



Monthly Overview of Digital Data

Client: Eureka Springs CAPC

Aug 1, 2017 - Aug 31, 2017

Users
33,360

-10.8%

change in metrics compared to the previous period

Sessions
41,786

-9.4%

Time/Session
00:03:20

+3.7%

Pages/Session
3.64

+0.8%

Traffic Source

Users Organic/Google

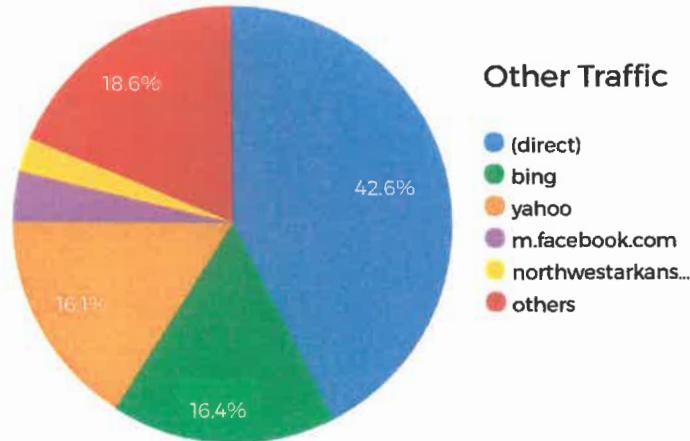
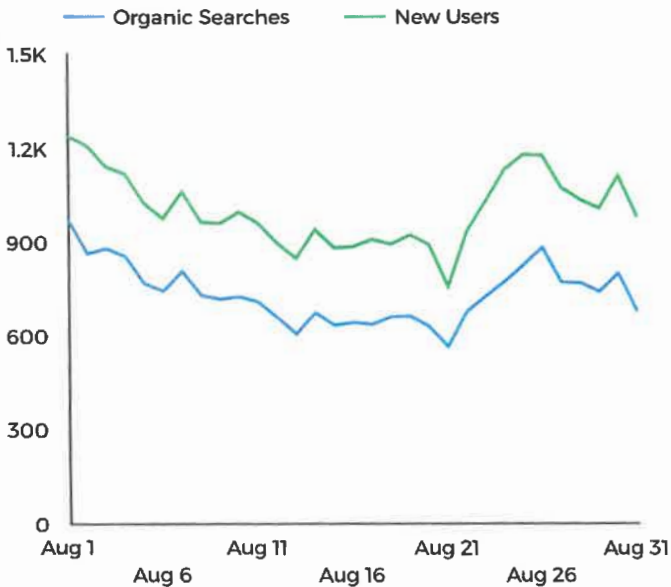
22,995

-11.4%

Clicks AdWords

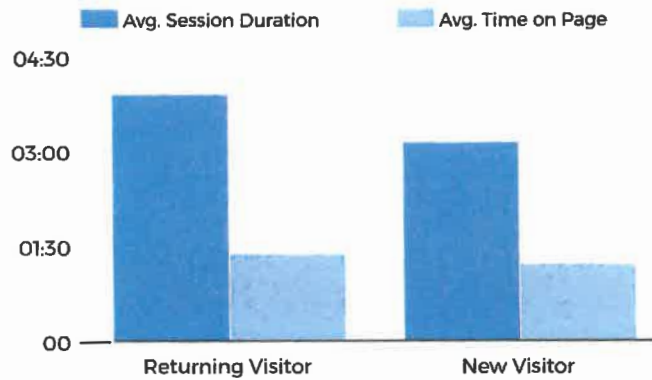
3,593

+55.5%



Other Traffic

- (direct)
- bing
- yahoo
- m.facebook.com
- northwestarkans...
- others



How did users find us?

Default Channel Grouping

Were they on their phones?

Device Category

Were they in our country?

Country

Had they seen us before?

User Type

Had they come many times?

Count of Sessions

How long between sessions?

