Webinar Agenda

10:00 - 10:15  Application Process
10:15 - 10:20  Media Plan Overview
10:20 - 11:00  Packaged Digital Media, Shared Opportunities, Individual Ad Buys, Sales and Media Missions, Research
The Marketing Cooperative

**Program**

- Promote travel to communities and regions outside of Metro Phoenix and Tucson
- Leverage community partnerships to enhance reach and exposure
- Broaden communities’ marketing efforts
The Marketing Cooperative

FY15 Budget
Partners’ Contributions: 680,000
AOT Match and Anchor Ads: 1,000,000
Total Campaign Spend: $1,680,000

Partners
30 partners (23 rural communities, 2 tribes, 4 regional partnerships, 1 statewide tourism association)
Co-op Campaign Print Ads

**Small towns are perfect for big escapes.**

**Nothing elevates adventure like Arizona.**

**Discover a land from long ago, but not far away.**

Hit the open road. Discover the Arizona you traveled. VisitArizona.com/adventure or call 1.866.360.0000.
The Marketing Cooperative Application and Instructions

- **Eligibility**: Rural DMOs, Tribes, Regions, Statewide Tourism Associations

- Negotiated media buys and reduced rates (50%)

- **Available Media**: Online, Outdoor, Print, Video, AOT Publications, Trade and Media Missions, and Visitor Studies

- **Applications Due** – June 19th
Other Eligibility Requirements

- 501(c)3 or (c)6 non profit status
- A tourism website and fulfillment piece for the applicant or regional partnership
What is considered “rural”?

Rural DMOs are defined as any DMO located outside Pima and Maricopa counties, or a DMO located in Ajo, Gila Bend, Why or Wickenburg.
What is a region?

Example:

Benson, Bisbee, Cochise County, Douglas, Sierra Vista, Tombstone, and Willcox

= Cochise County Tourism Council
Partners pay half net rate and work directly with the publication. Billing information is listed on the Opportunity Selection Sheet.
Use the provided FY16 form (Attachment A)

Download forms at tourism.az.gov/marketing-programs/partnership-opportunities

Select every opportunity you want by completing the “Opportunity Selection Box”

Selections will be based on:
- Available funding
- Availability of each opportunity
The application must include:

1. Applicant Form (applicant information)
2. Opportunity Selection Sheet
3. Affidavit in Support of the Application (1 per partner)

Email copy’s of these three forms to
 gschlottman@tourism.az.gov
AOT will work with publications to receive metrics on each placement.

Mid-year and end-of-year reports will be required from participants.

Reports will include direct metrics (leads), corresponding metrics (occupancy), and general program questions.

Reports will be collected using online software.
What is the Next Step?

- Application forms are available at [tourism.az.gov/marketing-programs/partnership-opportunities](tourism.az.gov/marketing-programs/partnership-opportunities)

- Applications are due June 19, 2015 by 5 p.m.

- Allocation announcement after the 2016 fiscal year begins (July 1, 2015).
New for FY16

- Cap on Individual Ad Buys ($15,000 half net)
- Content Marketing
- Destination Videos
- New Media Opportunities
FY16 Target Markets

FY 16 Campaign
September 1, 2015 – August 31, 2016

Primary Markets
- Phoenix
- Tucson
- Los Angeles

Secondary Markets
- Las Vegas
- San Diego
- Canada
Primary Audience(s)

Baby Boomers
- Adults 44-64
- HHI of $50,000+ with emphasis on $75,000+

Gen X
- Adults 35-44
- HHI of $50,000+ with emphasis on $75,000+

Gen Y/Millennials (based on publisher capability)
FY16 Audience Insights

What are visitors doing when they get here?

