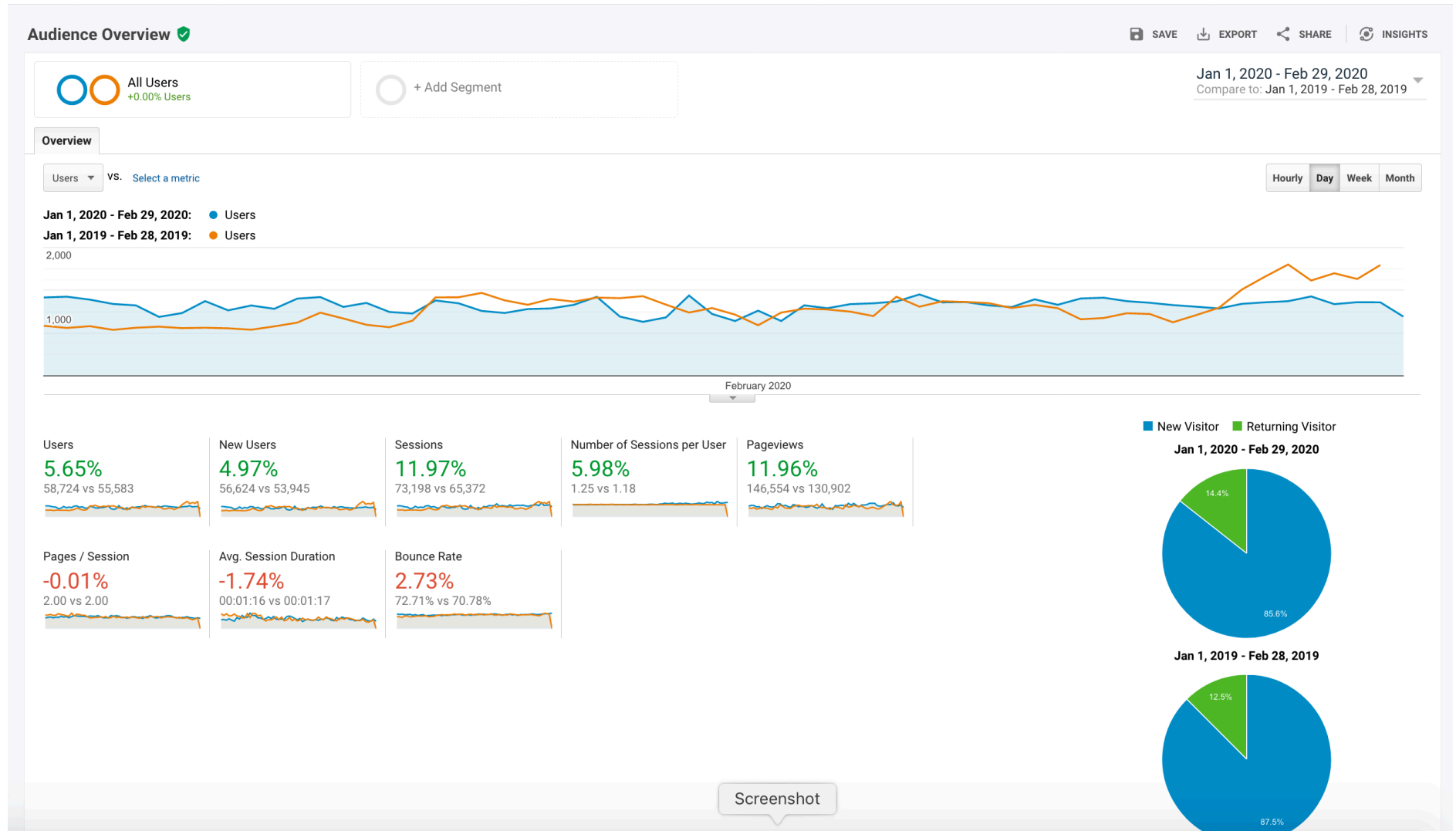