

Media Metrics Mapping

VISIT **FLORIDA**

Aligning the right metrics to drive media strategy

Pensacola Beach

With You Today



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- If you've ever backed into a strategy explanation after the fact...
- If you've crossed your fingers mid-sentence while explaining a channel choice...
- If you've felt unsure whether a campaign actually worked, or just looked good on paper...
- If you've seen "vanity metrics" win over real results...
- If CTRs across TikTok and display ads have ever shared a slide in a report...
- If you've had to make sense of metrics that weren't meant to be compared...
- If your post-launch justification included more storytelling than your creative brief...

...You're in the right room.

Why We Started Down This Path



What We Do Today

At VISIT FLORIDA, we are laser-focused on accountability, attribution, and optimization. **Our paid media work** centers on:

- Driving **real partner value**
- Demonstrating ROI through **precise KPI planning**
- Building systems that help us **communicate the *why* behind our investments**—not just the what

VISIT FLORIDA's Paid Media Goals & Needs

- Be a **market leader** in measurement strategy
- Bring more **transparency** and **alignment** to our media buying
- Equip internal teams and partners with **clear tools** to plan smarter and report better
- Adapt to shifting realities—**cookie deprecation, data privacy, loss of third-party signals**
- And perhaps most importantly: build **trust** in our strategy by showing how every tactic supports the mission

Industry Drivers for More Media Measurement

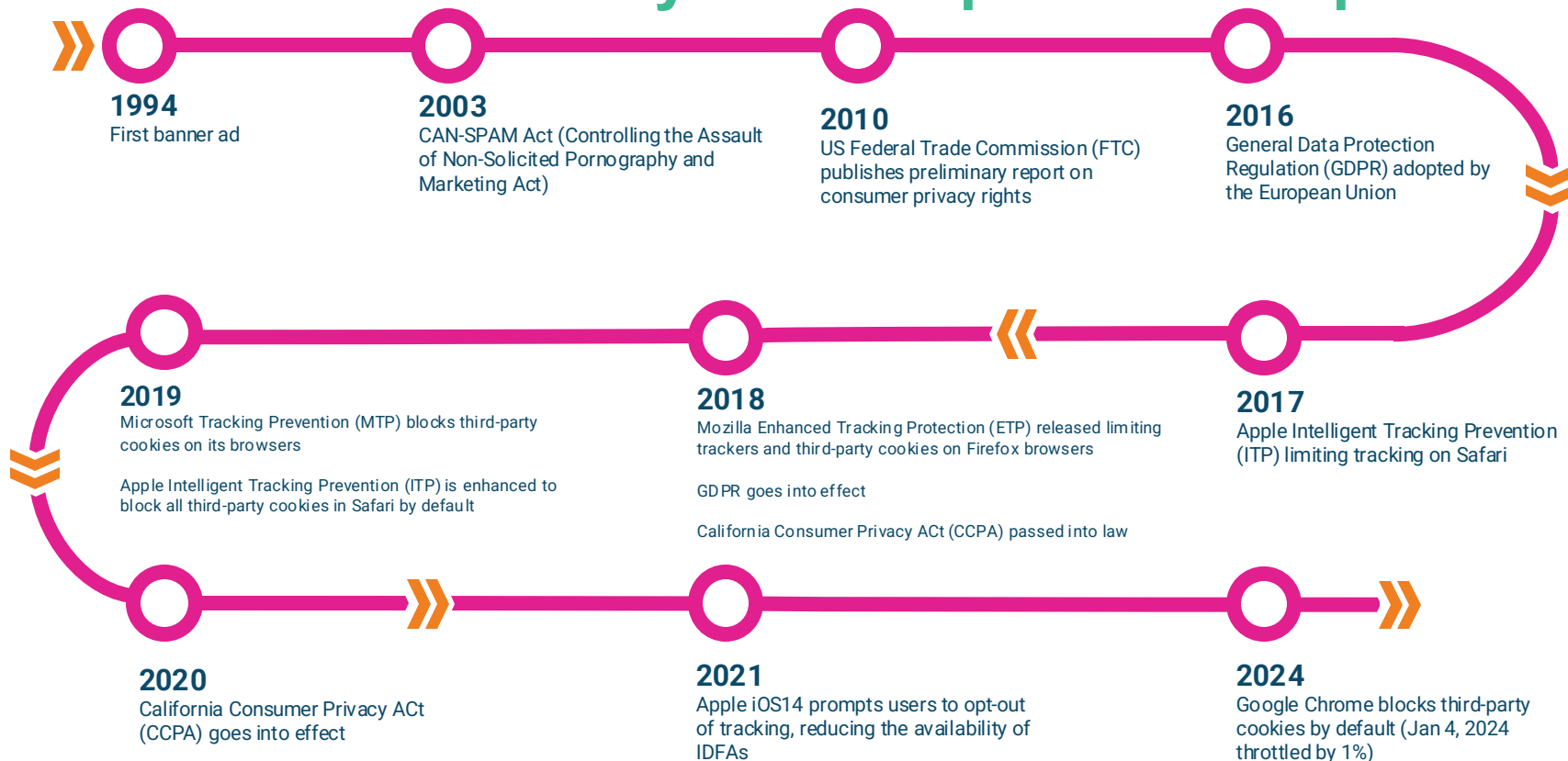
An evolving landscape
requires an evolving
measurement approach



