

Panel Discussion:

How Your Ad Agency Should Be Using ZDOS™ Insights (New KPIs, improved measurement, and increased accountability)

SPEAKER:



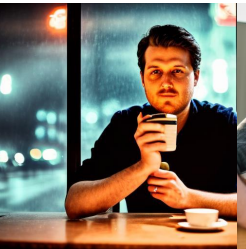
Nicole Brownell

VP Partner Strategy and
Experience, Zartico

Gray Lawry

SVP, Strategy & Insights
MILES PARTNERSHIP

- 15+ Years in Travel Marketing
- Full Stack LAMP Developer
- Oversee MarTech for Miles
- Prolific Googler and Evolving Prompt Writer



Our Mission

*We **enrich lives through** travel
by positively impacting
communities and travelers*

miles
PARTNERSHIP

Our
values

At Miles, we are:

Passionate we do what is right

Open we are authentic and transparent

Curious we ask why

Collaborative we are humble

Impactful we deliver results

By the
numbers



100% travel



350+ marketing
experts



8-year
average client
relationship



130+
travel brands



\$250+ million in
gross billings



\$150 million
in media annually

Core
services



Strategic
Consulting &
Research



Media Strategy,
Planning & Buying



Branding &
Creative Services



Diversity, Equity &
Inclusion Strategic
Consulting



Original
Programming,
Content & Video
Production



Digital
Development
Services



Cooperative
Advertising
Management



Print
Publishing &
Distribution

What Sets Us Apart

Best in Class Partners



ZARTICO

Destination  Analysts

 trip scout

Basis
Technologies

amazon
advertising

Google

 ADARA

Phocuswright 

Disney &
 NATIONAL
GEOGRAPHIC

 ARRIVALIST

 Expedia

 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

hulu

 TripAdvisor

 Meta

What Sets Us Apart

Our Work is Always
Grounded in Research



+ \$500,000 ANNUALLY

150+ awards

over the past three years

across content creation, brand campaigns, media, social and co-op

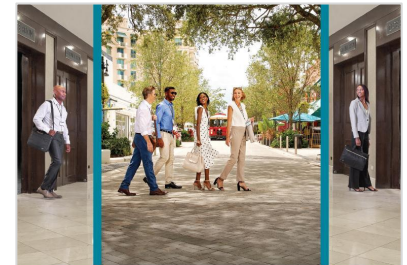
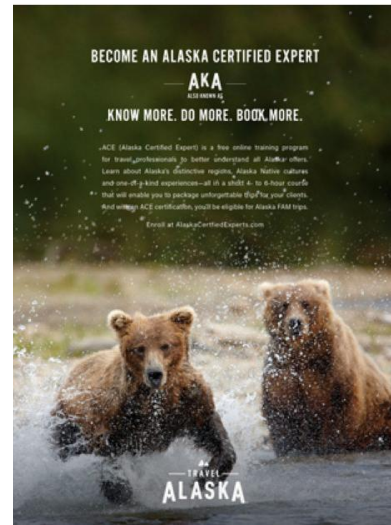


**HSMAI
ADRIAN
AWARDS
WINNER**



IAC

Creative
excellence



BETWEEN-THE-SESSIONS STEP OUT ON THE TOWN

Experience the local flavor of The Palm Beaches community just a short walk from top meetings venues. Vibrant downtowns offer the best of dining, shopping and entertainment. With fewer crowds and unbeatable weather, your meeting will be the talk of the town, and The Palm Beaches will be the talk of the meeting, between-the-sessions.

THE PALM BEACHES
PLAQUE
ThePalmBeaches.com/Meetings

Our
approach

We are not just marketers—
we are problem solvers

- Identify and target opportunities for our destination and hospitality clients
- Amplify their brand reach in creative ways
- Foster strategic partnerships

Align innovation and creative ideas to strategy

MEASUREMENT AT MILES


Travel Spend
Spend by Business Vertical

 Google Analytics
Geo Traffic
Engaged Sessions
Partner Referrals


Audience Reach
Interactions
Social Actions

 Campaign Manager
Impressions
View-throughs
Conversions


ZARTICO

 Looker Studio

 Looker


 chartio  + a b l e a u
S O F T W A R E

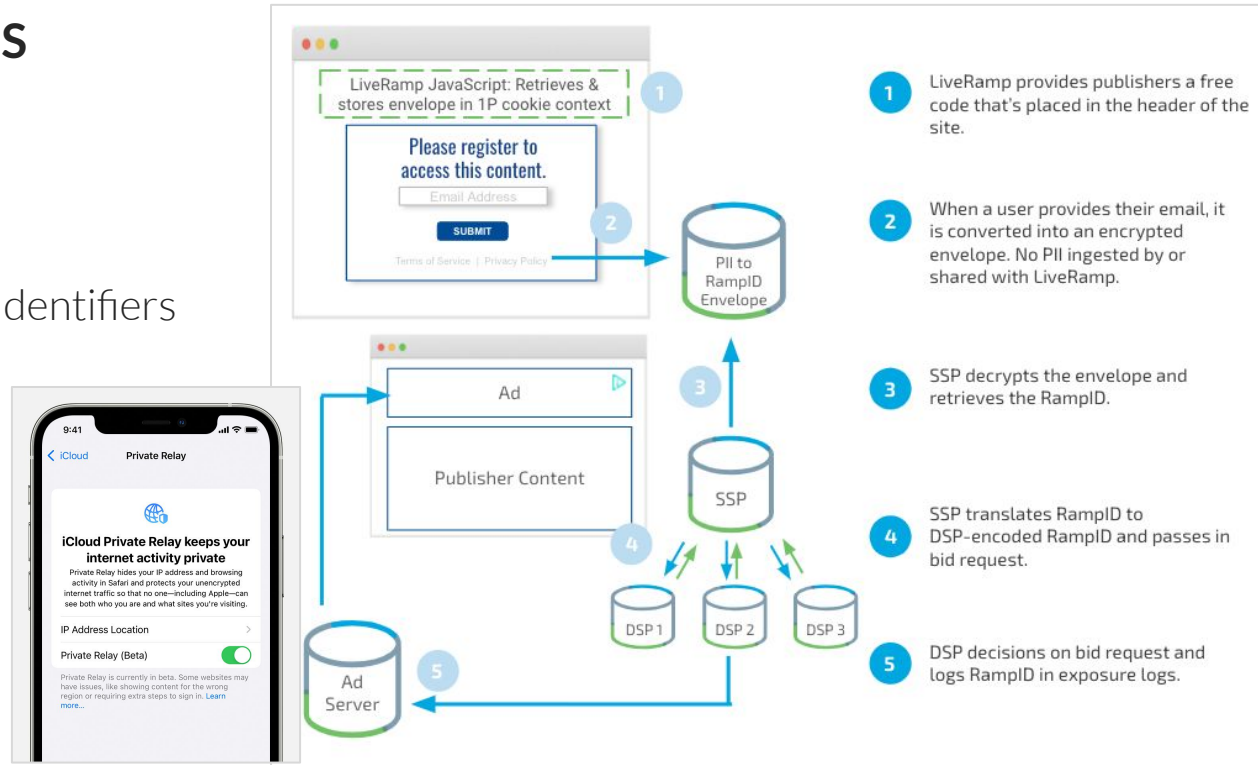


 Google Big Query

MEASUREMENT AT MILES

TECHNOLOGY HURDLES

- The Disappearing Apple
- Crumbling Cookies
- The Promise of Universal Identifiers



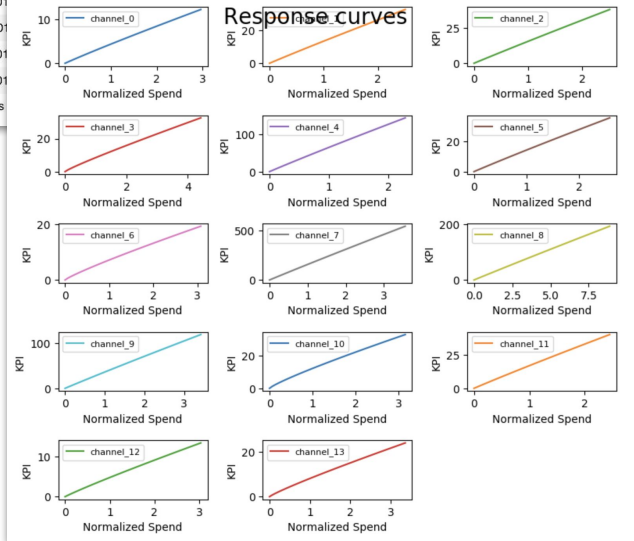
MEASUREMENT AT MILES

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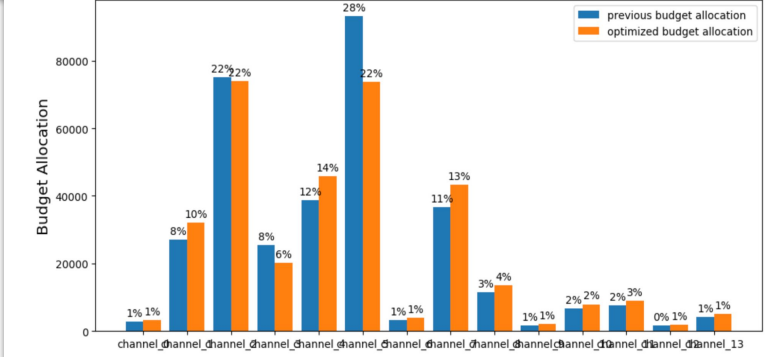
csv = '/content/drive/MyDrive/Presentations/DI_Marcom/chatt_mmm_sample_data_final.csv'
df = pd.read_csv(csv)
df
    
