



# Visit Mendocino Campaign Overview

2019 - 2020 Campaign Launched September 9th



Media Cost <b>\$36,427</b>	Impressions <b>4,932,565</b>	Clicks <b>41,114</b>	CTR <b>0.83 %</b>	CP Content View <b>\$0.77</b>	Video Compl Rate (VCR) <b>31 %</b>
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### KPI Overview

Publisher	AXM	Facebook	YouTube	Total
# Media Cost	\$12,857	\$13,012	\$10,559	\$36,427
# Impressions	2,400,590	1,651,770	880,205	4,932,565
# CPM	\$5.36	\$7.88	\$12.00	\$7.39
# Clicks	3,645	17,866	19,603	41,114
# CTR	0.15 %	1.08 %	2.23 %	0.83 %
# CPC	\$3.53	\$0.73	\$0.54	\$0.89
# Social Actions	0	3,719	0	3,719
# Content Views	5,164	24,849	17,242	47,255
# Activity Rate	0.22 %	1.50 %	1.96 %	0.96 %
# CP Content View	\$2.49	\$0.52	\$0.61	\$0.77
# Outgoing Link	148	712	42	902
# Email Signup	7	19	21	47
# Visitor Guide Signup	4	0	0	4
# Video Plays	182,246	541,896	230,455	954,597
# Video Compl Rate (VCR)	56 %	5 %	74 %	31 %

