

MACEDON

Daylesford Macedon Ranges

COME BACK TO LIFE

Campaign Performance Report 9 Sept– 9 Oct

DAYLESFORD



Campaign Performance Report – 9th Sept – Date

October 9, 2024

**Daylesford
Macedon
Ranges**
COME BACK TO LIFE

As the tourism board, our core role is to inspire and inform potential visitors – especially Melburnians and urban Victorians – helping us capture more of the market from neighbouring regions. By boosting visitation, we support the growth of businesses like yours. With this in mind, we launched a digital campaign – *Come Back To Life* – to target urbanites to encourage them to choose our region.

The objective of this campaign is to target a mid-funnel audience – those ready to book and travel soon. The focus is on short-term conversions, encouraging Get Deals initiations to drive immediate visits and support local operators.

The primary goal is to move potential visitors from consideration to action. Success will be measured by deal engagement and clicks on deals, with the strategy tailored to drive short-term results.

We are measuring the data based on expected clicks:

Projected

Meta: 2950 (Sept – Nov)

Search: 3500 (Sept – Nov)

Overall: 6450 (Sept – Nov)

Current

Meta: 7,816 Clicks (Sept 9 – Oct 8)

Search: 1,698 (Sept 9 – Oct 8)

Overall: 9,514 (Sept 9 – Oct 8)

Our campaign is **performing exceptionally well**, with Meta delivering 7,816 clicks – over **165% more than the projected 2,950** – while Search is currently at 1,698 clicks, bringing the combined total to 9,514, **surpassing the overall projection of 6,450 clicks by 47%**, with another two months to go in the campaign

**The measure of success is based on other tourism campaigns run over the same period in a similar style.*

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Campaign Progress Summary

As the campaign progresses, the performance is improving as it learns and optimises for the target audiences.

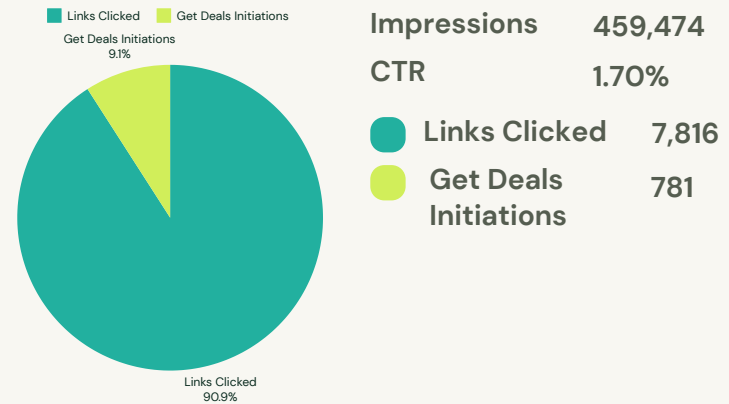
With a **1.7% CTR (Click Through Rate) on Meta** and a **strong 9.41% CTR in search**, the campaign is effectively engaging users, particularly through accommodation and spa ads, which are driving the highest click-through rates.

The engagement breakdown shows the campaign is capturing a wide range of demographics, **especially 25–34 and 55–64 age groups**.

This data indicates the campaign is learning which creative and targeting approaches work best, **adjusting in real-time to optimise Get Deals Initiations and conversions**.

These ongoing refinements will help fine-tune audience targeting and drive further results as it progresses.

Meta – Traffic + Conversion Summary



Search – Google Summary



* Clicks on the advertisements lead to deal initiations, which are landing on the campaign landing page or the deals page on our website

Meta Performance

Time Through: 28 days of 75

October 9, 2024

Meta Summary

Get Deals Initiations (GDI)	781	
Impressions	459,476	*goal 1.14 million for spring
Reach	64,193	*goal 54.6K
Link clicks	7,816	
CTR	1.70%	