```

	week_start_date	mobile_display	native	social	co_op	google_search_yt	display	yt	misc	ctv	bing_search	ota	print	email	meetings	arrivals_by_week
0	2021-07-26	0.000000	3716.998651	7757.261635	1120.372265	3866.915566	6821.080925	99.057099	10713.195937	767.130767	345.418302	742.924528	684.893868	0.000000	167.242877	5186
1	2021-08-02	0.000000	3716.998651	7757.261635	1120.372265	3866.915566	7358.814510	99.057099	10713.195937	767.130767	345.418302	742.924528	684.893868	0.000000	1170.700142	4785
2	2021-08-09	0.000000	3716.998651	7757.261635	1120.372265	3866.915566	7358.814510	99.057099	10713.195937	767.130767	345.418302	742.924528	684.893868	0.000000	1170.700142	4048
3	2021-08-16	0.000000	3716.998651	7757.261635	1120.372265	3866.915566	7358.814510	99.057099	10713.195937	767.130767	345.418302	742.924528	684.893868	0.000000	1170.700142	3582
4	2021-08-23	0.000000	3716.998651	7757.261635	1120.372265	3866.915566	7358.814510	99.057099	10713.195937	767.130767	345.418302	742.924528	684.893868	0.000000	1170.700142	2756
...
179	2020-12-28	6.354197	4566.194303	9013.045956	0.000000	5044.380578	8630.637657	42.453042	2238.019682	8224.646818	280.499316	318.396226	1137.411191	7.400000	0.000000	3938
180	2021-01-04	2501.033380	8224.646818	477.881203	742.924528	1528.779116	7.400000	0.000000	3101
181	2021-01-11	2501.033380	8224.646818	477.881203	742.924528	1528.779116	7.400000	0.000000	4349
182	2021-01-18	2501.033380	8224.646818	477.881203	742.924528	1528.779116	7.400000	0.000000	3506
183	2021-01-25	2501.033380	8224.646818	477.881203	742.924528	1528.779116	6.342857	0.000000	3477

Response curves



Before and After Optimization Budget Allocation Comparison



MY APPROACH TO DATA

- Master The Fundamentals
- You Will Fail. Begin Again
- Focus On The Game, Not The Opponent

DIMENSIONS & METRICS

DIMENSIONS

Item	Category	Color	Size	Price	Transactions	Ecommerce Conversion Rate	Revenue
T-shirt	Summer20	White	Small	\$ 55.00	5	3.20%	\$ 275.00
Shorts	Summer20	Sand	Medium	\$ 63.00	3	1.50%	\$ 189.00

METRICS

MASTER THE FUNDAMENTALS

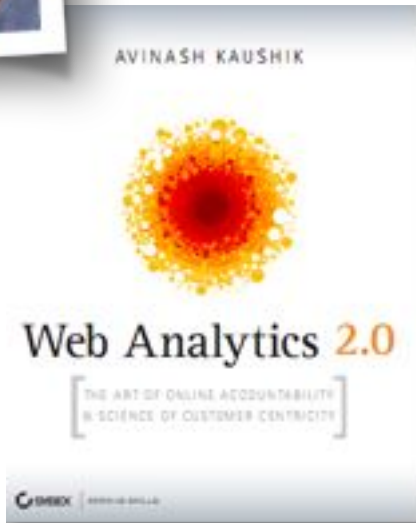
Geography



Dimension	What it is	How it's populated
City	The city from which user activity originates. For example, if someone visits your website from New York City, the text 'New York' populates the dimension.	This dimension is populated automatically.
City ID	An ID associated with the city from which user activity originated. For example, if activity originates from Seattle, the value '1027744' populates the dimension.	This dimension is populated automatically.
Continent	The continent from which user activity originated. For example, if someone visits your websites from the United States, the text 'Americas' populates the dimension.	This dimension is populated automatically.
Continent ID	The UN M49 ID associated with the continent from which user activity originated. For example, if someone visits your website from the United States, the value '019' populates the dimension.	This dimension is populated automatically.
Country	The country from which user activity originated. For example, if someone visits your website from the United States, the text 'United States' populates the dimension.	This dimension is populated automatically.

Country ID	The ISO 3166 ID associated with the country from which user activity originated. For example, if activity originates from the United States, the value 'US' populates the dimension.	This dimension is populated automatically.
