



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, MARCH 21, 2024

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 929-999-1536 PIN 748 264 645 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. February 15th meeting minutes

III. General Agenda Items for Consideration

1. Revenue and Expense voucher summaries
2. Food Truck-a-palooza update and discussion
 - a. JEM Grants for marketing update
 - b. Foto News - WI Road Trip Magazine ad - discussion and consideration
 - c. Cost of Food Truck-a-palooza posters from the Foto News
 - d. Discussion and consideration regarding advertising at the Cosmo Theater
3. General Marketing Focus - continued discussion
4. Chamber - Trade Show update
5. LCEDC (Lincoln County Economic Development Corporation) Summit review
6. Future Events - Midwest Communications - Brand Kamp May 2nd
7. Discussion on EV charging station locations - recommended from the Committee of the Whole

IV. Monthly Reports and Updates

1. Monthly Report & Statistical Analytics - Social Media Specialist Savall
2. Monthly Report - Midwest Communications
3. Consider placing monthly reports on file

V. Public Comment

VI. Date and Time of Next Meeting - Thursday, April 18th at 5:15PM

VII. Adjournment

The Merrill City Hall is accessible to the physically disadvantaged. If special accommodations are needed, please contact the Merrill City Hall at (715) 536-5594.

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, FEBRUARY 15, 2024 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. Call to Order:** The meeting was called to order by Chairperson Fermanich at 5:15 PM.

Present - Alderperson LaDonna Fermanich, Alderperson Nathan Meyer, Chamber of Commerce Sarah Sturm, Enrichment Center Director Tammi Mrachek, Library Director Laurie Ollhoff

Absent - Mark Weix Jr., Clyde Nelson, Renea Frederick, Dan Wendorf, John Greenwood, Scott Steele

Others in attendance: Mayor Hass, City Clerk Anderson-Malm, City Administrator Akey, Festival Grounds Manager Bjorklund, Social Media Specialist Savall, Cameo Amlfi, and Connor from Midwest Communications.

II. Consider approving minutes from the previous meeting::

- 1. January 18, 2024 minutes** - Alderperson Meyer motioned to approve the January 18th meeting minutes. Chair Fermanich seconded and the motion carried.

III. General Agenda Items for Consideration::

- 1. Food Truck-a-Palooza updates and continued discussion** - Social Media Specialist Savall gave an update on sponsors, vendors, and participants and answered questions.
- a. Discuss and consider live on-site radio broadcasting - proposals from WJMT and Midwest Communications** - The committee discussed the two proposals from WJMT and Midwest Communications. Following discussion, Alderperson Meyer motioned to use both WDEZ and WJMT for the \$1,000 approved at the previous meeting, splitting that amount between the two stations. Chair Fermanich seconded and the motion carried.
- b. Bounce House update and discussion** - Social Media Specialist Savall updated the committee regarding the bounce house for the Truck-a-Palooza. The Parks and Recreation Department has a bounce house that will be used. Dawn Smith and 1-4 other volunteers will supervise the bounce house. In addition to the bounce house, SMS Savall wants to have face painting and will update at the next meeting. She also stated Incredible Bank is offering their staff to volunteer. The Rotary Club also expressed interest in volunteering.

2. **General Marketing Focus:** - Chair Fermanich wanted to have the committee focus on some of the reasons the Marketing Committee was created. This is a topic that will be brought back for further discussion.
 - a. **Spring - housing/relocation focus -**
 - b. **Spring Sports -**
 - c. **Spring Events -**
3. **Chamber trade shows - update** - Chamber Representative Sarah Sturm updated the committee on the trade shows that were attended and answered questions.
4. **LCEDC Summit - March 14 and 15** - Chamber Representative Sarah Sturm gave an update. There was not a representative from the Lincoln County Economic Development Corporation to answer questions or give further details of the summit to the committee members.
5. **Midwest Communications - Brand Kamp - May 2** - Midwest Communications Representative Cameo handed out invitations for Brand Kamp on May 2nd. She mentioned this was an educational event and answered questions from the committee.
6. **General Committee meeting protocol** - Chair Fermanich reminded the committee of the general meeting protocol. All referrals should be sent to Social Media Specialist Savall or herself for follow-up. Any information regarding an event should follow the same protocol, so there is minimal confusion for vendors and committee members.

IV. Monthly Reports and Updates:

1. **Monthly Reports - Social Media Specialist Savall - February** - The reports were in the packet. SMS Savall highlighted some items from her report.
 - a. **Social Media Analytics - January -**
2. **Monthly Report - Midwest Communications** - Midwest Communications Representatives Cameo and Connor addressed previous questions regarding the report and stated it is a 30-day review.
3. **Consider placing monthly reports on file** - Alderperson Meyer motioned to place the reports on file. Chair Fermanich seconded and the motion carried.

V. Public Comment: There was no public comment

VI. Date and Time of Next Meeting: Thursday, March 21 at 5:15 PM:

VII. Adjournment: Alderperson Meyer motioned to adjourn. Chair Fermanich seconded and the motion carried. The meeting was adjourned at 5:59 PM.

