

# GREATER RICHLAND TOURISM DIGITAL CAMPAIGN

## STREAMING TV PERFORMANCE METRICS

DECEMBER 16-31, 2025 (2 WEEKS)



### STREAMING TV



Total Impressions

70,946

Reach

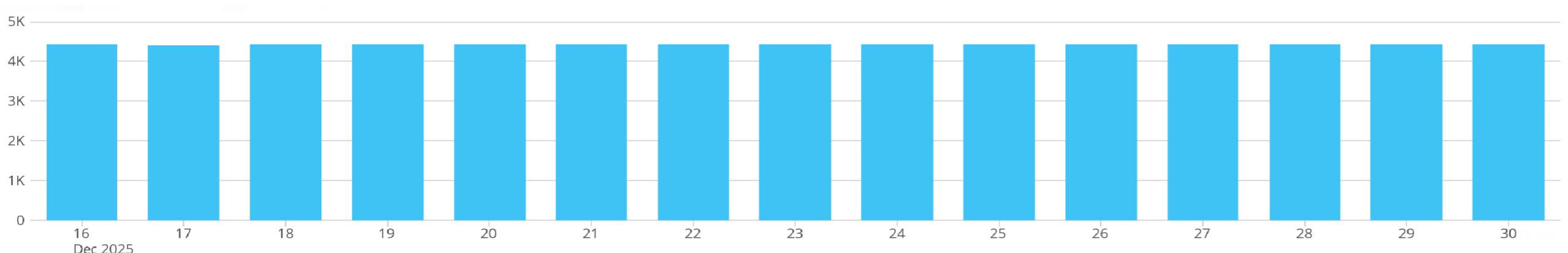
28,975

Frequency

2.45

Video Completion Rate

99.43%



Campaign Name	Impressions	Reach	Frequency
4070402_Streaming Video OTT 25' Chicago	70,946	28,975	2.45

Total Impressions in 2025

1,007,152

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

**Your video had a completion rate of 99.43%!**

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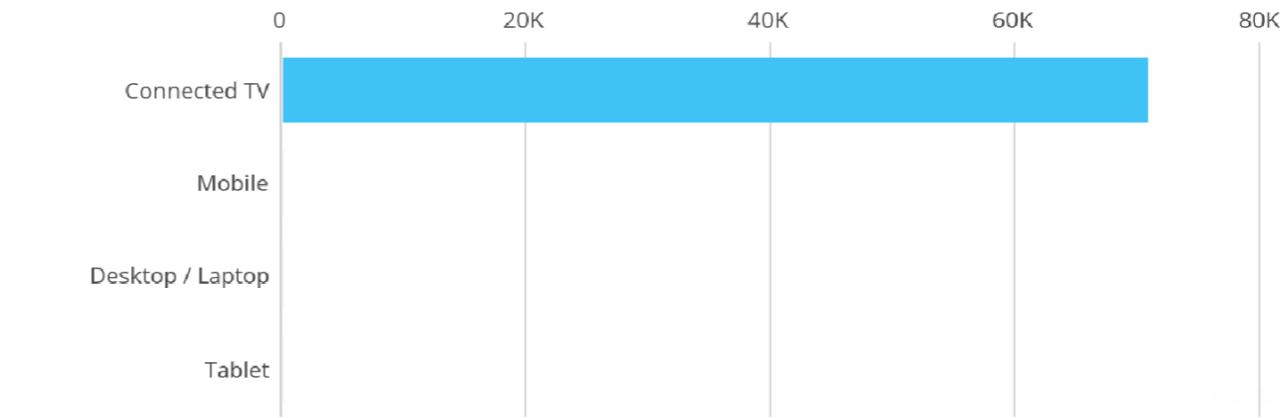
## STREAMING TV PERFORMANCE METRICS



