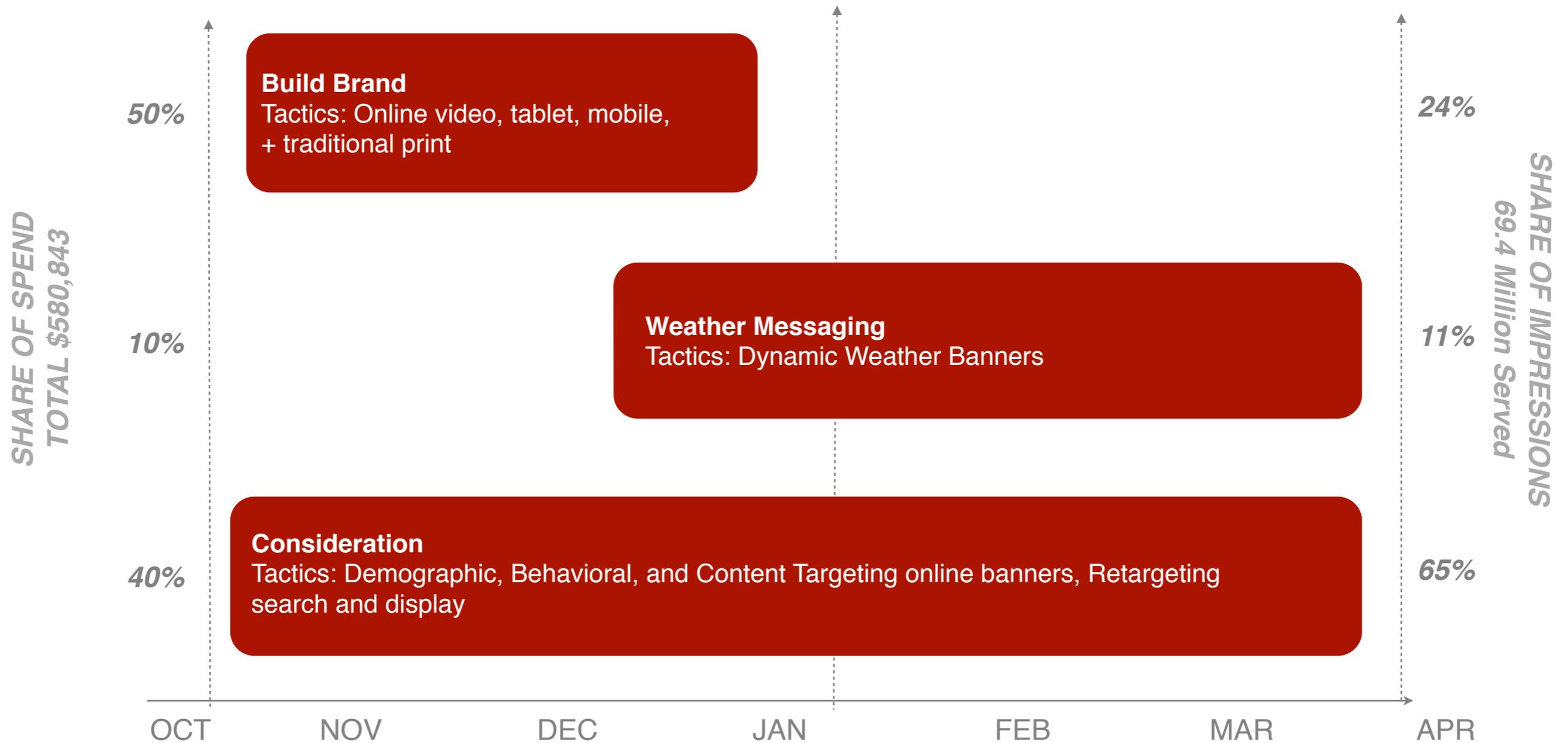


Campaign Objective: Increase awareness for Jackson Hole as a winter destination and visitation year over year



Media Plan Overview



59 calls to unique Cen Res
phone number
888.838.6699

from 10/22/14–3/19/15

Paid Media

69.43 million digital impressions have been generated since campaign launch

Click thru rate
of 0.50%

Landing Page

270,328 visits to visitjacksonhole.com from all media efforts

Events clicks:

2,223

Activities clicks:

2,161

Lodging clicks:

787

Packages clicks:

968

Deal clicks:

747

National Parks:

1,529

Technology Source

Desktop
39.4%

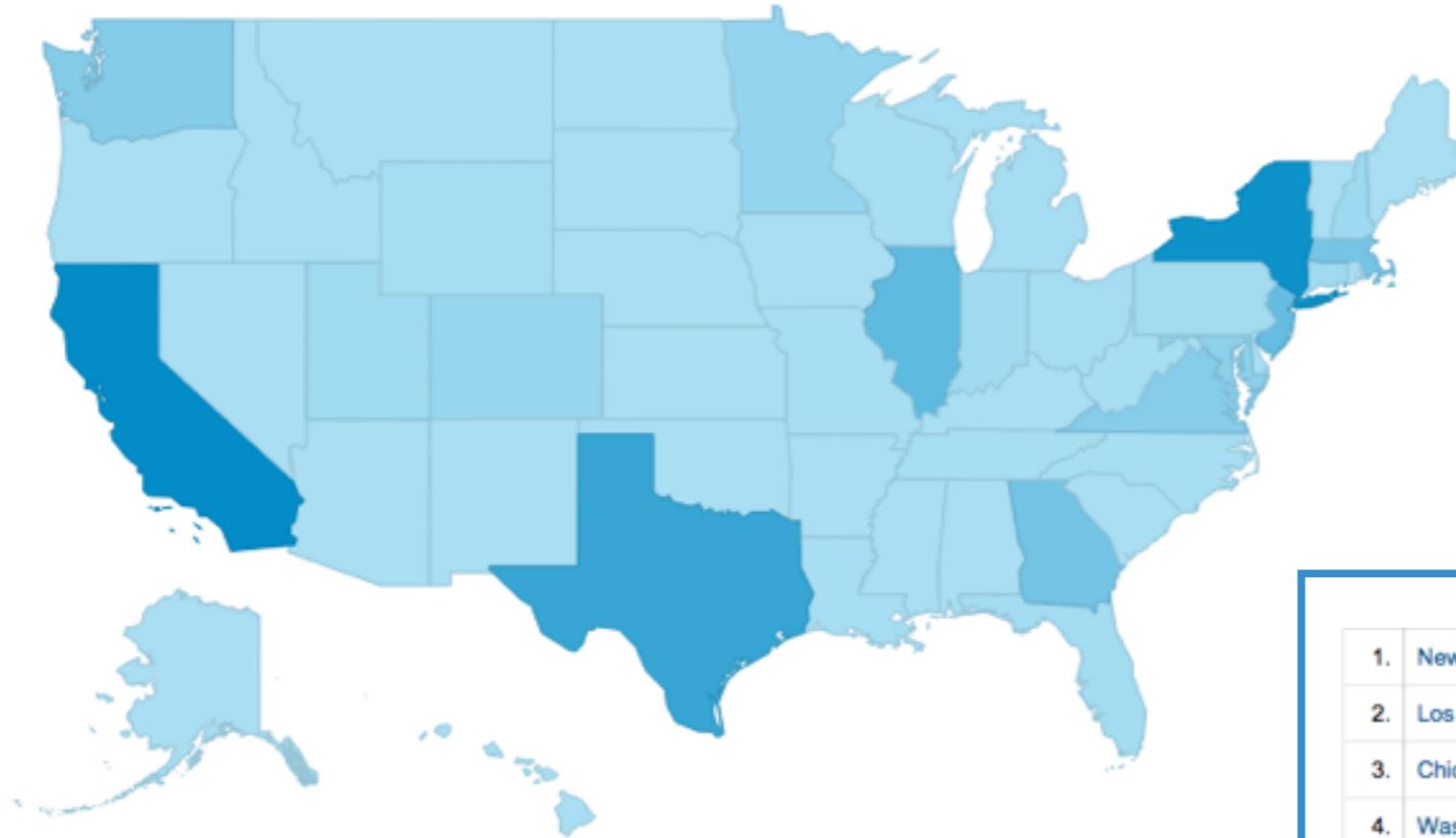
Mobile
21.5%

Tablet
39.1%

Earned Media

426.8 million impressions from earned media channels

Landing page Visits by Location



1.	New York NY	24.23%
2.	Los Angeles CA	11.44%
3.	Chicago IL	8.28%
4.	Washington DC (Hagerstown MD)	7.72%
5.	Boston MA-Manchester NH	6.69%
6.	Dallas-Ft. Worth TX	5.96%
7.	Houston TX	5.72%
8.	Atlanta GA	5.60%
9.	San Francisco-Oakland-San Jose CA	5.55%
10.	Seattle-Tacoma WA	3.94%

- This list represents the top 10 markets that are visiting VisitJacksonHole.com during our campaign.
- Washington DC was added as a new market and has risen to be a top 5 market for Jackson Hole.
- This is an important insight to keep top of mind for future advertising efforts.

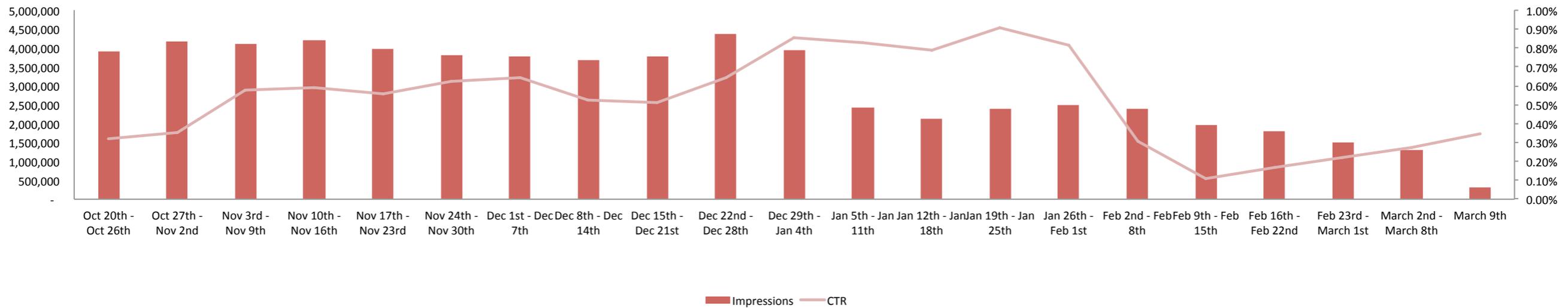
* (not set) in Google Analytics is shown to be suburbs of the above metro areas



