



simpleview 

PAID MEDIA ANNUAL REPORT

July 1, 2021 - June 30, 2022



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

41,785

↑ 868.6%

Impressions

210,787

↑ 687.7%

CTR

19.82%

↑ 23.0%

Avg. CPC

\$0.50

↓ -22.8%

Cost

\$20,922.30

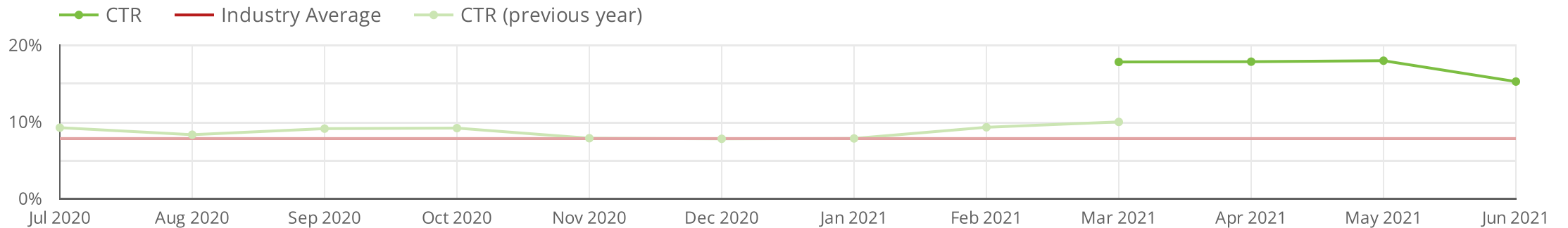
↑ 647.4%

Search Lost IS (budget)

23.15%

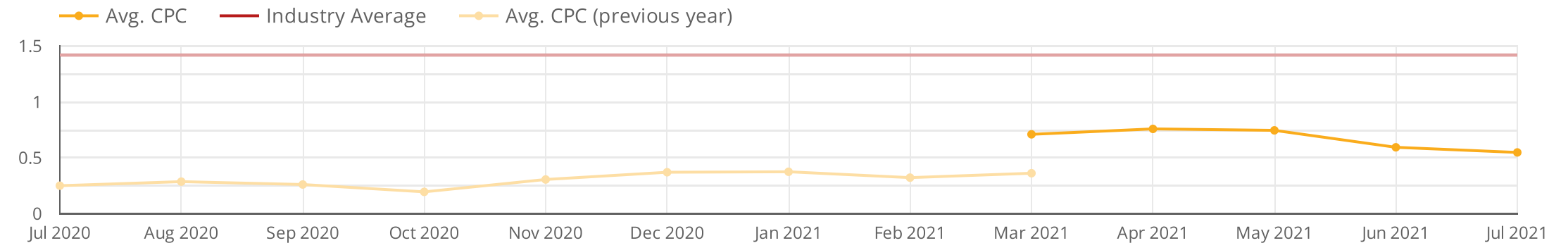
How has my Click-through Rate changed over time?

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
Things to Do	8,459	1,307.5% ↑	21,725	38.94%	44.0% ↑	\$0.45	-4.3% ↓	\$3,841.40
Brand Tourism	8,387	327.9% ↑	41,532	20.19%	5.7% ↑	\$0.55	0.4% ↑	\$4,603.14
Places to See	7,313	1,362.6% ↑	47,045	15.54%	40.3% ↑	\$0.32	-23.9% ↓	\$2,358.76
Outdoors	5,608	1,151.8% ↑	41,461	13.53%	-0.7% ↓	\$0.45	-28.0% ↓	\$2,520.80
Events	4,674	-	11,668	40.06%	-	\$0.26	-	\$1,203.31
Road Trips	3,821	1,120.8% ↑	18,967	20.15%	21.6% ↑	\$0.93	-3.8% ↓	\$3,570.14
Remarketing	1,616	250.5% ↑	13,801	11.71%	-4.9% ↓	\$1.11	-16.9% ↓	\$1,801.63
Fall Fun	1,282	-	5,930	21.62%	-	\$0.47	-	\$599.82
Accommodations	451	1,950.0% ↑	7,824	5.76%	108.6% ↑	\$0.76	-33.1% ↓	\$344.83
History	174	1,833.3% ↑	834	20.86%	13.6% ↑	\$0.45	12.7% ↑	\$78.47
Grand total	41,785	868.6% ↑	210,787	19.82%	23.0% ↑	\$0.50	-22.8% ↓	\$20,922.30

What are my top 20 keywords?

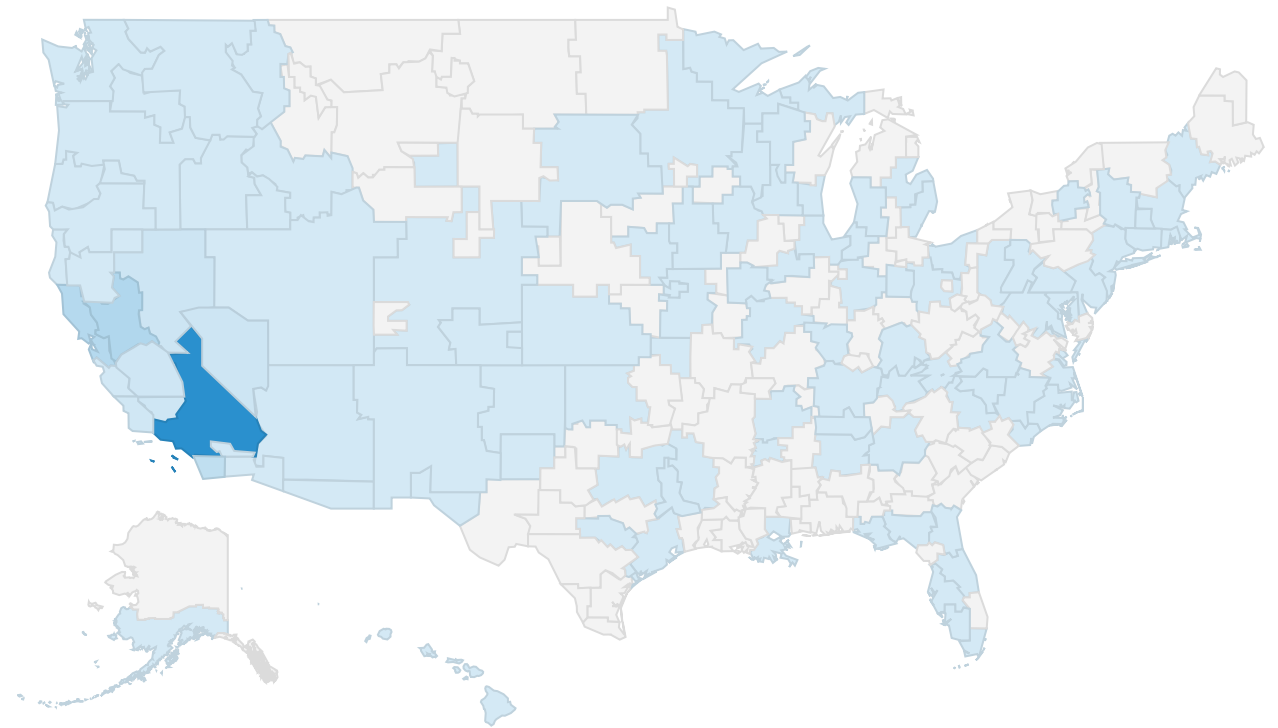
by Campaign, Keyword, Clicks, Impressions, CTR, CPC, and Cost compared year over year

