VMC
Analytics Review

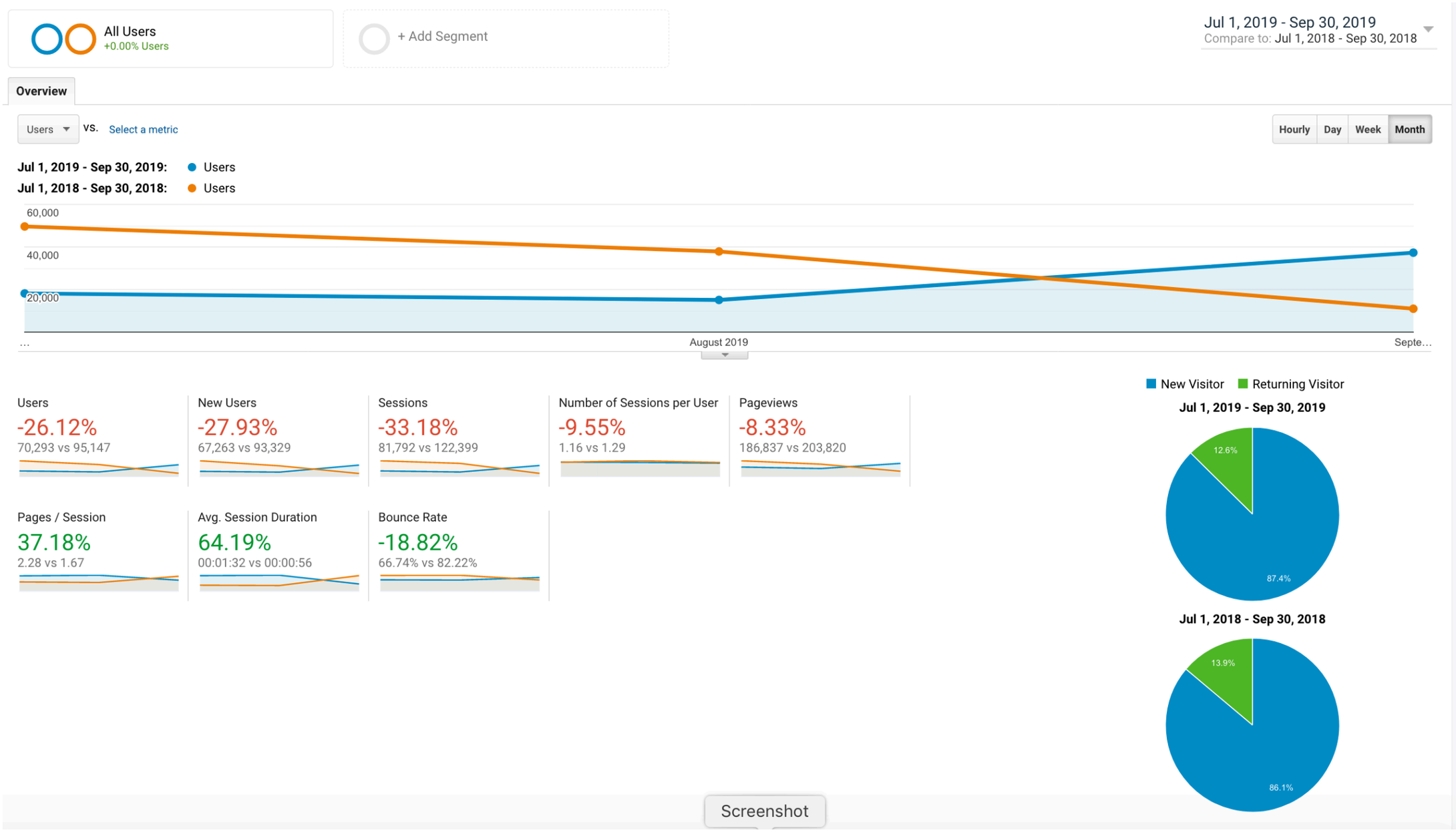
Q3 ‘19

THEORYSF

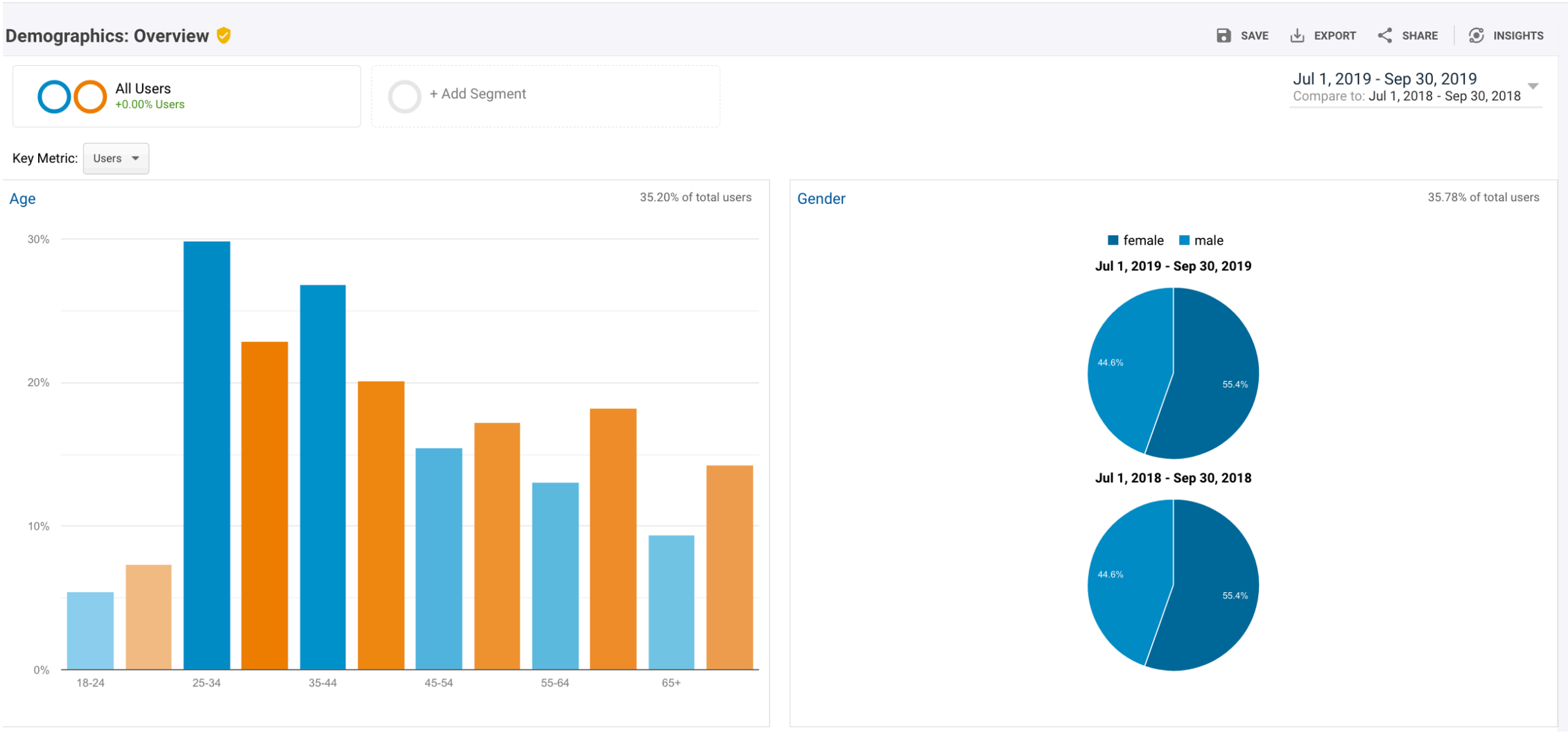
Q3 ANALYTICS HIGHLIGHTS

- Q3 ’19 visitors dropped for the first time in Q3 due to a 10 week hiatus in media. Traffic down 26%.
- Even with a 10 week hiatus and 26 % fewer traffic to the site, business listings are up 40% over same quarter last year.
- Most traffic from Northern California San Francisco Bay Area and Sacramento. International traffic reduced due to media hiatus
- Demographics are shifting to targets 25—44 years old