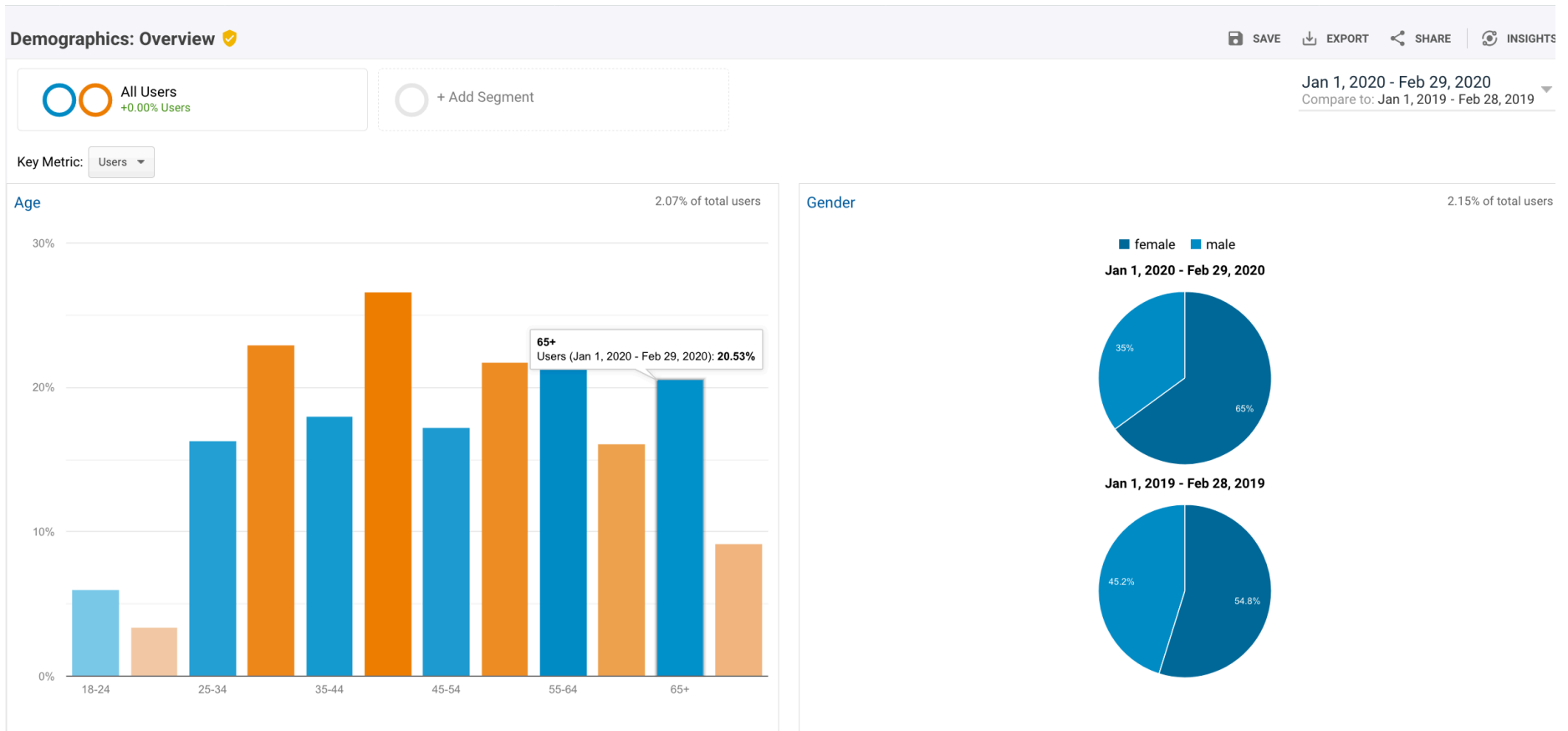# VMC
Analytics Review