Keyword	Campaign	Clicks ▾	% Δ	Impressions	CTR	Avg. CPC	Cost
bishop ca	Brand Tourism	5,543	270.0% ↑	28,623	19.37%	\$0.56	\$3,102.37
things to do in bishop ca	Things to Do	3,008	1,450.5% ↑	6,943	43.32%	\$0.47	\$1,400.64
bristlecone pine forest	Places to See	1,827	-	9,209	19.84%	\$0.36	\$649.02
what to do in bishop ca	Things to Do	1,565	1,162.1% ↑	3,322	47.11%	\$0.40	\$620.13
mule days bishop	Events	1,561	-	3,625	43.06%	\$0.24	\$370.61
ancient bristlecone pine forest	Places to See	1,413	867.8% ↑	7,915	17.85%	\$0.39	\$546.25
bishop mule days 2022	Events	1,318	-	2,825	46.65%	\$0.21	\$278.05
best road trips in california	Road Trips	1,224	1,783.1% ↑	5,166	23.69%	\$0.92	\$1,125.71
manzanar	Places to See	1,086	1,177.6% ↑	9,565	11.35%	\$0.23	\$251.13
things to do in bishop	Things to Do	859	1,076.7% ↑	2,297	37.4%	\$0.49	\$420.15
bishop visitor center	Brand Tourism	814	756.8% ↑	1,831	44.46%	\$0.38	\$310.73
bishop california	Brand Tourism	789	288.7% ↑	4,340	18.18%	\$0.59	\$468.19
bristlecone pine	Places to See	777	1,944.7% ↑	4,049	19.19%	\$0.27	\$210.98
bristlecone pines	Places to See	736	755.8% ↑	5,948	12.37%	\$0.35	\$257.32
california road trips	Road Trips	707	868.5% ↑	4,105	17.22%	\$0.93	\$654.96
bishop california	Remarketing	697	107.4% ↑	5,885	11.84%	\$1.42	\$986.83
eastern sierra fall colors 2021	Fall Fun	672	-	1,721	39.05%	\$0.41	\$278.75
what to do in bishop	Things to Do	562	1,773.3% ↑	1,222	45.99%	\$0.45	\$253.09
california road trip ideas	Road Trips	538	491.2% ↑	2,781	19.35%	\$0.93	\$499.78
mule days bishop ca	Events	518	-	1,496	34.63%	\$0.25	\$129.91
Grand total		41,785	868.6% ↑	210,787	19.82%	\$0.50	\$20,922.30

What metros were paid search users from last year?

by City and Sessions

Metro	Sessions
Los Angeles CA	24,725
Sacramento-Stockton-Modesto CA	5,041
San Francisco-Oakland-San Jose CA	4,578
San Diego CA	2,888
Las Vegas NV	1,057
Reno NV	1,040
Bakersfield CA	913
Fresno-Visalia CA	771
Santa Barbara-Santa Maria-San Luis ...	593
Palm Springs CA	312



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	44,790	892.0% ↑	1.44	-7.5% ↓	00:01:23	-8.5% ↓	56.13%	-16.3% ↓
Grand total	44,790	892.0% ↑	1.44	-7.5% ↓	00:01:23	-8.5% ↓	56.13%	-16.3% ↓

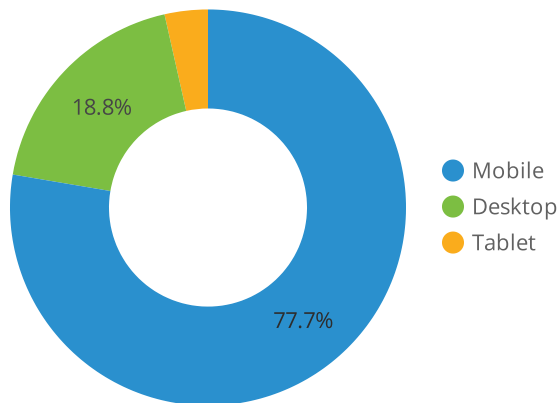
How did my paid search traffic perform across each device category?

