



Texas City
ECONOMIC DEVELOPMENT CORPORATION

AJR
media group



**2023
END OF CAMPAIGN REPORT**

CAMPAIGN HIGHLIGHTS

286,561

Impressions
Delivered



5,247

Clicks



2,078

Engagements



1.83%

CTR



CHANNEL SUMMARY



- ❑ Your campaign ran from 4.1.23 – 9.30.23, with 6 months of Search and 3 months of LinkedIn across 2 separate flights.
- ❑ Your flights drove nearly 300,000 impressions and more than 5,000 clicks.
- ❑ Your Search flight was the overall higher performer with an almost 7.00% CTR.

Channel	Impressions	Clicks	Engagements	CTR
Search	46,767	3,173		6.78%
LinkedIn	239,794	2,074	2,078	0.86%
Totals:	286,561	5,247	2,078	1.83%



SEARCH

SEARCH - OVERVIEW



- ❑ Your Search CPC came in at \$1.59, 21% below the high-end of the benchmark CPC of \$1.50 - \$2.00. High competition for the word "Texas" makes Search slightly more expensive for you than some other locations in Texas, but through optimization and across targeting and keywords, we were able to maintain a CPC within the benchmark range and drive some great interaction across prospecting keyword phrases like Texas Growing Economy and Small Business Texas.
- ❑ Your highest performing longtail keywords were Interesting Places to Go in Texas, Things to Do in Texas City TX and Texas City Economic Development .
- ❑ Your ads focused on 6th Street drove the most impressions and total clicks.

Impressions	Clicks	CTR	Avg. CPC
46,767	3,173	6.78%	\$1.59

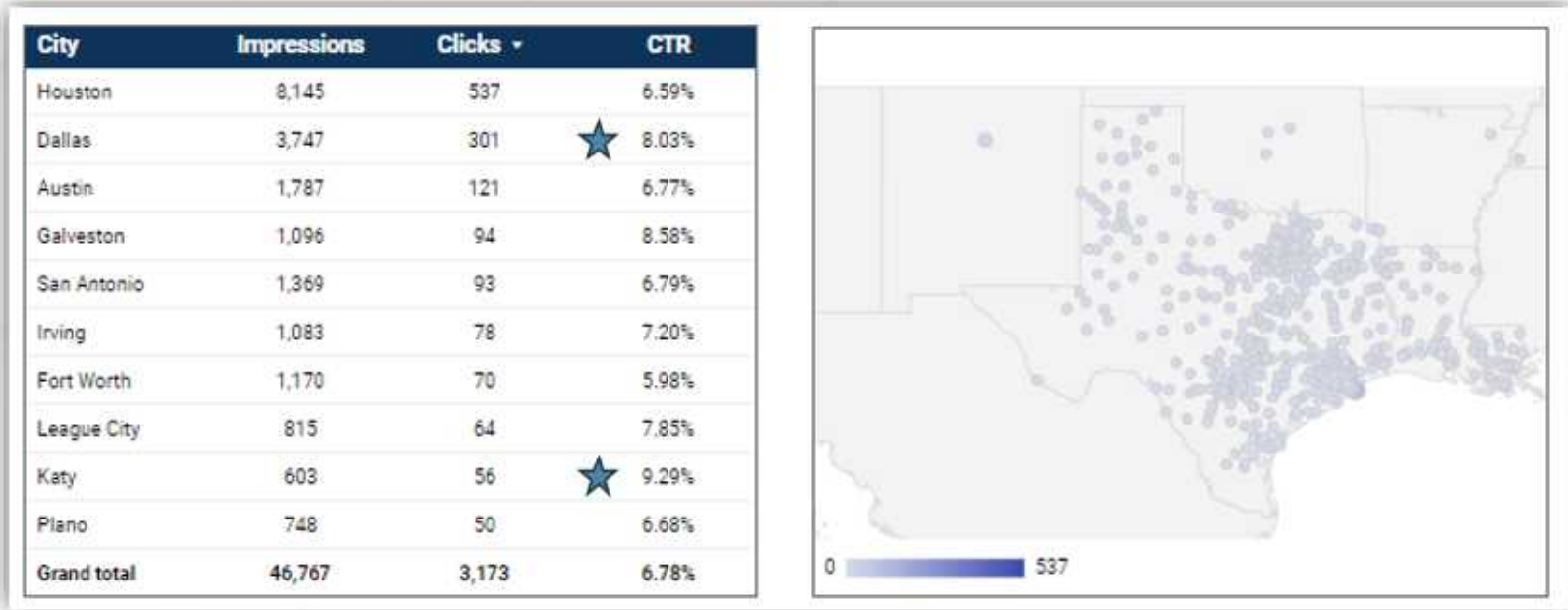
Ad	Impressions	Clicks	CTR	Avg. CPC
Focus on 6th Street	41,335	2,916	7.05%	\$1.60
Business	1,791	85	4.75%	\$1.50
Benefits	3,641	172	4.72%	\$1.43
Grand total	46,767	3,173	6.78%	\$1.59

