



simpleview 

# PAID MEDIA ANNUAL REPORT

July 1, 2022 - June 30, 2023

A person is shown from the chest down, sitting at a desk and using a laptop. Their right hand is holding a pen, and their left hand is on the laptop trackpad. The background is a blurred office setting. Overlaid on the image are various digital graphics: a line graph with data points in the top left, a network of nodes and lines in the top right, a colorful horizontal bar (orange, green, blue, red) across the middle, and several circular and rectangular overlays in shades of blue and white. The text 'PAID SEARCH' is prominently displayed in the center-left area.

# 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

53,071

↑ 27.0%

Impressions

241,011

↑ 14.3%

CTR

22.02%

↑ 11.1%

Avg. CPC

\$0.37

↓ -26.6%

Cost

\$19,495.92

↓ -6.8%

Search Lost IS (budget)

35.67%

## How has my Click-through Rate changed over time?

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



## How has my Cost Per Click changed over time?

by Cost per Click compared **year over 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
Outdoors	12,667	125.9% ↑	73,030	17.34%	28.2% ↑	\$0.33	-26.5% ↓	\$4,184.82
Places to See	9,893	35.3% ↑	41,990	23.56%	51.6% ↑	\$0.34	4.6% ↑	\$3,336.99
Events	8,506	82.0% ↑	24,727	34.4%	-14.1% ↓	\$0.23	-8.8% ↓	\$1,996.44
Things to Do	8,387	-0.9% ↓	22,803	36.78%	-5.5% ↓	\$0.40	-12.8% ↓	\$3,321.23
Brand Tourism	6,179	-26.3% ↓	32,058	19.27%	-4.6% ↓	\$0.49	-10.6% ↓	\$3,031.24
Fall Colors	2,446	90.8% ↑	7,813	31.31%	44.8% ↑	\$0.14	-69.4% ↓	\$350.68
Severe Weather	1,197	-	4,384	27.3%	-	\$0.39	-	\$463.19
Accommodations	1,191	164.1% ↑	9,830	12.12%	110.2% ↑	\$0.77	0.3% ↑	\$913.79
History	951	446.6% ↑	11,879	8.01%	-61.6% ↓	\$0.45	0.7% ↑	\$431.90
Road Trips	839	-78.0% ↓	7,875	10.65%	-47.1% ↓	\$0.72	-22.7% ↓	\$606.19
<b>Grand total</b>	<b>53,071</b>	<b>27.0% ↑</b>	<b>241,011</b>	<b>22.02%</b>	<b>11.1% ↑</b>	<b>\$0.37</b>	<b>-26.6% ↓</b>	<b>\$19,495.92</b>

## 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
manzanar	Places to See	3,903	259.4% ↑	15,629	24.97%	\$0.32	\$1,238.40
bishop ca	Brand Tourism	3,085	-44.3% ↓	14,184	21.75%	\$0.48	\$1,495.38
things to do in bishop ca	Things to Do	3,016	0.3% ↑	6,499	46.41%	\$0.36	\$1,093.11
mule days bishop	Events	1,655	6.0% ↑	4,170	39.69%	\$0.17	\$285.09
bishop mule days 2023	Events	1,459	-	3,160	46.17%	\$0.17	\$250.71
fall foliage bishop CA	Fall Colors	1,322	2,544.0% ↑	3,164	41.78%	\$0.10	\$133.74
what to do in bishop ca	Things to Do	1,214	-22.4% ↓	2,452	49.51%	\$0.35	\$425.05
owens river fishing report	Outdoors	1,123	-	3,916	28.68%	\$0.16	\$181.69
mule days bishop ca	Events	1,019	96.7% ↑	2,791	36.51%	\$0.24	\$246.76
things to do in bishop	Things to Do	876	2.0% ↑	2,048	42.77%	\$0.48	\$424.62
manzanar historic site	Places to See	833	83,200.0% ↑	2,608	31.94%	\$0.25	\$211.06
bishop ca fishing	Outdoors	739	95.5% ↑	3,301	22.39%	\$0.39	\$290.22
bristlecone pine forest	Places to See	734	-59.8% ↓	2,656	27.64%	\$0.21	\$152.54
owens river fishing	Outdoors	732	98.9% ↑	3,715	19.7%	\$0.31	\$228.88
bishop fishing report	Outdoors	648	-	2,128	30.45%	\$0.16	\$103.00
bishop fishing	Outdoors	646	79.4% ↑	2,038	31.7%	\$0.34	\$220.32
bishop ca events	Events	609	23.5% ↑	1,979	30.77%	\$0.27	\$164.95
fishing in bishop ca	Outdoors	588	36.7% ↑	1,508	38.99%	\$0.29	\$173.26
things to do in bishop california	Things to Do	558	17.7% ↑	1,211	46.08%	\$0.37	\$205.77
bishop live cam	Severe Weather	549	-	1,191	46.1%	\$0.38	\$209.62
<b>Grand total</b>		<b>53,071</b>	<b>27.0% ↑</b>	<b>241,011</b>	<b>22.02%</b>	<b>\$0.37</b>	<b>\$19,495.92</b>

