



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

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 443-671-4939 PIN 467 186 443 #

- I. Call to Order
- II. Consider approving minutes from the previous meeting:
 1. January 18, 2024 minutes
- III. General Agenda Items for Consideration:
 1. Food Truck-a-Palooza updates and continued discussion
 - a. Discuss and consider live on-site radio broadcasting - proposals from WJMT and Midwest Communications
 - b. Bounce House update and discussion
 2. General Marketing Focus:
 - a. Spring - housing/relocation focus
 - b. Spring Sports
 - c. Spring Events
 3. Chamber trade shows - update
 4. LCEDC Summit - March 14 and 15
 5. Midwest Communications - Brand Kamp - May 2
 6. General Committee meeting protocol
- IV. Monthly Reports and Updates
 1. Monthly Reports - Social Media Specialist Savall - February
 - a. Social Media Analytics - January
 2. Monthly Report - Midwest Communications
 3. Consider placing monthly reports on file
- V. Public Comment
- VI. Date and Time of Next Meeting: Thursday, March 21 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, January 18, 2024 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Alderperson's Weix and Meyer, Social Media Specialist Savall, Scott Steele, Sarah Sturm, Dan Wendorf, Laurie Ollhoff and John Greenwood. Chair Fermanich, Renea Frederick and Tammie Mrachek were excused.

Also Present: Interim CA Akey, City Clerk Anderson-Malm and Clyde Nelson (remote)

Alderperson Weix chaired the meeting in Ms. Fermanich's absence.

- I. Alderperson Weix called the meeting to order at 5:15 PM.
- II. **Approval of previous meeting minutes** - Alderperson Meyer made a motion to approve the November 14th meeting minutes. Alderperson Weix seconded and the motion carried.
- III. **General Agenda Items:**
 1. **Food Truck-a-Palooza updates and discussion** – SMS Savall gave an update. A Facebook page has been created. The revenue generated from this event will be placed in a non-lapsing account to be used for this and future events. There was discussion regarding on-site live radio broadcasting and SMS Savall supplied information.

Following discussion Alderperson Meyer made a motion to approve \$1,000 for live radio broadcast with WIFC and WDEZ for 4 hours total on May 18th. Alderperson Weix seconded and the motion carried.
 2. **General Marketing focus – Winter Sports and Spring (housing/relocation focus)** – There was no discussion or action taken due to the absence of Chair Fermanich.
 3. **Street Banner update** – City Administrator Akey updated the committee. Estimated installation will be in May.
 4. **Broadband Act of 2023** – This was information only. No action was taken.
 5. **Visitor's Guide and Chamber trade shows discussion/update** – Sarah Sturm from the Merrill Chamber highlighted some items with the new Visitor's Guide. Clyde Nelson informed the committee of distribution of the guides. Some of the trade shows members of the Chamber will be attending include: Iowa at the end of January, Green Bay Sport Show, La Crosse Sport Show and Madison Sport Show all of which will be in January and February. The Chamber plans on attending other shows throughout the year.
- IV. **Monthly Reports and Updates:**
 1. **Monthly Report – Social Media Specialist Savall** – The reports were included in the packet.
 2. **Monthly Report – Midwest Communications** – The reports were included in the packet. It was requested Cameo be present at the February meeting.

Alderson Meyer made a motion to place the reports on file. Alderson Weix seconded and the motion carried.

- V. **Public Comment** - There was no public comment.
- VI. **Next meeting date:** Thursday, February 15 at 5:15 PM
- VII. **Adjournment** – Alderson Meyer made a motion to adjourn. Alderson Weix seconded and the motion carried. The meeting was adjourned at 5:43 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm

February Food Truck Update- Marketing and Communications

I don't have much to update this month with the large update from January.

I am excited to see craft and vendors mailing in their applications. Newschannel 9 shared the event on their facebook page and that brought in quite a bit of inquiries about all aspects of the event. It also more than doubled our followers in a day which in turn has more people interested in the event.

Rick and I met Wednesday Jan. 24 and came up with a game plan to follow up with sponsors to get a definitive answer so we know where we are budget wise. I will send out another round of sponsorship letters and we will follow up in person within 2 weeks. This will give them time to decide and allow us to come up with a game plan if we don't get the amount we need. Minimum of \$7000. Will update with current definitive sponsors at the meeting.

