



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, JANUARY 23, 2025

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely call 929-324-9410 PIN 733 050 814 #

- I. Call to Order**
- II. Consider approving minutes from the previous meeting**
 - 1. November 21 meeting minutes
- III. General Agenda Items for Consideration**
 - 1. Discuss and consider the November and December Revenue and Expense Reports
 - 2. Discuss and consider the Business Hiring Survey
 - 3. Review the retractable banner design
 - 4. Initial discussion on current marketing strategies and potential modifications
 - 5. Food Truck-a-palooza 2025 update and discussion
 - 6. 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 - Thursday, February 20 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, NOVEMBER 21, 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, Scott Steele, Sarah Sturm, Mayor Hass, City Administrator Akey, City Clerk Anderson-Malm, Cameo Almli
- II. Consider approving minutes from the previous meeting**
 - 1. Minutes from the October 17th meeting.** - Alderperson Rutkowski motioned to approve. Alderperson Lass seconded and the motion passed.
- III. General Agenda Items for Consideration**
 - 1. Discuss and consider the September and October Revenue and Expense Reports** - The reports were included in the packet. No further action was taken.
 - 2. Discuss and consider any strategic plan revisions as they pertain to marketing** - Chair Fermanich reminded the committee to have all revisions regarding the Strategic Plan to City Administrator Akey or Mayor Hass by the end of November.
 - 3. Update on approved 2025 budget** - Chair Fermanich updated the committee regarding the budget revisions.
 - 4. Update on Business Hiring survey** - No update was provided.
 - 5. Update on the Social Media Specialist role** - Chair Fermanich updated the committee regarding the Special Media Specialist role change. As of January 1, 2025, Hallie Savall will not be a contracted employee. The title of the position is still under consideration.
 - 6. Tour of Lights - update** - SMS Savall updated the committee. Seven homes are signed up for the tour and fifteen people are signed up for space on the buses. The event is on the city's Facebook page.
 - 7. Chamber of Commerce - update** - Sarah Sturm updated the committee. The 2025 Visitor Guides will be available the first or second week of December. The Christmas Parade is scheduled on Saturday, December 7th and there are currently 20 participants entered.
- 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 -** All reports were included in the packet. Alderperson Rutkowski motioned to place the reports on file. Alderperson Lass seconded and the motion passed.
- V. Public Comment** Scott Steele, County Road K, commented on paperwork that was provided at the meeting regarding a banner for the city to use at events.
- VI. Date and Time of Next Meeting - December meeting - Call of the Chair**
- VII. Adjournment** Alderperson Lass motioned to adjourn. Alderperson Rutkowski seconded and the motion passed. The meeting was adjourned at 5:30 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	22,240.41	91,006.25	95.29	4,493.75
TOTAL Licenses and Permits	95,500.00	22,240.41	91,006.25	95.29	4,493.75
TOTAL REVENUES					
	119,824.37	22,240.41	115,330.62	96.25	4,493.75
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55305-03-40000 MAPS Merrill Productions	75,000.00	0.00	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	0.00	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
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	0.00	1,082.05	5.62	18,167.95
55305-03-47534 MWC Monthly Ads	14,400.00	1,200.00	10,645.00	73.92	3,755.00
55305-03-47536 Visitor Guide Ads	3,150.00	0.00	5,412.00	171.81	(2,262.00)
55305-03-47555 Marketing Contractor	41,500.00	2,634.00	27,046.00	65.17	14,454.00
55305-03-47557 Social Media Contractor	32,500.00	2,000.00	23,975.00	73.77	8,525.00
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	5,834.00	135,033.15	65.96	69,681.85
TOTAL EXPENDITURES					
	204,715.00	5,834.00	135,033.15	65.96	69,681.85
REVENUES OVER/(UNDER) EXPENDITURES	(84,890.63)	16,406.41	(19,702.53)	0.00	(65,188.10)

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

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TOTAL Licenses and Permits	95,500.00	0.00	91,006.25	95.29	4,493.75
TOTAL REVENUES	119,824.37	0.00	115,330.62	96.25	4,493.75
EXPENDITURES					
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<u>Supplies & Expenses</u>					
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55305-03-47557 Social Media Contractor	32,500.00	2,775.00	26,750.00	82.31	5,750.00
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	6,400.00	141,433.15	69.09	63,281.85
TOTAL EXPENDITURES	204,715.00	6,400.00	141,433.15	69.09	63,281.85
REVENUES OVER/(UNDER) EXPENDITURES	(84,890.63)	(6,400.00)	(26,102.53)	0.00	(58,788.10)

[Online survey using free version of Survey Monkey.]

