



SONOMA COUNTY TOURISM

FY21/22 Program Performance & Optimizations

July 30, 2021

miles
PARTNERSHIP

AGENDA

- Paid Media
 - FY20/21 Performance/Results
 - Ad Optimizations
- Website
 - Performance & Ongoing Optimizations
- Partner Program Update
 - Overall Participation
 - Inspiration Guide(s)
 - Wedding Guide
 - Website Program
 - Email Program



SONOMA COUNTY TOURISM

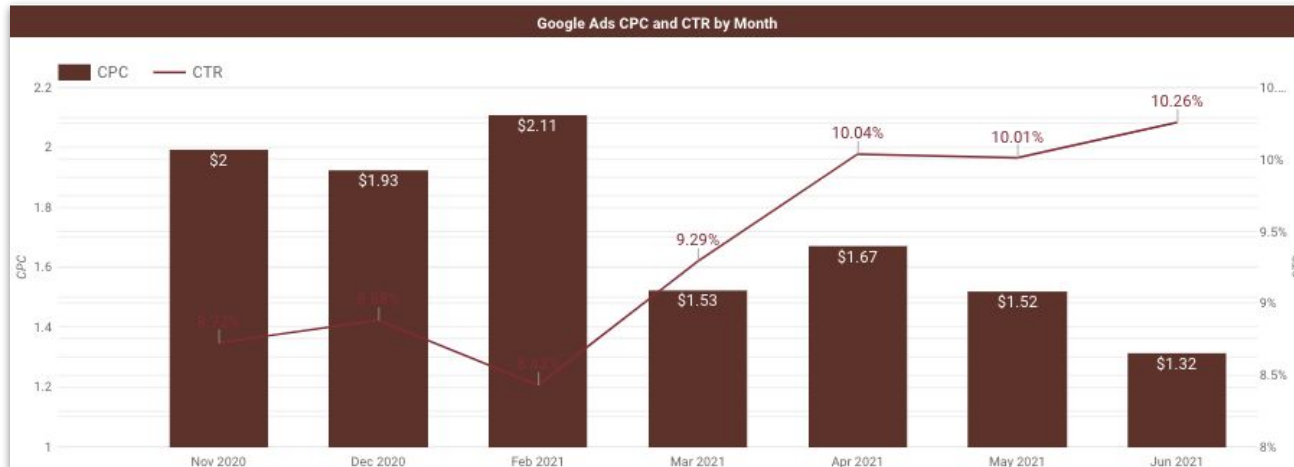
Paid Media Performance/Results & Optimizations

Paid Media - SEM

Google Search Results

- Impressions: 317,634
- Clicks: 28,725
- CTR: 9.04%
- CPC: \$1.66
- Goal Conversions: 5,710

- Most of FY20/21 was impacted by COVID-19 and led to lower spend and more awareness vs. conversion ads



Paid Media - Social

Social - Traffic Campaign

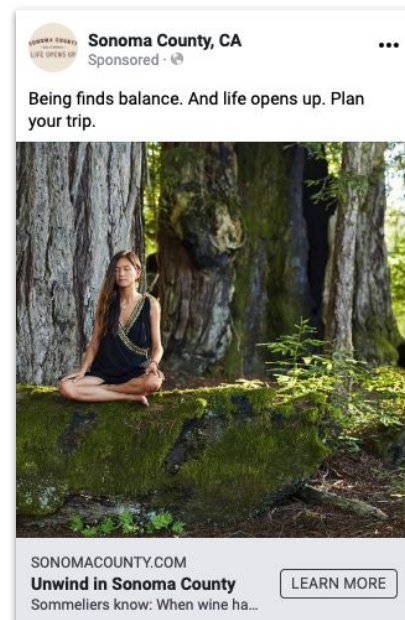
- Impressions: 1,866,927
- Link Clicks: 15,537
- CTR: 0.83%
- CPC: \$0.68
- LPVs: 4,547
- c/LPV: \$2.32

