

LA CROSSE CENTER

Annual Marketing Report

January 1st - December 31st 2025

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Executive Summary

Key Marketing Themes:

- Multi-channel strength
- Audience Growth
- Content Performance and Engagement Quality

160 Total Events



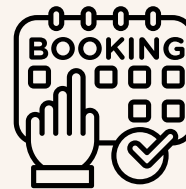
28,283 total followers

11.7 Million Impressions



Hive Contacts: 55,121

76,546 Total Clicks



**160 total of events in 2025
143 dark days**

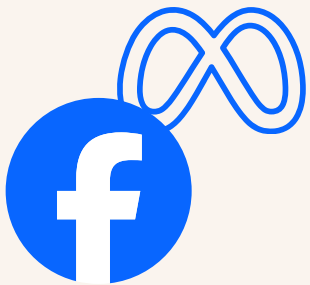


137,141 people in the building

2025 Marketing Overview

Our ecosystem of Facebook/Meta, Hive, Playeasy, and Google ads worked together to keep the La Crosse Center visible, driving engagement and expanding our audience base.

Platforms



Facebook/Meta

Targeted:
All event types



Hive
Email + Text



Playeasy
(Sports +
Conferences):



Google ads/JSJD Media
(General building promotion)

Formed the core of our 2025 marketing strategy, supporting awareness, engagement, and bookings across all event types

Google - JSJD Performance 2025

Impressions:

1,993,052

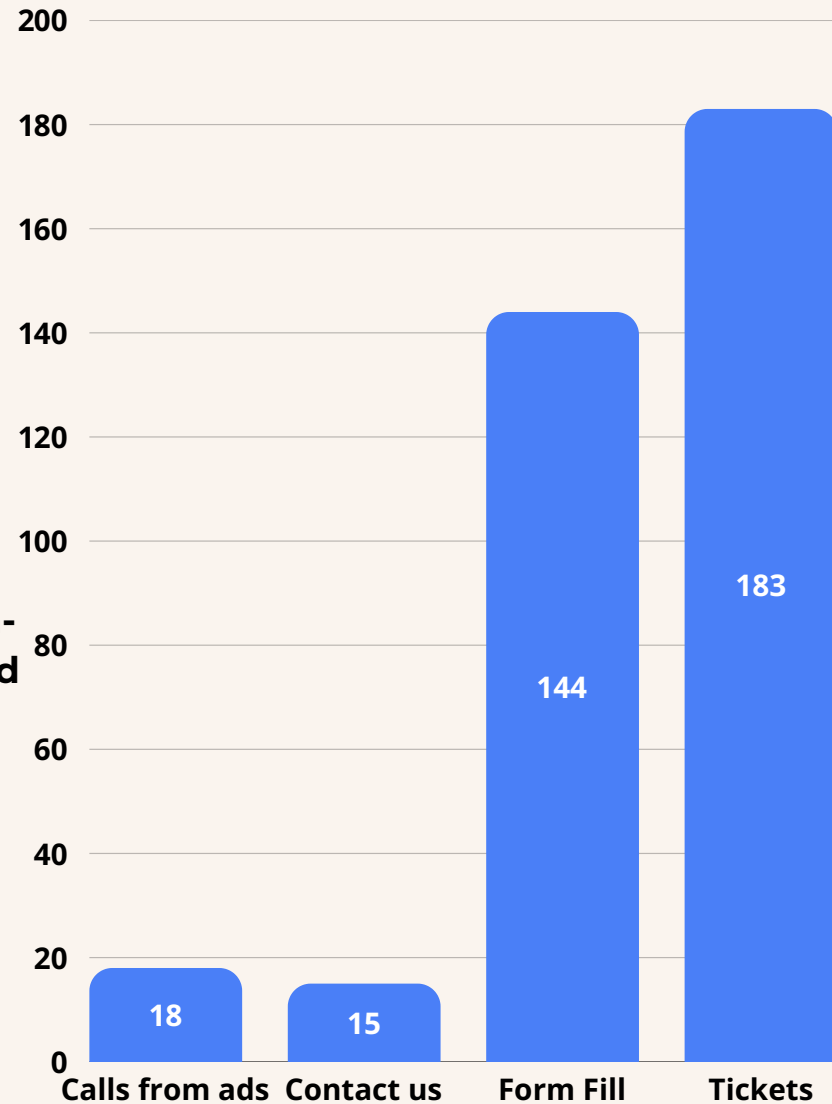
Conversions:

360

Clicks:

34,066

Conversions Breakdown

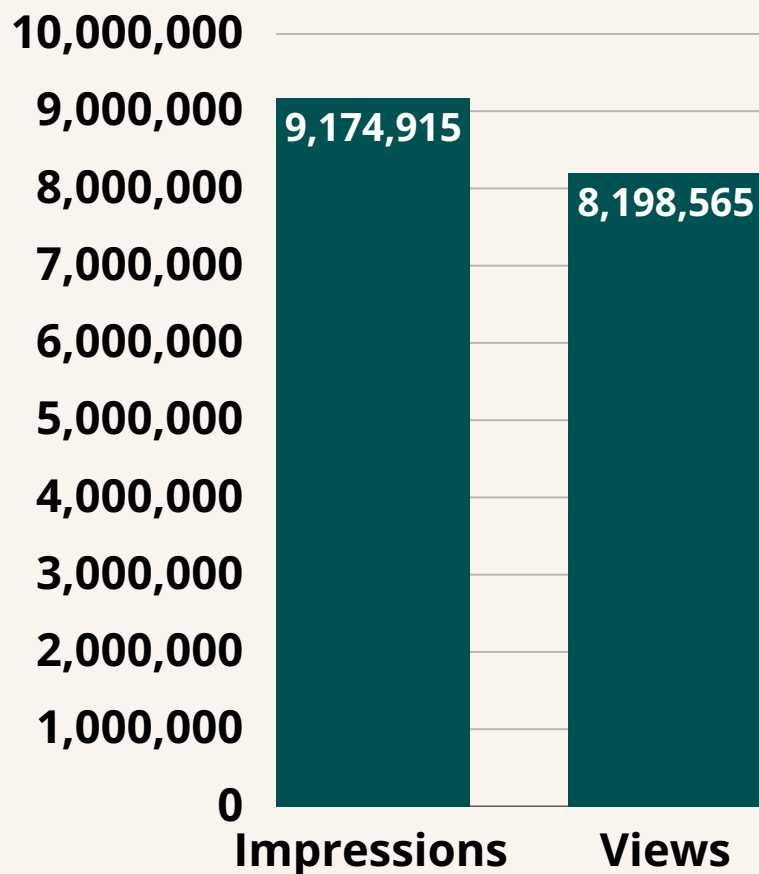


Google search and display ads delivered a strong volume of high-intent conversions, outperforming typical venue benchmarks and driving direct inquiries to the Center.

