

SEM Performance Analysis

September 2016

Mendocino

291-742-6430



Quality Score

6.8

Quality Score

Key Performance Metrics

Impr

119,427

Clicks

1,266

Cost

\$1,882.4

Avg CPC

\$1.49

CTR

1.06%

Avg Pos

1.2

Conv

3

Conv Rate

0.24%

Overall Summary

Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate	Leads
119,427	1,266	\$1,882.4	\$1.49	1.06%	1.2	3	0.24%	3

Conversion Types

Conversion Type	Conv
calls from ads	3

Top Campaigns by Conversions

Campaign	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate	Leads	Phone Impr.	Phone Calls	Phone Through Rate
Travel	6,871	158	\$250.39	\$1.58	2.3%	1.4	3	1.9%	3	4,188	3	0.07%
Events - BMM	271	74	\$26.58	\$0.36	27.31%	1.1	0	0%	0	235	0	0.00%
Hotel - Exact	4,602	49	\$83.05	\$1.69	1.06%	3.2	0	0%	0	2,903	2	0.07%
Events - Exact	37	9	\$0.86	\$0.1	24.32%	1.4	0	0%	0	28	0	0.00%
Pet Friendly	660	114	\$180.3	\$1.58	17.27%	1.1	0	0%	0	0	0	-%
Mendocino - Remarketing	26,242	72	\$107.01	\$1.49	0.27%	1	0	0%	0	0	0	-%
Hotel - BMM	6,468	122	\$309.76	\$2.54	1.89%	2.7	0	0%	0	4,472	4	0.09%
Things to Do - Exact	523	81	\$21.63	\$0.27	15.49%	1.1	0	0%	0	409	0	0.00%
Visitors Guide	40	10	\$6.81	\$0.68	25%	1.1	0	0%	0	29	0	0.00%
Things to Do - BMM	636	100	\$49.83	\$0.5	15.72%	1.1	0	0%	0	502	0	0.00%
Outdoor Adventure - BMM	14,771	335	\$675.83	\$2.02	2.27%	1.2	0	0%	0	0	0	-%
Pet Friendly - Remarketing	58,306	142	\$170.35	\$1.2	0.24%	1	0	0%	0	0	0	-%






Click Types

Click Type	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate
Headline	119,427	1,150	\$1,754.27	\$1.53	0.96%	1.2	0	0%
Sitelink	8,719	104	\$106.11	\$1.02	1.19%	1.6	0	0%
Phone calls	2,069	12	\$22.02	\$1.84	0.58%	1.3	3	25%

Traffic by Device

Device	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate
Mobile devices with full browsers	61,514	665	\$1,081.05	\$1.63	1.08%	1.1	3	0.45%
Computers	45,756	414	\$563.26	\$1.36	0.9%	1.4	0	0%
Tablets with full browsers	12,157	187	\$238.09	\$1.27	1.54%	1.2	0	0%

Top Image Ads by Clicks

Image Ad	Campaign	Ad Group	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate	View Through Conv.
 <p>View</p>	Pet Friendly - Remarketing	Pet Friendly	33,309	97	\$123.68	\$1.28	0.29%	1	0	0.00%	0
 <p>View</p>	Mendocino - Remarketing	Visit Mendocino	8,959	37	\$54.53	\$1.47	0.41%	1	0	0.00%	0
 <p>View</p>	Pet Friendly - Remarketing	Pet Friendly	10,416	25	\$19.64	\$0.79	0.24%	1	0	0.00%	0
 <p>View</p>	Pet Friendly - Remarketing	Pet Friendly	9,667	13	\$13.48	\$1.04	0.13%	1	0	0.00%	0
 <p>View</p>	Mendocino - Remarketing	Visit Mendocino	4,481	11	\$20.15	\$1.83	0.25%	1	0	0.00%	0