Minutes respectfully submitted by City Clerk Anderson-Malm

Food Truck-a-Palozza**3/12/24 Update****26-45324-48525 Food Truck Spot Rentals**

Date	Tran	Reference	Description	Amount
02/09/2024	C45466	RCPT 00231580	DEE CHA	25.00CR
02/09/2024	B45471	Food Truck Cle	Red Wagon Concession	25.00CR
02/09/2024	B45471	Food Truck Cle	Yummy Thai	25.00CR
02/09/2024	B45471	Food Truck Cle	Robbie Rahlf	25.00CR
02/09/2024	B45471	Food Truck Cle	J&D Trucking	50.00CR
02/09/2024	B45471	S/B Food Truck	T&D Engebrecht	25.00CR
02/16/2024	C45525	RCPT 00231832	JOSHUA LEE	25.00CR
02/16/2024	C45525	RCPT 00231833	CASA MEXICANA	25.00CR
02/28/2024	C45610	RCPT 00232208	5/18/2024 FOOD TRUCK A PALOOZA	25.00CR
02/28/2024	C45610	RCPT 00232209	5/15/24 FOOD TRUCK A PALOOZA	25.00CR
03/04/2024	C45661	RCPT 00232316	JB'S CATERING	25.00CR
Total				300.00

26-45324-48725 Craft Show Revenues

Date	Tran	Reference	Description	Amount
11/20/2023	C44747	RCPT 00228354	JOSEPH MALSACK	25.00CR
11/20/2023	C44747	RCPT 00228355	KATRINA WOLLER	25.00CR
01/08/2024	C45144	RCPT 00230092	KERRI OR BRYNE OHDE	25.00CR
01/08/2024	C45144	RCPT 00230093	JOHN MANDERFIELD	25.00CR
01/24/2024	C45303	RCPT 00230766	MARY STRASSBURG	25.00CR
01/24/2024	C45303	RCPT 00230767	JENAH RICKMAN	25.00CR
02/01/2024	C45371	RCPT 00231163	WILLIAM & KAREN SMITH	50.00CR
02/01/2024	C45371	RCPT 00231165	STEPHANIE KOCH	25.00CR
02/01/2024	C45371	RCPT 00231167	SHELLY STORM	50.00CR
02/01/2024	C45371	RCPT 00231168	ROGER & STACIE STUEMPGES	25.00CR
02/01/2024	C45371	RCPT 00231169	VALITHA PLAMANN	25.00CR
02/09/2024	C45466	RCPT 00231582	DAWN TASKAY	50.00CR
02/09/2024	C45466	RCPT 00231583	HOLLIE DEWAR	25.00CR
02/09/2024	C45466	RCPT 00231584	RYAN DUGINSKI	25.00CR
02/09/2024	B45471	S/B Craft vend	JimMichelle Jones	25.00CR
02/16/2024	C45525	RCPT 00231831	STEHANIE KRUEGER	25.00CR
03/11/2024	C45726	RCPT 00232632	DARLENE MATTSON- CRAFT	25.00CR
03/11/2024	C45726	RCPT 00232633	JAMES/SHELBY EVANS-CRAFT	25.00CR
03/11/2024	C45726	RCPT 00232634	JOHN CHRISTIANSON-CRAFT	25.00CR
03/11/2024	C45726	RCPT 00232635	KBJ PALLET LLC - CRAFT	25.00CR
03/11/2024	C45726	RCPT 00232636	JENNIFER PORATH - CRAFT	25.00CR
03/11/2024	C45726	RCPT 00232637	STACEY GILLIS-CRAFT	25.00CR
03/11/2024	C45726	RCPT 00232638	AMBER BARROWS-CRAFT	25.00CR
03/11/2024	C45726	RCPT 00232639	MATTHEW HOOCK- CRAFT	25.00CR
03/11/2024	C45726	RCPT 00232643	JAMES KINCAID- CRAFT	25.00CR
Total				700.00

26-45324-48500 MFG Events Donations

02/12/2024	C45477	RCPT 00231699	INCREDIBLE BANK SPONSORSHIP	2,000.00CR
02/16/2024	C45525	RCPT 00231834	ZIEBEL DOOR	500.00CR
02/28/2024	C45610	RCPT 00232205	5/18/2024 FOOD TRUCK A PALOOZA	500.00CR
03/07/2024	C45704	RCPT 00232491	SOUND WORLD-SPONSORSHIP	500.00CR
03/11/2024	C45726	RCPT 00232644	LORA BLADOW REAL ESTATE	500.00CR
03/11/2024	C45726	RCPT 00232645	NICOLET BANK- SPONSORSHIP	500.00CR
03/11/2024	C45726	RCPT 00232647	LINC. CTY RODEO-SPONSORSHIP	500.00CR
Total				5,000.00

03/12/2024 Total Revenues	6,000.00
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26-55324-03-40000 MFG Food Truck Expenses

01/30/2024	CHK: 184124	Everest Pary Rental	Deposit Tent Rental	1,000.00
02/28/2024	CHK: 184406	City of Merrill	City Picnic License 5/18/24	10.00
Total				1,010.00

03/12/2024 Total Expenses	1,010.00
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03/12/2024 Revenues Less Expenses:	4,990.00
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March Food Truck Update- Marketing and Communications

I am excited to see craft and vendors mailing in their applications.

Will update with current definitive sponsors at the meeting.

