



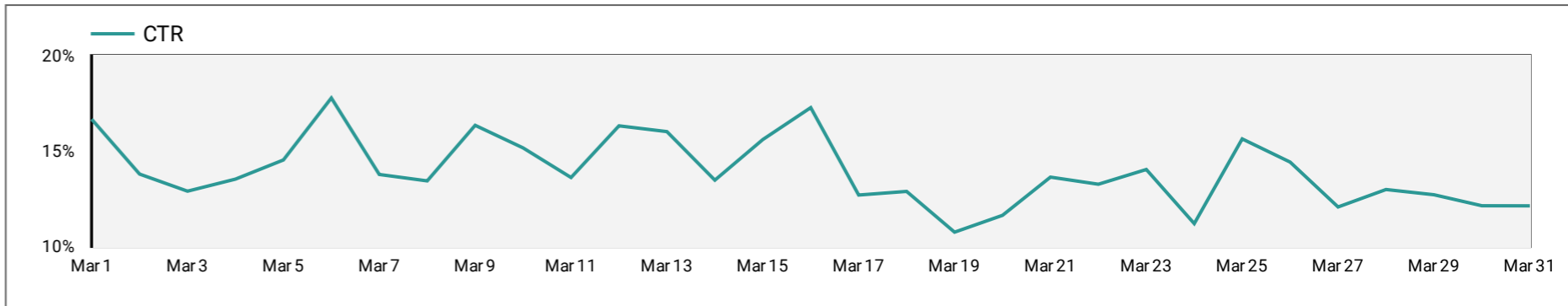
SEARCH PERFORMANCE

Mar 1, 2023 - Mar 31, 2023

Impressions **21,150** Clicks **2,935** CTR **13.88%** 2+ Site Interactions **4,563** Avg. CPC **\$0.53**

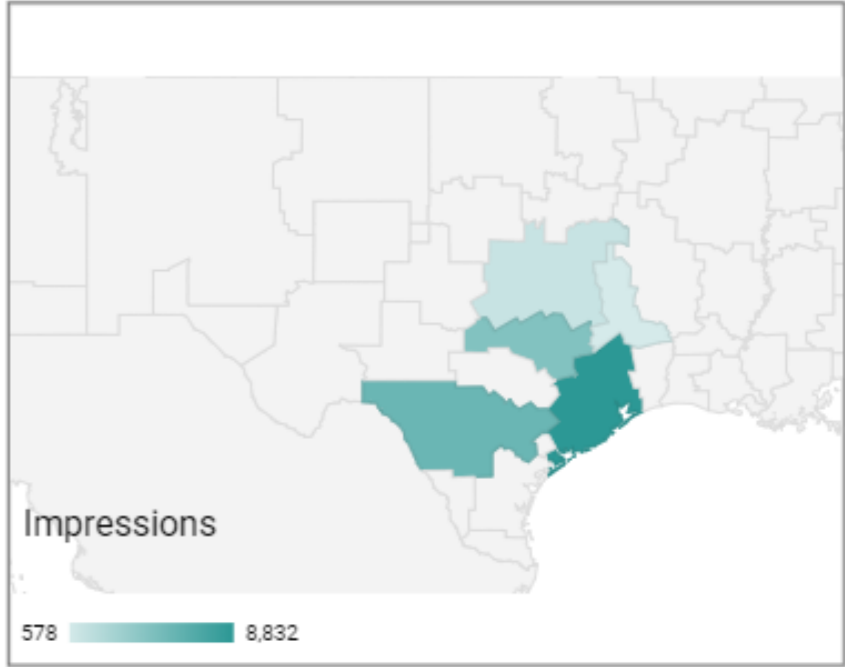
Ad group	Impressions	Clicks	CTR
Things To Do	17,589	2,592	14.74%
Home Page	3,559	343	9.64%
Stay	2	0	0.00%
Grand total	21,150	2,935	13.88%

