



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, MAY 15, 2025

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely call 267-647-7085 PIN 578 294 548 #

- I. Call to Order**
- II. Consider approving minutes from the previous meeting**
 - 1. April 17th meeting minutes.
- III. General Agenda Items for Consideration**
 - 1. Discuss and consider the April Revenue/Expense Reports
 - 2. Annual Business Survey Results - Discussion
 - 3. Discuss and Consider Marketing Strategy Revisions
 - 4. Chamber of Commerce - update
 - 5. Lincoln County Economic Development - 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, June 19th 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, APRIL 17, 2025 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: D4 Alderperson Fermanich, D8 Alderperson Rutkowski
Present Not Voting: Social Media Specialist Savall, Scott Steele, Sarah Sturm,
City Administrator Akey, City Clerk Anderson-Malm, Cameo Almli, Sarah Guild,
Merrill Community Media
Excused: D5 Alderperson Landis Holdorf
- II. **Consider approving minutes from the previous meeting**
 1. **March 20th meeting minutes** - (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second place the minutes on file. The motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the March 2025 revenue/expense reports** - The reports were in the packet and questions were answered.
 2. **Marketing Strategy Revisions - update** - Scott Steele updated the committee and mentioned the methods used for marketing will be evaluated.
 3. **Business Hiring Survey - update** - Scott Steele and Hallie Savall updated the committee. An email was sent to all businesses regarding hiring. Forty-six businesses responded with 9 willing to promotional videos. A second email was sent on April 17th as a reminder.
 4. **Merrill Chamber of Commerce - update** - Sarah Sturm updated the committee regarding Chamber activities. She reminded the committee of the June 2nd Chamber Golf Outing.
 5. **Lincoln County Economic Development Corporation (LCEDC) - update** - Sarah Guild updated the committee regarding the Economic Summit that was held in Tomahawk. She stated positive feedback has been received. She thanked the City and Chamber for their participation. In a follow-up survey, marketing, entrepreneurship and small business support were suggestions for next year's summit.
- IV. **Monthly Reports and Updates**
 1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall** - All reports were included in the packet. SMS Savall updated the committee on the Food Truck-a-palooza. There are 27 confirmed trucks with 8 on the wait-list. Approximately 35-40 craft vendors will be at the event. She is looking for volunteers. Scott Steele commented on the drop in website traffic. Hallie indicated she would be meeting with IT Manager Brown to go through the analytics.

2. **Monthly Report - Midwest Communications** - Cameo - Midwest Communications updated the committee and reviewed digital targeting. She answered questions from the committee.
 3. **Consider placing monthly reports on file** - (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) motion/second to place the reports on file. The motion passed.
- V. **Public Comment** Scott Steele - Merrill - Provided a Riverbend Trail update and connecting trails. He stated Highway 107 reconstruction was shot-down by the State.
- VI. **Date and Time of Next Meeting - Thursday, May 15th at 5:15 pm**
- VII. **Adjournment** (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to adjourn. The motion passed. The meeting adjourned at 5:47 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	24,324.00	0.00	0.00	0.00	24,324.00
45305-43510 CARES COVID-19 Reimb	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL Intergovernmental	24,324.00	0.00	0.00	0.00	24,324.00
<u>Licenses and Permits</u>					
45305-44900 Cable Franchise (Less Adm)	<u>95,500.00</u>	<u>0.00</u>	<u>23,471.13</u>	<u>24.58</u>	<u>72,028.87</u>
TOTAL Licenses and Permits	95,500.00	0.00	23,471.13	24.58	72,028.87
TOTAL REVENUES	119,824.00	0.00	23,471.13	19.59	96,352.87
EXPENDITURES =====					
<u>Supplies & Expenses</u>					
55305-03-40000 MAPS Merrill Productions	35,650.00	0.00	0.00	0.00	35,650.00
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	2,250.00	0.00	0.00	0.00	2,250.00
55305-03-46400 Social Media Archiving	0.00	0.00	3,978.60	0.00	(3,978.60)
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	4,650.00	100.00	0.00
55305-03-47500 Accela Live Streaming	10,250.00	0.00	0.00	0.00	10,250.00
55305-03-47523 CivicPlus - Meetings	4,600.00	0.00	9,415.35	204.68	(4,815.35)
55305-03-47533 M&C Committee - Resources	4,600.00	0.00	2.76	0.06	4,597.24
55305-03-47534 MWC Monthly Ads	0.00	0.00	0.00	0.00	0.00
55305-03-47536 Visitor Guide Ads	3,000.00	0.00	0.00	0.00	3,000.00
55305-03-47555 Marketing Contractor	32,208.00	2,684.00	8,052.00	25.00	24,156.00
55305-03-47557 Social Media Contractor	32,500.00	0.00	40.00	0.12	32,460.00
55305-03-47566 M&C - Cell Phone	0.00	0.00	0.00	0.00	0.00
55305-03-47575 LCEDC Marketing	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL Supplies & Expenses	129,708.00	2,684.00	26,138.71	20.15	103,569.29
TOTAL EXPENDITURES	129,708.00	2,684.00	26,138.71	20.15	103,569.29
REVENUES OVER/(UNDER) EXPENDITURES	(9,884.00)	(2,684.00)	(2,667.58)	0.00	(7,216.42)