IncredibleBank - 2000

Lora Bladow - 500

Weinbrenner - 500

Sound World - 500

Nicolet Bank - 500

Rodeo - 500

Zeibell Door - 500

Foto News - \$1000 in advertising and we will add in our own \$500 towards it to make \$1500 worth.

Sawmill Brewing - 500 will donate time and beer towards the event.

The \$1000 has been paid to cover the deposit for the tent rentals.

We have 12 confirmed trucks and 28 confirmed vendors so far. I have more interested and am excited to see it grow in the coming weeks.

I will be working with Jennifer from the Foto News on creating the Posters for zero cost to us as we are using them for advertising.

Thank you,
Hallie

	Needs	Estimated Price	Reason	Contact
	60x80 Tent	\$2,400	Cornhole Tournament - 40x80 is not wide enough	Everest Party Rentals
	40x80 Tent	\$1,450	For Dining and entertainment	Everest Party Rentals
	20x20 Tent	\$325	Beverages	Everest Party Rentals
	Advertisement	\$500	Adding to the foto news silver sponsorship to broaden our reach for newspaper ads.	Jennifer Gartmann
	Radio Entertainment	\$1,012	For 2 radio stations to be there form 11-3.	Cameo Almli & Steve Resnick
	Brad Emanuel - music	\$500	330-7 live music	Brad Emanuel
	Cornhole manager	\$300	Jordan will run the Cornhole event	Jordan

				Steltenpohl
	Cornhole payback 200%	up to \$500	I talked with Jordan the Cornhole manager and he said \$500 would be great to add in to bring in more players. This will depend on sponsorships.	Hallie
	ATM on site	Unknown	I need to talk to Brad Becker about this.	Hallie
	Garbage	0	I would like to use the city garbages if possible.	Hallie
	Banners, Flyers and posters	Unknown	I will work with Tammy from Premiere about creating the banners and layout for the posters	
	Possible kids games	unknown	Hoping to have a few things for the kids to do	Hallie
	Food Trucks	\$300	They will be bringing in money. \$25 Fee per truck space	Hallie
	Vendors	\$700	They will be bringing in money. \$25 Fee per vendor space	Hallie
	Security	\$0	Police Chief Bennett stated that they will be present.	Hallie
	Beverages	\$10 Picnic License	Zach Kubicheck will run the beverage tent. We will pay for the picnic license that the Chamber will hold for the event	
	Bounce House	\$0	park and rec is letting us use theirs	

