ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Southern Idaho Tourism	Grant Number: 14-IV-1
Date Submitted: February 2, 2015	Report #: ☐ 2 ☐ 4 ☒ 1 ☐ 3 ☐ Final
Date Posted for Review:	

Awarded Grant: $ 269,450.00	Cash Match Requirement: $ 33,306.00	Total Cash Match Committed: $ $37062.00
Amount Expended YTD: $ 48,224.88	Cash Match Documented YTD:	

Copy for additional elements

Element 1: Audit

Amount Awarded: $ 3000.00	Amount Expended YTD: $ 0.00	Cash Match Documented YTD: $	Total Cash Match Committed: $

Progress of Element since grant award or last report: Element will be completed at the end of grant cycle
Anticipated completion date(s): Will be completed at the end of the grant cycle.
Actions needed to complete this element:
Measurements(s) of Results

☒ No activity during this report period due to seasonal nature of marketing activity.

Element 2: Admin/Fulfillment

Amount Awarded:	Amount Expended YTD:	Cash Match Documented YTD:	Total Cash Match Committed:
$25,000.00	$18,750.00	$	$ 0.00

Progress of Element since grant award or last report:

75% Admin was requested/received with RFF #1

Anticipated completion date(s):

Actions needed to complete this element:

Measurements(s) of Results

Copy for additional elements

Element 3: Tourism Marketing

Amount Awarded:	Amount Expended YTD:	Cash Match Documented YTD:	Total Cash Match Committed:
$241,450.00	$ 81,094.33	$ 0.00	$ 37,062.00

Progress of Element since grant award or last report:
All sub-contracts are in place for the grant term.
Images and Stay and Play Travel Guide are printed and ready for distribution
Media Placement plan finalized;
2015 Placements to date: RV Idaho ,Sunset Magazine and Sunset Online; NW Fly-Fishing, Public Radio
Media Plan in place for this grant term
Web updates in progress
Capital Expenditure: Video screens for new Twin Falls Visitor Center purchased and ready for installation

Anticipated completion date(s):
September 30, 2015

Actions needed to complete this element:
Continue to implement marketing strategies.

Measurements(s) of Results
Please see attached

Copy for additional elements

Marketing Report Contents

August 12, 2014 - December 30, 2014

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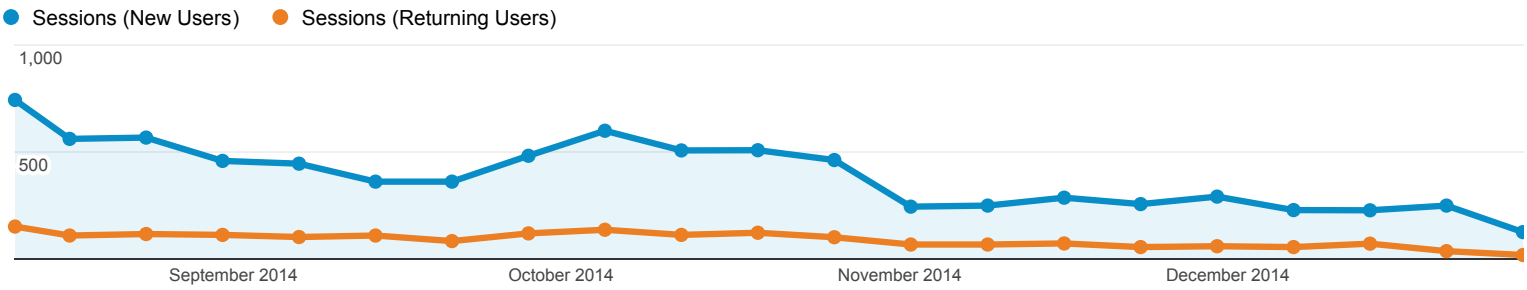
Marketing Report

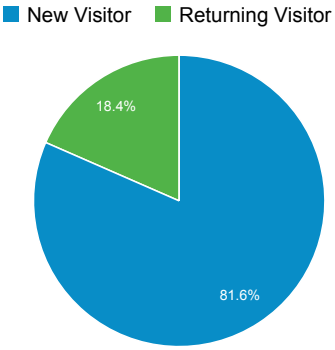
August 12, 2014 - December 30, 2014

Audience Overview, New/Returning visitors



Sessions	Users	Pageviews
New Users 8,188	New Users 8,186	New Users 16,313
Returning Users 1,851	Returning Users 975	Returning Users 5,203

Pages / Session	Avg. Session Duration	Bounce Rate
New Users 1.99	New Users 00:01:25	New Users 69.65%
Returning Users 2.81	Returning Users 00:04:43	Returning Users 62.34%



New/Returning visitors

	00:02:02 Avg for View: 00:02:02 (0.00%)	10,039 % of Total: 100.00% (10,039)
New Visitor	00:01:25	81.56%
Returning Visitor	00:04:43	18.44%

Top Languages

	Language	Sessions	% Sessions
1.	en-us	9,220	91.84%
2.	pt-br	180	1.79%
3.	en	153	1.52%
4.	en-gb	63	0.63%
5.	es-es	51	0.51%

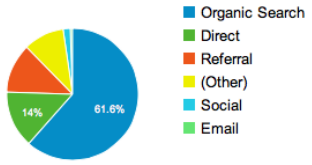
Top 25 referral URL's

Source	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	1,395 % of Total: 13.90% (10,039)	85.23% Avg for View: 81.56% (4.50%)	1,189 % of Total: 14.52% (8,188)	65.66% Avg for View: 68.30% (-3.87%)	2.31 Avg for View: 2.14 (7.63%)	00:01:53 Avg for View: 00:02:02 (-7.44%)
1. semalt.semalt.com	**127** (9.10%)	100.00%	127 (10.68%)	100.00%	1.00	00:00:00
2. hagermanbird.com	**118** (8.46%)	99.15%	117 (9.84%)	97.46%	1.08	00:00:07
3. hagermanvalleychamber.com	**117** (8.39%)	76.92%	90 (7.57%)	23.93%	3.75	00:05:55
4. nps.gov	**80** (5.73%)	86.25%	69 (5.80%)	32.50%	3.94	00:03:20
5. apollomotorinn.com	**76** (5.45%)	85.53%	65 (5.47%)	75.00%	1.49	00:00:49
6. buhlchamber.org	**69** (4.95%)	85.51%	59 (4.96%)	39.13%	3.28	00:03:22
7. magicvalley.com	**68** (4.87%)	89.71%	61 (5.13%)	83.82%	1.46	00:00:48
8. buttons-for-website.com	**53** (3.80%)	100.00%	53 (4.46%)	100.00%	1.00	00:00:00
9. l.facebook.com	**51** (3.66%)	56.86%	29 (2.44%)	54.90%	2.04	00:02:30
10. m.facebook.com	**46** (3.30%)	80.43%	37 (3.11%)	80.43%	1.39	00:00:49
11. facebook.com	**39** (2.80%)	51.28%	20 (1.68%)	69.23%	5.87	00:04:44
12. hagermanrvvillage.com	**35** (2.51%)	80.00%	28 (2.35%)	54.29%	2.11	00:01:24
13. visitidaho.org	**32** (2.29%)	87.50%	28 (2.35%)	25.00%	3.81	00:03:13
14. rvidaho.org	**30** (2.15%)	80.00%	24 (2.02%)	36.67%	3.73	00:02:16
15. en.wikipedia.org	**29** (2.08%)	89.66%	26 (2.19%)	51.72%	3.03	00:01:49
16. search.tb.ask.com	**26** (1.86%)	100.00%	26 (2.19%)	69.23%	2.54	00:01:33
17. tandembase.com	**26** (1.86%)	92.31%	24 (2.02%)	53.85%	3.35	00:02:38
18. ci.jerome.id.us	**23** (1.65%)	95.65%	22 (1.85%)	65.22%	1.83	00:01:22
19. members.twinfallschamber.com	**23** (1.65%)	69.57%	16 (1.35%)	82.61%	1.17	00:00:59
20. lm.facebook.com	**18** (1.29%)	66.67%	12 (1.01%)	66.67%	1.72	00:02:34
21. mhsprings.com	**15** (1.08%)	73.33%	11 (0.93%)	53.33%	3.47	00:00:46
22. localhost:4001	**13** (0.93%)	0.00%	0 (0.00%)	61.54%	2.77	00:03:50
23. joemamascarshow.com	**12** (0.86%)	83.33%	10 (0.84%)	83.33%	1.33	00:00:06
24. en.m.wikipedia.org	**11** (0.79%)	100.00%	11 (0.93%)	9.09%	4.45	00:03:35
25. google.com	**9** (0.65%)	77.78%	7 (0.59%)	66.67%	1.44	00:00:18

