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)
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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• Organic traffic: Southern main page ranks #16 across entire site Apr-Oct (2nd to Metro)
Spring-Summer 2019 Marketing

Goals: Awareness, Engagement
KPI's: Impressions, Engagement Rate
FULL WRAP, QUEEN, TAIL
OMAHA, NE

SOUTHERN MN AREA TOURISM
OMAHA, NE (OPTION 1)

<table>
<thead>
<tr>
<th>MEDIA TYPE</th>
<th>NUMBER OF SIGNS</th>
<th>SIGN SIZE (H x W)</th>
<th>COST PER SIGN PER MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Wrap</td>
<td>1</td>
<td>35' bus</td>
<td>$1,250.00</td>
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<tr>
<td>Queens</td>
<td>4</td>
<td>30'x70&quot;</td>
<td>$200.00</td>
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<tr>
<td>Tails</td>
<td>6</td>
<td>23&quot;x53&quot;</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

CONTRACT LENGTH | MONTHLY COST* | PRODUCTION COST
6 months         | $2,050.00      | $7,680.00 + 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
• Email Marketing in Iowa Markets

• Email Marketing in Wisconsin Markets
**FUSION HALF WRAP, TAILS**
OMAHA, NE

**SOUTHERN MN AREA TOURISM**
OMAHA, NE (OPTION 2)

<table>
<thead>
<tr>
<th>MEDIA TYPE</th>
<th>NUMBER OF SIGNS</th>
<th>SIGN SIZE (H x W)</th>
<th>COST PER SIGN PER MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fusion Half Wrap</td>
<td>2</td>
<td>35'</td>
<td>750.00</td>
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<tr>
<td>Tails</td>
<td>4</td>
<td>23'x53'</td>
<td>0.00</td>
</tr>
</tbody>
</table>

**CONTRACT LENGTH**
6 months
**MONTHLY COST**
$1,500.00
**PRODUCTION COST**
$4,000.00 + tax

**MONTHLY IMPRESSIONS**
1,129,832
**TOTAL COST**
$13,000.00 + tax
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 Outdoor Billboards in Iowa
• Des Moines (3), Mason City (3), Clear Lake (1)
• $18,566 for Six Boards May-June
KARGO KNOWS TRAVEL

- Lufthansa
- Alaska Airlines
- Hilton
- Emirates
- DoubleTree

**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

<table>
<thead>
<tr>
<th>FLIGHT DATES</th>
<th>4/01/2019 – 6/30/2019</th>
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</thead>
<tbody>
<tr>
<td>BUDGET</td>
<td>$25K</td>
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<tr>
<td>KPIs</td>
<td>Awareness, Engagement</td>
</tr>
<tr>
<td>TARGETING</td>
<td>Editorial Graph, Geo</td>
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HIGH-IMPACT FORMATS

SIDEKICK EXPANDABLE
140x140 Sidekick creative appears in the bottom right corner of a user’s 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.

DRIVE AWARENESS & ENGAGEMENT

OPTION ONE

OPTION TWO

CHOOSE ONE
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.
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 of the pin pointed features the will be driven to more information on Pure Michigan’s webpage.

*Aligns with 19 in the pricing excel*
ADTHEORET 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.
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.
ADTHEORENT'S RELATIONSHIP TARGETING uses location patterns derived directly from a user’s device to identify groups of real-world consumer relationships.

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

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

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.
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