



simpleview 

# PAID MEDIA ANNUAL REPORT

July 1, 2022 - June 30, 2023



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, and purple is positioned above the text. The overall color palette is a mix of warm and cool tones, with a soft focus on the hands and keyboard.

# 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%

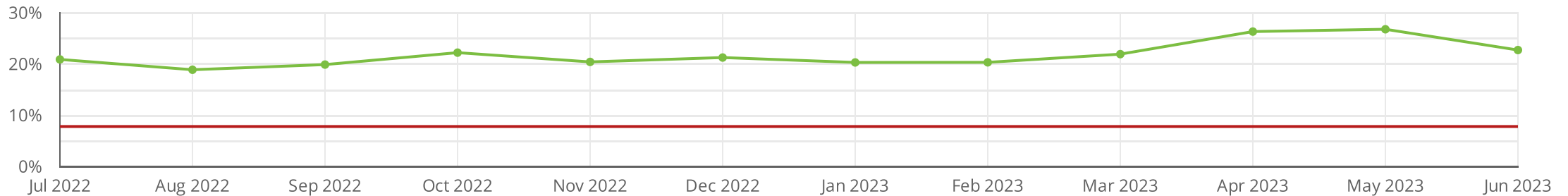
Search Lost IS (budget)

35.67%

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

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

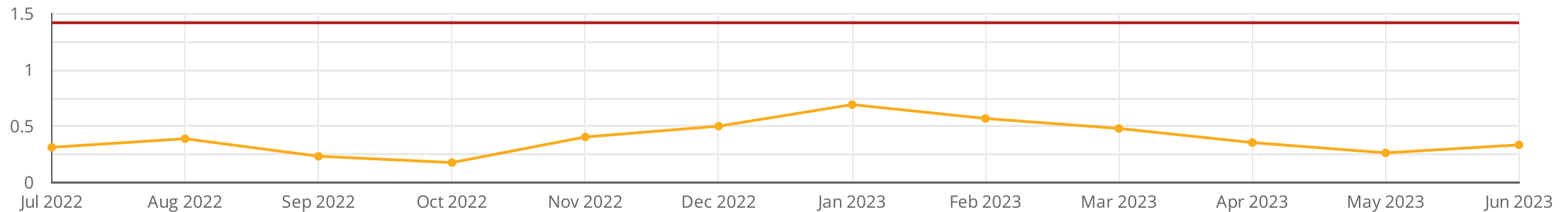
CTR Industry Average



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

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

Avg. CPC Industry Average



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