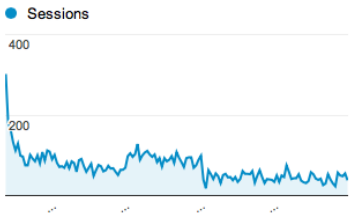
Top 25 Traffic Sources (Overall)

	Source / Medium	Acquisition			Behavior		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		10,039 % of Total: 100.00% (10,039)	81.56% Avg for View: 81.56% (0.00%)	8,188 % of Total: 100.00% (8,188)	68.30% Avg for View: 68.30% (0.00%)	2.14 Avg for View: 2.14 (0.00%)	00:02:02 Avg for View: 00:02:02 (0.00%)
1.	google / organic	**5,463** (54.42%)	81.51%	4,453 (54.38%)	65.92%	2.16	00:02:25
2.	(direct) / (none)	**1,401** (13.96%)	73.80%	1,034 (12.63%)	66.31%	2.51	00:02:06
3.	PandoraOctober2014 / displaybanners	**743** (7.40%)	87.35%	649 (7.93%)	90.85%	1.15	00:00:14
4.	bing / organic	**342** (3.41%)	83.04%	284 (3.47%)	68.13%	2.13	00:01:24
5.	yahoo / organic	**312** (3.11%)	85.90%	268 (3.27%)	70.83%	1.83	00:01:19
6.	semalt.semalt.com / referral	**127** (1.27%)	100.00%	127 (1.55%)	100.00%	1.00	00:00:00
7.	hagermanbird.com / referral	**118** (1.18%)	99.15%	117 (1.43%)	97.46%	1.08	00:00:07
8.	hagermanvalleychamber.com / referral	**117** (1.17%)	76.92%	90 (1.10%)	23.93%	3.75	00:05:55
9.	nps.gov / referral	**80** (0.80%)	86.25%	69 (0.84%)	32.50%	3.94	00:03:20
10.	apollomotorinn.com / referral	**76** (0.76%)	85.53%	65 (0.79%)	75.00%	1.49	00:00:49
11.	GoodSamRV728x90 / url	**73** (0.73%)	90.41%	66 (0.81%)	63.01%	2.63	00:02:04
12.	buhlchamber.org / referral	**69** (0.69%)	85.51%	59 (0.72%)	39.13%	3.28	00:03:22
13.	magicvalley.com / referral	**68** (0.68%)	89.71%	61 (0.74%)	83.82%	1.46	00:00:48
14.	Sunset2014May-August / 300x250A	**63** (0.63%)	93.65%	59 (0.72%)	88.89%	1.13	00:00:06
15.	Sunset2014May-August / 728x90	**56** (0.56%)	98.21%	55 (0.67%)	92.86%	1.12	00:00:11
16.	buttons-for-website.com / referral	**53** (0.53%)	100.00%	53 (0.65%)	100.00%	1.00	00:00:00
17.	l.facebook.com / referral	**51** (0.51%)	56.86%	29 (0.35%)	54.90%	2.04	00:02:30
18.	m.facebook.com / referral	**46** (0.46%)	80.43%	37 (0.45%)	80.43%	1.39	00:00:49
19.	Fall 2014 / email	**44** (0.44%)	52.27%	23 (0.28%)	43.18%	5.59	00:06:09
20.	facebook.com / referral	**39** (0.39%)	51.28%	20 (0.24%)	69.23%	5.87	00:04:44
21.	hagermanrvvillage.com / referral	**35** (0.35%)	80.00%	28 (0.34%)	54.29%	2.11	00:01:24
22.	visitidaho.org / referral	**32** (0.32%)	87.50%	28 (0.34%)	25.00%	3.81	00:03:13
23.	rvidaho.org / referral	**30** (0.30%)	80.00%	24 (0.29%)	36.67%	3.73	00:02:16
24.	en.wikipedia.org / referral	**29** (0.29%)	89.66%	26 (0.32%)	51.72%	3.03	00:01:49
25.	search.tb.ask.com / referral	**26** (0.26%)	100.00%	26 (0.32%)	69.23%	2.54	00:01:33

Top Channels



Sessions



	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	10,039	81.56%	8,188	68.30%	2.14	00:02:02
1 Organic Search	6,180			66.23%		
2 Direct	1,401			66.31%		
3 Referral	1,219			65.38%		
4 (Other)	1,006			88.27%		
5 Social	176			67.61%		
6 Email	57			54.39%		

Frequency & Recency

Count of Sessions	Sessions	Pageviews
1	8,188	16,313
2	879	1,991
3	245	764
4	104	341
5	57	130
6	36	70
7	35	81
8	19	80
9-14	65	171
15-25	69	287
26-50	64	541
51-100	1	1
201+	277	746

Engagement - Visit Duration

Session Duration	Sessions	Pageviews
0-10 seconds	7,001	7,158
11-30 seconds	325	741
31-60 seconds	466	1,278
61-180 seconds	915	3,391
181-600 seconds	766	4,199
601-1800 seconds	446	3,309
1801+ seconds	120	1,440

Engagement - Campaign Activity

		(% new) 85.51% Avg for View: 81.56% (4.84%)	*(sessions)* 1,063 % of Total: 10.59% (10,039)
1.	imobile	100.00%	0.09%
2.	savorIdaho	90.00%	1.88%
3.	AmazingIdaho	89.87%	22.30%
4.	FallWaterSports	87.54%	33.21%
5.	FallTrailSports	87.18%	36.69%
6.	Fall14Newsletter	52.27%	4.14%
7.	Summer14Newsletter	44.44%	0.85%
8.	mobile	33.33%	0.28%
9.	Amazing Idaho	0.00%	0.09%
10.	amazingidaho	0.00%	0.09%

