

# GREATER RICHLAND TOURISM DIGITAL CAMPAIGN

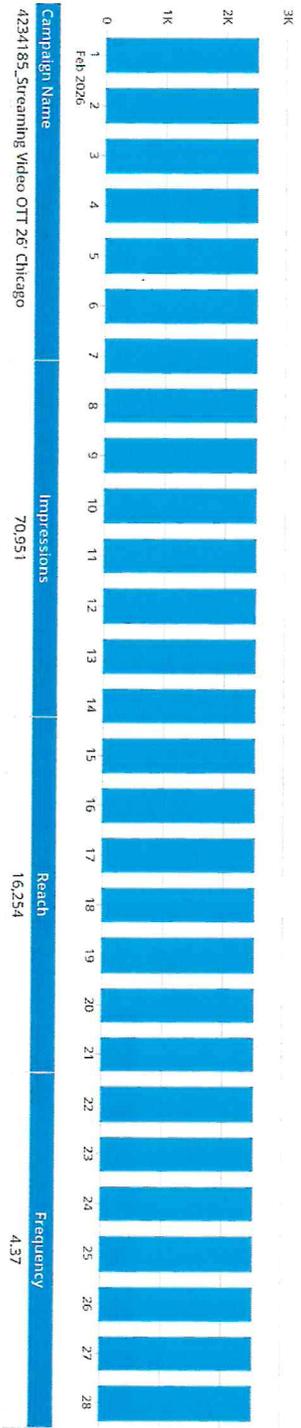
## STREAMING TV PERFORMANCE METRICS

FEB 2026



Total Impressions	Reach	Frequency	Video Completion Rate
70,951	16,254	4.37	99.27%

Graph By  
 Day Week Month Quarter Year



**Total Impressions** – The total number of times your Streaming TV ad was shown to viewers – each time it plays. It counts as one impression.  
**Reach** – The number of unique (different) viewers who saw your ad at least once during your Streaming TV campaign. Reach answers “how many different people saw our ad?”  
**Frequency** – the average number of times each person saw your ad during your campaign.  
**Video Completion Rate** – Video Completion Rate is a number out of 100%. It represents the percentage of viewers who watched your entire ad from start to finish. A high VCR means your ad is engaging, and people are sticking around! Our station goal is to keep you above 94%.

In Feb, we delivered your message to the select Chicago market nearly **71,000 times!**

**Your video had a completion rate of 99.27%!**



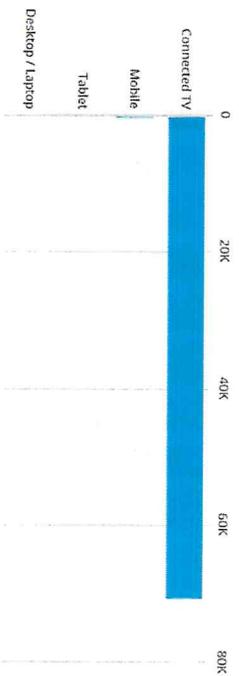
# GREATER RICHLAND TOURISM DIGITAL CAMPAIGN STREAMING TV PERFORMANCE METRICS



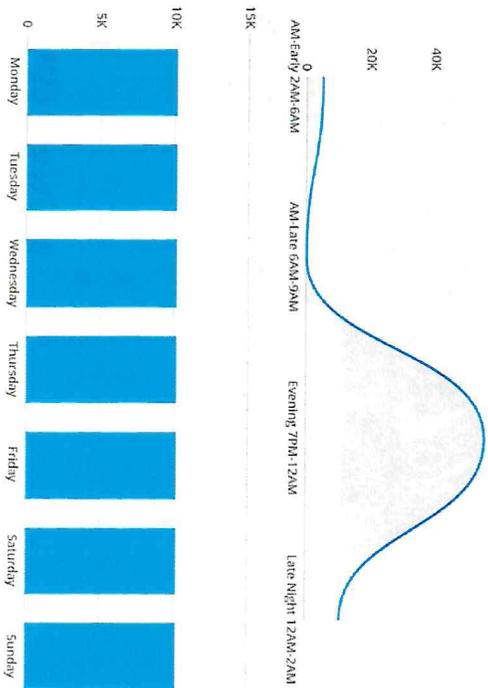
Impressions by Publisher Network

Publisher	Impressions
The Roku Channel	13,745
Tubi	11,349
Watchfree+	10,079
Pluto TV	7,685
Philo	3,074
Samsung TV Plus	2,784
Hulu	1,830
Paramount+	1,777
peacock_ax	1,771
Fox	1,163
Vizio	696
Samsung TV Plus iontv	478
Samsung TV Plus News	402
Paramount CBS	401
Vizio streaming Vizio streaming	399
The Roku Channel iontv	392
AMC	387
AMC LG TV	360
Plex	341
Scripts	285
Disney+	250
teevee_mobile	238
ABC WWSB	236
Fawosome	228
Samsung TV Plus ionmystery	206
The Roku Channel livetow	206
The Roku Channel ionmystery	194
Univision Now Univision	191
Samsung TV plus AMC	180
watchfree	179