GROWTH SLOWS DUE TO MEDIA HIATUS



MILLENNIAL AND GEN X STILL THE SWEET SPOT



INTERNATIONAL INTEREST SLOWS

	26.12% ↓ 70,293 vs 95,147	27.92% ↓ 67,297 vs 93,369	33.18% ↓ 81,792 vs 122,399	18.82% ↓ 66.74% vs 82.22%	37.18% ↑ 2.28 vs 1.67	64.19% ↑ 00:01:32 vs 00:00:56
1. United States						
Jul 1, 2019 - Sep 30, 2019	**67,791** (96.38%)	64,811 (96.31%)	78,802 (96.34%)	66.84%	2.28	00:01:31
Jul 1, 2018 - Sep 30, 2018	**91,427** (96.16%)	89,782 (96.16%)	118,011 (96.42%)	82.72%	1.65	00:00:55
% Change	**-25.85%**	**-27.81%**	**-33.22%**	**-19.20%**	**38.20%**	**65.45%**
2. United Kingdom						
Jul 1, 2019 - Sep 30, 2019	**422** (0.60%)	411 (0.61%)	481 (0.59%)	59.46%	2.70	00:01:51
Jul 1, 2018 - Sep 30, 2018	**555** (0.58%)	535 (0.57%)	662 (0.54%)	54.98%	3.00	00:02:18
% Change	**-23.96%**	**-23.18%**	**-27.34%**	**8.14%**	**-10.02%**	**-19.49%**
3. Canada						
Jul 1, 2019 - Sep 30, 2019	**331** (0.47%)	321 (0.48%)	377 (0.46%)	61.80%	2.98	00:02:06
Jul 1, 2018 - Sep 30, 2018	**351** (0.37%)	346 (0.37%)	386 (0.32%)	60.62%	2.29	00:01:44
% Change	**-5.70%**	**-7.23%**	**-2.33%**	**1.95%**	**29.95%**	**20.89%**
4. India						
Jul 1, 2019 - Sep 30, 2019	**167** (0.24%)	165 (0.25%)	220 (0.27%)	78.18%	1.50	00:01:34
Jul 1, 2018 - Sep 30, 2018	**208** (0.22%)	203 (0.22%)	258 (0.21%)	90.31%	1.23	00:00:16
% Change	**-19.71%**	**-18.72%**	**-14.73%**	**-13.43%**	**21.70%**	**495.05%**
5. Germany						
Jul 1, 2019 - Sep 30, 2019	**140** (0.20%)	139 (0.21%)	169 (0.21%)	58.58%	2.60	00:01:41
Jul 1, 2018 - Sep 30, 2018	**239** (0.25%)	236 (0.25%)	272 (0.22%)	64.71%	2.19	00:01:52
% Change	**-41.42%**	**-41.10%**	**-37.87%**	**-9.47%**	**19.02%**	**-9.98%**
6. France						
Jul 1, 2019 - Sep 30, 2019	**118** (0.17%)	114 (0.17%)	133 (0.16%)	54.14%	2.83	00:02:17
Jul 1, 2018 - Sep 30, 2018	**245** (0.26%)	243 (0.26%)	271 (0.22%)	60.89%	[illegible]	00:01:22
% Change	**-51.84%**	**-53.09%**	**-50.92%**	**-11.09%**	**[illegible]%**	**68.27%**

