



# FY25 CAMPAIGN WRAP REPORT

*Trade & Leisure*

November 17, 2025



# AGENDA

- ★ EXECUTIVE SUMMARY + TAKEAWAYS
- ★ LEISURE
- ★ TRADE
- ★ SELF CONTAINED (INCREMENTAL)

An aerial photograph of a city skyline at dusk. The sky is a mix of blue and orange, with soft clouds. The city is filled with various buildings, including several prominent skyscrapers. A semi-transparent dark horizontal band runs across the middle of the image, containing the text "EXECUTIVE SUMMARY" in white, bold, sans-serif capital letters. The buildings are illuminated by the setting sun, creating a warm glow on their facades. In the foreground, there are more detailed views of city blocks, including a large white building with a grid-like facade and a red brick building with a clock tower.

# EXECUTIVE SUMMARY

## FY25 EXECUTIVE SUMMARY | TOTAL DELIVERY

# 273M

IMPRESSIONS  
+43% OVER GOAL

# 3.1M

CLICKS  
3X OVER GOAL

# 2.1M

SESSIONS  
2.4X OVER GOAL

# 35%

AWARENESS  
(SMARI)

### The Campaign Delivered Huge Reach, Outperforming Goals & Benchmarks in All Key Categories

#### Leisure:

Leisure delivered 221M impressions, 2.9M clicks, and 1.9M sessions, exceeding volume and efficiency targets.

#### Trade:

Trade campaign delivered 30.5M impressions, 204K clicks, and 112K sessions, outperforming goals by 2.8–3.5X.

#### Self-Contained Trade:

Self-Contained Trade campaign delivered 22M impressions, 8K clicks, 4,400 leads and \$3.18M in awarded RFP value.

## SMARI AWARENESS RATINGS FROM OCTOBER 2025 (WAVE 2)

### Leisure Campaign Demonstrates Positive Impact and Influence Over Awareness and Intent to Travel

- **Cost Per Aware Household** drops to an all time Visit Dallas low of \$0.04. Efficiency is gained when awareness holds steady and reach grows (reaching nearly 15M households)
- **Awareness** is slightly lower, compared to 2024, but efficiency and intent balance out rating - dip likely due to market expansion and volume of households reached
- **Likelihood to visit Dallas** rises above 50% amongst ad aware travelers

**35%**  
AWARENESS

**\$0.04**  
COST  
PER AWARE  
HOUSEHOLD

# ATTRIBUTABLE BOOKINGS & ROOM NIGHTS FROM TRAVEL INTENDER TARGETING

## Travel Intender Targeting Drives Economic Impact, Strong Engagement

- **Expedia** attributed \$10.4M in revenue at 58:1 ROAS, confirming direct influence from media exposure.
- **Sojern/Programmatic** drove 40,069 clicks through in-market traveler targeting at an efficient \$2.94 CPC, influencing trip planning behavior.
- **Priceline, Tripadvisor, and Kayak** combined delivered ~25M+ travel intender impressions, reinforcing Dallas during decision-making.

Partner / Channel	Revenue / Economic Impact
Tripadvisor	\$15,000,000
Sojern	\$5,310,342
Priceline	\$1,838,569
Expedia	\$10,446,358

**\$33M**  
REVENUE

**\$42:1**  
ROAS

# SEARCH & SOCIAL ARE THE FOUNDATION OF THE MEDIA PROGRAM

## Google & Meta are the Backbone of Campaign Traffic and Engagement

- Aside from Organic Search, no other single source comes close to the impact that Google & Meta have had on the campaign (and website)
- Google delivered over 705K sessions, while Meta delivered nearly 800K
- Within these campaigns, the Demand Gen program and Meta layers took efficiency to another level
  - a. Meta: \$0.17 CPC
  - b. Demand Gen: \$0.08 CPC

