Draft for Review

Executive Summary of the Final Report to Warren County: Winters Dream 2023-2024

as a new Northeastern destination for wintertime fun and helped foster the development of a 12-month hospitality season. short-term rentals in Warren County. It generated millions of dollars in earned media, helped establish the Lake George region In its inaugural year, the Winters Dream attraction had a significant positive effect on hotel occupancy and revenue and on

committed to continuing to repay Warren County its full investment in Winters Dream so that future attractions and projects another worthy event or attraction that will help encourage visitors to discover all that Warren County has to offer. We remain appropriated to this project. We are confident that the Warren County Tourism Department and county supervisors will find the Warren County Coalition is pleased to return to Warren County \$50,000 in unused occupancy tax funds that had been have the same initial "seed money" boost that made Winters Dream possible. With this final 2023-2024 report to the Warren County Tourism and Occupancy Tax Committee and the Board of Supervisors

spending. It uses the Amadeus data platform which provides advanced data analysis for the travel industry. accounted for 7 percent of total visitor spending; Capital Region customers for about 6 percent; Syracuse, Boston and principal customers, Baby Boomers and Gen Xers, 43 to 77 years of age. They came from the Saratoga/Capital District region, itself operated regardless of the weather, but successive rainy nights were uncomfortable for many visitors, especially our Winters Dream had 28,000 visitors and nearly 26,000 paid admissions, despite rain throughout its early weeks. The attraction based destination data company. Zartico analyzes credit card and cell phone activity to track visitor travel patterns and Philadelphia area customers each contributed about 5 percent. These data are provided by Zartico, the Salt Lake City, Utah-York City residents accounted for 30 percent of visitor expenditures. Burlington, Plattsburgh and Watertown area visitors the suburbs of New York City and the city itself, northern New Jersey, Connecticut, and the Rochester and Buffalo areas. New

spent an average of \$349 on accommodations, \$87 on meals and \$135 in retail purchases. half at grocery stores), 29 percent on lodging, 14 percent on gas stations, 12 percent on retail, and 4.2 on attractions. Visitors Thirty-five percent of total visitor spending was on meals (25% of that in local restaurants and fast-food operations, and about

Visitors rated the show 8 or 9 out of 10. December and, after some visitor-suggested improvements, Winters Dream had a guest satisfaction rating of 95.9 percent. And our visitors had fun: 93% reported they enjoyed the Winters Dream show during its early weeks in November and

occupancy tax from all short-term rentals. outpacing hotel average daily rates at \$128. This underscores the importance of Warren County's ongoing efforts to collect year. Notably, short-term rental occupancy was at 13 percent. The average daily rate for short-term rentals was \$313, Hotel occupancy in Warren County was 43 percent during Winters Dream, a 10% improvement over occupancy the previous

also checked out accommodations, educational facilities, and other local events. to Johnsburg (8%) and Bolton (6%). While in the area, visitors attended religious sites at four times the rate of other sites, but While in town for Winters Dream, 42 percent of our customers also visited Queensbury and Glens Falls, with others traveling

on-line marketing and advertising; and Christian Dutcher, whose Americade operation managed the event on a day-to-day appears that the expenses were greater than the revenues in this start-up year, owing to the major investments needed to basis. Fort William Henry also invested about \$800,000 of its own funds in improvements to the Fort necessary to host Winters invoices: the Fort William Henry Corp., which hosted Winters Dream at its historic fortress; Mannix Marketing, which handled Coalition, a not-for profit organization created to oversee the operation. While a final financial report is still being prepared, it launch the attraction. These costs were absorbed primarily by three businesses that agreed to forego payment of their The Winters Dream experience was created by Moment Factory of Montreal. It was sponsored locally by the Warren County

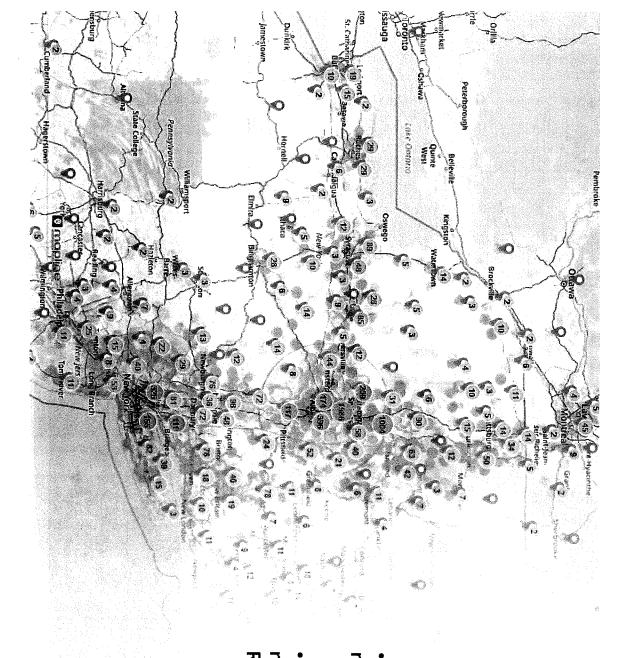
opening date during the Thanksgiving weekend With the support of Moment Factory, an enhanced Winters Dream will return in 2024, kicking off the holiday season with an

FINAL REPORT



We will continue to build a new brand for Warren County:

Wintertime Destination Lake George is a



- A vast reach to top feeder markets and their submarkets
- Strong growth in our emerging market of Buffalo, Syracuse, Rochester, & Utica



26,031 Admission Tickets Sold

Global satisfaction

Average grade

Global satisfaction

December 8th thru March 9th

Satisfied

(A) (A) (水

1098 perscipents have an average score greater than or equal to greater than or equal to

418 participants have an average score greater than or equal to 5/10

February 1st thru March 9th

After show enhancements

Dissatisfied

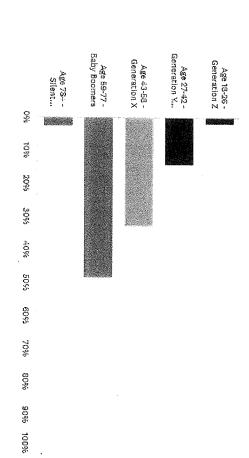
83 participents have an everage score of less than 5/10

4 宏

18 perticipants have an everage score of less then 6/10

What age group are you in?

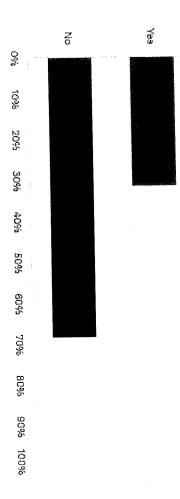
Answered: 965 Skipped: 7



	Age 78+ - Silent Generation 2.49%	TOTAL
316 438 24	2.49%	

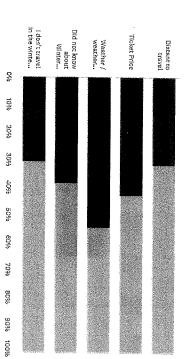
Did you attend the new Lake George winter attraction Winter's Dream?

Answered: 967 Skipped: 5



ANSWER CHOICES	▼ RESPONSES
	31.64%
TES	the section of the extra decreasing and this contract is a section of the extract
A LEVAL COMPANIENT TO THE COMPANIENT CONTROL OF AN ARCHITECTUM COMPANIENT COM	68,36%
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Answered: 694 Skipped: 279 Were there specific factors that influenced your decision not to attend?



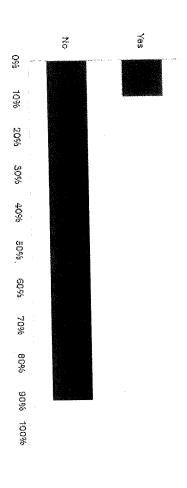
Somewhat L. Mi Had no infl...

	•	•	•	4	4
	Distant to travel	Ticket Price	Weather / weather forecast	Did not know about Winter's Dream	I don't travel in the winter mosths.
•		į			
DEFINITELY INFLUENCED MY DECISION.	13.50% 84	17.50% 103	25.67% 162	24,04% 351	8.46% 52
m = (A					
SOMEWHAT PICTURED MY PECSION	18.49% 115	25.45% 157	29.00% 183	14,49% 91	22.28% 137
HAD NO INFLUENCE ON MY DECISION TO ATTEND WINTER'S DREAM	68.01% 423	57.05% 352	45,32% 286	61.46% 386	69.27% 426
TOTAL •	622	617	93	6 28	නි සි
WEIGHTED AVERAGE	1.46	1.60	1.80	1.63	1.39
`					

LAKE GEORGE

Did you attend Winter's Realm (with ice skating), the other Lake George winter attraction, next door?

Answered: 764 Skipped: 208

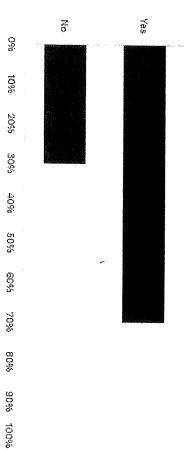




Winter's Dream

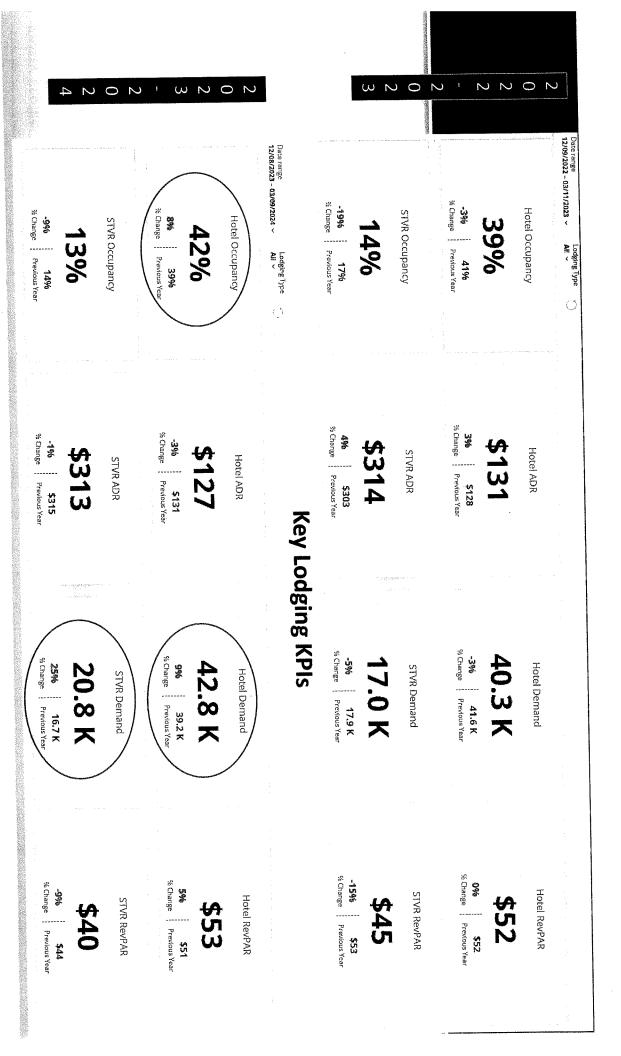
Do you typically travel for leisure during the winter months?