## 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
Grand total		53,071	27.0% 📈	241,011	22.02%	\$0.37	\$19,495.92



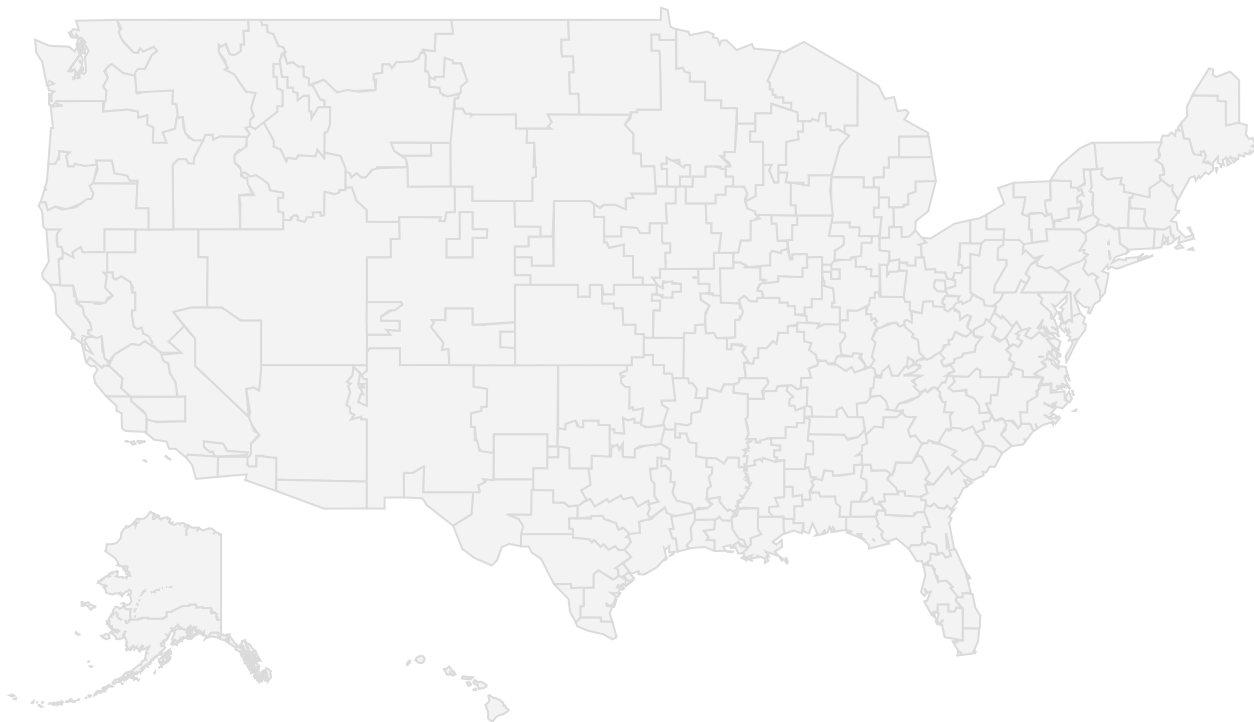
The background features a close-up of hands interacting with a laptop. One hand holds a pen, pointing at the screen, while the other rests on the keyboard. The image is overlaid with various digital graphics: a line graph with circular markers on the left, a network of interconnected nodes and lines on the right, a horizontal bar chart on the far right, and several concentric circles and dots in the bottom left. A horizontal bar with segments of orange, green, blue, red, and purple is positioned above the text. The overall color palette is a mix of warm and cool tones, with a soft bokeh effect in the upper left corner.

