



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, NOVEMBER 21, 2024

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely call 314-474-2780 PIN 643 087 396 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. Minutes from the October 17th meeting.

III. General Agenda Items for Consideration

1. Discuss and consider the September and October Revenue and Expense Reports
2. Discuss and consider any strategic plan revisions as they pertain to marketing
3. Update on approved 2025 budget
4. Update on Business Hiring survey
5. Update on the Social Media Specialist role
6. Tour of Lights - update
7. Chamber of Commerce - 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 - December meeting - Call of the Chair

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, OCTOBER 17, 2024 MINUTES
REVISED CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. **Call to Order** Chair Fermanich called the meeting to order at 5:15 pm
Present: Alderperson Fermanich, Alderperson Rutkowski, Alderperson Lass
Present Not Voting: Library Director Laurie Ollhoff, John Greenwood, Social Media Specialist Hallie Savall, Scott Steele, Sarah Sturm, Mayor Hass, City Administrator Akey, City Clerk Anderson-Malm, Cameo Almli, IT Manager Brown, LCECD Sarah Guild (remote), and Merrill Community Media.
Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek, Festival Grounds Manager Rick Bjorklund
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the September 19th meeting.** - Alderperson Lass motioned to approve the minutes. Alderperson Rutkowski seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the September Revenue & Expense Report** - This will be in the November packet.
 2. **Strategic Plan Revisions or suggestions to consider or refer** - Chair Fermanich reminded the committee to give suggestions by November 30th to City Administrator Akey or Mayor Hass.
 3. **Discuss and consider the marketing budget from the 10/14 COW** - The committee discussed possible revisions to the Midwest Communications contract. No action was taken
 4. **Consider any Holiday promotional marketing** - The committee discussed.
 5. **Recreational Economy for Rural Communities Grant Opportunity information** - LCECD Guild was remote and updated the committee regarding the grant.
 6. **Business Hiring Data Survey - informational** - Scott Steele updated the committee.
 7. **Chamber of Commerce Update** - Sarah Sturm updated the committee.
 - a. **NFL Draft - first meeting recap** - Sarah Sturm and Hallie are on a committee regarding shuttles and lodging for the draft.
 8. **Discuss and consider an Ordinance Amending Chapter 2, regarding standing committees.** - Following discussion, the ordinance was revised to: three alderpersons appointed by the Mayor, who shall be the voting members;

one Chamber of Commerce member; one citizen with a strong background in communications; and the Social Media Specialist. The Chamber of Commerce designee, the citizen member, and the Social Media Specialist shall act as non-voting advisors to the committee as needed.

Aldersperson Lass motioned to forward the revision of the ordinance to the November Common Council with the recommendation of the Marketing and Communications Committee. Aldersperson Rutkowski seconded and the motion passed.

IV. Updates from Previous Meetings

- 1. Standing Banner update** - No update.
- 2. 2025 Tourism Grant and JEM Grant - update** - Hallie updated the committee.
- 3. Lincoln County 150th Anniversary Celebration** - The celebration is Saturday, October 19th starting in Tomahawk at 8:00 am with a pancake breakfast. The celebration will move to Merrill at noon until 3:00 pm. The TB Scott Library is having a genealogy session from 10:30 am until 2:00 pm.
- 4. Tour of Lights - update** - An update was provided. Mayor Hass, Aldersperson Rutkowski, and Aldersperson Lass will serve as tour guides on the three buses.

V. Monthly Reports and Updates

- 1. Monthly Report & Statistical Analytics - Social Media Specialist Savall** - This was included in the packet.
- 2. Monthly Report - Midwest Communications** - The report was included in the packet.
- 3. Consider placing monthly reports on file** - Aldersperson Rutkowski motioned to place the reports on file. Aldersperson Lass seconded and the motion passed.

VI. Public Comment There was no public comment.

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

VIII. Adjournment Aldersperson Rutkowski motioned to adjourn. Aldersperson Lass seconded and the motion passed. The meeting was adjourned at 6:06 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm

Minutes are in draft form until approved at the next scheduled meeting.

