

SPRING LAKE MARKETING ANALYSIS

TOTAL NUMBER
OF IMPRESSIONS

200,469

TOTAL CLICK
THROUGH RATE:

.42

FEBRUARY
2021
STATS

TOTAL NUMBER
OF CLICKS

840

TOTAL NUMBER
OF CONVERSIONS

434 *Not All
Are Trackable

FEBRUARY VS. INDUSTRY STANDARD

631



Web Remarketing CTR: .27%
Industry Standard: .05%



Google Ads: N/A
Industry Standard: .61%



Facebook CTR: .94%
Industry Standard: .90%

Facebook Link CTR: .40%
Industry Standard: N/A

Target Display Ads CTR: .64%
Industry Standard: .10%



YTD

Impressions:
400,883

Clicks:
1,561

Total CTR:
.39%

TRACKED CALLS:

5

CURRENT CAMPAIGN INCLUDES

Web Remarketing | Direct Facebook Marketing | Targeted Display Ads
Search Engine Marketing | Call Tracking

CVB MARKETING ANALYSIS

TOTAL NUMBER
OF IMPRESSIONS

362,595

TOTAL CLICK
THROUGH RATE:

.39%

**FEBRUARY
2021**

STATS

TOTAL NUMBER
OF CLICKS

1,406

TOTAL NUMBER
OF CONVERSIONS

599

*Not All
Are Trackable

FEBRUARY VS. INDUSTRY STANDARD



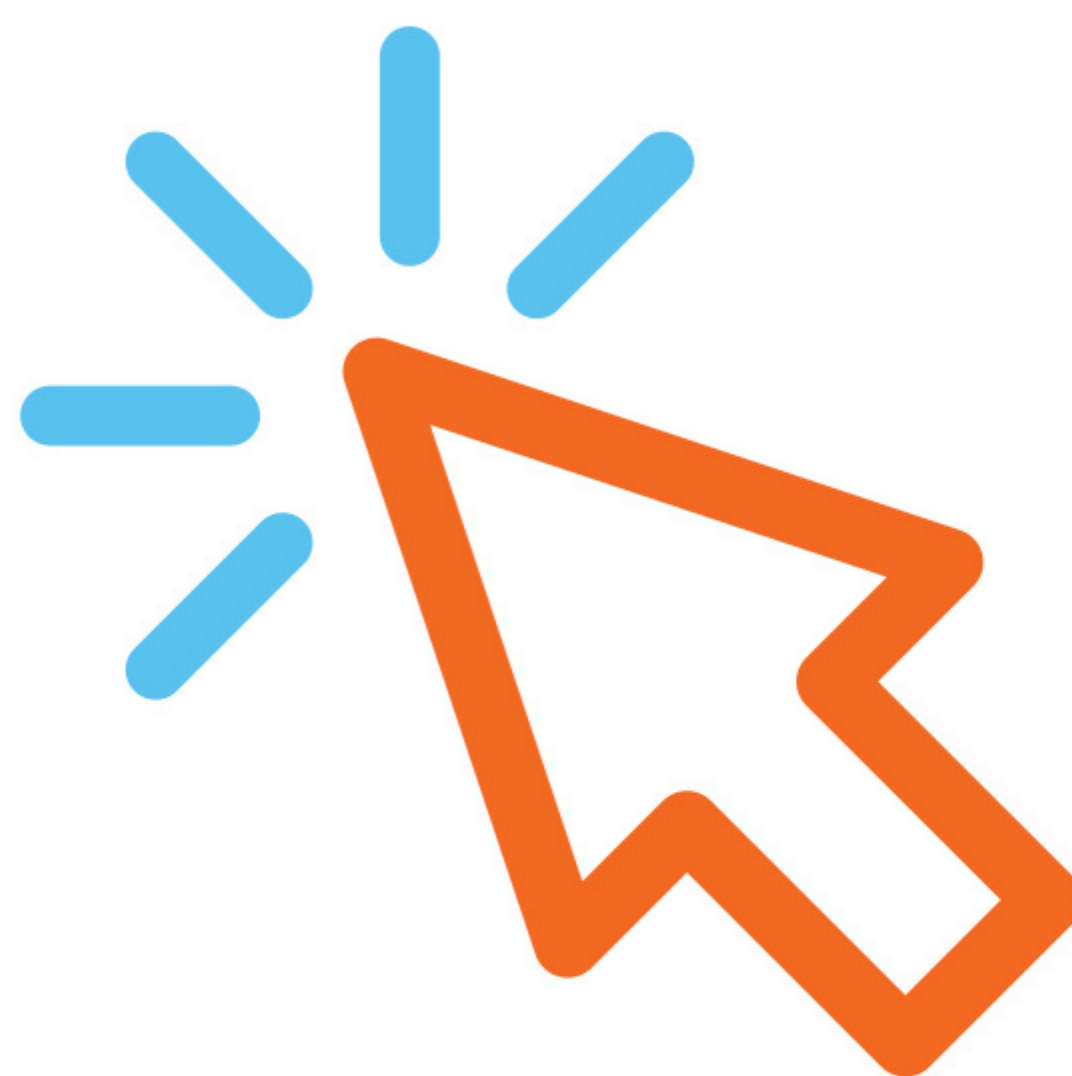
Web Remarketing CTR: **.24%**
Industry Standard: .05%



Facebook Remarketing: **1%**

Facebook CTR: **.94%**
Industry Standard: .90%

Facebook Link CTR: **.67%**
Industry Standard: N/A



YTD

Impressions:

697,913

Clicks:

2,578

Total CTR:

.37%

TRACKED CALLS:

196

CURRENT CAMPAIGN INCLUDES

Web Remarketing | Direct Facebook Marketing | Targeted Display Ads
Search Engine Marketing | Call Tracking