Panama City Beach 2017 In Review

May 2017

Today's Agenda

- Brand Networks Overview
- 2017 Round-up
- 2017 Performance & Analysis
- PCB & Industry Benchmarks
- Ideas for Fall & Winter
- Industry Updates & Social Trends
- Brand Networks Platform Updates & New Features
- Appendix

Brand Networks

Overview & Who We Are

About Brand Networks

World Class Customers

spg. Starwood Preferred Guest

HERSHEY. THE HERSHEY COMPANY

AMERICAN EXPRESS

HILTON WORLDWIDE

SeaWorld

THE HOME DEPOT

Arby's

JAMAICA

DELTA

Simplifying Social Since 2006

• Delivering $500MM+ in paid social advertising annually

• More than 225 employees globally

• Award-winning product innovation: winner of two Facebook Innovation contests

• Specializing in brand awareness and direct response

• Managed, licensed, and professional services offerings

• Strong partnership with key social platforms

• Frequent participation in alpha/beta opportunities with social partners

Exclusive Access to All Platforms

f Marketing Partner

OFFICIAL PARTNER

CERTIFIED in MARKETING PARTNER

Instagram Partner

MARKETING DEVELOPER PARTNERS

A by Facebook

What We Offer Visit Panama City Beach

History Long-standing relationship, serving as a resource of archival information and data

Expertise Highly experienced service team who is dedicated to mastering the ever-changing social space

Technology Award-winning, innovative technology via a single point of access that makes social buying and reporting more sophisticated & automated

Cross Channel View Ability to draw insights and implement learnings cross-platform

First API Access One of the first to gain access to Facebook, Twitter, LinkedIn, Instagram, Pinterest and Snapchat, will continue to be the first

Unbiased Party Advocates for social that makes sense for you; we don't have a stake in platform sells

Visit Panama City Beach Dedicated Team bn.

Anna Didio
SENIOR MEDIA ANALYST

Responsible for day-to-day execution and campaign management, working closely alongside other team members to build, analyze, report and support client campaigns.

Kara Doran
MEDIA DEVELOPMENT MANAGER

Oversees the client and business development aspects of all campaigns, consulting and driving strategy and paid media opportunities for clients.

Alida Lambert
MEDIA EXECUTION MANAGER

Oversees the executional aspects of campaigns, working across all stakeholders to ensure long-term vision is translated into tactical strategy in all media executions.

Amy Slife
MEDIA SERVICES DIRECTOR

Responsible for overall team management and success.

Lisa Fruggiero
SALES DIRECTOR

Responsible for driving new business opportunities across new channels, data and measurement partners and new platform features that align with client's business goals.

How We Work Together

Panama City Beach FLORIDA
Directs team on creative and campaign strategy through business goals, upcoming events and objectives.

Luckie / WATAUGA GROUP
Develops creative & sets overarching campaign initiatives, strategy, and communicates client goals and objectives.

bn.
Develops media plans & targeting to meet campaign goals. Executes, optimizes and reports on paid media.

- Ad Buying Technology
- Media Buying Expertise
- Proprietary Tools
- Digital Experiences Capabilities
- 3rd Party Data Integrations

facebook.
twitter
Pinterest
LinkedIn
Instagram
snapchat

Visit Panama City Beach 2017 Round-up

Facebook and Instagram Driving Business Results

51 M
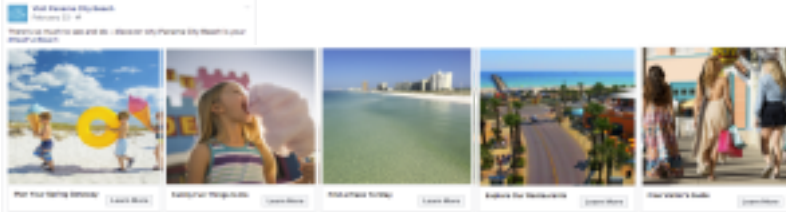**Impressions**

595K
Website Traffic

1.5 M
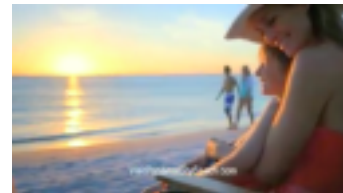**Video Views**

$7.57
Average CPM
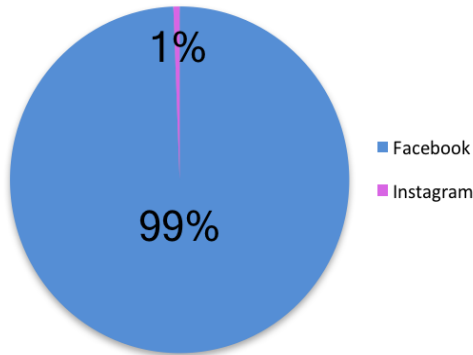
2017 Primary Objectives

Website Traffic

Events

Video Consumption

Platform & Ad Mix

Spend by Platform

- Facebook
- Instagram

1%

99%

Placement Optimization introduced: 1/30/17*

*With the exception of Event Ads, available on FB-only

Placement Optimization: A feature within the FB/IG platform that automatically optimizes delivery of the ads across platforms (FB and IG) to get the lowest overall cost per result.

Benefits of Placement Optimization: Utilizing placement optimization expands available reach by leveraging multiple platforms, and allows us to spend budget more efficiently.
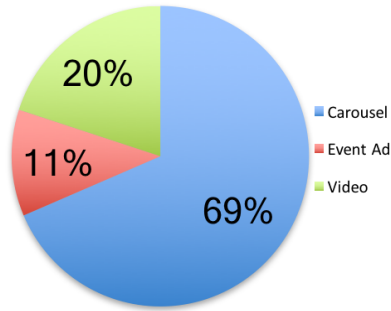
Results: To-date Facebook has proved to drive the most efficient results to date, with platform optimization allocating 99% of the total budget towards Facebook over Instagram

Creative Media Mix
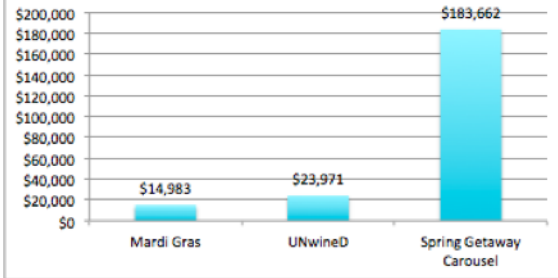
Ad Type Mix

- Carousel — 69%
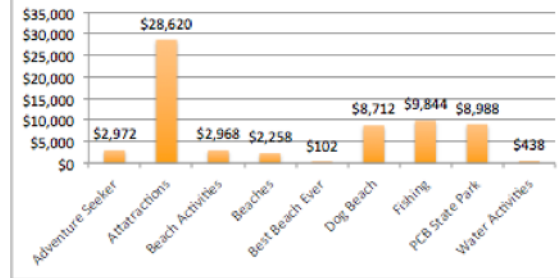- Event Ad — 11%
- Video — 20%

- Majority of spend was focused on Carousel Ads, particularly Spring Getaway Carousel
  - Limitations experienced for creative refresh
- Greatest creative variety was in video, as previous content was available for refresh
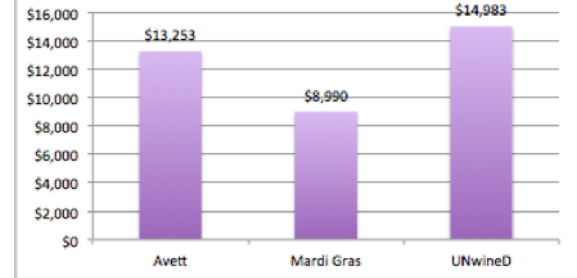 - Attractions Video received highest spend allocation due to performance and time in market

Carousel Ad Spend

Mardi Gras	UNwineD	Spring Getaway Carousel
$14,983	$23,971	$183,662

Video Ad Spend

Adventure Seeker	Attractions	Beach Activities	Beaches	Best Beach Ever	Dog Beach	Fishing	PCB State Park	Water Activities
$2,972	$28,620	$2,968	$2,258	$102	$8,712	$9,844	$8,988	$438