Social - Conversion Campaign

- Impressions: 1,644,884
- Link Clicks: 12,981
- CTR: 0.79%
- CPC: \$1.46
- LPVs: 9,568
- c/LPV: \$1.98
- Goal Conversions: 6,041

Narrative

- Due to the decreased budget for FY20/21, we shifted our social strategy to focus the majority of budget on retargeting and lower funnel tactics





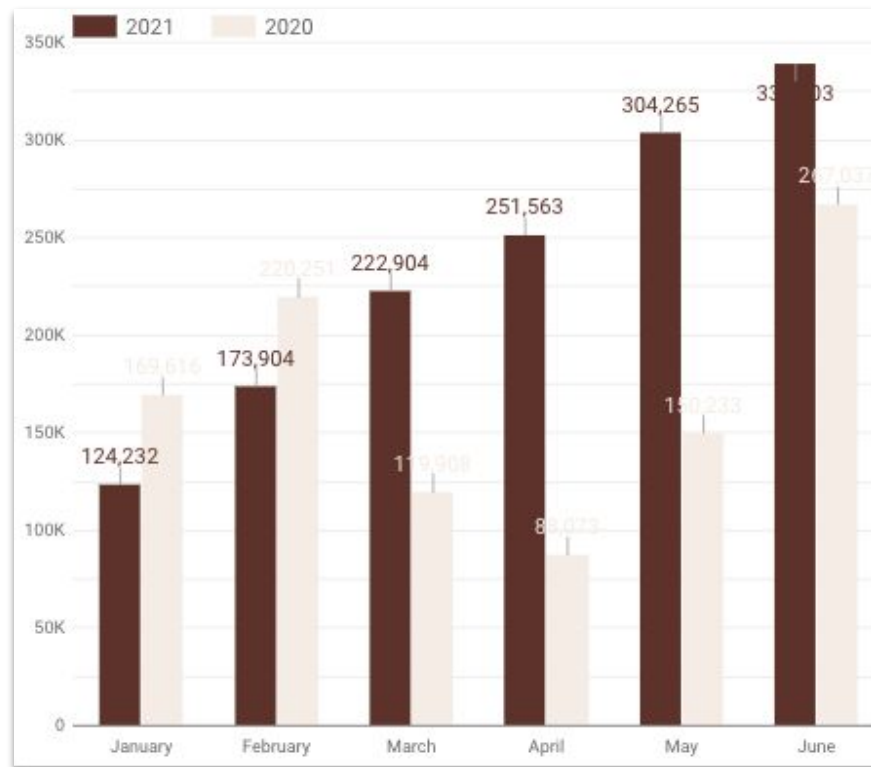
SONOMA COUNTY TOURISM

Website Performance & Ongoing Optimizations

Website Results - Traffic Metrics

Website Results

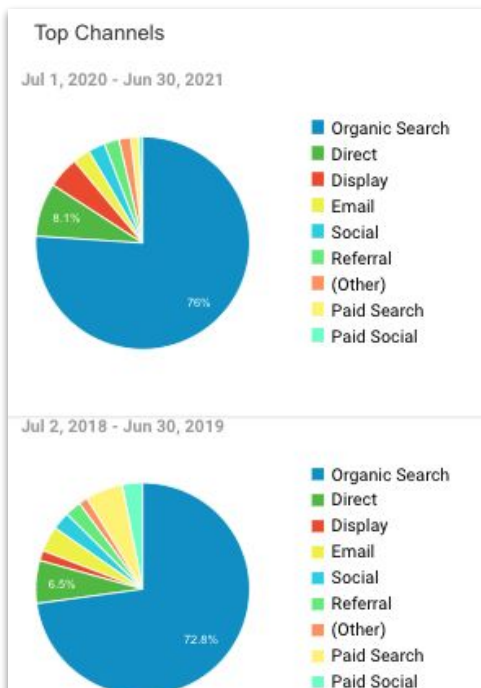
- Sessions: 2,631,981 (+17% YoY)
- Organic Sessions: 2,000,812 (+18%)
- Users: 2,045,013 (+20%)
- Pageviews: 4,883,431 (+14%)
- Bounce: 49.5% (-0.5%)
- Top Pages:
 - /Coronavirus
 - /
 - /life-opens-up
 - /guide-order
 - /lodging/bodega-dunes-campgrounds
 - /articles/5-fun-things-do-bodega-bay