### Campaign Milestones

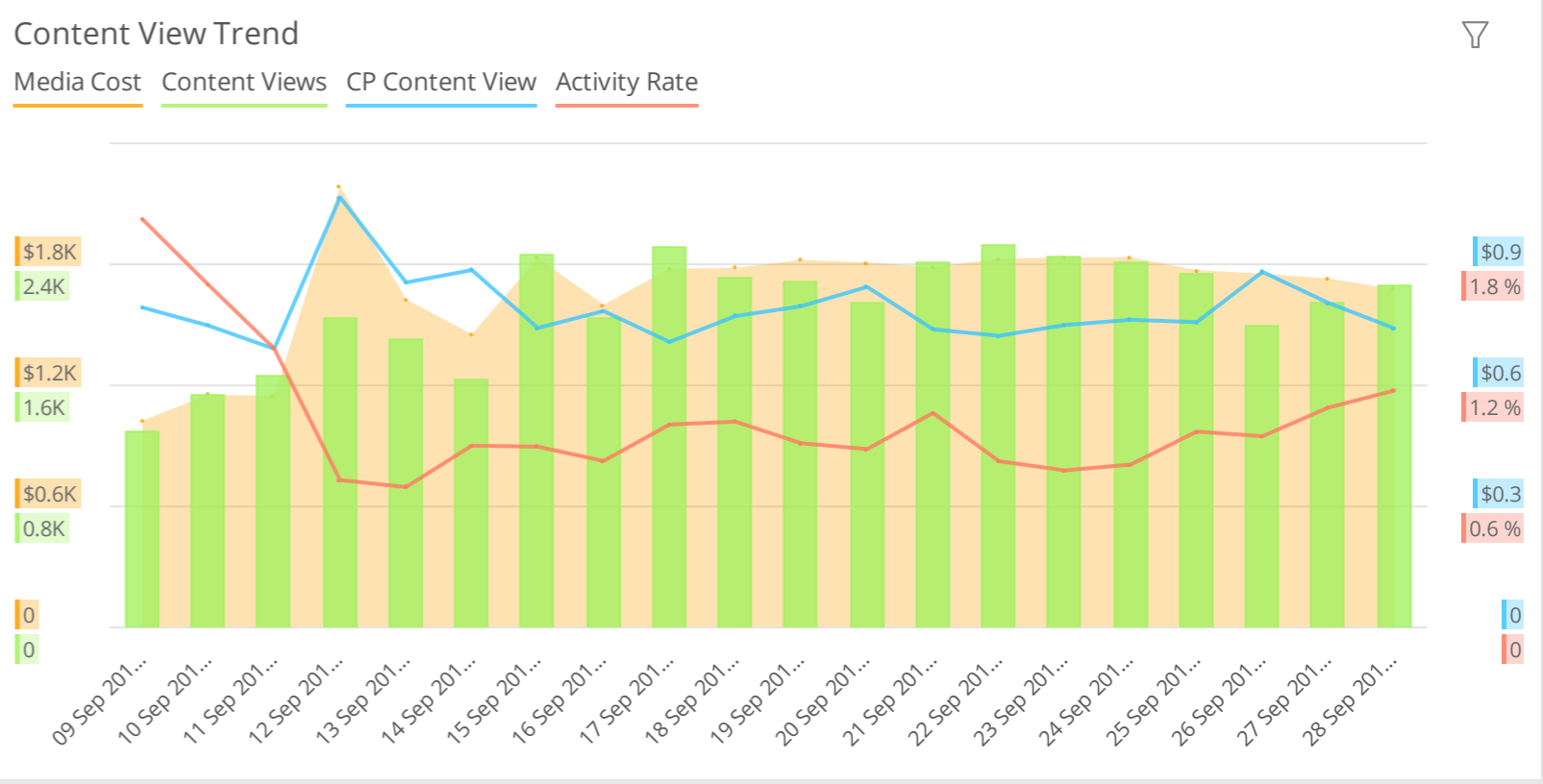
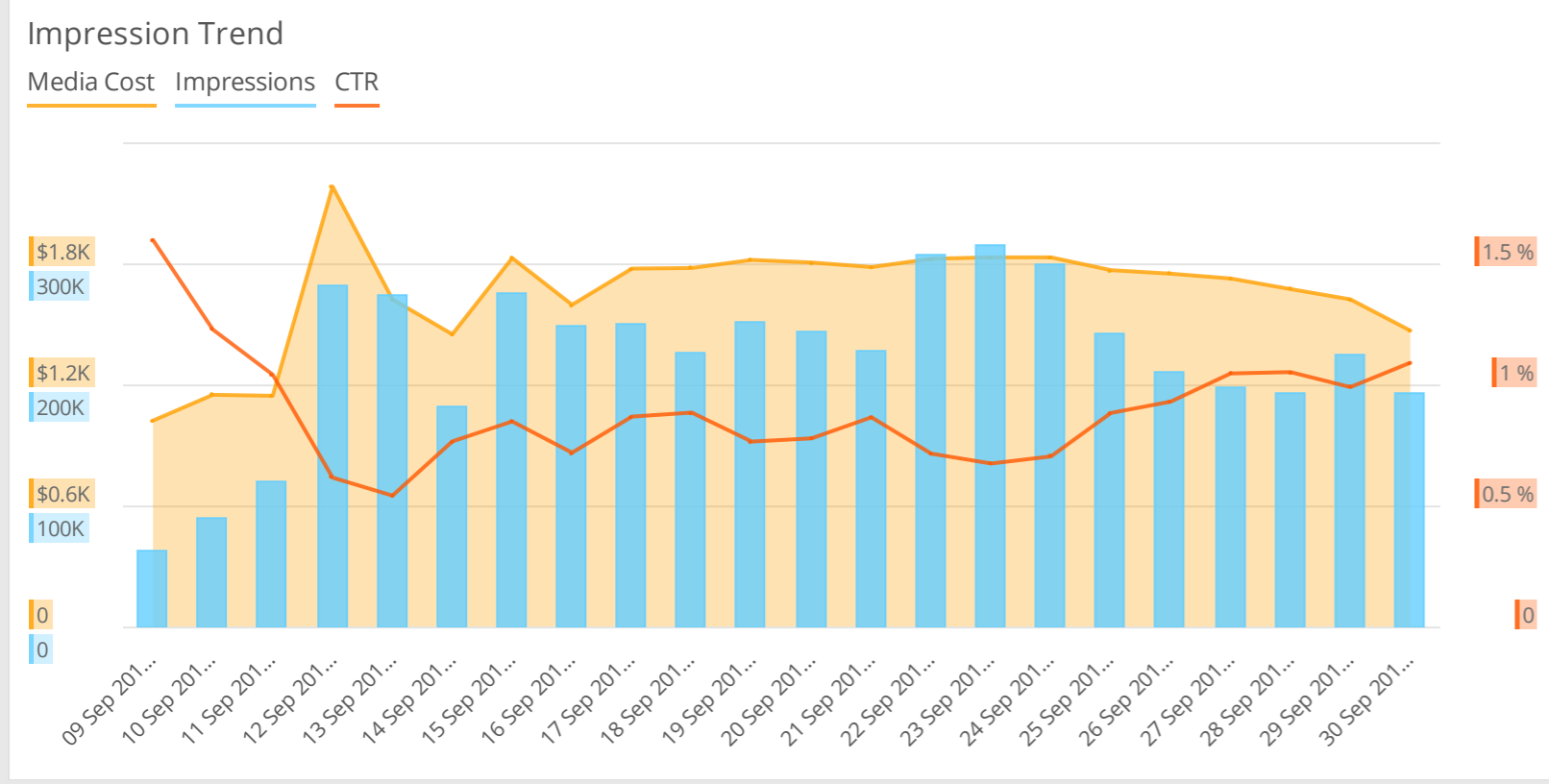
9/9: Facebook and AXM launched  
9/12: YouTube launched