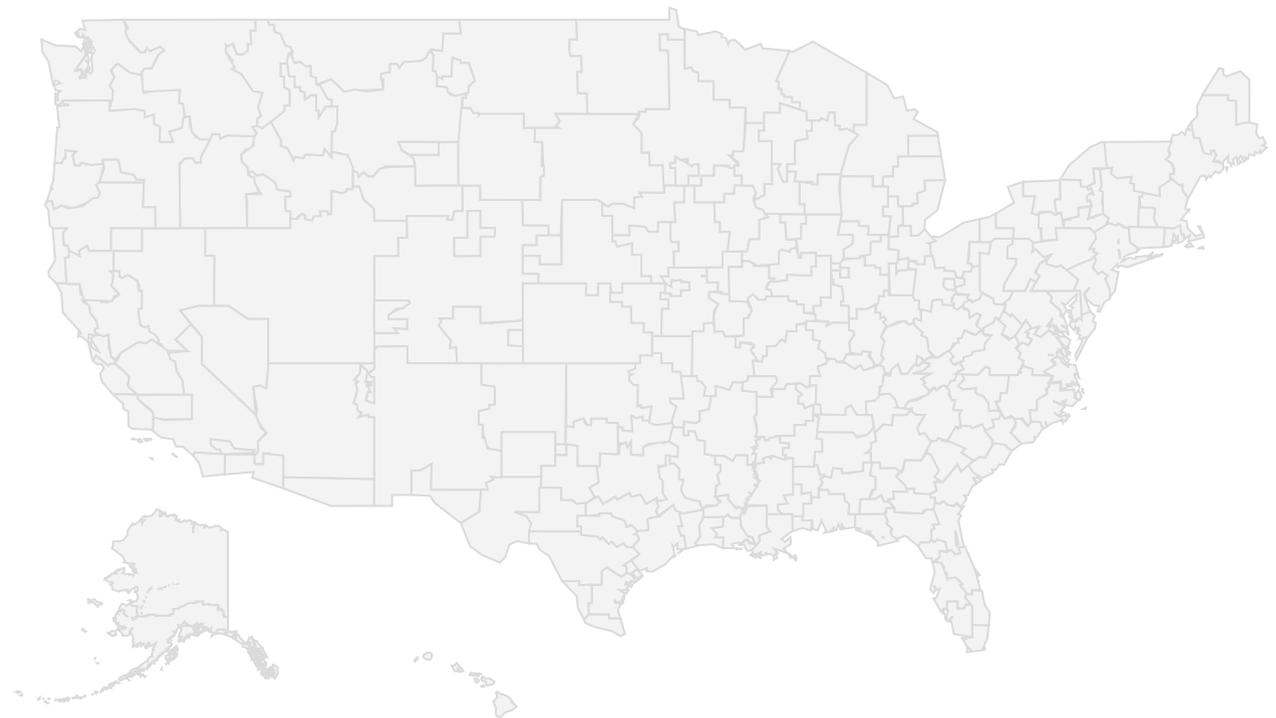
A close-up photograph of a person's hands using a laptop. The person is holding a pen in their right hand and has their left hand on the laptop trackpad. The image is overlaid with various digital graphics: a line graph with data points in the top left, a network of nodes and lines in the top right, a horizontal bar chart in the middle right, and several circular and rectangular patterns in the bottom left and bottom right. A semi-transparent white box is centered over the image, containing the text 'PAID SEARCH PERFORMANCE'.

# PAID SEARCH PERFORMANCE

## What metros were paid search users from last year?

by City and Sessions

Metro	Sessions 
Los Angeles CA	23,376
San Francisco-Oakland-San Jose CA	5,391
Sacramento-Stockton-Modesto CA	5,288
San Diego CA	3,085
Seattle-Tacoma WA	2,028
Reno NV	1,692
Fresno-Visalia CA	1,425
Bakersfield CA	1,339
Spokane WA	1,085
Las Vegas NV	896



**Note:** In correlation to the latest IOS update, Google relies on individual permission to use any user's current location. If a user does not provide that information, Google Analytics is unable to track exact location and will pinpoint that user to their time zone location. However, the geo-targeting implemented by Simpleview on a campaign-level within paid media channels remains in effect and accurate.

## 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	54,455	21.6% ↑	1.48	3.1% ↑	00:01:19	-5.4% ↓	56.85%	1.3% ↑
<b>Grand total</b>	<b>54,455</b>	<b>21.6% ↑</b>	<b>1.48</b>	<b>3.1% ↑</b>	<b>00:01:19</b>	<b>-5.4% ↓</b>	<b>56.85%</b>	<b>1.3% ↑</b>

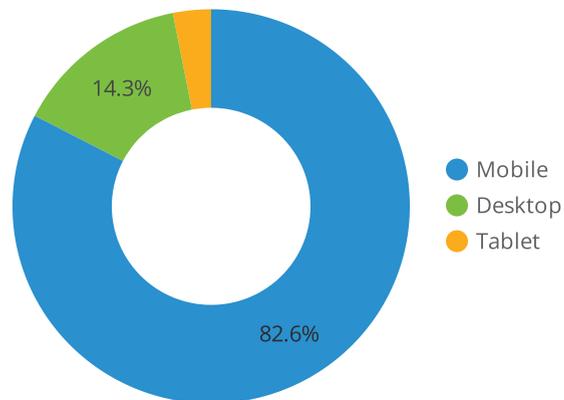
## How did my paid search traffic perform across each device category?

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	44,981	29.3% ↑	1.41	5.7% ↑	00:01:09	0.9% ↑	58.71%	0.1% ↑
Desktop	7,789	-7.5% ↓	1.89	1.9% ↑	00:02:13	-5.7% ↓	46.96%	1.5% ↑
Tablet	1,685	6.6% ↑	1.55	1.9% ↑	00:01:43	-9.4% ↓	52.82%	0.0% ↑
<b>Grand total</b>	<b>54,455</b>	<b>21.6% ↑</b>	<b>1.48</b>	<b>3.1% ↑</b>	<b>00:01:19</b>	<b>-5.4% ↓</b>	<b>56.85%</b>	<b>1.3% ↑</b>