Merrill annual hiring demographics survey

January 1, 2024 thru December 31, 2024

Overview:

In support of Merrill's ongoing efforts to attract and retain workers, we would appreciate you sharing important information about received applications and filled positions in 2024.

This annual survey will provide us with information to help evaluate outreach efforts and improve marketing programs.

Privacy:

To maintain privacy, this survey will not ask any specific questions about the individuals. This information will be used to help us understand:

- If individuals from inside or outside Lincoln or Marathon County are applying for open positions.
- If individuals from inside or outside Lincoln or Marathon County have been hired for open positions.
- Identify geographic location if outside Lincoln or Marathon County.
- Identify industry sector.
- Identify level of position.
- Identify geographic information about the filled position.

Thank you for your time.

Profile

This information will be used only for data verification purposes. It will not be used for any marketing or communications efforts outside of this survey. All fields are required.

* First Name

* Last Name

* Title

* Business Name

* Your business email address

Optional:

Please indicate your company industry (drop down menu):

☐ Agriculture

☐ Construction

☐ Equipment

☐ Financial/insurance

☐ Food service

☐ Government

☐ Grocery

☐ Healthcare/medical

☐ Industrial/manufacturing

☐ Marketing/advertising

☐ Media

☐ Paper

☐ Real Estate

☐ Retail

☐ Transportation

O Other [please provide _____]

SURVEY

Question One:

Has your company advertised for an open position in the last 24 months?

O Yes (if yes is selected, move on to question two).

O No (if no is selected, skip to the end of the survey and thank them for their time).

Question Two:

Number of applications received from outside of the Lincoln County and Marathon County area, but within WI, from Jan 1, 2024 through Dec. 31, 2024.

- Number of hires from those applications.

Question Three:

Number of applications received from outside the State of WI from Jan 1, 2024 through Dec. 31, 2024.

- Number of hires from those applications.

Optional Information:

We appreciate any additional information you can provide about your hiring demographics. This additional information can help inform future marketing efforts.

Question Four:

Please indicate the level of the open position(s) and hiree demographic information (check all that apply):

O Laborer (hourly)

(if selected, drop down):

- Hiree was from within our company.
- Hiree was from within Merrill.
- Hiree was from within Lincoln or Marathon County.
- Hiree was from within Wisconsin, but outside Lincoln or Marathon County.
- Hiree was from out of state (Optional: please indicate the state _____)

O Skilled (e.g. welder, mechanical, technical, machine operation, etc.)

(if selected, drop down):

- Hiree was from within our company.
- Hiree was from within Merrill.
- Hiree was from within Lincoln or Marathon County.
- Hiree was from within Wisconsin, but outside Lincoln or Marathon County.
- Hiree was from out of state (Optional: please indicate the state _____)

O IT

(if selected, drop down):

- Hiree was from within our company.
- Hiree was from within Merrill.
- Hiree was from within Lincoln or Marathon County.
- Hiree was from within Wisconsin, but outside Lincoln or Marathon County.
- Hiree was from out of state (Optional: please indicate the state _____)

O Professional (e.g. medical, engineering, accounting, marketing, HR, finance, etc.)

(if selected, drop down):

- Hiree was from within our company.
- Hiree was from within Merrill.
- Hiree was from within Lincoln or Marathon County.
- Hiree was from within Wisconsin, but outside Lincoln or Marathon County.
- Hiree was from out of state (Optional: please indicate the state _____)

O Management

(if selected, drop down):

- Hiree was from within our company.
- Hiree was from within Merrill.
- Hiree was from within Lincoln or Marathon County.
- Hiree was from within Wisconsin, but outside Lincoln or Marathon County.
- Hiree was from out of state (Optional: please indicate the state _____)

O Executive

(if selected, drop down):

- Hiree was from within our company.
- Hiree was from within Merrill.
- Hiree was from within Lincoln or Marathon County.
- Hiree was from within Wisconsin, but outside Lincoln or Marathon County.
- Hiree was from out of state (Optional: please indicate the state _____)

Thank you for participating in this survey. Your input, your business and your commitment to Merrill are critical pieces of our community's success.

