



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, JUNE 27, 2024

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely, call 574-213-7612 PIN 439 575 239 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. Minutes from the May 23rd meeting

III. General Agenda Items for Consideration

1. Food Truck-a-Palooza - wrap-up discussion. The report attached does not reflect the final numbers.
2. Discuss and consider the May 31st Revenue and Expense Reports
3. Discuss and consider the shared photo library - Nathan Meyer
4. Discuss and consider standing banners - Social Media Specialist Savall
5. Discuss and consider 2025 Visitor's Guide ads
6. Discuss and consider preliminary JEM grants
7. Discuss and consider the Community Night Out event in August
8. Chamber of Commerce - update
9. Discuss Upcoming Event Promotions

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, July 18th 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, MAY 23, 2024 MINUTES
REGULAR MEETING 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 Lass
Present Not Voting: Sarah Sturm, Library Director Laurie Ollhoff, Social Media Specialist Hallie Savall, City Administrator Akey, Mayor Hass, City Clerk Anderson-Malm
Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek, John Greenwood, Festival Grounds Manager Rick Bjorklund, Scott Steele
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the April 18th meeting** - Alderperson Meyer motioned to place minutes on file. Alderperson Lass seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the Revenue and Expense Report.** - Chair Fermanich discussed the report with the committee.
 2. **Food Truck-a-Palooza preliminary results and discussion - Social Media Specialist Savall** - Additional information was provided at the meeting. SMS Savall updated the committee with preliminary numbers. The committee discussed the event. All present stated the Food Truck-a-Palooza was a success and thanked Hallie, Mayor Hass and other city personnel and volunteers for all their help.
 3. **Shared photo library update - Nathan Meyer** - No update was provided.
 4. **Standing banners update - Social Media Specialist Savall** - No update was given.
 5. **Street banner results/update** - Chair Fermanich provided an update to the committee.
 6. **Chamber of Commerce - update** - Sarah Sturm provided the committee with an update and Chamber highlights.
 7. **Future marketing and event considerations** -
 - a. **Upcoming Events** - Upcoming events were discussed; Rodeo, LC Fair and the Black Squirrel Scurry
 - b. **2025 Visitor's Guide ad deadline - August 1st** - This will be discussed further at the June and July meetings.
 - c. **JEM Grant application update** - SMS Savall gave an update.

- d. **Midwest Communications - results, modifications, future contract renewals (9/1 and 11/1)** - It was decided this would be discussed further at the June and July meetings regarding the renewals.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**
- The report was in the packet. There were no additional questions from the committee.
2. **Monthly Report - Midwest Communications** - The report was in the packet. It was suggested Cameo be at the June meeting to answer any questions.
3. **Consider placing monthly reports on file** - Alderperson Meyer motioned to place monthly reports on file. Alderperson Lass seconded and the motion passed.

V. Public Comment There was no public comment.

VI. Date and Time of Next Meeting - Thursday, June 27th at 5:15 pm - date change

VII. Adjournment Alderperson Lass motioned to adjourn. Alderperson Meyer seconded and the motion passed. The meeting was adjourned at 6:09 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm

Food Truckapalooza

6/20/24 Update

MFG Food Truckapalooza Revenues

26-45324-43515	4/9/24 Council	ARPA Transfer	9,999.75
26-45324-48500	Sponsorships	INCREDIBLE BANK	2,000.00
26-45324-48500	Sponsorships	ZIEBEL DOOR	500.00
26-45324-48500	Sponsorships	Weinbrenner	500.00
26-45324-48500	Sponsorships	SOUND WORLD	500.00
26-45324-48500	Sponsorships	LORA BLADOW REAL ESTATE	500.00
26-45324-48500	Sponsorships	NICOLET BANK	500.00
26-45324-48500	Sponsorships	LINC. CTY RODEO	500.00
26-45324-48500	Sponsorships	Merrill Millwork	500.00
26-45324-48500	Sponsorships	Merrill Rotary	500.00
26-45324-48500	Sponsorships	Optimist	500.00
26-45324-48725	Summary	Craft Show Vendors	1,610.00
26-45324-48700	Summary	Food Truck Vendors	425.00
26-45324-48750	Event Revenue	Wristband Sales, etc.	1,158.00
Total Revenues			19,692.75