Daily Performance



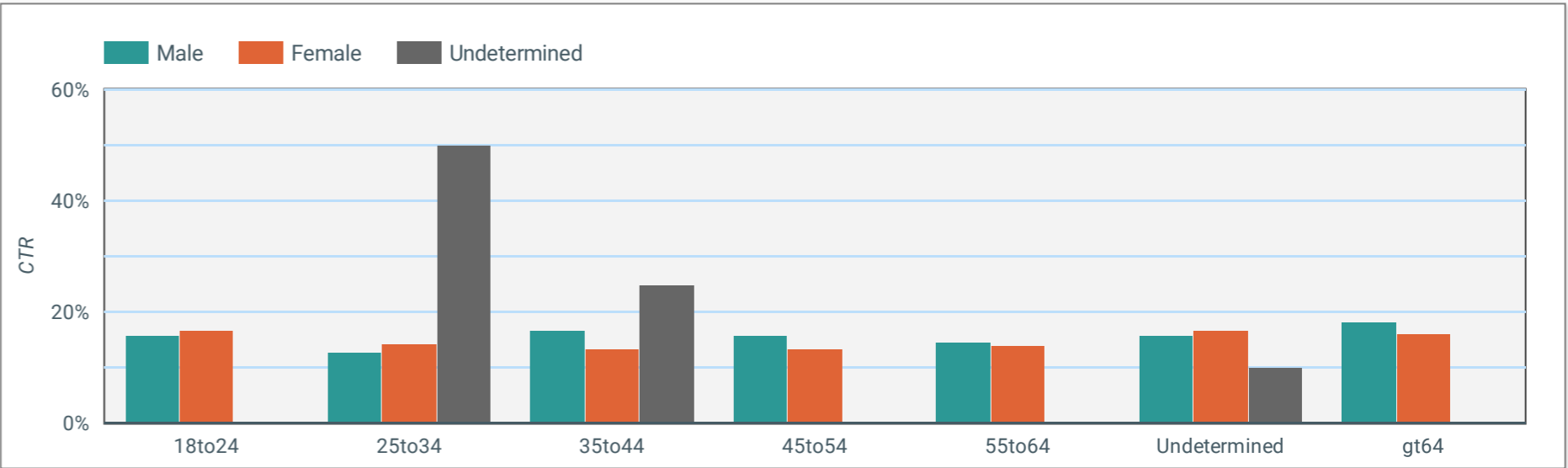
Ad group	Search keyword	Impressions	Clicks	CTR
Things To Do	austin area attractions	11,395	1,567	13.75%
Things To Do	texas train rides	2,923	458	15.67%
Things To Do	things to do in the texas hill country	938	176	18.76%
Things To Do	what to do in austin tx	1,469	154	10.48%
Things To Do	Austin Steam Train	375	119	31.73%
Things To Do	things to do in cedar park	324	96	29.63%
Home Page	things to do in texas	992	87	8.77%
Home Page	tourist places in texas	786	74	9.41%
Home Page	cedar park	368	40	10.87%
Home Page	vacation places in texas	474	40	8.44%
Home Page	places to visit in texas	279	34	12.19%
Home Page	cedar park texas	360	34	9.44%
Home Page	weekend getaways texas	114	14	12.28%
Things To Do	texas hill country attractions	51	12	23.53%
Things To Do	scenic train rides in texas	40	7	17.50%
Home Page	texas vacation guide	55	6	10.91%
Home Page	vacations in texas	54	4	7.41%
Home Page	texas hill country places to visit	11	4	36.36%
Home Page	texas vacation ideas	32	3	9.38%
Home Page	texas sightseeing	31	3	9.68%
Things To Do	texas steam train rides	31	2	6.45%
Things To Do	h-e-b center cedar park	23	1	4.35%
Home Page	top vacation spots in texas	1	0	0.00%
Home Page	travel texas hill country	1	0	0.00%
Grand total		21,150	2,935	13.88%

Metro area	Impressions	Clicks	CTR
Waco-Temple-Bryan TX	4,644	691	14.88%
San Antonio TX	5,817	824	14.17%
Houston TX	8,832	1,223	13.85%
Dallas-Ft. Worth TX	1,279	142	11.10%
Tyler-Longview(Lufkin & Nacogdoches) TX	578	55	9.52%
Grand total	21,150	2,935	13.88%

