

The background of the slide is a blurred image of business documents. It features several charts, including a pie chart in the upper left and a bar chart in the lower left. A silver pen lies diagonally across the center of the documents. In the upper right, a tablet computer is visible, displaying some content. The overall scene suggests a professional or analytical context.

the xcite  group

Audiences & Attribution



In This Session



The New Consumer

Can get exactly what they want, instantly and effortlessly.



The New Consumer Journey

How intent is redefining the marketing funnel



Understanding The Outdoor Audience

Who, What and Where of this audience



The New Formula For Growth

In the age of assistance, growth comes from predicting what people want



Measuring What Matters

Assistance in our path to conversion



“We don’t sell boats. We sell time on the water.”

Core Principles of Marketing

Audience is the key

- *Leverage your existing audience*
- *(Then) Go find new audiences*
- *Finally hold ~~Digital~~ **ALL** channels accountable*



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The New Consumer

**Empowered by mobile,
today's consumers can
get exactly what they
want, instantly and
effortlessly.**

*As a result, they are more
curious, demanding, and
impatient than ever before. For
marketers, this means these
consumers are also tougher to
reach and tougher to please*

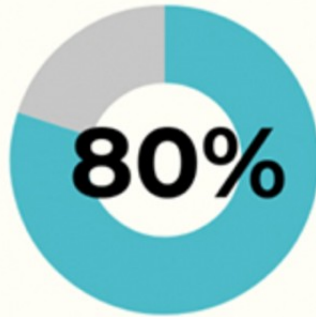


1. The Curious Consumer

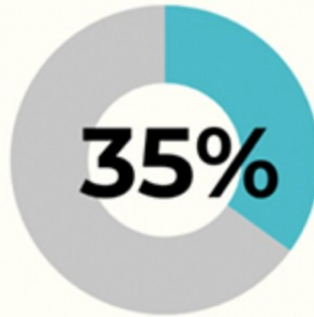


The **curious consumer** is research-obsessed, even about the small stuff. They turn to mobile to get the answers they need to make the right purchase decision anytime, anywhere.

In the past 2 years Google has seen:



growth in mobile
searches for "best"



growth in mobile
searches for "reviews"



growth in searches
ending with "to avoid"



best olive oil



+110%



best travel pillow



+300%



best toothbrushes



+100%



best umbrellas



+150%



best shower curtains



+100%

same day shipping



185%

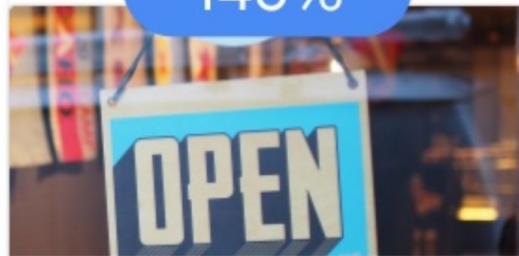


Increase in same day shipping searches

open now



145%

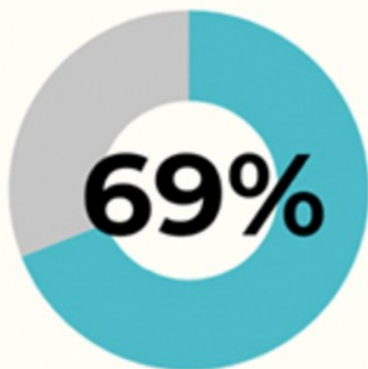


increase in 'open now' searches

How to influence these curious consumers

Help them make decisions faster by being there with useful information:

- ✓ In-depth product information
- ✓ Product reviews and ratings
- ✓ Product tips and use cases
- ✓ Rich multimedia content (lookbook, videos, ..)



of online smartphone users are more likely to buy from a brand whose mobile site or app helps them easily find answers to their questions.

2. The Demanding Consumer

The demanding consumer expects every mobile experience to be made just for them. They expect your brand to understand their intent and deliver the content of their preferences - even when they don't explicitly spell it out.



People expect relevant results in any situation - even as they're providing less information.

