

### ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Southern Idaho Tourism	Grant Number: 14-IV-1
Date Submitted: April 15, 2015	Report #: <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	1 <input type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 269,450.00	Cash Match Requirement: \$ 33,306.00	Total Cash Match
Amount Expended YTD: \$ 48,224.88	Cash Match Documented YTD:	Committed: \$ \$46,762.00

Copy for additional elements

Element 1: Audit
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Amount Awarded: \$ 3000.00	Amount Expended YTD: \$ 0.00	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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<p>Progress of Element since grant award or last report:</p> <p>Element will be completed at the end of grant cycle</p> <p>Anticipated completion date(s):</p> <p>Will be completed at the end of the grant cycle.</p> <p>Actions needed to complete this element:</p> <p>Measurements(s) of Results</p>
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No activity during this report period due to seasonal nature of marketing activity.

Element 2: Admin/Fulfillment

Amount Awarded: \$25,000.00	Amount Expended YTD: \$18,750.00	Cash Match Documented YTD: \$	Total Cash Match Committed: \$ 0.00
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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: \$241,450.00	Amount Expended YTD: \$ 136,761.53	Cash Match Documented YTD: \$ 0.00	Total Cash Match Committed: \$ 46,672.00
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Progress of Element since grant award or last report:

Images and Stay and Play Travel Guide are in distribution

2015 Placements to date: RV Idaho ,Sunset Magazine, Sunset Online; NW Fly-Fishing, NPR, Pocatello Magazine, Idaho Statesman, Canadian Email program, Consumer Newsletter(s)

Public Relations stories and Blogs

Research completed – final report is in progress.

Web Programming: Adventure Map update, Travel Planner update; Seasonal photo updates.

Social Media postings: Facebook, Twitter, Google+

Capital Expenditure: Video screens installed and in operation at new Twin Falls Visitor Center

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**

January 1, 2015 through March 31, 2015

**Google Analytics:**

<b>Audience Overview, New/Returning visitors</b>	<b>2</b>
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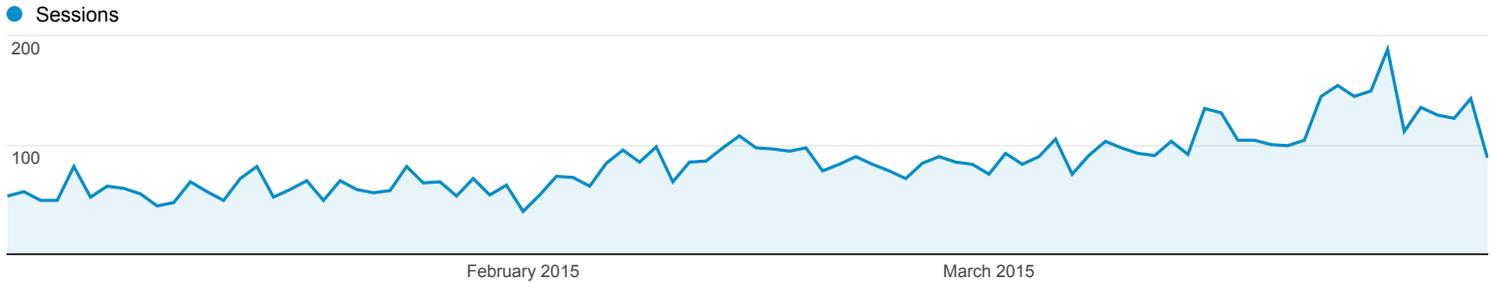
**Facebook:**

<b>Overview</b>	<b>10</b>
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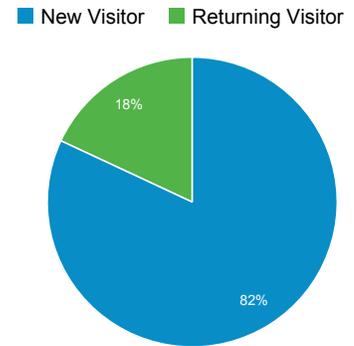
**Constant Contact:**

<b>Winter 2014/2015 Email Campaign Overview</b>	<b>15</b>
<b>Canadian - February 2015 Email Campaign Overview</b>	<b>16</b>

## Audience Overview



<b>Sessions</b> <b>7,596</b>	<b>Users</b> <b>6,346</b>	<b>Pageviews</b> <b>18,630</b>
<b>Pages / Session</b> <b>2.45</b>	<b>Avg. Session Duration</b> <b>00:02:14</b>	<b>Bounce Rate</b> <b>62.94%</b>
<b>% New Sessions</b> <b>81.95%</b>		



## New vs Return Users Overview

User Type	Sessions	New Users
	7,596 % of Total: 100.00% (7,596)	6,225 % of Total: 100.00% (6,225)
1. <a href="#">New Visitor</a>	6,225	100.00%
2. <a href="#">Returning Visitor</a>	1,371	0.00%