MFG Food Truckapalooza Expenses

26-55324-03-40000	CHK: 184124	DEPOSIT TENT RENTAL	1,000.00
26-55324-03-40000	CHK: 184406	PICNIC LICENSE	10.00
26-55324-03-40000	CHK: 185039	FLOAT HOUSE PARTY RENTALS	300.00
26-55324-03-40000	CHK: 185294	MARKETING POSTER - FOOD TRK	17.25
26-55324-03-40000	CHK: 185287	BANNERS/SIGNS	428.77
26-55324-03-40000	CHK: 185293	PA SYSTEM	512.00
26-55324-03-40000	CHK: 185267	TENT RENTAL FOOD TRUCK	3,000.00
26-55324-03-40000	CHK: 185190	BRAD EMANUEL: TRUCKAPALOOZA	500.00
26-55324-03-40000	CHK: 185191	CORNHOLE TOURNAMENT	300.00
26-55324-03-40000	CHK: 185376	FOOD TRUCK-A-PALOOZA ADS	100.00
26-55324-03-40000	Prizes-Picnic	Record Event Prize Exp	60.00
26-55324-03-40000	E.F.T. 053024	Cornhole Prize Money	250.00
26-55324-03-40000	CHK: 185442	MARKETING FOOD TRUCK	12.64
Total Expenses			6,490.66

06/20/2024 Revenues Less Expenses

13,202.09

CITY OF MERRILL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MAY 31ST, 2024

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
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	22,519.06	46,126.73	48.30	49,373.27
TOTAL Licenses and Permits	95,500.00	22,519.06	46,126.73	48.30	49,373.27
TOTAL REVENUES	119,824.37	22,519.06	46,126.73	38.50	73,697.64
EXPENDITURES =====					
<u>Supplies & Expenses</u>					
55305-03-40000 MAPS Merrill Productions	75,000.00	0.00	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)
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	(3,352.20)	10,056.55	105.69	(541.55)
55305-03-47533 M&C Committee - Resources	19,250.00	(2,397.00)	37.38	0.19	19,212.62
55305-03-47534 MWC Monthly Ads	14,400.00	(7,046.00)	4,161.00	28.90	10,239.00
55305-03-47536 Visitor Guide Ads	3,150.00	2,397.00	2,397.00	76.10	753.00
55305-03-47555 Marketing Contractor	41,500.00	10,821.00	10,821.00	26.07	30,679.00
55305-03-47557 Social Media Contractor	32,500.00	2,850.00	10,850.00	33.38	21,650.00
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	3,272.80	57,565.41	28.12	147,149.59
TOTAL EXPENDITURES	204,715.00	3,272.80	57,565.41	28.12	147,149.59
REVENUES OVER/ (UNDER) EXPENDITURES	(84,890.63)	19,246.26	(11,438.68)	0.00	(73,451.95)

CITY OF MERRILL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MAY 31ST, 2024