# 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>

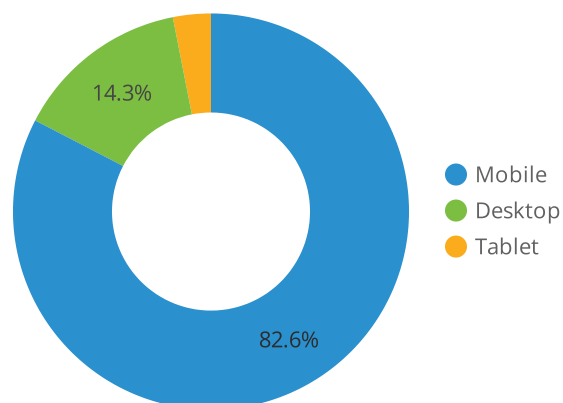
## How did my paid search traffic perform across each device category?

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>

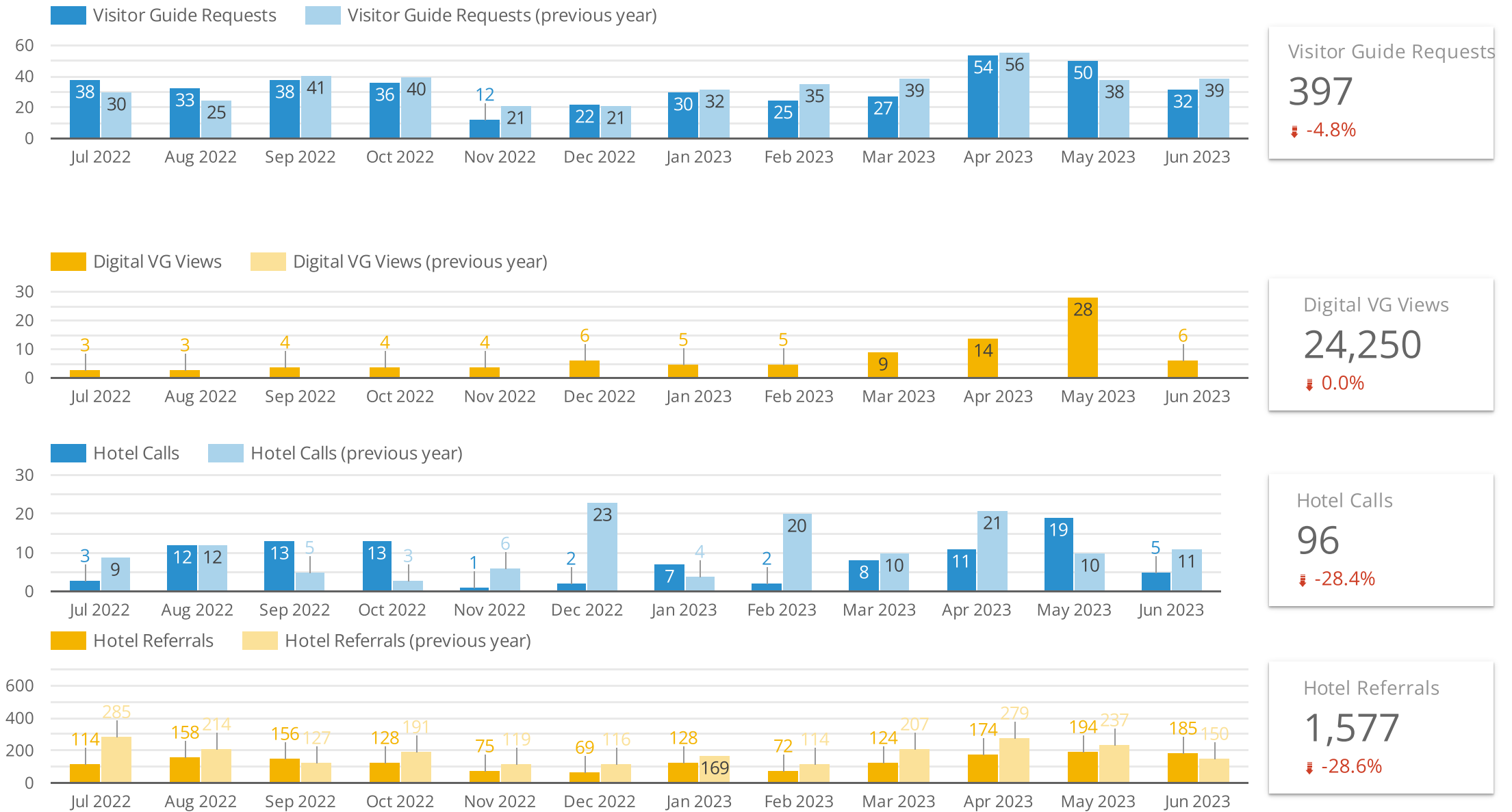
## How did my landing pages perform last year?

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

Landing Page	Sessions ▾	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ	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?