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	24,324.37	100.00	0.00
45305-43510 CARES COVID-19 Reimb	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	24,324.37	0.00	24,324.37	100.00	0.00
<u>Licenses and Permits</u>					
45305-44900 Cable Franchise (Less Adm)	95,500.00	0.00	68,765.84	72.01	26,734.16
TOTAL Licenses and Permits	95,500.00	0.00	68,765.84	72.01	26,734.16
TOTAL REVENUES	119,824.37	0.00	93,090.21	77.69	26,734.16
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55305-03-40000 MAPS Merrill Productions	75,000.00	0.00	36,039.67	48.05	38,960.33
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	0.00	10,056.55	105.69	(541.55)
55305-03-47533 M&C Committee - Resources	19,250.00	19.79	1,079.87	5.61	18,170.13
55305-03-47534 MWC Monthly Ads	14,400.00	1,200.00	9,445.00	65.59	4,955.00
55305-03-47536 Visitor Guide Ads	3,150.00	0.00	2,397.00	76.10	753.00
55305-03-47555 Marketing Contractor	41,500.00	2,575.00	20,637.00	49.73	20,863.00
55305-03-47557 Social Media Contractor	32,500.00	2,050.00	20,150.00	62.00	12,350.00
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	5,844.79	103,783.69	50.70	100,931.31
TOTAL EXPENDITURES	204,715.00	5,844.79	103,783.69	50.70	100,931.31
REVENUES OVER/(UNDER) EXPENDITURES	(84,890.63)	(5,844.79)	(10,693.48)	0.00	(74,197.15)

CITY OF MERRILL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: SEPTEMBER 30TH, 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	0.00	9,999.75	0.00	(9,999.75)
TOTAL Intergovernmental	0.00	0.00	9,999.75	0.00	(9,999.75)
<u>Miscellaneous Revenues</u>					
45324-48500 MFG Events-Donations	0.00	0.00	7,500.00	0.00	(7,500.00)
45324-48525 Food Truck-Spot Rentals	0.00	0.00	425.00	0.00	(425.00)
45324-48550 MFG Events - Grants	0.00	0.00	1,000.00	0.00	(1,000.00)
45324-48725 Craft Show Revenues	0.00	0.00	1,610.00	0.00	(1,610.00)
45324-48750 Event Revenues	0.00	0.00	1,158.00	0.00	(1,158.00)
TOTAL Miscellaneous Revenues	0.00	0.00	11,693.00	0.00	(11,693.00)
TOTAL REVENUES	0.00	0.00	21,692.75	0.00	(21,692.75)
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55324-03-40000 MFG-Food Truck Expenses	0.00	0.00	7,807.76	0.00	(7,807.76)
55324-03-40024 MFG-Craft Expenses	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	0.00	7,807.76	0.00	(7,807.76)
TOTAL EXPENDITURES	0.00	0.00	7,807.76	0.00	(7,807.76)
REVENUES OVER/ (UNDER) EXPENDITURES	0.00	0.00	13,884.99	0.00	(13,884.99)

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

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TOTAL REVENUES	119,824.37	0.00	93,090.21	77.69	26,734.16
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55305-03-40000 MAPS Merrill Productions	75,000.00	13,435.78	49,475.45	65.97	25,524.55
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	3,362.50	3,362.50	134.50	(862.50)
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
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55305-03-47536 Visitor Guide Ads	3,150.00	3,015.00	5,412.00	171.81	(2,262.00)
55305-03-47555 Marketing Contractor	41,500.00	3,775.00	24,412.00	58.82	17,088.00
55305-03-47557 Social Media Contractor	32,500.00	1,825.00	21,975.00	67.62	10,525.00
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	25,413.28	129,199.15	63.11	75,515.85
TOTAL EXPENDITURES	204,715.00	25,413.28	129,199.15	63.11	75,515.85
REVENUES OVER/(UNDER) EXPENDITURES	(84,890.63)	(25,413.28)	(36,108.94)	0.00	(48,781.69)

26 -Reserved - Non-Lapsing
MFG - Events

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REVENUES OVER/ (UNDER) EXPENDITURES	0.00	0.00	13,884.99	0.00	(13,884.99)

November 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, and send out, 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 the post up and getting addresses in for the Tour of Lights Ride.

