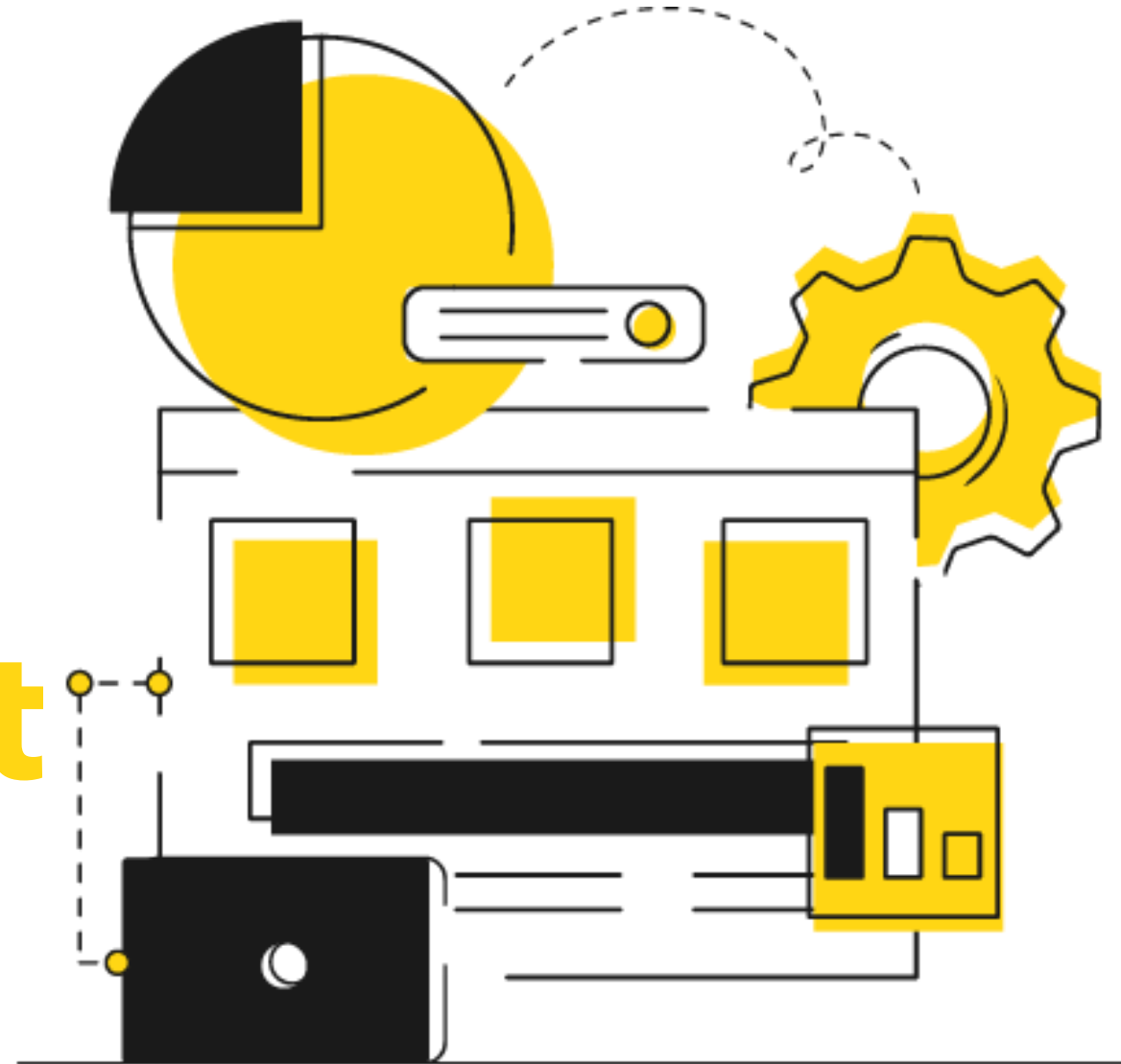
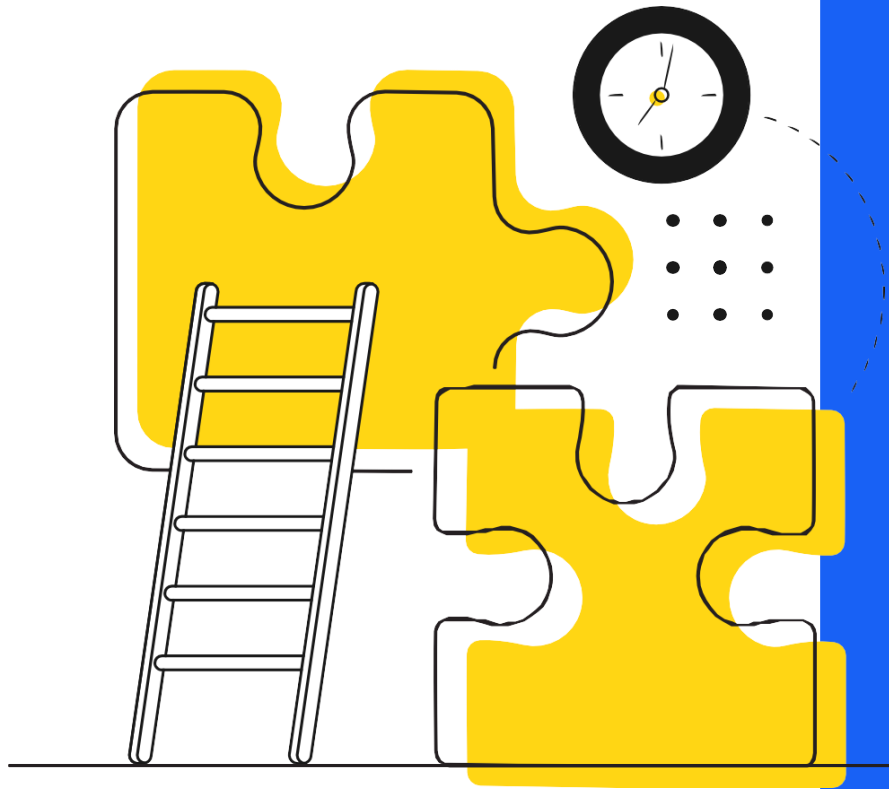


