

Pinedale Travel & Tourism Commission

Agenda for July 21, 2026

Town Hall

12:00 p.m. through 1:00 p.m.

A. Call to order

B. Approve Agenda

C. Approve Minutes of the June 16, 2026 meeting

D. Routine Business

a. Review Revenue

b. Approve August bills in the amount of \$29,952.66

c. Reports from Sublette County Visitors Center (read only, no discussion)

d. Reports from Madden Media (read only, no discussion)

E. New Business

a. All park use, etc permit apps are now on the town website and must be applied for digitally.

b. Park Rules have changed. Event planners are encouraged to review the rules and the fees for different scenarios.

F. Old Business

a. Crowdriff

b. Co-ops being purchased now

G. Adjourn

Pinedale Travel & Tourism Commission Minutes

June 16, 2026, Town Hall, 12:00 pm

The meeting was called to order by Angela Douglas at 12:05pm. Commission members present were Debbie Woyciesjes, Clint Gilchrist, Angela Douglas, and Stuart Lamson.

Motion made by Mr. Lamson to amend the agenda after adding an additional subsection to Section E, Rocky Mountain STOL Grant Application. Second by Mrs. Woyciesjes. Motion passed 4-0.

Motion made by Mrs. Douglas to approve the minutes of the May 20, 2026 meeting as presented. Second by Mr. Gilchrist. Motion passed 4-0.

Motion made by Mrs. Douglas to approve the bills in the amount of \$18,797.05. Second by Mr. Lamson. Motion passed 4-0.

The Sublette County Visitors Center and Madden Media reports were reviewed and discussed. Commission revenue was also reviewed and discussed.

Maureen Rudnick addressed the newly vacant seat of Stuart Lamson and thanked him for his time in his position. Annika Wharton and Maureen Rudnick presented the commission members with the final draft of the 2026 Green River Rendezvous Program for members to review.

Commission members discussed the potential RV space for overflow Rendezvous guests and Pinedale Little League guests and capacity of hotels in Pinedale.

Motion made by Mr. Gilchrist to approve the \$5,000 Rocky Mountain Stol grant be sent to Town Council for final decision. Mrs. Douglas did abstain from this motion. Motion seconded by Mr. Lamson. Motion passed 3-0

Commission members reviewed and discussed the old business of Rendezvous advertising, and Young Strategies strategic meeting from May 20, 2026.

Next meeting August 18, 2026

Motion made by Mrs. Douglas to adjourn. Second, by Mr. Lamson. Motion carried 4-0

The meeting was adjourned at 12:55pm

Minutes taken by:

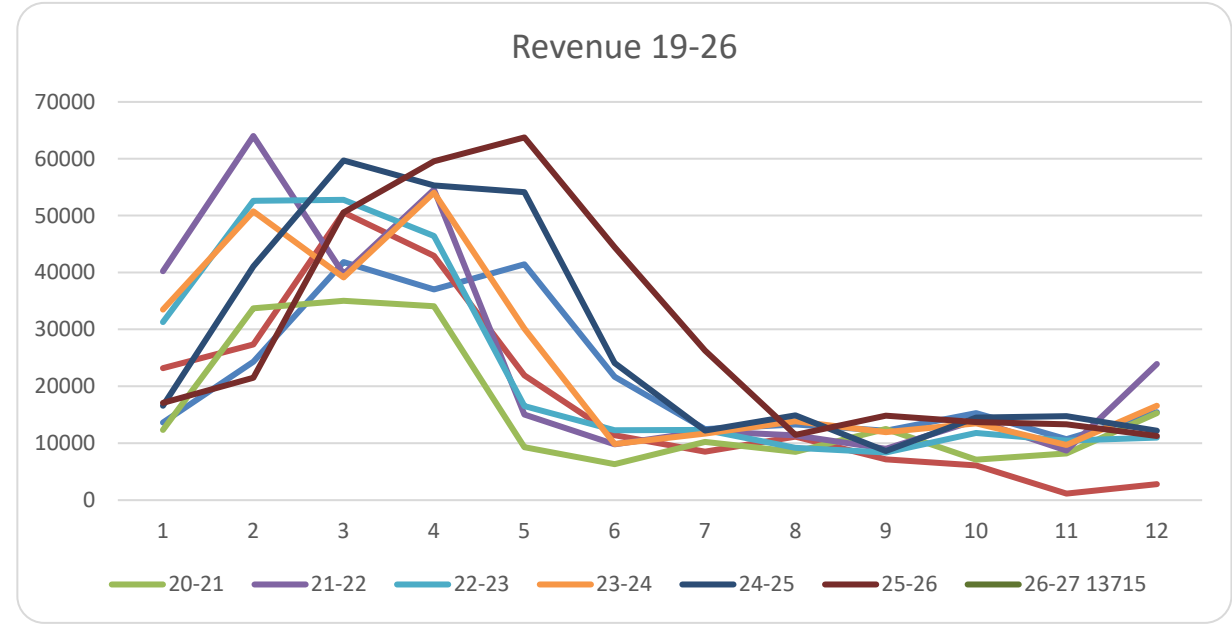
Minutes approved by:

Annika Wharton

Tyler Swafford

	20-21	21-22	22-23	23-24	24-25	25-26	26-27	Difference
Jul	12319	40211	31267	33469	16561	17086	13715	-3371
Aug	33689	63997	52602	50746	41052	21500		-19552
Sept	35031	39717	52765	39114	59694	50547		-9146
Oct	34067	54566	46415	54036	55,303	59,539		4236
Nov	9278	15008	16516	30135	54105	63750		9645
Dec	6317	9794	12272	9855	24066	44441		20375
Jan	10223	12087	12326	11677	12204	26281		14077
Feb	8474	11375	9159	13847	14874	11436		-3438
Mar	12504	8997	8368	11937	8616	14830		6214
Apr	7102	14002	11791	13487	14474	13693		-781
May	8181	8702	10436	9694	14742	13319		-1423
Jun	15261	23920	10978	16561	12174	11260		-914
	192446	192446	302377	294557	327865	347683		15921

Budget
Over



21-411-0040	Madden Media	2026-035140	\$	24,253.00
21-411-0030	Madden Media	2026-035128	\$	3,000.00
21-410-0100	SnowDay	474	\$	450.00
21-410-0100	Google Workspace	June	\$	52.80
21-410-0030	Maureen Rudnick	Wind River Dancers	\$	2,196.86
			\$	29,952.66



Madden Media
685 South Broadway
Denver, CO 80209
(520) 322-0895
ar@maddenmedia.com

BILL TO:

Pinedale Travel & Tourism Commission/Visit Pinedale
Maureen Rudnick
P.O. Box 709
Pinedale, WY 82941

SHIP TO:

Pinedale Travel & Tourism Commission/Visit Pinedale

Billing Type	Invoice
Billing Number	2026-035128
Madden Program Reference: DMC-WY26 - Pinedale Travel & Tourism - Fiscal Year 2026 Coops	
Billing Date	6/30/2026
Billing Due Date	7/30/2026
Billing Terms	Net 30
Amount Due	USD 3,000.00

