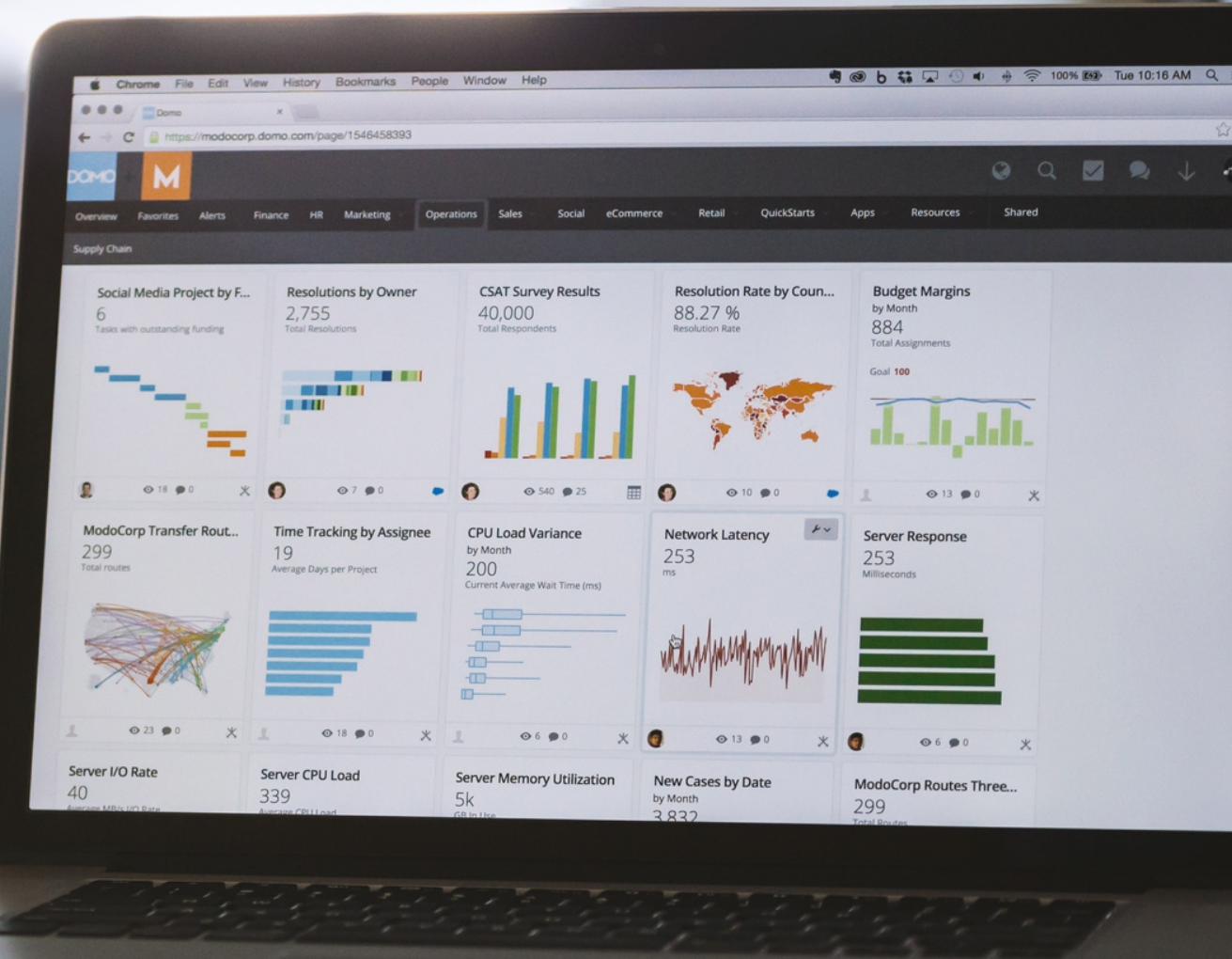


How I built a Million Dollar Digital Business without sacrificing Print.



● ● ● ————— ● ● ●

The traditional media industry has been hyper about digital first, print is dead, new revenue sources, digital subscriptions, non-profits, asking the government to intervene with several different acts and on and on. Transformation has been discussed for 20+ years.

I have not researched this, but it feels like the longest business transformation ever.

-Jim O'Rourke

Newspaper Next: A blueprint for transformation

Newspaper Next (N2) was a forward-thinking project undertaken by API beginning in 2005 to identify and test new business models for newspaper companies. The project is no longer active, but many of its lessons and tools are still applicable today.

Digital TimeLine

1997

Launched our first
News Website

2005

Launched
iwantthenews.com

Monetized the site!

2006

Launched
Delta Online
Internet Sales Team
for other Publishers

2011

Launched
Local Automotive
Verticals

[Delta Front Page](#)

[Delta Email Addresses](#)

[Subscription Info](#)

[Kiel History](#)

[City Government](#)

[Area Schools](#)

[Area Churches](#)

[Area Businesses](#)

[Kid's Stuff](#)

[Jokes](#)

WELCOME

from

Delta Publications

Kiel Record, Chilton Spirit, New Holstein Reporter

Updated every Thursday

Kiel Record News

[Former Kiel Teacher Dies](#)

[Soccer Field Moving Ahead](#)

[Absolutely Murder at Castle Stage](#)

[Area Holiday Worship Services](#)

[Cooperatives Merge](#)

[Palmer Recognized as Girl Scout](#)

[Setting Sights on Service](#)

[Trewin Honored for 25 Years](#)



The New York Times

ON THE WEB

NEW:
Books
WHERE TO FIND
WHAT TO READ

"All the News That's Fit to Print"

Monday, March 10, 1997

SECTIONS

- Front Page
- Politics
- Sports
- Op-Ed
- Books
- Real Estate
- Diversions
- CyberTimes
- Business
- Editorials
- Arts & Leisure
- Travel
- Job Market
- Web Specials

NEWS BY CATEGORY

BREAKING NEWS From A.P.

CLASSIFIEDS | **FORUMS**

SERVICES | **SEARCH**



Knicks Hold Off Chicago, 97-93

FROM TODAY'S TIMES

Congress Weighs
More Regulation
On Managed Care

IN CYBERTIMES

Microsoft Taking
Risk With Complex
New Net Browser

Digital TimeLine

1997

Launched our first
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2005

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iwantthenews.com

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Delta Online
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2011

Launched
Local Automotive
Verticals



CARS920.com

Digital TimeLine

2012

Added Siteswan
Website
Builder

2013

Launched
iwantdeals.com

Groupon like site

2015

Site Impact and
Rocket Fuel
as vendors

2016

Added
Facebook
Management

... — 2017



Added
-Vivial
-M3 Digital
-Simplifi
as vendors

Digital Advertising Solutions

SEO
Search Engine Optimization
Starting at
\$249 /mo.

SEM
Search Engine Marketing
SAVE
30%

Websites
Starting at
\$59 /mo.

Targeted Display Advertising & Video
▸ Site Retargeting ▸ Search Retargeting
▸ Contextual Targeting ▸ Targeted Video
Starting at
\$499 /mo.

Geo Fencing
▸ Geo Fence Look Back ▸ Micro Proximity
▸ Address Match ▸ Micro Proximity plus Look Back
Starting at
\$599 /mo.

 **YouTube**
You Tube
Starting at
\$249 /mo.

Social Media Management
Starting at
\$199 /mo.

Geo Fencing
Proximity Targeting
Starting at
\$179 /mo.

Email Marketing
Your Database or Our Database
Over 700 Lifestyle selects and Intents
Starting at
\$20 /per 1000

 **Delta Digital Strategies**

joe@deltapublications.com | 920-894-2828

Digital TimeLine

2018

Boostability
gave us real
SEO

2019

Adcellerant
gave us a full suite
of digital services
and reporting.

2020

Facebook
Advertising
In-house SEM
Agency Analytics

2021

Tik Tok
Custom Content

...

**In 2017 we sold
\$25,000 in DMS.**

**In 2018 we sold
\$100,000 in DMS.**

**In 2022 we sold \$1MM
in DMS**

...

