



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, OCTOBER 17, 2024

REVISED

City Hall Council Chambers

5:15 PM

To attend remotely call 385-404-0785 PIN 145 390 145 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. Minutes from the September 19th meeting.

III. General Agenda Items for Consideration

1. Discuss and consider the September Revenue & Expense Report
2. Strategic Plan Revisions or suggestions to consider or refer
3. Discuss and consider the marketing budget from the 10/14 COW
4. Consider any Holiday promotional marketing
5. Recreational Economy for Rural Communities Grant Opportunity information
6. Business Hiring Data Survey - informational
7. Chamber of Commerce Update
 - a. NFL Draft - first meeting recap
8. Discuss and consider an Ordinance *Amending Chapter 2, regarding standing committees.*

IV. Updates from Previous Meetings

1. Standing Banner update
2. 2025 Tourism Grant and JEM Grant - update
3. Lincoln County 150th Anniversary Celebration
4. Tour of Lights - update

V. 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

VI. Public Comment

VII. Date and Time of Next Meeting - Thursday, November 21st at 5:15 pm

VIII. 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, SEPTEMBER 19, 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 Rutkowski, Alderperson Lass
Present Not Voting: Social Media Specialist Hallie Savall
Excused: Library Director Laurie Ollhoff, John Greenwood, Sarah Sturm
Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek, Festival Grounds Manager Rick Bjorklund, Scott Steele
Others attending: Mayor Hass, City Administrator Akey, City Clerk Anderson-Malm, LCED Sarah Guild, Merrill Community Media
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the August 15th meeting** - Alderperson Lass motioned to approve. Alderperson Rutkowski seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the August Revenue and Expense Report**
- Alderperson Rutkowski motioned to approve. Alderperson Lass seconded and the motion passed.
 2. **Discuss and consider a voice change on the City Hall phone tree** - The committee discussed the change. Following discussion, Alderperson Lass motioned to re-record the phone tree message with City Clerk Anderson-Malm being the voice. This will take place after the November General Election. Alderperson Rutkowski seconded and the motion passed. The message and routing information will be determined internally and no forwarding of the motion needs to occur.
 3. **Strategic Plan - pages 7-10 - Information and Discussion** - Chair Fermanich asked the committee to review pages 7-10 regarding Marketing for recommendations.
 4. **Update on the Tour of Lights - Planning** - SMS Savall updated the committee regarding the Tour of Lights. The tour will take place on December 11th and 12th with the possibility of three buses being used, depending on the need. The committee decided to keep the contest with residential nominees only; no businesses would be nominated for the contest. Mayor Hass said he would ride in one of the buses to help the driver with the contestant's addresses. No action was required.
 5. **Chamber of Commerce - update** - Chamber Representative Sarah Sturm was excused from the meeting due to a prior conflict.

IV. Updates from the Previous Meeting

- 1. Photo Library - update** - The committee decided to give SMS Savall, Chamber Representative Sarah Sturm, Alderperson Meyer, and IT Manager Brown access to the photo library. Scott Steele would be forwarded images if needed.
- 2. 150th Lincoln County Celebration - October 19th - Update** - SMS Savall is working with County Administrator Renea Krueger for the 150th Lincoln County Celebration on October 19th.
- 3. Standing Banners - update** - No update was provided.
- 4. City website landing page - update** - The links discussed at the previous meeting have been added to the City's website. No further action was required.
- 5. 2025 Tourism Grant and JEM Grant - update** - SMS Savall is working on the 2025 Tourism Grant and the JEM Grant.

V. Monthly Reports and Updates

- 1. Monthly Report & Statistical Analytics - Social Media Specialist Savall** - The report was included in the packet. SMS Savall mentioned she can view the analytics which provides usage details.
- 2. Monthly Report - Midwest Communications** - The committee discussed the report and questioned the benefit of radio advertising.
- 3. Consider placing monthly reports on file** - Alderperson Rutkowski motioned to place minutes on file. Alderperson Lass seconded and the motion passed.

