

April 2018 Report

5/11/2018

Overview

March Social Media Engagement Summary

Platform Summary

Facebook	Total Fans	190,254	Impressions	5,955,198	Reach	3,117,742	Engagemet Rate	4.97%
		0%		5%		-15%		-24%
	Video Views	98,753	Total Engagements	14,016	Website Visits	22,685		
		-19%		-7%		22%		
Twitter	Total Followers	6,387	Impressions	503,000	Website Visits	1,540	Engagemet Rate	6.24%
		3%		-25%		22%		-32%
	Total Engagements	1,236						
		-32%						
Instagram	Total Followers	8,456	Engagements	6,007	Impressions	229,723	Engagemet Rate	2.70%
		19%		25%		38%		17%
YouTube	Subscribers	469	Views	31,776				
		7%		8%				

Overview April 2018

Paige Spiranac Lead Ads	3,351 Leads	\$0.90 CPL
Click Ads	11,162 Landing Page Views	\$0.67 CPV
Conversion Ads (Quick Quotes)	151 Quotes	\$6.62 CPC
Member Co-Ops	4,471 Clicks	\$1.11 CPC
Message Ads	2,854 Messages	\$0.28 CPM
Magazine Supscriptions	1,227 Supscriptions	\$1.22 CPS
Boosted Posts	9,986 Engagment	\$0.02 CPE
Minnetonka Meet & Greet	186 Event Responses	\$1.15 CPR

Key:

CTR: click through rate, CPCV: cost per completed view, VCR: video completion rate, CPV: cost per visit, CPL: cost per like, CPC: cost per click, Impressions: each time an ad is loaded on a page

Lead Ads

Campaign	Impressions	Lead Rate	Leads	CPL	Spend	QQ	TOS	Bounce Rate
Paige Spiranac_Minneapolis_Over35_Under100k	15,003	0.58%	87	\$2.87	\$250	0	-	
Paige Spiranac_Trenton_Over35_Over100k	17,518	0.69%	121	\$2.07	\$250	0	-	
Paige Spiranac_Trenton_Under35_Over100k	15,686	0.36%	57	\$4.39	\$250	0	-	
Paige Spiranac_Trenton_Under35_Under100k	19,440	0.39%	75	\$3.33	\$250	0	-	
Paige Spiranac Instagram Feed	125,578	0.55%	695	\$0.72	\$500	0	-	
Paige Spiranac Instagram Story	101,082	0.30%	304	\$0.82	\$250	0	-	
April Paige Spiranac Leads_Over35_FacebookOnly	132,420	1.00%	1,318	\$0.57	\$750	0	-	
April Paige Spiranac Leads_Under35_FacebookOnly	98,610	0.70%	694	\$0.72	\$500	1	-	
Total	525,337	0.64%	3,351	\$0.90	\$3,000	1		

Click Ads

Campaign	Impressions	Click Rate	Page Views /Clicks	CPV/C	Spend	QQ	TOS	Bounce Rate
April 2018_LookALike	984,391	0.31%	3,092	\$0.57	\$1,750	0	2.15	93.55%
April 2018_NewLeads	11,864	1.35%	160	\$1.56	\$250	0	4.09	86.73%
April 2018_EmailDatabase	108,004	0.37%	397	\$0.63	\$250	0	1.76	90.43%
April_ShortPar4_NewLeads	229,971	0.15%	341	\$1.47	\$500	0	5.23	92.02%
April_ShortPar4_LookALikeOver40	324,965	0.21%	668	\$0.75	\$500	0	2.76	87.95%
April_ShortPar4_WebsiteRetarget	56,060	0.72%	403	\$0.62	\$250	0	1.73	81.24%
April_ShortPar4_EmailDatabase	342,514	0.23%	784	\$0.64	\$500	0	2.35	90.21%
April 2018_DirectFlightMarkets	993,675	0.54%	5,317	\$0.66	\$3,500	0	3.84	92.85%
CoOp_Glens_Minneapolis	107,653	0.59%	632	\$1.13	\$717			
CoOp_Glens_Albany	106,251	0.59%	625	\$1.15	\$720			
Co-Op_Legends_Denver	202,082	0.45%	906	\$1.14	\$1,035			
Co-Op_Legends_Trenton	116,670	0.80%	928	\$1.12	\$1,035			
Co-Op_Legends_Minneapolis	262,904	0.42%	1,106	\$1.01	\$1,115			
Co-Op_Barefoot_Denver	58,443	0.47%	274	\$1.21	\$332			
Total	3,905,447	0.40%	15,633	\$0.80	\$12,454			