Screenshot

CHICAGO TAKES THE LEAD IN GROWTH

1. California						
Jul 1, 2019 - Sep 30, 2019	**56,778** (83.72%)	54,223 (83.66%)	66,403 (84.27%)	67.00%	2.24	00:01:28
Jul 1, 2018 - Sep 30, 2018	**79,014** (85.82%)	77,190 (85.97%)	103,320 (87.55%)	84.51%	1.56	00:00:50
% Change	**-28.14%**	**-29.75%**	**-35.73%**	**-20.72%**	**43.35%**	**77.68%**
2. Illinois						
Jul 1, 2019 - Sep 30, 2019	**2,060** (3.04%)	2,023 (3.12%)	2,138 (2.71%)	90.41%	1.38	00:00:33
Jul 1, 2018 - Sep 30, 2018	**664** (0.72%)	641 (0.71%)	757 (0.64%)	67.37%	2.30	00:01:40
% Change	**210.24%**	**215.60%**	**182.43%**	**34.20%**	**-40.20%**	**-66.78%**
3. Oregon						
Jul 1, 2019 - Sep 30, 2019	**822** (1.21%)	772 (1.19%)	901 (1.14%)	64.82%	2.21	00:01:15
Jul 1, 2018 - Sep 30, 2018	**1,097** (1.19%)	1,060 (1.18%)	1,251 (1.06%)	76.18%	1.85	00:01:12
% Change	**-25.07%**	**-27.17%**	**-27.98%**	**-14.92%**	**19.66%**	**4.37%**
4. New York						
Jul 1, 2019 - Sep 30, 2019	**755** (1.11%)	717 (1.11%)	917 (1.16%)	58.56%	2.85	00:02:19
Jul 1, 2018 - Sep 30, 2018	**809** (0.88%)	788 (0.88%)	884 (0.75%)	68.10%	2.27	00:01:24
% Change	**-6.67%**	**-9.01%**	**3.73%**	**-14.01%**	**25.73%**	**66.00%**
5. Texas						
Jul 1, 2019 - Sep 30, 2019	**688** (1.01%)	666 (1.03%)	828 (1.05%)	56.52%	2.77	00:02:01
Jul 1, 2018 - Sep 30, 2018	**1,182** (1.28%)	1,157 (1.29%)	1,304 (1.10%)	64.80%	2.50	00:01:29
% Change	**-41.79%**	**-42.44%**	**-36.50%**	**-12.78%**	**10.90%**	**36.02%**
6. Washington						
Jul 1, 2019 - Sep 30, 2019	**650** (0.96%)	616 (0.95%)	739 (0.94%)	61.30%	2.37	00:01:39
Jul 1, 2018 - Sep 30, 2018	**754** (0.82%)	709 (0.79%)	850 (0.72%)	69.18%	2.19	00:01:20
% Change	**-13.79%**	**-13.12%**	**-13.06%**	**-11.39%**		**23.71%**

Screenshot

GEO FOCUSED CAMPAIGN DELIVERING GROWTH

1. San Francisco						
Jul 1, 2019 - Sep 30, 2019	**14,078** (24.14%)	13,018 (24.01%)	16,069 (24.20%)	70.32%	1.97	00:01:12
Jul 1, 2018 - Sep 30, 2018	**13,975** (17.27%)	13,270 (17.19%)	17,590 (17.02%)	82.52%	1.56	00:00:54
% Change	**0.74%**	**-1.90%**	**-8.65%**	**-14.79%**	**26.26%**	**35.14%**
2. Sacramento						
Jul 1, 2019 - Sep 30, 2019	**4,840** (8.30%)	4,581 (8.45%)	5,495 (8.28%)	73.32%	1.82	00:00:55
Jul 1, 2018 - Sep 30, 2018	**3,993** (4.93%)	3,827 (4.96%)	5,073 (4.91%)	86.97%	1.48	00:00:40
% Change	**21.21%**	**19.70%**	**8.32%**	**-15.69%**	**22.73%**	**37.07%**
3. San Jose						
Jul 1, 2019 - Sep 30, 2019	**3,139** (5.38%)	2,956 (5.45%)	3,511 (5.29%)	70.83%	2.10	00:01:09
Jul 1, 2018 - Sep 30, 2018	**6,045** (7.47%)	5,835 (7.56%)	8,030 (7.77%)	90.75%	1.31	00:00:28
% Change	**-48.07%**	**-49.34%**	**-56.28%**	**-21.94%**	**59.55%**	**147.43%**
4. Oakland						
Jul 1, 2019 - Sep 30, 2019	**2,284** (3.92%)	2,151 (3.97%)	2,611 (3.93%)	71.43%	2.01	00:01:12
Jul 1, 2018 - Sep 30, 2018	**2,644** (3.27%)	2,555 (3.31%)	3,401 (3.29%)	86.97%	1.45	00:00:43
% Change	**-13.62%**	**-15.81%**	**-23.23%**	**-17.87%**	**38.58%**	**67.03%**
5. Fort Bragg						
Jul 1, 2019 - Sep 30, 2019	**1,896** (3.25%)	1,644 (3.03%)	2,287 (3.44%)	61.87%	2.30	00:01:41
Jul 1, 2018 - Sep 30, 2018	**1,547** (1.91%)	1,298 (1.68%)	2,162 (2.09%)	58.23%	2.73	00:02:59
% Change	**22.56%**	**26.66%**	**5.78%**	**6.25%**	**-15.87%**	**-43.33%**
6. Stockton						
Jul 1, 2019 - Sep 30, 2019	**1,450** (2.49%)	1,382 (2.55%)	1,612 (2.43%)	81.45%	1.40	00:00:31
Jul 1, 2018 - Sep 30, 2018	**747** (0.92%)	731 (0.95%)	1,003 (0.97%)	89.93%	1.39	00:00:44
% Change	**94.11%**	**89.06%**	**60.72%**	**-9.43%**	**0.16%**	**-29.92%**

Screenshot

SOURCES OF TRAFFIC

Organic search lift from advertising is increasing. However, Referral traffic is down significantly, which accounts for the overall drop in visitors.