Region	The geographic region from which user activity originated. For example, if someone visits your website from New York City, the text 'New York' populates the dimension. If someone visits your website from England, the text 'England' populates the dimension.	This dimension is populated automatically.
Region ID	An ID for the geographic region from which user activity originates. For example, if someone visits your website from New York City, the text 'US-NY' populates the dimension. If someone visits your website from England, the text 'GB-ENG' populates the dimension.	This dimension is populated automatically.
Subcontinent	The subcontinent from which user activity originated. For example, if someone visits your website from the United States, the text 'Northern America' populates the dimension.	This dimension is populated automatically.
Subcontinent ID	The UN M49 ID associated with the subcontinent from which user activity originates. For example, if someone visits your website from the United States, the value '021' populates the dimension.	This dimension is populated automatically.

BEGIN AGAIN



The Biggest Mistake Web Analysts Make... And How To Avoid It!

kaushik.net/avinash/biggest-web-analysts-mistake-how-to-avoid/

Avinash Kaushik

February 20, 2012



The single biggest mistake web analysts make is working without purpose.

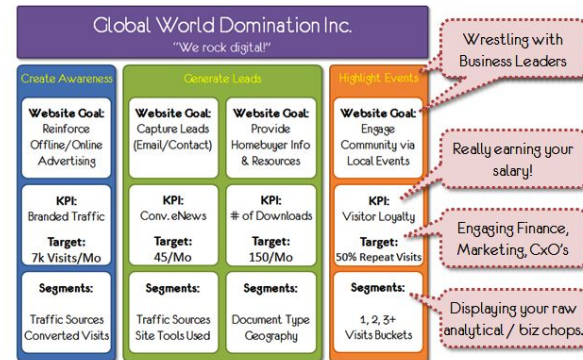
We work very hard. We torture SiteCatalyst. We send out a lot of data. Then we resend it again and again. And yet our work results in very little impact on the business in terms of action taken by company leaders.

Why this sad state? Almost always we dive into the ocean of data first. Sadder still, we don't ask questions later. We never ask questions.

No questions. No tie to what's important. No impact from the data.

Result? Our work lacks purpose. It is that simple.

My normal recommendation to address this supremely corrosive issue is to encourage each company to go through the process of creating a Digital Marketing and Measurement Model. It is a fantastic five step process that forces the engagement of key stake holders to produce a blueprint of why digital exists in a company, and what it is trying to accomplish.



FOCUS ON THE GAME, NOT THE OPPONENT



REMEMBER

- Master The Fundamentals
- You Will Fail. Begin Again
- Focus On The Game, Not The Opponent



MMGY + Zartico

APPLIED DATA STRATEGY



ZARTICO

TJ Walz

MMGY Global

10 years Travel AdTech

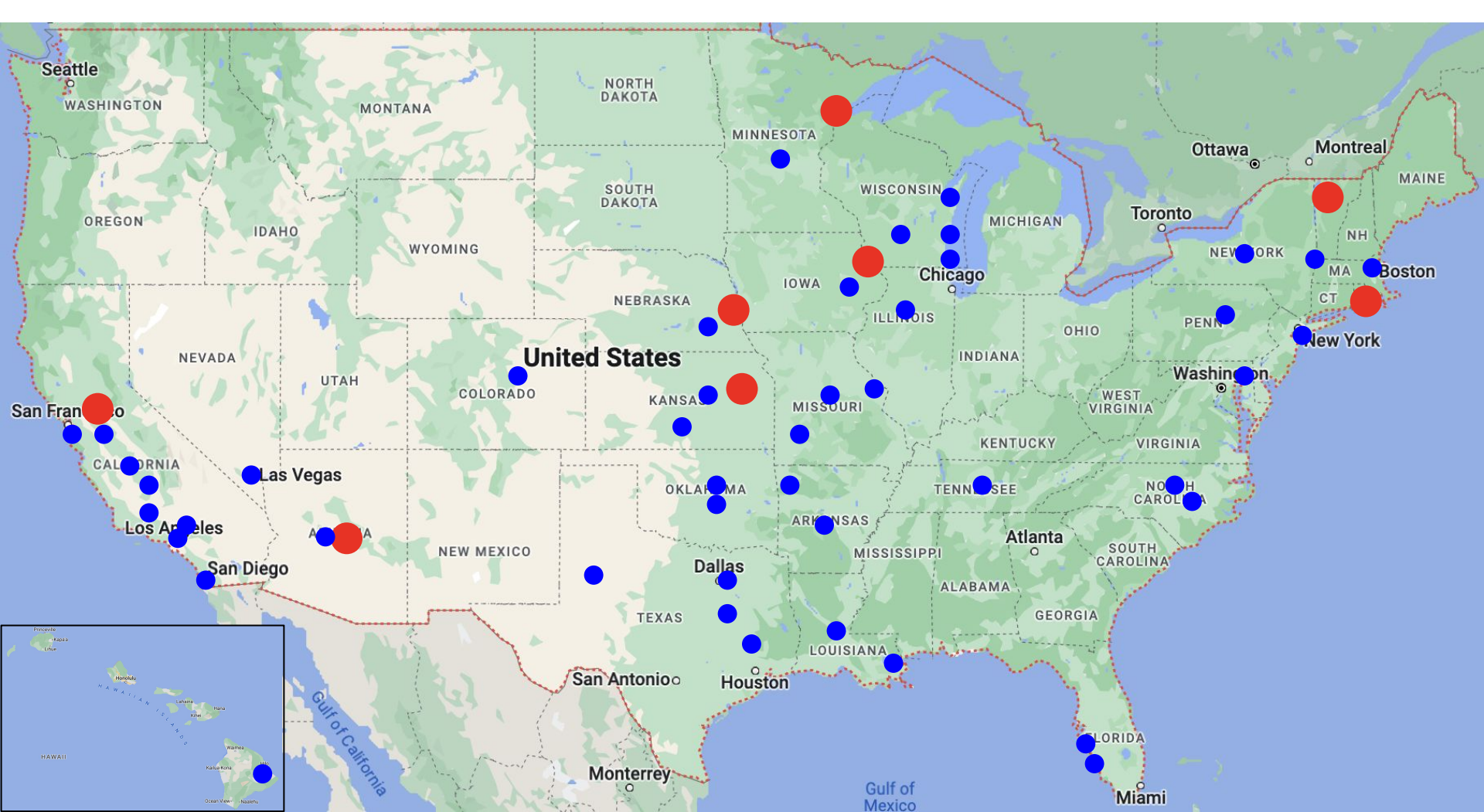
Audience Strategy, Measurement,
Reporting, and Analytics



TJ Walz

Vice President, Data Strategy & Analytics at MMGY Global





A black and white photograph of a winding elevated highway bridge over a forested valley. The bridge is supported by concrete pillars and has a metal guardrail. The road curves through the landscape, surrounded by dense trees and foliage. In the background, there are rolling hills and a cloudy sky. The text "Market Strategy" is overlaid in the center of the image in a bold, white, sans-serif font.

Market Strategy

The Importance of Market Selection

MEDIA APPLICATION

What media will I be investing in where the decision to impress someone is mostly driven by their location? OOH, Linear TV, Radio, etc?

EASE OF ACCESS

Can someone from this market reasonably get to my destination (drive/convenient flight)?

EXISTING VISITATION CONTRIBUTION

0 to 1 is hard! Continued momentum is attainable.

Is there an existing awareness among the community of my destination?
Are people there already travelling in some capacity?

PRIOR INVESTMENT PERFORMANCE

