



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, MAY 23, 2024

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remote, call 208-820-4743 PIN 955 064 559 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. Minutes from the April 18th meeting

III. General Agenda Items for Consideration

1. Discuss and consider the Revenue and Expense Report.
2. Food Truck-a-Palooza preliminary results and discussion - Social Media Specialist Savall
3. Shared photo library update - Nathan Meyer
4. Standing banners update - Social Media Specialist Savall
5. Street banner results/update
6. Chamber of Commerce - update
7. Future marketing and event considerations:
 - a. Upcoming Events
 - b. 2025 Visitor's Guide ad deadline - August 1st
 - c. JEM Grant application update
 - d. Midwest Communications - results, modifications, future contract renewals (9/1 and 11/1)

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, June 27th at 5:15 pm - date change

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, APRIL 18, 2024 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. Call to Order and Introduction of New Committee Member(s)** Chair Fermanich called the meeting to order at 5:15 pm and introduced Alderperson Lass to the committee.

Present: Alderperson Fermanich, Alderperson Meyer, Alderperson Lass

Present Not Voting: Library Director Laurie Ollhoff, John Greenwood, Festival Grounds Manager Rick Bjorklund, Social Media Specialist Hallie Savall, Scott Steele, Sarah Sturm

Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek

Others present: City Administrator Akey, City Clerk Anderson-Malm, Alderperson A. Caylor

- II. Consider approving minutes from the previous meeting**

- 1. March 21st meeting minutes** - Alderperson Meyer motioned to approve the revised minutes. Alderperson Lass seconded and the motion passed.

- III. General Agenda Items for Consideration**

- 1. Food Truck-a-palooza update and discussion -**

- a. Revenue/Expense report** - SSM Savall updated the committee. Following discussion, Alderperson Meyer motioned to spend up to \$1,000 on banners for the Food-Truck-a-palooza. Chair Fermanich seconded and the motion passed.

- b. Progress report** - SMS Savall updated the committee. She also stated that May 1st is the deadline for vendors to apply for the event.

- c. ARPA funding from the Common Council** - Chair Fermanich updated the committee regarding the approved ARPA funds. The Common Council voted on April 16th to use \$9,999.76 toward the Food Truck-a-palooza event and future events.

- d. Future consideration of JEM grants and tourism grants** - SMS Savall updated the committee.

- 2. General Marketing - update** - Chair Fermanich updated the committee on various marketing items.

- 3. Chamber Updates - Tourism Annual Report** - The 2023 report was included in the packet. Chamber Rep Sturm gave a brief update.

- 4. Consider approving the shared photo library with the Chamber of Commerce** - No action was taken. More information is needed.

5. **Consider approving the purchase of two standing banners for the City of Merrill** - It was decided this would be brought back to the May meeting with more information.
6. **Future Events - Midwest Communications Brand Kamp on May 2nd** - An update was given.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**
- There were no additional questions.
 2. **Monthly Report - Midwest Communications** - There were no additional questions.
 3. **Consider placing monthly reports on file** - Alderperson Meyer motioned to place the monthly reports on file. Alderperson Lass seconded and the motion passed.
- V. Public Comment** City Clerk Anderson-Malm reminded the committee members to subscribe to agendas/packets through the City's website in order to receive information.
- VI. Date and Time of Next Meeting - Thursday, May 16th at 5:15 pm** Due to conflicts, the next meeting will be Thursday, May 23 at 5:15 pm.
- VII. Adjournment** Alderperson Meyer motioned to Adjourn. Alderperson Lass seconded and the motion Passed. The meeting was adjourned at 6:09 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm

26 -Reserved - Non-Lapsing
M&C - Cable/Video

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE	
REVENUES						
=====						
<u>Intergovernmental</u>						
45305-43439 State VSP Aid	24,324.37	0.00	0.00	0.00	24,324.37	Paid in July
45305-43510 CARES COVID-19 Reimb	0.00	0.00	0.00	0.00	0.00	
TOTAL Intergovernmental	24,324.37	0.00	0.00	0.00	24,324.37	
<u>Licenses and Permits</u>						
45305-44900 Cable Franchise (Less Adm)	95,500.00	0.00	23,607.67	24.72	71,892.33	Paid quarterly
TOTAL Licenses and Permits	95,500.00	0.00	23,607.67	24.72	71,892.33	
TOTAL REVENUES						
	119,824.37	0.00	23,607.67	19.70	96,216.70	
EXPENDITURES						
=====						
<u>Supplies & Expenses</u>						
55305-03-40000 MAPS Merrill Productions	75,000.00	15,263.88	15,263.88	20.35	59,736.12	
55305-03-40022 Closed Captioning Legal	0.00	0.00	0.00	0.00	0.00	
55305-03-45000 Audio-Chambers & Expo	0.00	0.00	0.00	0.00	0.00	
55305-03-46389 Wi-Fi Public Replacements	0.00	0.00	0.00	0.00	0.00	
55305-03-46390 Software-Web Filtering	2,500.00	0.00	0.00	0.00	2,500.00	
55305-03-46400 Social Media Archiving	2,250.00	0.00	3,978.60	176.83	(1,728.60)	Social Media archiving
55305-03-46500 Festival Grounds & Expo	0.00	0.00	0.00	0.00	0.00	
55305-03-47250 City Website Hosting	4,650.00	0.00	0.00	0.00	4,650.00	
55305-03-47500 Accela Live Streaming	0.00	0.00	0.00	0.00	0.00	
55305-03-47523 CivicPlus - Meetings	9,515.00	81.68	13,408.75	140.92	(3,893.75)	New agenda system
55305-03-47533 M&C Committee - Resources	19,250.00	0.00	2,434.38	12.65	16,815.62	
55305-03-47534 MWC Monthly Ads	14,400.00	3,775.00	11,207.00	77.83	3,193.00	
55305-03-47536 Visitor Guide Ads	3,150.00	0.00	0.00	0.00	3,150.00	
55305-03-47555 Marketing Contractor	41,500.00	0.00	0.00	0.00	41,500.00	
55305-03-47557 Social Media Contractor	32,500.00	2,300.00	8,000.00	24.62	24,500.00	
55305-03-47566 M&C - Cell Phone	0.00	0.00	0.00	0.00	0.00	
55305-03-47575 LCEDC Marketing	0.00	0.00	0.00	0.00	0.00	
TOTAL Supplies & Expenses	204,715.00	21,420.56	54,292.61	26.52	150,422.39	
TOTAL EXPENDITURES						
	204,715.00	21,420.56	54,292.61	26.52	150,422.39	
REVENUES OVER/(UNDER) EXPENDITURES	(84,890.63)	(21,420.56)	(30,684.94)	0.00	(54,205.69)	

\$110,800.00

\$21,641.38 19.5%

26 -Reserved - Non-Lapsing
MFG - Events

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Miscellaneous Revenues</u>					
45324-48500 MFG Events-Donations	0.00	1,500.00	6,500.00	0.00	(6,500.00)
45324-48525 Food Truck-Spot Rentals	0.00	75.00	425.00	0.00	(425.00)
45324-48725 Craft Show Revenues	<u>0.00</u>	<u>600.00</u>	<u>1,450.00</u>	<u>0.00</u>	<u>(1,450.00)</u>
TOTAL Miscellaneous Revenues	0.00	2,175.00	8,375.00	0.00	(8,375.00)
TOTAL REVENUES	0.00	2,175.00	8,375.00	0.00	(8,375.00)
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55324-03-40000 MFG-Food Truck Expenses	0.00	300.00	1,310.00	0.00	(1,310.00)
55324-03-40024 MFG-Craft Expenses	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL Supplies & Expenses	0.00	300.00	1,310.00	0.00	(1,310.00)
TOTAL EXPENDITURES	0.00	300.00	1,310.00	0.00	(1,310.00)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	1,875.00	7,065.00	0.00	(7,065.00)