Top Text Ads by Conversions

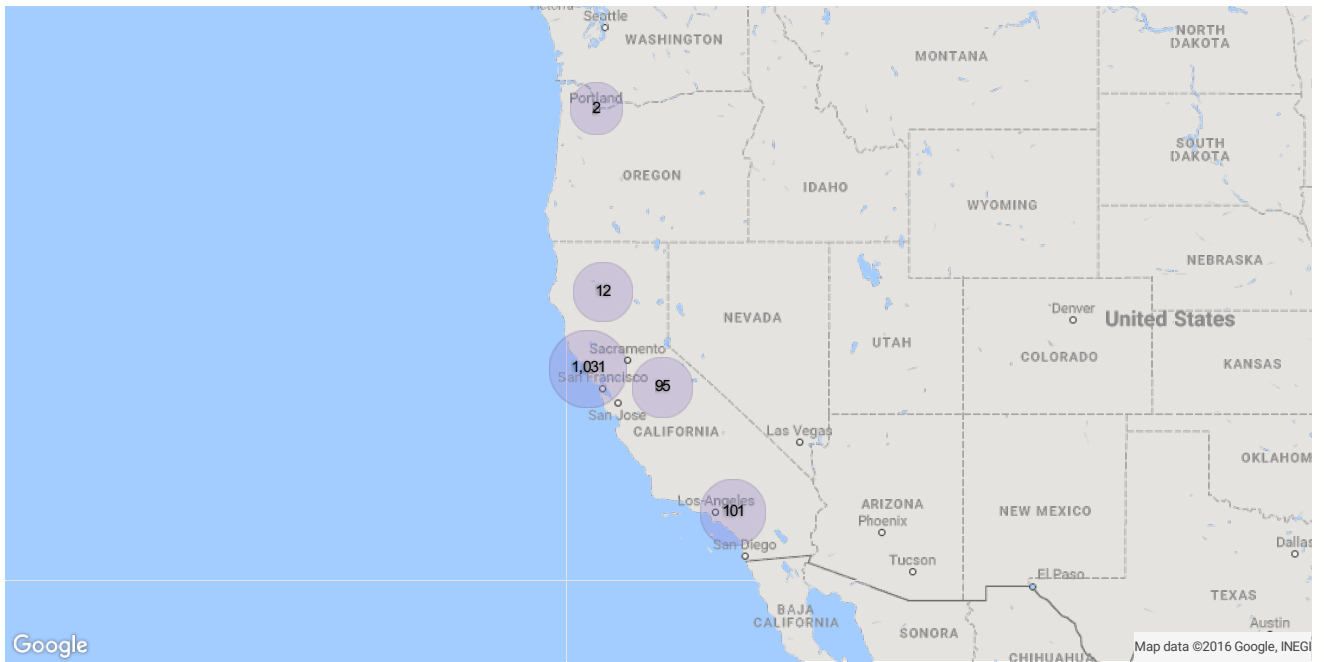
Ad	Campaign	Ad Group	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate
Visit Beautiful Mendocino VisitMendocino.com Amazing Beaches, Point Arena Lighthouse. Plan Your Trip Online!	Travel	BMM	6,438	103	\$225.65	\$2.19	1.60%	1.4	2	1.94%
{Keyword:Explore Mendocino} VisitMendocino.com 6 Incredible Beaches, Wineries & More. Plan Your Trip Online Now!	Travel	Exact	433	55	\$24.74	\$0.45	12.70%	1.5	1	1.82%
Hotels Rooms in Mendocino VisitMendocino.com/Rooms Browse Full Listing of Mendocino Motels. Official Visitors Site.	Hotel - BMM	Rooms	528	23	\$63.61	\$2.77	4.36%	3	0	0.00%
Dog Friendly Mendocino Hotels Download Dog Friendly Guide <domain>/pet/friendly Mendocino County a Standout for Visitors Traveling with their Dogs.	Pet Friendly	Dog Friendly Hotels	117	23	\$25.76	\$1.12	19.66%	1.2	0	0.00%
Dog Friendly Mendocino County Download Dog Friendly Guide <domain>/pet/friendly Mendocino County a Standout for Visitors Traveling with their Dogs.	Pet Friendly	Dog Friendly	279	40	\$57.03	\$1.43	14.34%	1.1	0	0.00%