2024 MMC Company Wide Magazine Distribution Information

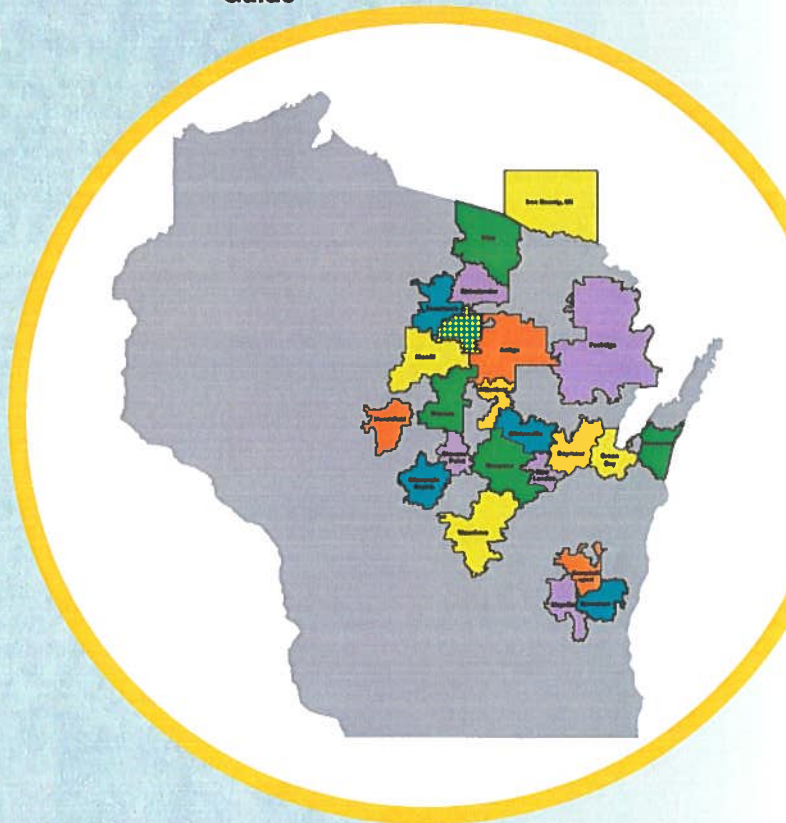
W ROADTRIP
WISCONSIN
Magazine

Wisconsin
**Breweries,
Wineries &
Distilleries**
Guide

**Made in
Wisconsin**
Magazine

2024 Distribution Areas

Abbottsford	Eagle River	Marathon	Rothschild
Abrams	Edgar	Maribel	Rudolph
Algoma	Elcho	Marinette	Saratoga
Allenton	Elton	Marion	Saxeville
Allouez	Embarrass	Marshfield	Scandinavia
Almond	Fond du Lac	Mattoon	Schofield
Amberg	Forest	Mayville	Seymour
Amherst	Junction	Menasha	Shawano
Amherst Junction	Francis Creek	Menominee	Sheboygan
Aniwa	Fremont	Merrill	Sheboygan Falls
Antigo	Gillett	Milwaukee	Sherwood
Appleton	Gleason	Monico	Shiocton
Arbor Vitae	Goodman	Montello	Spencer
Argonne	Granton	Mosinee	Sayner
Ashwaubenon	Green Bay	Mountain	St. Germain
Athelstane	Green Lake	Neenah	Star Lake
Athens	Greenleaf	Nekoosa	Stevens Point
Auburndale	Greenville	Nelsonville	Stockbridge
Bancroft	Greenwood	Neshkoro	Stratford
Bear Creek	Hamburg	New Holstein	Suamico
Bellevue	Hancock	New London	Sugar Camp
Berlin	Harrison	Nichols	Summit Lake
Big Falls	Harshaw	North Point	Suring
Biramwood	Hazelhurst	Oconto	Three Lakes
Black Creek	Hefford	Oconto Falls	Tigerton
Blenker	Junction	Ogdensburg	Tomahawk
Bonduel	Hiles	Ogema	Town of Sheboygan
Brantwood	Hobart	Omro	Tripoli
Brillion	Hortonville	Oneida	Two Rivers
Bryant	Howard	Oshkosh	Valders
Coloma	Howards Grove	Pearson	Vesper
Crivitz	Iola	Pelican Lake	Wallace, MI
Campbellsport	Irma	Pembine	Waupaca
Caroline	Jackson	Peshtigo	Wausau
Cecil	Junction City	Phelps	Wausaukee
Chili	Kaukauna	Phlox	Washington
Chilton	Kellner	Pickeral	Wautoma
Clintonville	Kewaskum	Pine River	Westfield
Cloverland	Kewaunee	Pittsville	Weston
Colby	Kimberly	Plainfield	West Bend
Coleman	King	Plover	Weyauwega
Coloma	Kohler	Plymouth	White Lake
Conover	Land O' Lakes	Port Edwards	Whitelaw
Crandon	Lena	Porterfield	WI Rapids
Crivitz	Lincoln	Port	Wild Rose
Custer	Little Chute	Washington	Wilson
Dale	Lomira	Pound	Winneconne
Darboy	Lomira Vistior	Poy Sippi	Wittenberg
De Pere	Centers	Pulaski	Woodruff
Deerbrook	Loyal	Red Granite	Wrightstown
Denmark	Luxemburg	Rhineland	
Dunbar	Manawa	Ripon	
	Manitowoc	Rosholt	



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Magazine

2 ISSUES
Spring/Summer,
Fall/Winter

30,000 All Gloss copies
printed and delivered to
multiple locations in over
204 cities located throughout
Northern, Central, East Central
and South Eastern Wisconsin!

Also Available online at
EbooksMMC.com with over
200,000 unique monthly
visitors.



Per Issue

RATES & INFORMATION

Inside Front & Back Covers 7" x 8.75" ⁽¹⁾	\$699 ea.
Full Page 7" x 8.75"	\$629 ea.
Half Page Vert. 3.4" x 8.75" or Hori. 7" x 4.29"	\$329 ea.
Quarter Page 3.4" x 4.29" <i>A</i>	\$189 ea.
Eighth Page 3.4" x 2.03"	\$109 ea.
Service Directory (1/12 pg) 2.2" x 2.1875" (Grouped together with other Service directory ads, by region)	\$89 ea.

Save 10%

on additional spots, when you run
the same size or larger in 2 or more
MMC magazine publications.

Spring/Summer 2024

Ad reservation: April 3, 2024
Publish: May 1, 2024

Fall/Winter 2024

Ad reservation: July 31, 2024
Publish: August 28, 2024

*Dates subject to change

Lodging, dining, attractions, activities, festivals,
celebrations - outdoors & indoors...

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Send your local events, attractions and photo submissions to starjournal@mmclocal.com.

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STANDARD PRICING

3 Screens, 1 month	\$180.00
3 Screens, 3 months	500.00
3 Screens, 6 months	950.00
3 Screens, 12 months	1800.00

NONPROFIT ORGANIZATION PRICING

3 Screens \$100/month

ALL ADS MUST BE PAID IN ADVANCE.

DISCOUNT APPLIES TO PREPAID CONTRACT ONLY.

CHANGES CAN BE MADE TO ADS AS OFTEN AS NEEDED

BUT ONLY AT THE FIRST OF THE MONTH.

ALL CHANGES MUST BE SUBMITTED NO LESS THAN 10 DAYS
BEFORE THE START OF THE NEXT MONTH.

Social Media Monthly Report

March 2024

Tasks - I have scheduled posts for Facebook.

I have sent out follow-up letters for the Food Truck-a-palooza for the sponsors and have gone door to door with a few potential sponsors. I'm seeing that they are not interested or they would've contacted us. I'm also going to see what some businesses say at the LCEDC Summit.

I have met with the Mayor weekly to discuss upcoming events and Food Truck-a-Palooza updates.

I am scheduling a meeting with the Optimists Club to discuss the Food Truck a Palooza.

Social Media - I have been scheduling posts for March and looking ahead to April and getting them on the calendar.

