



Monthly Overview

Summary/Insights

- In March, we pushed the campaigns to maximize search volume for the Spring season. We will continue at a higher spend level in April & May to capitalize on the Spring golf season. The increased spend caused CTR to decrease -51% but click outs increased 1160% and CPL decreased -100%.
- The ads maintained an average position of 1.5 at a CPC of \$3.40. For the targeted keywords, MBGH is currently in top position and covers 95% of the impression share when entered into the auction. Because we were pushing budgets, GTS was covered for 75% of all related search volume in March. Ads did not show up for 25% of related searches because we were limited by budget.
- The brand campaign had negative keywords added to limit search volume that was unrelated to Golf Holiday and Golf Tourism Solutions. In March, the brand campaign had an average ad position of 3 which is a low position for a brand campaign. This was a result of the ad being triggered for Myrtle Beach Holiday terms that were unrelated to golf, and therefore less related to the brand which results in a lower position and/or more expensive CPC. The adjustments will lower spend for the brand campaign but also increase the avg. position to the first spot because ad impressions will only show for searches that are specific to the brand.
- In April, we will focus our efforts on targeting the right audience to improve user engagement on the site. The annual budget is not large enough to cover every search that is related to Myrtle Beach golf tourism. Therefore, we recommend that the campaigns use the most updated email marketing list and the pixel based remarketing list to create a similar audience list based on user's characteristics in adwords. The goal is to improve our target audience and limit spend to the right potential customer / vacation planner; someone that is an avid golfer, and is coming to Myrtle Beach specifically to play golf. This user will be more willing to buy a package deals, or already plans to play multiple rounds of golf at different courses and is looking for the best golf packages. This should increase email sign ups and quick quote request conversion metrics, increase time on site, and improve overall user engagement.

PPC Overview

Cost	ΔMoM	Impressions	ΔMoM	Clicks	ΔMoM	CTR	ΔMoM	CPC
\$9,796.62	500%	66,647	1050%	2,882	462%	4.32%	-51%	\$3.40
Avg Position	ΔMoM	Click Outs	ΔMoM	Email Signups/QQ Request	ΔMoM	Total CPL	ΔMoM	Total Leads
1.50	5%	1,324	1160%	10	66%	\$7.34	-100%	1,334

Platform Overview

Account	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
Google	\$9,796.62	66,647	2,882	4.32%	\$3.40	2.1

Account	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
Bing	-	-	-	-	-	-

Google Overview

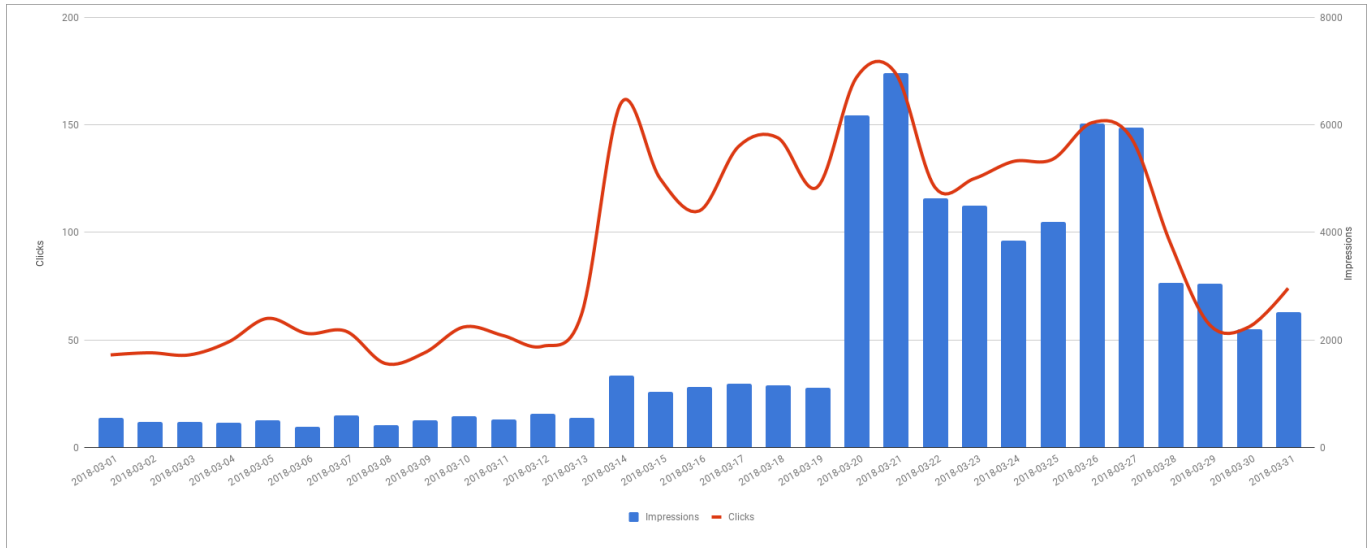
Campaign	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
PACKAGE DEAL PROMO-US-SEARCH	\$3,233.39	3,217	827	25.71%	\$3.91	1.1
GOLF GENERAL-US-SEARCH	\$3,205.31	16,732	1,052	6.29%	\$3.05	1.4
VACATION TRIP-US-SEARCH	\$2,745.13	41,549	736	1.77%	\$3.73	2.4
BRAND-US-GEN	\$612.79	5,149	267	5.19%	\$2.30	3

