



Sample Digital Marketing Report

Prepared for Sample Client

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Executive Summary

- 13,262 visits, +28.25% from previous year
- 2,977 organic visits -10.52% from previous year
- 4,086 clicks from Google PPC, +79.45% from previous year
- 799 clicks from Bing/Yahoo PPC, +21.79% from previous month
- 78,595 impressions and 211 clicks from retargeting, +129.34% in clicks from previous month
- 83 transactions for \$111,552.00 in revenue, +27.41% from previous year
- Revenue by channel:
 - Organic: \$31,194.00
 - Google PPC: \$44,838.00
 - Referral: \$2,960.00
 - Bing/Yahoo PPC: \$6,585.00
 - Retargeting: \$1,915.00

There was a nice increase in website activity and in revenue when compared to last year. Revenue from Google PPC increased 96.92% and organic revenue decreased 13.78%. Google PPC also generated 341 calls from mobile devices.

Google Analytics Summary Report

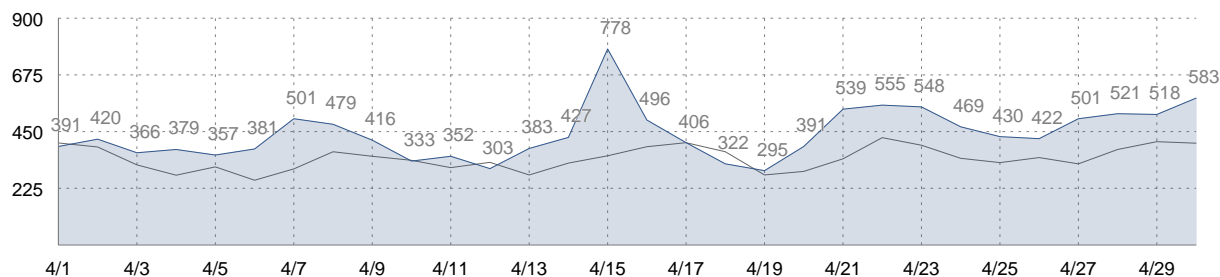
Google Analytics

4/1/2014 - 4/30/2014

compared to: 4/1/2013 - 4/30/2013

Including paid search

Client received 13,262 visits for this month, which is a 28.25% increase from last year.



13,262 Visits

Previous: 10,341 (+28.25%)

52,532 Page Views

Previous: 46,335 (+13.37%)

36.23% Bounce Rate

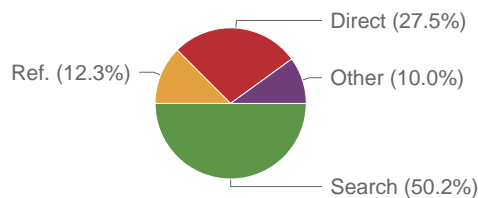
Previous: 31.51% (+14.98%)

3.96 Pages/Visit

Previous: 4.48 (-11.61%)

3:36 Time on Site

Previous: 4:13 (-14.62%)

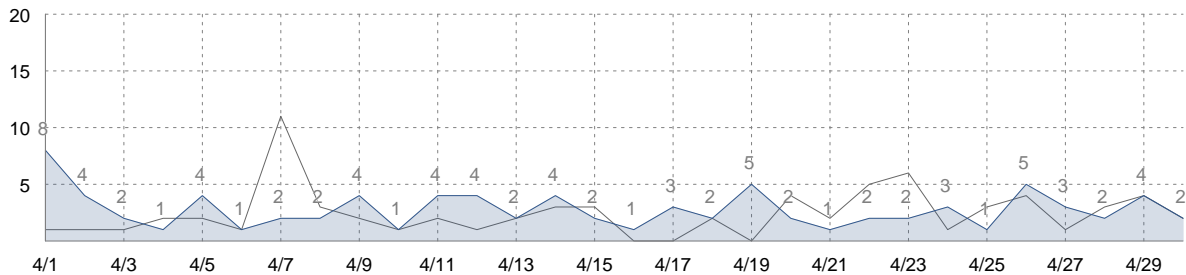


Website Revenue Report

Google Analytics: Ecommerce

4/1/2014 - 4/30/2014
 compared to: 4/1/2013 - 4/30/2013
 Including paid search

Revenue increased 27.41% when compared to last year. Total transactions increased 13.70%.