26 -Reserved - Non-Lapsing
MFG - Events

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Intergovernmental</u>					
45324-43515 Federal ARPA	0.00	9,999.75	9,999.75	0.00	(9,999.75)
TOTAL Intergovernmental	0.00	9,999.75	9,999.75	0.00	(9,999.75)
<u>Miscellaneous Revenues</u>					
45324-48500 MFG Events-Donations	0.00	(450.00)	6,050.00	0.00	(6,050.00)
45324-48525 Food Truck-Spot Rentals	0.00	0.00	425.00	0.00	(425.00)
45324-48725 Craft Show Revenues	0.00	160.00	1,610.00	0.00	(1,610.00)
45324-48750 Event Revenues	0.00	60.00	60.00	0.00	(60.00)
TOTAL Miscellaneous Revenues	0.00	(230.00)	8,145.00	0.00	(8,145.00)
TOTAL REVENUES	0.00	9,769.75	18,144.75	0.00	(18,144.75)
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55324-03-40000 MFG-Food Truck Expenses	0.00	4,918.02	6,228.02	0.00	(6,228.02)
55324-03-40024 MFG-Craft Expenses	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	4,918.02	6,228.02	0.00	(6,228.02)
TOTAL EXPENDITURES	0.00	4,918.02	6,228.02	0.00	(6,228.02)
REVENUES OVER/ (UNDER) EXPENDITURES	0.00	4,851.73	11,916.73	0.00	(11,916.73)



FOR IMMEDIATE RELEASE

Media Contact:

Sarah Sturm

Marketing Director at Merrill Area Chamber of Commerce

715.536.9474, ssurm@merrillchamber.org

Lincoln County Tourism Saw Recording-Breaking Year in 2023

Tourism generated a \$109 million economic impact in 2023 in Lincoln County, contributing to Wisconsin tourism's historic year

Merrill, Wi (June 12, 2024) –

The Wisconsin Department of Tourism released 2023 economic impact data, showing Lincoln County tourism experienced a record-breaking 2023, generating \$109 million and contributing to Wisconsin tourism's historic \$25 billion economic impact.

The statewide results mark back-to-back record years for the Wisconsin tourism industry.

The 2023 economic impact surpassed the previous statewide record of \$23.7 billion set in 2022. Lincoln County also surpassed the previous record of \$103 million set in 2022. Statewide, tourism's historic year was fueled by economic impact growth in all 72 counties, a record number of overnight visitors for a second consecutive year and investments tourism businesses made in goods and services.

"We have really seen a benefit as a Chamber and Visitor's Center in developing stronger strategic partnerships with the City of Merrill, Lincoln County, and Tomahawk Area Chamber to drive tourism to our local communities," says Clyde Nelson, Executive Director of The Merrill Area Chamber of Commerce.

Additionally, last year, Lincoln County tourism supported 665 part- and full-time jobs across various sectors of the industry, part of the more than 178,000 jobs sustained by tourism across the state. Tourism in Lincoln County also generated \$6 million in local and state tax revenue. Statewide, tourism generated \$1.6 billion in local and state tax revenue in 2023. Without this revenue, each Wisconsin household would pay an additional \$660 to maintain the current level of government services.

"Wisconsin tourism powers the economy and strengthens the fabric of communities of all sizes," said Wisconsin Department of Tourism Secretary Anne Sayers. "The historic impact of tourism reached every corner of Wisconsin and, in doing so, sustained livelihoods for thousands of our friends and neighbors."

In 2023, Wisconsin welcomed 113 million visits, nearly 2 million more than the previous year. This number includes 45.9 million overnight visits last year — the second consecutive year of record-breaking overnight visitation. Overnight visitors, on average, spend almost three times as



much as a day-trip visitor. View the [2023 economic impact data here](#), including a county-by-county breakdown.

With the help of our local publication team, MMC, LLC and The Foto News, we took advantage of the opportunity to increase the size of our 2023 Visitor's Guide to make it more visible in stands around Wisconsin and surrounding states and highlight more that Merrill has to offer. We also printed more guides to distribute to more visitor centers and events," mentions Nelson. "We have a great community that offers a lot which makes this a great place not only visit, but to live and work as well. We encourage everyone to visit our website, merrillchamber.org, to see what's going on in Merrill and our surrounding communities.

###

The Merrill Area Chamber of Commerce exists to support our members and community through networking, tourism, and promotion of new and existing businesses.

Social Media Monthly Report

June 2024

Tasks - I have scheduled posts for Facebook.

I have attended committee meetings as necessary.

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

I have been working on getting the information needed for the JEM Grant. I have also been in contact with the JEM Grant Coordinator to get this process started.