Answered: 784 Skipped: 188



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TOTAL	Z,	♦ ¥es	NSWER CHOICES
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	<u>پ</u>	ූ	* 20
	30.10%	69,90%	ESPON
			ISES

784	236	64 64 68	
176			



Visitor Profile

2022-2023

Source: Zartico Spend Data Better understand the demographics of visitors including age, income and children in the household

% Cardholders - 25-54

58%

% Cardholders - \$100K+

39%

% Cardholders Children in Household

54%

Key Lodging KPIs

Visitor Profile

Date range 12/08/2023 - 03/09/2024 ~

County All v

2023-2024

Source: Zartico Spend Data Better understand the demographics of visitors including age, income and children in the household

% Cardholders - \$100K+

% Cardholders - 25-54

54%

% Cardholders Children in Household

53%

Visitor Profile

Date range County 12/09/2022 - 03/11/2023 - All -

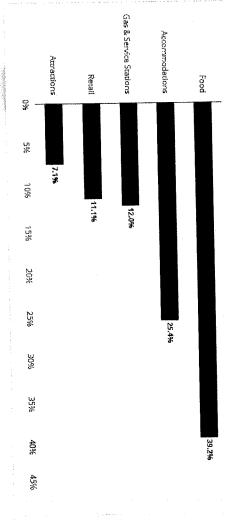
2022-2023

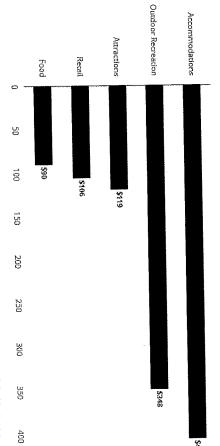
Where are your visitors spending?

Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.

% Visitor Spend by Category

Avg. Visitor Spend by Category





450

What is the visitor impact on restaurants?

Source: Zartico Spend Data Better understand visitor impact on restaurants in your destination

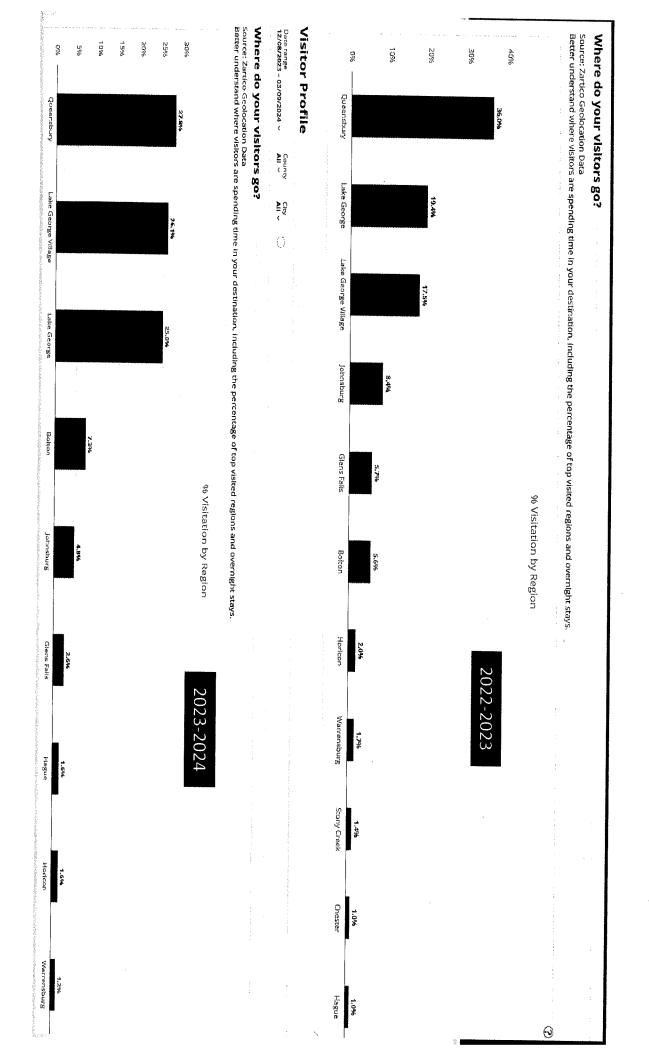
Visitor Spend % of Total

21%

Avg. Visitor Spend

\$106

'd He.



Visitor Profile

Date range County City 12/08/2023 - 03/09/2024 • All • All • ...

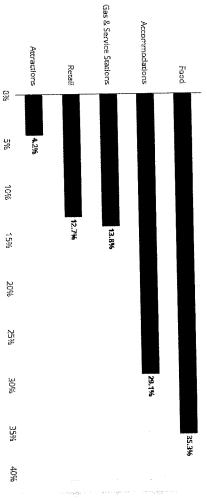
Where are your visitors spending?

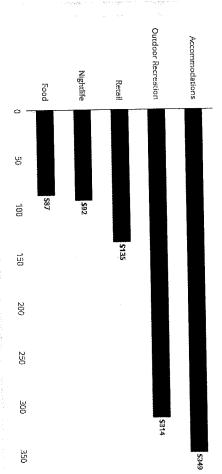
Source: Zartico Spend Data
Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.

2023-2024

% Visitor Spend by Category

Avg. Visitor Spend by Category





40¢

What is the visitor impact on restaurants?

Source: Zartico Spend Data Better understand visitor impact on restaurants in your destination

Visitor Spend % of Total

25%

\$100

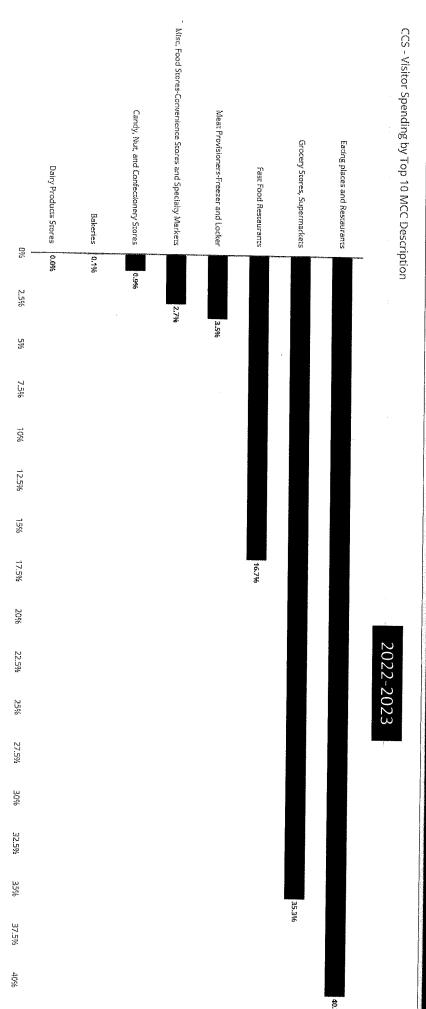
THEL

Avg. Visitor Spend

LAKE GEORGE

Visitor profile -cont. Winter's Dream -





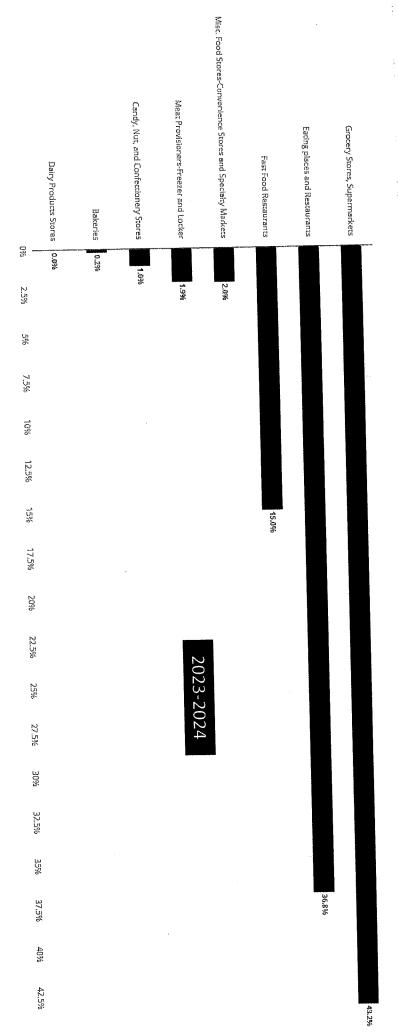
42.59

LAKE GEORGE

Winter's Dream – Visitor profile —cont.



CCS - Visitor Spending by Top 10 MCC Description



Date range 12/02/2022 - 03/04/2023 ~ All v **A** 9

What is the visitor impact on accommodations?

Source: Zartico Spend Data Better understand visitor impact on accommodations in your destination

Visitor Spend % of Total

2022-2023

Avg. Visitor Spend

\$403

59%

What is the visitor impact on attractions?

Visitor Spend % of Total

Avg. Visitor Spend

Better understand visitor impact on attractions in your destination

Source: Zartico Spend Data

Date range 12/08/2023 - 03/09/2024 ~

What is the visitor impact on accommodations?