26 -Reserved - Non-Lapsing
 MFG - Events

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUES</u> =====					
<u>Intergovernmental</u>					
45324-43515 Federal ARPA	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	0.00	0.00	0.00	0.00	0.00
<u>Miscellaneous Revenues</u>					
45324-48500 MFG Events-Donations	0.00	2,500.00	6,100.00	0.00	(6,100.00)
45324-48525 Food Truck-Spot Rentals	0.00	200.00	625.00	0.00	(625.00)
45324-48550 MFG Events - Grants	0.00	0.00	0.00	0.00	0.00
45324-48725 Craft Show Revenues	0.00	375.00	1,100.00	0.00	(1,100.00)
45324-48750 Event Revenues	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	3,075.00	7,825.00	0.00	(7,825.00)
TOTAL REVENUES	0.00	3,075.00	7,825.00	0.00	(7,825.00)
<u>EXPENDITURES</u> =====					
<u>Supplies & Expenses</u>					
55324-03-40000 MFG-Food Truck Expenses	0.00	2,831.25	3,001.25	0.00	(3,001.25)
55324-03-40024 MFG-Craft Expenses	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	2,831.25	3,001.25	0.00	(3,001.25)
TOTAL EXPENDITURES	0.00	2,831.25	3,001.25	0.00	(3,001.25)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	243.75	4,823.75	0.00	(4,823.75)

April 2025 Social Media Analytics

Facebook Page Reach: 13,280 (Up 57.3%)

- *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: 35,057 (up 59.7 %)

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

New Facebook Page Likes: 50

Cumulative Facebook Page Likes: 3,653

Link Clicks on page - 428

Content (Most Popular by Reach)

1. Volunteer Food Truck (Reach 3,444; Likes, Reactions, Comments and Shares 21)
2. Brush clean up (Reach 3,418; Likes, Reactions, Comments and Shares:26)
3. Baseball Parade (Reach 2,933; Likes, Reactions, Comments, shares and link clicks: 36)
4. State Street Construction(Reach 1,438; Likes, Reactions, Comments and Shares: 27)
5. Board of Review (Reach 1,305; Likes, Reactions, Comments and Shares: 18)

LinkedIn -

We Currently have 44 followers on LinkedIn. 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 38 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 35 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 - please see Website Analytics Summary.

May 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 attended Ribbon Cuttings for businesses in town.

Social Media -

I have been getting May's events in the Calendar and working on June happenings as well. Things have been slow statistically. I will be changing things up for posts to get more engagement in the next month.