Impressions by Device



Impressions by Daypart & Day of Week

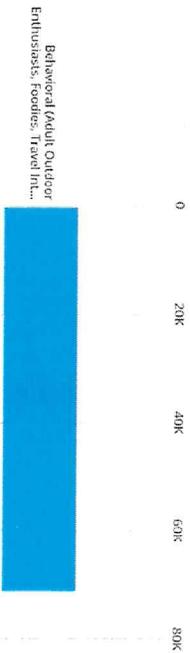


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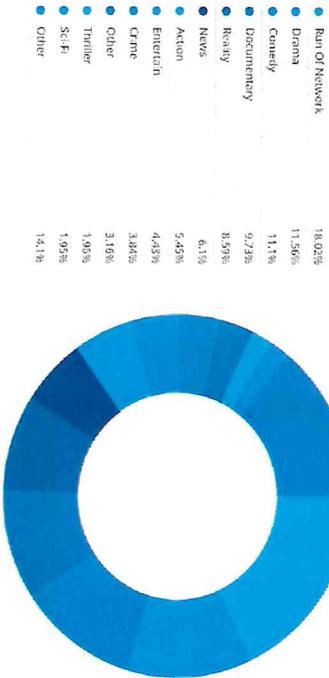
## STREAMING TV PERFORMANCE METRICS



Impressions by Target Audience & Content Channels



City	Zipcode	Impressions
CHICAGO TOTAL		61,614
EVANSTON TOTAL		5,094
Cook	60657	2,301
COOK TOTAL		2,301
WILMETTE TOTAL		1,274
Lincolnwood	60712	668
LINCOLNWOOD TOTAL		668
GRAND TOTAL		70,951



# GREATER RICHLAND TOURISM

## WEBSITE ANALYTICS JAN-FEB 2026



Page Detail	Views
/tourism	1,824
/tourism/calendar	472
/tourism/page/2026-driftless-area-deer-classic	396
/tourism/page/driftless-area-deer-classic	312
/tourism/page/150th-annual-masopust-2-day-dance	300
/tourism/page/eagle-cave-resort	246
/tourism/page/ocooch-mountains-richland-county	206
/tourism/page/local-experiences	194
/tourism/page/lodging	191
/tourism/page/main-events	168
/tourism/page/away-place	165
/tourism/page/day-trips-agritourism	122
/tourism/page/haunted-cave-eagle-cave-0	113
/tourism/custom-contact-page/tourism-contact-information	92
/tourism/page/pier-county-park-rockbridge	88
/tourism/page/27th-annual-lee-lake-fisheriee	85
/tourism/page/starlite-motel	79
/tourism/page/outdoor-exploration auditorium	78
/tourism/page/ramada	76
/tourism/page/richland-center-history	75
/tourism/page/fireside-campground	73
/tourism/page/our-history	69
/tourism/page/2025-muscoda-morel-mushroom-festival	67
/tourism/page/richland-center-winter-market-1	66
/tourism/page/symons-recreational-complex	64
/tourism/page/2025-driftless-area-deer-classic	63
/tourism/page/franks-hill-effigy-mounds	62
/tourism/page/richland-centers-rotary-lights-park	62
/tourism/page/2026-richland-county-fair	61
/tourism/calendar/month/2026-02	60

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9,444



In 2026 (Jan-Feb) we have measured that there have been **9,444** website pageviews JUST to your tourism pages!!

# GREATER RICHLAND TOURISM

## WEBSITE ANALYTICS JAN-FEB 2025

Page Detail	Views
/tourism	1,577
/tourism/page/eagle-cave-resort	457
/tourism/calendar	388
/tourism/page/2025-driftless-area-deer-classic	385
/tourism/page/driftless-area-deer-classic	349
/tourism/page/lodging	292
/tourism/page/local-experiences	245
/tourism/page/main-events	228
/tourism/page/preserved-efigy-mounds	197
/tourism/page/day-trips-agritourism	179
/tourism/page/pier-county-park-rockridge	139
/tourism/page/ococh-mountain-richland-county	133
/tourism/page/muscoda-morel-mushroom-festival	121
/tourism/custom-contact-page/tourism-contact-information	107
/tourism/page/away-place	103
/tourism/page/richland-center-winter-market-0	103
/tourism/page/starlite-motel	102
/tourism/page/outdoor-exploration	98
/tourism/page/25th-annual-lee-lake-polar-plunge	88
/tourism/page/hoogledown-music-festival	85
/tourism/page/2025-euchre-night-branding-iron	78
/tourism/page/hub-city-dirt-drags	78
/tourism/page/little-cabins-pine	77
/tourism/page/recreational-trails-atv-utv-routes	77
/tourism/page/ad-german-warehouse-designed-frank-loyd-wright	76
/tourism/page/24th-annual-caz-turkey-busters-fisherie	75
/tourism/page/lee-lake-polar-plunge	72
/tourism/page/part-view-inn	71
/tourism/page/richland-center-history	70
/tourism/page/front-porch-comedy-show	69
/tourism/calendar/month/2025-03	67
/tourism/page/ridge-valley-hospitality	63
/tourism/page/ramada	61
/tourism/page/richland-county-history	60

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10,454



In 2025 (Jan-Feb), we have measured that there were **10,454** website pageviews JUST to your tourism pages!!