

Monthly Overview of Digital Data

Client: Eureka Springs CAPC

1 Dec 2017 - 31 Dec 2017

Users
17,787

↓ -24.8%

Sessions
21,626

↓ -27.1%

Time/Session
00:02:31

↓ -6.4%

Pages/Session
3.04

↓ -2.8%

change in metrics compared to the previous period

Traffic Source

Users Organic/Google

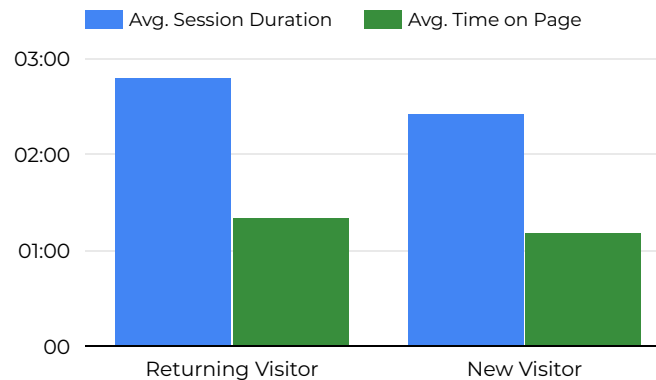
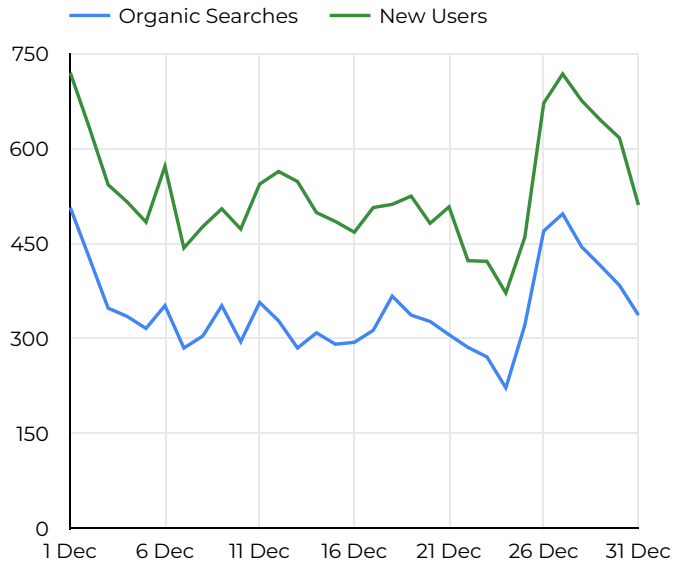
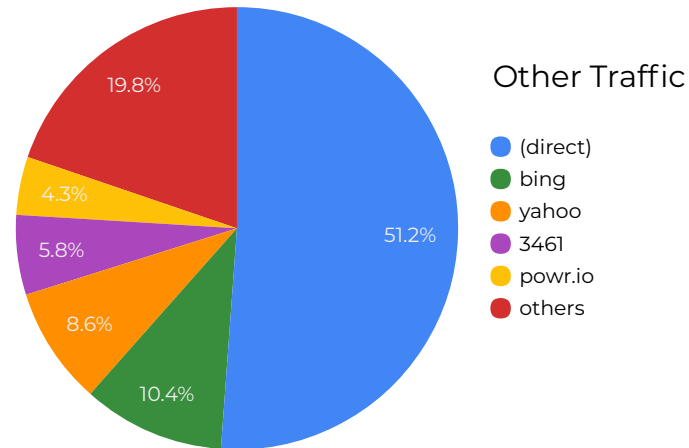
11,581

