

CVB MARKETING ANALYSIS

TOTAL NUMBER
OF IMPRESSIONS

335,318

TOTAL CLICK
THROUGH RATE:

.35%

**JANUARY
2021**

STATS

TOTAL NUMBER
OF CLICKS

1,172

TOTAL NUMBER
OF CONVERSIONS

631

*Not All
Are Trackable

JANUARY VS. INDUSTRY STANDARD



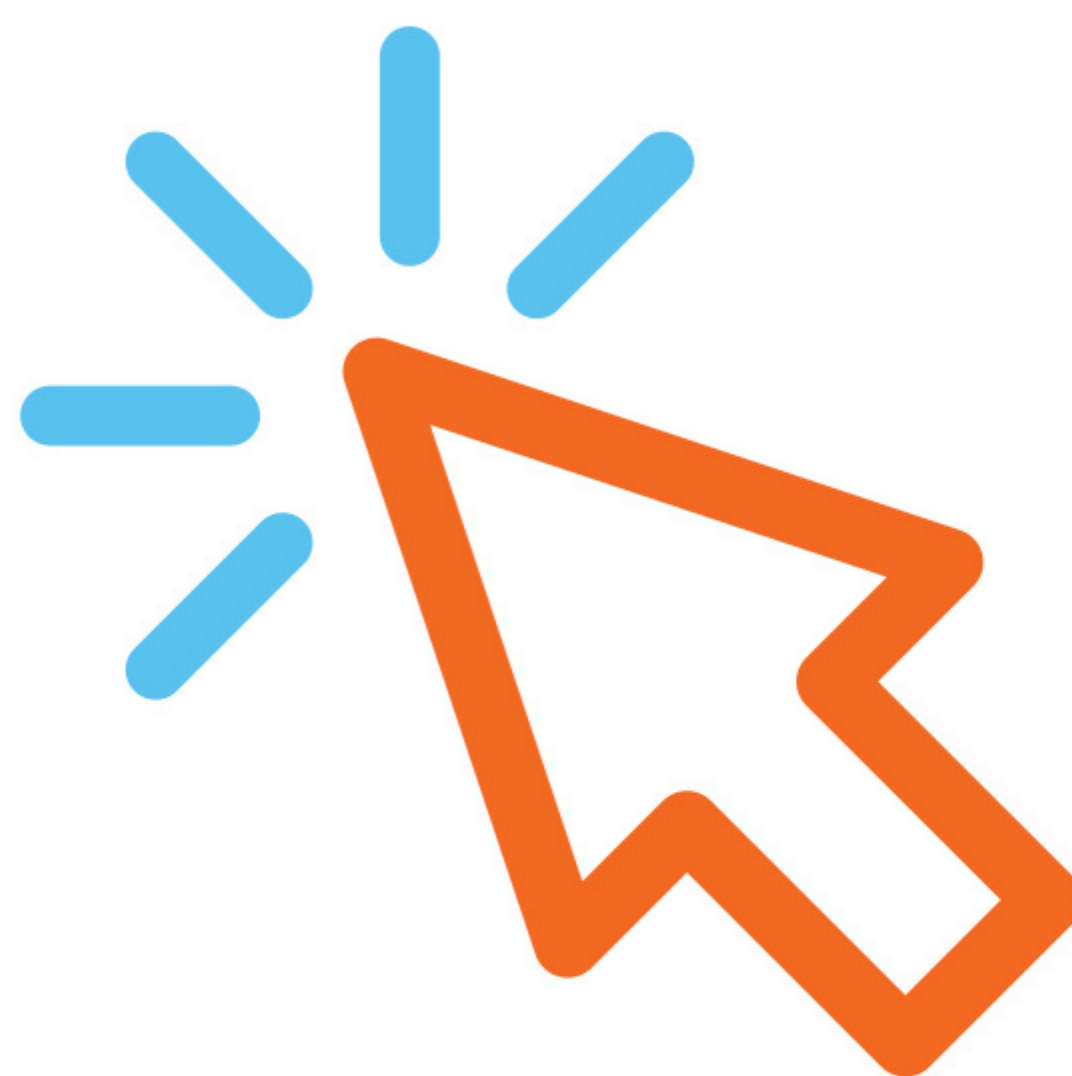
Web Remarketing CTR: **.25%**
Industry Standard: .05%



Facebook Remarketing: **.89%**

Facebook CTR: **1.06%**
Industry Standard: .90%

Facebook Link CTR: **.79%**
Industry Standard: N/A



YTD

Impressions:

335,318

Clicks:

1,172

Total CTR:

.35%

TRACKED CALLS:

325

CURRENT CAMPAIGN INCLUDES

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

SPRING LAKE MARKETING ANALYSIS

TOTAL NUMBER
OF IMPRESSIONS

200,414

TOTAL CLICK
THROUGH RATE:

.36%

TOTAL NUMBER
OF CLICKS

721

TOTAL NUMBER
OF CONVERSIONS

209 *Not All
Are Trackable

January
2021
STATS

JANUARY VS. INDUSTRY STANDARD



Web Remarketing CTR: **.22%**
Industry Standard: .05%



Google Ads: **4.04%**
Industry Standard: .61%



Facebook CTR: **.59%**
Industry Standard: .90%

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

Target Display Ads CTR: **.25%**
Industry Standard: .10%



YTD

Impressions:
200,414

Clicks:
721

Total CTR:
.36%

TRACKED CALLS:

14

CURRENT CAMPAIGN INCLUDES

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