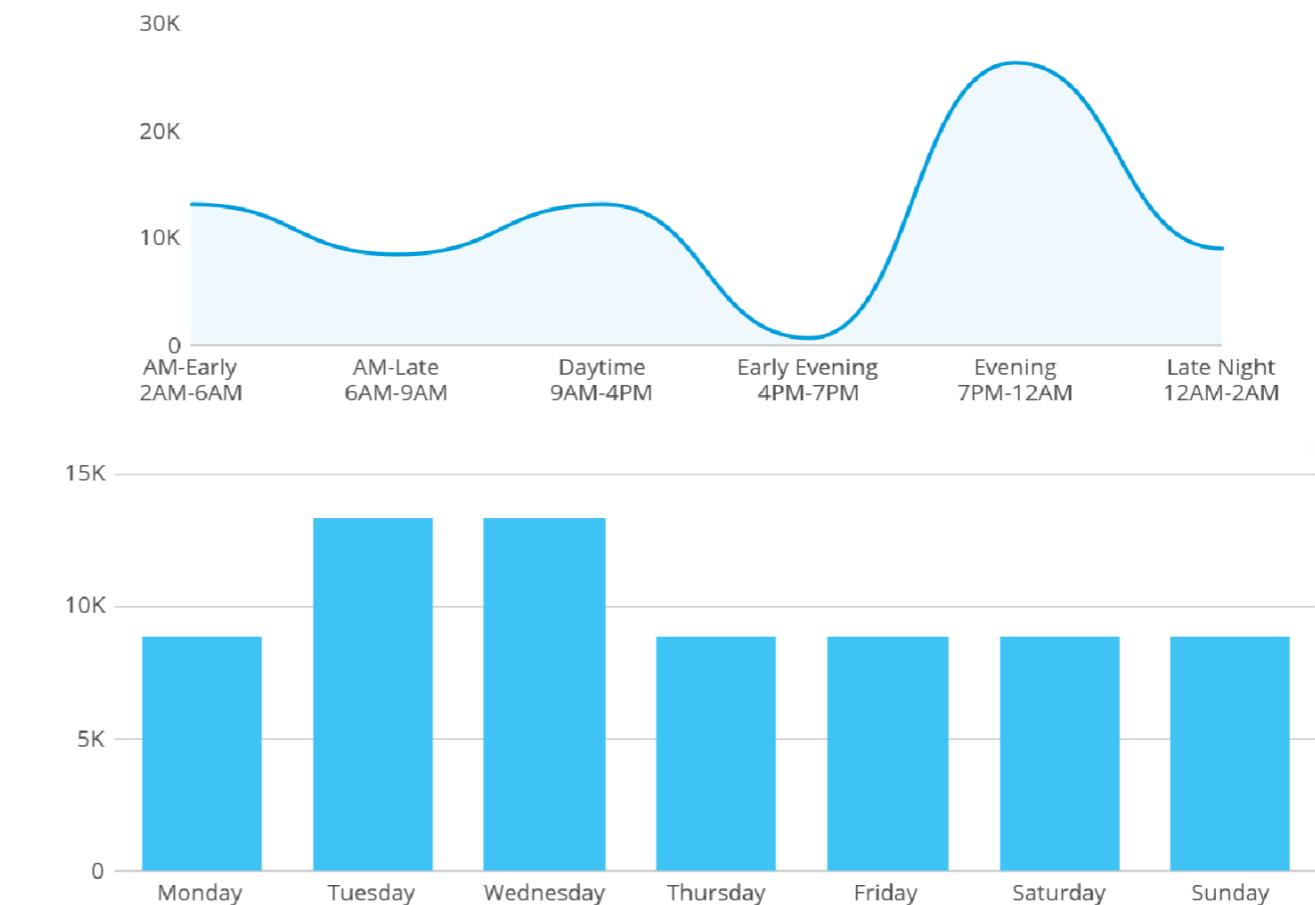
Impressions by Publisher Network

Publisher	Impressions
The Roku Channel	24,303
Watchfree+	14,676
Tubi	9,845
Samsung TV Plus	3,579
Pluto TV	2,406
Philo	923
Samsung TV Plus News	646
Hulu	587
Fox	560
Tubi	542
Teevee mobile Telly TV	460
Disney+	433
Samsung TV Plus iontv	378
AMC LG TV	358
att.tv	326
Samsung TV Plus General-Variety	244
Sling TV	234
Vizio	207
The Roku Channel iontv	195
Vix Univision	189
The Roku Channel ROKU	177
DirecTV Fox Networks	162
Att tv fetv	153
Frndly TV	151
Samsung TV Plus ionmystery	146
peacock_ax	141
DirecTV NBC	139
Pluto TV	133
Sling TV	133
The Roku Channel wfld	126
The Roku Channel the first 10	
124	