SEARCH – Top Performing Keywords by Clicks

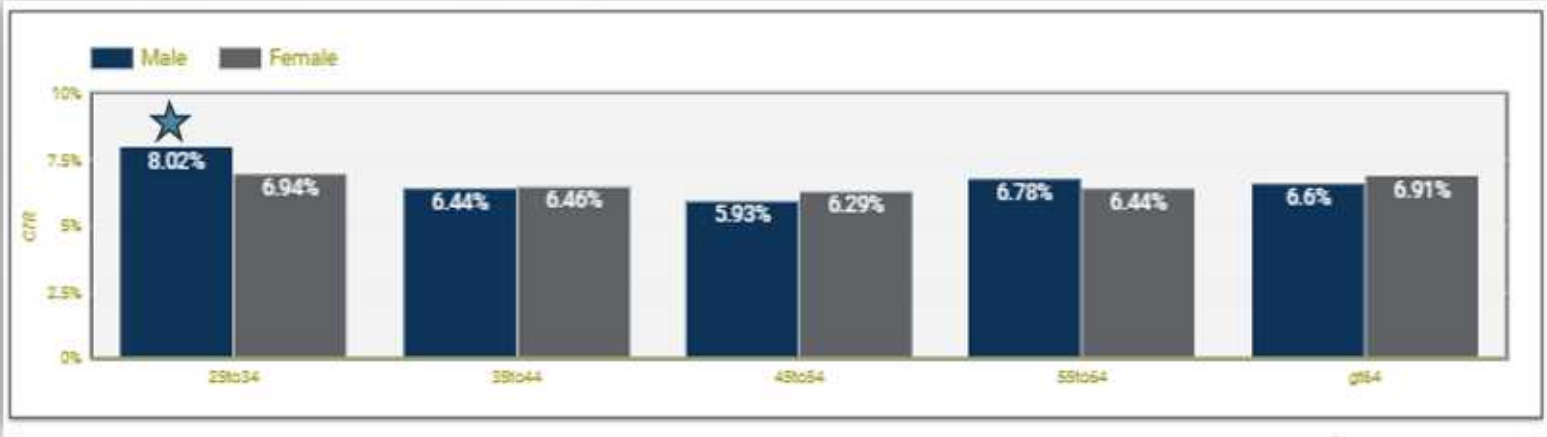


Ad Group/Strategy	Search keyword	Impressions	Clicks	CTR
Focus on 6th Street	things to do in texas	13,082	874	6.68%
Focus on 6th Street	texas city	9,283	703	7.57%
Focus on 6th Street	texas destinations	4,939	376	7.61%
Focus on 6th Street	where to go in texas	3,030	223	7.36%
Focus on 6th Street	places to visit in texas	2,261	161	7.12%
Focus on 6th Street	texas things to do	2,287	156	6.82%
Focus on 6th Street	texas city texas	1,469	82	5.58%
Benefits	Texas	1,132	66	5.73%
Benefits	Texas City	1,736	66	3.80%
Focus on 6th Street	best spots in texas	977	64	6.55%
Focus on 6th Street	top destinations in texas	855	58	6.78%
Focus on 6th Street	places to visit near me	841	55	6.54%
Focus on 6th Street	best places to visit in texas	463	37	7.99%
Focus on 6th Street	live in texas city	594	30	5.05%
Business	Texas Growing economy	579	27	4.66%
Business	Texas Small business	522	25	4.79%
Benefits	business in texas city	465	24	5.16%
Business	Texas	489	20	4.09%
Focus on 6th Street	places to visit in texas with kids	156	13	8.33%
Focus on 6th Street	interesting places to go in texas	107	12	11.21%
Focus on 6th Street	things to do in texas city tx	55	11	20.00%
Benefits	texas city Economic Development	115	11	9.57%
Focus on 6th Street	places to visit in texas for couples	163	10	6.13%
Focus on 6th Street	fun cities to visit in texas	254	10	3.94%
	Grand total	46,767	3,173	6.78%

SEARCH – Top Performing Cities by Clicks




SEARCH – Age/Gender Performance



SEARCH – Creative Performance by CTR

Business - 4.75% CTR

Sponsored


 www.texascityedc.com/

Join our Business Community | Bring Your Business Here

Discover the Benefits of Texas City for Your Business. We'll Work with You! Texas City: A Forward-Thinking Community with a Growing Economy.

Benefits - 4.72% CTR

Sponsored

 www.texascityedc.com/benefits


Texas City | REAL Incentives | SMB Incentives | Texas City

Bring your business to Texas City – We'll Work with You. From Workforce to Incentives, Texas City Works for Your Business!

6th Street - 7.05% CTR



Sponsored

 Business name
www.texascityedc.com/downtown/6thstreet

Local Incentives | Texas City | Business Resources | TX City

Texas City – A Forward-Thinking Community Perfect for Shops and Restaurants. Grow Your Business in Texas City – 6th Street is ready for you!



