

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

390 *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