↓ -24.2%

Clicks AdWords

2,062

↓ -3.0%



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

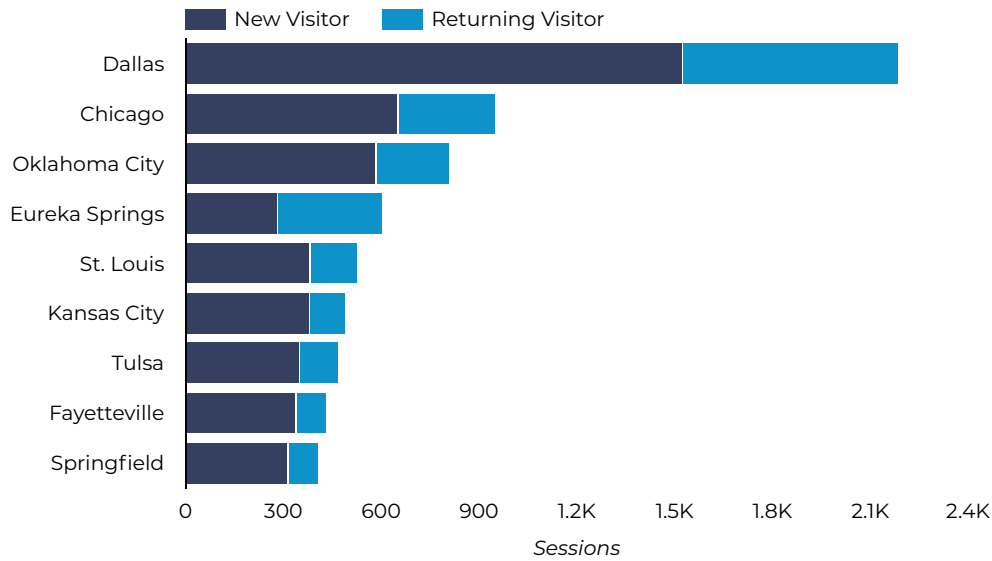
How long between sessions?

Days Since Last Session

Remove users who bounced

Session Duration

Top Sessions Locations



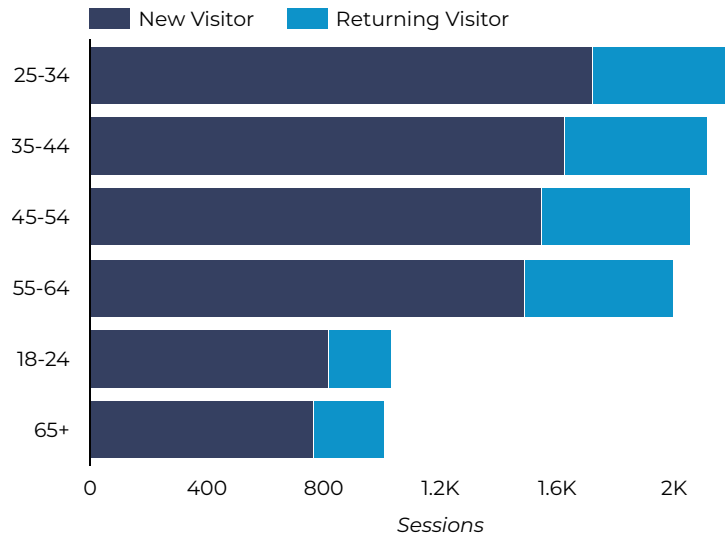
Best Traffic Sources

Region	Sessions
Arkansas	4,315
Texas	4,004
Missouri	2,995
Oklahoma	2,420
Illinois	1,208
Kansas	884
Tennessee	584
California	444
Louisiana	358
Florida	354

