



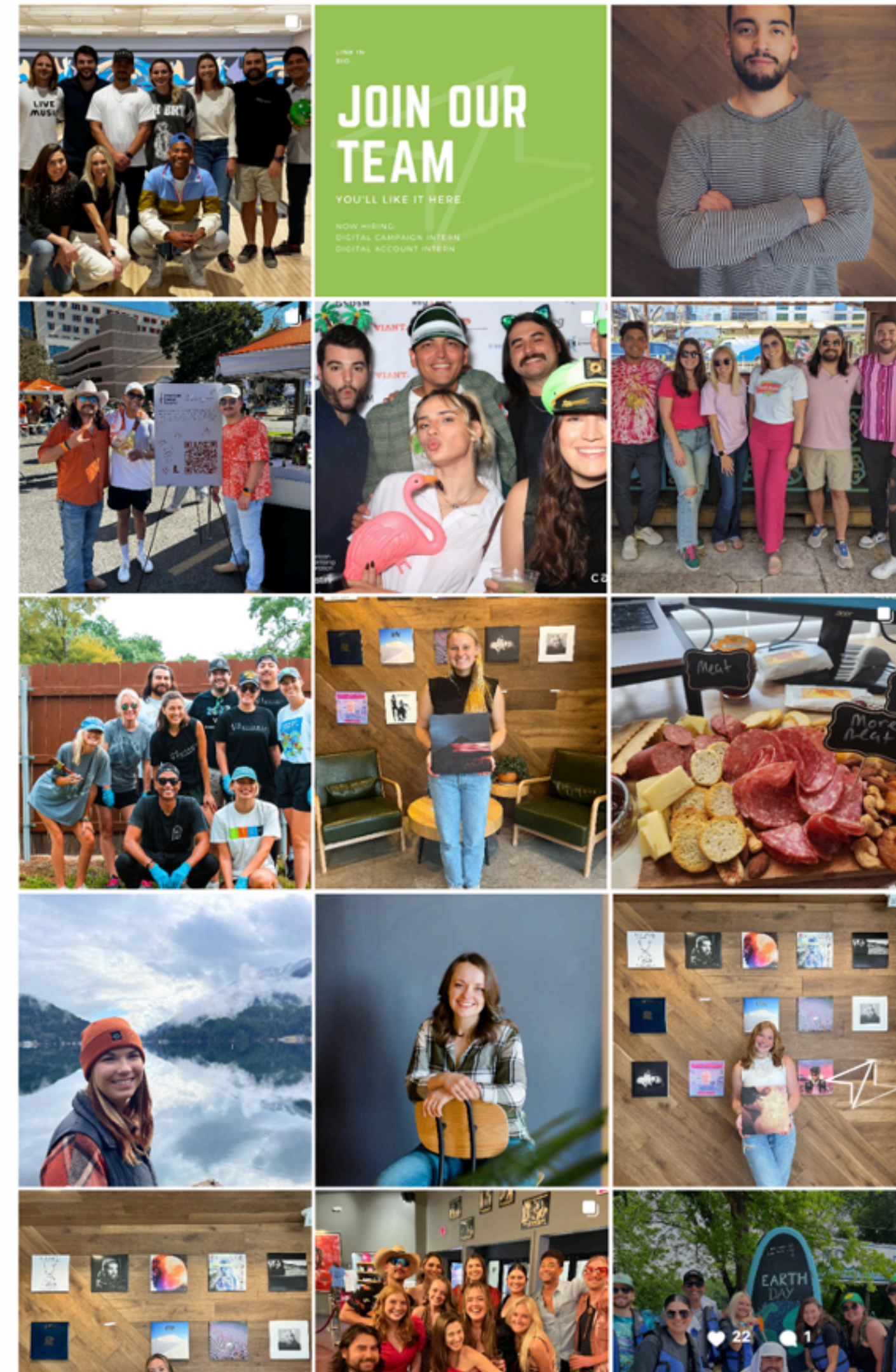
ALBERT INSIGHTS / SKI SANTA FE

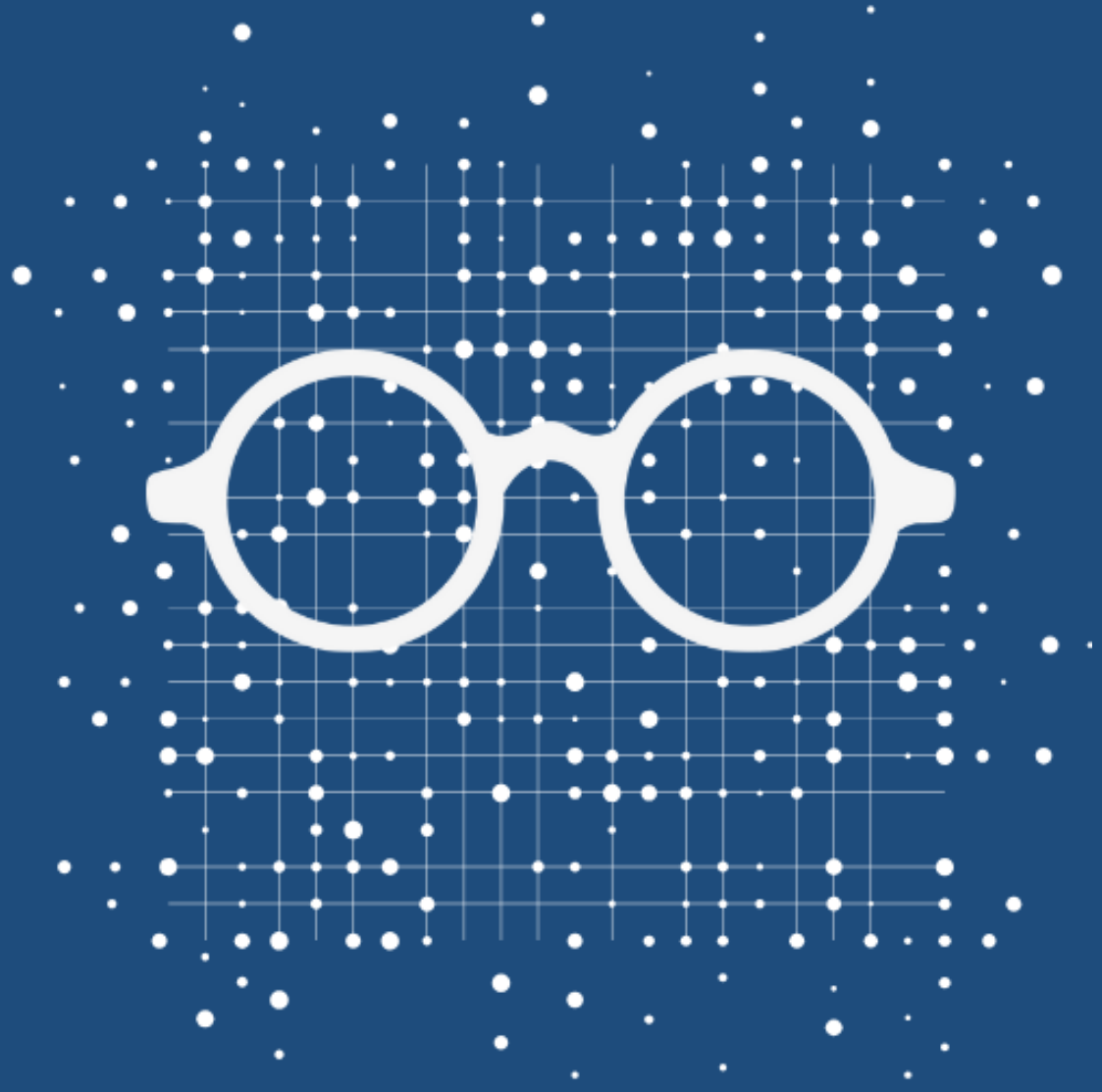
HOWDY, WE'RE ATD

We are a digital media agency built for agencies — a team of strategists, buyers, and doers. We specialize in media strategy, planning, activation, and making you look even better.