Q1 '20

ANALYTICS HIGHLIGHTS

- Top line traffic has risen over same period last year
- Users are up over 5.7% to 58,724 over same period last year
- Most traffic from Northern California San Francisco Bay Area
- Business listings views decreased to 16,348 views over Jan/Feb.
- Demographics are shifting to more female
- Highest interest — traveler, parenting and food & drink
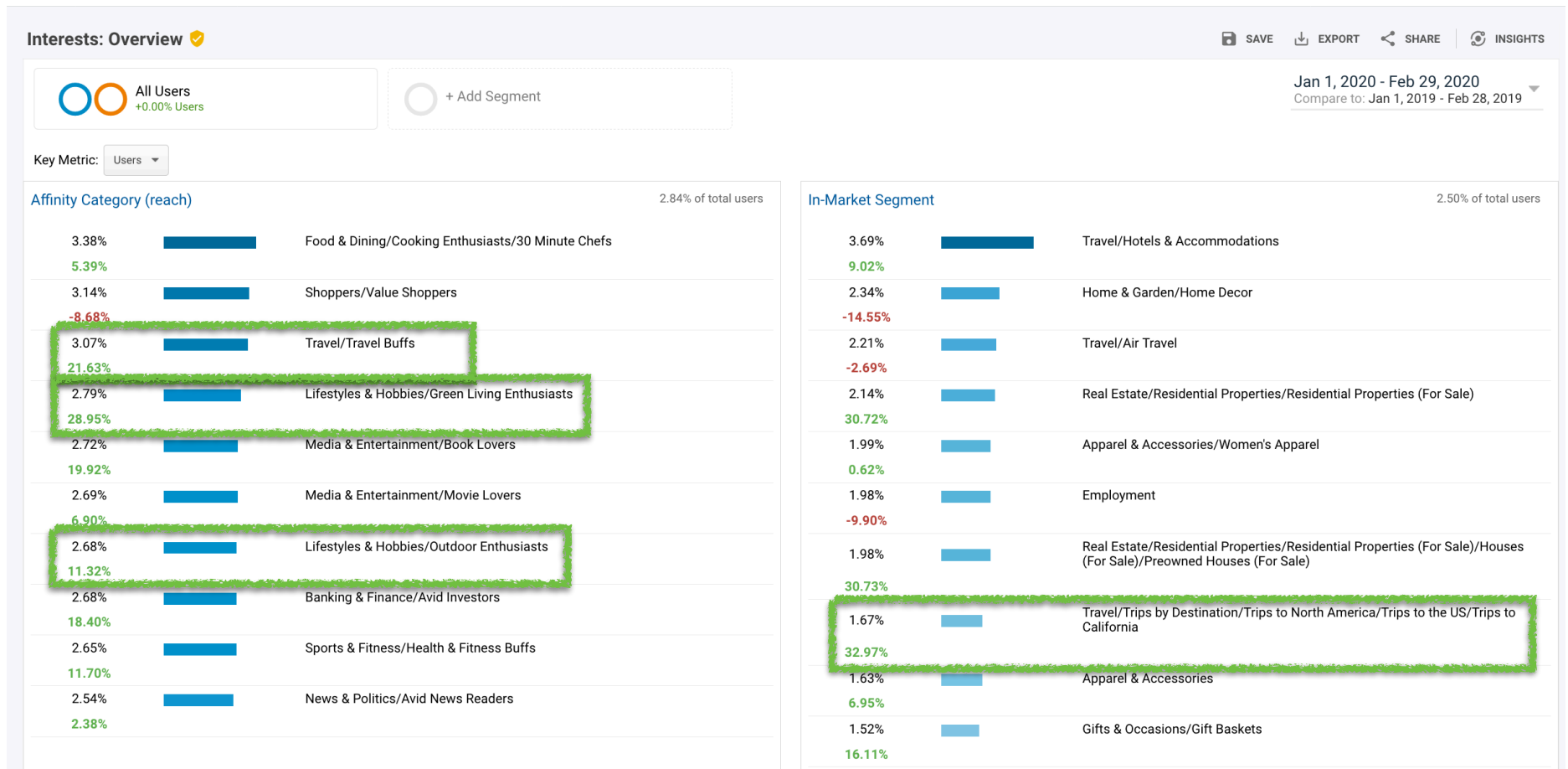- Looking for fun activities, locations to visit and deals
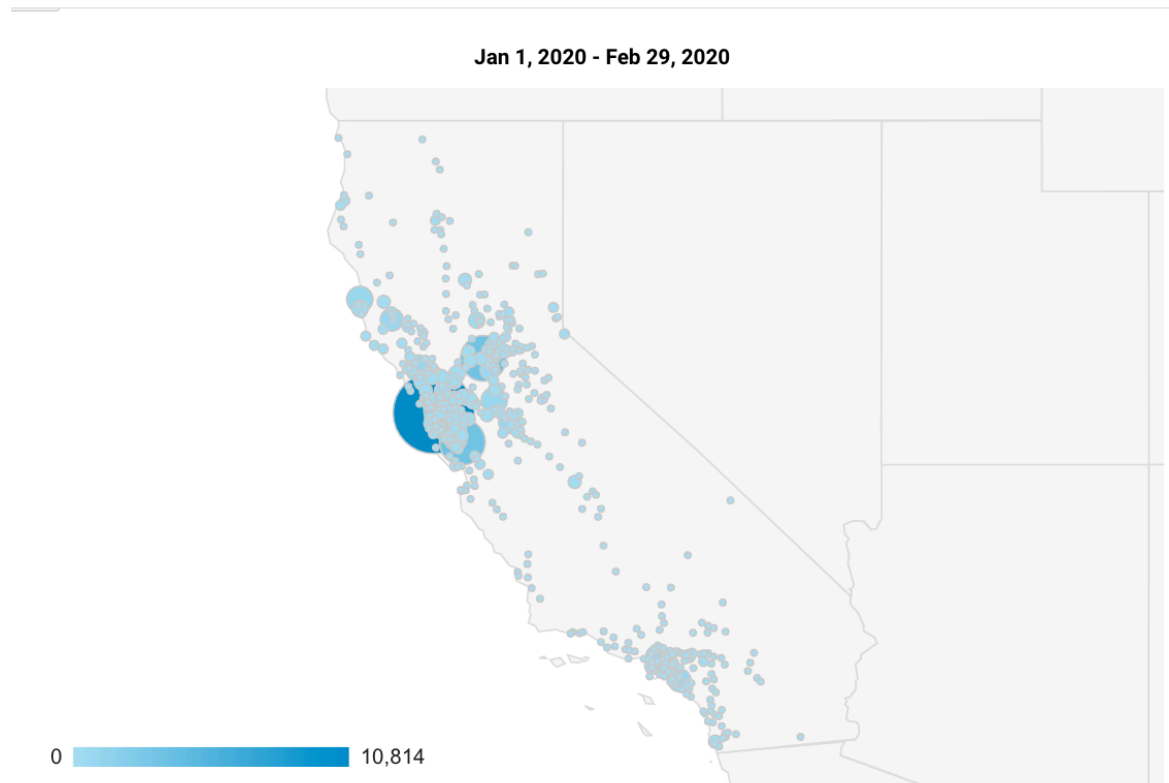
Traffic levels continue to rise over last year.