- Spending time in our national and state parks
- Enjoying our waterfronts
- Boating and sailing
- Camping, hiking and backpacking
- Visiting landmarks and historical areas
- Shopping and enjoying a variety of dining experiences
FY16 Opportunity Categories

Packaged Digital Media

Shared Opportunities

**Individual Ad Buys** - Total Individual Ad Buys will not exceed $15,000 half net rate.

Sales and Media Mission

Visitor Intercept Studies
FY16 Marketing Cooperative

Packaged Digital Media
Packaged Digital Media

Partners can select from geo and behavioral targeted online media packages, using a variety of sites and networks to maximize effectiveness. Options include banner ads, content development and search marketing, and working with AOT to develop high-quality video that will be integrated into AOT's marketing campaigns (e.g. the National Campaign).
FY16 Marketing Cooperative

Behavioral (Arizona Travelers) Targeting
Behavioral Targeting (Sojern)

- Traveler Platform—Reach Arizona travel intenders with display banners (160x600, 300x250, 728x90)
Behavioral Targeting (Sojern)

Example A

Joe booked a flight to Arizona on the internet

Joe is now searching for a hotel

Inspire visitation with a banner or video ad
Behavioral Targeting (Sojern)

Example B

Booked hotel in Sedona (or other Arizona destination)  Inspire trip to Cottonwood (or other Arizona destination)
FY16 Marketing Cooperative

Content Marketing
FY16 Media Opportunities: Digital Media

Storytelling

- Personalized Content Development
- Guaranteed Traffic

Our content team meets with each partner to perform an evaluation of available content and determine what type of story would best suit each partner. Then we work with a writer in order to create a transformative story.

Audiences receive stories via our audience development platform of premium websites and social media platforms, selected based on each partner’s targeting parameters. Consumers engaged in leisure reading find relevant links which pique interest.

Once users click on the link to view the story, they are redirected to the article on your partner’s website.

As the readers connect with the stories, they are inspired to find out more about your destination and delve further into the conversion funnel.

madden media
connecting people to places
FY16 Media Opportunities: Digital Media

**Storytelling**

- Drive traffic to content from top publishers with cost per click (CPC) pricing
FY16 Marketing Cooperative

Online Display Advertising
VisitArizona.com

- Banner Ad (160x600, 300x250, 728x90) on VisitArizona.com
- National and international visitors
- Over 2 million unique visits per year
FY16 Media Opportunities: Digital Media

AZCentral.com

- AZ Living, Travel, and Things To Do
  Banners (160x600, 300x250, 728x90)
- Run of Site Pre-Roll Video
FY16 Media Opportunities: Digital Media

AZStarNet.com

- News, Entertainment, Sports, Lifestyles, and/or Opinion section Display Banners (160x600, 300x250, 728x90)
FY16 Media Opportunities: Digital Media

Greenspun (LasVegasSun.com, LasVegasWeekly.com, VegasInc.com)
- Run of Site Banners (160x600, 300x250, 728x90)
FY16 Media Opportunities: Digital Media

Pandora.com

- Web Audio, Tile (500x500), Companion Banner (300x250)
- Mobile Audio, Tile (500x500), Companion Banner (300x250)
FY16 Media Opportunities: Digital Media

TripAdvisor.com

- Arizona content banner placement
- Arizona content and competitive content (Texas, New Mexico, Utah, Colorado, and California) banner placement
- Outdoor Segment Targeting banner placement
- Banner Sizes: 160x600, 300x250, 300x600, 728x90
FY16 Marketing Cooperative

eNewsletters
eNewsletter

- Monthly eNewsletter
- Specialty eNewsletters
- National and/or International
- 295,000 Deployment
## FY16 Media Opportunities: Digital Media

### eNewsletter at a Glance

<table>
<thead>
<tr>
<th>eNEWSLETTER TYPE</th>
<th>TIMING</th>
<th>THEME</th>
<th>CAMPAIGN</th>
<th>FULL NET COST</th>
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<td>Shop Ti You Drop</td>
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<td>June 2016</td>
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<td>Monthly</td>
<td>July 2016</td>
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<td>Monthly</td>
<td>August 2016</td>
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<td>Relax &amp; Recharge</td>
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<td>Summer Deals</td>
<td>Sponsorship</td>
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</table>

**NOTE:** EACH eNEWSLETTER IS LIMITED TO THREE PARTICIPATING FEATURE SPONSORSHIPS, AND ONE BANNER ADVERTISER
FY16 Marketing Cooperative

Lead Generation
FY16 Media Opportunities: Digital Media

e-Miles

- Cost per Lead (newsletter or form)
- Monthly
- Range of $3.00-$2.50 cost per Lead
e-Miles

Each member has a personalized home page where relevant ads are delivered based on profile data.