Southern IDAHO Tourism

Marketing Report

August 12, 2014 - December 30, 2014

Google Search Queries - Top 25

Keyword	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	1,050 % of Total: 10.46% (10,039)	82.10% Avg for View: 81.56% (0.65%)	862 % of Total: 10.53% (8,188)	69.24% Avg for View: 68.30% (1.37%)	1.95 Avg for View: 2.14 (-8.91%)	00:01:12 Avg for View: 00:02:02 (-40.50%)
1. shoshone falls	**32 (3.05%)**	87.50%	28 (3.25%)	59.38%	1.69	00:02:25
2. southern idaho	**30 (2.86%)**	93.33%	28 (3.25%)	53.33%	2.57	00:01:24
3. southern idaho tourism	**21 (2.00%)**	80.95%	17 (1.97%)	42.86%	2.62	00:02:04
4. things to do in southern idaho	**16 (1.52%)**	50.00%	8 (0.93%)	75.00%	2.06	00:00:56
5. twin falls visitor center	**11 (1.05%)**	72.73%	8 (0.93%)	81.82%	1.27	00:00:09
6. shoshone ice caves	**10 (0.95%)**	70.00%	7 (0.81%)	100.00%	1.00	00:00:00
7. idaho tourism	**9 (0.86%)**	88.89%	8 (0.93%)	33.33%	2.33	00:02:06
8. visitsouthidaho.com	**9 (0.86%)**	55.56%	5 (0.58%)	11.11%	4.33	00:03:45
9. box canyon idaho	**7 (0.67%)**	42.86%	3 (0.35%)	57.14%	1.86	00:01:15
10. map of southern idaho	**7 (0.67%)**	85.71%	6 (0.70%)	57.14%	3.00	00:04:11
11. shoshone falls live pictures	**7 (0.67%)**	0.00%	0 (0.00%)	71.43%	1.29	00:00:10
12. wilson lake idaho	**7 (0.67%)**	85.71%	6 (0.70%)	71.43%	1.71	00:00:27
13. edson fichter fishing pond	**6 (0.57%)**	50.00%	3 (0.35%)	66.67%	1.33	00:05:44
14. banbury hot springs	**5 (0.48%)**	100.00%	5 (0.58%)	80.00%	1.20	00:00:00
15. haunted mansions of albion southern idaho the vortex part	**5 (0.48%)**	20.00%	1 (0.12%)	80.00%	1.40	00:00:05
16. shoshone ice caves tours	**5 (0.48%)**	80.00%	4 (0.46%)	100.00%	1.00	00:00:00
17. southern idaho map	**5 (0.48%)**	100.00%	5 (0.58%)	100.00%	1.00	00:00:00
18. visit south idaho	**5 (0.48%)**	20.00%	1 (0.12%)	40.00%	3.00	00:02:26
19. visitsouthidaho,com	**5 (0.48%)**	20.00%	1 (0.12%)	0.00%	2.20	00:00:37
20. wwwsouthidaho.com	**5 (0.48%)**	20.00%	1 (0.12%)	40.00%	3.00	00:00:47
21. kasota park idaho	**4 (0.38%)**	50.00%	2 (0.23%)	75.00%	1.75	00:00:45
22. map southern idaho	**4 (0.38%)**	100.00%	4 (0.46%)	100.00%	1.00	00:00:00
23. salmon falls idaho	**4 (0.38%)**	100.00%	4 (0.46%)	100.00%	1.00	00:00:00
24. shoshone falls idaho	**4 (0.38%)**	100.00%	4 (0.46%)	100.00%	1.00	00:00:00
25. shoshone ice caves idaho	**4 (0.38%)**	75.00%	3 (0.35%)	100.00%	1.00	00:00:00

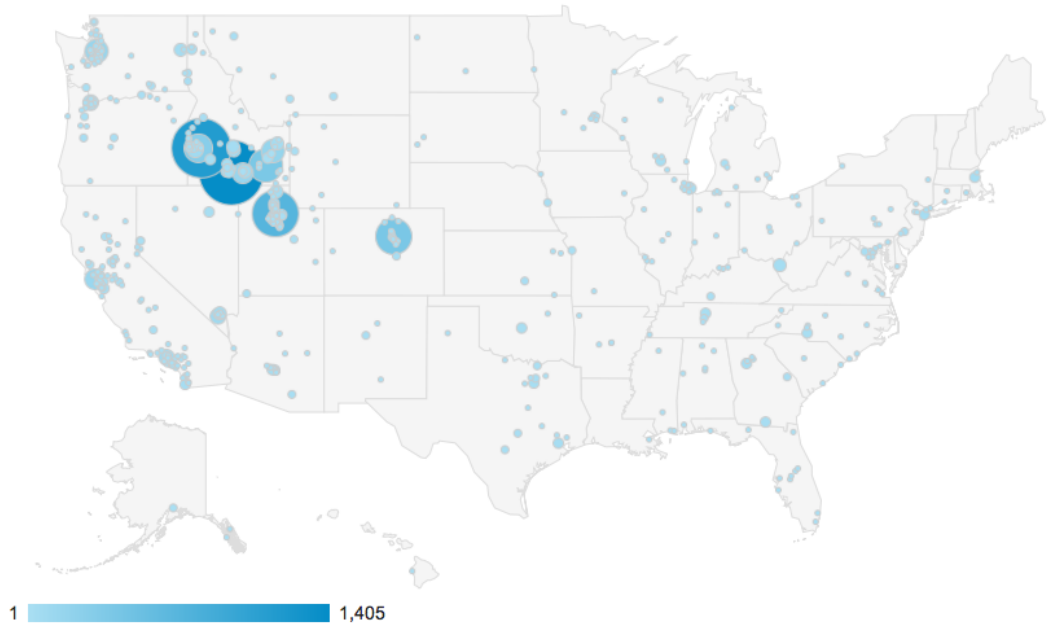
Browser Overview & User Device

Avg for View: 81.56% (0.00%) | % of Total: 100.00% (10,039)

1.	mobile	83.30%	34.36%
2.	desktop	81.24%	52.56%
3.	tablet	78.29%	13.08%

Screen Resolution	Sessions	% Sessions
320x568	1,019	21.40%
768x1024	928	19.49%
320x480	632	13.27%
360x640	605	12.70%
720x1280	281	5.90%
360x592	132	2.77%
1080x1920	129	2.71%
1280x800	113	2.37%
480x800	89	1.87%
9. 600x1024	75	1.57%

Browser	Sessions	% Sessions
1. Chrome	3,397	33.84%
2. Safari	2,468	24.58%
3. Internet Explorer	1,617	16.11%
4. Firefox	1,157	11.53%
5. Android Browser	727	7.24%
6. Safari (in-app)	554	5.52%
7. Amazon Silk	76	0.76%
8. Mozilla Compatible Agent	10	0.10%
9. Opera Mini	10	0.10%
10. Opera	9	0.09%