Event Ad Spend

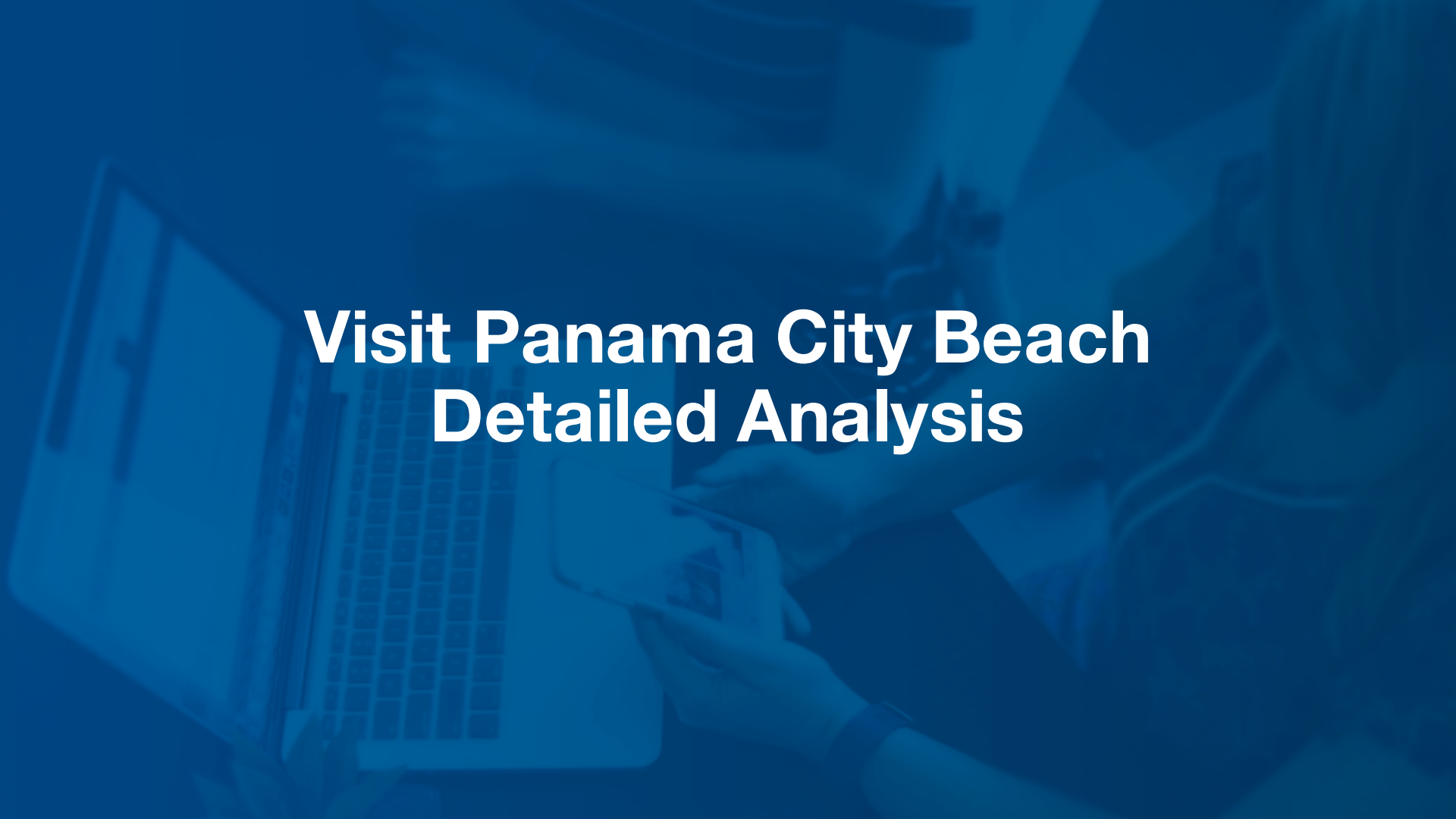| Avett	Mardi Gras	UNwineD
$13,253	$8,990	$14,983

Key Takeaways

Takeaways

- Frequent creative refreshes drive increased efficiencies and performance

- The Empty Nester, Long Weekend, and Young Families audiences see better CTR% performance among the Southeast markets, while the Couples and CVO target segments see better CTR% performance among the Northern markets

- Overall, the audience segments with the Southeast geo layer outperformed the Northern audience segments, from both a performance and efficiency standpoint

Recommendations

- Refresh creative every two to three weeks for optimal performance

- Continue to test broad vs. more highly targeted audience segments to compare effectiveness, improve performance and identify key audience targets for future campaigns

- Consider implementing more lower-funnel targeting/optimization tactics (Video sequencing, Website Custom Audience Targeting) to re-target and build lookalikes off users who have already been exposed to the PCB messaging/brand

Visit Panama City Beach Detailed Analysis

Timeline

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BN Team Change
Chicago to Boston

Agency Team Change
Luckie/Watauga Split

JANUARY 2017	**FEBRUARY** 2017	**MARCH** 2017	**APRIL** 2017

1/27/17
Spring Getaways
Campaign Begins

1/30/17
Placement Optimization
Introduced

2/3/17
Optimize Now
Introduced

3/31/17
Spring Getaways
Campaign Ends

4/21/17
Summer Campaign
Begins

Spring Getaways Campaign
- Video Ads: Optimizing for Link Clicks
- Carousel Ads: Optimizing for Link Clicks
- Event Ads: Optimizing for Event Responses
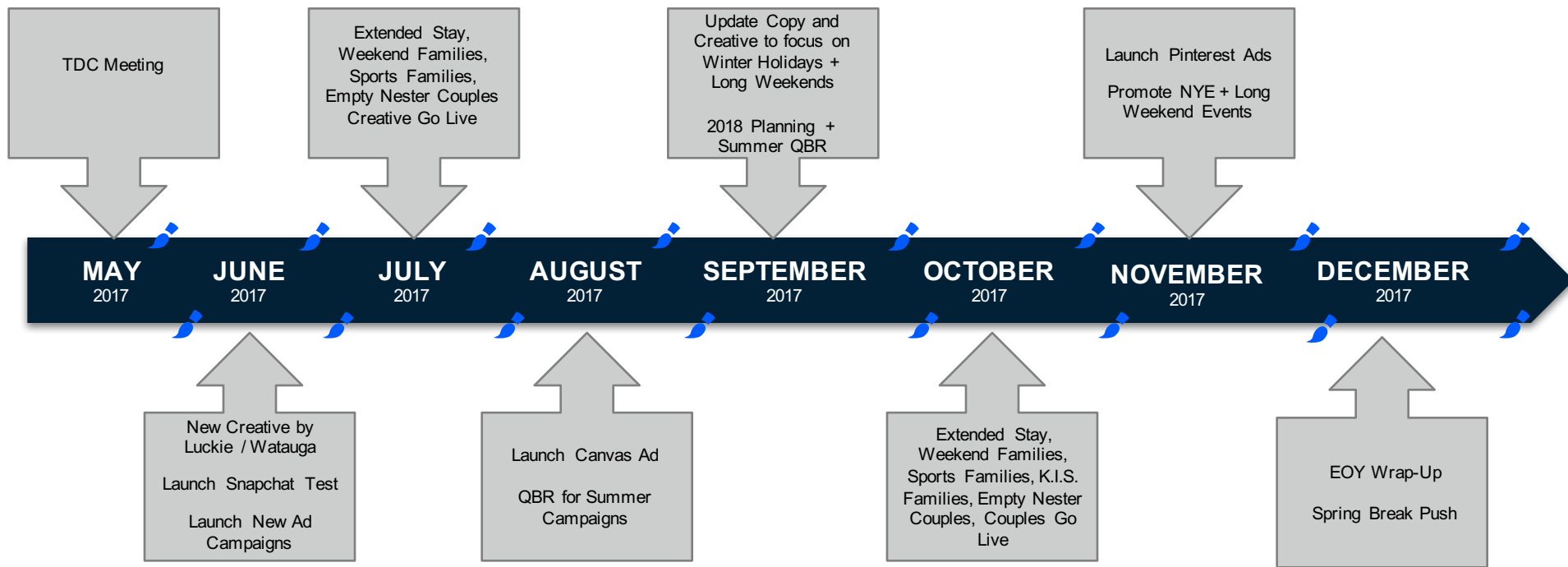- CVO layer overarching all non-event targets

Summer Campaign
- Video Ads: Optimizing for Video Viewing and Completion
- Carousel Ads: Optimizing for Link Clicks
- CVO layer removed, custom targeting implemented

Ongoing Optimizations:
- Brand Networks proprietary tool, **OPTIMIZE NOW.**
- Budget shifts toward most efficient targets.
- Daily bid and budget adjustments for pacing purposes.
- Addition of new target segments to increase performance/efficiencies.
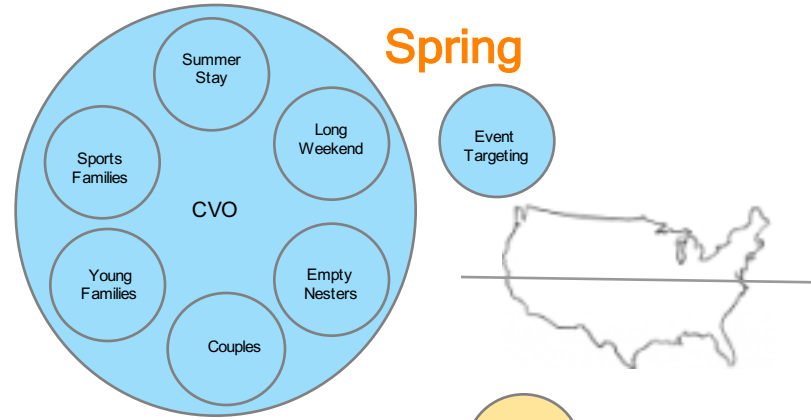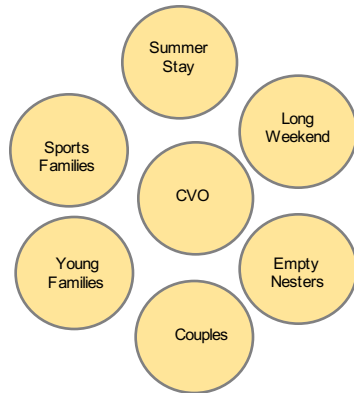
Looking Forward

