



PAID MEDIA UPDATE

AUGUST 2024 BOARD MEETING





SUMMER CAMPAIGN OVERVIEW



Target Audience

- Outdoor Actives
(w/ and w/o kids)
- Avg age 47
(concentration of 22-42 & 54-72)
 - HHI: \$120K+

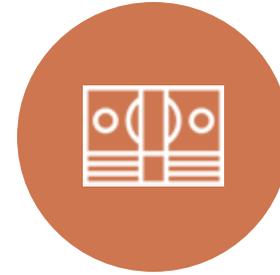


Geography

Base:
California/Nevada

Spot Markets

- San Francisco
- Sacramento
- Los Angeles
- San Diego
- Las Vegas



Timing

- Flight Dates
- Mid-April - August



Campaign Measurement

- **Video**
Views, VCR, CPV, SOV %
- **Custom Content**
Views, Time Spent w/
Content,
Engagement Rate
- **Digital/Social**
Clicks, CTR, Sessions, TOS,
Airline Referrals/Bookings

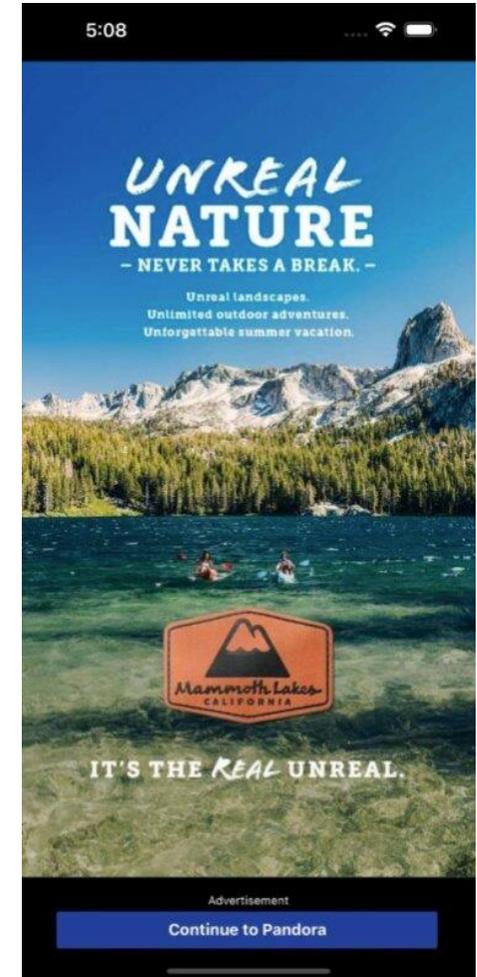


SUMMER CAMPAIGN SUMMARY

Leverage a full-funnel media approach to drive awareness and engagement with the Mammoth Lakes brand, while increasing intent to visit, educating users on air service, and how to be a responsible traveler. Program elements included:



- Print (California Road Trips Guide)
- Online Video
- Audio
- Rich Media
- Digital & Social Media
- Search





FULL-FUNNEL MEDIA APPROACH

Awareness Partners:

- California Visitor Guide
- The Trade Desk
- Matador
- YouTube
- Pandora
- AdTheorent
- Facebook/Instagram