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Ditch the Clicks!

Guide to Metrics that Matter





Introduction

In a world of KPIs, ROAS and CTRs, understanding your marketing's real impact may have you saying, "IDK."

- The "right" metric might not fit when used incorrectly
- The "wrong" metric might not fit when used by itself
- **You need to choose metrics that matter to you and your board**



Metrics in 2024 Tourism/ Destination Marketing

Clicks (CTR)

- Typically, widely used because of its ease of understanding
- 0.07-0.10% industry average
- Shows “engagement” with the ad

Site Visits

- Someone receives marketing and clicks to your page or organically arrives
- No real benchmark but some say 50 seconds
- Shows someone more engaged with one's website

Video Completion Rate (VCR)

- Someone completing an entire video ad (:06-:15 :30)
- 60-65% industry average
- Helps drive awareness and shows engagement within the content

Bookings

- Someone has intent to visit a stay at a hotel
- Depends on properties, room nights, etc
- Shows intent on visitation and helps the destination collect a bed tax

Return on Ad Spend (ROAS/ ROI)

- Amount of revenue that is earned for every dollar spent on media (ad spend)
- Benchmark range \$10:1-\$180 (per Epsilons 2022-2024 data and per state v county)
- Shows how your marketing dollars put dollars back into the destination

Anyone use Impressions as a KPI? Any other metrics missed?



Metrics in 2024 Tourism Marketing - What they really mean

Clicks (CTR)

- Someone may or may not have accidentally clicked my ad, who knows?
- 99.98% of all ads are not clicked on?
- *Negative correlation of clicks to generating a booking

Site Visits

- Someone got to your site, now what? Is it easy to navigate? Is the right content for this person shown?
- What is my site trying to provide to my visitor and can I get what they want achieved in 50 seconds!

Video Completion Rate (VCR)

- They might become aware of the destination, but what does that do for you? What's next?
- Does video lead to any of your key economic drivers?
- By optimizing towards VCR do we run the risk of running on platforms or sites people have gotten accustomed to zoning out?

Bookings

- Great driver of intent to stay (do people always?)
- Do you control the bookings or properties prices?
- How is credit being given? How are you able to see all properties booking data?
- What does a stay in a hotel mean for your community?
- Are we driving a lift in actual bookings?

