INTERNET MARKETING

September 2011

Prepared by: Deborah Holland
Internet Marketing Director

HIGHLIGHTS:

- Online Winter the Dolphin promotions began in mid-September, including a new Winter the Dolphin page on the mobile site as well as a new landing page, contest entry form and large splash panel image and call out box on the consumer home page.

- The Winter the Dolphin contest promotion was also featured on the monthly consumer newsletter and resulted in a doubling of the open rate compared to the previous month.

- Beyond the home page, accommodation listing pages received the most visits on the website for September.

- As expected, time spent on the site increased in September compared to August, up by 1.49 minutes. Overall time on site during August was down due to the 100 Days of Summer contest which resulted in many repeat website visitors returning to enter the contest multiple times without spending much additional time on the website.

- Website visits and page views were both down compared to the previous month and the same month last year. A seasonal decline in web traffic is typically expected in September as the summer campaign ends. Last year additional BP Oil Spill funds were used for marketing purposes during this time resulting in higher media exposure. Such additional funds were not available this year, therefore resulting in less media/advertising and therefore lower associated web traffic.

- The mobile website launch took place at the end of August and September was the first full month of associated statistics. The site received a total of 19,727 page views. This was driven by a mobile campaign which generated in 4,878 views to a promotion of the Clearwater Jazz Fest.

- Paid search responses were relatively steady between August and September, despite the lower overall search volume after peak summer months. Responses in Bing increased compared to the previous month while Google responses decreased slightly. Both campaigns saw a jump in conversion rates, driven by the Winter the Dolphin contest.

Please see Internet Marketing program statistics and associated graphs on the following pages.

St. Petersburg/Clearwater CVB

www.VisitStPeteClearwater.com Dashboard Report

September 2011

LM = vs. last month | **LY** = vs. last year | **B** = vs. baseline of 2010 average

Good | **Not Significant** 0 -12% change | **Needs Attention** 13 or higher % change

ENGAGEMENT

		LM	LY	B
Time on Site: *Minutes*	**6.22**	↑	↓	7.37
Bounce Rate: *of Home Page*	**36.5%**	↓	↑	37.4%
Bounce Rate: *Overall*	**46.5%**	↑	↑	49%

ACTIVITY

	LM		LY	
63,176 visits	↓	27%	↓	18%
173,592 page views	↓	29%	↓	25%

MOBILE

	LM	LY
15,251 unique page views	n/a	n/a
19,727 page views	n/a	n/a

TOP DMAs (with Rank Last Month)

		Aug
1.	Tampa/St. Petersburg	1
2.	New York	2
3.	Orlando/Daytona/Melbourne	3
4.	Chicago	5
5.	Atlanta	4
6.	Philadelphia	6
7.	Seattle/Tacoma	14
8.	Boston	7
9.	Miami/Ft. Lauderdale	8
10.	Washington D.C.	9

VSPC NEWSLETTER

TOTAL EMAILS DELIVERED: 49,478

TOTAL OPENED: 25,639

Open Rate: **51%**

SIGNALS OF INTENT TO TRAVEL (SITs)

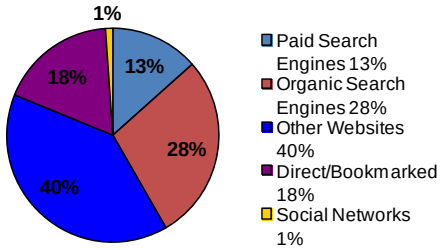
Total conversions

1.7% LM ↑ of total pg views

2,923 LM ↓ Signals of Intent to Travel

		LM
Visitor Guide Orders:	**929**	↑ 915
Deal Profile Views:	**1,097**	↓ 1,398
Newsletter Sign Up:	**147**	↓ 229
Online VG views:	**750**	↓ 776

SOURCES OF TRAFFIC



WINTER THE DOLPHIN PROMO

Article Page

Page views: **3,082**

Visits: **2,543**

Page Bounce: **52.9%**

Clicks on "Meet Winter": **775**

Mobile page views: **817**

Mobile unique page views: **614**

Article Page participated in 4.5% of overall site views.