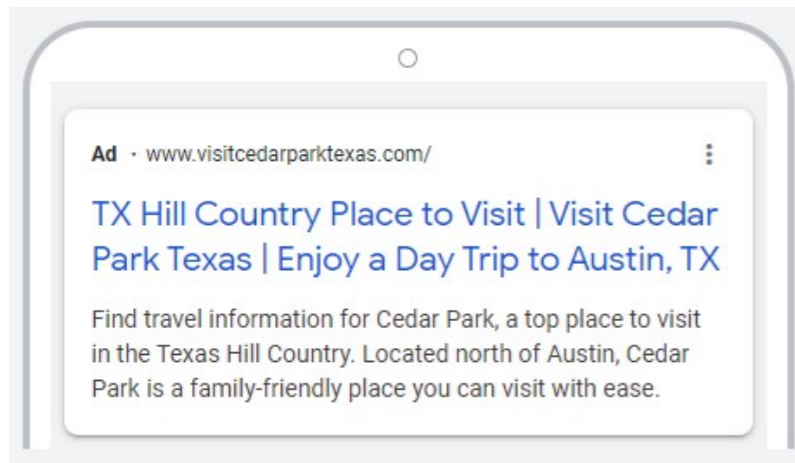


Cedar Park is excluded from targeting. Note that the reporting can still show some activity in Cedar Park, as IP addresses, device ID's and provider boundaries are not entirely based on current device location.

Age/Gender Performance



Home Page - 9.64% CTR

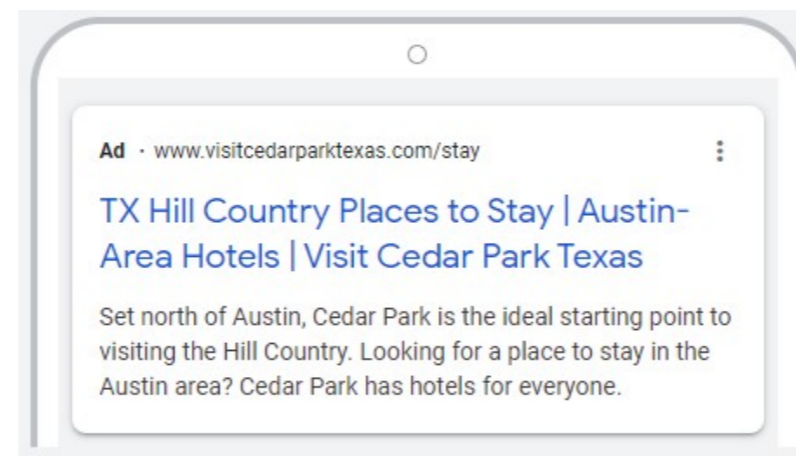


Ad · www.visitcedarparktexas.com/

[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

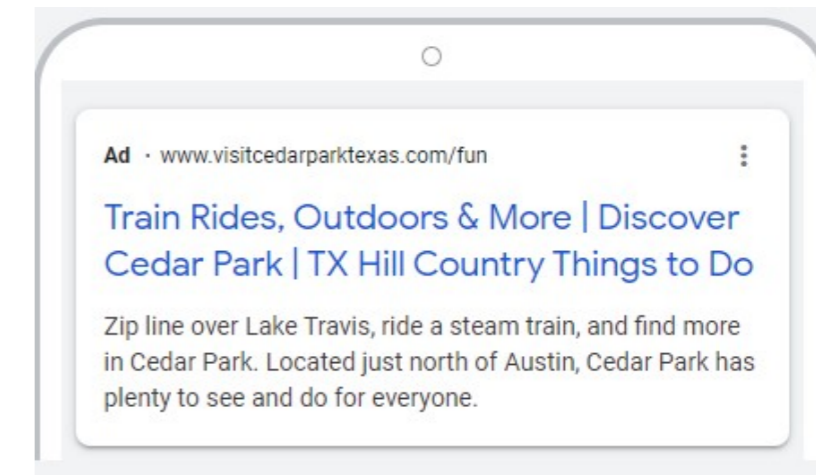


Ad · www.visitcedarparktexas.com/stay

[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 - 14.74% 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.