Days Since Last Session

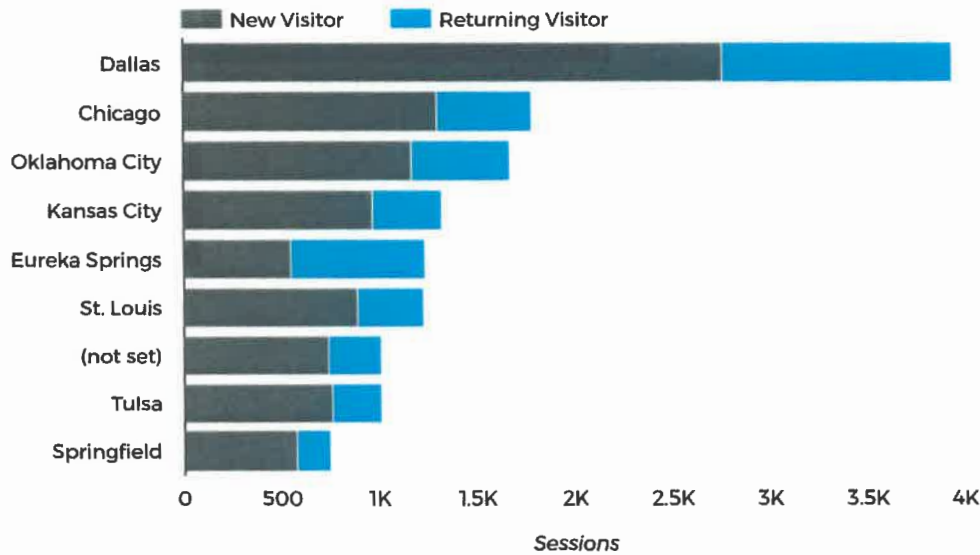
Remove users who bounced

Session Duration

Template Provided By:



Top Conversion Locations



Best Traffic Sources

Region	Sessions
Arkansas	7,665
Texas	7,381
Missouri	6,972
Oklahoma	5,089
Illinois	2,363
Kansas	2,345
Tennessee	1,084
Louisiana	670
California	561
Virginia	523

