



Monthly Overview

Summary/Insights

- In April, we again pushed the campaigns to maximize search volume for the Spring season. We will continue at a higher spend level in May & the beginning of June to capitalize on the Spring golf season. We increased impressions in April compared to March. However, our ad position decreased to 2.5 which decreased overall clicks. Furthermore, the CPC fell 7%. This resulted in a -25% decrease in cost compared to the prior month.
- The ads maintained an average position of 2.5 at a CPC of \$3.15. The decrease in ad position and CPC is came from to the vacation package campaigns which was much more competitive compared to the prior month. The increased competition resulted in lower ad positions and fewer clicks. We have increased bids for this campaign and will generate more clicks from these keywords in May.
- The campaign generated 1,339 member clicks and 12 quick quote request. We are reviewing the current landing pages for each campaign to generate more Quick Quote request, while also pushing for more member click outs. Currently the majority of visits do not see the quick quote request and instead click out to a member's site. By testing new landing pages, we hope to first gain the visitors information through the quick quote request, and then encourage the users to click out to a members course.
- In May, we will focus our efforts on targeting the right audience to improve user engagement on the site. The annual budget is not large enough to cover every search that is related to Myrtle Beach golf tourism. Therefore, we recommend that the campaigns use the most updated email marketing list and the pixel-based remarketing list to create a similar audience list based on user's characteristics in AdWords. The goal is to improve the target audience and limit spending to the right potential customer/vacation planner; someone that is an avid golfer, and is coming to Myrtle Beach specifically to play golf. This user will be more willing to buy a package deals, or already plans to play multiple rounds of golf at different courses and is looking for the best golf packages. This should increase email sign-ups and quick quote request conversion metrics, increase time on site, and improve overall user engagement.

PPC Overview

| Cost | ΔMoM | Impressions | ΔMoM | Clicks | ΔMoM | CTR | ΔMoM | CPC |
|-------------------|-------------|---------------|--------------|--------------------------|-------------|---------------|-------------|---------------|
| \$7,384.81 | -25% | 84,249 | 26% | 2,343 | -18% | 2.78% | -35% | \$3.15 |
| Avg Position | ΔMoM | Member Clicks | ΔMoM | Email Signups/QQ Request | ΔMoM | Total CPL | ΔMoM | Total Leads |
| 2.5 | 66% | 1,339 | 1.13% | 12 | 20% | \$5.47 | -25% | 1,351 |

Platform Overview

| Account | Cost | Impressions | Clicks | CTR | CPC | Avg. Pos. |
|---------|------------|-------------|--------|-------|--------|-----------|
| Google | \$7,384.81 | 84,249 | 2,343 | 2.78% | \$3.15 | 3.0 |