83 Transactions

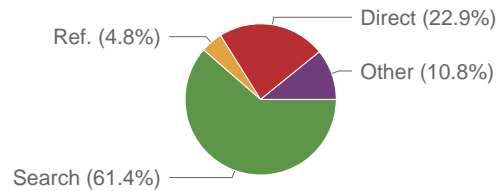
Previous: 73 (+13.70%)

0.63% Conv. Rate

Previous: 0.71% (-11.34%)

\$111,552.00 Total Revenue

Previous: \$87,555.00 (+27.41%)



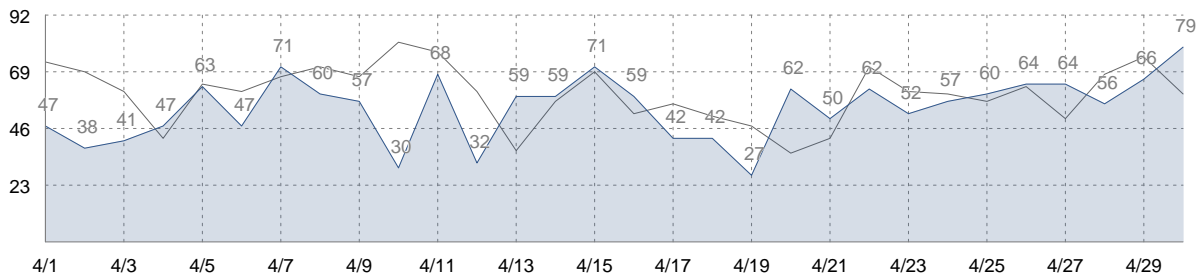
Google Analytics: Referrers

Google Analytics Top Referrers Report

4/1/2014 - 4/30/2014

compared to: 4/1/2013 - 4/30/2013

Advanced Segments: All Sessions



All Sessions: Page Views

6,989

Previous: 8,166 -14.41%

All Sessions: Visits

1,632

Previous: 1,806 -9.63%

All Sessions: Pages/Visit

4.28

Previous: 4.52 -5.29%

All Sessions: Avg Time on Site

3:46

Previous: 4:18 -12.49%

All Sessions: Visit Bounce Rate

25.74%

Previous: 23.81% 8.09%

Referrers

Referring URL	Visits	%
tripadvisor.com	393	24.08
chamber.com	238	14.58
visitmaine.com	56	3.43
theknot.com	51	3.13
weddingwire.com	51	3.13
register.com	47	2.88
americinn.com	45	2.76
davidmarx.com	45	2.76
newenglandinnsandresorts.com	43	2.63
heinemann.com	34	2.08

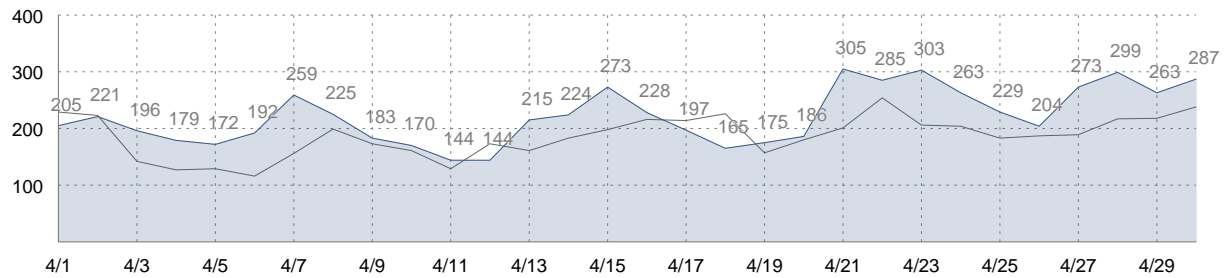
Google Analytics: Engines

Google Analytics Top Search Engine Report

4/1/2014 - 4/30/2014

compared to: 4/1/2013 - 4/30/2013

Advanced Segments: All Sessions



All Sessions: Page Views

27,013

Previous: 24,764 9.08%

All Sessions: Visits

6,664

Previous: 5,589 19.23%

All Sessions: Pages/Visit

4.05

Previous: 4.43 -8.51%

All Sessions: Avg Time on Site

3:59

Previous: 4:22 -8.61%

All Sessions: Visit Bounce Rate

34.38%

Previous: 32.37% 6.21%

Search Engines

Search Engine	Visits	%
google	6,315	94.76
bing	161	2.42
yahoo	158	2.37
aol	17	0.26
comcast	6	0.09
ask	5	0.08
baidu	1	0.02
onet	1	0.02