Website Results - Traffic Metrics

Website Results: 2020/2021 vs. 2018/2019

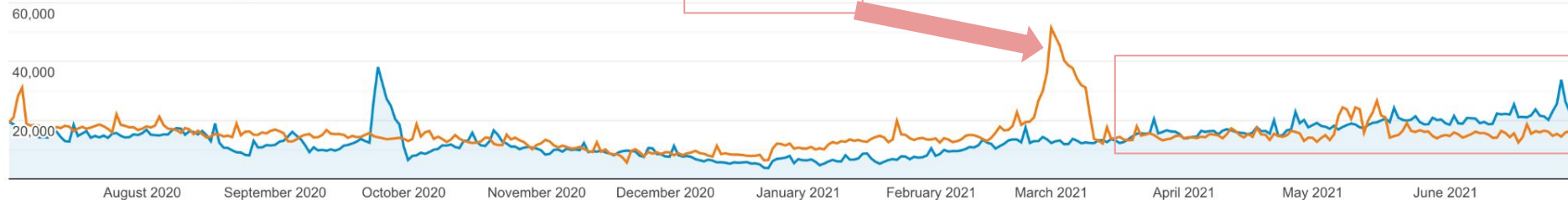
- Pageviews: 4.88M vs 5.53M (-12%)
- Avg. Time on Page: 2:06 vs 2:18 (-8%)
- Bounce: 49.5% vs 48.1% (+3.1%)



Jul 1, 2020 - Jun 30, 2021: ● Pageviews

Jul 1, 2018 - Jun 30, 2019: ● Pageviews

Restaurant Week



Website Results - Landing Page Metrics

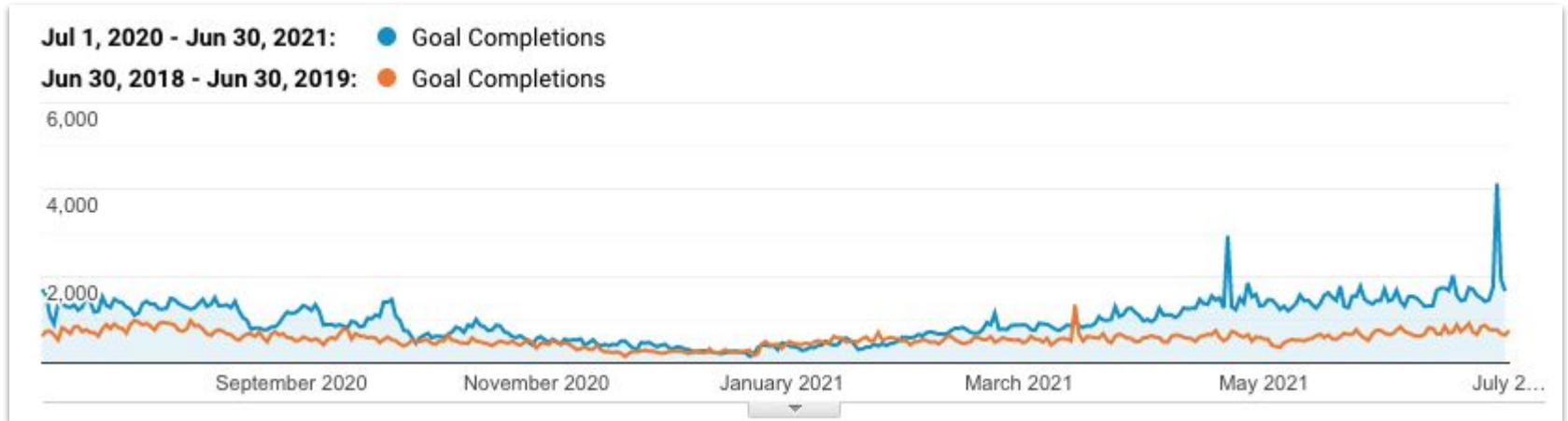
Landing Page Traffic: 2020/21 vs. 2018/19