VI. Public Comment There was no public comment.

VII. Date and Time of Next Meeting - Thursday, October 17th at 5:15 pm

VIII. Adjournment Alderperson Rutkowski motioned to adjourn. Alderperson Lass seconded and the motion passed. The meeting was adjourned at 5:39 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm
Minutes are in draft form until approved at the next scheduled meeting.

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	\$ 32,500.00	\$ 32,500.00	\$ -	0.00%
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.

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	\$12,000
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: _____

In order to run some digital media campaigns, advertiser must have appropriate business accounts/page access for all tactics selected and commit to implementation of required pixels.

CITY OF MERRILL

1004 EAST FIRST STREET
MERRILL, WI 54452-2586

AN ORDINANCE:

Re: Amending Chapter 2, Article IV, Section 2-81
Standing committees; action on committee
reports

ORDINANCE NO. 2024-

Introduced: _____

1st Reading: _____

2nd Reading: _____

3rd Reading: _____

Committee/Commission Action: _____

AN ORDINANCE

The Common Council of the City of Merrill, Wisconsin, does ordain as follows:

Section 1. Chapter 2, Article IV, Section 2-81 of the Code of Ordinances for the City of Merrill is amended to read as follows:

Sec. 2-81. Standing committees; action on committee reports.

(a) *Committees enumerated; duties.* Appointments to all standing committees and boards of the council shall be made by the mayor at the organizational meeting of the common council. Alderperson members shall have two-year assignments on standing committees. The mayor shall appoint the members of all committees, boards and commissions, other than members named by title, subject to confirmation by majority vote of the council, unless specifically provided otherwise, except the members of the board of public works who are confirmed by a two-thirds vote of the council. The following shall be the standing committees and boards of the common council:

(1) Board of public works.

- a. *Composition.* The board of public works shall consist of the following:
 1. The mayor and three alderpersons appointed by the mayor;
 2. The mayor shall act as chairperson; and
 3. The city administrator, city attorney, public works director/city engineer, street superintendent, and street commissioner shall attend all meetings.
- b. *Duties.* In addition to the powers and duties prescribed by state statutes, the board of public works shall:
 1. Keep all streets, alleys, storm sewers, sidewalks, curbs, gutters, and other public places maintained and repaired;
 2. Prescribe rules and regulations for the street department;

3. Hold public hearings relative to special assessments and related charges permitted by state statutes and city ordinances;
4. Appoint special committees for special matters within the jurisdiction of the common council;
5. Perform such duties pertaining to acquisition of private property for public use as may be prescribed by the council;
6. Prescribe all rules and regulations, and perform all duties relating to recycling and garbage collection; and
7. Make recommendations for meeting future needs of on-street and off-street parking.
8. Prescribe rules for the operation and maintenance of the water and sewage departments.
9. Perform all functions pertaining to water and sewage matters, and shall act on any remedial action on the existing sanitary landfill.

(2) Personnel and finance committee.

- a. *Membership and attendance.* The personnel and finance committee shall consist of:
 1. Three alderpersons; and
 2. The city administrator, city attorney, city clerk and director of finance, who shall attend all committee meetings unless excused by the presiding officer.
- b. *Finance duties.* The personnel and finance committee shall:
 1. Audit, study and approve all bills, claims, expenses and payrolls of the city;
 2. Study all budgets pertaining to insurance; and
 3. Work with the mayor and city director of public works on all matters of finance.
- c. *Personnel duties.* The personnel and finance committee shall review and make recommendations to the council prior to the November council meeting on all requests for changes in wages, salary and other benefits affecting city employees, other than department heads, officers and elected or appointed officials. Such requests shall be detailed and submitted to the committee by the heads of all departments, committees and boards in charge of such employees, their agents or representatives who shall submit requests for changes in wages, salary and other benefits to their department head, committee or board on or before July 1 of each year. No changes in wages, salary or other benefits shall be granted, unless the procedure set forth in this section is followed or unless the common council otherwise orders, nor shall any raise in wages, salary or increase in benefits be granted such employees in mid-term or midyear, unless there has been an increase in the job hours or additional work for such employees, or a change in job classification.
- d. *Personnel officer.* There is created the office of personnel officer whose duties shall be fulfilled by the city administrator. The personnel officer shall:

1. Annually survey personnel rules and regulations currently practiced in private industry and governmental entities pertaining to benefit plans, sick leave, vacations, health insurance and similar matters; and
 2. Determine all controversies and disputes in such matters existing between the city and its employees, officers and officials subject to the approval of the council.
- e. *Negotiations.* Special counsel shall be employed as the personnel and finance committee's negotiator.
1. The personnel and finance committee is empowered, at its sole discretion, to engage additional professional legal assistance for mediation and binding arbitration.
 2. The personnel and finance committee is authorized to recommend to the council additional reasonable compensation to be paid to the city attorney for services performed by the city attorney in actual negotiations.

(3) *Health and safety committee.*

- a. The health and safety committee shall consist of three alderperson.
- b. The health and safety committee shall function in accordance with the duties of a board of health and, in addition, shall be responsible for making advisory recommendations regarding the control and management (day-to-day operation) of the fire and police departments. Additionally, the committee may make rules and regulations in respect thereto.
- c. The health and safety committee shall investigate and make recommendations on all applications for municipal licenses.
- d. The deputy health officer, fire chief and police chief shall be ex officio members of the health and safety committee and the deputy officer and chiefs shall be required to attend committee meetings.
- e. The mayor shall appoint a member of the health and safety committee who shall represent the city on the rural fire department committee.

(4) *Reserved.*

(5) *Marketing and communications committee.*

- a. *Composition.* The marketing and communications committee shall consist of the following:
 1. Three alderpersons appointed by the mayor, ~~whom shall be the voting members, one Chamber of Commerce member, one Active And Aware Citizens group member, Park & Recreation Director, Enrichment Center Director and Library Director~~ and one citizen with a strong background in public relations. The Chamber of Commerce ~~designee and the citizen~~

~~member, Active and Aware group member, Park & Recreation Director, Enrichment Center Director and Library Director are non-voting members shall act in the capacity of non-voting advisors to the Committee as needed.~~

b. *Duties.* The marketing and communications committee shall:

1. Establish, maintain branding standards for the city, including but not limited to official logos, mottos, color palette, and typefaces;
2. Perform such duties as pertain to the marketing of the city to prospective businesses, residents, and tourists;
3. Keep all city residents and property owners well informed on city matters through the use of press releases, mailings, newsletters, local media ad buys, etc.;
4. Prescribe policy and manage content for the city website, social media accounts, and all other public communication for all departments within the city;

(b) *Committee appointments.*

- (1) The mayor shall designate the chairperson of each standing committee. Each member shall serve as appointed unless excused by a majority of the members of the council. All alderperson shall serve on at least one standing committee. The mayor shall be an ex officio member of each standing committee.
- (2) The mayor may declare the entire council a committee of the whole for informal discussion at any meeting or for any other purpose and shall ex officio be chairperson of the same.

(c) *Special committees.* The mayor may from time to time appoint such special committees as he may deem necessary, which said appointments shall be announced to the council stating the object and membership of the committee. A special committee shall expire upon the expiration of the term in office of the appointing mayor.

(d) *Committee of the whole.* The mayor and the alderperson shall constitute the committee of the whole, and when so constituted shall be exempt from all provisions of this section; provided, however, that proper notice of meetings shall be given by the city clerk, in accordance with the provisions of Wis. Stats. ch. 19, subch. V, open meetings of governmental bodies. The committee of the whole shall make recommendation to the common council as to all matters to come before it.

(e) *Meetings; hearings.*

- (1) Standing committees and boards may call special meetings upon request of their chairmen or the mayor. Any standing committee or board may hold a public hearing on any matter in which it is interested, and may interview any person with respect to committee or board matters.
- (2) Standing committees and boards shall meet at least quarterly on dates set by the mayor and approved by the council, and specially, at other times on dates set by

the chairperson or mayor. Unless otherwise provided by law, special and citizens' committees. Boards and commissions shall meet on dates set by the chairperson on the request of the mayor or the council.

