN
 - Visits are deduped daily, meaning a user seen within the network multiple times a day would only be counted once

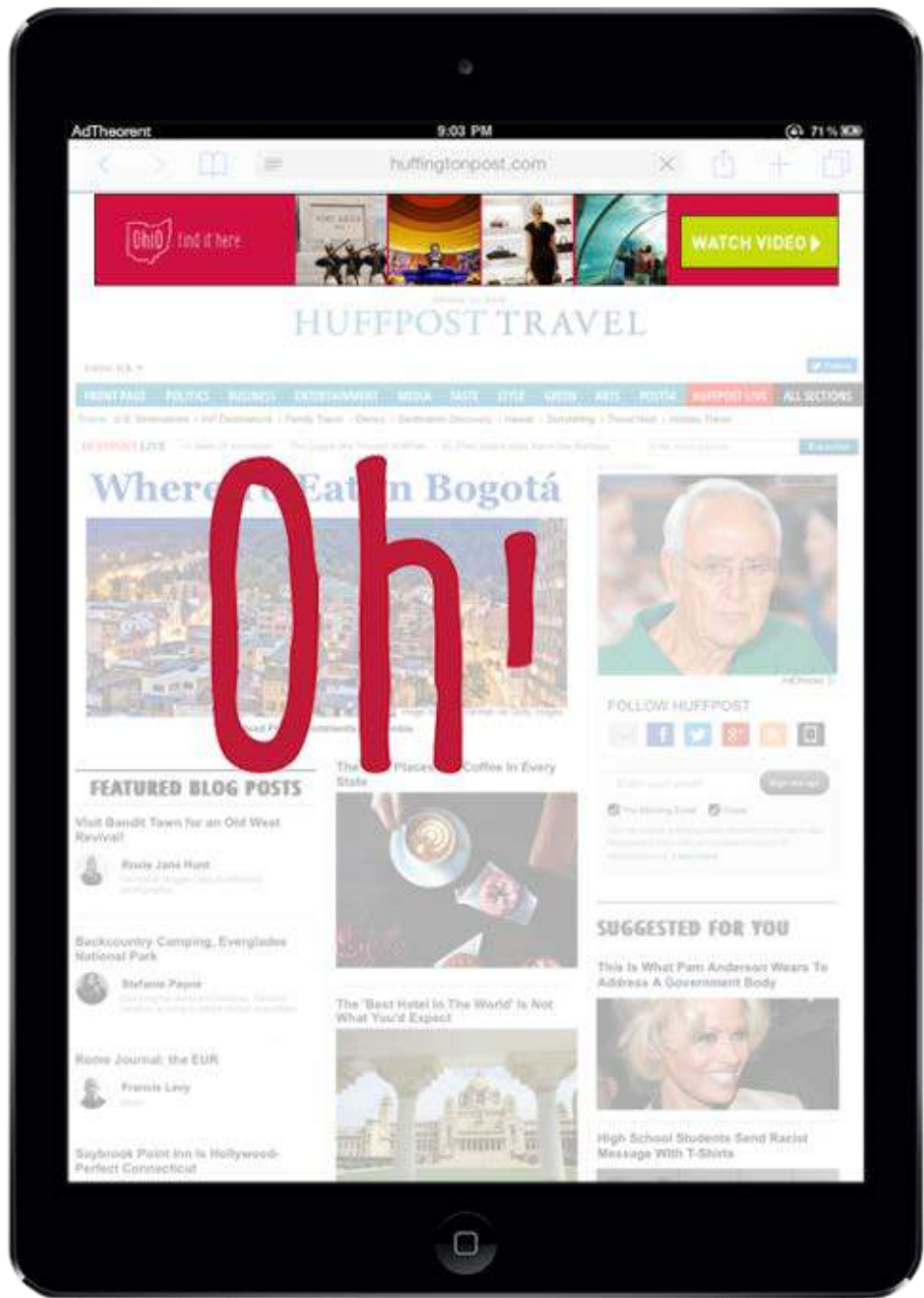


DRIVE USERS TO ENGAGE WITH LOCAL TOURISM MESSAGING WITH **CUSTOM INTERACTIVE GAME**



AdTheorent created a custom rich media unit that included multiple simple interactive games to teach the user about the different San Antonio experiences.

CAPTURE TRAVELERS' ATTENTION WITH IMMERSIVE RICH MEDIA TAKEOVER



When a user taps on the Discover Ohio banner, the screen will be taken over by a short animation. Once fully taken over they will be driven to the full screen Rich Media unit

Thoughts?

- Omaha Bus Wraps - \$13k or \$20k ~6.8MM or 15.3MM imp
- Des Moines Bus Wraps - \$24k ~7.5MM imp
- Iowa Billboards - \$18.5k ~2.9MM imp
- KARGO Rich Media/Interactive Digital Unit - \$25k ~2MM imp
- AdTheorent Rich Media/Interactive Digital Unit - \$25k ~3.6MM imp