Source / Medium	Acquisition			Behavior				
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration		
	7,496 % of Total: 98.68% (7,596)	81.71% Avg for View: 81.95% (-0.29%)	6,125 % of Total: 98.39% (6,225)	62.45% Avg for View: 62.94% (-0.79%)	2.47 Avg for View: 2.45 (0.79%)	00:02:16 Avg for View: 00:02:14 (1.33%)		
1. <a href="#">google / organic</a>	4,554 (60.75%)	83.62%	3,808 (62.17%)	62.74%	2.42	00:02:03	0.00%	0
2. <a href="#">(direct) / (none)</a>	1,032 (13.77%)	67.54%	697 (11.38%)	61.53%	2.74	00:03:27	0.00%	0
3. <a href="#">bing / organic</a>	385 (5.14%)	76.88%	296 (4.83%)	66.49%	2.36	00:02:03	0.00%	0
4. <a href="#">yahoo / organic</a>	319 (4.26%)	88.40%	282 (4.60%)	61.44%	2.39	00:01:56	0.00%	0
5. <a href="#">nps.gov / referral</a>	144 (1.92%)	93.06%	134 (2.19%)	31.94%	4.03	00:03:31	0.00%	0
6. <a href="#">hagermanvalleychamber.com / referral</a>	121 (1.61%)	80.17%	97 (1.58%)	27.27%	4.16	00:06:35	0.00%	0
7. <a href="#">www1.social-buttons.com / referral</a>	118 (1.57%)	100.00%	118 (1.93%)	100.00%	1.00	00:00:00	0.00%	0
8. <a href="#">buttons-for-website.com / referral</a>	65 (0.87%)	100.00%	65 (1.06%)	100.00%	1.00	00:00:00	0.00%	0
9. <a href="#">ranksonic.info / referral</a>	49 (0.65%)	100.00%	49 (0.80%)	100.00%	1.00	00:00:00	0.00%	0
10. <a href="#">Canada - Feb 2015 / email</a>	37 (0.49%)	86.49%	32 (0.52%)	43.24%	2.51	00:02:41	0.00%	0
11. <a href="#">apolmotorinn.com / referral</a>	31 (0.41%)	93.55%	29 (0.47%)	90.32%	1.10	00:00:05	0.00%	0
12. <a href="#">Winter 2014%2F2015 / email</a>	31 (0.41%)	38.71%	12 (0.20%)	48.39%	3.42	00:04:19	0.00%	0
13. <a href="#">rvidaho.org / referral</a>	27 (0.36%)	88.89%	24 (0.39%)	25.93%	4.04	00:06:07	0.00%	0
14. <a href="#">ask / organic</a>	26 (0.35%)	80.77%	21 (0.34%)	73.08%	1.62	00:00:31	0.00%	0
15. <a href="#">hagermanrvillage.com / referral</a>	23 (0.31%)	95.65%	22 (0.36%)	65.22%	1.74	00:00:44	0.00%	0
16. <a href="#">visitidaho.org / referral</a>	23 (0.31%)	95.65%	22 (0.36%)	17.39%	3.70	00:03:35	0.00%	0
17. <a href="#">aol / organic</a>	20 (0.27%)	95.00%	19 (0.31%)	55.00%	2.60	00:03:16	0.00%	0
18. <a href="#">members.twinfallschamber.com / referral</a>	20 (0.27%)	95.00%	19 (0.31%)	85.00%	1.50	00:00:23	0.00%	0
19. <a href="#">livability.com / referral</a>	18 (0.24%)	50.00%	9 (0.15%)	77.78%	2.22	00:02:26	0.00%	0
20. <a href="#">tandembase.com / referral</a>	17 (0.23%)	94.12%	16 (0.26%)	58.82%	2.35	00:00:44	0.00%	0
21. <a href="#">facebook.com / referral</a>	16 (0.21%)	43.75%	7 (0.11%)	75.00%	4.12	00:04:43	0.00%	0
22. <a href="#">bing.com / referral</a>	15 (0.20%)	93.33%	14 (0.23%)	46.67%	2.20	00:02:45	0.00%	0
23. <a href="#">ci.jerome.id.us / referral</a>	15 (0.20%)	100.00%	15 (0.24%)	73.33%	1.33	00:00:18	0.00%	0
24. <a href="#">comcast / organic</a>	15 (0.20%)	100.00%	15 (0.24%)	73.33%	1.33	00:00:15	0.00%	0
25. <a href="#">mhspings.com / referral</a>	14 (0.19%)	92.86%	13 (0.21%)	42.86%	4.21	00:03:37	0.00%	0

### Visitor Frequency/Recency

Sessions

**7,596**

% of Total: 100.00% (7,596)

Pageviews

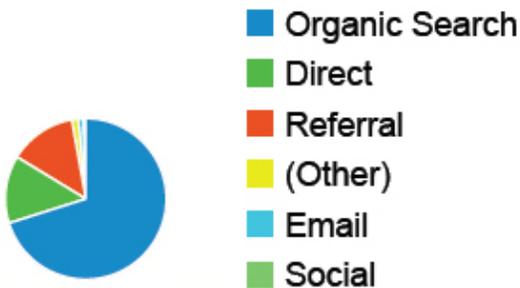
**18,630**

% of Total: 100.00% (18,630)

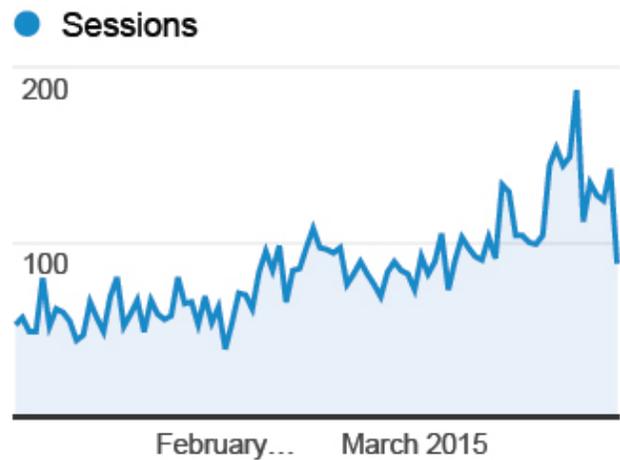
Count of Sessions	Sessions	Pageviews
1	6,225	14,559
2	599	1,440
3	181	360
4	76	154
5	45	96
6	31	61
7	19	62
8	17	53
9-14	52	105
15-25	64	138
26-50	85	412
51-100	109	1,021
201+	93	169