Traffic skewing even more female

We're capturing more travelers and outdoor enthusiasts

Interests: Overview 🛡️

SAVE   EXPORT   SHARE   INSIGHTS

All Users
+0.00% Users

+ Add Segment

Jan 1, 2020 - Feb 29, 2020
Compare to: Jan 1, 2019 - Feb 28, 2019

Key Metric: Users ▾

Affinity Category (reach)
2.84% of total users

%	Category	Change
3.38%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	5.39%
3.14%	Shoppers/Value Shoppers	-8.68%
3.07%	Travel/Travel Buffs	21.63%
2.79%	Lifestyles & Hobbies/Green Living Enthusiasts	28.95%
2.72%	Media & Entertainment/Book Lovers	19.92%
2.69%	Media & Entertainment/Movie Lovers	6.90%
2.68%	Lifestyles & Hobbies/Outdoor Enthusiasts	11.32%
2.68%	Banking & Finance/Avid Investors	18.40%
2.65%	Sports & Fitness/Health & Fitness Buffs	11.70%
2.54%	News & Politics/Avid News Readers	2.38%

In-Market Segment
2.50% of total users

%	Segment	Change
3.69%	Travel/Hotels & Accommodations	9.02%
2.34%	Home & Garden/Home Decor	-14.55%
2.21%	Travel/Air Travel	-2.69%
2.14%	Real Estate/Residential Properties/Residential Properties (For Sale)	30.72%
1.99%	Apparel & Accessories/Women's Apparel	0.62%
1.98%	Employment	-9.90%
1.98%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	30.73%
1.67%	Travel/Trips by Destination/Trips to North America/Trips to the US/Trips to California	32.97%
1.63%	Apparel & Accessories	6.95%
1.52%	Gifts & Occasions/Gift Baskets	16.11%