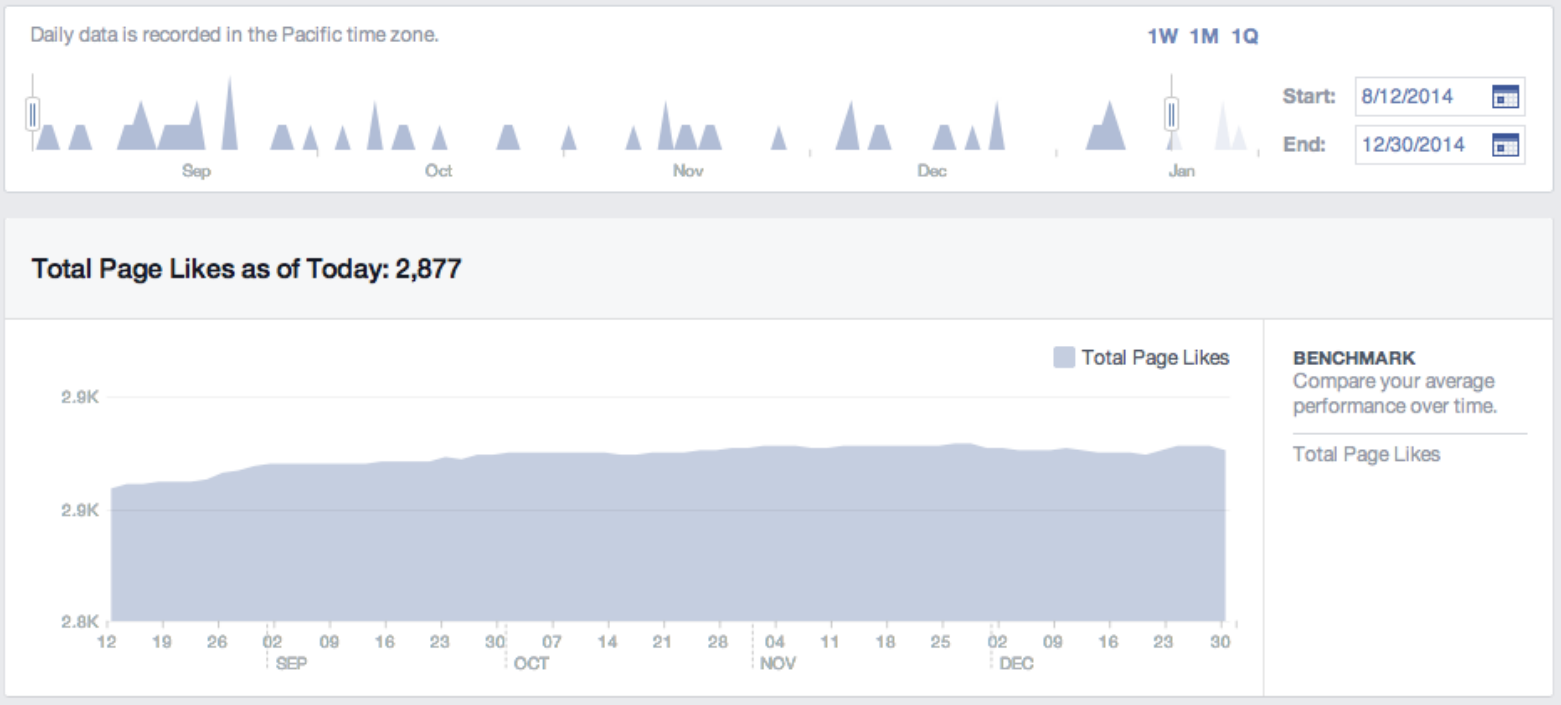


Below are the top 75 states (and their city/region), determined by number of sessions

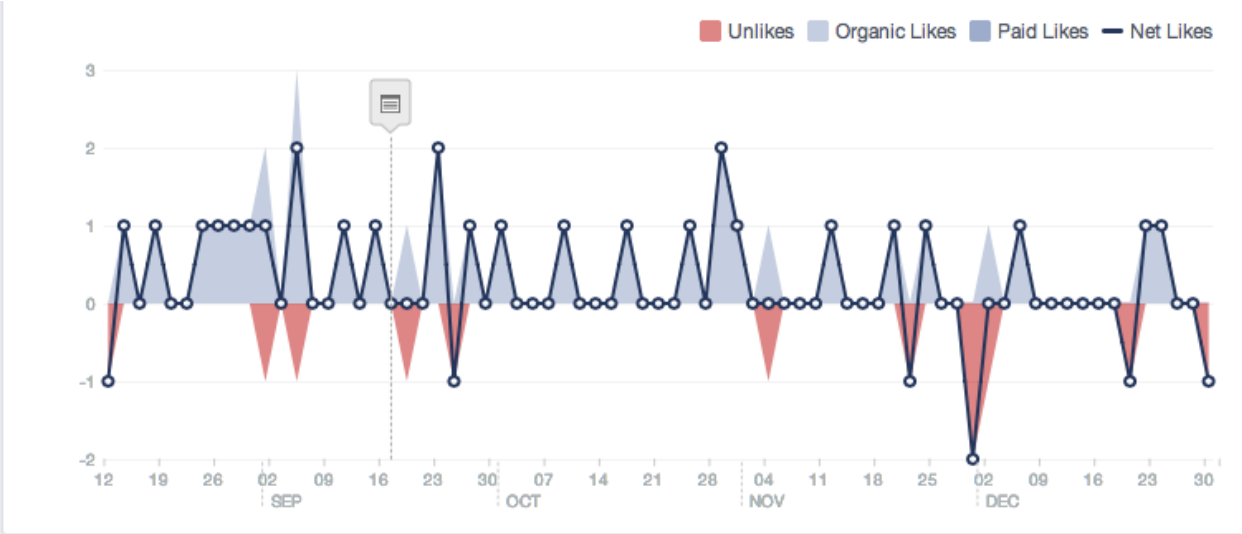
Top 25	*26-50*	*51-75*
Idaho, Twin Falls	Utah, Draper	Utah, West Jordan
Idaho, Boise	(not set), (not set)	Utah, Murray
Utah, Salt Lake City	Idaho, Caldwell	North Carolina, Charlotte
Colorado, Denver	Idaho, Jerome	Oklahoma, Oklahoma City
Idaho, Pocatello	Massachusetts, Boston	Nevada, Reno
Idaho, Meridian	Utah, South Snyderville Basin	Idaho, Eagle
Idaho, Idaho Falls	California, San Diego	Washington, Bellevue
Washington, Seattle	New York, New York	Arizona, Tucson
Idaho, Burley	Arizona, Tempe	Colorado, Colorado Springs
California, San Francisco	Georgia, Atlanta	Montana, Kalispell
Nevada, Enterprise	California, San Jose	Idaho, McCall
California, Los Angeles	Georgia, Valdosta	Idaho, Wendell
Idaho, Nampa	Idaho, Buhl	Nevada, Paradise
Utah, South Jordan	Utah, Ogden	Texas, Plano
Oregon, Portland	Wisconsin, Madison	California, Sacramento
Nevada, Las Vegas	Idaho, Filer	Colorado, Lakewood
Idaho, Rupert	Arizona, Phoenix	Idaho, Moscow
Idaho, Hailey	Idaho, Gooding	Oregon, Beaverton
Idaho, Ketchum	Texas, Dallas	Oregon, Eugene
Washington, Spokane	Utah, Layton	Virginia, Ashburn
Idaho, Rexburg	Idaho, Coeur d'Alene	Washington, Vancouver
West Virginia, Huntington	Idaho, Mountain Home	Oregon, Boardman
Utah, Logan	Tennessee, Nashville	Utah, Kaysville
Illinois, Chicago	Idaho, Blackfoot	Utah, Orem
Texas, Houston	Nevada, Elko	Washington, Bellingham

