

MARKETING REPORT



CRP & F9

Campaign Summary

Objective: Increase awareness and encourage bookings from CRP to DEN.

Campaign Flight: September - November

Targeting: Corpus Christi DMA

Platforms: META & Google

KPIs: Impressions, Clicks, CPM, CPC, CTR

Budget: \$65,000.00



Overall Performance

5.8 M Impressions: 35% higher than estimated in proposal

44.8K Clicks: Meta produced the highest amount of clicks

0.83% Click-thru-rate (CTR): Some ads reached almost 3%
(1.6% overall industry average)

\$11.99 Cost-per-thousand (CPM): +25% above F9's average

Performance

Insights:

- This campaign saw a 25% more efficient cost-per-thousand (CPM) than our co-op average (\$15), indicating that we were successfully able to reach a wide audience at a competitive cost, which increased new route brand awareness and encouraged bookings in the local market.
- Despite Performance Max Google Campaign achieving a high cost-per-thousand (CPM) the strong click-thru-rate (CTR) indicates that premium placements captured highly engaged, high-intent relevant audiences interested in travel from Corpus Christi.
- Given this was a new route, the performance achieved provides a strong baseline to build upon and grow market value over time.

CRP & F9 Campaign Summary

Campaign Objective: Build awareness around the new Denver route and encourage CRP-DEN bookings

Campaign Timeline: September – Present

Targeting: Corpus Christi DMA/catchment area

Platforms: META, Google, Out-of-home

KPIs: Impressions, clicks, click-thru-rate (CTR), click-per-thousand (CPM), cost-per-click (CPC)



F9 Campaign Performance

Google Paid Search

771K Impressions

5.8K Clicks

Social Media Campaign

827K Impressions

30K Clicks

YouTube/OTT Campaign

121K Impressions

Overall Performance

(Including OOH)

5.6M Impressions

35.8K Clicks

Visit Corpus Christi Marketing Campaign

- Supported the launch announcement of the new Denver direct flight through an integrated mix of paid search, paid social, display, native, and out-of-home placements
- Delivered more than **30.2M impressions** in the Denver DMA, finishing at 103% of the impression goal
- Out-of-home placements at Denver International Airport drove 77% of impressions



Visit Corpus Christi Social Campaign

- Generated **17.3K engagements** and 289 inquiries across digital efforts, with engagement pacing at **125%** to goal and inquiry pacing at **149%** to goal