June 2026

PRODUCT	COMMENT	QUANTITY	UNIT PRICE	TOTAL
Azira Standard Banners (CPM)		1.000000	USD 1,250.00	USD 1,250.00
Meta Ads Prospecting (CPC)		1.000000	USD 1,000.00	USD 1,000.00
Meta Ads Remarketing (CPC)		1.000000	USD 750.00	USD 750.00
Sub-Total				USD 3,000.00
Sales Tax				USD 0.00
Total				USD 3,000.00
Amount Paid				(USD 0.00)
Credit Amount				(\$0.00)
Amount Due				USD 3,000.00



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P.O. Box 709
Pinedale, WY 82941

SHIP TO:

Pinedale Travel & Tourism Commission/Visit Pinedale

Billing Type	Invoice
Billing Number	2026-035140
Madden Program Reference: DM-WYPTTC26 - Pinedale Travel & Tourism Digital C ampaign	
Billing Date	6/30/2026
Billing Due Date	7/30/2026
Billing Terms	Net 30
Amount Due	USD 24,253.00

June 2026

PRODUCT	COMMENT	QUANTITY	UNIT PRICE	TOTAL
Azira CTV (CPV)		37.600000	USD 40.00	USD 1,504.00
Google SEM - General Leisure (CPC)		1,500.000000	USD 1.50	USD 2,250.00
Google Performance Max (CPC)		2,000.000000	USD 1.00	USD 2,000.00
Pinterest (CPC)		285.428570	USD 3.50	USD 999.00
*Production	Summer Photo/ Video	1.000000	USD 17,500.00	USD 17,500.00

Sub-Total	USD 24,253.00
Sales Tax	USD 0.00
Total	USD 24,253.00
Amount Paid	(USD 0.00)
Credit Amount	(\$0.00)
Amount Due	USD 24,253.00

Room #:
Payment Method : Credit Card
Rate :

405
7/10/2026

Billing Reference :
Company :
\$349.00

PO BOX 2216
PINEDALE, WY 82941

CRS #:
Arrival: 7/10/2026
Departure: 7/11/2026

BW 941172047-01

Date	Department	Reference	Voucher	Room	Charge	Credit	Balance
7/10/2026	RM ROOM CHARGE	Auto Posted Rate: RACK		405	\$349.00		\$349.00
7/10/2026	SALES TAX	Auto Posted Rate: RACK		405	\$13.96		\$362.96
7/10/2026	LODGING TAX	Auto Posted Rate: RACK		405	\$24.43		\$387.39
7/11/2026	VISA	VI3159		405		\$387.39	\$0.00
						Balance	\$0.00

Credit Card Payment

Payment Type:
Account:
Account Holder:

Credit Card
VI3159
Rudnick/Maureen

Amount Paid:
Approval Code:
Approval Amount:

\$387.39
00342DN
(\$387.39)

I agree that my liability for all charges is not waived.

Room #:216

Payment Method : Credit Card

Rate :7/10/2026

Billing Reference :Company :

\$349.00

PO BOX 2216
PINEDALE, WY 82941

CRS #:BW 941172047-04

Arrival:7/10/2026

Departure:7/11/2026

Date	Department	Reference	Voucher	Room	Charge	Credit	Balance
7/10/2026	RM ROOM CHARGE	Auto Posted Rate: RACK		216	\$349.00		\$349.00
7/10/2026	SALES TAX	Auto Posted Rate: RACK		216	\$13.96		\$362.96
7/10/2026	LODGING TAX	Auto Posted Rate: RACK		216	\$24.43		\$387.39
7/11/2026	VISA	VI9701		216		\$387.39	\$0.00
7/13/2026	VISA	Adj - VI9701		216	\$387.39		\$387.39
7/13/2026	VISA	VI3159		216		\$387.39	\$0.00
Balance							\$0.00

Credit Card Payment

Payment Type:

Account:

Account Holder:

Credit Card

VI3159

Rudnick/Maureen

Amount Paid:

Approval Code:

Approval Amount:

\$387.39

01094DN

(\$387.39)

I agree that my liability for all charges is not waived.

Room #:	403	CRS #:	BW 941172047-02
Payment Method : Credit Card	Billing Reference :		
Rate :	Company :	Arrival:	7/10/2026
7/10/2026	\$349.00	Departure:	7/11/2026
	PO BOX 2216		
	PINEDALE, WY 82941		

Date	Department	Reference	Voucher	Room	Charge	Credit	Balance
7/10/2026	RM ROOM CHARGE	Auto Posted Rate: RENDEZ		403	\$349.00		\$349.00
7/10/2026	SALES TAX	Auto Posted Rate: RENDEZ		403	\$13.96		\$362.96
7/10/2026	LODGING TAX	Auto Posted Rate: RENDEZ		403	\$24.43		\$387.39
7/11/2026	VISA	VI9701		403		\$387.39	\$0.00
7/13/2026	VISA	Adj - VI9701		403	\$387.39		\$387.39
7/13/2026	VISA	VI3159		403		\$387.39	\$0.00
Balance							\$0.00

Credit Card Payment

Payment Type:	Credit Card	Amount Paid:	\$387.39
Account:	VI3159	Approval Code:	_01153DN_
Account Holder:	Rudnick/Maureen	Approval Amount:	(\$387.39)

I agree that my liability for all charges is not waived.

Room #: 404
Payment Method : Credit Card
Rate : 7/10/2026

Billing Reference :
Company :
\$349.00 PO BOX 2216
PINEDALE, WY 82941

CRS #: BW 941172047-03
Arrival: 7/10/2026
Departure: 7/11/2026

Date	Department	Reference	Voucher	Room	Charge	Credit	Balance
7/10/2026	RM ROOM CHARGE	Auto Posted Rate: RACK		404	\$349.00		\$349.00
7/10/2026	SALES TAX	Auto Posted Rate: RACK		404	\$13.96		\$362.96
7/10/2026	LODGING TAX	Auto Posted Rate: RACK		404	\$24.43		\$387.39
7/11/2026	VISA	VI9701		404		\$387.39	\$0.00
7/13/2026	VISA	Adj - VI9701		404	\$387.39		\$387.39
7/13/2026	VISA	VI3159		404		\$387.39	\$0.00
Balance							\$0.00

Credit Card Payment

Payment Type: Credit Card
Account: VI3159
Account Holder: Rudnick/Maureen

Amount Paid: \$387.39
Approval Code: _00642DN_
Approval Amount: (\$387.39)

I agree that my liability for all charges is not waived.

Room #:	226		CRS #:	BW 683975292-01
Payment Method :	Credit Card	Billing Reference :		
Rate :		Company :	Arrival:	7/10/2026
	7/10/2026	\$254.15	Departure:	7/11/2026
		PO BOX 2216		
		PINEDALE, WY 82941		

Date	Department	Reference	Voucher	Room	Charge	Credit	Balance
7/10/2026	RM ROOM CHARGE	Auto Posted Rate: GM		226	\$254.15		\$254.15
7/10/2026	SALES TAX	Auto Posted Rate: GM		226	\$10.17		\$264.32
7/10/2026	LODGING TAX	Auto Posted Rate: GM		226	\$17.79		\$282.11
7/11/2026	VISA	VI5656		226		\$282.11	\$0.00
7/14/2026	VISA	Adj - VI5656		226	\$282.11		\$282.11
7/14/2026	VISA	VI3159		226		\$282.11	\$0.00
Balance							\$0.00

Credit Card Payment

Payment Type:	Credit Card	Amount Paid:	\$282.11
Account:	VI3159	Approval Code:	_04354D_
Account Holder:	Rudnick/John	Approval Amount:	(\$282.11)

I agree that my liability for all charges is not waived.