Mayor Steve Hass.

[Submit button]



The jobs, schools and homes
are incredible,
but wait until you experience
our small-town charm and
endless spirit of adventure.

Come work, live, play here.
Merrill, Wisconsin is truly a unique and special place.

- Fulfill your career aspirations while experiencing a rewarding work/life balance.
- Well-paying jobs in just about every sector and endless opportunities to start your own business.
 - Excellent school system and over \$600,000 in scholarships made available by Merrill benefactors to graduating seniors.
- Affordable housing for every budget in friendly neighborhoods or on acres of land.
- Beautiful parks, lakes and rivers offer more ways to enjoy four seasons of natural beauty and spirit of adventure.

**Our strong sense of community and affordable living offers you
a simple, fulfilling lifestyle.**



November 2024 Social Media Analytics

Facebook Page Reach: 6,982 (Up 5.8%)

- *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: 4,158 (Up 27 %)

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

New Facebook Page Likes: 14

Cumulative Facebook Page Likes: 3,502

Link Clicks on page - 53

Content (Most Popular by Reach)

1. Tour of Lights 2nd post (Reach 2,681; Likes, Reactions, Comments and Shares 26)
2. Tour of lights 1st post (Reach 2,044; Likes, Reactions, Comments and Shares:35)
3. Election post (Reach 1,815; Likes, Reactions, Comments, shares and link clicks: 30)
4. Election results post (Reach 1,751; Likes, Reactions, Comments and Shares: 53)
5. Mill Rate post (Reach 1,518; Likes, Reactions, Comments and Shares: 25)

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 30 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 - 1,636 Views 1,561 Users

Experience more to life - 0 Views 0 Users

Experience DC - Digital Ads - 0 Views 0 Users

Experience VG - Visitors Guide 0 Views 0 Users

City of Merrill - 1,989 Views 1,144 Users

December 2024

Social Media Report

Tasks -

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

I have met with LaDonna to 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 am starting to receive applications for this.

I attended business after hours.

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. The amount of riders and houses is down from last year.

Social Media -

I have been getting Decembers events in the Calendar and working on January happenings as well.

MWC -

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

December 2024 Social Media Analytics

Facebook Page Reach: 18,059 (Up 156.7%)

- *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: 58,358 (Up 51.4 %)

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

New Facebook Page Likes: 30

Cumulative Facebook Page Likes: 3,532

Link Clicks on page - 70

Content (Most Popular by Reach)

1. Tour of Lights Winners (Reach 15,903; Likes, Reactions, Comments and Shares 128)
2. Garbage pick up change (Reach 3,434; Likes, Reactions, Comments and Shares:47)
3. Garbage Calendar (Reach 3,339; Likes, Reactions, Comments, shares and link clicks: 20)
4. Tour of lights last call (Reach 2,167; Likes, Reactions, Comments and Shares: 10)
5. Tax mail out (Reach 2,088; Likes, Reactions, Comments and Shares: 24)

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).

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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 - 1,845 Views 1,789 Users
Experience more to life - 15 Views 10 Users
Experience DC - Digital Ads - 0 Views 0 Users
Experience VG - Visitors Guide 0 Views 0 Users
City of Merrill - 2,143 Views 1,207 Users

January 2025

Social Media Report

Tasks -

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

I have met with LaDonna to go over goals and the agenda 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 am receiving applications for this. 5 paid trucks - 12 more that say they will be there.

I attended business after hours.

I have created the calendar for the upcoming years posts.

Tour of lights went well. We ended up with 27 houses and 3 buses. We ran the Tour for Wednesday only. Thank you to Mayor Hass and Alderperson Rutkowski for helping guide the tour.

Social Media -

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

MWC -

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

City of Merrill December Reporting

Recap:

The campaign served 161,070 impressions between display and video tactics. Looking at just the display, the CTR is school's .13%, well above the national average. With the 138 Site/search actions, in addition to the 178 clicks, the campaign helped drive people to their website 316 times in the month of December.

The geofencing tactic has the highest CTR, with Windows and Doors being the highest-performing location.