Better understand visitor impact on accommodations in your destination

Visitor Spend % of Total

77%

2023-2024

Avg. Visitor Spend

\$349

What is the visitor impact on attractions? Source: Zartico Spend Data

Better understand visitor impact on attractions in your destination

Visitor Spend % of Total

32%

Avg. Visitor Spend

\$79

Winter's Dream — Movement around the county

Winter's Dream

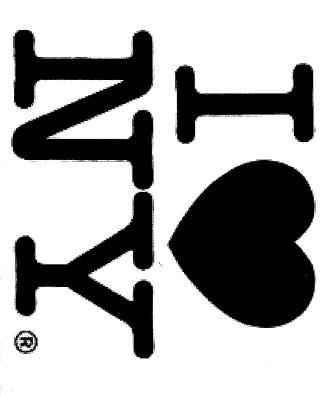
Winter's Dream — Movement around the county

Winter's Dream

eam Mose

Love New York winter 2024 /2025

Winter's Dream



advertising. Dream in 2024 / 2025 feature Winter's Love New York will

Winter's Dream

Together, we will continue to build the brand of Lake George as a Winter Destination.

Lake George Winter's Dream Report

2023/2024 Season - September 1 through March 9



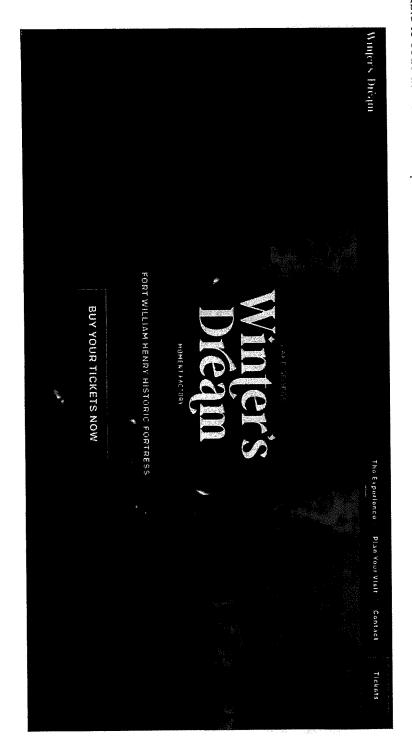
Table of Contents

Omnichannel Marketing Overview Subject Marketing Drilldown: Total Season Numbers 3 - 37 38 - 47 Slide



Website Design and Development and Third Party ADA Testing and Remediation

but was able to code the website to spec. made ADA compliant due to the public nature of the website. We do not have control over the third party ticketing platform we have photos. The site was optimized multiple times to improve conversions and engagement. Each version needed to be brand and photos, redesigned when a brand name was trademarked and redesigned again when the experience opened and Due to the evolving nature of the site, it had to be developed and redesigned four times, a landing page, a design with out the

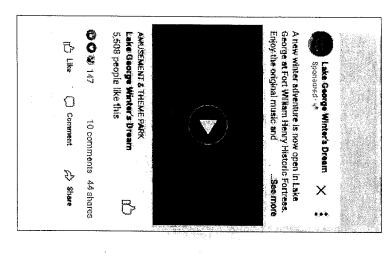


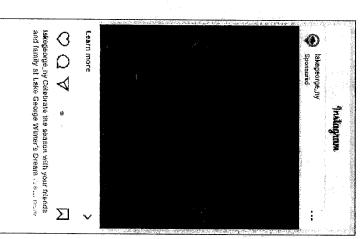


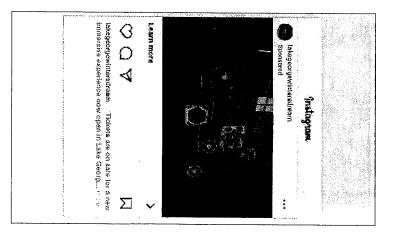


Paid Social & Retargeting Ads

LakeGeorge.com to study demographics and reach the right audience. This was our #1 source of new business. The bulk of the budget was spent on social media advertising. We also leveraged the region's largest social media influencer:







Paid Social & Retargeting Ads

Paid Social Impressions 8,253,703

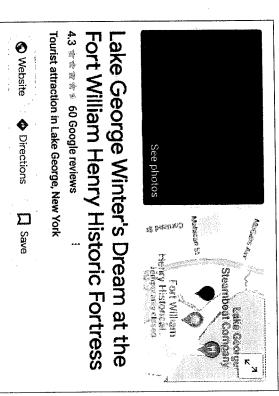
Direct Social Purchases
288

Link Clicks from Ads 62,222



Local SEO

Our team built out and monitored local search pages on both Google and Bing



Google My Business

Profile Views 15,511

Clicks Through to Site 11,601

Bing Places - Last 12 Weeks Stats

Profile Views
224

Clicks Through to Site





Partner Content Marketing and Local SEO -

17 Articles Written About or Include Winter's Dream

Plan the Perfect Lake George Winter Weekend for Empty Nesters
Explore Our 48-Hour Snowy Winter Itinerary For Your Lake George Vacation
A 48-Hour Winter Itinerary for the Lake George Region
Plan the Best Family-Friendly Winter Weekend in the Lake George Region
Plan Ahead for the Ultimate Lake George Winter Getaway

Fun Winter Events & Activities in Lake George Village Worth Planning a Trip For A Winter Wonderland of Family Fun Awaits in Lake George, NY lakegeorge.com/winter/best-events/

<u>Difference Between: Lake George Winter's Dream, Winter Realms, and Lake George Winter Carnival</u>

Lake George Winter's Dream: A Magical Attraction Coming for 2023/2024 Season Ice Castles Lake George Reconceptualized as Winter Realms for 2023/2024

7 Reasons to Plan a Holiday Trip to Lake George Don't Miss Out on These Incredible Winter Events in Glens Falls & Nearby Best Winter Staycation Ideas the Whole Family Will Enjoy in the Saratoga Area Why Saratoga Is the Perfect Home Base for All Your Winter Explorations 11 Family-Friendly Winter Staycation Ideas for the Adirondacks

Shop Local This Season With These Top Saratoga Holiday Gift Ideas
The 2023 North Country Holiday Gift Guide
The North Country Gift Guide
Keep It Local This Holiday Season
Clifton Park Area's Top Holiday Gifts
The 2023 North Country Holiday Gift Guide
Best 2024 Valentine's Day Gift Ideas
Top Gift Ideas From the Lake George Region
Perfect Gifts For Every Romantic Occasion

Sponsored Article (Winter's Dream/and Winter Realms):

Get Inspired With These Top Valentine's Day Gift Ideas

5 Fun Activities for Your Winter Family Vacation in Lake George

Content Marketing Partner Stats

Views (Through Dec)

152,704

Article Inclusions views

140,691

Sponsored Article views 12,013





Local Partner Influencer Marketing

by email newsletter, display advertising and social media. #3 source of new business. Our agency owns local websites: LakeGeorge.com, Saratoga.com, Albany.com and Adirondack.net, utilizing our reach, we reached visitors

Local Partner Email Newsletters

Emails Sent **570,727**

Impressions 187,350

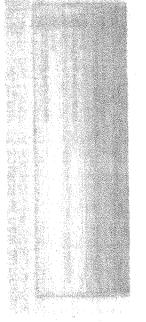
5,165 WD Content Unique Clicks

Local Partner Display Advertising

Impressions

2,369,908

18,133



Local Partner Social Media

2,982,233

Impressions

3,874,805

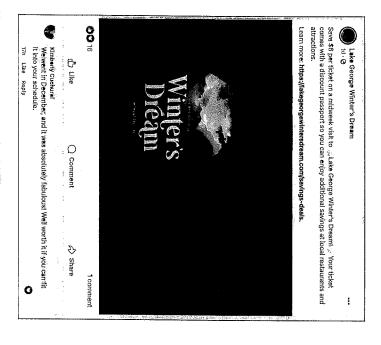
40,238 Unique Clicks





Organic Social Media Marketing

organic social presence on Facebook, Instagram, Tiktok, and Threads. Organic social is our #4 source of new business. Although not originally hired for organic social, we added this to the mix to further the efforts of the paid campaigns. We currently have an





Organic Social Media Marketing

Reach

474,761

5,074

Direct Purchases





Email Marketing

We enticed sign ups for emails via giveaways and early bird marketing campaigns and sent bi-weekely emails to all subscribers. Email marketing is our #5 source of new business.

Email Marketing

Emails Sent

146,609

Emails Opened **61,642**

Unique Clicks **4,261**

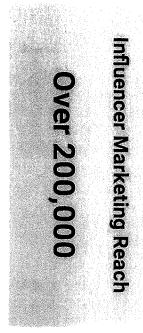
Purchases **66**

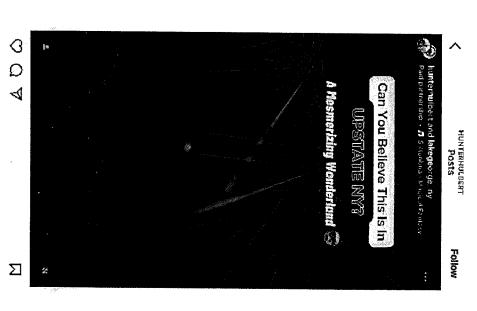




Influencer Marketing with Travel Influencers

Poughkeepsie markets with a free overnight stay and tickets to share their experience and paid two influencers who had significant experience. Our team did outreach daily to find every micro-influencer in our target market. We enticed 35 influencers from the NYC, Syracuse,







B Roll Video & Media Kit Production

amplify the message using approved videos, photography, original music and content libraries. Our team and Moment Factory produced b-roll video and a thorough media kit for Winter's Dream, allowing influencers and press to

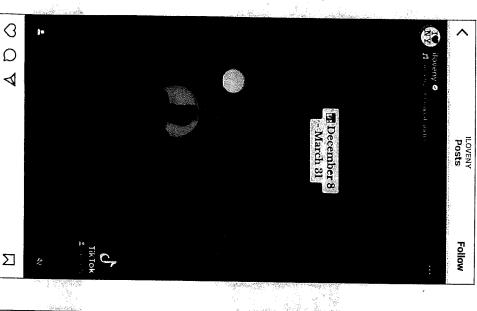


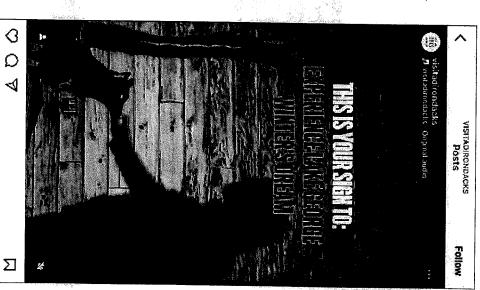




Tourism Promotion Area, DMO and I Love NY Collaborations

and county to leverage relationships for free marketing visibility. media. This resulted in posts on I LOVE NY, Visit Adirondacks, and many local TPA websites. We worked closely with out local chamber Our team did outreach with our local and statewide TPA's to invite them to the experience and to share the experience on their social









Online Television and Connected Television and Video Advertising: OTT, CTV and Display

Initially we targeted all core markets with advertising, we revised our plan to limit our targets but increase our visibility.