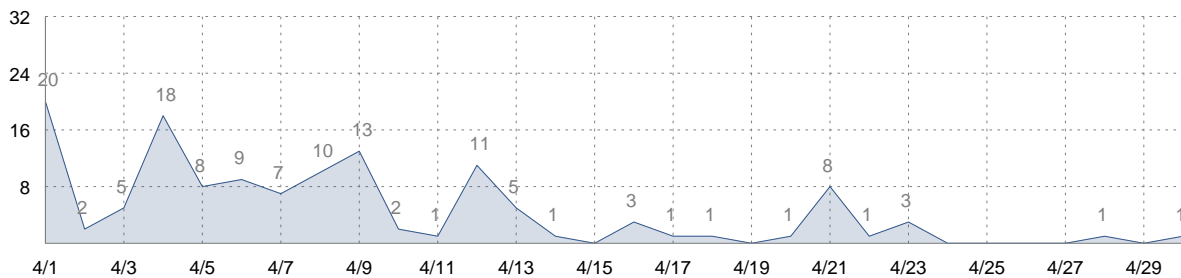
Google Analytics: Summary

Remarketing Report

4/1/2014 - 4/30/2014

Advanced Segments: Display Retargeting

Conversions: Ecommerce



Display Retargeting: Visits

132

Display Retargeting: Page Views

249

Display Retargeting: Pages/Visit

1.89

Display Retargeting: Bounces

94

Display Retargeting: Avg Time on Site

1:00

Display Retargeting: Visit Bounce Rate

71.21%

Display Retargeting: Transactions

1

Display Retargeting: Transaction Rate

0.76%

Display Retargeting: Transaction Value

\$1,915.00

Site Referrals

0

Search Referrals

0

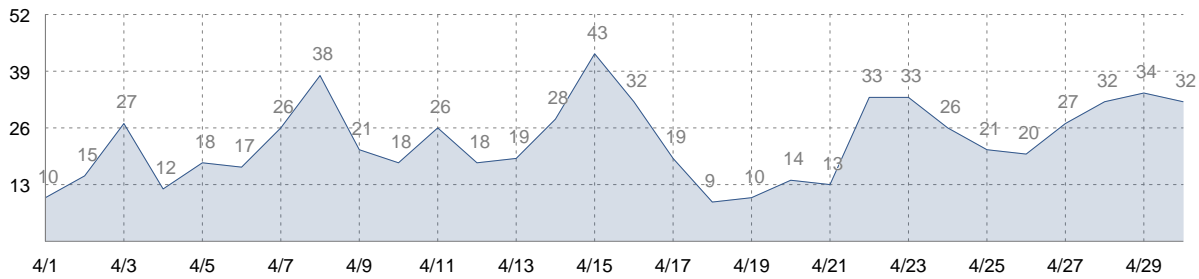
Google Analytics: Summary

Bing/Yahoo PPC Summary

4/1/2014 - 4/30/2014

Advanced Segments: Bing PPC

Conversions: Ecommerce



Bing PPC: Visits

691

Bing PPC: Page Views

2,598

Bing PPC: Pages/Visit

3.76

Bing PPC: Bounces

244

Bing PPC: Avg Time on Site

3:40

Bing PPC: Visit Bounce Rate

35.31%

Bing PPC: Transactions

8

Bing PPC: Transaction Rate

1.16%

Bing PPC: Transaction Value

\$6,585.00

Site Referrals

0

Search Referrals

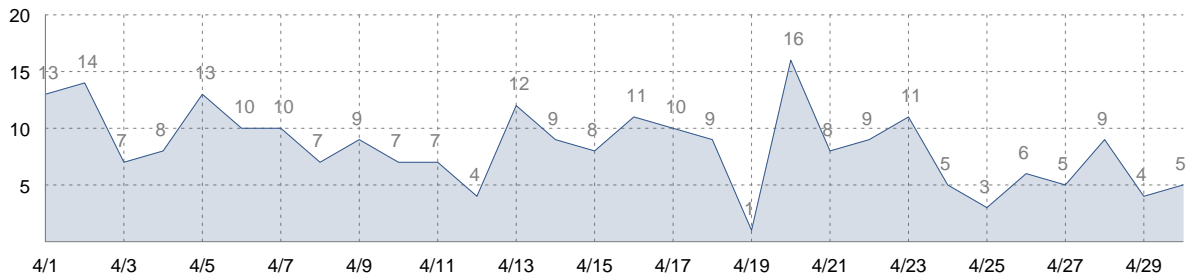
0

Google Analytics: Summary

Facebook Newsfeed Ads

4/1/2014 - 4/30/2014

Advanced Segments: Facebook Newsfeed



Facebook Newsfeed: Visits

250

Facebook Newsfeed: Page Views

360

Facebook Newsfeed: Pages/Visit

1.44

Facebook Newsfeed: Bounces

207

Facebook Newsfeed: Avg Time on Site

0:47

Facebook Newsfeed: Visit Bounce Rate