**1.6M**  
SESSIONS

**28%**  
TOTAL SITE  
TRAFFIC

## RICH MEDIA, INTERACTIVE ADS, AND VIDEO DRIVE RESULTS

### Interactive & Emotional Formats are Connective and Engaging

- Rich media assets generated increased time with target - resulting in greater engagement and potential impact
- Display drives efficiency and quality impression volume, but less overall CTR and engagement (visitation)
- Content about Dallas neighborhoods, cultural and food scene drove strong engagement - with higher engagement reported through partners like AFAR (30-40s)

**2.2%**  
CTR

**40s**  
TIME W/  
CONTENT

# TRADE PROGRAM DELIVERS MASSIVE REACH, ENGAGEMENT COMING FROM SELECT PARTNERS

## Traditional Trade Partners Struggle With Engagement, Digital First Partners Drive Reach & Leads

- **Meetings Today continues to drive leads** and a high response rate
- Smart Meetings, PCMA, TSNN and other **traditional partners rely on print and are truly impression only platforms**
- **Social and Google drives the foundation** of this program - just like leisure
  - a. Driving 83% of Meeting campaign traffic
  - b. Google drove the highest volume of qualified planner actions, generating 104 RFPs, 40% of all RFPs submitted.

**31M**  
IMPRESSIONS

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**112K**  
SESSIONS

# APPLIED LEARNINGS

## FY26 Optimizations Based on Campaign insights & Findings

### INSIGHT

- Message resonates and **awareness** is strong, but dipped slightly
- Traveler targeting** delivers influence on bookings, drives economic impact
- Search & social** are hard working, efficient mediums that deliver results (engagement & visitation)
- Audiences respond to content and **interactive ad formats** creating lasting impression and messages that resonate
- Trade** partners deliver impressions targeted reach, programmatic and social drive immediate response, results



### EVOLUTION

- Concentrated flights, audience targeting**, and dollars into branding effort to increase impact in key windows
- Expanded OTA and travel partnerships** - building robust travel intender campaign that optimize for conversion/economic impact
- Continued search and social layers and **expanded Always On media** to include Display & Native - engaging based on interest and Dallas pillars
- Expanded rich media, interactive, AI driven, and video (CTV)** formats to tell a richer, more emotionally resonant story about Dallas and its offerings
- Continued with select, high performing trade partners, **expanded digital presence** to increase targeting, and aim to drive attributable return in the form of leads, visits, engagement

A nighttime photograph of a city skyline, likely Atlanta, Georgia. The scene is dominated by several illuminated skyscrapers. On the left, a prominent feature is the Georgia Tech Tower, a tall, slender structure topped with a large, glowing spherical orb. To its right, the SunTrust Tower stands tall with a green-tinted facade. Other buildings of various heights and architectural styles are scattered across the skyline, all lit up against a deep blue twilight sky. The entire cityscape is reflected in a body of water in the foreground, creating a symmetrical effect. The text "LEISURE CAMPAIGN" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image, partially obscuring the buildings and their reflections.

# LEISURE CAMPAIGN

## LEISURE CAMPAIGN | TOTAL DELIVERY

# 221M

IMPRESSIONS  
+33% OVER GOAL

# 2.9M

CLICKS  
4X OVER TARGET

# 1.9M

SESSIONS  
3.5X TARGET

# 35%

AWARENESS  
2025 WAVE 2

### The Leisure Campaign Delivered High Volume of Impressions, with an incredible 2.9M clicks

- Clicks - led by highly successful search and social programs - spiked to nearly 3M during the year - helping to driving 1.9M website sessions and bolster overall program engagement

## INTEGRATED | INSIGHTS & TAKEAWAYS

**Integrated publisher partnerships strengthened awareness and affinity for Dallas, particularly when content highlighted dining, neighborhoods, and cultural experiences. Video formats delivered strong attention, while print and newsletters maintained steady visibility across priority audiences.**

### **Content-Led Storytelling Drove Higher Engagement**

- ❑ AFAR custom articles delivered CTRs 2–4x above benchmark, reflecting strong curiosity in culinary and cultural content.
- ❑ Dotdash Meredith native content recorded a 5.9% engagement rate, indicating users not only viewed but interacted meaningfully with Dallas stories/content.