ROAS

- Did my investment drive more than what I invested in?
- How do you measure a return when we don't have a cash register?

All these matter, but what is your REAL end goal



* Per LOVE Communication data

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**Let's break these and more
down**

Impressions

Reliability 1/5



Scale 5/5



Individual Contribution 2/5



Accessibility 5/5



Transparency 2/5



Strengths

Great for measuring distribution metrics, widely used

Weaknesses

Vague, not outcome based

Works well for

CPG

FSI

Healthcare

Restaurants

Retail

Travel

What it measures

How often your ad is shown on a screen within a publisher's network. AKA how your vendors are able to spend your money!

Our rating

- Impressions aren't effective alone
- Easily inflated by fake accounts and bots
- Not directly tied to individual people
- Can be good measurement for simple engagement

No BS

Epsilon CORE ID ties each impression to a known individual in the real world, so you're not over-frequencing or overspending, and you're finding people on the right device.





Reliability 3/5



Scale 3/5



Individual Contribution 2/5



Accessibility 5/5



Transparency 2/5



Strengths

Widely used, easy to understand

Weaknesses

Not outcome based, easily misinterpreted

Works well for

CPG

FSI

Healthcare

Restaurants

Retail

Travel

What it measures

Determines how many people were shown your ads.

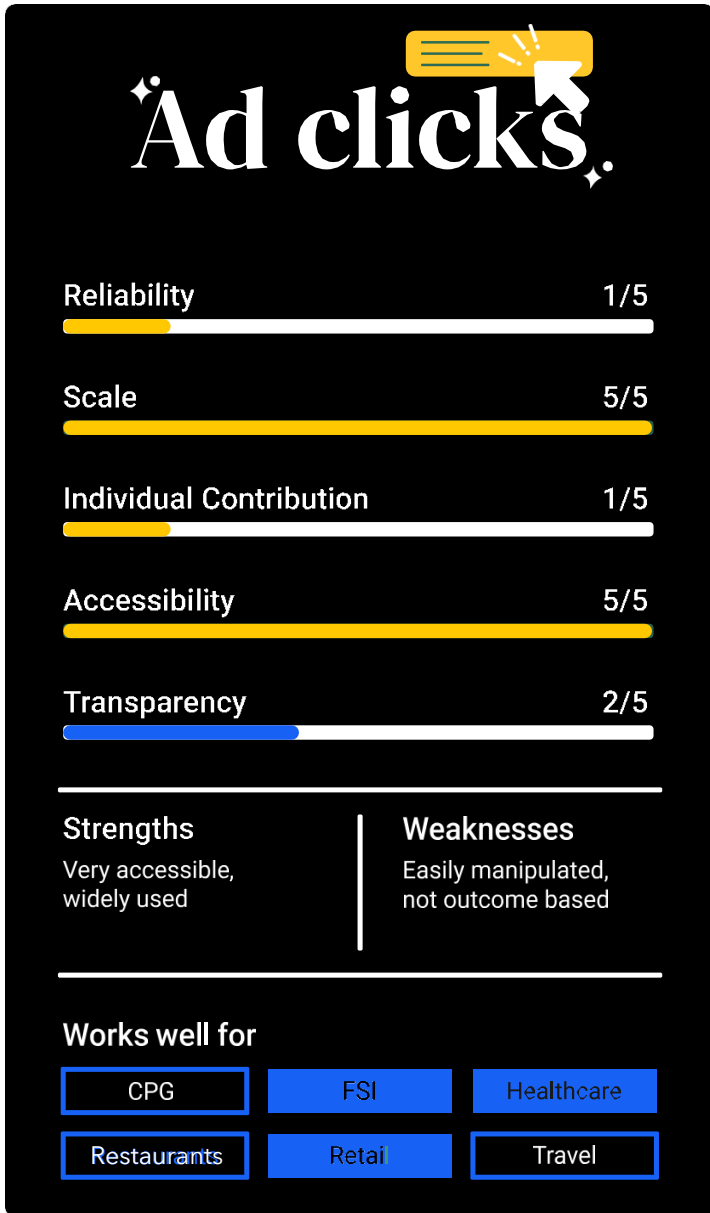
Our rating

- Needs to be balanced out by frequency
- High reach doesn't always equal high performance
- Solid guidance metric
- Impressions should **never** be positioned as reach

No BS

The right individual is more important than mass impressions. It's only the ability to have a conversation over time with the right visitor that matters. This should be requested from all your vendors to hopefully show you are reaching unique people and not the same person over and over again





What it measures

When someone physically clicks on your ad. Typically it groups all clicks together, regardless of the action the user takes.