Our approach delivers a true partnership experience throughout the entire campaign lifecycle. Our in-house model reduces inefficiencies and ensures transparency at every stage — from planning to activation — all designed to save you time, reduce costs, and help you win new business.

Please enjoy this sample Albert Insights report.





HELLO & WELCOME

Albert gathers data from a variety of tools, social networks and public censuses, then provides enriched insights through our proprietary Albert Insights Report.

LETS GET STARTED

COMPETITIVE INTELLEGENCE



COMPETITIVE INTELLIGENCE

Competitive intelligence - collects, analyzes and aggregates real-time display, video, and social ad placements across 650 thousand publishers from 51 global markets. Insights comes with auxiliary excel files with more details over spend and competitive publishers used.

Competitive intelligence helps us:

Analyze competitors' digital campaigns

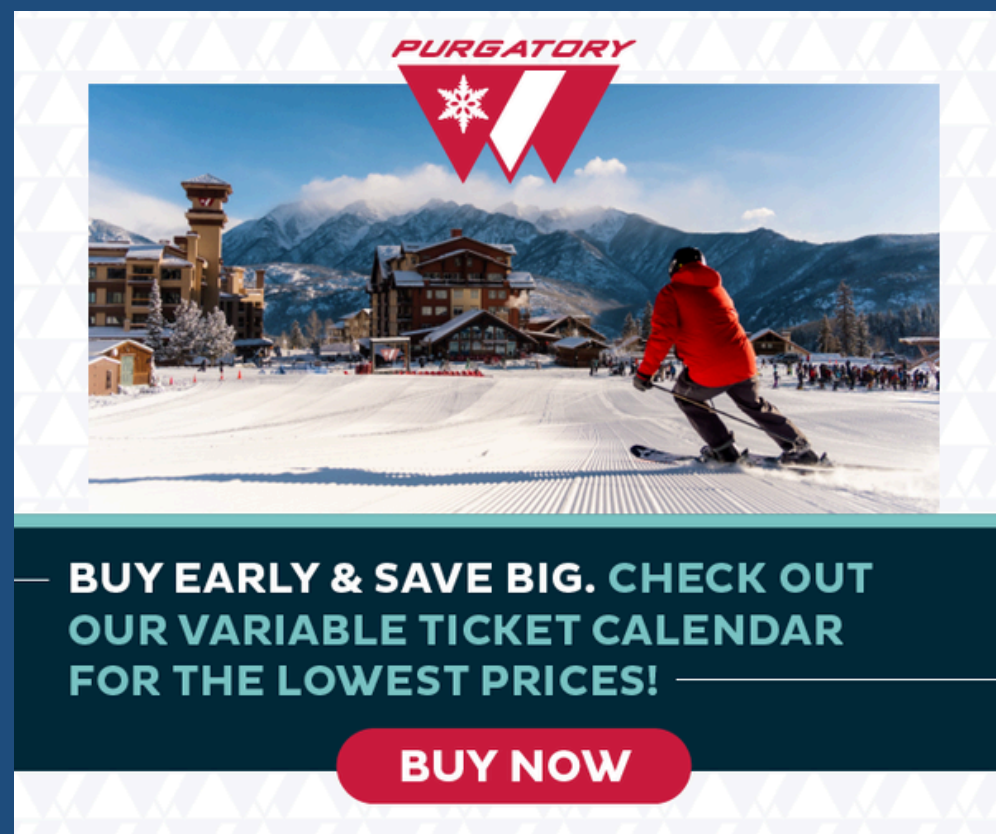
Identify the best-performing publishers, advertisers, and ad networks.

Benchmark your online advertising against the competition and leverage data-driven insights to engage and deploy online campaigns more effectively.

COMPETITIVE INTELLIGENCE

Here is a snapshot of competitive ads that have run in the last year. This section is aimed to give examples of competitive messaging and spend. You should receive raw files with more details and links to competitive overviews.

This is a complete view which collects, analyzes, and aggregates real-time display, video, and social ad occurrences across 650 thousand publishers from 51 global markets. Markets include the United States, Europe, Latin America, the Middle East, and Asia-Pacific



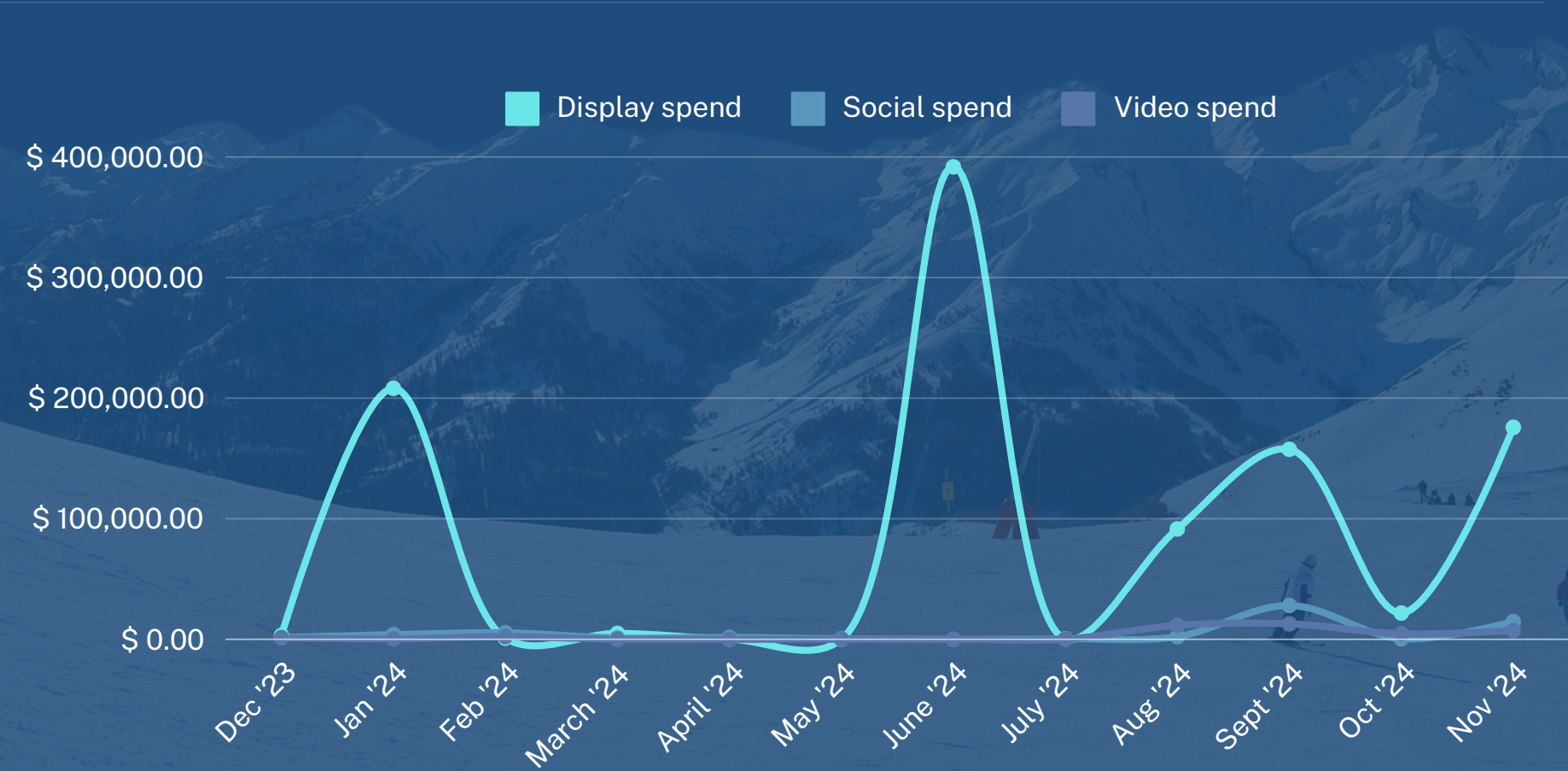
SHARE OF VOICE



SPEND

The ad spend is predominantly allocated to display campaigns, which command a substantial share of the budget at approximately \$1M (91%).