LinkedIn – Sponsored Content

LinkedIn- Overview

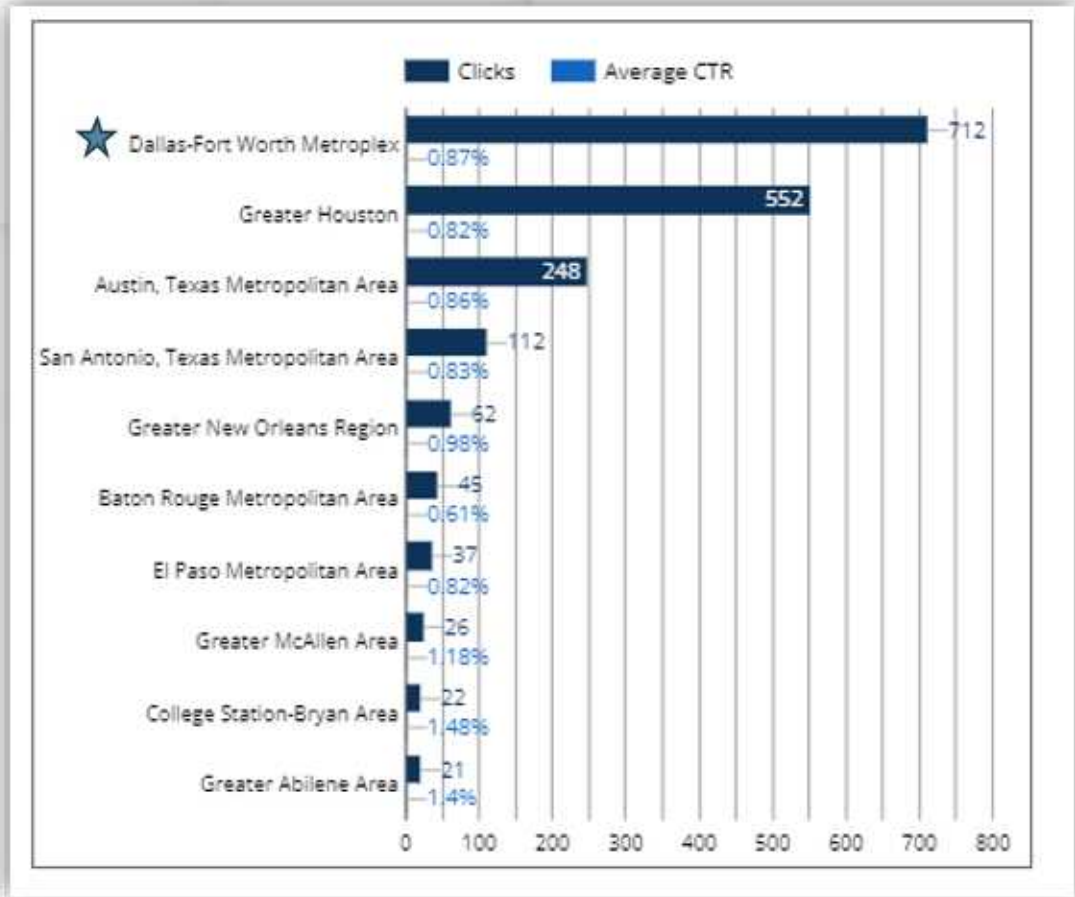


- ❑ At .86% CTR, your Sponsored Content ads came in nearly 100% over the .44% benchmark for LinkedIn CTR across all industries. This is exceptional performance, especially as compared to other destinations in Texas.
- ❑ While your May-June flight had a slightly higher CTR, the later Summer flight from July – Aug saw more impressions (greater reach & exposure) and more clicks overall.
- ❑ Your performance shows a high level of interest among the targeted audiences and value in your offering.

Impressions	Clicks to Landing Page	Average CTR	Total Engagement	Likes	Reactions
239,794	2,074	0.86%	2,078	2	2

Campaign Name	Impressions	Clicks to Landing Page	Average CTR ▾
Sponsored Content_May 1-June 15, 2023	83,523	795	0.95%
Sponsored Content_July 1-Aug 15, 2023	156,271	1,279	0.82%

LinkedIn— Top Performing Metros by CTR



LinkedIn – Member Demos by CTR



Job Function	Impressions	Average CTR
Research	2,487	★ 1.25%
Customer Success and Support	6,331	1.06%
Community and Social Services	7,351	1.03%
Media and Communication	12,402	1.02%
Program and Project Management	2,960	1.01%
Marketing	13,960	0.99%
