

Eureka Springs Arkansas

Campaign Performance Review

279303 Eureka Springs Recovery Campaign 2020

September 1, 2020 to September 30, 2020

Report Retrieval Date: October 13, 2020

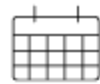
Campaign Summary For Eureka Springs Arkansas

Campaign Name: Eureka Springs Recovery Campaign 2020



\$30.0K

Total Budget



Jul-01-2020 to Nov-15-2020

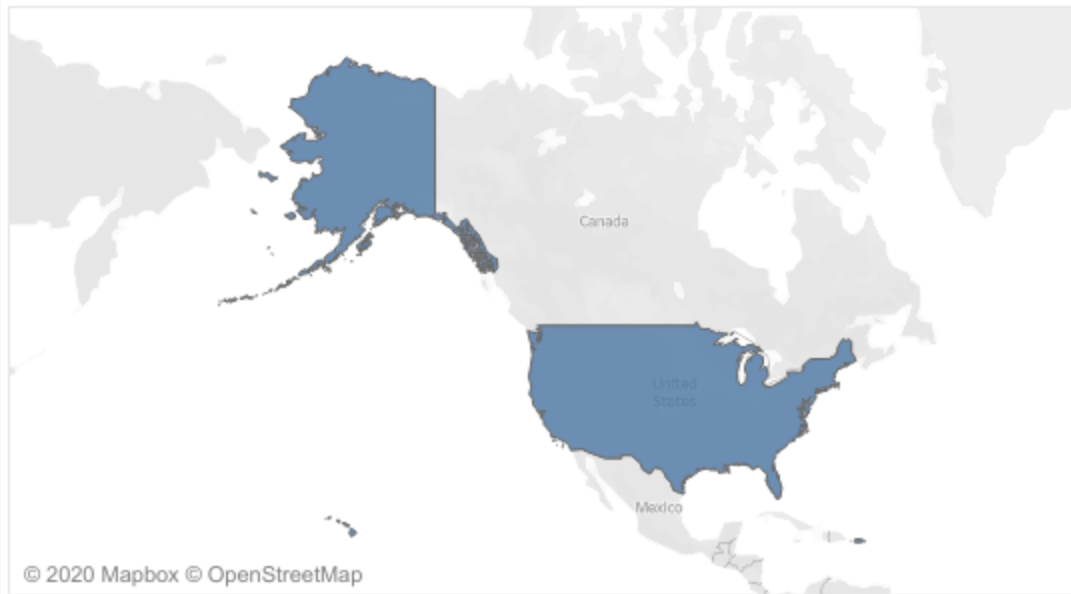
Campaign Period



100% Click

100% View

Attribution



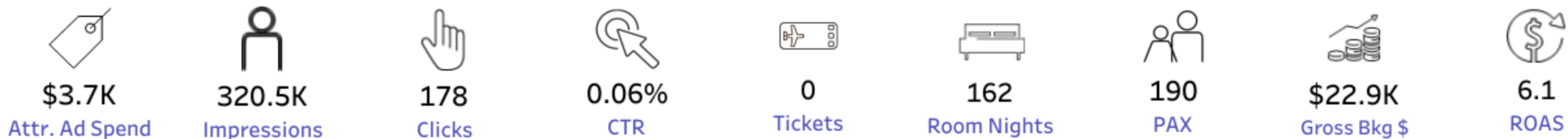
Point of Sale Summary

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



Report Period: September 1, 2020 to September 30, 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	\$2,064	96,762	118	0.12%	\$6,793	\$0	\$7K	3.3
Expedia US	\$1,669	223,740	60	0.03%	\$16,093	\$0	\$16K	9.6
Grand Total	\$3,733	320,502	178	0.06%	\$22,886	\$0	\$23K	6.1



