

SEM Performance Analysis

November 2016

Mendocino

291-742-6430



Quality Score

5.1

Quality Score

Key Performance Metrics

Impr
329,297

Clicks
2,106

Cost
\$5,025.83

Avg CPC
\$2.39

CTR
0.64%

Avg Pos
1

Campaigns

Campaign	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
General Remarketing	166,850	368	\$698.02	\$1.90	0.22%	1
Lodging Search	8,946	188	\$980.86	\$5.22	2.1%	1.1
General Search	33,415	1,089	\$2,181.74	\$2.00	3.26%	1.3
Horizon Search	1,512	53	\$65.18	\$1.23	3.51%	1.4
Lodging Remarketing	47,750	115	\$151.29	\$1.32	0.24%	1
Event Search	14,291	174	\$648.51	\$3.73	1.22%	1.2
Events Remarketing	56,533	119	\$300.23	\$2.52	0.21%	1

Click Types

Click Type	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
Headline	329,297	1,861	\$4,545.71	\$2.44	0.57%	1
Sitelink	41,186	244	\$469.66	\$1.92	0.59%	1.2
Phone calls	185	1	\$10.46	\$10.46	0.54%	1

Traffic by Device

Device	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
Mobile devices with full browsers	161,100	1,177	\$2,568.28	\$2.18	0.73%	1
Computers	136,547	710	\$1,983.82	\$2.79	0.52%	1.1
Tablets with full browsers	31,650	219	\$473.73	\$2.16	0.69%	1.1