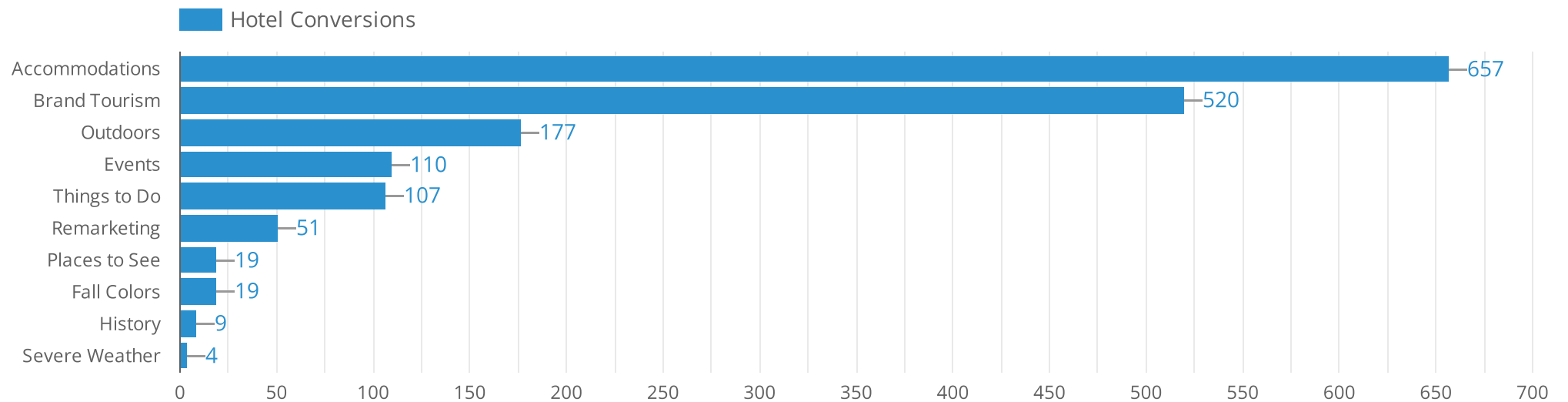
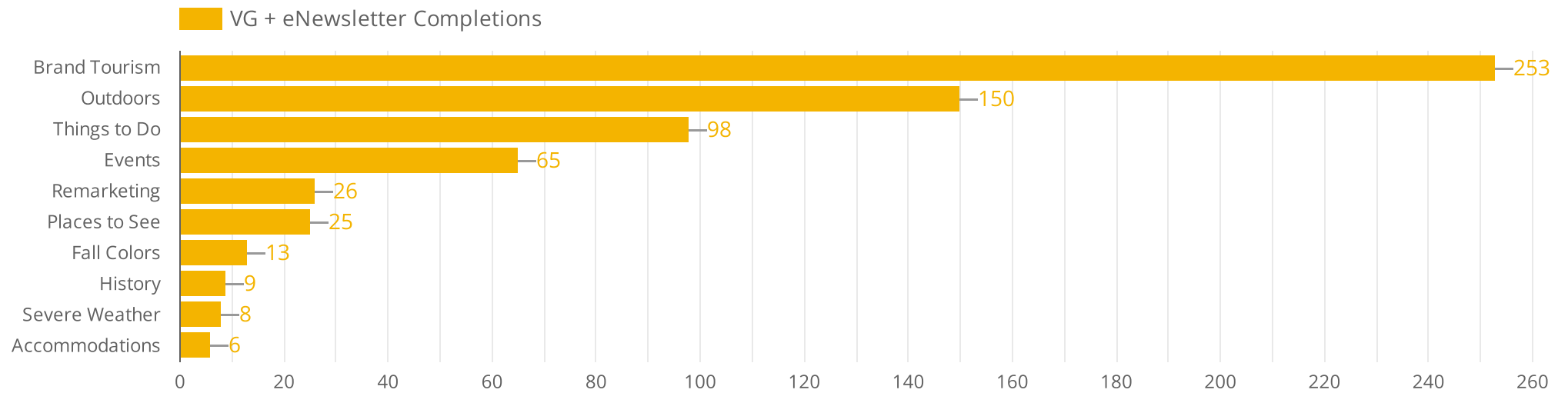
by Goal and Goal Completions compared **year over year**





## Which campaigns drove the most conversions in the last year?

by Campaign, Sessions, Goal Completions, and Conversion Rate

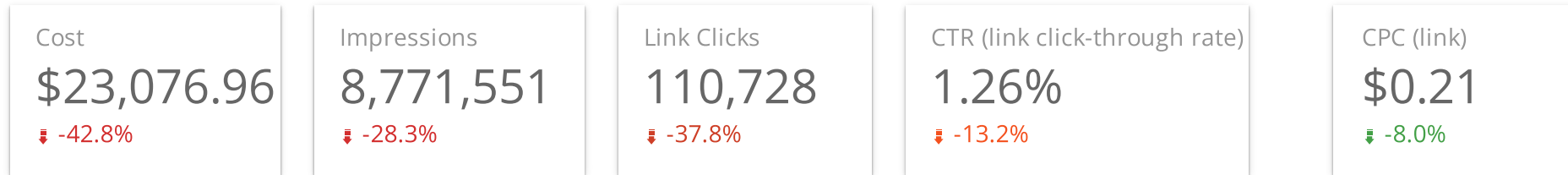


The background of the slide features a blurred image of hands interacting with a laptop. One hand is holding a pen, poised to write on a document, while the other is positioned over the laptop's trackpad. The scene is overlaid with various digital graphics: a line graph with data points in the upper 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 spans the width of the image just above the text.