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	34,786	945.9% ↑	1.33	-3.4% ↓	00:01:08	6.7% ↑	58.67%	-18.2% ↓
Desktop	8,423	776.5% ↑	1.86	-13.2% ↓	00:02:22	-20.5% ↓	46.29%	-11.2% ↓
Tablet	1,581	593.4% ↑	1.52	-6.6% ↓	00:01:54	-9.7% ↓	52.81%	-15.8% ↓
Grand total	44,790	892.0% ↑	1.44	-7.5% ↓	00:01:23	-8.5% ↓	56.13%	-16.3% ↓

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
Things to Do	9,453	1,486.1% ↑	1.49	-4.6% ↓	00:01:46	22.4% ↑	39.45%	-42.8% ↓
Brand Tourism	9,195	340.4% ↑	1.78	5.4% ↑	00:01:48	0.8% ↑	49.22%	-19.1% ↓
Places to See	8,305	1,464.0% ↑	1.24	-6.4% ↓	00:01:09	10.8% ↑	70.32%	-7.1% ↓
Outdoors	5,943	1,112.9% ↑	1.34	-3.0% ↓	00:01:09	-29.7% ↓	69.09%	-2.7% ↓
Events	4,210	-	1.41	-	00:01:15	-	60.45%	-
Road Trips	3,799	1,205.5% ↑	1.11	3.4% ↑	00:00:23	73.8% ↑	57.23%	-38.3% ↓
Remarketing	1,632	237.2% ↑	1.71	1.7% ↑	00:01:50	10.8% ↑	56.5%	-9.5% ↓
Fall Fun	1,616	-	1.21	-	00:01:08	-	60.77%	-
Accommodations	463	1,680.8% ↑	1.26	-15.8% ↓	00:01:48	30.1% ↑	49.89%	-23.7% ↓
History	174	1,833.3% ↑	1.12	-8.3% ↓	00:01:12	14.4% ↑	50%	-43.7% ↓
Grand total	44,790	892.0% ↑	1.44	-7.5% ↓	00:01:23	-8.5% ↓	56.13%	-16.3% ↓

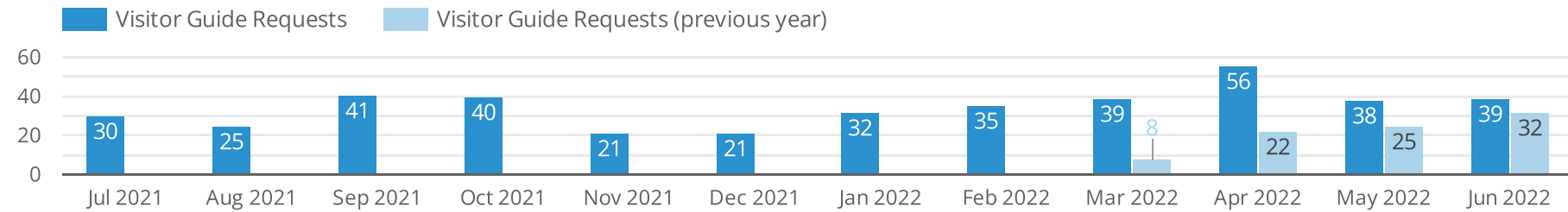
How did my landing pages perform last year?

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/	13,366	860.9% 	1.44	-0.4% 	00:01:30	21.8% 	37.42%
/activities/bristlecone-forest/	5,783	1,557.0% 	1.27	-6.7% 	00:01:17	9.8% 	69.48%
/	5,230	403.9% 	2.05	-0.6% 	00:01:47	-12.0% 	51.2%
/blog/mule-days/	3,366	-	1.43	-	00:01:13	-	59.92%
/activities/fishing/	2,643	554.2% 	1.31	-3.5% 	00:01:17	-26.8% 	67.88%
/lodging/	2,181	543.4% 	1.23	2.9% 	00:01:45	-8.4% 	58.78%
/request-information/	1,726	455.0% 	1.81	-3.5% 	00:01:39	0.4% 	60.08%
/activities/museums/	1,696	1,579.2% 	1.14	0.9% 	00:00:43	52.8% 	76.53%
/activities/fall-colors/	1,253	-	1.23	-	00:01:15	-	57.78%
/activities/hiking/	905	1,575.9% 	1.6	-12.6% 	00:01:11	-40.2% 	63.76%
Grand total	44,790	892.0% 	1.44	-7.5% 	00:01:23	-8.5% 	56.13%

How many conversions occurred in the last year?

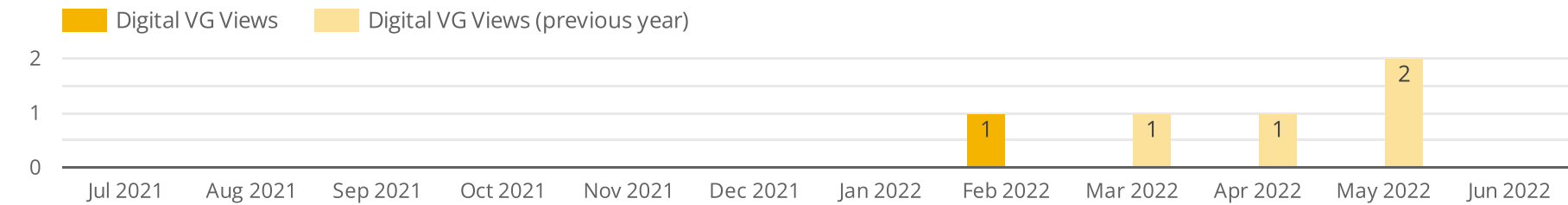
by Goal and Goal Completions compared **year over year**



