



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, APRIL 18, 2024

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely call 573-518-7151 PIN 382 554 494 #

I. Call to Order and Introduction of New Committee Member(s)

II. Consider approving minutes from the previous meeting

1. March 21st meeting minutes

III. General Agenda Items for Consideration

1. Food Truck-a-palooza update and discussion
 - a. Revenue/Expense report
 - b. Progress report
 - c. ARPA funding from the Common Council
 - d. Future consideration of JEM grants and tourism grants
2. General Marketing - update
3. Chamber Updates - Tourism Annual Report
4. Consider approving the shared photo library with the Chamber of Commerce
5. Consider approving the purchase of two standing banners for the City of Merrill
6. Future Events - Midwest Communications Brand Kamp on May 2nd

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, May 16th at 5:15 pm

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, MARCH 21, 2024 MINUTES
REGULAR MEETING - REVISED CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. **Call to Order** Chair Fermanich called the meeting to order at 5:15 pm.
Present: Alderperson Fermanich, Alderperson Meyer, Alderperson Weix Jr.
Excused: John Greenwood
Absent: Renea Frederick, Rick Bjorklund, Scott Steele
Others present: Mayor Hass, City Administrator Akey, City Clerk Anderson-Malm
- II. **Consider approving minutes from the previous meeting**
 1. **February 15th meeting minutes** - Alderperson Weix Jr. motioned to place the February 15 meeting minutes on file. Alderperson Meyer seconded and the motion Passed.
- III. **General Agenda Items for Consideration**
 1. **Revenue and Expense voucher summaries** - The information was included in the packet. There were no questions.
 2. **Food Truck-a-palooza update and discussion** -
 - a. **JEM Grants for marketing update** - There was a brief discussion.
 - b. **Foto News advertising: Newspaper and WI Road-trip ads** - The information was included in the packet. Items B and C were discussed at the same time. Following discussion, Alderperson Weix Jr. motioned to approve \$500 for the Foto News and \$189 for a quarter-page ad in the Wisconsin Magazine. Alderperson Meyer seconded and the motion passed.
 - c. **Cost of Food Truck-a-palooza posters from the Foto News** -
 - d. **Discussion and consideration regarding advertising at the Cosmo Theater** - Alderperson Weix Jr. motioned to Approve \$100/month advertising at the Cosmo Theater to advertise the Food Truck-a-palooza event. Alderperson Meyer seconded and the motion passed.
 3. **General Marketing Focus - continued discussion** - A brief update was given.
 4. **Chamber - Trade Show update** - Chamber Representative Sturm provided the committee with an update.
 5. **LCEDC (Lincoln County Economic Development Corporation) Summit review** - A brief update was given to the committee.
 6. **Future Events - Midwest Communications - Brand Kamp May 2nd** - Chair Fermanich reminded the committee of this upcoming event.

7. **Discussion on EV charging station locations - recommended from the Committee of the Whole** - Alderperson Meyer motioned to refer this item to the April Common Council meeting. Alderperson Weix Jr. seconded and the motion passed.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**
- The reports were included in the packet. There were no additional questions.
2. **Monthly Report - Midwest Communications** - The report was included in the packet. There were no additional questions.
3. **Consider placing monthly reports on file** - Alderperson Meyer motioned to place the monthly reports on file. Alderperson Weix Jr. seconded and the motion passed.

- V. Public Comment** Alderperson Meyer commented on involving the community in suggestions for videos.

Chair Fermanich commented on suggestions for LinkedIn.

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

- VII. Adjournment** Alderperson Weix Jr. motioned to Adjourn. Alderperson Meyer seconded and the motion passed. The meeting was adjourned at 5:46 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm

April 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

Merrill Millwork - 500

Marketing and communications committee - \$1012 -

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

Sawmill Brewing - They will be taking care of all the beverages for the event. Bronze sponsorship.

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

We have 15 confirmed trucks with a waitlist and 52 confirmed vendors so far. I have more interested and am excited to see it grow in the coming weeks.

I will be worked with Jennifer from the Foto News on creating the Posters for zero cost to us as we are using them for advertising. I have them now and am working on distributing them throughout town.

