



Visit Mendocino Campaign Overview

2019 - 2020 Campaign Launched September 9th



Media Cost \$68,654	Impressions 8,773,874	Clicks 87,144	CTR 0.99 %	CP Content View \$0.69	Video Compl Rate (VCR) 38 %
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KPI Overview

Publisher	AXM	Facebook	YouTube	Total
# Media Cost	\$24,244	\$23,940	\$20,470	\$68,654
# Impressions	3,870,121	3,030,369	1,873,384	8,773,874
# CPM	\$6.26	\$7.90	\$10.93	\$7.82
# Clicks	10,116	28,716	48,312	87,144
# CTR	0.26 %	0.95 %	2.58 %	0.99 %
# CPC	\$2.40	\$0.83	\$0.42	\$0.79
# Social Actions	0	6,083	0	6,083
# Content Views	15,728	41,562	42,173	99,463
# Activity Rate	0.41 %	1.37 %	2.25 %	1.13 %
# CP Content View	\$1.54	\$0.58	\$0.49	\$0.69
# Outgoing Link	455	1,400	138	1,993
# Email Signup	9	27	35	71
# Visitor Guide Signup	7	0	0	7
# Video Plays	517,198	887,418	491,088	1,895,704
# Video Compl Rate (VCR)	61 %	5 %	73 %	38 %

