



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, AUGUST 15, 2024

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely call 224-442-3385 PIN 493 872 632 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. Minutes from the July 18th meeting

III. General Agenda Items for Consideration

1. Discuss and consider the July Revenue and Expense reports
2. Shared Photo Library - update
3. Consider the Standing Banner Design
4. Consider the Visitor's Guide ads for 2025
5. Discuss and consider an additional landing page to the City website.
6. Grant Applications - update
 - a. JEM Grant - revised deadline
 - b. Tourism Grant - 2025 deadline 09/20/2024 and 2024 Funds received (\$1,000)
7. Community Night Out - update
8. Midwest Communications Contract - extensions
9. Preliminary Budget for 2025
10. Chamber Update

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, September 19 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, JULY 18, 2024 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. **Call to Order** Chairperson Fermanich called the meeting to order at 5:15 PM.
Present: Alderperson Fermanich, Alderperson Meyer, Alderperson Lass
Present Not Voting: Social Media Specialist Hallie Savall, Scott Steele, Sarah Sturm
Excused: Enrichment Center Manager Tammie Mrachek, Library Director Laurie Ollhoff
Absent: Renea Frederick, Parks Director Dan Wendorf, John Greenwood, Festival Grounds Manager Rick Bjorklund
Others present: City Administrator Akey, City Clerk Anderson-Malm
- II. **Consider approving minutes from the previous meeting**
 1. **June 27th meeting minutes** - Alderperson Meyer motioned to place minutes on file. Alderperson Lass seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and approve Revenue & Expense Reports -**
 - a. **Food Truck-a-Palooza - Revenue/Expense Summary** - There were no questions.
 - b. **June Revenue and Expense Report** - Chair Fermanich reminded the committee to be mindful of the funding source and that the committee needs to be cautious going forward with marketing. Alderperson Meyer motioned to approve the revenue and expense report. Alderperson Lass seconded and the motion passed.
 2. **Update on shared photo library and release form - SMS Hallie Savall**
- SMS Savall updated the committee with the revised release form.
 - a. **Video Production update** - SMS Savall presented three short videos that have been completed. The committee provided feedback which included a request for a different voice be used for future spots.
 3. **Discuss and approve standing banner designs** - An additional handout with two standing banner designs was provided at the meeting. The committee agreed to the 4-picture style. Scott Steele will work on the design and cost and present his findings to the committee in August.
 4. **Discuss and consider the 2025 Visitor's Guide** - Three pages were approved at the July meeting. SMS Savall will update the photos to use and will bring this item back at the August meeting.
 5. **Grant Applications - update -**

- a. **JEM Grant - August 1st deadline** - SMS Savall is working to meet the August 1st deadline.
- b. **2025 Tourism Grant - September 20th deadline** - SMS Savall updated the committee.
6. **Community Night Out - August 20th - update** - SMS Savall updated the committee.
7. **Midwest Communications Contract Renewals - update** - Chair Fermanich updated the committee regarding the expiration dates of the two contracts with Midwest Communications. Following discussion, Alderperson Lass motioned to extend both contracts until 12/31/2024 and review the contracts for the 2025 budget year. Alderperson Meyer seconded and the motion passed.
8. **Chamber of Commerce - update** - Sarah Sturm updated the committee. The Chamber will order 20,000 copies of the 2025 Visitor's Guide. They will be attending the State Fair on August 4th. She also mentioned the August 15th lunch concert at Banker's Square.
9. **Discussion on upcoming event promotions** - A movie event is scheduled at the Merrill Airport on August 16th at 8:45 pm. The movie shown will be Top Gun.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall** - The report was included in the packet. There were no additional questions.
2. **Monthly Report - Midwest Communications** - The report was included in the packet.
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, August 15 at 5:15 pm

VII. Adjournment Alderperson Meyer motioned to adjourn. Alderperson Lass seconded and the motion passed. The meeting was adjourned at 5:59 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm



Advertising, Marketing and Service Agreement

This Advertising, Marketing and Service Agreement between The City of Merrill and Midwest Communication Inc. sets forth the terms under MWC will provide and perform services and function on behalf of client. Elements of the agreement are summarized below.

Campaign 11/1 – 12/31/2024 (2 months)

Product	Monthly Quantity	Monthly Budget	Total Budget
YouTube	28k – 58k impressions	\$1,000/mo	\$2,000
OTT/CTV	18,750 Impressions	\$1000/mo	\$2,000
Merrill Mayor Minute & WDEZ Polka Show		\$484/mo Monthly Budget \$2484	\$968 Total Budget: \$4,968

Free Services:
Campaign Setup and Pixel Placement
Free Creative Design for Targeted Display and PPC
Reporting
Testing and Fraud Protection

Total Cost; \$2,484 per month / 12 months / \$4,968 total investment.

The term of this agreement is November 2023 to December 2024.

City of Merrill


Signature

Steve J Hasi
Print Name

8-7-2024
Date

Mayor
Title

We agree to pay for all advertising placed by us or by our agent, employee, or representative. It is Midwest Communications, Inc. policy to reserve the right to contact the agency/advertiser directly as deemed necessary. Our payment terms are net 30 days and if the account becomes past due we understand and agree that payment made by the agency or advertiser to any firm or person other than Midwest Communications, Inc. shall not constitute payment to Midwest Communications, Inc. We further agree to pay for all collections cost, attorney fees, and court costs incurred in the collection of said accounts, regardless of whether judicial action is taken. A two week advance written cancellation notice is required unless otherwise specified.