LINKS TO POSTS:
REEL
POST
REEL

LOCAL DENVER STATION RECEIVED 794 ENTRIES FOR GIVEAWAY



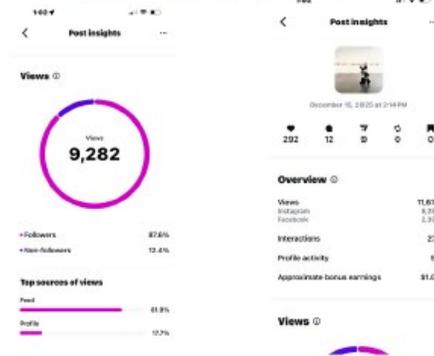
SOCIAL CAMPAIGN FRONTIER PARTNERSHIP

..... ORGANIC SOCIAL

3
TOTAL POSTS

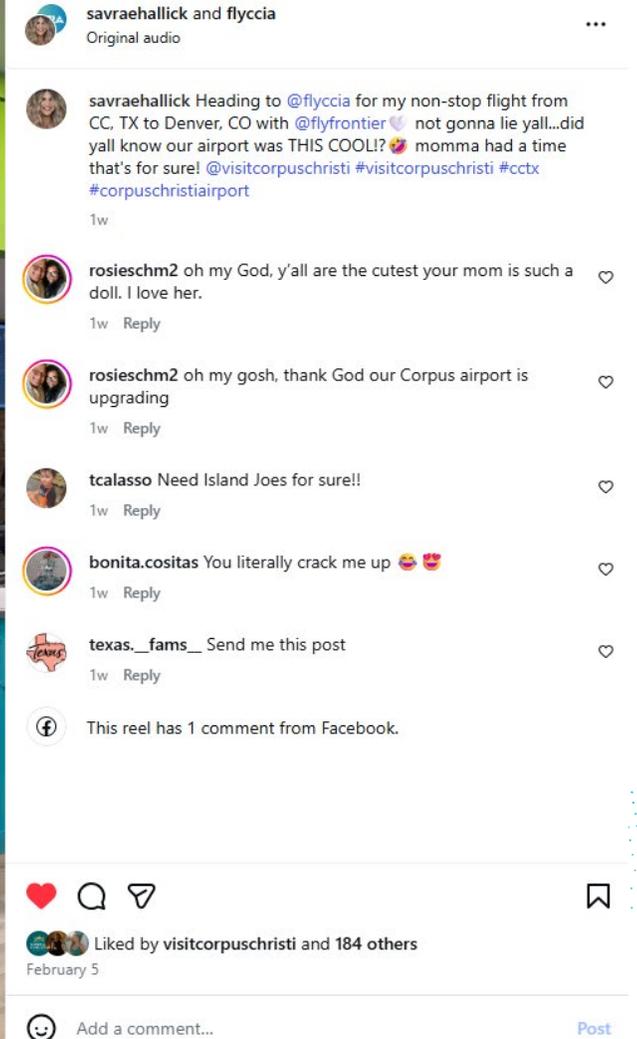
17K
TOTAL IMPRESSIONS

..... CONTENT HIGHLIGHTS



CRP-DEN Influencer Campaign

- Local Corpus Christi Influencer Savannah Hallick and her family
- 5–7 Instagram Stories per day
- 2 Reels featuring the airport experience, and a Denver itinerary featuring Frontier’s CCIA–DEN flight
- This awareness campaign highlighted:
 - **Convenience** – effortless travel from Corpus Christi to Denver
 - **Affordability** – great value with Frontier Airlines
 - **Experience** – CCIA’s new enhancements that make it feel like a boutique airport without the price tag



Spring Break Push

- **Out of Home:** New high-visibility billboard is live with revised messaging.
- **Streaming:** Ads are currently running to support the Spring Break Denver flight push.
- **Meta (Facebook):** Ran two audience targeting strategies side by side for two weeks — one using Placer data (airport access) and one using our budget traveler audience from internal research. Placer data delivered significantly higher reach and impressions with a similar conversion rate, so we are shifting the remaining budget entirely to Placer data targeting.
- **Creative:** Tested all three creative concepts before selecting the Denver city line paired with the value message for the Spring Break push.
- **Overall Strategy:** With the revised messaging locked in, we're making a concentrated push across Social, OOH, and Streaming to drive Spring Break awareness of the Denver flight.



MILE-HIGH THRILLS
SUPER LOW FARES.

FlyCCIA.com/Denver

CCIA
Corpus Christi
International Airport

FRONTIER
LOW FARES DONE RIGHT

New! Nonstop to
DENVER

\$69*
From One
Way

*FRONTIER DISCLAIMER: Seats are limited. Restrictions apply.
Price shown may require membership to the travel club. Discount Den.



Field Trips

Texas Connections Academy-Houston
Feb. 6

JFK Elementary School (West Oso) – 1st grade
Jan. 22 & 29



THE BEND

LOCAL EVENTS FIND IT IN PRINT CUISINE COMMUNITY

IN PRINT

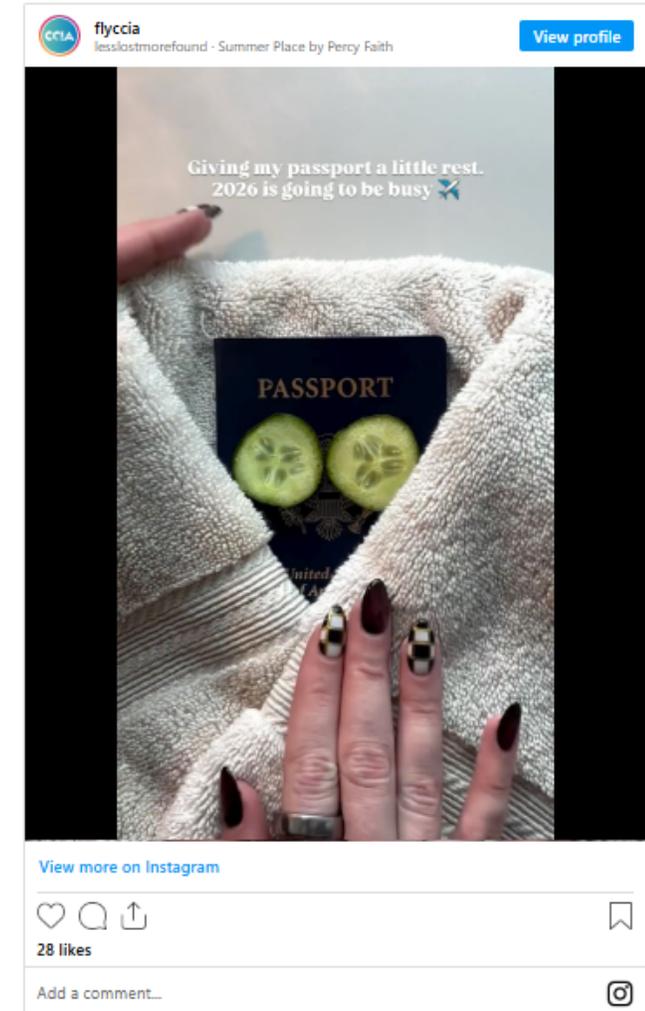
Instagram Accounts to Follow to Brighten Your Feed

When what we consume shapes who we are, these Coastal Bend accounts prioritize hometown insights, unique perspectives and sunshine over rain.

BY EVELYN MARTINEZ | 5 DAYS AGO



Corpus Christi International Airport



How do you make content about planes taking off and landing, over and over again, entertaining? Corpus Christi International Airport (@flyccia) seems to have cracked the code, finding the perfect balance among being informational, personal and entertaining. CClA supplies your feed with announcements of new airlines and flights, local takes on the biggest TikTok trends and airline memes to die for.