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	0	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	
	Cosmo	100	May advertising on theater screen	
	Food Trucks		They will be bringing in money. \$25 Fee per truck space	Hallie
	Vendors		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	

Food Truck-a-Palozza
4/12/24 Update

Summary:	YTD Revenues	7,075.00
	YTD Expenses	1,010.00
	Revenues Less Expenses:	6,065.00

Detail:

26-45324-48525 Food Truck Spot Rentals

Date	Tran	Reference	Description	Amount
02/09/2024	C45466	RCPT 00231580	DEE CHA	25.00
02/09/2024	B45471	Food Truck Cle	Red Wagon Concession	25.00
02/09/2024	B45471	Food Truck Cle	Yummy Thai	25.00
02/09/2024	B45471	Food Truck Cle	Robbie Rahlf	25.00
02/09/2024	B45471	Food Truck Cle	J&D Trucking	50.00
02/09/2024	B45471	S/B Food Truck	T&D Engebrecht	25.00
02/16/2024	C45525	RCPT 00231832	JOSHUA LEE	25.00
02/16/2024	C45525	RCPT 00231833	CASA MEXICANA	25.00
02/28/2024	C45610	RCPT 00232208	5/18/2024 FOOD TRUCK A PALOOZA	25.00
02/28/2024	C45610	RCPT 00232209	5/15/24 FOOD TRUCK A PALOOZA	25.00
03/04/2024	C45661	RCPT 00232316	JB'S CATERING	25.00
03/18/2024	C45774	RCPT 00232818	PARMELY WORKHORSE 1 LLC	25.00
03/20/2024	C45793	RCPT 00232921	BURNT BUNS, LLC FOOD TRUCK	25.00
04/09/2024	C45980	RCPT 00233732	4/09/2024 - JUST FRIES FOR	25.00
Total				375.00

26-45324-48725 Craft Show Revenues

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

03/11/2024	C45726	RCPT 00232634	JOHN CHRISTIANSON-CRAFT	25.00
03/11/2024	C45726	RCPT 00232635	KBJ PALLET LLC - CRAFT	25.00
03/11/2024	C45726	RCPT 00232636	JENNIFER PORATH - CRAFT	25.00
03/11/2024	C45726	RCPT 00232637	STACEY GILLIS-CRAFT	25.00
03/11/2024	C45726	RCPT 00232638	AMBER BARROWS-CRAFT	25.00
03/11/2024	C45726	RCPT 00232639	MATTHEW HOOCK- CRAFT	25.00
03/11/2024	C45726	RCPT 00232643	JAMES KINCAID- CRAFT	25.00
03/18/2024	C45774	RCPT 00232819	CRAFT VENDOR KOLLEEN HOPPER	25.00
03/18/2024	C45774	RCPT 00232820	CRAFT VENDOR DONNA ROIGER	25.00
03/18/2024	C45774	RCPT 00232820	CRAFT VENDOR SHAUNA BUSH-	25.00
03/22/2024	C45817	RCPT 00232997	Mark Sumption	25.00
03/22/2024	C45817	RCPT 00233004	Nicole Cimino	25.00
03/22/2024	C45817	RCPT 00233005	Valerie Swanson	25.00
03/22/2024	C45817	RCPT 00233006	Amber Lentner	25.00
03/25/2024	C45822	RCPT 00233067	3/25/24 CRAFT VENDOR THE EDGE	25.00
04/08/2024	C45932	RCPT 00233618	SWEET PINES OF MINE, LLC	25.00
04/09/2024	C45980	RCPT 00233716	PAUL & JENNIFER LOUCKS	25.00
04/09/2024	C45980	RCPT 00233717	SARAH WINTER - CRAFT	25.00
04/09/2024	C45980	RCPT 00233735	4/09/2024 NOOK IN THE WOODS	25.00
04/09/2024	C45980	RCPT 00233736	4/09/2024 LUKE STENBERG	25.00
04/09/2024	C45980	RCPT 00233737	4/09/2024 THE HUMBLE, LLC	25.00
04/09/2024	C45980	RCPT 00233738	4/09/2024 ELIZABETH FISCHER	25.00
04/09/2024	C45980	RCPT 00233740	4/9/24 SONYA ROHLAND(2 VENDOR)	50.00
04/09/2024	C45980	RCPT 00233741	4/09/24 RANAY NICKLAUS	25.00
04/09/2024	C45980	RCPT 00233742	4/09/24 KRISTI HALL	25.00
04/09/2024	C45980	RCPT 00233743	4/09/2024 JULIE KLOTH	25.00
Total				1,200.00
26-45324-48500 MFG Events Donations				
02/12/2024	C45477	RCPT 00231699	INCREDIBLE BANK SPONSORSHIP	2,000.00
02/16/2024	C45525	RCPT 00231834	ZIEBEL DOOR	500.00
02/28/2024	C45610	RCPT 00232205	5/18/2024 FOOD TRUCK A PALOOZA	500.00
03/07/2024	C45704	RCPT 00232491	SOUND WORLD-SPONSORSHIP	500.00
03/11/2024	C45726	RCPT 00232644	LORA BLADOW REAL ESTATE	500.00
03/11/2024	C45726	RCPT 00232645	NICOLET BANK- SPONSORSHIP	500.00
03/11/2024	C45726	RCPT 00232647	LINC. CTY RODEO-SPONSORSHIP	500.00
04/09/2024	C45980	RCPT 00233718	MERRILL MILWORK-SPONSORSHIP	500.00
Total				5,500.00
04/12/2024 Total Revenues				7,075.00
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
04/12/2024 Total Expenses				1,010.00
04/12/2024 Revenues Less Expenses:				6,065.00