The \$1000 has been paid to cover the deposit for the tent rentals.

We have Incredible Bank as our Premier Sponsor. They have donated \$2000. They are excited for this event and what it could bring to the community.

We have 6 confirmed trucks and 15 vendors so far. I have more interested and am excited to see it grow in the coming weeks.

WJMT/WDEZ - I met with Steve Resnick about the event and he would like to have WJMT be part of it. I have included his proposal in the packet for the committee to go over along with the proposal from WDEZ. I do suggest we go with WDEZ and WJMT for our marketing of this event. Thoughts?

I feel we have a great start and will have more trucks and vendors in the coming weeks.
Thank you,
Hallie

	Needs	Estimated Price	Reason	Contact
	60x80 Tent	\$2,400	Cornhole Tournament - 40x80 is not wide enough	Everest Party Rentals
	40x80 Tent	\$1,450	For Dining and entertainment	Everest Party Rentals
	20x20 Tent	\$325	Beverages	Everest Party Rentals

	Advertisement	\$500	Adding to the foto news silver sponsorship to broaden our reach for newspaper ads.	Jennifer Gartmann
	Radio Entertainment	\$1,012	For 2 radio stations to be there form 11-3.	Cameo Almli & Steve Resnick
	Brad Emanuel - music	\$500	330-7 live music	Brad Emanuel
	Cornhole manager	\$300	Jordan will run the Cornhole event	Jordan Steltenpohl
	Cornhole payback 200%	up to \$500	I talked with Jordan the Cornhole manager and he said \$500 would be great to add in to bring in more players. This will depend on sponsorships.	Hallie
	ATM on site	Unknown	I need to talk to Brad Becker about this.	Hallie
	Garbage	Unknown	I would like to use the city garbages if possible. Unkown how much this will cost for use and removal.	Hallie
	Banners, Flyers and posters	Unknown	I will work with Tammy from Premiere about creating the banners and layout for the posters	
	Possible kids games	unknown	Hoping to have a few things for the kids to do	Hallie
	Food Trucks	\$0	They will be bringing in money. \$25 Fee per truck space	Hallie
	Vendors	\$0	They will be bringing in money. \$25 Fee per vendor space	Hallie
	Security	\$0	Police Chief Bennett stated that they will be present.	Hallie
	Beverages	\$10 Picnic License	Zach Kubicheck will run the beverage tent. We will pay for the picnic license that the Chamber will hold for the event	
	Bounce House	\$0	park and rec is letting us use theirs	



Food Truck A-PALOOZ-A 2024



Mark Your Calendar teaser :15

April 29-May 5	Mon	Tue	Wed	Thu	Fri	Sat	Sun
6:am-10pm	4	4	4	4	4	4	

Thirty second ads

May 6-May 12

6am-7pm	3	3	3	3	3		
6am-Mid	1	1	1	1	1	4	
May 12 Nascar	Darlington 500						3

May 13-May 18

6am-9:30am	2	2	2	2	3	3	
10am-7pm	3	3	4	4	4		
10am-6pm						5	



Mark Your Calendar teaser :15

May 6-May 12	Mon	Tue	Wed	Thu	Fri	Sat	Sun
6am-10pm	4	4	4	4	4	4	

May 13-May 18

6am-9:30am	2	2	2	2	2	3	
10am-7pm	3	3	3	3	3		
10am-6pm						5	

96.3 / 730 WJMT * WAVL 100.5

1016 East Main Street * Merrill, WI 54452 * (715) 536-6262 * www.bluejay963.com
1415 Merrill Avenue Ste 150 * Wausau, WI 54401 * (715) 845-8218 * www.wavlfm.com

Schedule Valuation

WJMT Cash Schedule **32 ads @ \$16** **\$512.00** net to station

EVENT promotional valuation

WJMT

15 sec teasers	24 @ \$8	\$192
30 sec ads	32 @ \$16	\$512

WAVL

15 sec teasers	24 @ \$14	\$336
30 sec ads	33 @ \$25	\$825

Morning Show interview **priceless**

Total Promotional Schedule **\$1865.00**

Rights to this advertising may not be assigned, transferred or offered by resale by the Advertiser to any third party, agency, time broker, political or otherwise be used in any way other than in accordance with the terms of this agreement.