MWC -

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

Food Truck-a-Palooza

I have 26 confirmed food trucks, 40 plus craft/vendors, and \$7100 in sponsorships. We are set and ready to go. I could always use more help so if anyone is willing, please reach out.

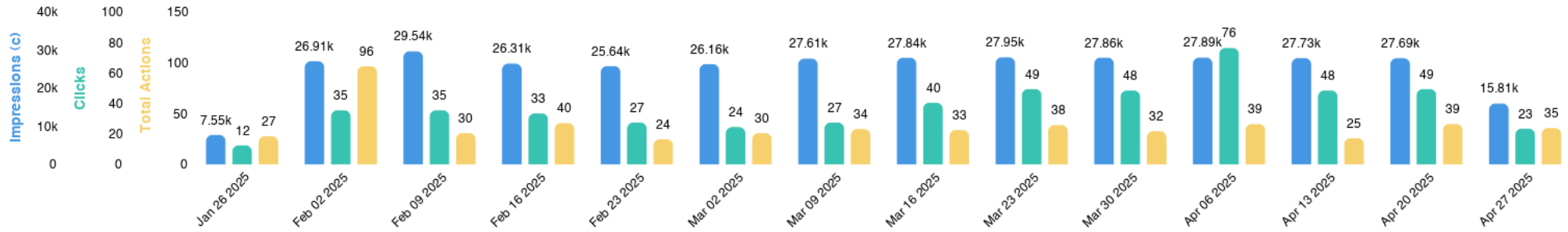
Website Analytics 2025							
	Acquisition	Experience Merrill		Home Page		Park & Recreation	
	"midwest"	Views	Active Users	Views	Active Users	Views	Active Users
May 2024	68	103	92	3602	2365	753	455
June 2024	72	76	70	3342	2324	826	494
July 2024	101	88	82	4040	2868	989	573
August 2024	87	429	373	4362	3263	804	461
September 2024	136	2539	2495	2820	1783	516	339
October 2024	294	1586	1545	2639	1457	317	198
November 2024	288	1636	1561	1989	1144	344	211
December 2024	270	1845	1789	2143	1207	325	208
January 2025	306	3096	3026	2409	1235	534	307
February 2025	307	774	717	1981	1028	586	340
March 2025	375	618	539	2361	1271	635	355
April 2025	371	574	540	2212	1261	664	418