**In 2017 we fulfilled
100% of our
Campaigns through
Vendors.**

...

The logo consists of a solid blue vertical bar on the left, followed by the word "Google" in its multi-colored font, and the word "Partner" in a grey sans-serif font below it.

**Google
Partner**

**Today we fulfill
90% in-house.**



Digital Advertising saved us during Covid.

Many of our advertisers were shut down. Most others could not get inventory so they cut back or stopped advertising.

Through all of this our digital business continued to grow!

**At
WMG...
We
specialize
in Digital
Recruitment**



Recruitment Tactics

1. Competitive Geo-fence
2. Targeted Display
3. Facebook
4. SEM
5. Tik Tok
6. YouTube
7. Local Display
8. Local Print

Competitive Geo-fencing

- Draw a virtual fence around competitive businesses, large manufacturing areas, or even college campuses
- Once anyone steps inside that fence, they opt in to your campaign
- Your employment ads start appearing on sites and Apps they visit regularly right on their phone
- They click on your ad to bring them to your careers page



Targeted Display

- Target job seekers within a select geography
- Reach job seekers, general laborers, factory workers.etc. on their mobile phones and other devices on sites like CNN, Fox News, ESPN, etc. Your ads are also placed on APPS like The Weather Channel



Prospect uses one of your keywords in a search engine.



Prospect is tagged with a cookie.



Prospect sees your banner ad when browsing the internet.



Wisconsin Aluminum Foundry

Sponsored · 🌐

Our employees take pride in our work, constantly evolving our capabilities, processes, and equipment. Work with cutting-edge technologies and great people!

GREAT BENEFITS

- Health Insurance
- Paid Holidays
- Vacation
- Opportunities for Advancement



WAF WISCONSIN
ALUMINUM
FOUNDRY
IS HIRING!



STARTING PAY
\$20/hr.
Apply Today!

WAFCO.COM

Join Our Team!

APPLY NOW



You and 118 others

30 Comments 218 Shares



Facebook

- Target job seekers within a select geography
- Target by age, skills and other demographics
- Reach job seekers, general laborers, factory workers.etc.
- Ads appear in their Facebook news feeds





welding jobs near me



All

Maps

Shopping

News

Images

More

Tools

Page 2 of about 164,000,000 results (0.98 seconds)

Ad · <https://ppc.expresspros.com/staffing-agency/contact-us>

Welders Jobs. - Locally Owned And Operated

Easy to Apply. Interview Over The Phone. Call To Apply Today! One Application Gives You Access To Multiple Opportunities With Top Local Employers. Salary Negotiation Help. Locally Owned & Operated. Coaching for Interviews. Paid Weekly. Short- And Long-Term.

Ad · <https://bemismfg.csod.com/>

Family-Owned Company - Bemis Manufacturing is hiring

Earn a great wage - Become part of an outstanding team

300 Mill St, Sheboygan Falls, WI - Open today · 8:00 AM – 5:00 PM

Ad · <https://www.amerequip.com/>

Now Hiring Welders - 2nd & 3rd Shift Premiums - amerequip.com

All Shifts Available! Work 3, 4, or 5 day weeks. Competitive Wages and Excellent Benefits. Apply Online Now.

[View History](#) · [Our Work](#) · [Document Library](#) · [Services Offered](#) · [Parts Reference](#)

<https://www.monster.com> › [jobs](#) › [q-welding-jobs-l-mic...](#)

Welding Jobs in Michigan | Monster.com

Monster is your source for jobs and career opportunities. Search for jobs, read career advice from Monster's job experts, and find hiring and recruiting ...

<https://www.milwaukeejobs.com> › [f-Welder-l-Milwauk...](#)





YouTube

- Target job seekers within a select geography
- Target by age, skills and other demographics
- Reach job seekers, general laborers, factory workers, etc.
- Ads appear on Youtube.
- Pre-Roll, Mid-Roll, Skippable and Non-Skippable.
- Linkable and Clickable



Local Display on WMG Sites



GREAT BENEFITS

- Health Insurance
- Paid Holidays
- Vacation
- Opportunities for Advancement

Wisconsin Aluminum Foundry IS HIRING!



STARTING PAY
\$20/hr.
Apply Today!



[News](#) [Things To Do](#) [Business](#) [Real Estate](#) [People](#) [Schools](#) [Sheboygan FAQ](#)



[READ NOW: NEWSLETTERS](#) [SUBMIT NEWS](#) [CLASSIFIED](#) [CALENDAR](#) [COVID-19](#) [CONTACT US](#) [ABOUT US](#) [OUR COMMITMENT](#) [ADVERTISE WITH US](#)

HumanN

#1 Selling Beet Powder

OPEN



WHAT YOU NEED TO KNOW

Changes in positive case reporting to district families



Latest Stories

SPORTS

PHOTOS: Sheboygan South boys basketball falls to De Pere in home opener

Jan 8, 2021

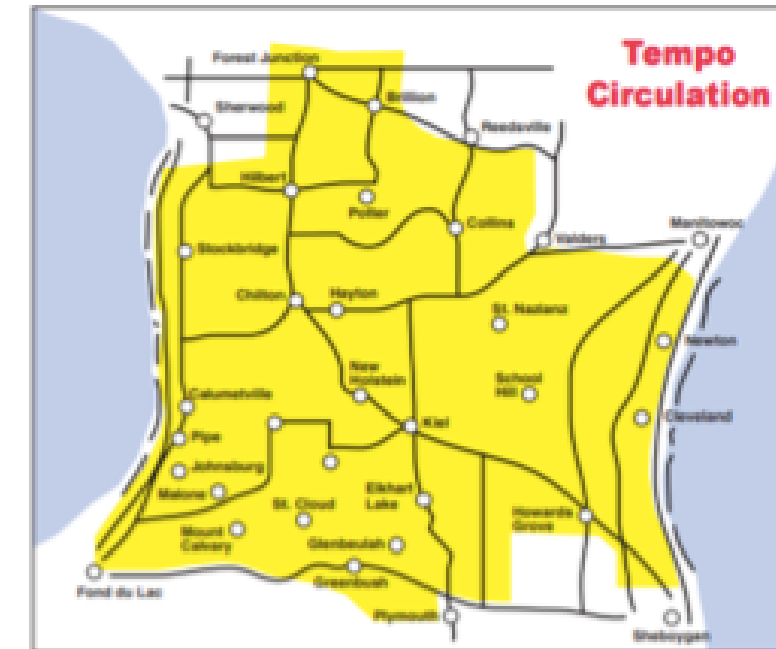


Weather

Local Reach

Tempo

- Reach 15,000 households
- Rural Calumet, Manitowoc, Sheboygan
- Publishes every Tuesday
- Appear in employment section
- Heavy presence on iwantthenews.com for local readers



Sheboygan Sun

- Reach 36,000 households
- Full market coverage in Sheboygan County
- Publishes every Tuesday
- Appear in employment section
- Heavy presence on sheboygansun.com for local readers



RECOMMENDATIONS

Moderate

Moderate online

- Geo-fencing
- Targeted Display

Bi-Weekly 1/8 page color ads in:

- Tempo
- iwanththenews.com
- Sheboygan Sun
- sheboygansun.com

\$2112/mo



Aggressive

Aggressive online

- Facebook
- Geo-fencing
- Targeted Display

Weekly 1/8 page color ads in:

- Tempo
- iwanththenews.com
- Sheboygan Sun
- sheboygansun.com

\$3374/mo

Dominant

Heavy online

- Facebook
- Geo-fencing
- Targeted Display
- YouTube

Weekly 1/4 page color ads in:

- Tempo
- iwanththenews.com
- Sheboygan Sun
- sheboygansun.com

\$4824/mo



THE J.M. SMUCKER Co

Digital Recruitment Proposal

June 7, 2021

	Conservative	Competitive	Aggressive
Targeted Display	✓	✓	✓
Geofencing	✓	✓	✓
SEM Search Engine Marketing	✓	✓	✓
Local Display	Sidebar	Banner	Billboard
Local Print	1/8 Page Ad Every Other Week 46,000 Readers	1/8 Page Color Ad Every Other Week 46,000 Readers	1/4 Page Color Ad Every Other Week 46,000 Readers
	\$1999 mo.	\$2849 mo.	\$3899 mo.