Performance by Audience Segments

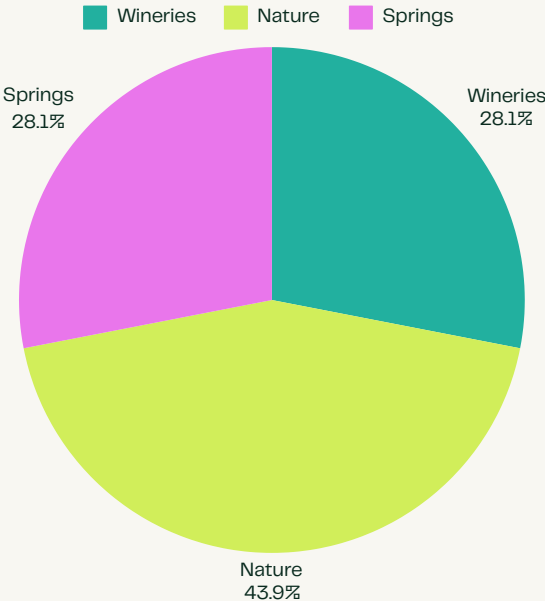
Young Professionals: 137,295 impressions, 1,707 link clicks (CTR: 1.24%), 233 deals (GDI: 13.6%)

Discerning Retirees: 183,658 impressions, 3,442 link clicks (CTR: 1.87%), 306 deals (GDI: 8.89%)

Website Retargeting: 138,523 impressions, 2,667 link clicks (CTR: 1.93%), 242 deals (GDI: 9.07%)

Conversions – Clicks on Get Deal Button on site

Wineries	28%
Nature	43.8%
Springs	28.2%



Meta Performance

Time Through: 28 days of 75

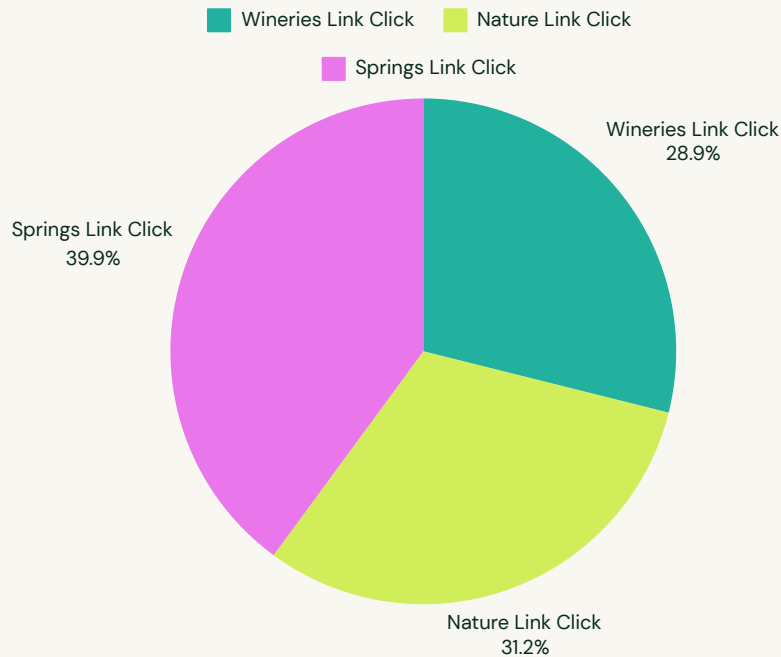
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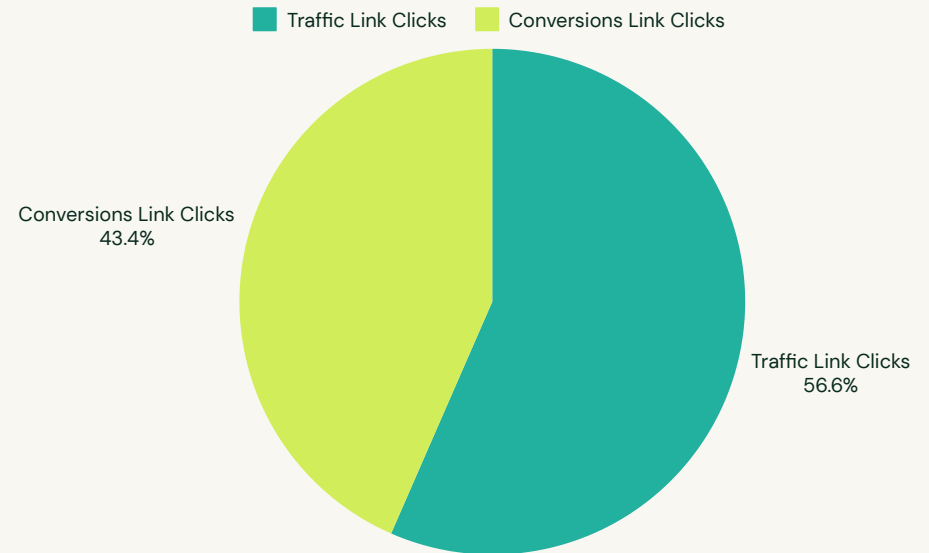
Campaign Themes (Video, RTG Video & Image) by Link clicks & Impressions:

- Wineries Link clicks: 2,258 Impressions: 154,685
- Springs Link clicks: 2,439 Impressions: 153,597
- Nature Link clicks: 3,119 Impressions: 151,205



Objective Performance by Link clicks & Impressions:

- Traffic Link clicks: 4,420 Impressions: 251,114
- Conversion Link clicks: 3,396 Impressions: 208,373



Meta Performance

Time Through: 28 days of 75

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15 Sec Video Ad Performance:

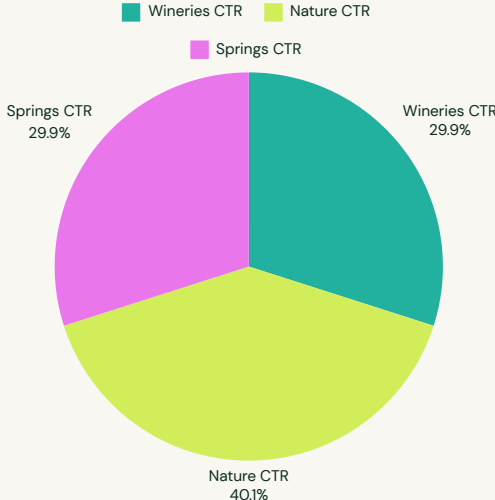
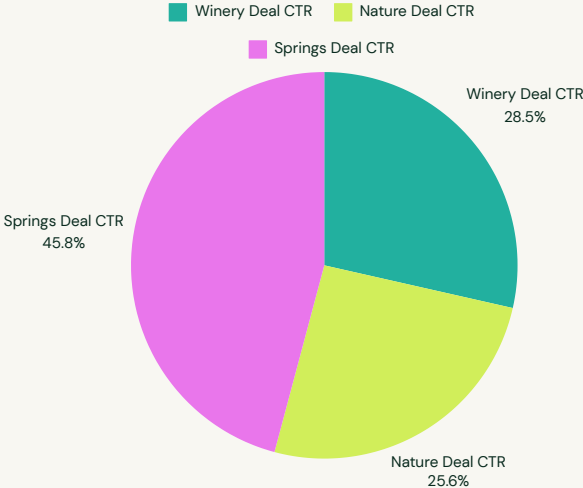
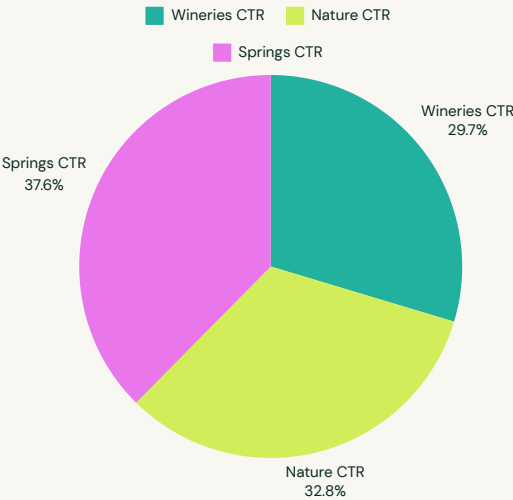
- Wineries CTR 1.53% Impressions: 68,122
- Springs CTR 1.94% Impressions: 59,523
- Nature CTR 1.69% Impressions: 34,863

Retargeting Video Deal Ad Performance:

- RTG Winery CTR 1.65% Impressions: 7,073
- RTG Nature CTR 1.48% Impressions: 85,593
- RTG Spring CTR 2.65% Impressions: 53,524

Image Ad Performance:

- Wineries CTR 1.38% Impressions: 80,693
- Springs CTR 1.38% Impressions: 41,891
- Nature CTR 1.85% Impressions: 36,650



Over all Springs has the highest performance in both general ad CTR (37.6%) and deal ad CTR (45.8%).