1.	Organic Search					
	Jul 1, 2019 - Sep 30, 2019	**32,730** (46.37%)	31,343 (46.57%)	38,796 (47.43%)	57.82%	2.79
	Jul 1, 2018 - Sep 30, 2018	**28,220** (29.45%)	26,946 (28.86%)	33,803 (27.62%)	61.07%	2.57
	% Change	**15.98%**	**16.32%**	**14.77%**	**-5.31%**	**8.43%**
2.	(Other)					
	Jul 1, 2019 - Sep 30, 2019	**25,201** (35.70%)	23,953 (35.59%)	28,045 (34.29%)	80.38%	1.44
	Jul 1, 2018 - Sep 30, 2018	**124** (0.13%)	100 (0.11%)	168 (0.14%)	57.14%	2.06
	% Change	**20,223.39%**	**23,853.00%**	**16,593.45%**	**40.67%**	**-30.03%**
3.	Direct					
	Jul 1, 2019 - Sep 30, 2019	**7,340** (10.40%)	7,166 (10.65%)	8,807 (10.77%)	70.36%	2.26
	Jul 1, 2018 - Sep 30, 2018	**10,161** (10.60%)	10,033 (10.75%)	11,592 (9.47%)	73.16%	2.05
	% Change	**-27.76%**	**-28.58%**	**-24.03%**	**-3.82%**	**10.30%**
4.	Referral					
	Jul 1, 2019 - Sep 30, 2019	**3,717** (5.27%)	3,361 (4.99%)	4,398 (5.38%)	50.11%	3.44
	Jul 1, 2018 - Sep 30, 2018	**56,166** (58.61%)	55,260 (59.18%)	75,532 (61.71%)	93.29%	1.20
	% Change	**-93.38%**	**-93.92%**	**-94.18%**	**-46.28%**	**186.99%**
5.	Social					
	Jul 1, 2019 - Sep 30, 2019	**1,221** (1.73%)	1,148 (1.71%)	1,303 (1.59%)	74.14%	1.83
	Jul 1, 2018 - Sep 30, 2018	**906** (0.95%)	806 (0.86%)	1,014 (0.83%)	76.04%	1.74
	% Change	**34.77%**	**42.43%**	**28.50%**	**-2.50%**	**5.23%**
6.	Email					
	Jul 1, 2019 - Sep 30, 2019	**248** (0.35%)	199 (0.30%)	286 (0.35%)	52.10%	1.75
	Jul 1, 2018 - Sep 30, 2018	**119** (0.12%)	96 (0.10%)	142 (0.12%)	45.77%	1.71
	% Change	**108.40%**	**107.29%**	**101.41%**	**13.81%**	**2.16%**

