



ORANGE 142™

Visit Austin

Music Recovery Campaign

August 3rd – December 12th (Campaign paused 8/7 and re-launched on 10/9)



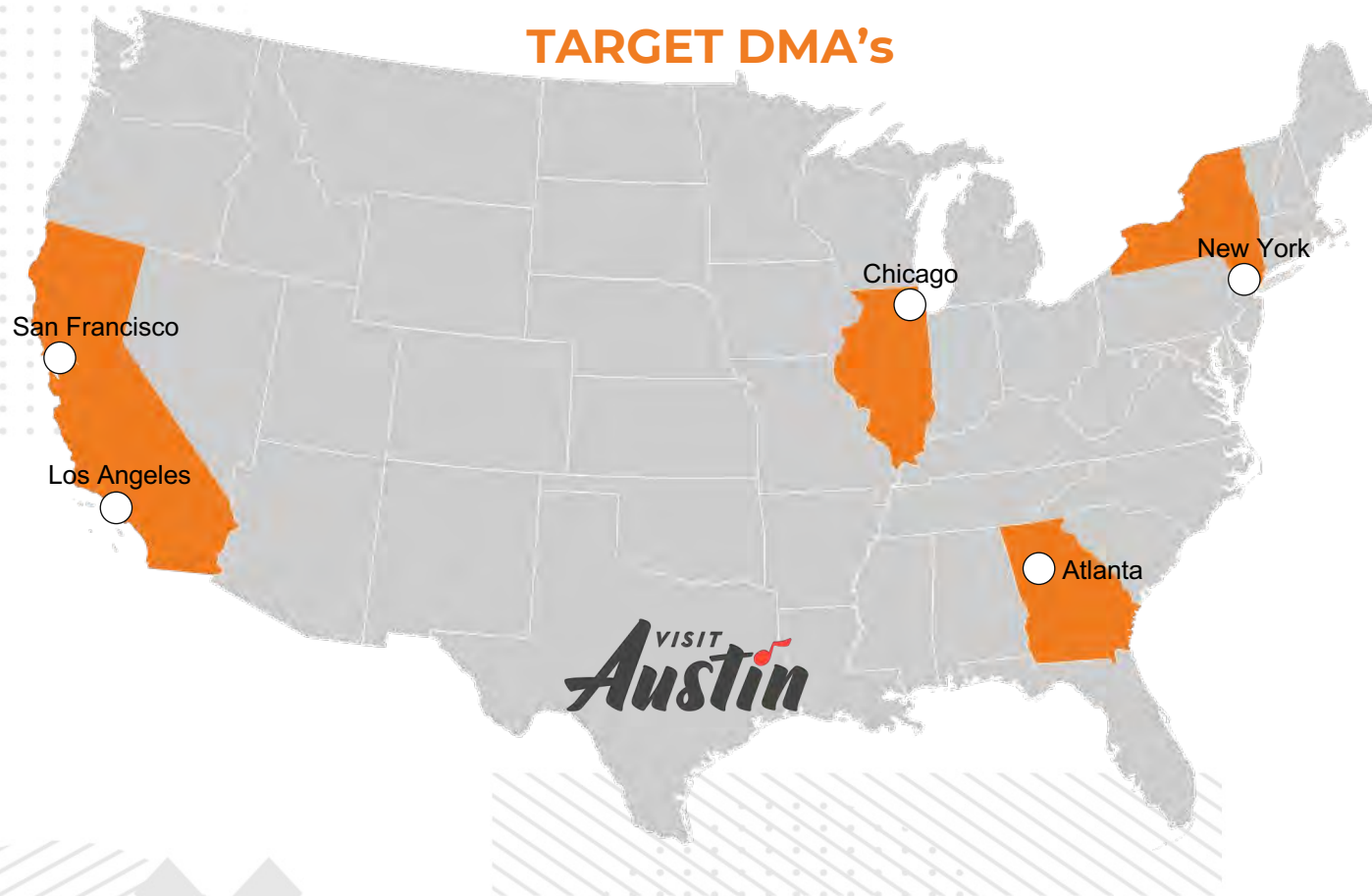
THE GOAL

Visit Austin and COA Music and Entertainment Division aim to create an integrated digital marketing program to retain peak interest for Austin as a world class music destination.