Search Performance

Time Through: 28 days of 75

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Google Summary

Get Deals Initiations : 419
Impressions 18,047
Clicks 1,698
CTR 9.41%

Conversions by Gender

Female: 1045 conversions (61.5%)
Male: 346 conversions (20.4%)
Undetermined: 307 conversions (18.1%)

Ad Group Performance

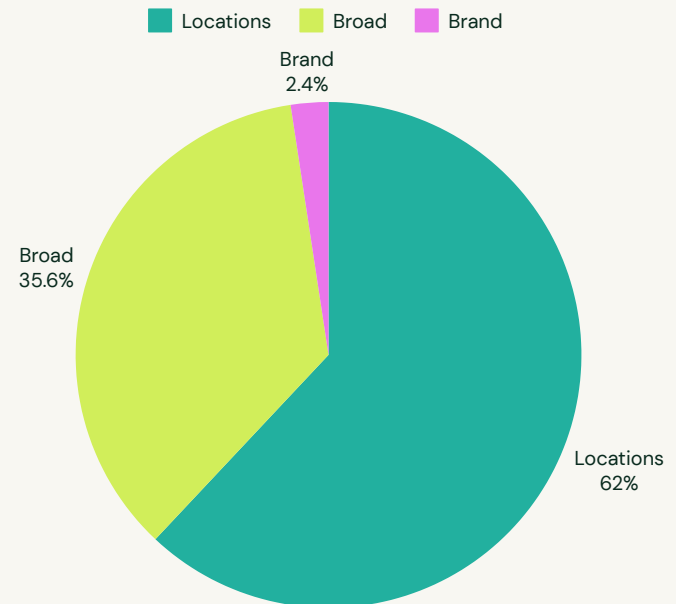
Daylesford: CTR: 12.42%	Get Deals Initiations: 305
Travel: CTR: 6.2%	Get Deals Initiations: 42
Accommodation: CTR: 7.55%	Get Deals Initiations: 41
Macedon Ranges: CTR: 9.63%	Get Deals Initiations: 22
DMT : CTR: 32.28%	Get Deals Initiations: 13

Website Page Visits

Come Back to Life	8,349	
Deals Page	2,782	
Things to do	1,622	31.7% Increase
Attractions	899	84.9% Increase

Clicks

Locations (e.g. Daylesford, Macedon Ranges)	62%
Broad (e.g. Travel, Accommodation)	35.6%
Brand (e.g. DMT, DML)	2.4%



Website Performance – Page Views

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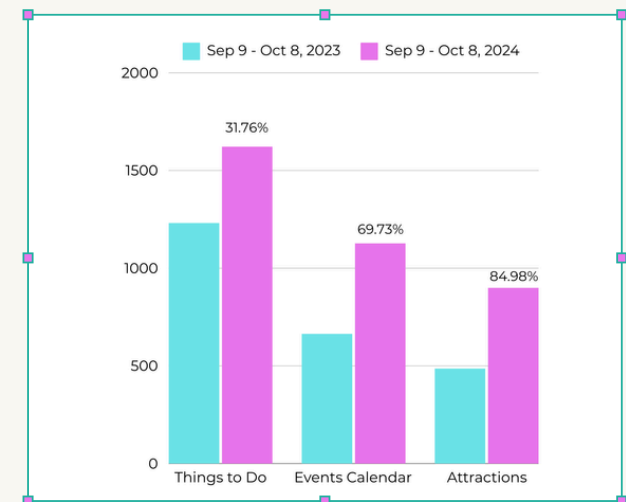
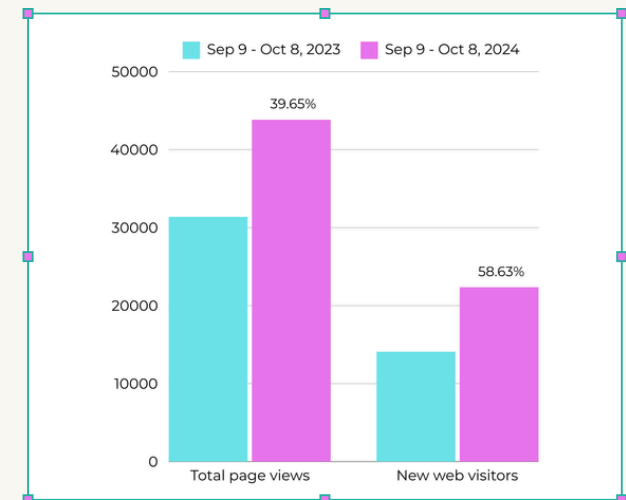
Website Summary