Traffic volume from Northern California
with majority from San Francisco Bay Area

Jan 1, 2020 - Feb 29, 2020

0 ▭ 10,814

Geo-Targeting continues
to grow San Francisco and South Bay traffic

City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	6.68% ▲ 48,561 vs 45,519	6.06% ▲ 46,215 vs 43,574	8.55% ▲ 57,929 vs 53,367	2.22% ▲ 72.61% vs 71.03%	1.96% ▲ 1.98 vs 1.94	0.55% ▼ 00:01:12 vs 00:01:12
1. San Francisco						
Jan 1, 2020 - Feb 29, 2020	10,814 (21.60%)	10,014 (21.67%)	12,709 (21.94%)	74.03%	1.84	00:01:08
Jan 1, 2019 - Feb 28, 2019	10,074 (21.46%)	9,234 (21.19%)	11,586 (21.71%)	73.67%	1.76	00:01:00
% Change	7.35%	8.45%	9.69%	0.50%	4.56%	12.46%
2. San Jose						
Jan 1, 2020 - Feb 29, 2020	3,462 (6.91%)	3,194 (6.91%)	3,924 (6.77%)	77.24%	1.72	00:00:52
Jan 1, 2019 - Feb 28, 2019	2,812 (5.99%)	2,671 (6.13%)	3,120 (5.85%)	74.84%	1.86	00:00:59
% Change	23.12%	19.58%	25.77%	3.21%	-7.52%	-11.19%
3. Sacramento						
Jan 1, 2020 - Feb 29, 2020	3,444 (6.88%)	3,163 (6.84%)	4,005 (6.91%)	76.75%	1.74	00:00:55
Jan 1, 2019 - Feb 28, 2019	4,164 (8.87%)	3,895 (8.94%)	4,748 (8.90%)	76.60%	1.69	00:01:00
% Change	-17.29%	-18.79%	-15.65%	0.20%	2.95%	-8.18%
4. Oakland						
Jan 1, 2020 - Feb 29, 2020	1,976 (3.95%)	1,817 (3.93%)	2,321 (4.01%)	73.85%	1.97	00:01:08
Jan 1, 2019 - Feb 28, 2019	1,916 (4.08%)	1,785 (4.10%)	2,171 (4.07%)	71.17%	1.96	00:01:13
% Change	3.13%	1.79%	6.91%	3.77%	0.36%	-7.06%
5. Santa Rosa						
Jan 1, 2020 - Feb 29, 2020	991 (1.98%)	906 (1.96%)	1,093 (1.89%)	69.35%	2.13	00:01:07
Jan 1, 2019 - Feb 28, 2019	878 (1.87%)	816 (1.87%)	991 (1.86%)	68.21%	2.05	00:01:19
% Change	12.87%	11.03%	10.29%	1.67%	3.9	3%

Screenshot

All acquisition channels are performing

	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	5.65% ▲	4.97% ▲	11.97% ▲	2.73% ▲	0.01% ▼	1.74% ▼
1 ■ (Other)	3.18% ▲			3.92% ▲		
2 ■ Organic Search	16.74% ▲			0.22% ▼		
3 ■ Direct	9.84% ▲			0.28% ▲		
4 ■ Referral	26.94% ▼			5.58% ▼		
5 ■ Social	3.21% ▲			1.85% ▲		
6 ■ Email	16.13% ▼			25.98% ▲		
7 ■ Display	100.00% ▲			100.00% ▲		

"Other" category refers to our online advertising campaign. Given the increase in communications, Organic Search is now our second highest acquisition category as folks search for that ads they saw!