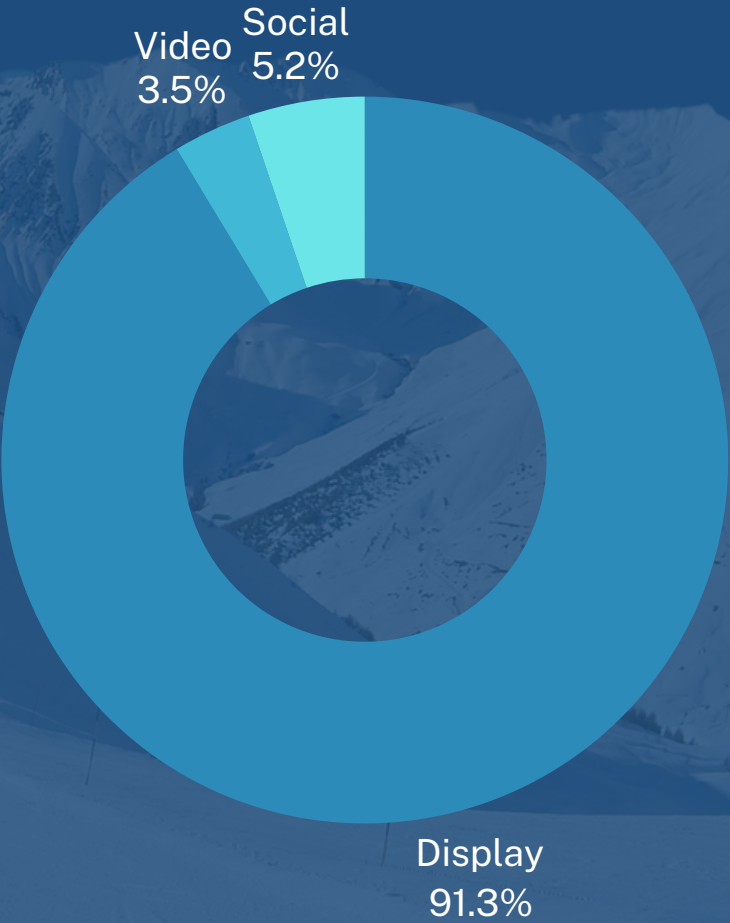
Seasonal investment strategies aim to boost off-season traffic and enhance consideration of the destination for weddings and corporate offsite events.



IMPRESSIONS



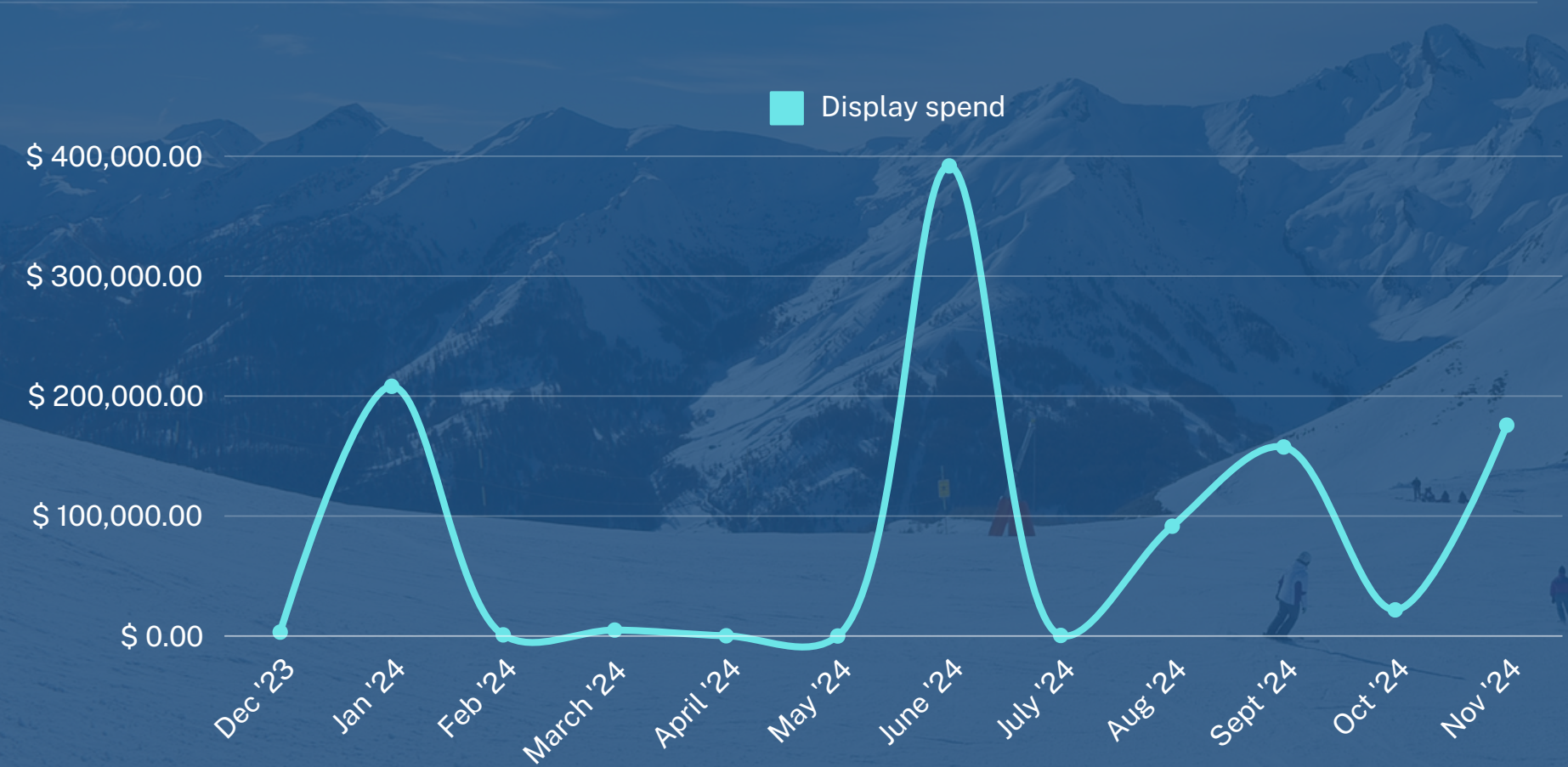
SPEND



SPEND / DISPLAY

Display represented the largest media investment in this competitive set, with a total spend of \$1,056,502 spread across 18 campaigns, featuring over 155 creatives and 376 publishers.

The spike in spend during June 2024 notably inflated the overall spending trend across other tactics. The top 5 publishers based on spend can be seen on the bottom right of this page.



IMPRESSIONS



SPEND



THEKNOT.COM

Impressions
89.19M / 27.31%

Spend
\$280.94K / 26.63%



WEATHER LIVE FREE
(ANDROID)

Impressions
80.34M / 24.6%

Spend
\$254.87K / 24.15%



ACCUWEATHER
(ANDROID)

Impressions
52.95M / 16.21%

Spend
\$189.53K / 17.96%



ACCUWEATHER
(ANDROID)

Impressions
35.61M / 10.9%

Spend
\$115.96K / 10.99%



ACCUWEATHER
(ANDROID)

