

Eureka Springs Arkansas

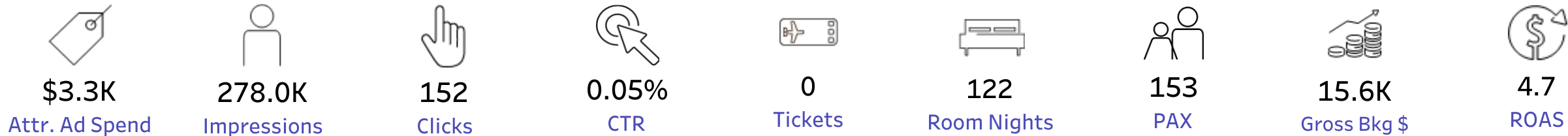
Campaign Performance Review

279303 Eureka Springs Recovery Campaign 2020

November 1, 2020 to November 15, 2020

Report Retrieval Date: December 14, 2020

Performance Summary For Eureka Springs Arkansas



POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	ROAS
Expedia Brands Portfolio US	\$1,762	76,629	107	0.14%	\$5K	2.9
Expedia US	\$1,547	201,399	45	0.02%	\$10K	6.8
Grand Total	\$3,309	278,028	152	0.05%	\$16K	4.7



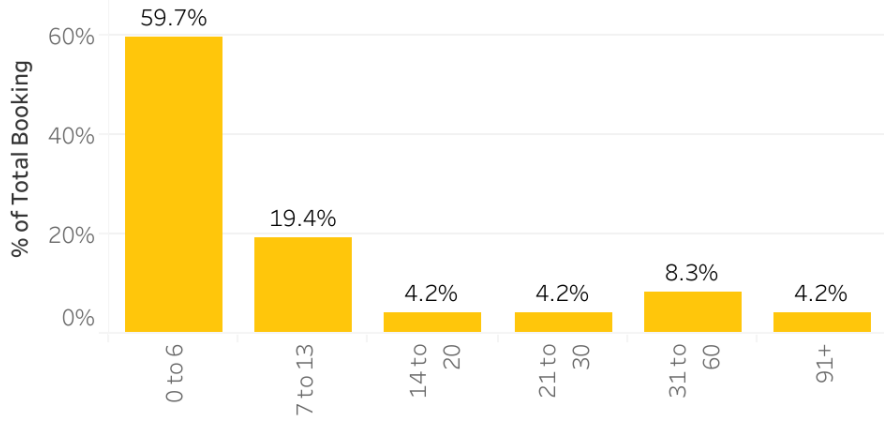
This page provides conversion data for Display Ads served through DFP and PassportAds Display. The ROAS calculation incorporates only Attributable Ad Spend, which represents spend for conversion measurable products including CPM Display, Takeovers and PassportAds

Report Period: November 1, 2020 to November 15, 2020

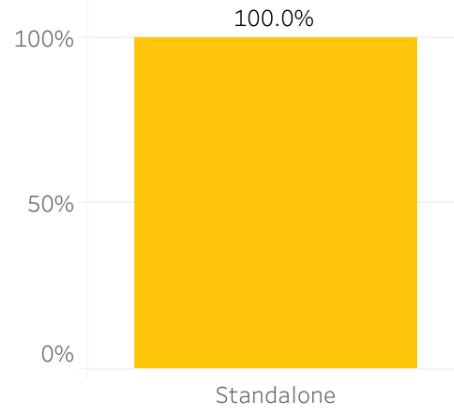
Conversion Insights For Eureka Springs Arkansas



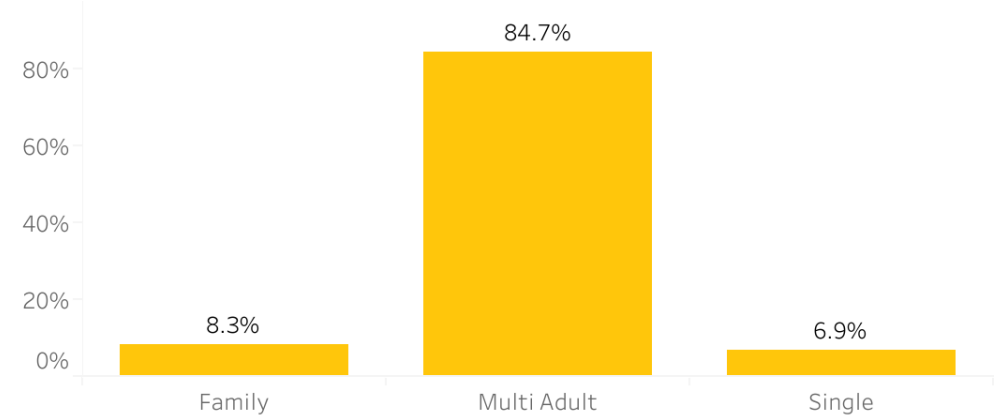
Travel Window (Days)