Social Media -

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

MWC -

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

October 2024 Social Media Analytics

Facebook Page Reach: 6,773 (Down 46.3%)

- *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: 2,112 (Down 9.6 %)

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

New Facebook Page Likes: 29

Cumulative Facebook Page Likes: 3,493

Link Clicks on page - 210

Content (Most Popular by Reach)

1. Red Pine tree Removal (Reach 3,240; Likes, Reactions, Comments and Shares 116)
2. 150 celebration (Reach 1,825; Likes, Reactions, Comments and Shares:24)
3. Council Grounds and Merrill Article (Reach 1,311; Likes, Reactions, Comments, shares and link clicks: 36)
4. Election Worker Slot (Reach 923; Likes, Reactions, Comments and Shares: 15)
5. Early Voting (Reach 814; Likes, Reactions, Comments and Shares: 12)

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 29 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 - 1,586 Views 1,545 Users
Experience more to life - 5 Views 4 Users
Experience DC - Digital Ads - 0 Views 0 Users
Experience VG - Visitors Guide 0 Views 0 Users
City of Merrill - 2,639 Views 1,547 Users

Hi LaDonna,

Here is a breakdown for the attached report:

Our click-through rate went down slightly but is still above the national average. We had an increase in Actions though, up almost 70% compared with the previous time frame. We had 145 site/search actions of people coming to their website after seeing the ad, but not clicking on the ad. We also saw 2 Geo-Actions of someone coming into Merrill city limits after seeing one of the ads.

The Jobs ad is at .11%, the school ad is at .13%, and the Houses ad is at a .12% CTR.

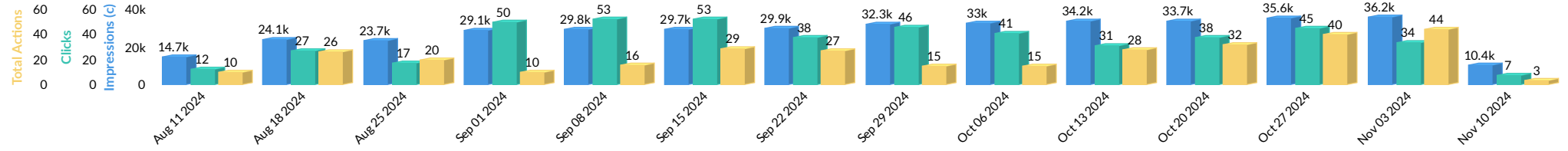
It might be time to remove the Window and Door factory from the geofencing targets, as it only generated a .04% CTR and no actions.

Cameo Almli

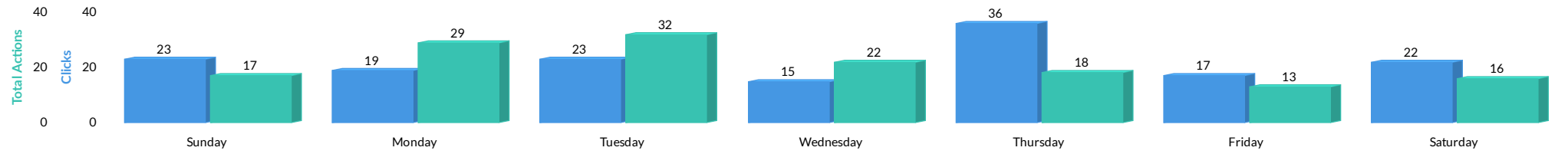
Audio & Digital Marketing Consultant
WSAU, WIFC, WDEZ, WOZZ, 939 The Game, Digital
Office: 715-842-1672 Cell 715-218-0195
557 Scott Street. Wausau, WI 54403