### Acquisition

#### Top Channels



#### Sessions



### Engagement- Visit Duration

Sessions

**7,596**

% of Total: 100.00% (7,596)

Pageviews

**18,630**

% of Total: 100.00% (18,630)

Session Duration	Sessions	Pageviews
0-10 seconds	4,863 	4,956 
11-30 seconds	302 	693 
31-60 seconds	400 	1,162 
61-180 seconds	835 	3,195 
181-600 seconds	734 	4,166 
601-1800 seconds	373 	2,571 
1801+ seconds	89 	1,887 

### Engagement- Page Depth

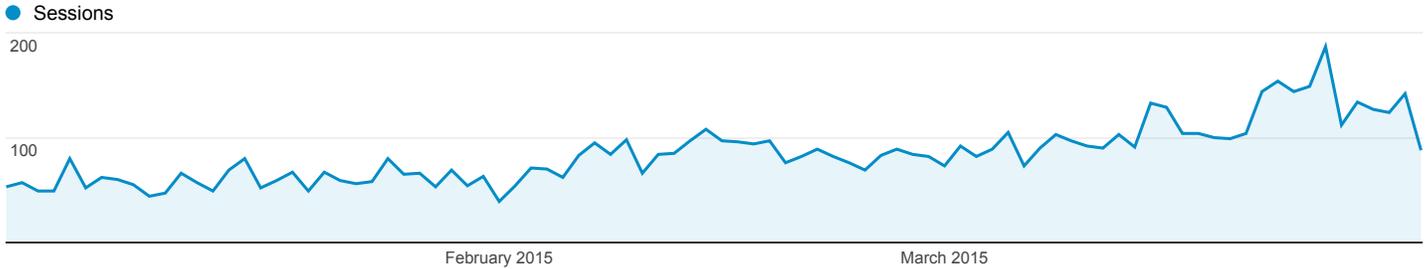
Page Depth	Sessions	Pageviews
1	4,781 	4,781 
2	907 	1,814 
3	690 	2,070 
4	307 	1,228 
5	264 	1,320 
6	151 	906 
7	94 	658 
8	68 	544 
9	71 	639 
10	47 	470 
11	37 	407 
12	40 	480 
13	23 	299 
14	14 	196 
15	15 	225 
16	11 	176 
17	11 	187 
18	6 	108 
19	7 	133 
20+	52 	1,989 

### CTR: Click-through-rate

The purpose of click-through rates is to measure the ratio of clicks to impressions shown. Generally the higher the CTR, the more effective the element is to bringing people to a website.

Query	Impressions	Clicks	Average Position	CTR
	<b>63,566</b> % of Total: 37.39% (170,000)	<b>1,256</b> % of Total: 62.80% (2,000)	<b>17</b> Avg for View: 63 (-73.83%)	<b>1.98%</b> Avg for View: 1.18% (67.95%)
1. shoshone falls	<b>18,000</b> (28.32%)	90 (7.17%)	8.3	0.50%
2. idaho tourism	<b>3,500</b> (5.51%)	60 (4.78%)	6.8	1.71%
3. miracle hot springs	<b>1,600</b> (2.52%)	5 (0.40%)	8.2	0.31%
4. shoshone falls idaho	<b>1,300</b> (2.05%)	22 (1.75%)	9.1	1.69%
5. places to visit in idaho	<b>1,000</b> (1.57%)	5 (0.40%)	10	0.50%
6. magic valley mall	<b>700</b> (1.10%)	0 (0.00%)	6.2	0.00%
7. southern idaho	<b>700</b> (1.10%)	70 (5.57%)	3.5	10.00%
8. things to do in twin falls idaho	<b>700</b> (1.10%)	16 (1.27%)	7.3	2.29%
9. thousand springs	<b>700</b> (1.10%)	5 (0.40%)	10	0.71%
10. idaho tourist attractions	<b>600</b> (0.94%)	0 (0.00%)	8.7	0.00%
11. thousand springs idaho	<b>600</b> (0.94%)	22 (1.75%)	8.2	3.67%
12. idaho falls tourism	<b>500</b> (0.79%)	5 (0.40%)	9.3	1.00%
13. idaho scenic byways	<b>500</b> (0.79%)	5 (0.40%)	8.0	1.00%
14. idaho vacations	<b>500</b> (0.79%)	5 (0.40%)	38	1.00%
15. shoshone falls park	<b>500</b> (0.79%)	12 (0.96%)	9.1	2.40%
16. billingsley creek lodge	<b>400</b> (0.63%)	5 (0.40%)	7.7	1.25%
17. idaho falls attractions	<b>400</b> (0.63%)	0 (0.00%)	30	0.00%
18. idaho travel	<b>400</b> (0.63%)	0 (0.00%)	35	0.00%
19. places to see in idaho	<b>400</b> (0.63%)	5 (0.40%)	9.1	1.25%
20. tourist attractions in idaho	<b>400</b> (0.63%)	0 (0.00%)	16	0.00%
21. twin falls idaho	<b>400</b> (0.63%)	5 (0.40%)	14	1.25%
22. idaho attractions	<b>320</b> (0.50%)	0 (0.00%)	19	0.00%
23. idaho places to visit	<b>320</b> (0.50%)	5 (0.40%)	9.7	1.56%
24. what to see in idaho	<b>320</b> (0.50%)	5 (0.40%)	9.4	1.56%