Member selects which ads they want to review.
e-Miles

Ads can be in multiple formats – from simple static banners, rich media, or video.

Advertisers campaign viewed in a one on one marketing experience with 100% share of voice.
e-Miles

Every engagement guarantees a site visit; the advertiser site opens as another window overlaying the e-Miles site. Members complete the lead sign up in the new window, as though they were normally on the advertisers site, and earn their bonus e-Miles miles.
e-Miles

Members answer questions and earn e-Miles miles. Questions can be customized and advertisers can use feedback for re-targeting.

Members only earn initial five mile reward after completion of the entire engagement.
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Mobile Advertising
Millennial Media

- Mobile Banners (300x50, 320x50, 300x250) that reach Baby Boomers, Gen X, Gen Y, and/or Millennials
- Mobile pre-roll video
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Retargeting on VisitArizona.com
VisitArizona.com

- Retargeting ads
- National and international visitors
- Over 2 million unique visits per year
FY16 Media Opportunities: Digital Media

Paid Search

Google

madden media
connecting people to places
AOT Destination Videos

AOT will work with partners to produce high-definition destination videos.

- A 60 second sizzle reel & 30 second condensed version – produced from existing b-roll
- Video will include AOT brand elements, a music track, partner logo and CTA
- AOT will assist in leveraging distribution channels, and the video will be featured on visitarizona.com, and AOT marketing campaigns
- The partner will have shared user rights with AOT
FY16 Marketing Cooperative

Shared Opportunities
AOT will work with publishers to develop co-op sections and inserts. Partners can buy into the sections which will have AOT branding and include partner’s copy and images or ads. Unless otherwise noted, the minimum requirement for purchase is a 3 partner or 1 full page buy in (whichever is greater).

- Print – Inflight
- Print – National
- Print – Local/Regional
- Print – Newspaper
Southwest Spirit

The magazine for Southwest Airlines, the largest domestic carrier, covers a variety of lifestyle topics including people, places and travel.

- March ‘16
- Market: National
- Circulation: 450,428
FY16 Media Opportunities: Inflight

Westjet

- September ‘15
- Market: Canada
- Circulation: 41,000
Endless Vacation

A trip planning resource for RCI timeshare members offering insider travel ideas on great places to stay, where to dine and shop, sightseeing excursions and exciting cultural events.

- Spring ‘16
- Summer ‘16
- Market: Western Region
- Circulation: 422,954
National Geographic Traveler

- February/March ‘16
- Market: Western Region Edition
- Circulation: 225,000
Natural History

This magazine is geared toward an educated, professional readership of scholars and scientists, but the easy-to-understand stories and photography hold appeal for anyone interested in the biological and natural sciences.

- April ‘16 (Distinctive Destinations Issue)
- Market: National
- Circulation: 50,000
Outside Magazine

- May ’16 (National Parks Issue)
- Market: Western Region
- Circulation: 225,000
FY16 Media Opportunities: Regional Print

AAA Westways

- September ‘15
- March/April ‘16
- Market: Southern California
- Circulation: 500,000
FY16 Media Opportunities: Regional Print

Official State Visitors Guide/Map

- Annual – December ‘15
- Market: National/International
- Circulation: 450,000 – 510,000
San Diego Magazine

- March ‘16
- Market: San Diego
- Circulation: 248,420
FY16 Media Opportunities: Regional Print

Sunset Magazine

- April ‘16
- Market: Southern California
- Circulation: 315,000
Arizona Daily Star and Tucson.com

- Summer ‘16
- Market: Metropolitan Tucson
- Circulation: 125,865 – 132,562 (Sundays)
- Custom insert and bonus impressions on Tucson.com
  - Banner ad sizes:
    300x250, 728x90, 320x50
FY16 Media Opportunities: Newspaper

