

# 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%

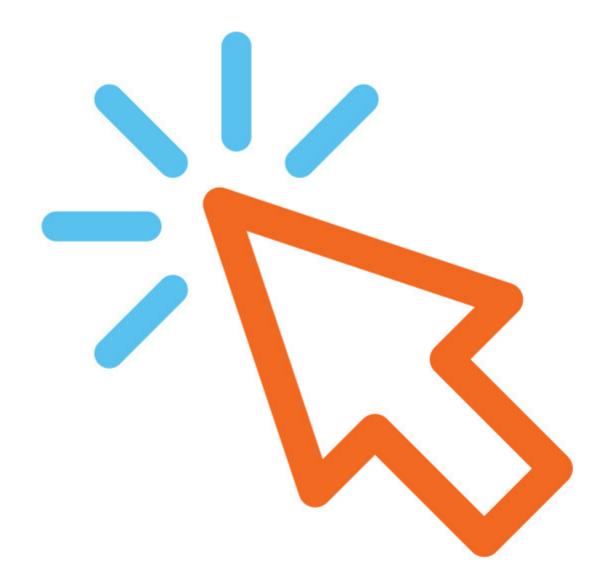


Facebook Remarketing: 1%

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

\*Not All Are Trackable

#### MARCH VS. INDUSTRY STANDARD



Web Remarketing CTR:.32%

Industry Standard: .05%



Google Ads: 4.10% Industry Standard: .61%

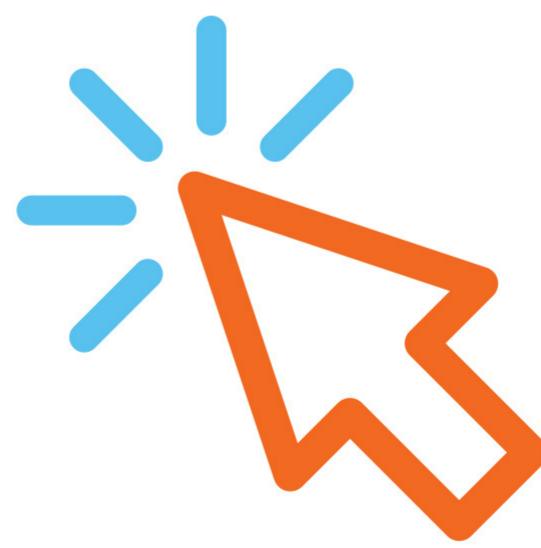


Facebook CTR: .89%
Industry Standard: .90%

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