April 2024 Social Media Analytics

Facebook Page Reach: 32,300 (Down 15.1%)

- *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: 1900 (Up 25.6%)

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

New Facebook Page Likes: 52

Cumulative Facebook Page Likes: 3,218

Link Clicks on page - 85

Content (Most Popular by Reach)

1. Park and Rec trips (Reach 20,887; Likes, Reactions, Comments and Shares 69)
2. Road Construction (Reach 18,416; Likes, Reactions, Comments and Shares:111)
3. Fireworks change (Reach 5,987; Likes, Reactions, Comments, shares and link clicks: 144)
4. Food Truck (Reach 3,428; Likes, Reactions, Comments and Shares: 26)
5. Brush Clean up (Reach 2,577 ; Likes, Reactions, Comments and Shares: 49)

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 28 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 19 followers. This is where all recorded meetings are uploaded for people to watch. There has been an increase in videos being watched which is good to see. Nathan and Draco have been doing a great job getting meetings uploaded.

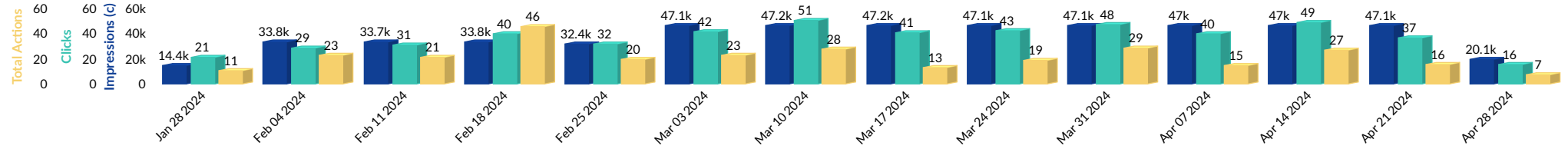
The Mayor communications videos are uploaded every month onto the Main City of Merrill page.