MWC - I have been working with Cameo to get the radio ads going and up to date with things going on around town. I think the ads are great and the voices keep the audience tuned in. We do need to get new videos going and I will be working with Nathan on this ASAP.

Food Truck-a-Palooza - Please read my update page for the Food Truck a Palooza.

February Social Media Analytics

Facebook Page Reach: 7,832 (down 48.7%)

- *The number of people who saw any content from your Page or about your page, including posts, stories, ads, social information from people who interact with your page and more. *Reach is different from impressions, which may include multiple views of your posts by the same people.*

Facebook Page Visits: 1,254 (down 33.2%)

- *The number of times your Facebook page was visited.*

New Facebook Page Likes: 62

Cumulative Facebook Page Likes: 3,111

New Clicks on page - 118

Content (Most Popular by Reach)

1. Merrill Transit (Reach 5,631 ; Likes, Reactions, Comments and Shares 99)
2. Water Meter (Reach 2,447; Likes, Reactions, Comments and Shares:31)
3. Gun Show (Reach 2,202; Likes, Reactions, Comments, shares and link clicks: 44)
4. Grandfather Falls (Reach 1,440; Likes, Reactions, Comments and Shares: 71)
5. Lead and Copper Survey (Reach 1,294 ; Likes, Reactions, Comments and Shares: 10)

Overall Posting

LinkedIn -

We Currently have 39 followers on LinkedIn. I am working on growing this following but do need more relevant content to post. Posts include - Ground Breaking Ceremonies, Chamber Ribbon Cuttings, Chamber Business after Hours, City of Merrill Years of Service Recognition (if employee agrees).

YouTube

We currently have 26 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 17 followers. This is where all recorded meetings are uploaded for people to watch. Nathan, and Draco have been doing a great job getting meetings uploaded.

The Mayor communications videos are uploaded every month onto the Main City of Merrill page.

Impressions (c)