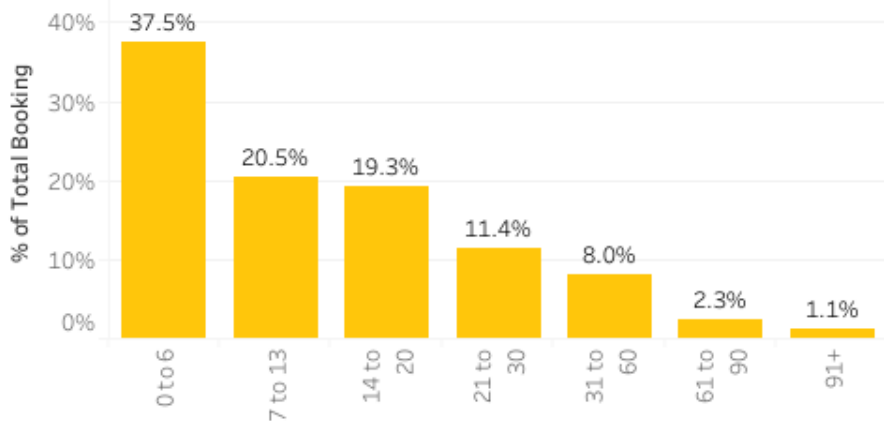
This page provides conversion data for Display Ads served through DFP and PassportAds Display. The ROAS calculation incorporates only Attributable Ad Spend, which represents spend for conversion measurable products including CPM Display, Takeovers and PassportAds

Report Period: September 1, 2020 to September 30, 2020

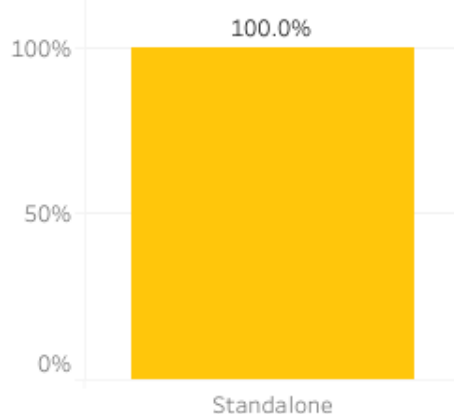
Conversion Insights For Eureka Springs Arkansas



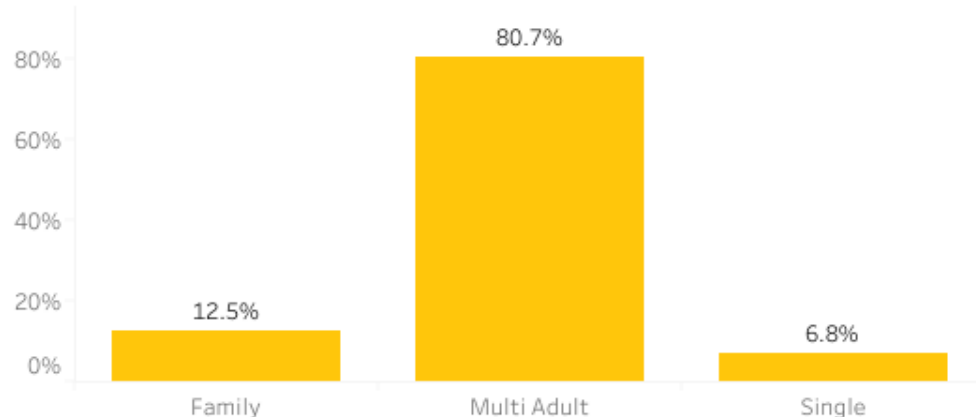
Travel Window (Days)



