

Eureka Springs Arkansas

Campaign Performance Review

279303 Eureka Springs Recovery Campaign 2020

August 1, 2020 to August 31, 2020

Report Retrieval Date: September 04, 2020

Campaign Summary For Eureka Springs Arkansas

Campaign Name: Eureka Springs Recovery Campaign 2020



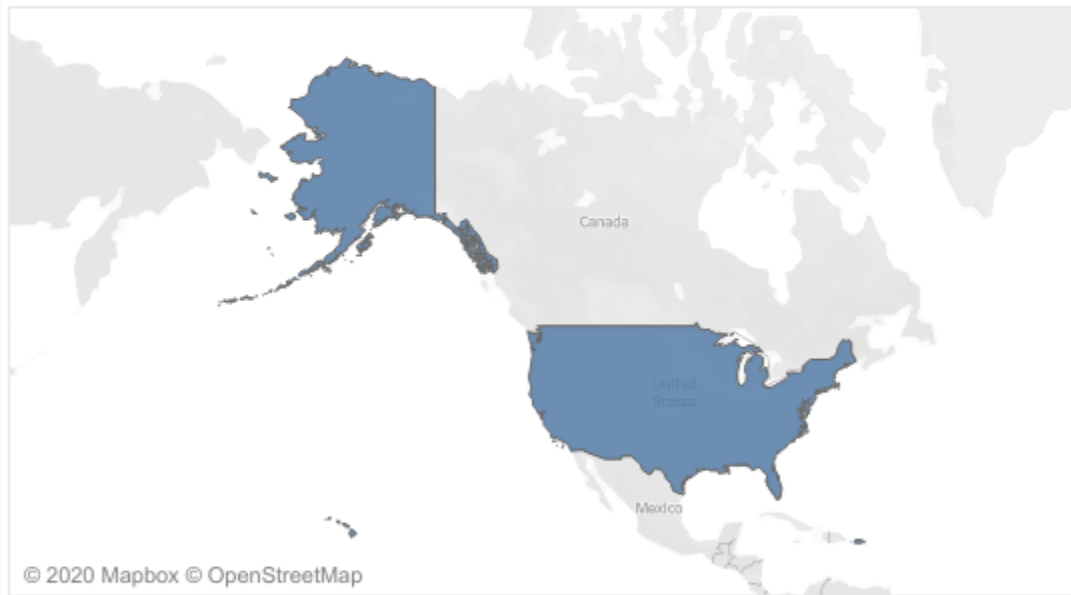
\$30.0K

Total Budget



Jul-01-2020 to Nov-15-2020

Campaign Period



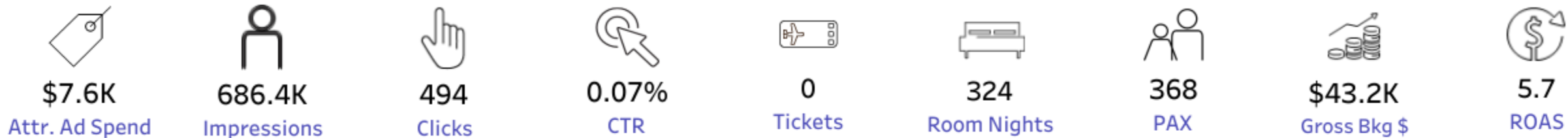
Point of Sale Summary

CheapTickets, Expedia US, Hotels.com US, Hotwire, Orbitz, Travelocity US



Report Period: August 1, 2020 to August 31, 2020

Performance Summary For Eureka Springs Arkansas



POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	ROAS
Expedia Brands Portfolio US	\$4,495	236,574	314	0.13%	\$18,562	\$86	\$19K	4.1
Expedia US	\$3,150	449,820	180	0.04%	\$24,566	\$0	\$25K	7.8
Grand Total	\$7,645	686,394	494	0.07%	\$43,128	\$86	\$43K	5.7



