

# Eureka Springs Arkansas

## Campaign Performance Review

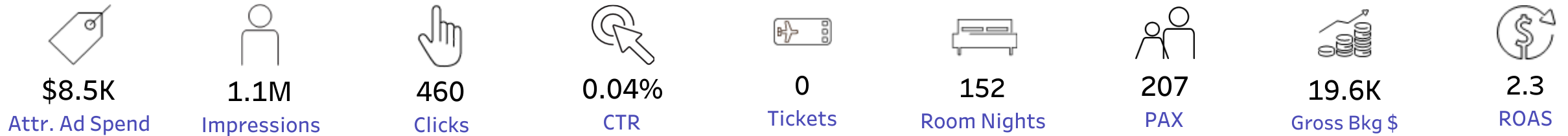
---

282321 Eureka Springs Recovery Campaign  
2020-Supplemental

December 1, 2020 to December 31, 2020

Report Retrieval Date: January 08, 2021

# Performance Summary For Eureka Springs Arkansas



## POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	ROAS
Expedia Brands Portfolio US	\$5,030	628,796	341	0.05%	\$11K	2.2
Expedia US	\$3,451	463,194	119	0.03%	\$9K	2.5
Grand Total	\$8,481	1,091,990	460	0.04%	\$20K	2.3

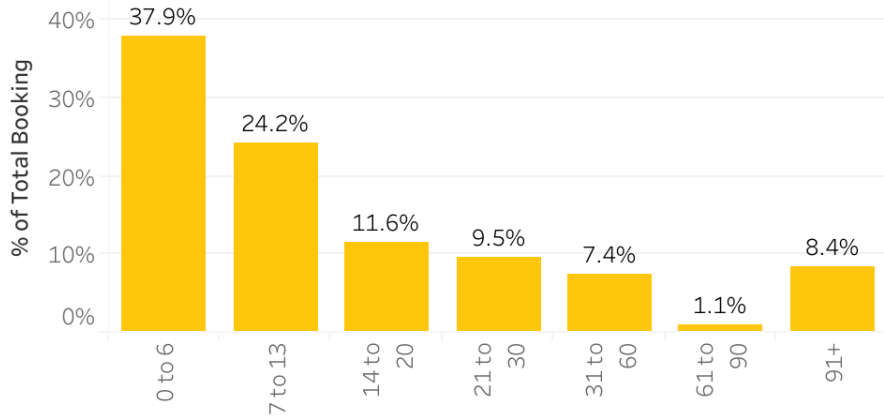
» This page provides conversion data for Display Ads served through DFP and PassportAds Display. The ROAS calculation incorporates only Attributable Ad Spend, which represents spend for conversion measurable products including CPM Display, Takeovers and PassportAds

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

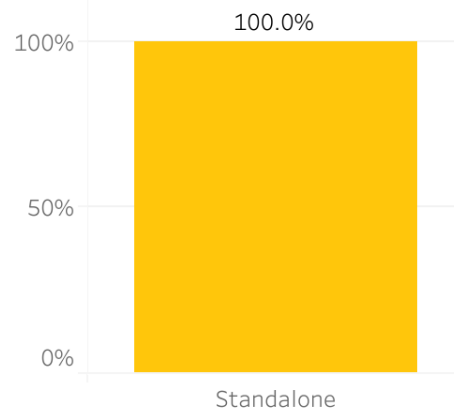
# Conversion Insights For Eureka Springs Arkansas



