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Subject: DATAFY- Data Intelligence Program - Request for increase to 2022 HOT Agreement
Date: Friday, August 19, 2022 4:16:13 PM
Attachments: [AJR-Datafy Dripping Springs 8.2022 Updated.pdf](#)

I am requesting an add-on to the Visitors Bureau 2022 HOT funding agreement, and I have attached a proposal from AJR Media showing their Datafy product. Datafy will give us data intelligence for the Dripping Springs area.

The amount for Datafy dashboard is \$8,564 for the first year (\$7,164 second year), also included is an add-on media buy of \$5,000 that will leverage visitor insights (\$5,000 is normally the minimum spend per campaign, but we've been able to split between 2 separate flights to maximize our budget and reach). The total cost for annual dashboard plus 12 week media buy is \$13,564.

A few highlights on the product:

1. Builds audiences of past visitors, visitors to competitor destinations and look alike audiences for use in advertising, increasing efficiencies and budget allocations exponentially.
2. Provides attribution reporting on advertising run through the dashboard to those targeted audiences, tracking not only the performance of the advertising itself, but also those who were served the ad and later showed up in market.
3. With the attribution tracking, provides calculation options that will help establish Return on Ad Spend and Economic Impact, that can be applied to other channels of marketing and media that do not offer attribution.
4. The dashboard itself tells where visitors are coming from, their demographic profiles, how long they stay in market, which points of interest they are visiting, correlations between points of interest and much, much more – helping to better craft targeting across all media and messaging.
5. The tools include four years of historical data and current data.
6. Additionally, the dashboard can aid in community decisions, like whether to add more signage or widen trails, etc.
7. The dashboard will also track locals, allowing us to view local visitation activity to events, points of interest, parks, or points that may be of use across multiple departments in our community.
8. The dynamic event tracking can provide detail on economic impact, when you have the highest volume of event attendance, where attendees are coming from, other points they visit while in town for an event, lodging locations, etc.

The Visitors Bureau has worked with AJR Media since 2014. They are well-known and admired in the tourism industry for their expertise and integrity. I've also looked at Zartico, and while they have a similar program, it is much more expensive.

The dashboard can be live in 10 – 15 business days from approval of list of Points of Interests. Please let me know if you have any questions or need clarification. I appreciate your consideration.

Pam Owens

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