## 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
Outdoors	12,987	118.5% ↑	1.31	-2.5% ↓	00:01:05	-4.9% ↓	71.1%	2.9% ↑
Places to See	10,845	30.6% ↑	1.19	-4.8% ↓	00:00:50	-26.9% ↓	71.77%	2.1% ↑
Things to Do	9,253	-2.1% ↓	1.97	31.6% ↑	00:01:42	-4.0% ↓	34.08%	-13.6% ↓
Brand Tourism	6,866	-25.3% ↓	1.92	7.9% ↑	00:01:50	1.6% ↑	47.77%	-2.9% ↓
Events	6,440	53.0% ↑	1.42	1.1% ↑	00:01:15	1.0% ↑	52.92%	-12.5% ↓
Fall Colors	2,843	75.9% ↑	1.25	3.9% ↑	00:01:40	47.3% ↑	46.75%	-23.1% ↓
Severe Weather	1,286	-	1.14	-	00:01:19	-	31.42%	-
Accommodations	1,206	160.5% ↑	1.34	5.7% ↑	00:01:31	-15.8% ↓	58.21%	16.7% ↑
History	1,008	479.3% ↑	1.2	7.0% ↑	00:01:34	30.1% ↑	51.69%	3.4% ↑
Road Trips	843	-77.8% ↓	1.15	3.1% ↑	00:00:27	17.5% ↑	81.73%	42.8% ↑
Remarketing	783	-52.0% ↓	1.92	11.9% ↑	00:02:02	10.9% ↑	51.6%	-8.7% ↓
Fly Market - SF, Portland, Seattle	63	-	1.14	-	00:00:58	-	52.38%	-
<b>Grand total</b>	<b>54,455</b>	<b>21.6% ↑</b>	<b>1.48</b>	<b>3.1% ↑</b>	<b>00:01:19</b>	<b>-5.4% ↓</b>	<b>56.85%</b>	<b>1.3% ↑</b>

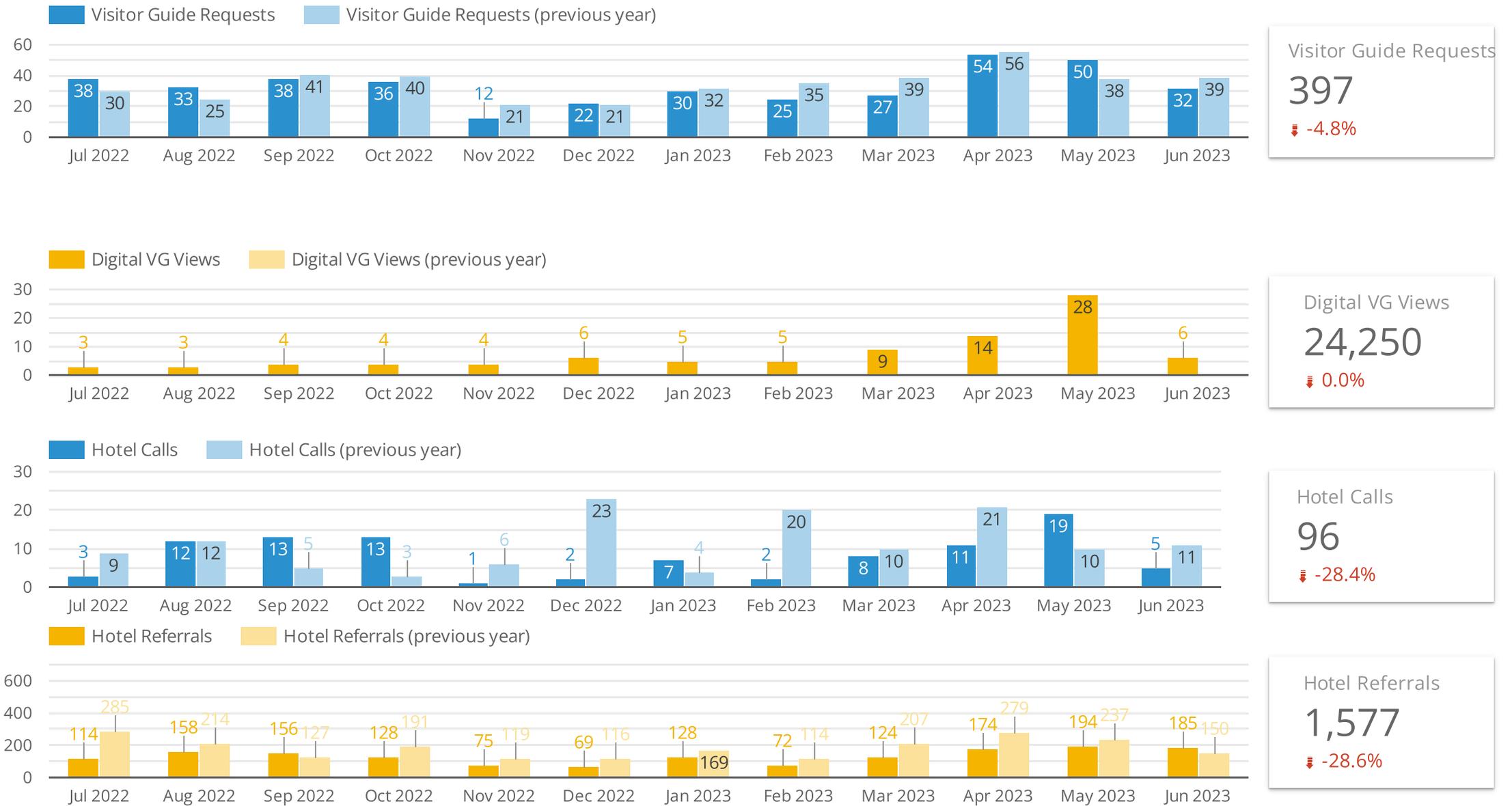
## How did my landing pages perform last year?