OTT, CTV, and Display

Impressions 3,263,803

Purchases

656



Local Radio

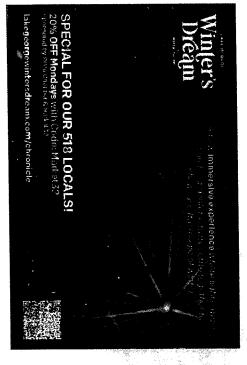
wealthy demographic - Saratoga Springs. We enlisted a local radio station Star Radio Saratoga to share the news of the opening and to help us with giveaway marketing in a nearby

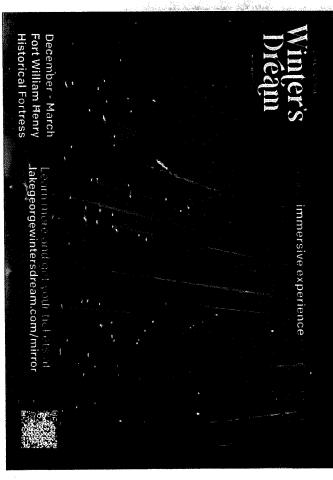




Local Newspaper Marketing

visibility as the free community papers are highly read in our region. Donation Contribution from Chronicle and Mirror. the buy with a small cash spend to support the papers and their editorial coverage of the event. This was key for good will as well as Two local newspapers (Lake George Chronicle, Lake George Mirror) sponsored the event with significant in-kind advertising, we furthered









Free Tickets for Local Service Staff & NonProfit Community

We employed guerilla marketing, inviting every frontline worker in the region to experience the event for free during tech nights. We also invited our nonprofit partners, their community and volunteers to share in the experience and provide feedback and buzz. Mannix Marketing team donated hundreds of hours to this effort.



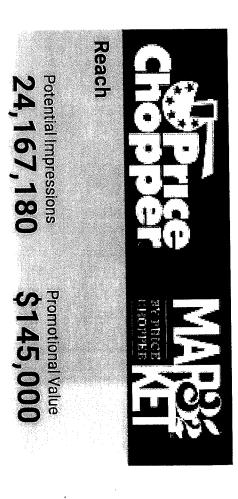




Supermarket Ads

night. The supermarket has over 183 stores with videos at every checkout line. They show our 15 second ad on the video displays at We made a deal with the largest supermarket to be a sponsor and pay us \$5000 to have the rights to be the sponsor of a discounted local checkout for millions of views with our target market. Mannix Marketing worked to make this happen at no charge.









Newspaper Advertising

data about their reach. We ran ads through the Lake George Mirror and the Lake George Chronicle to promote Winter's Dream. The Chronicle did not provide us

Lake George Mirror - Stats through Jan 29th

Print Copies Distributed

7,400

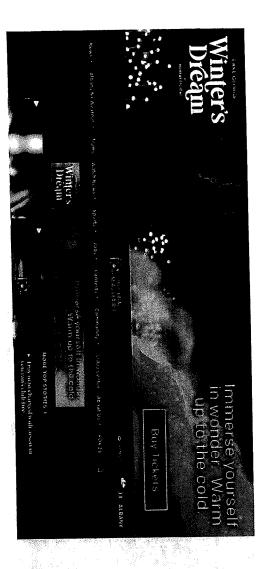
5000 **Digital Editions Sent**

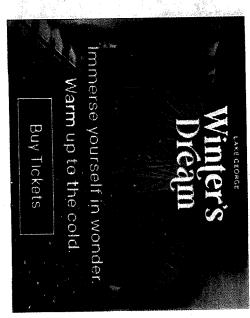
20,653 Social Promotion Reach



TV News Advertising - WTEN 10

We paid for digital billboard and display ads on the WTEN 10 site for prime visibility in target markets.





WTEN 10 Billboard Results

Total Impressions

115,285

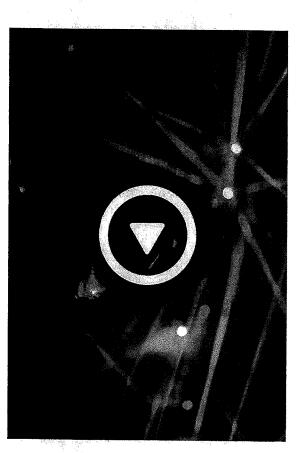
Total Clicks

.27% Mean CTR



TV Advertising

We paid for TV ads across WRGB News and The CW15. They donated 50% of the ads.



Click to watch TV Ad

TV Ad Results

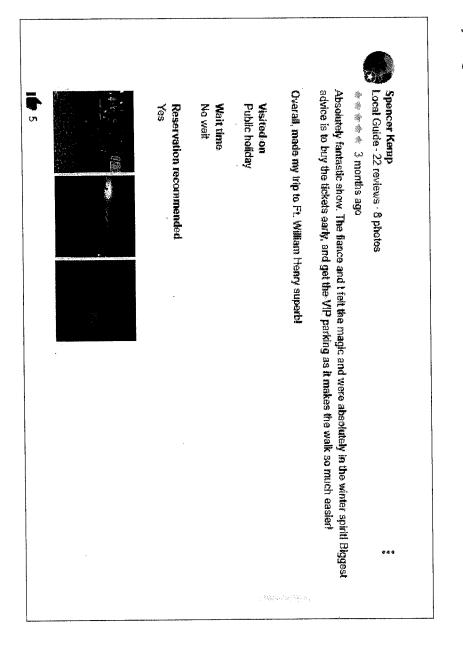
Total Impressions 935,560





Reputation Management

demographic to focus on a younger adult audience with children. Mannix assisted in monitoring exit surveys and reviews closely to inform operations, responding to reviews quickly, and addressing any inform target marketing as well noting that families with young children gave the experience the highest rating, so we narrowed our issues before they became a problem. We also monitored and responded to online reviews on Google and on social media to better

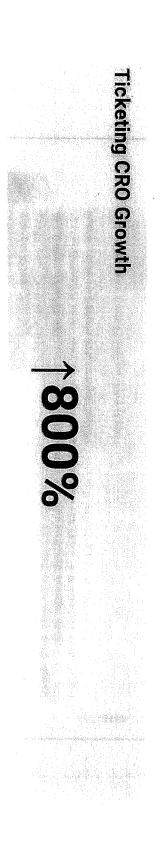






Conversion Rate Optimization - Ticketing System

Our team employed CRO techniques to change ticket purchase conversions in the checkout from 1% to 9%.







Conversion Rate Optimization - Website

modifications. We reworked the website 6 times to improve understanding of this new experience. Our team employed CRO techniques to change the website multiple times using Microsoft Clarity to inform website updates and

Website Conversion Rate (Month over Month)

170%





Text Marketing

200k subscribers who actively are seeking fun experiences near NYC. (January) We invited NudgeText.com to come to experience the event at no charge including lodging in exchange for a text marketing message to

Text Marketing

Reach

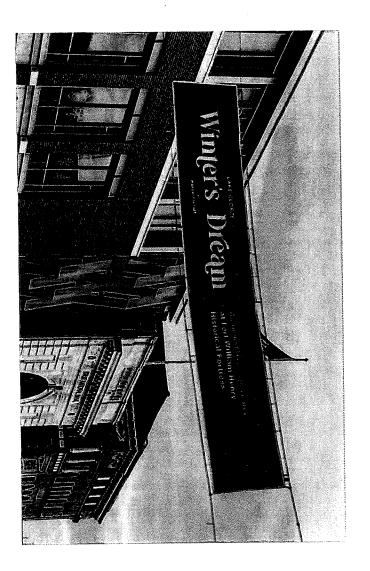
200,000





Out of Home Advertising

banners. We donated the work to design, buy, deliver, pickup and find the locations. We utilized free OOH ad space including banner ads over town centers and on fences at popular exits where the only cost was the







Out of Home Collaborative Marketing

With our local chamber, we worked with hotels, the civic center, and major retail outlets to get major OOH visibility for free.

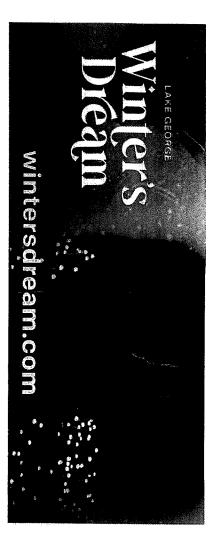
Local Aviation Mall: We are showing advertising on the in-Mall video digital displays. We will also be advertising on the marquee of the

Chamber of Commerce: Reached out to their membership to ask for donated ad space and added us to their marquee

Cool Insuring Arena Civic Center: We are on the marquee here known as the Cool Insuring Arena.

Mini Hospitality Outlets: We are being displayed on posters in many outlets for free and on the marquee.

Hotels: Many hotels have added us to their outdoor signage.

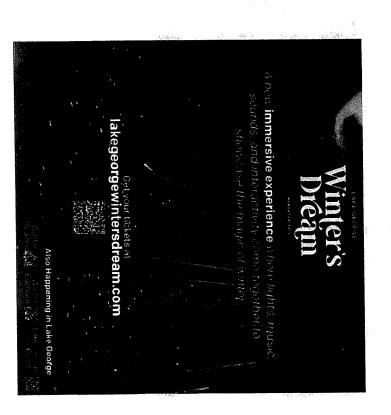






Poster Distribution

Mannix Marketing also printed posters and distributed them to the hotels and retail locations that requested them.