Social Media - I have been scheduling posts for June and looking ahead to July 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 and Draco on this ASAP.

Food Truck-a-Palooza - Please see my wrap up page for Food Truck-a-Palooza 2024.

May 2024 Social Media Analytics

Facebook Page Reach: 24,083 (Down 25.5%)

- *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: 2,200 (Up 14.8%)

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

New Facebook Page Likes: 58

Cumulative Facebook Page Likes: 3,268

Link Clicks on page - 85

Content (Most Popular by Reach)

1. Baseball parade (Reach 5,854; Likes, Reactions, Comments and Shares 70)
2. City wide garage sales and FTP (Reach 4,487; Likes, Reactions, Comments and Shares: 62)
3. FTP Cornhole (Reach 3,827; Likes, Reactions, Comments, shares and link clicks: 45)
4. Food Truck Set Up (Reach 3,770; Likes, Reactions, Comments and Shares: 30)
5. Grass Clippings (Reach 2,354 ; Likes, Reactions, Comments and Shares: 59)

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).

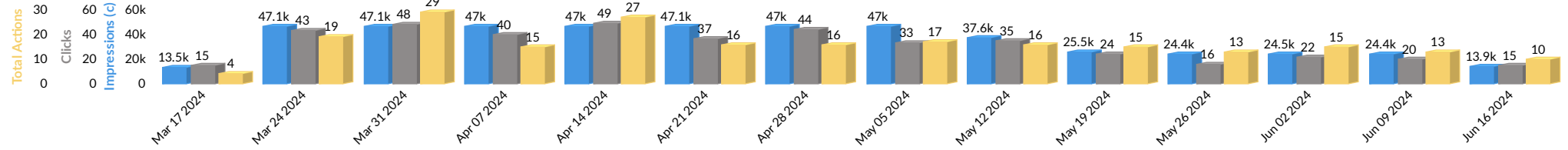
YouTube

We currently have 29 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.

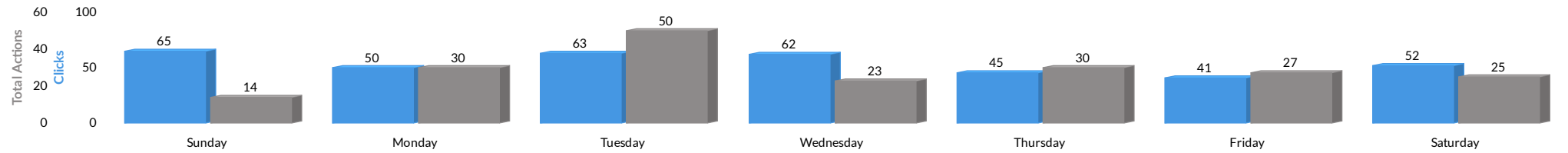
The Mayor communications videos are uploaded every month onto the Main City of Merrill page.