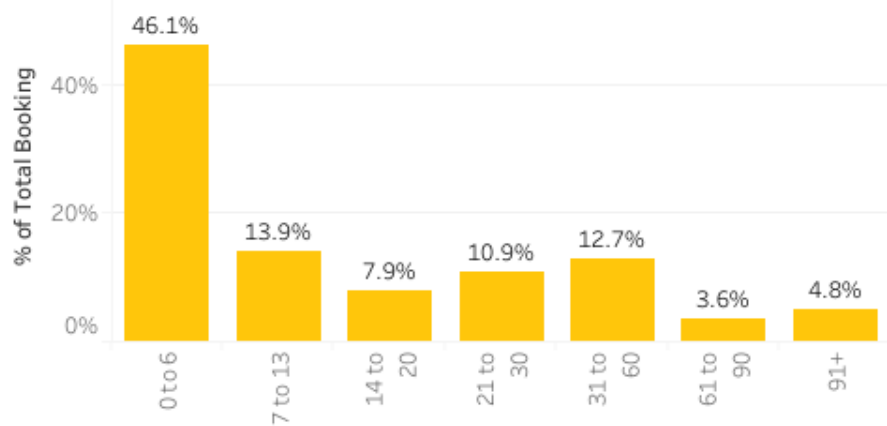
This page provides conversion data for Display Ads served through DFP and PassportAds Display. The ROAS calculation incorporates only Attributable Ad Spend, which represents spend for conversion measurable products including CPM Display, Takeovers and PassportAds

Report Period: August 1, 2020 to August 31, 2020

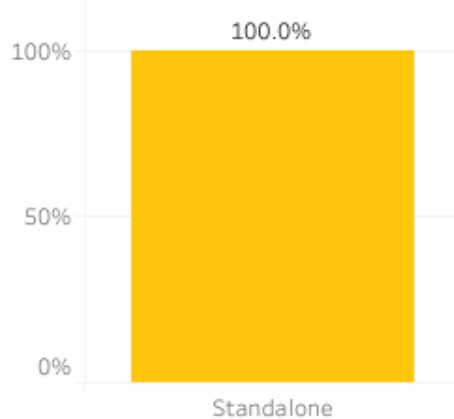
Conversion Insights For Eureka Springs Arkansas



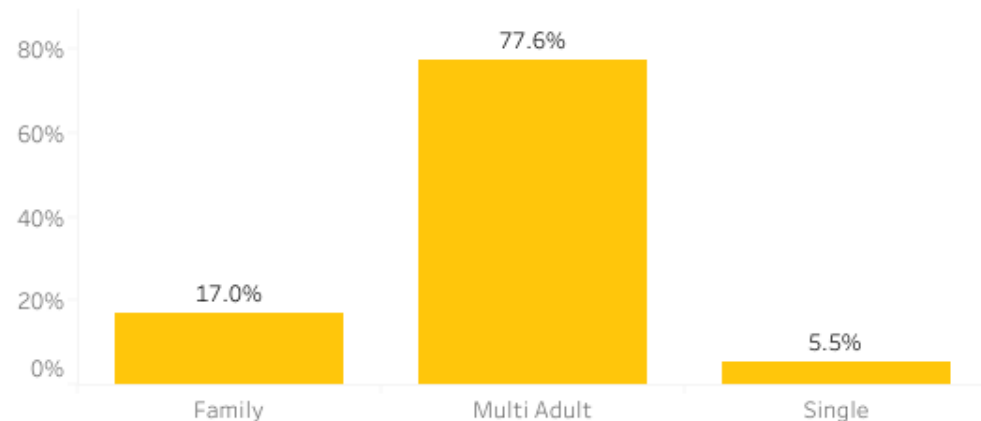
Travel Window (Days)