Impressions by Device



Impressions by Daypart & Day of Week

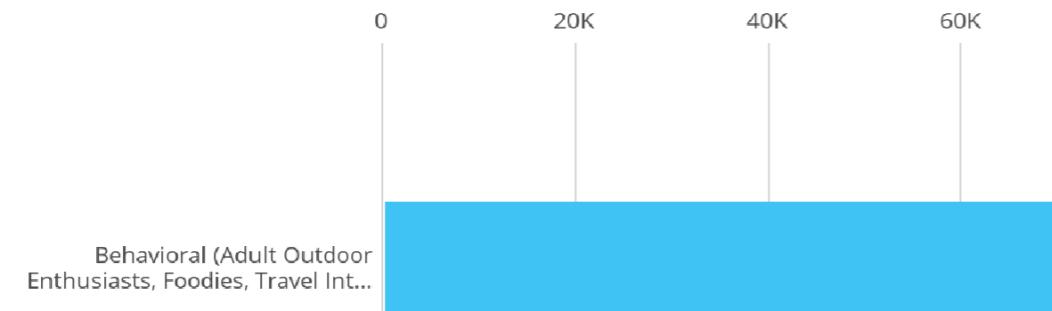


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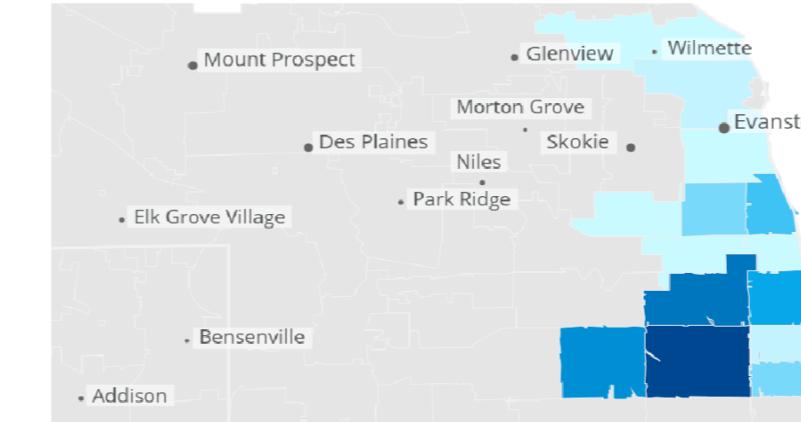
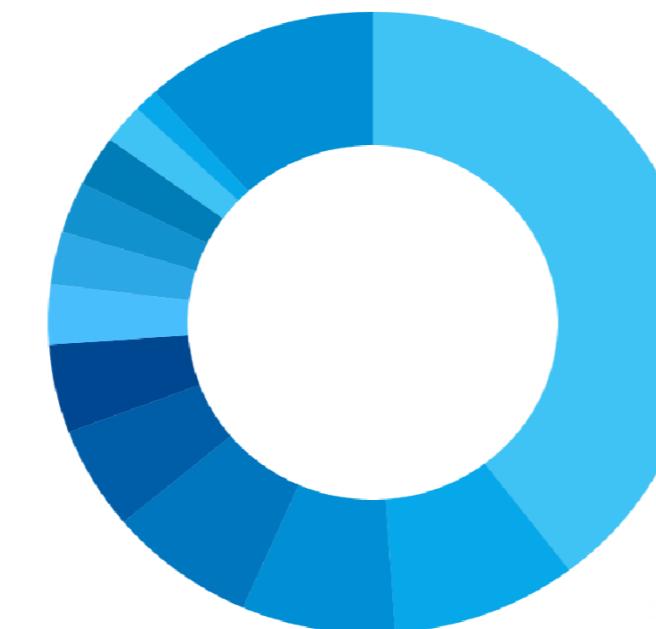
## STREAMING TV PERFORMANCE METRICS



Impressions by Target Audience & Content Channels



Run Of Network	39.65%
Documentary	9.25%
Kids-Fam	7.65%
Drama	7.37%
Comedy	5.35%
News	4.6%
Entertain	3.12%
Reality	2.75%
Action	2.65%
Crime	2.63%
Talk-Show	2.06%
Movie	1.21%
Other	11.72%



City	Zipcode	Impressions
CHICAGO TOTAL		62,376
EVANSTON TOTAL		4,386
Cook	60657	1,979
COOK TOTAL		1,979
WILMETTE TOTAL		1,723
Lincolnwood	60712	482
LINCOLNWOOD TOTAL		482
GRAND TOTAL		70,946

