

October 9, 2024

PCC

Downtown Summer Spending Stat Report

Downtown Summer Spending

The “Downtown Summer Spending” campaign ran July 8 to August 31.

Summary:

The Downtown Summer Spending campaign launched on July 8th and ran through August 31st, targeting visitors and residents of the City of SLO through YouTube and Meta platforms. The YouTube campaign achieved a video completion rate of 64.29%, with in-stream placements performing best at a 67% completion rate. YouTube served as a brand awareness tool, focusing on maximizing reach and viewer engagement. The YouTube campaign ran until mid-August, after which the remaining budget was shifted to the higher-performing platform for direct engagement, Meta. Meta delivered over 275,000 impressions and generated 2,717 clicks, achieving a click-through rate (CTR) of 1%, which was in line with the benchmark goal for the platform. On Meta, the Downtown Spending ad ran until mid-August and had 214,918 impressions and 2,108 link clicks. The Back to School ad ran the remainder of August with 60,895 impressions and 609 link clicks. Both creatives were at the benchmark for CTR. The combined efforts of YouTube and Meta resulted in over 363,000 impressions and 2,733 clicks, demonstrating the two platforms' effectiveness—YouTube for driving brand awareness and Meta for fostering clicks and engagement.

Paid Digital Media

Channel	Creative	Impressions	Clicks	CTR	VCR
YouTube	:15 & :30 Downtown Summer Spending	87,292	16	0.02%	64.29%
Social Ads - Facebook & Instagram	:15 & :30 Downtown Summer Spending & Back to School	275,813	2,717	1%	1.25%

Total Paid Media Summary:

- Impressions: 363,105
- Clicks: 2,733
- CTR: AVG: 0.51%

Print

Creative	Circulation
New Times Ad (July 11, 2024)	127,797

Creative

Graphic:



Postcard:



Sidewalk Sticker:



Street Banner:



Flyer:

