2017 WFA ACHIEVEMENT AWARDS PROGRAM
Innovations & Management Excellence
FORM FOR DIVISIONS 13 – 27

FAIR NAME: ————————————————————————————

CLASS: ____(Example: Small Fair = Class 1)   **DIVISION:** _____

a) What was the goal? Define the challenge/ problem/target audience and explain what you were trying to accomplish.

b) How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

c) What were the results? Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

Month	Name	CampaignType	Impressions	Clicks	CTR
Jun-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_CAT_BeerFestival	Contextual	22,704	10	0.04%
Jun-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_Event_BeerFestival	Site Retargeting	498	2	0.40%
Jun-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_GeoFence_BeerFestival	Geo Optimized	9,253	40	0.43%
Jun-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_SRT/KW_BeerFestival	Search	41,573	50	0.12%
May-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_CAT_BeerFestival	Contextual	32,134	23	0.07%
May-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_Event_BeerFestival	Site Retargeting	575	1	0.17%
May-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_GeoFence_BeerFestival	Geo Optimized	13,193	59	0.45%
May-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_SRT/KW_BeerFestival	Search	59,221	52	0.09%
Total			179,151	237	0.13%

Month	Name	CampaignType	Impressions	Clicks	CTR
Jun-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_CAT_WineFestival	Contextual	19,420	14	0.07%
Jun-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_Event_WineFestival	Site Retargeting	461	1	0.22%
Jun-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_GeoFence_WineFestival	Geo Optimized	6,879	21	0.31%
Jun-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_SRT/KW_WineFestival	Search	29,288	35	0.12%
May-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_CAT_WineFestival	Contextual	38,447	17	0.04%
May-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_Event_WineFestival	Site Retargeting	689		0.00%
May-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_GeoFence_WineFestival	Geo Optimized	15,780	86	0.54%
May-17	SanDiegoCountyFair_SmartAudience_SrdSanDiego_05-17_06-17_SRT/KW_WineFestival	Search	71,909	45	0.06%
Total			182,873	219	0.12%

Month	Name	CampaignType	Impressions	Clicks	CTR
Jun-17	SanDiegoCountyFair_SmartAudience_SanDiego_06-17_06-17_CAT_DistilledFestival	Contextual	42,653	28	0.07%
Jun-17	SanDiegoCountyFair_SmartAudience_SanDiego_06-17_06-17_GeoFence_DistilledFestival	Geo Optimized	3,885	8	0.21%
Jun-17	SanDiegoCountyFair_SmartAudience_SanDiego_06-17_06-17_SRT/KW_DistilledFestival	Search	100,145	45	0.04%
Total			**146,683**	**81**	**0.06%**

Month	Name	CampaignType	Impressions	Clicks	CTR
Jun-17	SanDiegoCountyFair_SmartAudience_SanDiego_06-17_06-17_CAT_CollegeDay	Contextual	22,907	11	0.05%
Jun-17	SanDiegoCountyFair_SmartAudience_SanDiego_06-17_06-17_GeoFence_CollegeDay	Geo Optimized	3,841	11	0.29%
Jun-17	SanDiegoCountyFair_SmartAudience_SanDiego_06-17_06-17_SRT/KW_CollegeDay	Search	44,249	44	0.10%
Total			70,997	66	0.09%

PDF Entry Information

Exhibitor Name: Patricia Wallace

WEN: DA6DF8

Division: Section 2 - Innovation & Managemen

Class: 18 New Innovative use of Technolog

Title:

Description:

 Notes:

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