Room #:	201	CRS #:	BW 941172047-05
Payment Method : Credit Card	Billing Reference :		
Rate :	Company :	Arrival:	7/10/2026
7/10/2026	\$329.00	Departure:	7/11/2026
	PO BOX 2216		
	PINEDALE, WY 82941		

Date	Department	Reference	Voucher	Room	Charge	Credit	Balance
7/10/2026	RM ROOM CHARGE	Auto Posted Rate: RACK		201	\$329.00		\$329.00
7/10/2026	SALES TAX	Auto Posted Rate: RACK		201	\$13.16		\$342.16
7/10/2026	LODGING TAX	Auto Posted Rate: RACK		201	\$23.03		\$365.19
7/11/2026	VISA	VI9701		201		\$365.19	\$0.00
7/13/2026	VISA	Adj - VI9701		201	\$365.19		\$365.19
7/13/2026	VISA	VI3159		201		\$365.19	\$0.00
Balance							\$0.00

Credit Card Payment

Payment Type:	Credit Card	Amount Paid:	\$365.19
Account:	VI3159	Approval Code:	_06013DN_
Account Holder:	Rudnick/Maureen	Approval Amount:	(\$365.19)

I agree that my liability for all charges is not waived.



**Sublette County Visitor Center
Executive Directors Report
PTTC
July 2026**

**June 2026 Visitation Numbers
(Pinedale VC)**

Day 2653 Night: 199 Total 2852
Down 11% from June 2025 & Down 13% from June 2024

Referral Program

Total Direct Referrals: 571
Direct Referral Percentage: 20%

Top Referrals

1. Museum of the Mtn Man. 2. Outdoor Rec 3. Hiking / Trails

States that Visited

AL, AZ, AK, CA, CO, FL, GA, ID, IL, IN, KS, KY, LA, MI, MO, MT, NB, NV, NH, NM, NY
ND, OK, PA, SC, SD, TN, TX, UT, WA, WI, WY

Top 3 States

1. WY 2. CO 3. TX

Countries

Australia, France, Germany, England, Italy, Scotland, Korea

Bus Stops

3 (131 People)

Tracking Category

Why are you here?

Traveling through the Area- 175
Sublette County as a destination- 113
Locals looking for info- 67

If you have any questions feel free to contact Peter at 307-367-3419 or
peter.paulin@sublettecountywy.gov



PINEDALE TRAVEL & TOURISM

May 2026 Media Performance





ANALYTICS OVERVIEW

May 1, 2026 - May 31, 2026

MONTHLY KEY SITE METRICS

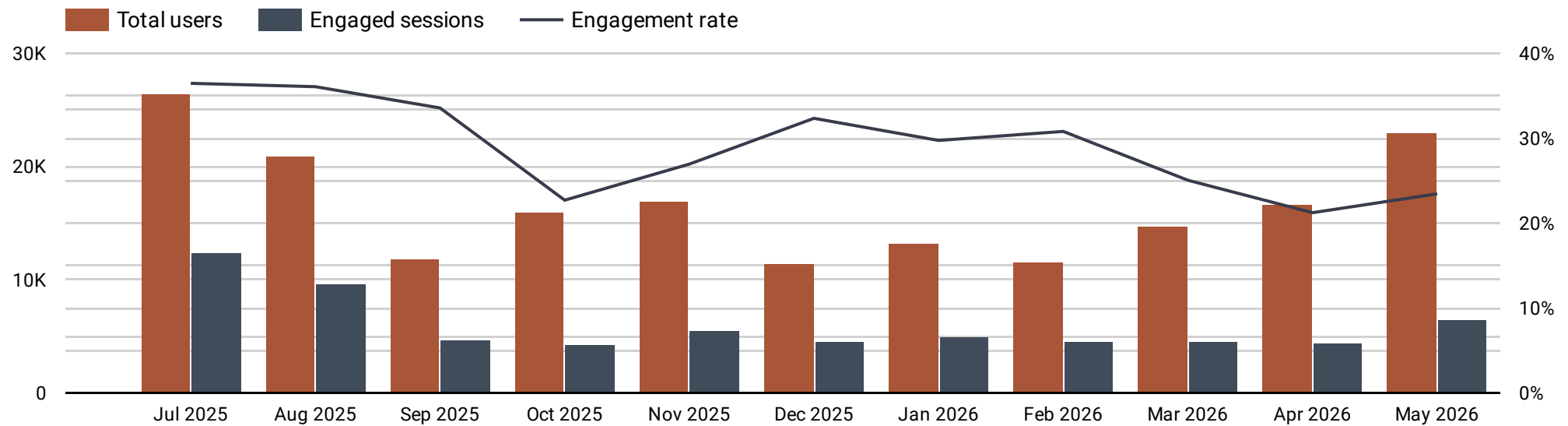
Total users
22,931

Sessions
27,696

Engaged sessions
6,494

Average session duration
00:01:12

Engagement rate
23.45%



OVERVIEW (continued)

May 1, 2026 - May 31, 2026

TOP PAGES

	Page path	Total u...	% Δ
1.	/	16,238	-5.1% ↓
2.	(not set)	6,434	-22.0% ↓
3.	/things-to-do	2,881	288,000.0%...
4.	/where-to-stay	584	-
5.	/things-to-do/camping	525	-
6.	/things-to-do/hiking-backpacking	429	42,800.0%...
7.	/things-to-do/green-river-rendezvous	366	36,500.0%...
8.	/events	327	-
9.	/destinations/fremont-lake	302	30,100.0%...
10.	/destinations/green-river-lakes	301	30,000.0%...
11.	/things-to-do/sightseeing-day-trips	262	-
12.	/destinations/wind-river-mountain-range	257	25,600.0%...
13.	/things-to-do/dining	253	25,200.0%...
14.	/trip-planner/adventurous	252	-
15.	/trip-planner/relaxing	248	-
16.	/destinations/cirque-of-the-towers	239	23,800.0%...
17.	/trip-planner/scenic	239	-
18.	/trip-planner/family	192	-
19.	/trip-planner/western	176	-
20.	/itinerary	175	-

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TOP CITIES

	City	Total users	% Δ
1.	(not set)	1,941	-14.8% ↓
2.	New York	1,396	319.2% ↑
3.	Denver	1,024	-47.2% ↓
4.	Dallas	766	132.1% ↑
5.	Philadelphia	615	720.0% ↑
6.	Fort Worth	515	1,220.5% ↑
7.	Atlanta	504	260.0% ↑
8.	Memphis	457	1,328.1% ↑
9.	Phoenix	413	-71.2% ↓
10.	Miami	397	561.7% ↑
11.	Salt Lake City	316	-68.8% ↓
12.	Englewood	282	-64.3% ↓
13.	Minneapolis	235	179.8% ↑
14.	Los Angeles	210	18.6% ↑
15.	Seattle	201	-62.1% ↓
16.	Chicago	179	-43.5% ↓
17.	Newark	139	1,163.6% ↑
18.	Houston	125	-6.0% ↓
19.	Boise	123	-40.9% ↓
20.	Omaha	123	141.2% ↑