Top Keywords by Conversions - Search

Keyword	Campaign	Ad Group	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv
+visiting +mendocino	Travel	BMM	123	16	\$17.61	\$1.10	13.01%	1	2
[mendocino tourism]	Travel	Exact	12	4	\$1.38	\$0.34	33.33%	1	1
+mendocino +hiking trails	Outdoor Adventure - BMM	Hiking	115	9	\$7.64	\$0.85	7.83%	1	0
+mendocino +hotels	Hotel - BMM	Hotel	4,510	66	\$180.13	\$2.73	1.46%	2.7	0
[mendocino coast]	Travel	Exact	247	12	\$8.92	\$0.74	4.86%	1.1	0
+mendocino +hiking	Outdoor Adventure - BMM	Hiking	305	37	\$38.68	\$1.05	12.13%	1	0
+mendocino +pet friendly hotel	Pet Friendly	Pet Friendly	36	9	\$17.86	\$1.98	25.00%	1	0
+mendocino +what +to +do	Things to Do - BMM	What to Do	109	16	\$5.23	\$0.33	14.68%	1.1	0
+mendocino +coast +ca	Travel	BMM	1,919	5	\$12.77	\$2.55	0.26%	1.4	0
[mendocino to do]	Things to Do - Exact	What To Do	16	2	\$0.72	\$0.36	12.50%	1	0
+mendocino +tourism	Travel	BMM	51	3	\$2.61	\$0.87	5.88%	1.6	0
+dog +friendly +hotels +mendocino ca	Pet Friendly	Dog Friendly Hotels	42	6	\$7.16	\$1.19	14.29%	1.3	0
+mendocino +pet +friendly +hotels	Pet Friendly	Pet Friendly Hotels	22	5	\$6	\$1.20	22.73%	1.1	0
[mendocino hotels]	Hotel - Exact	Hotel	3,934	22	\$38.01	\$1.73	0.56%	3.3	0
+mendocino +travel	Travel	BMM	203	4	\$9.8	\$2.45	1.97%	1.5	0
[places to stay in mendocino]	Hotel - Exact	Rooms	37	3	\$4.47	\$1.49	8.11%	3.2	0
+mendocino +to +do	Things to Do - BMM	What to Do	42	12	\$4.52	\$0.38	28.57%	1	0
+events +mendocino	Events - BMM	Events	119	30	\$8.82	\$0.29	25.21%	1.2	0
+pet +friendly +hotels +mendocino ca	Pet Friendly	Pet Friendly Hotels	11	3	\$5.06	\$1.69	27.27%	2.2	0
+mendocino +biking	Outdoor Adventure - BMM	Biking	17	1	\$2.2	\$2.20	5.88%	1	0
[visit mendocino county]	Travel	Exact	13	2	\$1.32	\$0.66	15.38%	1	0
+mendocino +bike +trails	Outdoor Adventure - BMM	Biking	19	2	\$5.62	\$2.81	10.53%	1	0
+mendocino +county +state +parks	Outdoor Adventure - BMM	Parks	5	1	\$0.67	\$0.67	20.00%	1	0
[things to do in mendocino county]	Things to Do - Exact	Things To Do	34	4	\$1.26	\$0.32	11.76%	1.4	0