Our rating

- Universally measured
- Easily inflated
- Not inherently outcome-based
- **Caution: 99.98% of people do not click**

No BS

Performance-based measurement evaluates online and offline transactions—meaning we should measure the click and beyond. For example: Direct, 1 to 1 spend in destination.



Case Study

Travel booking site learns that clickers fall behind in every category



A large travel booking site wanted to understand the differences between their converters who both clicked & didn't click on ads. To their surprise, **non-clickers** showed **vastly superior conversion & revenue results**

Customer Type	Messaged Conversions	Messaged Revenue	Messaged Revenue Per Customer	Average Messaged Order Value	Percent of Converters
Click Through Buyers	268	\$415,783	\$1,971	\$1,551	1.2%
View-Through Buyers	26,067	\$41,874,389	\$2,413	\$1,606	98.3%

Cost per acquisition

Reliability 3/5

Scale 3/5

Individual Contribution 4/5

Accessibility 3/5

Transparency 4/5

Strengths

Reliable and directly tied to specific outcomes, usable across campaigns

Weaknesses

Requires nuance for interpretation

Works well for

CPG

FSI

Healthcare

Restaurants

Retail

Travel

What it measures

The cost divided by the number of actions- Example: Bookings, Unique Visitors, Lead Generation

Our rating

- Solid metric—measures action against outcome
- You can benchmark against yourself using CPA
- Only measures one thing at a time
- For best results, use with other metrics

No BS

People-based measurement gives you a true CPA—not a modeled cost. So you know when you've acquired new visitors, not just when you think you have.



Return on ad spend

Reliability 5/5



Scale 4/5



Individual Contribution 5/5



Accessibility 3/5



Transparency 4/5



Strengths

Strong metric on its own, tells complete story holistically

Weaknesses

For deeper interpretation, can require intricate tech stack

Works well for

CPG

FSI

Healthcare

Restaurants

Retail

Travel

What it measures

The amount of revenue earned for every dollar spent on advertising—specifically, digital advertising.

Our rating

- Critical measurement for digital media
- Allows you to see all the people you delivered an ad to, which of those people made a purchase and how much was spent
- Granular in nature
- Versatile