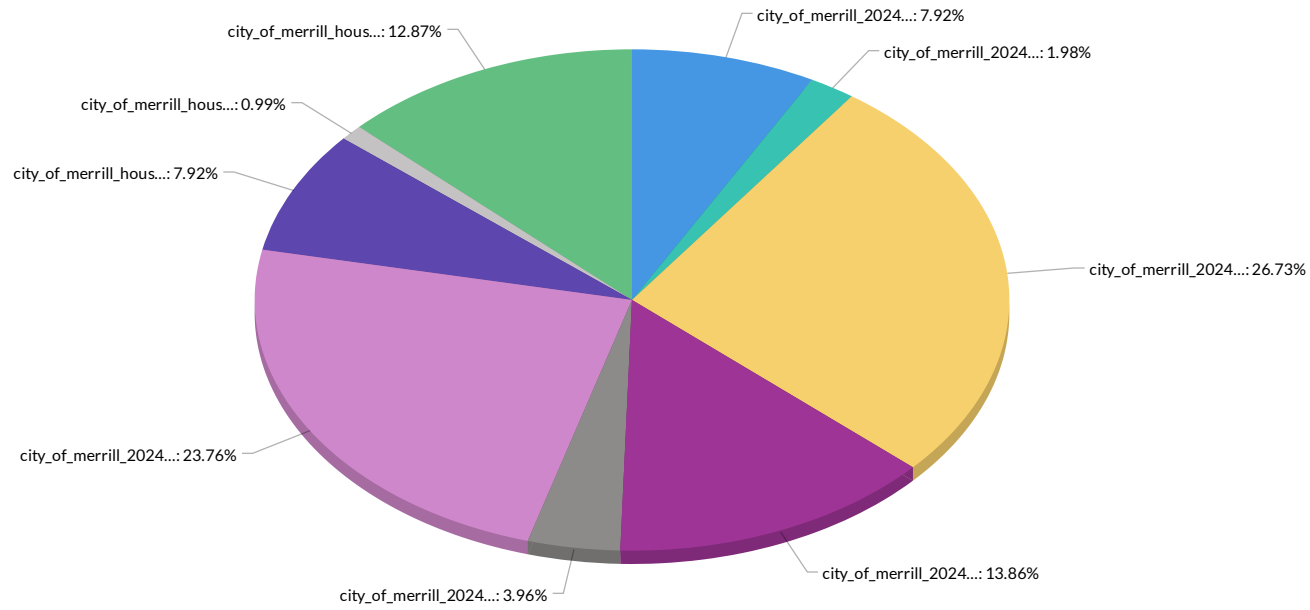
90 Day Overview



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

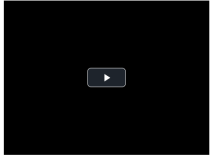
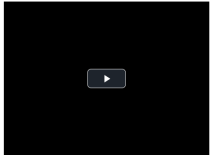
- Videos Played to First Quartile= ads that were played at least 25% of the way through
- Videos Played to Midpoint = ads that were played at least 50% of the way through
- Videos Played to Third Quartile= ads that were played at least 75% of the way through
- Video Complete Rate= the number of videos 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	1,312	0	0.00%	0
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SITE		Nov 28, 2023	Oct 31, 2024	77	0	0.00%	0
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SRT+KW		Nov 28, 2023	Oct 31, 2024	1,957	1	0.05%	1
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_Geo-Opt		Nov 20, 2023	Oct 31, 2024	3,682	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SITE		Nov 20, 2023	Oct 31, 2024	1,178	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SRT+KW		Nov 20, 2023	Oct 31, 2024	7,122	0	0.00%	15
Wausau_City of Merrill - Experience Merrill_668159_OTT small-screen_Geo-Opt		Nov 01, 2024	Dec 31, 2024	703	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_668159_OTT small-screen_SITE		Nov 01, 2024	Dec 31, 2024	176	1	0.57%	0
Wausau_City of Merrill - Experience Merrill_668159_OTT small-screen_SRT+KW		Nov 01, 2024	Dec 31, 2024	1,000	1	0.10%	2
Wausau_City of Merrill - Experience Merrill_668159_OTT/CTV_Geo-Opt		Nov 01, 2024	Dec 31, 2024	2,591	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_668159_OTT/CTV_SITE		Nov 01, 2024	Dec 31, 2024	720	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_668159_OTT/CTV_SRT+KW		Nov 01, 2024	Dec 31, 2024	4,019	0	0.00%	2
Wausau_City of Merrill_668155_Display_Geo-Opt		Sep 01, 2024	Dec 31, 2024	18,781	36	0.19%	2
Wausau_City of Merrill_668155_Display_Geofence		Sep 01, 2024	Dec 31, 2024	19,765	21	0.11%	0
Wausau_City of Merrill_668155_Display_Geofence_CNH		Sep 18, 2024	Dec 31, 2024	622	0	0.00%	0
Wausau_City of Merrill_668155_Display_SITE		Sep 01, 2024	Dec 31, 2024	16,785	30	0.18%	123
Wausau_City of Merrill_668155_Display_SRT+KW		Sep 01, 2024	Dec 31, 2024	69,631	65	0.09%	2