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CHANNEL BREAKOUT

May 1, 2026 - May 31, 2026

CHANNEL COMPARISON

Session default channel group		Total users ▾	Engaged sessions	Engagement rate
1.	Cross-network	8,724	2,662	21.33%
2.	Paid Social	7,124	525	7.16%
3.	Organic Search	2,384	1,847	62.13%
4.	Direct	1,716	318	17.14%
5.	Paid Search	1,295	1,042	67.57%
6.	Display	1,143	15	1.31%
7.	Referral	115	93	62.84%
8.	Unassigned	75	6	7.79%

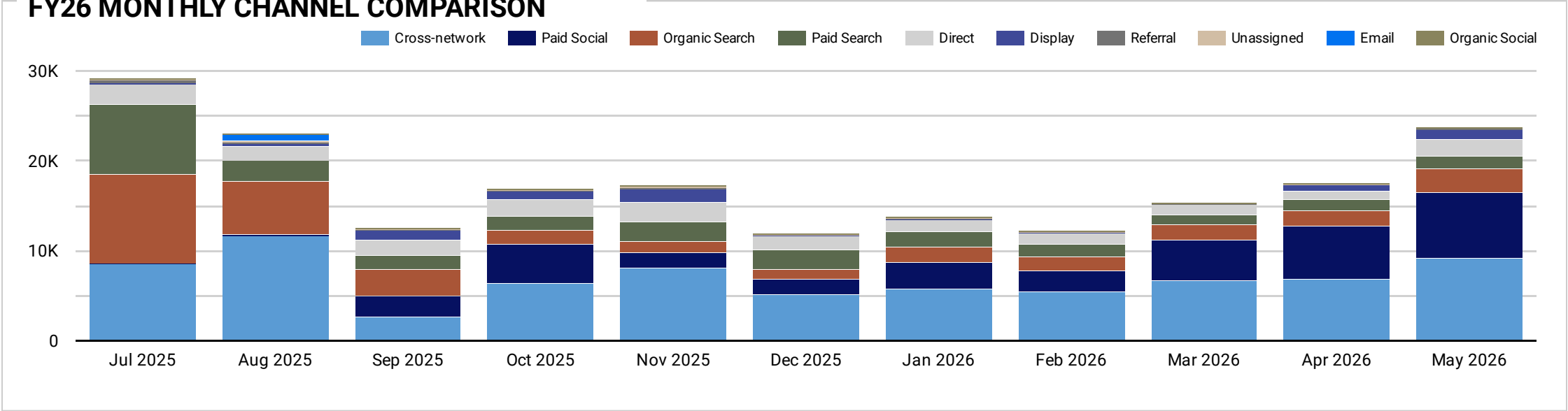
1 - 11 / 11 < >

Total Users: Unique individuals who visited your site in a given period.

Engaged Sessions: Sessions lasting over 10 seconds, with at least one conversion or two or more page views.

Engagement Rate: The percentage of engaged sessions out of total sessions (Engaged Sessions / TotalSessions 100).

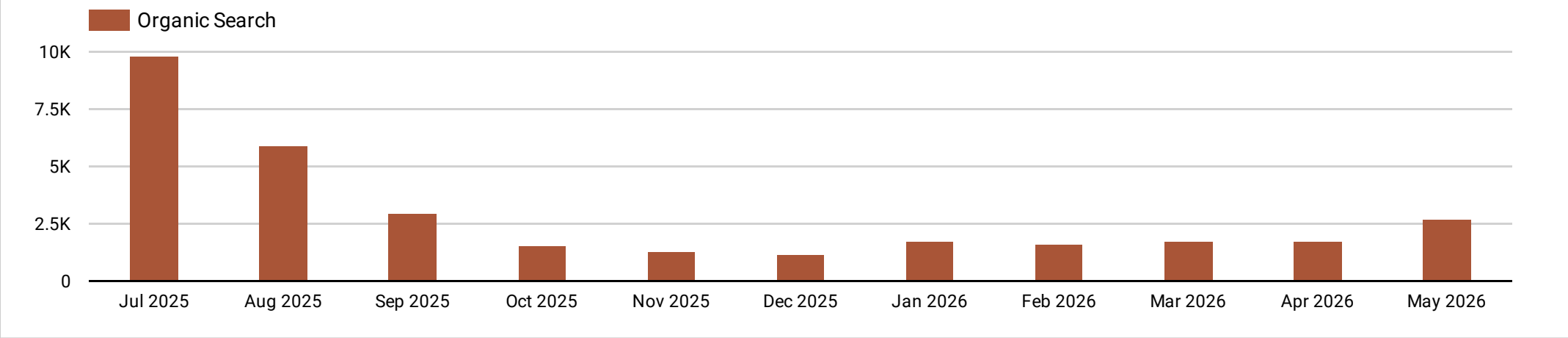
FY26 MONTHLY CHANNEL COMPARISON



ORGANIC SEARCH CHANNEL

May 1, 2026 - May 31, 2026

FY26 ORGANIC SEARCH



TOP PAGES - ORGANIC SEARCH

	Page path	Total users
1.	(not set)	1,233
2.	/	336
3.	/things-to-do	270
4.	/where-to-stay	246
5.	/destinations/green-ri...	236
6.	/things-to-do/green-ri...	232
7.	/destinations/fremon...	225
8.	/destinations/wind-riv...	195
9.	/events	180
10.	/destinations/cirque...	163

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TOP CITIES - ORGANIC SEARCH

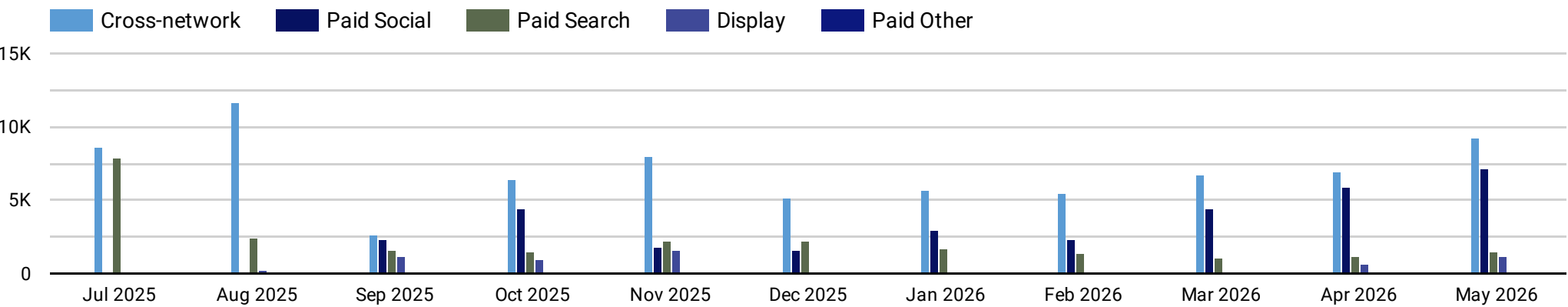
	City	Total users
1.	Denver	240
2.	(not set)	164
3.	Phoenix	135
4.	Englewood	130
5.	Pinedale	76
6.	Seattle	66
7.	Los Angeles	59
8.	Dallas	58
9.	Chicago	52
10.	Salt Lake City	46