800,689

Clicks

732

CTR

0.09%

Total Actions

699

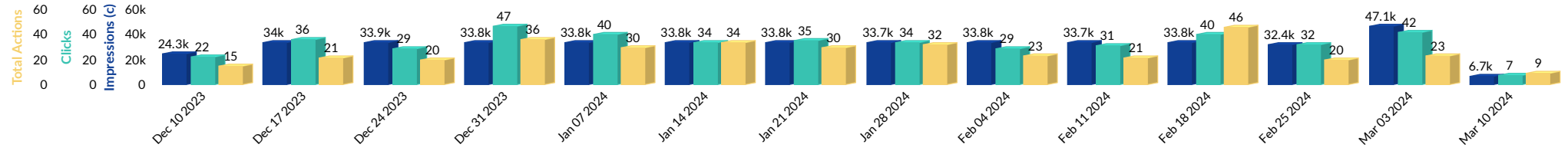
Site - Search Actions

671

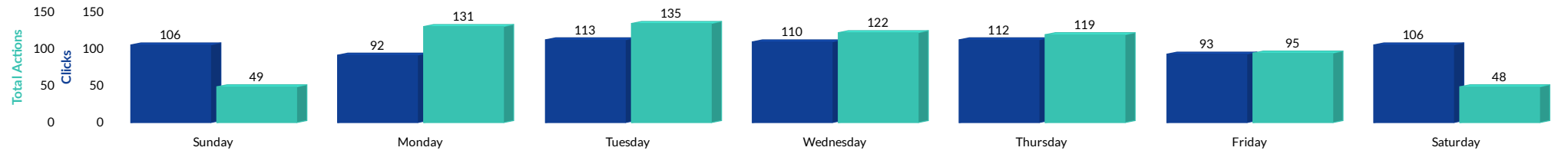
Geo Actions

28

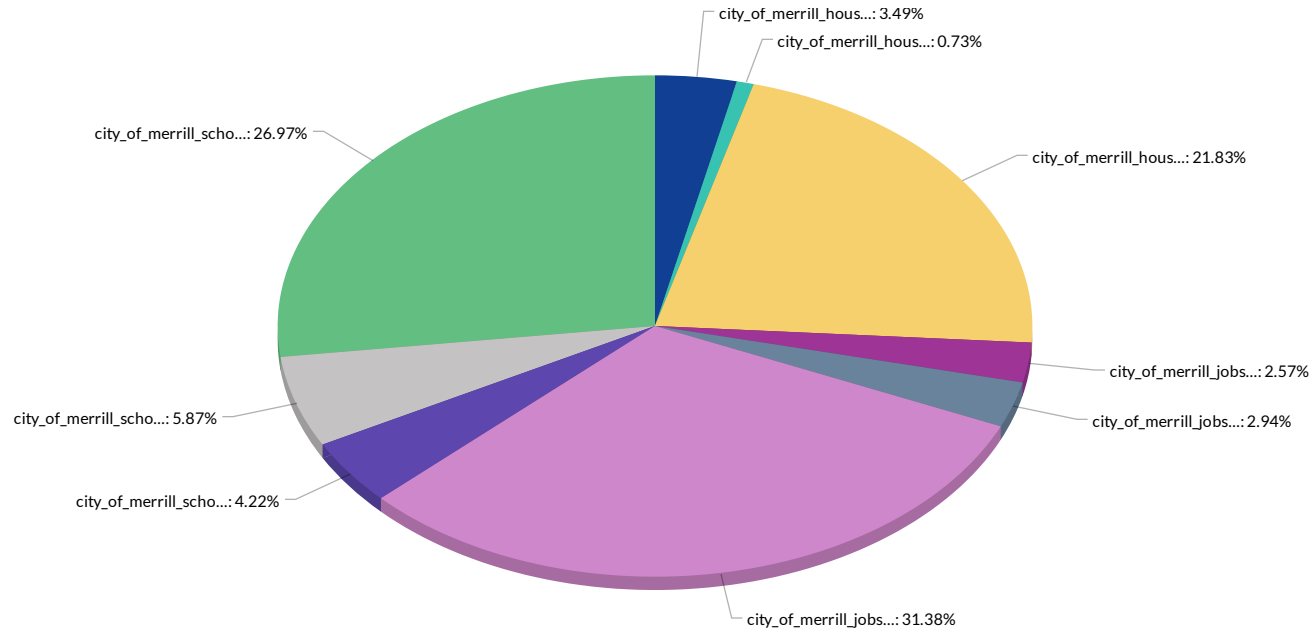
90 Day Overview



Clicks & Actions by Day of the Week



Mobile Ad Performance



Video KPIs



Definitions

- Impressions** - Each ad that was served on a device.
- Clicks** - The number of times an ad was selected by users.
- CTR** - The ratio of users who clicked on an ad that was served to them.

Actions:

- Conversions for Search & Keyword tactics are the number of users that were served an ad because they searched with one of your keywords or a keyword was in the content they read. They didn't click the ad, but visited your website on their own.
- Conversions for Site tactics are the number of users that were served Ads because they visited your website in the past, then return to the site without clicking an ad.
- Conversions for Geofencing are the number of users that were served an ad because they visited on of your selected geofences and then physically visited your business. These are also know as geo-conversions.

About Tactics

- SRT+KW - Search Retargeting and Keyword - Serving ads to people who are looking up or reading content with keywords that are relevant to your industry. (All Devices)
- Site - Site Retargeting - Serving ads to people who have visited your website. (All Devices)
- Cat - Category Contextual - Serving ads to people who are searching sites or pages relevant to your industry. (All Devices)
- Geofencing - Serving ads to people who have visited a selected area. (Mobile Devices) Addressable Geofencing- Serving ads to people who are on your provided address list. (All Devices)
- Geo-Optimize - Serving ads to anyone and everyone within a specified zip code(s) radius, city, etc. regardless of how they are searching. (All Devices)
- Event - Event Targeting - Serving ads to people who have attended a selected event. (Mobile Devices)

About Cities

- Cities provide a roadmap of where a user is located when an Ad is delivered. While the user is initially identified within a targeted area, Ads are delivered up to 30 days afterward at which time the user could be well away from that location. It is common to see cities outside of a targeted area or expected range.
- Additionally, unknown locations result when users are passing from one defined geographic location to another such as crossing a county line or in flight at the time an ad is delivered.

About Keywords

- Optimized audience keywords are a sign that the campaign is evolving in real-time and represents a group of users that has been identified as having a history of clicking on Ads within this particular category and who are likely to interact with the campaign.
- Contextual keywords are preceded by an exclamation mark. These are related keywords that are within content displayed by search results the user is reading. They are also sign that the campaign is evolving to capture targeted audiences.

About Video

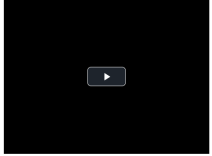
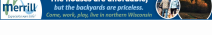
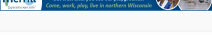
- Videos Played to First Quartile= ads that were played at least 25% of the way through
- Videos Played to Midpoint = ads that were played at least 50% of the way through
- Videos Played to Third Quartile= ads that were played at least 75% of the way through
- Video Complete Rate= the number of videos completed divided by the number of videos started
- Videos Full Screened= How many times the ad was turned to full screen; this metric is not available on all data sources and therefore may not be a complete representation.
- Videos Muted= How many times the ad was muted by the user
- Videos Unmuted= How many times the volume on the ad was turned back on after being muted
- Videos Resumed= How many times a paused video was unpaused; this metric is not available on all data sources and therefore may not be a complete representation.

Impressions are not directly correlated with videos started. For various reasons, the advertisement may restart and contribute to the start count, but will not contribute to the impression count. Essentially, one impression can account for multiple video starts. For this reason, it is best to pay attention to the impression counts rather than the start counts. This eliminates any confusion over discrepancies with reporting.