Three Factors Impacting Digital Measurement

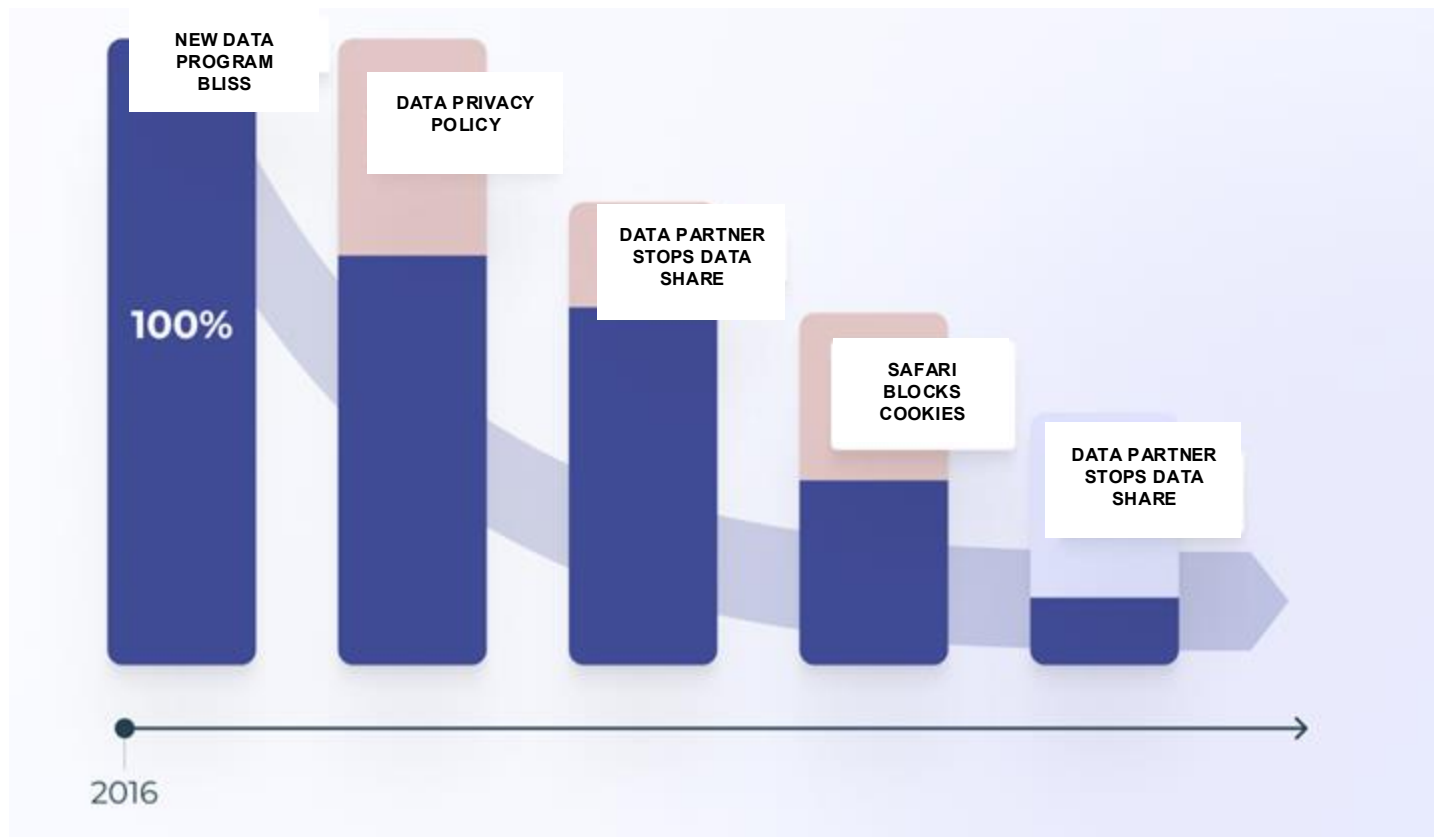
1. Uncertainty around cookie deprecation
2. Increasing data privacy and regulatory pressures
3. A complicated, consent-based future