Digital Marketing Dashboard Report

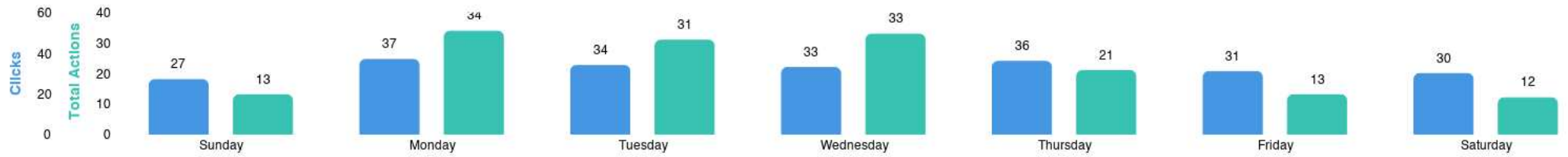




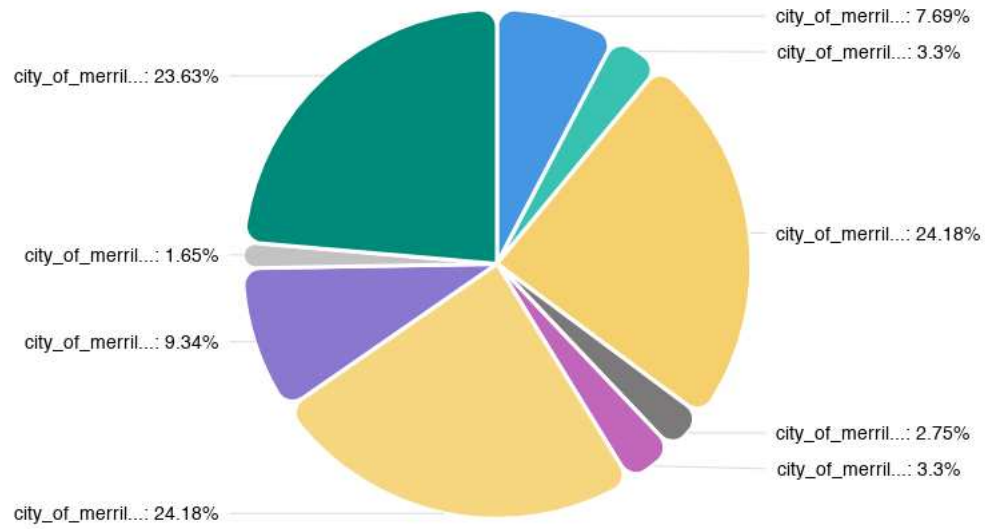
90 Day Overview



Clicks & Actions by Day of the Week



Mobile Ad Performance



Performance by Tactic

Campaign	Start Date	End Date	Impressions (c)	Clicks	CTR	Total Actions
Wausau_City of Merrill - 2025_688247_Display_Geo-Opt	Jan 01, 2025	Dec 31, 2025	18,178	42	0.23%	1
Wausau_City of Merrill - 2025_688247_Display_Geofence	Jan 01, 2025	Dec 31, 2025	8,167	35	0.43%	0
Wausau_City of Merrill - 2025_688247_Display_Geofence_CNH	Jan 01, 2025	Dec 31, 2025	488	4	0.82%	0
Wausau_City of Merrill - 2025_688247_Display_SITE	Jan 01, 2025	Dec 31, 2025	21,174	54	0.26%	148
Wausau_City of Merrill - 2025_688247_Display_SRT+KW	Jan 01, 2025	Dec 31, 2025	71,048	93	0.13%	8

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total			119,055	228	0.19%	157
city_of_merrill_2024_jobs_320x50.jpg	320x50		19,818	44	0.22%	17
city_of_merrill_houses_320x50.jpg	320x50		17,622	43	0.24%	16
city_of_merrill_2024_schools_320x50.jpg	320x50		15,257	44	0.29%	15
city_of_merrill_2024_jobs_300.jpg	300x250		12,132	14	0.12%	20
city_of_merrill_houses_300.jpg	300x250		11,256	17	0.15%	18
city_of_merrill_houses_728.jpg	728x90		7,941	12	0.15%	5
city_of_merrill_2024_schools_300.jpg	300x250		7,432	5	0.07%	16
city_of_merrill_2024_schools_728.jpg	728x90		6,621	17	0.26%	14
city_of_merrill_2024_jobs_728.jpg	728x90		6,457	10	0.15%	8
city_of_merrill_2024_schools_300x50.jpg	300x50		3,881	6	0.15%	9
city_of_merrill_houses_300x50.jpg	300x50		3,175	3	0.09%	1
city_of_merrill_2024_jobs_300x50.jpg	300x50		2,487	6	0.24%	7
city_of_merrill_2024_jobs_300x600.jpg	300x600		1,211	3	0.25%	1
city_of_merrill_2024_schools_300x600.jpg	300x600		1,147	1	0.09%	4
city_of_merrill_houses_300x600.jpg	300x600		757	1	0.13%	1
city_of_merrill_houses_160x600.jpg	160x600		684	0	0.00%	2
city_of_merrill_2024_schools_160x600.jpg	160x600		620	1	0.16%	2
city_of_merrill_2024_jobs_160x600.jpg	160x600		557	1	0.18%	1