Advertising, Marketing and Service Agreement

This Advertising, Marketing and Service Agreement between The City of Merrill and Midwest Communication Inc. sets forth the terms under MWC will provide and perform services and function on behalf of client. Elements of the agreement are summarized below.

Midwest Communication will serve 120,000 Digital Re-targeting Ads per month.

Includes:

- City of Merrill ads to appear on millions of family friendly white listed sites by following your targeted demo internet activity
- Display ads will be seen on desktop, laptops, smart TV, mobile and tablets
- Targeting users based on keywords, search history and content consumption
- Following users who visit your website (by placing a pixel on your site)
- Monthly reports / recaps
- Industry standard ad spots: 728x90, 320x50, 160x600 and 300x250
- Option for MWC to design and rotate unique creative at no additional cost
- Ability to add geo-fence locations, competitors, and/or events
- Ads will link directly to <https://ci.merrill.wi.us/>

Total Cost; \$1,200 per month / 4 months / \$4,800 total investment.

The term of this agreement is September 2024 to December 2024.

City of Merrill

Steve J. Hass
Signature

Steve J Hass
Print Name

8-7-2024
Date

Mayor
Title

We agree to pay for all advertising placed by us or by our agent, employee, or representative. It is Midwest Communications, Inc. policy to reserve the right to contact the agency/advertiser directly as deemed necessary. Our payment terms are net 30 days and if the account becomes past due we understand and agree that payment made by the agency or advertiser to any firm or person other than Midwest Communications, Inc. shall not constitute payment to Midwest Communications, Inc. We further agree to pay for all collections cost, attorney fees, and court costs incurred in the collection of said accounts, regardless of whether judicial action is taken. A two week advance written cancellation notice is required unless otherwise specified.

Marketing & Communications 2025 Preliminary Budget

Expenditures	2024 Budget	2025 Proposed	Budget Change	% Change
M&C Committee - Resources	\$ 19,250.00	\$ 4,600.00	\$ (14,650.00)	-76.10%
MWC Monthly Ads	\$ 14,400.00		\$ (14,400.00)	-100.00%
Visitor Guide Ads	\$ 3,150.00	\$ 3,000.00	\$ (150.00)	-4.76%
Marketing Contract - (Add'l MWC Ads)	\$ 41,500.00	\$ 44,208.00	\$ 2,708.00	6.53%
Social Media Contractor	<u>\$ 32,500.00</u>	<u>\$ 32,500.00</u>	<u>\$ -</u>	<u>0.00%</u>
Total Marketing Committee Expenses*	\$ 110,800.00	\$ 84,308.00	\$ (26,492.00)	-23.91%
Total Cable Franchise Revenue	\$ 119,824.00	\$ 119,824.00	\$ -	0.00%

* Reflects marketing & communications expenses only, does not include other expenditures funded from the franchise fund by other departments.



The City of Merrill

Cameo Almli
cameo.almli@mwcadvertising.com



THE DECISION FUNNEL

Many customers do not make instant purchase decisions. They often research products and services, compare features and prices, and read customer reviews. It's important to guide prospective customers through the entire buying journey to convince them to purchase your product or service.



Awareness

- Radio
- Television
- Addressable Geofencing
- Programmatic Display
- Digital Out-Of-Home
- Programmatic Audio
- OTT/CTV
- Intent Targeting
- Native Display
- YouTube
- SEO
- Email
- Websites
- QR Codes
- Social Media Display
- Social Dynamic Ads
- Social Mirror Ads
- LinkedIn
- TikTok
- Snapchat
- Facebook Retargeting
- Organic Social Presence

Interest

- Geofencing & Conversion Zones
- Addressable Geofencing
- Email
- Retargeting
- Social Media Display
- Social Dynamic Ads
- Social Mirror Ads
- LinkedIn
- TikTok
- Snapchat
- Facebook Retargeting
- Facebook Lead Gen. Ads
- Organic Social Presence

Consideration

- Business Reputation Management
- Addressable Geofencing
- Intent Targeting
- Native Display
- YouTube
- Email
- Pre-Roll
- PPC
- Landing Pages
- QR Codes
- Dynamic Auto: Display, PPC, OTT/CTV & Social
- Social Media Display
- Social Dynamic Ads
- Social Mirror Ads
- LinkedIn
- TikTok
- Snapchat
- Facebook Retargeting
- Facebook Lead Gen. Ads
- Organic Social Presence

Evaluation

- Geofencing & Conversion Zones
- Addressable Geofencing
- Email
- Retargeting
- Social Media Display
- Social Dynamic Ads
- Social Mirror Ads
- LinkedIn
- TikTok
- Snapchat
- Facebook Retargeting
- Facebook Lead Gen. Ads
- Organic Social Presence

Purchase

- PPC
- E-Commerce
- Google Shopping
- Geofencing & Conversion Zones
- Email
- Retargeting
- Call Tracking
- Landing Pages
- QR Codes
- Dynamic Auto: Display, PPC, OTT/CTV & Social
- Social Media Display
- Social Dynamic Ads
- LinkedIn
- TikTok
- Snapchat
- Facebook Retargeting
- Facebook Lead Gen. Ads
- Organic Social Presence

THIS IS WHAT I HEARD YOU SAY...