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

Landing Page	Sessions 	% $\Delta$	Pages / Session	% $\Delta$	Avg. Session Duration	% $\Delta$	Bounce Rate
/activities/	9,617	-28.0% 	2.11	46.4% 	00:01:51	22.4% 	25.94%
/activities/fishing/	5,682	115.0% 	1.36	3.5% 	00:01:13	-5.5% 	63.16%
/activities/museums/	5,329	214.2% 	1.14	0.2% 	00:00:41	-4.8% 	76.82%
/event/mule-days-celebration-2/	4,458	49,433.3... 	1.41	15.6% 	00:01:17	656.0% 	51.86%
/	4,333	-17.2% 	2.03	-0.5% 	00:01:52	4.5% 	51.03%
/activities/bristlecone-forest/	3,044	-47.4% 	1.18	-6.6% 	00:01:03	-17.8% 	64.55%
/activities/fall-colors/	2,614	108.6% 	1.26	2.7% 	00:01:42	36.4% 	46.21%
/lodging/	2,442	12.0% 	1.3	5.8% 	00:01:34	-10.4% 	61.59%
/blog/bishop-fishing-report/	2,322	-	1.16	-	00:00:40	-	87.21%
/blog/bishop-summer-fishing-report/	1,621	160.2% 	1.19	-2.3% 	00:01:02	-14.8% 	82.54%
<b>Grand total</b>	<b>54,455</b>	<b>21.6% </b>	<b>1.48</b>	<b>3.1% </b>	<b>00:01:19</b>	<b>-5.4% </b>	<b>56.85%</b>

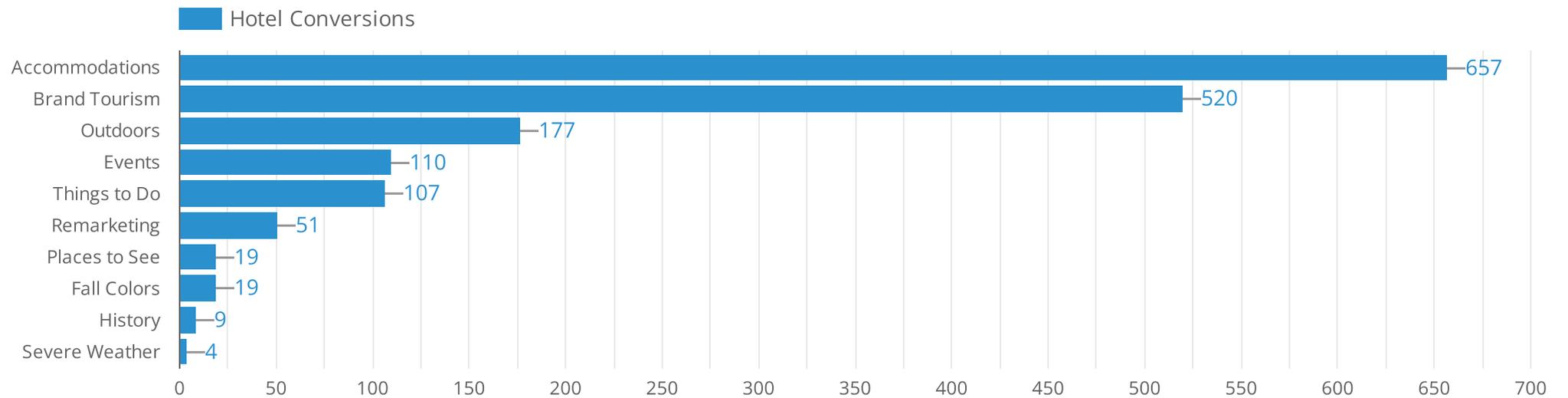
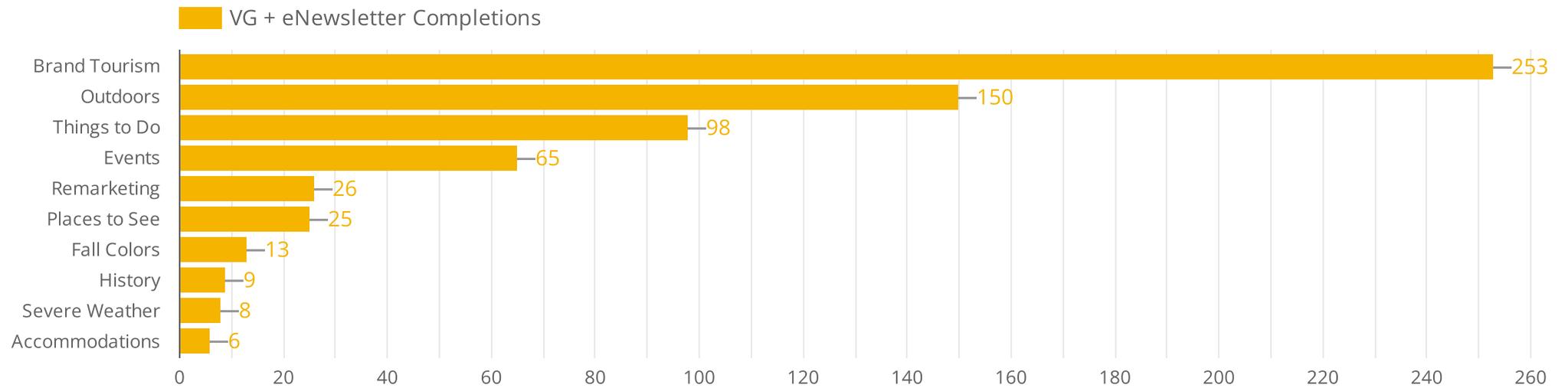
## How many conversions occurred in the last year?