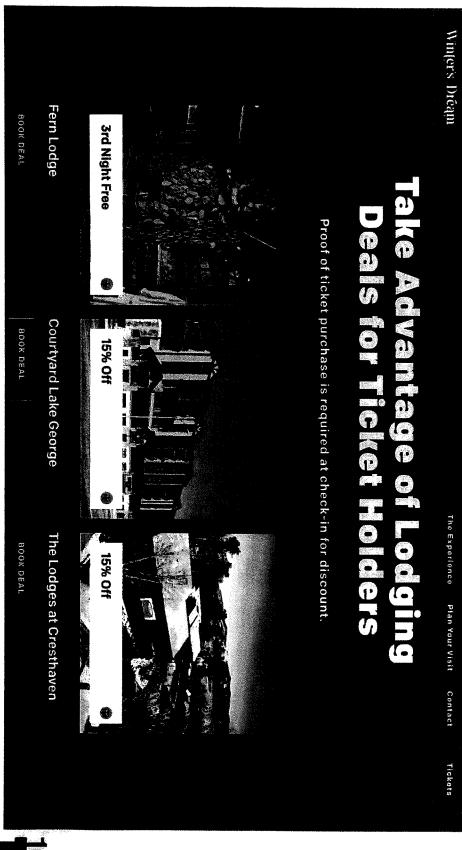






Hotel Discount and Packaging Program

audience engagement and printed discount coupon business cards that we distributed at exit. ticket buyers as an added value incentive. We individually promoted each discount partner in an Instagram and FB Collab to boost Mannix worked with the local chamber to leverage their discount passport program and offer discounts on local hotels and attractions to







Hospitality Awareness Webinars

We ran multiple webinars for local hospitality stakeholders on the event to teach them about the new events coming to the region their experience. (Winter's Dream and Winter Realms). Rewarded attendees with free tickets to both events so they could talk to tourists and clients about





Winter Realms Collaboration

door to further entice visitors to the region. Lake George Winter's Dream and Winter Realms did joint marketing and free marketing for a new attraction that is physically located next





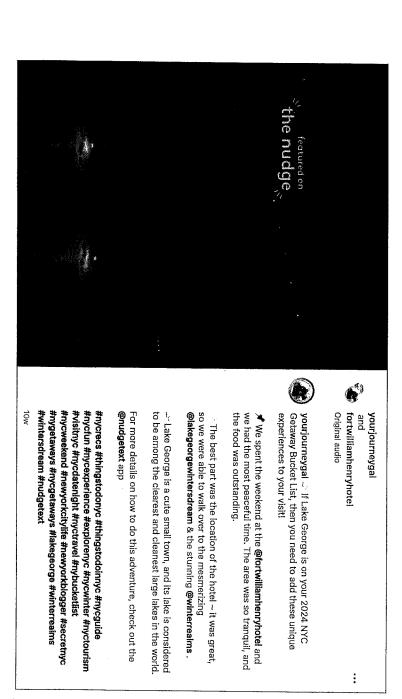
Agility in Marketing

We monitored spend, demographics, geography and outlets to move funds quickly from one medium to another, one target market to another and focus on the geographic targets which had the best return on investment on a weekly basis.



User Generated Content - UGC

We leveraged the ticketing system ambassador program to encourage social sharing and hashtag use.





Group Tour, Corporate Business and Bus Tour Marketing

marketing support. Our team worked together to reach out to major local corporations to buy tickets in bulk for their employees, offer special discounts for larger companies. Our agency provided marketing materials and support. Marketing supported the team with materials, and digital

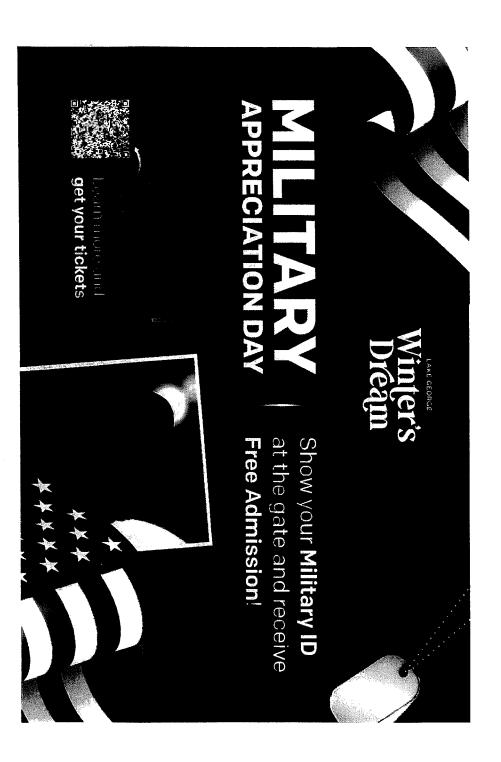
meeting strategy which brought in large corporations, bus tours and overnight groups. Our coalition (Sam, Emily, Billijo and Gina) rallied with the local chamber, CVB and Tourism Bureau to plan and execute a group and





Military, Veteran and Special Appreciation Nights

for their guests on a specific normally slow night, this allowed Winter's Dream to see additional press coverage. In order to boost ticket sales, we tested a Military and Veterans Night with free tickets for Veterans and Military with valid ID and discounts







Non Profit Fundraisers (Led by Sam)

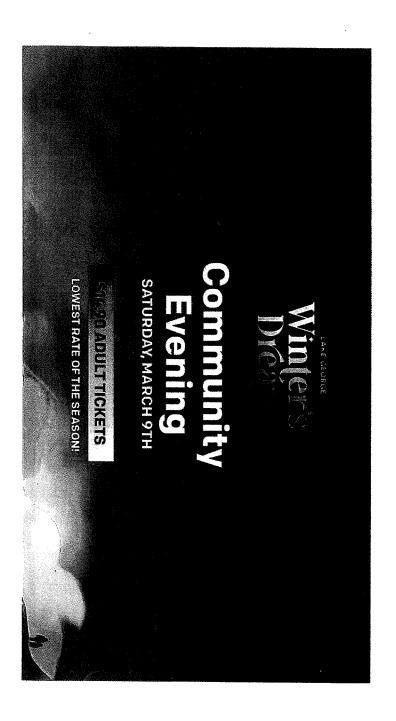
Our team worked with the United Way to create a special fundraising night that both raised funds for local nonprofits and supported Winter's Dream with ticket, food and beverage and merchandise revenue.





Community Evening

culminated with a champagne and hot chocolate toast. Our team helped promote an event for the final night of Winter's Dream: a Community Evening, which offered discounted tickets and





Seasonal Budget & Total Spend

\$181,519	\$82,763	Donated Services and Advertising from Mannix Marketing
Actual Donated Services	Original	Mannix Marketing Donated Services & Advertising
\$299,662	\$371,318	TOTAL
\$26,492	\$26,230	Website, hosting, copywriting, SEO, deals management, branding assets library
\$13,991	\$12,000	Traditional Media (TV, Radio, Print)
\$31,500	\$31,500	Set-up & Project Management
\$1,019	\$560	Out of Home (Banner Ads, Posters)
\$26,118	\$75,000	Online Video/TV Advertising OTT, CTV
\$168,967	\$194,900	Facebook, Instagram, TikTok & Influencers
\$8,445	\$8,065	Email Marketing
\$23,130	\$23,063	Display / Search Engine Marketing / Influence Marketing / Digital Marketing
AND THE PROPERTY OF THE PROPER		
Actual Spent	Original budget	What

Donated Services does not include time spent by Sara Mannix, those hours were community volunteer hours as a coalition member

Total Site Traffic

208,842

Site Organic Traffic

38,627

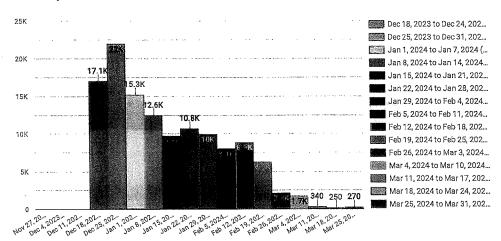
All Purchases

7,441

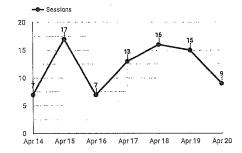
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Seasonal Visitors & Traffic

Visits By Week All Time



Total Site Visits Last Week

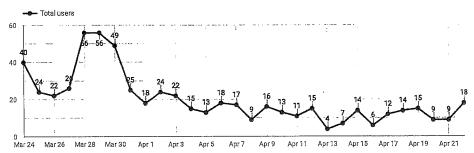


Engaged Sessions vs. All Traffic All Time

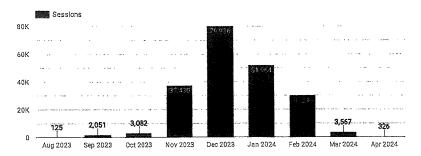
Sessions **208,842**

Engaged sessions 131,960

Users Last 30 Days



Visits Month over Month





Conversion Rates

First Visit Conversions, Sessions, & Conversion Rate - All Time

	First user source / medium	Purchases •	Sessions	Conversion Rate
1.	(direct) / (none)	3,437	68,465	5.02%
2.	google / organic	1,661	32,912	5.05%
3.	lakegeorge.com / link	624	12,426	5.02%
4.	facebook / paid	256	22,541	1.14%
5.	lakegeorge.com / display	178	4,777	3.73%
6.	fortwilliamhenry.com / referral	158	2,041	7.74%
7.	visitlakegeorge.com / referral	146	5,281	2.76%
8.	facebook / social	119	10,661	1.12%
9.	lakegeorge.com / referral	99	4,100	2.41%
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Campaign Conversions, Sessions, & Conversion Rate - All Time by Advertising Campaign - Overview

	Campaign	Conversions •	Sessions	Conversion Rate
1.	(direct)	2,974	7,500	39.65%
2.	(organic)	2,303.91	16,641	13.84%
3.	lakegeorge.com	776.04	10,258	7.57%
4.	(referral)	567.59	6,090	9.32%
5.	wintersdream.com	462.16	18,533	2.49%
6.	wintersdreamdeal	146.05	1,023	14.28%
7.	saratoga.com	45.48	1,775	2.56%
8.	wintersdream	28.92	230	12.57%
9.	(not set)	27.14	201	13.5%
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Conversions by Campaigns