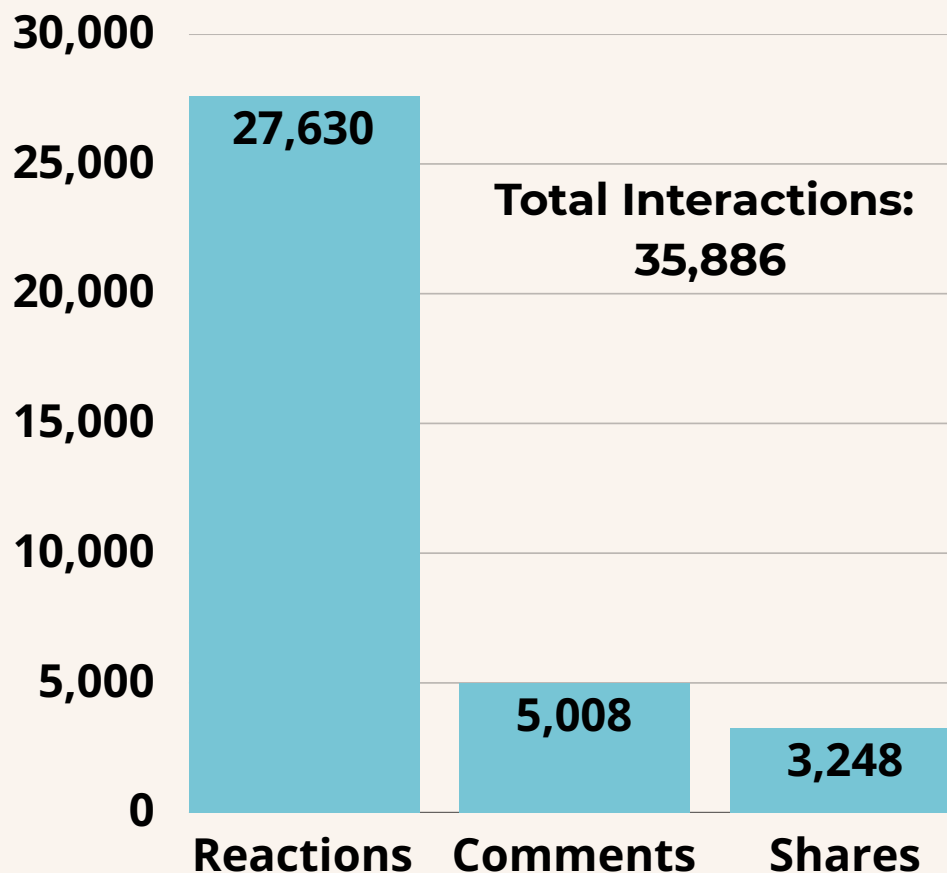
- **Conversions**
- **Click through %**

Facebook Performance 2025

Reach



Engagement



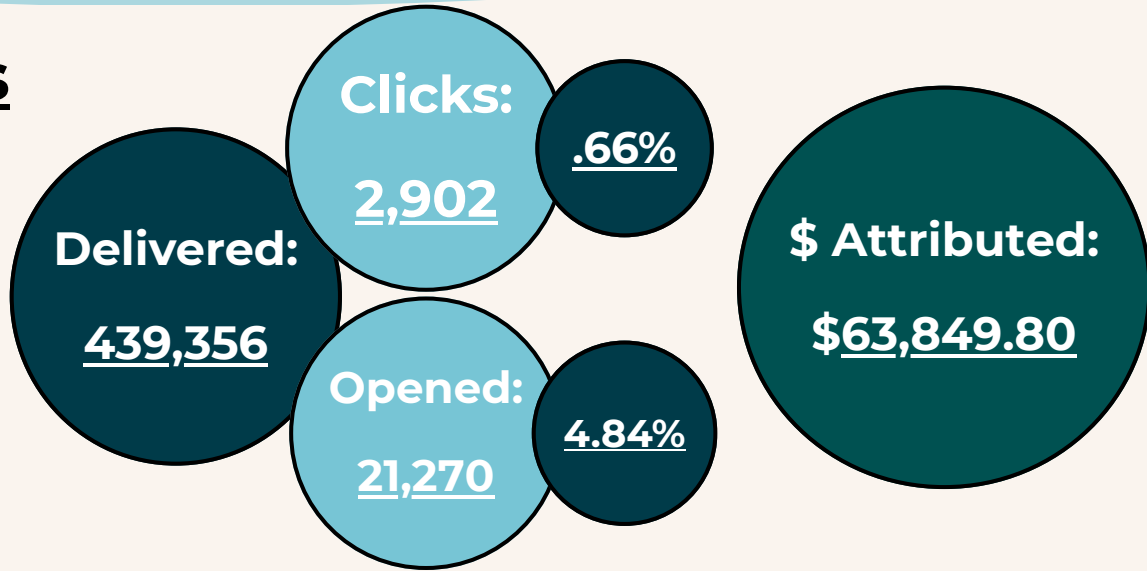
366 total posts

Net follows 2,681

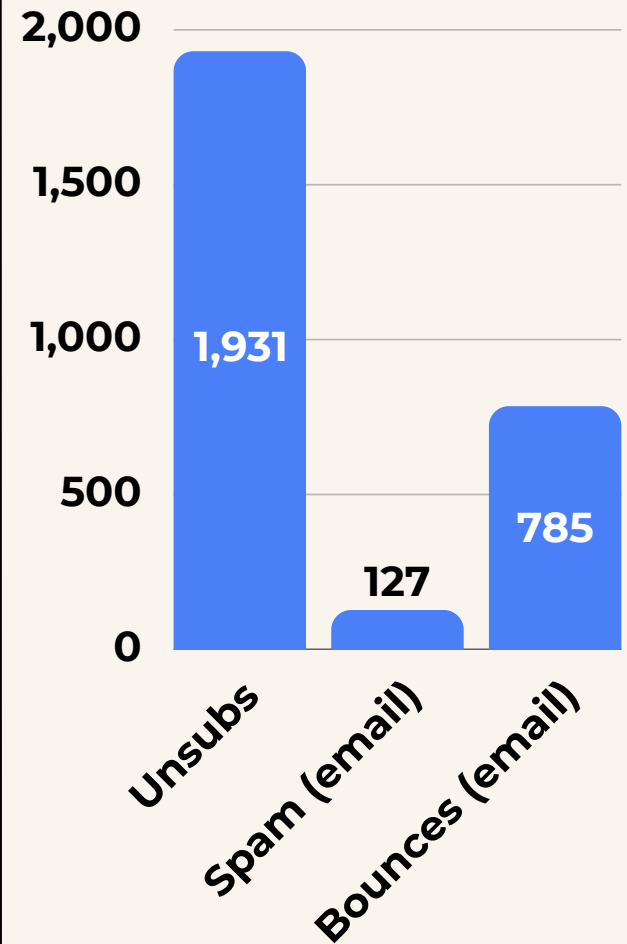
Facebook drove massive awareness while engagement was concentrated in reactions, indicating strong passive interest and selective active engagement.

