



simpleview 

PAID MEDIA ANNUAL REPORT

July 1, 2020 - June 30, 2021

The background of the slide features a close-up of hands interacting with a laptop. One hand is holding a pen, poised to write on a document, while the other is typing on the laptop keyboard. The image is overlaid with various digital graphics: a line graph with data points in the upper left, a network of interconnected nodes and lines in the upper right, a series of horizontal bars of varying lengths on the right side, and several concentric circles and dots in the lower left. A horizontal bar with segments of orange, green, blue, red, and purple is positioned above the text. The overall aesthetic is modern and tech-oriented.

PAID SEARCH

How did my paid search ads perform last year?

by Cost, Impressions, Clicks, CTR, CPC, and Impression Share Lost due to Budget compared **year over year**

Clicks

4,314

↓ -91.2%

Impressions

26,760

↓ -95.3%

CTR

16.12%

↑ 85.6%

Avg. CPC

\$0.65

↑ 125.5%

Cost

\$2,799.28

↓ -80.2%

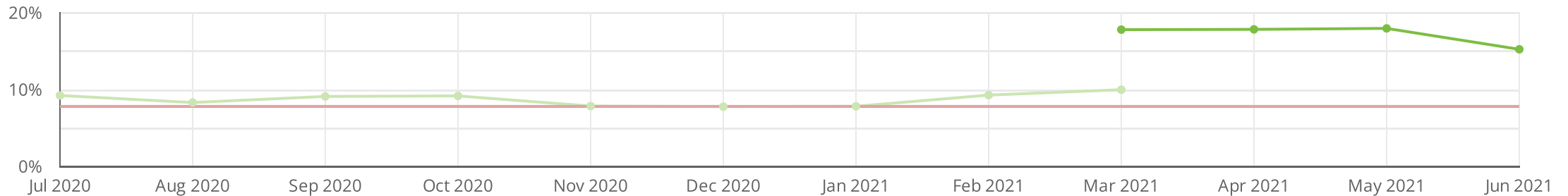
Search Lost IS (budget)

16.09%

How has my Click-through Rate changed over time?

by Click-through Rate compared **year over year**

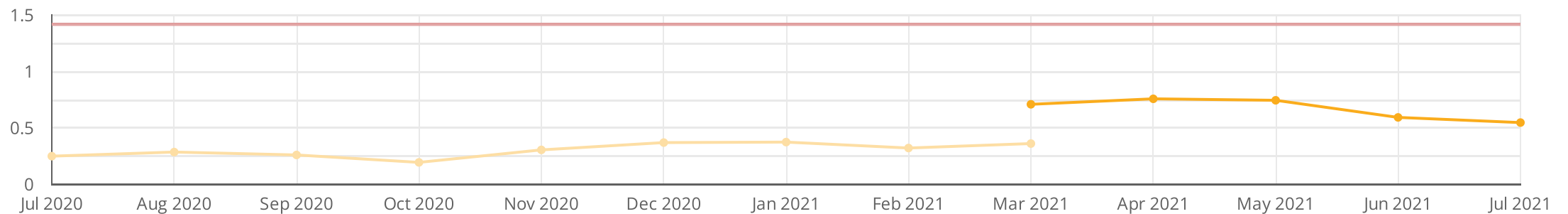
CTR Industry Average CTR (previous year)



How has my Cost Per Click changed over time?

by Cost per Click compared **year over year**

Avg. CPC Industry Average Avg. CPC (previous year)



How did my campaigns perform last year?

by Clicks, Impressions, CTR, CPC, and Cost compared **year over year**

Search Campaigns:

Campaign	Clicks ▼	% Δ	Impressions	CTR	% Δ	Avg. CPC	% Δ	Cost
Brand Tourism	1,960 <div></div>	-75.9% ↓	10,255	19.11%	113.6% ↑	\$0.55	74.7% ↑	\$1,071.40
Things to Do	601 <div></div>	-86.7% ↓	2,223	27.04%	83.3% ↑	\$0.47	53.1% ↑	\$285.30
Places to See	500 <div></div>	-97.8% ↓	4,514	11.08%	22.1% ↑	\$0.42	68.5% ↑	\$211.91
Remarketing	461 <div></div>	-	3,743	12.32%	-	\$1.34	-	\$618.16
Outdoors	448 <div></div>	-91.3% ↓	3,290	13.62%	138.6% ↑	\$0.62	82.7% ↑	\$279.87
Road Trips	313 <div></div>	-	1,890	16.56%	-	\$0.97	-	\$303.88
Accommodations	22 <div></div>	-98.7% ↓	796	2.76%	-29.2% ↓	\$1.14	37.0% ↑	\$25.16
History	9 <div></div>	-	49	18.37%	-	\$0.40	-	\$3.60
Grand total	4,314	-91.2% ↓	26,760	16.12%	85.6% ↑	\$0.65	125.5% ↑	\$2,799.28

What are my top 20 keywords?