Digital Recruitment Proposal

August 4, 2021

	Moderate	Aggressive	Dominant
Geofencing	\$600	\$750	\$900
Targeted Display	\$500	\$750	\$1000
Facebook Advertising	\$500	\$1000	\$1500
SEM <small>Search Engine Marketing</small>	\$500	\$1000	\$1500
	\$2100	\$3500	\$4900

Ala Carte

Print Advertising: \$1500/mo. (1/4 page x 2)

Local Display: \$400/mo.



3 Month Digital Recruitment Proposal

12/20/2022

	CONSERVATIVE	MODERATE	AGGRESSIVE
Geofencing	90,000 Impressions	150,000 Impressions	225,000 Impressions
Targeted Display	150,000 Impressions	300,000 Impressions	600,000 Impressions
YouTube	15,000 Views	22,500 Views	30,000 Views
MaxRecruit	3 Postings	3 Postings	3 Postings
Local Display	Side Bar	Banner	Billboard
Local Print	1/8 Page Print Ad Weekly	1/4 Page Print Ad Weekly	1/2 Page Print Ad Weekly
	\$10,491 mo.	\$14,562 mo.	\$18,372 mo.



Digital Recruitment Proposal

Madison, Wisconsin

	Conservative	Aggressive	Dominant
Geofencing	✓	✓	✓
Targeted Display	✓	✓	✓
Facebook Advertising	✓	✓	✓
SEM Search Engine Marketing		✓	✓
Local Display		✓ Sidebar	✓ Reveal
	\$3625 mo.	\$4975 mo.	\$6900 mo.



Introducing



The Sheboygan County Preferred Business Program

Introducing The Sheboygan County Preferred Business Program. This dynamic program features one prominent Sheboygan County Business specific to each industry.

A limited number of businesses will be selected to participate in this exclusive program.

The heart of the preferred business program is custom written content. Content is the most important, yet elusive, marketing tool available to a business. Whether it's for your website, social media, newsletter, or to inform potential customers about products, services and other newsworthy details—Content is King.



Benefits of the Sheboygan County Preferred Business Program

- 1 Receive one custom content piece per month written by our staff of journalists.
- 2 Content will be published in print monthly in the Sheboygan Sun.
- 3 Content will be published across all of the Sheboygan Sun social media platforms.
- 4 Content will be published monthly on Sheboygansun.com.
- 5 Content will be published to our Wisconsin Media Group blog site.
- 6 Access to this content for personal use on your website, social media, newsletter, blog, email blasts or any other marketing promotions.
- 7 Featured weekly in a print ad in the Sheboygan Sun.
- 8 Included in a Sheboygansun.com directory.
- 9 Get a dynamic landing page on Sheboygansun.com.
- 10 Exclusivity in their business category to establish prominence in the community.

Why this firm says being local is so important for its clients

Christine Esser began law school with the hopes of becoming an FBI agent. When a hiring freeze disrupted that dream, she finished her law degree at Drake University Law School.

As a personal injury attorney, she represents those who have been injured due to the negligence of others.

"The most rewarding part is being able to help people... helping people move through an injury and find resolution," said Esser. "When you see them years later and they tell you they're doing great, and they remember you, that's very rewarding."

Habush Habush & Rottier has represented injured persons since 1930. They represent people who have sustained injuries due to a motor vehicle accident, nursing home neglect and dog bites. They also handle medical malpractice and product liability matters.

Habush Habush & Rottier has more National Board of Trial Advocacy certified trial lawyers than any other law firm in the state. That means

1
We write a
unique story about
your business
monthly

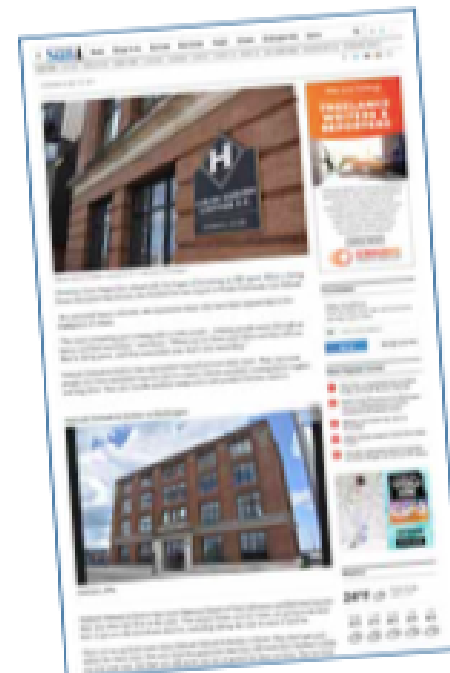
2
Published
monthly in the
Sheboygan Sun

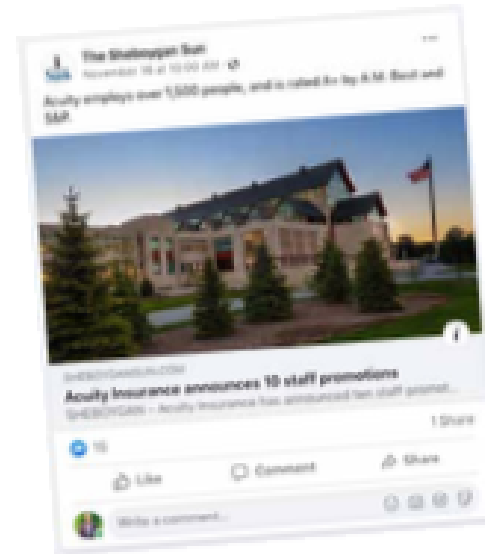
We publish your unique story in an issue of the Sheboygan Sun. The Sun reaches 36,000 homes and has nearly 70,000 readers.



3
Published
monthly on
SheboyganSun.com

Your unique content will be published monthly on SheboyganSun.com, Sheboygan County's local news site with over 200,000 page views.





Published across social media

We push your content out on all our social platforms to all our followers every month.

Boost your SEO

All content is keyword rich and written with SEO in mind. The SEO benefits of the SCPB are immense. Through keywords, content



placement and back linking, you website will get a boost in searches and search engine ranking.



Featured in a weekly Sheboygan Sun print ad

All Sheboygan County Preferred Businesses will be featured in a weekly full color print ad in the Sheboygan Sun



Communicate the excellence of your products, services and your business expertise on your own website, your social media, newsletter, e-blast or wherever potential customers will find you.

7

**Content to use
on your website,
social media,
newsletter, etc.**

8

**Included in a
special online
directory**

All Sheboygan County Preferred Businesses are featured in an online directory on SheboyganSun.com

9

**Exclusive dynamic
landing page**

You will get your own dynamic business page on SheboyganSun.com. This page will have all your business details and will house your content.

10

Exclusivity

The Sheboygan County Preferred Business program is limited to 25 businesses and one exclusive business per category.