Total Page Views and New Web Visitors (Sep 9 – Oct 8, 2023 vs 2024)

- Total page views: Increased by 39.65% in 2024 compared to the same period in 2023.
- New web visitors: Increased by 58.63% in 2024 compared to 2023.
- There's a clear year-on-year growth, with significant improvements in both page views and new visitors.

Key Areas of Interest (Things to Do, Events Calendar, Attractions)

- Things to Do: Up by 31.76% in 2024.
- Events Calendar: Saw a notable increase of 69.73% in 2024.
- Attractions: The most substantial growth, up by 84.98% in 2024.
- All categories have shown strong improvements, especially in events and attractions.



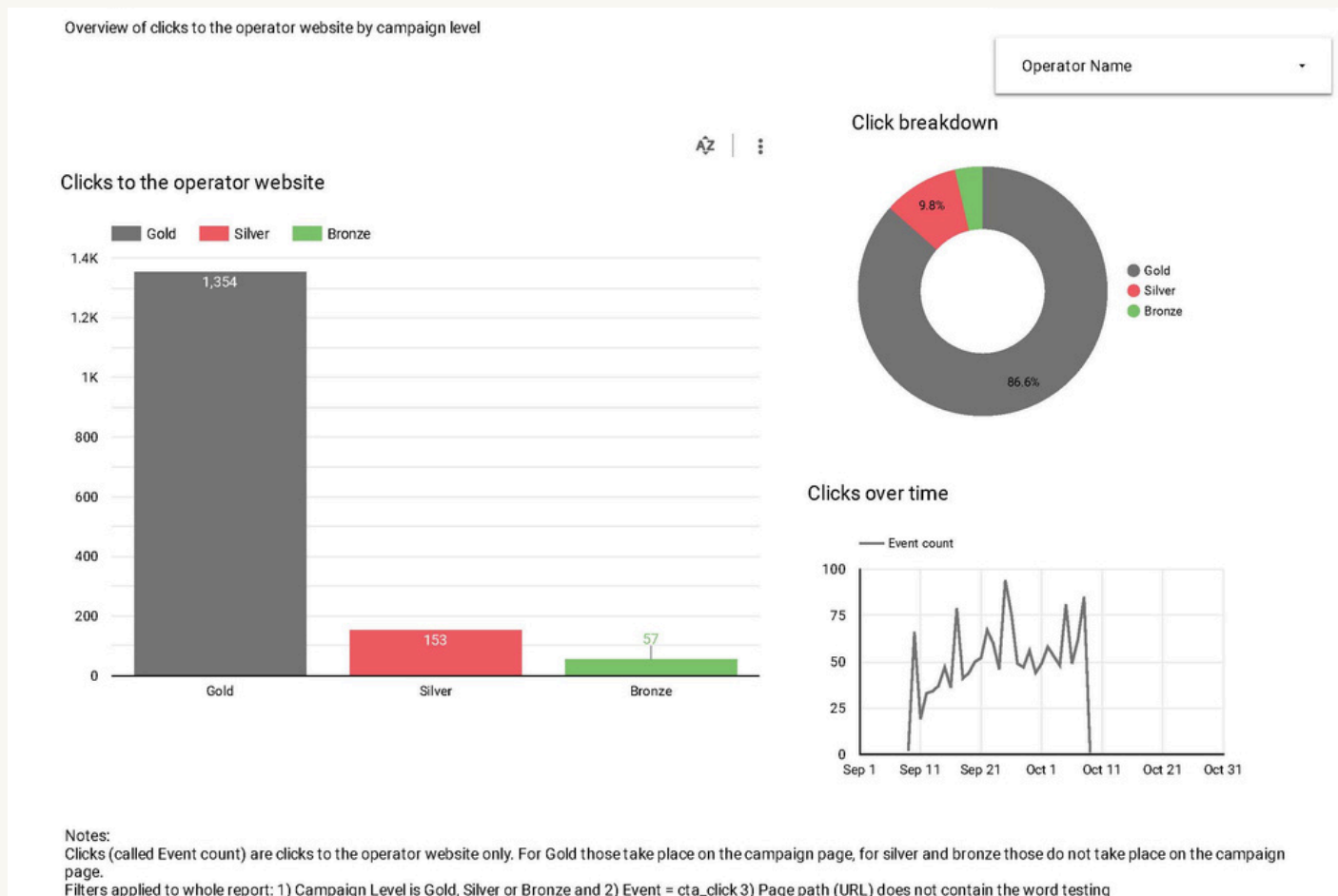
Website Performance – Partner Clicks