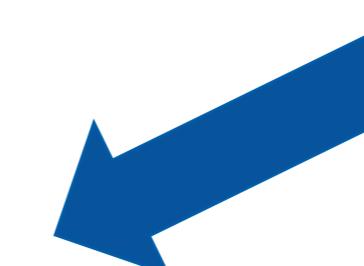
# GREATER RICHLAND TOURISM

## WEBSITE ANALYTICS JAN 2024 – DEC 2024 ONLY



Page Detail	Views
/tourism	7,527
/tourism/calendar	4,573
/tourism/page/main-events	2,028
/tourism/page/thunderfest-2024	1,784
/tourism/page/day-trips-agritourism	1,639
/tourism/page/lodging	1,589
/tourism/page/local-experiences	1,576
/tourism/page/richland-centers-rotary-lights-park	1,558
/tourism/page/eagle-cave-resort	1,499
/tourism/page/muscoda-morel-mushroom-festival	1,336
/tourism/page/2024-muscoda-morel-mushroom-festival	1,293
/tourism/page/thunderfest	1,272
/tourism/page/hub-city-dirt-drags	1,164
/tourism/page/recreational-trails-atv-utv-routes	1,147
/tourism/page/preserved-effigy-mounds	1,034
/tourism/page/ocooch-mountains-richland-county	1,008
/tourism/page/pier-county-park-rockbridge	957
/tourism/custom-contact-page/tourism-contact-information	954
/tourism/page/2024-richland-county-fair	929
/tourism/page/wisconsin-high-school-rodeo-finals-0	844
/tourism/page/richland-center-area-city-wide-garage-sales	787
/tourism/page/2024-dairy-days-and-rodeo-parade-registration-form	745
/tourism/page/outdoor-exploration	743
/tourism/page/fire-hills-motor-show	714
/tourism/page/2024-lone-rock-4th-july-celebration	692
/tourism/page/2024-canyon-lights-parade-registration-form	691
...	
/tourism/page/richland-hospital-and-clinics	1
/tourism/page/vetesniks-power-sports-snowmobile-safety-education-class	1
	80,980

In 2024 (Jan – Dec), we have measured that there were **80,980 website pageviews JUST to your tourism pages!!**



*\*Keep in mind we were not running mid-October through mid-November Streaming TV in November*

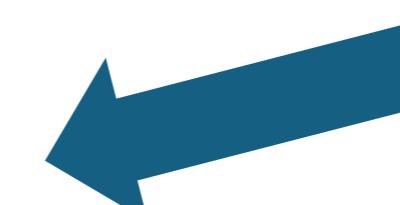
# GREATER RICHLAND TOURISM

## WEBSITE ANALYTICS JAN 2025 – DEC 2025 ONLY



Page Detail	Views
/tourism	10,259
/tourism/calendar	4,007
/tourism/page/main-events	2,227
/tourism/page/lodging	1,868
/tourism/page/thunderfest-2025	1,833
/tourism/page/2025-richland-county-dairy-breakfast	1,815
/tourism/page/eagle-cave-resort	1,657
/tourism/page/day-trips-agritourism	1,627
/tourism/page/2025-richland-county-fair	1,551
/tourism/page/hub-city-dirt-drags	1,516
/tourism/page/local-experiences	1,505
/tourism/page/richland-centers-rotary-lights-park	1,240
/tourism/page/2025-wisconsin-high-school-rodeo-state-finals	1,142
/tourism/custom-contact-page/tourism-contact-information	1,133
/tourism/page/thunderfest	1,011
/tourism/page/hub-city-dirt-drags-spring-opener	852
/tourism/page/starlite-motel	841
/tourism/page/2025-muscoda-morel-mushroom-festival	830
/tourism/page/preserved-effigy-mounds	826
parade	818
/tourism/page/ocooch-mountains-richland-county	796
/tourism/page/pier-county-park-rockbridge	795
/tourism/page/2025-driftless-area-deer-classic	791
/tourism/page/anaway-place	791
/tourism/page/2025-cazenovia-celebration	686
/tourism/page/recreational-trails-atv-utv-routes	641
/tourism/page/outdoor-exploration	624
/tourism/page/richland-area-farmers-market	593
/tourism/page/wisconsin-high-school-rodeo-state-finals	564
/tourism/page/1921-ad-lounge	561
...	
/tourism/page/hub-city-dirt-drags-2	1
/tourism/page/richland-area-rescue-spoontacular-party	1
90,286	

In 2025 (Jan – Dec) we have measured that there have been **90,285\*** website pageviews JUST to your tourism pages!!



\*Keep in mind we were not running Streaming TV in November