Digital Marketing Dashboard Report

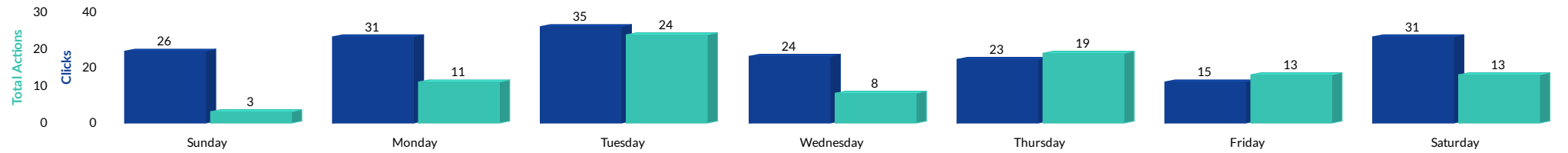




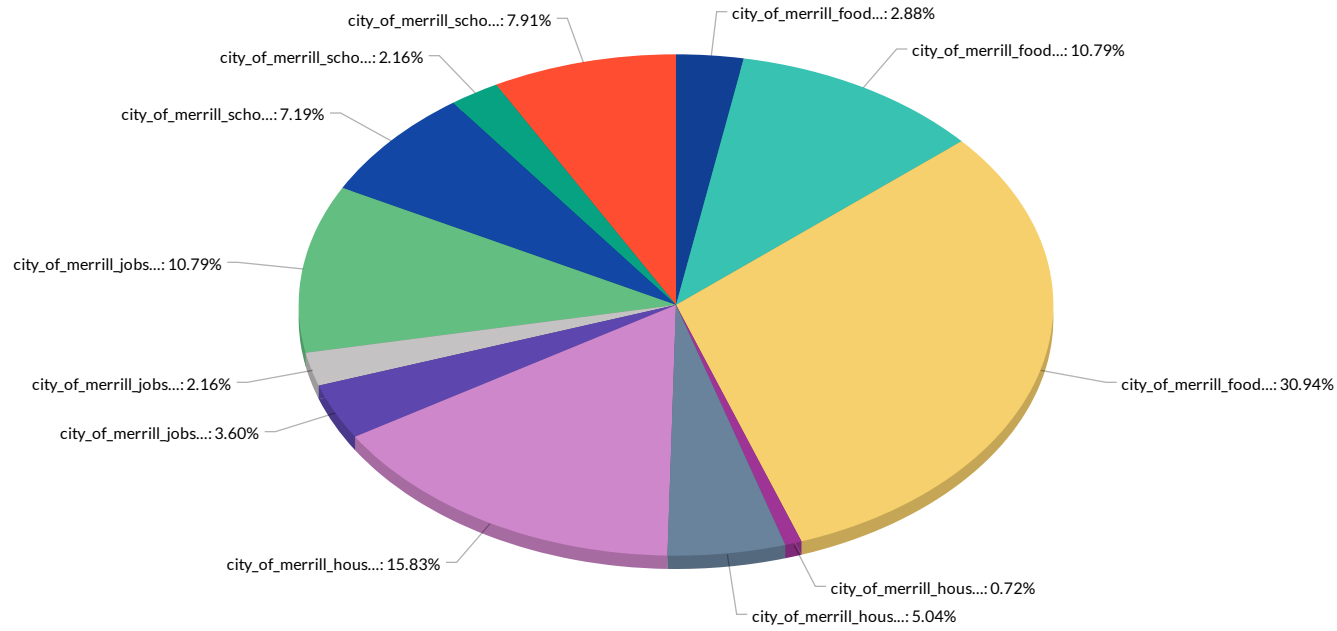
90 Day Overview



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

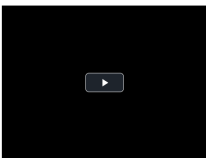
- Videos Played to First Quartile= ads that were played at least 25% of the way through
- Videos Played to Midpoint = ads that were played at least 50% of the way through
- Videos Played to Third Quartile= ads that were played at least 75% of the way through
- Video Complete Rate= the number of videos 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

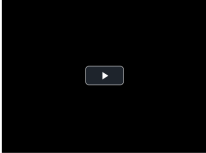
Campaign	 Start Date	End Date	Impressions (c)	Clicks	CTR	Total Actions
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_Geo-Opt	Nov 28, 2023	Oct 31, 2024	1,876	4	0.21%	0
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SITE	Nov 28, 2023	Oct 31, 2024	544	1	0.18%	26
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SRT+KW	Nov 28, 2023	Oct 31, 2024	2,922	3	0.10%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_Geo-Opt	Nov 20, 2023	Oct 31, 2024	7,499	1	0.01%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SITE	Nov 20, 2023	Oct 31, 2024	2,074	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SRT+KW	Nov 20, 2023	Oct 31, 2024	11,432	0	0.00%	0
Wausau_City of Merrill_605015_Display_AGF	Mar 01, 2024	May 15, 2024	96,157	77	0.08%	9
Wausau_City of Merrill_605015_Display_Geo-Opt	Sep 01, 2023	Aug 31, 2024	25,248	28	0.11%	6
Wausau_City of Merrill_605015_Display_Geofence	Apr 15, 2024	Aug 31, 2024	5,571	13	0.23%	0
Wausau_City of Merrill_605015_Display_SITE	Sep 13, 2023	Aug 31, 2024	5,386	9	0.17%	49
Wausau_City of Merrill_605015_Display_SRT+KW	Sep 01, 2023	Aug 31, 2024	42,797	49	0.11%	1