Page Fold - Average device View

Facebook - Activity Overview



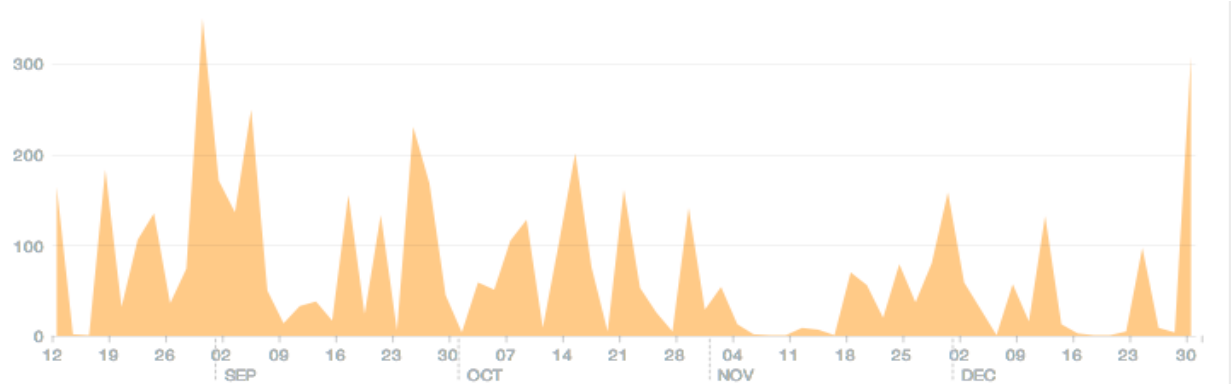
Facebook - Likes/Unlikes



Marketing Report

August 12, 2014 - December 30, 2014

Facebook: Posts Reach, Posts: 8/12-8/24



Published	Post	Type	Targeting	Reach	Engagement
08/24/2014 3:40 pm	Twin Falls Tonight outdoor music & fun! The Twin Falls Tonight Concert Series features live music at			127	3 1
08/23/2014 1:02 pm	Great Golf in Southern Idaho! Great rates, great courses, great fun! Come join us.			134	3 4
08/22/2014 11:23 am	Southern Idaho Tourism's cover photo			26	1 0
08/22/2014 11:23 am	View looking through window rock at City Of Rocks National Reserve			80	18 1
08/22/2014 11:23 am	Register Rock at City Of Rocks National Reserve			5	5 1
08/22/2014 11:23 am	Sunset at Castle City Of Rocks National Reserve			1	4 0
08/21/2014 4:20 pm	MISS AFRICA IDAHO PAGEANT: August 23, 2014 at 7:00 p.m. in the CSI Fine Arts Theater in Twin			102	2 5
08/21/2014 3:04 pm	Southern Idaho Tourism's cover photo			28	0 0
08/19/2014 5:01 pm	Special deals on lodging await! Check out great room rates in southern Idaho.			114	9 1
08/18/2014 2:31 pm	August Events at Craters of the Moon National Monument: August 23 – Evening Hike: 7 p.m. - 10			161	4 3
08/17/2014 5:01 pm	35TH ANNUAL WATERCOLOR SOCIETY EXHIBIT Twin Falls, Idaho - The Magic Valley Arts Council			219	0 2
08/17/2014 1:02 pm	35TH ANNUAL WATERCOLOR SOCIETY EXHIBIT Twin Falls, Idaho - The Magic Valley Arts Council			80	0 2
08/12/2014 5:02 am	August Events at Craters of the Moon National Monument: August 16 - Managing Primitive Areas:			150	3 1

Published	Post	Type	Targeting	Reach	Engagement
09/04/2014 5:05 pm	Inspirata Dance Project presents: VOICES September 5 at 7:30 p.m and September 6 at 2 and			63	7 0
09/04/2014 8:27 am	Southern Idaho Tourism shared Outdoor Idaho's video.			428	87 17
09/03/2014 4:45 pm	NUTCRACKER AUDITIONS: 9/5/14 from 4 and 8:30 p.m. in Gym 304 at the College of Southern			82	0 3
09/02/2014 4:30 pm	Enjoy tasting sweet and dessert wines, just in time for your holiday wine selections. Add web address			182	5 15
09/02/2014 2:17 pm	Southern Idaho Tourism shared Craters of the Moon National Monument & Preserve's post.			143	33 3
09/01/2014 4:45 pm	Craters of the Moon: September Events September 6, 13, 20, 26 and 27-Astronomy Presentations and			88	5 1
08/31/2014 1:01 pm	Great Golf in Southern Idaho! Great rates, great courses, great fun! Come join us.			96	3 3
08/30/2014 2:40 pm	Craters of the Moon: September Events Enjoy a patio talk, a walk through a lava tube cave or an			418	17 20
08/30/2014 1:01 pm	A climbing and hiking paradise awaits in Southern Idaho! Check out the City of Rocks			136	6 10
08/29/2014 6:30 pm	Vet's Wall Coming to Jerome Our Area Veterans, partnered with the City of Jerome are proud to			156	6 6
08/28/2014 3:58 pm	Southern Idaho Tourism shared Mark Weber Photography's photo.			61	0 1
08/27/2014 5:01 pm	Special deals on lodging await! Check out great room rates in southern Idaho.			38	1 1
08/25/2014 4:45 pm	August Events at Craters of the Moon National Monument: August 30 - Preserving Wilderness			103	7 3

Published	Post	Type	Targeting	Reach	Engagement
09/21/2014 12:55 pm	Wild Saturday is September 27 Wilderness trail exhibit dedication: 1:30 p.m. Hike to the sign,			130	5 3
09/20/2014 10:45 am	Wild Saturday at Craters of the Moon - Wilderness Puppet Show: September 27 at 11 a.m. - noon in			139	0 0
09/18/2014 6:30 pm	Wild Saturday at Craters of the Moon - Run the Rift Fun Run: September 27 at 8 a.m. Runners and			75	0 2
09/17/2014 5:45 pm	Run the Rift Fun Run Part of "Wild Saturday" - September 27 – 8 a.m. Runners and walkers can			89	0 2
09/16/2014 8:30 pm	DEL PARKINSON IN "PRELUDES & PICTURES" September 19, 2014 at 7:00 p.m. in the College of			97	2 2
09/16/2014 5:55 pm	Craters of the Moon: September Events September 26-27 - Star Party: Begins at sunset Experience the			131	3 5
09/16/2014 12:45 pm	September 27 is Wild Saturday at Craters of the Moon! - Look for our posts about each event. To			113	13 10
09/12/2014 4:30 pm	Chobani Presents: ENTREPRENEURS FORUM FEATURING HAMDI ULUKAYA September 16 at 3			84	6 1
09/11/2014 3:45 pm	The 31st Annual Jerome "Live history Days" is September 13 , 2014 from 9 a.m. to 4 p.m. at The I-			95	4 8
09/08/2014 4:40 pm	The Random Acts of Theatre Players Present THE 25TH ANNUAL PUTNAM COUNTY SPELLING			42	2 0
09/06/2014 10:02 am	Great Golf in Southern Idaho! Great rates, great courses, great fun! Come join us.			43	1 0
09/05/2014 5:01 pm	A climbing and hiking paradise awaits in Southern Idaho! Check out the City of Rocks			74	7 9
09/05/2014 4:50 pm	Craters of the Moon: September Events September 6, 13, 20, 26 and 27-Astronomy Presentations and			172	6 7

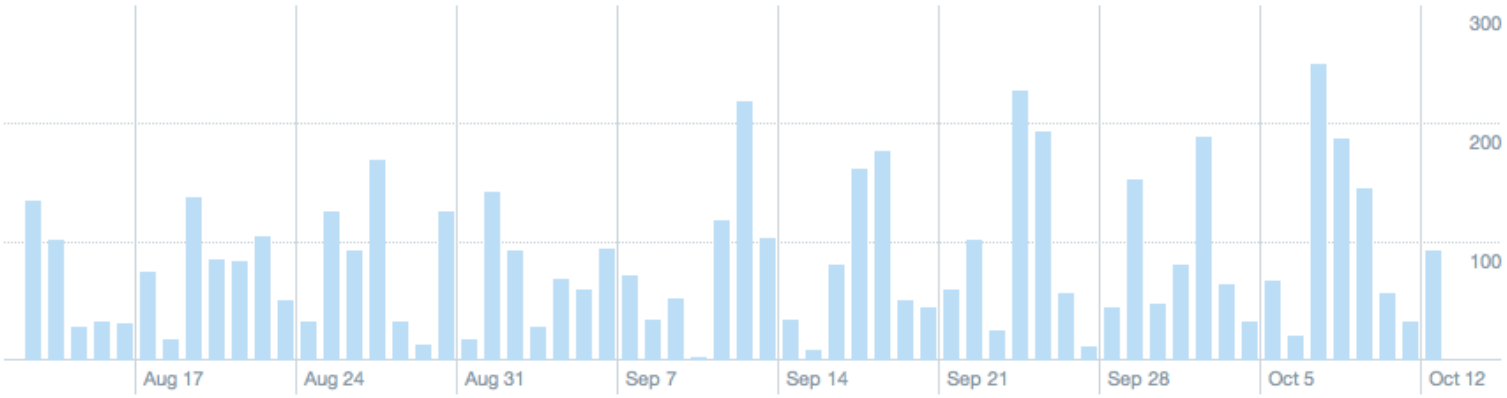
Published	Post	Type	Targeting	Reach	Engagement
10/09/2014 9:12 am	Southern Idaho Tourism shared Castle Rocks State Park's post.			128	19 4
10/08/2014 9:27 am	2014 CSI Corn Maze Now Open			183	7 18
10/07/2014 7:00 pm	A Wet and Wild Saturday at Craters of the Moon! Wild nature ruled the day at Craters of the Moon			91	2 2
10/04/2014 7:01 pm	DRACULA Presented by: College of Southern Idaho's Theater Department October 8 – 11 and 15			134	1 3
10/03/2014 5:01 pm	Magic Valley Symphony Concert October 12, 2014 at 4 p.m. in the College of Southern Idaho's Fine			64	0 1
10/02/2014 4:31 pm	October Harvest "3-fer" special, Book two nights get 3rd night free. Call (208) 352-0150 to Book.			53	1 2
10/02/2014 3:55 am	DRACULA Presented by: College of Southern Idaho's Theater Department October 8 – 11 and 15			171	4 5
09/29/2014 4:45 pm	The Hot Sardines www.hotsardines.com October 8, 2014 at 7:30 p.m. in the College of Southern			50	0 0
09/27/2014 9:01 am	How much do YOU love fishing? http://ow.ly/i/70Plo http://visitsouthidaho.com/i-			171	6 3
09/25/2014 4:50 pm	The South Hills Trail maps are up-to-date and available for download on Visit South Idaho's i-bike			136	2 6
09/25/2014 4:02 pm	September 27 is Wild Saturday at Craters of the Moon! - Wilderness Film Festival: 3:30 p.m. - 4:30			209	3 15
09/25/2014 12:45 pm	People to People Student Ambassador Programs September 27, 2014 at 4:00 p.m. in the CSI Fine			46	0 0
09/24/2014 4:35 pm	Join us for the 22nd annual Thousand Springs Festival! After 20 years at Ritter Island, the festival			224	10 8