Entrepreneurship	9,644	0.97%
Arts and Design	13,503	0.97%
Engineering	7,402	0.95%
Grand total	239,794	0.86%

Company Size	Impressions	Average CTR
501-1,000	3,738	★ 1.15%
10,001+	20,798	1%
1,001-5,000	16,959	0.94%
2-10	59,284	0.85%
51-200	27,475	0.84%
Grand total	239,794	0.86%

Industry	Impressions	Average CTR
Philanthropic Fundraising Services	304	★ 2.3%
Wholesale Hardware, Plumbing, Heating Equipment	264	2.27%
Education	559	1.79%
Events Services	898	1.78%
Fundraising	170	1.76%
Appliances, Electrical, and Electronics Manufacturing	968	1.76%
Specialty Trade Contractors	2,364	1.69%
Wholesale Computer Equipment	630	1.59%
Military and International Affairs	714	1.54%
Travel Arrangements	728	1.51%
Artists and Writers	274	1.46%
Wholesale Import and Export	275	1.45%
Entertainment Providers	1,295	1.39%
Funds and Trusts	1,365	1.32%
Food and Beverage Services	3,281	1.31%
Capital Markets	5,867	1.23%
Grand total	239,794	0.86%

LinkedIn – Creative Performance

LINKEDIN SPONSORED CONTENT CREATIVE
May 1-June 15, 2023
0.95% CTR



185 website visits



304 website visits



306 website visits



LINKEDIN SPONSORED CONTENT CREATIVE July 1-Aug 15, 2023 0.82% CTR



465 website visits



371 website visits



443 website visits