# **Paid Social**

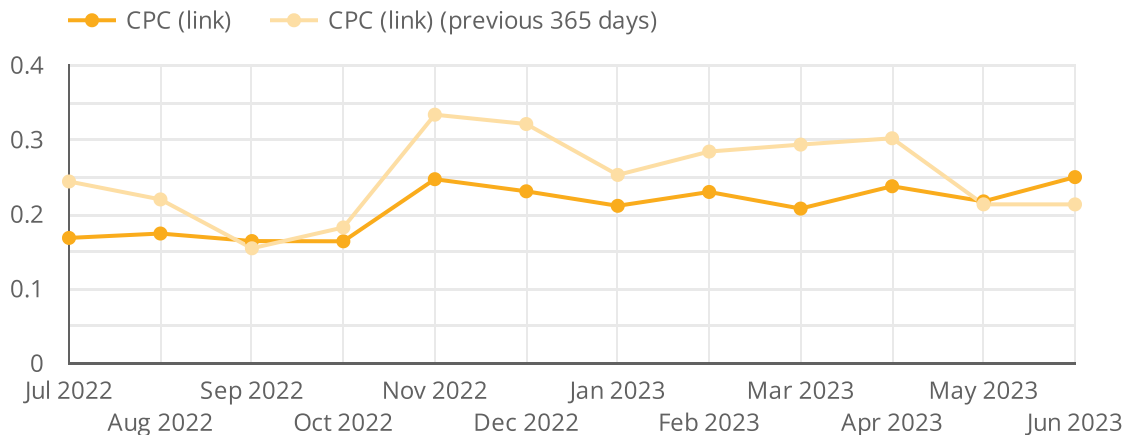
## How did my Facebook ads perform last year?

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



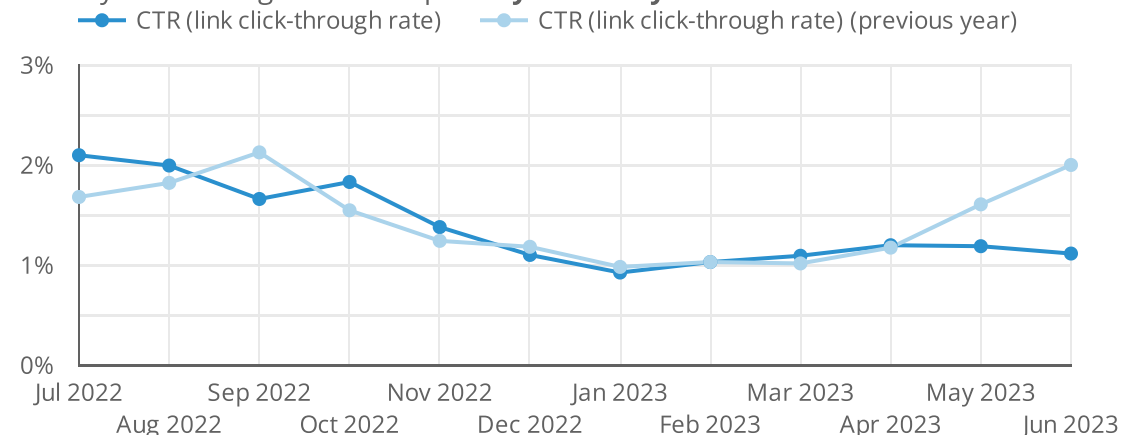
## How has my Cost Per Click changed over time?

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



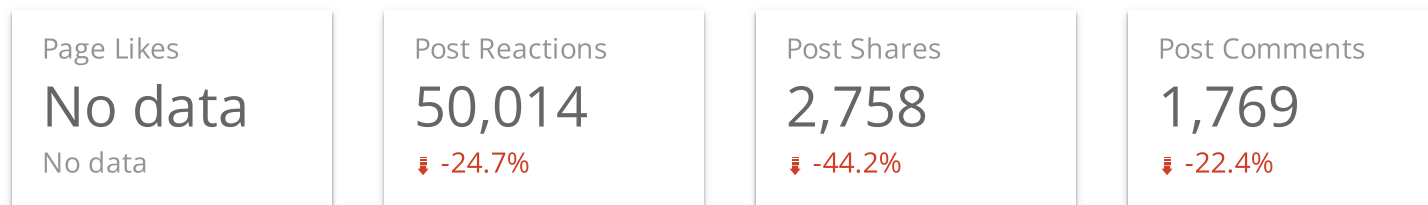
## How has my Clickthrough Rate changed over time?