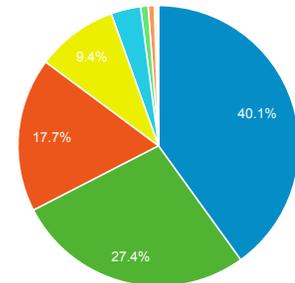
### Devices viewing VisitSouthIdaho.com

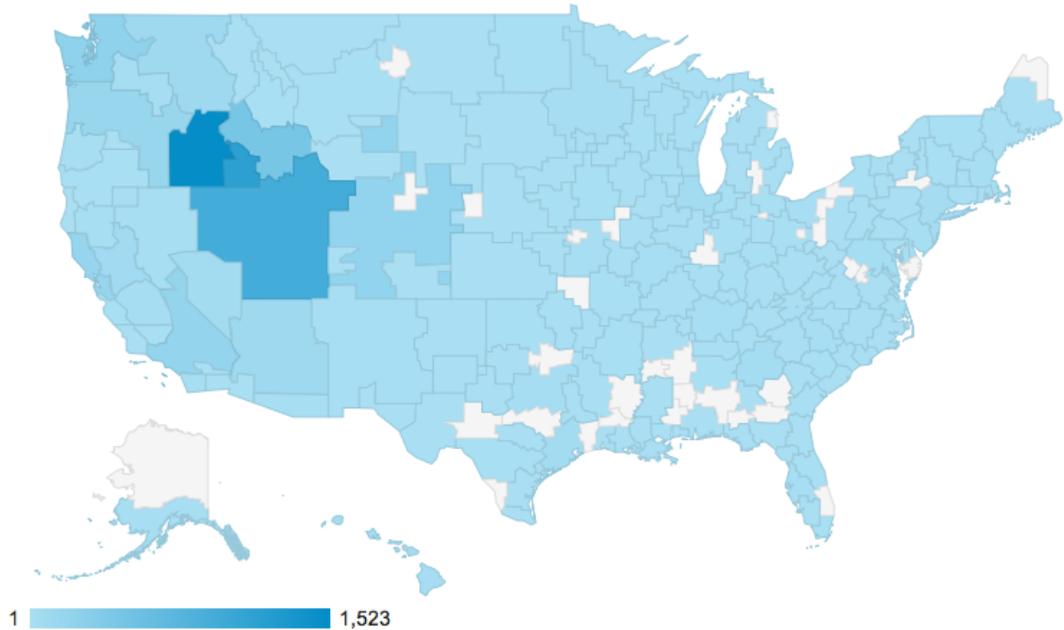


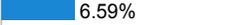
Device Category	Sessions	New Users
	7,596 % of Total: 100.00% (7,596)	6,225 % of Total: 100.00% (6,225)
1. desktop	4,328	57.03%
2. mobile	2,331	30.52%
3. tablet	937	12.45%

### Web Browsers viewing VisitSouthIdaho.com

	7,596 % of Total: 100.00% (7,596)	7,596 % of Total: 100.00% (7,596)
1. Chrome	3,043	40.06%
2. Safari	2,079	27.37%
3. Internet Explorer	1,348	17.75%
4. Firefox	711	9.36%
5. Android Browser	259	3.41%
6. Safari (in-app)	66	0.87%
7. Amazon Silk	54	0.71%
8. Opera	19	0.25%
9. YaBrowser	6	0.08%
10. IE with Chrome Frame	4	0.05%





		6,964 % of Total: 91.68% (7,596)	6,964 % of Total: 91.68% (7,596)
1.	Boise ID	1,523	 21.87%
2.	Twin Falls ID	1,163	 16.70%
3.	Salt Lake City UT	944	 13.56%
4.	Idaho Falls-Pocatello ID	459	 6.59%
5.	Seattle-Tacoma WA	250	 3.59%
6.	Denver CO	223	 3.20%
7.	Los Angeles CA	204	 2.93%
8.	San Francisco-Oakland-San Jose CA	180	 2.58%
9.	Portland OR	164	 2.35%
10.	Phoenix AZ	113	 1.62%
11.	Spokane WA	111	 1.59%
12.	Sacramento-Stockton-Modesto CA	85	 1.22%
13.	Las Vegas NV	69	 0.99%
14.	Houston TX	66	 0.95%
15.	Chicago IL	62	 0.89%
16.	Atlanta GA	58	 0.83%
17.	New York NY	48	 0.69%



Are you ready for White Water?  
It's time to start planning for your warm-weather rafting trips!  
(click here)

Stay Informed with our Newsletter!



What's Hot Now!



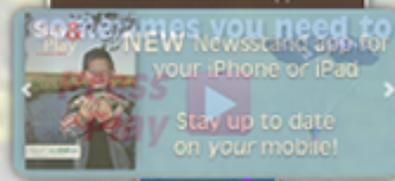
Now Open!

SHOP SOUTHERN IDAHO

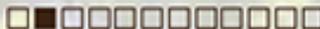


Watch & Learn!

SIDNEW! Newsstand App



Check It Out!



Dine with a View at Elevation 486  
- One of the Ten Best Restaurants in Idaho

850 px

Located on a particularly picturesque bend of the Snake River in Twin Falls, Elevation 486 is a charming and modern bistro serving up eclectic new-American cuisine with global influences. While the dining area and patio terrace offer stunning view of the Snake River Canyon, the Perrine Bridge and the surrounding magic valley region, the spectacular food has marked this restaurant as one of the top ten best restaurants in the State of Idaho.