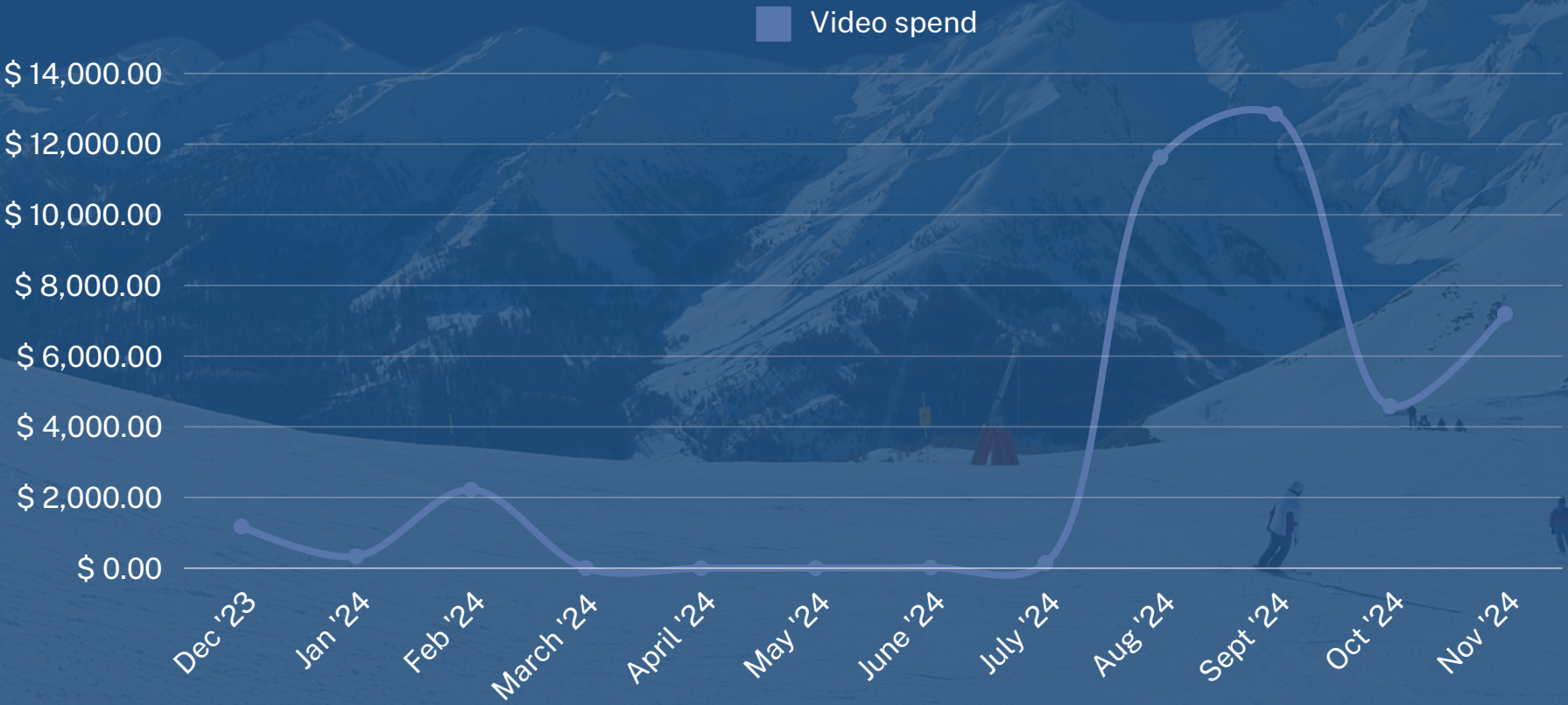
Impressions
17.5M / 5.36%

Spend
\$53.46K / 5.07%

SPEND / VIDEO

Video accounted for the largest media investment in this competitive set, with a total spend of \$42K distributed across 12 campaigns, featuring nearly 40 creatives and appearing on over 80 publishers.

The majority of the spend occurred toward the end of summer to drive pre-sales for season passes.



IMPRESSIONS



SPEND



YOUTUBE.COM

Impressions
3.02M / 53.83%

Spend
\$16.37K / 40.76%



YAHOO.COM

Impressions
539.2K / 9.6%

Spend
\$4.26K / 10.61%



HULU.COM

Impressions
98.52K / 1.75%

Spend
\$3.42K / 10.97%



FOX59.COM

Impressions
242.27K / 4.32%

Spend
\$3.02K / 7.53%



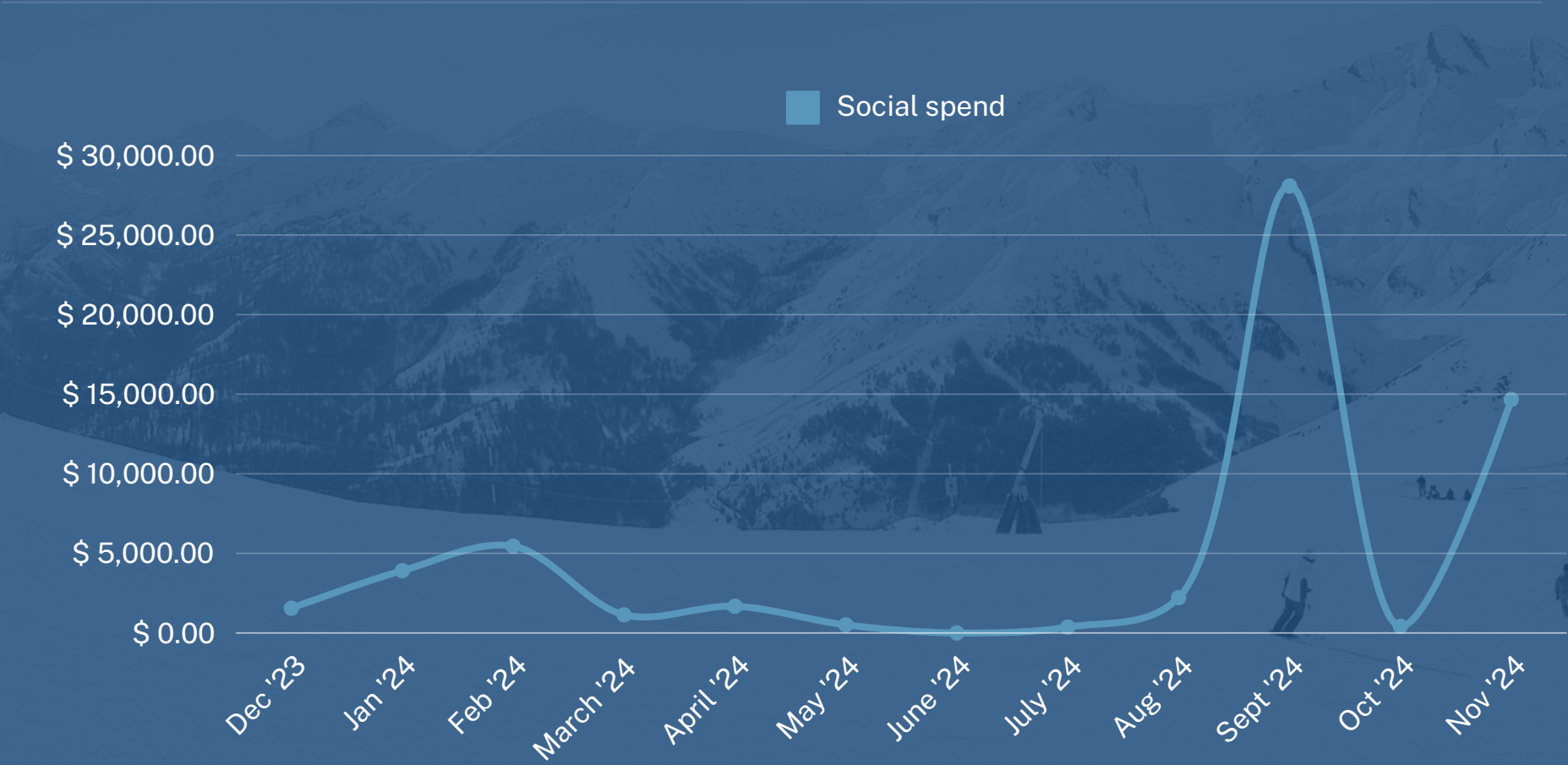
ESPN.COM

Impressions
339.45K / 6.05%

Spend
\$2.29K / 5.7%

SPEND / SOCIAL

We tracked \$60K in media spend across 4 social platforms, 10 campaigns, and 20 ad variations. Breckenridge was the top spender in this channel, accounting for 98% of the total tracked spend.