(f) *Committee reports.*

- (1) All ordinances, resolutions, communications and other matters submitted to the council may be read by title and author and referred to the appropriate committee by the mayor without motion unless objected to by a councilmember. The city clerk shall read and record each such reference by title. Any alderperson may require the reading in full of any matter at any time it is before the common council.
- (2) Each committee shall, at the next regular council meeting, submit a verbal report on all matters referred to it, unless a longer time be granted by vote of the council. Such report shall recommend a definite action on each item and shall be approved by a majority of the committee. Any committee may require any city officer or employee to confer with it and supply information in connection with any matter pending before it. Minority reports may be submitted.
- (3) All committee reports shall be filed with the city clerk on or before 9:00 a.m. the Wednesday prior to the regular council meeting.

Section 2. Severability. In the event any section, subsection, clause, phrase or portion of this ordinance is for any reason held illegal, invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remainder of this ordinance. It is the legislative intent of the Common Council that this ordinance would have been adopted if such illegal provision had not been included or any illegal application had not been made.

Section 3. Repeal and Effective Date. All ordinances or parts of ordinances and resolutions in conflict herewith are hereby repealed. This ordinance shall take effect from and after its passage and publication.

Approved:

Moved by: _____

Adopted: _____

Approved: _____

Published: _____

Steve J. Hass, Mayor

Attest:

Lori Anderson-Malm, City Clerk

October 2024
Social Media Report

Tasks -

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 continued to work on the sponsorship, craft and vendor and food truck vendor applications and letters for the Food Truck-a-Palooza

I have started working on a new name the truck contest requested by the Mayor. We have a new Vac Truck for sewer and manhole maintenance.

I have been learning more about the google analytics for the City Website.

I have started working on the Tour of Lights details for this December.

Social Media -

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

MWC -

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

September 2024 Social Media Analytics

Facebook Page Reach: 12,590 (Up 35.3%)

- *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: 2,300 (Up 65.8 %)

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

New Facebook Page Likes: 22

Cumulative Facebook Page Likes: 3,464

Link Clicks on page - 19

Content (Most Popular by Reach)

1. Appraisal Notice (Reach 4,816; Likes, Reactions, Comments and Shares 123)
2. Leaf Collection (Reach 4,267; Likes, Reactions, Comments and Shares:16)
3. 150th anniversary (Reach 2,993; Likes, Reactions, Comments, shares and link clicks: 73)
4. Historic Sign Bob Gruling (Reach 2,474; Likes, Reactions, Comments and Shares: 118)
5. Historic Sign Robert Klug (Reach 1,830; Likes, Reactions, Comments and Shares: 29)

LinkedIn -

We Currently have 43 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 26 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.

Website Analytics - Month of September

Experience Merrill - City of Merrill - 2,400 Views 2,371 Users
Experience more to life - 136 Views 123 Users
Experience DC - Digital Ads - 0 Views 0 Users
Experience VG - Visitors Guide 0 Views 0 Users

Hi LaDonna,

Attached is September's reporting.

Here is an overview of the performance:

Merrill's campaign is doing very well, and trending upward.

We served just over 131k ads to our target areas. We had 205 clicks, which is 68% more clicks than the previous month. Our CTR is an astounding .16%, which is between 2 - 3x the national average. Our Site/Search actions are when people see the ad, don't click, but still come to the landing page. We had 91 of these site/search actions in the last thirty days. We saw one Geo Action of someone coming from one of the targeted areas to the City of Merrill.

All of our video tactics have been very consistent, with little change compared to the previous month. Our Completion rate is the main KPI we're looking at, and we still have about 96% completion rate, also about 2 - 3x the national average for these types of videos.

Please let me know if you have any questions.