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TDC Meeting		Extended Stay, Weekend Families, Sports Families, Empty Nester Couples Creative Go Live		Update Copy and Creative to focus on Winter Holidays + Long Weekends 2018 Planning + Summer QBR		Launch Pinterest Ads Promote NYE + Long Weekend Events	

MAY 2017   **JUNE** 2017   **JULY** 2017   **AUGUST** 2017   **SEPTEMBER** 2017   **OCTOBER** 2017   **NOVEMBER** 2017   **DECEMBER** 2017

- New Creative by Luckie / Watauga
- Launch Snapchat Test
- Launch New Ad Campaigns

- Launch Canvas Ad
- QBR for Summer Campaigns

- Extended Stay, Weekend Families, Sports Families, K.I.S. Families, Empty Nester Couples, Couples Go Live

- EOY Wrap-Up
- Spring Break Push

Time for a Creative Refresh on any Facebook Always On Campaigns

Audience Focus & Audience Evolution

Our Audience Approach

Spring

Summer

Video/Carousel

- **Q1 Spring Approach:** Primary targeting focus was Chief Vacation Officer (CVO)
  - Audience targets included CVO base layer + additional interests/behaviors
  - Audiences were geo segmented (Northern vs. Southeast)

- **Q2 Summer Approach:** Expand audience focus beyond the Chief Vacation Officer
  - Removed CVO layer to broaden potential reach
  - Northern vs. Southeast segmentation removed in favor of identified key geographic markets
  - Age range expanded due to strong performance against the older demographic (Empty Nesters) in Q1

Event Response

- **Q1 Spring Approach:** Target users with interests and locations aligned with key events themes
  - Test broad vs. highly targeted audience approaches
  - Target users in close proximity of event to reduce waste and to increase likelihood of attendance

Audience Performance

Targeting Results

Carousels: Audience Performance

Videos: Audience Performance

Videos: Geographic Performance


Carousels: Geographic Performance
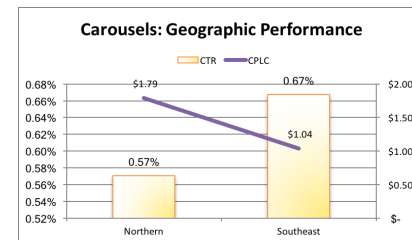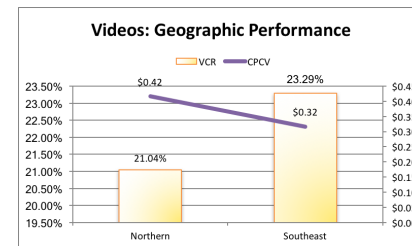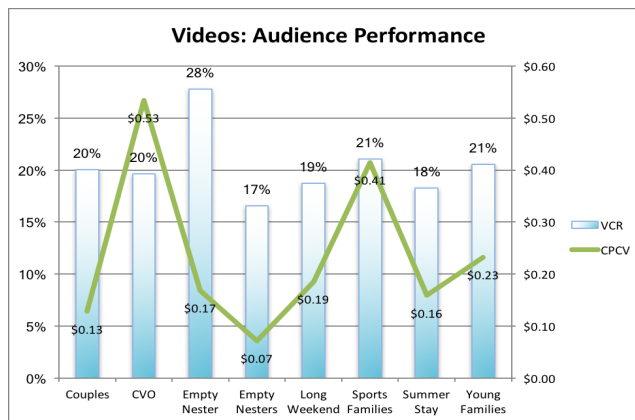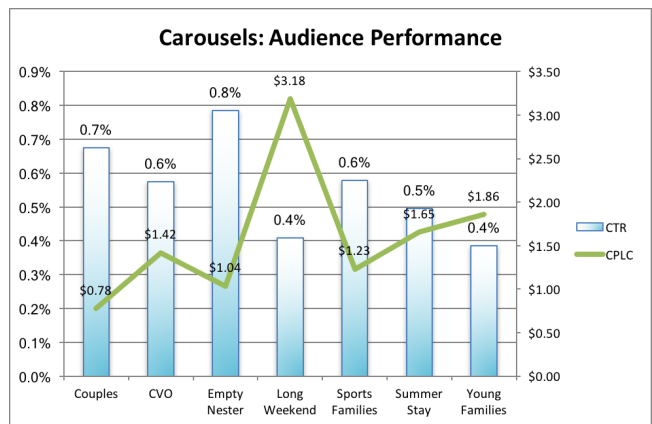
Takeaways

- The Southeast audience segments showed more optimal performance over the Northern markets in Q1*

- The Empty Nester audience segment that skewed towards the older demographic saw the best performance overall*

- The Couples, and CVO target segments saw better CTR% performance among the Northern markets, while the Empty Nester, Long Weekend, and Young Families audiences performed better against Southeast*

Key Recommendations

- Focus on Geos that have historically performed well against each audience for future efforts

- Continue to test Broad vs. more highly targeted audience segments to compare effectiveness

- Target users who have visited the website in the past 180 days (Website Custom Audience) to target users most likely to click off-site
  - Build lookalike audiences based off these audience segments to expand reach

Performance evaluated in terms of VCR% (Video) and CTR% (Carousel), respectively

Creative Performance

Video Performance
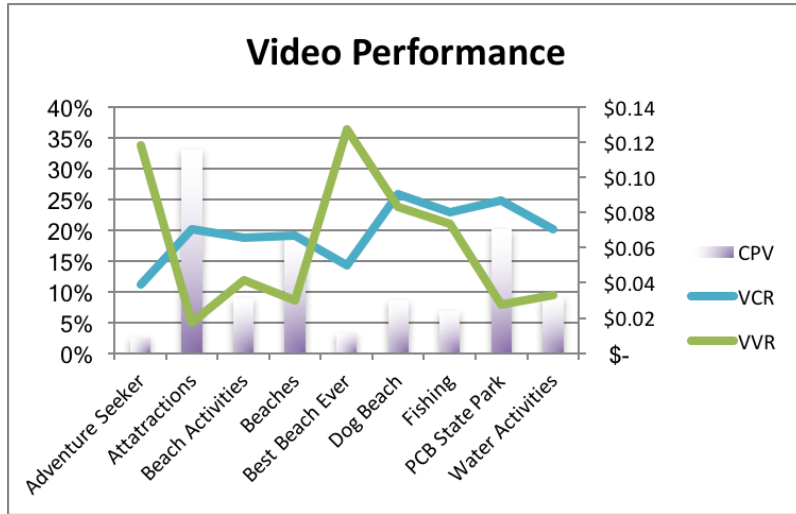
- Video Completion Rate is correlated with video length
- Video View Rate can be more easily compared across videos with varied lengths

Event Performance
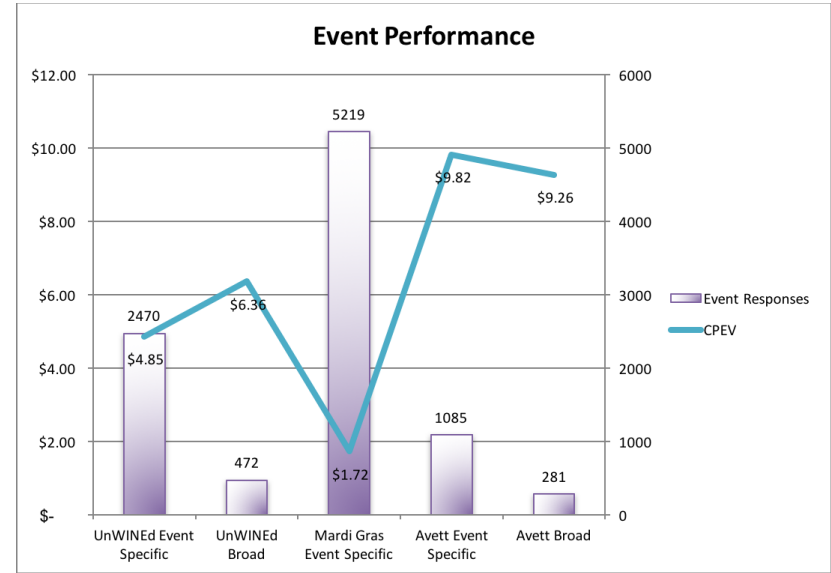
- The Mardi Gras Event Response Ad delivered the highest amount of Event Responses, at the most efficient Cost Per Event Response

Please note, the Adventure Seekers Video was the only :20s video. All other videos were :15s. As VCR is dependent on video length, longer videos typically see lower VCRs

Creative Performance

UnWINEd Carousel
CTR = 1.01%
CPLC = $.86

Dog Beach Video
VCR = 25.81%

Best Beach Ever Video
CPV = $.01
VVR = 36.34%

Mardi Gras Event Response Ad
Event Responses = 5,219
Cost Per Event Response = $1.72

