

# DMO DIGITAL PERFORMANCE DASHBOARD FAQs

## Who can access the DMO Digital Performance Dashboard?

All active members of U.S. Travel Association are eligible to access the dashboard and can share relevant trends and data with stakeholders.

To participate and include your organization's data:

- Your organization must be a destination marketing organization (DMO)
- Your organization must use Google Analytics
- You must enroll with Simpleview by providing the domains for the websites.

To initiate participation, please fill out this [form](#).

## What is the purpose of the Dashboard?

In collaboration with Simpleview, the U.S. Travel Association has created the DMO Digital Performance Dashboard that offers insights on website and email metrics for U.S. Travel Association's members. This dashboard aggregates and helps synthesize data from participating DMOs across the country and across different platforms to establish true industry metrics for marketing activity. Participants are also able to break down the data by device usage and make data comparisons by region.

## What privacy protections are in place?

Data privacy and security are enforced through strict internal processes defined by U.S. Travel and Simpleview. No user will be granted access to this report without prior approval by U.S. Travel. No user can view any individual site's data without being authorized to do so within the database by Simpleview, and no user will be granted such access without permission from the DMO controlling that site. If a user has left your organization and you would like their access to your site's data revoked, please contact us at [destinationscouncil@ustravel.org](mailto:destinationscouncil@ustravel.org).

## How is this data collected?

All data in the report is provided by Simpleview's database of Google Analytics metrics for more than 300 U.S. destinations.

- All data currently comes from Google Analytics v3.
- The data is not restricted to Simpleview clients alone; any DMO in good standing with the U.S. Travel Association is eligible to be included.
- Almost all sites in the database have data going back to 1/1/2019, however, gaps may occur where the site changed Google Analytics accounts during the period covered by the database.
- DMO region definitions correspond to Destinations International definitions for the United States.
- Paid Search metrics (CPC and CTR) include Google Ads data only, as other paid search platforms are not reliably tracked in Google Analytics. The number of sites with recorded Google Ads activity in the database can be seen within the live dashboard.

## Is there a cost to participate?

No, all active DMO U.S. Travel Association members are eligible to participate.

## How often is this data updated?

Updates occur each morning by 10:00 AM EST.



U.S. Travel Association

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### **Is DMO data pulled automatically from the dashboard's server or only after submitting the participation form?**

Although your information may already be captured, we recommend submitting a request to participate via this [form](#).

### **Does the dashboard provide national, state and city level data?**

The dashboard showcases national averages and regional metrics against which participating DMOs can compare their own data.

### **Is it a requirement to have your website or email vendor through Simpleview to participate?**

There are no website or email vendor requirements. DMOs do not need to be a Simpleview client to be included. The email marketing section only displays industry averages, rather than also showing individual DMO data due to complexities in standardizing email providers analytics. To initiate participation, please fill out this [form](#).

### **Is it possible to compare my DMO to another similarly sized DMO based on budget?**

While we would like to provide budget comparisons, the data has not been collected yet. It would require all participating DMOs in the database to provide accurate and updated budget information. It's an effort we're interested in for the future.

### **How can I access industry averages for web and email metrics for B2B and consumer sites?**

This data can be accessed via the audience breakdown under the email marketing dropdown. The travel industry segments are broken down between event planners, members/partners, media/public relations and consumers.

### **Where does the email marketing data come from?**

The data comes from the 100+ marketing automation clients that Simpleview works with.

### **Is the web engagement via pixel on the DMO's site?**

It's data from Google Analytics.

### **Does the Dashboard allow DMOs to compare their social media channel metrics to industry standards?**

The Dashboard does not currently have that data available.

## **Additional Questions?**

Please contact us at [destinationscouncil@ustravel.org](mailto:destinationscouncil@ustravel.org).