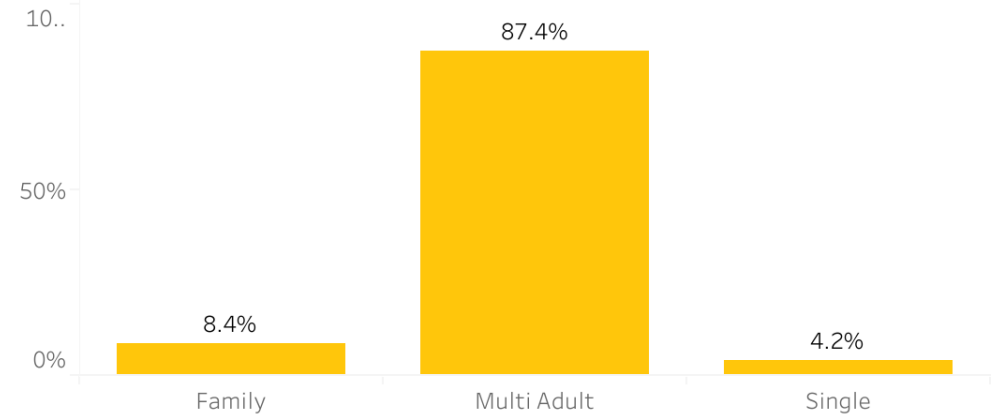
**Travel Window (Days)**



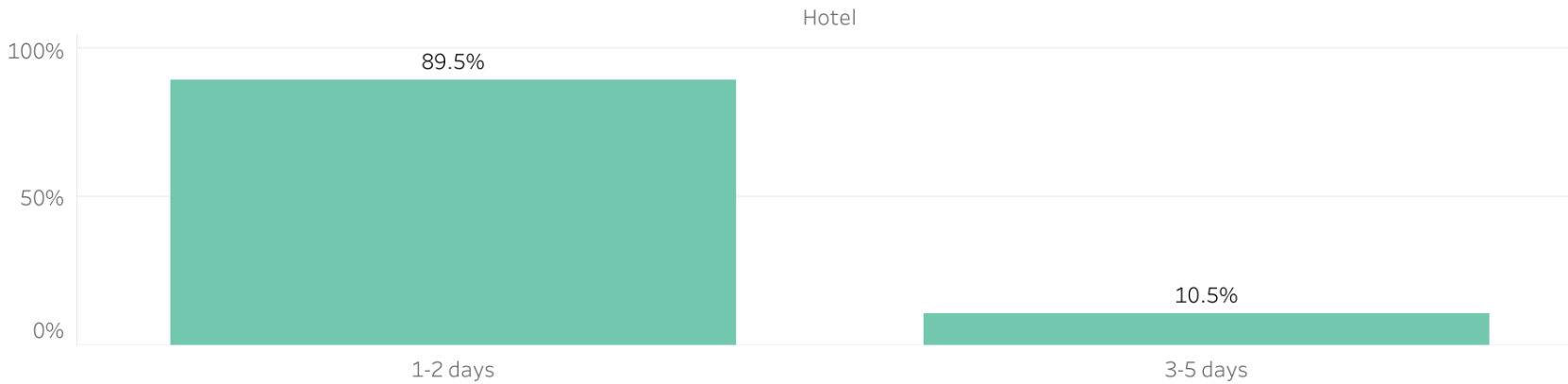
**Package or Standalone**



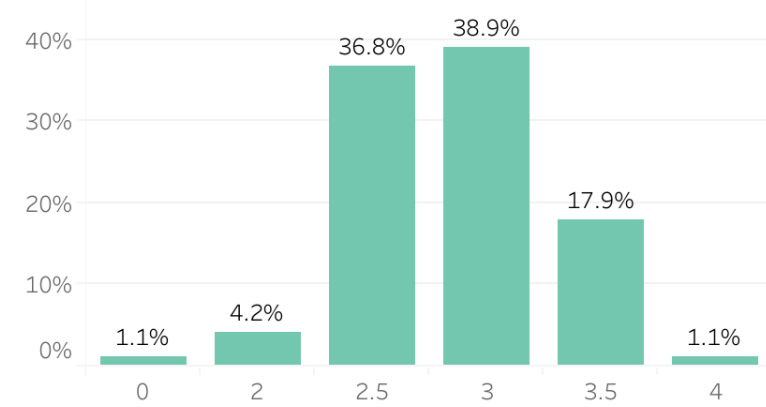
**Person Count**



**Trip Duration (Days)**



**Hotel Star Rating**



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

**Report Period: December 1, 2020 to December 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	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	View thru \$	Click thru \$	ROAS
001:1691346:Expedia Brands Portfolio (USA)160x600, 300x250, 728x90EBP**	Nov 16, 2020	Dec 20, 2020	\$5,030	629K	341	0.05%	\$11K	\$10,967	\$0	2.2
002:1691347:Expedia.com (USA)532x299, 680x320ROSSearchNative Tiles 1, 2, 3 + Native Tile Sho	Nov 16, 2020	Dec 20, 2020	\$1,749	350K	75	0.02%	\$5K	\$4,873	\$0	2.8
003:1691348:Expedia.com (USA)160x600HotelsInfosite/DetailsRight Middle	Nov 16, 2020	Dec 20, 2020	\$1,702	113K	44	0.04%	\$4K	\$3,387	\$358	2.2
Grand Total			\$8,481	1,092K	460	0.04%	\$20K	\$19,227	\$358	2.3