- /life-opens-up: +306%
- /coronavirus: N/A
- /: -46%
- /lodging/bodega-dunes-campground: +1,107%
- /articles/5-fun-things-do-bodega-bay: +130%
- /guide-order: -28%
- /articles/13-sonoma-county-wineries-you-should-know: +546%
- /articles/glamping-luxury-camping-wine-country: +47%
- /cities/sea-ranch: +48%
- /articles/most-beautiful-wine-castles-sonoma: +177%

Website Results - Goal Conversions

Goal Results

- eNews Signup: 8,585 (+29% YoY)
 - Map/Guide Order: 14,031 (+17%)
 - View Accommodation Listing: 315,151 (+80%)
 - Guide Click-Thru: 13,237 (+796%)
 - Partner Referrals: 773,084 (+16%)
- Bandwango
 - 1-Day Pass: 326
 - 2-Day Pass: 74
 - 90-Day Pass: 6

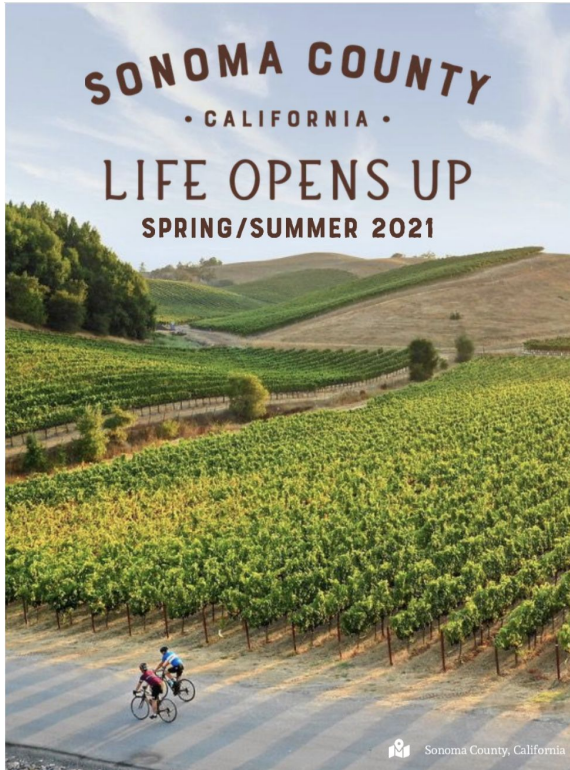




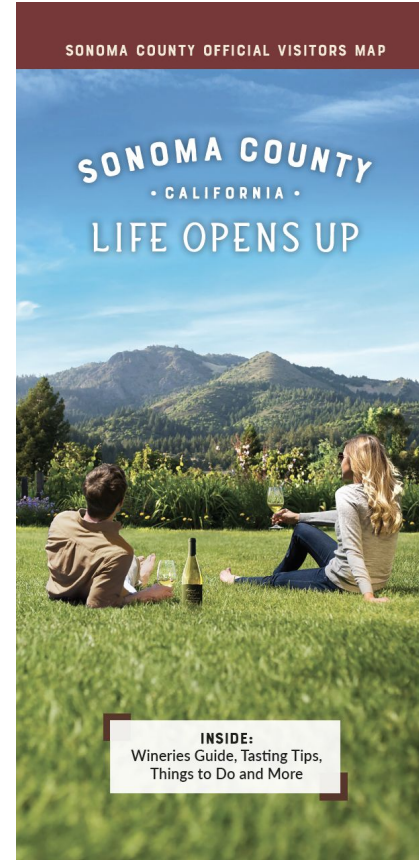
SONOMA COUNTY TOURISM

Partner Program Update

Partner Programs Launch in 2021



Digital Inspiration Guide



Map

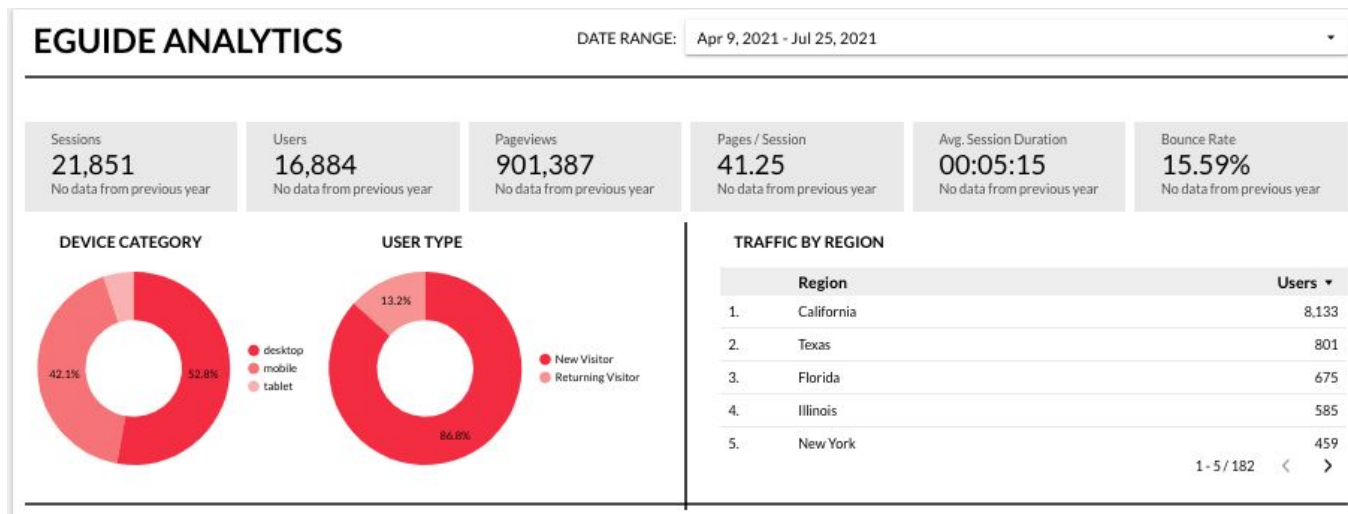
Inspiration Guide

Spring/Summer Results

- Sessions: 21,851
- Pageviews: 901,387
- Pages/Session: 41.24
- Avg. Session Duration: 5:15

Top Article Content

- Valleys & Vineyards
- Region Overview
- 3 Day Road Trip Itinerary
- Flower Power - Lavender Blooms
- Unique Winery Experiences