Merrill Tourism Report

For Year End 2023

Presented to

Merrill Common Council

Prepared by

Clyde R. Nelson

Executive Director

Merrill Chamber of Commerce

Administrator of Tourism Fund

Destination Marketing Organization

Background:

Today, Merrill has three (3) Hotels that participate in the collection of room tax for the City of Merrill. AmericInn by Wyndham, which has 51 rooms and 14 kitchenettes/suites, Cobblestone Inn and Suites, which has 55 rooms and 1 suite; and Travelodge by Wyndham formerly Econo Lodge has 38 rooms available to the public. The new owners of the Travelodge (who took over ownership in the second half of 2022) are going through renovation of all the rooms to provide a higher-level accommodation for visitors. All total, Merrill has a total of 159 rooms available to the public. One hotel uses two rooms for employees. These hotels collect a 6% room tax on behalf of the city room tax revenues are distributed as follows.

* 0.1% is retained by the facility

* 5.9% is sent to the City of Merrill

Of the 5.9% collected, the city retains 1.27% or 21.5%, Tourism Commission retains 4.13% or 70% and the MARC retains 0.5% or 8.5% of the total funds collected.

The following represents the total collected since 2018.

<u>Year</u>	<u>Tax Collected</u>	<u>Variance</u>	<u>%Change</u>
2018	\$94,226.00	----	----
2019	\$99,918.56	\$5,692.56	6.04%
2020	\$58,600.97	(\$41,317.61)	(41.4%)
2021	\$99,328.20	\$40,727.23	69.5%
2022	\$112,206.05	\$12,877.85	12.96%
2023	\$122,004.61	\$9,798.56	8.73%

Room tax collected in calendar year 2023 increased 8.73% over 2022. This is a good indication of increased overnight stays in Merrill.

However, it should be noted that these numbers will be down slightly in 2024 given the lack of snow and the effect it had on tourism. I was able to discuss this with the 3 hotels in town and they experienced a drop in occupancy.

Currently Merrill charges a 6% room tax on all 159 rooms available. A survey conducted by the Merrill Chamber relating to room tax rates locally, revealed the following:

<u>City</u>	<u>Room tax charged</u>
Tomahawk	4%
Medford	4%
Rhineland	6%
Antigo	6%
Wausau Area	8%
Minocqua	4%

The City of Merrill Room Tax Ordinance 98-25 was approved at the Common Council meeting on December 8, 1998. At which time the City created a Tourism Commission and established a Room Tax of 4% as per Sec. 66.75, Wis. Stats. The principal purpose of the Commission was for the “promotion of convention and tourist business” for the City of Merrill. It further defines, under Section 4(a)(2), Hotel and Motel which includes “bed and breakfasts, resort lodges, cottages, tourist homes, tourist houses or courts, apartment hotels and cabins and any other building or group of buildings in which accommodations are available to the public, except accommodations rented for a continuous period of more than one month...”.