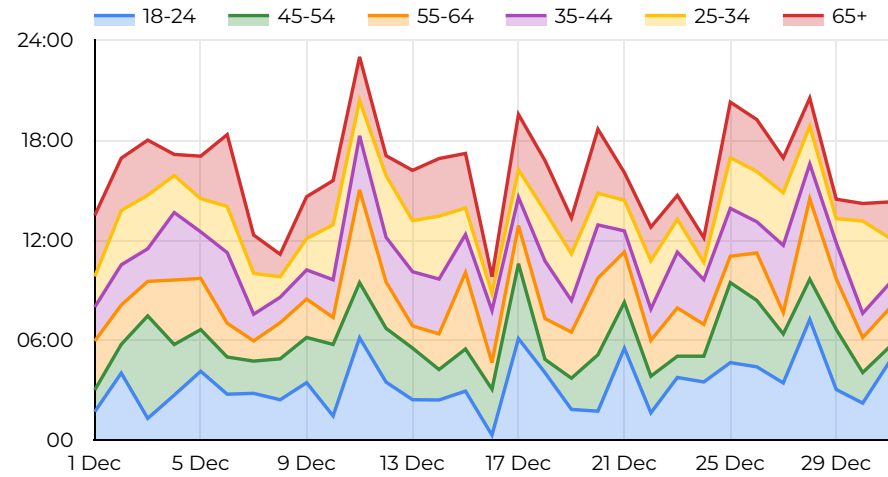
Most Popular Pages

Page Title	Sessions	Bounce Rate	Avg. Session Durati...
Eureka Springs, Arkansas	7,930	45.81%	00:03:26
Events Archive - Eureka Springs, Arkansas: The Extraordinary Escape	857	65.58%	00:01:52
Christmas Parade of Lights - Eureka Springs, Arkansas: The Extraordinary Escape	651	64.82%	00:01:07
Things to Do - Eureka Springs, Arkansas: The Extraordinary Escape	502	41.24%	00:03:46
Cabins & Cottages in Eureka Springs Arkansas	446	45.29%	00:03:49
Treehouse Cottages - Eureka Springs, Arkansas: The Extraordinary Escape	388	42.27%	00:01:45
Restaurants and Dining in Eureka Springs, Arkansas	354	63.28%	00:02:31
35th Annual Candlelight Tour of Homes - Eureka Springs, Arkansas: The Extraordinary Escape	305	53.77%	00:01:17
Activities and Things to do in Eureka Springs Arkansas	295	56.27%	00:03:38
Treehouses, Caves, Castles & Hobbits - Eureka Springs, Arkansas: The Extraordinary Escape	285	41.4%	00:01:53

Age Demographic



Avg. Session Time Per Age Demographic _ stack



User Device

Device	Sessions	Bounce Rate	Avg. Session Duration
mobile	12,124	60.66%	00:01:44
desktop	7,406	39.35%	00:03:33
tablet	2,095	49.88%	00:03:18

Affinity Demographic

Affinity Category (reach)	New Users	Sessions	Organic Search
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	5,582	7,423	3,854
News & Politics/News Junkies/Entertainment & Celebri...	4,670	6,027	3,285
Shoppers/Value Shoppers	4,149	5,455	2,958
Media & Entertainment/TV Lovers	4,027	5,389	2,693
Lifestyles & Hobbies/Pet Lovers	3,855	5,102	2,669
Lifestyles & Hobbies/Family-Focused	3,651	4,866	2,495
Media & Entertainment/Book Lovers	3,638	4,910	2,581
Shoppers/Bargain Hunters	3,549	4,734	2,423
Lifestyles & Hobbies/Shutterbugs	3,365	4,398	2,443
Food & Dining/Fast Food Cravers	3,051	3,914	2,063



Monthly Overview of AdWords Page 4

Client: Eureka Springs CAPC

1 Dec 2017 - 31 Dec 2017

	Ad Group	Impressions	Clicks	CTR	CPC
1.	Music Enthusiast	92,526	140	0.15%	\$0.74
2.	Luxury Travel	24,989	57	0.23%	\$0.48
3.	Biking Trails	16,230	82	0.51%	\$0.86
4.	Visit Eureka Springs	9,601	1,291	13.45%	\$0.38
5.	Weekend Excursions	3,501	3	0.09%	\$1.20
6.	Travel	1,770	225	12.71%	\$0.38
7.	Eureka Springs Winter Lodging	1,680	115	6.85%	\$1.69
8.	Eureka Springs Restaurant	1,616	77	4.76%	\$1.58
9.	Eureka Springs Entertainment	498	61	12.25%	\$0.50
10.	Lodging Luxury	38	10	26.32%	\$1.61

	Search Query	Clicks
1.	eureka springs arkansas	136
2.	crescent hotel	70
3.	crescent hotel eureka springs	33
4.	eureka springs restaurants	27
5.	things to do in eureka springs	26
6.	war eagle mill	24
7.	eureka springs events	22
8.	eureka springs upcoming events	19
9.	eureka springs hotels	19
10.	basin park hotel	17
11.	eureka springs ar	17
12.	thorncrowne chapel	17
13.	crescent hotel ghost tours	15
14.	onyx cave	14
15.	turpentine creek wildlife refuge	14
16.	restaurants in eureka springs	12
17.	treehouse cottages	12
18.	war eagle craft fair	12
19.	chelseas eureka springs	11
20.	eureka springs chamber of commerce	10

Impressions **152,462**
 Clicks **2,062**
 CTR **1.35%**
 CPC **\$0.56**