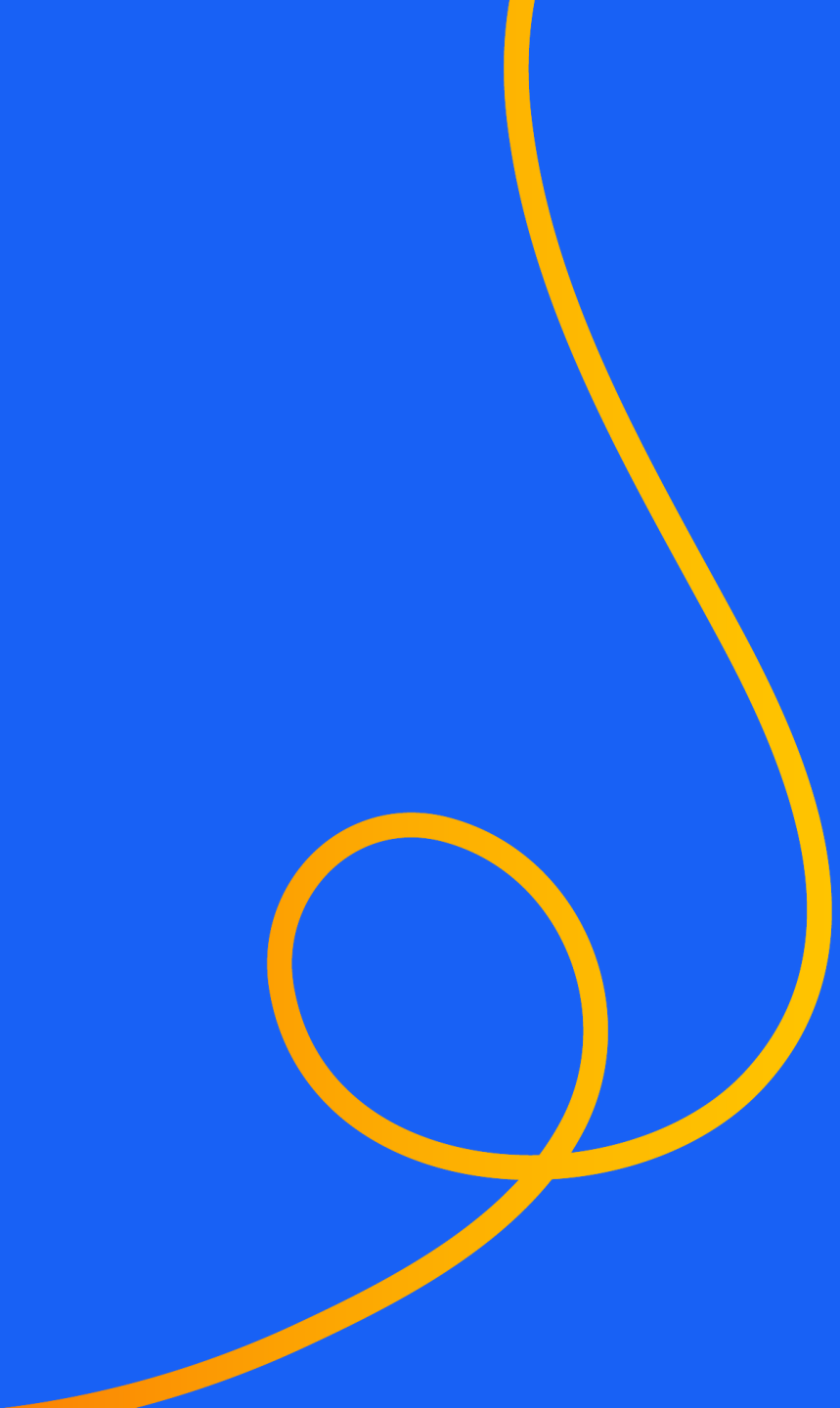
No BS

This shows the direct return from Destination Marketer's efforts. For example, Epsilon observes 70% of all non cash transactions in the US tied to in person-level transactions, which validates if someone purchased a product in destination or not. How does your community measure direct return?



What can I do when I know how to measure success?

**Invest in building Destination Loyalty, Drive Demand and
Conquest visitors**



Why do companies invest in loyalty?

The logo for Marriott Bonvoy, featuring the word "BON" above "VOY" in a bold, sans-serif font. The letter "O" in "VOY" is white and set within a small orange square.The Hilton Honors logo, consisting of the word "Hilton" in a large, black, serif font, with "HONORS" in a smaller, black, sans-serif font below it. The text is enclosed in a thin black rectangular border.The my7e logo, featuring the word "my" in a blue, cursive font and "7e" in a large, red, cursive font, with a small "TM" trademark symbol to the right.

“With more than 177 million members, our powerful Marriott Bonvoy program has also been a **key driver of demand** for our hotels and other lodging offerings, and for adjacent products like our Bonvoy co-branded credit cards” - Tony Capuano, CEO Marriott - Q4 2023 earnings call

Investing in known customers:

- Increases demand and share of wallet (or vacation)
- Provide a baseline of core business to grow
- Allows for personalized offers, messaging
- Allows to understand the difference between new and return customers (visitors) on a dollar level

Retention: Increase Share of Vacation & Build Destination Loyalty

STRATEGY:

Identify and target those that have visited the destination in the past, serve them digital messaging inviting them to make another return trip, then measure how many visited and where they spent while in the community

TARGETING:

1. Using Epsilon's transactional data, we can identify past visitors based on their transaction history and forecast reach
2. This is a 1:1 identified audience, not modeled, however we can use a lookalike audience to scale the campaign appropriately
3. Epsilon can find this group via display, video, rich media, native, connected TV or a blend

TACTICS & PLACEMENT OPTIONS: Standard display, video, rich media, native, Connected TV, audio

What this means for your board: " We know someone who is a past visitor spends X on average when they come back, they spend X in your restaurants, X in your hotels and X in your retail stores"

- Shows total impact a frequent or past visitor drives for entire destination
- Can benchmark a loyalist on a dollar level
- Know what to expect during specific seasons