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

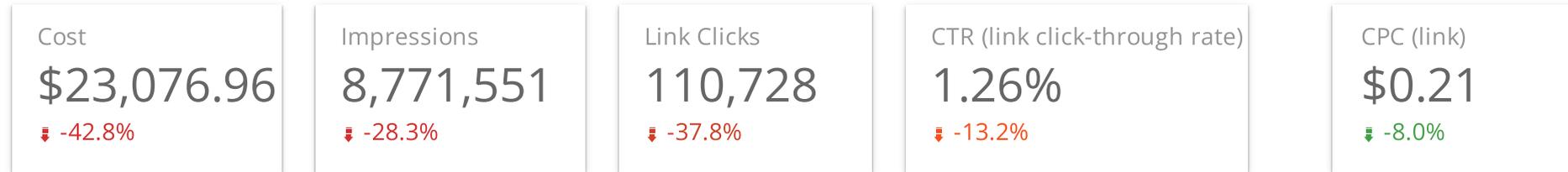


The image features a close-up of a person's hands using a stylus on a laptop screen. The background is a blurred office setting. Overlaid on the image are various digital graphics: a line graph with data points in the top left, a network of interconnected nodes and lines in the top right, a horizontal bar chart with colored segments (orange, green, blue, red, purple, teal) in the middle, and several circular and rectangular patterns in the bottom left and bottom right. The text 'Paid Social' is prominently displayed in the center-left area.

# Paid Social

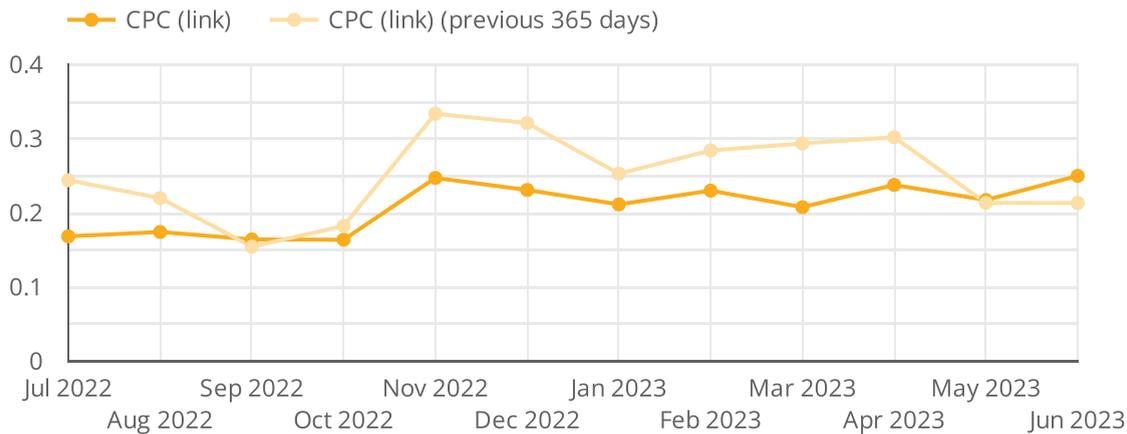
## How did my Facebook ads perform last year?

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



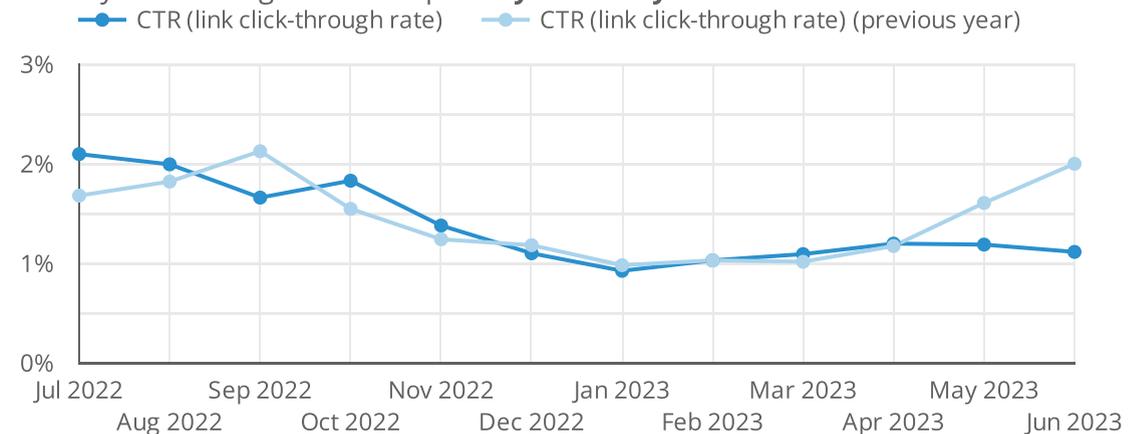
## How has my Cost Per Click changed over time?

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



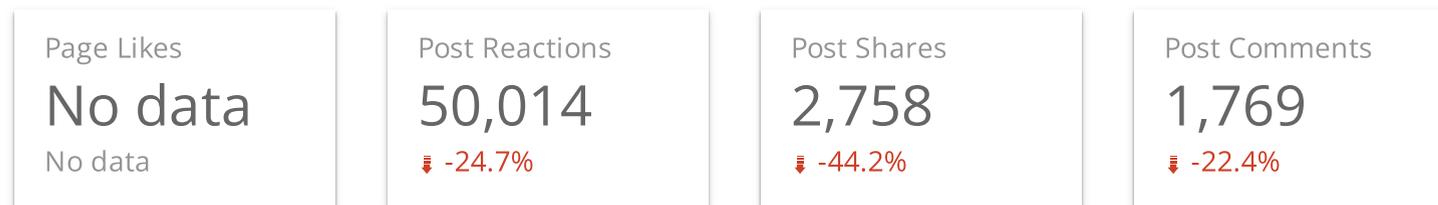
## How has my Clickthrough Rate changed over time?