Needs & Goals

- The City of Merrill wants to attract professional adults to the area, specifically those who wish to move out of a big city and have a higher quality of life/peace of mind.



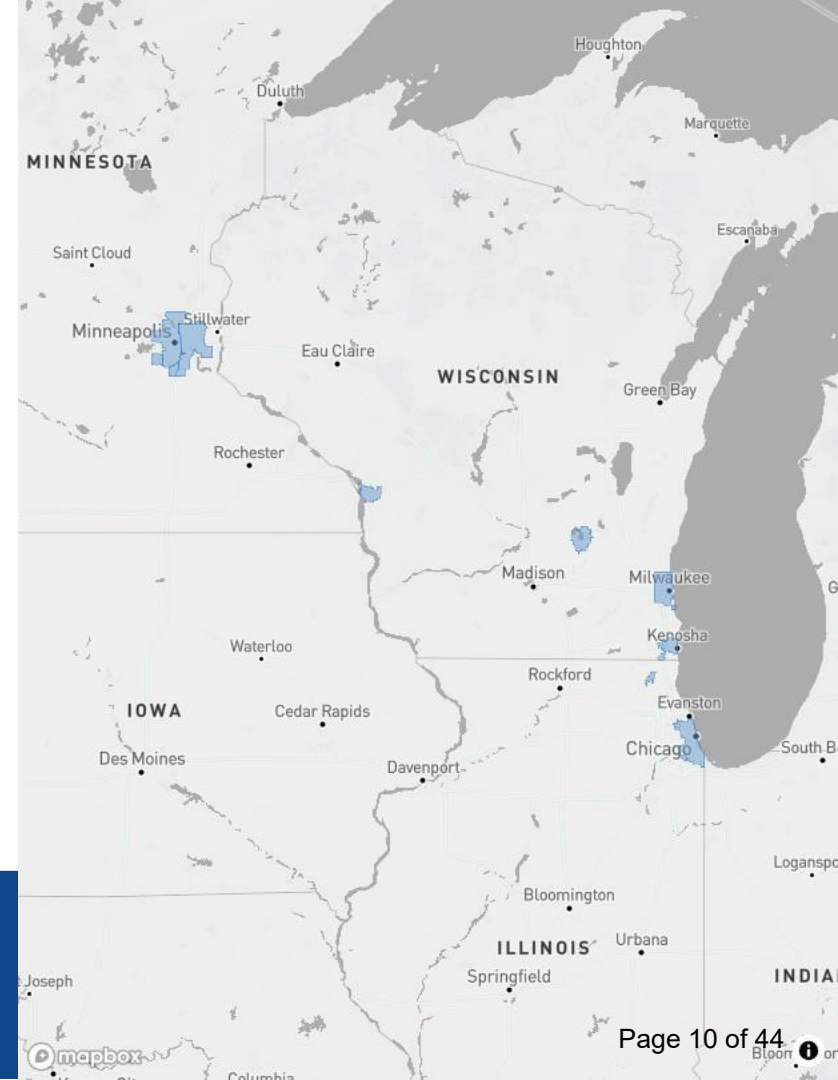
CAMPAIGN GEOGRAPHY

Campaign Geographic Area:

Burnsville, MN | Eden Prairie, MN | Minneapolis, MN | Saint Paul, MN | Beaver Dam, WI | Kenosha, WI | La Crosse, WI | Milwaukee, WI | South Milwaukee, WI | Chicago, IL | Oak Lawn, IL | Round Lake, IL

Targeted Audience Size:

5,722,047



BUILD THE RIGHT AUDIENCE

This is the core audience profile based on the users you want to target in your campaign.

Age	18-25 26-35 36-45 46-55 56-65
Income	\$26,001-\$50,000 \$50,001-\$75,000 \$75,001-\$100,000 \$100,001-\$150,000 \$150,001-\$200,000 \$200,000+
Gender	Female Male
Household	Children at Home Engaged Married Own Home Rent Single
Enthusiasts	Business, Finance, Real Estate & Insurance Career Seeker Education Seeker Travel
Lifestyle	Business Owners Charitable Donor High Spenders Leisure Travelers Outdoor Enthusiast Trendy Homemakers
Occupation	Accounting Construction Education, Training & Library Engineering & Architecture Finance Health Care Professionals Human Resources Insurance Legal Services Management & Business Manufacturing & Production Marketing & Advertising Media & Communication Personal & Home Services Public Relations Public Utilities & Services Real Estate Real Estate & Building Maintenance Research Sales & Sales Management Science & Biotech Transportation & Logistics
Search History	Relocation Business, Finance, Real Estate & Insurance Moving to Wisconsin Small Town Living

TARGETED DISPLAY TACTICS

2023

'We're happier, calmer': why young adults are moving out of big cities



Search & Keyword Contextual

By targeting a specific set of keywords and geography, Merrill can target people who are researching moving to small towns or relocating from cities such as Chicago, Milwaukee, and Minneapolis

Site Retargeting

98% of people who visit a site for the first time take no action. Earn their attention again by serving your website visitors ads as they visit other websites and use their phone apps.

