

Indian Wells Winterfest Recap



BANNER ADS



CENTRO

926,851 impressions
925 clicks
.10% CTR



Ad by City of Indian Wells 
Get Into the Holiday Spirit
Don't Miss Out on Winterfest - A New
Holiday Experience in Greater Palm
Springs!

NATIVE AD

186,937 impressions
188 clicks
.10% CTR



GEOFENCE HOTELS

83,968 impressions
62 clicks
.07% CTR



CONTEXTUAL

655,946 impressions
675 clicks
.10% CTR

NATIVO

Benchmarks:

The **average time** users spent consuming the brand content across all visits to the content landing page is 30s

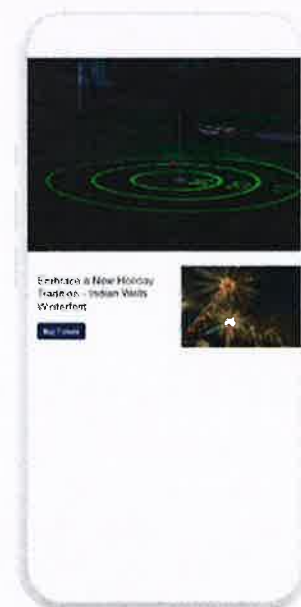
CTA Rate: 2.3% - 2.7%
Clicks on a call-to-action

AVG. TIME
ON CONTENT
67 seconds

IMPRESSIONS
217,353

CTA RATE
4.51%

CLICKS
1,004



NATIVO

Top Performing Native Creative:

Sponsored Content



Don't Miss Out on Winterfest - A New Holiday Experience in Greater Palm Springs!

Join us for Southern California's...
BY VISIT GREATER PALM SPRINGS

1,075

0.65%

Sponsored Content



Get Into the Holiday Spirit at Indian Wells Winterfest in Greater Palm Springs!

Join us for Southern California's...
BY VISIT GREATER PALM SPRINGS

1,117

0.72%

Sponsored Content



Make Some Wonderful Memories at Indian Wells Winterfest!

Join us for Southern California's...
BY VISIT GREATER PALM SPRINGS

24,153

0.70%

SOCIAL MEDIA

Facebook Ads

- 12,258 total reach
- 1,460 total engagements
- 898 likes
- 27 shares
- 9 comments

Facebook Event

921 total reach
44 responses
2 ticket clicks

Instagram

- 23,683 total reach
- 773 likes
- 207 shares
- 45 saves
- 48 comments

LinkedIn

440 total impressions
40 likes
4 comments

SOCIAL MEDIA CREATIVE



18

FRI, NOV 18, 2022 AT 9:00 AM - 9 PM

Winterfest - Indian Wells

Indian Wells, CA

Nov 18, 2022 Nov 18, 2022 Nov 20, 2022 +42



LOCALE SOCIAL MEDIA

LOCALE MAGAZINE SOCIAL MEDIA

49,203 impressions

758 likes

52 shares

659 comments



localemagazine • Following
Andy Williams, The Royal Philharmonic Orchestra • It's the Most Wonderful Time of the Year (with The Royal Philharmonic Orchestra)

localemagazine • WIN !!! this \$1700 two-night stay at the @hyattindianwells for the @cityofindianwells first-ever Winterfest! This includes a round of golf for two + a cart at @experiencewgr and a dining experience for two at the Vue Bar & Grill! (\$1700 value)

This contest is the same as the previously posted photo contest

To enter:
1. YOU MUST follow

Liked by graceperry_ and 135 others

DECEMBER 1, 2022

Add a comment...

Locale Magazine
December 1, 2022

From Holiday-Inspired Golfing to Cookie Decorating, This is a Seasonal Event You Won't Want to Miss

LOCALEMAGAZINE.COM
Lace Up Your Skates—The First-Ever Indian Wells Winterfest Is Here! [Learn more](#)

LOCALE E-BLAST

LOCALE MAGAZINE E-BLAST

48,341 impressions

491 clicks

0.8% CTR

31.7% open rate
(benchmark: 20-22%)



LOCALE EDITORIAL + DISPLAY ADVERTISING

LOCALE MAGAZINE EDITORIAL + DISPLAY

2,153 editorial views

94 editorial clicks

130,138 banner ad impressions

2,281 banner ad clicks

Click [HERE](#) for article



**Lace Up Your Skates - The First-Ever Indian
Wells Winterfest Is Here!**

ACRISURE ARENA SPONSORSHIP

ACRISURE ARENA SPONSORSHIP

OOH display signage

In-Arena ring display banners



WEBSITE



CELEBRATE WINTERFEST

Join us for Southern California's most extraordinary holiday celebration, where Indian Wells residents and visitors gather to embrace a new holiday tradition - Indian Wells Winterfest. Discover the delight of this holiday season under blue skies and swaying palm trees, all decked out with dazzling lights and festive décor. Oh, what fun you'll have sipping hot cocoa, spinning around on the outdoor ice-skating rink, and enjoying a unique holiday-inspired golf experience -- Shots in the Night! With activities and entertainment for the entire family, Indian Wells Winterfest is where new traditions and lasting memories are created together.

2:06
AVG. SESSION
DURATION

19,000
SESSIONS

Facebook made up nearly 40% of the traffic.

Google organic made up 21%.

The remaining traffic was referral, paid search, other organic and Instagram.

VGPS DIGITAL OUTDOOR BILLBOARDS



Markets: Los Angeles, San Diego

5,417,000 IMPRESSIONS

WEBSITE



Arts & Culture Central Desert Chill Deals Dining Dog-Friendly Events Family Fun Golf More Options

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Holiday Happenings in Greater Palm Springs for 2022

Dec. 31, 2022

HOLIDAY EVENTS & SHOWS

WINTERFEST | INDIAN WELLS

When: November 18 - January 1, 2023

Discover the delight of the holidays with swaying palm trees and family fun. Sip hot cocoa, spin around on an ice-skating rink and enjoy a unique golf experience. [Click here](#) for more information.

Blog: 17,079 pageviews



Arts & Culture Central Desert Chill Deals Dining Dog-Friendly Events Family Fun Golf More Options

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November in Greater Palm Springs

Nov. 01, 2022

INDIAN WELLS WINTERFEST

NOVEMBER 18

Embrace a new holiday tradition - Indian Wells Winterfest. Discover the delight of this holiday season under blue skies and swaying palm trees, all decked out with dazzling lights and festive décor. This season experience tree lightings, an ice skating rink, holiday-inspired activities for all ages, and more!

Blog: 3,939 pageviews

[IG Winterfest Reel](#) – 17.8K views

[IG IW Winterfest post](#) – 7.1K Impressions

[Facebook dedicate post](#) – 9.9K Reach

[Facebook holiday post](#) – 7.8K Reach