Continue Reading >>

WHAT'S HAPPENING

View All Events

Our Twitter Feed:

South Idaho Tourism 7 Apr  
@visitsouthidaho  
Shakespeares \*Twelfth Night\*: 4/29-5/2, 5/6-5/9 at College of Southern Idaho. #visitsouthidaho pic.twitter.com/SHn4TH1Kk  
Show Photo

South Idaho Tourism 6 Apr  
@visitsouthidaho  
SYMPHONY/CHORALE CONCERT: 4/24/15 @ 7:30pm at College of Southern Idaho. #visitsouthidaho #visysymphony.org pic.twitter.com/LKIP8nBoor

GET OUR E-NEWSLETTER

Sign up to receive exclusive deals, upcoming Southern Idaho events and other exciting offers within Southern Idaho.

First Name   
Last Name   
Email   
After hitting submit, please enter your email again for confirmation.  
Submit

Contests & Results

Blog Winners!

We've narrowed it down to the top 2 blog entries, click below to check them out.

1st 2nd

Photo Contests:

1st Place - Debbie London  
2nd Place - Debbie London  
Honorable Mention - John Pentilla  
Check out their winning photos.

1100 px

Past Blog Winners

Check out the work of some of our past winners.

1st 2nd 3rd

1st Place - Monica McCue  
2nd Place - Laura Thompson  
Honorable Mention - Mike Lloyd  
Check out their winning photos.

Visit Our Blog

Guest writers showcase their talents with informative articles about the Southern Idaho region. Be sure to check out our newest blog contest winners too!



98%

62%

30%

9%

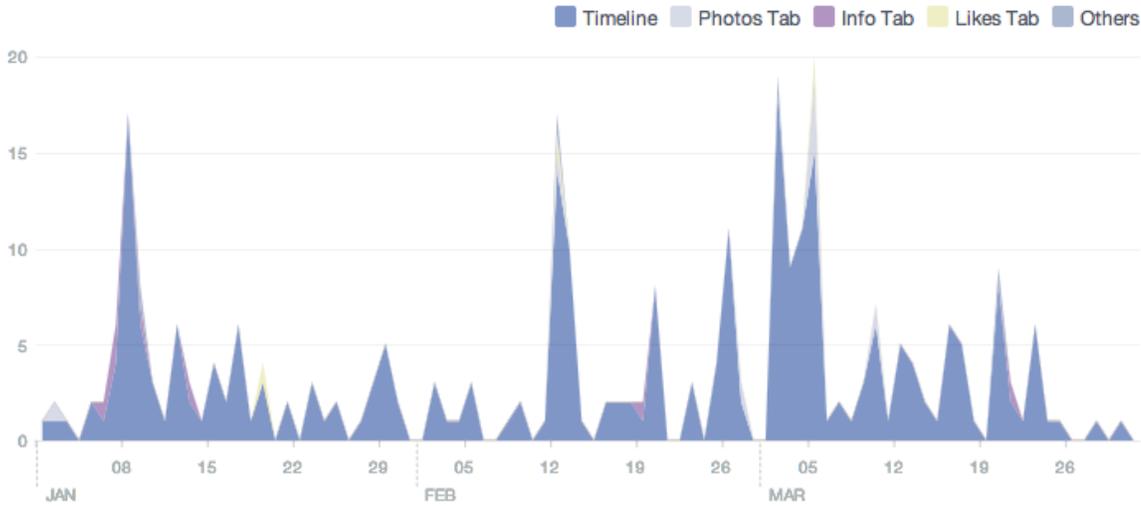
1280 px

5%

\*\* The percentages listed indicate the percentage of the world's desktop Internet users that will be covered at that viewport size (not screen resolution), taking into account window size, toolbars, etc.

### Page and Tab Visits

The number of times each of your Page tabs was viewed.



#### BENCHMARK

Compare your average performance over time.

Timeline

Photos Tab

Info Tab

Likes Tab

Others

### Total Page Likes as of Today: 2,856



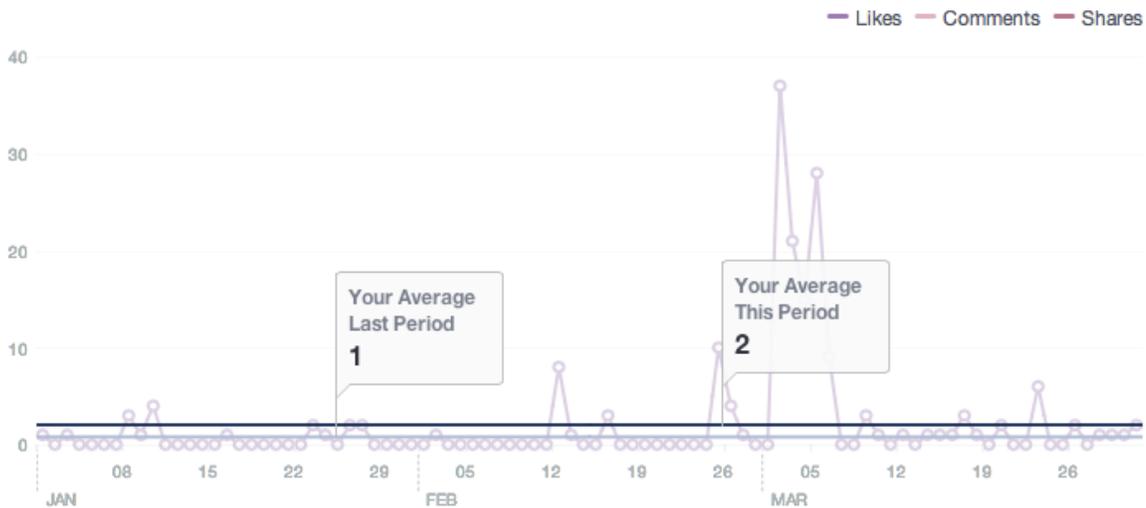
#### BENCHMARK

Compare your average performance over time.