Published	Post	Type	Targeting	Reach	Engagement
11/03/2014 4:40 pm	Grupo Fantasma November 12, 2014 at 7:30 p.m. in the College of Southern Idaho Fine Arts			58	0 0
10/29/2014 4:45 pm	"Southern Idaho's "Haunted Mansions of Albion" have been the destination for paranormal activity			215	5 11
10/24/2014 4:20 pm	Located five miles south of Hansen at 3715 E 3200 N, travelers these days are encouraged to visit and			93	6 1
10/22/2014 4:45 pm	Thriller October 30 at 4 p.m. in the College of Southern Idaho's Fine Arts Auditorium CSI Dance			161	7 5
10/22/2014 4:45 pm	"The 65 actors who are gowned up in blood splatter and clown noses are certainly doing their			76	0 2
10/21/2014 5:02 pm	Creole Choir of Cuba October 29, 2014 at 7:30 p.m. in the College of Southern Idaho's Fine Arts			66	0 0
10/20/2014 4:00 pm	"This Halloween season Stricker has teamed up with Magic Valley Paranormal to do real paranormal			243	5 7
10/17/2014 4:30 pm	"Out past the glow of the city lights and settled among a field of hay is where you'll find one of our			77	3 1
10/15/2014 4:40 pm	Our first Harvest this coming Friday! Seeking Volunteers! Help pick our first harvest of Syrah in			243	9 3
10/15/2014 5:31 am	CSI Stage Door Series presents SOMETHING FOR EVERYONE October 24 at 7:30 p.m. in the College			71	0 0
10/13/2014 4:45 pm	Twin Falls MagiChords in Concert October 25, 2014 at 7 p.m. in the College of Southern Idaho's			90	2 2
10/13/2014 4:45 pm	Earth Science Week Hike In honor of "National Earth Science Week", and our retiring park			34	0 0
10/13/2014 4:30 pm	"Your heart is racing, your body is shaking, and your mind is wandering. There are few things that			36	0 1

Published	Post	Type	Targeting	Reach	Engagement
12/30/2014 4:45 pm	Cross-country Skiing/ Snowshoeing at #CratersOfTheMoon Mid-December thru February,			332	14 6
12/29/2014 4:45 pm	Loop Road is Closed but We're Open for Winter... .. and there are still many excellent opportunities to			64	2 2
12/29/2014 3:45 pm	Snakes and Snails and Puppy Dog Tails January 22 at 7:30 p.m. in the CSI Fine Arts Auditorium -A very			65	2 0
12/24/2014 4:05 pm	BYU FOLK DANCERS! January 30, 2015 at 7:30 p.m. in the College of Southern Idaho Fine Arts			116	2 1
12/12/2014 5:01 pm	Snakes and Snails and Puppy Dog Tails January 22 at 7:30 p.m. in the CSI Fine Arts Auditorium -A very			75	3 0
12/11/2014 4:01 pm	Annual Christmas Bird Count 12/17 at Craters of the Moon National Monument and Preserve. This			63	1 1
12/09/2014 4:50 pm	BYU FOLK DANCERS! January 30, 2015 at 7:30 p.m. in the College of Southern Idaho Fine Arts			72	1 0
12/08/2014 4:45 pm	Annual Christmas Bird Count 12/17 at Craters of the Moon National Monument and Preserve. This			50	0 0
12/08/2014 4:15 pm	THE NUTCRACKER December 11 at 7:30 p.m. in the CSI Fine Arts Auditorium Enhance your holiday			45	0 1
12/04/2014 4:15 pm	CSI MUSIC DEPARTMENT WINTER CHORAL CONCERT December 6 at 7:30 p.m. in the CSI Fine			35	0 0
12/02/2014 4:30 pm	MAGIC VALLEY SYMPHONY/MAGIC VALLEY CHORALE CONCERT December 4 and 5 at 7:30			49	0 2

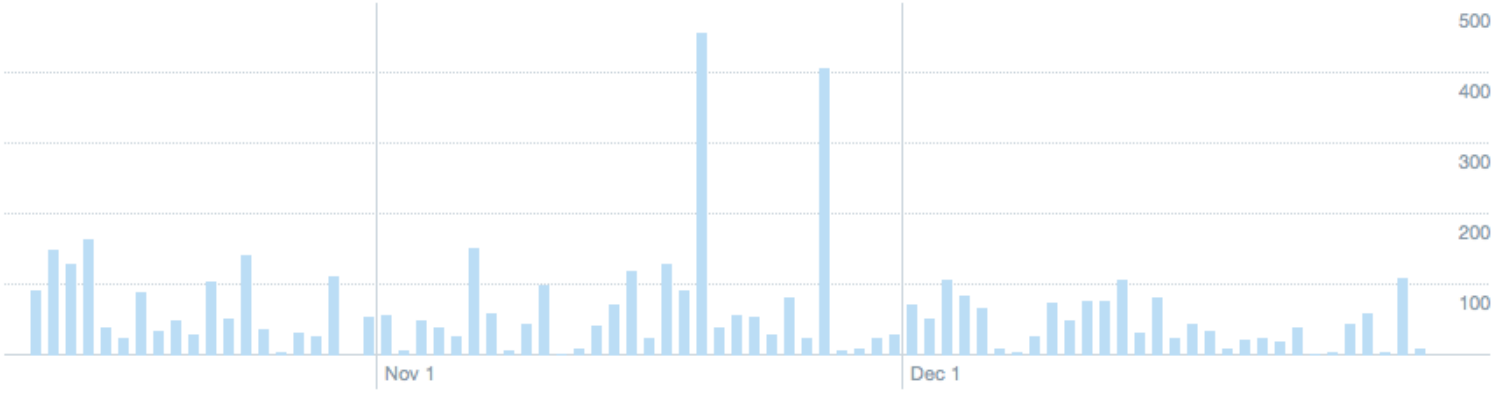
Twitter: August 12 - October 12 2014

Your Tweets earned **5.3K impressions** over this **62 day** period



Twitter: October 12 - December 30 2014

Your Tweets earned **5.0K impressions** over this **80 day** period



Gender

69% M | 31% F

Your followers also follow

- 42% IDAHOgov · Profile
- 39% IdahoStatesman · Profile
- 34% Buy_Idaho · Profile
- 34% sunvalley · Profile
- 34% Boiseweekly · Profile
- 33% idfg · Profile
- 29% ButchOtter · Profile
- 28% IDTravelCouncil · Profile