This Ordinance was amended and approved by the City Council on August 27, 2015, to increase the Room Tax from 4% to 6% and changed the reporting and collection of the tax from annual to quarterly.

The Commission has and continues to budget money to bring tourists to our great community. The room tax allows the Tourism Commission to offer grants to advertise specific events to draw people to Merrill. To put “heads in the beds” as they say. This year, 2024, the Commission has approved money for the Chamber to reach out further and attempt to draw in tourist/visitors to Merrill by attending various Sport and Vacation shows. The Chamber identified Cedar Falls, IA, LaCrosse, WI, Madison, WI, Tomahawk, WI, Green Bay, WI and the State Fair as areas of interest to bring visitors and tourists to Merrill. These areas were chosen to leverage Travel Wisconsin’s advertising along with Merrill’s Marketing and Communications Committee efforts to draw people to our area.

The following are the grants approved by the Tourism Commission for 2024.

Merrill Ice Drags	4,000.00
Doris Lovrine Memorial	
Sled Dog Race	400.00
Lincoln County Fair	16,000.00
Labor Day Classic Car Show	1,200.00
Concertina Festival	450.00
Wisconsin River Pro Rodeo	16,000.00
Black Squirrel Scurry	1,000.00
Underdown Traill Ride	850.00
Badger State Games	
Fat Tire Bike Races	<u>250.00</u>
Total Grants Awarded 2024	\$40,575.00

Respectfully submitted,

Clyde R. Nelson
Executive Director
Merrill Area Chamber of Commerce and Visitor Center

Social Media Monthly Report

April 2024

Tasks - I have scheduled posts for Facebook.

I went with the plow truck for a few hours one morning to see what they all do and deal with on snow days.

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

I have worked with the Foto news for the roadmap ad and the posters for the Food Truck Event.

I met with the Optimists Club to discuss the Food Truck a Palooza.

I attended the LCEDC Summit.

Social Media - I have been scheduling posts for April and looking ahead to May 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.

March Social Media Analytics

Facebook Page Reach: 38,400 (up 359.7%)

- *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: 1600 (down 14.7%)

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

New Facebook Page Likes: 59

Cumulative Facebook Page Likes: 3,169

Link Clicks on page - 47

Content (Most Popular by Reach)

1. Plow truck post (Reach 29,864; Likes, Reactions, Comments and Shares 332)
2. Winter Parking (Reach 6,421; Likes, Reactions, Comments and Shares:39)
3. Food Truck (Reach 4,127; Likes, Reactions, Comments, shares and link clicks: 73)
4. Children's Festival (Reach 1,707; Likes, Reactions, Comments and Shares: 29)
5. Honorary Sign application (Reach 1,630 ; Likes, Reactions, Comments and Shares: 51)

LinkedIn -

We Currently have 40 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 27 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 18 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.

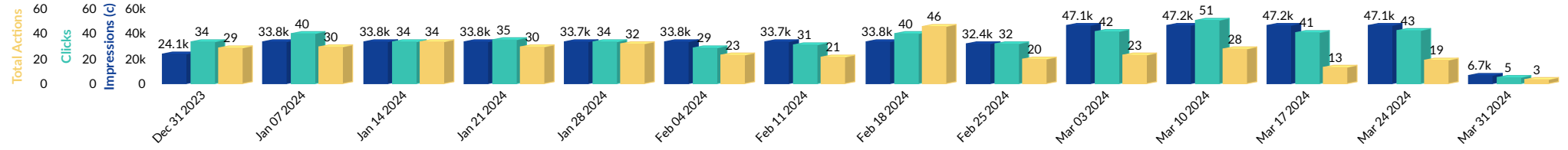
The Mayor communications videos are uploaded every month onto the Main City of Merrill page.