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total 			150,120	155	0.10%	147
city_of_merrill_2024_jobs_320x50.jpg	320x50		21,560	27	0.13%	9
city_of_merrill_2024_schools_320x50.jpg	320x50		19,004	24	0.13%	10
city_of_merrill_houses_320x50.jpg	320x50		17,102	13	0.08%	16
City of Merrill OTT July 2024 (1).mp4		City of Merrill OTT July 	15,328	1	0.01%	16
city_of_merrill_2024_schools_300.jpg	300x250		10,880	14	0.13%	18
city_of_merrill_2024_jobs_300.jpg	300x250		10,070	8	0.08%	18
City of Merrill OTT July 2024 (1).mp4	Video	City of Merrill OTT July 	9,209	2	0.02%	4
city_of_merrill_2024_schools_728.jpg	728x90		8,038	14	0.17%	10
city_of_merrill_2024_jobs_728.jpg	728x90		7,150	12	0.17%	9
city_of_merrill_houses_300.jpg	300x250		7,080	8	0.11%	8

city_of_merrill_houses_728.jpg	728x90		6,879	15	0.22%	12
city_of_merrill_2024_schools_300x50.jpg	300x50		6,370	4	0.06%	1
city_of_merrill_2024_jobs_300x50.jpg	300x50		5,857	2	0.03%	3
city_of_merrill_houses_300x50.jpg	300x50		1,070	1	0.09%	3
city_of_merrill_houses_300x600.jpg	300x600		970	3	0.31%	1
city_of_merrill_2024_schools_300x600.jpg	300x600		967	3	0.31%	2
city_of_merrill_2024_jobs_300x600.jpg	300x600		958	2	0.21%	4
city_of_merrill_2024_jobs_160x600.jpg	160x600		545	2	0.37%	1
city_of_merrill_2024_schools_160x600.jpg	160x600		544	0	0.00%	1



GeoFence Performance where Metrics are Available

GeoFence	Impressions	Clicks	CTR	GeoFence Weighted Actions
Total ⓘ	20,387	21	0.10%	0
ConAgra Brands 1201 Green Valley Rd	15,285	19	0.12%	0
Window & Doors 811 Factory St. Hawkins, WI 54530	4,480	2	0.04%	0
CNH Industrial America 511 E. Main St. Manitowoc, WI 54221	622	0	0.00%	0

Location Performance

City	Impressions	Clicks	CTR
Chicago	66,181	61	0.09%
Minneapolis	26,955	33	0.12%
Saint Paul	8,602	13	0.15%
Beaver Dam	5,551	8	0.14%
Wausau	2,068	4	0.19%
Charlotte	1,573	0	0.00%
Milwaukee	1,530	2	0.13%
Pretty Prairie	1,045	1	0.10%
La Crosse	973	0	0.00%
Mayville	847	1	0.12%
Maple Grove	816	0	0.00%
Kansas City	780	1	0.13%
Oak Lawn	693	0	0.00%
Eden Prairie	643	0	0.00%
Merrill	628	1	0.16%
Des Moines	582	0	0.00%
Round Lake	570	0	0.00%
Burnsville	522	0	0.00%
Cedar Falls	501	0	0.00%
Oak Park	497	2	0.40%