Digital Delivery Summary

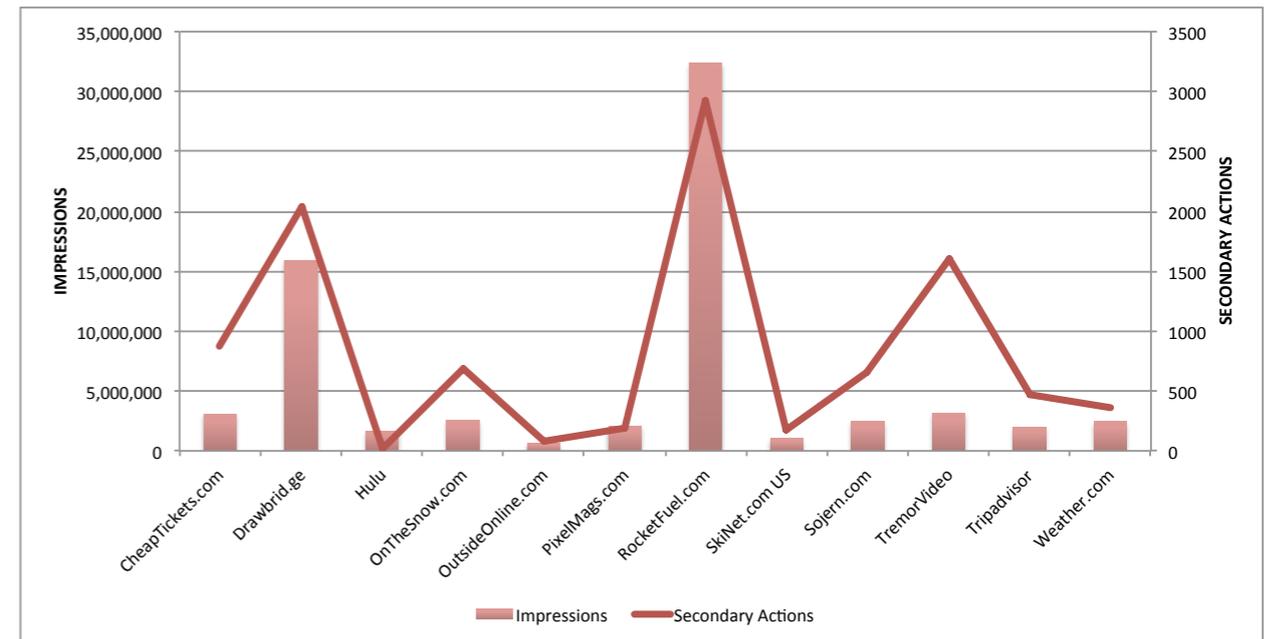
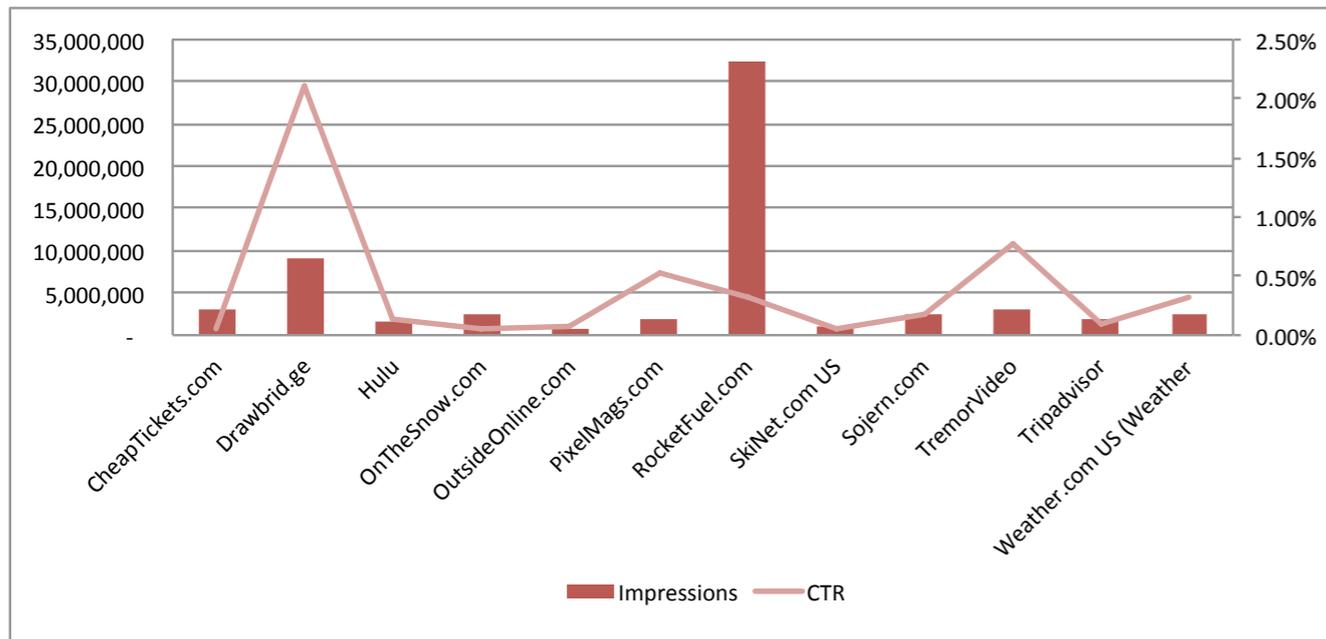
Winter 2014-2015 campaign completed all advertising efforts on March 9 with a total of **69.43 million** digital impressions which generated **344,687 clicks** with an overall **0.50% click rate**. The **cost per click** completed at a **\$1.55**, which is shown to be more cost efficient when compared to last year's CPC of \$4.88.

Campaign click performance was the strongest starting late December through the month of January, with the lowest performance occurring directly after in early February.