Digital Marketing Dashboard Report

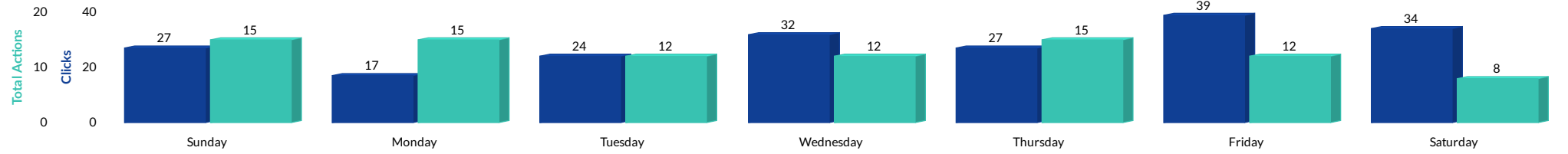




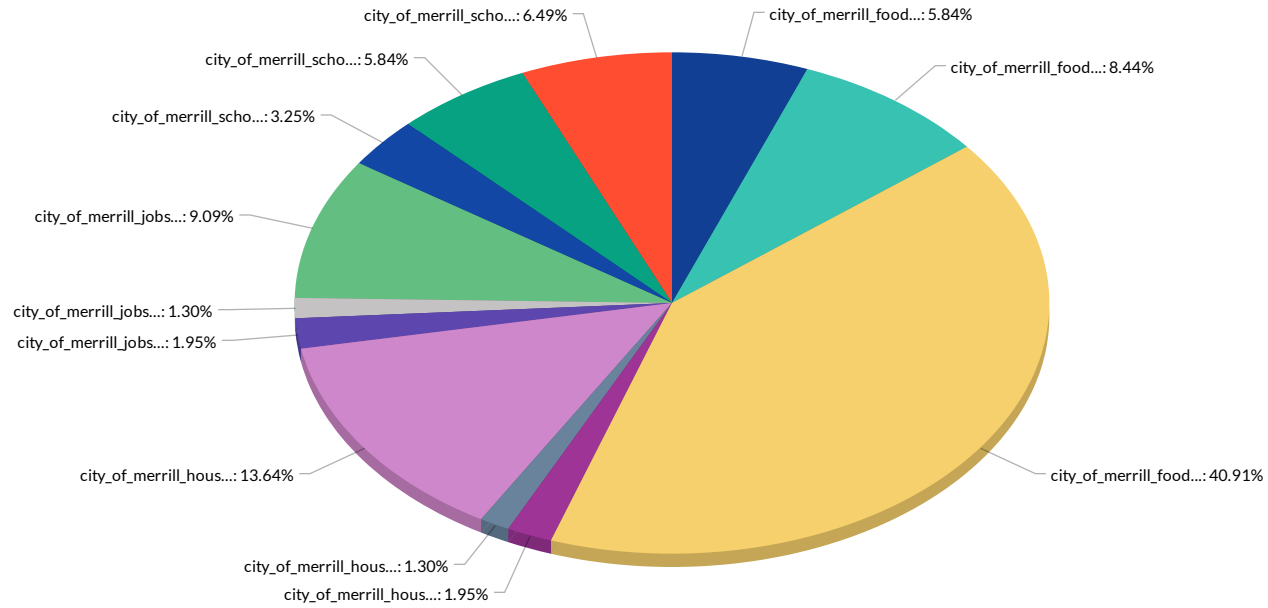
90 Day Overview



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	1,976	2	0.10%	0
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SITE	Nov 28, 2023	Oct 31, 2024	517	0	0.00%	4
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SRT+KW	Nov 28, 2023	Oct 31, 2024	3,018	1	0.03%	1
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_Geo-Opt	Nov 20, 2023	Oct 31, 2024	7,775	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SITE	Nov 20, 2023	Oct 31, 2024	2,193	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SRT+KW	Nov 20, 2023	Oct 31, 2024	11,879	1	0.01%	0
Wausau_City of Merrill_605015_Display_AGF	Mar 01, 2024	May 15, 2024	99,412	108	0.11%	2
Wausau_City of Merrill_605015_Display_Geo-Opt	Sep 01, 2023	Aug 31, 2024	26,389	33	0.13%	9
Wausau_City of Merrill_605015_Display_SITE	Sep 13, 2023	Aug 31, 2024	5,556	4	0.07%	70
Wausau_City of Merrill_605015_Display_SRT+KW	Sep 01, 2023	Aug 31, 2024	50,092	51	0.10%	3