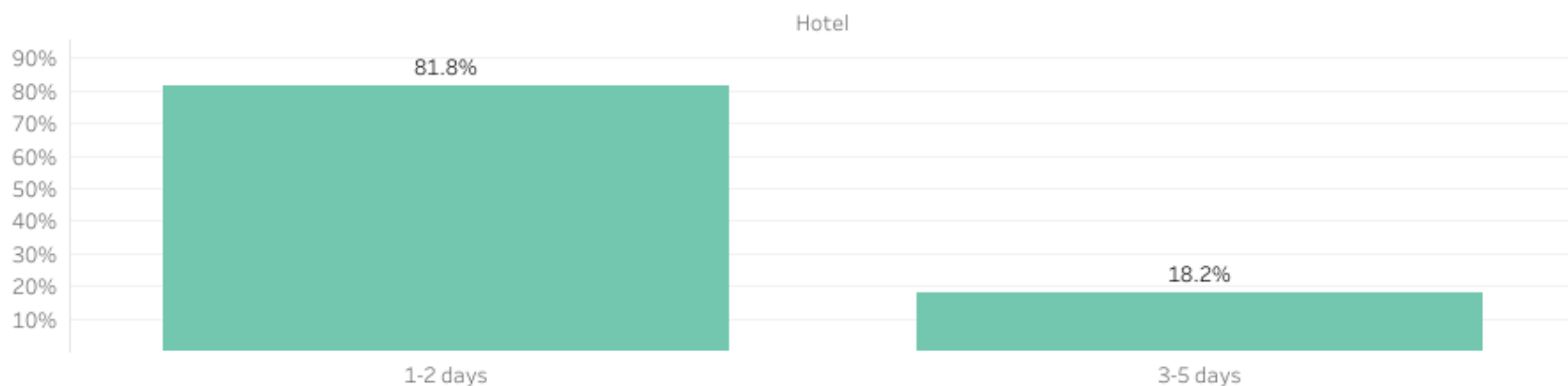
Package or Standalone



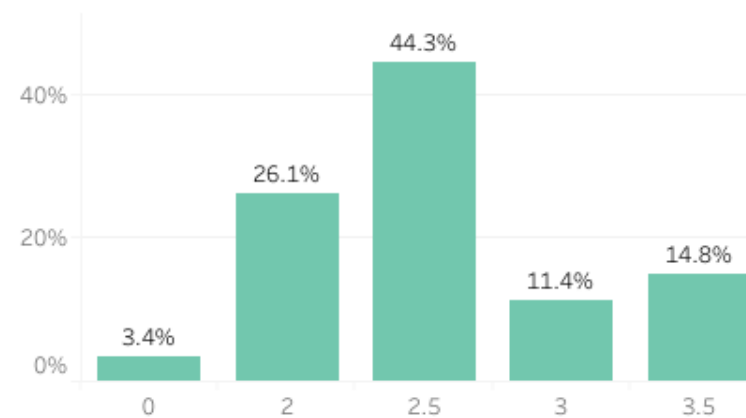
Person Count



Trip Duration (Days)



Hotel Star Rating



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

Report Period: September 1, 2020 to September 30, 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
001:1657501:Expedia Brands Portfolio (USA)160x600EBP Hotels*Right 1	Jul 1, 2020	Sep 6, 2020	\$769	40K	60	0.15%	\$4K	\$4,179	\$0	5.4
002:1656388:Expedia.com (USA)532x299, 680x320ROSSearchNative Tiles 1, 2, 3 + Native Tile Sho	Jul 1, 2020	Sep 6, 2020	\$311	62K	7	0.01%	\$6K	\$5,996	\$0	19.3
003:1656435:Expedia.com (USA)160x600HotelsInfosite/DetailsRight Middle	Jul 1, 2020	Sep 6, 2020	\$232	15K	7	0.05%	\$1K	\$1,402	\$0	6.0
004:1657883:Expedia Brands Portfolio (USA)160x600EBP Hotels*Right 1	Sep 21, 2020	Nov 15, 2020	\$1,295	56K	58	0.10%	\$3K	\$2,614	\$0	2.0
005:1656404:Expedia.com (USA)532x299, 680x320ROSSearchNative Tiles 1, 2, 3 + Native Tile Sho	Sep 21, 2020	Nov 15, 2020	\$752	125K	40	0.03%	\$4K	\$4,365	\$0	5.8
006:1656407:Expedia.com (USA)160x600HotelsInfosite/DetailsRight Middle	Sep 21, 2020	Nov 15, 2020	\$375	21K	6	0.03%	\$4K	\$4,330	\$0	11.6
Grand Total			\$3,733	321K	178	0.06%	\$23K	\$22,886	\$0	6.1