By leveraging Visit Austin's owned channels, new interactive tools, and strategic media placements, our goal is to complement ongoing relief efforts as venues work to reopen their doors and musicians begin to return to in-person performances.

Campaign Strategy

TARGET DMA's



CAMPAIGN OBJECTIVES

Drive traffic and awareness to program assets to promote Austin Musicians and Venues to inspire trip planning and visits to Austin.

AUDIENCE TARGETS

The Curious Urban Traveler

Professionals, music fans, nature lovers and food adventurers. They have money to invest in travel experiences and can take a trip at a moment's notice. For these travelers experiences are more valuable than accumulating things. Their adventurous spirit drives everything from how they dine, to hobbies, to the trips they plan.

- Age: 25-54; Sweet Spot: A25-34*
- HHI \$75K+ who travel
- Diversity Segments: LGBTQ+, African American, Hispanic, AAPI
- Prospects who have already demonstrated an affinity for Austin and Music

Campaign KPIs:

- Direct referrals from visitaustin.org to individual artists and venue sites/virtual events.
- Impressions
- Time on site
- In-market arrivals attributed to media placements

Targeting Our Audience Segments

Geofencing Contextually Relevant Areas

Selection of highly diverse entertainment district and entertainers in key markets

San Francisco:

- Regency Ballroom
- The Independent

Los Angeles:

- The Fonda Theatre
- The Wiltern

Chicago:

- Metro
- Thalia Hall

NYC:

- Music Hall of Williamsburg
- Brooklyn Steel

Atlanta:

- The Masquerade
- Tabernacle

3rd Party Data Diversity Segmentation

Peer39: Interest > Music Lovers
Mobilewalla > US > Ethno Linguistic > Asian American
DoubleVerify: Contextual > Society > Gay Life
Peer39: socialcontext > socialcontext - LGBTQIA News
Sub-Category - Lifestyles > Gay/Lesbian - comScore (content relevance)
DelidataX SP - Interest - Gays And Lesbians (Exelate)
Bridge - Interest - Arts and Entertainment - Music Lovers
Datalogix - Demographics - Heritage: African American (Exelate)
eXelate Demographic - Race - African American
NinthDecimal > Ethnicity > Asian American
PushSpring - Interest and Activity - Arts and Entertainment - Music Lovers (Exelate)
Peer39: NewsGuard > Trusted News - Black Asian Hispanic LGBTQ Inclusion List
Eyeota - US Plunge Digital - Sociodemographic - Lifestyle - LGBTQ

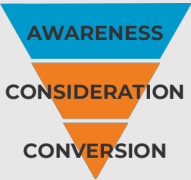
Website & Ad Content Targeted to Diverse Audiences



Campaign Insights, Highlights & Observations

August 3rd – December 12th (Campaign paused 8/7 and re-launched on 10/9)

1. **Maintaining Austin’s status as a world class music destination**
O142 digital media campaigns have helped to aid travel and promote Austin musicians and venues. More than than 9 Million brand impressions have been served in this effort.
2. **Significant impact to Visit Austin Music Hub traffic during this period.**
This media campaign was the 4th largest referrer for traffic to the Visit Austin website, below only search engines and direct. Through Google Tag Manager tagging and conversions, there were more than 10,000 visitors that spent > 2 minutes browsing the Music Hub and Visit Austin website. – totaling more than 20,000+ minutes with Visit Austin music content.
3. **Influencing new Austin visitors in key markets**
70% of all traffic from this campaign were new users. First time web visitors are a high priority as we begin influencing and impacting future travel plans.
4. **Strong audience interest**
Engagement rates for this campaign were very healthy. The average bounce rate was approximately 40%, similar to that of Direct and Social Media traffic.
5. **Emphasis and focus on diversity segments**
By geofencing contextually relevant venues in highly diverse entertainment districts and layering in 3rd party data diversity segmentation we were able to reach our desired target audiences at high rates: Approximately 52% of all impressions were attributed to diversity segments: White 48%, Hispanic 32.7%, Black 14.4%, Asian 4.9%