TOP SITE CONTENT

Events, Bucket List and Mendo Moments continue to score

2.	/events/		
	Jul 1, 2019 - Sep 30, 2019	**5,259** (2.81%)	3,724 (2.56%)
	Jul 1, 2018 - Sep 30, 2018	**4,824** (2.37%)	3,873 (2.24%)
	% Change	**9.02%**	**-3.85%**
3.	/mendocino-county-bucket-list/		
	Jul 1, 2019 - Sep 30, 2019	**4,591** (2.46%)	3,213 (2.21%)
	Jul 1, 2018 - Sep 30, 2018	**4,060** (1.99%)	2,734 (1.58%)
	% Change	**13.08%**	**17.52%**
4.	/mendomoments/		
	Jul 1, 2019 - Sep 30, 2019	**4,310** (2.31%)	2,888 (1.99%)
	Jul 1, 2018 - Sep 30, 2018	**2,627** (1.29%)	1,961 (1.13%)
	% Change	**64.07%**	**47.27%**
5.	/family-fun-adventures/		
	Jul 1, 2019 - Sep 30, 2019	**3,885** (2.08%)	2,650 (1.82%)
	Jul 1, 2018 - Sep 30, 2018	**0** (0.00%)	0 (0.00%)
	% Change	**∞%**	**∞%**
6.	/event/ft-bragg-fireworks/		
	Jul 1, 2019 - Sep 30, 2019	**3,253** (1.74%)	2,536 (1.74%)
	Jul 1, 2018 - Sep 30, 2018	**0** (0.00%)	0 (0.00%)
	% Change	**∞%**	**∞%**
7.	/six-spectacular-beaches/		
	Jul 1, 2019 - Sep 30, 2019	**3,175** (1.70%)	2,555 (1.76%)
	Jul 1, 2018 - Sep 30, 2018	**2,323** (1.14%)	1,895 (1.10%)
	% Change	**36.68%**	**34.83%**

LEADS TO BUSINESSES

Even with 25% fewer visitors, leads to businesses increased over 40%

Pageviews	Unique Pageviews
40.07% ↑ 28,326 vs 20,223	40.66% ↑ 22,934 vs 16,304

Q3 '19 TOP VISITED BUSINESSES

1.	/listing/open-493/		
	Jul 1, 2019 - Sep 30, 2019	**892** (3.15%)	789 (3.44%)
	Jul 1, 2018 - Sep 30, 2018	**423** (2.09%)	385 (2.36%)
	% Change	**110.87%**	**104.94%**
2.	/listing/open-535/		
	Jul 1, 2019 - Sep 30, 2019	**891** (3.15%)	776 (3.38%)
	Jul 1, 2018 - Sep 30, 2018	**403** (1.99%)	362 (2.22%)
	% Change	**121.09%**	**114.36%**
3.	/listing/open-508/		
	Jul 1, 2019 - Sep 30, 2019	**715** (2.52%)	553 (2.41%)
	Jul 1, 2018 - Sep 30, 2018	**494** (2.44%)	384 (2.36%)
	% Change	**44.74%**	**44.01%**
4.	/listing/open-31/		
	Jul 1, 2019 - Sep 30, 2019	**707** (2.50%)	543 (2.37%)
	Jul 1, 2018 - Sep 30, 2018	**281** (1.39%)	238 (1.46%)
	% Change	**151.60%**	**128.15%**
5.	/listing/open-520/		
	Jul 1, 2019 - Sep 30, 2019	**690** (2.44%)	570 (2.49%)
	Jul 1, 2018 - Sep 30, 2018	**679** (3.36%)	571 (3.50%)
	% Change	**1.62%**	**-0.18%**
6.	/listing/open-28/		
	Jul 1, 2019 - Sep 30, 2019	**551** (1.95%)	439 (1.91%)
	Jul 1, 2018 - Sep 30, 2018	**252** (1.25%)	205 (1.26%)
	% Change	**118.65%**	

Screenshot

MENDOCINO COUNTY U.S.A.

QUANTCAST PSYCHOGRAPHIC/DEMOGRAPHIC DATA

VISITOR DEMOGRAPHICS

Q2

Gender

	INDEX	COMPOSITION
Male	83	41%
Female	116	59%

US average

Household Income

	INDEX	COMPOSITION
$0-50k	87	44%
$50-100k	102	30%
$100-150k	117	14%
$150k+	150	12%

US average

Age

All Genders

	INDEX	COMPOSITION
13-17	75	10%
18-24	92	12%
25-34	115	21%
35-44	106	22%
45-54	101	18%
55-64	105	11%
65+	95	6%

US average

Children

	INDEX	COMPOSITION
No Kids	98	50%
Has Kids	102	50%

US average

Ethnicity

	INDEX	COMPOSITION
Caucasian	94	72%
African American	78	7%
Asian	185	8%
Hispanic	128	12%
Other	96	1%