ID	Account Name	Ad Count	Price	Disc	Tax	Total	Applied	Invoiced	Amt Due
31103	Big Brothers Big	0	\$12,500.00		\$0.00	\$12,500.00	-\$12,500.00	\$0.00	\$0.00
29085	Engaged Marketing	0	\$8,764.50	-\$450.00	\$0.00	\$8,314.50			\$8,314.50
27558	Parm's Landscape	0	\$6,682.66		\$0.00	\$6,682.66		\$732.66	\$6,682.66
31540	Kleen Test Products	0	\$6,588.44		\$0.00	\$6,588.44			\$6,588.44
26674	Felician Village	0	\$6,575.00		\$0.00	\$6,575.00		\$6,575.00	\$6,575.00
33359	Switchgear Power	0	\$5,745.00		\$0.00	\$5,745.00			\$5,745.00
27027	Jones County Junior	0	\$5,000.00		\$0.00	\$5,000.00		\$5,000.00	\$5,000.00
25783	Amerequip	0	\$4,550.00		\$0.00	\$4,550.00		\$4,550.00	\$4,550.00
28761	COLE OIL &	0	\$4,099.00		\$0.00	\$4,099.00			\$4,099.00
25867	K Bee WINDOW &	0	\$4,038.00		\$0.00	\$4,038.00			\$4,038.00
25806	CHILTON	0	\$3,020.00		\$0.00	\$3,020.00	-\$3,020.00	\$0.00	\$0.00
27352	Meyer Motors Inc	0	\$3,000.00		\$0.00	\$3,000.00		\$3,000.00	\$3,000.00
25955	Schwaller Painting &	0	\$2,400.00		\$0.00	\$2,400.00		\$1,400.00	\$2,400.00
28337	Wisconsin Plastics	0	\$2,250.00		\$0.00	\$2,250.00	-\$2,250.00	\$2,250.00	\$0.00
26237	Briess Industries	0	\$2,250.00		\$0.00	\$2,250.00		\$2,250.00	\$2,250.00
25945	Rhine Machining	0	\$2,160.00		\$0.00	\$2,160.00			\$2,160.00
25936	Premier Financial	0	\$2,020.00		\$0.00	\$2,020.00	-\$409.00	\$1,611.00	\$1,611.00
31503	GFL Environmental	0	\$2,000.00		\$0.00	\$2,000.00			\$2,000.00
33191	MSI Express	0	\$1,858.00		\$0.00	\$1,858.00			\$1,858.00
27559	Parm's Tree Service	0	\$1,600.00		\$0.00	\$1,600.00		\$1,600.00	\$1,600.00
26156	Badger State	0	\$1,568.00		\$0.00	\$1,568.00	-\$1,568.00	\$0.00	\$0.00
25971	Stardust Limousine	0	\$1,500.00		\$0.00	\$1,500.00			\$1,500.00
32852	Color Craft Graphic	0	\$1,100.00		\$0.00	\$1,100.00		\$1,100.00	\$1,100.00
33952	Next Step Insurance	0	\$1,000.00		\$0.00	\$1,000.00			\$1,000.00
30631	Village Realty - Digital	0	\$1,000.00		\$0.00	\$1,000.00			\$1,000.00
25856	Froedtert and the	0	\$1,000.00		\$0.00	\$1,000.00			\$1,000.00
25886	Your Local Auto	0	\$885.00		\$0.00	\$885.00		\$885.00	\$885.00
33165	Steve Brown	0	\$840.84		\$0.00	\$840.84	-\$840.84		\$0.00
27191	LAKELAND	0	\$833.34		\$0.00	\$833.34	-\$833.34	\$833.34	\$0.00
30244	Bitter Neumann	0	\$798.00		\$0.00	\$798.00			\$798.00
27311	Martin Automotive, Inc	0	\$709.00		\$0.00	\$709.00		\$709.00	\$709.00
34299	HAUCKE PLUMBING	0	\$650.00		\$0.00	\$650.00			\$650.00
34100	Colton Family	0	\$500.00		\$0.00	\$500.00			\$500.00
33216	BRAND OUTCOMES	0	\$500.00		\$0.00	\$500.00			\$500.00
30511	Wild Chiropractic	0	\$500.00		\$0.00	\$500.00			\$500.00
27472	Kiel & New Holstein	0	\$500.00		\$0.00	\$500.00	-\$500.00	\$500.00	\$0.00
25992	Vogel Chevrolet, Inc	0	\$500.00		\$0.00	\$500.00		\$500.00	\$500.00
25813	Conley Media, LLC	0	\$390.00		\$0.00	\$390.00	-\$390.00	\$0.00	\$0.00
27741	Roeh Excavating	0	\$359.00		\$0.00	\$359.00		\$99.00	\$359.00
25901	Meiselwitz Furniture	0	\$349.00		\$0.00	\$349.00			\$349.00
34194	The Watershed Hotel	0	\$310.00		\$0.00	\$310.00			\$310.00

ID	Account Name	Ad Count	Price	Disc	Tax	Total	Applied	Invoiced	Amt Due
35118	Mark Maker	0	\$129.00		\$0.00	\$129.00			\$129.00
30627	Mark Maker Fox Valley	0	\$129.00		\$0.00	\$129.00			\$129.00
25838	Full Circle Massage	0	\$100.00		\$0.00	\$100.00		\$100.00	\$100.00
34780	CB Tires	0	\$99.00		\$0.00	\$99.00			\$99.00
26060	Aqape of Appleton Inc	0	\$99.00		\$0.00	\$99.00	-\$99.00	\$99.00	\$0.00
25861	Julia's Blinds 4 U	0	\$99.00		\$0.00	\$99.00		\$99.00	\$99.00
25792	Bob Schoenborn's	0	\$99.00		\$0.00	\$99.00	-\$99.00	\$99.00	\$0.00
26006	World Publications,	0	\$74.00		\$0.00	\$74.00		\$74.00	\$74.00
27467	New Holstein Chamber	0	\$59.00		\$0.00	\$59.00		\$59.00	\$59.00
25951	Sample News Group	0	\$59.00		\$0.00	\$59.00		\$59.00	\$59.00
25932	Plankpub LLC	0	\$59.00		\$0.00	\$59.00	-\$59.00	\$0.00	\$0.00
25809	CITY LIMITS	0	\$59.00		\$0.00	\$59.00		\$59.00	\$59.00
31359	Rella	0	\$49.00		\$0.00	\$49.00	-\$49.00		\$0.00
28443	NASH ESTATES LLC	0	\$49.00		\$0.00	\$49.00			\$49.00
27383	Millhome Nursery &	0	\$49.00		\$0.00	\$49.00		\$49.00	\$49.00
27321	Mathes Construction &	0	\$49.00		\$0.00	\$49.00		\$49.00	\$49.00
27075	Kiel Area Association	0	\$49.00		\$0.00	\$49.00		\$49.00	\$49.00
26869	Heritage Orchard	0	\$49.00		\$0.00	\$49.00		\$49.00	\$49.00
26824	Harbor Bar and Grill	0	\$49.00		\$0.00	\$49.00		\$49.00	\$49.00
25914	New Holstein Historical	0	\$49.00		\$0.00	\$49.00		\$49.00	\$49.00
25793	Bottomline Accounting	0	\$49.00		\$0.00	\$49.00	-\$49.00	\$49.00	\$0.00
26688	Brand & Design	0	\$30.00		\$0.00	\$30.00	-\$30.00	\$30.00	\$0.00
Totals		0	\$106,100.28	-\$450.00	\$0.00	\$105,650.28	-\$23,439.18	\$35,728.50	\$82,211.10



Print and Digital Marketing Proposal

1/2 Page Color Ad 1 Small Front 1 Coupon <small>In the Sheboygan Sun</small>		✓
Full Page Color Ad 1 Small Front 1 Coupon <small>In the Sheboygan Sun</small>	✓	
Facebook Advertising	✓	✓
YouTube	✓	✓
Targeted Display	✓	✓
Geo Fencing	✓	✓
Sheboygan County Preferred Business		✓
	\$2950 <small>mo.</small>	\$2950 <small>mo.</small>



SPECIAL PROPERTIES

Print & Digital Proposal

September 22, 2022

	CONSERVATIVE	MODERATE	AGGRESSIVE
Local Print Express & Press	1/4 page ad weekly	1/2 page ad weekly	1/2 page ad weekly
Local Display	Banner	Reveal	Reveal
Preferred Business Program	✓	✓	✓
Targeted Display		50,000 Impressions*	100,000 Impressions*
	\$1549 mo.	\$2799 mo.	\$3599 mo.



Digital Advertising Proposal

August 18, 2020

	CONSERVATIVE	MODERATE	AGGRESSIVE
SEM Search Engine Marketing	\$615 mo. Est. 234 Clicks 3718 Impressions	\$1230 mo. Est. 467 Clicks 7436 Impressions	\$2460 mo. Est. 934 Clicks 14,872 Impressions
SEO Search Engine Optimization	\$620 mo. 10 Hours	\$930 mo. 15 Hours	\$1240 mo. 20 Hours
	\$1235 mo.	\$2160 mo.	\$3700 mo.