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	59,218	4,644,871	1.27%	\$0.16	\$9,309.25
Accommodations	15,061	1,227,930	1.23%	\$0.22	\$3,321.15
Road Trip	12,837	873,376	1.47%	\$0.16	\$2,039.17
Air Service	5,536	683,583	0.81%	\$0.37	\$2,022.52
Instagram Ad Placements	541	50,118	1.08%	\$0.60	\$326.13
<b>Grand total</b>	<b>93,193</b>	<b>7,479,878</b>	<b>1.25%</b>	<b>\$0.18</b>	<b>\$17,018.22</b>

## 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 <b>\$17,018.22</b> ↓ -51.9%	Impressions <b>7,479,878</b> ↓ -34.2%	Link Clicks <b>93,193</b> ↓ -45.1%	CTR (link click-through rate) <b>1.25%</b> ↓ -16.5%	CPC (link) <b>0.18</b> ↓ -12.5%
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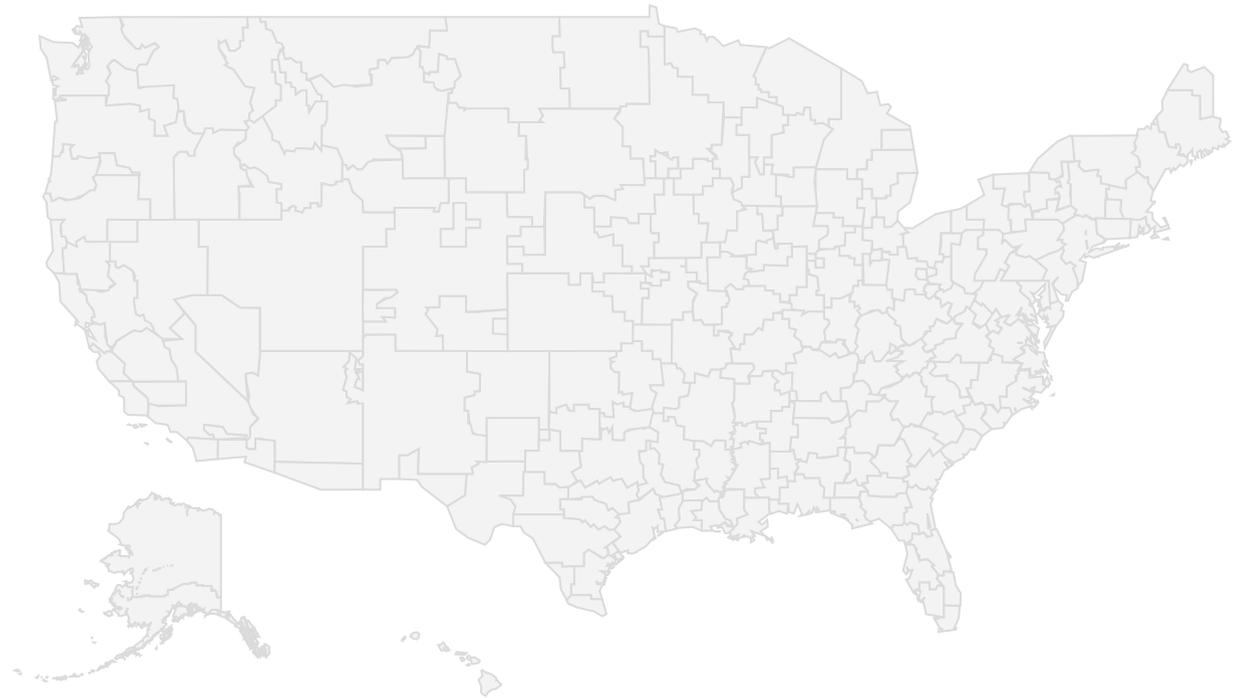
### Website Clicks - Outdoors

Ad Set	Link Clicks	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Fly Fishing Interests	9,638	268,973	3.58%	\$0.11	\$1,084.88
Stargazing - Astronomy Interests	6,928	416,697	1.66%	\$0.11	\$790.11
Outdoor Adventure Interests	5,690	524,221	1.09%	\$0.18	\$1,015.44
Horseback Riding Interests	4,858	319,353	1.52%	\$0.18	\$886.10
History Interests	4,827	616,344	0.78%	\$0.14	\$675.93
Hiking Interests	4,490	308,530	1.46%	\$0.19	\$851.54
Fall Colors - Outdoor/Autumn Color Inter...	2,918	203,042	1.44%	\$0.12	\$340.34
Fall Colors - Photography Interests	2,502	173,673	1.44%	\$0.15	\$370.83
Bait Fishing - Fishing Interests	2,345	135,724	1.73%	\$0.16	\$383.66
<b>Grand total</b>	<b>59,218</b>	<b>4,644,871</b>	<b>1.27%</b>	<b>\$0.16</b>	<b>\$9,309.25</b>

## What metros were users from last year?

by metro and Sessions

Metro	Sessions
Los Angeles CA	27,060
San Francisco-Oakla...	9,975
Sacramento-Stockto...	5,492
San Diego CA	4,522
Las Vegas NV	2,649
Bakersfield CA	1,616
Reno NV	1,613
Denver CO	1,603
Fresno-Visalia CA	1,587
Santa Barbara-Santa...	859



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

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

Sessions <b>62,851</b>	Pages / Session <b>1.13</b>	Avg. Session Duration <b>00:00:20</b>	Bounce Rate <b>82.98%</b>
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## 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	56,975	1.13	00:00:20	83.06%
tablet	4,445	1.13	00:00:20	82.86%
desktop	1,431	1.29	00:00:57	79.94%
<b>Grand total</b>	<b>62,851</b>	<b>1.13</b>	<b>00:00:20</b>	<b>82.98%</b>

## 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	33,705	1.13	00:00:21	82.85%
Road Trip	10,476	1.14	00:00:24	83.38%
Accommodations	8,906	1.13	00:00:14	86.48%
Air Service	4,551	1.11	00:00:20	80.93%
Severe Weather	2,333	1.12	00:00:20	73.77%
Events	1,944	1.13	00:00:17	82.87%
<b>Grand total</b>	<b>62,851</b>	<b>1.13</b>	<b>00:00:20</b>	<b>82.98%</b>