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The Come Back To Life campaign generated a total of 1,564 clicks to operator websites between 9 September and 8 October 2024, with 86.6% from the Gold tier, 9.8% from Silver, and 3.6% from Bronze.



Social Performance – Follows, Reach, Visits

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Social Media Summary

Follows (Facebook and Instagram)

- Facebook follows: +197, showing a 369% increase.
- Instagram follows: +419, showing a 58.7% increase.

Both platforms display consistent daily increases, with some spikes particularly noticeable at the end of September.

Reach (Facebook and Instagram)

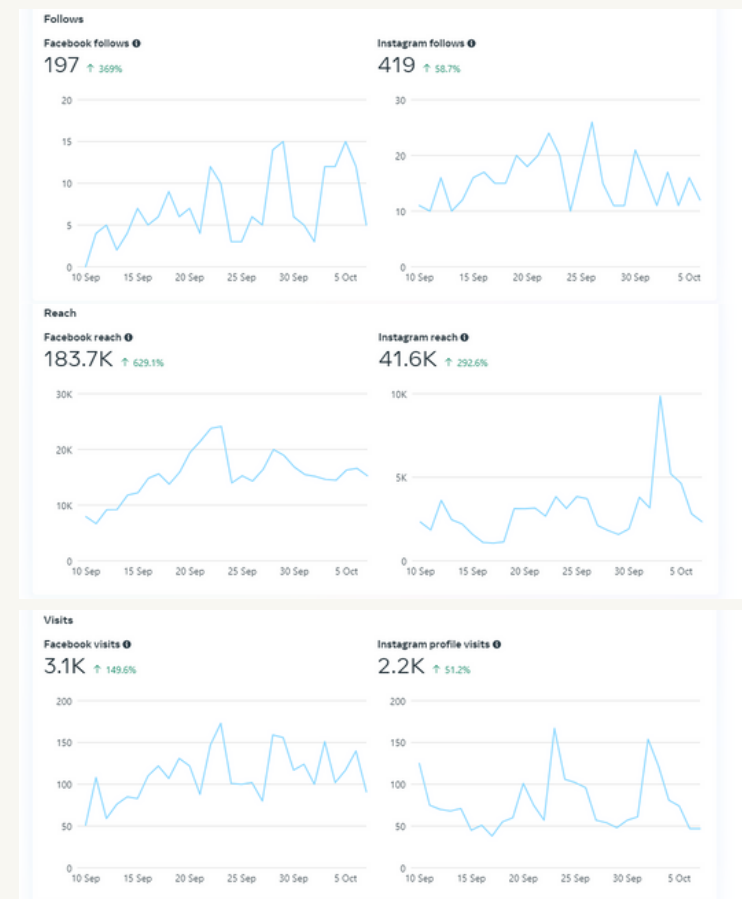
- Facebook reach: 183.7K, a substantial 629.1% increase.
- Instagram reach: 41.6K, showing a 292.6% increase.

