



SEARCH PERFORMANCE

Apr 1, 2023 - Apr 30, 2023

Impressions

18,739

Clicks

3,258

CTR

17.39%

2+ Site Interactions

5,244

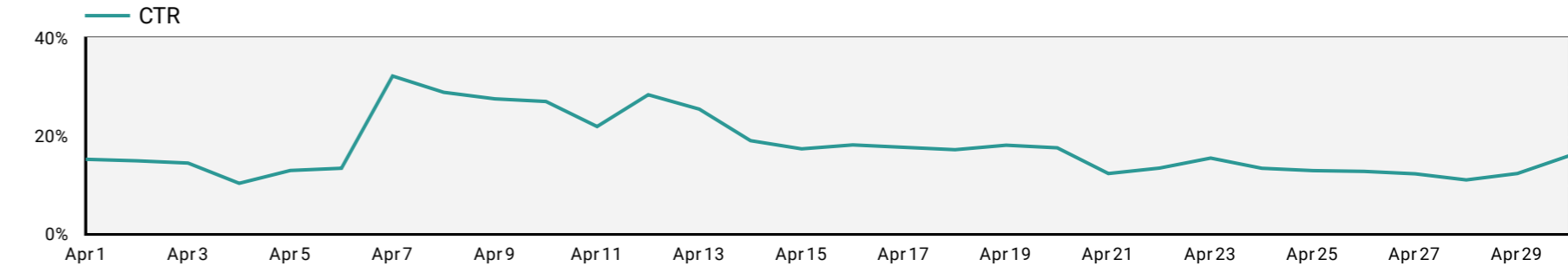
Avg. CPC

\$0.48

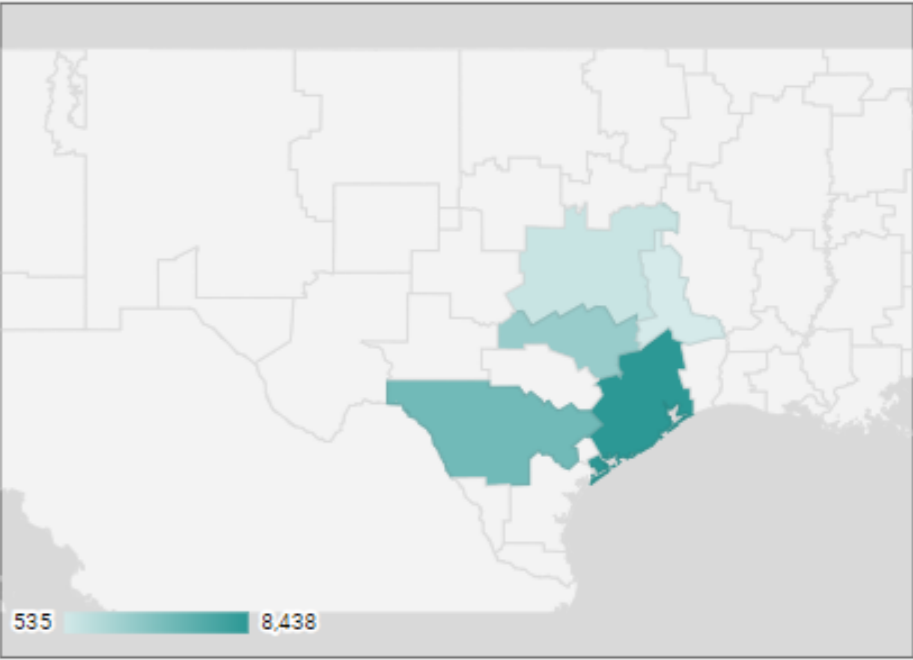
Ad group	Impressions	Clicks	CTR ▾
Things To Do	15,735	2,818	17.91%
Home Page	2,999	440	14.67%
Grand total	18,739	3,258	17.39%

Ad group	Search keyword	Impressions	Clicks ▾	CTR
Things To Do	texas train rides	7,218	1,608	22.28%
Things To Do	austin area attractions	5,563	707	12.71%
Home Page	cedar park	689	158	22.93%
Things To Do	Austin Steam Train	648	154	23.77%
Things To Do	what to do in austin tx	1,271	149	11.72%
Home Page	cedar park texas	487	132	27.10%
Things To Do	things to do in the texas hill country	525	92	17.52%
Things To Do	things to do in cedar park	352	88	25.00%
Home Page	tourist places in texas	646	57	8.82%
Home Page	things to do in texas	647	50	7.73%
Home Page	places to visit in texas	158	16	10.13%
Home Page	vacation places in texas	164	12	7.32%
Things To Do	scenic train rides in texas	63	11	17.46%
Things To Do	texas steam train rides	45	7	15.56%
Home Page	weekend getaways texas	48	5	10.42%
Home Page	getaway places in texas	60	3	5.00%
Home Page	things to do in texas this weekend	39	2	5.13%
Home Page	vacations in texas	22	2	9.09%
Things To Do	texas hill country attractions	21	2	9.52%
Home Page	texas sightseeing	8	1	12.50%
Home Page	texas hill country places to visit	3	1	33.33%
Home Page	texas vacation guide	19	1	5.26%
Things To Do	h-e-b center cedar park	11	0	0.00%
Things To Do	breweries in austin	1	0	0.00%
Grand total		18,739	3,258	17.39%