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Campaign Milestones

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

Switch Trend

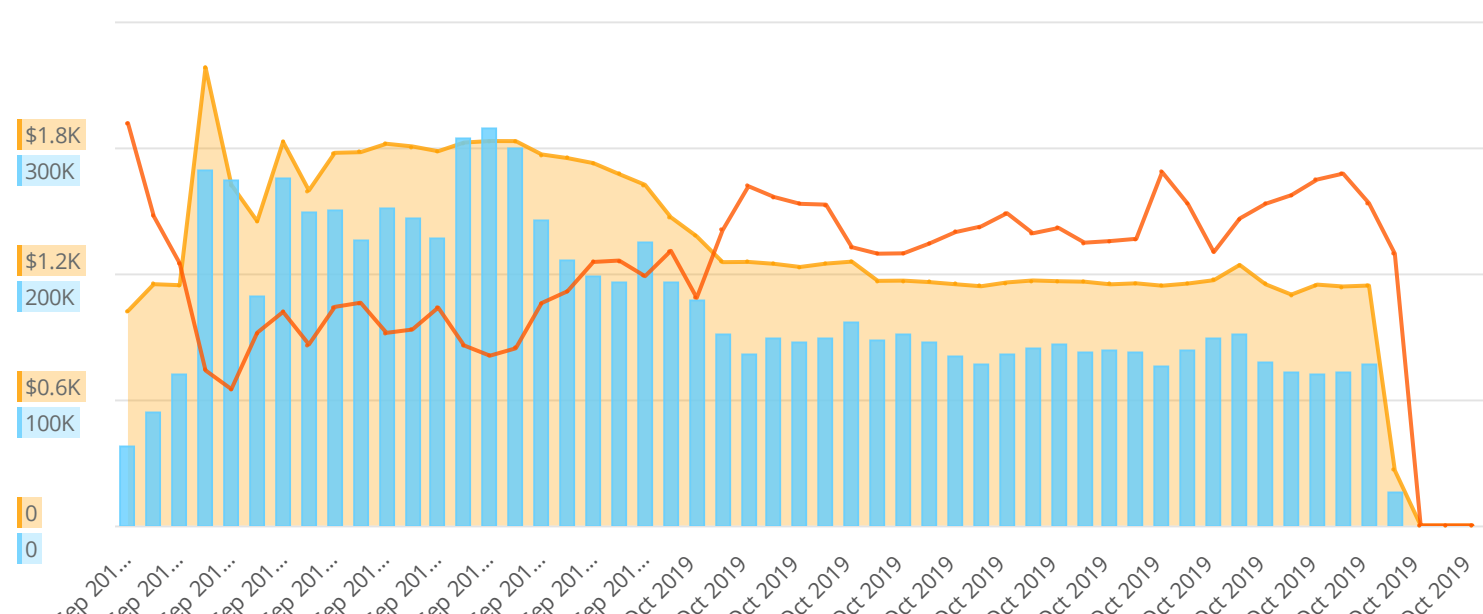
Day Week Month

Publisher Filter

AXM Facebook YouTube

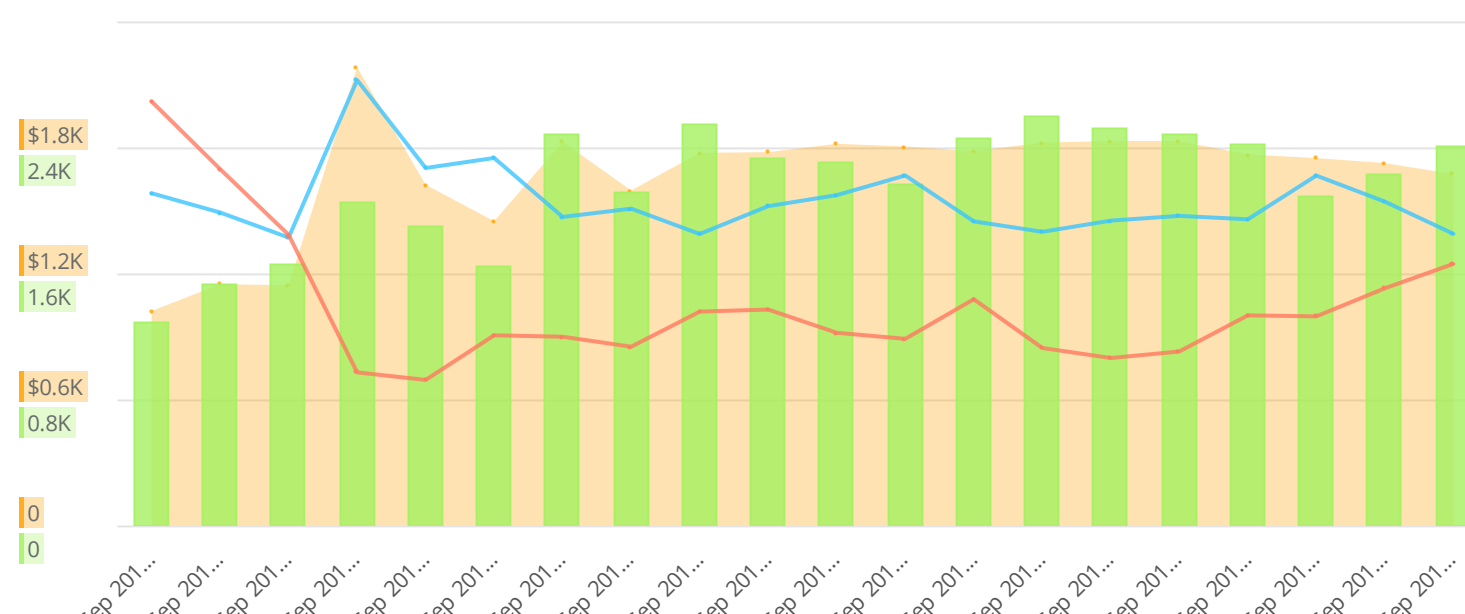
Impression Trend

Media Cost Impressions CTR



Content View Trend

Media Cost Content Views CP Content View Activity Rate



Publisher Performance

Publisher	Media Ob...	# Media Cost ↓	# Impressio...	# Clicks	# CTR	# CPC	# Video Plays	# VCR	# Content V...	# CP Conte...	# Outgoing ...	# Email Sig...	# Vis
YouTube	All	\$20,470	1,873,384	48,312	2.58 %	\$0.42	491,088	73 %	42,173	\$0.49	138	35	
	Prospecting	\$20,464	1,872,649	48,296	2.58 %	\$0.42	490,903	73 %	42,163	\$0.49	138	35	
	Retargeting	\$6	735	16	2.18 %	\$0.40	185	74 %	10	\$0.64	0	0	
Facebook	All	\$23,940	3,030,369	28,716	0.95 %	\$0.83	887,418	5 %	41,562	\$0.58	1,400	27	
	Prospecting	\$19,113	2,530,064	23,394	0.92 %	\$0.82	703,309	5 %	32,976	\$0.58	1,088	18	
	Retargeting	\$4,827	500,305	5,322	1.06 %	\$0.91	184,109	5 %	8,586	\$0.56	312	9	
AXM	All	\$24,244	3,870,121	10,116	0.26 %	\$2.40	517,198	61 %	15,728	\$1.54	455	9	
	Prospecting	\$18,229	3,385,917	9,385	0.28 %	\$1.94	416,322	61 %	9,906	\$1.84	183	6	
	Retargeting	\$6,016	484,204	731	0.15 %	\$8.23	100,876	64 %	5,822	\$1.03	272	3	
Total		\$68,654	8,773,874	87,144	0.99 %	\$0.79	1,895,704	38 %	99,463	\$0.69	1,993	71	

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Creative Performance