Creative Refreshes: Performance Patterns

Indicates
Creative Refresh

18,250 **Results: Link Clicks** $0.60 **Cost per Result**   0.94% Result Rate
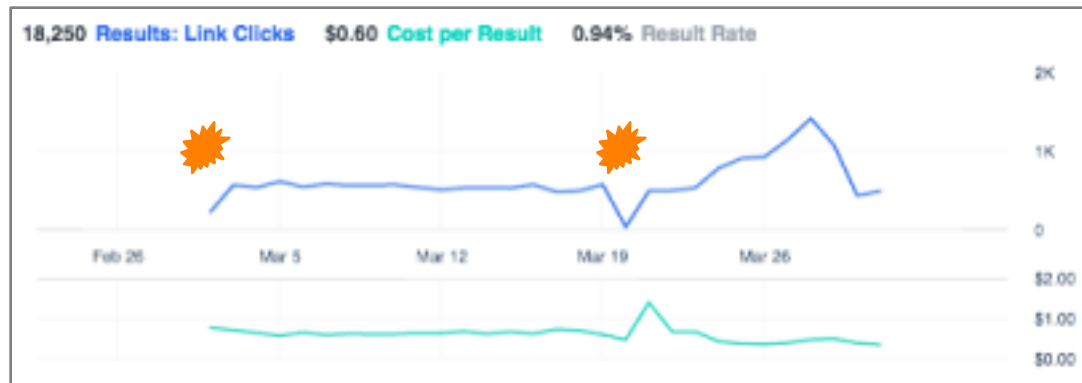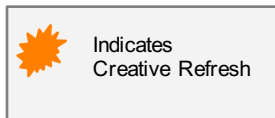
Takeaways

- Creative performance tends to drop and cost per result increases after the ad has been in market for longer than two weeks
- Performance ramps up each time there is a creative refresh, with lower cost per result

Recommendations

- Implement a flighted creative approach, refreshing creative every two weeks to prevent creative wear-out against the audience

Visit PCB Benchmarks

Current Performance Benchmarks

Website Clicks Benchmarks

	Benchmark	1.1.17 - 4.22.17 Actual
Overall Website CTR for US Tourism	0.87% CTR	0.73% CTR
Historical Website CTR for Carousel Ads	0.90% CTR	0.64% CTR
Historical Website CTR for Video Ads	0.48% CTR	0.93% CTR

Video Completion Rate (views to 100%) Benchmarks

	Benchmark	1.1.17 - 4.22.17 Actual
:15 Video Ads	15% VCR	22.6% VCR
:30 Video Ads	9% VCR	n/a
:60 Video Ads	3% VCR	n/a

The Funnel + Objectives + Benchmarks

Align benchmarks with objectives & ad types. Different objectives & ad types function to drive different goals and should be held to different benchmarks
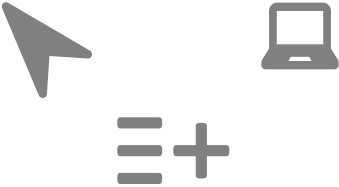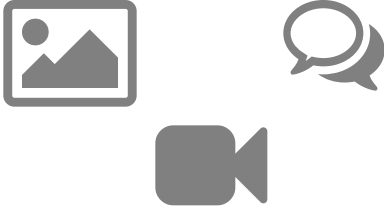
| Awareness | → | Consideration | → | Purchase |

| CPE CPV VVR VCR Ad Recall | CTR CPLC Actions | Leads Conversions ROAS |

Evolving Performance Benchmarks

Awareness

- Page posts
- Video posts
- Carousel Video posts
- Canvas

- Engagement Rate: 4.51%
- Cost Per Engagement: $0.17
- Video View Rate: 12.82%
- View Complete Rate: 20.25%
- Cost Per Video View: $0.04

Consideration

- Event Ads
- Link posts
- Link posts with video
- Carousel Link posts
- Canvas
- Collection

- Click Thru Rate: 0.73%
- Cost Per Website Click: $0.98

Acquisition

- Link posts
- Carousel Link posts
- Collection
- Dynamic Product Ads

- Cost per action: N/A
- ROAS: N/A

Benchmarks from PCB 2017 campaign data (Q1 - 4.22)

Investment by Objective

Investment By Objective

- Brand Awareness
- Clicks to Website
- Event Responses
- External
- Lead Generation
- Local Awareness
- Mobile App Installs
- None
- Offer Claims
- Page Likes
- Page Post Engagement
- Product Catalog Sales
- Reach
- Video Views
- Website Conversions
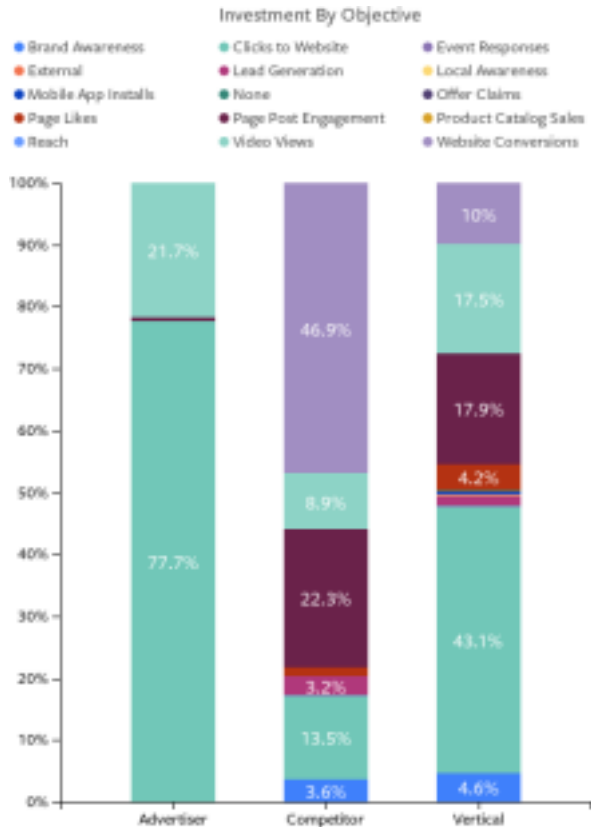
2016 competitor comparison from Facebook

Ahead of the Curve

- Clicks to Website
- Video Views

Room for Improvement

- Brand Awareness
- Page Likes
- Reach
- Event Responses (seen improvement in 2017)
- Website Conversions

Not Applicable

- Product Catalog Sales
- Local Awareness
- Offer Claims

Comparing Link Click CTR

Link CTR Benchmarks

● Advertiser Link CTR   ● Vertical Link CTR   ● Competitor Link CTR
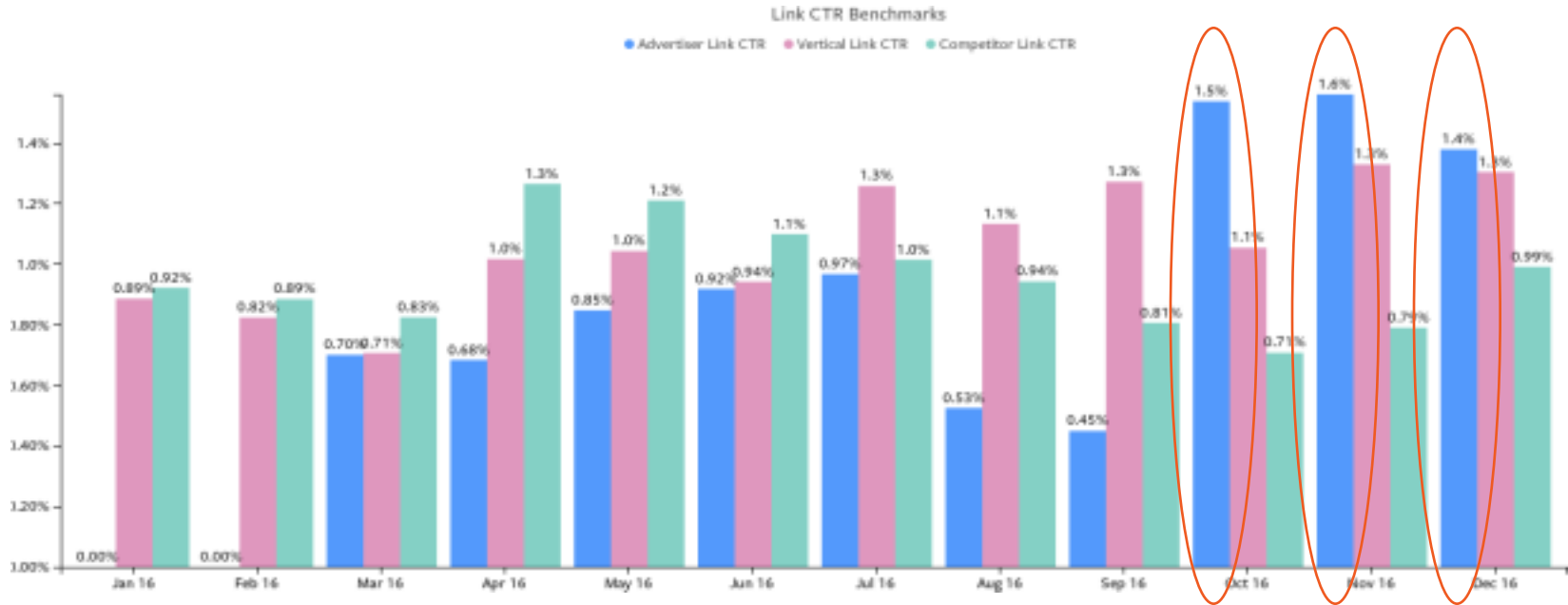
Advertiser	0.84%
Vertical	1.05%
Competitor	1.01%

Q4 2016 Targets

● Winter residents
● PCB website custom audience LAL
● Family vacation tendencies

New Ideas for Fall & Winter

Platform Suggestions

Reach users, at **scale**, who are looking to keep connected and actively consume content

Deliver messages in a focused **visual** experience, where users are looking to be inspired

Engage users with relevant content as they search for visual ideas and **inspiration** for a future trip

Participate in a **fun**, active community of video storytellers and share your brand's perspective

Full Funnel + Multi-Channel

Brand Networks to implement a full funnel strategy to drive customers and prospects further down the sales funnel.