### **Food-Focused Creative Outperformed Other Themes**

- ❑ Esquire social amplification saw approximately 8x more clicks on food-led creative compared to drink-led creative.
- ❑ Dining and neighborhood exploration consistently produced the strongest engagement signals across publisher environments.

### **Premium Video Successfully Captured Attention**

- ❑ Hearst and Dotdash Meredith pre-roll achieved 77–79% video completion rates, aligning with or exceeding target
- ❑ Video rates strong, but lower compared to CTV environments and far more expensive

### **Print and Newsletters Drive impressions, contribute to Awareness ratings**

- ❑ Texas Monthly delivered ongoing presence across multiple issues and newsletters, sustaining top-of-mind awareness in-state.
- ❑ Modern Luxury and Passport supported targeted cultural alignment and reach among affluent and LGBTQ+ audiences.

### **Growth Opportunity: Integrated Partners have limited Digital Reach, reducing effectiveness**

- ❑ Broad lifestyle display units delivered low CTR (0.01%–0.09%) and minimal downstream engagement.
- ❑ Future publisher partnerships center on content, quality impression, and understanding publisher limitations

# INTEGRATED | PARTNER SUMMARY

Partner	TYPE	Spend (\$)	Impressions	Clicks	CTR	CPC	CPM	Video Views
AFAR	Integrated	\$130,000.00	2,069,420	1,905	0.09%	\$68.24	\$62.82	0
Conde Nast	Integrated	\$59,999.99	4,255,136	24,225	0.57%	\$2.48	\$14.10	0
Dotdash Meredith	Integrated	\$92,500.00	6,774,337	11,577	0.17%	\$7.99	\$13.65	4,031,431
Hearst	Integrated	\$93,000.00	2,171,898	3,920	0.18%	\$23.72	\$42.82	0
Modern Luxury	Integrated	\$50,000.00	4,469,562	990	0.02%	\$50.51	\$11.19	0
Passport	Integrated	\$75,000.00	1,885,653	10,314	0.55%			0
Texas Monthly	Integrated	\$75,000.00	21,107,817	8,258	0.04%	\$9.08	\$3.55	0
Travel Texas	Integrated	\$22,391.30	1,740,248	246	0.01%			
Garden and Gun	Integrated	\$100,000.00	2,839,738	0				

## INTERACTIVE | INSIGHTS & TAKEAWAYS

**Interactive partners served a mid-funnel role, driving engagement and exploration. Performance was strongest where formats were immersive, mobile-first, or conversational.**

### **High-Impact Rich Media Drove Strong Engagement**

- ❑ PadSquad delivered a 1.5% CTR and a 3.5% engagement rate, with 12+ seconds of average exposure time, exceeding performance benchmarks.
- ❑ Undertone delivered a 2.23% CTR at a \$1.10 CPC, confirming that interactive, motion-led formats encourage users to explore.

### **Conversational and Experience-Led Formats Performed Best**

- ❑ Tiki/Envoy delivered 84,986 clicks at an 8.3% CTR and a \$1.18 CPC, exceeding guaranteed delivery.
- ❑ The most frequent user intents were “Things to Do” and “Food and Drink,” indicating travelers are seeking experience-first inspiration.

### **Native Content Supported Consideration and Time Spent**

- ❑ Nativo native articles delivered an average of 39 seconds spent on content, above benchmark.
- ❑ These placements are most effective when the goal is education and inspiration, rather than immediate click-through efficiency.