Contact Form Fills Conversions

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Conversions by First Visit

Contact Us Form Fills

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1.	First user source / medium (direct) / (none)	Conversions count for contact thank you *
2.	google / organic	168
3,	lakegeorge.com / link	38
4.	facebook / social	20
5.	lakegeorge.com / referrel	16
6,	bing / organic	15
7.	lakegeorge.com / display	9
8,	saratoga.com / display	9
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	Signed up for New	sietter
	Firet user source / medium	Conversions count for enews, algnup
1.	facebook / cpc	1,248
2.	facebook / social	324
3,	LakeGeorge.com / referral	132
4.	(direct) / (none)	91
5.	m.facebook.com / referral	70
6.	LG / Display-Ad	38
7. 8.	gaagle / organic	36
a,	lakegeorge.com / referral	28
		1-100/266 〈 〉
	Clicked to Submit a Job	Application
	First user source/ medium	Conversions count for job_application_click -
1.	(direct) / (none)	58
2.	google / organic	42
3.	lakegeorge.com / referral	8
4,	momentiactory.com / referral	. в
5,	facebook / social	4
6. 7.	LG / Display-Ad cbs6aibany.com / referral	2
8.	enall / enall	2
	Citally Carles	1-100/266 < >
	Clicked on Lodging Deals (shows interes	·
1.	Clicked on Lodging Deals (shows interes	et in heads in beds) Conversions count for lodging_deal_
1.	First user source / medium	rt in heads in beds)
	First user counce / medium	ct in heads in beds) Conversions count for lodging_deal.
2.	First user source / medlym google / organic (direct) / (none)	ct in heads in beds) Conversions count for lodging, deal 1. 848 738
2. 3. 4.	First user source / medium google / organic (direct) / (none) facebook / paid email / email lakegoorge.com / link	ct in heads in beds) Conversions count for ladging_dest. 848 736 585
2. 3. 4. 5.	First user source / medium google / organic (direct) / (nonc) facebook / paid email / email lakegeorga.com / link facebook / sodal	ct in heads in beds) Conversions count for lodging, deal. 848 738 585
2. 3. 4. 5. 6.	First user source / medium google/ organic (direct) / (nont) facebook / paid email / email lakegeorge.com / link facebook / social Instagram / paid	ct in heads in beds) Conversions count for todging_deal 48 738 505 300
2. 3. 4. 5.	First user source / medium google / organic (direct) / (nonc) facebook / paid email / email lakegeorga.com / link facebook / sodal	Conversions count for lodging deal x 848 736 655 300 288 161 86
2. 3. 4. 5. 6.	First user source / medium google/ organic (direct) / (nont) facebook / paid email / email lakegeorge.com / link facebook / social Instagram / paid	Conversions count for todging, deal 32 648 738 655 300 288 161 66
2. 3. 4. 5. 6.	First user source / medium google/ organic (direct) / (nont) facebook / paid email / email lakegeorge.com / link facebook / social Instagram / paid	Conversions count for lodging, deal 7788 685 300 288 161 86
2. 3. 4. 5. 6.	First user source / medium google/ organic (direct) / (nont) facebook / paid email / email lakegeorge.com / link facebook / social Instagram / paid	### Conversions count for lodging, deal ### ### ### ### ### ### ### ### ### #
2. 3. 4. 5. 6.	First user source / medium google / organic (direct) / (none) facebook / paid email / email lakegeorga.com / link facebook / social instagram / paid lakegeorge.com / display Clicked the Buy Ticket	### Conversions count for lodging_deal
2. 3. 4. 5. 6. 7. 8,	First user source / medium google / organic (direct) / (none) fneebook / pald email / email lakegeorga.com / link facebook / social instagram / paid jakegeorga.com / display Clicked the Buy Ticket First user source / medium	### Conversions count for lodging_deal ### ### ### ### ### ### ### ### ### #
2. 3. 4. 5. 6. 7. 8,	First user source / medium google / organic (direct) / (none) fneebook / palid email / email lakegeorga.com / link facebook / social Instagram / paid lakegeorge.com / display Clicked the Buy Ticket First user source / medium google / organic	Conversions count for lodging, deal 848 738 585 300 288 161 86 1-100/266 < > Button Conversions count for ticket_click 15047
2, 3, 4, 5, 6, 7, 8,	First user source / medium google / organic (dired) / fonce) facebook / paid facebook / paid lakegeorge.com / link facebook / social instagram / paid lakegeorge.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid	Conversions count for todging_deal ### Applications ### Conversions count for todging_deal #### Applications ### Applications ### Applications ### Applications ### Applications ### Applications #### Applications #### Applications #### Applications #### Applications #### Applications #### Applications ##### Applications ###################################
2. 3. 4. 5. 6. 7. 8,	First user source / medium google / organic (direct) / (none) fneebook / palid email / email lakegeorga.com / link facebook / social Instagram / paid lakegeorge.com / display Clicked the Buy Ticket First user source / medium google / organic	### Conversions count for todging_deal
2, 3, 4, 5, 6, 7, 8, 11,, 2,, 3,, 3,	First user source / medium google / organic (dired) / fonoe) facebook / paid email / email lakegeorge.com / link facebook / social instagram / paid lakegeorge.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (direct) / (none)	Conversions count for todging_deal Conversions count for todging_deal 848 788 885 1061 86 1-100/266 < > Button Conversions count for ticket_click 15,047 10,927 7,869 6,488
2, 3, 4, 5, 6, 7, 8, 3, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4,	First user source / medium google / organic (dired) / fonce) facebook / paid facebook / paid lakegeorge.com / link facebook / social instagram / paid lakegeorge.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (dired) / (nonc) lakegeorge.com / link	### Conversions count for todging_deal
2, 3, 4, 5, 6, 7, 8, 1, 2, 3, 4, 5,	First user source / medium google / organic (direct) / (none) fneebook / pald email / email lakegeorga.com / link facebook / social instagram / paid jakegeorga.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (direct) / (none) lakegeorge.com / link facebook / social instagram / paid jakegeorge.com / link facebook / social instagram / paid	Conversions count for lodging_dest + 848 736 865 300 288 1661 866 1-100/266 < > Button Conversions count for ticket_click + 15,047 7,269 6,483 3,976
2, 3, 4, 5, 6, 7, 8, 5, 6, 5, 6, 6, 7, 6, 6, 7, 8, 7, 8, 7, 8, 7, 8, 7, 8, 7, 8, 7, 8, 7, 8, 7, 8, 7, 8, 8, 8, 8, 8, 8, 8, 8, 8, 8, 8, 8, 8,	First user source / medium google / organic (direct) / (none) facebook / paid ernal lakegeorga.com / link facebook / social instagram / paid lakegeorga.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (direct) / (none) lakegeorge.com / link facebook / paid (direct) / (none)	### Conversions count for lodging_deal
2, 3, 4, 5, 6, 7, 8, 11, 2, 3, 4, 5, 6, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7,	First user source / medium google / organic (direct) / (none) facebook / paid email / enail lakegeorga.com / link facebook / social instagram / paid lakegeorga.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (direct) / (none) lakegeorge.com / link facebook / social lastagram / paid lakegeorge.com / display	### Conversions count for lodging_deal #################################
2, 3, 4, 5, 6, 7, 8, 11, 2, 3, 4, 5, 6, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7,	First user source / medium google / organic (direct) / (none) facebook / paid email / enail lakegeorga.com / link facebook / social instagram / paid lakegeorga.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (direct) / (none) lakegeorge.com / link facebook / social lastagram / paid lakegeorge.com / display	Conversions count for lodging_deal 848 786 585 300 288 1-100/266 < > Button Conversions count for ticket_click 15047 7,0377 7,859 6,488 3,876 3,029 1,992 1,824 1-100/266 < >
2, 3, 4, 5, 6, 7, 8, 11, 2, 3, 4, 5, 6, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7,	First user source / medium google / organic (direct) / (none) facebook / paid email / email lakegeorga.com / link facebook / sodal instagram / paid lakegeorga.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (direct) / (none) lakegeorge.com / link facebook / social instagram / paid inkegeorge.com / display email / email	Conversions count for lodging_deal 848 786 865 300 288 161 86 1-100/266 < > Button Conversions count for ticket_click 15,047 7,0377 7,859 6,485 3,976 8,129 1,992 1,824 1-100/266 < >
2, 3, 4,	First user source / medium google / organic (direct) / (none) facebook / paid email / email lakegeorga.com / link facebook / social instagram / paid lakegeorga.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (direct) / (none) lakegeorga.com / display lakegeorga.com / display email / email Purchased a Tick First user source / medium	### Conversions count for lodging_deal #### ### ### #### #### #### #### #### #### ######
2, 3, 4, 5, 6, 7, 8, 11, 2, 3, 4, 5, 6, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7,	First user source / medium google / organic (dired) / fonce) facebook / paid email / email lakegeorge.com / link facebook / social instagram / paid lakegeorge.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (direct) / (nonce) lakegeorge.com / link facebook / paid inkegeorge.com / link facebook / social instagram / paid inkegeorge.com / display email / email Purchased a Tick First user source / medium (direct) / (nonce)	Conversions count for lodging, deal #48 736 685 300 288 161 86 1-100 / 266 < > ** ** ** ** ** ** ** ** **
2, 3, 4, 5, 6, 7, 6, 7, 6, 7, 6, 7, 6, 7, 6, 7, 6, 7, 6, 7, 6, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7, 7,	First user source / medium google / organic (dired) / fonoe) facebook / paid facebook / paid lakegeorge.com / link facebook / social linstagram / paid lakegeorge.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (dired) / (onoe) lakegeorge.com / link facebook / social lastagram / paid facebook / social lastagram / paid facebook / social facebook / paid facebook / social facebook	Conversions count for lodging, deal
2, 3, 4, 5, 6, 7, 6, 5, 5, 6, 7, 7, 8, 8, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9, 9,	First user source / medium google / organic (dired) / fonce) facebook / paid email / email lakegeorge.com / link facebook / social instagram / paid lakegeorge.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (direct) / (nonce) lakegeorge.com / link facebook / paid inkegeorge.com / link facebook / social instagram / paid inkegeorge.com / display email / email Purchased a Tick First user source / medium (direct) / (nonce)	Conversions count for lodging_dest - 848 736 736 736 736 736 736 736 736 736 736
2. 3. 4. 5. 6. 7. 8. 5. 5. 6. 7. 8. 8. 8. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9.	First user source / medium google / organic (direct) / (none) facebook / paid email / email lakegeorge.com / link facebook / social instagram / paid lakegeorge.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (direct) / (none) lakegeorge.com / display email / email Purchased a Tick First user source / medium google / organic direct) / (none) lakegeorge.com / display email / email	Conversions count for lodging, deal
2. 3. 4. 5. 6. 7. 8. 5. 6. 7. 8. 5. 6. 7. 8. 6. 6. 7. 7. 8. 8. 6. 6. 7. 7. 8. 8. 6. 6. 7. 7. 8. 7. 7. 8. 8. 7. 7. 8. 7. 7. 8. 8. 7. 7. 8. 7. 7. 8. 7. 7. 8. 7. 7. 8. 7. 7. 8. 7. 7. 8. 7. 7. 8. 7. 7. 8. 7. 7. 7. 8. 7. 7. 7. 8. 7. 7. 7. 8. 7. 7. 7. 7. 8. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7.	First user source / medium google / organic (direct) / (none) facebook / paid facebook / paid lakegeorge.com / link facebook / social instagram / paid lakegeorge.com / display Clicked the Buy Ticket First user source / medium google / organic facebook / paid (direct) / (none) lakegeorge.com / display email / email Purchased a Tick First user source / medium (direct) / (none) google / organic lakegeorge.com / display email / email	Conversions count for lodging_dest - 848 738 848 738 8595 300 288 161 86 1-100/266 < > Button Conversions count for ticket_click - 15,047 10,927 7,869 6,483 3,976 3,029 1,792 1,100/265 < > Conversions count for purchase - 3,437 1,661 624 2,56

