



HOW DO WE CALCULATE THE ROI OF OUR CONTENT MARKETING PROGRAM?

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HOW CAN STATES MEASURE ROI?

- Broad ad-effectiveness
 - > SMARI
- Track bookings
 - > Adara/Sojern

OUR KPI:
HELPING TRAVELERS FALL IN LOVE
WITH UTAH

ENGAGEMENT AS A PROXY MEASUREMENT FOR INTEREST

COST PER MINUTE OF ENGAGEMENT (CPMOE)

CPMOE HELPS AVOID COMMON AD PROBLEMS

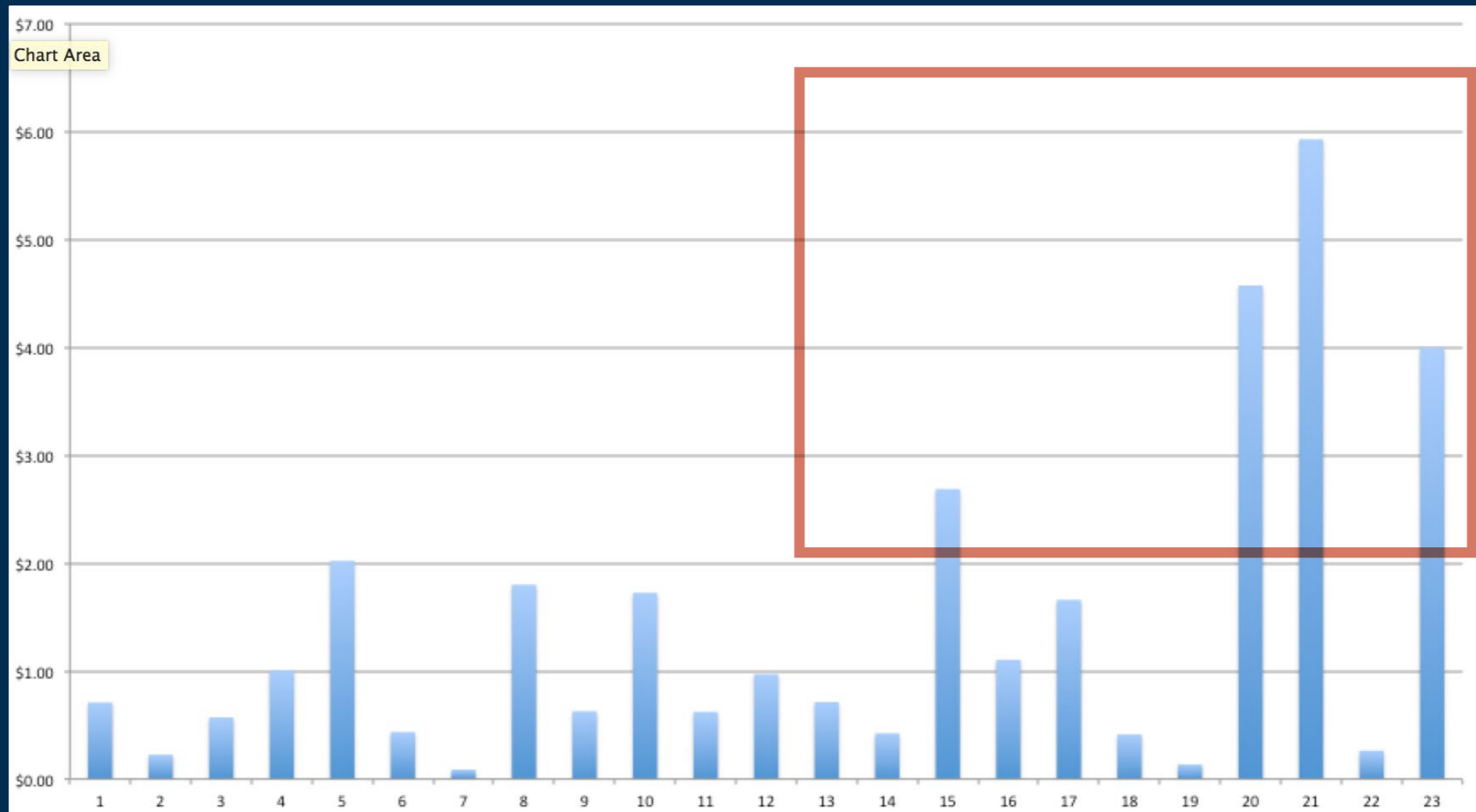
- Viewability
- Click-fraud
- Ad-blocking
- Poor user experience
- Accidental clicks

$$\text{ad costs} / (\text{sum visits} * \text{avg. visit duration-min}) \\ = \text{CPMOE}$$

EXAMPLE:

$$\$40,000 / 5,000 * 2:00 = \$4 \text{ CPMOE}$$

PRE-ROLL VENDORS



POST IMPRESSION & PRE-ROLL DATA?