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PAID CHANNELS

May 1, 2026 - May 31, 2026

FY26 PAID CHANNELS



TOP PAGES - PAID CHANNELS

	Page path	Total users
1.	/	15,423
2.	(not set)	4,814
3.	/things-to-do	2,522
4.	/things-to-do/camping	355
5.	/things-to-do/hiking-b...	285
6.	/where-to-stay	271
7.	/trip-planner/relaxing	127
8.	/things-to-do/sightse...	124
9.	/trip-planner/scenic	124
10.	/itinerary	104

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TOP CITIES - PAID CHANNELS

	City	Total users
1.	(not set)	1,385
2.	New York	1,354
3.	Dallas	685
4.	Denver	672
5.	Philadelphia	604
6.	Fort Worth	504
7.	Atlanta	455
8.	Memphis	455
9.	Miami	387
10.	Salt Lake City	264

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MONTHLY PERFORMANCE OVERVIEW

May 1, 2026 - May 31, 2026

GOOGLE SEM

Clicks
1,464

Impressions
18,221

CTR
8.03%

Conversions
1,084

GOOGLE PMAX

Clicks
15,412

Impressions
536,124

CTR
2.87%

Conversions
4,540

META PROSPECTING

Clicks
5,127

Impressions
246,493

CTR
2.08%

Engagements
5,475

META REMARKETING

Clicks
2,906

Impressions
96,850

CTR
3.00%

Engagements
4,707

AZIRA BANNERS

Clicks
4,177

Impressions
206,823

CTR
2.02%

AZIRA CTV

Views
33,201

View Rate
99.78%

PINTEREST

Clicks
307

Impressions
66,131

CTR
0.67%

*MADDEN BENCHMARKS:

Google Search CTR: 12.60%
Google Performance Max CTR: 2.60%
Meta PR CTR: 2.31%
Meta RM CTR: 2.16%
Pinterest CTR: 0.74%
Azira Banners CTR: 0.25-0.45%
Azira CTV View Rate: 93.74%

29,486 Total Clicks

1,203,917 Total Impressions



Media Goal: Our tactic here is to drive quality website traffic through selected keywords that align with our target audience's search intent.

Clicks
1,464

Impressions
18,221

CTR
8.03%

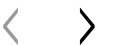
AD GROUP PERFORMANCE

Ad group	Clicks ▾	Impressions	CTR
Things to Do	419	4,601	9.11%
Visit	364	3,773	9.65%
Camping	321	5,053	6.35%
Hiking	269	4,100	6.56%
Stay	60	500	12%
Events	29	188	15.43%
Winter Recreation	2	6	33.33%

KEYWORD PERFORMANCE

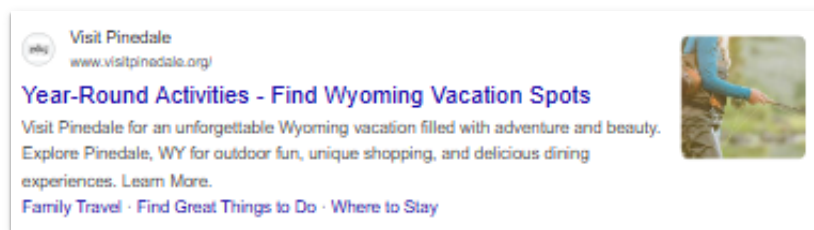
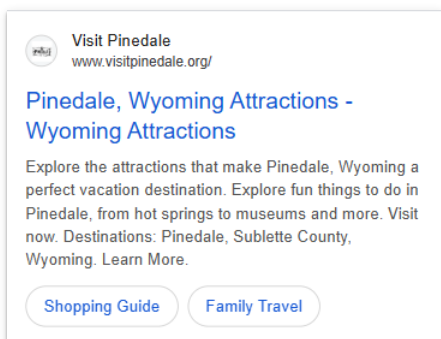
Search Keyword	Clicks ▾
pinedale wy	190
camping in wyoming	141
pinedale wyoming	125
things to do in pinedale wy	65
hiking in wyoming	59
cool things to see in wyoming	54
pinedale wyoming things to do	53
wind river range hiking trails	40

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MONTHLY PERFORMANCE

Month ▾	Clicks	Impressions	CTR
May 2026	1,464	18,221	8.03%
Apr 2026	1,171	20,290	5.77%
Mar 2026	1,051	14,654	7.17%
Feb 2026	1,386	21,195	6.54%
Jan 2026	1,328	25,446	5.22%
Grand total	16,087	314,061	5.12%





Media Goal: To drive maximum engagement by leveraging campaign across Google's entire network, including Search, Display, YouTube, Gmail, and Discover.