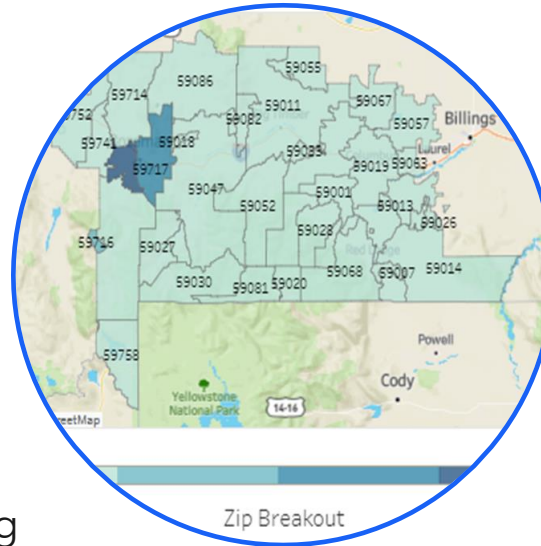
Drive Visitation from past visitors and encourage them to “Basecamp”

The challenge

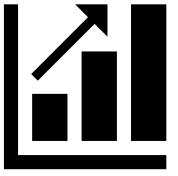
A Montana county wanted to invite past visitors back, but this time invite them to stay and use their destination as a basecamp.

The solution

- Identified Past visitors from in-person transactions
- Suppressed All residents of Montana from messaging
- Messaged 414K past visitors of the 10.1M high-yield individuals
- Tactics- Cross Device Programmatic Display & Video
- Budget - \$50K
- Flight - Off season, 2.5 months
- 90-day visitation window



Results



22K

Visitors arrived and transacted within 90 days or messaging

1.7%

Conversion rate from message to visit within 90 days

\$521

Average yield per individual transactor



COMPETITIVE CONQUEST

Increase Market Share

STRATEGY:

Utilize Epsilon's unique ability to identify and target those that have visited competitive destinations based on transactional data and serve media to convert them to consider visiting this one instead.

TARGETING:

1. Using Epsilon's Core Transact, we can identify with accuracy past visitors of competing destinations, as granular as zip code, based on their credit card transaction history.
2. This is a 1:1 identified audience, not modeled, however we can use a lookalike audience to scale the campaign appropriately
3. Epsilon can find this group via display, video, rich media, native, connected TV or a blend

TACTICS & PLACEMENT OPTIONS: Standard display, video, rich media, native, Connected TV

What this means for your board: " We know when we convert someone from X destination they spend X within our four walls"

- Know the value someone who visits your biggest competitor offers to you in terms of dollars "stealing market share"
- Now can move them down the "funnel" to become loyalists
- Typically spend more on first trip and spend across all key tourism drivers (dining, lodging, retail, attractions and gas)

Gain Share of Vacation from neighboring destinations

The challenge

A Midwest City wanted conquest individuals that visited competitive destinations but have never been to their city.

The solution

- Identified Past visitors from SIX destinations in competitive set
 - Past Hotel Transactors, highest yielding, 4-year look-back
- Suppressed all locals from messaging
- Served Programmatic display and video to 1.2M people that visited the comp set but not this destination
- Budget- \$80K, Timing - 4 months



Results



1.2M

Unique individual reached

70:1 ROAS

Direct, unmodeled economic return

\$5.6M

in market share gained from competitive set



Past Visitors and Never Visited

Understanding the difference and still driving \$\$\$\$\$\$

STRATEGY:

Utilize Epsilon's unique ability to identify and target those that have NEVER visited the destination based on 4 years of transactional data and serve media to convert them to consider visiting the destination. Separately message the highest yielding past visitors with a different message to drive strong revenue for the destinations

TARGETING:

1. Using Epsilon's Core Transact, we can identify with accuracy past visitors who spend the most in the destination as well as those who have not visited (in last 4 years) the destination. Each tactic its own audience
2. This is a 1:1 identified audience, not modeled, however we can use a lookalike audience to scale the campaign appropriately
3. Each audience received different creative and different landing pages to go to. The "Never" visitors received video ads while the past visitors did not

TACTICS & PLACEMENT OPTIONS: Standard display, video, rich media,

What it means for your board: " We are able to still drive revenue while investing in converting someone new to visit"

- New visitors spend typically the most on first trip
- Our investment in driving a new visitor cost X but drove Y
- Supplementing the higher acquisition cost of a new visitor with past visitors spend

Spreading the love for Virginia Tourism Corp.