Arizona Republic & AZCentral.com

- Fall ‘15
- Spring ’16
- Summer ‘16
- Market: Metropolitan Phoenix
- Circulation: 414,148 (Sundays)
- Custom Print insert and digital inclusion on AZCentral.com
Las Vegas Review-Journal

- April ‘16
- Markets: Southern Nevada/Las Vegas
- Circulation: 185,000 (Sundays)
- Run of Print Arizona pages within Sunday Travel Section
FY16 Media Opportunities: Newspaper

Los Angeles Times

- March ‘16
- Market: Southern California
- Circulation: 965,598 (Sundays)
- Custom Insert
Madden – Arizona Canadian Insert

- October ‘15 – Newspapers
- December ‘15 – Air Canada’s En Route Magazine
- Market: Canada
- Circulation: 685,000
FY16 Marketing Cooperative

Individual Ad Buys
Partners can choose to place ads within these print, out of home and online media opportunities. These placements will be stand-alone. Individual ad buys will not exceed $15,000.

- Print – Magazine
- Print – Newsprint
- Out of Home
FY16 Media Opportunities: Individual Ad Buys

AAA Highroads

- November/December ‘15
- May/June ‘16
- Market: Arizona
- Circulation: 501,000
FY16 Media Opportunities: Individual Ad Buys

Arizona Highways

- Monthly: September ‘15 – August ‘16
- Market: National/International
- Circulation: 166,000
FY16 Media Opportunities: Individual Ad Buys

Arizona State RV Guide

- Annual – September ‘15
- Market: Arizona
- Circulation: 120,000
FY16 Media Opportunities: Individual Ad Buys

Arizona Drive Guide

- September ‘15 – November ‘15
- December ‘15 – February ‘16
- March ‘16 – May ‘16
- June ‘16 – August ‘16
- Market: AZ, NV, IL, CA, TX, NY, WA
- Circulation: 124,000
Desert Botanical Gardens
Visitors Guide/Map

Opportunity to reach local, national and international visitors to the world renowned Desert Botanical Garden in Phoenix. The guide is distributed to ticketed visitors at the box office.

- Annual – December ‘15
- Market: Metropolitan Phoenix
- Circulation: 275,000
El Imparcial

- September 27, 2015 (Arizona Shop & Play)
- November 15, 2015 (Arizona Thanksgiving)
- December 4, 2015 (Arizona Holidays)
- Early March 2016* (Arizona Spring Easter)
- June 9, 2016 (Arizona Fun in the Sun)
- Market: Sonora, Mexico
- Circulation: 45,000
- Spanish ad production included

*Date to be determined by El Imparcial
Experience AZ

- Fall/Winter ‘15
- Spring/Summer ‘16
- Market: Arizona
- Circulation: 30,000
Grand Canyon Journal

- Annual – November ‘15
- Market: Southern California, Las Vegas, Arizona and New Mexico
- Circulation: 100,000
Reach visitors with a passion for the art and culture of Native people with this Visitor Guide & Map distributed at the box office to Heard Museum's ticketed visitors.

- Annual – January ‘16
- Market: Metropolitan Phoenix (50% local, 50% visitors)
- Circulation: 160,000
FY16 Media Opportunities: Individual Ad Buys

Phoenix Official Travel Guide

- Annual – December ‘15
- Market: National/International
- Circulation: 250,000
FY16 Media Opportunities: Individual Ad Buys

Tucson Guide

- Fall/Winter ‘15
- Spring/Summer ‘16
- Market: Metropolitan Tucson, Southern Arizona
- Circulation: 50,000
Visit Tucson Official Travel Guide

- Annual – Feb ‘16
- Market: National/International
- Circulation: 300,000
FY16 Media Opportunities: Individual Ad Buys

Valley Guide

- Fall ‘15
- Winter ‘15/’16
- Spring ‘16
- Summer ‘16
- Market: Metropolitan Phoenix
- Circulation: 60,000
PBS Eight (KAET) Magazine

Eight Magazine is a monthly guide to all the great programming on Eight Arizona. This publication is mailed monthly to the devoted viewers of KAET who financially support the station, and contains easy to read schedule for each of their digital channels in Phoenix.