Have I had success in this market recently?

OPPORTUNITY FOR INCREMENTAL VISITATION

Does everyone in a market already know about or consider my destination?

Is there room to grow (new people or increased frequency)

Market mix is determined by many factors

- Existing origin market visitation sentiment
- Market size and proximity
- Direct lift access
- Market Visitor Value
- Conquesting opportunities
- Relative advertising costs
- Current macro & micro trends
- Past performance data
- Repeat visitation rates
- Measured online demand
- Consumer planning behavior
- Target audience concentrations
- Direct flight support needs

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Director's Brief

Date range
Last month ▾

Foundation...Generation

Foundations:...on - Visitor

Foundation...ppportunity

Guide: Your Destination

Lodging: Hotel - Monthly

Lodging: Hotel - Weekly

Lodging: Key Data

Marketing: GCM

Marketing: Paid Search

Marketing: Planning

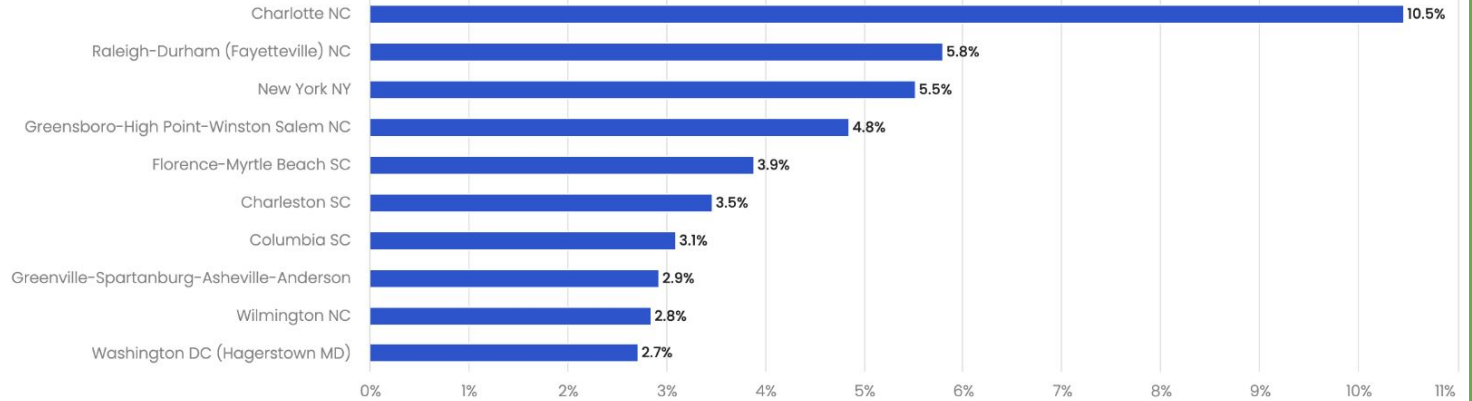
Marketing: Social Media

Marketing:...te Content

Who is visiting your destination?

Source: Near. Note: This insight shows which origin cities generate the greatest volume of visitors, which helps you understand your visitation patterns to inform your marketing and promotional efforts. Visitors are defined as devices more than 30 miles from their home and work locations. This insight displays origin market DMAs, which encompass many cities and are used in other marketing-related insights in the platform.

Top 10 Origin Markets



DASHBOARDS

Director's Brief

Foundation...Generation

Foundations:...on - Visitor

Foundation...portunity

Guide: Your Destination

Lodging: Hotel - Monthly

Lodging: Hotel - Weekly

Lodging: Key Data

Marketing: GCM

Marketing: Paid Search

Marketing: Planning

Marketing: Social Media

Marketing:...te Content

Marketing: Website Contribution

Save as new

...

Date range
Last 12 months ▾

Webcon Campaign:
All ▾

Webcon Medium:
All ▾

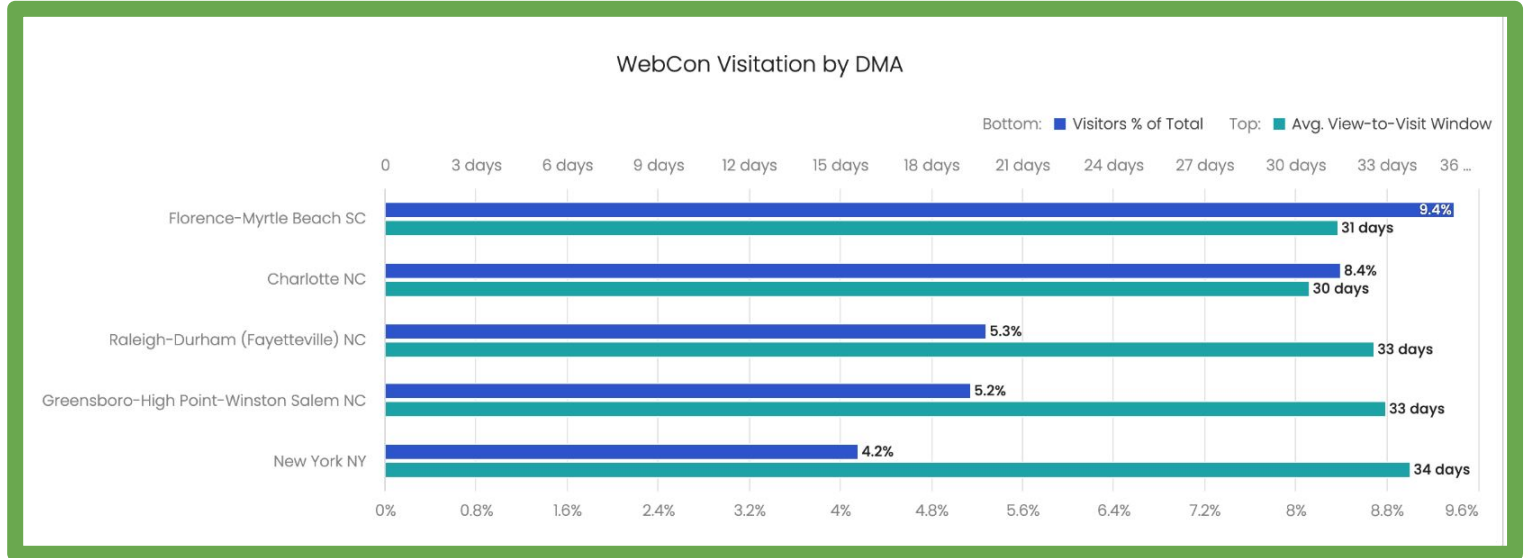
Webcon Source:
All ▾

Region:
All ▾

Visitor DMA:
All ▾

What are the top converting DMAs and how far in advance are they researching your destination before visiting?

Source: Near & Zartico. Note: Avg. View-to-Visit Window is calculated between the first observed website visit and first destination visit. The date filter above corresponds to the dates they are in your destination. The Non-US DMA and Unknown Visitor City are excluded from this insight and drill in.



DASHBOARDS

Lodging: Hotel - Monthly

Lodging: Hotel - Weekly

Lodging: Key Data

Marketing: GCM

Marketing: Paid Search

Marketing: Planning

Marketing: Social Media

Marketing: ...te Content

Marketing: ...ntribution

Trends: Future Events

Trends: Group Sales

Trends: Visa

Trends: Visitor Flow

Trends: Visitor Spending

Trends: Visa

Date range
Last 12 months ▾

Reporting Area:
All ▾

Resident Status:
All ▾

Origin Country:
All ▾

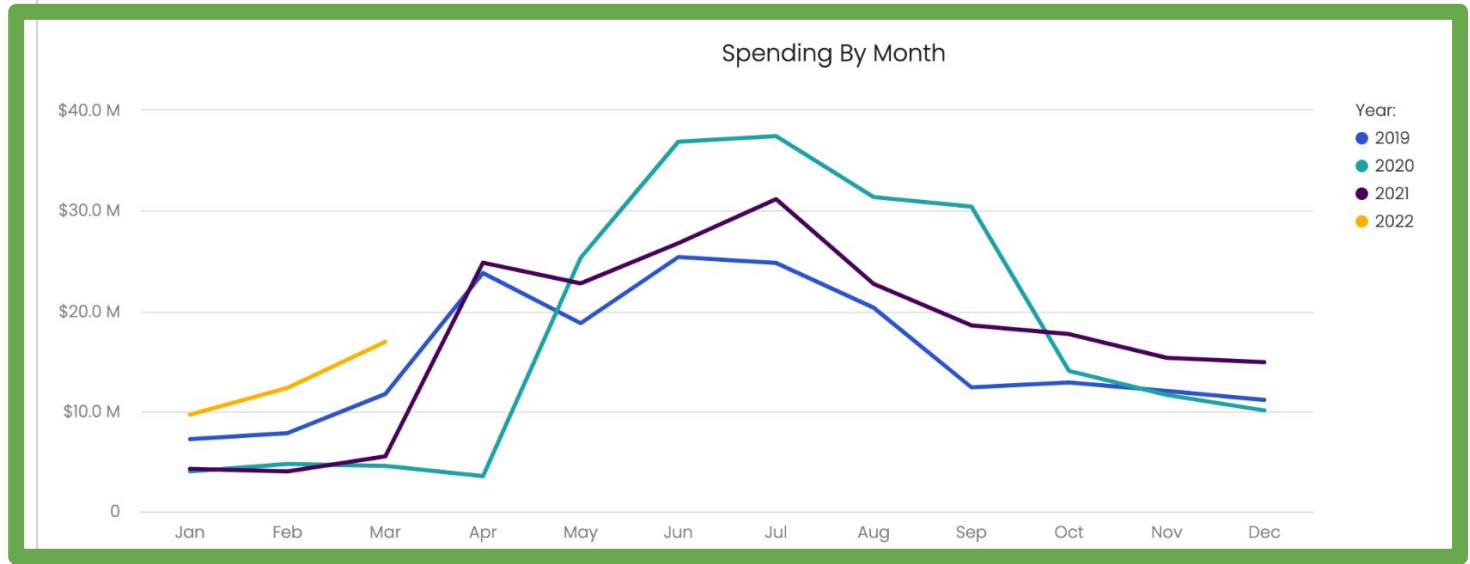
Origin State:
All ▾

Origin Cbsa:
Charlotte-Concor... (1) ▾

Market Segment Code:
All ▾

How does visitor spending vary by month and year?

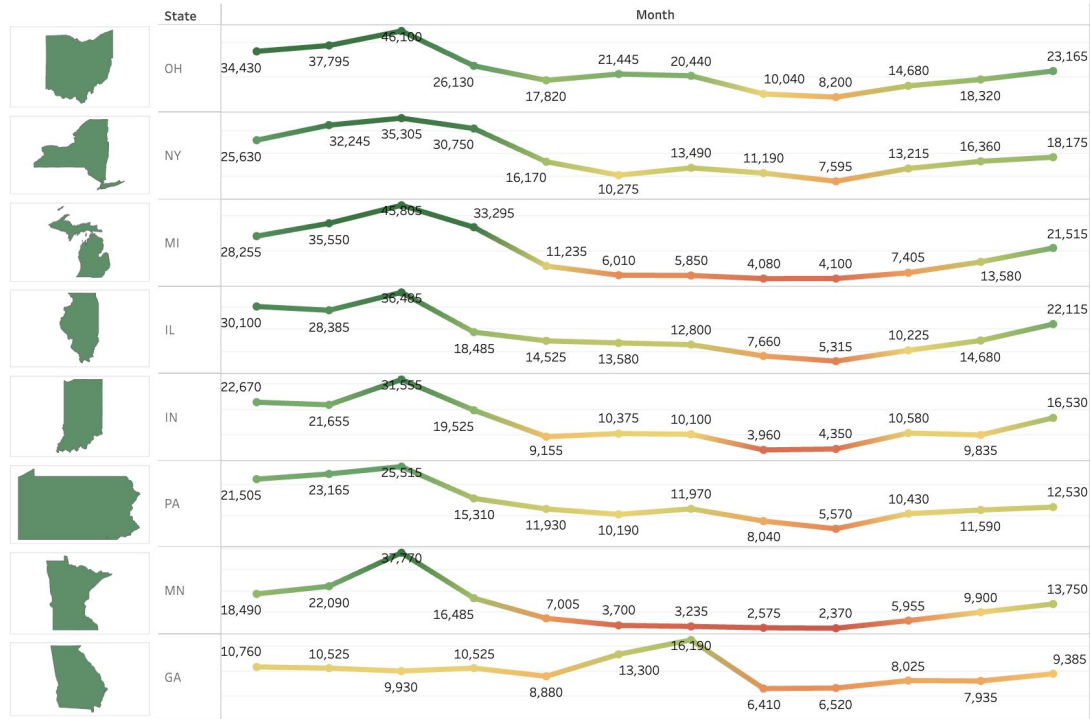
Source: Visa. Note: This chart is not configured to the Date range filter above.



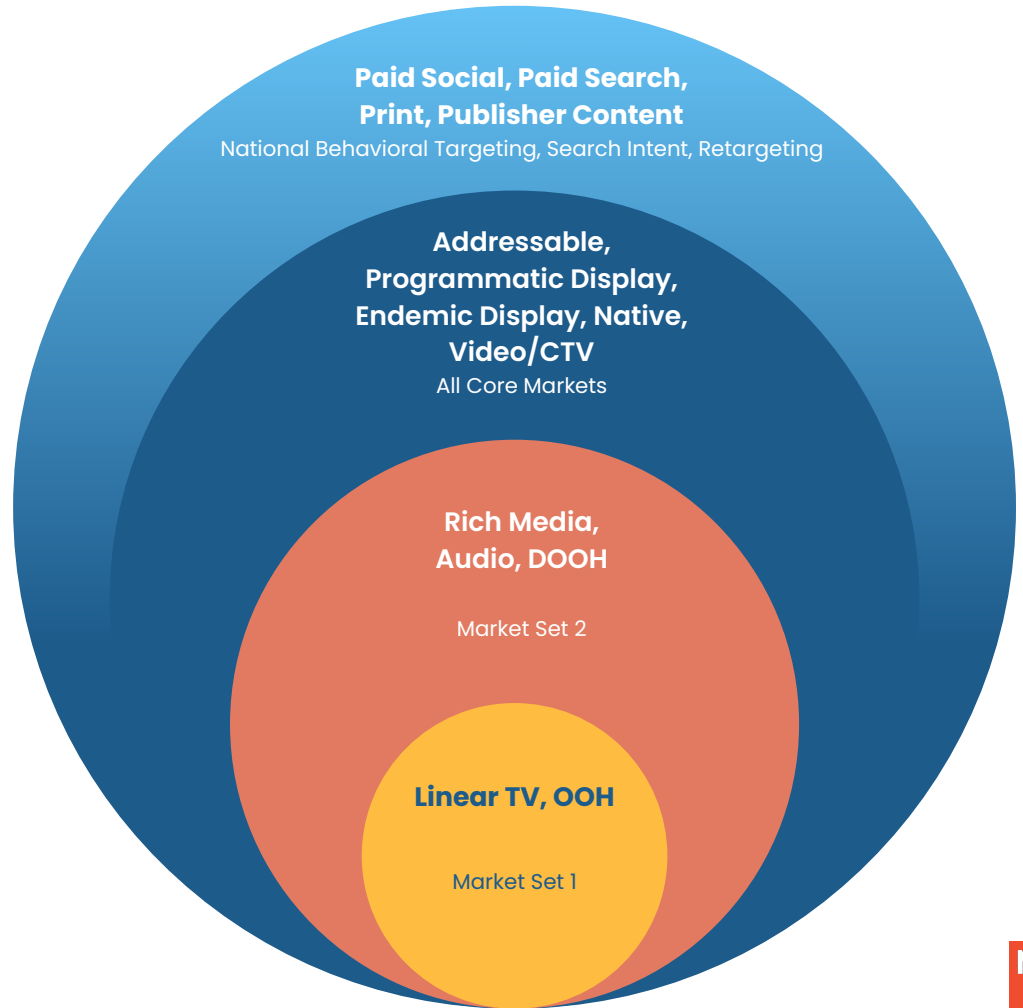
What markets are spending the most in destination?

DMA Name	Population	Total Visitors	Total \$ Spent %	Spend Index	Repeat Visitor	Total Users	New Users	Digital Efficiency	CPB
Charlotte	1.03%	640601	12.42%	1211	24.14%	145,786	134,388	\$1.05	\$95
Raleigh/Durham	1.01%	402608	7.28%	724	23.55%	99,456	92,111	\$0.76	\$75
Greensboro/High Point/Winston-Salem	0.61%	363406	6.92%	1130	19.59%	30,648	28,905	\$0.82	\$93
Greenville/Spartanburg/Asheville/Anderson	0.73%	332870	5.82%	796	15.28%	25,560	24,630	\$0.96	\$61
Columbia-Sc	0.35%	250196	4.83%	1368	33.73%	17,940	16,943	\$0.86	\$85
New York	6.44%	241866	4.37%	68	6.36%	186,733	182,989	\$1.88	\$174
Washington Dc	2.25%	278793	3.40%	151	7.75%	85,991	83,153	\$5.50	\$476
Atlanta	2.12%	159881	3.10%	146	9.03%	127,281	121,365	\$1.88	\$169
Roanoke/Lynchburg	0.38%	162092	2.19%	579	14.45%	17,225	16,332	\$1.22	\$78
Charleston-Sc	0.27%	144564	2.09%	762	37.16%	17,483	16,332	\$1.42	\$226
Boston	2.15%	72492	1.98%	92	3.16%	65,236	63,472	\$2.29	\$209
Philadelphia	2.56%	157158	1.96%	77	6.65%	83,734	81,189	\$2.03	\$148
Detroit	1.61%	59482	1.52%	94	2.82%	46,811	45,419	\$3.00	\$158
Cleveland	1.27%	146620	1.45%	115	5.74%	43,054	41,440	\$1.92	\$107
Charleston/Huntington	0.37%	118136	1.40%	384	5.19%	9,335	9,000	\$1.16	\$59
Knoxville	0.47%	74325	1.37%	295	9.79%	12,654	12,065	\$2.07	\$101
Pittsburgh	1.01%	150632	1.36%	135	5.85%	32,683	31,038	\$1.64	\$93
Richmond/Petersburg	0.50%	78340	1.32%	263	7.99%	15,865	14,976	\$1.70	\$129
Buffalo	0.53%	26204	1.21%	228	3.44%	16,246	15,667	\$2.54	\$131
Albany/Schenectady/Troy	0.47%	26564	1.20%	254	8.41%	14,659	13,795	\$2.22	\$94
Columbus-Oh	0.81%	103285	1.19%	147	5.25%	39,833	37,865	\$5.37	\$301
Augusta	0.24%	50769	1.09%	455	14.46%	9,040	8,663	\$1.46	\$128
Greenville/New Bern/Washington	0.24%	74238	1.07%	450	19.29%	11,073	10,378	\$0.85	\$46
Baltimore	0.98%	94504	1.05%	107	6.48%	41,303	39,378	\$1.77	\$140
Tri-Cities-Tn-Va	0.24%	67535	0.93%	388	5.33%	9,147	8,806	\$1.33	\$65
Norfolk/Portsmouth/Newport News	0.62%	45208	0.91%	148	7.29%	23,257	22,340	\$1.73	\$154
Chicago	2.95%	83824	0.90%	31	3.52%	98,148	93,077	\$2.87	\$215

Applying Strategy to Seasonal Investment



Applying Market Analysis to Media Investment





AdAge

**Top 20
Independent**

180+ Employees

Strong historic growth

Staff in 35 states

38 years travel expertise



310 Million.

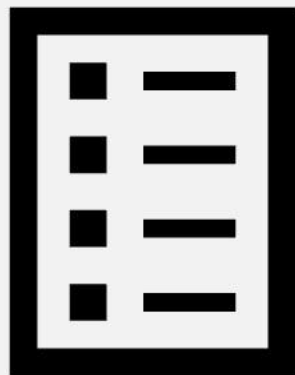
Our client tenure
is 3x the industry
average.

Data + Creativity =





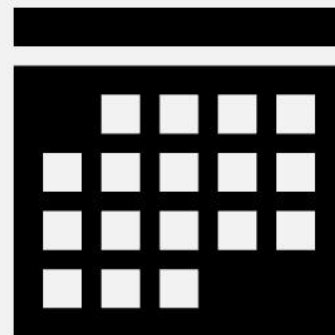




What are we trying
to accomplish?



How will we know?



When will we talk
about this?

Think Bigger.

Build a Measurement Model

- Set goals and measurable objectives
- Detail the sources of truth, how you define them and what their metrics mean to all audiences
- Design a metric to KPI map to connect the tactics to strategy
- Define your technology + visualization
- Decide on meaningful KPIs and agree on how you will track them

Establish a Process

- Choose who needs to be involved, you need stakeholders from critical business areas
- Decide when you will discuss analytics weekly, monthly, quarterly and annually
- Choose a structure for communication and discussion
- Schedule all interactions 1 year in advance

BVK Accelerator Model

Outcome	Awareness	Engagement	Affinity	Conversion
Goal	How well we create and capture <i>Share of Mind</i>	How well we facilitate <i>Sustained Interest</i>	How well we build and leverage <i>Emotional Connection</i>	How well we capture <i>Physical Demand</i>
KPIs	branded searches organic traffic lift unaided brand awareness	views clicks shares likes comments campaign-level search traffic	loyalty referrals advocacy perception associations connection	online conversion bookings arrivals foot traffic

	Discovery	Research	Commit & Plan	Book & Experience	Reminisce