Top Content—Crab, Whales, Mendo Moments, Bucket List & Deals

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	11.96% ▲ 146,554 vs 130,902	11.40% ▲ 117,405 vs 105,388	1.82% ▼ 00:01:15 vs 00:01:17	11.96% ▲ 73,173 vs 65,358	2.73% ▲ 72.71% vs 70.78%	0.00% ▲ 49.93% vs 49.93%	0.00% $0.00 vs $0.00
1. /							
Jan 1, 2020 - Feb 29, 2020	34,634 (23.63%)	29,772 (25.36%)	00:01:17	29,225 (39.94%)	74.68%	70.84%	$0.00 (0.00%)
Jan 1, 2019 - Feb 28, 2019	35,602 (27.20%)	30,442 (28.89%)	00:01:08	30,035 (45.95%)	73.81%	69.94%	$0.00 (0.00%)
% Change	-2.72%	-2.20%	13.00%	-2.70%	1.17%	1.28%	0.00%
2. /mendocino-county-bucket-list/							
Jan 1, 2020 - Feb 29, 2020	11,136 (7.60%)	8,883 (7.57%)	00:02:02	7,696 (10.52%)	78.16%	66.99%	$0.00 (0.00%)
Jan 1, 2019 - Feb 28, 2019	5,334 (4.07%)	3,732 (3.54%)	00:02:01	1,419 (2.17%)	59.62%	39.45%	$0.00 (0.00%)
% Change	108.77%	138.02%	0.88%	442.35%	31.09%	69.83%	0.00%
3. /whales-now-showing/							
Jan 1, 2020 - Feb 29, 2020	7,248 (4.95%)	6,550 (5.58%)	00:01:43	5,512 (7.53%)	87.83%	75.25%	$0.00 (0.00%)
Jan 1, 2019 - Feb 28, 2019	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%
4. /see-do/deals-and-special-offers/							
Jan 1, 2020 - Feb 29, 2020	6,113 (4.17%)	5,203 (4.43%)	00:01:12	4,975 (6.80%)	80.47%	72.39%	$0.00 (0.00%)
Jan 1, 2019 - Feb 28, 2019	2,976 (2.27%)	2,354 (2.23%)	00:01:03	2,150 (3.29%)	65.77%	56.32%	$0.00 (0.00%)
% Change	105.41%	121.03%	13.10%	131.40%	22.36%	28.53%	0.00%
5. /event/crab-feast-mendocino-2020/							
Jan 1, 2020 - Feb 29, 2020	4,944 (3.37%)	3,742 (3.19%)	00:02:25	3,336 (4.56%)	66.92%	62.08%	$0.00 (0.00%)
Jan 1, 2019 - Feb 28, 2019	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%
6. /mendomoments/							
Jan 1, 2020 - Feb 29, 2020	3,206 (2.19%)	2,165 (1.84%)	00:00:36	129 (0.18%)	62.50%	17.44%	$0.00 (0.00%)
Jan 1, 2019 - Feb 28, 2019	2,652 (2.03%)	1,882 (1.79%)	00:00:33	131 (0.20%)	69.47%	18.44%	$0.00 (0.00%)

Screenshot

Business listings views have decreased. We delivered 16,349 views to local businesses vs 20,754 last year (same time).

Top 5 Businesses
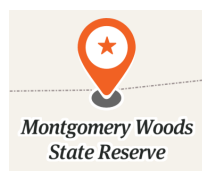
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	21.22% ▼ 16,349 vs 20,754	**21.55%** ▼ 13,191 vs 16,815	**1.35%** ▲ 00:01:33 vs 00:01:32	**56.42%** ▼ 3,366 vs 7,723	**2.12%** ▼ 66.59% vs 68.03%
1. /listing/open-508/					
Jan 1, 2020 - Feb 29, 2020	**469** (2.87%)	355 (2.69%)	00:02:10	15 (0.45%)	37.50%
Jan 1, 2019 - Feb 28, 2019	**358** (1.72%)	278 (1.65%)	00:01:37	11 (0.14%)	58.33%
% Change	**31.01%**	**27.70%**	**33.95%**	**36.36%**	**-35.71%**
2. /listing/open-28/					
Jan 1, 2020 - Feb 29, 2020	**445** (2.72%)	364 (2.76%)	00:02:22	23 (0.68%)	68.00%
Jan 1, 2019 - Feb 28, 2019	**471** (2.27%)	366 (2.18%)	00:01:38	28 (0.36%)	58.62%
% Change	**-5.52%**	**-0.55%**	**45.30%**	**-17.86%**	**16.00%**
3. /listing/open-535/					
Jan 1, 2020 - Feb 29, 2020	**438** (2.68%)	390 (2.96%)	00:01:22	39 (1.16%)	74.36%
Jan 1, 2019 - Feb 28, 2019	**365** (1.76%)	329 (1.96%)	00:01:47	27 (0.35%)	74.07%
% Change	**20.00%**	**18.54%**	**-23.40%**	**44.44%**	**0.38%**
4. /listing/open-31/					
Jan 1, 2020 - Feb 29, 2020	**372** (2.28%)	285 (2.16%)	00:01:33	65 (1.93%)	63.08%
Jan 1, 2019 - Feb 28, 2019	**210** (1.01%)	161 (0.96%)	00:02:00	6 (0.08%)	83.33%
% Change	**77.14%**	**77.02%**	**-22.60%**	**983.33%**	**-24.31%**
5. /listing/open-493/					
Jan 1, 2020 - Feb 29, 2020	**370** (2.26%)	340 (2.58%)	00:01:38	41 (1.22%)	85.37%
Jan 1, 2019 - Feb 28, 2019	**276** (1.33%)	262 (1.56%)	00:01:06	17 (0.22%)	88.24%
% Change	**34.06%**	**29.77%**	**47.13%**	**141.18%**	**-3.25%**