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total 			208,807	200	0.10%	89
city_of_merrill_food_truckapalooza_320x50.jpg	320x50		65,331	63	0.10%	1
City of Merrill.m4v (1).mp4	Video		27,358	4	0.01%	5
city_of_merrill_houses_320x50.jpg	320x50		18,042	21	0.12%	25
city_of_merrill_jobs_320x50.jpg	320x50		17,092	14	0.08%	6
city_of_merrill_food_truckapalooza_300x50.jpg	300x50		15,160	13	0.09%	1
city_of_merrill_schools_320x50.jpg	320x50		15,082	10	0.07%	9
city_of_merrill_food_truckapalooza_728.jpg	728x90		10,662	21	0.20%	0
city_of_merrill_food_truckapalooza_300.jpg	300x250		7,775	9	0.12%	0
city_of_merrill_jobs_728.jpg	728x90		5,771	8	0.14%	4
city_of_merrill_schools_300x50.jpg	300x50		4,625	9	0.19%	3
city_of_merrill_schools_728.jpg	728x90		4,525	7	0.15%	3
city_of_merrill_houses_728.jpg	728x90		4,335	2	0.05%	14
city_of_merrill_schools_300.jpg	300x250		3,315	5	0.15%	5
city_of_merrill_jobs_300x50.jpg	300x50		2,396	2	0.08%	4

city_of_merrill_houses_300.jpg	300x250		2,206	3	0.14%	7
city_of_merrill_jobs_300.jpg	300x250		2,005	3	0.15%	0
city_of_merrill_houses_300x50.jpg	300x50		1,004	2	0.20%	0
city_of_merrill_jobs_300x600.jpg	300x600		375	0	0.00%	0
city_of_merrill_houses_300x600.jpg	300x600		366	1	0.27%	0
city_of_merrill_schools_300x600.jpg	300x600		331	0	0.00%	2
city_of_merrill_food_truckapalooza_300x600.jpg	300x600		298	1	0.34%	0

city_of_merrill_schools_160x600.jpg	160x600		230	0	0.00%	0
city_of_merrill_jobs_160x600.jpg	160x600		223	1	0.45%	0
city_of_merrill_food_truckapalooza_160x600.jpg	160x600		186	1	0.54%	0
city_of_merrill_houses_160x600.jpg	160x600		114	0	0.00%	0

Location Performance

City	Impressions	Clicks	CTR
Chicago	57,904	51	0.09%
Minneapolis	24,810	30	0.12%
Wausau	8,255	13	0.16%
Saint Paul	7,842	3	0.04%
Marshfield	5,407	6	0.11%
Medford	3,902	4	0.10%
Rhinelanders	3,778	5	0.13%
Stevens Point	3,189	2	0.06%
Wittenberg	2,770	6	0.22%
Milwaukee	2,482	4	0.16%
Wisconsin Rapids	2,121	1	0.05%
Antigo	2,074	3	0.14%
Eagle River	2,035	1	0.05%
Merrill	1,959	3	0.15%
Phillips	1,934	3	0.16%
Mosinee	1,759	1	0.06%
Schofield	1,669	1	0.06%
Plover	1,666	2	0.12%
La Crosse	1,294	3	0.23%
Green Bay	1,277	1	0.08%

Keyword Performance

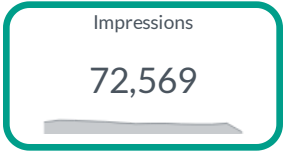
Keyword	Impressions	Clicks	CTR	Total Actions
weather	21,362	20	0.09%	1
relocation	7,011	2	0.03%	0
retirement	6,802	13	0.19%	0
%21weather	5,570	3	0.05%	0
traffic	3,496	3	0.09%	0
relocate	3,471	0	0.00%	1
movers	2,411	0	0.00%	0
moving	2,088	1	0.05%	0
healthcare	1,539	2	0.13%	1
%21moving	1,319	1	0.08%	0
wildlife	1,007	0	0.00%	1
%21traffic	982	1	0.10%	0
%21movers	938	0	0.00%	0
retiring	758	1	0.13%	0
%21wildlife	647	1	0.15%	0
packing	594	1	0.17%	0
%21retirement	519	0	0.00%	0
%21relocate	479	0	0.00%	0
realtors	397	0	0.00%	0
%21relocation	370	0	0.00%	0