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>

# Facebook Ads Website Clicks Detail | Last Year

Jul 1, 2022 - Jun 30, 2023

## 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

\$17,018.22

↓ -51.9%

Impressions

7,479,878

↓ -34.2%

Link Clicks

93,193

↓ -45.1%

CTR (link click-through rate)

1.25%

↓ -16.5%

CPC (link)

0.18

↓ -12.5%

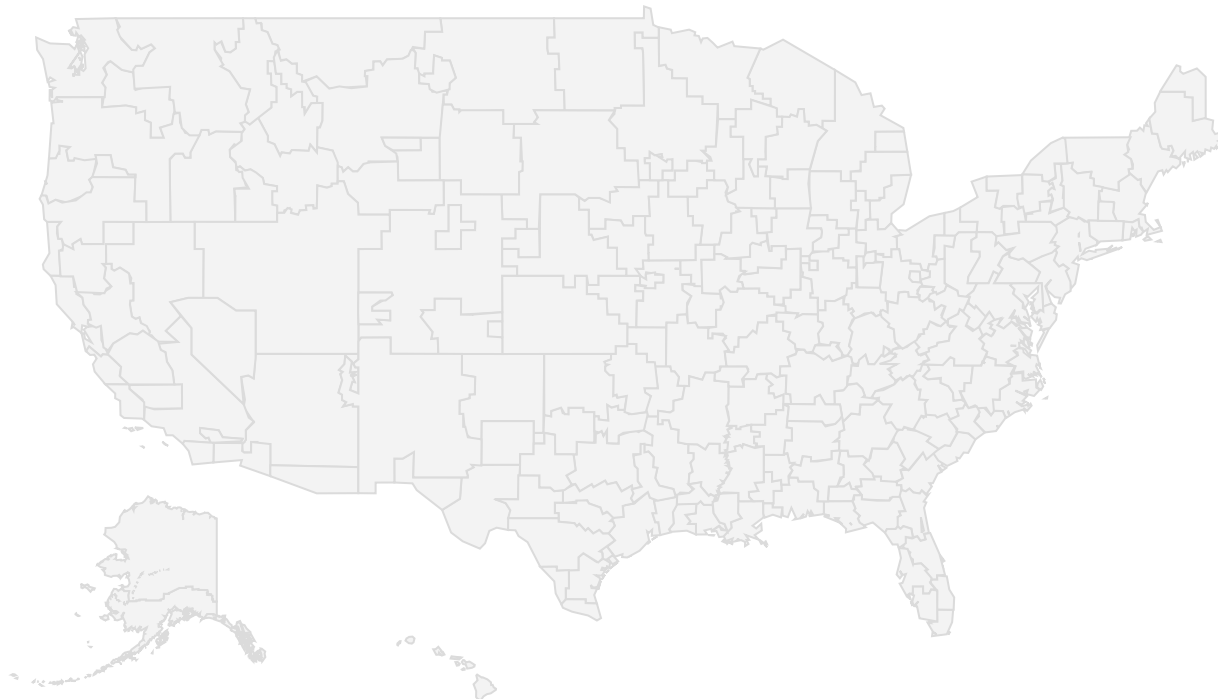
## Website Clicks - Outdoors

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

62,851

Pages / Session

1.13

Avg. Session Duration

00:00:20

Bounce Rate

82.98%

## 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?

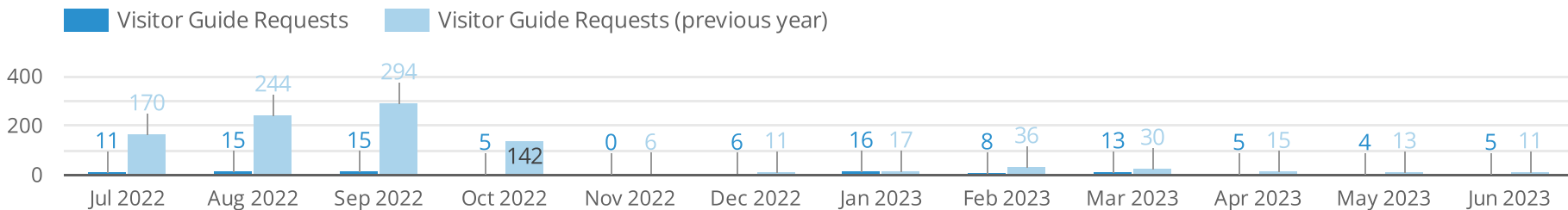
by Page, Sessions, Pages per Session, Avg. Session Duration, and Bounce Rate