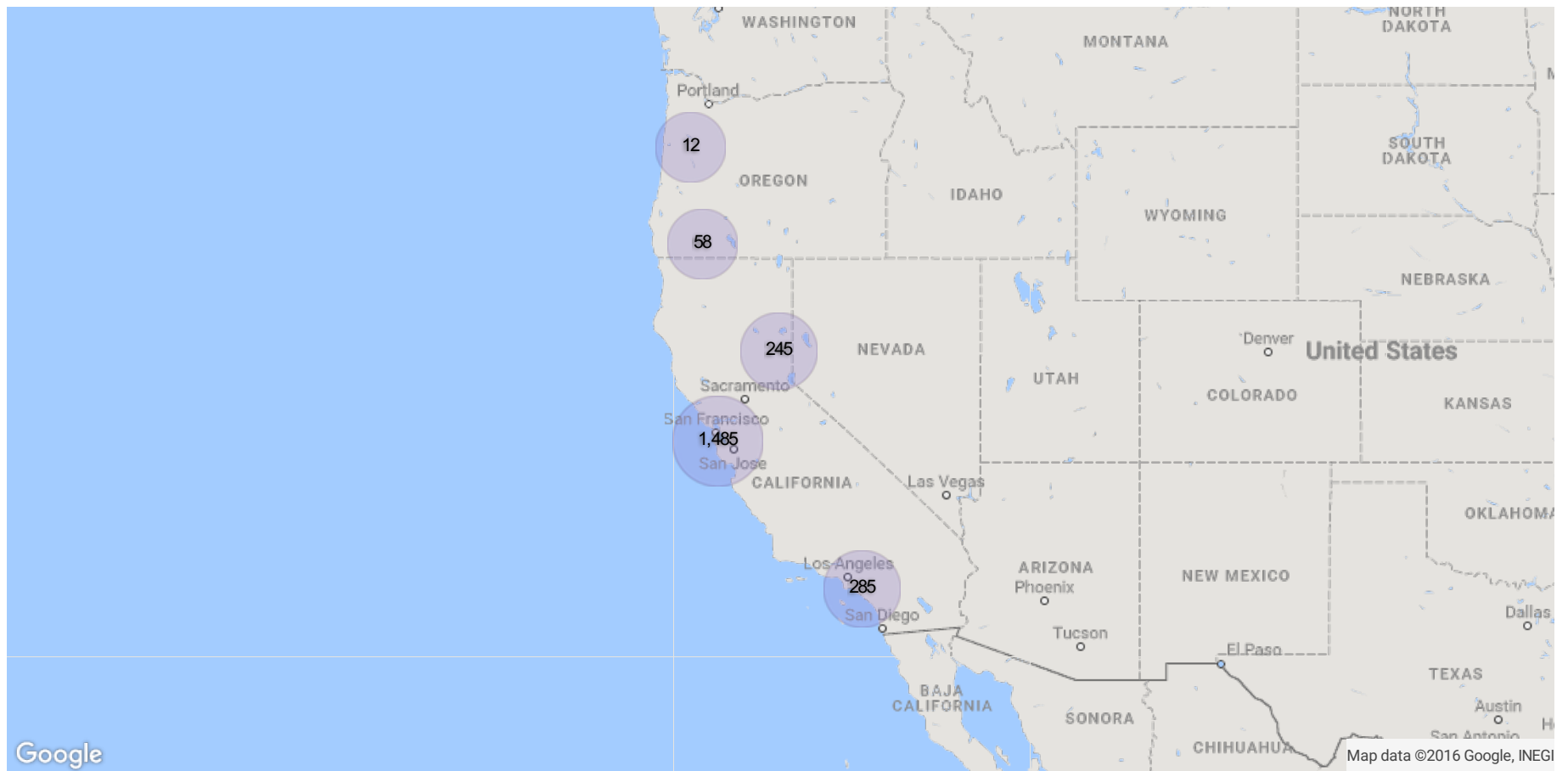
Sample Text Ads

Ad	Campaign	Ad Group	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
{Keyword:Mendocino Hotels} VisitMendocino.com/Hotel Browse Full Listing of Mendocino Hotels. Official Visitors Site.	Lodging Search	Hotel - Exact	3,565	47	\$194.73	\$4.14	1.32%	1.2
Hotels Rooms in Mendocino VisitMendocino.com/Rooms From Ocean Front Properties to Cozy Meadow Cabins. Explore Now!	Lodging Search	Rooms - BMM	690	33	\$297.83	\$9.03	4.78%	1
{Keyword:Mendocino County Hotels} VisitMendocino.com/Hotel Browse Full Listing of Mendocino Hotels. Official Visitors Site.	Lodging Search	Hotel - BMM	3,108	42	\$220.91	\$5.26	1.35%	1.1
{Keyword:Explore Mendocino} VisitMendocino.com 6 Incredible Beaches, Wineries & More. Plan Your Trip Online Now!	Horizon Search	Travel - Exact	24	4	\$1.68	\$0.42	16.67%	1.1
Mendocino Hiking Trails Explore Mendocino County www.visitmendocino.com/hiking/trails Mendocino Offers Countless Hiking Trails with Breathtaking Scenery.	Horizon Search	Hiking - BMM	75	7	\$5.80	\$0.83	9.33%	1

Sample Keywords

Keyword	Campaign	Ad Group	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
+northern +coast california	General Search	General Campaign	7,468	380	\$570.73	\$1.50	5.09%	1.6
[fort bragg]	General Search	General Campaign	3,666	176	\$330.54	\$1.88	4.80%	1
+anderson +valley	General Search	General Campaign	2,858	115	\$224.09	\$1.95	4.02%	1.1
+fort +bragg california	General Search	General Campaign	3,201	90	\$206.28	\$2.29	2.81%	1.3
+hopland ca	General Search	General Campaign	2,027	69	\$166.42	\$2.41	3.40%	1.1
+mendocino +hotels	Lodging Search	Hotel - BMM	3,395	58	\$303.98	\$5.24	1.71%	1.1
mushroom festival	Event Search	Mushroom Festival	515	48	\$48.34	\$1.01	9.32%	1
+ukiah	General Search	General Campaign	5,354	48	\$176.47	\$3.68	0.90%	1.4
+ukiah ca	General Search	General Campaign	2,419	38	\$98.18	\$2.58	1.57%	1.5
[mendocino hotels]	Lodging Search	Hotel - Exact	3,365	32	\$140.26	\$4.38	0.95%	1.2