The Cookie and Privacy Roadmap... It's Complicated.



Perception of Data Evolution & Deprecation

We want to believe it's this perfect trend of declining data and measurement.



The Slow Cookie Crumble

Three Certainties for Cookie Deprecation

1. Continued uncertainty on the timelines for phase-out
2. Market-by-market shifts in audiences and insights
3. Full deprecation of 3rd-party cookies should be planned for



Legal and Regulatory Pressures

- Fragmentation of measurement capabilities across markets
- Consent requirements have dramatically reduced measurement sample sizes

2025 State Privacy Laws Taking Effect: Key Compliance Considerations for Employers and Businesses

UK Regulator Says Google's Ad Practices May | Insights Competition Law 3.17.25

The U.K.'s Competition and Markets Authority said Google may have broken U.K. competition laws by abusing its influence and using...

Sep 6, 2024

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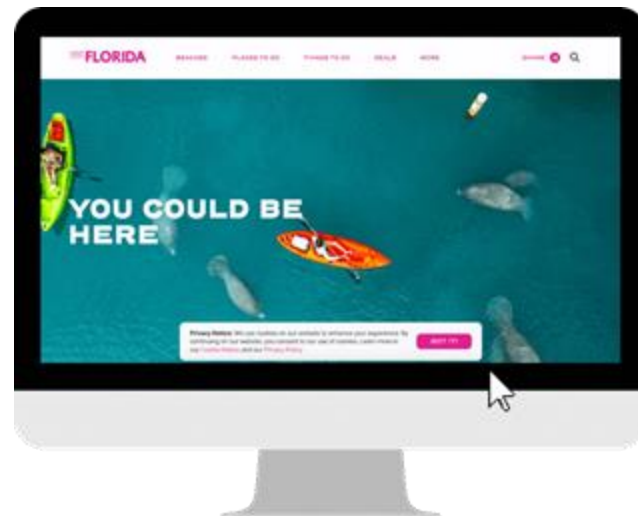


The US Still Lacks Its Own GDPR, But That Doesn't Mean Data Privacy Enforcement Isn't Happening

New regulations may further complicate the complex US privacy landscape in 2025

Consent-Based Future

Only 10%-40% of consumer **opt-in** for tracking



To quote [Chavez's blog post](#) yesterday: "We've made the decision to maintain our current approach to offering users third-party cookie choice in Chrome, and will not be rolling out a new standalone prompt for third-party cookies. Users can continue to choose the best option for themselves in Chrome's Privacy and Security Settings."

- DIGIDAY

Our ability to rely on
a single data source
is dwindling...



In reality, it was flawed all along...

- Travel behavior is multidimensional
- An experience is hard to measure
- A single data point in isolation has limited value



Pitfalls of Single Source Strategy

- Limited scope
- Misleading interpretation
- Dependence on outliers vs. trends



The Measurement Shift

- To be accurate, accountable, and strategic we must utilize multiple metrics
- Measurement plans need to be designed to evolve with shifting market trends
- Alignment of tactics to outcomes is essential to measure success
- Telling a measurement story is as important as reporting on the numbers



VISIT FLORIDA'S Measurement Journey

VISIT **FLORIDA**



Hillsborough River State Park, Tampa

VISIT FLORIDA'S

Measurement Journey Attribution

It started with a **VISIT**
and has evolved into a
dynamic, multi-source
measurement process.