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

Google Overview

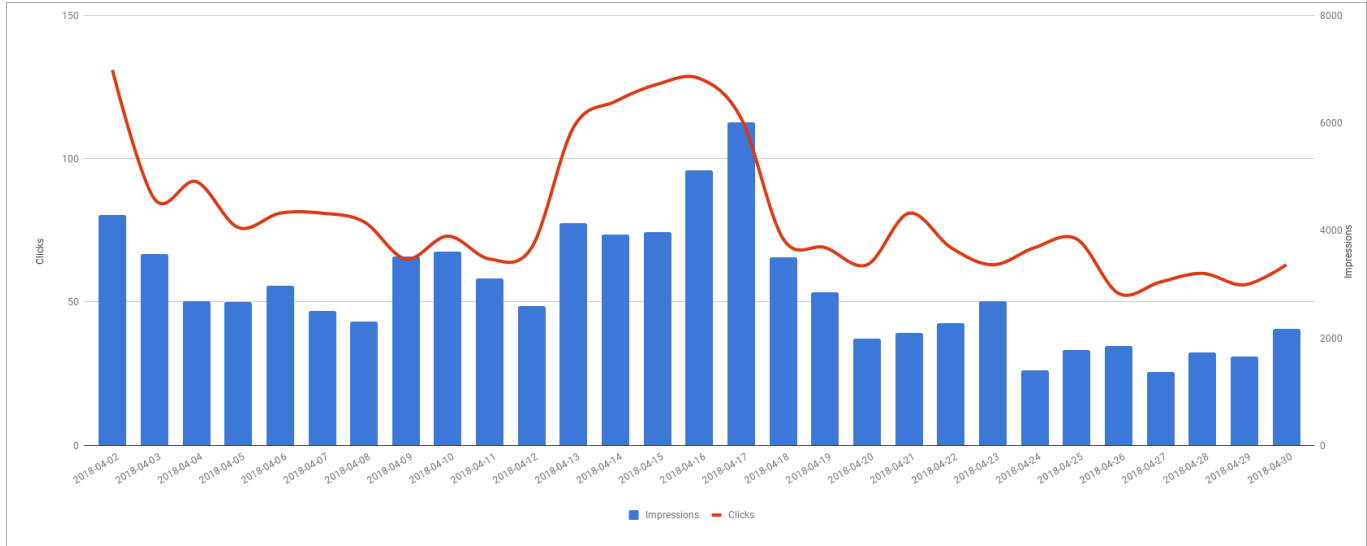
| Campaign | Cost | Impressions | Clicks | CTR | CPC | Avg. Pos. |
|----------------------------------|------------|-------------|--------|--------|--------|-----------|
| AND-MB-VACATION TRIP-US-SEARCH-G | \$2,521.01 | 64,429 | 833 | 1.29% | \$3.03 | 3.4 |
| -MB-PACKAGE DEAL PROMO-US-SEARC | \$2,515.24 | 2,793 | 698 | 24.99% | \$3.60 | 1.4 |
| AND-MB-GOLF GENERAL-US-SEARCH-G | \$2,122.73 | 16,601 | 683 | 4.11% | \$3.11 | 1.7 |
| BRAND-US-GEN | \$225.83 | 426 | 129 | 30.28% | \$1.75 | 1 |

Bing Overview

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

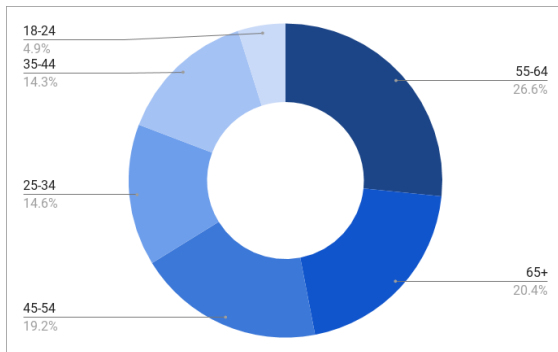
Monthly Overview

PPC Monthly Traffic

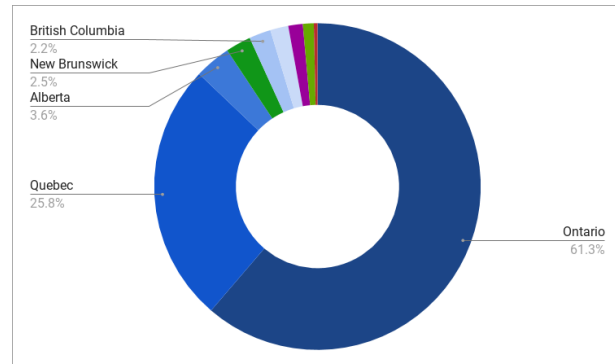


PPC Audience - Users

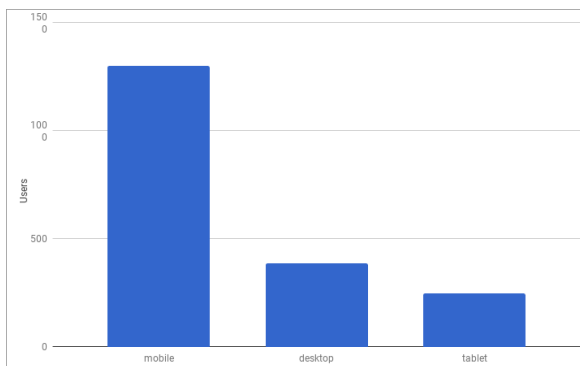
Age



Locations - Canada (*Compared to Top US Location)



Device



Location - USA