### **Growth Opportunity: Interactive Ad Units and Rich Media Formats shine**

- ❑ AdTheorent engagement was strong, but supporting units that were broadly targeted were weak - suggest moving away
- ❑ Integrate rich media and custom assets into buy to elevate impression

## INTERACTIVE | PARTNER SUMMARY

Partner	Spend (\$)	Impressions	Clicks	CTR	CPC	CPM	Video Views
PadSquad	\$100,000.01	8,714,028	128,428	1.47%	\$0.78	\$11.48	0
Nativo	\$150,000.00	8,088,484	15,111	0.19%	\$9.93	\$18.54	0
Tiki / Envoy	\$100,000.00	1,022,646	84,986	8.31%	\$1.18	\$97.79	0
Undertone	\$219,875.00	8,931,618	199,123	2.23%	\$1.10	\$24.62	0
AdTheorent	\$75,000.00	8,987,673	1,678	0.02%	\$44.70	\$8.34	4,070

## TRAVEL | INSIGHTS & TAKEAWAYS

**Through trusted, high-visibility placements, travel partners effectively influenced traveler intent and conversion, delivering nearly 50M qualified impressions that translated into measurable bookings.**

### **Contextual, Search-Adjacent Travel Environments Were Strong Drivers of Visitation, Engagement**

- ❑ Kayak delivered 8.9M impressions, 34,753 clicks, and a 0.39% CTR at a \$2.88 CPC, reaching users while comparing destinations.
- ❑ Sojern reached 15.1M travelers and drove 40,069 clicks, performing efficiently at \$2.94 CPC, confirming its strength in in-market targeting.

### **Travel Partners Generated Meaningful Downstream Economic Impact**

- ❑ Expedia drove \$10.4M in attributable travel revenue at a ROAS of 58:1, confirming bookings were directly influenced by media exposure.
- ❑ Priceline generated 14,656 room nights and \$1.84M in hotel revenue at a 19:1 ROAS, supporting mid-funnel destination consideration during trip planning.
- ❑ Tripadvisor delivered 9.7M impressions, 3.7M video views, and an estimated \$15.1M in economic impact, successfully moving users into itinerary research and attraction discovery.

### **Experience-Led Content Influenced Planning Behavior**

- ❑ The most engaged content across travel environments centered around “Things to Do” and “Food & Drink,” reinforcing Dallas’ experience-first planning preference.
- ❑ Platforms with immersive content (Tripadvisor guides, Kayak itinerary views) showed longer time spent + higher re-engagement rates compared to standard travel banners.

## TRAVEL | PARTNER SUMMARY

Partner	TYPE	Spend (\$)	Impressions	Clicks	CTR	CPC	CPM	Video Views
Expedia	Travel	\$199,999.99	3,837,099	4,404	0.11%	\$45.41	\$52.12	0
Fodors	Travel	\$94,999.99	6,398,554	5,575	0.09%	\$17.04	\$14.85	0
Kayak	Travel	\$100,000.00	8,915,645	34,753	0.39%	\$2.88	\$11.22	1,145,952
Priceline	Travel	\$100,000.00	5,903,172	5,646	0.10%	\$17.71	\$16.94	0
Sojern	Travel	\$117,853.00	15,105,213	40,069	0.27%	\$2.94	\$7.80	0
Tripadvisor	Travel	\$200,000.00	9,662,167	34,509	0.36%	\$5.80	\$20.70	287,446

## AWARENESS | INSIGHTS & TAKEAWAYS

**Awareness partners delivered broad reach and strong message exposure, particularly across live sports environments and streaming audio. Efforts layered with other more interactive touchpoints to elevate awareness for the Visit Dallas brand.**

### **Live Event Integration Drove High Attention and Quality Reach**

- ❑ The March Madness activation delivered approximately 5.5 million impressions with a 96 percent video completion rate.
- ❑ The campaign reached over 419,000 unique households and generated 750,000 impressions during the Final Four weekend alone.

### **Streaming Audio Delivered Scale and Efficient Engagement**

- ❑ SiriusXM delivered 5.8 million impressions and reached 2.6 million unique listeners at an average frequency of 2.
- ❑ The campaign generated 22,362 clicks at a 0.92% CTR, indicating strong listener recall and curiosity.
- ❑ Reveal attribution showed meaningful visitation lift following audio exposure.

