

Mendocino County Tourism Commission

2016-17 Marketing Report

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	YTD
DIGITAL					
Total Cost	\$ 3,699.00	\$ 48,015.50	\$ 42,833.17	\$ -	\$ 94,547.67
Leads	317	1,778	801	-	2,896
Impressions	241,606	4,633,902	4,202,492	-	9,078,000
Clicks	3,486	18,893	15,337	-	37,716
Email Opt-Ins	339	1,664	679	-	2,682
CTR (click through rate)	1.44%	0.41%	0.36%	#DIV/0!	0.42%
Added Value	\$ 2,083.00	\$ 6,249.00	\$ 2,083.00	\$ -	\$ 10,415.00
PRINT					
Distribution	600,000	630,000	781,448	-	2,011,448
Total Cost	\$ 6,800.00	\$ 14,905.00	\$ 36,825.00	\$ -	\$ 58,530.00
Cooperative Offset	\$ -	\$ 6,000.00	\$ 1,375.00	\$ -	\$ 7,375.00
# Cooperative Partners	0	7	5	0	12
Leads	61	228	0	0	289
CPD (cost per distribution)	\$ 0.01	\$ 0.01	\$ 0.05	#DIV/0!	\$ 0.03
Added Value	\$ -	\$ 4,800.00	\$ 3,655.00	\$ -	\$ 8,455.00
EMAIL					
Distribution	-	23,327	6,102,756	-	6,126,083
Total Cost	\$ -	\$ 1,586.67	\$ 15,190.00	\$ -	\$ 16,776.67
Cooperative Offset	\$ -	\$ -	\$ 375.00	\$ -	\$ 375.00
# Cooperative Partners	0	1	3	0	4
Open Rate	0.00%	19.20%	0.00%	0.00%	
Clicks	0	104	8,610	\$ -	8,714
CPC	#DIV/0!	\$ 15.26	\$ 1.76	#DIV/0!	\$ 1.93
Added Value	\$ -	\$ -	\$ -	\$ -	\$ -
DIRECT MAIL					
Distribution	-	20,000	-	-	20,000
Total Cost	\$ -	\$ 11,000.00	\$ -	\$ -	\$ 11,000.00
CPD (cost per distribution)	#DIV/0!	\$ 0.55	#DIV/0!	#DIV/0!	\$ 0.55
Clicks	-	1,031	-	-	1,031
Added Value	\$ -	\$ -	\$ -	\$ -	\$ -