Stanford Inn by the Sea

Little River Inn Resort & Spa

Montgomery Woods State Reserve

Vichy Springs Resort & Inn

Glass Beach

Screenshot

QUANTCAST DATA

VMC.com Demographics.
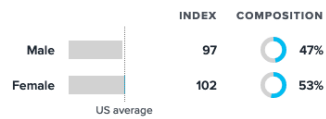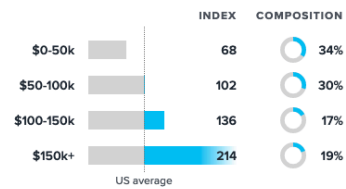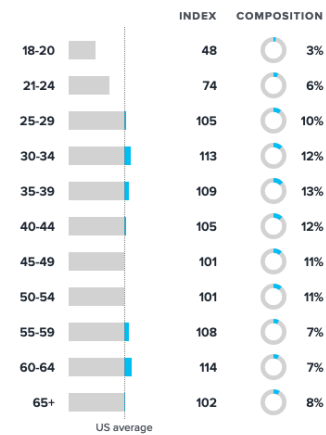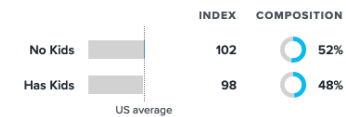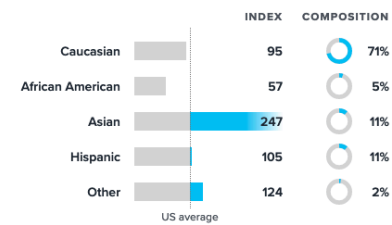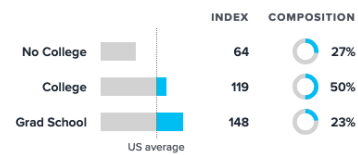
The psychographics of the people that are into Mendocino County

Psychographics & Lifestyles / DLX Lifestyles

Data Source: DLX

	NAME ▲	INDEX ⇕	COMPOSITION ⇕	
1	Auto Enthusiasts	43	7.20%	ⓘ
2	Business Travelers	123	26.11%	ⓘ
3	DIYers	76	23.66%	ⓘ
4	Deal Seekers	45	16.13%	ⓘ
5	Fashionistas	126	18.98%	ⓘ
6	Gadget Geeks	272	62.97%	ⓘ
7	Gamers	67	6.71%	ⓘ
8	Green Consumers	176	38.59%	ⓘ
9	Healthy and Fit	204	61.30%	ⓘ
10	High Spenders	68	10.89%	ⓘ
11	Leisure Travelers	178	53.66%	ⓘ
12	Luxury Sports	289	63.02%	ⓘ
13	Online Buyers	102	61.42%	ⓘ
14	Outdoor Enthusiasts	202	57.37%	ⓘ
15	Pre-Movers	150	2.21%	ⓘ
16	Price Conscious Shoppers	171	38.43%	ⓘ
17	Shopping Enthusiasts	149	32.45%	ⓘ
18	Sports Fans	237	78.37%	ⓘ
19	Sportsman	28	7.18%	ⓘ
20	Trendy Homemakers	131	19.42%	ⓘ
21	Working-Class Families	104	32.58%	ⓘ
22	Young and Hip	19	2.05%	ⓘ