IMPRESSIONS



SPEND



FACEBOOK

Impressions
5.6M / 74.03%

Spend
\$47.93K / 79.9%



TIKTOK

Impressions
677.86K / 8.95%

Spend
\$7.13K / 11.89%



PINTEREST

Impressions
1.23M / 16.19%

Spend
\$4.56K / 7.6%



INSTAGRAM

Impressions
63.04K / 0.83%

Spend
\$360.25 / 0.6%

VISITATION ANALYSIS



VISITATION ANALYSIS

The report helps evaluate how tourism activity impacts a region's economy over time, encompassing tourism trends, visitor patterns, and local destinations within the area analyzed.

You may view information regarding the number of travelers visiting the area, the CBSA or postal code they came from, the number of nights stayed, as well as their income to indicate the potential impact of tourism from different CBSAs. This data allows you to improve campaign targeting and messaging, uncover partnership opportunities and more.

VISIT TRENDS
PAST 12 MONTHS

91.8K
VISITORS

229.6K
VISITS

+0.3%
VISITS YOY

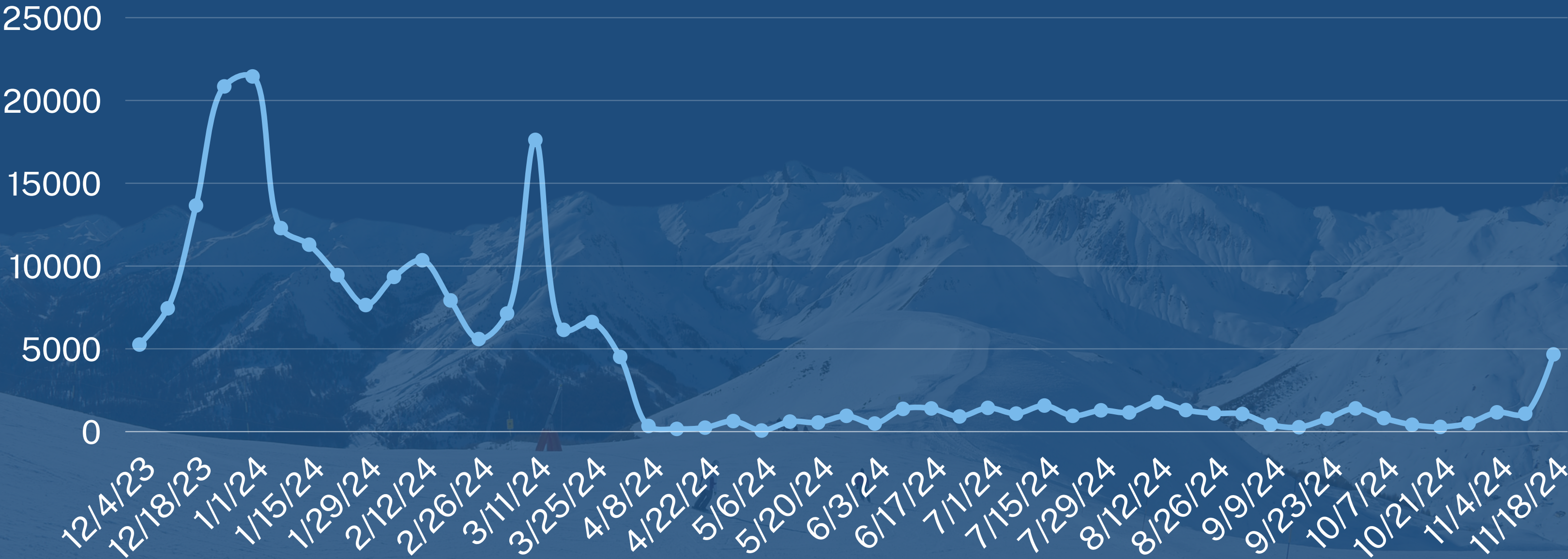
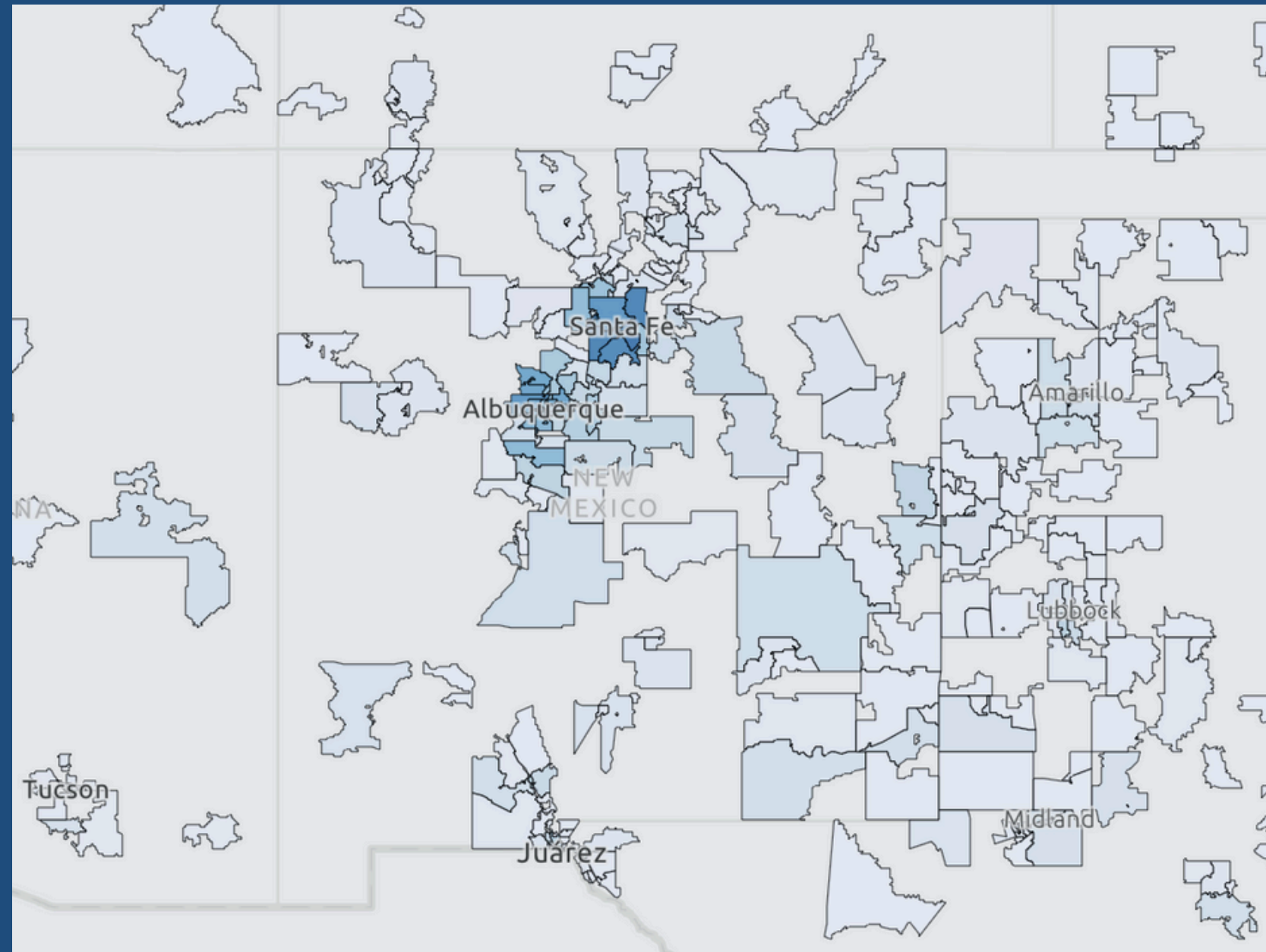
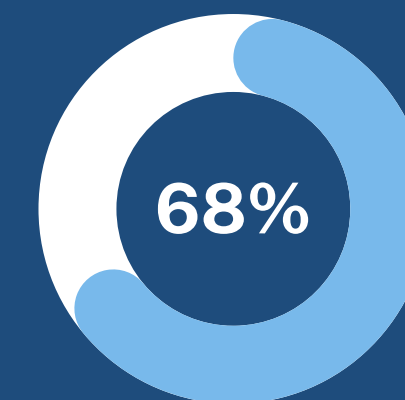