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>

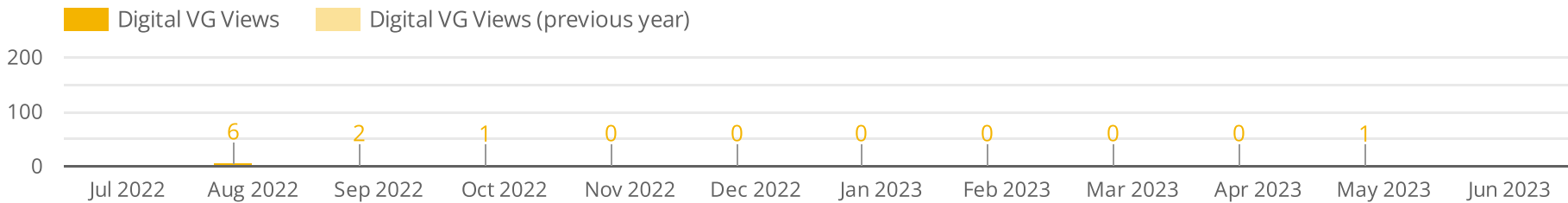


## How many conversions occurred in the last year?

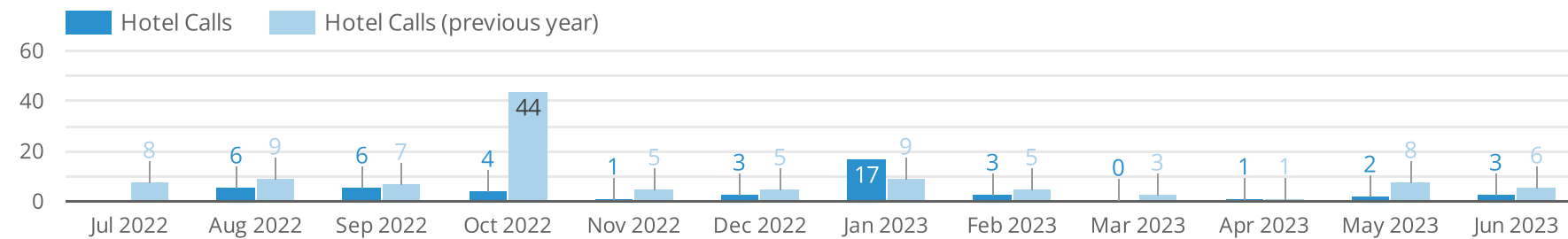
by Goal and Goal Completions compared **year over year**



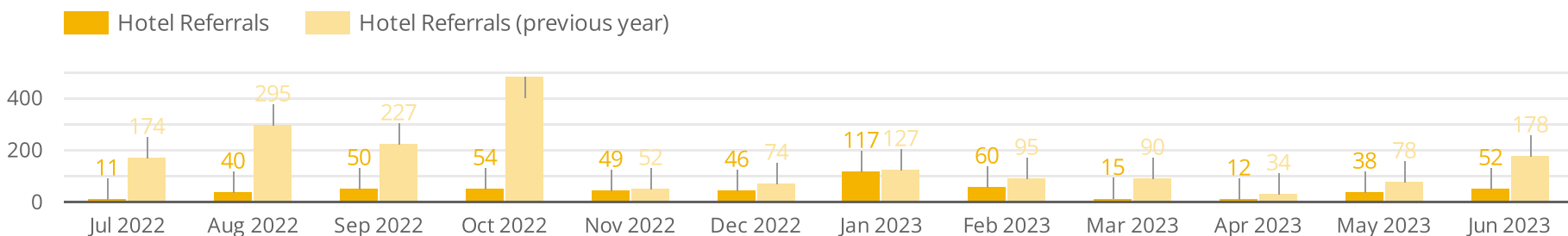
Visitor Guide Requests  
**103**  
↓ -89.6%