Site Traffic Summary

- Throughout the campaign, Rocketfuel has been the leader in terms of impressions delivered, however Drawbridge is the vendor that earned the highest click rate, completing at 1.18%.
- Tremor has the highest conversion rate when comparing the number of secondary actions to the number of total impressions served.
 - Other notable performers in terms of conversion rate are CheapTickets.com and OnTheSnow.com
 - However, Rocketfuel produced the most actions, followed by Drawbridge
- Top performing tactics that garnered the most secondary actions:
 - Broadly targeted cross screen video pre-roll
 - Online travel agency platform to reach users as they are considering options for travel with deal messaging
 - Winter sport and activity content with weather focused messaging



Creative Performance



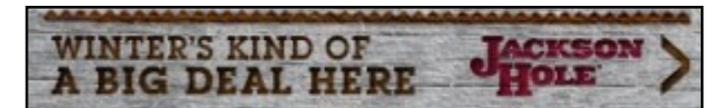
Standard Desktop Banners
Impressions: 40,537,991
Clicks: 56,536
Click Rate: 0.14%



Weather Messaging Banners
Impressions: 6,217,015
Clicks: 11,625
Click Rate: 0.19%



PixelMags Custom Interstitial
Impressions: 1,925,730
Clicks: 10,079
Click Rate: 0.52%



Standard Mobile/Tablet Banners
Impressions: 13,653,851
Clicks: 267,032
Click Rate: 1.96%

Site	Placement	Click to Site Rate	Click to Play	Video Completion Rate
Hulu	Preroll Video	0.15%	Automatic	98.06%
PixelMags	Interstitial Tablet/Mobile	0.53%	13,149	36.07%
TremorVideo	Mobile/Tablet Video	0.66%	Automatic	89.63%
	Desktop Video	0.80%	Automatic	80.63%
TOTAL	All Video	0.54%	13,149	76.10%



Year over Year Campaign Analysis

Overall, the year over year comparisons are all positive. With a budget of more than \$100,000 less than the previous year, we aimed to focus media dollars as efficiently and effectively as possible. Tactics were drilled down to reduce media waste and concentrate on driving landing page volume and secondary actions.

The greatest improvement is the increase in click volume, which is represented by clicks and click rate. Most likely the increase in click volume can be attributed to the heavier use of mobile and tablet tactics. Drawbridge, our cross device provider, was a major part of this increase, serving about half of total campaign clicks.

Key Takeaways:

- Continue to grow use of video as well as other engaging media tactics such as rich media
- Employ a highly targeted programmatic, cross platform approach to purchasing all media tactics to create greater efficiencies
- Consider creating owned social platforms and investing in paid social tactics

	2014-2015	2013-2014	% Difference
Total Budget	\$580,843	\$682,659	-15%
% of Offline Spend	6%	13%	-54%
% of Online Spend	94%	87%	+8%
Run Dates	10/20 - 3/9	10/21 - 3/9	Same
Impressions	69,429,193	61,500,000	+13%
Clicks	344,987	113,195	+205%
Click Rate	0.50%	0.18%	+177%
Cost per Click	\$1.55	\$4.88	-68%
Landing Page Visits	208,200	95,471	+118%

Total Mentions of Jackson Hole 10/20/14–3/5/15
Mentions of Fed meeting have been removed

426.8m

estimated impressions from 39,235 open web mentions

165k

mentions of #JacksonHole on Instagram

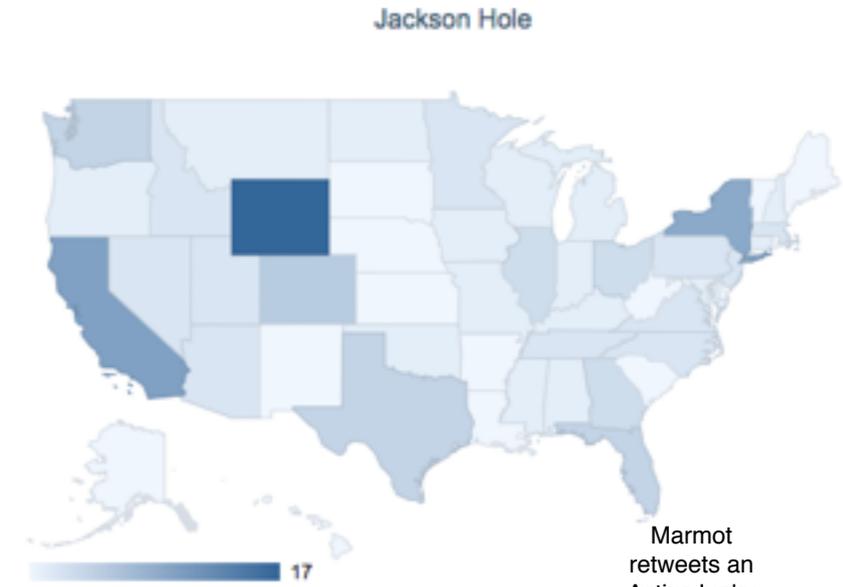
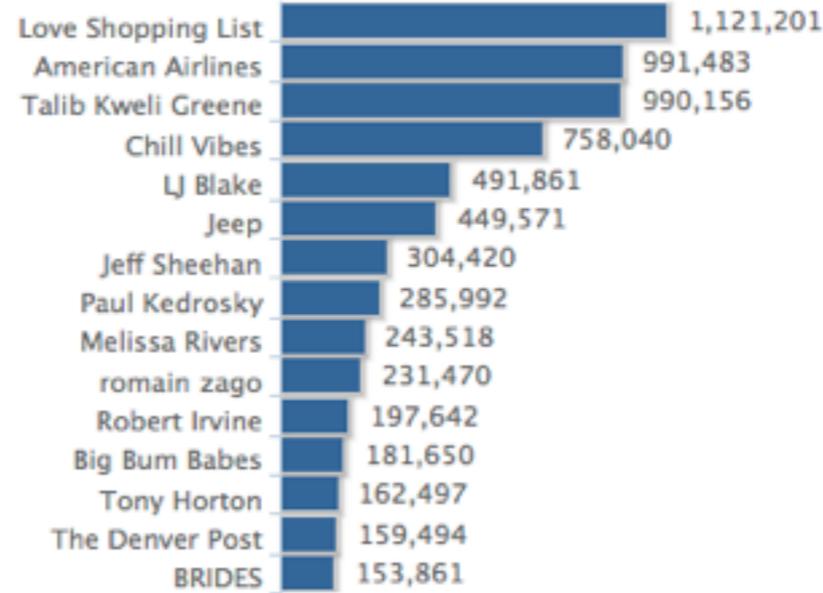
94%