Daily Performance

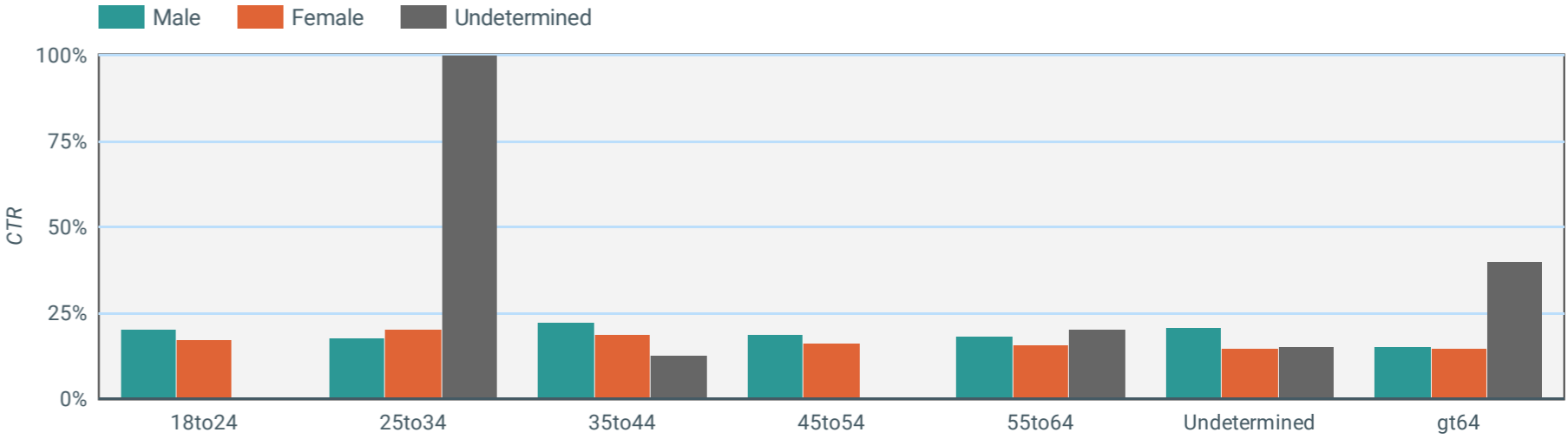


Metro area	Impressions	Clicks	CTR ▾
Houston TX	8,438	1,549	18.36%
San Antonio TX	5,200	903	17.37%
Dallas-Ft. Worth TX	1,160	194	16.72%
Waco-Temple-Bryan TX	3,406	532	15.62%
Tyler-Longview(Lufkin & Nacogdoches) TX	535	80	14.95%
Grand total	18,739	3,258	17.39%



Cedar Park is excluded from targeting. Note that the reporting can still show some activity in Cedar Park, as IP addresses, device ID's and provider boundaries are not entirely based on current device location.

Age/Gender Performance





Search Creative

Oct 1, 2022-Sept 30, 2023

Apr 1, 2023 - Apr 30, 2023

Home Page - 14.67% CTR

Ad · www.visitcedarparktexas.com/

TX Hill Country Place to Visit | Visit Cedar Park Texas | Enjoy a Day Trip to Austin, TX

Find travel information for Cedar Park, a top place to visit in the Texas Hill Country. Located north of Austin, Cedar Park is a family-friendly place you can visit with ease.

Places To Stay - 0.00% CTR

Ad · www.visitcedarparktexas.com/stay

TX Hill Country Places to Stay | Austin-Area Hotels | Visit Cedar Park Texas

Set north of Austin, Cedar Park is the ideal starting point to visiting the Hill Country. Looking for a place to stay in the Austin area? Cedar Park has hotels for everyone.

Things To Do - 17.91% CTR - BEST PERFORMING

Ad · www.visitcedarparktexas.com/fun

Train Rides, Outdoors & More | Discover Cedar Park | TX Hill Country Things to Do

Zip line over Lake Travis, ride a steam train, and find more in Cedar Park. Located just north of Austin, Cedar Park has plenty to see and do for everyone.