82.80%

Site Referrals

0

Search Referrals

0

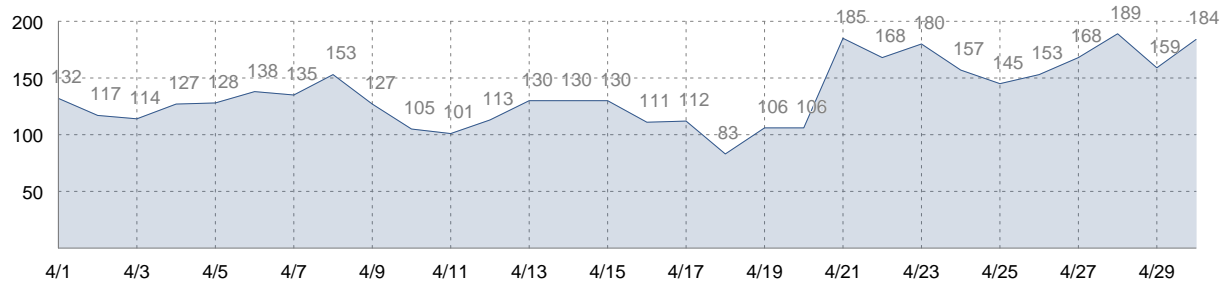
AdWords Summary Report

Google AdWords

4/1/2014 - 4/30/2014

Ad Clicks

There was a 79.45% increase in clicks and a 96.92% increase in revenue for Google PPC when compared to last year.



3,686 Visits

\$4,897.10 Cost

\$19.19 CPM

255,157 Impressions

1.60% CTR

815.60% ROAS

\$10.97 RPC

\$1.20 CPC

\$44,838.00 Total Value

4,086 Clicks

AdWords Campaigns

CAMPAIGN	VISITS	IMPR.	CLICKS	COST	CTR	AVG. CPC	TOTAL REVENUE
Campaign 1	982	140,444	1,156	\$2,587.48	0.82%	\$2.24	\$0.00
Brand	1,174	3,732	1,068	\$272.30	28.62%	\$0.25	\$37,363.00
Capture Campaign 2	829	22,472	899	\$1,202.07	4.00%	\$1.34	\$5,735.00
Display	128	54,161	394	\$151.34	0.73%	\$0.38	\$0.00
Capture Campaign 3	197	4,194	200	\$163.24	4.77%	\$0.82	\$0.00
Capture Campaign 4	152	3,938	149	\$154.43	3.78%	\$1.04	\$1,740.00
Capture Campaign 5	117	23,755	109	\$242.76	0.46%	\$2.23	\$0.00

AdWords Summary Report

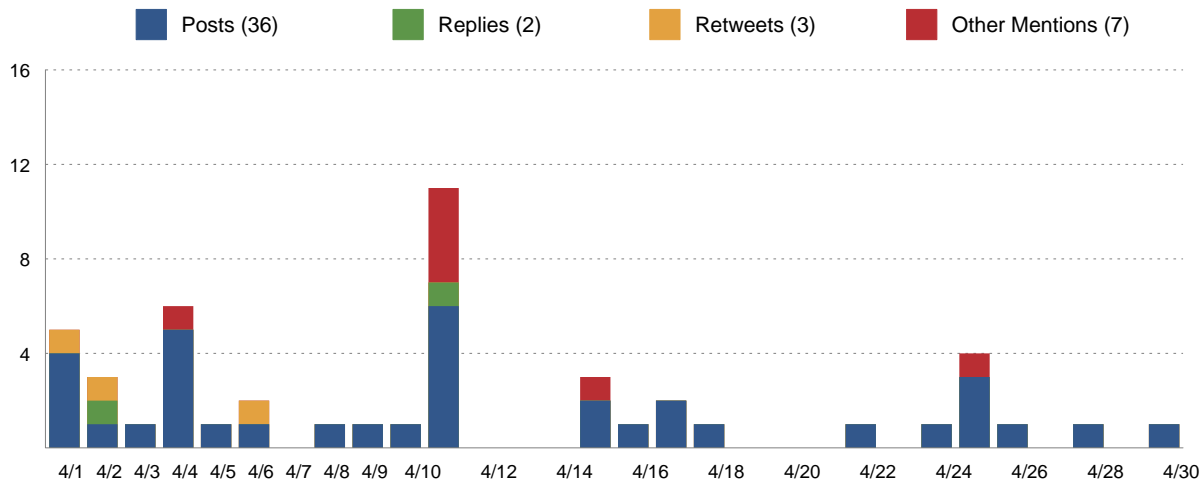
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CAMPAIGN	VISITS	IMPR.	CLICKS	COST	CTR	AVG. CPC	TOTAL REVENUE
Events	32	1,091	31	\$49.41	2.84%	\$1.59	\$0.00
Capture Campaign 6	34	431	30	\$23.53	6.96%	\$0.78	\$0.00
Capture Campaign 7	18	327	22	\$27.22	6.73%	\$1.24	\$0.00
Geo-targeted - Maine	17	369	19	\$15.19	5.15%	\$0.80	\$0.00
Capture Campaign 8	5	224	8	\$7.23	3.57%	\$0.90	\$0.00
Weddings	1	19	1	\$0.90	5.26%	\$0.90	\$0.00