Campaign Delivered

Brand Impressions
More than 9 Million

Website Clicks
More than 36,000

Time Spent on Website
More than 20,000 minutes

Average CTR
.40%

Direct Artist and Venue Referrals
55,963 (May – December 2021)
31,626 (August & October – December)

Campaign Results

August 3rd – December 12th (Campaign paused 8/7 and re-launched on 10/9)

End of Campaign Report

Media Overview



9,124,534
All Tactics Impressions



36,739
All Tactics Clicks



0.40%
All Tactics CTR

Tactic	Line	Impressions	Clicks	CTR
Display	Geofencing Display/Music Recovery 2021_SF	141,803	215	0.15%
Display	Geofencing Display/Music Recovery 2021_NYC	141,851	255	0.18%
Display	Geofencing Display/Music Recovery 2021_AV	343,910	695	0.20%
Display	Geofencing Display/Music Recovery 2021_LA	141,845	214	0.15%
Display	Geofencing Display/Music Recovery 2021_CHI	141,827	214	0.15%
Display	Geofencing Display/Music Recovery 2021_ATL	141,866	325	0.23%
In Need	In Need/Music Recovery 2021	3,656,629	19,989	0.55%
In Need	In Need/Music Recovery 2021_Added Value	1,875,532	10,020	0.53%
Retargeting	Retargeting/Music Recovery 2021	1,682,035	3,698	0.22%
Retargeting	Retargeting/Music Recovery 2021_AV	857,236	1,114	0.13%

Key Market Website Visitation

Strong audience interest in key markets

Engagement rates for this campaign were very healthy. Bounce rates were low, time spent on the website was high and the total website visitation from key markets was up during the campaign period. Continuing to re-engage this audience in 2022 will be critical in impacting destination visits.

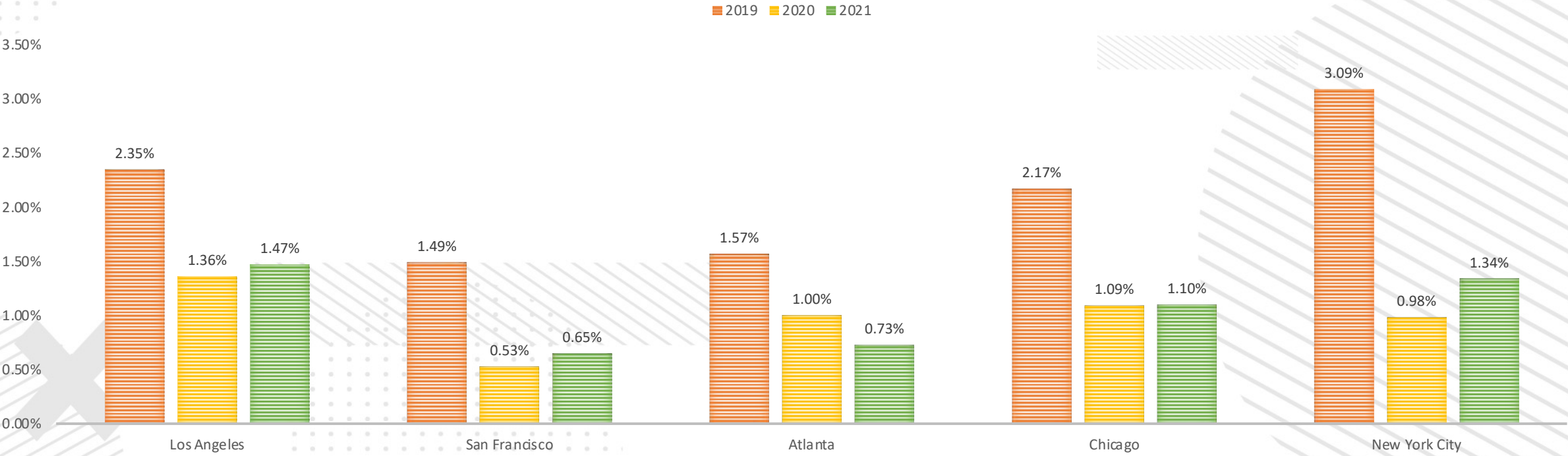
Metro	Website Visits	% New Visitors	Bounce Rate	Pages / Session	Time Spent on Site (seconds)	Campaign Website Sessions	Percentage of Total Website Traffic
New York, NY	41,281	75.40%	27.37%	1.84	100.61	8,364	20.26%
Los Angeles CA	31,179	75.12%	42.74%	1.83	103.78	6,220	19.95%
Chicago IL	23,924	73.41%	27.24%	1.96	119.80	3,979	16.63%
Atlanta GA	15,397	73.62%	25.73%	1.82	104.33	2,609	16.94%
San Francisco-Oakland-San Jose CA	16,226	77.48%	36.52%	1.92	112.85	1,149	7.08%