Over the last 2 years Google has seen:



Nearly 1/3 of all mobile searches are related to location

+60%

Mobile searches for "_for me" have grown over 60%

+150%

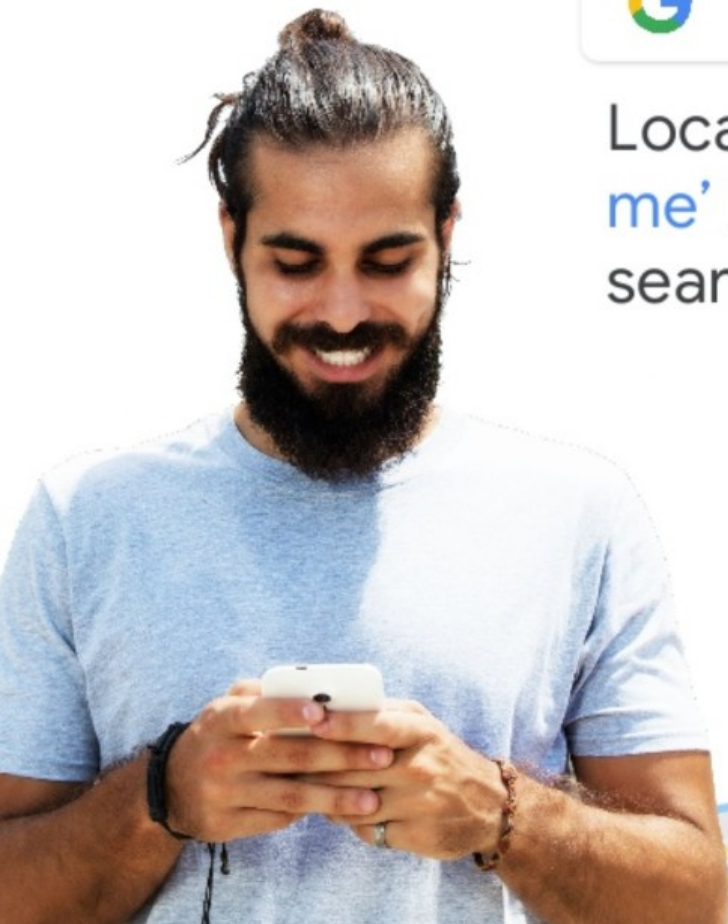
Comparable searches without "near me" have grown by 150%



Thai Food



Local searches **without 'near me'** have outgrown comparable searches that **include 'near me'**



How to influence these demanding consumers

Satisfy their increasing demands by offer exactly what they're looking for:

- ✓ Take advantage of GPS capabilities to deliver location-specific content
- ✓ Use customer data to segment audience and serve them more personally
- ✓ Focus on measuring and testing to optimize experience for your most valuable customers



Nearly 2/3 of smartphone users are more likely to purchase from companies whose mobile sites or apps customize information to their location.

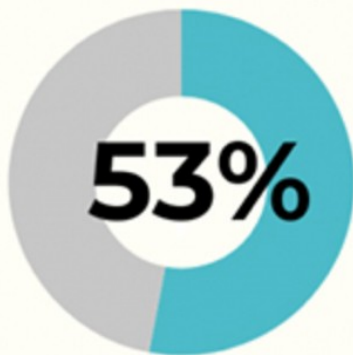
3. The Impatient Consumer



The **impatient consumer** is making decisions faster than ever—and they expect to act on those decisions in the moment.



3 in 4 smartphone owners turn to search first to address their immediate needs



of visits are abandoned if a mobile site takes longer than 3 seconds to load



People today are 50% more likely to purchase something immediately using their smartphones - compared to 2 years ago



2x

increase in
same day shipping
searches

150%

increase in
travel searches for
'today' and 'tonight'

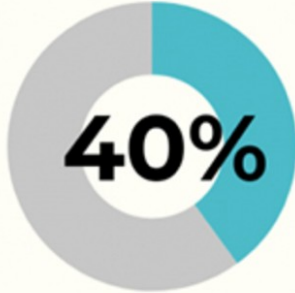
3x

increase in
'open now' searches

How to influence these impatient consumers

Optimize for faster mobile experience to keep pace with them:

- ✓ Cut down the number of steps consumers have to take to reach their goal
- ✓ Minimize your mobile site's load time to make sure content delivered to visitors as quickly as possible



of online smartphone users will be less likely to come back to a mobile site or app if it does not quickly satisfy their needs.



1 in 3 smartphone users have purchased from a company or brand other than the one they intended to because of information provided in the moment they needed it.

More Curious, Demanding And Impatient Than Ever Before



Regardless of their unique personal habits, their goals are all the same—consumers need to get an experience optimized for them.