- Monthly: September ‘15 – August ‘16
- Market: Greater Maricopa County
- Circulation: 47,000

FY16 Media Opportunities: Individual Ad Buys
FY16 Media Opportunities: Individual Ad Buys

Phoenix Magazine

- Monthly: September ‘15 – August ‘16
- Market: Metropolitan Phoenix
- Circulation: 78,383
Play Ball

- Annual – January ‘16
- Markets: Arizona, Fan Cities – Chicago, Cincinnati, Cleveland, Colorado, Kansas City, San Francisco, Los Angeles, San Diego, Milwaukee, Seattle and Texas
- Circulation: 100,000

FY16 Media Opportunities: Individual Ad Buys
FY16 Media Opportunities: Individual Ad Buys

True West Magazine

- April ‘16
- Market: National
- Circulation: 62,000
FY16 Media Opportunities: Individual Ad Buys

Cactus League Newspaper Insert

- January ‘16
- Circulation: 1,000,000
- Markets: Northern & Southern California, Chicago, Ohio, Denver, Kansas City, Milwaukee, Seattle and Dallas
Alliance Airport Advertising at Phoenix Sky Harbor

- Monthly - November ‘15 – April ‘16
- Market: Metropolitan Phoenix
- Boards throughout all terminals of Arizona’s largest international airport
Outdoor Digital Boards

- Monthly: September ‘15 – August ‘16
- Market: Metropolitan Phoenix
- Boards throughout the Phoenix metropolitan market
FY16 Marketing Cooperative

Media Missions
AOT Media Missions

- Toronto Media Marketplace – TBD, Q1 2016
- New York Media Marketplace – TBD, Q1 2016
- Mexico Sales & Media Mission – TBD, Feb ‘16, March ’16 or April ‘16
- Arizona Showcase – October ‘15
Visitor Intercept Studies

- Single & Multiple Community/Regions studies provided by the three state universities
- Arizona State University
- Northern Arizona University
- University of Arizona
Three Co-op Opportunities:

- Amplified Storytelling
- Search Engine Marketing
- Site Retargeting
Amplified Storytelling

- Awareness
- Consideration
- Planning
- Booking
PADDLING, PRANKS AND PRICELESS PHOTOS

Paddles, Pranks and Priceless Photos
Our Canoe Adventure on the Scenic Santa Fe River

“You want us to do WHAT!”

From the incredulous tone of their voices and the horrified looks on their faces, you’d’ve thought that I asked my two teenage children to use a spoon to remove a vital organ and place it in the Ziploc bag I was holding out. In reality, all they had to do was put their cell phones in the bag until the end of the day. My 10-year-old, not yet allowed to have a cell phone, just smirked as she listened to them spout off all of the reasons they NEEDED their cell phones. She knew as well as they did that this was one argument they weren’t going to win.
Raise Awareness

Also on the Web

- Countless Keysake & Canon Fill the Amazing Bodies of Water in Gainesville (Mail Gainesville)
- Welcome to Japan: The Amazing Kyoto Station (AIA)
- The 10 Most Disappointing Chain Restaurants (Answers.com)
- The 10 Most Terrifying Hiking Trails on Earth: Photo Gallery (ActiveJury)
- Is Granite Over? Check Out Fresh High-End Countertop Options (PSTV)
- The 10 Worst Hotels and Motels in America (The Fiscal Times)
Distribution Network

Taboola
Content You May Like.

Yahoo!

Outbrain

Adblade™
Storytelling for the Senses

Stories are delivered in chapters to create a sense of connection and narrative.

“Sharing” buttons allow for immediate amplification through social media and email.

Click here to view Springfield CVB’s Storytelling Platform

Stunning photography and video complement the story and reinforce the content.