Addressable Geo Fencing Performance (ALL)

Plat City	Plat Zip Code	Impressions	Clicks	CTR	Weighted Actions
Total 		99,412	108	0.11%	2
Wittenberg	54499-8106	4,299	8	0.19%	0
Eagle River	54521-8362	4,138	4	0.10%	0
Medford	54451-1176	3,336	3	0.09%	0
Phillips	54555-1230	2,071	5	0.24%	0
Schofield	54476-3606	2,020	3	0.15%	0
Saint Germain	54558-8871	1,661	2	0.12%	0
Rhinelanders	54501-0000	1,557	2	0.13%	0
Gleason	54435-9714	1,094	2	0.18%	0
Stevens Point	54481-0000	933	1	0.11%	0
Colby	54421-9564	906	1	0.11%	0
Stevens Point	54482-0000	878	0	0.00%	0
Eagle River	54521-0000	674	0	0.00%	0
Stevens Point	54482-8413	667	1	0.15%	0
Wausau	54401-4821	630	0	0.00%	0
Minocqua	54548-0000	616	0	0.00%	0
Merrill	54452-8812	503	0	0.00%	0
Marshfield	54449-0000	484	0	0.00%	0
Wausau	54403-0000	480	0	0.00%	0
Merrill	54452-0000	463	0	0.00%	0
Elcho	54428-9402	454	0	0.00%	0

Video Run Details

Date		Start	First Quartile	Mid Point	Third Quartile	Complete	Completion Rate	Mute	Pause	Resume	Fullscreen
Mar		27,181	26,757	26,497	26,274	26,105	96.04%	728	498	308	32



Performance by Device Video

Device	Clicks	Impressions	CTR	Video Views	Video View Rate	SEM Client Avg CPV
CONNECTED_TV	3	70,985	0.00%	0	0.00%	\$0.00
DESKTOP	0	686	0.00%	0	0.00%	\$0.00
MOBILE	0	289	0.00%	0	0.00%	\$0.00
TABLET	0	609	0.00%	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		72,569	3	0.00%	0.00	\$376.58

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	72,569	3	0	0.00%	\$0.00	97.00%	96.09%	95.63%	95.28%

Performance by Day Video

Date		Impressions	Clicks
Total 		72,569	3
Mar 01, 2024		2,422	0
Mar 02, 2024		2,510	1
Mar 03, 2024		2,526	0
Mar 04, 2024		2,327	0
Mar 05, 2024		2,314	0
Mar 06, 2024		2,285	0
Mar 07, 2024		2,215	0
Mar 08, 2024		2,166	0
Mar 09, 2024		2,308	0
Mar 10, 2024		2,124	0
Mar 11, 2024		2,197	0
Mar 12, 2024		2,210	1
Mar 13, 2024		2,214	0
Mar 14, 2024		2,283	0
Mar 15, 2024		2,273	0
Mar 16, 2024		2,363	0
Mar 17, 2024		2,465	0
Mar 18, 2024		2,186	1
Mar 19, 2024		2,194	0
Mar 20, 2024		2,229	0
Mar 21, 2024		2,188	0
Mar 22, 2024		2,206	0
Mar 23, 2024		2,216	0
Mar 24, 2024		2,329	0
Mar 25, 2024		2,223	0
Mar 26, 2024		2,245	0
Mar 27, 2024		2,278	0

Mar 28, 2024	2,266	0
Mar 29, 2024	2,802	0
Mar 30, 2024	2,996	0
Mar 31, 2024	3,009	0

Performance by Location Video

Client	Region	City	Impressions	Clicks	CTR
	Illinois	unknown	7	0	0.00%
	Minnesota	Minneapolis	2	0	0.00%
	Minnesota	unknown	14	0	0.00%