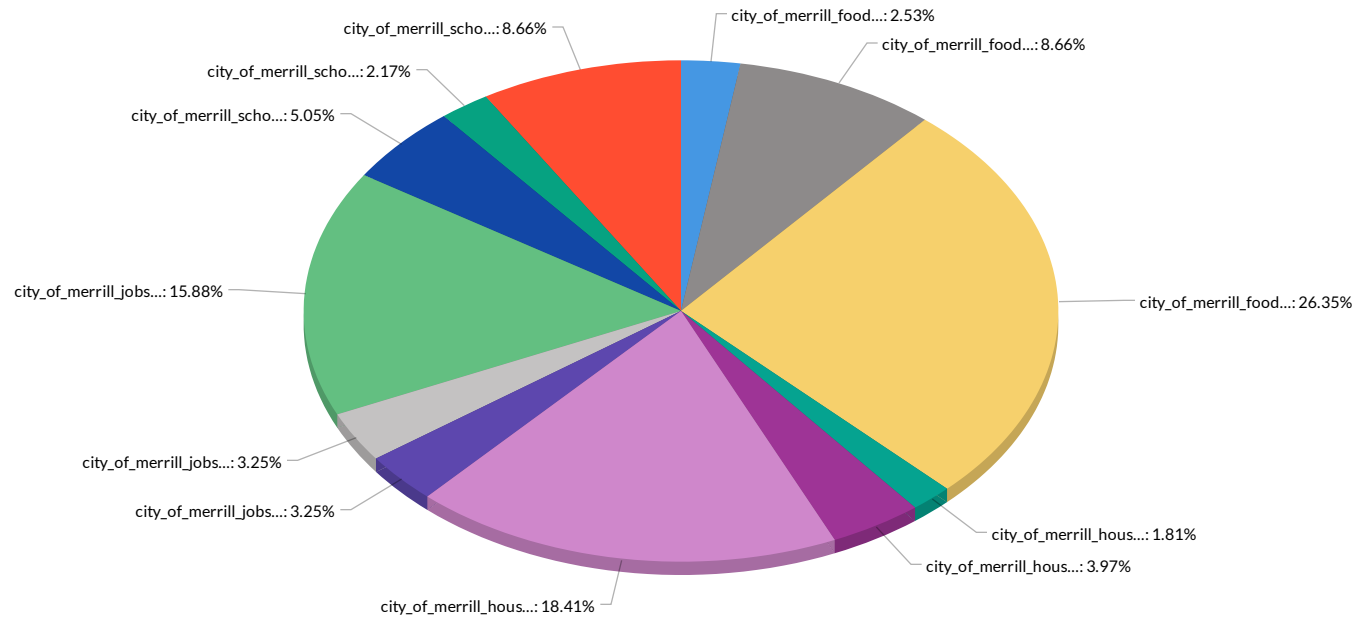
90 Day Overview



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

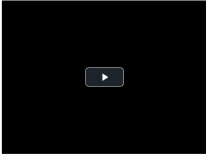
- Videos Played to First Quartile= ads that were played at least 25% of the way through
- Videos Played to Midpoint = ads that were played at least 50% of the way through
- Videos Played to Third Quartile= ads that were played at least 75% of the way through
- Video Complete Rate= the number of videos 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	4,969	6	0.12%	0
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SITE		Nov 28, 2023	Oct 31, 2024	1,402	2	0.14%	38
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SRT+KW		Nov 28, 2023	Oct 31, 2024	7,784	5	0.06%	1
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_Geo-Opt		Nov 20, 2023	Oct 31, 2024	19,987	1	0.01%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SITE		Nov 20, 2023	Oct 31, 2024	5,482	2	0.04%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SRT+KW		Nov 20, 2023	Oct 31, 2024	30,471	0	0.00%	4
Wausau_City of Merrill_605015_Display_AGF		Mar 01, 2024	May 15, 2024	144,210	129	0.09%	19
Wausau_City of Merrill_605015_Display_Geo-Opt		Sep 01, 2023	Aug 31, 2024	68,106	70	0.10%	14
Wausau_City of Merrill_605015_Display_Geofence		Apr 15, 2024	Aug 31, 2024	23,560	35	0.15%	0
Wausau_City of Merrill_605015_Display_SITE		Sep 13, 2023	Aug 31, 2024	14,367	19	0.13%	122
Wausau_City of Merrill_605015_Display_SRT+KW		Sep 01, 2023	Aug 31, 2024	105,472	109	0.10%	1