Utilize more advanced Facebook and Instagram features to maximize channel value.
- 99% of all Panama City Beach's paid social advertising has been on Facebook (1% on Instagram)

Expand social channels to Pinterest and Snapchat to reach **untapped** audiences.
- 35% of Snapchat's daily users cannot be reached by Facebook on any given day
- 46% of Snapchat's daily users cannot be reached by Instagram on any given day

BRAND AWARENESS

CONSIDERATION

DIRECT RESPONSE

LOYALTY
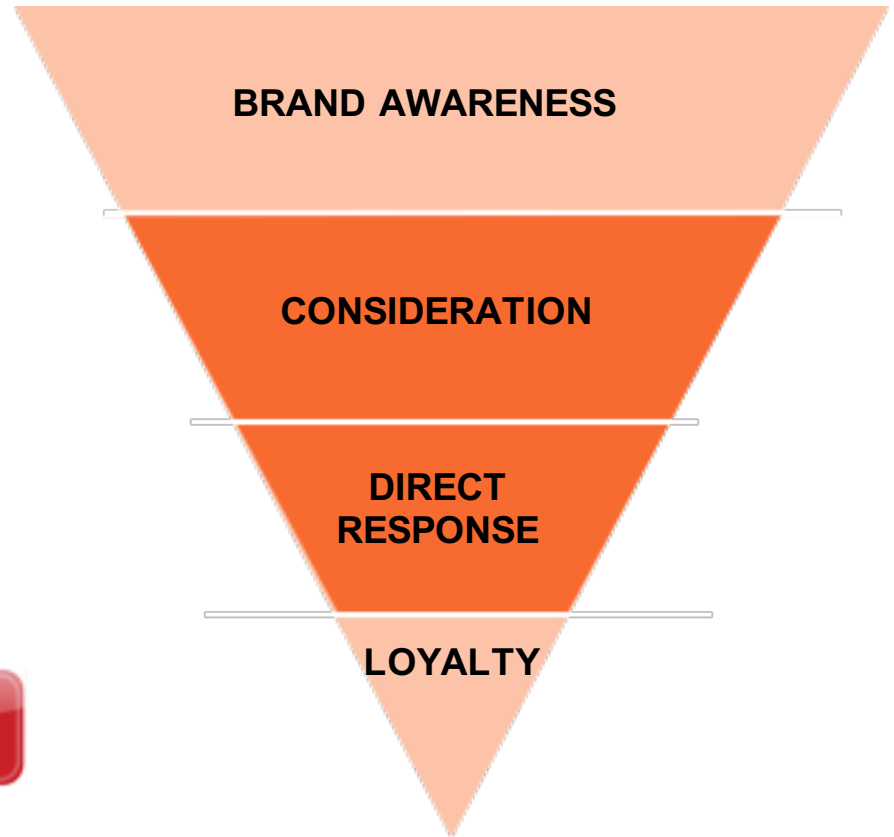
Expanding Social Platform Footprint

Platforms **Main KPIs**

Awareness & First to Market

- Reach
- Frequency

Consideration & Drive to Website

- Engagement
- Time Spent on Site
- Link Clicks

Lead Generation

- New Leads
- Surveys
- Offers
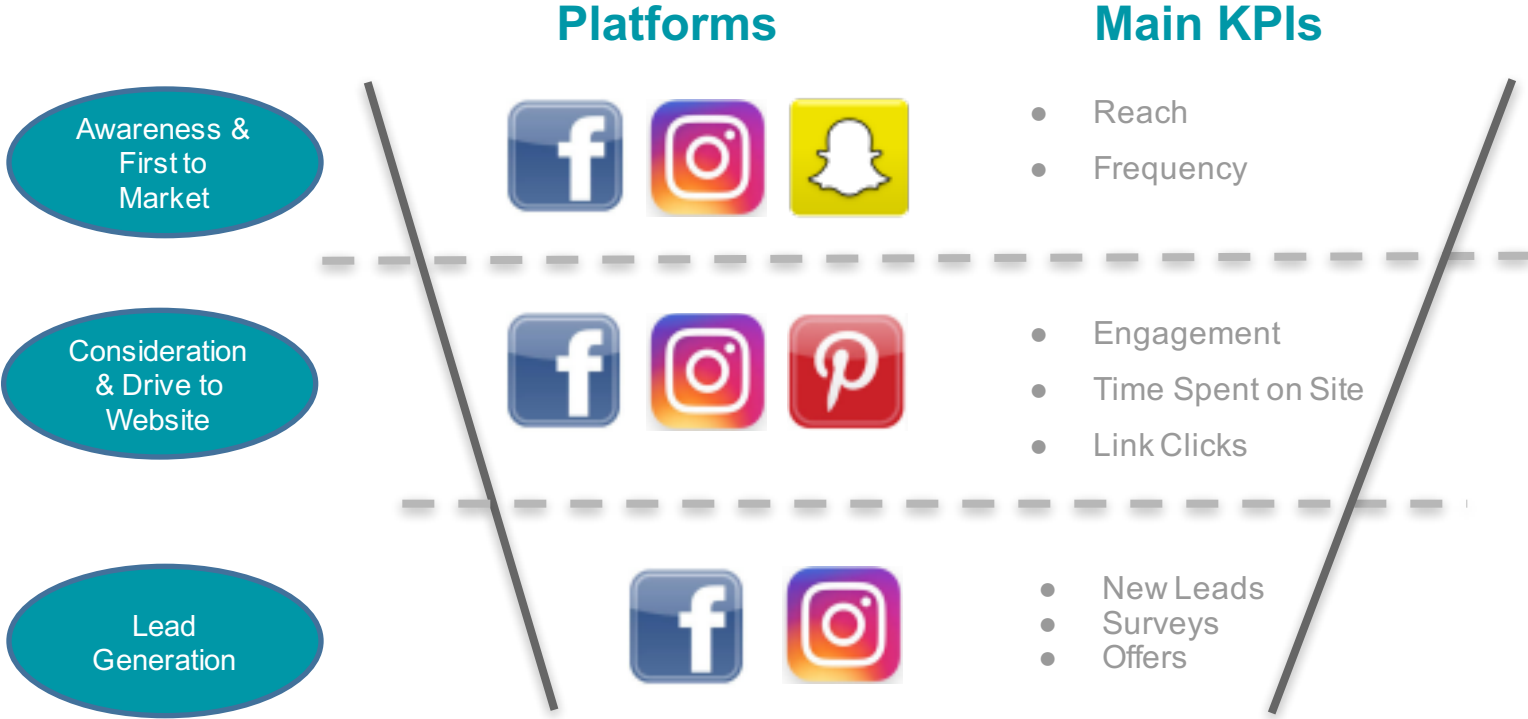
Co-Op Marketing

Generate incremental revenue through co-branded social ads

Expand co-op marketing efforts to social.

Collaborate with partners to create co-branded social ads using interactive ad units like carousel, canvas and slideshow.

By teaming up on these ads it will broaden PCB's impact and reach while achieving greater awareness and overall performance.

Brand Networks can work directly with PCB to create co-op value and package options.
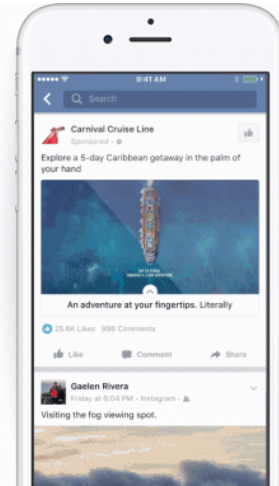
Snapchat Ads

Video Between Snap Stories

Bring your brand to life with quick video storytelling

Deliver "commercial breaks" across the Snapchat app experience to drive toward brand awareness objectives.

Reach users with run-of-app placement, finding them where they are and where their attention is high.

Deploy vertical, full screen video ads with a choice to view, listen and engage.