Visitor Guide Requests

417

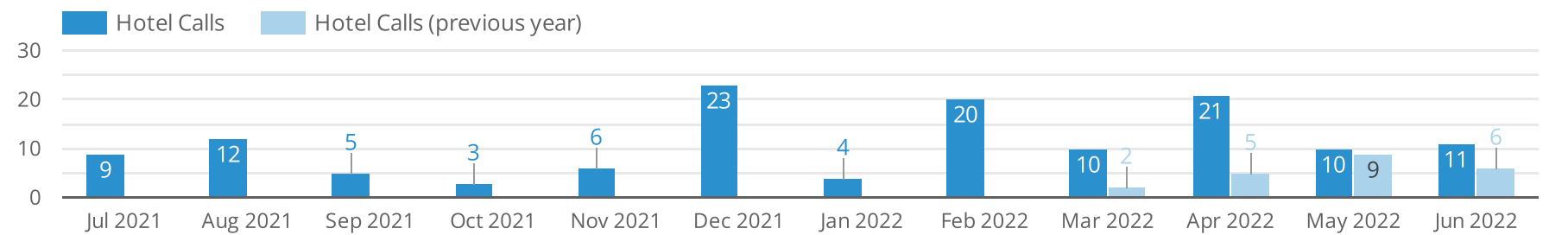
↑ 379.3%



Digital VG Views

1

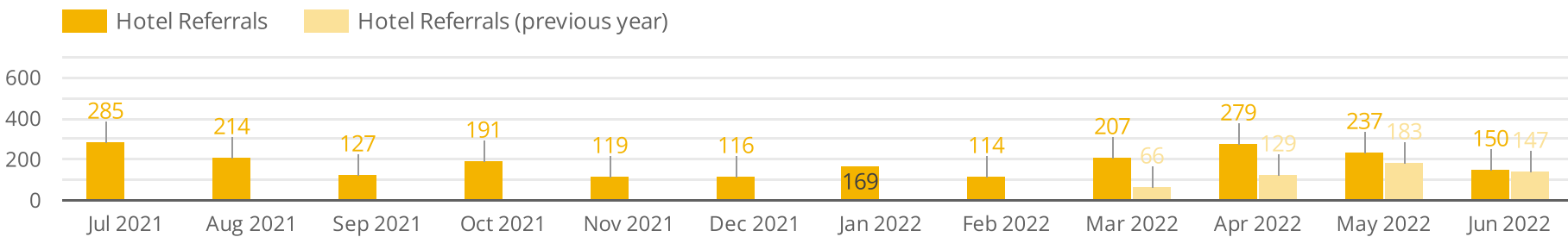
↓ -75.0%



Hotel Calls

134

↑ 509.1%



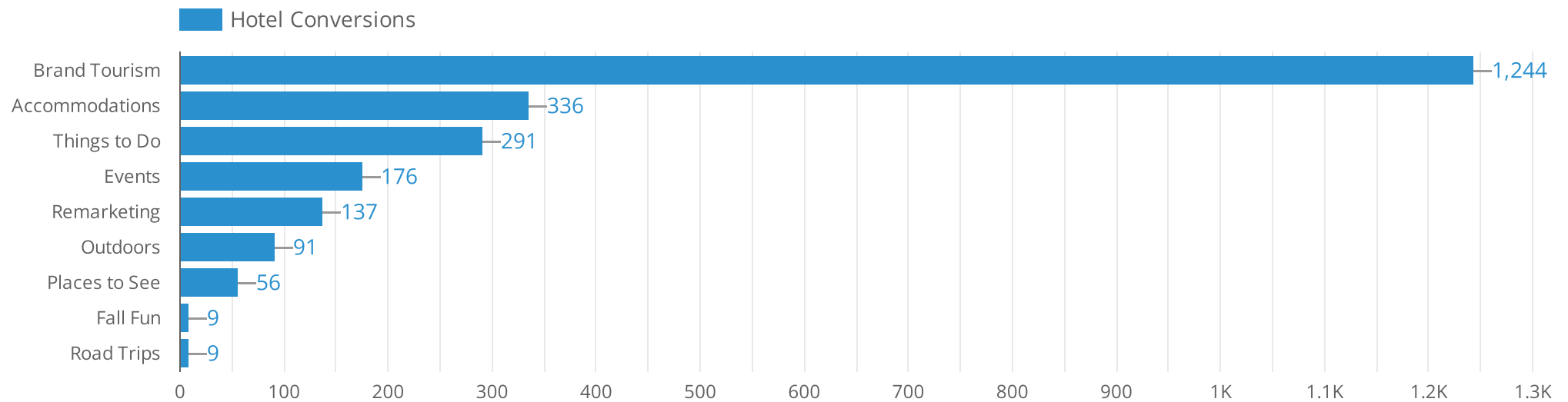
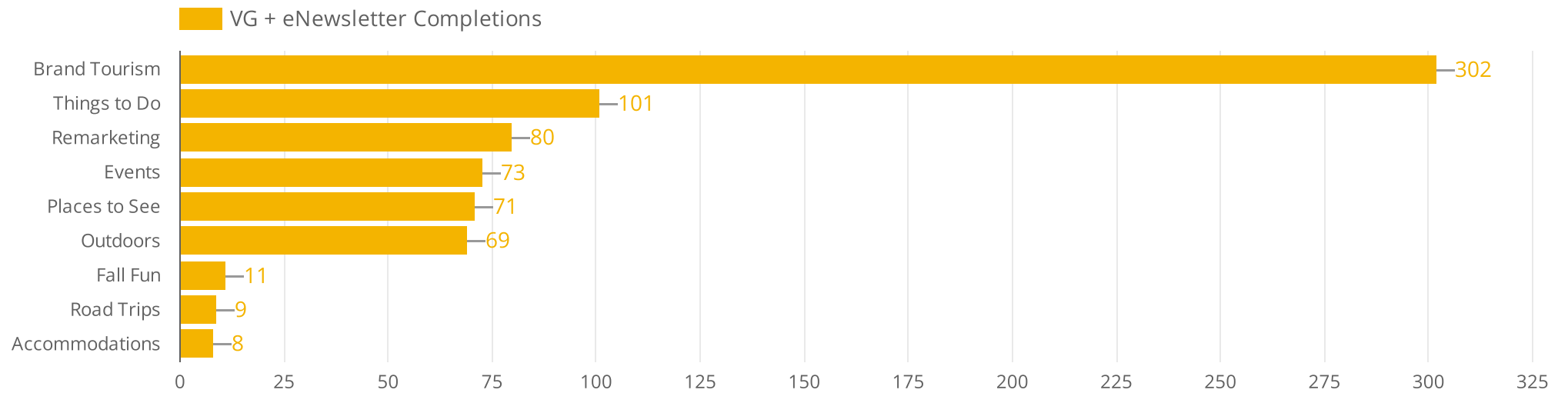
Hotel Referrals

2,208

↑ 320.6%

Which campaigns drove the most conversions in the last year?