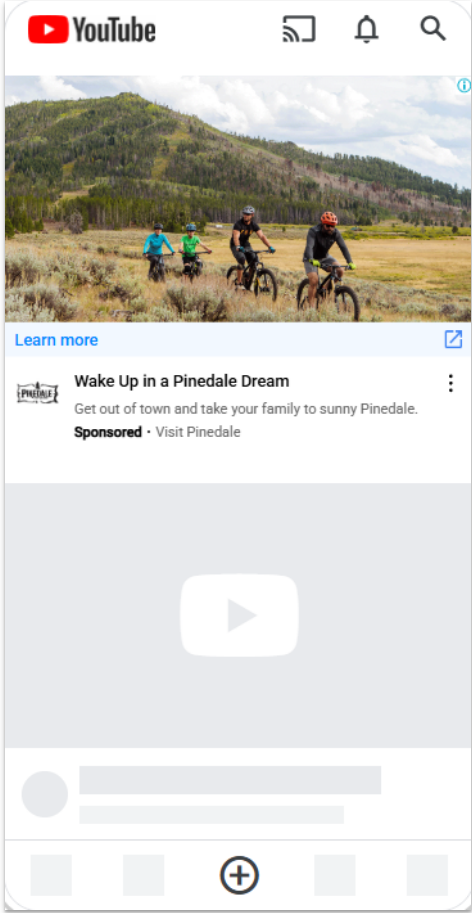
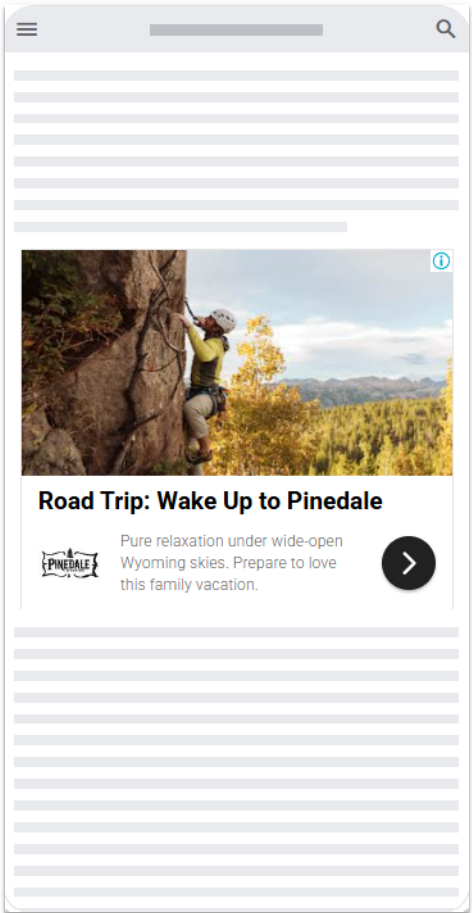
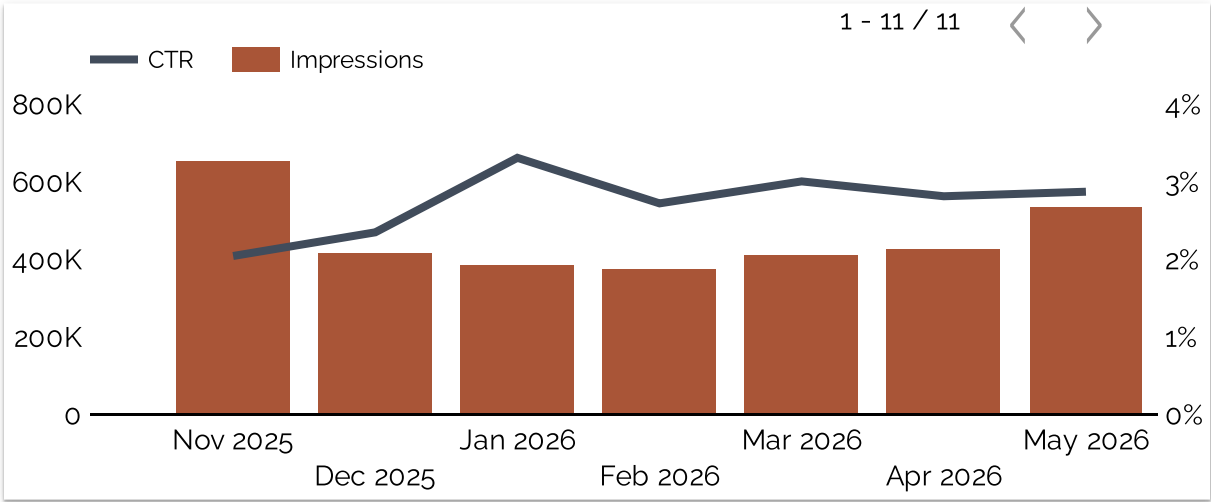
Clicks
15,412

Impressions
536,124

CTR
2.87%

MONTHLY PERFORMANCE

Month ▾	Clicks	Impressions	CTR
1. May 2026	15,412	536,124	2.87%
2. Apr 2026	12,025	426,995	2.82%
3. Mar 2026	12,371	411,267	3.01%
4. Feb 2026	10,210	374,761	2.72%
5. Jan 2026	12,872	388,637	3.31%
6. Dec 2025	9,814	417,447	2.35%
Grand total	137,325	7,606,528	1.81%





PROSPECTING | META

May 1, 2026 - May 31, 2026

Media Goal: To reach a broad audience by using Prospecting ads across Facebook and Instagram. This strategy focuses on introducing the brand to potential visitors.

Clicks
5,127

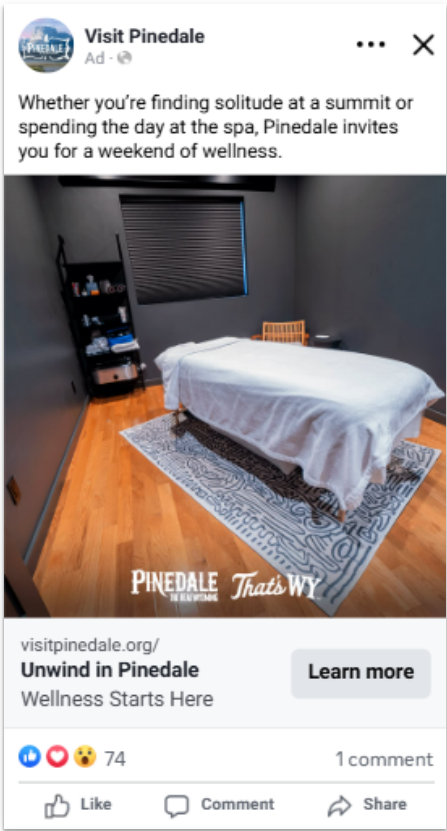
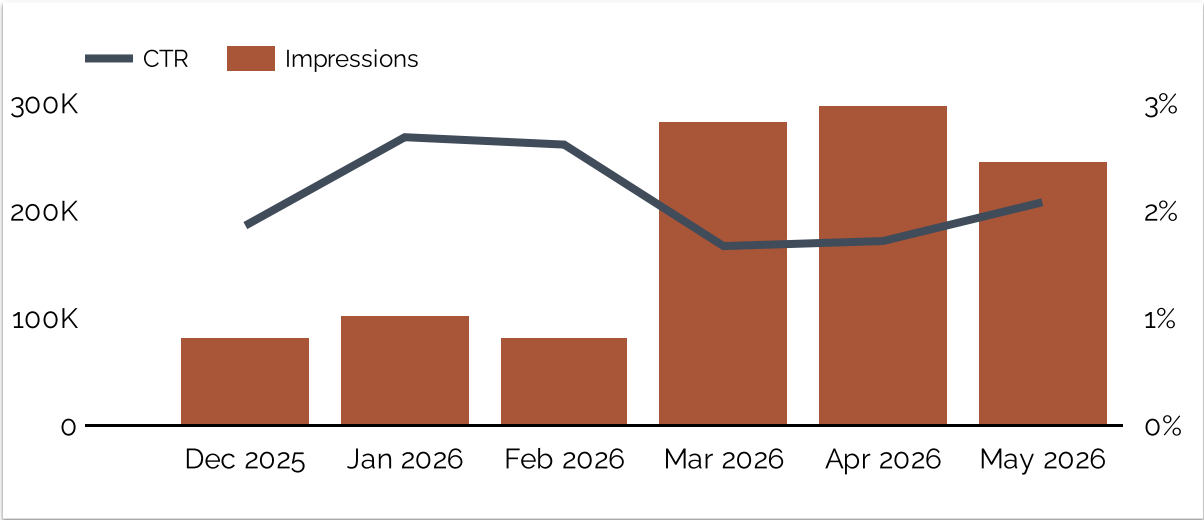
Impressions
246,493

CTR
2.08%

Engagements
5,475

MONTHLY PERFORMANCE

Month ▾	Clicks	Impressions	CTR	Engagements
May 2026	5,127	246,493	2.08%	5,475
Apr 2026	5,127	298,293	1.72%	5,695
Mar 2026	4,731	283,031	1.67%	5,502
Feb 2026	2,129	81,350	2.62%	2,241
Jan 2026	2,765	102,948	2.69%	2,921
Grand total	28,171	1,552,891	1.81%	30,730





REMARKETING | META

May 1, 2026 - May 31, 2026

Media Goal: Re-engage past website visitors and high-intent users through Meta remarketing ads.