Austin Visitation Data

Austin visits were up Y/Y in 4 out of 5 target markets.

Despite ongoing travel concerns due to the pandemic, there were still increases in Austin visitation from most of our key markets during the campaign timeframe. The interest and engagement demonstrated by these markets and segments suggests they may be willing to consider Austin for future travel planning.

Travel to Austin between 08/09/2021 AND 12/12/2021
KEY MARKET AUSTIN VISITATION



Monthly Campaign Data



Audience Performance

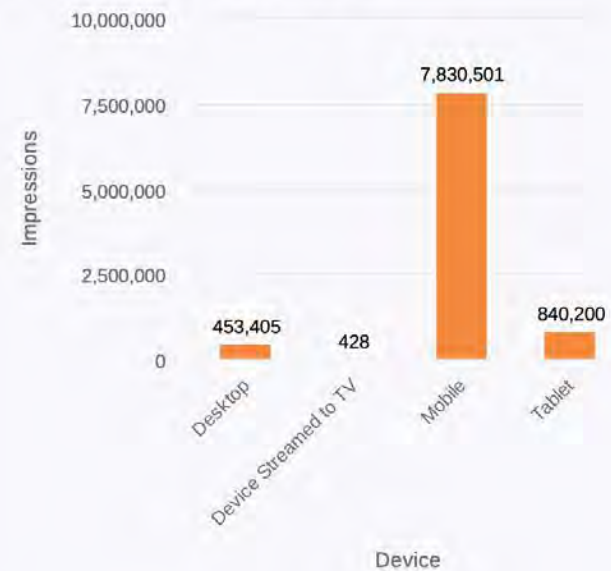
Sessions Monthly



Geo Performance



IMPRESSIONS BY DEVICE

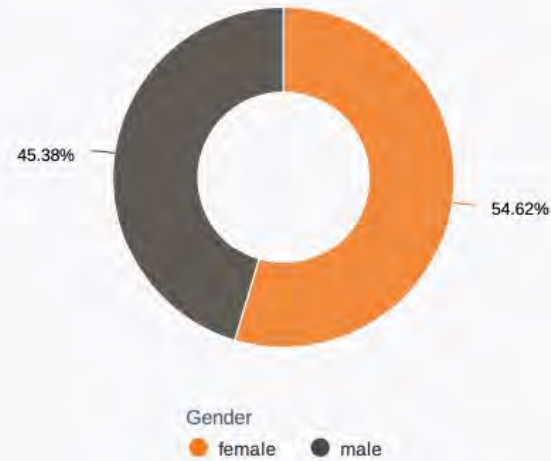


DMA's

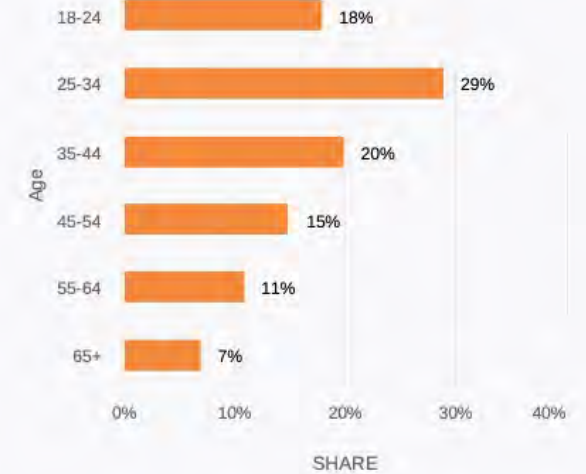
Metro_Area	Impressions
New York NY	2,295,343
Los Angeles CA	1,993,458