GeoFence Performance where Metrics are Available

GeoFence	Impressions	Clicks	CTR	GeoFence Weighted Actions
Total	8,655	39	0.45%	0
ConAgra Brands 1201 Green Valley Rd	7,847	35	0.45%	0
CNH Industrial America 511 E. Main St. Manitowoc, WI 54221	488	4	0.82%	0
Window & Doors 811 Factory St. Hawkins, WI 54530	320	0	0.00%	0

Location Performance

City	Impressions	Clicks	CTR
Chicago	51,124	78	0.15%
Minneapolis	21,311	36	0.17%
Saint Paul	7,647	10	0.13%
Wausau	3,029	6	0.20%
Raleigh	1,838	9	0.49%
La Crosse	1,273	0	0.00%
Milwaukee	824	5	0.61%
Merrill	723	1	0.14%
Round Lake	668	3	0.45%
Maple Grove	661	3	0.45%
Beaver Dam	658	3	0.46%
Cicero	656	0	0.00%
Cedar Falls	593	0	0.00%
Madison	573	5	0.87%
Eden Prairie	535	0	0.00%
Onalaska	516	0	0.00%
Green Bay	503	1	0.20%
Oak Lawn	471	0	0.00%
Burnsville	447	0	0.00%
Charleston	374	3	0.80%

Keyword Performance

Keyword	Impressions	Clicks	CTR	Total Actions
retirement	19,574	23	0.12%	2.00
%21moving	11,125	18	0.16%	2.00
moving	6,693	11	0.16%	1.00
%21retirement	5,002	7	0.14%	0.00
wildlife	2,658	3	0.11%	0.00
retiring	2,485	1	0.04%	0.00
mental+health	2,367	3	0.13%	0.00
%21wildlife	2,275	2	0.09%	0.00
new+house	1,891	2	0.11%	0.00
%21packing	1,187	2	0.17%	0.00
public+schools	987	1	0.10%	0.00
home+improvement	891	0	0.00%	1.00
home+gardening	881	2	0.23%	0.00
%21retiring	768	0	0.00%	0.00
packing	764	1	0.13%	1.00
housing+market	612	1	0.16%	0.00
new+job	581	1	0.17%	0.00
renting	519	2	0.39%	0.00
local+businesses	480	0	0.00%	0.00
first+home	477	2	0.42%	0.00

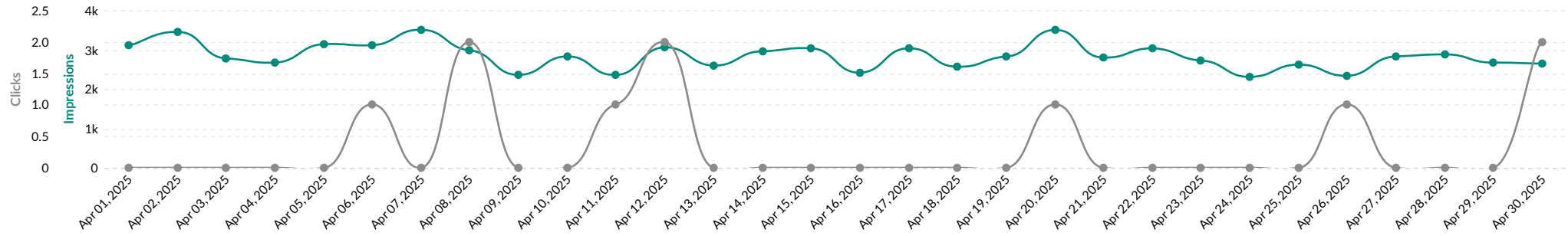
Impressions
85,287

Clicks
10

CTR
0.01%

Avg. CPC
\$69.12

Impressions vs Clicks Overview



Performance by Video Device

Device	Impressions	Clicks	CTR
CONNECTED_TV	84,785	10	0.01%
DESKTOP	169	0	0.00%
MOBILE	212	0	0.00%
TABLET	121	0	0.00%