Visitor interests
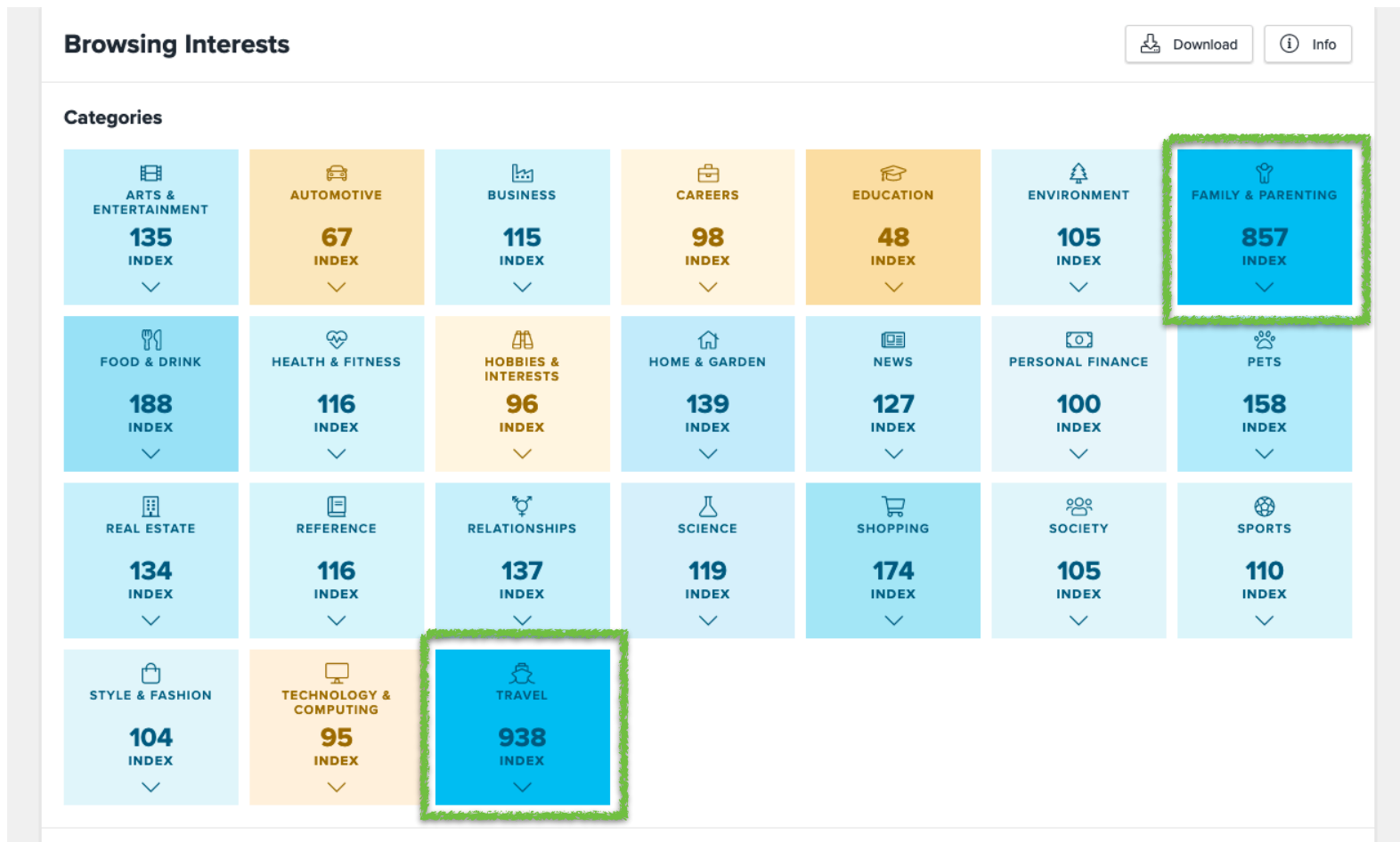
Direct hit on parents that love to travel!