Keyword Performance

Keyword	Impressions	Clicks	CTR	Total Actions
retirement	26,055	32	0.12%	2
moving	11,046	10	0.09%	0
relocation	7,171	0	0.00%	10
%21moving	6,752	3	0.04%	0
relocate	4,227	2	0.05%	6
wildlife	4,026	1	0.02%	0
retiring	2,127	3	0.14%	0
%21wildlife	2,008	1	0.05%	0
%21retirement	1,897	4	0.21%	0
mental+health	1,604	2	0.12%	0
packing	1,072	0	0.00%	0
%21movers	1,061	0	0.00%	0
%21packing	1,027	0	0.00%	0
movers	1,013	0	0.00%	4
new+house	872	1	0.11%	0
merrill	859	0	0.00%	0
home+improvement	727	0	0.00%	0
%21networking	639	1	0.16%	0
%21retiring	582	0	0.00%	0
public+schools	539	1	0.19%	0

Video Run Details

Date		Start	First Quartile	Mid Point	Third Quartile	Complete	Completion Rate	Mute	Pause	Resume	Fullscreen
Oct		15,081	14,871	14,747	14,629	14,528	96.33%	276	386	274	16
Nov		9,233	9,150	9,091	9,032	8,970	97.15%	66	224	182	7

 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

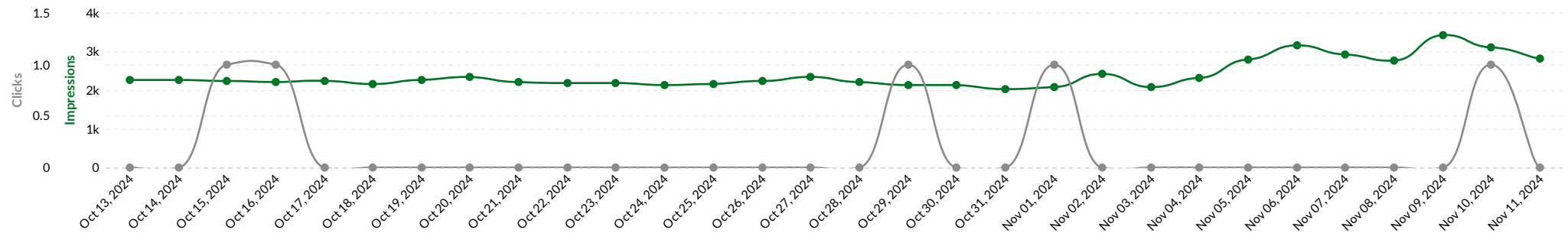
Impressions
71,778

Clicks
5

CTR
0.01%

Avg. CPC
\$147.57

Impressions vs Clicks Overview



Performance by Video Device

Device		Impressions	Clicks	CTR
CONNECTED_TV		71,276	5	0.01%
DESKTOP		249	0	0.00%
MOBILE		136	0	0.00%
TABLET		118	0	0.00%

 Glossary

- 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. CPC
City of Merrill YOUTUBE		71,778	5	0.01%	0.00	\$147.57

Video Creative Performance

Video Title	Impressions	Clicks	Video Views	Video View Rate	Avg. Client CPV	Average Video 25% Completes	Average Video 50% Completes	Average Video 75% Completes	Average Video 100% Completes
A Day in the Week of Merrill - Friday (ATV Riding)	5,937	1	0	0.00%	-	97.46%	96.05%	95.52%	95.04%
A Day in the Week of Merrill - The Full Week!	11,798	1	0	0.00%	-	97.74%	96.71%	96.29%	96.11%
A Day in the Week of Merrill - Thursday (Kayaking)	2,870	1	0	0.00%	-	96.25%	94.80%	94.20%	93.92%
A Day in the Week of Merrill - Tuesday (Fishing)	4,911	1	0	0.00%	-	97.07%	95.93%	95.46%	95.19%
A Day in the Week of Merrill - Wednesday (Biking)	24,654	1	0	0.00%	-	97.87%	96.85%	96.35%	96.01%
A Day in the Week of Merrill - Monday (Local Sports)	7,022	0	0	0.00%	-	98.12%	97.10%	96.58%	96.22%
A Day in the Week of Merrill - Saturday (Camping)	7,768	0	0	0.00%	-	97.04%	95.79%	95.32%	95.03%
A Day in the Week of Merrill - Sunday (Parks)	6,819	0	0	0.00%	-	97.02%	95.75%	95.43%	95.02%