by Campaign, Sessions, Goal Completions, and Conversion Rate

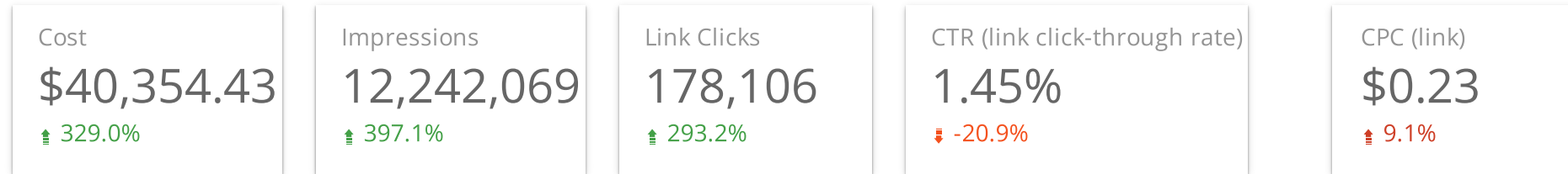




Paid Social

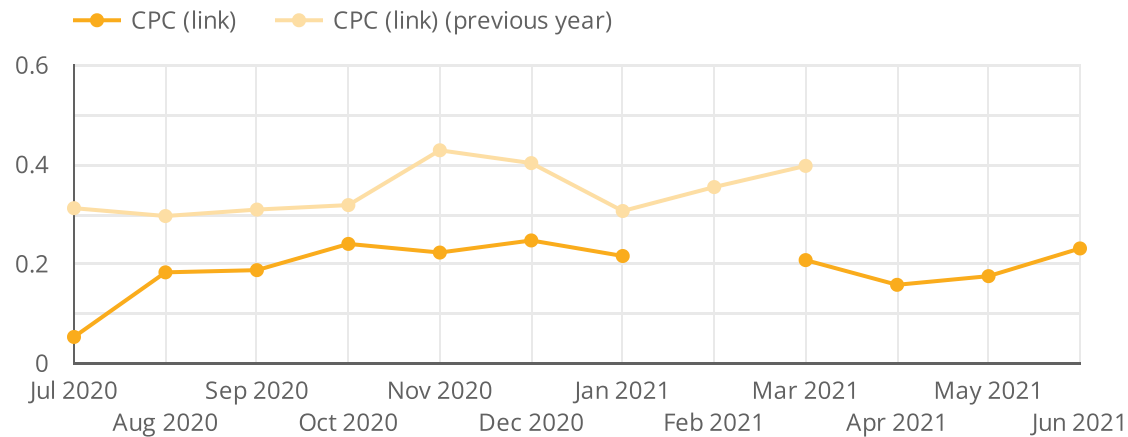
How did my Facebook ads perform last year?

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



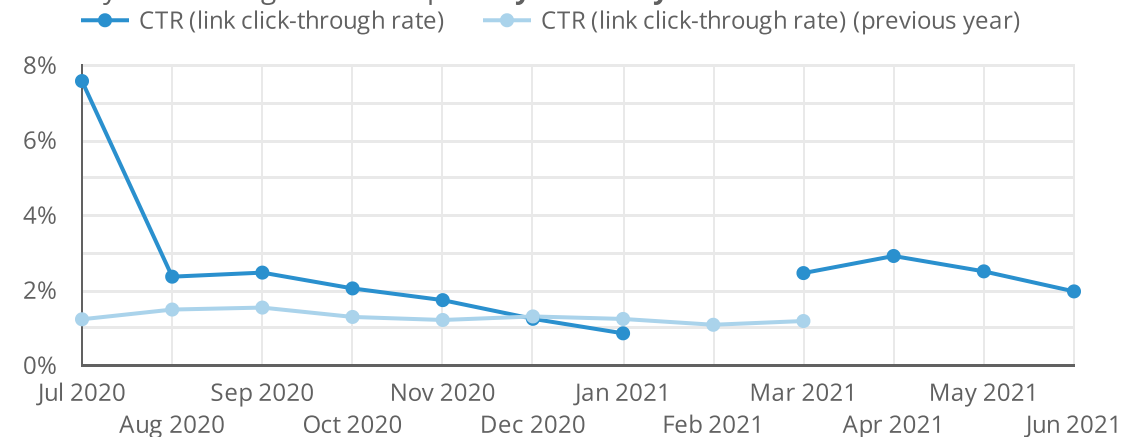
How has my Cost Per Click changed over time?

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



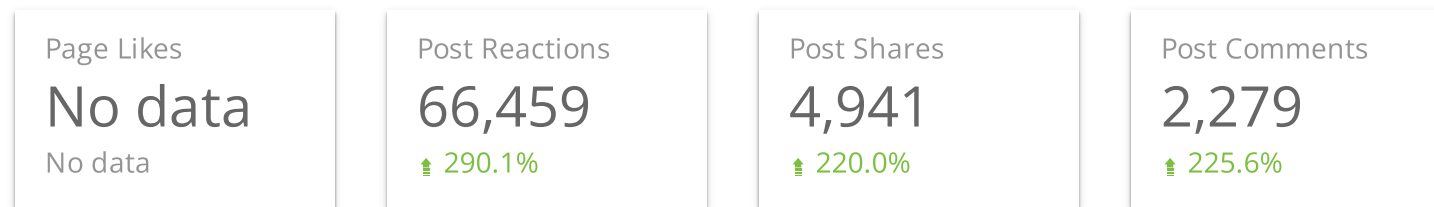
How has my Clickthrough Rate changed over time?