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total 			425,810	378	0.09%	199
city_of_merrill_food_truckapalooza_320x50.jpg	320x50		90,882	73	0.08%	9
UpdatedVidApril2024.mp4	Video		63,277	14	0.02%	26
city_of_merrill_jobs_320x50.jpg	320x50		47,074	44	0.09%	8
city_of_merrill_houses_320x50.jpg	320x50		42,842	51	0.12%	25
city_of_merrill_schools_320x50.jpg	320x50		31,193	24	0.08%	21
city_of_merrill_food_truckapalooza_300x50.jpg	300x50		22,917	24	0.10%	1
city_of_merrill_food_truckapalooza_728.jpg	728x90		18,464	23	0.12%	4
city_of_merrill_jobs_728.jpg	728x90		13,284	23	0.17%	11
city_of_merrill_schools_300.jpg	300x250		12,673	14	0.11%	20
city_of_merrill_food_truckapalooza_300.jpg	300x250		11,214	7	0.06%	5
city_of_merrill_schools_300x50.jpg	300x50		10,970	6	0.05%	4
city_of_merrill_jobs_300.jpg	300x250		10,359	9	0.09%	4

city_of_merrill_houses_728.jpg	728x90		9,492	14	0.15%	8
city_of_merrill_schools_728.jpg	728x90		9,187	12	0.13%	12
city_of_merrill_houses_300.jpg	300x250		7,115	5	0.07%	17
city_of_merrill_jobs_300x50.jpg	300x50		7,088	9	0.13%	1
City of Merrill.m4v (1).mp4			6,818	2	0.03%	17
city_of_merrill_houses_300x50.jpg	300x50		6,644	11	0.17%	2
city_of_merrill_jobs_160x600.jpg	160x600		789	1	0.13%	0
city_of_merrill_houses_300x600.jpg	300x600		684	2	0.29%	3
city_of_merrill_schools_300x600.jpg	300x600		680	2	0.29%	1

city_of_merrill_jobs_300x600.jpg	300x600	 The jobs are plentiful, but so are the break areas. merrill Experience more to life! Come, work, play, live in northern Wisconsin	574	1	0.17%	0
city_of_merrill_schools_160x600.jpg	160x600	 The schools are incredible. You won't want to miss our playgrounds. merrill Experience more to life!	460	1	0.22%	0

city_of_merrill_houses_160x600.jpg	160x600		397	4	1.01%	0
city_of_merrill_food_truckapalooza_300x600.jpg	300x600		384	2	0.52%	0
city_of_merrill_food_truckapalooza_160x600.jpg	160x600		349	0	0.00%	0

GeoFence Performance where Metrics are Available

GeoFence	Impressions	Clicks	CTR	GeoFence Weighted Actions
Total ⓘ	23,560	35	0.15%	0
ConAgra Brands 1201 Green Valley Rd	13,300	25	0.19%	0
Window & Doors 811 Factory St. Hawkins, WI 54530	10,260	10	0.10%	0

Location Performance

City	Impressions	Clicks	CTR
Chicago	133,372	112	0.08%
Minneapolis	58,256	46	0.08%
Saint Paul	19,572	16	0.08%
Wausau	13,207	16	0.12%
Beaver Dam	8,504	10	0.12%
Marshfield	7,273	3	0.04%
Rhinelanders	5,184	8	0.15%
Medford	5,024	4	0.08%
Milwaukee	4,988	6	0.12%
Stevens Point	4,893	4	0.08%
Wittenberg	3,518	1	0.03%
Phillips	3,515	3	0.09%
Charlotte	3,479	4	0.11%
Schofield	3,374	5	0.15%
Merrill	3,110	1	0.03%
Antigo	2,989	1	0.03%
Eagle River	2,966	3	0.10%
Wisconsin Rapids	2,886	5	0.17%
La Crosse	2,789	4	0.14%
Mosinee	2,464	1	0.04%

