

Eureka Springs Arkansas

Campaign Performance Review

282321 Eureka Springs Recovery Campaign
2020-Supplemental

November 16, 2020 to November 30, 2020

Report Retrieval Date: December 16, 2020

Performance Summary For Eureka Springs Arkansas



\$6.5K

Attr. Ad Spend



831.3K

Impressions



313

Clicks



0.04%

CTR



120

Room Nights



12.6K

Gross Bkg \$



1.9

ROAS

POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	ROAS
Expedia Brands Portfolio US	\$3,956	494,548	231	0.05%	\$7K	1.7
Expedia US	\$2,549	336,726	82	0.02%	\$6K	2.3
Grand Total	\$6,505	831,274	313	0.04%	\$13K	1.9



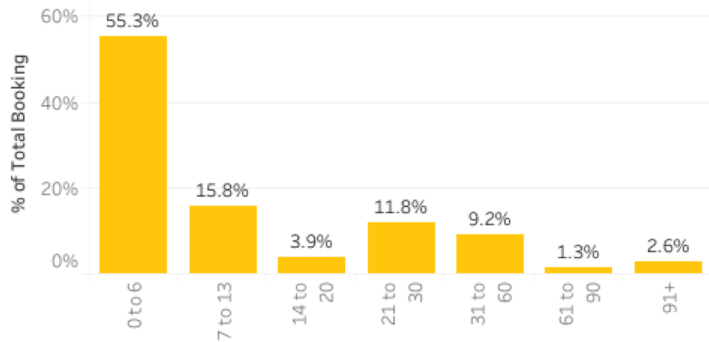
This page provides conversion data for Display Ads served through DFP and PassportAds Display. The ROAS calculation incorporates only Attributable Ad Spend, which represents spend for conversion measurable products including CPM Display, Takeovers and PassportAds

Report Period: November 16, 2020 to November 30, 2020

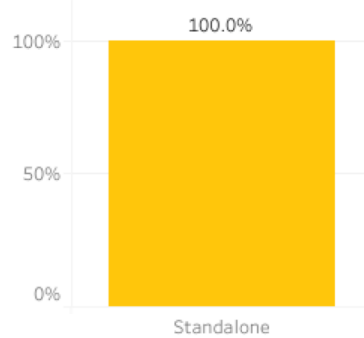
Conversion Insights For Eureka Springs Arkansas



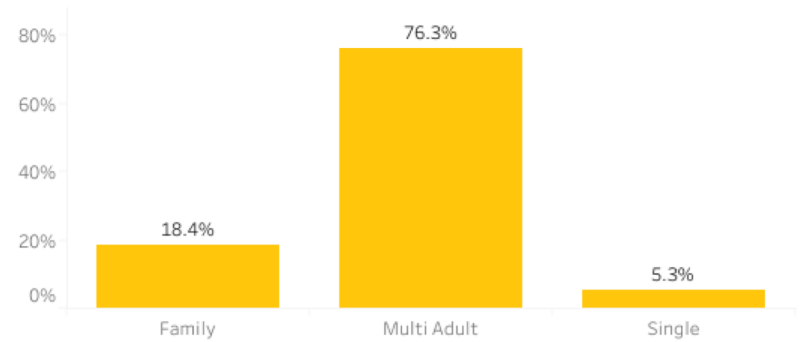
Travel Window (Days)



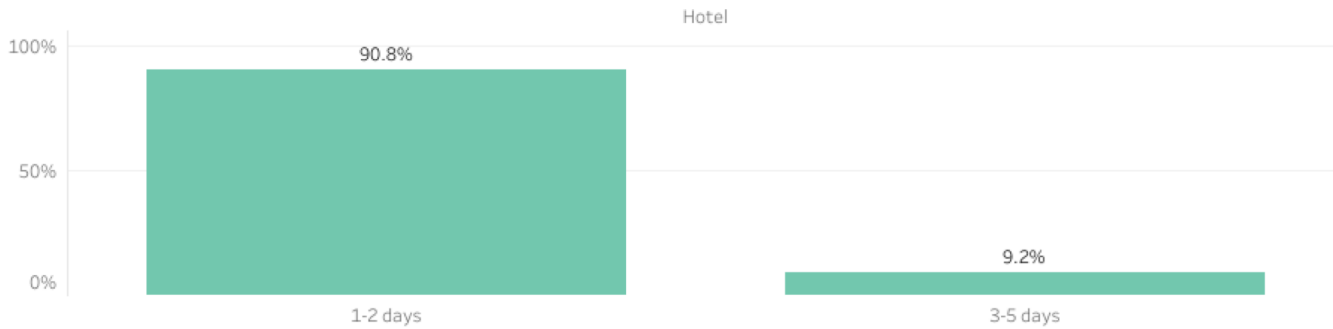
Package or Standalone



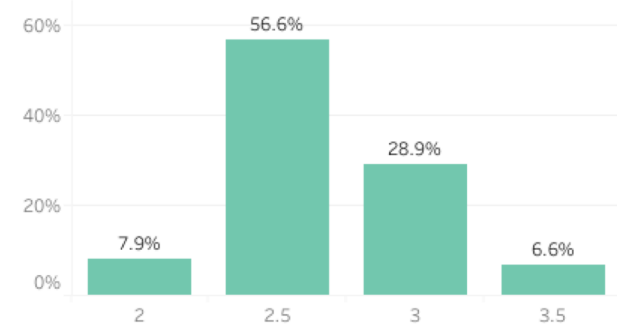
Person Count



Trip Duration (Days)



Hotel Star Rating



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

Report Period: November 16, 2020 to November 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 \$	ROAS
001:1691346:Expedia Brands Portfolio (USA)160x600, 300x250, 728x90EBP**	Nov 16, 2020	Dec 20, 2020	\$3,956	495K	231	0.05%	\$7K	1.7
002:1691347:Expedia.com (USA)532x299, 680x320ROSSearchNative Tiles 1, 2, 3 + Native Tile Sho	Nov 16, 2020	Dec 20, 2020	\$1,251	250K	41	0.02%	\$3K	2.1
003:1691348:Expedia.com (USA)160x600HotelsInfosite/DetailsRight Middle	Nov 16, 2020	Dec 20, 2020	\$1,298	87K	41	0.05%	\$3K	2.6
Grand Total			\$6,505	831K	313	0.04%	\$13K	1.9