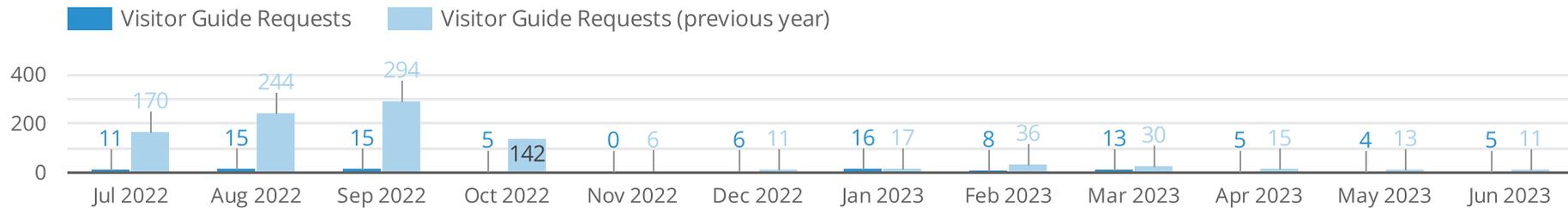
## How did traffic from my Facebook ads perform on my landing pages?

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

Landing Page	Sessions ▾	Pages / Session	Avg. Session Duration	Bounce Rate
/lodging/	9,051	1.13	00:00:14	86.54%
/bishop-big-loop-auto-tour/	5,695	1.15	00:00:30	82.99%
/air-service/	4,511	1.09	00:00:14	81.45%
/activities/death-valley/	3,810	1.16	00:00:22	76.38%
/blog/journey-to-manzanar/	3,771	1.06	00:00:10	91.41%
/activities/horseback/	3,668	1.15	00:00:28	78.6%
/blog/adventure/	3,182	1.13	00:00:17	85.1%
/blog/bishop-summer-fishing-report/	3,110	1.09	00:00:17	87.14%
/winter-activities/	3,081	1.06	00:00:10	92.05%
/blog/a-dozen-or-more-wonderful-winter-hikes-in-the-eastern-sierra/	2,255	1.07	00:00:25	90.42%
<b>Grand total</b>	<b>62,788</b>	<b>1.13</b>	<b>00:00:20</b>	<b>83.06%</b>

## How many conversions occurred in the last year?

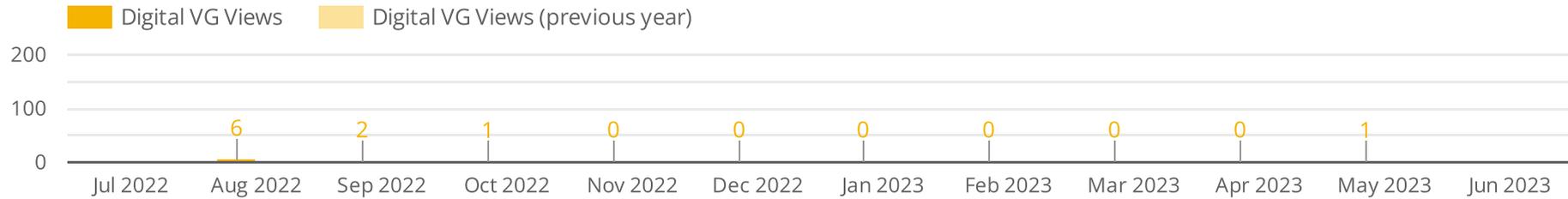
by Goal and Goal Completions compared **year over year**