### **Cross-Screen Continuity Supported Message Retention**

- ❑ Exposure across TV streaming, audio streaming, and mobile reinforced the Dallas brand consistently in priority DMAs.

### **Growth Opportunity: Expanded Presence in Live Events**

- ❑ Continue investing in live cultural moments (e.g., March Madness, sports seasonality, major events).

# AWARENESS | PARTNER SUMMARY

Partner	Spend (\$)	Impressions	Clicks	CTR	CPC	CPM	Video Views
SiriusXM	\$100,000.00	5,132,412	22,362	0.44%			
Compass March Madness	\$128,377.03	5,486,412	7,614	0.14%	\$16.86	\$23.40	2,410,874

# GOOGLE | INSIGHTS & TAKEAWAYS

**Search played a high-intent conversion and exploration role, capturing users who were actively considering or planning trips. Across campaign layers, Google Search, Performance Max, and Demand Gen worked together to move users through the journey.**

## **Google Search Captured the Highest Intent Users**

- Core Search drove 399,633 clicks at a 19.30% CTR - well above benchmark - engaging users who were actively seeking information about Dallas.
- The \$0.44 CPC is one of the most efficient rates in the campaign

## **Performance Max Extended Reach Into Broader Discovery**

- Performance Max generated 165,221 clicks at a 2.91% CTR while also driving incremental impressions across surfaces beyond Search alone.
- Video and image asset utilization allowed Dallas to show up earlier in the travel consideration funnel.

## **Demand Gen Delivered Scalable Upper-Mid Funnel Engagement**

- Demand Gen delivered 572,649 clicks at a low \$0.08 CPC, providing efficient site visitation at scale.
- 1.8 million video views were generated through Demand Gen and Responsive Video campaign placements, contributing to brand familiarity at a low cost.
- Demand Gen was the most efficient and engaging campaign deployed in FY25

## **Moving Forward: Continue to Invest in Highly Successful Layer**

- Search is the conversion and planning lever.
- Performance Max is an audience expansion and discovery driver.
- Demand Gen is a low-cost awareness-to-consideration bridge.

# GOOGLE | PARTNER SUMMARY

Partner	Spend (\$)	Impressions	Clicks	CTR	CPC	CPM	Video Views
Google Search	\$177,474.82	2,071,115	399,633	19.30%	\$0.44	\$85.69	0
Google Performance Max	\$104,873.52	5,676,996	165,221	2.91%	\$0.63	\$18.47	3,058
Google Demand Gen & Video	\$77,978.40	35,313,141	572,649	1.64%	\$0.13	\$2.21	1,804,273

## SOCIAL | INSIGHTS & TAKEAWAYS

**Social platforms played distinct roles across the funnel, with Meta/Instagram driving the highest site traffic and engagement, TikTok driving high video reach and storytelling, and Pinterest performing strongest for planning and inspiration.**

### **Meta/Instagram Drove the Largest Volume of Qualified Traffic**

- Delivered 19M impressions and more than 1M clicks at extremely efficient cost levels (CTR 5.42%, CPC \$0.17).
- Generated 770K website sessions, making Meta the primary driver of site visitation across all partners.
- Audience showed moderate engagement on site (avg. session duration: 0:14), suggesting strong interest but quick scanning behavior typical of social traffic.

### **TikTok Strengthened Cultural Relevance and Destination Desire**

- Delivered 10.8M video views, far exceeding other platforms in storytelling reach.
- CTR (0.77%) and CPC (\$0.53) were efficient relative to TikTok travel benchmarks.
- Website engagement was low (98% bounce rate, 0:01 average session duration), indicating users were inspired but not ready to click through and explore further.