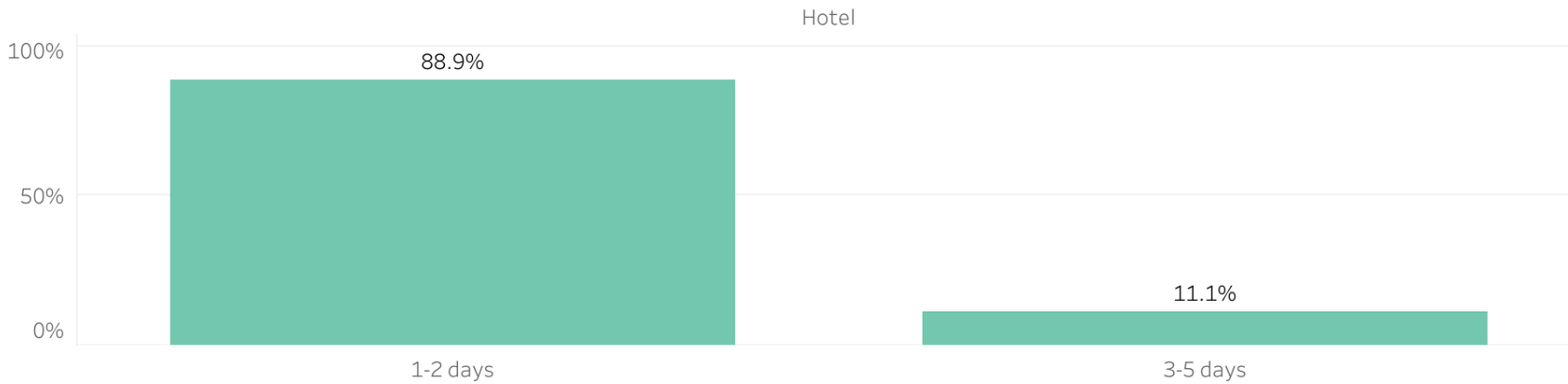
Package or Standalone



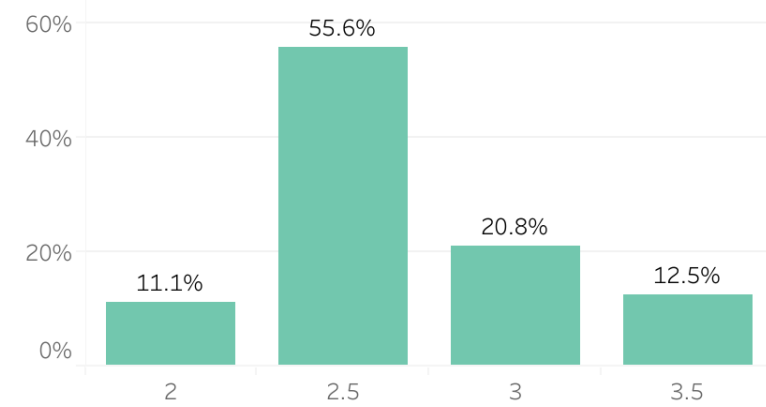
Person Count



Trip Duration (Days)



Hotel Star Rating



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

Report Period: November 1, 2020 to November 15, 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	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	View thru \$	Click thru \$	ROAS
004:1657883:Expedia Brands Portfolio (USA)160x600EBP Hotels*Right 1	Sep 21, 2020	Nov 15, 2020	\$1,762	77K	107	0.14%	\$5K	\$5,110	\$0	2.9
005:1656404:Expedia.com (USA)532x299, 680x320ROSSearchNative Tiles 1, 2, 3 + Native Tile Sho	Sep 21, 2020	Nov 15, 2020	\$1,039	173K	36	0.02%	\$8K	\$7,815	\$0	7.5
006:1656407:Expedia.com (USA)160x600HotelsInfosite/DetailsRight Middle	Sep 21, 2020	Nov 15, 2020	\$507	28K	9	0.03%	\$3K	\$2,649	\$0	5.2
Grand Total			\$3,309	278K	152	0.05%	\$16K	\$15,574	\$0	4.7