VISIT FLORIDA'S

Measurement Journey

We revolutionized our Measurement Goals to focus on:

- Evolving measurement practices to stay effective amid a shifting data landscape
- Developing a granular view of media performance to understand how each media tactic supports campaign's goals
- Demonstrating the economic value of media-influenced travel to and within Florida

VISIT FLORIDA'S

Measurement Journey

A **Vanity-Driven**
Media Approach



A **performance-driven, full-funnel media approach** with a focus on attribution measurement

The KPI Mapping Tool

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Kennedy Space Center, Merritt Island

Why KPI Mapping Matters

A KPI map is an essential tool that sits between your campaign brief and your media flowchart.
It becomes your strategic source of truth across planning, during optimization and reporting.

Pursuit of Clarity

Measurement is rarely apples to apples.

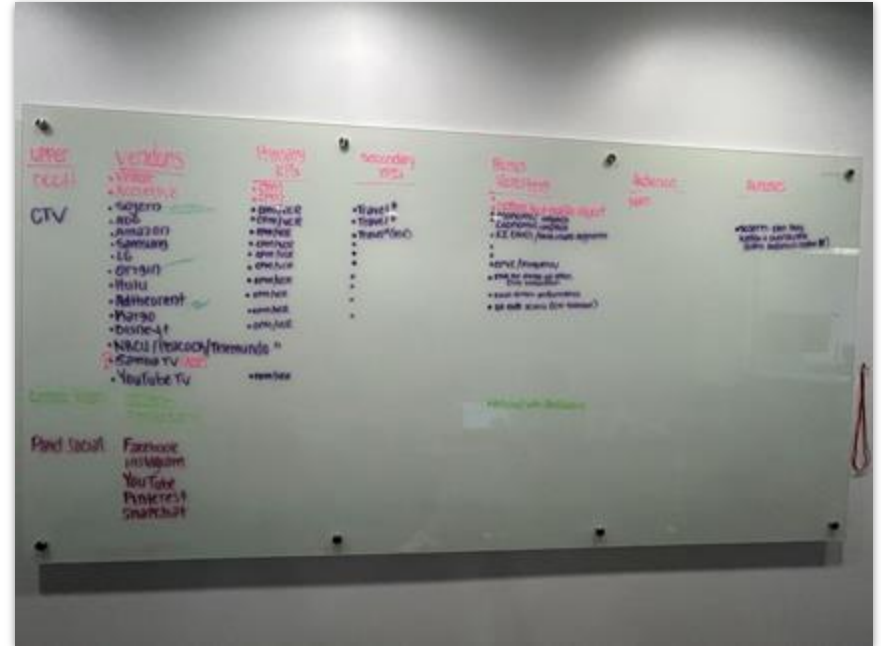
Without tactical-level KPI clarity, you're at risk of overspending, misreporting or missing the impact of your smartest decisions.

Getting Back to Our Why

Why are we investing in this channel?
Why is this vendor on the plan?
Why are we measuring that way?

*If you don't stop and map KPIs to tactics,
you may miss what's truly working or
overvalue what's not.*

A Moment to Pause



KPI Mapping

Benefits of mapping media KPIs

Smarter planning, sharper strategy, cleaner reporting— and ultimately, stronger campaign results.

Empowers fully informed decision making, using the “right” insights to inform strategy and optimization.

Establishes a tangible place for collaboration with teams and partners.