All advertisements, messages, products and services are subject to the prior approval of Sunrise Broadcasting, LLC, and must comply with the rules, policies, standards, practices and regulations of Sunrise Broadcasting, LLC, the Federal Communications Commission, and any other governmental body with jurisdiction.

This station does not discriminate in the sale of advertising time, and will accept no advertising that is placed with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

Advertiser _____

Date _____

Account rep _____

Approved by _____

96.3 / 730 WJMT * WAVL 100.5

1016 East Main Street * Merrill, WI 54452 * (715) 536-6262 * www.bluejay963.com
1415 Merrill Avenue Ste 150 * Wausau, WI 54401 * (715) 845-8218 * www.wavlfm.com

Great! Glad you are reaching out now. Saturday in May gets booked fast!

Normally a two hour live broadcast is \$1500 per station. Since the City of Merrill is doing a good amount of business with us, you would get the discount price of \$500 each. So for \$1000 you will receive the following:

One - 2 hour live broadcast WIFC
15 :10 second promotional ads
6 :60 second live call-in interviews during event
Listing on WIFC.com Events
Professional DJ
Station Vehicle at Event
On Air Mentions

One - 2 hour live broadcast WDEZ
15 :10 second promotional ads
6 :60 second live call-in interviews during event
Listing on WDEZ.com Events
Professional DJ
Station Vehicle at Event
On Air Mentions

Normally price: \$3000 / Your price \$1000.

This way you get both WIFC and WDEZ listeners.



Midwest Communications

Cordially Invites You to Attend

Brands**Formation**®



FOR BUSINESS™

BrandKamp

May 2nd | 8:30 - Noon
Cedar Creek Grill House

Rothschild, WI

Kamp Kounselor: Chuck Mefford

The Deliverables:

- The 3 M's of Business - Marketing System
- The Message - What to Say & How to Say it with Story
- Telling The Media - Where to Tell your Story & Why
- The Measures - How to Measure & When

*For more information contact Midwest Communications
or register at <https://wifc.com/brandkamp/>*

Social Media Monthly Report

February 2024

Tasks - I have scheduled posts for Facebook.

I have sent out follow-up letters for the Food Truck-a-palooza for the sponsors and will be going door to door to see what their thoughts are for sponsoring.

I have met with the Mayor weekly to discuss upcoming events and Food Truck-a-Palooza updates.

I attended the Business after hours the Chamber hosts.

Social Media - I have been scheduling posts for February and looking ahead to March and getting them on the calendar.

MWC - I have been working with Cameo to get the radio ads going and up to date with things going on around town. I think the ads are great and the voices keep the audience tuned in.

Food Truck-a-Palooza - Please read my update page for the Food Truck a Palooza.

January 2024 Social Media Analytics

Facebook Page Reach: 15,434 (down 20.3%)

- *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: 1,907 9 (down 11.2%)

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

New Facebook Page Likes: 169

Cumulative Facebook Page Likes: 3,066

New Clicks on page - 115

Content (Most Popular by Reach)

1. School Forest Event (Reach 9,286 ; Likes, Reactions, Comments and Shares: 27)
2. Gleason Oval Races (Reach 3,397; Likes, Reactions, Comments and Shares: 31)
3. Auction items (Reach 1,974; Likes, Reactions, Comments, shares and link clicks: 81)
4. Food Truck post (Reach 1872; Likes, Reactions, Comments and Shares: 112)
5. Invite Friends (Reach 1430 ; Likes, Reactions, Comments and Shares: 23)

Overall Posting

LinkedIn -

We Currently have 37 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).

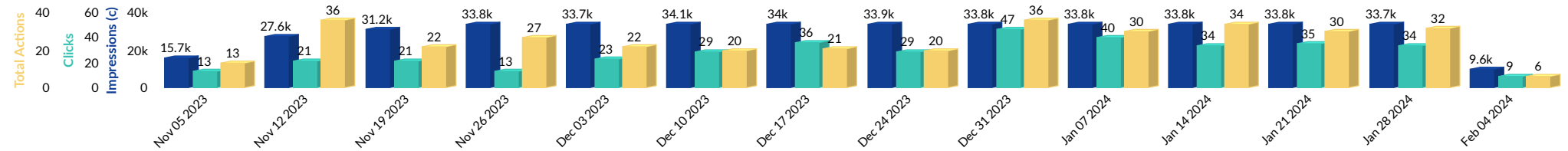
YouTube

We currently have 24 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 17 followers. This is where all recorded meetings are uploaded for people to watch. Nathan, and Draco have been doing a great job getting meetings uploaded.