Visitor Guide Requests

**103**

↓ -89.6%



Digital VG Views

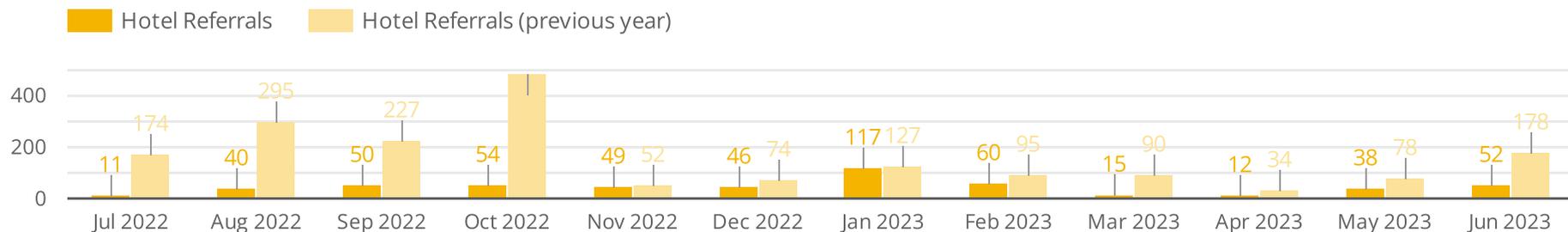
**10**



Hotel Calls

**46**

↓ -58.2%



Hotel Referrals

**544**

↓ -71.5%

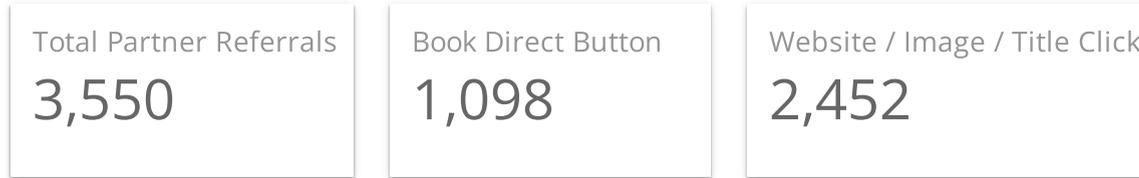


# BOOK DIRECT

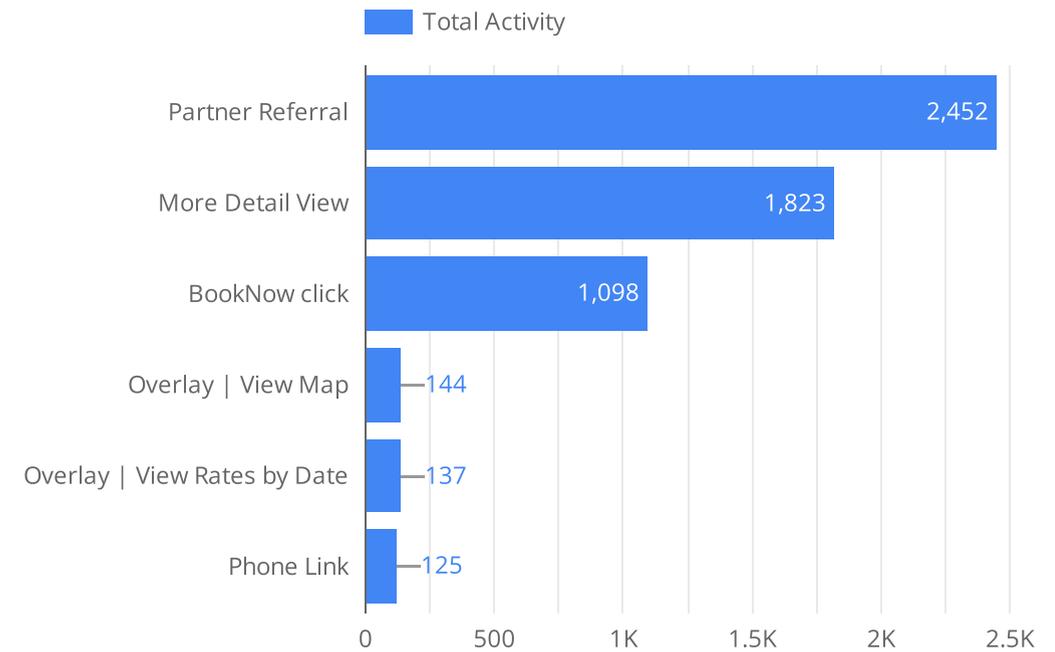
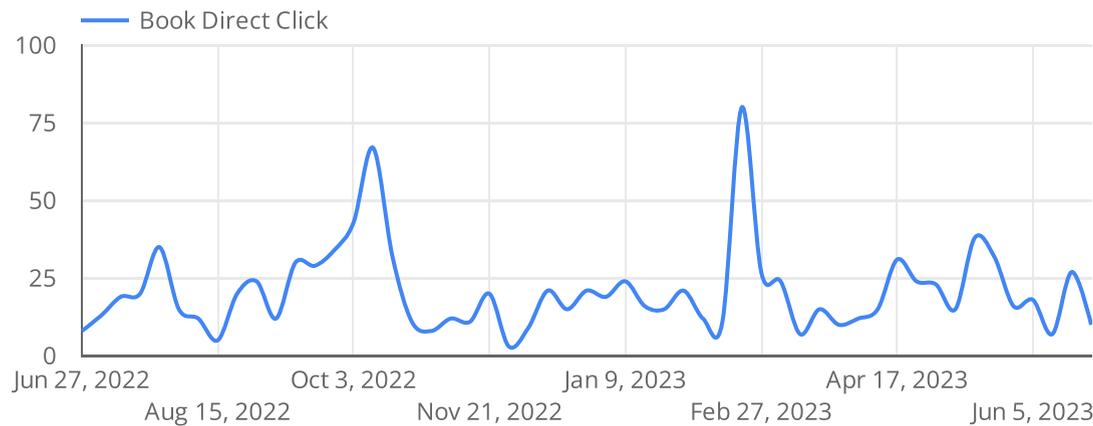
# Book Direct Summary | Last Year

Jul 1, 2022 - Jun 30, 2023

## Book Direct Performance



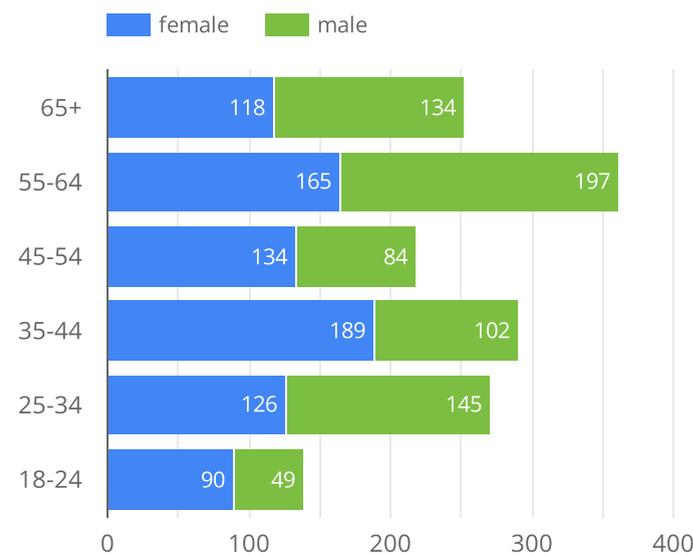
## Book Direct Click Trend



## Partner Referrals by Top 10 Partners

Partners	Total Partner R...
(Lodging: 398104) Creekside Inn	857
(Lodging: 530221) Eastside Guesthous...	528
(Lodging: 257265) Bishop Inn	479
(Lodging: 422946) Best Western Bisho...	231
(Lodging: 255991) Cielo Hotel, Ascend ...	204
(Lodging: 77641) Travelodge Bishop	179
(Lodging: 224118) Holiday Inn Express ...	167
(Lodging: 207560) Vagabond Inn Bishop	133
(Lodging: 214933) Comfort Inn	111
(Lodging: 530220) Bishop Village Motel	107

## Partner Referrals by Age and Gender



## Partner Referrals by Source Traffic