Summary Report

Website Analytics

- Users, Sessions and Pageviews all increased from year prior (metrics below).
- The website Bounce Rate improved **80% over the last year**. This means users visited 2+ pages.
- Fond du Lac, Appleton and Milwaukee are the top location of users.
- Beyond the homepage, the top visited pages were **Living Room Furniture** and **Recliner** category pages.

Users

18.62%

25,730 vs 21,691



New Users

20.73%

25,813 vs 21,381



Sessions

12.83%

31,924 vs 28,295



Pageviews

67.34%

248,697 vs 148,614



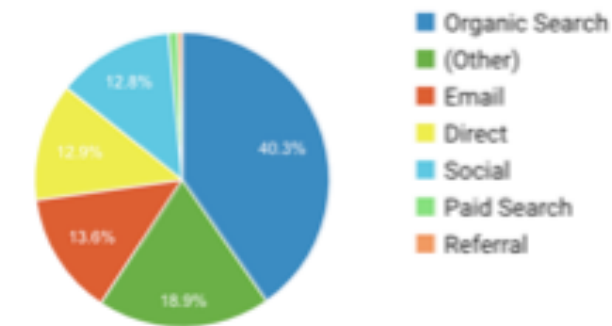
Pages / Session

48.32%

7.79 vs 5.25



Top Channels



Bounce Rate

-81.81%

7.46% vs 40.98%



Product Breakdown

SEO

Pay Per Click

YouTube

Facebook

**Targeted
Display**

Print Advertising

Local Display

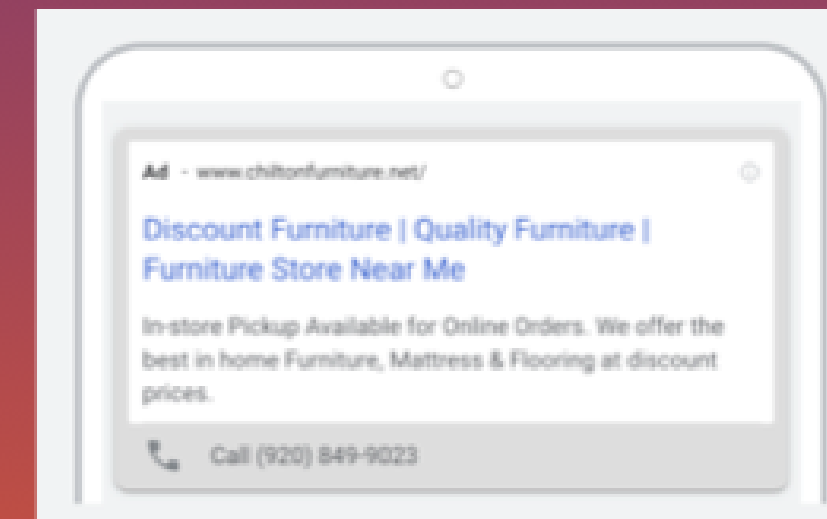
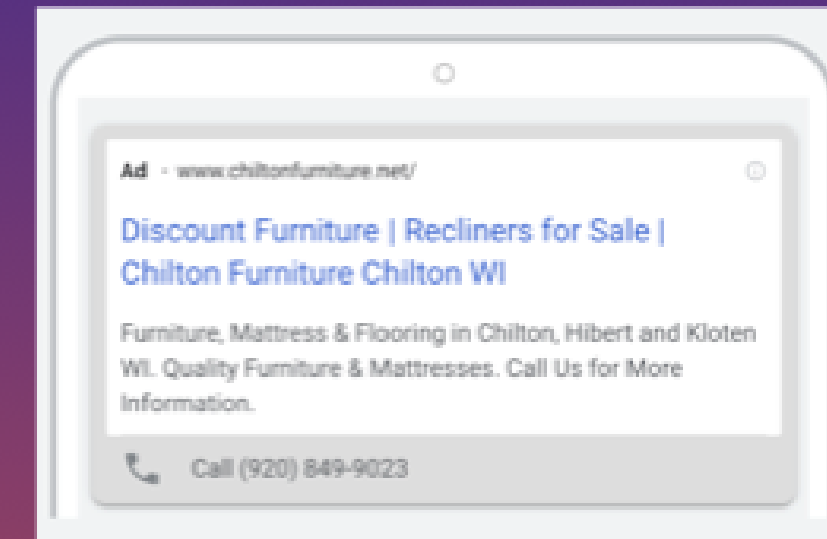
Pay Per Click

Tactic	Impressions	Clicks	CTR %
Pay Per Click	50,306	2,903	5.77%

Top Pay Per Click Keywords:

recliner chairs · lay z boy furniture · recliners for sale

- The PPC Click Through Rate is **136% above the Home Goods Industry Benchmark (2.44%)**.



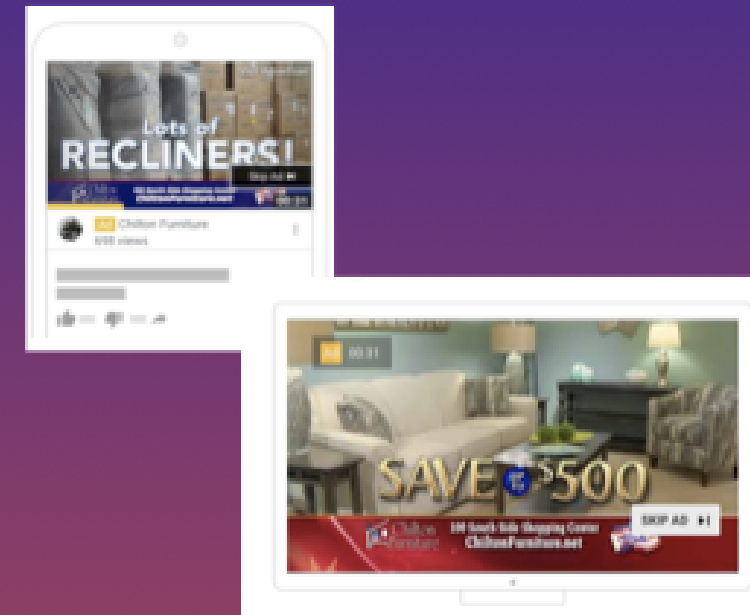
YouTube

Tactic	Impressions	Views	View Rate (%)
YouTube	368,810	35,741	9.69%

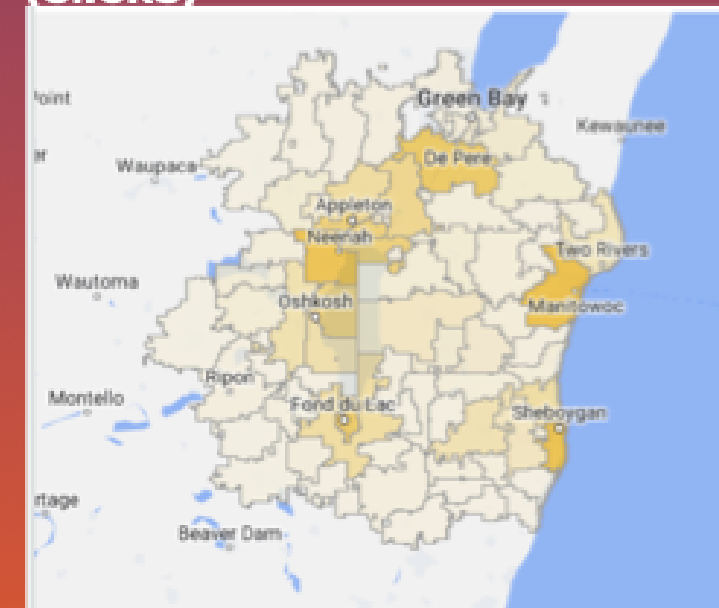
The YouTube Campaign generated **188 clicks** to the website.