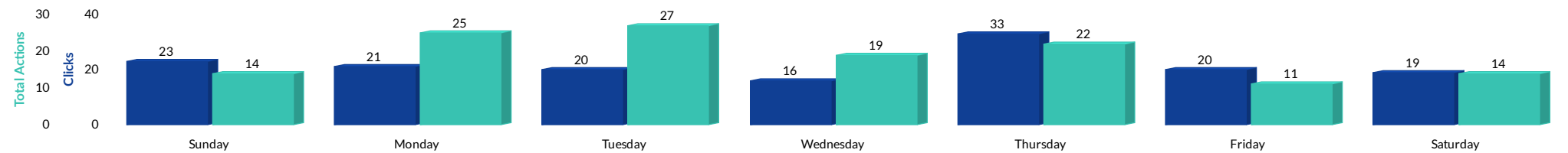
The Mayor communications videos are uploaded every month onto the Main City of Merrill page.



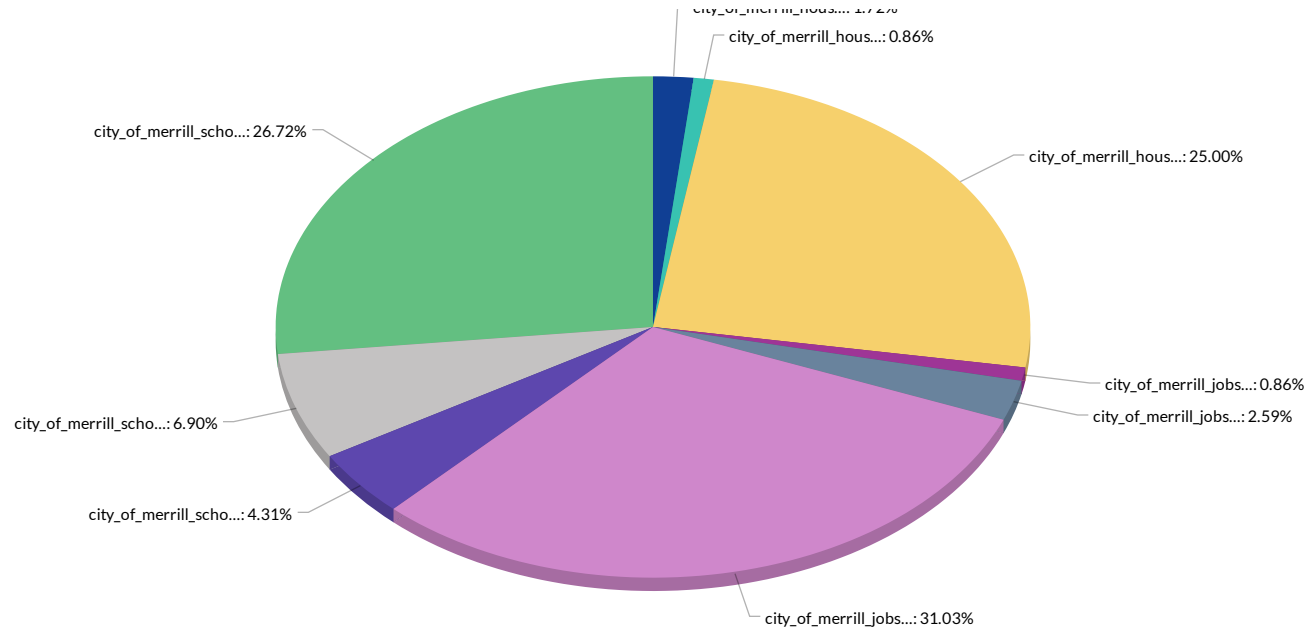
90 Day Overview



Clicks & Actions by Day of the Week



Mobile Ad Performance



Video KPIs



Definitions

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

Actions:

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

About Tactics

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

About Cities

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

About Keywords

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

About Video

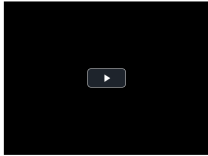
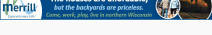
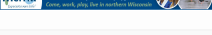
- Videos Played to First Quartile= ads that were played at least 25% of the way through
- Videos Played to Midpoint = ads that were played at least 50% of the way through
- Videos Played to Third Quartile= ads that were played at least 75% of the way through
- Video Complete Rate= the number of videos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

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

Performance by Tactic

Campaign		Start Date	End Date	Impressions (c)	Clicks	CTR	Total Actions
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_Geo-Opt		Nov 28, 2023	Oct 31, 2024	2,031	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	517	3	0.58%	3
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SRT+KW		Nov 28, 2023	Oct 31, 2024	2,925	2	0.07%	1
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_Geo-Opt		Nov 20, 2023	Oct 31, 2024	7,440	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SITE		Nov 20, 2023	Oct 31, 2024	2,136	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SRT+KW		Nov 20, 2023	Oct 31, 2024	11,475	0	0.00%	0
Wausau_City of Merrill_605015_Display_Geo-Opt		Sep 01, 2023	Aug 31, 2024	41,274	50	0.12%	8
Wausau_City of Merrill_605015_Display_SITE		Sep 13, 2023	Aug 31, 2024	12,262	16	0.13%	120
Wausau_City of Merrill_605015_Display_SRT+KW		Sep 01, 2023	Aug 31, 2024	64,633	80	0.12%	0

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total 			144,693	152	0.11%	132
city_of_merrill_jobs_320x50.jpg	320x50		32,367	36	0.11%	1
City of Merrill.m4v (1).mp4	Video		26,524	6	0.02%	4
city_of_merrill_schools_320x50.jpg	320x50		24,973	31	0.12%	25
city_of_merrill_houses_320x50.jpg	320x50		20,739	29	0.14%	32
city_of_merrill_jobs_728.jpg	728x90		8,337	15	0.18%	9
city_of_merrill_schools_300x50.jpg	300x50		5,099	8	0.16%	3
city_of_merrill_houses_728.jpg	728x90		4,721	7	0.15%	11
city_of_merrill_schools_728.jpg	728x90		4,379	4	0.09%	8
city_of_merrill_schools_300.jpg	300x250		4,257	5	0.12%	13
city_of_merrill_jobs_300.jpg	300x250		3,354	1	0.03%	0
city_of_merrill_jobs_300x50.jpg	300x50		2,939	3	0.10%	4
city_of_merrill_houses_300.jpg	300x250		2,870	2	0.07%	15

city_of_merrill_houses_300x50.jpg	300x50		2,275	1	0.04%	4
-----------------------------------	--------	---	-------	---	-------	---

city_of_merrill_houses_300x600.jpg	300x600		407	0	0.00%	0
city_of_merrill_schools_300x600.jpg	300x600		387	2	0.52%	2
city_of_merrill_jobs_300x600.jpg	300x600		287	1	0.35%	0
city_of_merrill_jobs_160x600.jpg	160x600		286	0	0.00%	0
city_of_merrill_houses_160x600.jpg	160x600		268	1	0.37%	1
city_of_merrill_schools_160x600.jpg	160x600		224	0	0.00%	0

Location Performance

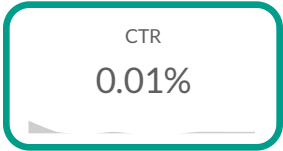
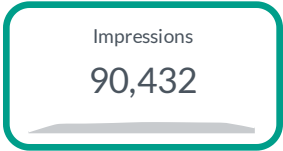
City	Impressions	Clicks	CTR
Chicago	71,730	75	0.10%
Minneapolis	30,404	30	0.10%
Saint Paul	10,126	10	0.10%
Wausau	2,517	3	0.12%
Maple Grove	1,177	1	0.08%
Oak Park	1,146	1	0.09%
Round Lake	920	0	0.00%
Oak Lawn	842	0	0.00%
Merrill	839	1	0.12%
Eden Prairie	810	2	0.25%
Kenosha	807	2	0.25%
Cicero	730	1	0.14%
Berwyn	713	1	0.14%
Lake Villa	674	2	0.30%
Burnsville	671	0	0.00%
Gurnee	657	1	0.15%
Grayslake	491	0	0.00%
Coon Rapids	486	1	0.21%
Mundelein	468	2	0.43%
Minnetonka	385	1	0.26%