Switch Trend

Day Week Month

Publisher Filter

AXM Facebook YouTube



### Publisher Performance

Publisher	Media Ob...	# Media Cost ↓	# Impressio...	# Clicks	# CTR	# CPC	# Video Plays	# VCR	# Content V...	# CP Conte...	# Outgoing ...	# Email Sig...	# Vis
Facebook	All	\$13,012	1,651,770	17,866	1.08 %	\$0.73	541,896	5 %	24,849	\$0.52	712	19	
	Prospecting	\$10,997	1,440,818	15,236	1.06 %	\$0.72	451,191	5 %	20,894	\$0.53	599	13	
	Retargeting	\$2,015	210,952	2,630	1.25 %	\$0.77	90,705	5 %	3,955	\$0.51	113	6	
YouTube	All	\$10,559	880,205	19,603	2.23 %	\$0.54	230,455	74 %	17,242	\$0.61	42	21	
	Prospecting	\$10,559	880,205	19,603	2.23 %	\$0.54	230,455	74 %	17,242	\$0.61	42	21	
AXM	All	\$12,857	2,400,590	3,645	0.15 %	\$3.53	182,246	56 %	5,164	\$2.49	148	7	
	Prospecting	\$10,040	2,166,629	3,385	0.16 %	\$2.97	156,814	54 %	3,506	\$2.86	63	6	
	Retargeting	\$2,818	233,961	260	0.11 %	\$10.84	25,432	65 %	1,658	\$1.70	85	1	
<b>Total</b>		<b>\$36,427</b>	<b>4,932,565</b>	<b>41,114</b>	<b>0.83 %</b>	<b>\$0.89</b>	<b>954,597</b>	<b>31 %</b>	<b>47,255</b>	<b>\$0.77</b>	<b>902</b>	<b>47</b>	

### Creative Performance

Publisher	Ad Format	Creative ...	# Media Cost ↓	# Impressio...	# Clicks	# CTR	# CPC	# Video Plays	# VCR	# Content V...	# CP Conte...	# Outgoing ...	# En
Facebook			\$13,012	1,651,770	17,866	1.08 %	\$0.73	541,896	5 %	24,849	\$0.52	712	
	Video		\$9,479	985,730	13,945	1.41 %	\$0.68	541,896	5 %	18,470	\$0.51	209	
		15s Canoe ...	\$6,886	695,131	10,572	1.52 %	\$0.65	355,846	5 %	13,952	\$0.49	134	
		15s Canoe t...	\$2,472	276,374	3,281	1.19 %	\$0.75	173,637	6 %	4,392	\$0.56	73	
		15s Starry S...	\$120	14,225	92	0.65 %	\$1.30	12,413	2 %	126	\$0.95	2	
	Static		\$3,533	666,040	3,921	0.59 %	\$0.90	0	NaN	6,379	\$0.55	503	
		Mushroom ...	\$3,533	666,040	3,921	0.59 %	\$0.90	0	NaN	6,379	\$0.55	503	
AXM			\$12,857	2,400,590	3,645	0.15 %	\$3.53	182,246	56 %	5,164	\$2.49	148	
	HTML5		\$6,525	1,460,094	789	0.05 %	\$8.27	0	NaN	2,373	\$2.75	106	
		Mushroom ...	\$6,525	1,460,094	789	0.05 %	\$8.27	0	NaN	2,373	\$2.75	106	
	Native		\$2,654	694,717	744	0.11 %	\$3.57	0	NaN	649	\$4.09	22	
		Mushroom ...	\$2,654	694,717	744	0.11 %	\$3.57	0	NaN	649	\$4.09	22	
	High Impact		\$1,546	66,093	1,164	1.76 %	\$1.33	0	NaN	1,385	\$1.12	9	
		BounceX	\$1,540	65,648	1,155	1.76 %	\$1.33	0	NaN	1,378	\$1.12	9	
		SublimeSkin...	\$5	387	8	2.07 %	\$0.60	0	NaN	3	\$1.61	0	
		SublimeSkinz	\$1	58	1	1.72 %	\$0.73	0	NaN	4	\$0.18	0	
<b>Total</b>			<b>\$36,427</b>	<b>4,932,565</b>	<b>41,114</b>	<b>0.83 %</b>	<b>\$0.89</b>	<b>954,597</b>	<b>31 %</b>	<b>47,255</b>	<b>\$0.77</b>	<b>902</b>	