

OVERVIEW:

- November delivered a total of 777k impressions, 2.6k clicks, and an overall good 0.34% CTR.
- Queerty delivered 448k impressions, 515 clicks, and a 0.12% CTR.
- Events campaign saw a total of 71k impressions, 293 clicks, and a 0.41% CTR.
- General campaign saw a total of 200k impressions, 1.5k impressions, and a 0.73% CTR.
- Lodging campaign saw a total of 57k impressions, 303 clicks, and a 0.53% CTR.
- The top three keywords by clicks were '+northern +coast california', '[fort bragg]', and '+anderson +valley'.
- ROI pixel tracked 58 email sign-ups, 41 visitor guide requests, and 3,403 unique visitors*.
- *Tracks unique visitors within a 30 minute window. If visitor return after 30 minutes, it will count as another unique visit.
- Google SEM report attached.

Overview

Channel	Flight	Impressions	Clicks	Net Cost	Avg. CPC	CTR	Phone Impressions	Phone Calls	Phone Through Rate
Google	11/1 - 11/30	329,297	2,106	\$5,026	\$2.39	0.64%	690	1	0.14%
Queerty	11/1 - 11/30	447,545	515	\$2,400	\$4.66	0.12%	0	0	0.00%
		776,842	2,621	\$7,426	\$2.83	0.34%	690	1	0.14%

Events

Channel	Flight	Campaign	Impressions	Clicks	Net Cost	Avg. CPC	CTR	Avg. Position
Google	11/1 - 11/30	Event Search	14,291	174	\$649	\$3.73	1.22%	1.2
Google	11/1 - 11/30	Events Remarketing	56,533	119	\$300	\$2.52	0.21%	1.0
TOTAL			70,824	293	\$949	\$3.24	0.41%	1.10

General

Channel	Flight	Campaign	Impressions	Clicks	Net Cost	Avg. CPC	CTR	Avg. Position
Google	11/1 - 11/30	General Search	33,415	1089	\$2,182	\$2.00	3.26%	1.3
Google	11/1 - 11/30	General Remarketing	166,850	368	\$698	\$1.90	0.22%	1.0
TOTAL			200,265	1,457	\$2,880	\$1.98	0.73%	1.16

Lodging

Channel	Flight	Campaign	Impressions	Clicks	Net Cost	Avg. CPC	CTR	Avg. Position	Phone Impressions	Phone Calls	Phone Through Rate
Google	11/1 - 11/30	Lodging Search	8946	188	\$981	\$5.22	2.10%	1.1	690	1	0.14%
Google	11/1 - 11/30	Lodging Remarketing	47,750	115	\$151	\$1.32	0.24%	1.0	0	0	0.00%
TOTAL			56,696	303	\$1,132	\$3.74	0.53%	1.05	690	1	0.14%

ROI Pixel Tracking


Channel	Email Sign-Ups	Visitor Guide Requests	Unique Visits
visitmendocino.com	58	41	3,403

Bilerico Report

'Help us not get erased.' A message on Transgender Day of Remembrance

By Dawn Ennis • Sunday, November 20, 2016

2.1K



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INSIDE LOS ANGELES

Gay Los Angeles and West Hollywood: All about the cool 'hoods
Some people hate it, but those who love Los Angeles - really love it. If you can handle the traffic, the tans and the "business," you can have a great time in LA's gay scene. A must for any gay traveler in the area is West Hollywood—an autonomous gay city right in the center of LA. With 40 percent of its citizens...

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