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

Total Partner Referrals

3,550

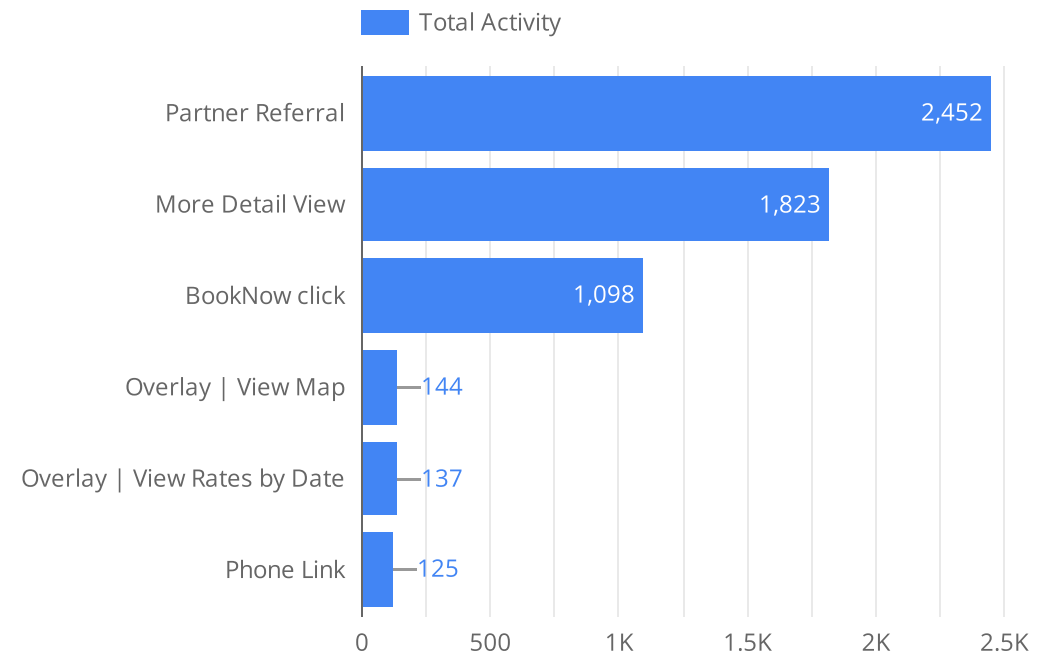
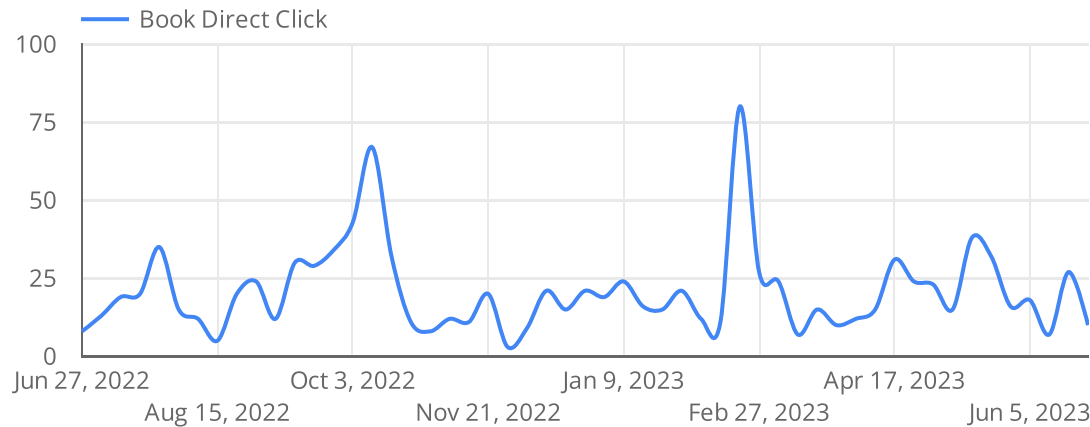
Book Direct Button

1,098

Website / Image / Title Click

2,452

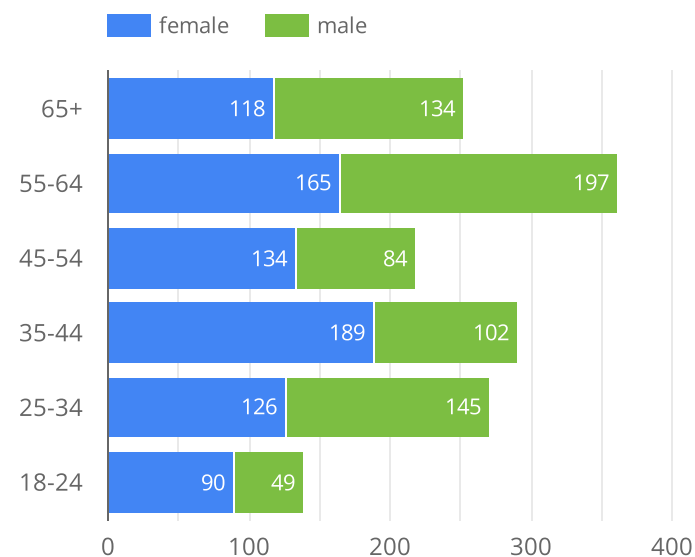
## Book Direct Click Trend



## 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

