

Visit Seattle Q2 – Q4 2024 Impact & Opportunities

KARGO

Objective

Kargo and Visit Seattle
teamed up to drive
awareness & influence
consideration with a
cross-screen approach!

KPIs

- + CTR
- + VCR

Flight Dates

+ 4/8/24 - 12/31/24

Targeting

- + 1P Kargo Cohort
Intelligence
- + 3P Behavioral
- + Geo Targeting

Investment

- + \$323,000
- + Q2: \$36,000
- + Q3: \$73,500
- + Q4: \$213,500

Creative

- + Runway
- + Standard CTV
- + CTV Sidekick Overlay



Runway: Dad and Son

- + The Dad and Son creative saw a 0.92% CTR, outperforming Kargo benchmark by 30%!
- + The top performing geo from Q2 - Q4 was Vancouver, concluding at a 1.17% CTR.
- + Consider testing a new execution such as the [Runway Wheel](#) to incorporate all creative versions in one unit!

0.92%

Overall CTR
BM 0.71%

79.9%

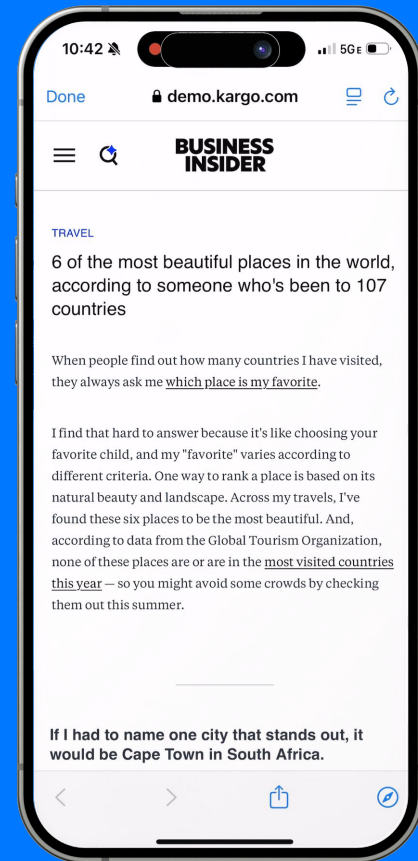
Viewability
BM 80 - 85%

Dates

4.8.24 - 9.30.24

Investment

\$46,833.87



Runway: Plane

- + The Plane creative was the lowest performing creative for Visit Seattle across Q2 – Q3. Due to the team's flexibility in shifting budgets to other creative versions, we were able to maintain an overall Runway CTR of 0.75%, over benchmark!
- + We typically see the best engagement when creatives include images of people, which is inline with what we are seeing for Visit Seattle.

0.25%

Overall CTR
BM 0.71%

81.3%

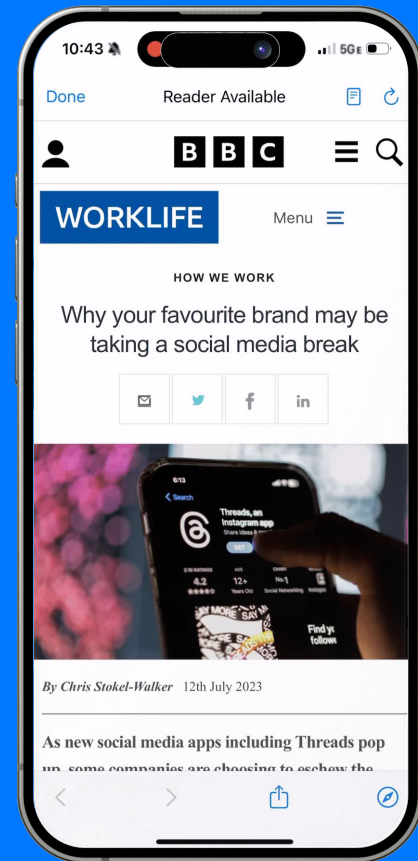
Viewability
BM 80 – 85%

Dates

4.8.24 – 8.31.24

Investment

\$22,885.42



Runway: Couple

- + The Couple creative was the Runway's top performing creative version at a 0.96% CTR!
- + The Runway outperformed CTR benchmarks by 35%.
- + Vancouver was the top performing geo at a 1.17% click-through rate.
- + Continue utilizing the Runway as Visit Seattle's primary traffic driver!