Outcome	Awareness	Engagement	Affinity	Conversion	Loyalty
Goal	Drive awareness of Reno's Outdoor Recreation and Urban experience offerings.	Identify and capitalize on travel interest, placing Reno Tahoe in consideration.	Create relationship, solidify plans, encourage reservations, and share content of diverse offerings.	Drive positive visitation to Reno Tahoe and identify things to do while trip approaches.	Incentivize positive WOM, improve offerings, and encourage rebooking
Focus	Drive distinction by showing how there are not limits to the experience Reno-Tahoe can offer	Reach audience subsegments who are drawn to the unique offerings that Reno-Tahoe has.	Establish an emotional draw by showing how Reno Tahoe can offer enriching experiences beyond the normal	Encourage interested audiences to take action and maximize time in the destination.	Follow up with audiences likely to return, appealing to them with information learned.
Primary Audience	1 st time visitors and all key sub-segments	1 st time visitors Repeat visitors All key subsegments	Repeat visitors High-intent 1 st time visitors. All key sub-segments.	Repeat visitors High-intent 1 st time visitors. All key sub-segments.	All past visitors
Channels	Partnerships, Custom content, Video (CTV/Streaming), Audio, Paid Social, OOH	Video Paid Social Display/Native Paid Search	Display/Native Paid Search OTAs, Travel Digital, Retargeting	Display/Native Paid Search OTAs, Retargeting	Paid Social
KPIs	Impressions Views Listens Clicks Engagements	Impressions Views Listens Clicks Engagements Site Actions Site Conversions	Impressions Clicks Site Actions Site Conversions Visitation	Clicks Site Actions Booking Insights	Positive organic social content, Social sharing

The Problem: Failure to communicate **translate.**

Data Team

Organizational Leaders

Create

Observations



Insights

About

Tactics



Strategy

With

Precision



Direction

Get on the same page.

Analysts

BVK Accelerator
Model

Leaders

Create

Observations



Insights

About

Tactics



Strategy

With

Precision



Direction

Takeaways.

1. You are the expertise, not the tool – a highly trained guide. Act like it.
2. Have a plan.
3. Consult experts, push your agency to help you build a measurement model.
4. Hold each other accountable when you talk about analytics – iterate!
5. Sign up to learn more:
BVK.com/Travel-Analytics

RELIC

Zartico // Relic



May 4, 2023

Agency Overview



Agency Intro



Relic is a tourism-focused, full-service marketing and advertising firm that acts as a strategic extension of clients' marketing teams, delivering tailored solutions and measurable results.

As a specialist in the tourism sector, Relic Agency offers a comprehensive suite of services, including strategy, creative, media, and analytics.

With a **data-driven approach**, award-winning creative, and a passion for the industry, Relic ensures that marketing efforts not only resonate with target audiences but also translate into tangible outcomes.

Office Info

Provo, UT

290 N University Ave
Provo, UT 84601
801.692.7345

relicagency.com

Contact Info

Ryan Jones

[Director of Digital Marketing](#)

801.560.0810
ryan@relicagency.com

What Sets Relic Apart?

We Know Tourism

We know tourism marketing. With over 10 years' experience working with other DMOs across the country, we feel uniquely positioned to assist in the creation of a brand and marketing strategies for our DMO clients.

We've Done This Before