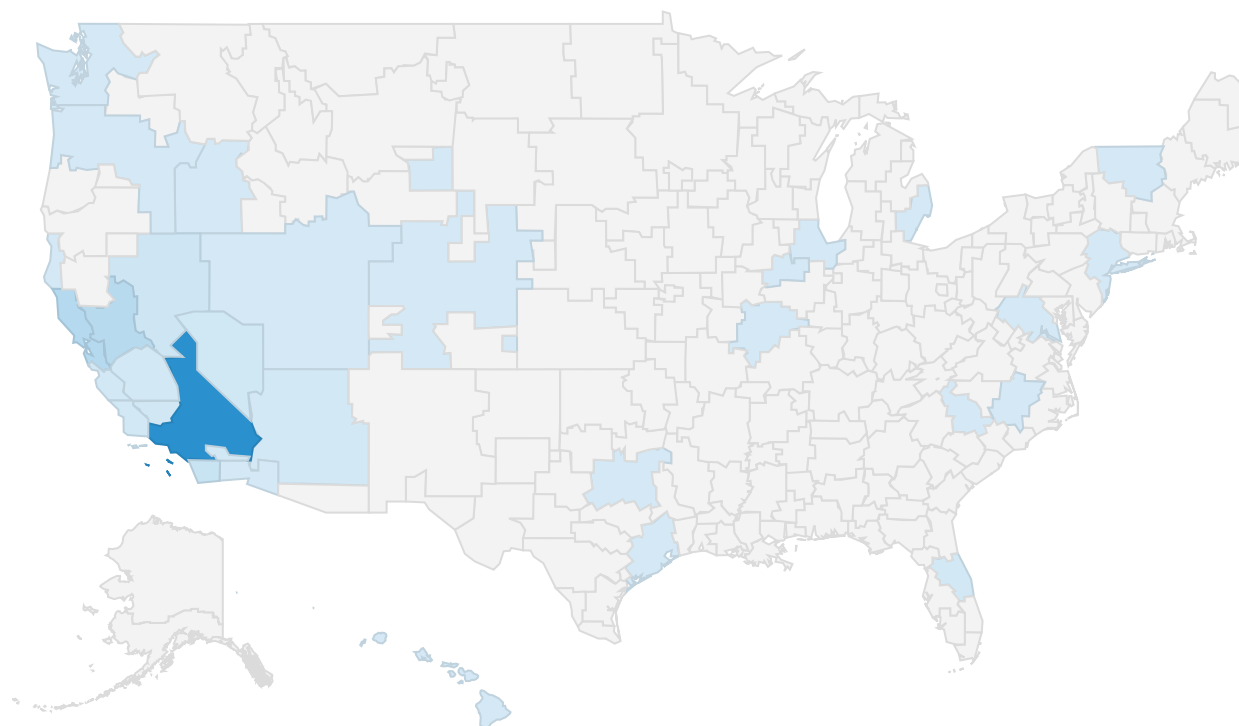
by Campaign, Keyword, Clicks, Impressions, CTR, CPC, and Cost compared year over year

Keyword	Campaign	Clicks ▾	% Δ	Impressions	CTR	Avg. CPC	Cost
bishop ca	Brand Tourism	1,498	-53.0% ↓	8,218	18.23%	\$0.58	\$866.65
bishop california	Remarketing	336	-	2,308	14.56%	\$1.45	\$488.39
bishop california	Brand Tourism	203	-	1,259	16.12%	\$0.55	\$111.15
things to do in bishop ca	Things to Do	194	-85.5% ↓	615	31.54%	\$0.48	\$93.44
ancient bristlecone pine forest	Places to See	146	-55.6% ↓	841	17.36%	\$0.49	\$70.85
what to do in bishop ca	Things to Do	124	-79.6% ↓	330	37.58%	\$0.45	\$55.70
bishop visitor center	Brand Tourism	95	-73.2% ↓	251	37.85%	\$0.41	\$38.92
california road trip ideas	Road Trips	91	-	524	17.37%	\$0.97	\$88.00
bristlecone pines	Places to See	86	-76.1% ↓	864	9.95%	\$0.45	\$38.71
manzanar	Places to See	85	-95.1% ↓	848	10.02%	\$0.30	\$25.08
things to do in bishop	Things to Do	73	-80.1% ↓	225	32.44%	\$0.53	\$38.34
california road trips	Road Trips	73	-	425	17.18%	\$0.95	\$69.29
bishop	Remarketing	72	-	649	11.09%	\$0.97	\$69.69
best road trips in california	Road Trips	65	-	354	18.36%	\$0.94	\$61.38
fishing in bishop ca	Outdoors	60	-54.5% ↓	205	29.27%	\$0.44	\$26.37
bristlecone pines california	Places to See	56	-60.8% ↓	335	16.72%	\$0.47	\$26.28
visit bishop	Brand Tourism	53	-96.8% ↓	131	40.46%	\$0.14	\$7.57
bishop fishing	Outdoors	48	-57.9% ↓	344	13.95%	\$0.63	\$30.23
bristlecone pine	Places to See	38	-96.2% ↓	217	17.51%	\$0.41	\$15.45
fishing bishop	Outdoors	36	-2.7% ↓	239	15.06%	\$0.61	\$22.06
Grand total		4,314	-91.2% ↓	26,760	16.12%	\$0.65	\$2,799.28

What metros were paid search users from last year?

by City and Sessions

Metro	Sessions ▾
Los Angeles CA	2,830
San Francisco-Oakland-San Jose CA	521
Sacramento-Stockton-Modesto CA	473
San Diego CA	205
Reno NV	94
Las Vegas NV	69
Bakersfield CA	52
Fresno-Visalia CA	42
Santa Barbara-Santa Maria-San Luis ...	31
Monterey-Salinas CA	23



How did my paid search traffic perform on the website?

by Source, Sessions, Pages per Session, Avg. Session Duration, and Bounce Rate compared **year over year**

Source	Sessions ▾	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ	Bounce Rate	% Δ
google	4,515	-91.1% ↓	1.56	6.2% ↑	00:01:31	5.6% ↑	67.07%	10.5% ↑
Grand total	4,515	-91.1% ↓	1.56	6.2% ↑	00:01:31	5.6% ↑	67.07%	10.5% ↑