The houses and school's ads are tied for the best CTR, at .14% CTR. Jobs is only lagging a little, with a .12% CTR.

For programmatic video, the main KPI is video completion rate, and we've seen just under 98% completion rate.

On the retargeting side of things, it looks like we are trending upward in January by a good margin. We are already averaging .23% CTR and 128 actions for January.

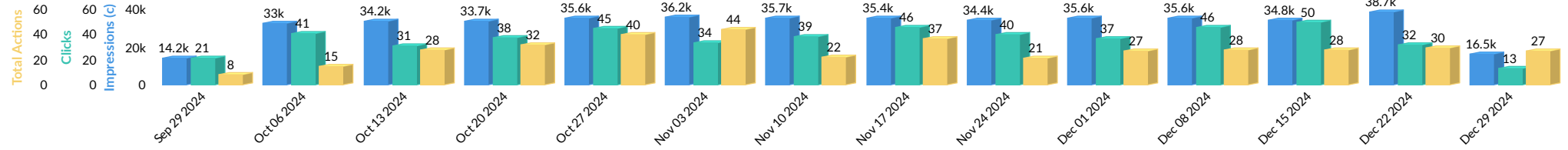
For YouTube, it looks like we are rotating multiple ads. The ad with the highest completion rate is a A Day in the Week of Merrill - The Full Week. It has a 97.63% Completion Rate. This is followed by the "Wednesday" ad at