Total Page Likes

### Likes, Comments, and Shares

These actions will help you reach more people.



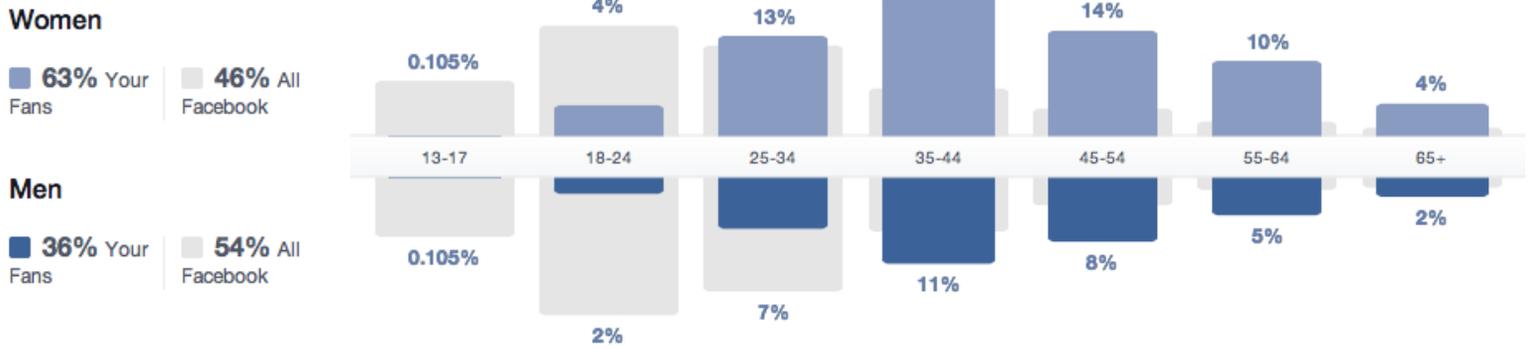
#### BENCHMARK

Compare your average performance over time.

Likes

Comments

Shares



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	2,795	Boise, ID	452	English (US)	2,684
Mexico	5	Twin Falls, ID	203	Spanish	85
Egypt	5	Pocatello, ID	159	English (UK)	58
United Kingdom	5	Idaho Falls, ID	156	Arabic	7
India	4	Nampa, ID	115	Spanish (Spain)	3
Iran	3	Salt Lake City, UT	110	Japanese	2
Brazil	3	Meridian, ID	89	English (Pirate)	2
Japan	3	Caldwell, ID	58	Portuguese (Brazil)	2
Nepal	2	Mountain Home, ID	56	Korean	1
Canada	2	Ogden, UT	42	Italian	1

Published	Post	Type	Targeting	Reach	Engagement
04/14/2015 9:18 am	 Southern Idaho Tourism's cover photo			60	3 0
04/07/2015 4:30 pm	 Shakespeare's "Twelfth Night": April 29 - March 2, March 6-9 in the College of Southern Idaho's			40	3 1
04/06/2015 4:30 pm	 MAGIC VALLEY SYMPHONY/MAGIC VALLEY CHORALE CONCERT April 24 at 7:30 p.m. in the			38	0 1
04/03/2015 4:30 pm	 Get your brass on @ the College of Southern Idaho, April 22 at 7:30pm with Metales M5 Mexico			63	1 1
04/02/2015 4:31 pm	 CSI Stage Door Series presents "MOON IN A MASON JAR" April 16 @ 7:30 p.m. in the College			46	0 0
03/30/2015 4:43 pm	 JUNIOR THEATRE CAMP : June 29 – July 1 at the College of Southern Idaho This three-day			73	1 4

## Facebook: Posts

Published ▾	Post	Type	Targeting	Reach	Engagement
03/27/2015 4:30 pm	 "Masters of Soul": April 10, 2015 at 7:30 p.m. in the College of Southern Idaho Fine Arts			60 	0 1 
03/23/2015 4:30 pm	 With Easter, Mother's Day, Father's Day, and the first day of summer approaching, there are many			137 	4 5 
03/20/2015 4:20 pm	 JUST DANCE FOR JUNIORS! - July 25 On the Saturday in the middle of the intensive two-week			55 	0 0 
03/20/2015 10:04 am	 The Highland High School Show Choir performing at the new Twin Falls Visitor Center - always			76 	1 3 
03/19/2015 4:35 pm	 ** SUMMER DANCE WORKSHOP Starts July 19th (one or two week workshops). The workshop			60 	1 0 
03/19/2015 4:30 pm	 "While the dining area and patio terrace offer stunning view of the Snake River Canyon, the			50 	0 1 
03/17/2015 4:45 pm	 Jazz Camp at the College of Southern Idaho. July 6 - 10 The CSI Jazz camp is an opportunity for			81 	3 2 
03/16/2015 4:45 pm	 Summer Theater Camp at the College of Southern Idaho Hey, kids, want to go to the one summer			84 	1 3 
03/13/2015 4:45 pm	 The College of Southern Idaho's Community Education program is proud to announce the			49 	1 0 
03/13/2015 4:01 pm	 St. Patty's Day @ Elevation 486 - 3/17 Dinner, green drinks, Irish music. Stay tuned for more info!			80 	0 0 
03/12/2015 5:01 pm	 St. Patty's Day At Elevation 486! We will be celebrating on Tuesday March 17, 2015. Join us for			106 	3 0 
03/11/2015 5:01 pm	 Brian Sanders' JUNK - "Hits from the Fringe" March 17, 2015 at 7:30 p.m. in the College of			64 	2 1 
03/10/2015 4:45 pm	 CO-LABOR RINGING March 19 at 7:30 p.m. in the College of Southern Idaho Fine Arts Auditorium.			84 	1 0 
03/09/2015 4:40 pm	 "Give Me Samoa Martini" (Elevation 486's Featured Cocktail) 3/4 oz. Godiva Chocolate Liqueur 3/4 oz.			109 	3 4 
03/06/2015 4:45 pm	 Brian Sanders' JUNK - "Hits from the Fringe" March 17, 2015 at 7:30 p.m. in the College of			81 	1 1 
03/05/2015 2:01 pm	 Shoshone Falls in springtime! Check out the LIVE video feed to see the current flow.			700 	33 51 