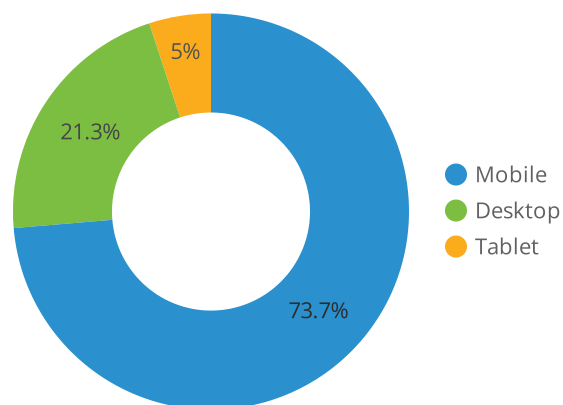
How did my paid search traffic perform across each device category?

by Device Category, Sessions, Pages per Session, Avg. Session Duration, and Bounce Rate compared **year over year**

Device Category	Sessions ▾	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ	Bounce Rate	% Δ
Mobile	3,326	-90.1% ↓	1.38	4.6% ↑	00:01:04	-1.6% ↓	71.68%	10.8% ↑
Desktop	961	-90.7% ↓	2.14	14.9% ↑	00:02:58	30.2% ↑	52.13%	3.4% ↑
Tablet	228	-96.7% ↓	1.63	4.3% ↑	00:02:06	8.5% ↑	62.72%	10.7% ↑
Grand total	4,515	-91.1% ↓	1.56	6.2% ↑	00:01:31	5.6% ↑	67.07%	10.5% ↑

What is the percentage of paid search traffic by device type?

by Percent of Sessions



How engaged was the traffic generated by my paid search campaigns?

by Campaign, Sessions, Pages per Session, Avg. Session Duration, and Bounce Rate compared **year over year**

Campaign	Sessions ▾	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ	Bounce Rate	% Δ
Brand Tourism	2,088	-76.0% ↓	1.69	-6.6% ↓	00:01:48	-4.6% ↓	60.82%	9.5% ↑
Things to Do	596	-86.9% ↓	1.57	1.8% ↑	00:01:27	0.4% ↑	68.96%	10.4% ↑
Places to See	531	-97.6% ↓	1.33	-4.9% ↓	00:01:02	-21.3% ↓	75.71%	26.1% ↑
Outdoors	490	-90.9% ↓	1.38	6.7% ↑	00:01:38	46.7% ↑	71.02%	0.6% ↑
Remarketing	484	-	1.69	-	00:01:39	-	62.4%	-
Road Trips	291	-	1.08	-	00:00:13	-	92.78%	-
Accommodations	26	-98.4% ↓	1.5	28.1% ↑	00:01:23	-39.8% ↓	65.38%	25.1% ↑
History	9	-	1.22	-	00:01:03	-	88.89%	-
Grand total	4,515	-91.1% ↓	1.56	6.2% ↑	00:01:31	5.6% ↑	67.07%	10.5% ↑

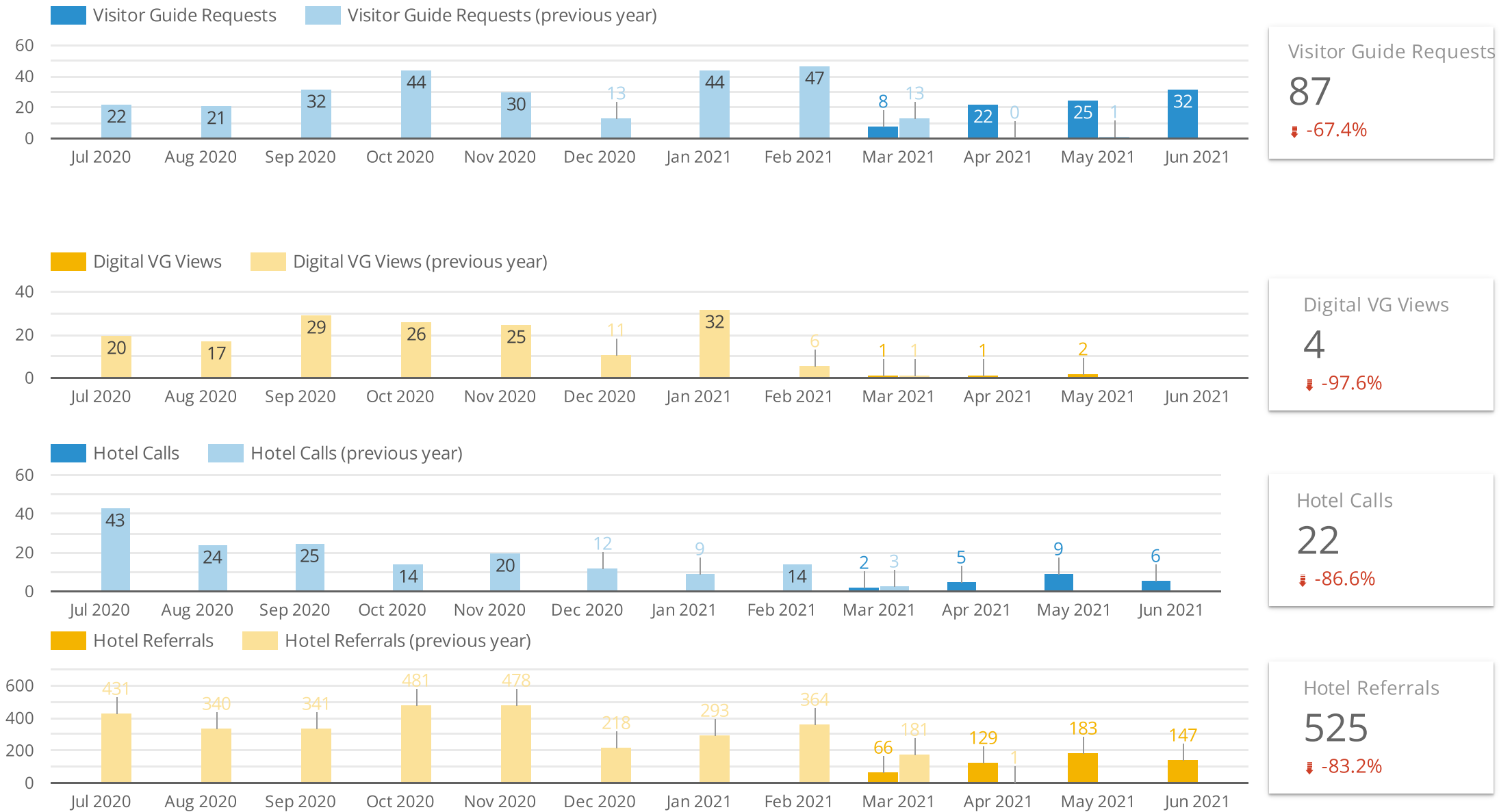
How did my landing pages perform last year?