Digital Marketing Dashboard Report

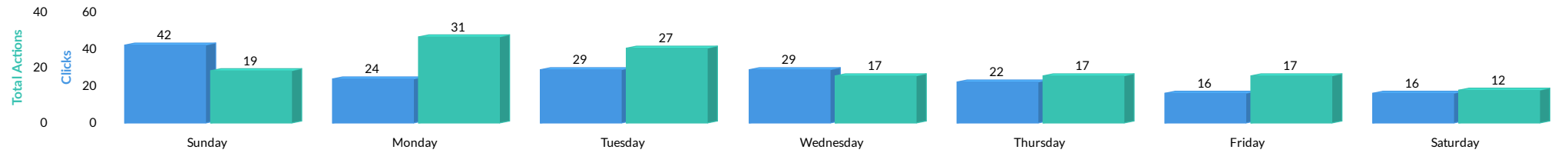




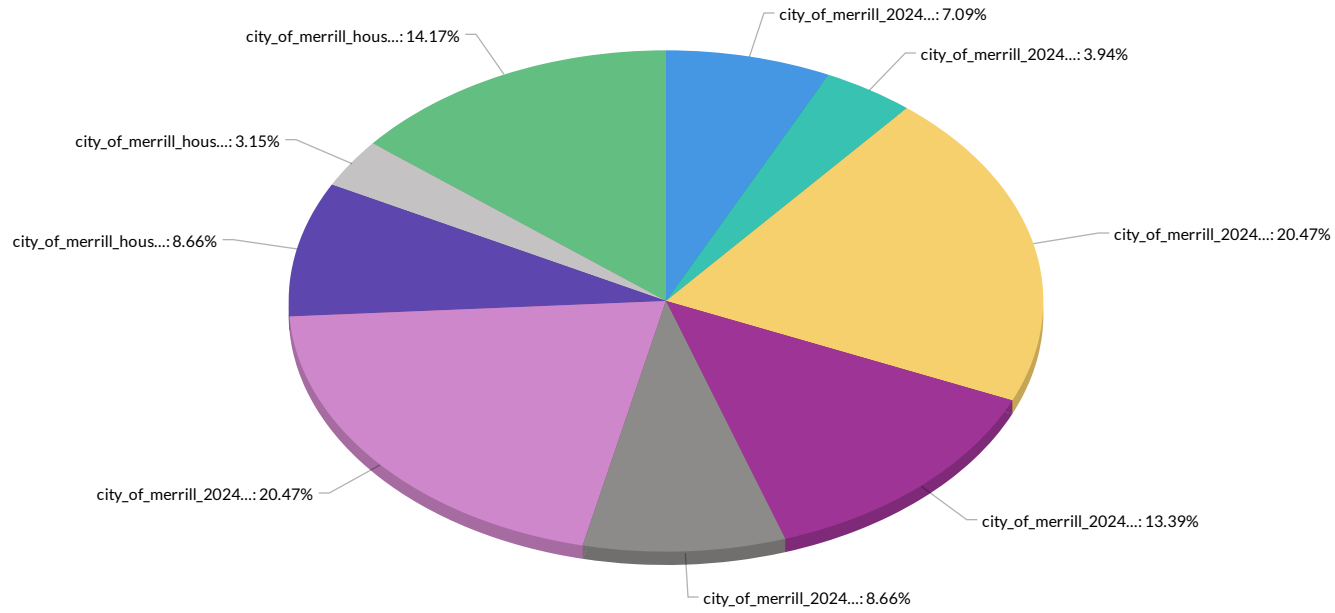
90 Day Overview



Clicks & Actions by Day of the Week



Mobile Ad Performance



Video KPIs



Definitions

- Impressions** - Each ad that was served on a device.
- Clicks** - The number of times an ad was selected by users.
- CTR** - The ratio of users who clicked on an ad that was served to them.

Actions:

- Conversions for Search & Keyword tactics are the number of users that were served an ad because they searched with one of your keywords or a keyword was in the content they read. They didn't click the ad, but visited your website on their own.
- Conversions for Site tactics are the number of users that were served Ads because they visited your website in the past, then return to the site without clicking an ad.
- Conversions for Geofencing are the number of users that were served an ad because they visited on of your selected geofences and then physically visited your business. These are also know as geo-conversions.

About Tactics

- SRT+KW - Search Retargeting and Keyword - Serving ads to people who are looking up or reading content with keywords that are relevant to your industry. (All Devices)
- Site - Site Retargeting - Serving ads to people who have visited your website. (All Devices)
- Cat - Category Contextual - Serving ads to people who are searching sites or pages relevant to your industry. (All Devices)
- Geofencing - Serving ads to people who have visited a selected area. (Mobile Devices) Addressable Geofencing- Serving ads to people who are on your provided address list. (All Devices)
- Geo-Optimize - Serving ads to anyone and everyone within a specified zip code(s) radius, city, etc. regardless of how they are searching. (All Devices)
- Event - Event Targeting - Serving ads to people who have attended a selected event. (Mobile Devices)

About Cities

- Cities provide a roadmap of where a user is located when an Ad is delivered. While the user is initially identified within a targeted area, Ads are delivered up to 30 days afterward at which time the user could be well away from that location. It is common to see cities outside of a targeted area or expected range.
- Additionally, unknown locations result when users are passing from one defined geographic location to another such as crossing a county line or in flight at the time an ad is delivered.

About Keywords

- Optimized audience keywords are a sign that the campaign is evolving in real-time and represents a group of users that has been identified as having a history of clicking on Ads within this particular category and who are likely to interact with the campaign.
- Contextual keywords are preceded by an exclamation mark. These are related keywords that are within content displayed by search results the user is reading. They are also sign that the campaign is evolving to capture targeted audiences.

About Video

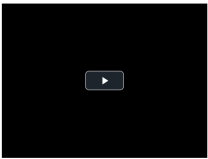
- Videos Played to First Quartile= ads that were played at least 25% of the way through
- Videos Played to Midpoint = ads that were played at least 50% of the way through
- Videos Played to Third Quartile= ads that were played at least 75% of the way through
- Video Complete Rate= the number of videos completed divided by the number of videos started
- Videos Full Screened= How many times the ad was turned to full screen; this metric is not available on all data sources and therefore may not be a complete representation.
- Videos Muted= How many times the ad was muted by the user
- Videos Unmuted= How many times the volume on the ad was turned back on after being muted
- Videos Resumed= How many times a paused video was unpaused; this metric is not available on all data sources and therefore may not be a complete representation.

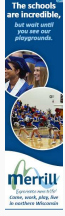
Impressions are not directly correlated with videos started. For various reasons, the advertisement may restart and contribute to the start count, but will not contribute to the impression count. Essentially, one impression can account for multiple video starts. For this reason, it is best to pay attention to the impression counts rather than the start counts. This eliminates any confusion over discrepancies with reporting.