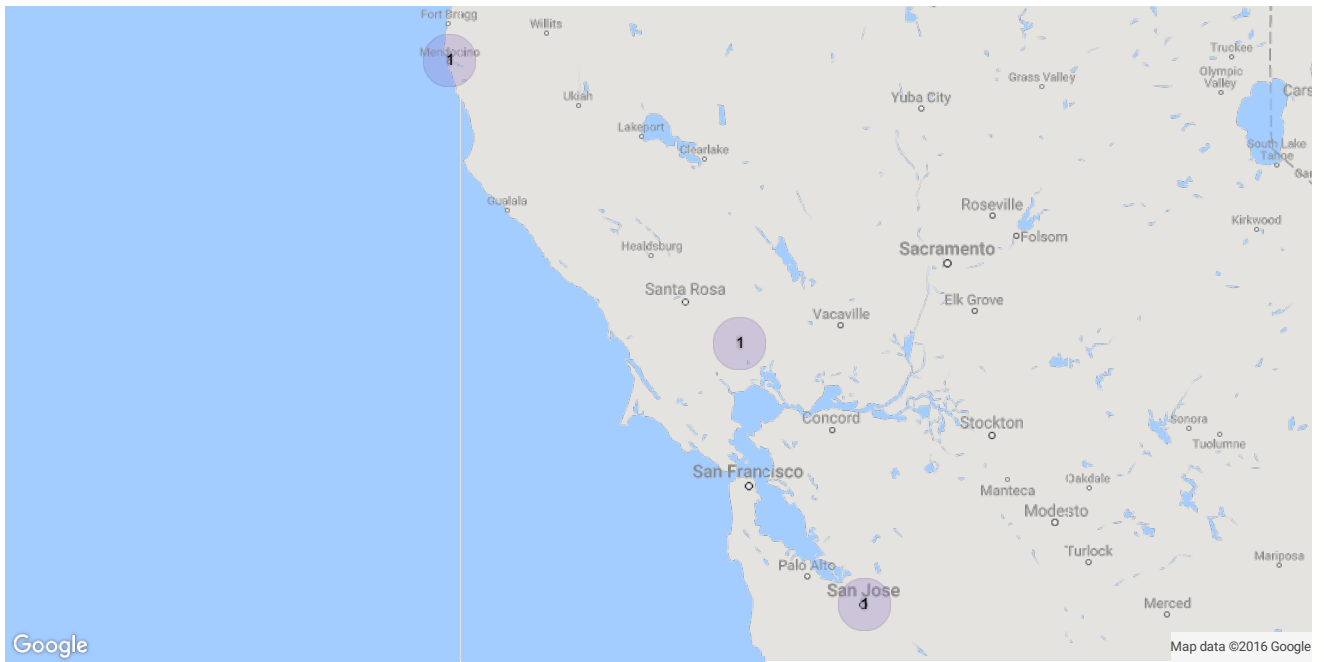
+what +to +do +mendocino +ca	Things to Do - BMM	What to Do	3	1	\$0.06	\$0.06	33.33%	1	0
+things +to +see +mendocino	Things to Do - BMM	Things to Do	10	1	\$0.26	\$0.26	10.00%	1.1	0
[mendocino county tourism]	Travel	Exact	4	1	\$0.74	\$0.74	25.00%	1	0
[things to do in mendocino california]	Things to Do - Exact	Things To Do	6	1	\$0.25	\$0.25	16.67%	1	0
[things to see in mendocino]	Things to Do - Exact	Things To Do	3	1	\$0.42	\$0.42	33.33%	1.3	0
[mendocino visitors guide]	Visitors Guide	Exact	3	3	\$0.7	\$0.23	100.00%	1	0

Geo Distribution by Clicks



Country	Region	City	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate
United States	California	San Francisco	27,935	160	241	1.51	0.57	1.10	0	0
United States	California	Ukiah	6,262	91	168	1.84	1.45	1.10	0	0
United States	California	San Jose	5,315	71	78	1.09	1.34	1.30	1	1.41
United States	California	Mendocino	2,328	59	67	1.13	2.53	1.40	1	1.69
United States	California	Fort Bragg	4,857	50	80	1.61	1.03	1.10	0	0
United States	California	Oakland	2,611	40	54	1.36	1.53	1.30	0	0
United States	California	Santa Rosa	2,598	35	45	1.27	1.35	1.30	0	0
United States	California	Sacramento	4,012	31	46	1.50	0.77	1.30	0	0
United States	California	Willits	2,054	30	65	2.16	1.46	1.10	0	0
United States	California	Napa	1,647	23	31	1.34	1.40	1.30	0	0
United States	California	Los Angeles	2,310	23	40	1.74	1	1.30	0	0
United States	California	Concord	1,022	21	22	1.07	2.05	1.20	0	0
United States	California	Petaluma	1,159	18	35	1.96	1.55	1.40	0	0
United States	California	Windsor	1,555	17	26	1.55	1.09	1.10	0	0
United States	California	Albion	340	15	10	0.63	4.41	1.20	0	0