by Landing Page, Sessions, Pages per Session, Avg. Session Duration, and Bounce Rate compared **year over year**

Landing Page	Sessions ▾	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ	Bounce Rate
/activities/	1,391	-77.2% ↓	1.45	-5.1% ↓	00:01:14	-10.3% ↓	73.62%
/	1,038	-81.1% ↓	2.06	0.8% ↑	00:02:02	2.3% ↑	53.56%
/activities/fishing/	404	-82.1% ↓	1.36	3.4% ↑	00:01:45	27.3% ↑	71.29%
/activities/bristlecone-forest/	349	-84.9% ↓	1.36	4.8% ↑	00:01:10	-4.5% ↓	74.21%
/lodging/	339	-85.4% ↓	1.19	1.1% ↑	00:01:54	-10.7% ↓	56.64%
/request-information/	311	47.4% ↑	1.87	27.8% ↑	00:01:38	11.3% ↑	59.81%
/blog/8-incredible-adventures-betwee...	211	-	1.1	-	00:00:50	-	88.15%
/activities/museums/	101	-96.2% ↓	1.13	-4.3% ↓	00:00:28	-34.5% ↓	84.16%
/dining/	98	-78.4% ↓	1.19	-0.7% ↓	00:01:01	-50.1% ↓	61.22%
/activities/hiking/	54	-91.1% ↓	1.83	21.7% ↑	00:01:59	98.9% ↑	59.26%
Grand total	4,515	-91.1% ↓	1.56	6.2% ↑	00:01:31	5.6% ↑	67.07%

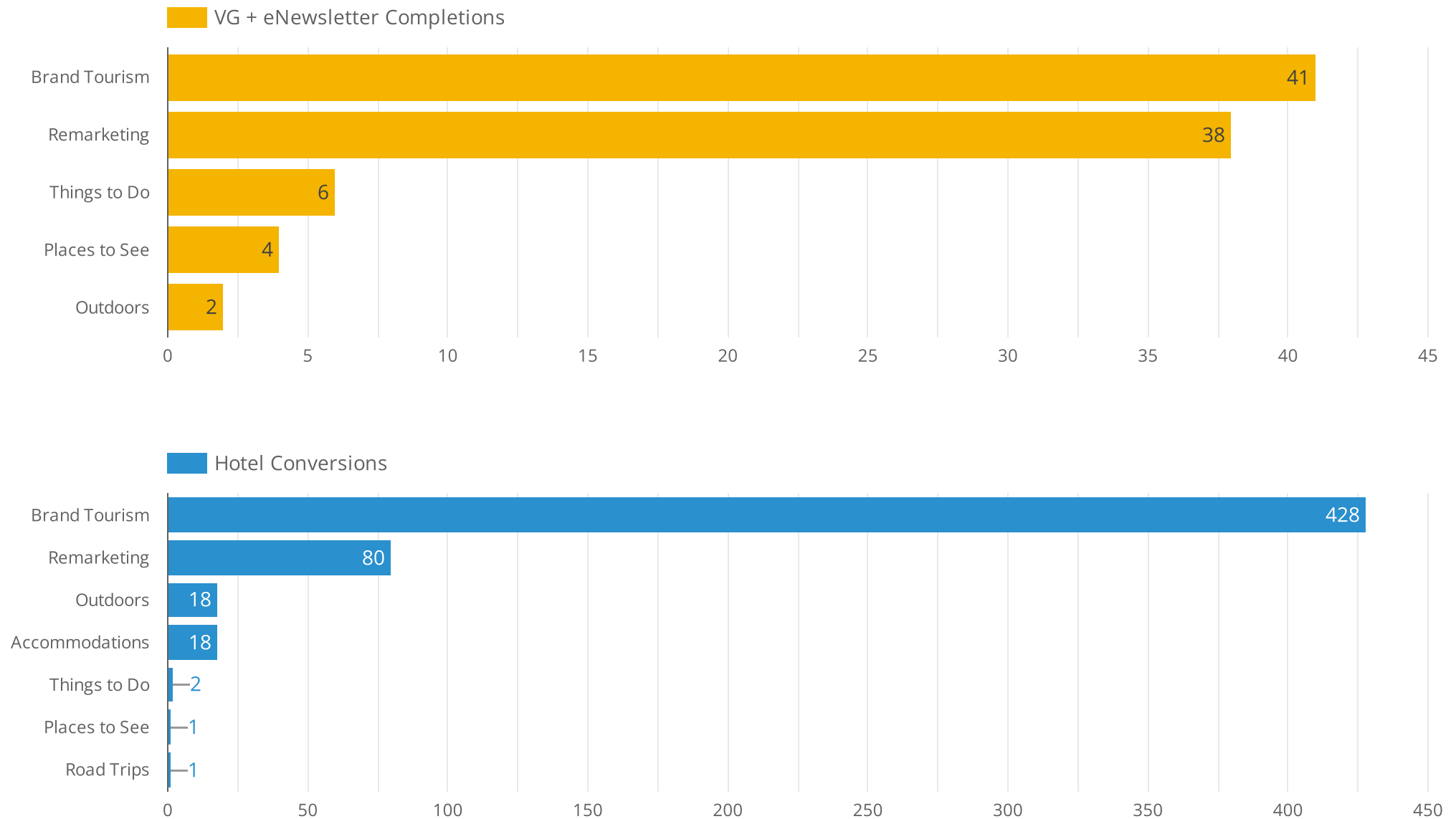
How many conversions occurred in the last year?