Performance by Tactic

Campaign	 Start Date	End Date	Impressions (c)	Clicks	CTR	Total Actions
Wausau_City of Merrill - Experience Merrill_668159_OTT small-screen_Geo-Opt	Nov 01, 2024	Dec 31, 2024	1,694	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_668159_OTT small-screen_SITE	Nov 01, 2024	Dec 31, 2024	522	0	0.00%	1
Wausau_City of Merrill - Experience Merrill_668159_OTT small-screen_SRT+KW	Nov 01, 2024	Dec 31, 2024	2,790	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_668159_OTT/CTV_Geo-Opt	Nov 01, 2024	Dec 31, 2024	6,910	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_668159_OTT/CTV_SITE	Nov 01, 2024	Dec 31, 2024	2,037	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_668159_OTT/CTV_SRT+KW	Nov 01, 2024	Dec 31, 2024	11,114	0	0.00%	4
Wausau_City of Merrill_668155_Display_Geo-Opt	Sep 01, 2024	Dec 31, 2024	22,168	41	0.18%	2
Wausau_City of Merrill_668155_Display_Geofence	Sep 01, 2024	Dec 31, 2024	16,525	37	0.22%	0
Wausau_City of Merrill_668155_Display_Geofence_CNH	Sep 18, 2024	Dec 31, 2024	117	0	0.00%	0
Wausau_City of Merrill_668155_Display_SITE	Sep 01, 2024	Dec 31, 2024	20,600	29	0.14%	130
Wausau_City of Merrill_668155_Display_SRT+KW	Sep 01, 2024	Dec 31, 2024	76,593	71	0.09%	3

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total 			161,070	178	0.11%	140
City of Merrill OTT July 2024 (1).mp4	Video		25,067	0	0.00%	5
city_of_merrill_2024_jobs_320x50.jpg	320x50		20,853	26	0.12%	12
city_of_merrill_2024_schools_320x50.jpg	320x50		19,458	26	0.13%	16
city_of_merrill_houses_320x50.jpg	320x50		17,034	18	0.11%	20
city_of_merrill_2024_schools_300.jpg	300x250		12,544	17	0.14%	20
city_of_merrill_2024_jobs_300.jpg	300x250		11,232	9	0.08%	19
city_of_merrill_2024_schools_728.jpg	728x90		9,451	10	0.11%	3
city_of_merrill_houses_300.jpg	300x250		8,578	11	0.13%	14
city_of_merrill_houses_728.jpg	728x90		8,063	18	0.22%	9
city_of_merrill_2024_jobs_728.jpg	728x90		7,831	15	0.19%	5
city_of_merrill_2024_jobs_300x50.jpg	300x50		7,390	5	0.07%	4
city_of_merrill_2024_schools_300x50.jpg	300x50		6,051	11	0.18%	7

city_of_merrill_houses_300x50.jpg	300x50		2,703	4	0.15%	0
city_of_merrill_2024_schools_300x600.jpg	300x600		1,060	1	0.09%	3
city_of_merrill_2024_jobs_300x600.jpg	300x600		939	3	0.32%	1
city_of_merrill_houses_300x600.jpg	300x600		915	1	0.11%	1
city_of_merrill_2024_schools_160x600.jpg	160x600		690	2	0.29%	0
city_of_merrill_2024_jobs_160x600.jpg	160x600		635	0	0.00%	0
city_of_merrill_houses_160x600.jpg	160x600		576	1	0.17%	1

GeoFence Performance where Metrics are Available

GeoFence	Impressions	Clicks	CTR	GeoFence Weighted Actions
Total ⓘ	16,642	37	0.22%	0
Window & Doors 811 Factory St. Hawkins, WI 54530	8,276	21	0.25%	0
ConAgra Brands 1201 Green Valley Rd	8,249	16	0.19%	0
CNH Industrial America 511 E. Main St. Manitowoc, WI 54221	117	0	0.00%	0

Location Performance

City	Impressions	Clicks	CTR
Chicago	69,714	62	0.09%
Minneapolis	28,486	24	0.08%
Saint Paul	11,597	8	0.07%
Wausau	3,338	5	0.15%
Beaver Dam	2,664	2	0.08%
Phillips	2,516	4	0.16%
Milwaukee	2,081	1	0.05%
La Crosse	1,506	2	0.13%
Rice Lake	1,422	0	0.00%
Maple Grove	966	1	0.10%
Eden Prairie	748	1	0.13%
Merrill	748	1	0.13%
Fond du Lac	722	2	0.28%
Medford	719	1	0.14%
Burnsville	708	0	0.00%
Round Lake	703	1	0.14%
Oak Lawn	701	1	0.14%
Schaumburg	669	2	0.30%
Eau Claire	609	2	0.33%
Kenosha	569	0	0.00%

