

# CVB MARKETING ANALYSIS

TOTAL NUMBER OF IMPRESSIONS

184,467

TOTAL CLICK THROUGH RATE:

.73%

December 2020 STATS TOTAL NUMBER OF CLICKS

1,348

TOTAL NUMBER OF CONVERSIONS

850

\*Not All Are Trackable

### DECEMBER VS. INDUSTRY STANDARD



Web Remarketing CTR: .28%

Industry Standard: .05%

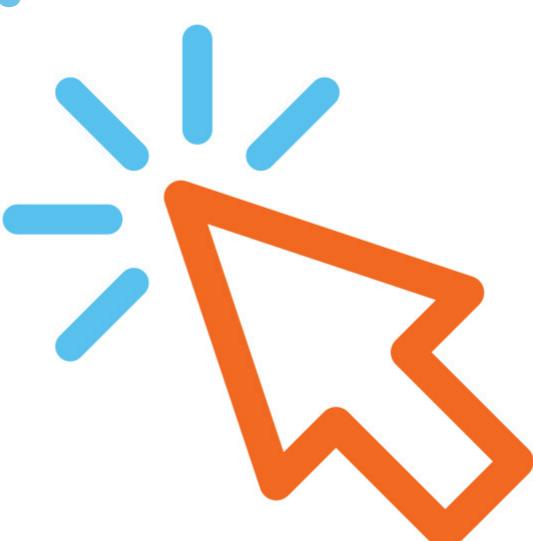


Facebook Remarketing: 1.10%

Facebook CTR: 3.02% Industry Standard: .90%

Facebook Link CTR: 2.04%

Industry Standard: N/A



YTD

Impressions:

2,570,424

Clicks:

16,686

Total CTR:

.65%

OCTOBER TRACKED
CALLS: 209

#### **CURRENT CAMPAIGN INCLUDES**

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



# SPRING LAKE MARKETING ANALYSIS

TOTAL NUMBER OF IMPRESSIONS

199,045

TOTAL CLICK THROUGH RATE:

.45%

December 2020 STATS

TOTAL NUMBER OF CLICKS

898

TOTAL NUMBER OF CONVERSIONS

> \*Not All Are Trackable

# DECEMBER VS. INDUSTRY STANDARD



Web Remarketing CTR:.24%

Industry Standard: .05%



Google Ads: 4.26% Industry Standard: .61%



Facebook CTR: .91%
Industry Standard: .90%

Facebook Link CTR: .64% Industry Standard: N/A

Target Display Ads CTR: .18%

Industry Standard: .10%



#### **YTD**

Impressions:

2,501,566

Clicks:

17,957

Total CTR:

.72%

**TRACKED CALLS:** 

8

#### **CURRENT CAMPAIGN INCLUDES**

Web Remarketing | Direct Facebook Marketing | Targeted Display Ads

Search Engine Marketing | Call Tracking