Overall net sentiment, expressing the ratio of positive mentions to negative mentions

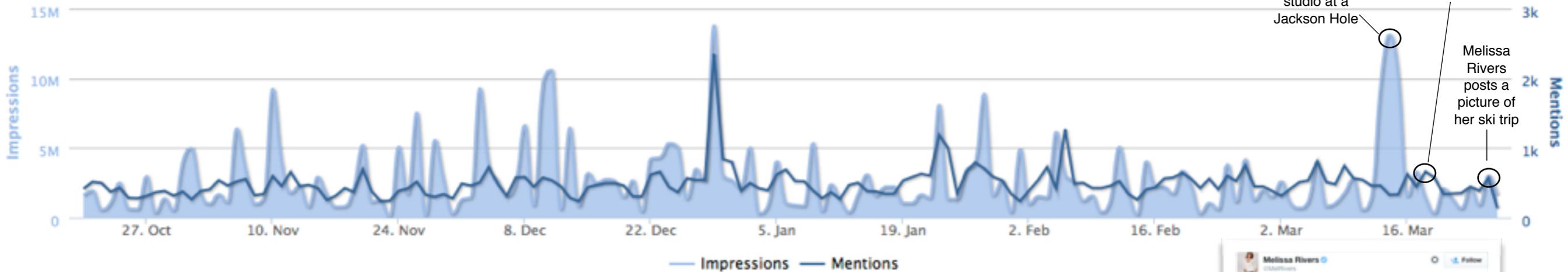
97

Passion intensity score, representing the ratio of strong emotions to all emotions

Jackson Hole



Jackson Hole



Talib Kweli Greene @TalibKweli

RT @891KHOL: .@TalibKweli live in studio right now! 891khol.org/listen-online #JacksonHole @PinkGarter

RETWEETS: 4 FAVORITES: 9

ActiveJunky.com @ActiveJunky

We put a @Marmot ski kit to the test in #JacksonHole. Needless to say, it handled the Tetons: ow.ly/KsF45 #MoreAmazingGear #ski

RETWEET: 1 FAVORITES: 3

Melissa Rivers @MelissaRivers

Last minutes in Jackson Hole! Skiing till last minute

15 201

APPENDIX

Glossary:

- **Impression** - each time an online banner ad is served on a webpage
- **Click** - the action a user takes when they actually click on a desktop ad or tap a mobile/tablet banner that drives the user to the specified advertiser landing page
- **Click Thru Rate (CTR)** - a form of user engagement measurement. It is the number of clicks divided by the number of delivered impressions
- **Cost per Click (CPC)** - a form of cost efficiency measurement. It is the number of clicks divided by the delivered media budget
- **Expand** - a user action, defined specifically for Verve Wireless, when a user engages with an ad that expands to a larger experience
- **Expansion Rate** - a form of user engagement measurement. It is the number of expands divided by the number of delivered impressions
- **Mention** - any time a Jackson Hole-related term is indexed by our search engine
- **Net Sentiment** - a ratio comparing the number of positive mentions to negative mentions (on a scale from -100 to +100)
- **Passion Intensity** - a metric representing the ratio of soundbites with strong emotions to the number of total soundbites (on a scale from 0 to 100)

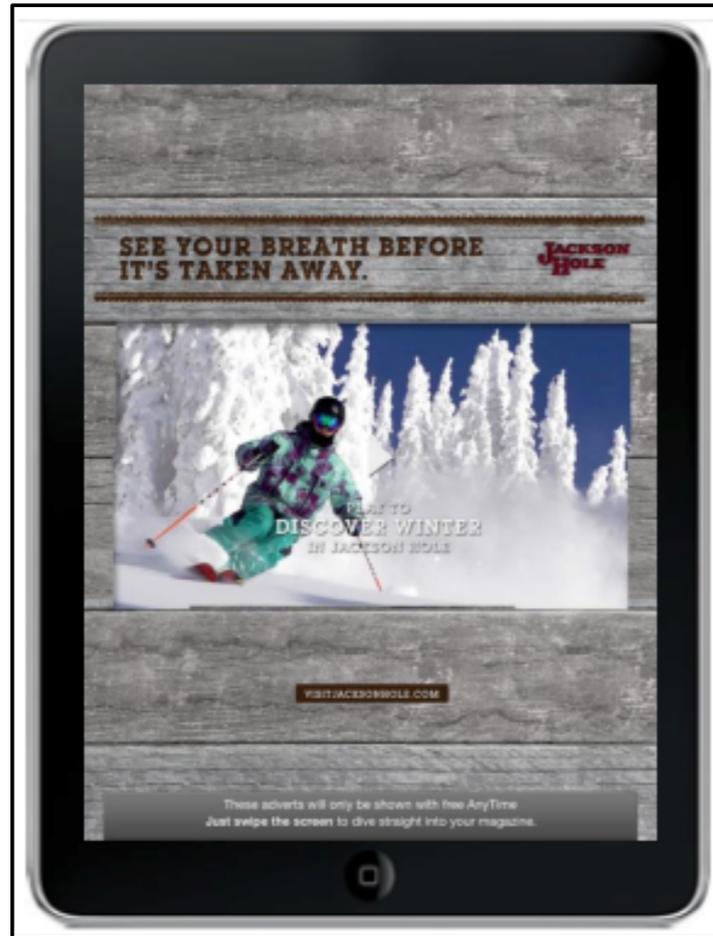
Digital Vendors:

- **CheapTickets.com/Obitz.com** - leading Online Travel Agencies that place messaging in front of qualified users based on their search paths and destination search history.
- **Drawbridge** - a leader in cross-platform targeting that is able to leverage technology in reaching the same individual cross device.
- **Hulu** - Premium video content provider across desktop, mobile, table, and living room devices. Messaging is delivered in a commercial format of 100% video completion before content launch and during content breaks.
- **OutsideOnline.com** - the digital counterpart to the glossy magazine which is a leader in the active-lifestyle vertical that connects their audience with the latest news, original video, and exclusive stories online.
- **On the Snow** - is a premium high quality content provider in the niche snow sports industry.
- **PixelMags** - a mobile/tablet online magazine network that offers targeted full screen units within actual digital magazine editions.
- **Rocketfuel** - uses technology to target specific audiences based on defined audience segments along with current and previous Jackson Hole campaign learnings. Standard banners ads were served across all verticals, including news, health, travel, sports, and weather.
- **SkiNet** - is the ultimate resource for passionate travel enthusiasts seeking the latest news on ski destinations and resorts, instruction, and the mountain lifestyle.
- **Sojern** - Data-driven traveler engagement platform that is powered by machine learning technology, enhanced real time bidding, and data insights. Messages targeted to travel intenders bases on data sets and site retargeting.
- **Tremor Video** - A cost efficient video network that delivers pre-roll videos within designation targeting parameters.
- **TripAdvisor** - the largest travel research site based on user recommendations and referrals.
- **Weather.com** - the number one weather site which is a trusted source for all weather news and updates.

Twitter Bios:

- **Love Shopping List** - A brand with an app designed to let couples compete with one another over who has the better relationship.
- **American Airlines** - Tweeted about route information to Jackson Hole.
- **LJ Blake** - Prominent travel blogger with nearly a half million twitter followers.
- **Jeep** - The Official Vehicle of Jackson Hole Mountain Resort
- **Robert Irvine** - Celebrity Chef, host of Dinner Impossible and Restaurant Impossible.
- **Eater** - an online food, drink, and nightlife magazine with regional versions.
- **Sonic Moto** - Motocross/Motorsports publication.
- **Scarlet Paolicci** - Nashville-based mommy blogger.
- **Ry Doon** - LA/Boston-based standup comedian
- **Rural Mom** - Another mommy blog collective based in Salt Lick, KY.
- **Picture Euphoria** - A site that aggregates beautiful photos from across the internet on their Twitter profile.

Screenshots



PixelMags

Screenshots

The screenshot shows the Orbitz website interface. At the top, there's a navigation bar with 'ORBITZ' logo and links for Hotels, Flights, Vacation Packages, Cars, Cruises, Deals, and Activities. A search bar shows a round-trip from San Francisco, CA (SFO) to Washington DC, DC (WAS) for Wed, Oct 22, 2014 and Thu, Oct 23, 2014. A 'LOWEST PRICE' badge displays '\$532.10'. Below the search bar, there's a 'Refine Results' section with filters for 'Select flight times', 'Select stops', and 'Select price range'. The main area shows 'Matching Results: 1104' with a 'Sort by: Best Bets' dropdown. Two flight options are visible: one for \$532.10 and another for \$537.70, both featuring 'ORBITZ REWARDS' and 'Earn \$20 in bonus Orbucks'. A sidebar on the right contains promotional banners for 'THERMOBALL' and 'JACKSON HOLE'.

The screenshot shows the CheapTickets.com website interface. At the top, there's a navigation bar with 'CheapTickets' logo and links for Home, Vacation Packages, Hotels, Cars, Cruises, Flights, Event Tickets, and DEALS!. A search bar shows a round-trip from Los Angeles, CA (LAX) to Bozeman, MT (BZN) for Wed, Oct 22, 2014 and Thu, Oct 23, 2014. A 'CHEAPEST PRICE' badge displays '\$773.19'. Below the search bar, there's a 'Refine Results' section with filters for 'Select stops', 'Select flight times', and 'Select price range'. The main area shows 'Matching Results: 501' with a 'Sort by: Lowest Price' dropdown. Two flight options are visible: one for \$773.19 and another for \$845.19, both featuring 'Earn \$50.00' in CheapCash. A sidebar on the right contains promotional banners for 'JACKSON HOLE' and 'THERMOBALL'.

CheapTickets.com

Screenshots

The screenshot shows the TripAdvisor website for 'Best Salt Lake City Restaurants'. At the top, there's a navigation bar with 'JOIN', 'LOG IN', 'USD', and a flag icon. Below that, a green header contains 'Salt Lake City', 'Hotels', 'Flights', 'Vacation Rentals', 'Restaurants', 'Things to Do', 'Best of 2014', 'Trending Now', and 'Write a Review'. A search bar is present with the text 'Search for a city, hotel, etc.'. A promotional banner for Jackson Hole reads 'WINTER'S KIND OF A BIG DEAL HERE. THERE'S MORE TO WINTER. \$200 OFF PER PERSON'. The main heading is 'Best Restaurants in Salt Lake City, UT'. Below this, there are filters for 'I like:' (Fine dining, Online reservations, American, Steakhouse, Continental, Cheap eats) and 'Price' (\$-\$\$\$\$). Two restaurant listings are visible: 'Little America Hotel - Sunday Brunch' (#6 of 1,211 restaurants, 68 reviews) and 'The Roof Restaurant' (#21 of 1,211 restaurants, 181 reviews). A 'Reserve' button is highlighted in yellow.