Thanks,

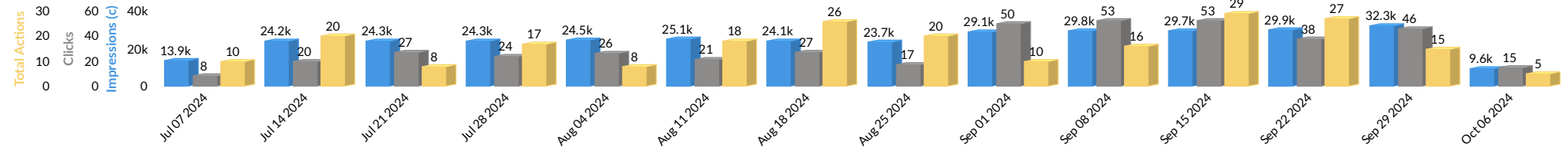
Cameo

Cameo Almli

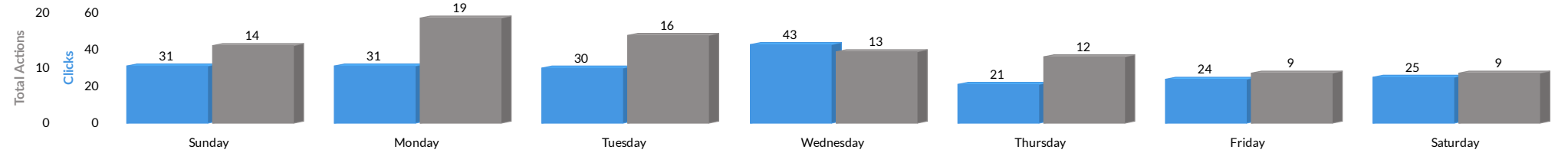
Audio & Digital Marketing Consultant
WSAU, WIFC, WDEZ, WOZZ, 939 The Game, Digital
Office: 715-842-1672 Cell 715-218-0195
557 Scott Street. Wausau, WI 54403