### **Pinterest Supported Travel Planning and Saved Inspiration**

- Delivered 4.6M impressions at a balanced CPC (\$0.93) and CTR (1.20%).
- Generated more intent-oriented browsing, reflected in the longest average session duration (0:31) of all social platforms.
- Users exposed on Pinterest spend more time comparing options and adding Dallas to consideration boards.

## SOCIAL | PARTNER SUMMARY

Partner	Spend (\$)	Impressions	Clicks	CTR	CPC	CPM	Video Views
Meta/Instagram	\$178,614.69	19,062,075	1,033,958	5.42%	\$0.17	\$9.37	289,127
Tiktok	\$44,285.18	10,998,170	84,236	0.77%	\$0.53	\$4.03	10,787,437
Pinterest	\$51,900.00	4,637,705	55,795	1.20%	\$0.93	\$11.19	108,918

A nighttime photograph of a city skyline, likely Dallas, Texas, featuring several prominent skyscrapers illuminated with lights. The sky is a deep blue, and the city lights create a vibrant contrast. In the foreground, there are lower-rise buildings and trees, also lit up. The text "TRADE CAMPAIGN (BASE)" is overlaid in the center in a bold, white, sans-serif font.

# TRADE CAMPAIGN (BASE)

## TRADE CAMPAIGN | TOTAL DELIVERY

# 30M

IMPRESSIONS  
+189% OVER GOAL

# 204K

CLICKS  
3.5X OVER TARGET

# 109K

SESSIONS  
2.8X TARGET

# 180K

VIDEO VIEWS

**The Trade campaign over-delivered in all key metrics - reaching high value meeting planners throughout their decision making process**

- 30M highly targeted impressions (nearly doubled our target), plus 204K clicks created an incredible amount of engagement and response to meeting and trade messaging

## INDUSTRY | INSIGHTS & TAKEAWAYS

### **Email & Content-Led Engagement Drove the Strongest Impact**

- The Meetings Today drip email program delivered high open rates, strong CTR, and repeat visibility across sends, reinforcing Dallas consistently across the planning cycle.
- Conference Direct's email send generated a 9.64% CTR and 2,248 clicks, the highest click efficiency in the channel.
- Naylor partner newsletters maintained above-benchmark open rates (40%–50%+), confirming ongoing planner relevance.

### **Northstar + Connect Were the Most Efficient Reach Drivers**

- Northstar + Connect delivered 1.3M+ impressions and 22K+ clicks combined, serving as reliable scaled awareness.
- Connect digital ran with very efficient CPM at \$6.37, offering cost-effective reach within qualified planner audiences.
- These partners supported upper-funnel visibility and consistent market presence.

### **Display-Only Placements Underperformed vs. Email + Content**

- Partners running primarily banner display (Smart Meetings, TSNN, USAE, MPI) delivered low CTR ranges (0.10%–0.60%) and higher bounce rates, suggesting lighter intent.

# INDUSTRY | PARTNER SUMMARY

Partner	Spend (\$)	Impressions	Clicks	CTR	CPC	CPM	Video Views
Naylor	\$63,500.00	522,681	1,006	0.19%	\$63.12	\$121.49	0
ConferenceDirect	\$3,000.00	23,315	2,248	9.64%	\$1.33	\$128.67	0
MPI	\$48,400.00	303,403	7,740	2.55%	\$6.25	\$159.52	0
Northstar	\$67,000.00	519,107	1,497	0.29%	\$44.76	\$129.07	0
PCMA	\$39,500.00	199,966	64	0.03%	\$617.19	\$197.53	0
Smart Meetings	\$54,000.00	454,908	12	0.24%		\$118.71	0
TSNN	\$50,000.00	454,054	2,742	0.60%	\$18.23	\$110.12	0
USAE	\$25,500.01	605,570	3,044	0.50%	\$8.38	\$42.11	0
Black Meetings & Tourism	\$40,000.00						
Connect	\$75,000.00	11,765,420	20,888	0.18%	\$3.59	\$6.37	151,856
Corporate & Incentive Travel	\$45,194.50	107,986	3,224	2.99%	\$14.02	\$418.52	0
IAEE		305,948	184	0.06%			0
Meetings Today	\$106,400.00	1,131,106	5,557	0.49%	\$19.15	\$94.07	7,967
Naylor	\$65,300.00	522,681	1,006	0.19%	\$64.91	\$124.93	0
Prevue	\$50,000.00	41,448	40	0.10%	\$1,250.00	\$1,206.33	0