Currently, post impression weighted at 50%

Pre-roll calculated with ad-watch time

$$\begin{aligned} & \text{ad costs} / (\text{sum visits} * \text{avg. visit duration-min}) \\ & + \\ & (\text{post impression} * \text{organic visit duration} * .5) \\ & = \text{CPMOE} \end{aligned}$$

CPMOE CAN BE BROKEN INTO COMPONENT PARTS

- Media buy
- Creative
- Landing page

EVALUATE BY TYPE OF AD

media buy

pre-roll

native

programmatic

display

verticals

EVALUATE BY AD CONTENT

media buy

pre-roll

native

programmatic

display

verticals

creative

A

B

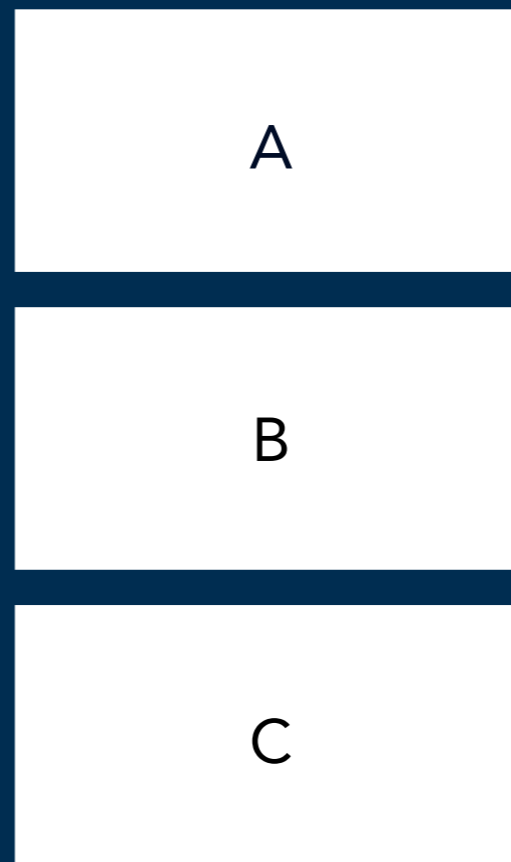
C

EVALUATE BY LANDING PAGE

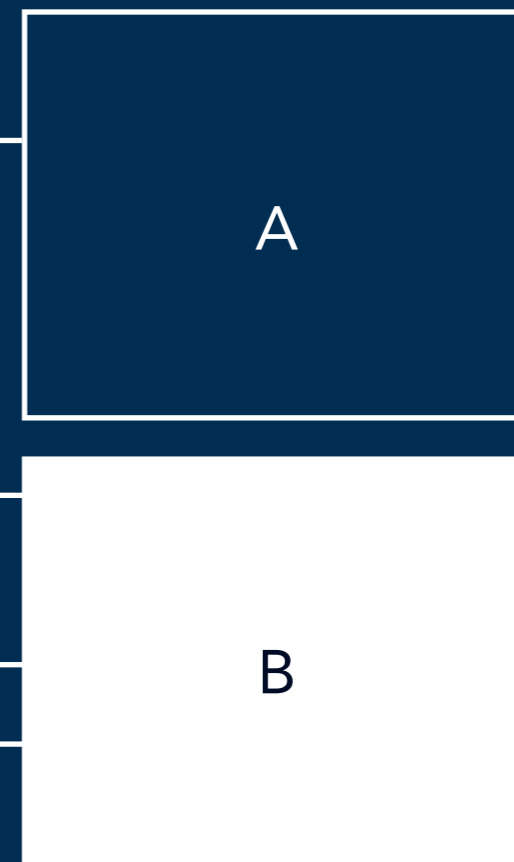
media buy



creative



landing page



CONTENT IS CENTRAL TO THIS EFFORT

- Landing pages
- Organic/Paid search
- Social media
- Email Newsletters

“PROVE” CONTENT EFFECTIVENESS BEFORE PUTTING PAID DOLLARS BEHIND IT

- 30 days organic + email
- Social ads
- Better understand how content resonates with specific audiences

CONTENT ROI

Production cost + promotion cost / (sum visits * avg visit duration-min)

CHALLENGES/NEXT STEPS

- Avoid over-optimization
- Maintain top-funnel awareness
- Automate data collection & reporting

LIFE
UTAH
ELEVATED®

THANK YOU

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