0.96%

Overall CTR
BM 0.71%

86.4%

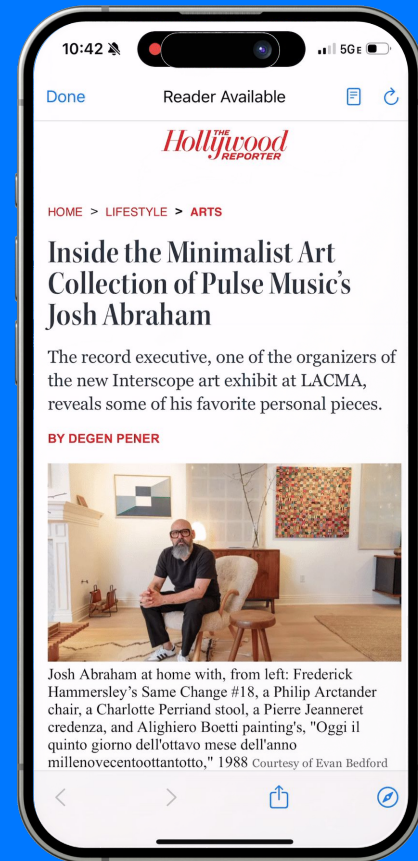
Viewability
BM 80 - 85%

Dates

9.1.24 - 12.31.24

Investment

\$105,339.09



Standard CTV

- + The standard CTV placements all exceeded Kargo VCR benchmark performance!
- + The Holiday Adventure version saw a 98.34%, the Holiday Buzz version 98.32%, and Standard 98.15%.
- + Consider using the Runway as a CTV retargeting strategy. Take audiences exposed to Visit Seattle CTV ads and retarget those users with the high click-driver, Runway!
- + Consider branding your standard CTV assets with a [Branded Canvas](#) to create an enhanced CTV ad slot!

98%+

Overall VCR (BM 95 - 97%)

Source

Dates

9.1.24 - 12.31.24

Investment

\$141,727.86



CTV Sidekick Overlay

- + The Sidekick Overlay saw a 100% VCR across LAX, PDX, SFO, and VAN!
- + From Q3 - Q4, The Sidekick Overlay had a reach of 139,580 household frequency of 4.28.
- + Consider incorporating a QR code to see total campaign scans.

100%

Overall VCR (BM 95 - 97%)

Source

Dates

9.1.24 - 12.31.24

Investment

\$14,120.25



Key Audience Targeting Insights

The Work/Life Balance Seekers, A18-24, and Travel Enthusiasts cohorts were among the highest indexing across relevant Visit Seattle content! Chicago Sun Times, BBC, CBS News, Business Insider, and E! Were the top performing sites overall.

Top Performing Sites

CHICAGO SUN•TIMES



BUSINESS
INSIDER



A18-24

Content consumed by audiences
A18-24.

161%
CTR Lift



Travel Enthusiasts

Interests in travel, transportation,
weather, and food and drink. Male
skew, A18-34 skew.

136%
CTR Lift



Work/Life Balance Seekers

Interests in travel, food/drink, health/fitness, and
tech/business news. Focuses more on how to articles with
neutral to positive sentiment. Male skew.

180%
CTR Lift

Key CTV Audience Targeting Insights

Top Genres

Top genres delivered for the campaign

- + Entertainment
- + Comedy
- + Reality
- + Documentary
- + News



Top Apps

Top apps where the campaign delivered

- + PlutoTV
- + Samsung TV Plus
- + The Roku Channel



Top Keywords

Top keywords that the campaign delivered against

- | | |
|--------------|--------------|
| + Family | + Nature |
| + Love | + Connection |
| + Hotel | + Bond |
| + Experience | + Vacation |
| + Support | + Forest |



Top Geo

Top geo where the campaign ran

- + LAX

Opportunities & Next Steps



Runway

The Runway has become a proven performer for Visit Seattle! Continue to tap into this unit to drive high campaign click-throughs. We saw an overall CTR of 0.75% Q2 - Q4, with the Couple creative performing at a 0.96% CTR.



CTV

The Inside Out Package saw over a 98% VCR. Consider enhancing your eye-catching creatives with a Branded Canvas to further drive awareness, engagement, and video views!



Research

Consider running an Upwave Brand Lift study. Brand lift highlights brand resonance and opportunities to up-level optimization conversations from clicks, to brand KPIs.



Thank You!

KARGO