

March 2018 Report

4/6/2018

Overview

March Social Media Engagement Summary

Platform Summary

Facebook	Total Fans	Impressions	Reach
	190,183	5,619,056	3,681,768
	1%	2%	-1%
	Video Views	Total Engagements	Website Visits
	121,038	15,220	16,996
	-13%	1%	-58%
Twitter	Total Followers	Impressions	
	6,174	676,000	
	3%	-43%	
	Total Engagements		
	18,112		
	20%		
Instagram	Total Followers	Engagements	Impressions
	7,105	4,797	202,859
	24%	16%	38%
YouTube	Subscribers	Views	
	440	29,391	
	5%	-48%	

Overview March 2018

Paige Spiranac Lead Ads	6,024 Leads	\$0.91 CPL
Like Ads (Facebook)	598 Likes	\$1.25 CPL
Click Ads	15,537 Clicks	\$0.40 CPC
Conversion Ads (Quick Quotes)	365 Quotes	\$8.20 CPC
Member Co-Ops	8,807 Clicks	\$1.10 CPC
New Flight Market Ads	256 Clicks	\$1.10 CPC
Boosted Posts	10,157 Engagements	\$0.02 CPE
5 Mistakes PDF Ads	49 Downloads	\$15.31 CPD
Twitter Click Ads	500 Clicks	\$0.05 CPC
NGF Research Click Ads	948 Clicks	\$0.19 CPC
Twitter Follow Ads	76 Follows	\$3.29 CPF

Key:
CTR: click through rate, CPCV: cost per completed view, VCR: video completion rate, CPV: cost per visit, CPL: cost per like, CPC: cost per click, Impressions: each time an ad is loaded on a page

Lead Ads

Campaign	Impressions	Lead Rate	Leads	CPL	Spend	QQ	TOS	Bounce Rate
Paige Spiranac_Minneapolis_Over35_Under100k	27,235	0.55%	149	\$3.36	\$500	0	-	
Paige Spiranac_Minneapolis_Over35_Over100k	31,557	0.69%	219	\$2.28	\$500	1	-	
Paige Spiranac_Minneapolis_Under35_Over100k	37,933	0.47%	177	\$2.82	\$500	0	-	
Paige Spiranac_Minneapolis_Under35_Under100k	35,872	0.29%	105	\$4.76	\$500	0	-	
Paige Spiranac Instagram Feed	244,751	0.58%	1,412	\$0.71	\$1,000	0	-	
Paige Spiranac Instagram Story	225,492	0.31%	710	\$0.70	\$500	3	-	
March Paige Spiranac Leads_Over35_FacebookOnly	144,104	1.27%	1,828	\$0.55	\$1,000	0	-	
March Paige Spiranac Leads_Under35_FacebookOnly	158,653	0.90%	1,424	\$0.70	\$1,000	0	-	
Total	905,597	0.67%	6,024	\$0.91	\$5,500			

Click Ads

Campaign	Impressions	Click Rate	Clicks	CPC	Spend	QQ	TOS	Bounce Rate
March_EliteAir_AprilSpecialRates_WhitePlains	54,008	1.38%	743	\$0.67	\$500	0	-	-%
March_ShortPar4_General39Under	432,686	0.42%	1,802	\$0.42	\$750	0	1.76	89.91%
March_ShortPar4_EmailDatabase	96,941	0.75%	731	\$0.68	\$500	0	2.45	78.45%
March_ShortPar4_LookALike_40+	159,205	0.50%	798	\$0.63	\$500	0	2.06	84.84%
March 2018_LookALike_40	194,205	1.49%	2,893	\$0.52	\$1,500	1	2.21	82.85%
March 2018_DirectFlightMarkets	291,112	0.93%	2,717	\$0.37	\$1,000	1	5.11	92.52%
March 2018_General_39Under	543,116	0.78%	4,217	\$0.18	\$750	0	3.38	95.71%
March 2018_Email Database	217,786	0.75%	1,636	\$0.46	\$750	0	2.77	88.43%
Flight Markets_Denver_Frontier	19,028	0.64%	122	\$1.15	\$140	-	-	
Flight Markets_Minneapolis_Sun Country	26,203	0.51%	134	\$1.06	\$142	-	-	
Co-Op_Glens_Minneapolis	28,282	0.81%	229	\$1.24	\$283	-	-	
Co-Op_Glens-Albany	27,154	0.95%	257	\$1.09	\$280	-	-	
Co-Op_Legends_Denver	55,796	0.55%	305	\$1.52	\$465	-	-	
Co-Op_Legends_Trenton	44,093	1.27%	560	\$0.83	\$465	-	-	
Co-Op_Legends_Minneapolis	72,347	0.45%	323	\$1.50	\$484	-	-	
Co-Op_MB Golf Trips_Denver	114,279	0.65%	746	\$1.34	\$1,000	-	-	
Co-Op_MB Golf Trips_Albany	109,878	0.93%	1,018	\$0.98	\$1,000	-	-	
Co-Op_MB Golf Trips_Trenton	72,754	1.20%	872	\$1.15	\$1,000	-	-	
Co-Op_MB Golf Trips_Islip	95,404	0.91%	1,347	\$0.74	\$1,000	-	-	
Co-Op_MB Golf Trips_Minneapolis	157,692	0.85%	811	\$1.23	\$1,000	-	-	
Co-Op_Barefoot_Minneapolis	161,612	0.50%	715	\$1.40	\$1,000	-	-	
Co-Op_Barefoot_Trenton	99,427	0.72%	1,247	\$0.80	\$1,000	-	-	
Co-Op_Barefoot_Denver	56,871	2.19%	377	\$1.77	\$667	-	-	
NGF Research	30,185	1.25%	948	\$0.19	\$179	-	-	
Twitter Clicks_PaigeSpiranac	72,226	15.29%	11,045	\$0.05	\$500	0.00	9.58	81.16%
Total	3,232,290	1.13%	36,593	\$0.46	\$16,855			

Conversion Ads

Campaign	Impressions	Conversion Rate	Conversions	CPC	Spend	QQ	TOS	Bounce Rate
March Quick Quotes_EmailList	138,716	0.02%	25	\$19.99	\$500	12	2.59	80.05
March_Quick Quotes_Over40Golfers	112,422	0.08%	88	\$8.52	\$750	47	2.49	71.64
March Quick Quotes_WebsiteRetarget_PackagesPage	59,195	0.05%	32	\$15.47	\$495	18	3.81	74.46
March_Quick Quotes_Under39LookALikeMale	150,106	0.09%	138	\$5.43	\$750	112	2.12	61.54
March_Quick Quotes_Over40LookALikeMale	94,769	0.09%	82	\$6.10	\$500	46	2.87	65.49%
Total	555,208	0.07%	365	\$8.20	\$2,995			

Like Ads

Campaign	Impressions	Conversion Rate	Likes	CPL	Spend
March Over 40	18,016	1.94%	349	\$0.72	\$250
March_Minneapolis	14,074	0.73%	103	\$2.43	\$250
March_Denver	13,896	1.05%	146	\$1.71	\$250
Twitter Like Ads	31,522	0.24%	76	\$3.29	\$250
Total	77,508	0.87%	674	\$1.48	\$1,000

Boosted Posts/Misc.

Campaign	Impressions	Conversion Rate	Engagements	CPE	Spend
Boosted Posts_Facebook	44,180	22.99%	10,157	\$0.02	\$225
Total	44,180	22.99%	10,157	\$0.02	\$225

5 Mistakes PDF Ads

Campaign	Impressions	Conversion Rate	Downl oads	CPE	Spend
Website Retarget	41,832	0.12%	49	\$15.31	\$750
Total	41,832	0.12%	49	\$15.31	\$750

Key:
QQ: Quick Quotes, TOS: Average Time On Site