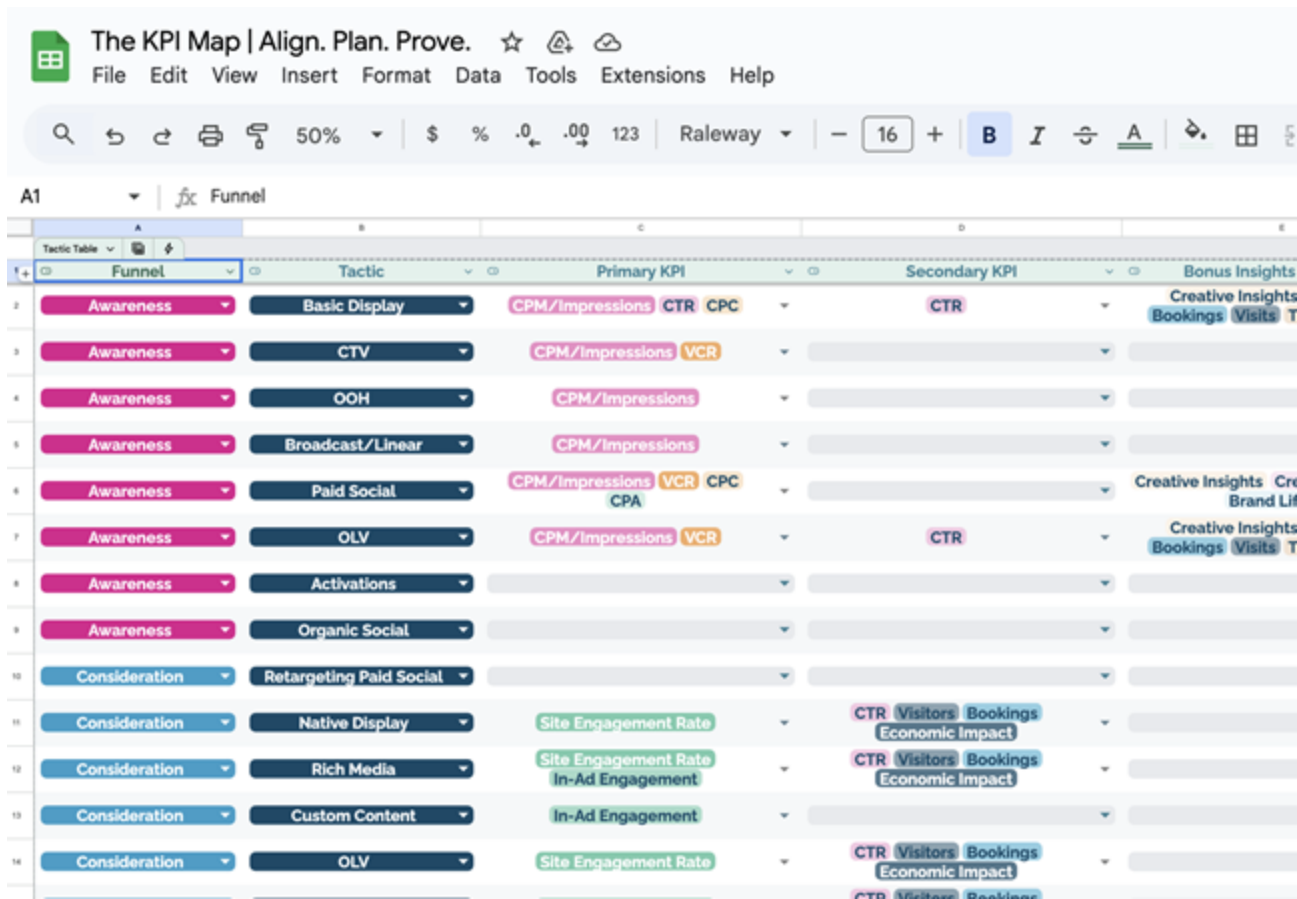
Provides a practical way to plan smarter from day one.
You start with strategy and avoid chasing the “shiny new metric.”

KPI Mapping Tool | Align. Plan. Prove.

This is important because it puts you in control.

What does this mean for you?

- More confidence in your plan.
- More clarity in your reporting.
- And more power to say no to what doesn't align.



The screenshot displays the 'The KPI Map | Align. Plan. Prove.' application interface. It features a standard spreadsheet menu (File, Edit, View, Insert, Format, Data, Tools, Extensions, Help) and a toolbar with various editing and formatting options. The main content area is a table titled 'Funnel' in the top-left cell. The table has five columns: 'Tactic Table', 'Tactic', 'Primary KPI', 'Secondary KPI', and 'Bonus Insights'. The rows are organized into sections based on the 'Tactic Table' column, with 'Awareness' (rows 2-9) and 'Consideration' (rows 10-14) being the primary categories. Each row lists a specific tactic (e.g., Basic Display, CTV, OOH, Broadcast/Linear, Paid Social, OLV, Activations, Organic Social, Retargeting Paid Social, Native Display, Rich Media, Custom Content, OLV) and maps it to one or more KPIs (e.g., CPM/Impressions, CTR, CPC, VCR, CPA, Site Engagement Rate, In-Ad Engagement, Visitors, Bookings, Economic Impact). The KPIs are color-coded: pink for Awareness, blue for Consideration, and green for Engagement/Conversion metrics.