US average

Education

	INDEX	COMPOSITION
No College	77	35%
College	112	46%
Grad School	136	19%

US average

Q3

Gender

	INDEX	COMPOSITION
Male	94	46%
Female	106	54%

US average

Household Income

	INDEX	COMPOSITION
$0-50k	96	49%
$50-100k	93	27%
$100-150k	109	13%
$150k+	134	11%

US average

Age

All Genders

	INDEX	COMPOSITION
13-17	53	7%
18-24	81	11%
25-34	121	22%
35-44	117	24%
45-54	107	19%
55-64	102	11%
65+	99	6%

US average

Children

	INDEX	COMPOSITION
No Kids	97	49%
Has Kids	103	51%

US average

Ethnicity

	INDEX	COMPOSITION
Caucasian	80	60%
African American	86	8%
Asian	216	9%
Hispanic	216	21%
Other	149	2%

US average

Education

	INDEX	COMPOSITION
No College	90	40%
College	110	45%
Grad School	102	15%

US average

VISITOR INTERESTS

Categories

ARTS & ENTERTAINMENT 117 INDEX	AUTOMOTIVE 99 INDEX	BUSINESS 141 INDEX	CAREERS 143 INDEX	EDUCATION 63 INDEX	ENVIRONMENT 107 INDEX	FAMILY & PARENTING 1036 INDEX
FOOD & DRINK 161 INDEX	HEALTH & FITNESS 126 INDEX	HOBBIES & INTERESTS 91 INDEX	HOME & GARDEN 134 INDEX	NEWS 130 INDEX	PERSONAL FINANCE 153 INDEX	PETS 79 INDEX
REAL ESTATE 196 INDEX	REFERENCE 161 INDEX	RELATIONSHIPS 117 INDEX	SCIENCE 112 INDEX	SHOPPING 151 INDEX	SOCIETY 103 INDEX	SPORTS 118 INDEX
STYLE & FASHION 116 INDEX	TECHNOLOGY & COMPUTING 109 INDEX	TRAVEL 972 INDEX				

Travel

TRAVEL 972 INDEX	Beach 4586 INDEX	Adventure 605 INDEX	Southern California 513 INDEX	Europe 306 INDEX	Destinations 303 INDEX	Hotels & Accommodation 243 INDEX

MORE PSYCHOGRAPHICS

Psychographics & Lifestyles / DLX Lifestyles

Data Source: DLX

	NAME ▲	INDEX ⇕	COMPOSITION ⇕
1	Auto Enthusiasts	58	9.80%
2	Business Travelers	99	20.94%
3	DIYers	52	16.01%
4	Deal Seekers	54	19.44%
5	Fashionistas	105	15.75%
6	Gadget Geeks	252	58.06%
7	Gamers	52	5.14%
8	Green Consumers	163	35.51%
9	Healthy and Fit	180	54.15%
10	High Spenders	49	7.77%
11	Leisure Travelers	156	47.03%
12	Luxury Sports	254	55.22%
13	Online Buyers	71	42.31%
14	Outdoor Enthusiasts	216	61.11%
15	Pre-Movers	92	1.34%
16	Price Conscious Shoppers	179	39.96%
17	Shopping Enthusiasts	119	25.82%
18	Sports Fans	221	72.95%
19	Sportsman	17	4.50%
20	Trendy Homemakers	107	15.75%
21	Working-Class Families	68	21.26%
22	Young and Hip	13	1.34%

VISITOR HOTEL INTERESTS

Travel / Hotels

Data Source: MasterCard Advisors

	NAME ▲	INDEX ⇕	COMPOSITION ⇕	
1	Economy Hotels & Motels - Frequent Transactor	85	10.71%	ⓘ
2	Economy Hotels & Motels - In Market	88	42.90%	ⓘ
3	Extended Stay Hotels - Frequent Transactor	66	9.11%	ⓘ
4	Luxury Hotels & Resorts - In Market	138	48.90%	ⓘ
5	Luxury Hotels & Resorts - Top Tier Spender	205	12.00%	ⓘ
6	Midscale Hotels & Resorts - Frequent Transactor	35	17.03%	ⓘ
7	Midscale Hotels & Resorts - In Market	67	32.83%	ⓘ
8	Upscale Hotels & Resorts - Frequent Transactor	133	38.30%	ⓘ
9	Upscale Hotels & Resorts - In Market	81	42.85%	ⓘ

PETS

Psychographics & Lifestyles / Pets

Data Source: experian.

	NAME	INDEX	COMPOSITION
1	Cat Owners	71	43.29%
2	Dog Owners	71	49.97%
3	Pet Enthusiasts	92	67.06%