Chicago IL	1,762,992
Atlanta GA	1,185,560
San Francisco-Oakland-San J...	702,852
Austin TX	145,630
Dallas-Ft. Worth TX	51,232
Houston TX	43,437
Indianapolis IN	25,470
St. Louis MO	22,760
Washington DC (Hagerstown ...	22,163

Audience Performance

GENDER BY SESSIONS



AGE BY SESSIONS



MARKET INTEREST

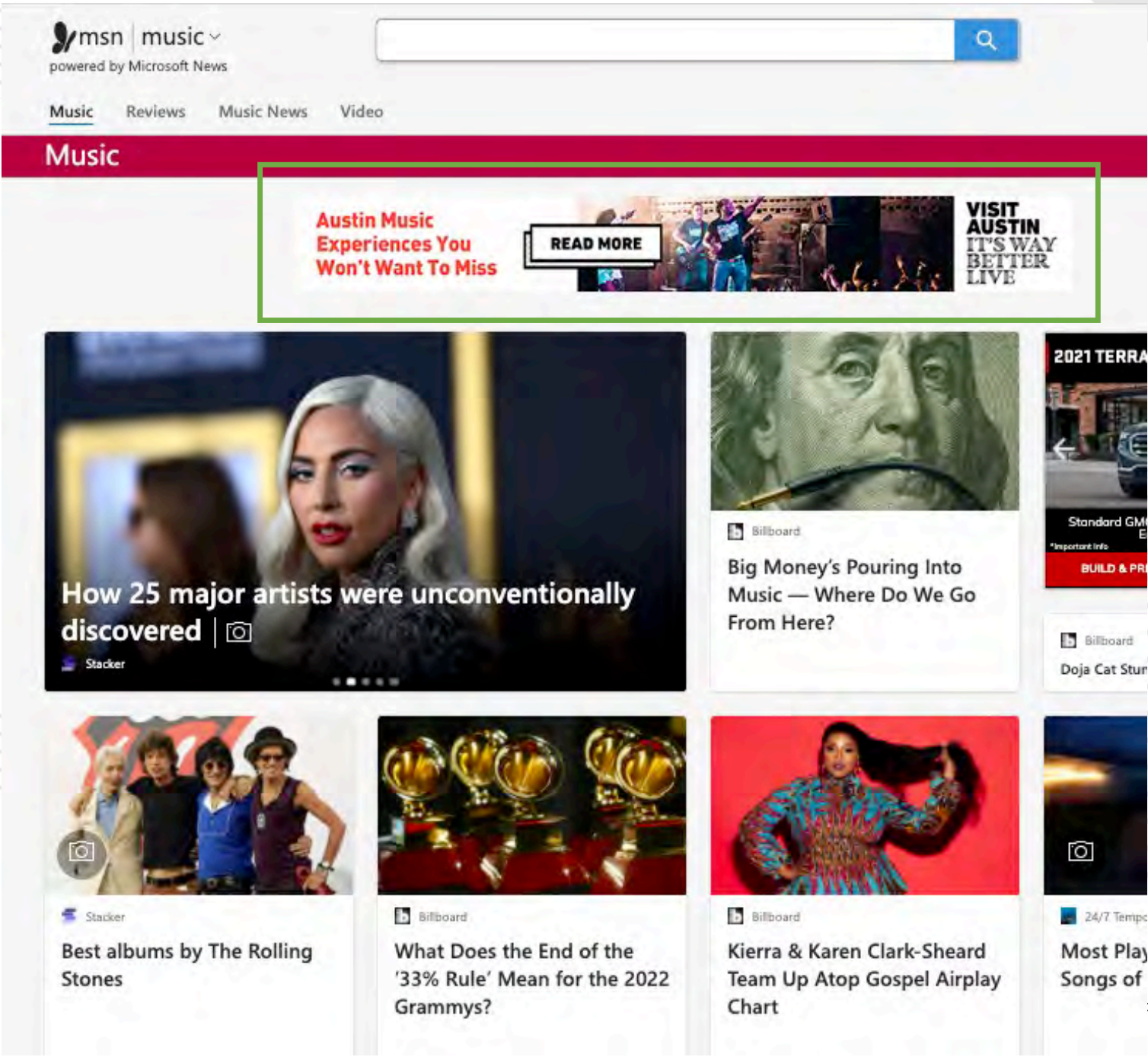
Market Interest	Market Users
Apparel & Accessories/Women...	85,644
Home & Garden/Home Decor	75,963
Real Estate/Residential Proper...	65,809
Travel/Hotels & Accommodations	65,608
Real Estate/Residential Proper...	63,221
Apparel & Accessories	62,767
Apparel & Accessories/Men's ...	59,732
Autos & Vehicles/Motor Vehicle...	57,017
Employment	52,988
Home & Garden/Home Furnish...	43,225
Employment/Career Consultin...	42,902