by Goal and Goal Completions compared **year over year**



Which campaigns drove the most conversions in the last year?

by Campaign, Sessions, Goal Completions, and Conversion Rate

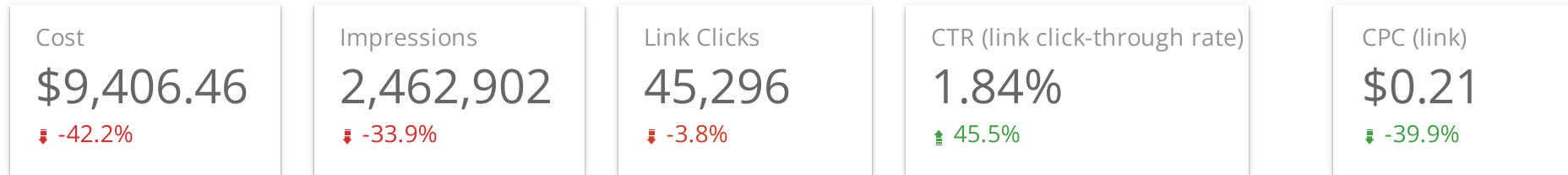


The background of the slide features a blurred image of hands interacting with a laptop. Overlaid on this are various digital graphics: a line graph with circular markers in the upper left, a network of interconnected nodes and lines in the upper right, a horizontal bar chart with five colored segments (orange, green, blue, red, purple) in the middle left, and a large, semi-transparent circular gauge or donut chart in the lower right. The overall aesthetic is modern and tech-oriented.

Paid Social

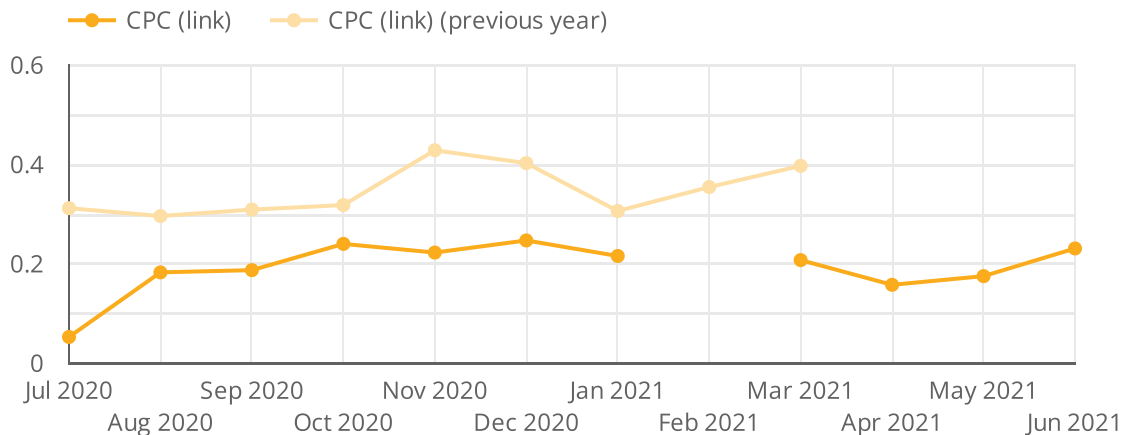
How did my Facebook ads perform last year?

by Clicks, Impressions, CTR, and CPC compared **year over year**



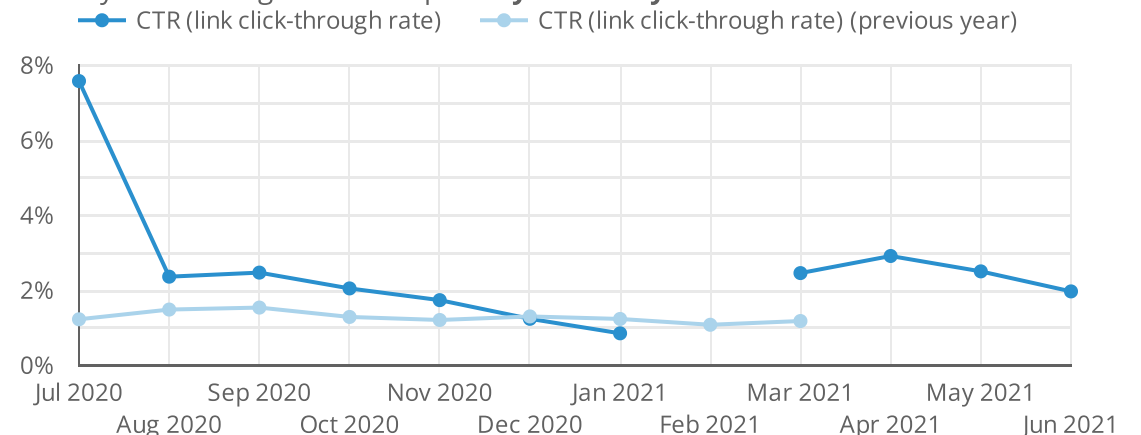
How has my Cost Per Click changed over time?