facebook / social

146

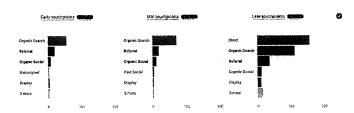
119

1-100/266 (>

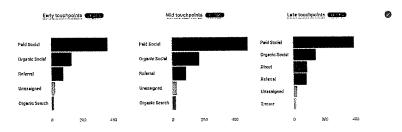
MÁNNIX

Conversions by Touch Points

Contact Form Fills



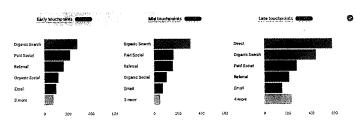
Newsletter Signups



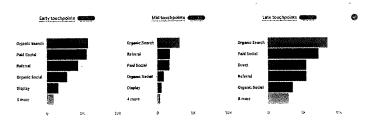
Job Application Clicks



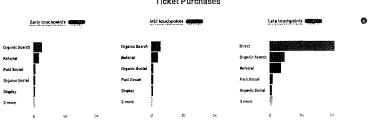
Lodging Deal Clicks



Clicks to Purchase Tickets



Ticket Purchases





Top Pages, Cities & Device Breakdown

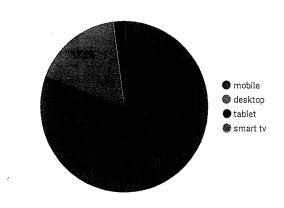
Top Pages

	Page	Sessions •
1.	/	134,776
2.	/winter-dream-2023-24 TicketSpice Landing Page	103,176
3.	/plan-your-visit/directions/	5,211
4.	/plan-your-visit/savings-deals/	5,052
5.	/plan-your-visit/winter-attractions/	4,745
6.	/plan-your-visit/	3,945
7.	/plan-your-visit/lodging-deals/	3,310
8.	/contact-us/	2,814
9.	/horse-carriage-ride-20232024	2,442
10.	/enews-thank-you/	2,229

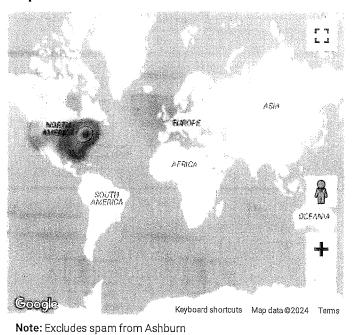
Top Cities

	City	Sessions •
1.	New York	26,867
2.	Albany	12,367
3.	Queensbury	9,139
4.	Saratoga Springs	7,168
5.	Boston	5,767
6.	Syracuse	5,087
7.	Buffalo	3,387
8.	Country Knolls	3,371
9.	Schenectady	3,193
10.	Troy	2,498
11.	Warrensburg	1,970
12.	Gloversville	1,733
13.	Philadelphia	1,705
14.	Glens Falls	1,559
15.	Cohoes	1,299
16.	Amsterdam	1,295
17.	Latham	1,248
18.	Utica	1,215
19.	East Greenbush	1,119
20.	Rutland	986
21.	Colonie	927
22.	East Glenville	892
23.	Rensselaer	881
24.	Delmar	856
25.	Ballston	841

Device Breakdown



Top Cities Cont.

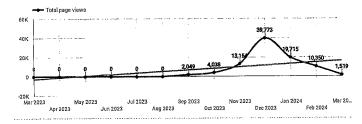


Total reach 4,869

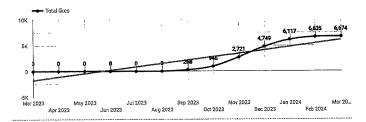
Total impressions 7,661,979

Organic reach **57,223**

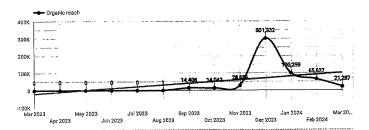
Rolling 13-Month Page Views



Rolling 13-Month Page Likes



Rolling 13-Month Organic Reach of Posts



Top Posts

	Footnessage Tet	alice sets 🕝
1.	Lake George Winter's Dream opens tomorrow night! 變 6 結二	7,679
2.	Lake George Winter's Dream welcomes guests of all ages to e_	6,759
3.	Play your way through the heart of winter #wintersdrea	5,315
4.	Curious about the experience? Here's a sneak preview of what	5,251
5.	Buy your tickets to Lake George Winter's Dream! * ' Each tic	4,382
6.	A new winter immersive experience is coming in December 20	3,996
7.	Lake George Winter's Dream includes a variety of interactive e_	3,982
В.	So this really happened the cuteness and music at the event	3,873
9.	Stroll through a local & winter wonderland & Explore a rich w	3,739
10.	Don't wait! Tickets on sale now for # Lake George Winter's Dre_	3,714
	1-38/38	4 >

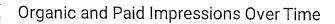
Facebook Ads

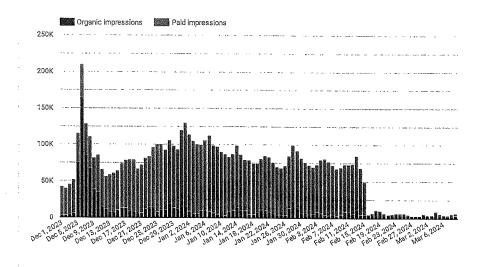
<u>5</u> .	Winter's Dream - Page Likes	245,738	- 39,026 - 11,487	- 2,092,38 - 1,548.31	***************************************
4.	Winter's Dream 2023 - Traffic Ads - Original	477.212	- 39,026	- 2.092.38	With the second
3.	Winter's Dream 2023 - Traffic Ada - Facebook	881,926	- 25,557	- 12,031.58	Miseromoremento
2.	Winter's Dream 2023 - Sales Ads - Instagram	1,755,252	- 10,879	- 26,823.1	* .
1.	Winter's Dream 2023 - Sales Ads - Facebook	4,456,219	- 87,720	- 49,881.84	-
	Campaign name	Impressions	'. Δ Clicks	. Δ Total Cost	-, Δ

impressions 9,051,689 No data

Clicks 235,740 No data

Facebook Overview





Total likes 6,644

Paid impressions 6,359,963

Organic impressions 1,267,642

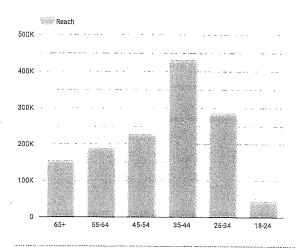
Post shares 322

Post engagements 9,246

Top 5 Cities | Reach

298
199
164
143
138
117
113
106
87
80
>

By Age | Reach



	docod	٥ م	Frequency	Δ °°.	Clicks	Δ °°	Impressions 👵 🛆	Δ °.°	Landing Page Views	V 0.0	Post Landing % Δ Engagement % Δ Page Views	Δ ° °	Amount Spent	۷ °
Campaign name	אבמכוו	100						d	20	0.0 66	53 00	0.0	20	20 0.0
LGWD Commu	1,956 0.0	0.0	2.33 0.0	0.0	215 0.0	0.0	4,553 0.0					.		atte potterniere ent
Grand total	1,956	6699	2.33	2.33 -65	. 215 -99	-99	4,553 -99	99	23	23 -99	53	53 -10	20	20 -10

