



## Monthly Overview

### Summary/Insights

- In May, we pushed the campaigns to maximize search volume for the high season. The budget was allocated to spend more and bid higher on users searching for vacation golf packages. Users searching for these terms would likely spend more time and money on golf activities in the Myrtle Beach Area. The vacation terms have a higher average CPC and therefore both impressions and clicks decreased compared to last month.
- The ads maintained an average position of 1.8 at a CPC of \$3.57. The increased bids for the vacation packages put the ads in higher position which resulted in the overall avg. position improving 33%..
- Although site visits decreased, member clicks increased 2.36% and cost per lead decreased -13%. The golf vacation targeted keywords drives more qualified visits to the site. Although this is expensive traffic, it appears to convert at a higher rate and lower cost.
- In June, we would like to upload a custom audience and target this group along with similar audiences with higher bids

### PPC Overview

Cost	ΔMoM	Impressions	ΔMoM	Clicks	ΔMoM	CTR	ΔMoM	CPC
<b>\$6,518.30</b>	<b>-11%</b>	<b>44,949</b>	<b>-46%</b>	<b>1,827</b>	<b>-22%</b>	<b>4.06%</b>	<b>46%</b>	<b>\$3.57</b>
Avg Position	ΔMoM	Member Clicks	ΔMoM	Email Signups/QQ Request	ΔMoM	Total CPL	ΔMoM	Total Leads
<b>1.8</b>	<b>-33%</b>	<b>1,366</b>	<b>2.36%</b>	<b>6</b>	<b>-50%</b>	<b>\$4.75</b>	<b>-13%</b>	<b>1,372</b>

### Platform Overview

Account	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
Google	\$6,518.30	44,949	1,827	4.06%	\$3.57	2.0
Account	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
Bing	-	-	-	-	-	-

### Google Overview

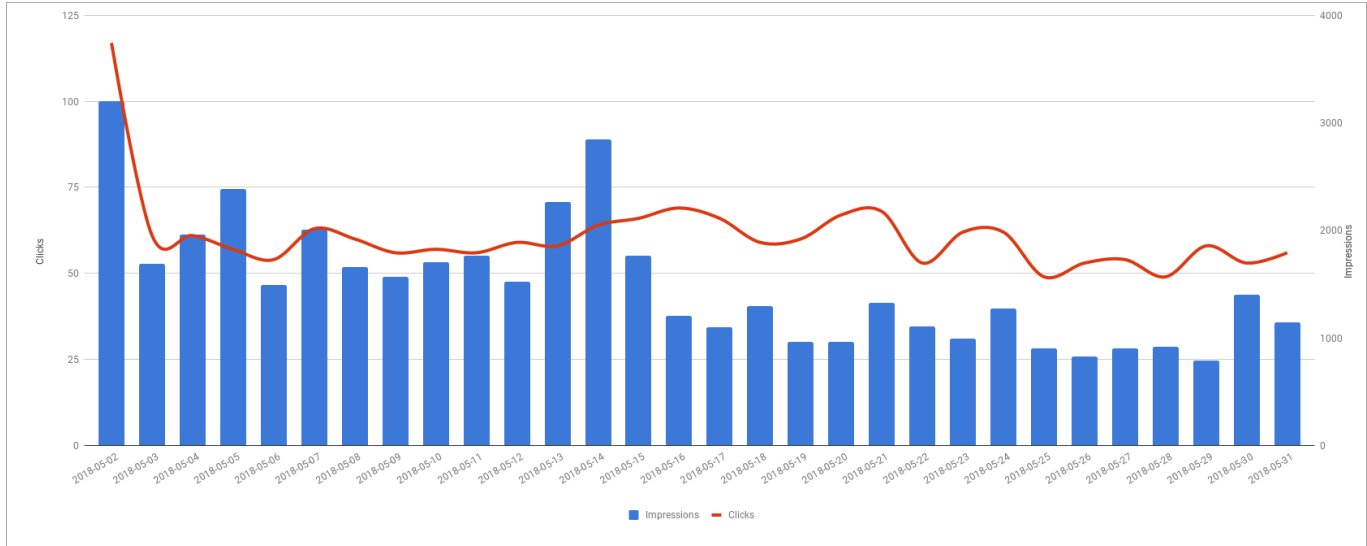
Campaign	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
AND-MB-VACATION TRIP-US-SEARCH-G	\$2,438.74	27,918	618	2.21%	\$3.95	2.3
-MB-PACKAGE DEAL PROMO-US-SEARC	\$2,431.92	3,376	664	19.67%	\$3.66	1.6
AND-MB-GOLF GENERAL-US-SEARCH-G	\$1,519.91	13,380	454	3.39%	\$3.35	1.7
BRAND-US-GEN	\$127.73	275	91	33.09%	\$1.40	1

### Bing Overview

Campaign	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
Budget allocated towards Google only to ensure quality visitors	-	-	-	-	-	-

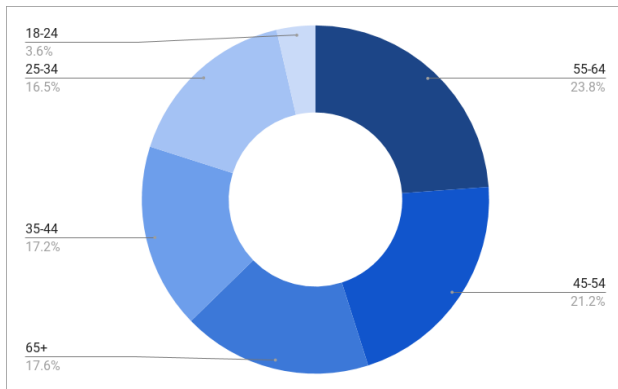
## Monthly Overview

### PPC Monthly Traffic

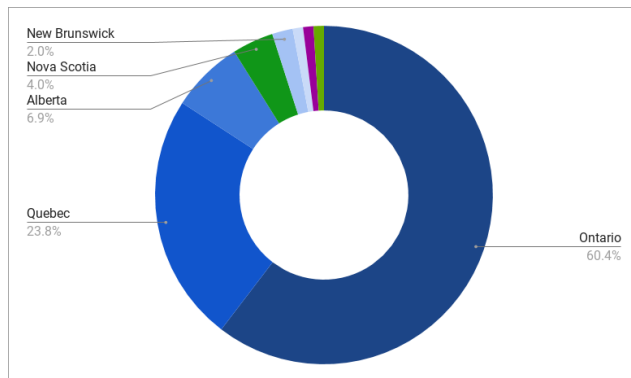


### PPC Audience - Users

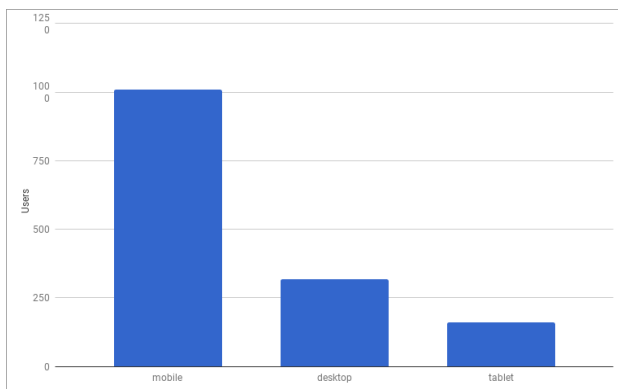
#### Age



#### Locations - Canada (\*Compared to Top US Location)



#### Device



#### Location - USA