Hive Performance 2025

Emails

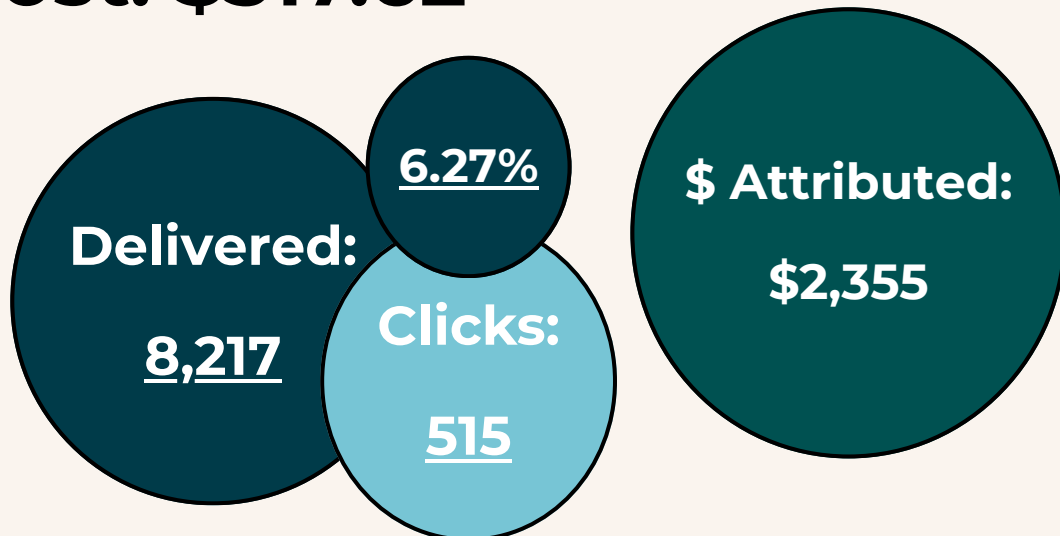


55,665 Contacts



Texts

Cost: \$317.62



Playeasy Performance 2025

Playeasy continued to be a great visibility platform for sports and conference events, driving strong interest and deep engagement from planners and participants.

Event Views:

14,322

Unique
Visitors:

6,251

Clicks:

3,177

Ticketing
Clicks:






82

Hotel Special
Clicks:

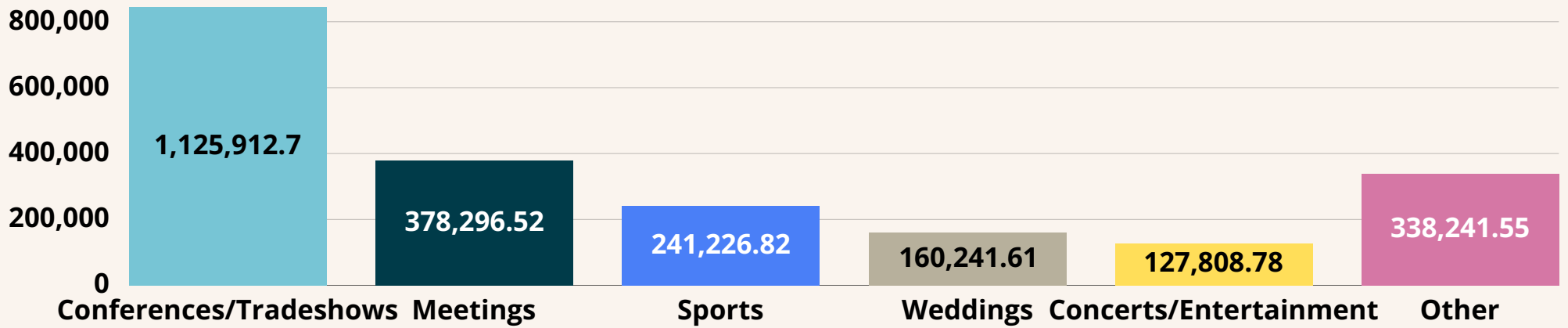
3,069

Registration
Clicks:

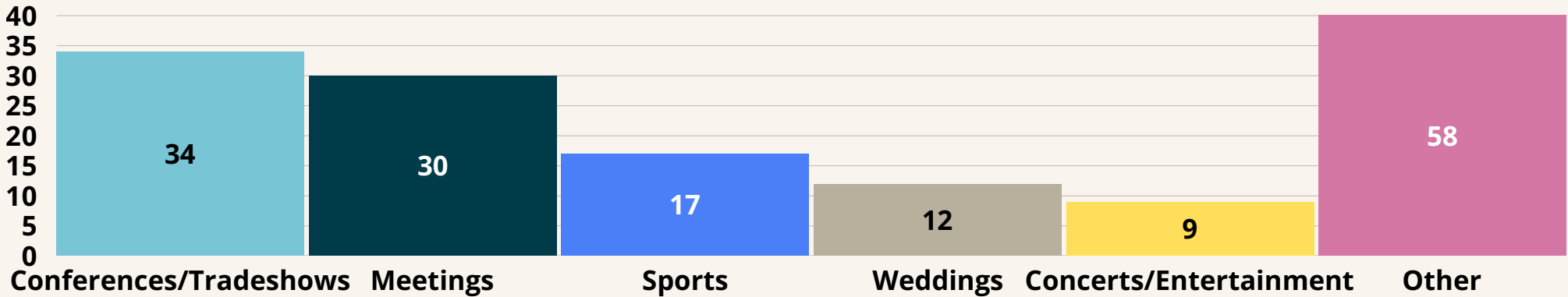
26

Event Details	<u>Top viewed events (we posted)</u>	Views	Unique Visitors	Engagement Time
 Tavern League of Wisconsin Fall Conference 2025		1,632	581	13:57:43
 2026 Winter Highway Conference		1,281	529	11:19:47
 WWOA 59th Annual Conference		1,218	531	16:39:39
 Marbleseed Organic Farming Conference 2026		1,036	346	06:24:31
 Bi-State Wrestling 2025		987	515	04:59:12