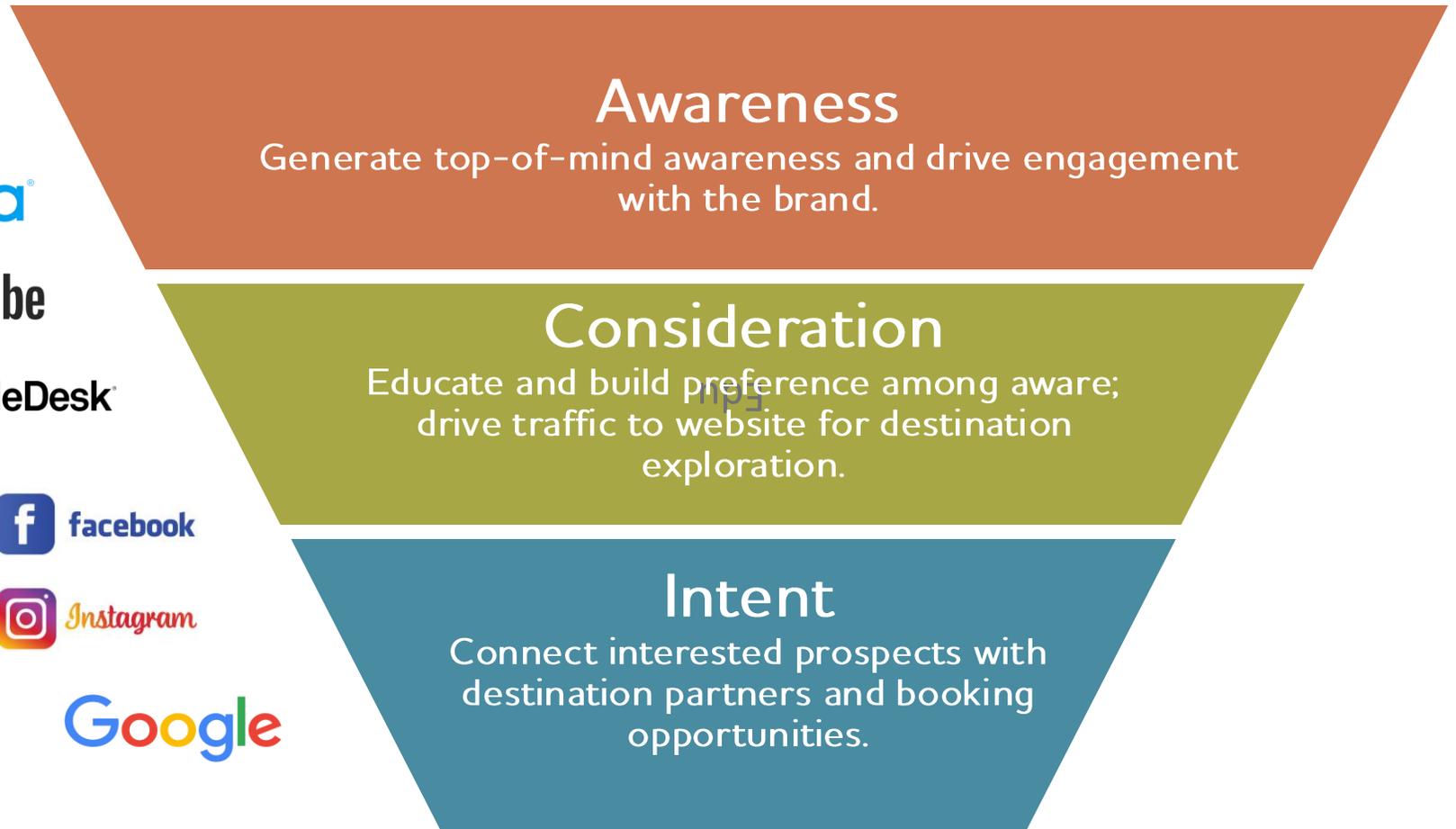


Consideration Partners:

- Pandora
- AdTheorent
- The Trade Desk
- Facebook/Instagram
- Google Display Network

Intent/Air Service Partners:

- Facebook/Instagram
- INK/United
- Google Search



FY24 SPRING/SUMMER PERFORMANCE HIGHLIGHTS YEAR-TO-DATE



- Programmatic OLV through The Trade Desk, leads user engagement with the best VCR (81%)
- 55,000 video creative has generated the best performance across programs thus far (82% VCR)

**71%
VCR**

Unreal video content is producing quality engagement, demonstrated by a high completion rate (on par with FY23 (70%).

- FB/IG Videos are currently producing the highest CTR at an impressive 4.50%, compared to single image at 1.31%
- GDN engagement is seeing a decrease in CTR transitioning from Winter to Spring/Summer, tracking at 0.71% (goal 2.00%); campaign optimizations being made

**0.90%
CTR**

94.9K sessions campaign to-date, on track to deliver in full by the end of August.

- Search CTR showing an increase YoY (112%); goal has been updated to better align with current delivery and challenge campaign performance
- While an in-audio experience, Pandora continues to drive qualified users to the website through mobile units (6.4K sessions)

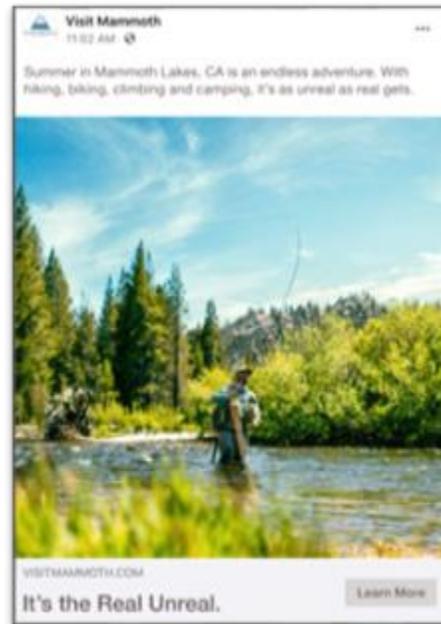
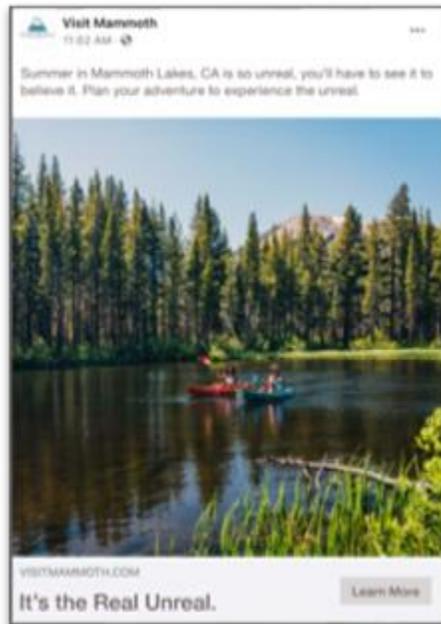
**0:25
AED**

Click to session ratio is high, indicating a qualified audience is being reached.