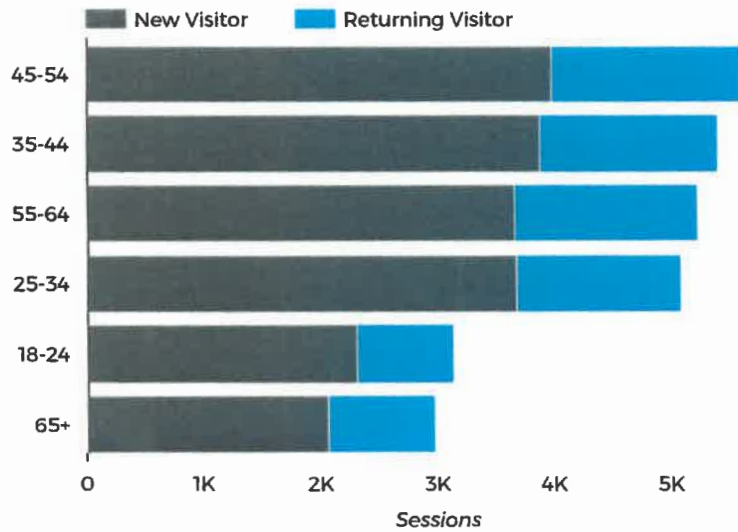
1 - 10 / 264

Most Popular Pages

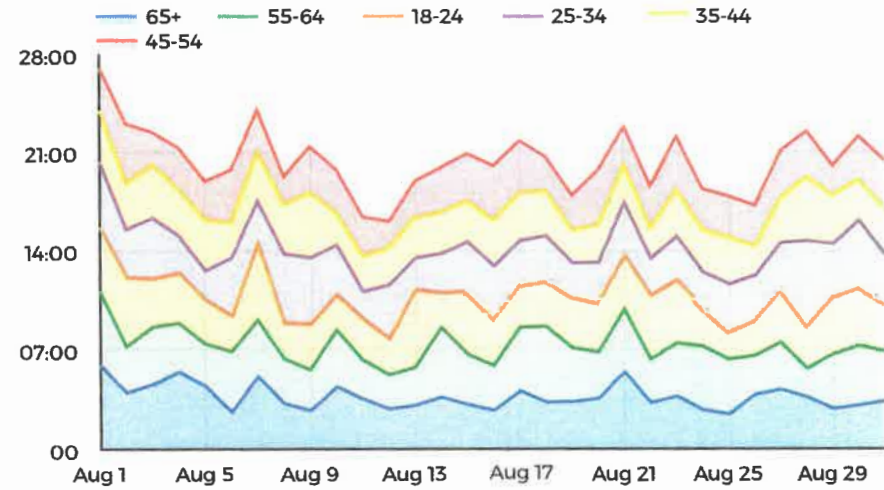
Page Title	Sessions	Bounce Rate	Avg. Session Duration
Eureka Springs, Arkansas	13,077	36.72%	00:04:48
Events Archive - Eureka Springs, Arkansas: The Extraordinary Escape	2,252	67.01%	00:01:45
Things to do in Eureka Springs Arkansas	2,063	47.21%	00:03:42
Things to Do - Eureka Springs, Arkansas: The Extraordinary Escape	1,803	34.72%	00:04:34
Volkswagen Festival, Swap Meet & Parade - Eureka Springs, Arkansas: The Extraordinary Escape	958	72.34%	00:01:31
Activities and Things to do in Eureka Springs Arkansas	952	46.95%	00:04:39
Cabins & Cottages in Eureka Springs Arkansas	805	32.17%	00:06:18
War Eagle Craft Fair Weekend - Eureka Springs, Arkansas: The Extraordinary Escape	611	73%	00:01:09
Accommodations - Eureka Springs, Arkansas: The Extraordinary Escape	579	32.47%	00:06:01
Accommodations in Eureka Sorinas. Arkansas	538	46.28%	00:04:18

1 - 10 / 645

Age Demographic



Avg. Session Time Per Age Demographic _ stack



User Device

Device...	Sessions	Bounce Rate	Avg. Session Durati...
mobile	21,168	58.42%	00:02:01
desktop	16,336	34.72%	00:04:52
tablet	4,280	43.97%	00:04:03

Affinity Demographic

Affinity Category (reach)	New Users	Sessions	Organic Search...
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	14,441	20,480	10,840
Shoppers/Value Shoppers	10,641	14,989	8,133
News & Politics/News Junkies/Entertainment & Celebrity...	10,596	14,784	8,135
Media & Entertainment/TV Lovers	9,672	13,654	7,136
Shoppers/Bargain Hunters	9,123	12,936	6,792
Media & Entertainment/Book Lovers	9,033	12,880	6,784
Lifestyles & Hobbies/Family-Focused	8,772	12,465	6,590
Lifestyles & Hobbies/Pet Lovers	8,586	11,953	6,470
Banking & Finance/Avid Investors	7,941	11,137	6,291
Travel/Travel Buffs	7,675	10,959	6,071



Monthly Overview of AdWords Page 4

Client: Eureka Springs CAPC

Aug 1, 2017 - Aug 31, 2017

	Ad Group	Impressions	Clicks	CTR	CPC
1.	Travel - XNA	36,565	48	0.13%	\$0.68
2.	Demographic Targeting	26,187	37	0.14%	\$0.36
3.	Eureka Springs Entertainment	12,242	2,549	20.82%	\$0.19
4.	Venues Weddings Added	4,670	142	3.04%	\$2.83
5.	Visit Eureka Springs	3,140	562	17.9%	\$0.30
6.	Wedding Venues	3,020	55	1.82%	\$2.62
7.	Eureka Springs Restaurant	2,116	120	5.67%	\$1.78
8.	Activities - Crystal Bridges/Gilcrease	974	1	0.1%	\$0.49
9.	Lodging Luxury	679	55	8.1%	\$2.31

	Search Query	Clicks
1.	eureka springs events	366
2.	eureka springs arkansas	234
3.	eureka springs upcoming events	220
4.	things to do in eureka springs	149
5.	eureka springs calendar	90
6.	eureka springs ar	54
7.	eureka springs calendar of events	52
8.	eureka springs calendar of events 2017	48
9.	eureka springs arkansas things to do	30
10.	eureka springs things to do	29
11.	eureka springs vw show 2017	26
12.	what to do in eureka springs	26
13.	eureka springs attractions	22
14.	eureka springs events this weekend	21
15.	eureka springs cabins	21
16.	things to do in eureka springs arkansas	18
17.	passion play eureka springs	17
18.	war eagle arkansas	16
19.	events in eureka springs	15
20.	eureka springs vw show	15

Impressions **90,052**
 Clicks **3,593**
 CTR **3.99%**
 CPC **\$0.45**
 1 - 10 / 13 < >