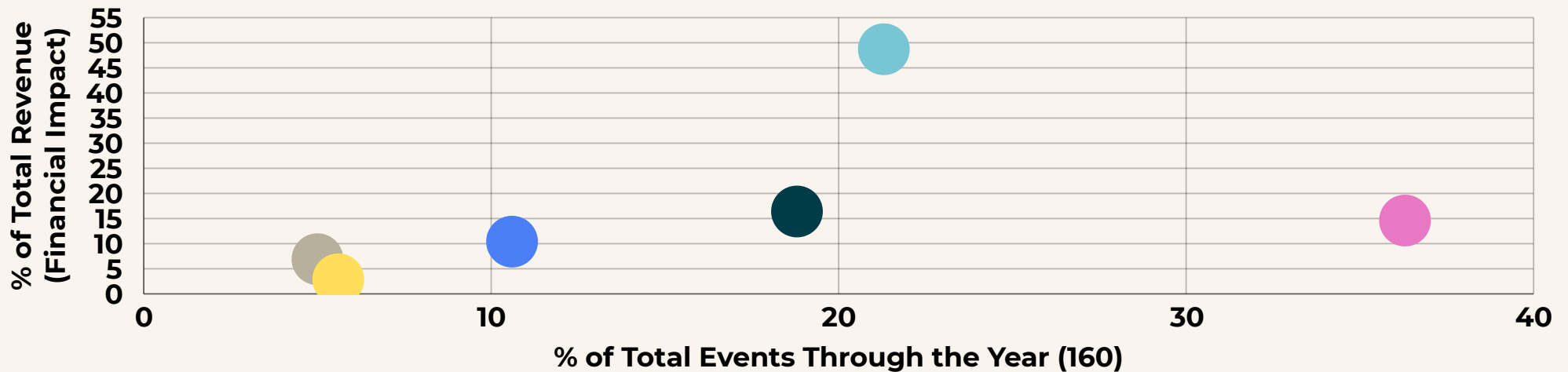
Revenue by Event Type \$



Event Volume by Event Type

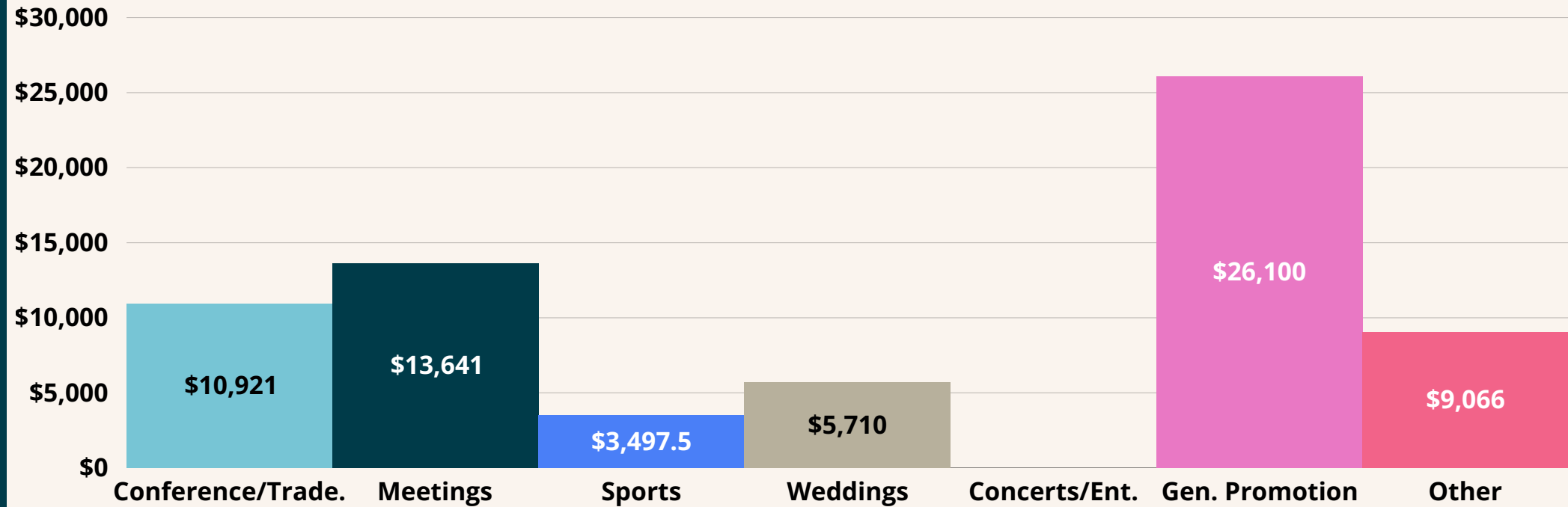


Revenue - Volume Efficiency Chart



Budget

Marketing Spend by Event Silo



Concerts/Entertainment:

- 2025 compared to 2026

Conferences/Tradeshows:

- Meetings

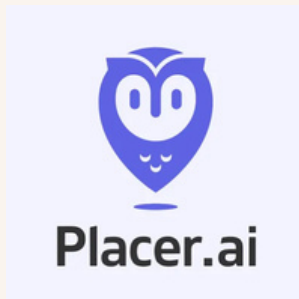
Other:

Subscriptions

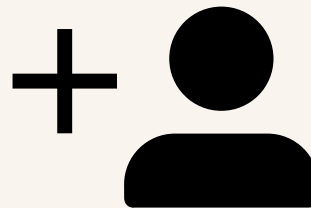
Goals/Insights

- ★ One difficulty we faced is that accurately tying revenue to specific marketing actions due to marketing being a large mix of both brand awareness and direct targeting
- ★ Overall, our market is healthy, growing, and increasingly driven by data-backed decisions.

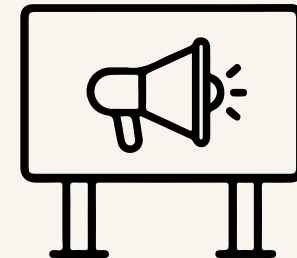
Looking Forward



Demographic Analytics



Increase Social Followers



Local Brand Awareness