

Mendocino County Tourism Commission

2016-17 Marketing Report

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	YTD
DIGITAL					
Total Cost	\$ 1,816.00	\$ 22,265.50	\$ -	\$ -	\$ 24,081.50
Leads	262	1,635	-	-	1,897
Impressions	120,649	2,644,293	-	-	2,764,942
Clicks	2,163	8,305	-	-	10,468
Email Opt-Ins	262	1,571	-	-	1,833
CTR	1.79%	0.31%	#DIV/0!	#DIV/0!	0.38%
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	6,077,747	-	6,101,074
Total Cost	\$ -	\$ 1,586.67	\$ 14,020.00	\$ -	\$ 15,606.67
Cooperative Offset	\$ -	\$ -	\$ 375.00	\$ -	\$ 375.00
# Cooperative Partners	0	1	-	0	1
Open Rate	0.00%	19.20%	0.00%	0.00%	
Clicks	0	104	8086	\$ -	8,190
CPC	#DIV/0!	\$ 15.26	\$ 1.73	#DIV/0!	\$ 1.91
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	\$ -	\$ -	\$ -	\$ -	\$ -