Performance by Tactic

Campaign		Start Date	End Date	Impressions (c)	Clicks	CTR	Total Actions
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_Geo-Opt		Nov 28, 2023	Oct 31, 2024	6,254	1	0.02%	0
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SITE		Nov 28, 2023	Oct 31, 2024	1,621	3	0.19%	10
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SRT+KW		Nov 28, 2023	Oct 31, 2024	9,158	10	0.11%	1
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_Geo-Opt		Nov 20, 2023	Oct 31, 2024	25,829	1	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SITE		Nov 20, 2023	Oct 31, 2024	7,216	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SRT+KW		Nov 20, 2023	Oct 31, 2024	38,828	0	0.00%	3
Wausau_City of Merrill_605015_Display_Geo-Opt		Sep 01, 2023	Aug 31, 2024	249,067	267	0.11%	28
Wausau_City of Merrill_605015_Display_SITE		Sep 13, 2023	Aug 31, 2024	67,971	94	0.14%	638
Wausau_City of Merrill_605015_Display_SRT+KW		Sep 01, 2023	Aug 31, 2024	394,745	356	0.09%	19

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total 			800,689	732	0.09%	699
city_of_merrill_jobs_320x50.jpg	320x50		188,178	171	0.09%	43
city_of_merrill_schools_320x50.jpg	320x50		139,425	147	0.11%	105
city_of_merrill_houses_320x50.jpg	320x50		116,374	119	0.10%	113
City of Merrill.m4v (1).mp4	Video	City of Merrill.m4v (1).m 	88,906	15	0.02%	14
city_of_merrill_jobs_728.jpg	728x90		50,824	75	0.15%	64
city_of_merrill_houses_728.jpg	728x90		34,590	46	0.13%	70
city_of_merrill_schools_728.jpg	728x90		31,568	38	0.12%	68
city_of_merrill_schools_300x50.jpg	300x50		31,485	32	0.10%	17
city_of_merrill_schools_300.jpg	300x250		24,552	23	0.09%	53
city_of_merrill_jobs_300.jpg	300x250		24,489	14	0.06%	47
city_of_merrill_jobs_300x50.jpg	300x50		22,352	16	0.07%	14
city_of_merrill_houses_300.jpg	300x250		21,548	19	0.09%	62

city_of_merrill_houses_300x50.jpg	300x50		15,378	4	0.03%	12
city_of_merrill_jobs_160x600.jpg	160x600		2,154	1	0.05%	3
city_of_merrill_houses_300x600.jpg	300x600		1,937	3	0.15%	2
city_of_merrill_schools_300x600.jpg	300x600		1,870	4	0.21%	6
city_of_merrill_schools_160x600.jpg	160x600		1,724	1	0.06%	1
city_of_merrill_houses_160x600.jpg	160x600		1,669	2	0.12%	3
city_of_merrill_jobs_300x600.jpg	300x600		1,666	2	0.12%	2

Location Performance

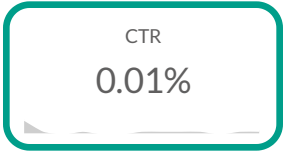
City	Impressions	Clicks	CTR
Chicago	408,946	390	0.10%
Minneapolis	173,490	146	0.08%
Saint Paul	53,851	40	0.07%
Wausau	14,244	14	0.10%
Maple Grove	6,432	4	0.06%
Oak Park	4,785	4	0.08%
Eden Prairie	4,492	5	0.11%
Merrill	4,413	3	0.07%
Round Lake	4,403	3	0.07%
Oak Lawn	4,057	4	0.10%
Burnsville	3,818	2	0.05%
Kenosha	3,693	4	0.11%
Lake Villa	3,540	2	0.06%
Berwyn	3,241	3	0.09%
Gurnee	3,081	2	0.06%
Cicero	2,998	1	0.03%
Coon Rapids	2,395	3	0.13%
Grayslake	2,373	2	0.08%
Mundelein	2,282	3	0.13%
Minnetonka	2,211	3	0.14%

Keyword Performance

Keyword	Impressions	Clicks	CTR	Total Actions
weather	186,597	186	0.10%	5
retirement	43,275	30	0.07%	1
%21weather	39,077	39	0.10%	2
traffic	27,717	22	0.08%	3
moving	21,280	20	0.09%	4
relocation	18,401	1	0.01%	1
relocate	14,034	7	0.05%	2
%21moving	9,825	8	0.08%	1
wildlife	8,969	8	0.09%	0
%21traffic	8,443	4	0.05%	0
healthcare	7,997	7	0.09%	0
movers	7,159	1	0.01%	1
retiring	4,641	4	0.09%	0
%21retirement	4,340	4	0.09%	0
%21movers	3,772	1	0.03%	0
packing	3,217	2	0.06%	0
newspapers	2,692	4	0.15%	1
%21wildlife	2,529	0	0.00%	0
%21packing	1,856	3	0.16%	0
%21relocate	1,833	0	0.00%	0

Video Run Details

Date		Start	First Quartile	Mid Point	Third Quartile	Complete	Completion Rate	Mute	Pause	Resume	Fullscreen
Jan		27,413	26,901	26,611	26,410	26,220	95.65%	488	415	227	47
Feb		25,462	25,096	24,874	24,698	24,514	96.28%	223	455	286	41
Nov		8,317	8,219	8,172	8,144	8,096	97.34%	106	40	13	12
Dec		27,781	27,181	26,896	26,634	26,380	94.96%	1,090	320	188	60



Performance by Device Video

Device		Clicks	Impressions	CTR	Video Views	Video View Rate	SEM Client Avg CPV
CONNECTED_TV		2	227,368	0.00%	0	0.00%	\$0.00
DESKTOP		3	1,960	0.15%	0	0.00%	\$0.00
MOBILE		7	2,908	0.24%	0	0.00%	\$0.00
TABLET		4	1,315	0.30%	0	0.00%	\$0.00