Video Performance by Day

Date		Impressions	Clicks	CTR
Oct 13, 2024		2,253	0	0.00%
Oct 14, 2024		2,275	0	0.00%
Oct 15, 2024		2,229	1	0.04%
Oct 16, 2024		2,208	1	0.05%
Oct 17, 2024		2,249	0	0.00%
Oct 18, 2024		2,151	0	0.00%
Oct 19, 2024		2,269	0	0.00%
Oct 20, 2024		2,331	0	0.00%
Oct 21, 2024		2,202	0	0.00%
Oct 22, 2024		2,196	0	0.00%
Oct 23, 2024		2,175	0	0.00%
Oct 24, 2024		2,134	0	0.00%
Oct 25, 2024		2,167	0	0.00%
Oct 26, 2024		2,235	0	0.00%
Oct 27, 2024		2,348	0	0.00%
Oct 28, 2024		2,204	0	0.00%
Oct 29, 2024		2,129	1	0.05%
Oct 30, 2024		2,122	0	0.00%
Oct 31, 2024		2,032	0	0.00%
Nov01, 2024		2,076	1	0.05%
Nov02, 2024		2,410	0	0.00%
Nov03, 2024		2,086	0	0.00%
Nov04, 2024		2,315	0	0.00%
Nov05, 2024		2,803	0	0.00%
Nov06, 2024		3,151	0	0.00%
Nov07, 2024		2,926	0	0.00%
Nov08, 2024		2,759	0	0.00%
Nov09, 2024		3,418	0	0.00%

Nov 10, 2024	3,108	1	0.03%
Nov 11, 2024	2,818	0	0.00%

Location Performance

City (User location)		Impressions	Clicks	CTR	Avg. CPC
Antioch		12	0	0.00%	-
Apple Valley		817	0	0.00%	-
Arden Hills		40	0	0.00%	-
Blaine		604	0	0.00%	-
Bloomington		1,174	0	0.00%	-
Bristol		38	0	0.00%	-
Brooklyn Center		321	0	0.00%	-
Brooklyn Park		1,113	0	0.00%	-
Burnham		128	0	0.00%	-
Burnsville		867	0	0.00%	-
Chicago		22,662	1	0.00%	\$232.29
Cicero		779	0	0.00%	-
Coon Rapids		568	0	0.00%	-
Crystal		343	0	0.00%	-
Dellwood		375	0	0.00%	-
Duluth		959	0	0.00%	-
Eagan		875	0	0.00%	-
Eden Prairie		740	0	0.00%	-
Edina		600	0	0.00%	-
Elmwood Park		312	0	0.00%	-
Evanston		373	0	0.00%	-
Falcon Heights		134	0	0.00%	-
Fridley		75	0	0.00%	-
Gages Lake		115	0	0.00%	-
Golden Valley		44	0	0.00%	-
Gurnee		390	0	0.00%	-
Hainesville		1,016	1	0.10%	\$10.57
Hermantown		229	0	0.00%	-

Hopkins	80	0	0.00%	-
Kenosha	48	0	0.00%	-
Lincolnwood	425	0	0.00%	-
Little Canada	581	0	0.00%	-
Lyons	96	0	0.00%	-
Maple Grove	669	0	0.00%	-
Mendota Heights	50	0	0.00%	-
Minneapolis	13,182	2	0.02%	\$65.97
Minnetonka	649	0	0.00%	-
Mundelein	315	0	0.00%	-
New Brighton	523	0	0.00%	-
New Hope	509	0	0.00%	-
Norridge	410	0	0.00%	-
North Oaks	418	0	0.00%	-
North Riverside	210	0	0.00%	-
Northbrook	191	0	0.00%	-
Oak Park	513	0	0.00%	-
Oakdale	382	0	0.00%	-
Old Mill Creek	960	0	0.00%	-
Paddock Lake	13	0	0.00%	-
Plymouth	939	0	0.00%	-
Proctor	128	0	0.00%	-