Device Breakdown (Impressions):

- 53% Mobile Phones
- 26% TV Screens
- 17% Tablets
- 4% Computers



Top Locations (clicks)



Facebook

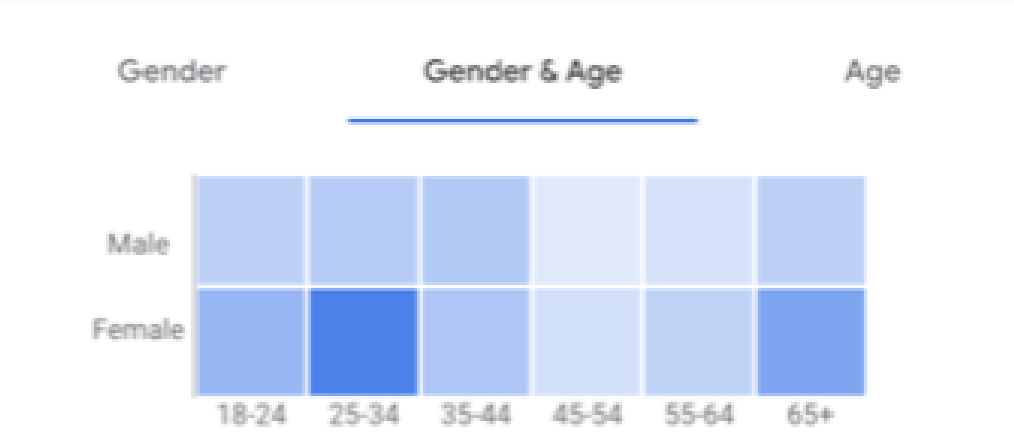
Tactic	Impressions	Clicks	CTR %
Social Targeting	443,203	4,904	2.11%

- The campaign generated a 2.11% Click Through Rate, **201% above the Home Goods Industry Benchmark (0.70%)**.
- The social campaigns reached more than **94,000 people** throughout the year.



Targeted Display

Tactic	Impressions	Clicks	CTR %
Targeted Display	511,542	2,496	0.49%



The display campaign saw the highest engagement rate from Women ages 25-34.

The collage features four distinct ad creatives. The top-right ad is a vertical banner with the text 'Always 90 Recliners ON OUR FLOOR' and an image of a person in a jersey. The middle-left ad is a horizontal banner with a 'Learn More >>' button and an image of a person in a jersey. The middle-right ad is a vertical banner with the text 'And a whole lot more!' and the Chilton Furniture logo. The bottom ad is a horizontal banner with the Chilton Furniture logo, the text 'Always 90 Recliners ON OUR FLOOR', and the phone number '920-849-9023'.

Client has been a full page weekly print advertiser for over 30 years. Print and digital coordinate to present a consistent message and brand. All promotions are consistent across all channels. Client still regards print advertising as effective, especially reaching an older demographic.

La-Z-Boy Truckload Sale!

You'll still always find
Over 90 Rediners or more ON OUR FLOOR!
And even more in our fully stocked warehouse!

Our showroom and warehouses are packed... but the trucks keep coming!
We have a huge amount of our inventory that is available for immediate pick up or delivery.....
Just look for the orange tags!

<p>L A Z - B O Y Collage Rocker Recliner \$499 <small>In Stock and Ready to Deliver!</small></p>	<p>L A Z - B O Y Covey Rocker Recliner \$599 <small>In Stock and Ready to Deliver!</small></p>	<p>L A Z - B O Y Pondra Rocker Recliner \$699 <small>In Stock and Ready to Deliver!</small></p>	<p>L A Z - B O Y Robin Chair & 1/2 Recliner \$1099 <small>In Stock and Ready to Deliver!</small></p>
<p>FLOOR SAMPLE CLEARANCE L A Z - B O Y Lander Power Reclining Sofa \$1499 <small>In Stock and Ready to Deliver! Features power adjustable headrest.</small></p>	<p>L A Z - B O Y Eaton Reclining Sofa \$1299 <small>In Stock and Ready to Deliver!</small></p>		

Chilton Furniture

Visit us online at: www.chiltonfurniture.com
 Mays, 1-811-8-373 • CHILTON • 800-449-9923
 10000 Hwy. 8 West, #100, Hunt, Texas 77040 • 281-461-4141
Good on funding or after credit review. In-store pickup and delivery.

BONUS DISCOUNT OFFER UP TO.....

\$500

Chilton Furniture

Mays, 1-811-8-373 • Chilton
 800-449-9923
www.chiltonfurniture.com

Save 20% & more off Top Quality Name Brand Furniture during this exciting CLEARANCE EVENT!

Chilton Furniture's Annual
NEW YEAR SALE
& Inventory Clearance
NEW YEAR'S DAY 11AM TO 4 PM

STOREWIDE SAVINGS
on Furniture, Mattresses,
Lamps & Accessories

The chance to save is now during our New Year's Sale and Inventory Clearance. Even in these CRAZY TIMES, we still have a great selection of furniture that is available for FAST and FREE delivery! Or, if you don't mind the wait, you can simply order your furniture from the way you like it, and still take advantage of fantastic savings!

Fill out the entry form below and enter to win a Huge 65" Smart TV.

Entry forms will be accepted on Jan. 1 from 11am - 4pm ONLY. Hurry, your odds of winning are quite good!

REGISTER TO WIN

65" Smart TV
 Give-A-Way!

Name: _____
 Address: _____
 City: _____
 State: _____
 Zip: _____

Print name and address on back of this form. No cash prizes. Void where prohibited. Sweepstakes ends 12/31/11. Winner selected by random drawing. Odds of winning 1 in 10,000. Void where prohibited.

Chilton Furniture

Visit us online: www.chiltonfurniture.net
 Hours: 11:30 AM - 7:30 PM - CHILTON / 100 BAY ROAD
 (near 280th Ave. & Hwy 101) - Chilton, NJ 07825
 (Closed on holidays - all other days staffed & open with a full and friendly staff)

Choose Your Discount
 THE MORE YOU BUY THE MORE YOU SAVE!

Start with you get your first deal! But you can save up to an extra 20% on your furniture purchase by using this discount coupon on New Year's Day.

OR Choose Your Payment Plan

Pay your first payment, then you get to choose between the extra Federal Customer Discount or nothing up to 40% to pay with the cash!

Amaze us with our Holiday Store Hours

Dec. 24: 10am - 5pm
 Dec. 25: Closed
 Merry Christmas!
 Dec. 26: 10am - 5pm
 on Tuesday for both Family and every Christmas!

DEC. 31 CLOSED
 New Year's Eve
 Jan. 1: 11am - 4pm
 New Year's Day
 New Year's Sale and Inventory Clearance!

Recliners - Real Deal
90% OFF
 RECLINERS ON OUR FLOOR
 Ready to get the best savings?

Choose the Recliner that fits you and your budget

Caldera Recliner - \$1499
Starliner Recliner - \$1499
Recliner - \$1499
Recliner - \$1499

Reclining Sofas

Reclining Sofa - \$1499
Reclining Sofa - \$1499

CHILTON FURNITURE DISCOUNT COUPONS

Up to **20%** Preferred Customer Discounts

Exclusively yours from Chilton Furniture.

Local Display

Website	Impressions	Clicks	CTR %
iWantTheNews.com	100,758	98	0.10%

The screenshot shows the homepage of iWantTheNews.com. The header includes the site logo, a search bar, and navigation links for News, Sports, Obituaries, Editorial, Classifieds, and OMSHired Local jobs. Below the header is a horizontal menu with links like READ NOW, NEWSLETTERS, and SUBMIT NEWS. The main content area features a news feed with three articles: 'insurance and financial services' (May 11, 2022), 'BREAKING NEWS: Wiegert won't seek re-election as Calumet County sheriff' (May 7, 2022), and 'Chilton German American Society presents donation to Holyland Food Pantry, Inc.' (May 6, 2022). A fourth article, 'Kaitlyn Meyer named New Holstein Legion Auxiliary Poppy Princess for 2022' (May 5, 2022), is partially visible. On the right side of the page is a large vertical advertisement for '90 RECLINERS ON OUR FLOOR' by Chilton Furniture, featuring a photo of two people sitting in recliners and contact information: 'Click here or call for details: 920-849-9023'.

