

Santa Barbara Vintners Association Media Performance

The SBVA campaign began its roll out in March after a re-plan (pivot) to address the COVID-19/coronavirus impacts on a state and national level. The objective of the campaign maintained its alignment with the grant -- to educate consumers about the Santa Barbara wine region while motivating them to visit and purchase product. Focusing on the Los Angeles metro, we have been targeting consumers who have shown interest in wine whether it be through their browsing behavior or physical travel (Paso/Napa/Sonoma/Temecula). Once identified, we are using a combination channels including Social Media, Google Search, and Banner ads on relevant websites applications. Each channel has its own goal from awareness, all the way through driving traffic to SBVA business locations.



The digital campaign has served **9.3 million impressions** to our target audience so far. Facebook, Instagram, and Display Banners have been the most efficient tactics in extending our reach.

Our presence on highly engaging social media platforms and precise keyword targeting on Google have generated **more than 27k total ad engagements**.



The launch of the “Virtual Tasting” program as part of our pivot strategy on Social Media allowed us to continue driving awareness and engagement in the early stages of the coronavirus lockdown. This produced **209,000+ video views and 700 hours of view time**.

The new campaign, “West of France, Just North of LA,” has influenced at least **142,937 physical visits*** to SBVA places of business since the campaign began.



*These visits are calculated by matching MAIDs that are linked to a served impression with MAIDs that have entered an SBVA member storefront – giving us an actual hard count of influenced visits, opposed to an extrapolated total. Given our previous research, we believe this number is approximately 20-35% of the total impact. From sampling, it looks to be approximately 14k households who have travelled north.



Reporting Metric Definitions

- **Impression:** The total number of times your ads were shown on a user's screen.
- **Engagements:** Any click or action taken on your ads. Engagements include link clicks, post reactions, shares, comments, image clicks, and video views.
- **Video View:** The total number of times your video started to play, excluding replays.

How are Physical Store Visits are Tracked:

1. Every (or most) mobile device is assigned a unique Mobile Advertising ID (MAID).
2. On the ad delivery side, we know what MAIDs we served an ad to.
3. Virtual barriers are placed along the perimeter of your store, and when a user breaks this plane and enters your store, we capture their MAID.
4. The list of MAIDs we served an ad to is paired up with the list of MAIDs that visited your store. If a MAID appears on both lists, we can deduce that this person saw one of our ads and then visited your store – therefore registering as a store visit conversion.