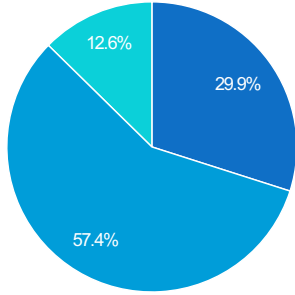
Geo Distribution of Conversions



Country	Region	City	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate
United States	California	Sonoma	646	15	15	1.03	2.32	1.20	1	6.67
United States	California	San Jose	5,315	71	78	1.09	1.34	1.30	1	1.41
United States	California	Mendocino	2,328	59	67	1.13	2.53	1.40	1	1.69

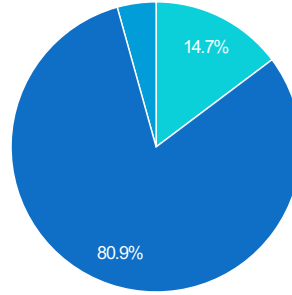
Cost & Conversions by Device and Network

Cost



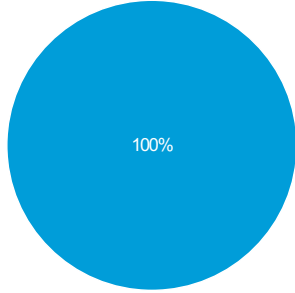
- Computers
- Mobile devices with full browsers
- Tablets with full browsers

Cost



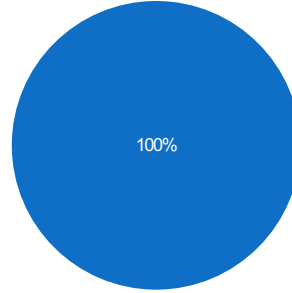
- Display Network
- Google search
- Search partners

Conversions



- Mobile devices with full browsers

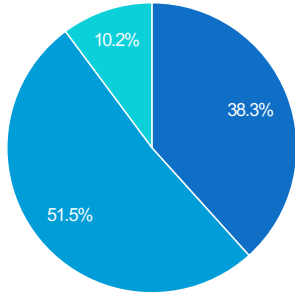
Conversions



- Google search

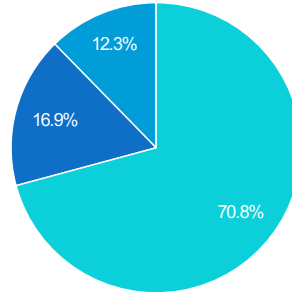
Traffic by Device and Network

Impressions



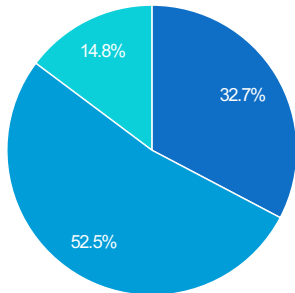
- Computers
- Mobile devices with full browsers
- Tablets with full browsers

Impressions



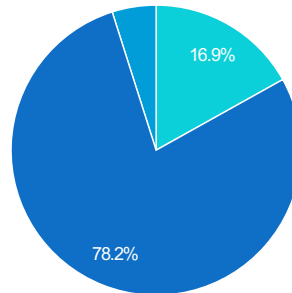
- Display Network
- Google search
- Search partners

Clicks



- Computers
- Mobile devices with full browsers
- Tablets with full browsers

Clicks



- Display Network
- Google search
- Search partners