INTEREST AFFINITY CATEGORY

Interest Affinity	Users Affinity
Shoppers/Value Shoppers	213,690
Media & Entertainment/Movie ...	188,852
Banking & Finance/Avid Invest...	184,364
Food & Dining/Cooking Enthus...	177,749
Travel/Travel Buffs	176,839
Lifestyles & Hobbies/Business ...	174,177
Sports & Fitness/Health & Fitne...	170,716
Beauty & Wellness/Frequently ...	165,179
Media & Entertainment/Music ...	160,948
Sports & Fitness/Sports Fans	158,858
Lifestyles & Hobbies/Art & The...	157,318



Sample Media Placements



Addendum

Campaign Tactics

OBJECTIVE:

1. Steal mindshare amongst Concert and Venue-goers that also demonstrate a high propensity to travel in key markets such as New York, Los Angeles, Chicago, San Francisco and Atlanta to make Austin a must-visit trip to see live music venues and shows.

APPROACH #1: Target consumers based on in-market triggers that demonstrate they are searching for Live Music and Events

1. Utilize key search terms demonstrating interest in live music, famous venues and upcoming shows.
2. Conquest active in-market music lovers to take a trip to Austin to visit historical venues, see favorite bands and attend upcoming events.

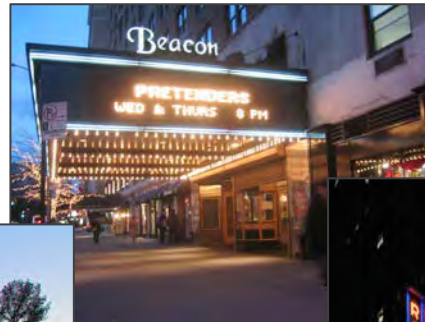


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APPROACH #2: GeoFence Top 10 Music Venue Locations in Competitive Markets and Retarget

1. Take top 10 locations from competitive markets to build remarketing/retargeting campaign to users that have visited live music venues within the last 60-90 days.
2. Retarget these users with Austin specific venue, artist, concert and live event information



OBJECTIVE:

- 1. Increase referrals to Music Venue and Concert partner pages.

APPROACH #3: Retarget Visitors to the Austin Website that have demonstrated interest in Live Music and Events from other media campaigns

- 1. Utilize retargeting bucket from current Visit Austin digital marketing campaign retargeting users that visited the Music section to re-engage and encourage additional website conversions to visit partner pages.

