

# Winter Campaign 2024

Wrap Report



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## OVERVIEW

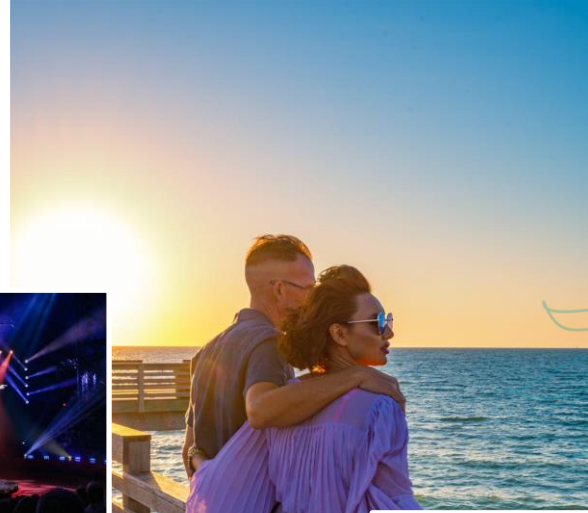
The Winter campaign delivered strong results across multiple channels, significantly boosting engagement and driving conversions to the [seasonal Winter](#) page.



Digital Campaign

# Overall Reach & Engagement

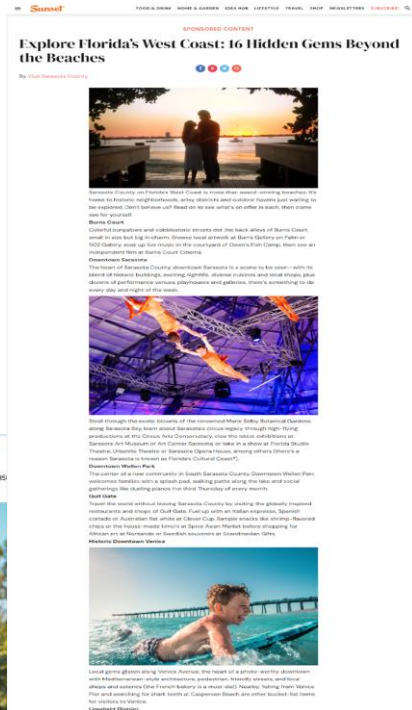
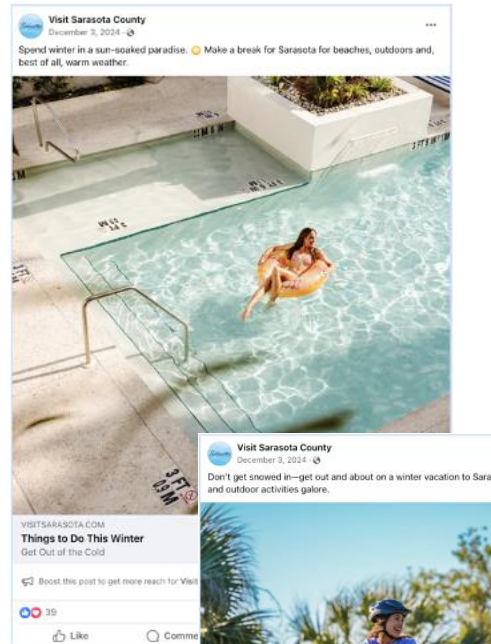
- **Flight Dates**
  - **Holiday-specific creative:** 11/26/24 - 1/5/25
  - **Winter-specific creative:** 1/6/25 - current
- **Massive Reach:** Our campaign garnered over 7.8 million impressions, maximizing visibility and brand awareness.
- **High-Performing Creatives:** We ran creatives focused on messaging around "Snowed In" and "Sun Soaked" that resonated strongly with our audience, achieving impressive click-through rates (CTRs) of 0.12% and 0.10% respectively, both exceeding industry benchmarks.
- **Engaging Video Content:** The winter-themed video captured significant viewer interest, resulting in over 453,000 completed views.





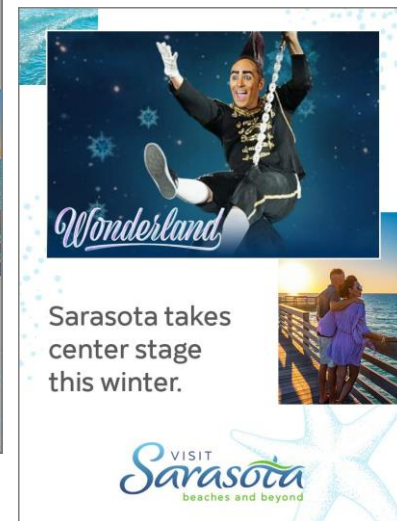
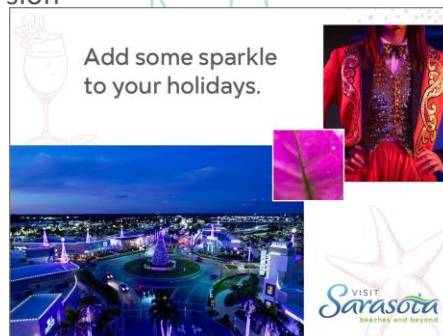
# Targeted Content & Partnerships:

- **Bradenton Nativo Article:** We partnered with Bradenton Area to amplify the stories of Florida's West Coast at scale within trusted publisher environments. Our sponsored article in partnership with Nativo, showcasing "16 Vibrant Neighborhoods in Florida's West Coast," proved highly engaging. Readers spent an average of 35 seconds on the page, surpassing our benchmark of 25-35 seconds and demonstrating a deep interest in the featured content.
- **Meta:** We further extended our reach and engagement through targeted campaigns on the Meta, leveraging its powerful audience targeting capabilities.
  - **Prospecting - Winter (Winter Pool Image):** This campaign demonstrated a stronger performance with 410 page engagements, 370 link clicks, and 341 landing page views. The cost per landing page view was \$0.45, with a total of 31,351 impressions delivered.
  - **Prospecting - Winter (Winter Bike Image):** This campaign generated 30 page engagements, 21 link clicks, and 18 landing page views, resulting in a cost per landing page view of \$0.54 and reaching 2,843 impressions.



# Campaign Performance by Creative (November 26th - January 5th):

- **"Fly High" Creative:** Delivered over 587,000 impressions, 466 clicks, and 2,063 website conversions. Achieved a 0.08% CTR (above the 0.05% industry benchmark) and a 0.35% conversion rate.
- **"Sparkle" Creative:** Generated over 589,000 impressions, 446 clicks, and 2,155 conversions, with a 0.08% CTR (above benchmark) and a 0.37% conversion rate.



# Campaign Performance by Creative

(Launched January 6th):

- **"Snowed In" Creative: (as of January 26th)** Delivered over 326,000 impressions, 387 clicks, and 738 conversions, boasting a 0.12% CTR (above benchmark) and a 0.23% conversion rate.
- **"Sun Soaked" Creative: (as of January 26th)** Delivered almost 329,000 impressions, 328 clicks, and 708 conversions, with a 0.10% CTR (above benchmark) and a 0.22% conversion rate.

Our version of being snowed in.



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# Video Performance

- [Winter Video](#): Achieved 453,000+ video completions with a view completion rate (VCR) of 64.58%. While below the 75% industry benchmark, the total number of completions indicates strong interest in the video content.



# Thank You



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