We will create six ads and with your approval, serve the ads on hundreds of websites and devices. All ads will click through to your website, making it as easy as possible for the end user to connect with you and move closer to a sale.

YOUTUBE VIDEO ADVERTISING

Leverage the power of video to connect with customers and prospects

Brand early, but brand meaningfully with a video advertising campaign on YouTube, the world's second-largest search engine!

93%

of consumers said video is helpful when purchasing a product.

73%

Consumers are 73% more likely to buy after watching a YouTube video.

...and that means YouTube ads are a great way to get your brand in front of people to increase awareness and engagement.

TRUEVIEW ADS:

- Pay-per-view model.
- You only pay when a view is completed (30 seconds or video end, whichever comes first).

DISCOVERY:

Discovery Ads appear on the Search Results Pages, Watch Pages, and the user's YouTube Home page. These ads appear based on the types of things the user is searching for and watching.

IN-STREAM:

In-stream ads appear at the beginning, middle or end of the video the user is watching, to help generate that awareness and drive action.



Video Production Services

We can provide customized, professional videos in up to 5 business days, and you can choose from a wide range of packages to suit your needs.

AWARENESS

CONSIDERATION

PURCHASE

RETENTION

ADVOCACY

Geography: Chicago, Minneapolis, and Milwaukee

Audience Targeting: Behavioral – Keywords indicating moving to Wisconsin, Small Towns, or Merrill. Also general keywords about moving away from large cities like Milwaukee, Minneapolis, or Chicago.

:15 second non-skippable ads

For \$500 per month 26,000-62,000 impressions

For \$1,500 per month 64,000-160,000 impressions

For \$3,000 per month 100,000-260,000 impressions

:30 second skippable ads

For \$500 per month 25,000-64,000 impressions

For \$1,500 per month 59,000-170,000 impressions

For \$3,000 per month 91,000-290,000 impressions



ZIP-OPTIMIZED CTV (ZTV)

Maximize your reach with relevant, local video streamers!

Compliment your advertising efforts with CTV ad targeting based on demographics (age, gender, and HHI) and TV viewing habits using relevant ZIP codes in the US. ZTV uses relevant ZIP codes in the US to identify how likely viewers in a specific ZIP code are to consume linear TV versus CTV content, giving you increased reach and household coverage with highly relevant audiences.



Targeting: More granular targeting than DMA and Cable Zone buys, targeting ads by ZIP codes, shopping behavior, and more.



Inventory: Deliver CTV advertising on high-quality inventory with precise audience targeting, granular reach, and frequency measurement at the household level.



Highly-Local: Localized advertisers who operate within trade zones – such as retailers, QSRs, and dealerships – can target specific ZIP codes within a designated distance around their location.



Future-Proof: ZTV uses IP addresses instead of cookies or other identifiers, avoiding elevated data costs and cookie concerns.

2.5
HOURS

US adults spend an average of two hours and 33 minutes watching TV each day.

92%

In 2022, 92% of all Americans were reachable by CTV programmatic advertising.



VIDEO PRODUCTION

2022

Standard

- Background music
- Text over animation
- A.I. voice-over or no voice-over
- Client provides raw footage or images
- 3 revisions

:15 - \$300

:30 - \$450

Advanced

- Background music
- Text over animation
- A.I. voice-over or no voice-over
- Choice of stock video footage or images
- 3 revisions

:15 - \$400

:30 - \$600

Premium

- Background music
- Text over animation or other custom effects/transitions
- Professional voice-over
- Choice of stock video footage or images
- 3 revisions

:15 - \$1,000

:30 - \$1,250

:60 - \$1,600

Exclusive

- Background music
- Text over animation or other custom effects/transitions
- Professional voice-over
- Choice of stock video footage or images
- 3 revisions
- Video script & storyboard

:15 - \$1,550

:30 - \$2,100

:60 - \$2,800

Premium Combo

- :15 AND :30 video
- Background music
- Text over animation or other custom effects/transitions
- Professional voice-over
- Choice of stock video footage or images
- 3 revisions

\$1,825

Premium Combo

- :15 AND :30 AND :60 video
- Background music
- Text over animation or other custom effects/transitions
- Professional voice-over
- Choice of stock video footage or images
- 3 revisions

\$2,900

Exclusive Combo

- :15 AND :30 video
- Background music
- Text over animation or other custom effects/transitions
- Professional voice-over
- Choice of stock video footage or images
- 3 revisions
- Video script & storyboard

\$3,025

Exclusive Combo

- :15 AND :30 AND :60 video
- Background music
- Text over animation or other custom effects/transitions
- Professional voice-over
- Choice of stock video footage or images
- 3 revisions
- Video script & storyboard