Long-form stories “show” rather than “tell.”
Amplified Storytelling

- Creative Execution
- Audience Development
- Detailed Reporting
Surge in Web Traffic: Visit Tucson

- Stray Away from Typical Travel Writing Style
- Makes Readers Imagine Family Visit in Tucson
- Dramatic Increase in Website Traffic
  - 60k clicks
  - Time on site exceeds 4 minutes per story
Visit Gainesville

- Three articles
- Average time on page five times site average
- Increased web traffic by nearly 20%
- 97% of content-driven traffic are new visitors
Website Improvement: Organic

- New Site Launch
- Campaign Launch

Organic Visits Trendline
## Amplified Storytelling Overview

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<tr>
<td>Partner Net Contribution</td>
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<td>Added Value Clicks</td>
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Search Engine Results Page (SERP)
The Importance of Search

- Drives 45%-65% of traffic to travel websites
- Marketers rate SEM as the #1 most effective digital marketing platform
- Creates significant lift for offline activity
- Improves brand recall and purchase intent
- Yields immediate results
Madden Media is a Google Partner. We achieved this accreditation by managing multiple client accounts and employing digital marketers who passed challenging exams on Google search engine marketing strategies to earn their individual certifications.
Cooperative Campaigns

• Each partner receives
  • Direct traffic to each website
  • Unique keywords and ad copy to highlight each distinct destination
  • Individual campaign reports
Cooperative Campaigns

- Benefits to co-op campaigns
  - Advertising is strategically coordinated in a non-competitive environment
  - Reduces high individual startup costs
  - Bids are carefully planned and managed, eliminating overpayment for each click-through
  - All ad copy and related landing pages are managed and optimized by Madden Media’s Google-certified team on a daily basis
HOW?
CVB DIRECT TRAFFIC

Centralized Co-op Account

CVB Website, CVB Website, CVB Website, CVB Website

Independently Managed State Account

State Website

One Click
Madden Media Offers:

• Initial analysis and consultation
• Continuous optimization of keywords and ads
  • Performed by Google AdWords certified individuals
• Transparent, understandable reporting
• Experience delivering SEM results to destinations
FY15 Results:

• 73,631 Clicks

• 3.11% Click-Through Rate

• 2,364,060 impressions
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<tr>
<th></th>
<th>Quarter 1</th>
<th>Quarter 2</th>
<th>Quarter 3</th>
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<td>$3,600</td>
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<td><strong>AOT Net Contribution</strong></td>
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Site Retargeting
Site Retargeting is the process of bringing return visitation to a website for conversion.
RETARGETING means re-marketing to your customers.
ArizonaGuide.com Retargeting

1. Retargeting pixels placed on ArizonaGuide.com

2. Visitors are “cooked”

3. Anonymous cookies are pooled into retargeting lists

4. Partner ads are shown to cooked users as they surf the web; Frequency caps are implemented

5. User is delivered to the partner website to convert
WARM UP WITH SPRING TRAINING: Grab a bat and a game. Maybe several. It’s that time of year again when Arizona becomes baseball central. It’s possibly the best season there is here—spring training season! LEARN MORE >

TOP ATTRACTIONS

Explore Arizona’s Regions & Cities
Discover all the Grand Canyon State’s unique destinations. Click the map to get started or see all the places to visit.

Already know where you are headed? Start typing a city name below to get details on your destination—or choose one of our most popular cities.

enter city

There’s so much to see and do in the Grand Canyon State! Visit our must-see top attractions curated by Arizona experts to start planning your perfect trip today.

FIND AN EVENT

LEAD THE CHARGE

Discover Arizona’s own natural wonder, where 277 miles of unbelievable scenery make for an
Retargeting Statistics

• 1 in 5 marketers now has a dedicated budget for retargeting
  • Retargeting can boost ad response up to 400%
  • 95% of users leave a site without making a transaction
  • Retargeted users are 70% more likely to convert

Sources: ComScore, Chango, AdReady, Adgorithms
FY15 Results:

- 4,670 Clicks
- 0.19% Click-Through Rate
- 2,415,896 impressions
# Site Retargeting Campaign Overview

<table>
<thead>
<tr>
<th></th>
<th>Total Net Package Cost</th>
<th>AOT Net Contribution</th>
<th>Partner Net Contribution</th>
<th>Total Estimated Impressions</th>
<th>Total Estimated Clicks</th>
<th>Campaign Estimated eCPC</th>
<th>Partner Estimated eCPC</th>
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<td>2.2 million+</td>
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Thank You!