● ● ● ————— ● ● ●

I've trusted Joe Mathes and Wisconsin Media Group (formally Delta Publications) with my advertising for nearly 35 years. Most of that time, through creative print advertising that is still effective. In addition, most recently through solid digital strategies. Joe and his team have always done a great job portraying the message I want to convey about my business to the audiences they target. There are many people today who want to sell me digital advertising but I prefer to rely on the solid relationship our two companies have had for more than three decades.

-Jerry Mallman, Chilton Furniture

Digital Advertising Solutions

SEO

Search Engine Optimization
Improves your website's visibility on search engines organically. The goal is to put your site on the first page of a Google search. Pairs well with SEM.

SEM

Search Engine Marketing
Paid ads on Search engines where your website does not appear on the first page organically. Pairs well with SEO.

Websites

Custom built wordpress sites at a fraction of the cost of most providers.

Targeted Display Advertising & Video

- Site Retargeting
- Search Retargeting
- Contextual Targeting
- Behavioral Targeting

Search is only 4% of internet traffic. Reach potential customers 96% of the remaining time as they browse websites and apps with targeted display. Target by demographic, browsing habits, interest and intent.

Geo Fencing

- Geo Fence Look Back
- Micro Proximity plus Look Back
- Address Match

Create custom audiences with pinpoint accuracy. Target competitors, events, neighborhoods or the proximity around your business.



YouTube

Pre-roll, mid-roll, skippable and non-skippable, bumper ads. YouTube is a cost effective way to reach your exact audience.

Facebook Advertising

Reach a broader more targeted audience through Facebook advertising. More granular targeting than a simple boost.

Local Display

Feature your business on the top local news sites.
SheboyganSun.com
IWantTheNews.com
RiponPress.com

Targeted Video OTT/CTV

Target the right audience with your video. CTV allows your commercial to play on any connected TV device. You choose the audience and geography.



Custom Content

Everyone knows content is king! Have our talented team of writers create quality content you can use on your website, in emails, on social, in newsletters or news releases.

Email Marketing

Your Database or Our Database
Over 700 Lifestyle selects and intents

Email is one of the oldest digital tactics but also one of the most effective.

Digital Advertising Solutions

SEO

Search Engine Optimization
Starting at
\$310/mo.

SEM

Search Engine Marketing
Starting at
\$250/mo.

Custom WordPress Websites

Starting at
\$999

Targeted Display Advertising & Video

- Site Retargeting
- Search Retargeting
- Contextual Targeting
- Behavioral Targeting

Starting at
\$499/mo.

Geo Fencing

- Geo Fence Look Back
- Micro Proximity plus Look Back
- Address Match

Starting at
\$599/mo.



You Tube

Starting at
\$249/mo.

Social Media Management

Starting at
\$199/mo.

Facebook Advertising

Starting at
\$500/mo.

Targeted Video OTT/CTV

Starting at
\$899/mo.



Custom Content

3 Articles **\$500**
6 Articles **\$750**

Email Marketing

Your Database or Our Database
Over 700 Lifestyle selects and intents

Starting at
\$30/per 1000

Sponsored



Johnson Financial Group

<https://www.johnsonfinancialgroup.com>

Johnson Financial Group - Home Loans

Cover Emergency Expenses Or Plan Ahead With A **Home Loan** From Johnson Financial Group.

Plan Your **Home** Renovation With A **Home Equity Loan** Or **Home Equity Line Of Credit**.

[Contact Us](#) · [Locations](#) · [Personal Banking](#) · [Business Banking](#)

📍 815 E Woodlake Rd, Kohler, WI - Open today · 8:30 AM – 5:00 PM

Sponsored



Summit Credit Union

<https://www.summitcreditunion.com> › mortgage › homeloans

Summit Home Mortgages - Summit Credit Union

Make an appointment with a **Mortgage Loan** Officer and get a **mortgage** to buy your new **house**.

Check rates on 10-, 15-, 20- and 30-Year Fixed-Rate **Mortgages** from WI's #1 **Mortgage** Lender.

Free Online Preapproval. **Loan** Guidance Resources.

[First-Time Home Buyer](#) · [Free Financial Resources](#) · [Get a Construction Loan](#) · [ARM vs Fixed](#)

📍 2230 Kohler Memorial Drive, Sheboygan, WI 53081, Sheboygan, WI

Places

Rating ▾

Hours ▾

Sponsored

Johnson Financial Group

5.0 ★★★★★ (1) · Bank

815 E Woodlake Rd · (920) 208-7440

Open · Closes 5 PM



Website



Directions

Envoy Mortgage - Sheboygan, WI

4.9 ★★★★★ (65) · Mortgage lender

2527 S Business Dr · (262) 490-3923

Open · Closes 5 PM

👤 "We are so glad to have him help us with our **home mortgage** needs."



Website



Directions

Peggy Ayers CIBM Mortgage NMLS #226399





Cherry Creek Mortgage

<https://www.cherrycreekmortgage.com> › branch › she...

Sheboygan, WI Mortgage Lender

Find Your **Sheboygan** Loan Officer **Mortgage** Lender. Erik Thiel. NMLS#: 488745. Phone: 920-395-1467. 504 S 14th St Ofc 4. **Sheboygan**, WI 53081.



New American Funding

<https://www.newamericanfunding.com> › branches › sh...

Sheboygan, WI, WI Mortgage Lenders | Branch

Looking for a local **Sheboygan**, WI **mortgage** lender? Turn to the New American Funding **Sheboygan**, WI, WI branch.

★★★★★ Rating: 5 · 1 review · Price range: \$\$



Union Home Mortgage

<https://www.uhm.com> › branches › sheboygan-falls

Sheboygan Falls

Looking to apply or get prequalified for a **mortgage**? Contact our **Sheboygan** Falls, Wisconsin branch. Offering products for purchase or **refinance**: FHA, 203K, ...



Envoy Mortgage

<https://www.envoymortgage.com> › branch › sheboyga...

Home Mortgage Loans Sheboygan, WI

Your local **mortgage** company located in **Sheboygan**, WI. Our goal is to help you finance your dream **home** and ensure that you have a seamless and smooth ...

★★★★★ Rating: 5 · 164 reviews



Sheboygan Area Credit Union

<https://www.shebareacu.com> › loans › homeloans

Mortgages - Sheboygan Area Credit Union

Sheboygan Area Credit Union is here to serve all of your **Home** Loan needs! ... The newest addition to our menu of options is an Adjustable Rate **Mortgage**.



NerdWallet

<https://www.nerdwallet.com> › Mortgages

71

Compare Today's Mortgage and Refinance Rates in ...



Routing # 275979173

Personal Services Business Services Rates Digital Banking Financial Tools About Us

Business Member Spotlight

We're here to help your
small business succeed.

Explore more!



SmartOne Financial Wellness



Mortgage Center



Retirement & Investment



Auto Loans



Book Appointment



Apply Now



GHOSTERY

Simple View Detailed View

Become a Contributor

17

www.unitedone.org

Trackers Blocked: 0
Requests Modified: 2
Page Load: 25.1 secs

☐ Trust Site

☒ Restrict Site

Resume Ghostery

ON ON ON

TRACKERS

Block All

Collapse All

TradeDesk

Simpli.fi

DoubleClick Spotlight

Google Dynamic Remarketing

DoubleClick

Facebook Custom Audience

Salesforce DMP

List View Historical Stats

SEMRUSH

FeaturesPricingResourcesCompanyApp CenterExtra tools

EN

Projects

SEO

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Manager

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

On Page SEO Checker

Log File Analyzer

unitedone.org

Root Domain

Search

DashboardDomain AnalyticsDomain Overview

User manualSend feedback

Export to PDF

WorldwideUSUKDE

Desktop

Mar 26, 2023

USD

Overview

Compare domains

Growth report

Compare by countries

Authority Score

29

Organic Search Traffic

13K

-5.1%

Paid Search Traffic

The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.