by Cost Per Link Click compared **year over year**



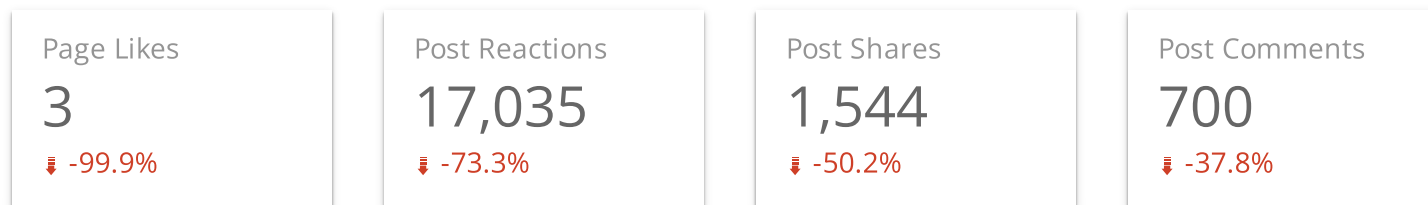
How has my Clickthrough Rate changed over time?

by Clickthrough Rate compared **year over year**



How did users engage with my Facebook ads last year?

by Page Likes, Post Reactions, Post Shares, and Post Comments compared **year over year**



How did my website clicks campaigns perform last year?

by Link Clicks, Impressions, CTR, CPC, and Cost

Campaign	Link Clicks ▾	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Website Clicks - Outdoors	17,337	618,859	2.8%	\$0.14	\$2,426.73
Recreate Responsibly	9,088	872,965	1.04%	\$0.29	\$2,609.78
Recovery	8,879	407,094	2.18%	\$0.15	\$1,371.84
Lead Generation - General	8,593	472,279	1.82%	\$0.28	\$2,374.57
Accommodations	1,098	75,685	1.45%	\$0.48	\$530.59
Road Trip	301	11,866	2.54%	\$0.24	\$72.95
Grand total	45,296	2,458,748	1.84%	\$0.21	\$9,386.46

Facebook Ads Website Clicks Detail | Last Year

Jul 1, 2020 - Jun 30, 2021

How did the ad sets in my website clicks campaigns perform last year?

by Cost, Impressions, Link Clicks, CTR, and CPC compared **year over year**

Cost \$9,386.46 ↓ -31.2%	Impressions 2,458,748 ↓ -4.0%	Link Clicks 45,296 ↓ -3.6%	CTR (link click-through rate) 1.84% ↑ 0.4%	CPC (link) 0.21 ↓ -28.6%
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Website Clicks - Outdoors

Ad Set	Link Clicks ▾	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Bait Fishing - Fishing Interests	9,368	283,846	3.3%	\$0.10	\$900.22
Fly Fishing Interests	3,815	136,733	2.79%	\$0.17	\$633.03
Outdoor Adventure Interests	1,138	25,586	4.45%	\$0.22	\$251.49
Backpacking Interests	936	62,426	1.5%	\$0.21	\$200.52
Horseback Riding Interests	786	36,518	2.15%	\$0.17	\$136.89
Hiking Interests	500	27,578	1.81%	\$0.18	\$92.35
Fly Fishing Tackle Interests	497	15,487	3.21%	\$0.17	\$84.11
Running - Running Interests	230	23,321	0.99%	\$0.40	\$92.21
Bait Fishing - Family/Outdoors Interests	67	7,364	0.91%	\$0.54	\$35.91
Grand total	17,337	618,859	2.8%	\$0.14	\$2,426.73

Recreate Responsibly

Ad Set	Link Clicks ▾	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Recreate Responsibly - Inyo County Visitor	4,482	401,099	1.12%	\$0.27	\$1,231.71
Recreate Responsibly - Bishop Visitor	3,867	436,667	0.89%	\$0.32	\$1,241.85
Air Quality	739	35,199	2.1%	\$0.18	\$136.22
Grand total	9,088	872,965	1.04%	\$0.29	\$2,609.78

How did the ad sets in my website clicks campaigns perform last year?

by Cost, Impressions, Leads, Conversion Rate, and Cost Per Lead compared **year over year**

Recovery

Ad Set	Link Clicks ▾	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Face Coverings - Local and LA	7,173	307,901	2.33%	\$0.13	\$932.62
Face Coverings - Local Market	1,706	99,193	1.72%	\$0.26	\$439.22
Grand total	8,879	407,094	2.18%	\$0.15	\$1,371.84

Lead Generation - General

Ad Set	Link Clicks ▾	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Vacation Planner - VG Converter Lookalike	4,010	174,363	2.3%	\$0.20	\$821.36
Vacation Planner - E-News Converter Lookalike	2,057	84,813	2.43%	\$0.21	\$437.09
Vacation Planner - Remarketing	1,714	82,549	2.08%	\$0.36	\$611.72
Vacation Planner - Connections	812	130,554	0.62%	\$0.62	\$504.40
Grand total	8,593	472,279	1.82%	\$0.28	\$2,374.57

