

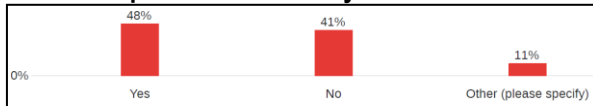
Driftless Wisconsin Campaign Analytics

Although many of you have heard of Driftless Wisconsin, some of you do not know exactly what we do. It's important that you know that Driftless Wisconsin is working for you. As a non-profit organization, we take our advertising revenue and put it back into promotions that bring visitors to the region. We leverage our revenue with Joint Effort Marketing (JEM) Grants from the Wisconsin Department of Tourism. The Department requires that we do an Evaluation at the end of each campaign to make sure their grant money is spent efficiently. Here is what we learned:

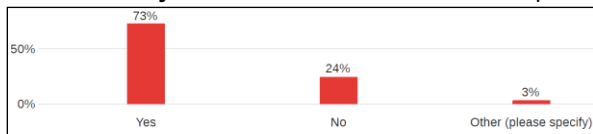
Surveys

To determine how visitors respond to our campaigns, we sent out a survey through the UW-Extension. For 2022, we sent out emails to visitors who had requested or downloaded a Driftless Wisconsin Map.

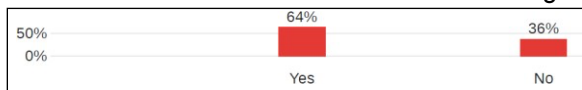
- **48% of respondents said they visited a business listed on the Map or website**



- **63% said they used our Map** for vacation planning
- **73% said they used our website** for vacation planning



- **64% made a visit** to the Driftless Wisconsin region



- **50% of website users** and **46% of Map users** said the campaign influenced their decision to come

Return on Investment (ROI)

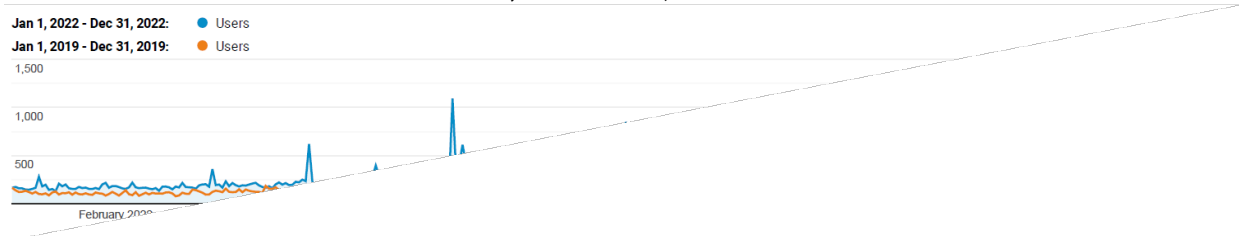
Using data from the survey and economic data from the Department of Tourism, we were able to estimate the 2022 campaign's **economic impact at \$233,824** (this is a conservative estimate, since we did not factor in the multiple visits that respondents make per year).

- This represents a **2882% ROI** for the Dept of Tourism AND
- **A 602% ROI** for Driftless Wisconsin and our advertisers

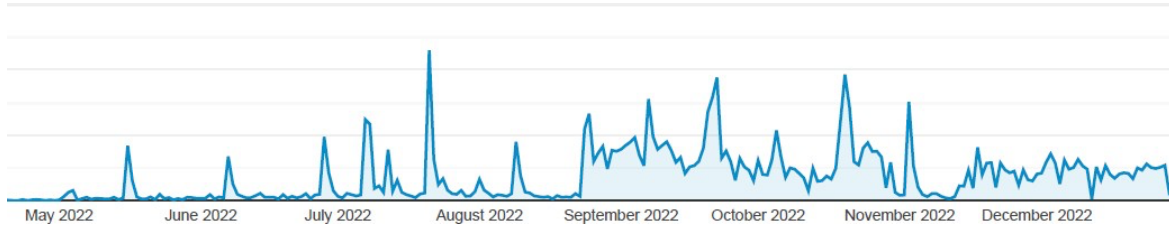
Campaign Analytics

We use several parameters to measure the effectiveness of our "Come Out and Play!" campaign, including the survey, Google Analytics, vendor analytics, and digital marketing analytics.

- DriftlessWisconsin.com **visits exceeded 112,000** for 2022, an **increase of 101%** over 2019



- Visits to our campaign landing page DriftlessWisconsin.com/play **increased 66%** to 15,155



- Google Display Ads experienced **636,581 impressions** and a click-thru-rate of 1.26% - almost 3 times the industry average



- Our newsletter achieved **29,947 Total Opens**, 20,633 Unique Opens, and a **35.51% open rate**.
- The Department of Tourism Social Media Program achieved **68,700 impressions** and **880 clicks**.
- The Pre-roll Video Ads on YouTube achieved **70,253 views**.
- We have **21,077 followers** on Facebook, up 2402

I invite you to email me at Admin@DriftlessWisconsin.com and request the complete **JEM Grant Evaluation and Survey**, and also a PDF of the **front-page feature article** about Driftless Wisconsin that appeared in the Prairie du Chien Courier Press. We also encourage you to provide a backlink on your website to www.DriftlessWisconsin.com to increase website visits for both of us.

I hope you agree that Driftless Wisconsin is working for you. We could not have this success without our dedicated Board of Directors, Executive Director, our Advertising Agencies and Vendors, our Advertisers and Sponsors, and all of you who provide a quality experience for our visitors.