\$4,600

REPORTING & ANALYTICS

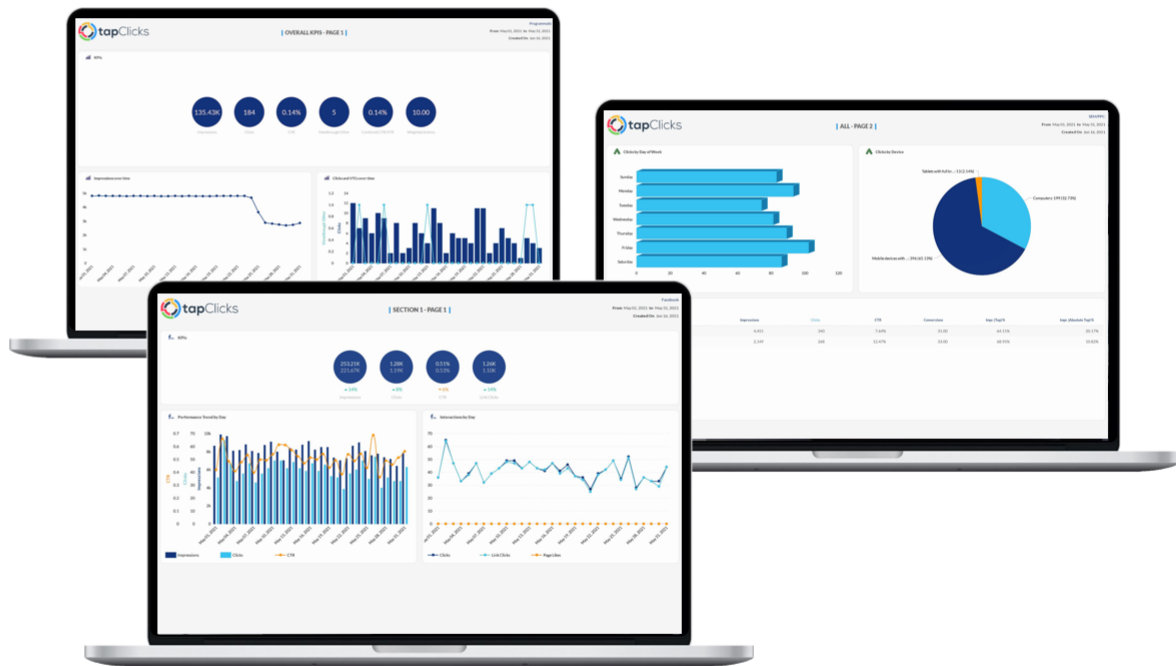
Showcasing the ROI for your Digital Marketing Campaign

Easy-to-digest reporting dashboard

Includes everything from campaign goals to campaign performance

Identify which changes need to be made to optimize your campaign

Get real-time reports on your metrics



WHY US?

Choose an advertising partner you can trust

At **Midwest Communications**, your success is our priority. We are invested in your business' success, and desire to build a long-lasting partnership with you. Here's what we're doing to achieve that goal and earn your trust:

DELIVERING RESULTS

We manage digital campaigns from end-to-end, optimizing to ensure success, retention and growth. Plus, our campaigns outperform industry-benchmarks:



PROGRAMMATIC:

50% better click-through rate than national average.



SOCIAL MEDIA:

70% cheaper cost-per-click, with 40% stronger click-through-rate than national average.



OTT:

2% better completion rate than national average.



PPC / SEARCH:

59% cheaper cost-per-click, with 1.26% stronger click-through-rate than national average.

AD FRAUD PROTECTION



We have invested in full-time staff that monitor and detect ad fraud. Nationwide, an average of **35%** of all digital ads are delivered fraudulently, (i.e. - sent to spam/ bots). Our fraud rate measures at just 5%, and that means 95% of your investment will be delivered to real human beings.

CAMPAIGN MANAGEMENT



Our dedicated campaign management team monitors and optimizes your campaigns multiple times every week. They make adjustments based on historical performance, to drive the best possible results for your business.

BRAND SAFETY



We ensure your ads appear exclusively on brand-safe websites, to protect you from the damaging influence of questionable content on other sites.

MEDIA PLAN RECOMMENDATION

This customized campaign recommendation was developed based on your goals and objectives. It is designed to maximize the impact of your campaign. You'll see a breakout of total impressions and monthly investment according to each tactic.

Campaign 1/1 – 12/31/2025 (12 months)

Product	Monthly Quantity	Monthly Budget	Total Budget
Targeted Display	120,000 impressions	\$1,200/mo	\$14,400
YouTube	28k – 58k impressions	\$1,000/mo	\$12,000
ZTV	27,000 impressions	\$1,000/mo	\$10,000
Merrill Mayor Minute & WDEZ Polka Show		\$484/mo Monthly Budget \$3,684	\$5,808 Total Budget: \$44,208

Free Services:
Campaign Setup and Pixel Placement
Free Creative Design for Targeted Display and PPC
Reporting
Testing and Fraud Protection

Signature: _____

KICKING OFF YOUR CAMPAIGN: NEXT STEPS

Now that your campaign has been defined and finalized, we are just a few steps away from going live! Here are the next steps for your reference:

- 1 Media plan approval and start date confirmation
- 2 Grant admin access (if social media is part of your campaign)
- 3 Order the creative/s, review, and approve
- 4 Pixel placement (Google Tag Manager/retargeting/social)
- 5 Campaign officially goes live
- 6 Review reporting every 30 days minimum
- 7 Implement a creative change after 90 days

A blue-tinted background image showing a person's hands using a tablet. Overlaid on this are several white hexagonal icons representing various digital marketing and technology concepts: a laptop, a globe, a magnifying glass over a URL, a bar chart, a cloud, a lightbulb, a padlock, and a group of people.