Contest Page

Contest Entries: **10,263 (850 from Facebook)**

ONLINE KEYWORD CAMPAIGNS

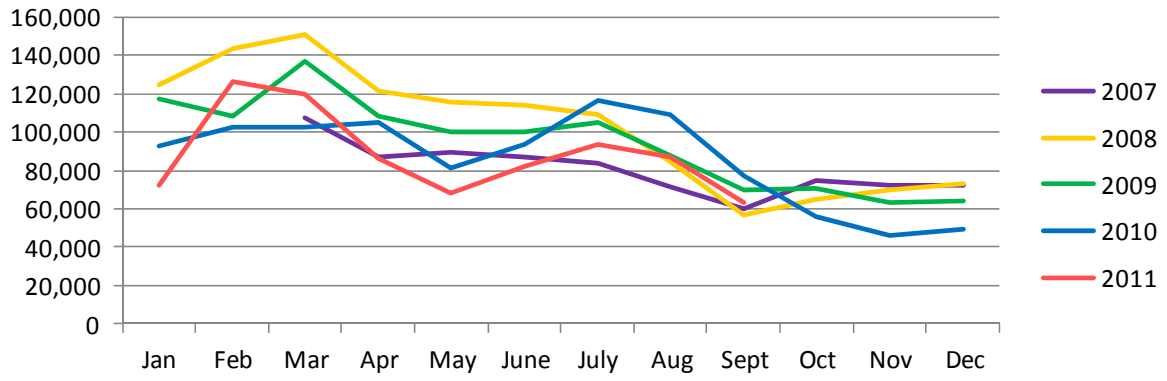
	Responses	Conversion Rate
Google	12,485	7.2%
Bing	2,770	1.6%

milesmedia innovate partner deliver visitors

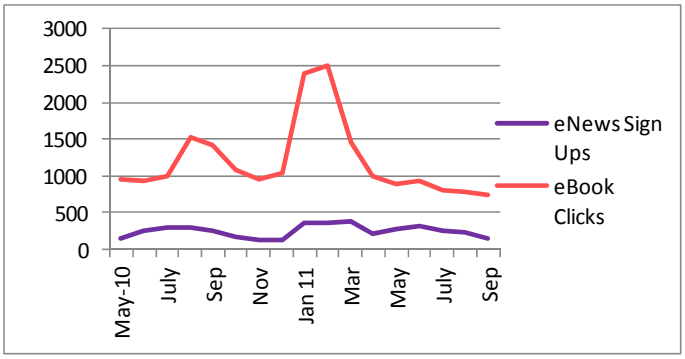
TOP 5 VIDEOS

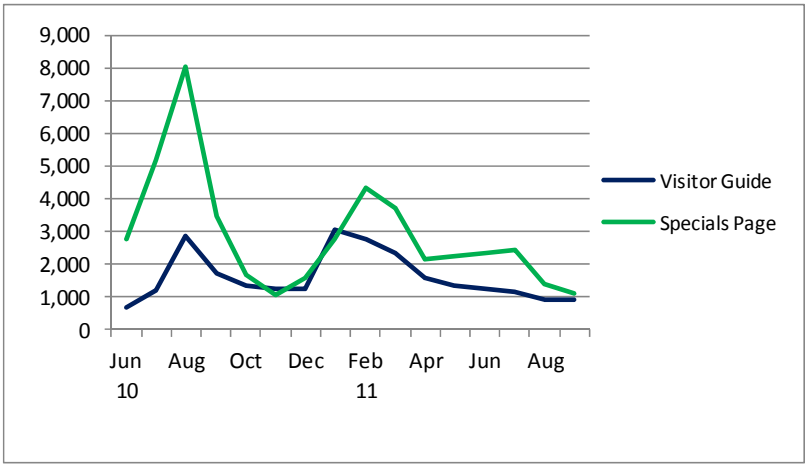
Video Name	Views
Videos/The Best of St. Pete/Clearwater	3,448
Winter/Dolphin Tale Sizzle	1,782
Experiences/Beaches-Boating/Beaches	565
Videos/Suncoast Beach Trolley	482
Total Video Views	**10,709**

VISITS YEAR OVER YEAR

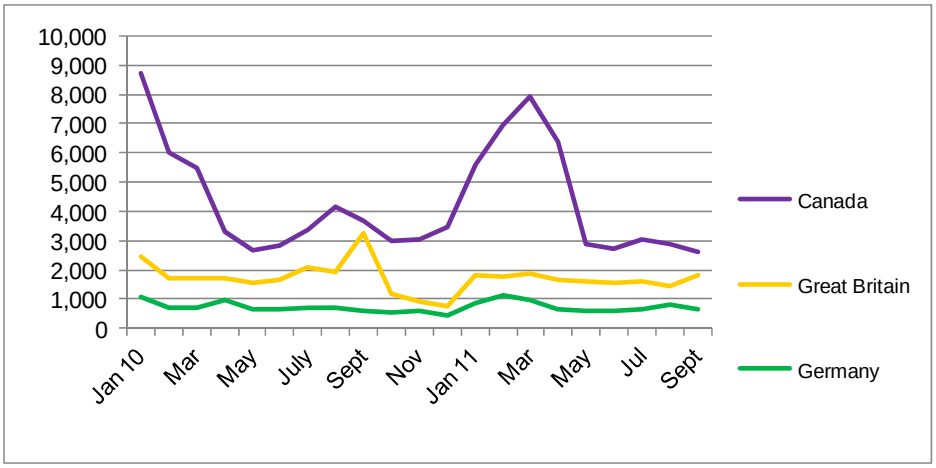


SIGNALS OF INTENT TO TRAVEL OVER TIME





INTERNATIONAL TRAFFIC

Top 5 Countries

		Visits
1.	Canada	2,608
2.	Great Britain	1,815
3.	Germany	640
4.	Brazil	272
5.	Netherlands	119