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total 			201,506	185	0.09%	91
city_of_merrill_food_truckapalooza_320x50.jpg	320x50		60,972	43	0.07%	4
UpdatedVidApril2024.mp4	Video		19,529	7	0.04%	9
city_of_merrill_houses_320x50.jpg	320x50		16,684	22	0.13%	11
city_of_merrill_jobs_320x50.jpg	320x50		15,765	15	0.10%	3
city_of_merrill_food_truckapalooza_300x50.jpg	300x50		14,974	15	0.10%	0
city_of_merrill_schools_320x50.jpg	320x50		12,085	11	0.09%	6
city_of_merrill_food_truckapalooza_728.jpg	728x90		11,954	14	0.12%	3
city_of_merrill_food_truckapalooza_300.jpg	300x250		7,728	4	0.05%	2
City of Merrill.m4v (1).mp4			6,678	2	0.03%	0
city_of_merrill_schools_300.jpg	300x250		5,322	10	0.19%	7
city_of_merrill_jobs_728.jpg	728x90		5,169	14	0.27%	3
city_of_merrill_schools_300x50.jpg	300x50		4,350	3	0.07%	3

city_of_merrill_jobs_300.jpg	300x250	 A vertical advertisement for Merrill jobs. It features a blue background with white text: "The jobs are plentiful, but so are the break areas." Below this is the Merrill logo and the tagline "Experience here is life!". At the bottom, it says "Come, work, play, live In northern Wisconsin". There are two circular inset photos: one showing a person working and another showing a group of people in a park.	3,884	5	0.13%	2
city_of_merrill_houses_728.jpg	728x90	 A horizontal advertisement for Merrill houses. It features a blue background with white text: "The houses are affordable, but the backyards are priceless." Below this is the Merrill logo and the tagline "Experience here is life!". At the bottom, it says "Come, work, play, live In northern Wisconsin". There are two circular inset photos: one showing a house and another showing a backyard.	3,743	4	0.11%	5
city_of_merrill_schools_728.jpg	728x90	 A horizontal advertisement for Merrill schools. It features a blue background with white text: "The schools are incredible, but your child's present and future are priceless." Below this is the Merrill logo and the tagline "Experience here is life!". At the bottom, it says "Come, work, play, live In northern Wisconsin". There are two circular inset photos: one showing a school building and another showing a classroom.	3,634	0	0.00%	8

city_of_merrill_houses_300.jpg	300x250		2,724	1	0.04%	8
city_of_merrill_jobs_300x50.jpg	300x50		2,166	3	0.14%	0
city_of_merrill_houses_300x50.jpg	300x50		2,004	7	0.35%	0
city_of_merrill_jobs_160x600.jpg	160x600		326	1	0.31%	0
city_of_merrill_schools_300x600.jpg	300x600		305	2	0.66%	0
city_of_merrill_food_truckapalooza_300x600.jpg	300x600		281	1	0.36%	0
city_of_merrill_houses_300x600.jpg	300x600		278	0	0.00%	0

city_of_merrill_food_truckapalooza_160x600.jpg	160x600		248	0	0.00%	0
city_of_merrill_jobs_300x600.jpg	300x600		235	0	0.00%	0
city_of_merrill_schools_160x600.jpg	160x600		225	1	0.44%	0
City of Merrill.m4v (1).mp4	Video		140	0	0.00%	17
city_of_merrill_houses_160x600.jpg	160x600		103	0	0.00%	0

GeoFence Performance where Metrics are Available

GeoFence	Impressions	Clicks	CTR	GeoFence Weighted Actions
Total ⓘ	5,571	13	0.23%	0
ConAgra Brands 1201 Green Valley Rd	4,038	11	0.27%	0
Window & Doors 811 Factory St. Hawkins, WI 54530	1,533	2	0.13%	0

Location Performance

City	Impressions	Clicks	CTR
Chicago	54,442	54	0.10%
Minneapolis	21,796	19	0.09%
Wausau	7,838	12	0.15%
Saint Paul	7,398	10	0.14%
Marshfield	4,862	2	0.04%
Medford	3,496	2	0.06%
Rhinelanders	3,445	6	0.17%
Beaver Dam	3,302	4	0.12%
Stevens Point	2,988	2	0.07%
Milwaukee	2,902	4	0.14%
Wittenberg	2,358	1	0.04%
Schofield	2,259	4	0.18%
Antigo	1,992	1	0.05%
Merrill	1,982	0	0.00%
Eagle River	1,929	0	0.00%
Charlotte	1,832	3	0.16%
Phillips	1,814	1	0.06%
Wisconsin Rapids	1,814	2	0.11%
Pretty Prairie	1,655	2	0.12%
Mosinee	1,651	1	0.06%

