

Paid Search Engine Marketing

August through December 2009

Program Description

Paid search is one of the most cost-efficient direct response mediums on earth, if not the most cost-efficient. In support of the online travel agency (OTA) program (see Online Travel Agency Program), CTTC is utilizing paid search to provide a consistent traffic stream to visitcalifornia.com.

In the paid search campaigns that provided 100% of paid media support in 2008-2009, CTTC learned that a large percentage of traffic reached by national efforts came from in-state searchers. We also learned through testing paid search and content targeted placements that each search vehicle serves a different purpose.

- Paid search placement on Google reaches those most familiar with California, who are actively informed of what they are looking for in terms of state travel.
- Content targeting reached a passive editorial consumer of California travel information on sites such as TravelandLeisure.com (e.g., reading about “California Wines” on WineSpectator.com).

To leverage these learnings in 2009-2010, CTTC is focusing paid search efforts on out-of-state visitors only (through geo-targeting), as well as supporting a number of different initiatives throughout the year:

- Brand: CTTC’s ownership of the term “California” is a very strong one. In 2009-2010, CTTC is continuing brand support combined with more traffic acquisition oriented terms to holistically boost traffic and on-site activities.
- Conversion, Travel Tools, Maps, Guides: CTTC is focused on driving specific engagement with the various tools and offers available on visitcalifornia.com – maps & travel guides tend to be the most popular site attractions.
- Snow, Wine, Arts & Culture: CTTC provides tactical support for key travel categories. So far this year, we have expanded the number of wine-growing regions supported while also adding support for scenic



highways/byways and expanding the number of major attractions supported (e.g., national parks).

- Activities: The largest campaign by keyword volume, this campaign highlights important travel activities within the state and provides equal geographic support to key areas of the state including the gateways and beyond.
- California Fives: CTTC will increase paid media support through a dual-focused effort seeking list creation from state residents and promoting those lists to out-of-state travel planners.

U.S. activity began the year off a low base, but is being expanded to boost search activity over the next several months. As with previous efforts, campaign structure and focus will change throughout the year according to season and marketing initiative.

Target Audience

The broad audience of leisure travelers visiting visitcalifornia.com.

Objectives & Reach

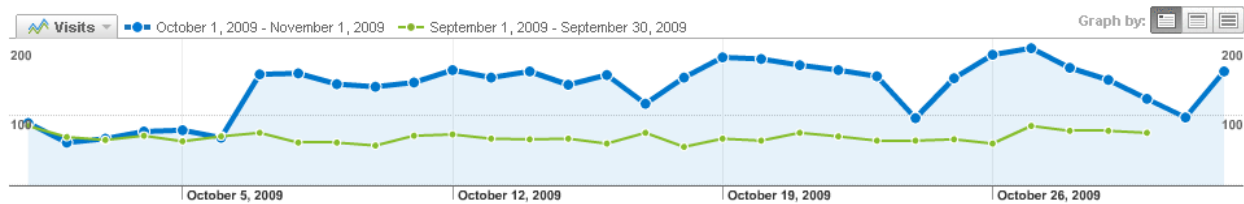
- Promote content and destinations within California in a fun and engaging fashion.
- Drive engagement, usage and interactivity with prospects, site visitors and industry partners.
- Embody the “abundance” theme.
- Utilize content as a mechanism to drive lead generation and a means to re-contact.
- Position CTTC as a player in Web 2.0 space.
- Embrace cross-channel execution (Web site, online media, print, PR).
- Fully adaptable to niche content providers for contextually relevant content.

Results & Accomplishments

Advertising performance: overall cost per click (CPC) goal = \$1.33; ranking = between #1-6 positions (i.e. first page search results).

CTTC Search Campaign	Impressions Served	Clicks Generated	Clickthrough Rate	Actual Media Cost	Cost Per Click	Overall Search Rank (1-6 First Page)
US Activities	8,936,925	3,320	0.04%	\$3,325	\$1.00	
Brand	375,037	6,872	1.83%	\$9,598	\$1.40	
Canada	1,119,627	1,597	0.17%	\$2,284	\$1.64	
Conversion	208,022	6,056	2.91%	\$7,290	\$1.20	
Guides	301,564	3,920	1.30%	\$5,364	\$1.37	2.81
Maps	421,610	16,968	4.02%	\$19,573	\$1.15	
Snow	471,921	6,596	1.40%	\$9,979	\$1.51	
Travel Tools	301,181	8,420	2.80%	\$11,196	\$1.33	
Wine	52,337	714	1.36%	\$1,332	\$1.87	
Grand Total	12,188,224	54,463	0.45%	\$69,941	\$1.28	N/A

SEM-related site activity:



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