TripAdvisor

The screenshot shows the OutsideOnline.com website. The top navigation bar includes 'Gear', 'Travel', 'Fitness', 'Adventure', 'News', 'Photo', 'Video', 'Magazine', and 'Subscribe'. The main heading is 'NEWS FROM THE FIELD'. The date is 'August 26, 2014'. A list of news items is shown, with 'Jackson Hole to Open Teton Ski Lift' by Lauren Steele highlighted. Below the list is a large photograph of a snowy mountain range. The article title is 'Jackson Hole to Open Teton Ski Lift' with 261 shares. The sub-headline is 'Easier access to Granite Canyon backcountry' by Lauren Steele. The article text begins: 'Jackson Hole is planning construction of a new ski lift that will completely change the way people ski the Grand Tetons as of the 2015-2016 winter season.'

OutsideOnline.com

Screenshots

TremorVideo

The screenshot shows a video player interface on a National Geographic website. The main video is a promotional spot for Jackson Hole winter tourism, featuring a scenic view of snow-capped mountains and a lake. The text on the video reads "JACKSON HOLE" in a large, stylized font, followed by "THERE'S MORE TO WINTER" and the website "visitjacksonhole.com".

Navigation and controls include a search bar at the top right, a search icon, and a search label "Search Videos". Below the video, there are navigation arrows (left and right) and a play/pause button. The video is titled "Up Close With King Penguins and Elephant Seals" and is categorized as a "SHORT FILM SHOWCASE". The description mentions that the video is set in Antarctica, off the island of South Georgia, and features a breeding hot spot for elephant seals and king penguins. The filmmaker is identified as Richard Sidey. There are social media sharing icons for Facebook, Twitter, Google+, and YouTube.

Below the main video, there are three featured video thumbnails:

- Mutant "Blond" Penguin Spotted in Antarctica
- Up Close With King Penguins and Elephant Seals
- Patagonia

Screenshots

WINTER'S KIND OF A BIG DEAL HERE. THERE'S MORE TO WINTER. **JACKSON HOLE** \$200 OFF PER PERSON

1 year for \$10 SKI MAGAZINE **PRINT DIGITAL**

SKI MAG.COM Sign in or Register

NEWSLETTER SIGNUP Sign-up

GEAR RESORT LIFE PERFORMANCE

SNOW REPORTS: **Ashcroft Ski Touring** CLOSED H 45° L 27° / 24 hour snow * / 48 hours snow * / Lifts Open or

2014-15 PASSES ON SALE NOW FOR ONLY \$389 EXPAND



Best Men's Powder Skis of 2015

Gear Guide



Used and Abused: Weekly Gear Reviews

We're constantly testing products to help you make the right buying ...

- Fat is Sexy: This Year's Best Powder Skis
- 37 Best Mixed Snow Skis of 2014
- Find Your Perfect Ski

Top Ski Resorts



Resort Guide 2015: Best Terrain Parks

From the best rails to kickers, these top terrain parks will keep jibbers happy.

- Resort Guide 2014-15
- 2014-15 Season Pass Roundup
- East: Top Ski Resorts for 2014-15



RARE SIGHTINGS ARE QUITE COMMON HERE

JACKSON HOLE

THERE'S MORE TO WINTER.

\$200 OFF PER PERSON

Facebook share: SKI Magazine. You and 60,615 others like SKI Magazine.

It looks like you are from outside the U.S. Would you like to make International your default edition? [Yes](#) | [No](#) Close x

SET EDITION: [U.S.](#) | [INTERNATIONAL](#) | [MEXICO](#) | [ARABIC](#) Sign up | Log In

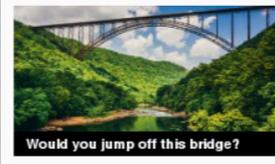
TV: [CNN](#) | [CNNI](#) | [CNN en Español](#) | [HLN](#) SEARCH

POWERED BY Google

Home TV & Video U.S. World Politics Justice Entertainment Tech Health Living **Travel** Opinion iReport Money Sports

updated 11:09 AM EDT, Mon October 20, 2014

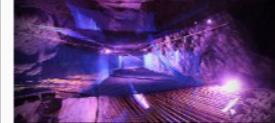
Don't miss



Would you jump off this bridge?



Travel photos we wish we'd taken



The crazy cave trampolines of Wales



A modern-day train renaissance

Coming soon: Best theme parks of future

With so many awesome new attractions on the way, the next few years are going to be a roller coaster ride. [FULL STORY](#)

TOP TRAVEL STORIES

- World's worst airport in 2014 is...
- 12 best meat cities in America
- After 50 years, Japan set to launch a new commercial passenger plane
- Downton Abbey' castle during the Great War
- Why Kansas City's a winner | Why San Francisco's a winner
- Getting to know Hue, Vietnam | Bourdain visits his first love
- Who shouts Ebola in a crowded theater?
- Ebola fears crippling Africa's safari industry
- Airline offers 'Flying Nannies'
- A romantic's favorite fall getaways

[More](#)



RARE SIGHTINGS ARE QUITE COMMON HERE

JACKSON HOLE

THERE'S MORE TO WINTER.

\$200 OFF PER PERSON

Current airport delays ADVERTISEMENT

Updated 10:37 am EST, October 20, 2014

Major airport	Status
San Francisco, CA (SFO)	MAJOR DELAYS

[More details on major US airports »](#)

Travel Snapshots



Virgin Islands



Ireland



Nice, France



Otherworldly places



THIS is work?