Keyword Performance

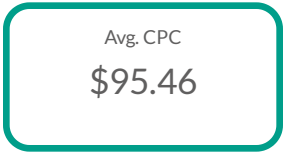
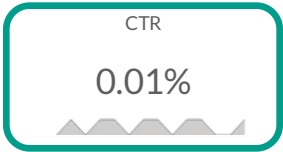
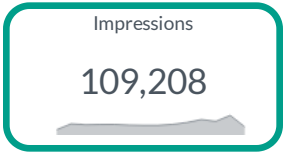
Keyword	Impressions	Clicks	CTR	Total Actions
weather	17,641	17	0.10%	0
relocation	7,453	1	0.01%	0
%21weather	5,138	8	0.16%	0
retirement	4,769	6	0.13%	0
traffic	3,624	6	0.17%	1
relocate	3,194	1	0.03%	0
moving	2,608	2	0.08%	0
movers	1,761	1	0.06%	0
%21moving	1,310	1	0.08%	0
%21relocate	961	0	0.00%	0
%21traffic	939	0	0.00%	0
healthcare	779	2	0.26%	0
wildlife	609	1	0.16%	0
%21retirement	555	2	0.36%	0
retiring	509	1	0.20%	0
new+house	492	0	0.00%	0
newspapers	461	1	0.22%	0
%21movers	458	0	0.00%	0
packing	381	2	0.52%	0
%21relocation	376	0	0.00%	0

Addressable Geo Fencing Performance (ALL)

Plat City	Plat Zip Code	Impressions	Clicks	CTR	Weighted Actions
Total 		96,157	77	0.08%	9
Eagle River	54521-8362	3,818	2	0.05%	1
Wittenberg	54499-8106	3,423	3	0.09%	0
Schofield	54476-3606	3,273	4	0.12%	0
Medford	54451-1176	3,257	3	0.09%	0
Phillips	54555-1230	1,422	0	0.00%	1
Rhineland	54501-0000	1,394	2	0.14%	0
Stevens Point	54482-0000	1,223	3	0.25%	0
Beaver Dam	53916-0000	1,155	1	0.09%	0
Saint Germain	54558-8871	1,112	0	0.00%	0
Stevens Point	54481-0000	848	0	0.00%	0
Beaver Dam	53916-9686	780	1	0.13%	0
Gleason	54435-9714	674	0	0.00%	0
Colby	54421-9564	594	0	0.00%	0
Eagle River	54521-0000	550	0	0.00%	0
Marion	54950-9150	490	3	0.61%	0
Merrill	54452-8812	489	1	0.20%	0
Marshfield	54449-0000	486	0	0.00%	0
Beaver Dam	53916-2050	480	1	0.21%	0
Gilman	54433-0000	461	0	0.00%	0
Merrill	54452-0000	420	1	0.24%	0

Video Run Details

Date		Start	First Quartile	Mid Point	Third Quartile	Complete	Completion Rate	Mute	Pause	Resume	Fullscreen
Apr		26,000	25,292	24,870	24,532	24,385	93.79%	645	561	390	70



Performance by Device Video

Device		Clicks	Impressions	CTR	Video Views	Video View Rate	Avg. Dev CPV
CONNECTED_TV		3	107,209	0.00%	0	0.00%	\$0.00
DESKTOP		0	663	0.00%	0	0.00%	\$0.00
MOBILE		4	539	0.74%	0	0.00%	\$0.00
TABLET		1	797	0.13%	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. AdGrp CPC
City of Merrill YOUTUBE		109,208	8	0.01%	0.00	\$95.46