CHART SLIDE REPORT

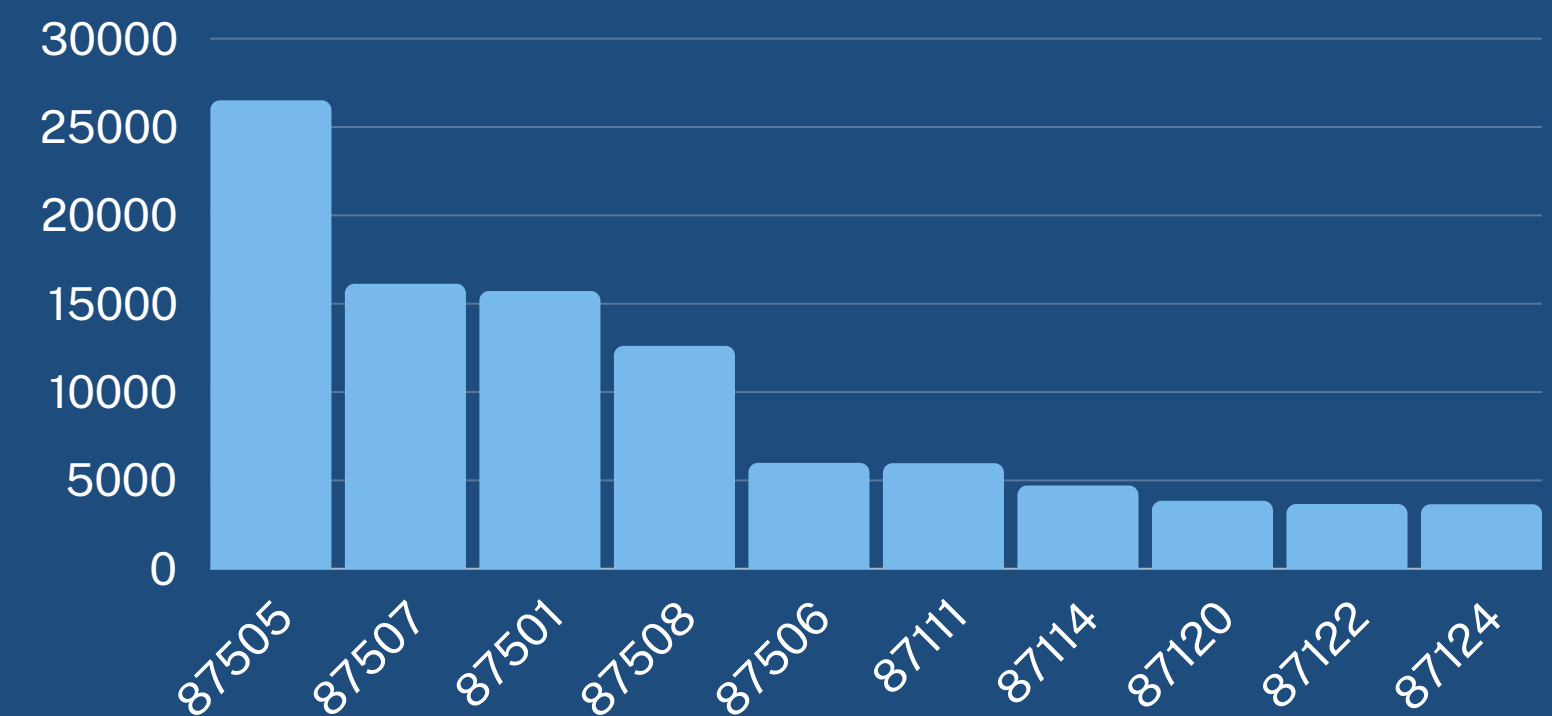


The visual above shows where visitors originate, with the highest number coming from the 87505 ZIP code.

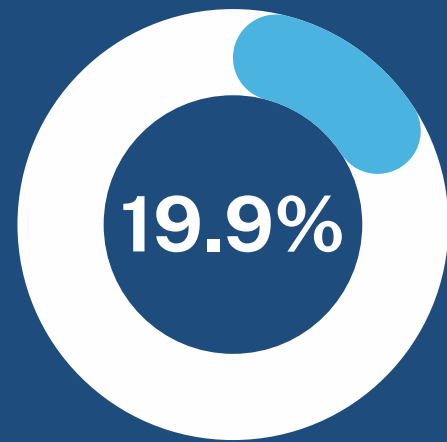


VISTS FROM NM

The vast majority of visits originate from New Mexico. Below are the top 10 points of origin by ZIP code.