Trips gone wrong

ADVERTISEMENT

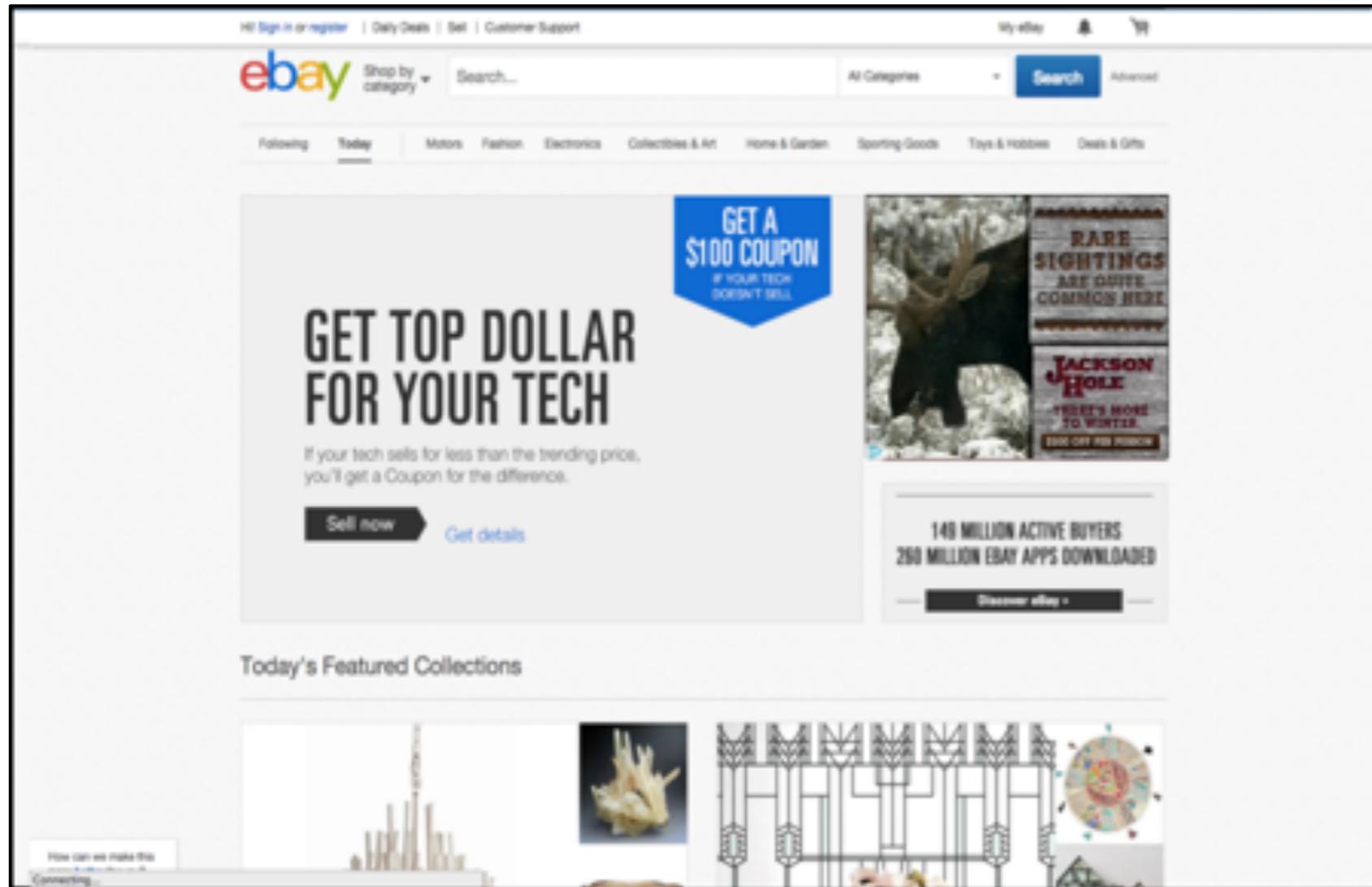
Sojern

Screenshots

The screenshot shows the HowStuffWorks website's 'Auto' section. At the top, there's a navigation bar with categories like Adventure, Animals, Auto, Culture, Entertainment, Health, Home & Garden, Lifestyle, Money, Science, Tech, Video, Shows, and Quizzes. Below this is a search bar and a breadcrumb trail: Home / Auto. The main content area features a 'RIGHT NOW IN AUTO' section with a featured article 'Auto Puzzles: Charging an Electric Car'. To the right, there's a promotional banner for 'JACKSON HOLE' with the text 'RARE SIGHTINGS ARE QUITE COMMON HERE' and 'THERE'S MORE TO WINTER. \$200 OFF PER PERSON'. Below the banner is a 'MOST POPULAR' list with five items: 1. Top 5 Reasons Your Car Is Vibrating, 2. How Stirling Engines Work, 3. 5 Signs That You Need Your Brakes Checked, 4. Car Smarts: Camshafts, and 5. Auto Puzzles: Charging an Electric Car. On the left side, there's a sidebar with a 'WHAT'S INSIDE: AUTO' section and a list of sub-categories like Auto Basics, Tech and Transport, Auto Parts & Systems, Auto Racing, Buying & Selling, Car Models, Driving & Safety, and Fuel Efficiency. The 'Auto Racing' category is highlighted with a sub-section for 'Explore These Categories: Motorsports' and 'NASCAR'.

The screenshot shows the mobile interface of The Verge website. At the top, there's a navigation bar with 'THE VERGE' and '22 NEW ARTICLES'. Below this is a large promotional banner for 'JACKSON HOLE' with the text 'RARE SIGHTINGS ARE QUITE COMMON HERE' and 'THERE'S MORE TO WINTER. \$200 OFF PER PERSON'. Below the banner is a featured article 'Apple releases iOS 8.1 with Apple Pay' by Tom Warren, with a '157' comment count. The background of the article card shows a smartphone.

Screenshots



Drawbridge