Performance by Creative - Video

Video Title	Impressions	Clicks	Video Views	Video View Rate	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	51,172	5	0	0.00%	\$0.00	97.37%	96.40%	95.90%	95.52%
City of Merrill - Friendly Faces	58,036	3	0	0.00%	\$0.00	98.08%	97.01%	96.51%	96.17%

Performance by Day Video

Date		Impressions	Clicks
Total 		109,208	8
Apr 01, 2024		2,669	0
Apr 02, 2024		2,837	0
Apr 03, 2024		2,939	2
Apr 04, 2024		2,931	0
Apr 05, 2024		2,897	0
Apr 06, 2024		2,904	0
Apr 07, 2024		2,925	1
Apr 08, 2024		2,703	0
Apr 09, 2024		3,383	0
Apr 10, 2024		3,917	0
Apr 11, 2024		4,052	0
Apr 12, 2024		3,989	2
Apr 13, 2024		3,958	0
Apr 14, 2024		3,846	0
Apr 15, 2024		3,753	0
Apr 16, 2024		4,091	1
Apr 17, 2024		2,564	0
Apr 18, 2024		2,613	0
Apr 19, 2024		2,577	0
Apr 20, 2024		2,675	0
Apr 21, 2024		4,359	0
Apr 22, 2024		4,808	0
Apr 23, 2024		4,791	0
Apr 24, 2024		4,610	0
Apr 25, 2024		4,396	1
Apr 26, 2024		4,368	0
Apr 27, 2024		4,332	0

Apr 28, 2024		4,442	1
Apr 29, 2024		4,483	0
Apr 30, 2024		4,396	0

Performance by Day

Date		Impressions	Clicks	CTR	Conversions	Avg. Cmp CPC
Apr 01, 2024		0	0	-	0.00	-
Apr 02, 2024		0	0	-	0.00	-
Apr 03, 2024		0	0	-	0.00	\$12.78
Apr 04, 2024		0	0	-	0.00	-
Apr 05, 2024		0	0	-	0.00	-
Apr 06, 2024		0	0	-	0.00	-
Apr 07, 2024		0	0	-	0.00	\$25.55
Apr 08, 2024		0	0	-	0.00	-
Apr 09, 2024		0	0	-	0.00	-
Apr 10, 2024		0	0	-	0.00	-
Apr 11, 2024		0	0	-	0.00	-
Apr 12, 2024		0	0	-	0.00	\$12.80
Apr 13, 2024		0	0	-	0.00	-
Apr 14, 2024		0	0	-	0.00	-
Apr 15, 2024		0	0	-	0.00	-
Apr 16, 2024		0	0	-	0.00	\$25.30
Apr 17, 2024		0	0	-	0.00	-
Apr 18, 2024		0	0	-	0.00	-
Apr 19, 2024		0	0	-	0.00	-
Apr 20, 2024		0	0	-	0.00	-
Apr 21, 2024		0	0	-	0.00	-
Apr 22, 2024		0	0	-	0.00	-
Apr 23, 2024		0	0	-	0.00	-
Apr 24, 2024		0	0	-	0.00	-
Apr 25, 2024		0	0	-	0.00	\$25.38
Apr 26, 2024		0	0	-	0.00	-
Apr 27, 2024		0	0	-	0.00	-
Apr 28, 2024		0	0	-	0.00	\$25.31

Apr 29, 2024	0	0	-	0.00	-
Apr 30, 2024	0	0	-	0.00	-

At this point, there's not a whole lot that I would change. When I look at just the display tactics, our CTR is actually .14% which is very good. The OTT tactics are leveling out the CTR a bit because our main goal with those tactics are video completions. The only tactic I'm slightly worried about is addressable geofencing (display) since that was only a .08% CTR, but it was at .11% last month so it may go back up.

The number of actions is good, and up a little bit from March for both Site and Geo-actions.

The two geofences that were added somewhat recently are still performing well, so I think we can leave those in.

I think we could remove the "weather" related keywords. I think they're performing OK, but not the most relative to our campaign goals. Let me know what you think if you'd like me to take those out.