

# Florida's West Coast Campaign

February 2025



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*Sarasota*  
beaches and beyond

# Florida's West Coast Campaign

Flight Dates: Nov. 1, 2024 - December 31, 2024

Landing Page: [floridaswestcoast.com](https://floridaswestcoast.com)



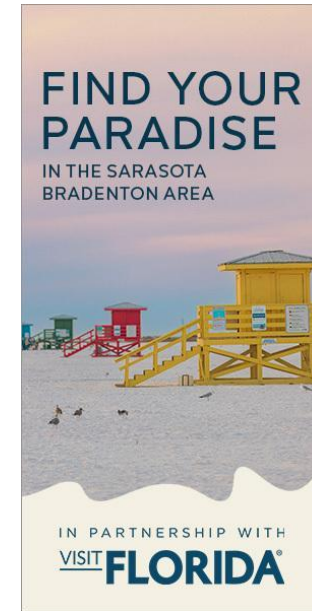
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# Display Media Performance

Impressions - 8,468,796

Clicks - 8,871

CTR - 0.09%



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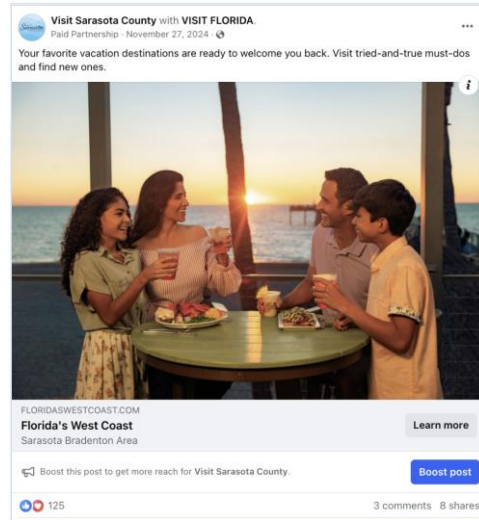
# Social Media Performance

## Creative with People

Link Clicks: 5,647

CTR: 0.94%

Impressions: 664,550



## Creative with landscape

Link Clicks: 17,452

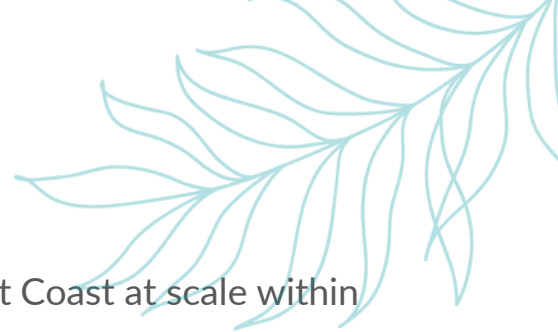
CTR: 1.18%

Impressions: 2,104,203

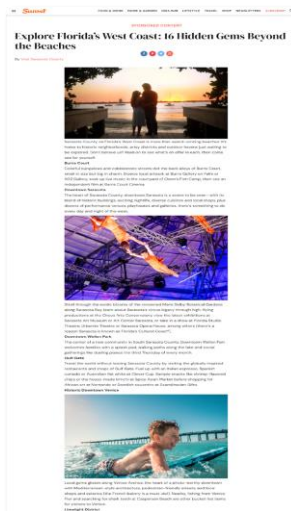
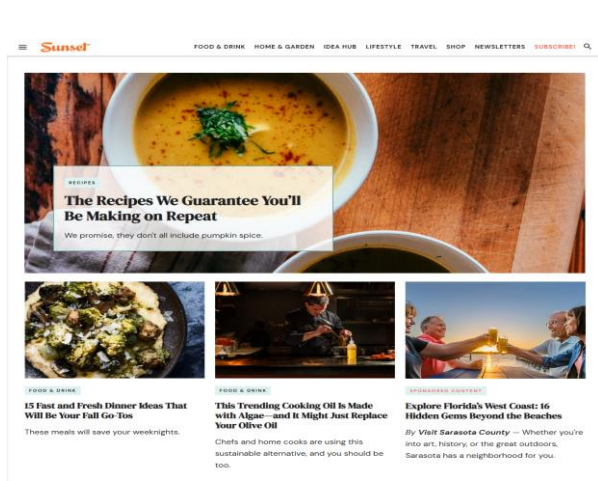




# Nativo Article



- Partnered with Bradenton Area to amplify the stories of Florida's West Coast at scale within trusted publisher environments via [Nativo's Native Article](#)
  - 6,767,108 impressions resulting in 10,594 pageviews of our custom article
  - Average Time on Content: 35s | Benchmark Range: 25s-35



In-Feed Unit on Publisher Landing Page .....

Content Landing Page .....

Florida's West Coast Website

# Thank You



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