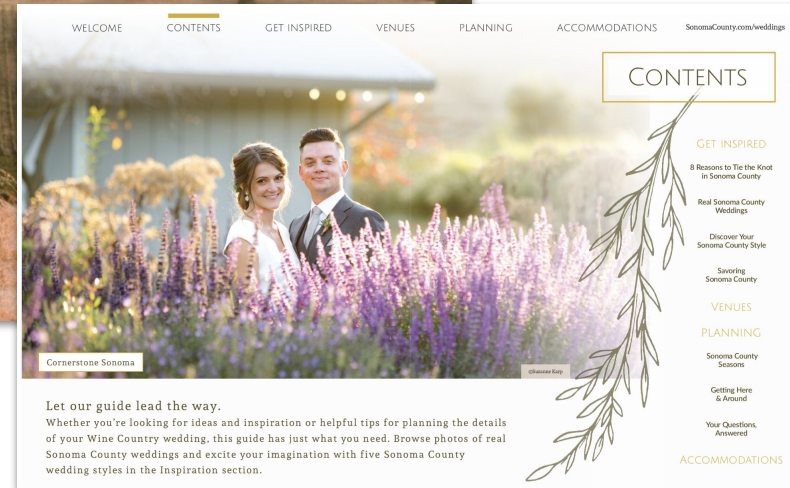
Wedding Guide

Results

- Sessions: 493
- Pageviews: 19,241
- Pages/Session: 39.03
- Avg. Session Duration: 4:10

Top Article Content

- Sonoma County Seasons
- Savoring Sonoma County
- Discover Your Sonoma County Style



Website Program Update


| IMPRESSIONS | | CLICK-THROUGH RATE | |
|-----------------------------|-----------|--------------------|-----------|
| Total impressions | | Total clicks | Total CTR |
| 869,855 | | 8.07K | 4.30% |
| Line item type ▾ | Total CTR | Total impressions | |
| Standard | 1.58% | 227,199 | |
| Sponsorship | 2.91% | 642,656 | |
| Creative size (delivered) ▾ | Total CTR | Total impressions | |
| Fluid | 4.30% | 869,855 | |

| Placement | Total CTR | Total clicks | Total impressions ▾ |
|-----------------------|-----------|--------------|---------------------|
| - | 3.85% | 8,048 | 868,898 |
| SONO: meetings-groups | 5.98% | 19 | 957 |
| 1 - 2 / 2 < > | | | |

Partner Ads have received over over 869K impressions and over 8k clicks

Email Program Update


- 125K subscribers
- 46.4% open rate (2x industry standard)
- 8% click-to-open rate
- 3.9% Average CTR (2X industry standard)
- .23% Parter CTR
 - .5% Partner CTR on open
- 850+ clicks to partners delivered to date
- 7 industry participants to date



Luxury Camping in Wine Country

Book a glamping getaway in an Airstream surrounded by redwoods, or a luxury glamping tent or unique safari-style tent.


[Read More](#)



Restaurants With Amazing Views

Sonoma County has it all, from restaurants set amidst vineyards to riverside dining to patios overlooking the Pacific.

[Read More](#)




SPONSORED

Check Out Healdsburg's Newest Glamping Spot


Spend a night under the stars in a heated, safari-style glamping tent on the Russian River. A unique Sonoma experience.

[Learn More](#)




Farmhouse Inn 4th Night Free

Enjoy your 4th night free when you book 3 nights at the luxurious Farmhouse Inn.



Wine Country Romance Package


Enjoy perks like a free bottle of wine and early check-in at Kelley & Young Wine Garden Inn.



Timber Cove 10% Off Thursdays

Pacific Ocean views for days, and 10% off await at Timber Cove Inn.

SPECIAL OFFERS




Savor Summer in Sonoma County

In Sonoma County you'll find a rich blend of nature, one-of-a-kind destinations and sensory experiences, where Life Opens Up. Stroll through beautiful fields of lavender, picnic amidst lush vineyards, explore trails leading through redwood groves and much more.

[Explore More](#)


SPONSORED



Transcendence Theatre Company

Celebrating its 10th Anniversary Season presenting musical theatre to the Bay Area

[For Tickets and More >](#)



Summer in Sonoma County


Stunning natural beauty, immersive wine and food experiences and unique wellness opportunities beckon this summer.

[Read More](#)

Celebrate Sonoma County's AAPI Makers

From Asian American winemakers to AAPI chefs, artists and more, discover our community of AAPI makers and businesses.

[Read More](#)



SEE WHAT'S HAPPENING

Connect with us on Social Media