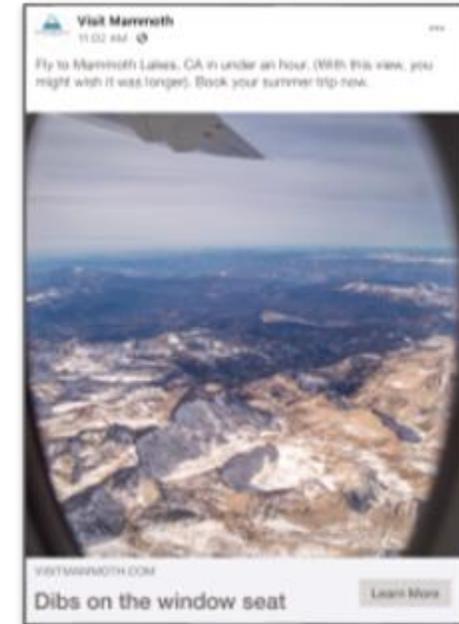
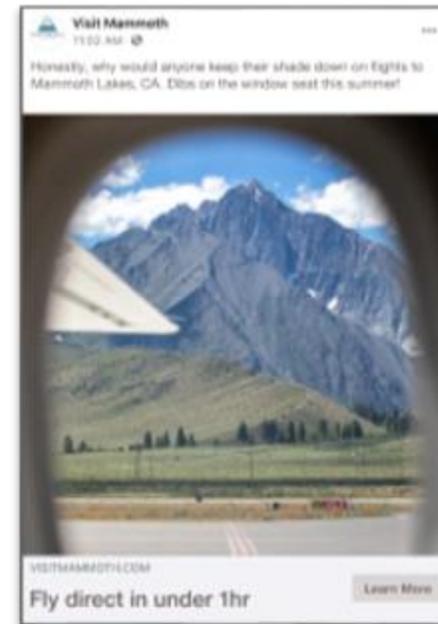
CREATIVE ROTATION



SUMMER ACTIVITIES (4/15-8/31)



SUMMER AIR SERVICE (7/1-8/31)



SUMMER ACTIVITIES CREATIVE



visitmammoth Sponsored

READY FOR

- A WHOLE NEW SEASON -
OF UNREAL?

MAMMOTH LAKES, CALIFORNIA

LEARN MORE

Nonstop flight. Nonstop adventure.

visitmammoth Sponsored

DON'T MAKE ADVENTURE

WAIT FOR THE WEEKEND.

MAMMOTH LAKES, CALIFORNIA

LEARN MORE

Nonstop flight. Nonstop adventure.

Visit Mammoth Sponsored

Summer in Mammoth Lakes, CA is an endless adventure. With hiking, biking, climbing and camping, it's as unreal as real gets.

visitmammoth.com
It's the Real Unreal.

Learn more

Visit Mammoth Sponsored

How many unreal outdoor activities can you do in a Mammoth Lakes, CA summer? Trick question. There's too many to count.

visitmammoth.com
It's the Real Unreal.

Learn more

Visit Mammoth Sponsored

Unreal Weather. Unreal hiking, biking, and camping. Unreal nature. Nothing beats the unreal summer in Mammoth Lakes, CA.

visitmammoth.com
It's the Real Unreal.

Learn more

Plan a midweek vacation in the **Real Unreal.**

Visit Mammoth Lakes **Learn More >**

Plan an unreal summer.

Hiking, biking, fishing, kayaking. The unreal activities in Mammoth Lakes, CA never end.

>

It's the Real Unreal.

Nature in Mammoth Lakes, CA is unreal. All year. Plan your summer adventure now.

>

Plan an unreal fam trip.

Add some unreal to your family vacation this summer in Mammoth Lakes, CA. Plan now.

>

NEW! SUMMER AIR SERVICE



THE UNREAL BEGINS
- BEFORE YOU -
EVEN LAND.



Mammoth Lakes
CALIFORNIA

A vertical banner showing a wide aerial view of rugged, rocky mountains under a clear sky. The Mammoth Lakes logo is at the bottom.

DIBS
- ON THE -
WINDOW SEAT.



Mammoth Lakes
CALIFORNIA

A vertical banner showing a view of mountains through an airplane window. The Mammoth Lakes logo is at the bottom.

Visit Mammoth
11:02 AM

Honestly, why would anyone keep their shade down on flights to Mammoth Lakes, CA. Dibs on the window seat this summer!



VISITMAMMOTH.COM
Fly direct in under 1hr [Learn More](#)

A social media-style post featuring a view of mountains through an airplane window. It includes a header with "Visit Mammoth" and a call to action "Fly direct in under 1hr".

WINDOW SHADES UP
- ARE -
A MUST.



Mammoth Lakes
CALIFORNIA

A vertical banner showing a view of mountains through an airplane window. The Mammoth Lakes logo is at the bottom.

**- MAKE AN -
AISLE-SEATER
JEALOUS.**



Mammoth Lakes
CALIFORNIA

A horizontal banner showing a view of mountains through an airplane window. The Mammoth Lakes logo is at the bottom.

THANK YOU

