

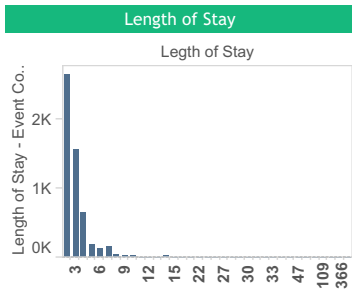
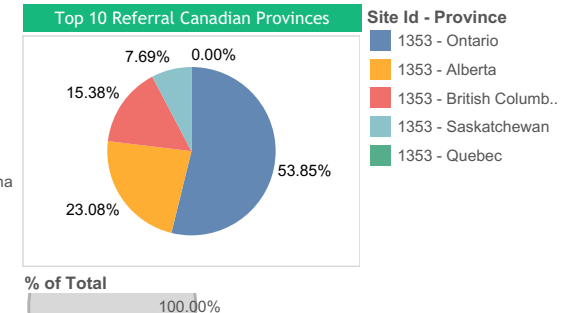
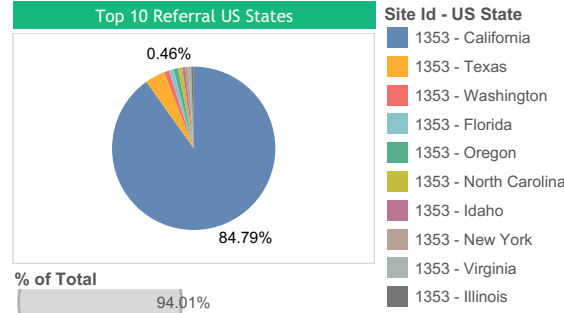
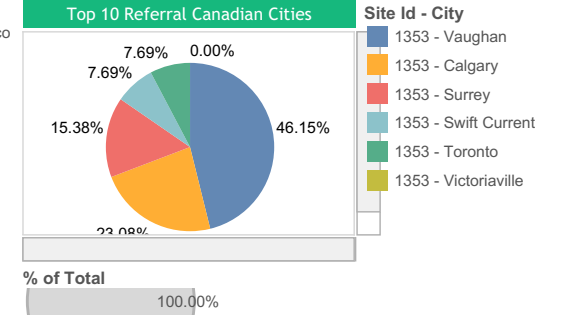
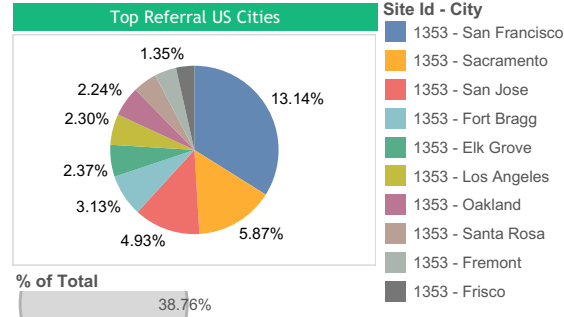
Performance Summary

A breakdown of search, referral and conversion data for the given timeframe.



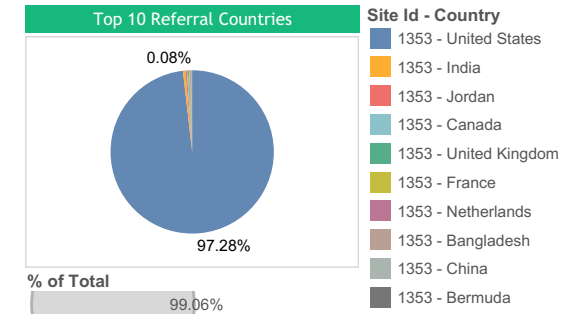
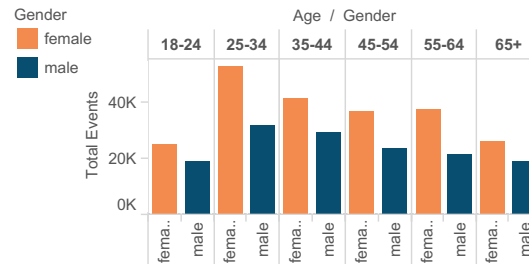
Avg. Cost Per Referral	\$0.48	
Avg. Referrals Per Booking	46.01	
Referral to Booking CVR	2.17%	
Est Avg Cost Per Booking	\$21.87	
Est Avg Booking Amount	\$421.37	
Cost Per Reservation	5.2%	
Searches	1,746	
Search to Referral Ratio	92.10%	
Total Referrals	1,608	
Est Bookings	35	
Est Total Spend	\$764	
Est Booking Revenue	\$14,747.89	
Est ROI	18.3	1830%
	Searches	Referrals
Avg Advance Stay in Days	56.31	30.44
Avg. Length of Stay in Days	3.22	2.40
Avg. Daily Rate	\$233.46	\$175.57

Start Date: 3/1/2022 | End Date: 3/31/2022 | Site: visitmendocino.com | Lodging Categories: All



Days in Advance

Gender and Age



Of the 258 properties that are listed and have live rates and availability, 8 properties with live rates and availability have conversion tracking.