Clicks
2,906

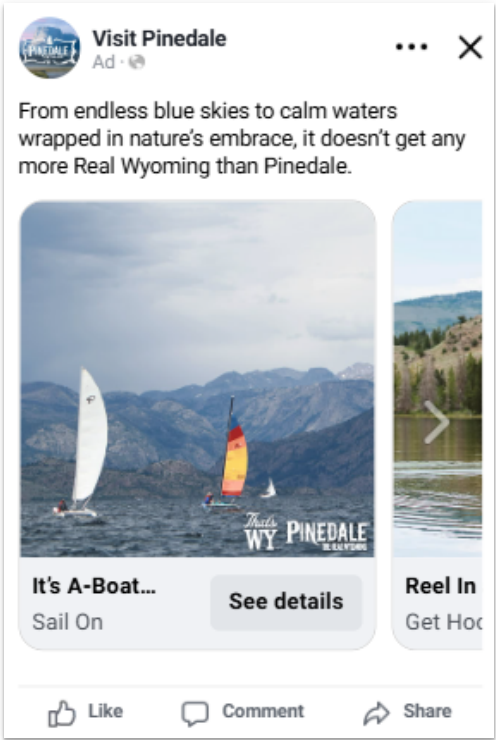
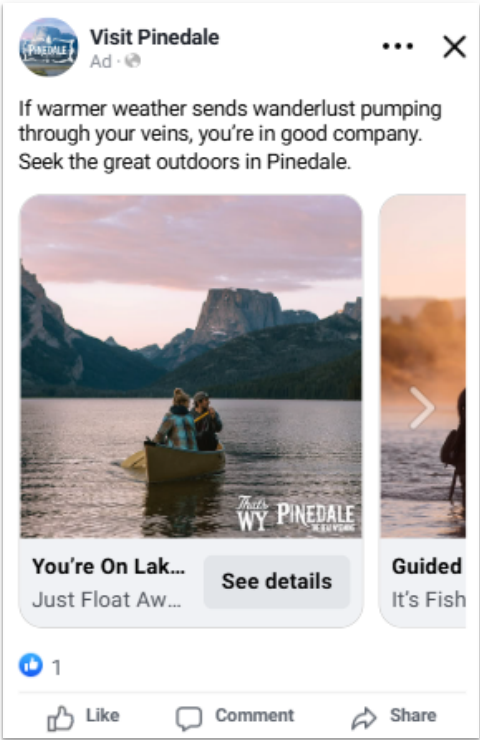
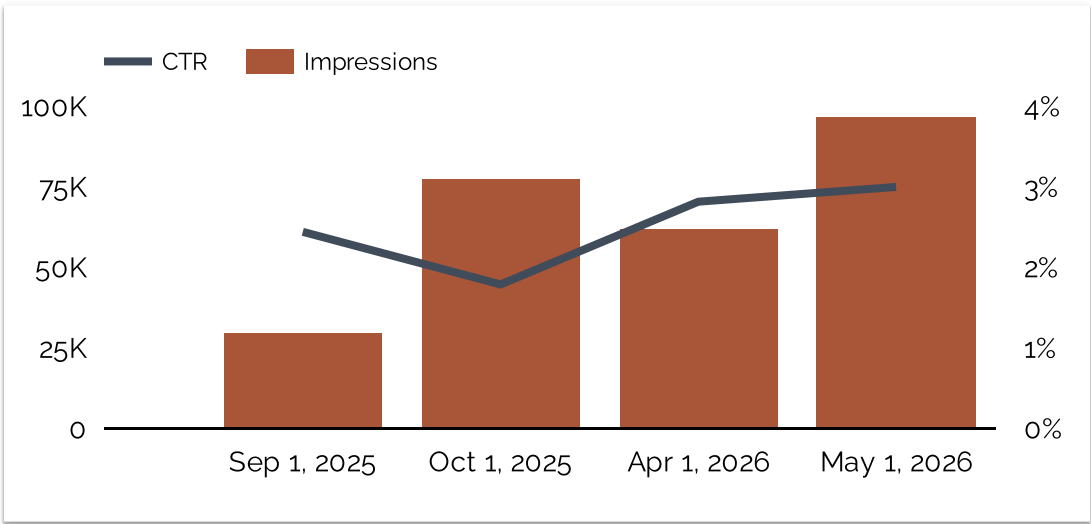
Impressions
96,850

CTR
3.00%

Engagements
4,707

MONTHLY PERFORMANCE

Month ▾	Clicks	Impressions	CTR	Engagements
May 2026	2,906	96,850	3%	4,707
Apr 2026	1,751	62,153	2.82%	4,467
Oct 2025	1,388	77,554	1.79%	1,475
Sep 2025	724	29,634	2.44%	771
Grand total	6,769	266,191	2.54%	11,420





PROSPECTING | PINTEREST

May 1, 2026 - May 31, 2026

Media Goal: Reaching users actively planning/searching for ideas on Pinterest to build brand awareness and drive consideration at key moments in the discovery journey.

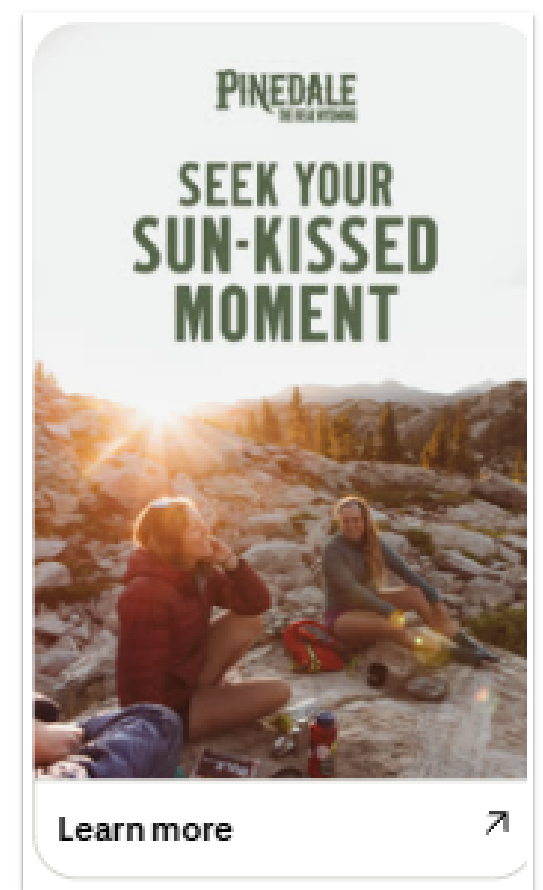
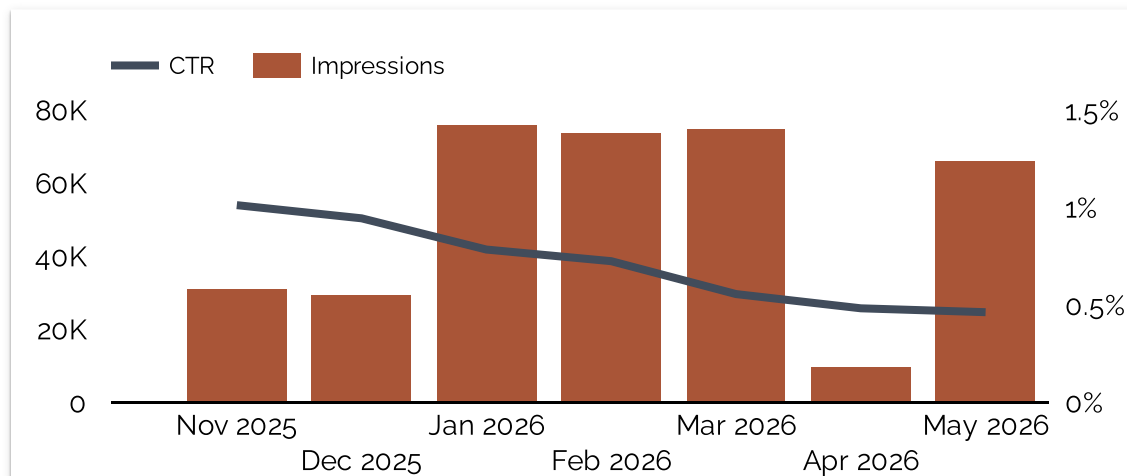
Clicks
307