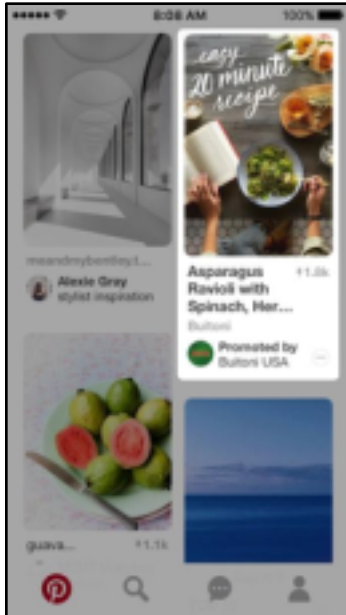**Vertical video required in lengths up to 10 seconds**
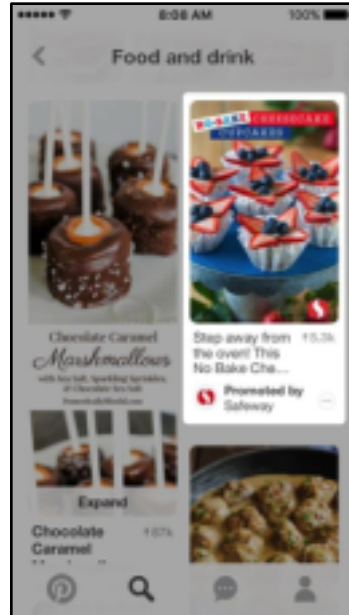
Promoted Pins

Home Feed
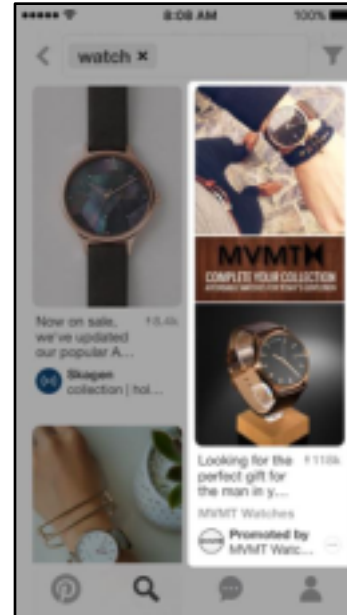A personalized feed unique to each Pinner

Categories
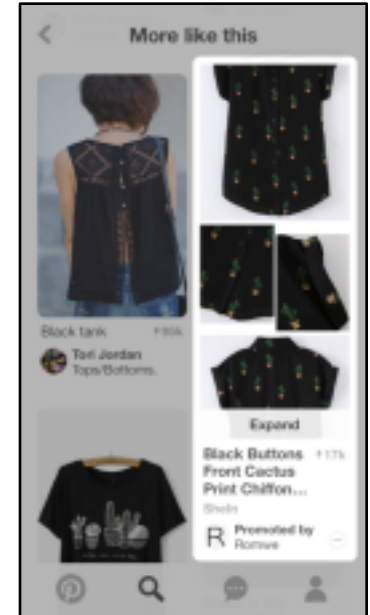Topic-based locations where Pinners can discover

Search
Contextually relevant places where people search

Related Pins
Show up while Pinners look for similar items

Industry Updates & Social Trends

Key Trends Impacting Social for 2017

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Mobile

Authentically mobile experiences will continue to emerge and evolve.
Mobile payments and commerce will increase across all age groups.
Augmented reality, AI, messaging apps and chatbots will offer new ways for brands to interact with consumers on mobile.
Mobile ad spend will soon be larger than print and OOH combined.

Video

TV ad budgets will move more steadily toward social due to rapid growth of social networks as video platforms.
Time spent with digital video will trend upward, while TV time will decline.
Live streaming will continue to gain traction.
Video audiences will gravitate toward connected TVs and smartphones.

Messaging

Messaging apps will see double-digit user growth next year, and break the 50% barrier among US mobile phone users.
The lines will blur between messaging and social networks as mobile activity shifts towards messaging.

Purchasing

Buy buttons in social will continue to increase in usage as consumers and retailers get used to buying on platforms like Facebook and Pinterest.
Social platforms will continue to develop solutions for bridging the gap between online and offline.

Tech

Ad blocking may begin to impact social as the technology behind blockers get smarter.
Identity targeting is the new cookie.
Viewability and time-in-view have shown a positive impact on engagement, so the viewability issue isn't going away soon.

The Impact of Mobile

Authentically mobile: New digital product decisions at technology companies driven by mobile-first thinking.
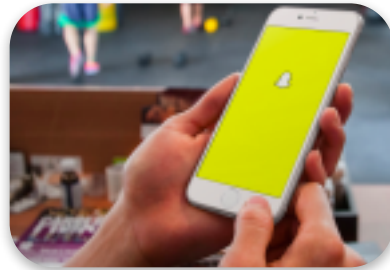
Mobile usage contributing to emergence and growth of visual platforms and multimedia content.

Livestream being pushed into the mainstream, made possible by mobile.

Consumers more comfortable than ever making purchases on mobile devices.

Nothing else can provide immediacy quite like mobile…yet.

Consumers Shifting to Mobile

- **One in five total mobile minutes** are spent on Facebook and Instagram
- **20% of mobile time is** currently spent watching video, which is rapidly growing
- 75% of all mobile data **projected to be video by 2020**
- Facebook video posts and shares **have increased 3x YoY,** driven mainly by mobile where users can take and share videos more easily
- Users **spend 1.7 seconds per piece of content on mobile** vs. 2.5 seconds of content on desktop

Key areas to improve the mobile experience:
- 26% of consumers say it's **difficult to compare products on mobile**, including comparing different retailers (Overstock vs. Target)
- 40% of consumers **abandon a site** that takes longer than 4 seconds to load
- 60%+ **lower conversion rate on mobile** website than desktop

Average Time Spent per Day with Major Media by US Adults, 2013-2018
hrs:mins

	2013	2014	2015	2016	2017	2018
Digital	4:47	5:08	5:27	5:42	5:53	6:03
—**Mobile (nonvoice)**	2:15	2:36	2:53	3:07	3:17	3:26
——Radio	0:36	0:43	0:49	0:54	0:57	0:59
——Social networks	0:18	0:22	0:26	0:29	0:32	0:33
——Video*	0:17	0:22	0:26	0:29	0:32	0:34
——Other	1:04	1:09	1:11	1:15	1:17	1:19
—**Desktop/laptop****	2:15	2:13	2:11	2:09	2:08	2:07
——Video*	0:22	0:23	0:24	0:25	0:25	0:24
——Social networks	0:17	0:16	0:15	0:14	0:13	0:13
——Radio	0:07	0:07	0:07	0:06	0:06	0:06
——Other	1:29	1:27	1:25	1:24	1:24	1:24
—**Other connected devices**	0:17	0:19	0:23	0:26	0:28	0:30
TV***	4:31	4:22	4:13	4:07	4:01	3:57
Radio***	1:30	1:28	1:27	1:27	1:26	1:25
Print***	0:35	0:32	0:29	0:27	0:25	0:24
—Newspapers	0:20	0:18	0:16	0:15	0:14	0:13
—Magazines	0:15	0:13	0:12	0:12	0:11	0:11
Other***	0:31	0:26	0:24	0:22	0:21	0:20
Total	11:54	11:55	12:00	12:05	12:07	12:09

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *excludes time spent with video via social networks; **includes all internet activities on desktop and laptop computers; ***excludes digital
Source: eMarketer, Sep 2016

216250   www.eMarketer.com

Upgrades to Facebook Video

People are watching and sharing more video on Facebook than ever, and Facebook is rolling out new products and features that make videos in the News Feed more rich and engaging

An enhanced vertical video experience:
- Tests have shown that vertical video ads drive an incremental increase in brand lift
- Vertical ratios allow greater ownership of the real estate, especially on mobile

Bringing stories to life with more sound in News Feed:
- Historically, videos in News Feed have played silently by default, however after testing sound controls in News Feed and hearing positive feedback, Facebook is slowly bringing this experience to more people
- With this update, sound fades in and out as people scroll through videos in News Feed *if the volume on their phone is turned on*.

