



## Monthly Overview

### Summary/Insights

- In February, we resumed paid search campaign after launching the new site, and updating landing page URLs. The campaign drove 105 clicks outs and 6 email signups
- The ads maintained an average position of 1.5 with a cpc of \$3.45. For the targeted keywords, MBGH is currently in top position and covers 90% of the impression share when we enter into the auction. We were conservative on budget in February but we will expand budget in March and into the Spring season.
- Bing is currently paused because traffic was much less qualified compared to Google. Moving forward, we will push Google to maximize clicks and then any left over budget will be directed towards Bing.
- After testing new promotion extensions to the package page, we found that ads with extensions added had a 8% higher click through rate compared to when the ad is shown without the extension. We are testing bid modifiers that will increase bids when Google shows the extension with the ad which will increase overall CTR

### PPC Overview

Cost	ΔMoM	Impressions	ΔMoM	Clicks	ΔMoM	CTR	ΔMoM	CPC
<b>\$1,630.55</b>	-	<b>5,794</b>	-	<b>512</b>	-	<b>8.84%</b>	-	<b>\$3.18</b>
Avg Position	ΔMoM	Click Outs	ΔMoM	Email Signups/QQ Request	ΔMoM	Total CPL	ΔMoM	Total Leads
<b>1.50</b>	-	<b>105</b>	-	<b>6</b>	-	<b>\$14.69</b>	-	<b>111</b>

### Platform Overview

Account	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
Google	\$1,630.55	5,794	512	8.84%	\$3.18	1.6

Account	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
Bing	-	-	-	-	-	-

### Google Overview

Campaign	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
NONBRAND-MB-GOLF GENERAL-US-S	\$449.96	2,862	184	6.43%	\$2.45	1.2
NONBRAND-MB-VACATION TRIP-US-S	\$449.88	1,054	91	8.63%	\$4.94	1.5
NONBRAND-MB-PACKAGE DEAL PRO	\$101.00	434	101	23.27%	\$4.45	1.3
BRAND-US-GEN	\$136.00	1,444	136	9.42%	\$2.07	1

### Bing Overview

Campaign	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
Did not run in Feb.	-	-	-	-	-	-