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	95,702	6,285,281	1.52%	\$0.18	\$17,577.90
Accommodations	32,555	1,913,991	1.7%	\$0.17	\$5,563.98
Road Trip	11,525	913,071	1.26%	\$0.25	\$2,894.03
Lead Generation - General	10,191	890,784	1.14%	\$0.40	\$4,032.91
Air Service	7,739	607,611	1.27%	\$0.39	\$3,054.27
Mule Days	7,289	308,643	2.36%	\$0.10	\$727.14
Grand total	169,705	11,370,452	1.49%	\$0.21	\$35,408.52

Facebook Ads Website Clicks Detail | Last Year

Jul 1, 2021 - Jun 30, 2022

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 \$35,408.52 ↑ 277.2%	Impressions 11,370,452 ↑ 362.4%	Link Clicks 169,705 ↑ 274.7%	CTR (link click-through rate) 1.49% ↓ -19.0%	CPC (link) 0.21 ↑ 0.7%
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Website Clicks - Outdoors

Ad Set	Link Clicks	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Outdoor Adventure Interests	25,748	1,520,847	1.69%	\$0.12	\$3,114.65
Bait Fishing - Fishing Interests	15,553	902,964	1.72%	\$0.15	\$2,262.37
Fly Fishing Interests	13,526	669,827	2.02%	\$0.24	\$3,275.50
Horseback Riding Interests	9,099	644,351	1.41%	\$0.21	\$1,935.18
Fall Colors - Outdoor/Autumn Color Inter...	8,332	431,990	1.93%	\$0.15	\$1,209.30
Fall Colors - Photography Interests	6,284	343,942	1.83%	\$0.16	\$983.82
Stargazing - Astronomy Interests	5,021	526,036	0.95%	\$0.16	\$800.21
Hiking Interests	3,242	375,943	0.86%	\$0.26	\$830.66
Wonderful Winter Women's Weekend	2,277	176,403	1.29%	\$0.21	\$484.00
Grand total	95,702	6,285,281	1.52%	\$0.18	\$17,577.90

Recreate Responsibly

Ad Set	Link Clicks	Impressions	CTR (link click-through rate)	CPC (link)	Cost
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No data

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
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No data

Lead Generation - General

Ad Set	Link Clicks ▾	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Vacation Planner - VG Converter Lookalike	4,156	345,702	1.2%	\$0.36	\$1,486.96
Vacation Planner - E-News Converter Lookalike	3,436	309,788	1.11%	\$0.33	\$1,117.01
Vacation Planner - Remarketing	2,097	124,021	1.69%	\$0.47	\$994.59
Vacation Planner - Connections	502	111,273	0.45%	\$0.87	\$434.35
Grand total	10,191	890,784	1.14%	\$0.40	\$4,032.91

Accommodations

Ad Set	Link Clicks ▾	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Older - Outdoors Interests	23,905	1,273,620	1.88%	\$0.18	\$4,197.13
Outdoors and Bishop Interests	8,650	640,371	1.35%	\$0.16	\$1,366.85
Grand total	32,555	1,913,991	1.7%	\$0.17	\$5,563.98

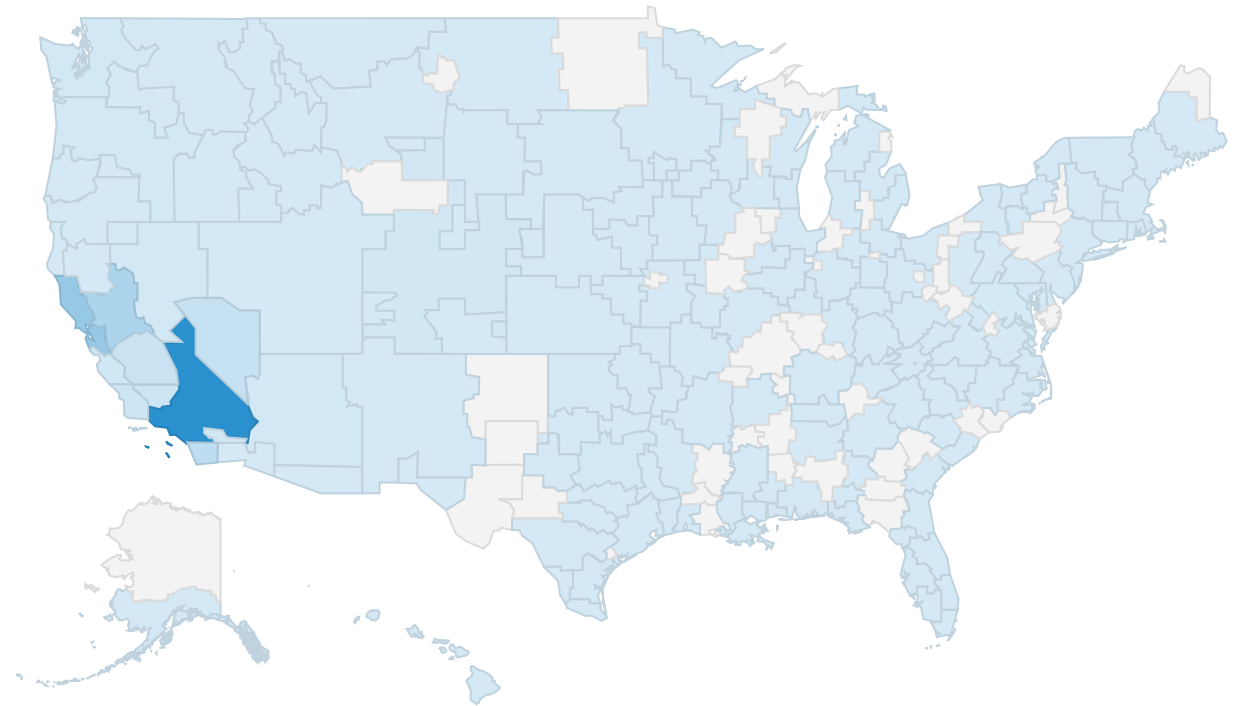
Road Trip

Ad Set	Link Clicks ▾	Impressions	CTR (link click-through rate)	CPC (link)	Cost
Road Trip and Getaway Interests	11,096	834,621	1.33%	\$0.23	\$2,594.74
Grand total	11,525	913,071	1.26%	\$0.25	\$2,894.03

What metros were users from last year?