Published	Post	Type	Targeting	Reach	Engagement
03/04/2015 10:39 am	 <a href="http://shoshonefalls.tfid.org/live.htm">http://shoshonefalls.tfid.org/live.htm</a>			57	2 1
03/04/2015 9:51 am	 Twin Falls Visitor Center - share a picture of your Idaho with us!			154	2 13
03/03/2015 11:16 am	 Join Author, musician, and mechanical engineer Christine McKinley for the EagleView Lecture			86	0 3
03/02/2015 4:35 pm	 The Falls are flowing!			2K	31 85
03/02/2015 12:21 pm	 This photo was taken by Shari Hart of Filer - it is beautiful!!!			97	3 11
03/02/2015 10:07 am	 Southern Idaho Tourism shared Outdoor Idaho's photo.			72	2 2
02/27/2015 5:01 pm	 The College of Southern Idaho's Community Education program is proud to announce the			69	1 2
02/26/2015 3:03 pm	 More from the installation at the New Twin Falls Visitor Center!!!			111	12 0
02/26/2015 2:48 pm	 Interpretative panels going up at the New Twin Falls Visitor Center!!!			118	15 0
02/25/2015 4:45 pm	 CSI Theater Department presents TARTUFFE Zany, bright, loud, fun.....thought provoking? The CSI			67	0 1
02/25/2015 2:01 pm	 Southern Idaho Tourism's cover photo			94	2 0
02/24/2015 4:50 pm	 The College of Southern Idaho's Community Education program is proud to announce the			46	2 0
02/23/2015 3:55 pm	 Private Dining at TSW "First Thursdays " - Starts 2/5 at 6pm - 3 courses paired with 3 wines			73	4 0
02/19/2015 4:45 pm	 MAGIC VALLEY SYMPHONY - Featuring marimba soloist Scott Farkas and the Symphony percussion			71	3 0
02/16/2015 4:40 pm	 Private Dining at TSW "First Thursdays " - Starts 2/5 at 6pm - 3 courses paired with 3 wines			94	2 1

## Facebook: Posts

Published ▾	Post	Type	Targeting	Reach	Engagement
02/13/2015 9:40 am	 This Week At Elevation 486 Don't forget our Valentine's special is being offered through Sunday			92 	2 0 
02/10/2015 11:16 am	 Front view of the new Visitor Center on the Twin Falls canyon rim. It's looking good!!!			270 	68 1 
02/10/2015 11:15 am	 New signage at offices for the Twin Falls Chamber of Commerce and the business office for Southern			0 	4 1 
02/09/2015 4:20 pm	 <a href="#">Impress your sweetie this Valentine's Day. Check out the Dinner &amp; Show at Magic Valley Arts</a>			44 	0 0 
02/05/2015 2:00 pm	 Private Dining at TSW "First Thursdays" - Starts 2/5 at 6pm - 3 courses paired with 3 wines			82 	0 0 
02/04/2015 4:35 pm	 A Five Course Dinner For Two! Make Your Reservations For Valentine's Week! February 11th-			58 	4 0 
01/31/2015 3:01 pm	 Birders: This is the time to get out your binoculars & shake your tail feather! #visitsouthidaho			58 	0 1 
01/27/2015 4:50 pm	 "It's BIRDING time in southern Idaho! Now is the time for the best viewing of multiple species. Check			93 	6 3 
01/26/2015 4:45 pm	 COMMUNITY CINEMA SCREENING OF 'A PATH APPEARS' TOMORROW Free, public screening of			92 	0 1 
01/23/2015 4:45 pm	 "It's BIRDING time in southern Idaho! Now is the time for the best viewing of multiple species. Check			171 	12 11 
01/17/2015 4:00 pm	 "Daydreams and Nightmares": Utopias and Dystopias from Fahrenheit 451 to The Hunger			78 	2 1 
01/16/2015 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			48 	10 0 
01/15/2015 4:31 pm	 BYU FOLK DANCERS! January 30, 2015 at 7:30 p.m. in the College of Southern Idaho Fine Arts			192 	6 1 
01/09/2015 4:45 pm	 Southern Idaho has so many opportunities to explore this year. Make it a great 2015 and cross a			228 	13 10 
01/08/2015 4:43 pm	 Get Movin' Day - at the College of Southern Idaho Gym Saturday, January 10, from 9AM-1PM. This			147 	4 3 
01/08/2015 3:21 pm	Get Movin' Day !			39 	3 0 
01/01/2015 4:45 pm	 SnowSchool at #CratersOfTheMoon ! Wednesday through Friday in January and February Bring your			99 	1 1 