Keyword Performance

Keyword	Impressions	Clicks	CTR	Total Actions
retirement	23,602	21	0.09%	0.00
moving	11,385	9	0.08%	1.00
%21moving	9,808	12	0.12%	0.00
relocate	4,137	0	0.00%	2.00
%21movers	3,712	0	0.00%	0.00
%21retirement	2,607	2	0.08%	0.00
wildlife	2,460	0	0.00%	0.00
mental+health	2,446	4	0.16%	0.00
%21wildlife	2,346	3	0.13%	0.00
relocation	2,325	0	0.00%	2.00
retiring	1,488	0	0.00%	0.00
new+house	1,404	2	0.14%	0.00
%21relocate	1,257	0	0.00%	0.00
%21packing	1,105	2	0.18%	0.00
public+schools	1,101	1	0.09%	1.00
%21retiring	977	0	0.00%	0.00
packing	971	0	0.00%	0.00
new+job	947	2	0.21%	0.00
%21relocation	908	0	0.00%	0.00
nightlife	808	1	0.12%	0.00

Video Run Details

Date		Start	First Quartile	Mid Point	Third Quartile	Complete	Completion Rate	Mute	Pause	Resume	Fullscreen
Dec		24,910	24,735	24,634	24,522	24,351	97.76%	337	487	481	19

 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

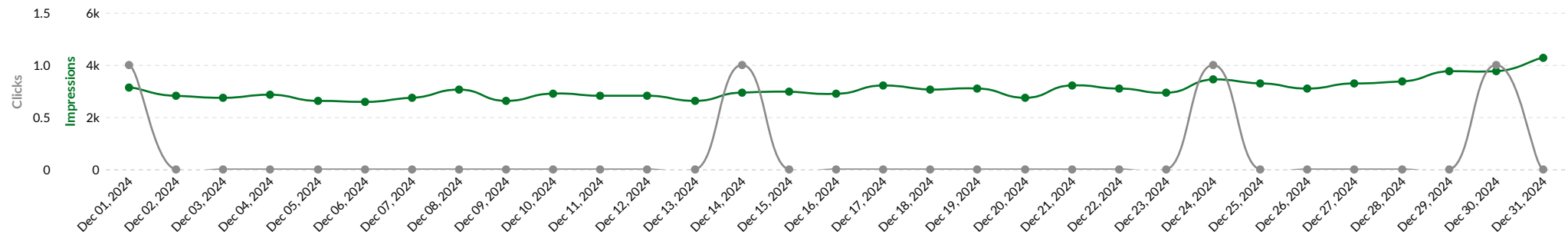
Impressions
94,894

Clicks
4

CTR
0.00%

Avg. CPC
\$178.63

Impressions vs Clicks Overview



Performance by Video Device

Device		Impressions	Clicks	CTR
CONNECTED_TV		94,247	4	0.00%
DESKTOP		318	0	0.00%
MOBILE		158	0	0.00%
TABLET		171	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		94,894	4	0.00%	0.00	\$178.63

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 - Sunday (Parks)	12,755	2	0	0.00%	-	98.07%	97.18%	96.75%	96.43%
A Day in the Week of Merrill - Saturday (Camping)	14,630	1	0	0.00%	-	98.09%	97.18%	96.70%	96.44%
A Day in the Week of Merrill - Wednesday (Biking)	19,058	1	0	0.00%	-	98.16%	97.47%	97.11%	96.85%
A Day in the Week of Merrill - Friday (ATV Riding)	14,447	0	0	0.00%	-	98.44%	97.52%	97.01%	96.75%
A Day in the Week of Merrill - Monday (Local Sports)	10,731	0	0	0.00%	-	97.87%	96.92%	96.46%	96.10%
A Day in the Week of Merrill - The Full Week!	8,507	0	0	0.00%	-	98.39%	97.92%	97.63%	97.34%
A Day in the Week of Merrill - Thursday (Kayaking)	5,463	0	0	0.00%	-	97.76%	96.87%	96.55%	96.16%
A Day in the Week of Merrill - Tuesday (Fishing)	9,303	0	0	0.00%	-	97.56%	96.47%	96.09%	95.81%