by metro and Sessions

Metro	Sessions
Los Angeles CA	60,162
San Francisco-Oakla...	21,462
Sacramento-Stockto...	14,307
San Diego CA	7,972
Las Vegas NV	4,962
Fresno-Visalia CA	3,823
Bakersfield CA	2,689
Santa Barbara-Santa...	2,007
Monterey-Salinas CA	1,348
Denver CO	1,072



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

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

Sessions 126,849	Pages / Session 1.19	Avg. Session Duration 00:00:26	Bounce Rate 79.62%
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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	114,524	1.18	00:00:25	79.96%
tablet	9,136	1.21	00:00:32	78.33%
desktop	3,189	1.32	00:01:02	70.96%
Grand total	126,849	1.19	00:00:26	79.62%

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	71,119	1.15	00:00:25	82.86%
Accommodations	23,196	1.2	00:00:21	80.66%
Road Trip	9,805	1.27	00:00:39	56.74%
Lead Generation - General	7,761	1.36	00:00:40	75.14%
Mule Days	5,970	1.27	00:00:36	75.04%
Air Service	5,753	1.11	00:00:13	82.55%
Grand total	126,849	1.19	00:00:26	79.62%

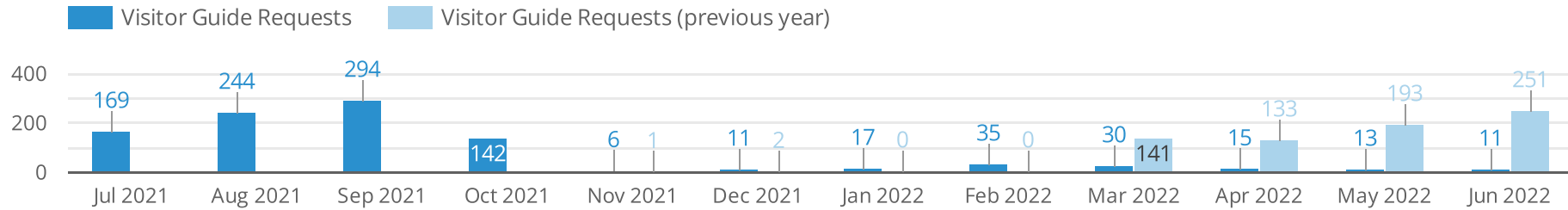
How did traffic from my Facebook ads perform on my landing pages?

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

Landing Page	Sessions ▾	Pages / Session	Avg. Session Duration	Bounce Rate
/lodging/	19,004	1.21	00:00:20	80.84%
/blog/adventure/	15,727	1.11	00:00:16	87.74%
/activities/fishing/	11,358	1.18	00:00:30	83.87%
/blog/bishop-summer-fishing-report/	8,571	1.11	00:00:22	87.36%
/activities/	8,483	1.29	00:00:43	52.52%
/request-information/	7,760	1.35	00:00:38	75.35%
/blog/31-wonderful-travel-tips-for-first-timers-to-bishop/	6,946	1.12	00:00:28	82.97%
/activities/fall-colors/	6,445	1.2	00:00:42	71.84%
/blog/mule-days/	5,954	1.26	00:00:36	75.11%
/air-service/	5,746	1.12	00:00:13	82.58%
Grand total	126,699	1.19	00:00:26	79.71%

How many conversions occurred in the last year?

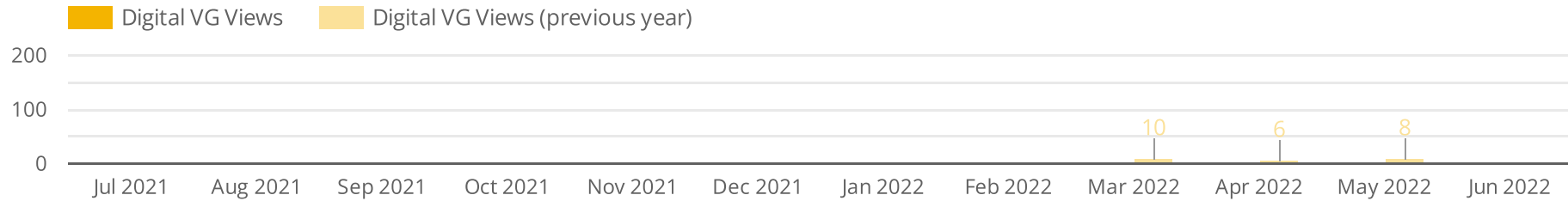
by Goal and Goal Completions compared **year over year**