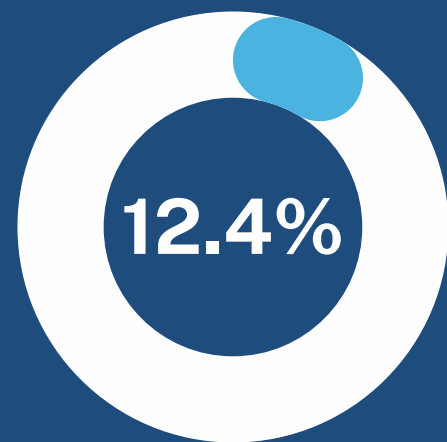


VISITS OUTSIDE NEW MEXICO



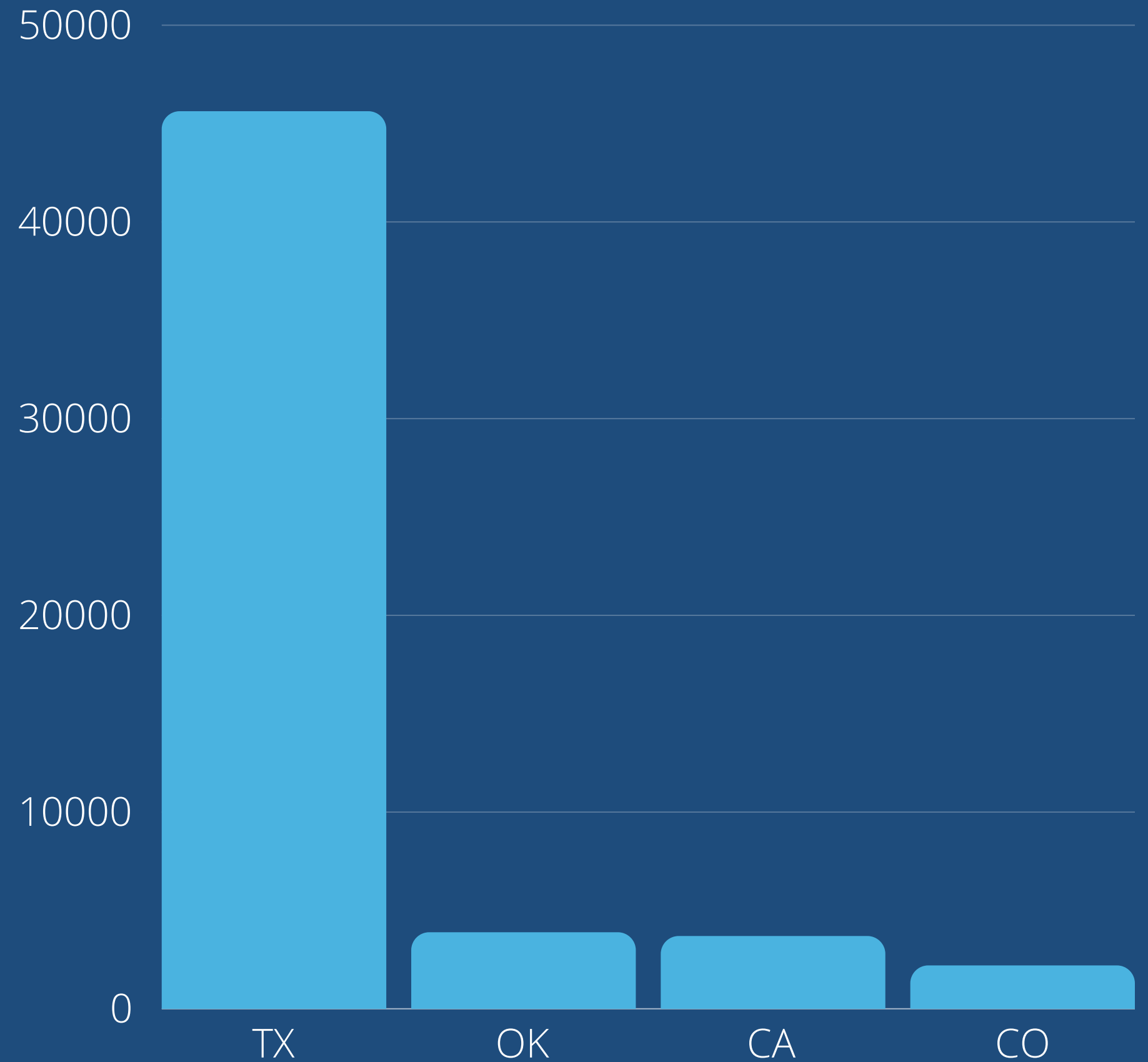
TEXAS VISITS

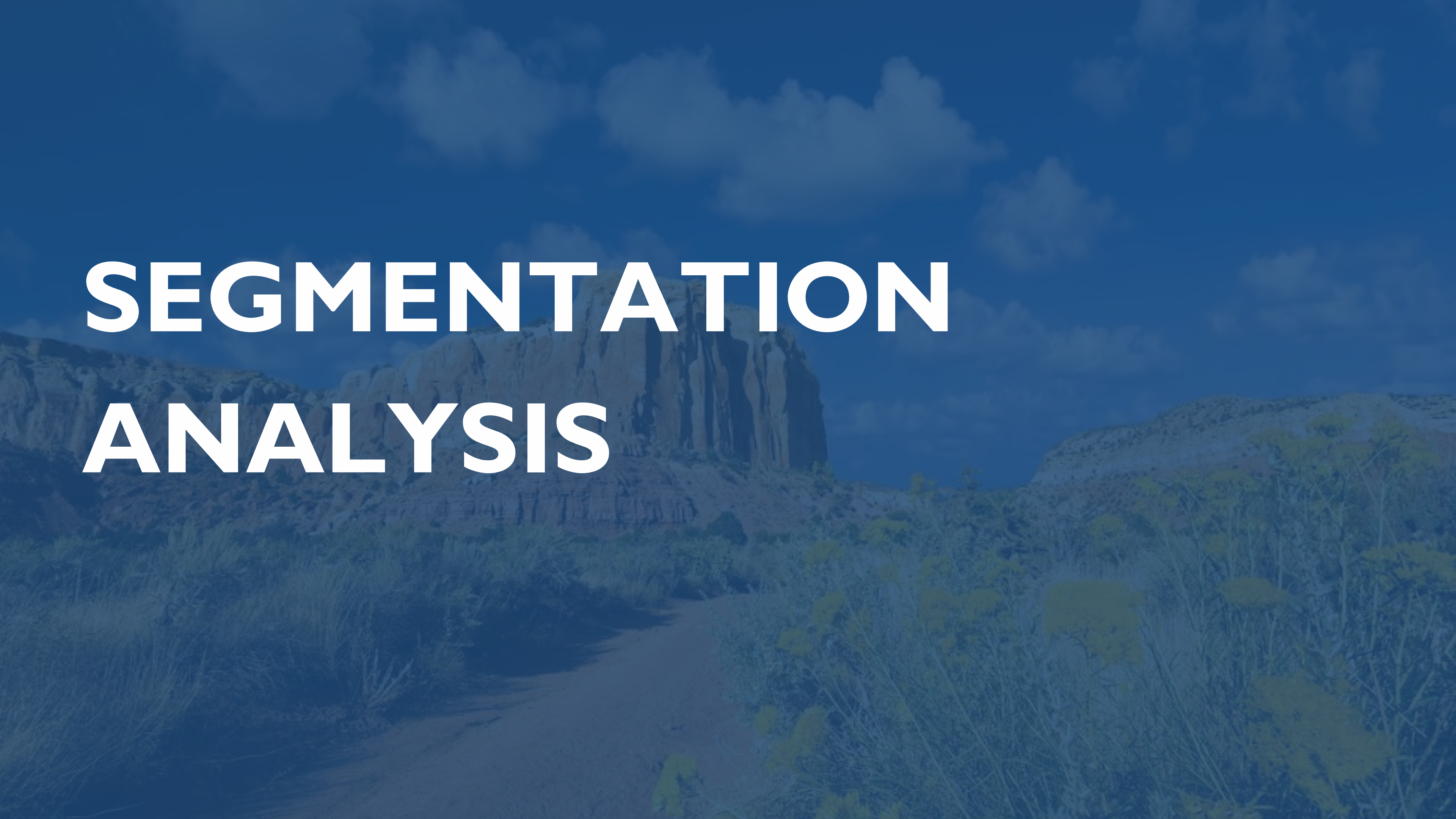
Outside of New Mexico, Texas recorded the highest number of visits, with Austin contributing the most overall. Notably, the 79912 ZIP code in El Paso produced the highest number of individual visitors.



REMAINING VISITS

The remaining visitors came from Oklahoma, California, and Colorado, with smaller numbers of visits scattered throughout the rest of the country.



The background image is a photograph of a desert landscape. A dirt road winds through the foreground, leading towards a large, prominent rock formation in the middle ground. The sky is a deep blue with scattered white clouds. The overall scene is captured in a slightly desaturated, blue-toned aesthetic.

SEGMENTATION ANALYSIS

SEGMENT GROUPS

Segmentation groups allows us to make informed decisions, uncover new growth opportunities, and deliver personalized experiences that drive results. Leveraging social data sources, cognitive and machine learning capabilities, we identify the audiences that matter most.

We gather valuable insights and turn them into visually compelling reports to share your findings with your team and guide media placements. Utilize our unique activation panel to engage these audiences and segments across multiple online and offline channels. Embrace the dynamic nature of your audience, tailor your strategies, and connect with the individuals who drive business growth.

SILVER HORIZONS 🌅

ARTS & FAMILY 🏠 🎨

OUTDOOR ADVENTURE 🏕️

OUTDOOR ADVENTURE

OVERVIEW

Well-educated young professionals at the start of their careers in white-collar or technical fields, with a strong passion for outdoor activities.

PERSONALITY

They are deliberate: they carefully think through decisions before making them.

They are energetic: they enjoy a fast-paced, busy schedule with many activities. And they are driven: they have high goals for themselves and work hard to achieve them.

NEEDS

Their choices are driven by a desire for organization.

VALUES

They consider both independence and achieving success to guide a large part of what they do. They like to set their own goals to decide how to best achieve them. And they seek out opportunities to improve themselves and demonstrate that they are a capable person.