Impressions
66,131

CTR
0.46%

MONTHLY PERFORMANCE

Period ▾	Clicks	Impressions	CTR
May 2026	307	66,131	0.46%
Apr 2026	47	9,707	0.48%
Mar 2026	417	74,828	0.56%
Feb 2026	538	74,083	0.73%
Jan 2026	599	76,217	0.79%
Grand total	2,951	442,457	0.67%





Media Goal: To engage a targeted audience through Azira banner ads, utilizing precise targeting and interactive ad formats. This approach is designed to deliver personalized, relevant ads that increase brand awareness and encourage user engagement.

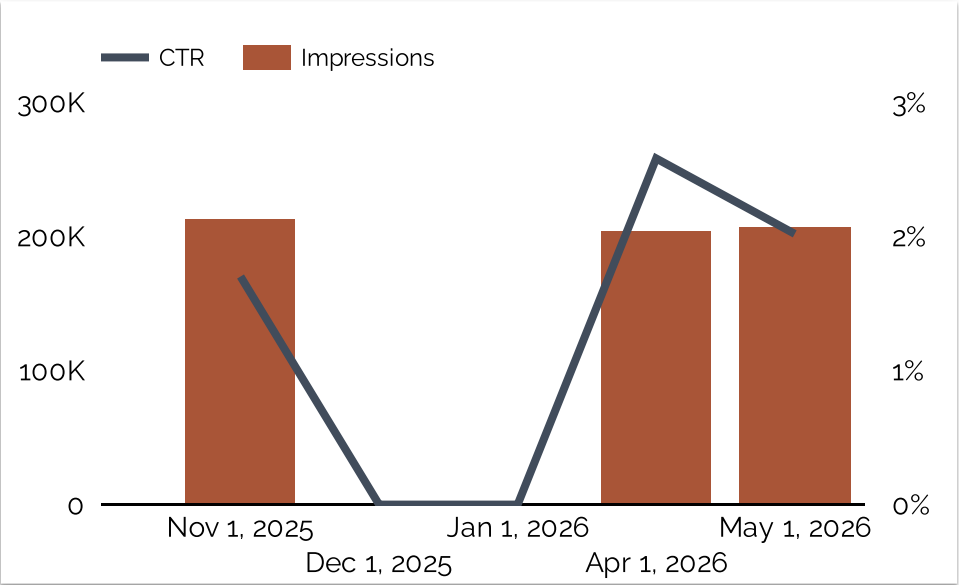
Clicks
4,177

Impressions
206,823

CTR
2.02%

MONTHLY PERFORMANCE

Period ▾	Clicks	Impressions	CTR
May 2026	4,177	206,823	2.02%
Apr 2026	5,268	204,001	2.58%
Grand total	19,968	1,016,758	1.96%





Media Goal: To engage a targeted audience through Azira CTV ads

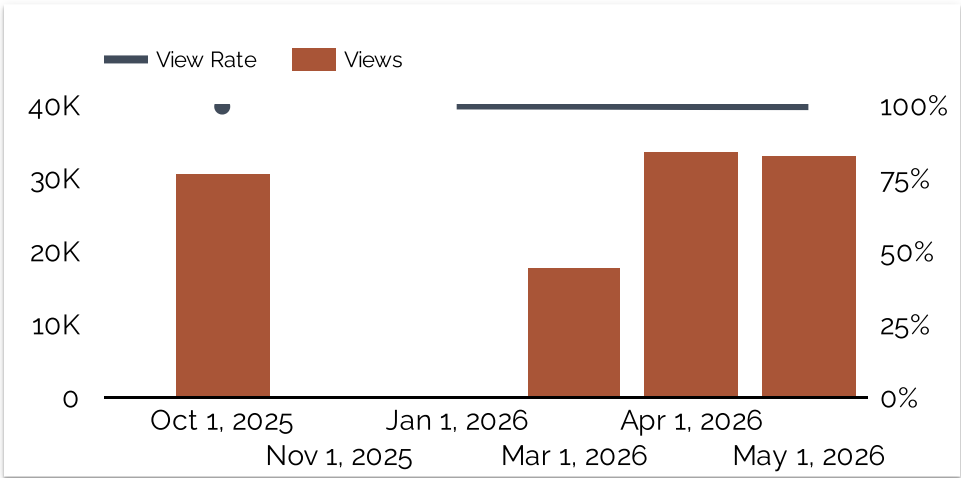
Views
33,201

View Rate
99.78%

Impressions
33,275

MONTHLY PERFORMANCE

Period ▾	Views	View Rate	Impressions
May 2026	33,201	99.78%	33,275
Apr 2026	33,740	99.82%	33,802
Mar 2026	17,890	99.95%	17,899
Grand total	159,968	99.69%	160,469





FISCAL PERFORMANCE OVERVIEW

Jul 1, 2025 - Apr 30, 2026

GOOGLE SEM

Clicks

14,623

Impressions

295,840

CTR

4.94%

Conversions

10,270.06

GOOGLE PMAX

Clicks

121,913

Impressions

7,070,404

CTR

1.72%

Conversions

30,524.19

META PROSPECTING

Clicks

23,044

Impressions

1,306,398

CTR

1.76%

Engagements

25,255

META REMARKETING

Clicks

3,863

Impressions

169,341

CTR

2.28%

Engagements

6,713

AZIRA BANNERS

Clicks

15,791

Impressions

809,935

CTR

1.95%

AZIRA CTV

Views

126,767

View Rate

99.66%

PINTEREST

Clicks

2,644

Impressions

376,326

CTR

0.67%

*MADDEN BENCHMARKS:

Google Search CTR: 12.60%

Google Performance Max CTR: 2.60%

Meta PR CTR: 2.31%

Meta RM CTR: 2.16%

Pinterest CTR: 0.74%

Azira Banners CTR: 0.25-0.45%

Azira CTV View Rate: 93.74%

211,824 Total Clicks

11,359,359 Total Impressions

THANK YOU!