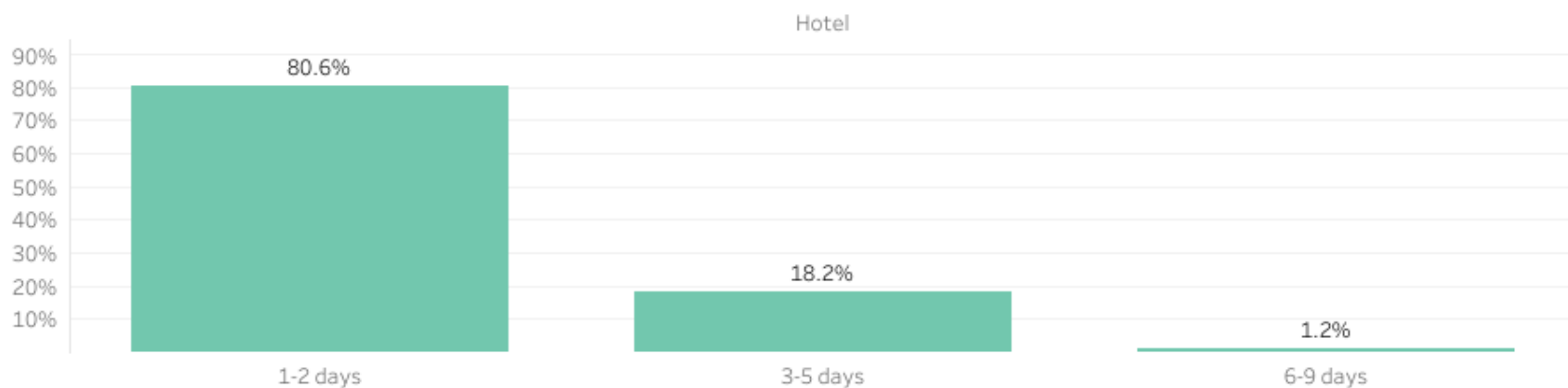
Package or Standalone



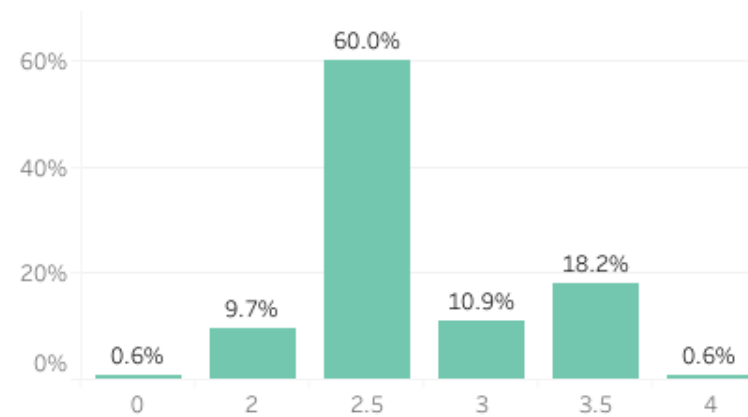
Person Count



Trip Duration (Days)



Hotel Star Rating



* Includes Bookings Resulting from On-site DFP and PassportAds Conversions only

Report Period: August 1, 2020 to August 31, 2020

Line Item Performance *This document and the information contained within this document are confidential and proprietary to Expedia. It may not be duplicated or distributed to any third party without prior written consent from Expedia. Any other use is strictly prohibited.

Line Item Name	Line Start Date	LI_EndDate	Impressions	Clicks	CTR	Gross Bkg \$	Click thru \$	ROAS
001:1657501:Expedia Brands Portfolio (USA)160x600EBP Hotels*Right 1	Jul 1, 2020	Sep 6, 2020	237K	314	0.13%	\$19K	\$86	4.1
002:1656388:Expedia.com (USA)532x299, 680x320ROSSearchNative Tiles 1, 2, 3 + Native Tile Sho	Jul 1, 2020	Sep 6, 2020	360K	141	0.04%	\$13K	\$0	7.3
003:1656435:Expedia.com (USA)160x600HotelsInfosite/DetailsRight Middle	Jul 1, 2020	Sep 6, 2020	90K	39	0.04%	\$12K	\$0	8.5
Grand Total			686K	494	0.07%	\$43K	\$86	5.7