Tactic Table	Tactic	Primary KPI	Secondary KPI	Bonus Insights
Awareness	Basic Display	CPM/Impressions CTR CPC	CTR	Creative Insights Bookings Visits T
Awareness	CTV	CPM/Impressions VCR		
Awareness	OOH	CPM/Impressions		
Awareness	Broadcast/Linear	CPM/Impressions		
Awareness	Paid Social	CPM/Impressions VCR CPC CPA		Creative Insights Brand Li
Awareness	OLV	CPM/Impressions VCR	CTR	Creative Insights Bookings Visits T
Awareness	Activations			
Awareness	Organic Social			
Consideration	Retargeting Paid Social			
Consideration	Native Display	Site Engagement Rate	CTR Visitors Bookings Economic Impact	
Consideration	Rich Media	Site Engagement Rate In-Ad Engagement	CTR Visitors Bookings Economic Impact	
Consideration	Custom Content	In-Ad Engagement		
Consideration	OLV	Site Engagement Rate	CTR Visitors Bookings Economic Impact	

KPI Mapping Workshop

Putting the Map in Action

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Vizcaya Museum & Gardens, Miami

A Workshop for You

By the end of this session, you'll leave with practical strategies you can apply to your next campaign right away.

[illegible]

Scan to download a digital version of the KPI Map.



Campaign Brief: SunnyCoast Florida

Campaign Objective

- Capitalize on the momentum of winter travel demand by launching an **impulse-driven campaign** that inspires a significant lift in last-minute travel to SunnyCoast before the winter season wraps.

Target Audience Segments

- Couples and adults 30–55 in major Northeast and Midwest metro areas
- Families with flexibility (remote work, homeschool, flexible school schedules)
- “Winter-weary” audiences looking for fast, easy sun destinations

Key Campaign Goal

- Drive a measurable lift in short-lead travel to SunnyCoast during the final 6–8 weeks of the winter travel season.

Media Considerations

- Campaign duration: 6–8 weeks
- Campaign landing page: A tailored site featuring top things to do, late-season travel deals, resort offers, and booking resources

Campaign Brief: SunnyCoast Florida

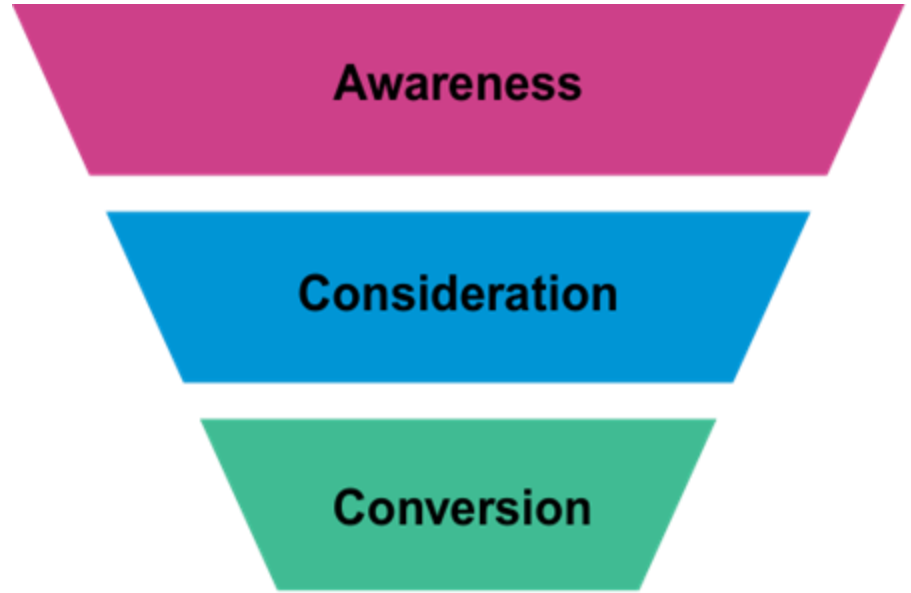
What does success look like for SunnyCoast?

- Increased visits to the campaign landing page
- Strong engagement metrics: time on site, page views per session
- Social sharing of content and travel inspiration
- Measurable increases in last-minute bookings

Plot the Funnel

Every campaign has a **funnel** that is **unique** to its specific **goals and objectives**.