Accommodations

Ad Set	Link Clicks ▾	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Older - Outdoors Interests	843	44,911	1.88%	\$0.45	\$377.31
Outdoors and Bishop Interests	255	30,774	0.83%	\$0.60	\$153.28
Grand total	1,098	75,685	1.45%	\$0.48	\$530.59

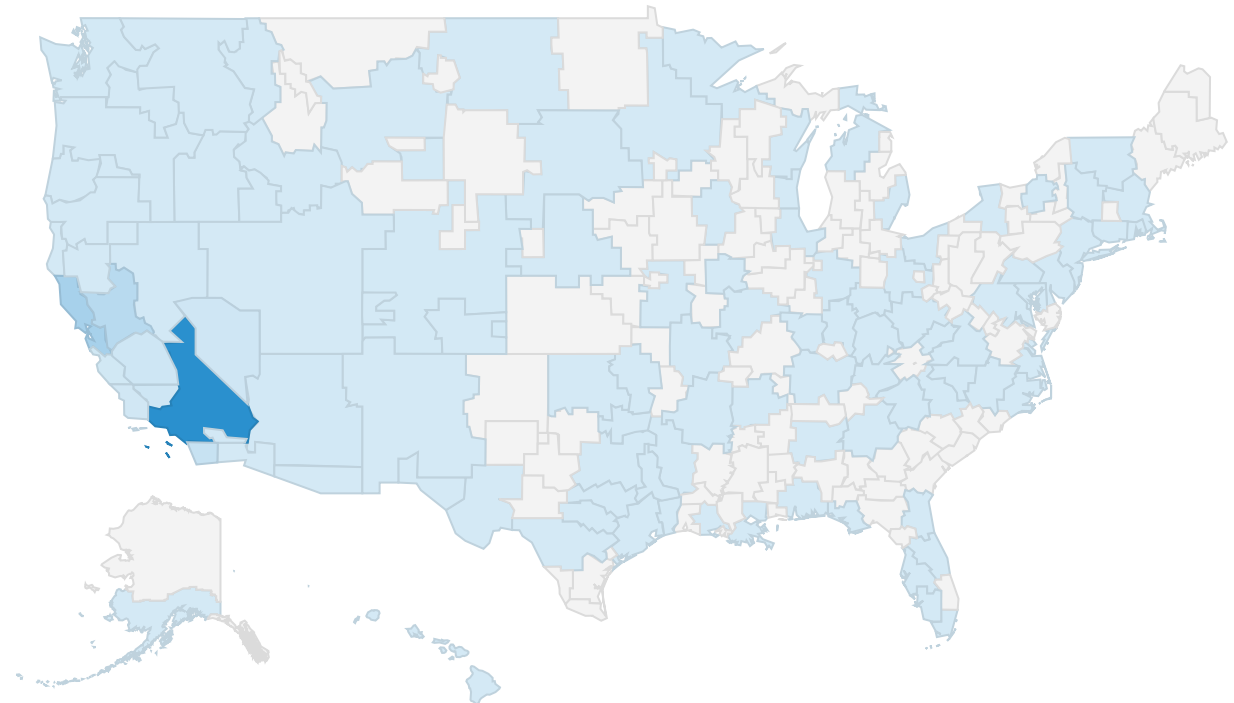
Road Trip

Ad Set	Link Clicks ▾	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Road Trip and Getaway Interests	301	11,866	2.54%	\$0.24	\$72.95
Grand total	301	11,866	2.54%	\$0.24	\$72.95

What metros were users from last year?

by metro and Sessions

Metro	Sessions ▾
Los Angeles CA	14,686
San Francisco-Oakla...	3,911
Sacramento-Stockto...	2,429
San Diego CA	1,113
Fresno-Visalia CA	535
Bakersfield CA	498
Las Vegas NV	448
Santa Barbara-Santa...	300
Monterey-Salinas CA	245
Reno NV	182



How did my Facebook ads traffic perform on the website last year?

by Sessions, Pages per Session, Avg. Session Duration, and Bounce Rate

Sessions

25,284

Pages / Session

1.21

Avg. Session Duration

00:00:31

Bounce Rate

83.21%

How did my Facebook ads traffic perform across each device category?

by Device Category, Sessions, Pages per Session, Avg. Session Duration, and Bounce Rate

Device Category	Sessions ▾	Pages / Session	Avg. Session Duration	Bounce Rate
mobile	22,607	1.2	00:00:28	83.81%
tablet	1,824	1.27	00:00:40	80.7%
desktop	853	1.44	00:01:10	72.8%
Grand total	25,284	1.21	00:00:31	83.21%

How engaged was the website traffic from my Facebook ads campaigns?

by Campaign, Sessions, Pages per Session, Avg. Session Duration, and Bounce Rate

Campaign	Sessions ▾	Pages / Session	Avg. Session Duration	Bounce Rate
Website Clicks - Outdoors	12,963	1.18	00:00:32	84.92%
Lead Generation - General	7,236	1.32	00:00:34	77.34%
Recreate Responsibly	2,551	1.11	00:00:14	90.28%
Recovery	1,416	1.06	00:00:13	91.53%
Accommodations	855	1.4	00:01:06	72.87%
Road Trip	263	1.32	00:00:49	80.99%
Grand total	25,284	1.21	00:00:31	83.21%