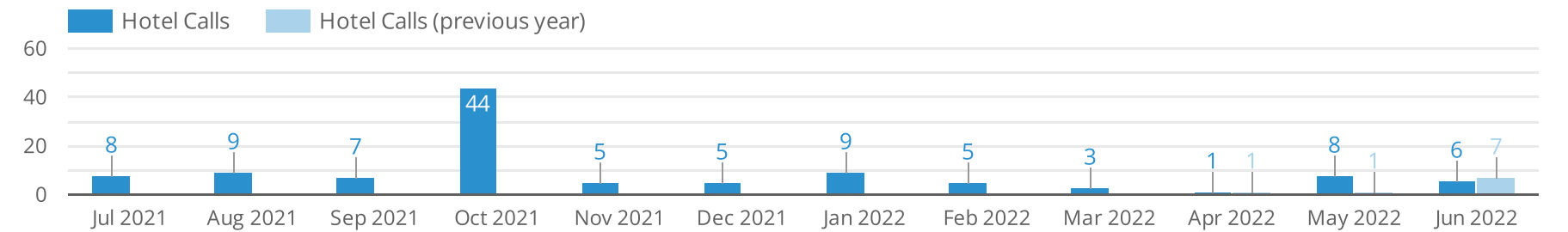
Visitor Guide Requests

987

↑ 36.9%



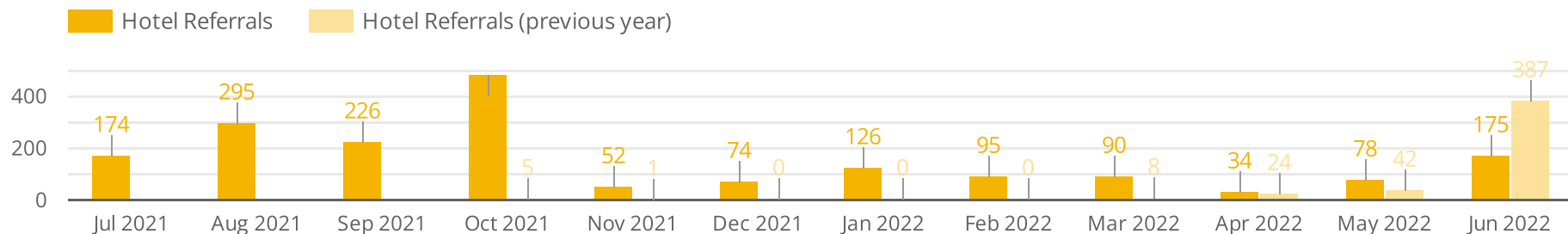
Digital VG Views



Hotel Calls

110

↑ 1,122.2%



Hotel Referrals

1,904

↑ 307.7%

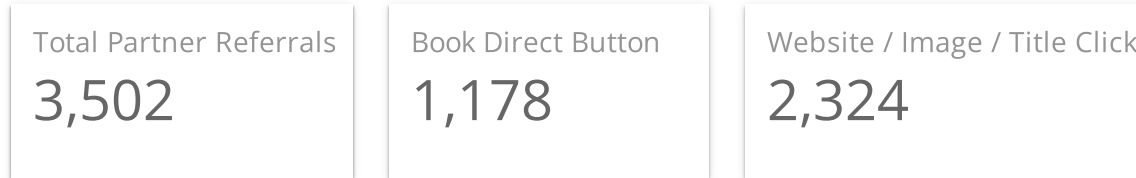


BOOK DIRECT

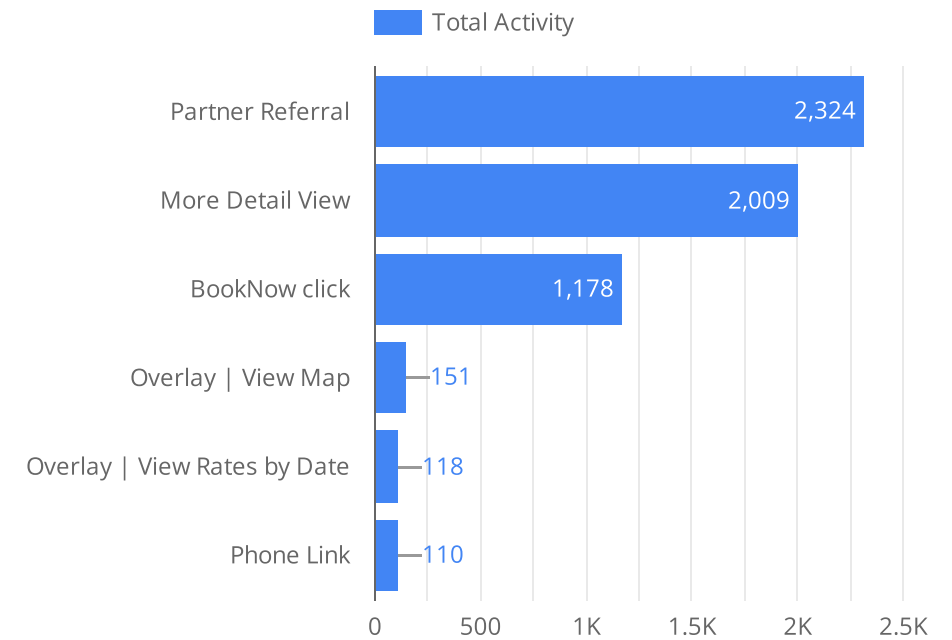
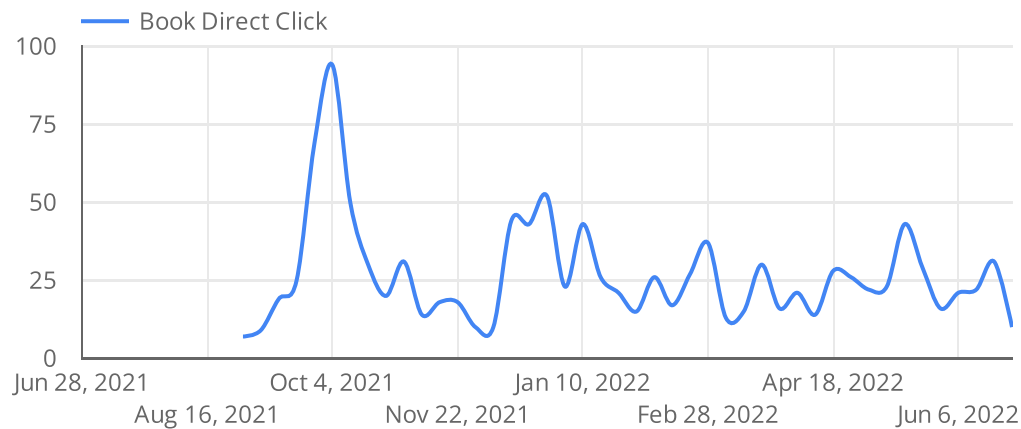
Book Direct Summary | Last Year

Jul 1, 2021 - Jun 30, 2022

Book Direct Performance



Book Direct Click Trend



Total Partner Referrals by Top 10 Partners

Partners	Total Partner Referrals
(Lodging: 398104) Creekside Inn	821
(Lodging: 257265) Bishop Inn	557
(Lodging: 530221) Eastside Guesthouse & Bivy	339
(Lodging: 224118) Holiday Inn Express Hotel & Suites Bishop	327
(Lodging: 77641) Travelodge Bishop	272
(Lodging: 422946) Best Western Bishop Lodge	254
(Lodging: 255991) Cielo Hotel, Ascend Hotel Collection	194
(Lodging: 214933) Comfort Inn	137
(Lodging: 207560) Vagabond Inn Bishop	132
(Lodging: 80258) Super 8 Bishop	102

Total Partner Referrals by Age and Genders