Email Campaign:

# Winter 2014/2015

**2,735**  
Sent Emails

**94%** Delivery rate

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96% Your Average  
90.2% Industry Average

**429**  
Unique Opens

**17%** Open rate

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17% Your Average  
21.4% Industry Average

**55**  
Unique Clicks

**13%** Click-through rate

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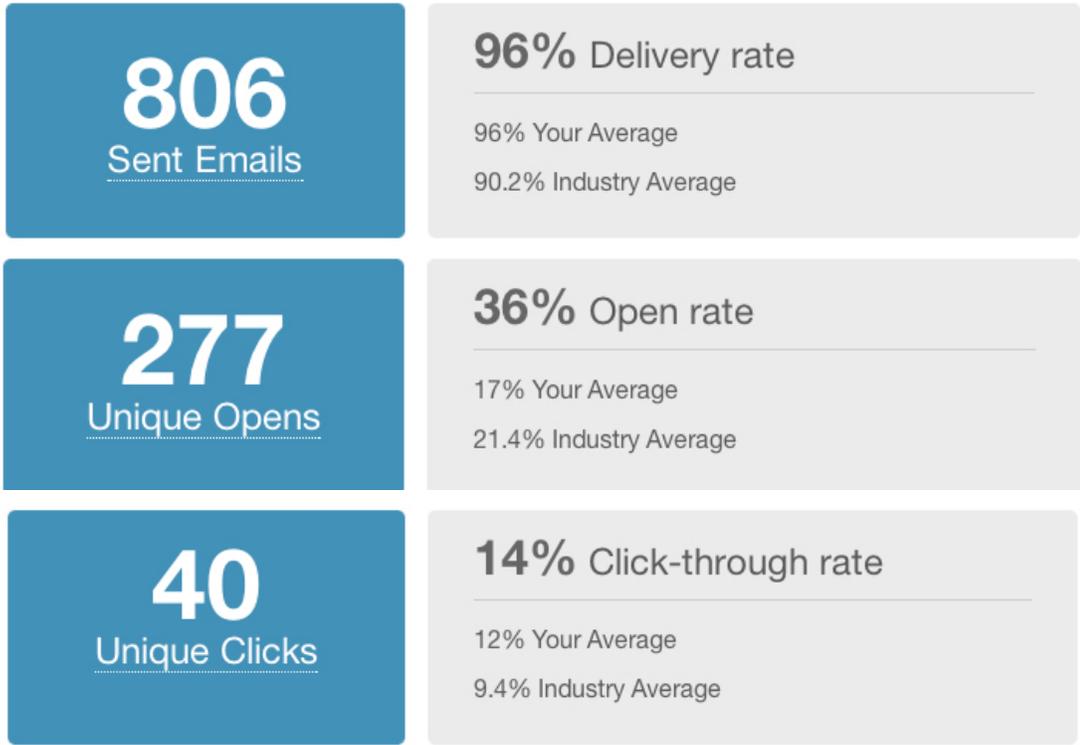
12% Your Average  
9.4% Industry Average

- 18 <http://twinfallschamber.com/>
- 14 <http://www.visitsouthidaho.com/>
- 8 <http://www.visitsouthidaho.com/i-eat>
- 7 <http://herrett.csi.edu/>
- 6 <http://herrett.csi.edu/astronomy/planetarium/index.asp>
- 6 <http://www.durfeehotsprings.com/>
- 5 [http://herrett.csi.edu/naturalhistory\\_overview.asp](http://herrett.csi.edu/naturalhistory_overview.asp)
- 5 <http://www.mhsprings.com/domes.html>
- 4 <http://visitsouthidaho.com/adventuremap>
- 4 <http://visitsouthidaho.com/lodgings>
- 4 <http://www.mhsprings.com/>
- 4 <http://www.pomerelle.com/>
- 3 <http://soldiermountain.com/>
- 2 <http://trip.visitsouthidaho.com:3003/>
- 2 <http://www.hagermanvalleychamber.com/>
- 1 <http://almocreek.com/>
- 1 <http://visitsouthidaho.com/calendar>
- 1 <http://www.magicmountainresort.com/>
- 1 <http://www.visitidaho.org/>

**96 Total Click-throughs**

Email Campaign:

# Canadian - February 2015



- 16 <http://www.visitsouthidaho.com/>
- 14 <http://shoshonefalls.tfid.org/live.htm>
- 11 <http://visitsouthidaho.com/lodgings/?lodgingtype=5&community=>
- 7 <http://visitsouthidaho.com/contact-us>
- 4 <http://www.durfeehotsprings.com/>
- 4 <http://www.visitidaho.org/attraction/parks/castle-rocks-state-park>
- 3 <http://visitsouthidaho.com/calendar>
- 3 <http://www.mhsprings.com/>
- 3 <http://www.mhsprings.com/domes.html>
- 2 <http://www.hagermanvalleychamber.com/>
- 1 <http://almocreek.com/>
- 1 <http://trip.visitsouthidaho.com:3003/>
- 1 <http://visitsouthidaho.com/adventuremap>
- 1 <http://www.nps.gov/ciro/index.htm>
- 1 <http://www.visitidaho.org/>
- 72 Total Click-throughs**