Twitter Management Report

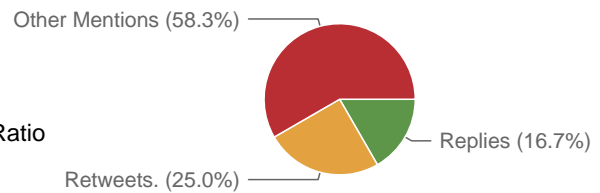
Twitter

4/1/2014 - 4/30/2014



939 Posts
96 Replies
125 Retweets

653 Followers
425 Following
1.54 Follower/Following Ratio



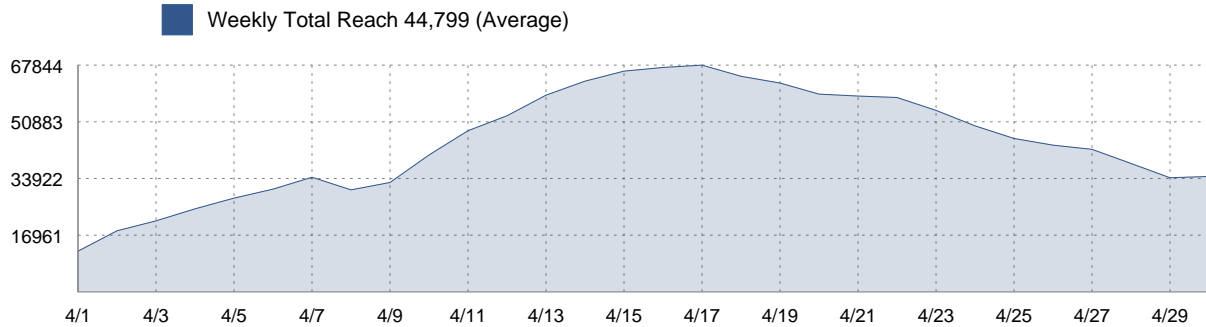
KPI	Amount	Change from 3/2/2014-3/31/2014
Posts	939	4% ▲
Replies	96	2% ▲
Replies Reach	462,628	0% ▲
Retweets	125	2% ▲
Retweets Reach	93,815	2% ▲
Other Mentions	123	6% ▲
Following	425	2% ▲
Followers	653	2% ▲

Facebook Management Report

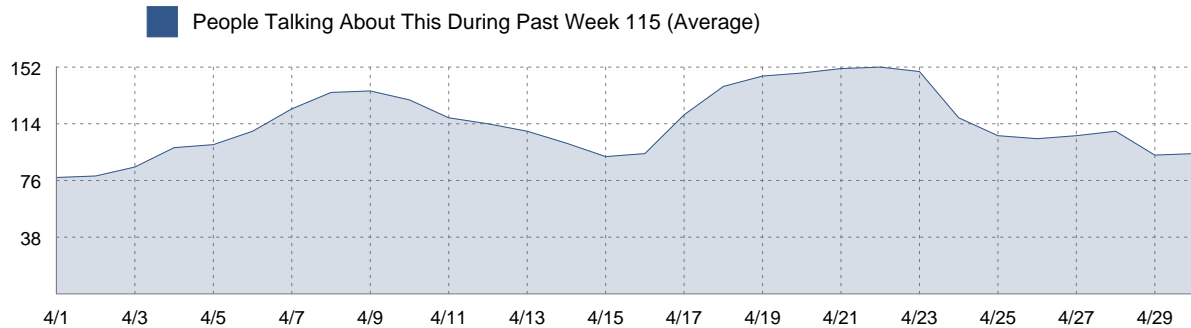
Client Name

4/1/2014 - 4/30/2014

Weekly Total Reach



People Talking About This



KPI	Amount	Change from 3/2/2014-3/31/2014
Total Page Fans	2,516	3.11% ▲
People Talking About This During Past Week	94	--
Weekly Total Reach	34,525	1455.18% ▲