Facebook shows higher reach with a steady upward trend, and noticeable spikes around late September. Instagram follows a similar trend, with a peak in reach at the end of September.

Visits (Facebook and Instagram)

- Facebook visits: 3.1K, a 149.6% increase.
- Instagram profile visits: 2.2K, showing a 51.2% increase.

Facebook visits show fairly consistent activity with fluctuations throughout September. Instagram also sees steady profile visits, with spikes towards the end of the month.



Social Performance – Top Performing Content

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Content Performance Summary

Facebook Overview

3 Highest Reach Posts

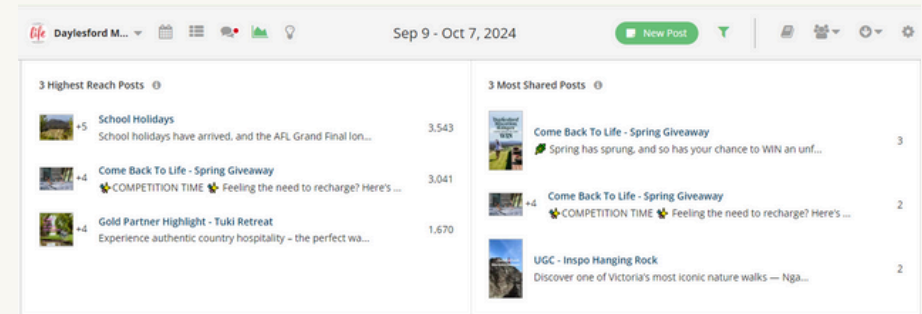
1. School Holidays: A post discussing school holidays and the AFL Grand Final with 3,543 reach.
2. Come Back To Life – Spring Giveaway: A competition post with 3,041 reach.
3. Gold Partner Highlight – Tuki: Highlighting Tuki with 1,670 reach.

Instagram Overview

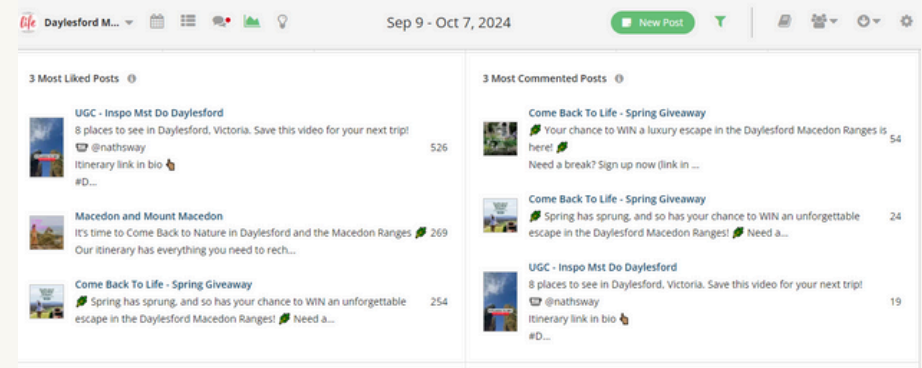
3 Most Liked Posts

1. UGC – Inspo Must Do Daylesford: Featuring 8 places to see in Daylesford with 526 likes.
2. Macedon and Mount Macedon: Highlighting the itinerary and nature, with 269 likes.
3. Come Back To Life – Spring Giveaway: A giveaway post with 254 likes.

Facebook



Instagram



EDM Performance – Open Rate, CTR

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EDM Campaign Summary

Editorial EDM – Macedon, Mount Macedon campaign:

Date: 12 Sept 2024 9:00 am

Open Rate: 57.85%

Click-Through Rate (CTR): 3.44%

Editorial EDM – Musk, Bullarto, Lyonville campaign:

Date: 26 Sept 2024 4:00 pm

Open Rate: 54.37%

Click-Through Rate (CTR): 2.33%

Thank You Hot Deals email campaign:

Date: 03 Oct 2024 6:00 pm

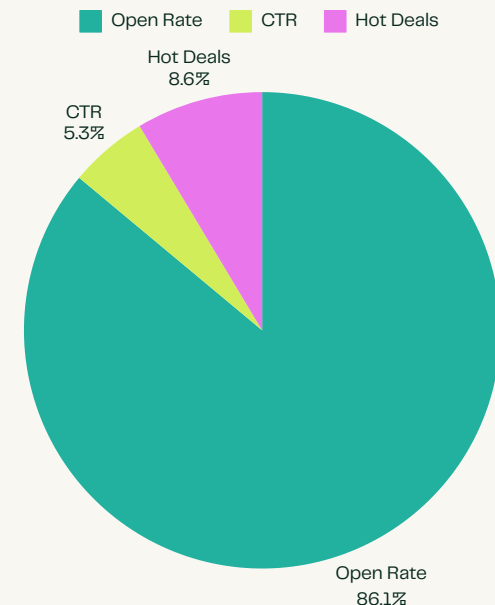
Open Rate: 44.13%

Click-Through Rate (CTR): 4.82%

- Combined Open Rate: 79.75%
- Combined Click-Through Rate (CTR): 4.95%
- Total Clicks on Hot Deals URL: 231 (7.97%)

Clicks

Combined Open Rate	79.75%
Combined Click-Through Rate (CTR)	4.95%
Total Clicks on Hot Deals URL	7.97%



Campaign Summary

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The **Come Back to Life** campaign (9 Sept – 8 Oct 2024) has exceeded expectations across several key areas. Meta generated **7,816 clicks - 165% above target**—contributing to a total of **9,514 clicks, 47% over the goal**.

It effectively engaged **25–34** and **55–64** age groups, particularly through spa and accommodation ads, with Meta achieving a **1.7% CTR** and Search an impressive **9.41% CTR**.

Our **website is performing well**, with significant growth in both page views and new visitors. The impressive engagement with specific sections like Attractions and Events Calendar indicates that our audience is highly interested in exploring local offerings, driven by effective marketing and high-quality content.

Our **social media accounts are performing exceptionally well**. The follower growth on both platforms and the dramatic increases in reach indicate successful strategies that are engaging our audience. This is due to our **Come Back to Life** targeted campaign, content and ads, driving significant interaction.

Our **EDM campaigns are outperforming industry standards, (industry standard open rate 25% to 28%)** particularly in open rates, which shows that our audience is highly engaged and responsive. The CTRs also indicate strong interest in our content and calls to action.

Improvements & Recommendations

Content Focus: Continuing to optimise high-performing content, especially spa and accommodation deals, will maintain strong engagement.

Retargeting: Website retargeting ads are driving a 9.07% conversion rate, and expanding this could further boost performance.

Audience Segments: Refining targeting based on performance (e.g., Young Professionals, Discerning Retirees) will help sustain the campaign's momentum.

In conclusion, the campaign is excelling in driving website traffic, conversions, and social media engagement. Further optimisations in creative content and retargeting strategies will help maximise results as the campaign continues.

Strategies to Improve Your Offer

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How To Boost Your Visibility – Capitalise on the increased traffic to our website

1. **Make Your Deal Bookable** – Create a bookable experience to track where your traffic is coming from. This will help you monitor performance and understand customer behaviour.
2. **Set Up a Unique URL** – A unique URL for your deal allows you to track its performance accurately, helping you measure success and adjust strategies as needed.
3. **Choose the Right Image** – Selecting the right image for your deal is crucial. Including people in your marketing images fosters emotional connections, builds trust, and makes your content more relatable. Faces draw attention and help potential visitors picture themselves enjoying the experience, leading to higher engagement and bookings.
4. **Add Value to Your Deal** – Value adding is a great way to attract more bookings. Offering perks like free upgrades, discounts, or extras increases the perceived value, sets you apart from competitors, and can boost customer loyalty. It also enhances the guest experience, leading to better reviews and more referrals.
5. **Set up Google Analytics** – Google Analytics provides actionable insights that help optimise marketing efforts, improve audience targeting, and measure ROI effectively.
6. **Is Your Deal Working?** – If you feel your deal needs some tweaking we can help, please get in touch and we can review and try and determine what might work better.

Remember, optimising your deal is an ongoing process. Small adjustments can make a big difference over time. To make the most of this campaign, we encourage you to enhance your online presence by leveraging our reach and collaborating with others in the region.

Please make contact with us to discuss opportunities.