 Glossary

- Impressions - Each ad that was served on a device
- Clicks - the number of times a user clicked on the ad link
- CTR - The ratio of users who clicked on an ad that was served to them
- Conversions - are defined that the number of phone call lasting longer than 30 seconds.
- ClientAvg CPC - the average cost of a click based on the total cost divided by the number of click

For video only:

- Video Views - the number users who launched the video
- View Rate - The ratio of users who viewed the video served to them
- ClientAvg CPV - the average cost of a viewing based on the total cost divided by the number of views

Performance by Ad Group

Ad Group		Impressions	Clicks	CTR	Conversions	Avg. Client CPC
City of Merrill YOUTUBE		233,548	16	0.01%	0.00	\$191.01

Performance by Creative - Video

Video Title	Impressions	Clicks	Video Views	Video View Rate	SEM Client Avg CPV	Average Video 25% Completes	Average Video 50% Completes	Average Video 75% Completes	Average Video 100% Completes
City of Merrill - Experience More to Life	233,551	16	0	0.00%	\$0.00	96.85%	95.79%	95.25%	94.91%

Performance by Day Video

Date		Impressions	Clicks
Total 		233,551	16
Dec 08, 2023		1,680	2
Dec 09, 2023		2,188	0
Dec 10, 2023		2,627	1
Dec 11, 2023		2,574	0
Dec 12, 2023		2,736	0
Dec 13, 2023		2,726	0
Dec 14, 2023		2,631	0
Dec 15, 2023		2,569	0
Dec 16, 2023		2,816	0
Dec 17, 2023		2,888	0
Dec 18, 2023		2,719	0
Dec 19, 2023		2,841	0
Dec 20, 2023		2,762	0
Dec 21, 2023		2,787	0
Dec 22, 2023		2,761	0
Dec 23, 2023		2,928	0
Dec 24, 2023		2,898	1
Dec 25, 2023		2,793	1
Dec 26, 2023		2,879	0
Dec 27, 2023		2,959	0
Dec 28, 2023		3,018	0
Dec 29, 2023		2,997	0
Dec 30, 2023		3,235	0
Dec 31, 2023		3,259	0
Jan 01, 2024		3,045	0
Jan 02, 2024		3,101	1
Jan 03, 2024		3,124	0

Jan 04, 2024	3,138	0
Jan 05, 2024	3,172	0
Jan 06, 2024	3,443	0
Jan 07, 2024	3,446	0
Jan 08, 2024	3,165	0
Jan 09, 2024	3,134	1
Jan 10, 2024	3,068	0
Jan 11, 2024	2,988	0
Jan 12, 2024	3,108	0
Jan 13, 2024	3,324	0
Jan 14, 2024	3,335	0
Jan 15, 2024	3,035	2
Jan 16, 2024	3,032	0
Jan 17, 2024	3,022	0
Jan 18, 2024	2,955	0
Jan 19, 2024	3,013	0
Jan 20, 2024	3,305	0
Jan 21, 2024	3,353	0
Jan 22, 2024	2,951	1
Jan 23, 2024	2,998	2
Jan 24, 2024	2,910	0
Jan 25, 2024	2,803	0
Jan 26, 2024	2,729	0
Jan 27, 2024	3,046	0
Jan 28, 2024	3,138	0
Jan 29, 2024	2,629	0
Jan 30, 2024	2,768	1
Jan 31, 2024	2,724	0
Feb 01, 2024	2,766	0
Feb 02, 2024	2,801	0

Feb 03, 2024	3,002	0
Feb 04, 2024	3,138	0
Feb 05, 2024	2,732	0
Feb 06, 2024	2,795	0
Feb 07, 2024	2,355	0
Feb 08, 2024	2,339	1
Feb 09, 2024	2,356	0
Feb 10, 2024	2,383	0
Feb 11, 2024	2,388	0
Feb 12, 2024	2,263	0
Feb 13, 2024	2,367	0
Feb 14, 2024	2,365	0
Feb 15, 2024	2,341	0
Feb 16, 2024	2,379	0
Feb 17, 2024	2,461	0
Feb 18, 2024	2,504	0
Feb 19, 2024	2,503	0
Feb 20, 2024	2,273	0
Feb 21, 2024	2,323	0
Feb 22, 2024	2,358	1
Feb 23, 2024	2,424	0
Feb 24, 2024	2,557	0
Feb 25, 2024	2,575	1
Feb 26, 2024	2,391	0
Feb 27, 2024	2,363	0
Feb 28, 2024	2,377	0
Feb 29, 2024	2,399	0

Performance by Location Video

Client	Region	City	Impressions	Clicks	CTR
	Illinois	unknown	225	0	0.00%
	Minnesota	Arden Hills	1	0	0.00%
	Minnesota	Brooklyn Center	1	0	0.00%
	Minnesota	Eden Prairie	3	0	0.00%
	Minnesota	Minneapolis	45	0	0.00%
	Minnesota	Minnetonka	1	0	0.00%
	Minnesota	Saint Paul	2	0	0.00%
	Minnesota	unknown	129	0	0.00%
	Wisconsin	Paddock Lake	1	0	0.00%
	Wisconsin	unknown	1	0	0.00%