Top cities

- 30% Boise, US
- ~160 followers alls, US
- 5% Idaho Falls-Pocatello, US
- 4% Portland, US
- 2% Salt Lake City, US

Interests

Most unique interests

- 21% Fishing
- 14% Luxury travel
- 11% National parks
- 10% Camping
- 9% Skiing

VisitMobile - Southern Idaho Tourism

	Smart Phones							SMS / Push Notifications			
Partner	POI Impressions	POI Detail Views	Offer Detail Views	Add to Favorites	Banner Impressions	Banner Clicks	Unique Users	Deal Search Previews	Deal Search Detail Views	Deal of Day Views	Unqiue Users
Total For All	94756	379	37	9	1039	27	1291	0	0	342	0

Pandora (Note: campaign span = 8/1/2014 through 10/31/2014

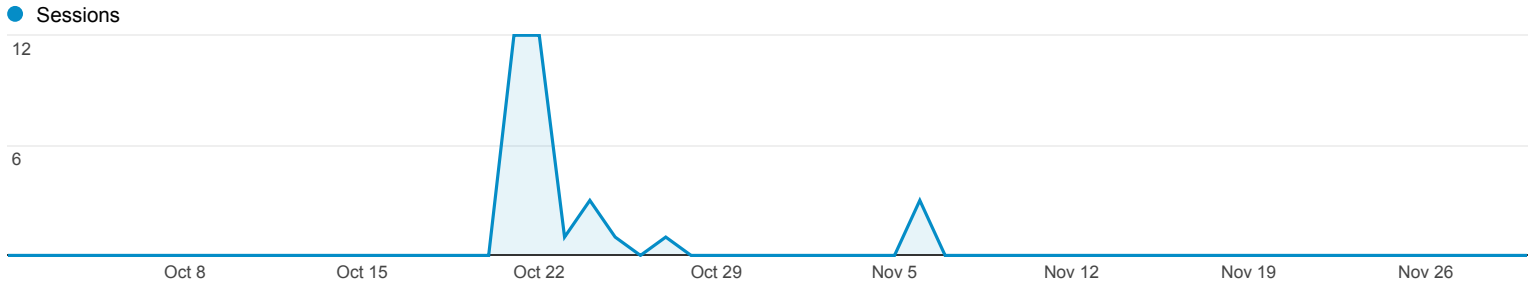
PANDORA

Advertiser: Southern Idaho Tourism
Campaign Name: Southern Idaho Tourism_Aug-Oct Flights 2014
Report Dates: 8/1/2014 - 10/31/2014

Campaign Overview

					Pandora Data			
Placement	Ad Name Comments	Flight Start Date	Flight End Date	Impression Goal	Impressions	Clicks	CTR	% Delivered
Audio Everywhere - Audio	08/01/2014-08/13/2014 - Audio	8/1/14	8/13/14	130,804	137,362	N/A	N/A	*105.01%*
Audio Everywhere - Added Value Display	08/01/2014-08/13/2014 - Audio	8/1/14	8/13/14	130,804	137,362	963	0.70%	*105.01%*
Audio Everywhere - Audio	10/01/2014-10/31/2014 - Audio	10/1/14	10/31/14	196,206	206,028	N/A	N/A	*105.01%*
Audio Everywhere - Added Value Display	10/01/2014-10/31/2014 - Audio	10/1/14	10/31/14	196,206	206,028	1,408	0.68%	*105.01%*
			Total	**654,020**	**686,780**	**2,371**	***N/A***	***105.01%***

Constant Contact - Analytics



	Source / Medium	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		33 % of Total: 0.77% (4,263)	69.70% Site Avg: 81.33% (-14.30%)	23 % of Total: 0.66% (3,467)	45.45% Site Avg: 71.87% (-36.76%)	2.91 Site Avg: 2.05 (41.91%)	00:02:31 Site Avg: 00:01:54 (32.30%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
	1. Fall 2014 / email	**33(100.00%)**	69.70%	23(100.00%)	45.45%	2.91	00:02:31	0.00%	0 (0.00%)	$0.00 (0.00%)

Constant Contact - Fall 2014 Campaign History

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	2688	10/21/2014	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
2688	4.4% (118)	* 4 *	0.8% (21)	15.9% (409)	8.3% (34)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://canyoncrestdining.com/	2	1.6%
http://canyoncrestdining.com/?utm_source=Fall-+2014&utm_campaign=Summer14Newsletter&utm_med-ium=email	0	0.0%
http://idahoaquaculture.net/	2	1.6%
http://idahoaquaculture.net/?utm_source=Fall+-2014&utm_campaign=Summer14Newsletter&utm_medi-um=email	0	0.0%
http://Snyder Winery/	4	3.2%
http://Snyder Winery/?utm_source=Fall+2014&utm-_campaign=Summer14Newsletter&utm_medium=email	0	0.0%
http://thousandspringswinery.com/	3	2.4%
http://trip.visitsouthidaho.com/	3	2.4%
http://trip.visitsouthidaho.com/?utm_source=F-all+2014&utm_campaign=Summer14Newsletter&utm_-medium=email	0	0.0%
http://visitsouthidaho.com/adventuremap	4	3.2%

http://Snyder Winery/?utm_source=Fall+2014&utm-_campaign=Summer14Newsletter&utm_medium=email	0	0.0%
http://thousandspringswinery.com/	3	2.4%
http://trip.visitsouthidaho.com/	3	2.4%
http://trip.visitsouthidaho.com/?utm_source=F-all+2014&utm_campaign=Summer14Newsletter&utm_-medium=email	0	0.0%
http://visitsouthidaho.com/adventuremap	4	3.2%
http://visitsouthidaho.com/adventuremap?utm_s-ource=Fall+2014&utm_campaign=Summer14Newslett-er&utm_medium=email	0	0.0%
http://visitsouthidaho.com/blog	1	0.8%
http://visitsouthidaho.com/blog?utm_source=Fa-ll+2014&utm_campaign=Summer14Newsletter&utm_m-edium=email	0	0.0%
http://visitsouthidaho.com/blog/locally-sourc-ed-chef-richard	2	1.6%
http://visitsouthidaho.com/blog/locally-sourc-ed-chef-richard?utm_source=Fall+2014&utm_camp-aign=Summer14Newsletter&utm_medium=email	0	0.0%
http://visitsouthidaho.com/blog/meat-and-pota-toes	1	0.8%
http://visitsouthidaho.com/blog/meat-and-pota-toes?utm_source=Fall+2014&utm_campaign=Summer-14Newsletter&utm_medium=email	0	0.0%
http://visitsouthidaho.com/blog/one-of-a-kind--eatery	2	1.6%
http://visitsouthidaho.com/blog/one-of-a-kind--eatery?utm_source=Fall+2014&utm_campaign=Sum-mer14Newsletter&utm_medium=email	0	0.0%
http://visitsouthidaho.com/blogcontest?utm_so-urce=visitsouthidaho.com&utm_medium=link&utm_-campaign=2013July	1	0.8%
http://visitsouthidaho.com/photo_contest?utm_-source=visitsouthidaho.com&utm_medium=link&ut-m_campaign=2013July&utm_source=Fall+2014&utm_-campaign=Summer14Newsletter&utm_medium=email	0	0.0%
http://www.10barrel.com/agegate	1	0.8%
http://www.10barrel.com/agegate?utm_source=Fa-ll+2014&utm_campaign=Summer14Newsletter&utm_m-edium=email	0	0.0%
http://www.almoidaho.org/	2	1.6%
http://www.almoidaho.org/?utm_source=Fall+201-4&utm_campaign=Summer14Newsletter&utm_medium=-email	0	0.0%
http://www.burleystrawmaze.com/	5	4.0%
http://www.burleystrawmaze.com/?utm_source=Fa-ll+2014&utm_campaign=Summer14Newsletter&utm_m-edium=email	0	0.0%
http://www.chobani.com/	1	0.8%
http://www.chobani.com/?utm_source=Fall+2014&-utm_campaign=Summer14Newsletter&utm_medium=em-ail	0	0.0%
http://www.clearsprings.com/	1	0.8%
http://www.clearsprings.com/?utm_source=Fall+-2014&utm_campaign=Summer14Newsletter&utm_medi-um=email	0	0.0%
http://www.csi.edu/	3	2.4%
http://www.csi.edu/?utm_source=Fall+2014&utm_-campaign=Summer14Newsletter&utm_medium=email	0	0.0%
http://www.csi.edu/calendar/viewEvents.asp?id-=9294	2	1.6%
http://www.csi.edu/calendar/viewEvents.asp?id-=9294&utm_source=Fall+2014&utm_campaign=Summe-r14Newsletter&utm_medium=email	0	0.0%