THANK YOU

We look forward to being your marketing partner.

August 2024

Social Media Report

Tasks -

I have been working on the JEM Grant - Met with Theresa from the Chamber and will be revising the application to make sure it is effective.

I have met with the Mayor to discuss events and happenings within Merrill

I have met with LaDonna to discuss agenda items and go over goals for the coming month.

I have met with Jennifer from the Foto News in getting the Roadmap ad out by Aug 9.

I have gone and taken photos of different areas of the City to add to our album.

Social Media -

I have been getting August's events in the Calendar and working on September happenings as well.

MWC -

I have talked with Cameo and given her information for the Radio Ads.

July 2024 Social Media Analytics

Facebook Page Reach: 14,555 (Up 128.7%)

- *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: 5,200 (Up 322.7 %)

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

New Facebook Page Likes: 125

Cumulative Facebook Page Likes: 3,422

Link Clicks on page - 71

Content (Most Popular by Reach)

1. Fireworks (Reach 7,179; Likes, Reactions, Comments and Shares 110)
2. Firework update (Reach 3,880; Likes, Reactions, Comments and Shares: 133)
3. Movieland event(Reach 3,678; Likes, Reactions, Comments, shares and link clicks: 37)
4. City Band (Reach 2,487; Likes, Reactions, Comments and Shares: 23)
5. Gazebo Nights (Reach 2,347; Likes, Reactions, Comments and Shares: 16)

LinkedIn -

We Currently have 42 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).

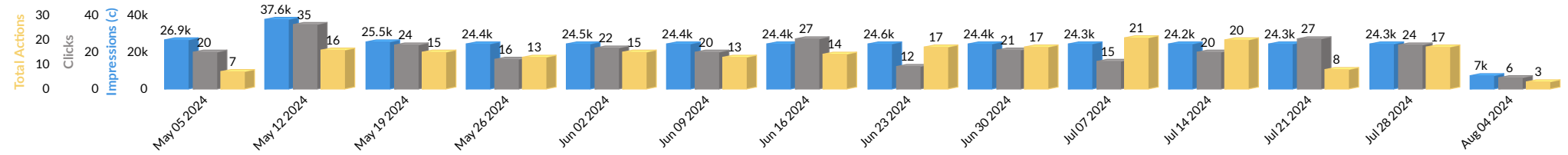
YouTube

We currently have 31 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 21 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.

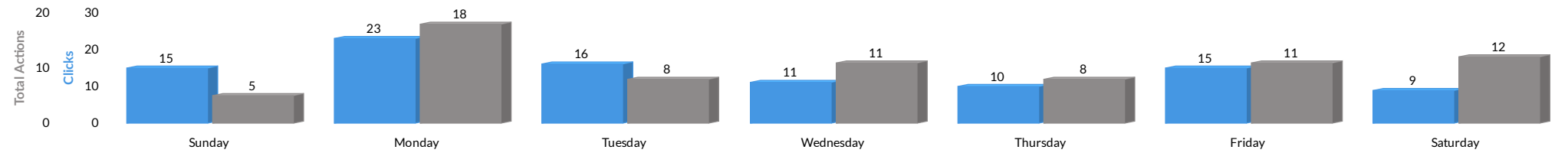
The Mayor communications videos are uploaded every month onto the Main City of Merrill page.