Social Platform Growth

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Snap is projected to see the highest rate of growth by 2020 of any social platform, by over 40%

The average Snap user:
- ✓ Watches 100 videos per day
- ✓ Spends 25-30 min. per day
- ✓ Visits the app 20-30x per day

Percent US Population to Use Platform
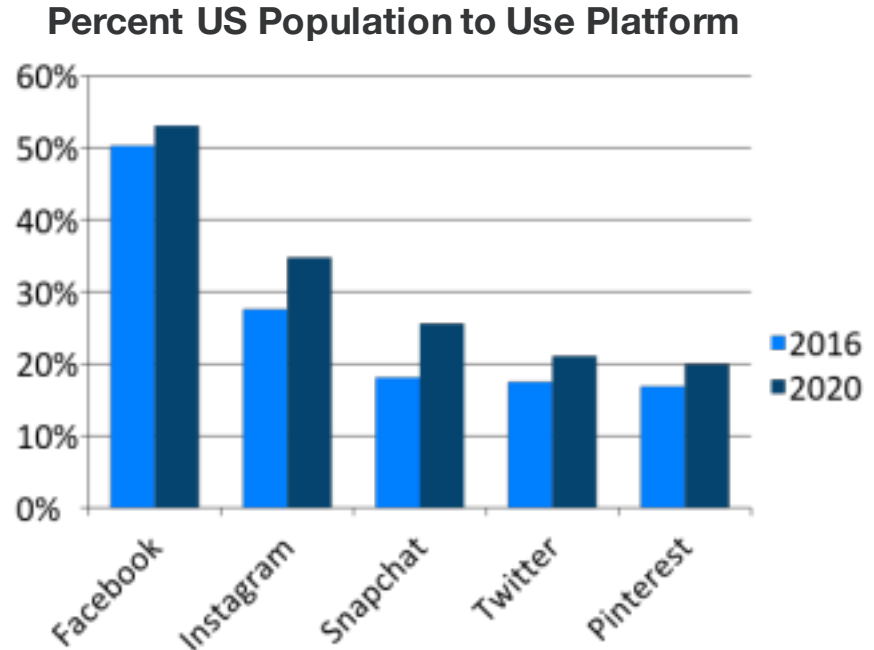
Brand Networks Platform Updates & New Features

Driving Efficiencies in Media Buying

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Award-winning, innovative technology differentiates Brand Networks from the pack

Optimize Now

Technology that monitors delivery, cost, and performance, algorithmically optimizing ads in real time

Open Signals

Turns data into signals that trigger rules-based ad synchronization and optimization

Custom Dashboards

Quickly display data that is important to you and other stakeholders

Optimize Now

Automated Ad Management Apply algorithmic ad optimization that monitors cost and performance in real time, and spends budgets in full.

Benefits:

- Can assign multiple campaign goals and weight the value of each

- 14% better delivery. Optimize Now campaigns have an 84% likelihood of spending in full versus a 70% likelihood for campaigns operated manually.

Open Signals

Open Signals lets users create simple rules based on real-world events, triggering social advertising to coincide with key moments in real time.

Create triggers to spread engaging content, **automatically turning organic posts into winning ads.**

Leverage sports scores, TV commercials, weather and more, **automatically turning offline event data into real-time ads.**

Promote sale items and excess inventory by **automatically turning proprietary product data into custom ads**.

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Open Signals List of Integrations

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SOCIAL CHANNELS

Create ads from organic content based on performance metrics.

Trigger ads, optimize budgets & schedules based on paid ad statistics.

FLU & ALLERGY*

Trigger ads based on flu prevalence and allergy/pollen alerts. Updates on zip codes.

Data Source: IMS Health

WEATHER

Trigger ads based on temperature and many other current or forecasted weather conditions like snow & humidity.

Data Source: Aeris Weather

SPORTS*

Use current game scores, game stats, wins/losses and game location/stadium info to create ads.

Data Source: SportsRadar

TELEVISION

Sync your social ads with your existing TV campaigns, relevant TV shows or against your competitors' commercials.

Data Source: TVTY

INVENTORY LEVELS

Create ads based on your inventory levels and sales to move product & drive customers in-store.

SMS/MMS

Scans for text messages sent to a specific number that then triggers ad creative & creation. Ideal for live events.

RSS FEED

Tap into RSS feeds to create ads based on the latest news stories.

UGC

Automatically create ads from selected, pre-approved user-generated content.

Data Source: Stackla

(must be a Stackla customer)

CUSTOM

CSV data also can be integrated to our tool via FTP or Dropbox. ie: flight/train schedules, stock market, subscription renewals.

*Signal requires a setup fee of $2K. May vary based on usage

Brand Networks Technology

Open Signals & TVTY Integration

The integration with BN's platform via Open Signals would give Visit Panama City Beac the ability to sync social campaigns to television broadcasts and advertising automatically.

With these capabilities, brands can launch campaigns across Facebook, Instagram, Pinterest, Twitter, LinkedIn, or Snapchat when triggered by specific moments on TV.

The technology behind TVTY allows brands to react to aired ads instantly, rather than an approximation. Their listening technology is in real-time (500ms), levering fingerprinting algorithms that are executed on servers that are directly plugged into set-top boxes. TVTY monitors every TV ad, in real-time, across over 400 TV channels in 25 countries.

Note: Additional set-up fees and monthly minimum media spends may be applicable.

Brand Networks Technology

Open Signals & TVTY Integration: Triggers

TV COMMERCIAL SYNCING:

- Select Country
- Select Brand
- Select Specific Creative
- Select TV Channels
- Select Markets by DMA
- Select Run Time

TV GUIDE SYNCING:

- Select Country
- Select Time Zone
- Select TV Channel
- Select Show or Program
- Select Airings
- Select Timing Condition
- Select Run Time

LIVE PROGRAM SYNCING:

- Select Country
- Select Channel
- Select Program
- Define Custom On-Screen Events for Human Monitoring
  - Example: If Leo DiCaprio wins an Oscar, then launch!

Data Integrations: Tracking and Targeting

BETA: Simplify Tracking Setup

Create tracked campaigns quickly by letting the Brand Networks Platform automatically add tags for Google DoubleClick

Measure and Optimize Campaigns

Use a single, trusted system to monitor all performance metrics. Connect your third party tracking data to the Brand Networks Platform

Target Specialized Audiences

Advertise to audiences from your chosen data provider to Brand Networks campaigns, making it easy to execute ROI-driven social initiatives
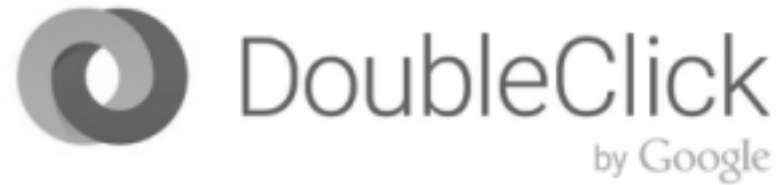
Appendix

BRAND AWARENESS STUDIES

OBJECTIVE

Measure the effectiveness of brand awareness campaigns through brand effect metrics within a target audience

REQUIREMENTS

Brand Awareness campaign of at least $175k
20MM impressions for duration of campaign
with holdout group for control

APPROACH

Opt-in polls on Facebook's homepage measure impact of display ads Awareness, message association, brand favorability, purchase intent

BENEFITS

- Brand effect metrics associated with a target audience
- Granular audience demographic and psychographic segmentation
- Comparison of study results to norms database by category
- Results for up to four standard brand attitude and usage questions via single-question surveys and two custom single and/or dual question surveys

MEDIA BEST PRACTICES

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Brand Awareness & Consideration

Video

Direct Response

Best Practices

Cast a Wide Net:
Test a variety of relevant audiences to see which groups engage. These groups can potentially be used later for Direct Response.

Retarget, retarget, retarget:
Retarget current customers with messages about new product lines, new offers, additional messaging to further engage them with the brand

Birds of a Feather Flock Together:
Prospect similar audiences to those likely to engage

Focus on Storytelling:
Focus on the story the video will tell, but be mindful of length

Sound on vs. off:
Design the video with sound-off in mind

3 Second Audition:
Make the first frames of the video catch users attention

Calls to action:
Be explicit with the CTA for users in video post copy and at end of video clickable frame based on initiative goal

Platform Evaluation:
Use industry benchmarks and KPIs to decide if a platform is right for direct response

Utilize and balance budget across platforms that will not only drive ROI, but be efficient from a CPM perspective

Targeting:
Start to target applicable custom audiences
Prospect on similar audiences to those likely to convert

Find the right audience at the right time by evaluating the end goal of acquisition and reaching the consumer where she is in the consumer funnel and in the social universe

KPIs

Ad Recall
Engagement Rate (and CPE)
Click Thru Rate (and CPC)
CPM
Impressions (Secondary)

Engagement Rate
Views
Cost Per View
Completion Rate
Click Through Rate (if applicable)

Purchase
Cost Per Purchase
ROAS
Click-Thru Rate (secondary)

The Difference in Facebook Post Types

Organic

✓ Content that has been posted to brand Facebook or Instagram page. Brand can engage directly with fans with or without amplification.

✓ Can be boosted from brand page to reach target audience(s) at scale. These ads will have the same reach and scale as dark posts.

✓ These posts live on the page forever.

Focus on engaging ads on your page: the more engaged your fans are with content, the higher organic reach all page posts will achieve

Dark

✓ Ads created specifically for Facebook, which live in the Ad Manager section of the platform.

✓ Dark posts are used solely for advertising campaigns: they allow multiple creatives to launch and run at the same time.

✓ Dark posts never appear on brand Facebook page.

Utilize dark posts for acquisition campaigns, where multiple iterations of ads can run, optimizations implemented and learnings gleaned

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Pinterest Highlights

Main purpose why consumers are on Pinterest

- **Discover & Search:** Find pins through search and on specific boards
- **Save:** Collect and organize pins to personal board
- **Do:** Buy or learn more from pins

Pinterest user base

- 150MM Monthly Active Users
- 42MM Women Age 25-54 (US Only)*
- 32MM Moms (US Only)*

Primary function for other advertisers

- Drive Consideration and DR
- Expand reach to different audiences that are not on Facebook or Twitter

Other fun facts

- 75% of pins come from businesses
- 40% of recent sign-ups are men

Source: comScore October 2016 MyMetrix. US data.