Identify which tactics and channels support each stage of the funnel.



SunnyCoast Florida's Campaign Objective: Capitalize on the momentum of winter travel demand by launching an impulse-driven campaign that inspires a significant lift in last-minute travel to SunnyCoast Florida before the winter season wraps.

Plot the Funnel

KPI Mapping Tool				
Funnel	Tactic	Vendor	Primary KPI	Secondary KPI
Awareness	CTV			
Awareness	Paid Social			
Consideration	Rich Media			
Consideration	Native Display			
Conversion	Retargeting Display			
Conversion	Retargeting Rich Media			

Map the KPIs

Primary KPIs

Core indicators of success aligned to campaign objectives and funnel stage

- Reflect the main goal of the tactic (e.g., Awareness = Impressions/CPM)
- Should be consistently measurable across vendors
- Drive optimization and performance evaluation

Secondary KPIs

Supporting metrics that add context and depth

- Help explain or validate primary KPI trends
- Useful for assessing creative or audience effectiveness
- Not always optimized toward directly

Bonus Insights (Learnings)

Value-added metrics that uncover strategic learnings

- Include insights like search trends, bookings, or trip behaviors
- Not tied to performance optimization, but inform future planning
- Enhance storytelling and demonstrate broader impact

Map the KPIs




Funnel	Tactic	Vendor	Primary KPI	Secondary KPI	Bonus Insights (learnings)	Measurement Restrictions
Awareness	CTV		CPM/Impressions	VCR		
Awareness	Paid Social		CPM/Impressions CTR	CPC Social Engagement Rate	Creative Testing Creative Insights	Walled Gardens
Consideration	Rich Media		Site Engagement Rate	CTR	Visits/Visitors Economic Impact	
Consideration	Native Display		Site Engagement Rate	CTR	Visits/Visitors Economic Impact	
Conversion	Retargeting Display		Visits/Visitors Economic Impact	Site Engagement Rate CTR	Search Bookings Trip Insights	
Conversion	Retargeting Rich Media		Visits/Visitors Economic Impact	Site Engagement Rate CTR	Search Bookings Trip Insights	

Primary KPI	Secondary KPI	Bonus Insights (learnings)
CPM/Impressions	VCR	
CPM/Impressions CTR	CPC Social Engagement Rate	Creative Testing Creative Insights
Site Engagement Rate	CTR	Visits/Visitors Economic Impact
Site Engagement Rate	CTR	Visits/Visitors Economic Impact
Visits/Visitors Economic Impact	Site Engagement Rate CTR	Search Bookings Trip Insights
Visits/Visitors Economic Impact	Site Engagement Rate CTR	Search Bookings Trip Insights

Strategic Check-Point

Gut-check: Are you set up for success?

At this stage, ask these simple questions:

-  ☐ Are we strategically balanced?
-  ☐ Are all stages of the funnel addressed?
-  ☐ Do the KPIs align with what we say we want to accomplish?

Vendor Mapping

Funnel	Tactic	Vendor	Primary KPI	Secondary KPI	Bonus Insights (learnings)	Measurement Restrictions
Awareness	CTV		CPM/Impressions	VCR		
Awareness	Paid Social		CPM/Impressions CTR	CPC Social Engagement Rate	Creative Testing Creative Insights	Walled Gardens
Consideration	Rich Media		Site Engagement Rate	CTR	Visits/Visitors Economic Impact	
Consideration	Native Display		Site Engagement Rate	CTR	Visits/Visitors Economic Impact	
Conversion	Retargeting Display		Visits/Visitors Economic Impact	Site Engagement Rate CTR	Search Bookings Trip Insights	
Conversion	Retargeting Rich Media		Visits/Visitors Economic Impact	Site Engagement Rate CTR	Search Bookings Trip Insights	