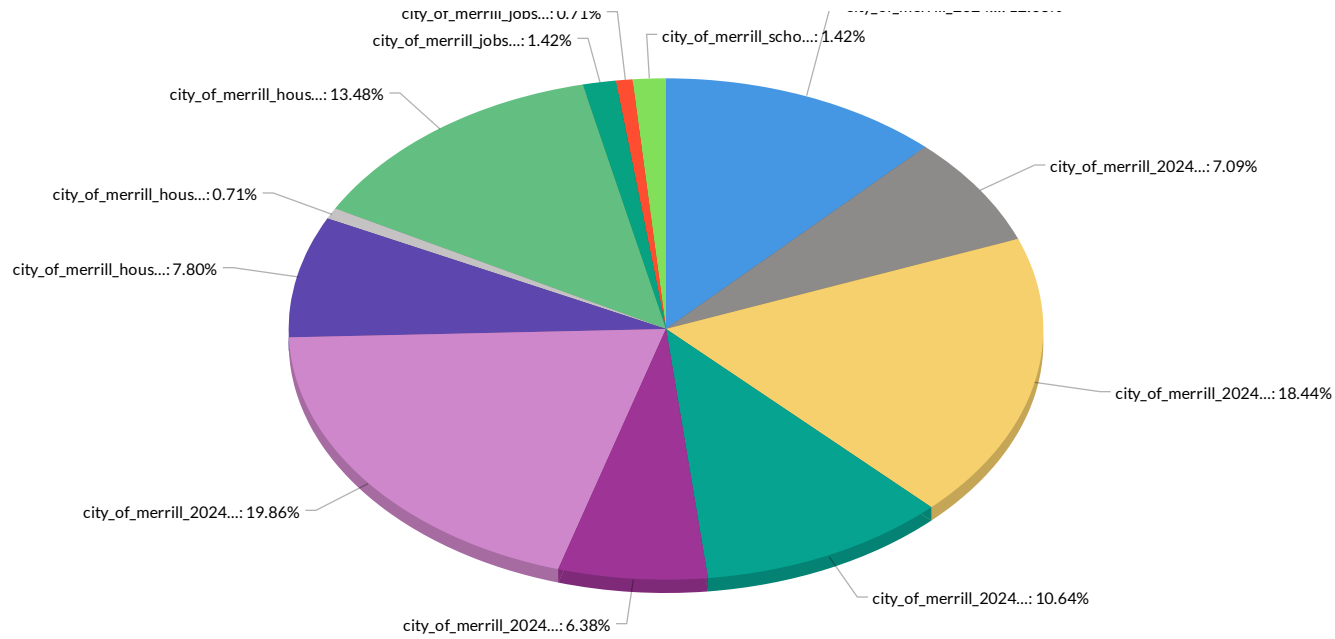
90 Day Overview



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	2,156	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	99	0	0.00%	1
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SRT+KW		Nov 28, 2023	Oct 31, 2024	3,063	1	0.03%	1
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_Geo-Opt		Nov 20, 2023	Oct 31, 2024	6,772	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SITE		Nov 20, 2023	Oct 31, 2024	1,861	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SRT+KW		Nov 20, 2023	Oct 31, 2024	11,355	0	0.00%	19
Wausau_City of Merrill_605015_Display_SITE		Sep 13, 2023	Aug 31, 2024	0	0	-	4
Wausau_City of Merrill_668155_Display_Geo-Opt		Sep 01, 2024	Dec 31, 2024	14,419	45	0.31%	1
Wausau_City of Merrill_668155_Display_Geofence		Sep 01, 2024	Dec 31, 2024	21,660	49	0.23%	0
Wausau_City of Merrill_668155_Display_Geofence_CNH		Sep 18, 2024	Dec 31, 2024	332	3	0.90%	0
Wausau_City of Merrill_668155_Display_SITE		Sep 01, 2024	Dec 31, 2024	12,959	31	0.24%	60
Wausau_City of Merrill_668155_Display_SRT+KW		Sep 01, 2024	Dec 31, 2024	56,637	75	0.13%	6

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total 			131,313	205	0.16%	92
City of Merrill OTT July 2024 (1).mp4	Video	City of Merrill OTT July 2024 	25,306	2	0.01%	21
city_of_merrill_2024_schools_320x50.jpg	320x50		17,717	28	0.16%	7
city_of_merrill_2024_jobs_320x50.jpg	320x50		17,148	26	0.15%	9
city_of_merrill_houses_320x50.jpg	320x50		15,690	19	0.12%	10
city_of_merrill_2024_schools_300.jpg	300x250		7,290	15	0.21%	12
city_of_merrill_2024_jobs_300.jpg	300x250		7,165	17	0.24%	3
city_of_merrill_houses_300.jpg	300x250		5,710	11	0.19%	5
city_of_merrill_houses_728.jpg	728x90		5,370	14	0.26%	4
city_of_merrill_2024_schools_728.jpg	728x90		5,366	16	0.30%	1
city_of_merrill_2024_jobs_728.jpg	728x90		4,692	20	0.43%	2
city_of_merrill_2024_jobs_300x50.jpg	300x50		4,341	10	0.23%	0
city_of_merrill_2024_schools_300x50.jpg	300x50		4,014	9	0.22%	3

city_of_merrill_houses_300x50.jpg	300x50		3,050	1	0.03%	0
city_of_merrill_schools_320x50.jpg	320x50		1,638	2	0.12%	5
city_of_merrill_jobs_320x50.jpg	320x50		1,399	1	0.07%	0
city_of_merrill_2024_schools_160x600.jpg	160x600		534	1	0.19%	0
city_of_merrill_houses_160x600.jpg	160x600		533	1	0.19%	0
city_of_merrill_2024_schools_300x600.jpg	300x600		524	3	0.57%	0
city_of_merrill_schools_300.jpg	300x250		518	0	0.00%	3
city_of_merrill_houses_300x600.jpg	300x600		497	0	0.00%	0

city_of_merrill_2024_jobs_300x600.jpg	300x600		447	3	0.67%	0
city_of_merrill_schools_300x50.jpg	300x50		434	0	0.00%	1
city_of_merrill_jobs_300.jpg	300x250		416	0	0.00%	0
city_of_merrill_2024_jobs_160x600.jpg	160x600		377	4	1.06%	3
city_of_merrill_schools_728.jpg	728x90		351	0	0.00%	1
city_of_merrill_jobs_728.jpg	728x90		301	0	0.00%	1
city_of_merrill_jobs_300x50.jpg	300x50		298	2	0.67%	0
city_of_merrill_schools_300x600.jpg	300x600		67	0	0.00%	1
city_of_merrill_jobs_300x600.jpg	300x600		48	0	0.00%	0

city_of_merrill_schools_160x600.jpg	160x600		45	0	0.00%	0
city_of_merrill_jobs_160x600.jpg	160x600		27	0	0.00%	0