Go to Position Tracking

Backlinks

5.8K

Referring Domains

676

Semrush Domain Rank

141.1K

Keywords

3.2K

OrganicPaid

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	13K	3.8K
US	100%	13K	3.2K
IN	<0.1%	11	70
UK	<0.1%	5	42
TH	<0.1%	2	10
Other	<0.1%	2	454

Compare

1M6M1Y2YAll time

Organic Traffic 13,025/month

Organic TrafficPaid TrafficNotes

Organic Keywords 3,220

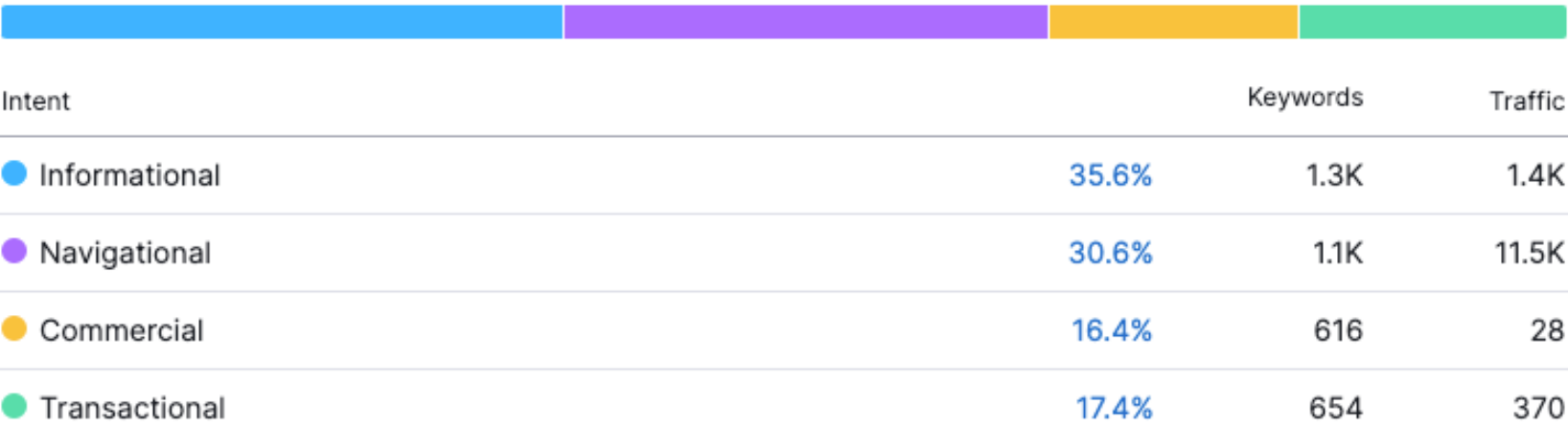
Top 34-1011-2021-5051-100

Export

?



Keywords by Intent



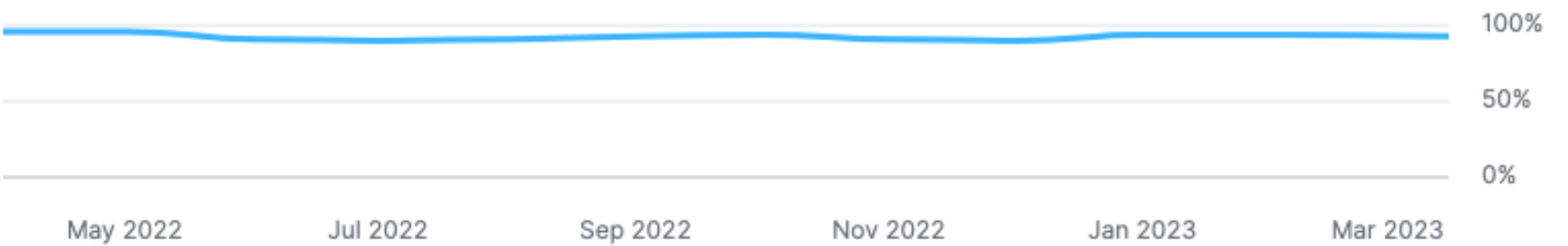
View details

Main Organic Competitors 1,521

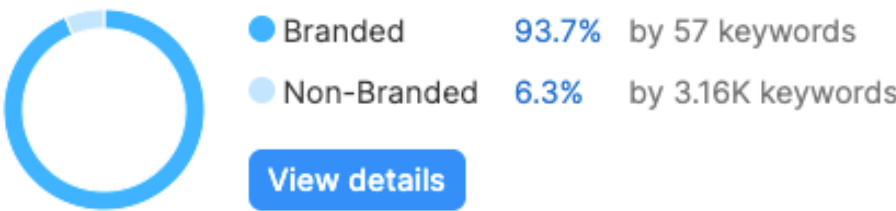
Competitor	Com. Level	Com. Keywords	SE Keywords
onecu.org	<div><div></div></div>	30	3,368
unitedone.com	<div><div></div></div>	7	351
unitedcreditunion.com	<div><div></div></div>	29	4,659
unitedcu.org	<div><div></div></div>	31	4,275
bankingwithyou.com	<div><div></div></div>	15	828

View details

Branded Traffic Trend

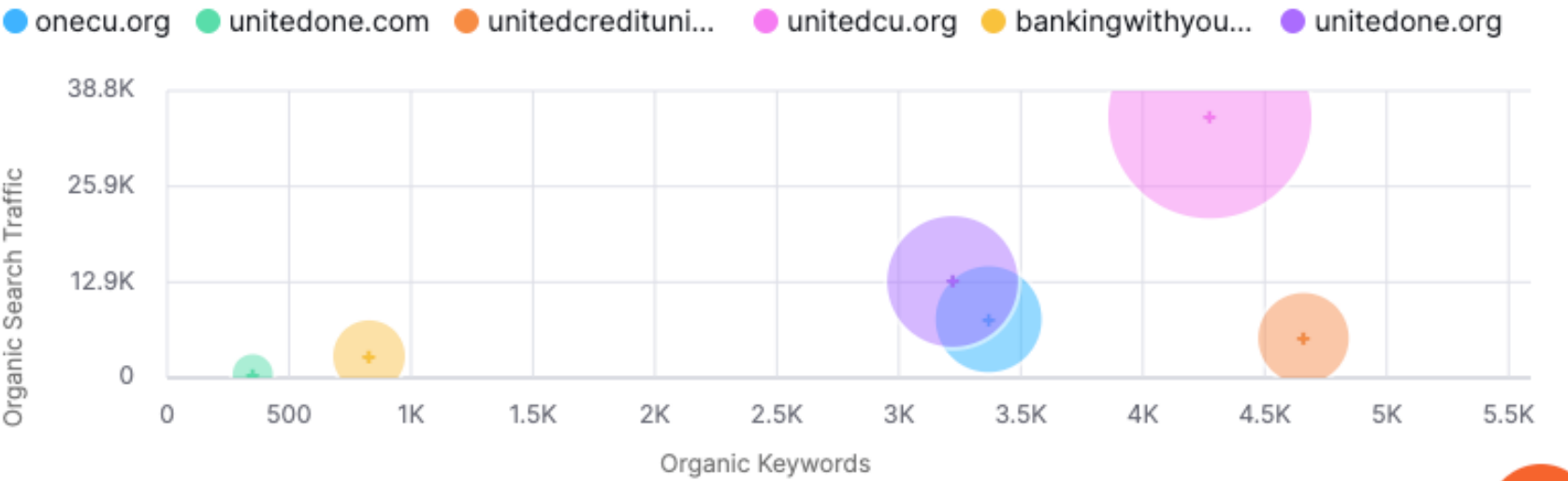


Branded vs. Non-Branded Traffic



View details

Competitive Positioning Map



Summary:
Wherever we are
on the digital
curve...we need
to keep
improving.



If your digital offerings are non-existent or limited:

- Website Builds
- Sponsored Content
- Local Display
- Organic Facebook



If you already offer a number of digital services, look for a vendor or vendors that can expand your digital offerings.



**If you've already
done all of that,
bring some of
your fullfilmment
in-house. One or
two people
make a big
difference.**



Finally!

**Whatever you
do, include print
advertising in
your
multichannel
offerings.**



...

Thank You!

Joe Mathes
jmathes@wisconsinmediagroup.com