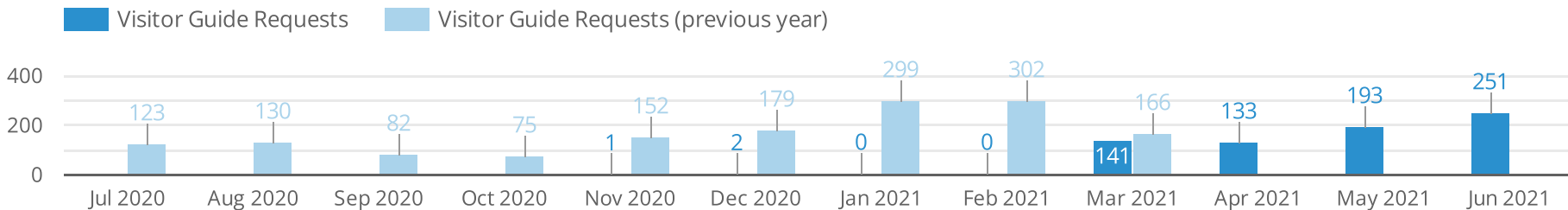
How did traffic from my Facebook ads perform on my landing pages?

by Page, Sessions, Pages per Session, Avg. Session Duration, and Bounce Rate

Landing Page	Sessions ▾	Pages / Session	Avg. Session Duration	Bounce Rate
/activities/fishing/	9,922	1.18	00:00:34	85.09%
/request-information/	7,198	1.32	00:00:33	77.37%
/covid/	2,087	1.07	00:00:12	92.09%
/protect-preserve-participate-perpetuate/	1,267	1.1	00:00:13	90.92%
/backpacking/	925	1.31	00:00:20	80.32%
/lodging/	863	1.41	00:01:08	72.65%
/blog/31-wonderful-travel-tips-for-first-timers-to-bishop/	770	1.11	00:00:27	83.64%
/sierra-smoke/	607	1.14	00:00:15	85.83%
/blog/matching-the-hatch/	418	1.07	00:00:23	88.28%
/activities/	262	1.32	00:00:49	81.3%
Grand total	25,271	1.21	00:00:31	83.25%

How many conversions occurred in the last year?

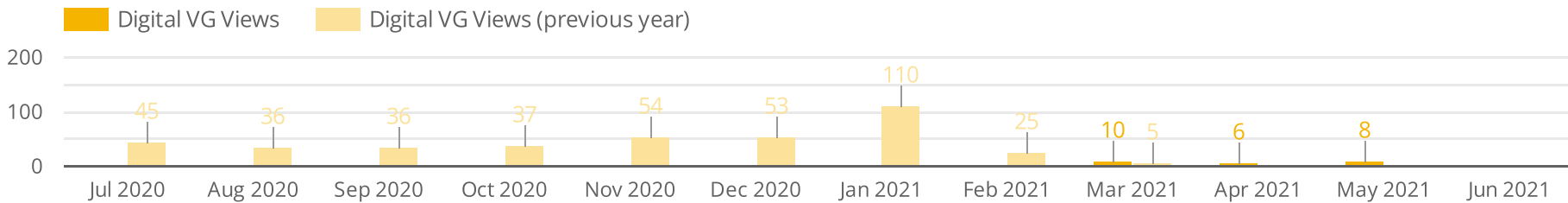
by Goal and Goal Completions compared **year over year**



Visitor Guide Requests

721

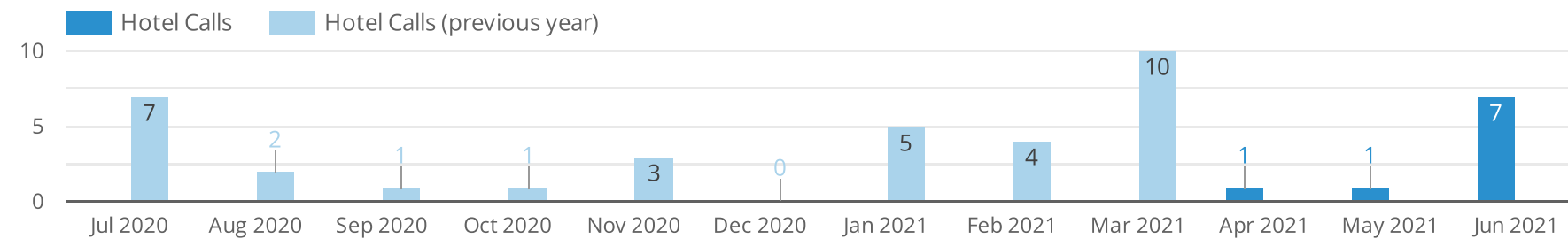
↓ -52.2%



Digital VG Views

24

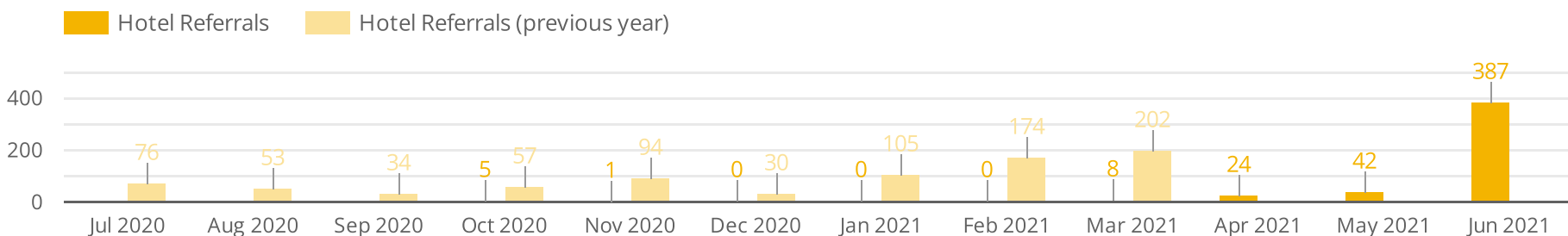
↓ -94.0%



Hotel Calls

9

↓ -72.7%



Hotel Referrals

467

↓ -43.4%