Having served a broad spectrum of tourism clients, we know where to begin in understanding each destination's target audiences, value propositions, and messaging. We know how to determine which tactics foster growth in overall visitation and revenue.

RELIC

Objective

Objective

Using New KPIs to Hold Agencies Accountable

Relic Agency uses Zartico's ZDOS analytics system to:

- **Plan media buying and make targeting decisions**
- **Track new KPIs**
- **Produce data-driven results to improve our DMO partners' success**
- **Assist in storytelling to their stakeholders**

Our objective is to provide insights on how DMOs can hold their agencies accountable with Zartico data, enabling them to make informed marketing decisions that drive economic impact and enhance the visitor experience.

These are the questions you need to be asking agency partners in reporting

Planning in the ZDOS



What metrics are we using in planning?

KPIs Relic uses in planning

- **Top Origin Markets by Spend**
 - Who is driving the most economic impact? Are there DMA's we are not considering?
- **Market Index**
 - How can we uncover opportunity markets? Who is most likely to make an impact? Who is most important to reach? Within those DMA's, are there outlier cities that we include/exclude?
- **Visitor Spending Profile**
 - Where are visitors spending money? How do we embrace that in our campaigns? Is there an area where we aren't highlighting enough?
- **Visitation % by POI Category**
 - Where are visitors going, and how can we use this to market to future visitors? Are we highlighting these areas in creative assets? In writing?
- **Seasonal Visitation**
 - When are people visiting your DMO? For clients on a limited budget - when are the most important times to increase spending? Is there a shoulder season we need to focus on?

Reporting in the ZDOS

What metrics are we using in reporting?


KPIs Relic uses in reporting

- **Visitor Economy Index and Occupancy metrics**
 - How is our destination performing? What benefit are stakeholders receiving from our efforts?
- **Planning: Share of visitation, visitor spend and web sessions**
 - From the key markets that we have identified, are we seeing actual change in year over year visitation?
- **Visitor Spending: Average spend reports, share of spend from visitation, L&H Reporting**
 - What is our impact on the economy? How does our efforts impact job creation or restaurant spending?
- **Visitor to Resident Ratio**
 - Where have we increased our visitor-to-resident ratio? What specific POI's are impacted?
- **Baselines and Benchmarks**
 - How are we improving against ourselves? How are we improving against other DMO's?

Holding agencies accountable

How DMOs can hold their agencies accountable with Zartico data

- DMOs should expect their agency to utilize multiple data insights, beyond just website visitors, to gain a comprehensive data set used in visitor targeting.
- Reporting goes beyond standard metrics like impressions and clicks, DMOs should focus on resident sentiments, economic impact reporting, and expanding their thinking beyond their traditional target markets.
- Agencies should be able to traffic real footfall and assist DMOs in effectively communicating this information to their stakeholders.
- DMOs need to develop data literacy skills to hold their agencies accountable. Zartico's ZDOS analytics system is the tool that enables DMOs to better understand the data and insights that drive marketing decisions, leading to improved results and increased economic impact.



Audience Q&A