ream 2 Traffic Ad-Instag 0 -100.0 0 -100.0 0 -100.0 ream 2 Traffic Ad-Instag 51.99 -47.6 196.88 64.7 17 -32.0 0 -100.0 ream 2 Traffic Ad-Instag 47.59 -42.0 194.99 64.8 48 79.5 1 -50.0 ream 2 Traffic Ad-Instag 44.75 -25.8 193.97 65.2 134 64.9 2 -33.3 ream 2 Traffic Ad-Instag 25.9 194.24 65.0 112 73.2 2 -33.3 1 ream 2 Traffic Ad-Faceb 25.9 196.9 44.7 96 65.6 0 -100.0 ream 2 Traffic Ad-Faceb 33.2.6 -13.8 201.79 64.3 107 -62.7 66 66.1 ream 2 Traffic Ad-Faceb 35.2 201.79 64.3 201.9 -63.8 100	Campaign name	AdSetname	Post engagement rafe	Δ%	Total Cost	₽%	Landing page views	∇%	Website purchases	∇%	Purchase Rate	∇%
Traffic Ad-Instag 51.99 47.5 196.58 64.7 17 32.0 0 -100.0 Traffic Ad-Instag 47.59 47.5 194.99 64.8 48 79.5 1 50.0 Traffic Ad-Instag 44.75 25.8 194.99 64.8 134 64.9 2 33.3 Traffic Ad-Instag 44.5 29.9 194.94 65.0 112 732 3 62.5 Traffic Ad-Instag 259.99 -33.6 2,826.08 69.3 1091 62.7 9 65.6 1 Traffic Ad-Faceb 33.2.6 -13.8 201.99 64.3 1091 62.7 6 66.1 Traffic Ad-Faceb 33.2.6 -13.8 201.99 64.3 270 70.0 1000 Traffic Ad-Faceb 35.2.2 36.5 200.89 64.3 270 70.0 4 73.3 Traffic Ad-Faceb 30.54 -23.8		4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	C	-100.0		-100.0	0	-100.0	0	-100.0	Ilun	l .
Traffic Ad - Instag 47.59 42.0 194.99 -64.8 48 79.5 1 -50.0 2 -35.0 1 -50.0 -50.0 1 -50.0 -60.0	Winter's Dream 2	raffic Ad = Iffstag	. 100	-47 6		-64.7		-32.0	0	-100.0	%0	-100.0
Traffic Ad - Instag 44.75 25.8 193.97 65.2 134 64.9 2 -33.3 Traffic Ad - Instag 44.75 25.8 194.24 65.0 112 -73.2 3 62.5 Traffic Ad - Instag 44.56 -21.0 195.92 -64.7 96 -65.6 0 -65.1 Traffic Ad - Faceb 259.99 -53.6 228.6.0 19071 -62.7 66 -66.1 Traffic Ad - Faceb 33.26 -13.8 201.79 -64.3 194 -65.9 0 -100.0 Traffic Ad - Faceb 41.76 -53.7 202.0.2 -64.4 101 74.4 2 -66.7 Traffic Ad - Faceb 35.2 -36.5 200.0.5 -64.4 270 -70.0 4 -73.3 Traffic Ad - Faceb 35.2 -36.5 201.4 26.8 -65.7 2 -66.7 Sales Ad - Instagr 61.4 1219.15	Winter's Dream 2	Traffic Ad - Instag	Q7.7.N	-42 0	194.99	-64.8	48	-79.5	, ΄	20.0	2.08%	143.7
Traffic Ad - Instag Traffic Ad - Instag<	Winter's Dream 2	Traffic Ad - instag	20.74 77.AA			-65.2	134	-64.9	2	-33,3	1,49%	%0.06
Traffic Ad - Instag 44.56 21.0 195.92 64.7 96 65.6 0 Traffic Ad - Faceb 259.99 -53.6 2,826.08 69.3 1,091 -62.7 60 -66.1 Traffic Ad - Faceb 33.26 -13.8 201.79 -64.3 194 -65.9 0 -100.0 Traffic Ad - Faceb 41.76 -53.7 202.02 -64.4 101 -74.4 2 -66.7 Traffic Ad - Faceb 35.22 -36.5 200.89 -64.3 270 -70.0 4 73.3 Traffic Ad - Faceb 20.4 201.49 -64.9 268 -67.7 6 -53.8 Traffic Ad - Faceb 30.54 -23.8 200.05 -64.6 268 -70.5 6 -53.8 Sales Ad - Instagr 50.06 -10.4 1,219.41 78.3 276 -76.9 276 -76.9 276 -75.9 Sales Ad - Instagr	Winter's Dream 2	Traffic Ad - Instag	44.5	-29.9	194.24	-65.0	112	-73.2	, m	-62.5	2.68%	40.0%
Traffic Ad - Faceb 259.99 -53.6 2,826.08 69.3 1,091 -62.7 60 66.1 Traffic Ad - Faceb 33.26 -13.8 201.79 64.3 194 -65.9 0 -100.0 Traffic Ad - Faceb 41.76 -53.7 202.02 64.4 101 -74.4 2 -657 Traffic Ad - Faceb 35.22 -36.5 200.89 -64.3 270 -70.0 4 -73.3 Traffic Ad - Faceb 29.28 -20.4 201.49 -64.9 268 -65.7 6 -53.8 Traffic Ad - Faceb 30.54 -23.8 200.05 -64.6 268 -70.5 6 -53.8 Traffic Ad - Faceb 50.06 -10.4 1,219.11 -78.3 268 -70.5 5 61.5 Sales Ad - Instagr 61.48 22.2 1,219.41 -78.3 230 -681 275.9 275.9 275.9 276	Winter's Dream 2	Troffo Ad-Instad	44.56	-21.0	195.92	-64.7	96	-65.6	0	1	%0	1
Traffic Ad - Faceb 33.26 -13.8 201.79 -64.3 194 -65.9 0 -100.0 Traffic Ad - Faceb 41.76 -53.7 202.02 -64.4 101 -74.4 2 -66.7 Traffic Ad - Faceb 35.22 -36.5 200.89 -64.3 270 -70.0 4 -73.3 Traffic Ad - Faceb 29.28 -20.4 201.49 -64.9 263 -66.7 4 -73.3 Traffic Ad - Faceb 30.54 -23.8 200.05 -64.6 268 -70.5 5 -61.5 Sales Ad - Instagr 61.48 -22.2 1,219.41 78.3 374 -78.2 24 -79.1 Sales Ad - Instagr 63.35 -26.7 1,220.02 78.3 442 75.9 38 -62.4 Sales Ad - Instagr 63.35 -26.7 1,220.02 78.3 94.28 -76.0 67.5 -67.1	Winter's Dream Z	Troffic Ad - Faceb	259,99	-53.6	2,826.08	-69.3	1,091	-62.7	09	66.1	5.5%	-9.1%
Traffic Ad - Faceb 41.76 -53.7 202.02 -64.4 101 -74.4 2 -66.7 Traffic Ad - Faceb 35.22 -36.5 200.89 -64.3 270 -70.0 4 -73.3 Traffic Ad - Faceb 29.28 -20.4 201.49 -64.9 263 -66.7 6 -53.8 Traffic Ad - Faceb 30.54 -23.8 200.05 -64.6 268 -70.5 5 -61.5 Traffic Ad - Faceb 50.06 -10.4 1,219.15 -78.3 268 -70.5 5 -61.5 Sales Ad - Instagr 61.48 -22.2 1,219.41 -78.3 374 -78.2 24 -79.1 Sales Ad - Instagr 63.35 -26.7 1,222.02 -78.3 442 -75.9 675 -67.1 Grand total 82.03 -43.3 25,754.99 -75.7 9,428 -76.0 675 -67.1	Winter's Dream 2	Traffic Ad - Faceb	33.26	-13.8	201.79	-64.3	194	-65.9	0	-100.0	%0	-100.0
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Traffic Ad - Faceb 29.28 -20.4 201.49 -64.9 263 -66.7 6 -53.8 Traffic Ad - Faceb 30.54 -23.8 200.05 -64.6 268 -70.5 5 -61.5 Traffic Ad - Faceb 50.06 -10.4 1,219.15 -78.3 160 -81.4 6 -75.0 Sales Ad - Instagr 61.48 -22.2 1,219.41 -78.3 374 -78.2 24 -79.1 Sales Ad - Instagr 110.55 -54.9 1,218.68 -78.4 230 -68.1 23 -68.1 Sales Ad - Instagr 63.35 -26.7 1,222.02 -78.3 9,428 -76.0 675 -67.1 Grand total 82.03 -43.3 25,754.99 -75.7 9,428 -76.0 675 -671	Winter's Dieani Z	Traffic Ad - Faceb	35.22	-36.5	200.89	-64.3	270	-70.0	4	-73.3	1.48%	-11.0
Traffic Ad - Faceb 30.54 -23.8 200.05 -64.6 268 -70.5 5 -61.5 Traffic Ad - Faceb 50.06 -10.4 1,219.15 -78.3 160 -81.4 6 -75.0 Sales Ad - Instagr 61.48 -22.2 1,219.41 -78.3 374 -78.2 24 -79.1 Sales Ad - Instagr 110.55 -54.9 1,2218.68 -78.4 230 -68.1 23 -68.1 Sales Ad - Instagr 63.35 -26.7 1,222.02 -78.3 9,428 -76.9 875 -67.1 Grand total 82.03 -43.3 25,754.99 -75.7 9,428 -76.0 675 -67.1	Winter's Dream 2	Traffic Ad Faceh	29.28	-20.4	201.49	-64.9	263	66.7	9	-53.8	2.28%	38.5%
Sales Ad - Instagr 50.06 -10.4 1,219.15 -78.3 160 -81.4 6 -75.0 Sales Ad - Instagr 61.48 -22.2 1,219.41 -78.3 374 -78.2 24 -79.1 Sales Ad - Instagr 110.55 -54.9 1,218.68 -78.4 230 -68.1 23 -68.1 Sales Ad - Instagr 63.35 -26.7 1,222.02 -78.3 9,428 -75.9 38 -62.4 Grand total 82.03 -43.3 25,754.99 -75.7 9,428 -76.0 675 -67.1	Winter's Dream 2	Traffic Ad - Faceb	30.54	-23.8	200.05	-64.6	268	-70.5	ഗ	-61.5	1.87%	
Sales Ad -Instagr 61.48 -22.2 1,219.41 -78.3 374 -78.2 24 -79.1 Sales Ad - Instagr 110.55 -54.9 1,218.68 -78.4 230 -68.1 23 -68.1 Sales Ad - Instagr 63.35 -26.7 1,222.02 -78.3 442 -75.9 38 -62.4 Grand total 82.03 -43.3 25,754.99 -75.7 9,428 -76.0 675 -67.1	Winter's Dream 2	Sales Ad - Instagr	50.06	-10.4	1,219.15	-78.3	160	-81.4	9	-75.0	3.75%	
Sales Ad - Instagr 110.55 -54.9 1,218.68 -78.4 230 -68.1 23 -68.1 Sales Ad - Instagr 63.35 -26.7 1,222.02 -78.3 442 -75.9 38 -62.4 Grand total 82.03 -43.3 25,754.99 -75.7 9,428 -76.0 675 -67.1	Winter's Dream 2	Sales Ad - Instagr	61.48	-22.2	1,219.41	-78.3	374	-78.2	24	-79.1	6.42%	1
Sales Ad - Instagr 63.35 -26.7 1,222.02 -78.3 442 -75.9 38 -62.4 675 -67.1 6rand total 82.03 -43.3 25,754.99 -75.7 9,428 -76.0 675 -67.1	Winter's Dream 2	Sales Ad - Instagr	110.55	-54.9	1,218.68	-78.4	230	-68.1	23	-68.1	10%	
Grand total 82.03 -43.3 25,754.99 -75.7 9,428 -76.0 675 -67.1	Willes 3 Dicarri	Salos Ad - Instagr	63.35	-26.7	1,222.02	-78.3	442	-75.9	38	-62.4	8.6%	
The control of the co	Winter's Dream 2	Grand total	82.03	-43.3	25,754.99	-75.7	9,428		675	-67.1	7.16%	37.3%