



Wickenburg Final Reporting FY25

Executive Summary

Across Google, Meta, and Search platforms, our paid media campaigns have driven strong performance in key U.S. and international markets, with several placements exceeding industry benchmarks.

Domestic campaigns across Google and Meta out-performed benchmarks and delivered strong efficiency. Canada was a steady international performer, with CTRs aligning closely with Madden's benchmarks. The Mexico search campaign had a CTR just above the benchmark floor. However, high CPCs limited the performance.

- **Google Prospecting and Responsive campaigns** (Flight: 2/3/25 - 6/30/25)

Overall Impression Goal: 2,700,000 / Delivered 2,990,618

- Geos: Los Angeles (100 mi), Las Vegas, Tucson, Flagstaff (100 mi), Boise
- Performance: have brought in a solid 72,894 clicks from 2.99 million impressions, which is a 2.44% click-through rate and well above our Madden/Tourism Industry benchmark of 1.13%

- **Meta Prospecting**

Overall Click Goal: 9,498 / Delivered 28,910

- **Canada** (Flight Dates: 2/3/25 - 3/31/25)
- Geos: Vancouver, Calgary, Edmonton and Kelowna
- Performance: 759,715 impressions, 8,837 clicks, CTR 1.16% (our benchmark for Meta is 1.17% so very much in line with our expectations.)
- **Domestic** (Flight Dates: 2/3/25 - 5/31/25)
- Phoenix (Prescott) (DMA), San Diego (DMA), Las Vegas (DMA)
- Performance: 659,582 Impressions, 20,073 clicks, CTR 3.04% (performing well above our CTR benchmark of 1.17%)

- **Google Search campaigns** (Flight Dates: 1/3/25-6/30/25)

Overall Click Goal: 14,962 / Delivered 15,837

- **US + select Canadian cities (Vancouver, Calgary, Edmonton, Kelowna)**
- North American Performance: 15,233 clicks from 218,325 impressions, resulting in a CTR of 6.98% (Benchmarks for SEM vary but the low end is 4.65% to a higher average of 8.54%)
- **Frankfurt, Germany** (Flight Dates: 1/3/25 - 2/27/25)
- Performance was struggling to gain enough impressions and garner clicks. We ended the flight after 2 months. Final numbers for Germany during the 2 month period were 184 total clicks and 3,243 impressions. CTR was 5.67% which doesn't, however, the cost per click was extremely high and we determined the remaining funds could be better utilized in another international market.
- **Mexico City** (Flight: 5/1/25 - 6/30/25)
- **Cancun, Guadalajara, Mexico City, and San Jose del Cabo**
- Performance: 420 clicks from 9,021 impressions, resulting in a CTR of 4.66%
- (Benchmarks for SEM vary, but the low end is 4.65% to a higher average of 8.54%) This campaign struggled to meet our click goal because of a higher CPC due to international targeting. However, Mexico City garnered more than 2x the clicks, when compared to the initial Frankfurt audience.