Publisher	Ad Format	Creative ...	# Media Cost ↓	# Impressio...	# Clicks	# CTR	# CPC	# Video Plays	# VCR	# Content V...	# CP Conte...	# Outgoing ...	# En
AXM			\$24,244	3,870,121	10,116	0.26 %	\$2.40	517,198	61 %	15,728	\$1.54	455	
	HTML5		\$10,480	2,113,301	1,186	0.06 %	\$8.84	0	NaN	6,553	\$1.60	293	
		Mushroom ...	\$10,409	2,107,305	1,184	0.06 %	\$8.79	0	NaN	6,552	\$1.59	293	
		Kayak	\$35	3,011	1	0.03 %	\$35.32	0	NaN	1	\$35.32	0	
		Horse Riding	\$35	2,985	1	0.03 %	\$34.89	0	NaN	0	NaN	0	
	Native		\$3,864	1,030,414	1,206	0.12 %	\$3.20	0	NaN	1,385	\$2.79	56	
		Mushroom ...	\$3,864	1,030,414	1,206	0.12 %	\$3.20	0	NaN	1,385	\$2.79	56	
	High Impact		\$4,310	210,707	4,498	2.13 %	\$0.96	0	NaN	4,967	\$0.87	44	
		BounceX	\$2,921	128,803	2,298	1.78 %	\$1.27	0	NaN	4,268	\$0.68	42	
		SublimeSkin...	\$1,388	81,845	2,199	2.69 %	\$0.63	0	NaN	695	\$2.00	2	
		SublimeSkinz	\$1	59	1	1.69 %	\$0.73	0	NaN	4	\$0.18	0	
	Pre-roll		\$5,591	515,699	3,226	0.63 %	\$1.73	517,198	61 %	2,823	\$1.98	62	
		Starry Starr...	\$1,873	172,134	1,195	0.69 %	\$1.57	172,599	61 %	973	\$1.92	12	
		Canoe Big R...	\$1,867	172,163	1,038	0.60 %	\$1.80	172,702	61 %	891	\$2.10	15	
		Canoe to Su...	\$1,851	171,402	993	0.58 %	\$1.86	171,897	61 %	959	\$1.93	35	
Facebook			\$23,940	3,030,369	28,716	0.95 %	\$0.83	887,418	5 %	41,562	\$0.58	1,400	
	Video		\$16,056	1,611,444	20,877	1.30 %	\$0.77	887,418	5 %	28,460	\$0.56	277	
Total			\$68,654	8,773,874	87,144	0.99 %	\$0.79	1,895,704	38 %	99,463	\$0.69	1,993	

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