

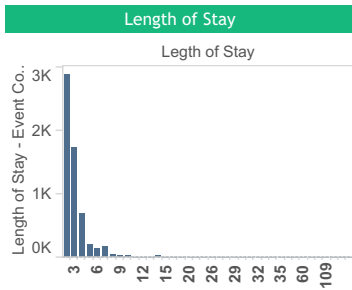
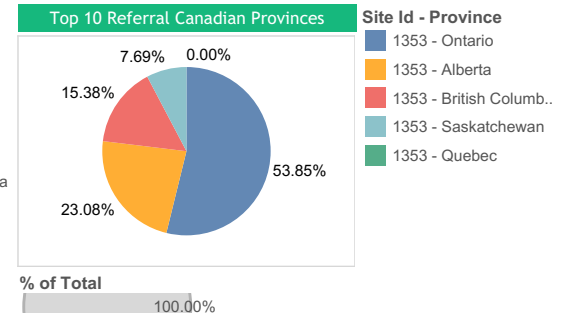
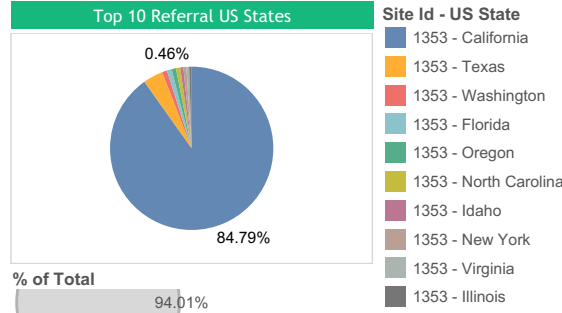
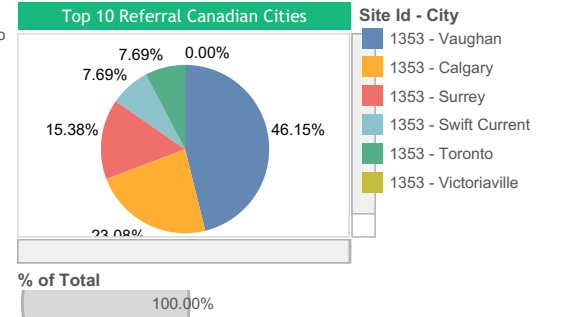
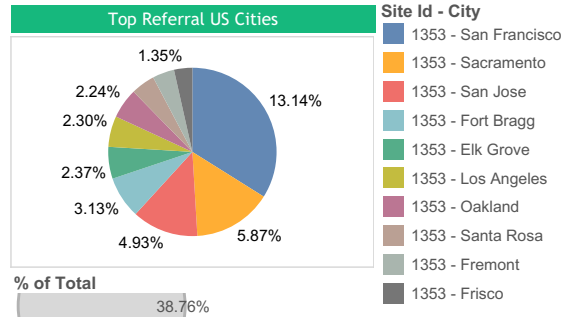
Performance Summary

A breakdown of search, referral and conversion data for the given timeframe.



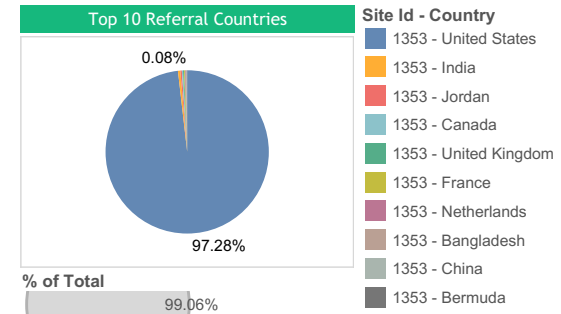
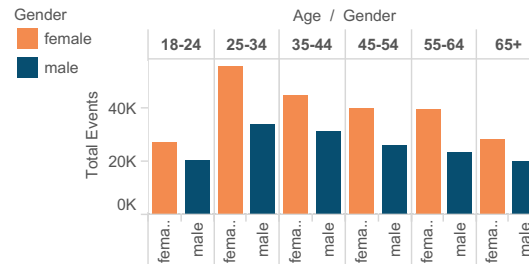
Avg. Cost Per Referral	\$0.62	
Avg. Referrals Per Booking	53.49	
Referral to Booking CVR	1.87%	
Est Avg Cost Per Booking	\$33.03	
Est Avg Booking Amount	\$404.16	
Cost Per Reservation	8.3%	
Searches	1,618	
Search to Referral Ratio	74.04%	
Total Referrals	1,198	
Est Bookings	22	
Est Total Spend	\$740	
Est Booking Revenue	\$8,891.56	
Est ROI	11.0	1100%
	Searches	Referrals
Avg Advance Stay in Days	55.10	36.85
Avg. Length of Stay in Days	3.63	2.47
Avg. Daily Rate	\$234.14	\$163.59

Start Date: 4/1/2022 | End Date: 4/30/2022 | Site: visitmendocino.com | Lodging Categories: All



Days in Advance

Gender and Age



Of the 258 properties that are listed and have live rates and availability, 8 properties with live rates and availability have conversion tracking.