Performance by Ad Group

Ad Group	Impressions	Clicks	CTR	Conversions	Avg. CPC
City of Merrill YOUTUBE	85,287	10	0.01%	0.00	\$69.12

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)	12,239	2	0	0.00%	-	96.94%	95.78%	95.24%	94.93%
A Day in the Week of Merrill - Monday (Local Sports)	10,809	2	0	0.00%	-	97.17%	96.11%	95.64%	95.38%
A Day in the Week of Merrill - Saturday (Camping)	13,972	2	0	0.00%	-	97.13%	96.04%	95.63%	95.29%
A Day in the Week of Merrill - Tuesday (Fishing)	9,422	2	0	0.00%	-	96.94%	95.64%	95.27%	95.02%
A Day in the Week of Merrill - Sunday (Parks)	11,685	1	0	0.00%	-	96.71%	95.45%	94.96%	94.66%
A Day in the Week of Merrill - Wednesday (Biking)	14,265	1	0	0.00%	-	96.86%	95.73%	95.14%	94.84%
A Day in the Week of Merrill - The Full Week!	6,792	0	0	0.00%	-	97.16%	96.29%	95.92%	95.55%
A Day in the Week of Merrill - Thursday (Kayaking)	6,103	0	0	0.00%	-	97.24%	96.13%	95.43%	95.24%

Video Performance by Day

Date	Impressions	Clicks	CTR
Apr 01, 2025	3,120	0	0.00%
Apr 02, 2025	3,462	0	0.00%
Apr 03, 2025	2,789	0	0.00%
Apr 04, 2025	2,672	0	0.00%
Apr 05, 2025	3,151	0	0.00%
Apr 06, 2025	3,115	1	0.03%
Apr 07, 2025	3,515	0	0.00%
Apr 08, 2025	2,997	2	0.07%
Apr 09, 2025	2,365	0	0.00%
Apr 10, 2025	2,834	0	0.00%
Apr 11, 2025	2,356	1	0.04%
Apr 12, 2025	3,052	2	0.07%
Apr 13, 2025	2,608	0	0.00%
Apr 14, 2025	2,972	0	0.00%
Apr 15, 2025	3,028	0	0.00%
Apr 16, 2025	2,428	0	0.00%
Apr 17, 2025	3,044	0	0.00%
Apr 18, 2025	2,566	0	0.00%
Apr 19, 2025	2,820	0	0.00%
Apr 20, 2025	3,502	1	0.03%
Apr 21, 2025	2,794	0	0.00%
Apr 22, 2025	3,028	0	0.00%
Apr 23, 2025	2,734	0	0.00%
Apr 24, 2025	2,306	0	0.00%
Apr 25, 2025	2,628	0	0.00%
Apr 26, 2025	2,350	1	0.04%
Apr 27, 2025	2,833	0	0.00%
Apr 28, 2025	2,884	0	0.00%

Apr 29, 2025	2,676	0	0.00%
Apr 30, 2025	2,658	2	0.08%

Location Performance

City (User location)	Impressions	Clicks	CTR	Avg. CPC
Antioch	17	0	0.00%	-
Apple Valley	815	0	0.00%	-
Arden Hills	31	0	0.00%	-
Blaine	1,050	0	0.00%	-
Bloomington	1,265	1	0.08%	\$10.49
Bristol	107	0	0.00%	-
Brooklyn Center	361	0	0.00%	-
Brooklyn Park	1,460	0	0.00%	-
Burnham	157	0	0.00%	-
Burnsville	1,031	0	0.00%	-
Chicago	27,163	5	0.02%	\$44.02
Cicero	845	0	0.00%	-
Coon Rapids	997	0	0.00%	-
Crystal	425	0	0.00%	-
Crystal Falls	93	0	0.00%	-
Dellwood	507	0	0.00%	-
Duluth	1,373	0	0.00%	-
Eagan	813	0	0.00%	-
Eden Prairie	657	0	0.00%	-
Edina	535	0	0.00%	-
Elmwood Park	355	0	0.00%	-
Evanston	280	0	0.00%	-
Falcon Heights	101	0	0.00%	-
Fridley	102	0	0.00%	-
Gages Lake	123	0	0.00%	-
Golden Valley	47	0	0.00%	-
Gurnee	465	0	0.00%	-
Hainesville	1,235	0	0.00%	-