DEMOGRAPHICS



MALE

60%



AGE

25-34



LANGUAGE

English



TOP CITY

Denver



INTEREST

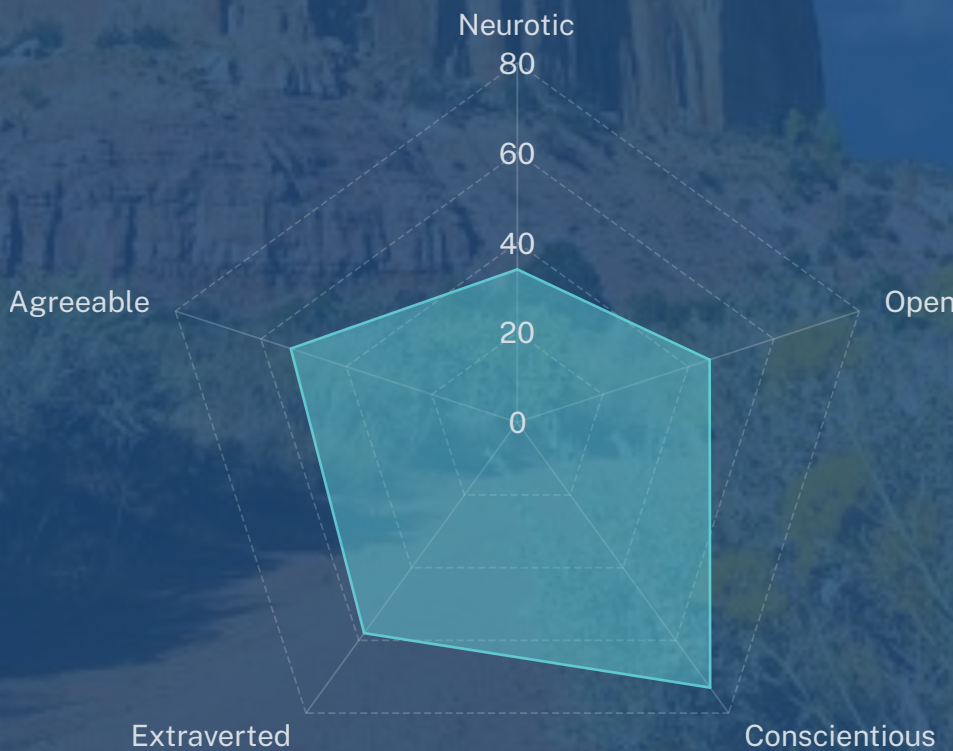
Sports



ACTIVE DAY

Wednesday

PERSONALITY



TOP LOCATIONS

ALBUQUERQUE

SANTA FE

DALLAS

AUSTIN

DENVER

BIO KEYWORDS

NEW

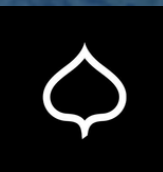
HUSBAND

SKI

LIFE

LOVE

TRUST THESE BRANDS



NETWORK / LIKELEY TO USE

1.33x

1.03x

.95x

.93x

.93x

SILVER HORIZONS

OVERVIEW

Upper-middle-class retirees living in beachfront and mountain communities. Outdoor lovers, you'll find them frequenting state parks and stocking up on boating gear at West Marine. They read Country Living, Outside magazine, and research Airstream campers. They follow Paul McCartney, Greenpeace, and post about #doglover, #beachcleanup, and #nostalgia.

PERSONALITY

They are deliberate: they carefully think through decisions before making them.

They are accommodating: they are easy to please and try to avoid confrontation. And they are driven: they have high goals for themselves and work hard to achieve them.

NEEDS

Their choices are driven by a desire for organization.

VALUES

They consider both independence and tradition to guide a large part of what they do. They like to set their own goals to decide how to best achieve them. And they highly respect the groups they belong to and follow their guidance.

DEMOGRAPHICS



FEMALE

75%



AGE

65-74



LANGUAGE

English



TOP CITY

Monterey (CA)



INTEREST

TRAVEL



ACTIVE DAY

Wednesday

TOP LOCATIONS

MONTEREY (CA)

ALBUQUERQUE

SANTA FE

RIO RANCHO

LOS ALAMOS

BIO KEYWORDS

NEW

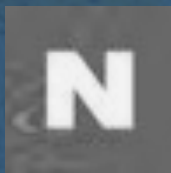
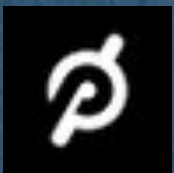
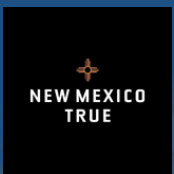
SANTA

MEXICO

ART

FAMILY

TRUST THESE BRANDS



NETWORK / LIKELEY TO USE

 1.13x

 .80x

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MEDIA PLAN

MEDIA OBJECTIVES

01

MOUNTAIN PASSES

We aim to increase the total number of purchased tickets across one-day, multi-day, and season passes.

02

COMMUNITY ENGAGEMENT

Engage with the local community to increase visit frequency while promoting programs that support underrepresented populations.

03

GROW ADULT LESSONS

Develop strategies to increase participation in ski lessons for visiting adults.



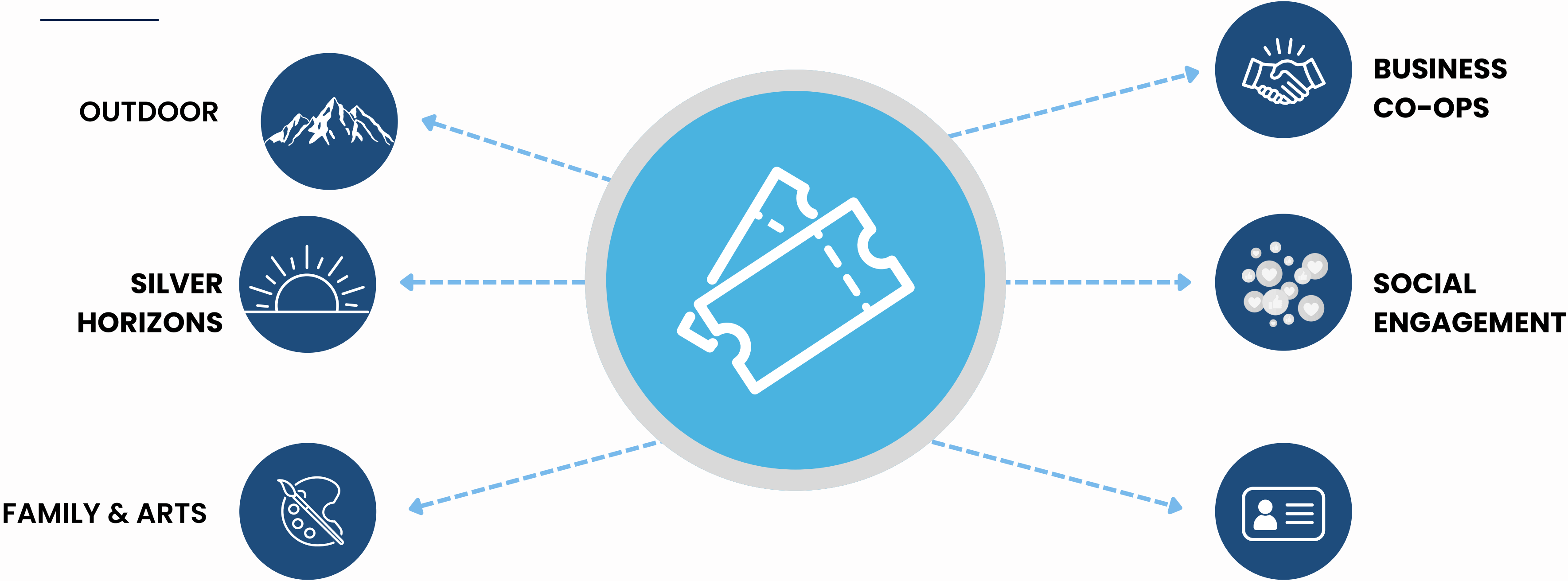
OUTCOME DISTRIBUTION



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-
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OUTCOME 1: DAY PASS SALES



SEGMENT BUDGET ALLOCATION



GEO DISTRIBUTION



MEDIA CHANNELS



CHANNEL BUDGET ALLOCATAION



- Digital advertising is the most effective way to reach a large audience.
 - TV advertising is the most effective way to reach a large audience.
 - Print advertising is the most effective way to reach a large audience.
 - Radio advertising is the most effective way to reach a large audience.
 - Outdoor advertising is the most effective way to reach a large audience.
- Digital advertising is the most effective way to reach a large audience.
- TV advertising is the most effective way to reach a large audience.
- Print advertising is the most effective way to reach a large audience.
- Radio advertising is the most effective way to reach a large audience.
- Outdoor advertising is the most effective way to reach a large audience.

ANALYTICS & TRACKING



SUMMARY



Summary of the project goals and objectives.	Key findings and conclusions from the research.	Recommendations for future research and practice.
Additional information and resources related to the project.	References and sources used in the research.	Appendix and supplementary materials.

THANKS FOR BROWSING

atd
partners

The In-House Agency Trading Desk