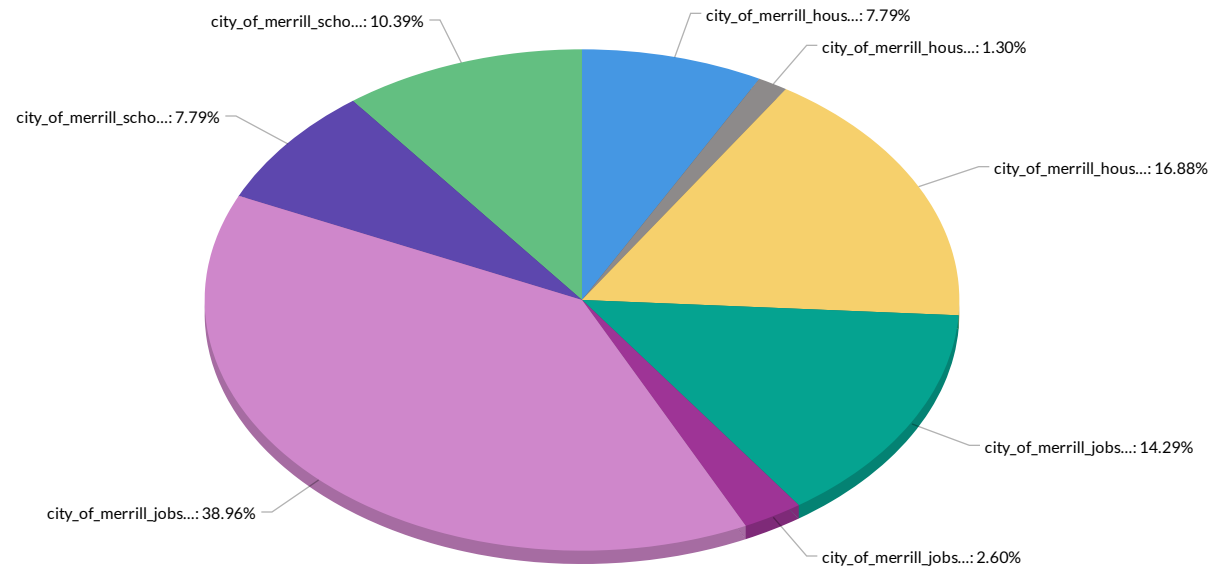
90 Day Overview



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

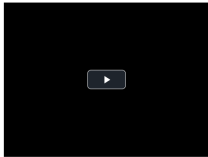
- Videos Played to First Quartile= ads that were played at least 25% of the way through
- Videos Played to Midpoint = ads that were played at least 50% of the way through
- Videos Played to Third Quartile= ads that were played at least 75% of the way through
- Video Complete Rate= the number of videos 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	1,956	1	0.05%	0
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SITE		Nov 28, 2023	Oct 31, 2024	259	0	0.00%	3
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SRT+KW		Nov 28, 2023	Oct 31, 2024	3,046	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_Geo-Opt		Nov 20, 2023	Oct 31, 2024	7,420	1	0.01%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SITE		Nov 20, 2023	Oct 31, 2024	2,105	1	0.05%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SRT+KW		Nov 20, 2023	Oct 31, 2024	11,822	1	0.01%	14
Wausau_City of Merrill_605015_Display_Geo-Opt		Sep 01, 2023	Aug 31, 2024	25,676	31	0.12%	9
Wausau_City of Merrill_605015_Display_Geofence		Apr 15, 2024	Aug 31, 2024	11,111	16	0.14%	0
Wausau_City of Merrill_605015_Display_SITE		Sep 13, 2023	Aug 31, 2024	5,573	5	0.09%	43
Wausau_City of Merrill_605015_Display_SRT+KW		Sep 01, 2023	Aug 31, 2024	38,751	43	0.11%	4

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total 			107,719	99	0.09%	73
city_of_merrill_jobs_320x50.jpg	320x50		24,404	30	0.12%	5
City of Merrill OTT July 2024 (1).mp4	Video		20,532	4	0.02%	7
city_of_merrill_houses_320x50.jpg	320x50		14,363	13	0.09%	8
city_of_merrill_schools_320x50.jpg	320x50		10,053	8	0.08%	13
city_of_merrill_jobs_300.jpg	300x250		6,151	11	0.18%	3
UpdatedVidApril2024.mp4			6,076	0	0.00%	10
city_of_merrill_jobs_728.jpg	728x90		4,389	8	0.18%	2
city_of_merrill_houses_300.jpg	300x250		4,232	6	0.14%	6
city_of_merrill_schools_300x50.jpg	300x50		3,698	0	0.00%	2
city_of_merrill_schools_300.jpg	300x250		2,906	6	0.21%	8

city_of_merrill_jobs_300x50.jpg	300x50		2,699	2	0.07%	2
city_of_merrill_houses_300x50.jpg	300x50		2,429	1	0.04%	0
city_of_merrill_houses_728.jpg	728x90		2,371	7	0.30%	1
city_of_merrill_schools_728.jpg	728x90		2,343	3	0.13%	4
city_of_merrill_houses_300x600.jpg	300x600		227	0	0.00%	0
city_of_merrill_jobs_300x600.jpg	300x600		218	0	0.00%	2
city_of_merrill_schools_300x600.jpg	300x600		205	0	0.00%	0
city_of_merrill_jobs_160x600.jpg	160x600		179	0	0.00%	0
city_of_merrill_schools_160x600.jpg	160x600		148	0	0.00%	0

city_of_merrill_houses_160x600.jpg

160x600



96

0

0.00%

0

GeoFence Performance where Metrics are Available

GeoFence	Impressions	Clicks	CTR	GeoFence Weighted Actions
Total ⓘ	11,111	16	0.14%	0
ConAgra Brands 1201 Green Valley Rd	7,011	11	0.16%	0
Window & Doors 811 Factory St. Hawkins, WI 54530	4,100	5	0.12%	0

Location Performance

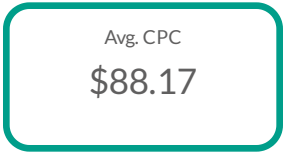
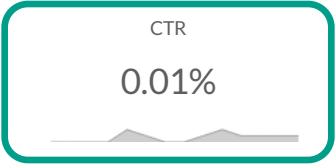
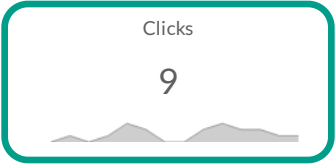
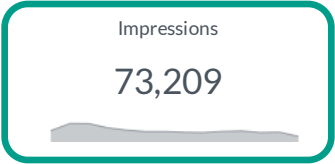
City	Impressions	Clicks	CTR
Chicago	49,628	44	0.09%
Minneapolis	22,891	22	0.10%
Saint Paul	6,392	5	0.08%
Beaver Dam	1,891	2	0.11%
Wausau	946	0	0.00%
Charlotte	883	0	0.00%
La Crosse	804	0	0.00%
Maple Grove	651	0	0.00%
Milwaukee	593	1	0.17%
Oak Lawn	572	0	0.00%
Round Lake	505	0	0.00%
Phillips	495	2	0.40%
Pretty Prairie	477	0	0.00%
Burnsville	468	1	0.21%
Oak Park	442	0	0.00%
Eden Prairie	422	0	0.00%
Cicero	414	0	0.00%
Cedar Falls	406	1	0.25%
Grayslake	392	1	0.26%
Kenosha	334	1	0.30%