Video Performance by Day

Date	👤	Impressions	Clicks	CTR
Dec 01, 2024		3,137	1	0.03%
Dec 02, 2024		2,804	0	0.00%
Dec 03, 2024		2,760	0	0.00%
Dec 04, 2024		2,857	0	0.00%
Dec 05, 2024		2,629	0	0.00%
Dec 06, 2024		2,593	0	0.00%
Dec 07, 2024		2,744	0	0.00%
Dec 08, 2024		3,066	0	0.00%
Dec 09, 2024		2,637	0	0.00%
Dec 10, 2024		2,914	0	0.00%
Dec 11, 2024		2,831	0	0.00%
Dec 12, 2024		2,824	0	0.00%
Dec 13, 2024		2,634	0	0.00%
Dec 14, 2024		2,949	1	0.03%
Dec 15, 2024		2,963	0	0.00%
Dec 16, 2024		2,890	0	0.00%
Dec 17, 2024		3,214	0	0.00%
Dec 18, 2024		3,078	0	0.00%
Dec 19, 2024		3,105	0	0.00%
Dec 20, 2024		2,757	0	0.00%
Dec 21, 2024		3,224	0	0.00%
Dec 22, 2024		3,099	0	0.00%
Dec 23, 2024		2,925	0	0.00%
Dec 24, 2024		3,433	1	0.03%
Dec 25, 2024		3,301	0	0.00%
Dec 26, 2024		3,099	0	0.00%
Dec 27, 2024		3,290	0	0.00%
Dec 28, 2024		3,373	0	0.00%

Dec 29, 2024	3,746	0	0.00%
Dec 30, 2024	3,763	1	0.03%
Dec 31, 2024	4,255	0	0.00%

Location Performance

City (User location)		Impressions	Clicks	CTR	Avg. CPC
Antioch		15	0	0.00%	-
Apple Valley		992	0	0.00%	-
Arden Hills		35	0	0.00%	-
Blaine		1,291	0	0.00%	-
Bloomington		1,527	0	0.00%	-
Bristol		167	0	0.00%	-
Brooklyn Center		408	0	0.00%	-
Brooklyn Park		1,560	0	0.00%	-
Burnham		141	0	0.00%	-
Burnsville		1,233	0	0.00%	-
Chicago		28,535	1	0.00%	\$212.99
Cicero		839	0	0.00%	-
Coon Rapids		1,187	0	0.00%	-
Crystal		421	0	0.00%	-
Dellwood		683	0	0.00%	-
Duluth		1,358	0	0.00%	-
Eagan		1,027	0	0.00%	-
Eden Prairie		988	0	0.00%	-
Edina		876	0	0.00%	-
Elmwood Park		455	0	0.00%	-
Evanston		381	0	0.00%	-
Falcon Heights		148	0	0.00%	-
Fridley		90	0	0.00%	-
Gages Lake		177	0	0.00%	-
Golden Valley		42	0	0.00%	-
Gurnee		487	0	0.00%	-
Hainesville		1,321	0	0.00%	-
Hermantown		509	0	0.00%	-

Hopkins	68	0	0.00%	-
Inver Grove Heights	4	0	0.00%	-
Kenosha	206	0	0.00%	-
Lincolnwood	562	0	0.00%	-
Little Canada	749	0	0.00%	-
Lyons	103	0	0.00%	-
Maple Grove	993	0	0.00%	-
Mendota Heights	84	0	0.00%	-
Minneapolis	17,310	1	0.01%	\$124.29
Minnetonka	949	0	0.00%	-
Mundelein	425	0	0.00%	-
New Brighton	664	0	0.00%	-
New Hope	740	0	0.00%	-
Norridge	553	0	0.00%	-
North Oaks	663	0	0.00%	-
North Riverside	210	0	0.00%	-
Northbrook	211	0	0.00%	-
Oak Park	577	0	0.00%	-
Oakdale	466	0	0.00%	-
Old Mill Creek	1,368	0	0.00%	-
Paddock Lake	47	0	0.00%	-
Plymouth	1,331	0	0.00%	-