## INTERACTIVE | INSIGHTS & TAKEAWAYS

### **Undertone delivered strong mid-funnel engagement and visual storytelling.**

- ❑ The unit achieved 1.2M impressions and 53,816 clicks, resulting in a standout 4.35% CTR - significantly above travel media benchmarks (~0.30–0.80%). This indicates strong resonance of creative when Dallas is presented in an immersive, high-impact visual format.

### **AdTheorent's predictive targeting generated strong qualified visibility but low action.**

- ❑ Across 5.9M impressions, click performance remained minimal (1,600 clicks at 0.03% CTR). This suggests strong reach and awareness value, but minimal movement into consideration. Use for top-of-funnel only when large-scale, low-cost visibility is the objective.

# INTERACTIVE | PARTNER SUMMARY

Partner	Spend (\$)	Impressions	Clicks	CTR	CPC	CPM	Video Views
Undertone	\$40,000.00	1,236,384	53,816	4.35%	\$0.74	\$32.35	
Adtheorent	\$41,174.75	5,976,103	1,600	0.03%	\$25.73	\$6.89	

## GOOGLE | INSIGHTS & TAKEAWAYS

**Google is the action driver for trade, meeting potential planners where they are most interested and driving best overall visitation and engagement for the campaign**

### **Google Paid Search efficiently captured high-intent M&C demand**

- ❑ Drove 34,385 clicks at an 11.37% CTR, indicating strong relevance among planners actively searching for Dallas
- ❑ Lowest CPC in the set at \$1.60, making it the most efficient driver of engaged traffic
- ❑ Best suited for meeting planners closer to consideration or in active sourcing cycles

### **Google Performance Max expanded reach and delivered incremental visibility**

- ❑ Served 499K+ impressions across surfaces (Search + Display + YouTube + Discovery)
- ❑ 11,927 clicks at a 2.39% CTR, supporting mid-funnel awareness and ongoing brand visibility

### **Balanced strategy performing as intended**

- ❑ Paid Search is performing as a high-efficiency conversion engine
- ❑ Performance Max is supporting scale and upper/mid-funnel exposure where planners are browsing, researching and learning
- ❑ Together, the channels ensure coverage across the full meeting planning journey

# GOOGLE | PARTNER SUMMARY

Partner	Spend (\$)	Impressions	Clicks	CTR	CPC	CPM	Video Views
Google Paid Search	\$54,991.67	302,359	34,385	11.37%	\$1.60	\$181.88	0
Google Performance Max	\$44,998.88	499,031	11,927	2.39%	\$3.77	\$90.17	0

## SOCIAL | INSIGHTS & TAKEAWAYS

### LinkedIn Delivered Premium Reach and Engagement with Qualified Planner Audiences

- ❑ LinkedIn effectively reached qualified event professionals, meeting planners and key decision makers, delivering 1.23M impressions and driving over 20,000 video views that reinforced Dallas as a premier meetings destination. The higher CPC of \$4.20 reflects the premium nature of this highly targeted and influential audience.
- ❑ Carousel ad units were top performers across both Prospecting and Retargeting audiences, followed by the Trade video. Retargeting audiences achieved the highest CTR (0.97%), underscoring stronger engagement among planners already familiar with Dallas.