Keyword Performance

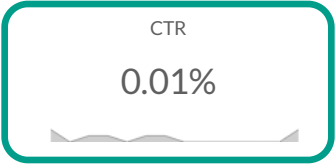
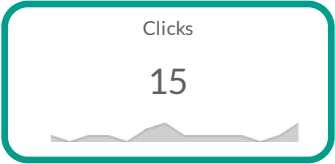
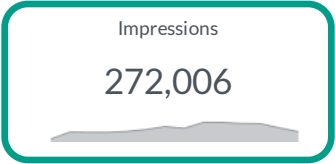
Keyword	Impressions	Clicks	CTR	Total Actions
weather	46,708	47	0.10%	0
relocation	19,162	2	0.01%	3
%21weather	12,574	15	0.12%	0
retirement	11,750	12	0.10%	0
relocate	9,339	2	0.02%	2
traffic	7,531	9	0.12%	1
moving	5,181	3	0.06%	0
movers	3,649	1	0.03%	0
%21moving	3,243	2	0.06%	0
%21movers	2,897	0	0.00%	0
%21traffic	2,549	0	0.00%	0
%21relocate	1,641	0	0.00%	0
healthcare	1,583	4	0.25%	0
wildlife	1,551	1	0.06%	0
%21retirement	1,325	5	0.38%	0
retiring	1,305	3	0.23%	0
%21relocation	1,143	0	0.00%	0
new+house	1,021	0	0.00%	0
%21packing	906	1	0.11%	0
newspapers	829	1	0.12%	0

Addressable Geo Fencing Performance (ALL)

Plat City	Plat Zip Code	Impressions	Clicks	CTR	Weighted Actions
Total 		144,210	129	0.09%	19
Eagle River	54521-8362	5,414	5	0.09%	3
Wittenberg	54499-8106	4,986	3	0.06%	0
Schofield	54476-3606	4,733	6	0.13%	0
Medford	54451-1176	4,473	5	0.11%	0
Beaver Dam	53916-0000	2,371	1	0.04%	0
Rhineland	54501-0000	1,941	3	0.15%	0
Phillips	54555-1230	1,892	0	0.00%	2
Stevens Point	54482-0000	1,784	3	0.17%	0
Beaver Dam	53916-9686	1,677	3	0.18%	0
Saint Germain	54558-8871	1,577	1	0.06%	0
Stevens Point	54481-0000	1,407	0	0.00%	0
Beaver Dam	53916-2050	965	1	0.10%	0
Marion	54950-9150	942	3	0.32%	0
Gleason	54435-9714	843	0	0.00%	0
Eagle River	54521-0000	820	1	0.12%	0
Colby	54421-9564	759	1	0.13%	0
Marshfield	54449-0000	741	0	0.00%	0
Merrill	54452-8812	704	1	0.14%	0
Gilman	54433-0000	690	0	0.00%	0
Merrill	54452-0000	661	1	0.15%	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
May		26,606	26,144	25,819	25,518	25,287	95.05%	771	727	583	42
Jun		16,139	15,905	15,748	15,619	15,480	95.92%	559	330	213	32



Performance by Device Video

Device		Clicks	Impressions	CTR	Video Views	Video View Rate	Avg. Dev CPV
CONNECTED_TV		7	268,512	0.00%	0	0.00%	\$0.00
DESKTOP		0	1,122	0.00%	0	0.00%	\$0.00
MOBILE		7	977	0.72%	0	0.00%	\$0.00
TABLET		1	1,395	0.07%	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		272,006	15	0.01%	0.00	\$136.02

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 - Friendly Faces (OLD UPLOAD)	185,075	9	0	0.00%	\$0.00	98.42%	97.58%	97.12%	96.79%
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	35,759	1	0	0.00%	\$0.00	98.38%	97.59%	97.19%	96.95%

Performance by Day Video

Date		Impressions	Clicks
Total 		272,006	15
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
May 01, 2024	4,557	0
May 02, 2024	4,521	0
May 03, 2024	4,562	0
May 04, 2024	4,589	0
May 05, 2024	4,515	0
May 06, 2024	4,515	0
May 07, 2024	4,393	1
May 08, 2024	4,030	0
May 09, 2024	4,187	0
May 10, 2024	4,191	0
May 11, 2024	4,151	0
May 12, 2024	4,130	0
May 13, 2024	4,067	0
May 14, 2024	4,147	0
May 15, 2024	4,343	0
May 16, 2024	4,245	0
May 17, 2024	4,300	0
May 18, 2024	4,403	0
May 19, 2024	4,367	1
May 20, 2024	4,279	0
May 21, 2024	4,223	0
May 22, 2024	3,725	0
May 23, 2024	1,940	0
May 24, 2024	2,193	0
May 25, 2024	2,070	0
May 26, 2024	2,197	1
May 27, 2024	4,031	0