GeoFence Performance where Metrics are Available

GeoFence	Impressions	Clicks	CTR	GeoFence Weighted Actions
Total ⓘ	21,992	52	0.24%	0
ConAgra Brands 1201 Green Valley Rd	14,159	36	0.25%	0
Window & Doors 811 Factory St. Hawkins, WI 54530	7,501	13	0.17%	0
CNH Industrial America 511 E. Main St. Manitowoc, WI 54221	332	3	0.90%	0

Location Performance

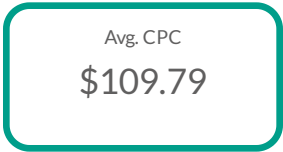
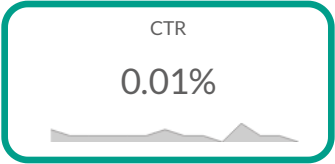
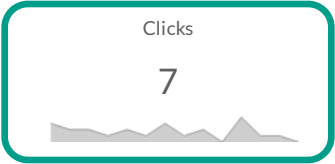
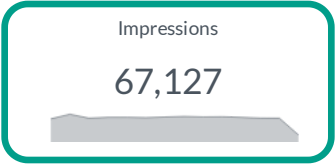
City	Impressions	Clicks	CTR
Chicago	54,516	81	0.15%
Minneapolis	24,389	21	0.09%
Saint Paul	7,516	8	0.11%
Beaver Dam	6,750	12	0.18%
Wausau	1,723	7	0.41%
Milwaukee	1,377	2	0.15%
La Crosse	1,203	5	0.42%
Charlotte	909	2	0.22%
Glen Flora	865	0	0.00%
Maple Grove	775	0	0.00%
Fond du Lac	754	1	0.13%
Indianapolis	707	2	0.28%
Lake Villa	660	1	0.15%
Round Lake	615	2	0.33%
Oak Lawn	609	2	0.33%
Merrill	572	2	0.35%
Omaha	537	2	0.37%
Rice Lake	534	2	0.37%
Pretty Prairie	501	0	0.00%
Burnsville	495	0	0.00%

Keyword Performance

Keyword	Impressions	Clicks	CTR	Total Actions
retirement	24,632	34	0.14%	1
%21moving	7,593	5	0.07%	2
moving	6,897	13	0.19%	3
relocation	6,192	0	0.00%	13
relocate	3,647	0	0.00%	2
%21movers	2,712	1	0.04%	4
wildlife	2,698	4	0.15%	0
retiring	1,714	1	0.06%	0
%21retirement	1,570	3	0.19%	0
%21wildlife	1,408	0	0.00%	0
movers	1,169	0	0.00%	1
mental+health	1,046	1	0.10%	0
%21packing	700	1	0.14%	0
new+house	685	1	0.15%	0
packing	639	2	0.31%	0
single+life	547	1	0.18%	0
%21retiring	434	1	0.23%	0
first+home	375	0	0.00%	0
%21relocate	370	0	0.00%	0
merrill	359	1	0.28%	0

Video Run Details

Date		Start	First Quartile	Mid Point	Third Quartile	Complete	Completion Rate	Mute	Pause	Resume	Fullscreen
Sep		18,955	18,622	18,431	18,310	18,203	96.03%	485	342	213	22
Oct		5,768	5,682	5,620	5,562	5,526	95.80%	106	149	99	4



Performance by Device Video

Device		Clicks	Impressions	CTR	Video Views	Video View Rate	Avg. Dev CPV
CONNECTED_TV		6	66,675	0.01%	0	0.00%	\$0.00
DESKTOP		1	295	0.34%	0	0.00%	\$0.00
MOBILE		0	70	0.00%	0	0.00%	\$0.00
TABLET		0	88	0.00%	0	0.00%	\$0.00

 Glossary

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

For video only:

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

Performance by Ad Group

Ad Group		Impressions	Clicks	CTR	Conversions	Avg. AdGrp CPC
City of Merrill YOUTUBE		67,127	7	0.01%	0.00	\$109.79

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
A Day in the Week of Merrill - Wednesday (Biking)	33,288	4	0	0.00%	\$0.00	98.05%	97.03%	96.50%	96.19%
A Day in the Week of Merrill - Friday (ATV Riding)	2,238	1	0	0.00%	\$0.00	97.39%	96.39%	95.84%	95.61%
A Day in the Week of Merrill - Monday (Local Sports)	4,187	1	0	0.00%	\$0.00	98.74%	97.74%	97.40%	97.11%
A Day in the Week of Merrill - Sunday (Parks)	2,686	1	0	0.00%	\$0.00	97.81%	96.94%	96.52%	96.26%
A Day in the Week of Merrill - Saturday (Camping)	2,535	0	0	0.00%	\$0.00	97.12%	96.24%	95.88%	95.51%

Performance by Day Video

Date		Impressions	Clicks
Total 		67,128	7
Sep 08, 2024		2,423	1
Sep 09, 2024		2,372	0
Sep 10, 2024		2,179	0
Sep 11, 2024		2,131	0
Sep 12, 2024		2,212	1
Sep 13, 2024		2,258	0
Sep 14, 2024		2,313	2
Sep 15, 2024		2,288	1
Sep 16, 2024		2,239	0
Sep 17, 2024		2,313	0
Sep 18, 2024		2,199	0
Sep 19, 2024		2,132	0
Sep 20, 2024		2,061	0
Sep 21, 2024		2,168	0
Sep 22, 2024		2,308	0
Sep 23, 2024		2,177	0
Sep 24, 2024		2,248	0
Sep 25, 2024		2,165	0
Sep 26, 2024		2,112	1
Sep 27, 2024		2,072	0
Sep 28, 2024		2,253	0
Sep 29, 2024		2,304	0
Sep 30, 2024		2,257	0
Oct01, 2024		2,320	0
Oct02, 2024		2,349	0
Oct03, 2024		2,166	1
Oct04, 2024		2,161	0

Oct05, 2024		2,324	0
Oct06, 2024		2,307	0
Oct07, 2024		2,317	0

Performance by Day

Date		Impressions	Clicks	CTR	Conversions	Avg. Cmp CPC
Sep 08, 2024		0	0	-	0.00	\$25.58
Sep 09, 2024		0	0	-	0.00	-
Sep 10, 2024		0	0	-	0.00	-
Sep 11, 2024		0	0	-	0.00	-
Sep 12, 2024		0	0	-	0.00	\$25.58
Sep 13, 2024		0	0	-	0.00	-
Sep 14, 2024		0	0	-	0.00	\$12.81
Sep 15, 2024		0	0	-	0.00	\$25.57
Sep 16, 2024		0	0	-	0.00	-
Sep 17, 2024		0	0	-	0.00	-
Sep 18, 2024		0	0	-	0.00	-
Sep 19, 2024		0	0	-	0.00	-
Sep 20, 2024		0	0	-	0.00	-
Sep 21, 2024		0	0	-	0.00	-
Sep 22, 2024		0	0	-	0.00	-
Sep 23, 2024		0	0	-	0.00	-
Sep 24, 2024		0	0	-	0.00	-
Sep 25, 2024		0	0	-	0.00	-
Sep 26, 2024		0	0	-	0.00	\$25.66
Sep 27, 2024		0	0	-	0.00	-
Sep 28, 2024		0	0	-	0.00	-
Sep 29, 2024		0	0	-	0.00	-
Sep 30, 2024		0	0	-	0.00	-
Oct01, 2024		0	0	-	0.00	-
Oct02, 2024		0	0	-	0.00	-
Oct03, 2024		0	0	-	0.00	\$25.54
Oct04, 2024		0	0	-	0.00	-
Oct05, 2024		0	0	-	0.00	-

Oct06, 2024	0	0	-	0.00	-
Oct07, 2024	0	0	-	0.00	-