Keyword Performance

Keyword	Impressions	Clicks	CTR	Total Actions
weather	37,272	46	0.12%	0
retirement	6,379	8	0.13%	0
relocation	5,269	0	0.00%	0
%21weather	5,180	11	0.21%	0
traffic	3,612	6	0.17%	0
relocate	3,509	1	0.03%	1
movers	2,983	1	0.03%	0
moving	2,329	1	0.04%	0
%21movers	1,279	0	0.00%	0
%21moving	1,233	1	0.08%	0
wildlife	1,066	2	0.19%	0
%21traffic	994	0	0.00%	0
healthcare	918	2	0.22%	0
retiring	780	0	0.00%	0
%21relocate	772	0	0.00%	0
%21retirement	565	1	0.18%	0
newspapers	505	0	0.00%	0
packing	392	0	0.00%	0
%21wildlife	370	0	0.00%	0
%21packing	345	1	0.29%	0

Video Run Details

Date		Start	First Quartile	Mid Point	Third Quartile	Complete	Completion Rate	Mute	Pause	Resume	Fullscreen
Jan		22,024	21,658	21,431	21,276	21,132	95.95%	287	351	186	36
Feb		4,372	4,311	4,277	4,250	4,220	96.52%	34	52	27	13



Performance by Device Video

Device		Clicks	Impressions	CTR	Video Views	Video View Rate	SEM Client Avg CPV
CONNECTED_TV		0	88,156	0.00%	0	0.00%	\$0.00
DESKTOP		2	744	0.27%	0	0.00%	\$0.00
MOBILE		3	1,011	0.30%	0	0.00%	\$0.00
TABLET		2	521	0.38%	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. Client CPC
City of Merrill YOUTUBE		90,432	7	0.01%	0.00	\$155.75

Performance by Creative - Video

Video Title	Impressions	Clicks	Video Views	Video View Rate	SEM Client Avg CPV	Average Video 25% Completes	Average Video 50% Completes	Average Video 75% Completes	Average Video 100% Completes
City of Merrill - Experience More to Life	90,432	7	0	0.00%	\$0.00	96.46%	95.34%	94.76%	94.42%

Performance by Day Video

Date		Impressions	Clicks
Total 		90,432	7
Jan 07, 2024		3,446	0
Jan 08, 2024		3,165	0
Jan 09, 2024		3,134	1
Jan 10, 2024		3,068	0
Jan 11, 2024		2,988	0
Jan 12, 2024		3,108	0
Jan 13, 2024		3,324	0
Jan 14, 2024		3,335	0
Jan 15, 2024		3,035	2
Jan 16, 2024		3,032	0
Jan 17, 2024		3,022	0
Jan 18, 2024		2,955	0
Jan 19, 2024		3,013	0
Jan 20, 2024		3,305	0
Jan 21, 2024		3,353	0
Jan 22, 2024		2,951	1
Jan 23, 2024		2,998	2
Jan 24, 2024		2,910	0
Jan 25, 2024		2,803	0
Jan 26, 2024		2,729	0
Jan 27, 2024		3,046	0
Jan 28, 2024		3,138	0
Jan 29, 2024		2,629	0
Jan 30, 2024		2,768	1
Jan 31, 2024		2,724	0
Feb 01, 2024		2,766	0
Feb 02, 2024		2,801	0

Feb 03, 2024		3,004	0
Feb 04, 2024		3,150	0
Feb 05, 2024		2,732	0

Performance by Location Video

Client	Region	City	Impressions	Clicks	CTR
	Illinois	unknown	117	0	0.00%
	Minnesota	Arden Hills	1	0	0.00%
	Minnesota	Eden Prairie	1	0	0.00%
	Minnesota	Minneapolis	14	0	0.00%
	Minnesota	unknown	45	0	0.00%
	Wisconsin	Paddock Lake	1	0	0.00%
	Wisconsin	unknown	1	0	0.00%