Video Best Practices

Capture attention and feature your brand in the first 3 seconds
- Value is created very early in a feed environment, so to maximize the value of paid media, Facebook recommends building video ads that are fifteen seconds or less

Build for sound on, plan for sound off
- An effective message can still be conveyed in feed videos without sound and a number of users will not experience videos with sound if their volume is set to off. Using captions is a great way to drive longer view times and ensure your full message gets across even when the sound is off.

If possible, plan for 4:5 vertical content
- Ensure your brand campaigns have maximum impact by shooting video for vertical and mobile from the start, instead of modifying existing horizontal creative. If you're considering vertical for your brand campaign, leverage the 4:5 ratio as this can run across both FB and IG.

Defining Good Social Creative

Well Branded
- ✓ Visually reflect brand identity and what your brand stands for

Concept Driven
- ✓ Say what you want consumer to think and align creative with business objectives

Well Crafted
- ✓ Be deliberate and thoughtful about how your brand presents itself and center creative around what you're trying to achieve

Facebook Carousel Ad Best Practices
Part 1

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Storytelling – Tell a story about your brand that develops across each carousel card. Try using images or videos in succession to illustrate a compelling narrative across the carousel cards to tell your story.

Panoramic – Use each carousel card to show different product angles or zoom into specific details to better inform customers about the product.

Facebook Carousel Ad Best Practices
Part 2

Highlight multiple features/benefits of a single product – Use images and/or videos to show the benefits or results of being a customer.

Sell the benefits – Use images and/or videos to show the benefits of being a customer.

Facebook Carousel Ad Best Practices
Part 3

Explain/show a process – Walk people through a process to explain the benefits of your business.
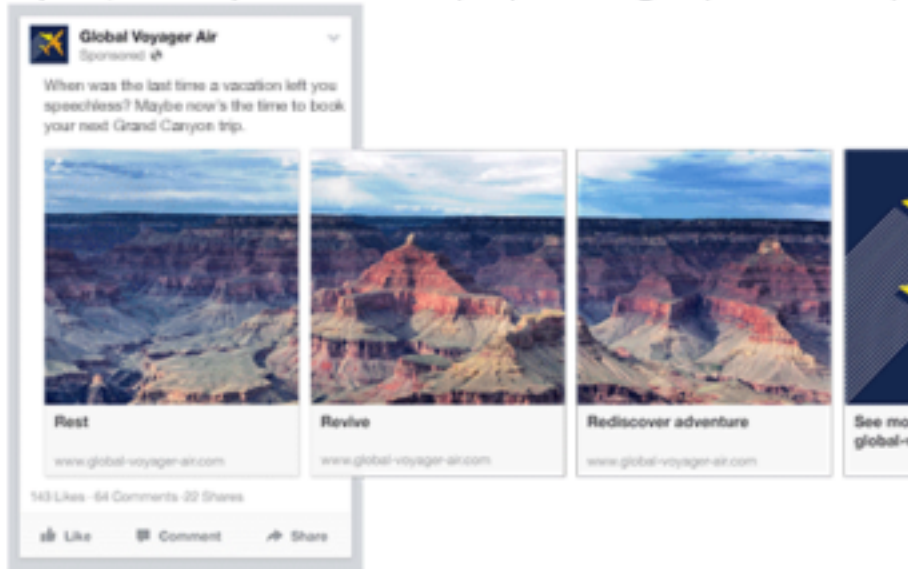
Anatomy of Facebook Link Post

Copy line highlights the key points and entices the audience. Keep it short, clear, and catchy.

Image highlights the key messaging and attracts click throughs. What's the story your image(s) is trying to tell?

Headline calls out the opportunity for the user, in a concise form.

The **link description** briefly names the benefits of the offer.

Why Social?

Social media marketing offers large scale via an engaged and ever-growing user base

Mobile devices are continuously changing the way people and brands are communicating with one another, usage driven mainly by social

Social media platforms allow brands to connect and converse with customers on a one to one level, where two-way communication is encouraged

Social advertising can be hyper-targeted to the same user across multiple devices and platforms, making storytelling and full-funnel messaging a reality

Social ads are shown in a native and viewable environment: the feed

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Both Travelers and the Travel Industry are Leaning Heavily into Social

- Social platforms are a natural fit for travel marketing, as they provide a personal environment for consumers to share their travel experiences

- Brand interest in paid social complements consumers' increasing use of social sites to share personal travel content - more travelers are using social media to post about their travels both during and after their vacation

- As new opportunities arise with greater inventory and unique creative executions, travel brands will continue to invest in the space

- For travel brands overall, social media has been mostly focused on engagement and brand strategy, however as performance-based social ad products surface, travel marketers will reap the benefits of having a social strategy

Percent of US internet users who share their vacations with family and friends *(April 2015)*

50%
14%

Digital Travel Ad Spending is on the Rise

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US Travel Industry Digital Ad Spending, 2014-2020
billions, % of total digital ad spending and % change

$8.28
$7.66
$6.99
$6.32
$5.69
$4.93
$4.12

Year	2014	2015	2016	2017	2018	2019	2020
% change	19.8%	19.8%	15.4%	11.0%	10.6%	9.6%	8.1%
% of total digital ad spending	8.3%	8.3%	8.3%	8.2%	8.1%	8.0%	7.9%

■ Travel industry digital ad spending
■ % change ■ % of total digital ad spending

Note: CAGR (2014-2020)=10.9%; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms
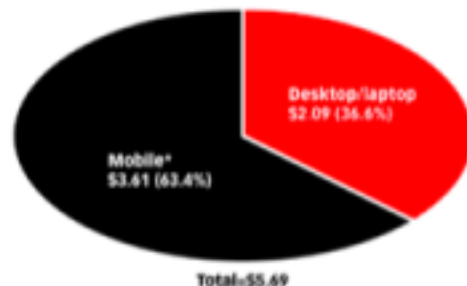*Source: eMarketer, March 2016*

205524
www.eMarketer.com

Digital ad spending by the US travel industry will reach $5.69 billion in 2016, a 15.4% increase over the year prior

Travel brands will spend over 63% of digital ad dollars on paid mobile advertising in 2016

US Travel Industry Digital Ad Spending, by Device, 2016
billions and % of total

Desktop/laptop
$2.09 (36.6%)

Mobile*
$3.61 (63.4%)

Total=$5.69

*Note: digital ad spending includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; numbers may not add up to total due to rounding; *includes classified, display (banners and other, rich media and video), email, lead generation, messaging-based advertising and search advertising; ad spending on tablets is included*
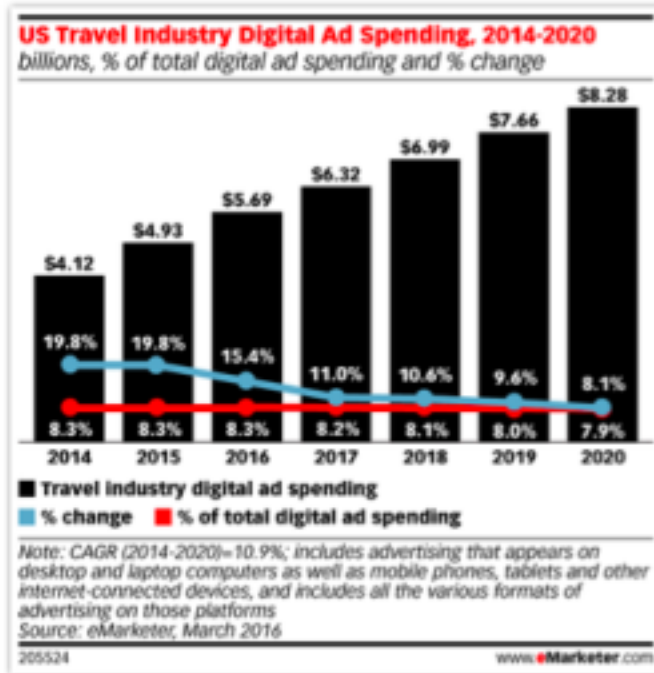*Source: eMarketer, April 2016*

207065
www.eMarketer.com

eMarketer Report: The US Travel Industry 2016: Digital Ad Spending Forecast and Trends, May 2016

Digital Ad Spending is on the Rise

US Travel Industry Digital Ad Spending, 2014-2020
billions, % of total digital ad spending and % change

$4.12 — 19.8% — 8.3% — 2014
$4.93 — 19.8% — 8.3% — 2015
$5.69 — 15.4% — 8.3% — 2016
$6.32 — 11.0% — 8.2% — 2017
$6.99 — 10.6% — 8.1% — 2018
$7.66 — 9.6% — 8.0% — 2019
$8.28 — 8.1% — 7.9% — 2020

■ Travel industry digital ad spending
■ % change ■ % of total digital ad spending

Note: CAGR (2014-2020)=10.9%; includes advertising that appears on
desktop and laptop computers as well as mobile phones, tablets and other
internet-connected devices, and includes all the various formats of
advertising on those platforms
Source: eMarketer, March 2016
205524   www.eMarketer.com

eMarketer Report: The US Travel Industry 2016: Digital
Ad Spending Forecast and Trends, May 2016

Digital ad spend in the US Travel
industry is predicted to reach $6.32
billion in 2017 and $8.28 billion by 2020