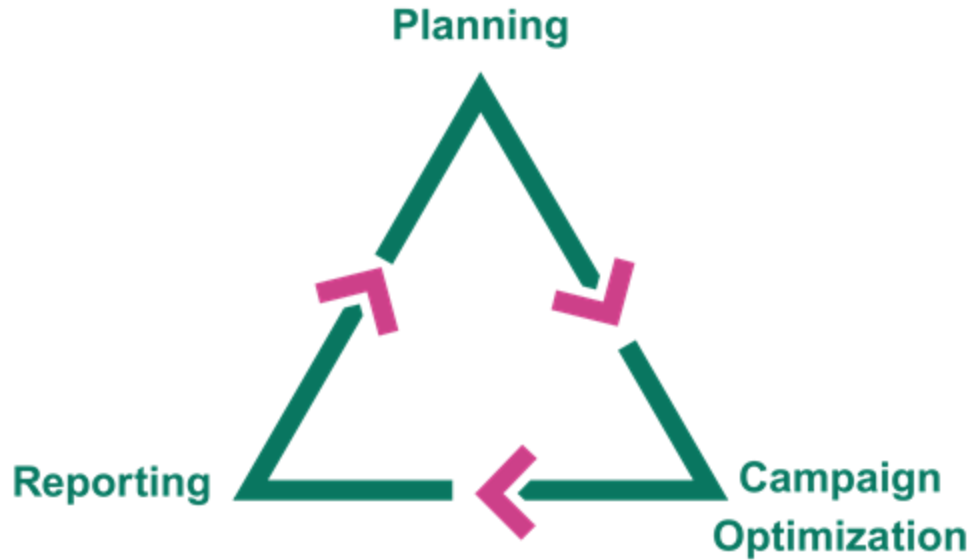
Choosing partners with purpose. By having this outlined, it not only helps you identify the right vendors, but it also helps your vendors bring forward the right solutions for you.

SunnyCoast KPI Map

Funnel	Tactic	Vendor	Primary KPI	Secondary KPI	Bonus Insights (learnings)	Measurement Restrictions
Awareness	CTV	CTV Vendor 1	CPM/Impressions	VCR		
Awareness	CTV	CTV Vendor 2	CPM/Impressions	VCR		
Awareness	Paid Social	Paid Social Vendor 1	CPM/Impressions CTR	CPC Social Engagement Rate	Creative Testing Creative Insights	Walled Gardens
Awareness	Paid Social	Paid Social Vendor 2	CPM/Impressions CTR	CPC Social Engagement Rate	Creative Testing Creative Insights	Walled Gardens
Awareness	Paid Social	Paid Social Vendor 3	CPM/Impressions CTR	CPC Social Engagement Rate	Creative Testing Creative Insights	Walled Gardens
Consideration	Rich Media	Rich Media Vendor 1	Site Engagement Rate	CTR	Visits/Visitors Economic Impact	
Consideration	Rich Media	Rich Media Vendor 2	Site Engagement Rate	CTR	Visits/Visitors Economic Impact	
Consideration	Native Display	Native Display Vendor	Site Engagement Rate	CTR	Visits/Visitors Economic Impact	
Conversion	Retargeting Display	Programmatic Vendor 1	Visits/Visitors Economic Impact	Site Engagement Rate CTR	Search Bookings Trip Insights	
Conversion	Retargeting Display	Programmatic Vendor 2	Visits/Visitors Economic Impact	Site Engagement Rate CTR	Search Bookings Trip Insights	
Conversion	Retargeting Rich Media	Rich Media Vendor 1	Visits/Visitors Economic Impact	Site Engagement Rate CTR	Search Bookings Trip Insights	
Conversion	Retargeting Rich Media	Rich Media Vendor 2	Visits/Visitors Economic Impact	Site Engagement Rate CTR	Search Bookings Trip Insights	

KPI Map In Action

- Use it during campaign flight to assess performance *by tactic, by KPI*.
- When you get to reporting, this helps you hold every tactic accountable to the right standard.



Final Takeaways



Why is KPI Mapping Important?

- The digital landscape is evolving, and the future state is uncertain
 - Fragmented measurement across platforms
 - Constant emergence of new tools and opportunities
- Campaigns designed with measurement at the forefront drive sharper strategy, cleaner reporting, and stronger results
- Provides a point to pause to align and engage teams and partners
- Ensures every action goes back to your “Why”

Practices to Take Back to Your Desk

- Integrate KPI mapping into your campaign planning process
- Make space for innovation and learning to stay ahead of trends and new opportunities
- Engage your team and your partners in the KPI mapping process to drive collaboration
- Revisit your KPI map often to ensure everything you do, and how you measure it, aligns with your campaign and organizational goals



Q&A

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Thank You

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Melbourne Beach