Bing Overview

Campaign	Cost	Impressions	Clicks	CTR	CPC	Avg. Pos.
Budget allocated towards Google only to ensure quality visitors	-	-	-	-	-	-

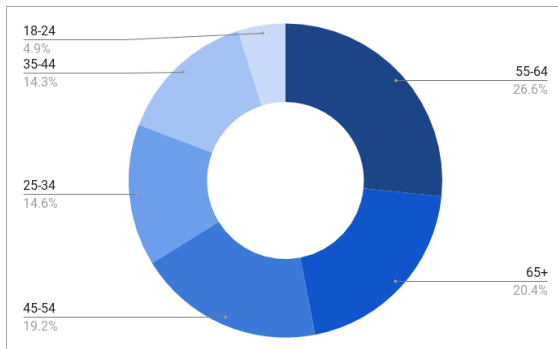
Monthly Overview

PPC Monthly Traffic

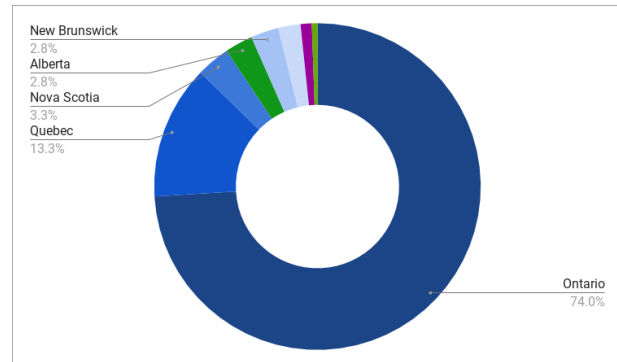


PPC Audience - Users

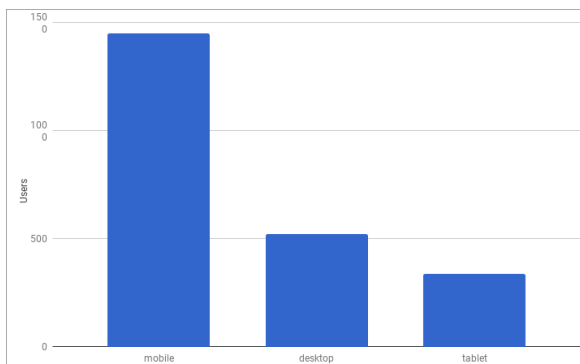
Age



Locations - Canada (*Compared to Top US Location)



Device



Location - USA