“Epsilon brings insights we’ve never had before. We didn’t even know what we were missing until we were introduced to the type of data Epsilon provides.”

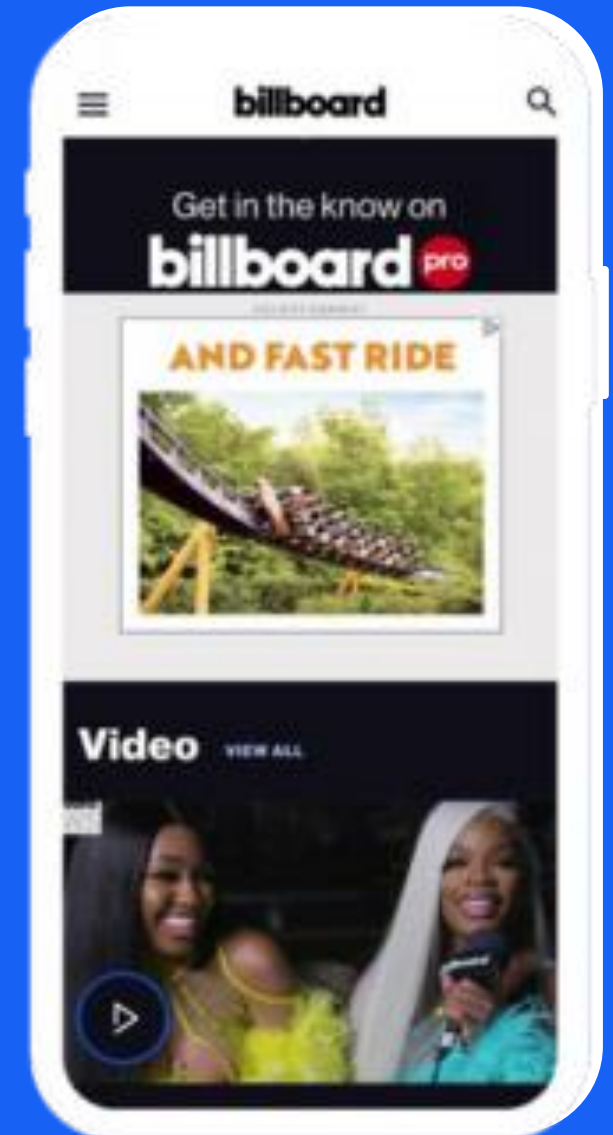
-Lindsey Norment, Brand Director, Virginia Tourism Corp.

- Despite Virginia’s strong brand recognition, Virginia Tourism Corporation (Virginia), the state tourism organization, needed to bring in more visitors and revenue, and do so with an unchanging budget.
- When the pandemic hit and consumer behavior changed once again, Virginia needed to double down on convenient, safe and flexible experiences.
- Virginia needed to connect with the right people to drive visitor and revenue growth. They needed to know who they **most loyal past visitors** are and their worth as well as those **who have never visited** and their worth
- Using Epsilon’s Core Transact data, Virginia was able to identify the best people to message in two categories: Virginia’s best **high-yielding past visitors**, and prospects who **had not yet visited** Virginia.
- With Epsilon Digital, Virginia efficiently served relevant messages based on real-time comprehensive contextual and behavioral data, reaching each person at the right time and place.
- Epsilon’s Net Economic Impact (NEI) solution provided a full understanding of how many visitors digital marketing influenced, the top feeder markets and how much they spend across key categories like restaurants, shops, gas stations and more.

\$46.5M
revenue

165K
visitors

\$206:1
total ROI



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Conclusion

Metrics can be tricky. So how do you decide which marketing metrics to use? It comes down to 3 key components: **your overall strategy, intent and desired outcome.**

Overall strategy

- How does measurement tie into overall strategy?
- Where are you, and where do you want to go?

Intent

- What are you measuring and why?
- Not all metrics will help your deeper measurement strategy.

Outcome

- Determine your end goal and the right path.
- As you grow or change, don't be afraid to adjust.



E | Thank you