May 28, 2024	3,823	2
May 29, 2024	2,127	0
May 30, 2024	2,335	0
May 31, 2024	2,189	0
Jun 01, 2024	2,441	0
Jun 02, 2024	2,409	0
Jun 03, 2024	2,298	1
Jun 04, 2024	2,284	0
Jun 05, 2024	2,909	0
Jun 06, 2024	2,385	0
Jun 07, 2024	2,251	1
Jun 08, 2024	2,299	0
Jun 09, 2024	2,378	0
Jun 10, 2024	2,407	0
Jun 11, 2024	2,426	0
Jun 12, 2024	2,467	0
Jun 13, 2024	2,445	0
Jun 14, 2024	2,399	0
Jun 15, 2024	2,392	0
Jun 16, 2024	2,380	0
Jun 17, 2024	2,367	0
Jun 18, 2024	2,315	0
Jun 19, 2024	2,201	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	-
May 01, 2024	0	0	-	0.00	-
May 02, 2024	0	0	-	0.00	-
May 03, 2024	0	0	-	0.00	-
May 04, 2024	0	0	-	0.00	-
May 05, 2024	0	0	-	0.00	-
May 06, 2024	0	0	-	0.00	-
May 07, 2024	0	0	-	0.00	\$25.49
May 08, 2024	0	0	-	0.00	-
May 09, 2024	0	0	-	0.00	-
May 10, 2024	0	0	-	0.00	-
May 11, 2024	0	0	-	0.00	-
May 12, 2024	0	0	-	0.00	-
May 13, 2024	0	0	-	0.00	-
May 14, 2024	0	0	-	0.00	-
May 15, 2024	0	0	-	0.00	-
May 16, 2024	0	0	-	0.00	-
May 17, 2024	0	0	-	0.00	-
May 18, 2024	0	0	-	0.00	-
May 19, 2024	0	0	-	0.00	\$25.59
May 20, 2024	0	0	-	0.00	-
May 21, 2024	0	0	-	0.00	-
May 22, 2024	0	0	-	0.00	-
May 23, 2024	0	0	-	0.00	-
May 24, 2024	0	0	-	0.00	-
May 25, 2024	0	0	-	0.00	-
May 26, 2024	0	0	-	0.00	\$25.53
May 27, 2024	0	0	-	0.00	-
May 28, 2024	0	0	-	0.00	\$12.80

May 29, 2024	0	0	-	0.00	-
May 30, 2024	0	0	-	0.00	-
May 31, 2024	0	0	-	0.00	-
Jun 01, 2024	0	0	-	0.00	-
Jun 02, 2024	0	0	-	0.00	-
Jun 03, 2024	0	0	-	0.00	\$25.50
Jun 04, 2024	0	0	-	0.00	-
Jun 05, 2024	0	0	-	0.00	-
Jun 06, 2024	0	0	-	0.00	-
Jun 07, 2024	0	0	-	0.00	\$25.59
Jun 08, 2024	0	0	-	0.00	-
Jun 09, 2024	0	0	-	0.00	-
Jun 10, 2024	0	0	-	0.00	-
Jun 11, 2024	0	0	-	0.00	-
Jun 12, 2024	0	0	-	0.00	-
Jun 13, 2024	0	0	-	0.00	-
Jun 14, 2024	0	0	-	0.00	-
Jun 15, 2024	0	0	-	0.00	-
Jun 16, 2024	0	0	-	0.00	-
Jun 17, 2024	0	0	-	0.00	-
Jun 18, 2024	0	0	-	0.00	-
Jun 19, 2024	0	0	-	0.00	-