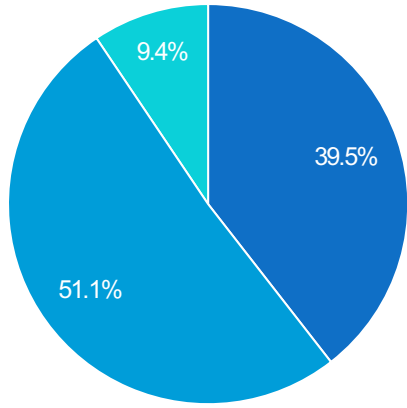
Geo Distribution by Clicks



Country	Region	City	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
United States	California	San Francisco	65,688	310	717	2.31	0.47	1
United States	California	Sacramento	26,096	114	230	2.02	0.44	1
United States	California	San Jose	12,794	93	173	1.87	0.73	1.10
United States	California	Santa Rosa	7,449	71	225	3.16	0.95	1.10
United States	California	Los Angeles	12,858	64	142	2.22	0.50	1
United States	California	Oakland	4,450	42	122	2.91	0.94	1.10
United States	California	Roseville	5,442	32	66	2.05	0.59	1
United States	California	Napa	4,222	31	86	2.76	0.73	1.10
United States	California	Chico	2,954	28	60	2.15	0.95	1.10
United States	California	Petaluma	3,732	27	78	2.88	0.72	1.10
United States	California	Windsor	3,668	26	88	3.37	0.71	1.10
United States	California	Berkeley	3,656	23	76	3.31	0.63	1.10
United States	California	Elk Grove	4,599	20	56	2.82	0.43	1
United States	California	Modesto	1,911	20	45	2.25	1.05	1
United States	California	Folsom	2,186	20	44	2.21	0.91	1.10

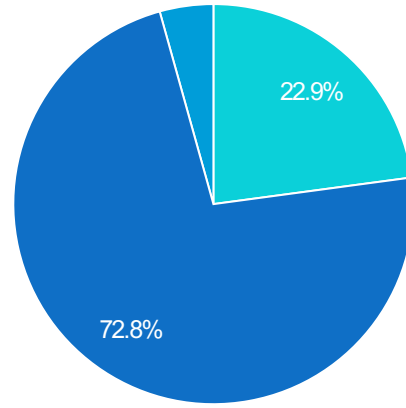
Cost & Conversions by Device and Network

Cost



- Computers
- Mobile devices with full browsers
- Tablets with full browsers

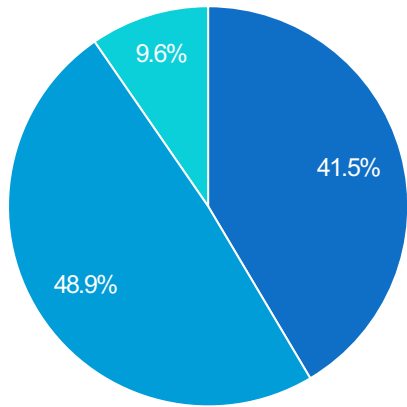
Cost



- Display Network
- Google Search
- Search Partners

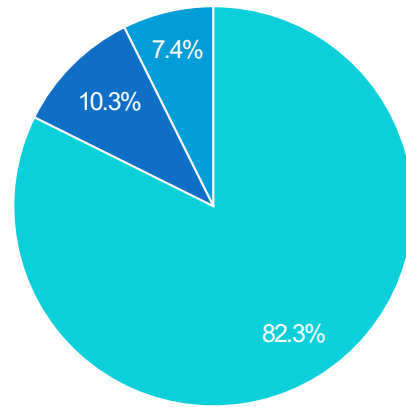
Traffic by Device and Network

Impressions



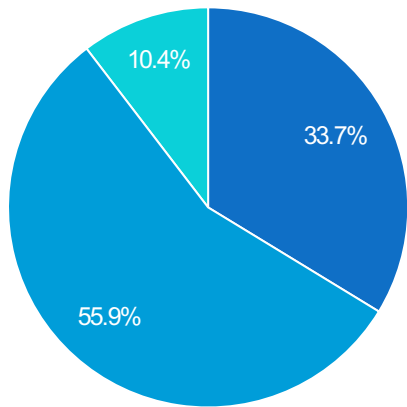
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Impressions



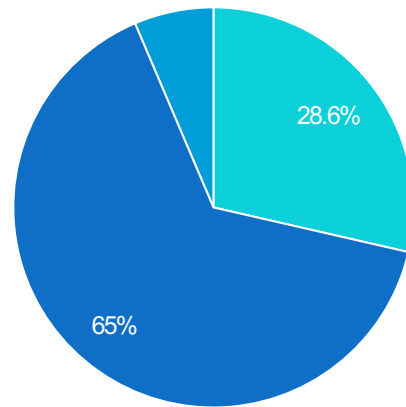
- Display Network
- Google Search
- Search Partners

Clicks



- Computers
- Mobile devices with full browsers
- Tablets with full browsers

Clicks



- Display Network
- Google Search
- Search Partners