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Visit Mendocino September 2016 Online Report

OVERVIEW:

- Google brought in a total of 119k impressions, 1.2k clicks and an average 1.06% CTR.
- Horizons campaign saw a total of 60k impressions, 1k clicks, 1.67% CTR, 3 conversions, and 9 phone calls.
- Pet Friendly campaign saw a total of 58.9k impressions, 256 clicks, and a 0.43% CTR.
- The top keywords by conversion were '+visiting +mendocino' & '[mendocino tourism]'. All conversions came from mobile devices.
- ROI pixel tracked 77 email sign-ups, 55 visitor guide requests, and 4,622 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.

Horizons

Channel	Flight	Campaign	Impressions	Clicks	Net Cost	Avg. CPC	CTR	Avg. Position	Conversions	Conv. Rate	Leads	Phone Impressions	Phone Calls	Phone Through Rate
Google	9/7-9/16 9/27-9/30	Travel	6871	158	\$250	\$1.58	2.30%	1.4	3	1.9%	3	4188	3	0.07%
Google	9/7-9/16 9/27-9/30	Events - BMM	271	74	\$27	\$0.36	27.31%	1.1	0	0.0%	0	235	0	0.0%
Google	9/7-9/16 9/27-9/30	Hotel - Exact	4,602	49	\$83	\$1.69	1.06%	3.2	0	0.0%	0	2,903	2	0.07%
Google	9/7-9/16 9/27-9/30	Events - Exact	37	9	\$1	\$0.10	24.32%	1.4	0	0.0%	0	28	0	0.0%
Google	9/14-9/16 9/27-9/30	Mendocino - Remarketing	26,242	72	\$107	\$1.49	0.27%	1.0	0	0.0%	0	0	0	0.0%
Google	9/7-9/16 9/27-9/30	Hotel - BMM	6,468	122	\$310	\$2.54	1.89%	2.7	0	0.0%	0	4472	4	0.09%
Google	9/7-9/16 9/27-9/30	Things to Do - Exact	523	81	\$22	\$0.27	15.49%	1.1	0	0.0%	0	409	0	0.0%
Google	9/8-9/16 9/27-9/30	Visitors Guide	40	10	\$7	\$0.68	25.00%	1.1	0	0.0%	0	29	0	0.0%
Google	9/7-9/16 9/27-9/30	Things to Do - BMM	636	100	\$50	\$0.50	15.72%	1.1	0	0.0%	0	502	0	0.0%
Google	9/9-9/16 9/27-9/30	Outdoor Adventure - BMM	14,771	335	\$676	\$2.02	2.27%	1.2	0	0.0%	0	0	0	0.0%
TOTAL			60,461	1,010	\$1,532	\$1.12	1.67%	1.5	3	0.3%	3	12,766	9	0.07%

Pet Friendly

Channel	Flight	Campaign	Impressions	Clicks	Net Cost	Avg. CPC	CTR	Avg. Position	Conversions	Conv. Rate	Leads	Phone Impressions	Phone Calls	Phone Through Rate
Google	9/13-9/23 9/26-9/30	Pet Friendly	660	114	\$180	\$1.58	17.27%	1.1	0	0.0%	0	0	0	0.0%
Google	9/14-9/23 9/26-9/30	Pet Friendly - Remarketing	58,306	142	\$170	\$1.20	0.24%	1.0	0	0.0%	0	0	0	0.0%
TOTAL			58,966	256	\$351	\$1.39	0.43%	1.1	0	0.0%	0	0	0	0.0%

ROI Pixel Tracking

Channel	Email Sign-Ups	Visitor Guide Requests	Unique Visits
visitmendocino.com	77	55	4,622
TOTAL			