### Meta efficiently scaled engagement with high-value planner audiences

- ❑ Through retargeting website visitors to key Meetings pages, Meta reached planners in a more organic, native environment compared to traditional trade placements. The campaign delivered 3.07M impressions and over 35,000 landing page views at an efficient \$0.35 CPC.
- ❑ A 1.45% CTR, with all creative performing above industry benchmarks, underscores strong resonance and the effectiveness of destination-driven visuals that authentically showcased Dallas's meeting appeal.

### Together, the platforms delivered complementary reach and impact across the planner journey.

- ❑ **Meta** efficiently scaled awareness and engagement, building familiarity and interest among planners in an authentic, native environment. **LinkedIn** reinforced Dallas's positioning with verified decision-makers, ensuring visibility and credibility among qualified meetings professionals.
- ❑ The combination created a full-funnel presence, from inspiration through active consideration, strengthening Dallas's reputation as a premier meetings destination.

# SOCIAL | PARTNER SUMMARY

Partner	Spend (\$)	Impressions	Clicks	CTR	CPC	CPM	Video Views
LinkedIn	\$35,000.05	1,229,318	8,327	0.68%	\$4.20	\$28.47	20,408
Meta	\$15,750.00	3,069,688	44,490	1.45%	\$0.35	\$5.13	0

A nighttime photograph of a city skyline, likely Dallas, Texas, featuring several prominent skyscrapers illuminated with lights. The sky is a deep blue. In the foreground, there are lower-rise buildings and trees, also lit up. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing the text.

# TRADE CAMPAIGN (SELF-CONTAINED)

## SELF-CONTAINED TRADE CAMPAIGN | TOTAL DELIVERY

**23M**  
IMPRESSIONS

**8K**  
CLICKS

**\$3M**  
CLICK-ATTRIBUTED  
RFP VALUE

**4,480**  
LEADS

**The dedicated Self Contained trade program was hugely successful at driving leads and supporting the industry as the convention center prepared to close**

- Primarily driven by Meetings today, the program delivered 4,480 email leads from qualified and interested planners
- CVENT suggested ads drove over \$3M in awarded business

## SELF-CONTAINED TRADE CAMPAIGN | EXECUTIVE SUMMARY

### The PCMA Geofence delivered presence and attention

- ❑ While the tactic successfully put Dallas messaging directly in front of planners *during* the PCMA conference (3.1M impressions), the extremely low engagement rate (0.03% CTR and \$77 CPC) indicates that geofencing performed as a simple visibility tactic rather than a qualified converter.

### Meetings Today drove strong lead volume but potential efficiency gains exist through tighter targeting and qualification

- ❑ While 4,400+ leads were generated through email nurturing efforts, lead quality remains uncertain. Future focus should be on refining messaging and audience delivery to reduce unqualified inquiries and ensure quality leads primed for sales team outreach

### CVENT Suggested Ads demonstrated clear ROI through attributed planner actions

- ❑ Drove **\$3.18M in awarded RFP value** based on ad-click attribution, confirming measurable impact on booked business.
- ❑ Ads effectively reached planners actively researching destinations, reinforcing Cvent as a high-value environment for bottom-funnel conversions.

### Google Performance Max proved effective at capturing planner intent and driving qualified conversions

- ❑ Generated **12 RFPs directly through the Visit Dallas website**, solidifying Google as a key channel for conversion-ready planners.
- ❑ Performance Max efficiently expanded reach beyond branded search, using intent-based signals to identify planners in active research mode.

## SELF-CONTAINED TRADE CAMPAIGN | PARTNER SUMMARY

SELF-CONTAINED							
Partner	Spend (\$)	Impressions	Clicks	CTR	CPC	CPM	Video Views
AdTheorent / PCMA Geofence	\$72,265.23	3,156,313	935	0.03%	\$77.29	\$43.68	3,254
CVENT	\$525,000	19,600,000	-	-	-	-	-
Google	\$21,698.89	207,162	7,018	3.39%	\$3.09	\$104.74	5,695
Meetings Today	\$30,000.00	29,770	651	2.19%	\$46.08	\$0.99	0

**THANK YOU**