Hermantown	385	0	0.00%	-
Hopkins	80	0	0.00%	-
Inver Grove Heights	3	0	0.00%	-
Iron River	149	0	0.00%	-
Kenosha	173	0	0.00%	-
Lincolnwood	388	0	0.00%	-
Little Canada	655	0	0.00%	-
Lyons	109	0	0.00%	-
Maple Grove	741	0	0.00%	-
Mendota Heights	49	0	0.00%	-
Minneapolis	15,929	2	0.01%	\$62.90
Minnetonka	730	0	0.00%	-
Mundelein	350	0	0.00%	-
New Brighton	584	0	0.00%	-
New Hope	640	0	0.00%	-
Norridge	459	0	0.00%	-
North Oaks	403	0	0.00%	-
North Riverside	214	0	0.00%	-
Northbrook	254	0	0.00%	-
Oak Park	485	0	0.00%	-
Oakdale	429	0	0.00%	-
Old Mill Creek	1,133	0	0.00%	-

City of Merrill April Overall Campaign Performance

- **Display Impressions:** 119,055
- **Display Clicks:** 228
- **Display CTR:** 0.19%
- **Total Actions:** 157



City of Merrill Local Performance

Location Impressions Clicks CTR

Merrill 723 1 0.14%

Note: While Merrill itself had modest direct engagement, broader geographic areas delivered stronger reach and action volume (e.g., **Wausau, Madison**).

Key Good Points

Tactic Performance

Tactic	Impressions	Clicks	CTR	Actions
Site Targeting	21,174	54	0.26%	148
Geofence CNH	488	4	0.82%	0
Geofence General	8,167	35	0.43%	0
Geo-Optimized Display	18,178	42	0.23%	1

Site Targeting drove **94% of total actions**, indicating strong interest from retargeted users.

Top-Performing Creatives

Ad Creative	Impressions	Clicks	CTR	Actions
320x50 “Jobs”	19,818	44	0.22%	17
320x50 “Houses”	17,622	43	0.24%	16
320x50 “Schools”	15,257	44	0.29%	15
300x250 “Jobs”	12,132	14	0.12%	20
300x250 “Houses”	11,256	17	0.15%	18

🔍 Several creatives achieved high CTRs and **double-digit actions**, especially **Jobs** and **Schools** themes.

📍 Geofence Highlights

Location	Impressions	Clicks	CTR
CNH Industrial	488	4	0.82% ✓
ConAgra Brands	7,847	35	0.45% ✓

🔍 Strong interest from key employers, even without direct conversions.

🔍 Keyword Campaign Highlights

Keyword	Impressions	Clicks	CTR
%21moving	11,125	18	0.16%
retirement	19,574	23	0.12%
home+gardening	881	2	0.23% ✓

🔍 “Moving,” “retirement,” and “home+gardening” drove **relevant traffic** and interest, aligning with relocation themes.

📺 YouTube Performance (Awareness Focused)

- **Impressions:** 85,287
- **Clicks:** 10
- **CTR:** 0.01%
- **Avg. CPC:** \$69.12

Though CTR was low (as typical for video), **view-through rates** were **very high**, with many viewers watching 75–100% of the video.

Examples:

- “Friday – ATV Riding” – 95%+ average completion
- “Monday – Local Sports” – 95%+ average completion

✓ **Good takeaway:** Strong **video engagement** (not just clicks) supports long-term brand awareness.