http://www.csi.edu/?utm_source=Fall+2014&utm_-campaign=Summer14Newsletter&utm_medium=email	0	0.0%
http://www.csi.edu/calendar/viewEvents.asp?id-=9294	2	1.6%
http://www.csi.edu/calendar/viewEvents.asp?id-=9294&utm_source=Fall+2014&utm_campaign=Summe-r14Newsletter&utm_medium=email	0	0.0%
http://www.csi.edu/calendar/viewEvents.asp?ID-=10084	1	0.8%
http://www.csi.edu/calendar/viewEvents.asp?ID-=10084&utm_source=Fall+2014&utm_campaign=Summ-er14Newsletter&utm_medium=email	0	0.0%
http://www.csi.edu/calendar/viewEvents.asp?ID-=10277	4	3.2%
http://www.csi.edu/calendar/viewEvents.asp?ID-=10277&utm_source=Fall+2014&utm_campaign=Summ-er14Newsletter&utm_medium=email	0	0.0%
http://www.durfeehotsprings.com/	8	6.4%
http://www.durfeehotsprings.com/?utm_source=F-all+2014&utm_campaign=Summer14Newsletter&utm_-medium=email	0	0.0%
http://www.edgebrew.com/	1	0.8%
http://www.edgebrew.com/?utm_source=Fall+2014-&utm_campaign=Summer14Newsletter&utm_medium=e-mail	0	0.0%
http://www.hagermanvalleychamber.com/	2	1.6%
http://www.hagermanvalleychamber.com/?utm_sou-rce=Fall+2014&utm_campaign=Summer14Newsletter-&utm_medium=email	0	0.0%
http://www.hauntedmansionsofalbion.com/	6	4.8%
http://www.hauntedmansionsofalbion.com/?utm_s-ource=Fall+2014&utm_campaign=Summer14Newslett-er&utm_medium=email	0	0.0%
http://www.hauntedmansionsofalbion.com/index.-html	3	2.4%
http://www.independentmeat.com/	1	0.8%
http://www.independentmeat.com/?utm_source=Fa-ll+2014&utm_campaign=Summer14Newsletter&utm_m-edium=email	0	0.0%
http://www.indiancreekwinery.com/	3	2.4%
http://www.indiancreekwinery.com/?utm_source=-Fall+2014&utm_campaign=Summer14Newsletter&utm-_medium=email	0	0.0%
http://www.kauffmanfarm.com/	1	0.8%
http://www.kauffmanfarm.com/?utm_source=Fall+-2014&utm_campaign=Summer14Newsletter&utm_medi-um=email	0	0.0%
http://www.mhsprings.com/	5	4.0%
http://www.mhsprings.com/?utm_source=Fall+201-4&utm_campaign=Summer14Newsletter&utm_medium=-email	0	0.0%
http://www.mhsprings.com/domes.html	5	4.0%
http://www.mhsprings.com/domes.html?utm_sourc-e=Fall+2014&utm_campaign=Summer14Newsletter&u-tm_medium=email	0	0.0%
http://www.nps.gov/ciro/index.htm	5	4.0%
http://www.nps.gov/ciro/index.htm?utm_source=-Fall+2014&utm_campaign=Summer14Newsletter&utm-_medium=email	0	0.0%
http://www.proostfarms.com/	1	0.8%
http://www.proostfarms.com/?utm_source=Fall+2-014&utm_campaign=Summer14Newsletter&utm_mediu-m=email	0	0.0%
http://www.scarrowmeats.com/	1	0.8%

http://www.nps.gov/ciro/index.htm	5	4.0%
http://www.nps.gov/ciro/index.htm?utm_source=-Fall+2014&utm_campaign=Summer14Newsletter&utm-_medium=email	0	0.0%
http://www.proostfarms.com/	1	0.8%
http://www.proostfarms.com/?utm_source=Fall+2-014&utm_campaign=Summer14Newsletter&utm_mediu-m=email	0	0.0%
http://www.scarrowmeats.com/	1	0.8%
http://www.scarrowmeats.com/?utm_source=Fall+-2014&utm_campaign=Summer14Newsletter&utm_medi-um=email	0	0.0%
http://www.snakeriverfarms.com/	2	1.6%
http://www.snakeriverfarms.com/?utm_source=Fa-ll+2014&utm_campaign=Summer14Newsletter&utm_m-edium=email	0	0.0%
http://www.visitidaho.org/	1	0.8%
http://www.visitidaho.org/?utm_source=Fall+20-14&utm_campaign=Summer14Newsletter&utm_medium-=email	0	0.0%
http://www.visitidaho.org/attraction/outdoor--recreation/snake-river-canyon-rim-trails/	2	1.6%
http://www.visitidaho.org/attraction/outdoor--recreation/snake-river-canyon-rim-trails/?utm-_source=Fall+2014&utm_campaign=Summer14Newsle-tter&utm_medium=email	0	0.0%
http://www.visitidaho.org/attraction/parks/ca-stle-rocks-state-park/	2	1.6%
http://www.visitidaho.org/attraction/parks/ca-stle-rocks-state-park/?utm_source=Fall+2014&u-tm_campaign=Summer14Newsletter&utm_medium=ema-il	0	0.0%
http://www.visitsouthidaho.com/	14	11.2%
http://www.visitsouthidaho.com/?utm_source=Fa-ll+2014&utm_campaign=Summer14Newsletter&utm_m-edium=email	0	0.0%
http://www.visitsouthidaho.com/lodgings	3	2.4%
http://www.visitsouthidaho.com/lodgings?utm_s-ource=Fall+2014&utm_campaign=Summer14Newslett-er&utm_medium=email	0	0.0%
http://youtu.be/TT6A5rQ2rrs	1	0.8%
http://youtu.be/TT6A5rQ2rrs?utm_source=Fall+2-014&utm_campaign=Summer14Newsletter&utm_mediu-m=email	0	0.0%
https://www.zionsbank.com/	1	0.8%
https://www.zionsbank.com/?utm_source=Fall+20-14&utm_campaign=Summer14Newsletter&utm_medium-=email	0	0.0%
Total Click-throughs	125	100%

Social Stats

Page Views	Share	Send	Like	Twitter	LinkedIn	(Other)
0	0	0	0	0	0	0