Conversion Ads

Campaign	Impressions	Conversion Rate	Conversions	CPC	Spend	QQ	TOS	Bounce Rate
March_Quick Quotes_Over40Golfers	40,566	0.07%	29	\$8.62	\$250	29	6.04	2.63%
April Quick Quotes_WebsiteRetarget	53,640	0.04%	20	\$12.50	\$250	20	6.24	78.92%
March_Quick Quotes_Under39LookALikeMale	57,541	0.10%	55	\$4.55	\$250	55	2.09	60.90%
March_Quick Quotes_Over40LookALikeMale	45,650	0.10%	47	\$5.32	\$250	47	2.64	63.64%
Total	197,397	0.08%	151	\$6.62	\$1,000			

Message Ads

Campaign	Impressions	Conversion Rate	Mess ages	CPM	Spend	Sweeps	TOS	Bounce Rate
PDF Download_AvidGolfer_Under40	7,907	0.06%	5	\$15.00	\$75	0		
PDF Download_AvidGolfer_Over40	5,519	0.96%	53	\$1.42	\$75	0		
PDF Download_FilledQuickQuote_Over40	1,933	1.14%	22	\$2.27	\$50	0		
PDF Download_FilledQuickQuote_Under40	2,704	0.22%	6	\$8.33	\$50	0		
April LeadGen_PaigeSpiranac_Under40	19,671	1.36%	267	\$0.56	\$150	91	3.45	16.07%
ManyChatSupscriptions_PaigeSpiranacThankYouVideo_PaigeLeadRetarget_NewYork	3,725	6.09%	227	\$0.22	\$50	0		
ManyChatSupscriptions_PaigeSpiranacThankYouVideo_PaigeLeadRetarget_Philadelphia	3,222	6.55%	211	\$0.24	\$50	0		
ManyChatSupscriptions_PaigeSpiranacThankYouVideo_PaigeLeadRetarget_Pittsburgh	3,223	3.35%	108	\$0.46	\$50	0		
ManyChatSupscriptions_PaigeSpiranacThankYouVideo_PaigeLeadRetarget_Boston	2,974	4.81%	143	\$0.35	\$50	0		
ManyChatSupscriptions_PaigeSpiranacThankYouVideo_TrentonLeads	3,079	6.95%	214	\$0.23	\$50	0		
ManyChatSupscriptions_PaigeSpiranacThankYouVideo_DenverLeads	3,339	7.52%	251	\$0.20	\$50	0		
ManyChatSupscriptions_PaigeSpiranacThankYouVideo_WebsiteLeadRetarget	172	9.30%	16	\$1.00	\$16	0		
ManyChatSupscriptions_PaigeSpiranacThankYouVideo_PaigeLeadRetarget	3,820	22.25%	850	\$0.02	\$19	0		
ManyChatSupscriptions_PaigeSpiranacThankYouVideo_MinneapolisLeads	3,487	13.79%	481	\$0.10	\$50	1		

	Total	64,775	4.41%	2,854	\$0.28	\$785	92
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Boosted Posts/Misc.

Campaign	Impressions	Conversion Rate	Engagements	CPE	Spend			
Flip.To_Fans	15,858	3.20%	508	\$0.08	\$40			
Flip.To_Quotes	1,338	2.47%	33	\$0.73	\$24			
One Leg Golfer	10,375	42.21%	4,379	\$0.01	\$25			
Short Par	4,106	3.39%	139	\$0.18	\$25			
4_PantsShorts_MessengerSubscribe_AvidGolfers1	9,692	39.75%	3,853	\$0.01	\$25			
Tip_ReadGreens_Fans	1,942	11.02%	214	\$0.12	\$25			
Paige Event_IG_Minneapolis	2,693	11.55%	311	\$0.04	\$13			
PaigePawleysIsland_NewLeads	2,799	5.36%	150	\$0.17	\$25			
ShortPar4Blog_EngagedAudience	5,804	6.87%	399	\$0.06	\$25			
Flip.To_EngagedAudience								
Total	54,607	18.29%	9,986	\$0.02	\$227			

Magazine Supscription

Campaign	Impressions	Conversion Rate	Subscriptions	CPS	Spend	QQ	TOS	Bounce Rate
April_General	82,849	0.48%	397	\$1.76	\$700	0	2.56	48.58%
April_EmailList	91,587	0.54%	494	\$1.01	\$500	1	2.97	51.66%
April_WebsiteRetarget	57,442	0.58%	336	\$0.89	\$300	0	2.48	44.79%
Total	231,878	0.53%	1,227	\$1.22	\$1,500			

Minnetonka Meet & Greet

Campaign	Impressions	Conversion Rate	Event Response	CPR	Spend			
Minneapolis Website Retarget	2,151	0.74%	16	\$1.50	\$24			
Minneapolis Email List Members	3,857	0.80%	31	\$1.55	\$48			
Minneapolis Paige Leads	2,695	1.15%	31	\$1.42	\$44			
Minneapolis Golfers	15,957	0.68%	108	\$0.90	\$97			
Total	24,660	0.75%	186	\$1.15	\$213			

Key:
QQ: Quick Quotes, TOS: Average Time On Site