Keyword Performance

Keyword	Impressions	Clicks	CTR	Total Actions
weather	16,989	12	0.07%	1
relocate	8,543	1	0.01%	11
retirement	5,169	10	0.19%	1
%21weather	3,447	5	0.15%	0
traffic	2,912	3	0.10%	0
relocation	2,711	0	0.00%	0
moving	2,461	4	0.16%	0
%21moving	1,414	2	0.14%	1
%21movers	1,051	0	0.00%	1
movers	1,016	0	0.00%	0
retiring	904	0	0.00%	0
%21relocate	902	0	0.00%	2
%21traffic	753	0	0.00%	0
%21wildlife	545	0	0.00%	0
healthcare	511	0	0.00%	0
wildlife	452	0	0.00%	0
%21retirement	423	1	0.24%	0
%21healthcare	326	1	0.31%	0
packing	189	0	0.00%	0
%21relocation	186	0	0.00%	0

Video Run Details

Date		Start	First Quartile	Mid Point	Third Quartile	Complete	Completion Rate	Mute	Pause	Resume	Fullscreen
Jul		26,102	25,928	25,668	25,454	25,243	96.71%	902	757	583	172



Performance by Device Video

Device		Clicks	Impressions	CTR	Video Views	Video View Rate	Avg. Dev CPV
CONNECTED_TV		6	72,081	0.01%	0	0.00%	\$0.00
DESKTOP		0	405	0.00%	0	0.00%	\$0.00
MOBILE		1	357	0.28%	0	0.00%	\$0.00
TABLET		2	366	0.55%	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		73,209	9	0.01%	0.00	\$88.17

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	73,209	9	0	0.00%	\$0.00	97.84%	96.85%	96.33%	96.04%

Performance by Day Video

Date		Impressions	Clicks
Total 		73,209	9
Jul 01, 2024		2,320	1
Jul 02, 2024		2,289	1
Jul 03, 2024		2,487	0
Jul 04, 2024		2,189	0
Jul 05, 2024		2,797	0
Jul 06, 2024		2,850	1
Jul 07, 2024		2,728	1
Jul 08, 2024		2,924	0
Jul 09, 2024		2,848	1
Jul 10, 2024		2,320	0
Jul 11, 2024		2,387	0
Jul 12, 2024		2,435	0
Jul 13, 2024		2,261	0
Jul 14, 2024		2,231	0
Jul 15, 2024		2,203	0
Jul 16, 2024		2,125	0
Jul 17, 2024		2,146	0
Jul 18, 2024		2,160	0
Jul 19, 2024		2,196	1
Jul 20, 2024		2,297	1
Jul 21, 2024		2,274	0
Jul 22, 2024		2,299	0
Jul 23, 2024		2,254	1
Jul 24, 2024		2,325	0
Jul 25, 2024		2,289	0
Jul 26, 2024		2,232	0
Jul 27, 2024		2,247	0

Jul 28, 2024	2,258	0
Jul 29, 2024	2,271	1
Jul 30, 2024	2,286	0
Jul 31, 2024	2,281	0

Performance by Day

Date		Impressions	Clicks	CTR	Conversions	Avg. Cmp CPC
Jul 01, 2024		0	0	-	0.00	\$25.51
Jul 02, 2024		0	0	-	0.00	\$25.65
Jul 03, 2024		0	0	-	0.00	-
Jul 04, 2024		0	0	-	0.00	-
Jul 05, 2024		0	0	-	0.00	-
Jul 06, 2024		0	0	-	0.00	\$25.63
Jul 07, 2024		0	0	-	0.00	\$25.61
Jul 08, 2024		0	0	-	0.00	-
Jul 09, 2024		0	0	-	0.00	\$25.59
Jul 10, 2024		0	0	-	0.00	-
Jul 11, 2024		0	0	-	0.00	-
Jul 12, 2024		0	0	-	0.00	-
Jul 13, 2024		0	0	-	0.00	-
Jul 14, 2024		0	0	-	0.00	-
Jul 15, 2024		0	0	-	0.00	-
Jul 16, 2024		0	0	-	0.00	-
Jul 17, 2024		0	0	-	0.00	-
Jul 18, 2024		0	0	-	0.00	-
Jul 19, 2024		0	0	-	0.00	\$25.64
Jul 20, 2024		0	0	-	0.00	\$25.56
Jul 21, 2024		0	0	-	0.00	-
Jul 22, 2024		0	0	-	0.00	-
Jul 23, 2024		0	0	-	0.00	\$25.57
Jul 24, 2024		0	0	-	0.00	-
Jul 25, 2024		0	0	-	0.00	-
Jul 26, 2024		0	0	-	0.00	-
Jul 27, 2024		0	0	-	0.00	-
Jul 28, 2024		0	0	-	0.00	-

Jul 29, 2024	0	0	-	0.00	\$25.56
Jul 30, 2024	0	0	-	0.00	-
Jul 31, 2024	0	0	-	0.00	-