

## CVB MARKETING ANALYSIS

TOTAL NUMBER  
OF IMPRESSIONS

**273,667**

TOTAL CLICK  
THROUGH RATE:

**.41%**

**MARCH  
2021**

**STATS**

TOTAL NUMBER  
OF CLICKS

**1,116**

TOTAL NUMBER  
OF CONVERSIONS

**854**

\*Not All  
Are Trackable

### MARCH VS. INDUSTRY STANDARD



Web Remarketing CTR: **.23%**  
Industry Standard: .05%



Facebook Remarketing: **1%**

Facebook CTR: **.92%**  
Industry Standard: .90%

Facebook Link CTR: **1.01%**  
Industry Standard: N/A



### YTD

Impressions:

**971,580**

Clicks:

**3,694**

Total CTR:

**.38%**

TRACKED CALLS:

**252**

### CURRENT CAMPAIGN INCLUDES

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



## SPRING LAKE MARKETING ANALYSIS

TOTAL NUMBER  
OF IMPRESSIONS

**188,839**

TOTAL CLICK  
THROUGH RATE:

**.50%**

**MARCH  
2021**

**STATS**

TOTAL NUMBER  
OF CLICKS

**952**

TOTAL NUMBER  
OF CONVERSIONS

**471** \*Not All  
Are Trackable

### MARCH VS. INDUSTRY STANDARD



Web Remarketing CTR: **.32%**  
Industry Standard: .05%



Google Ads: **4.10%**  
Industry Standard: .61%



Facebook CTR: **.89%**  
Industry Standard: .90%

Facebook Link CTR: **.91%**  
Industry Standard: N/A

Target Display Ads CTR: **.24%**  
Industry Standard: .10%



### YTD

Impressions:  
**589,722**

Clicks:  
**2,513**

Total CTR:  
**.43%**

TRACKED CALLS:

**13**

### CURRENT CAMPAIGN INCLUDES

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