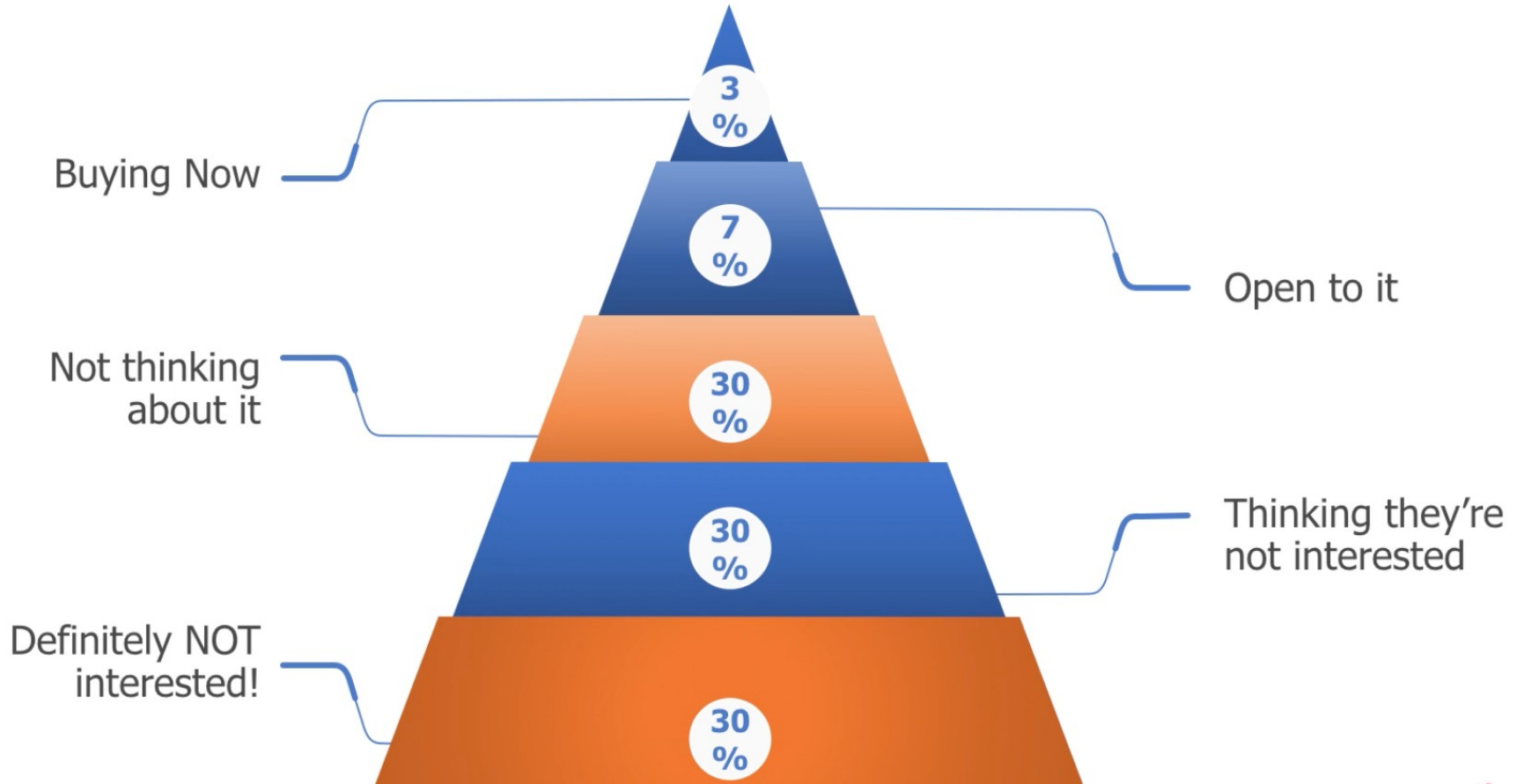
Growing demand means higher requirements for brands. But any brand can be prepared for it. On reacting to these customer shifts, brands must make the most of every customer interaction to adapt. It's time to reposition your brand's role in consumer decision making.

Leading brands are winning over consumers by personally connecting with them and being helpful in their moment of need. Building meaningful customer relationships is the key to unlock long term value for and boost the bottom line.



The New Consumer Journey

The Marketing Funnel Is Turned On Its Head



How Intent Is Redefining The Marketing Funnel

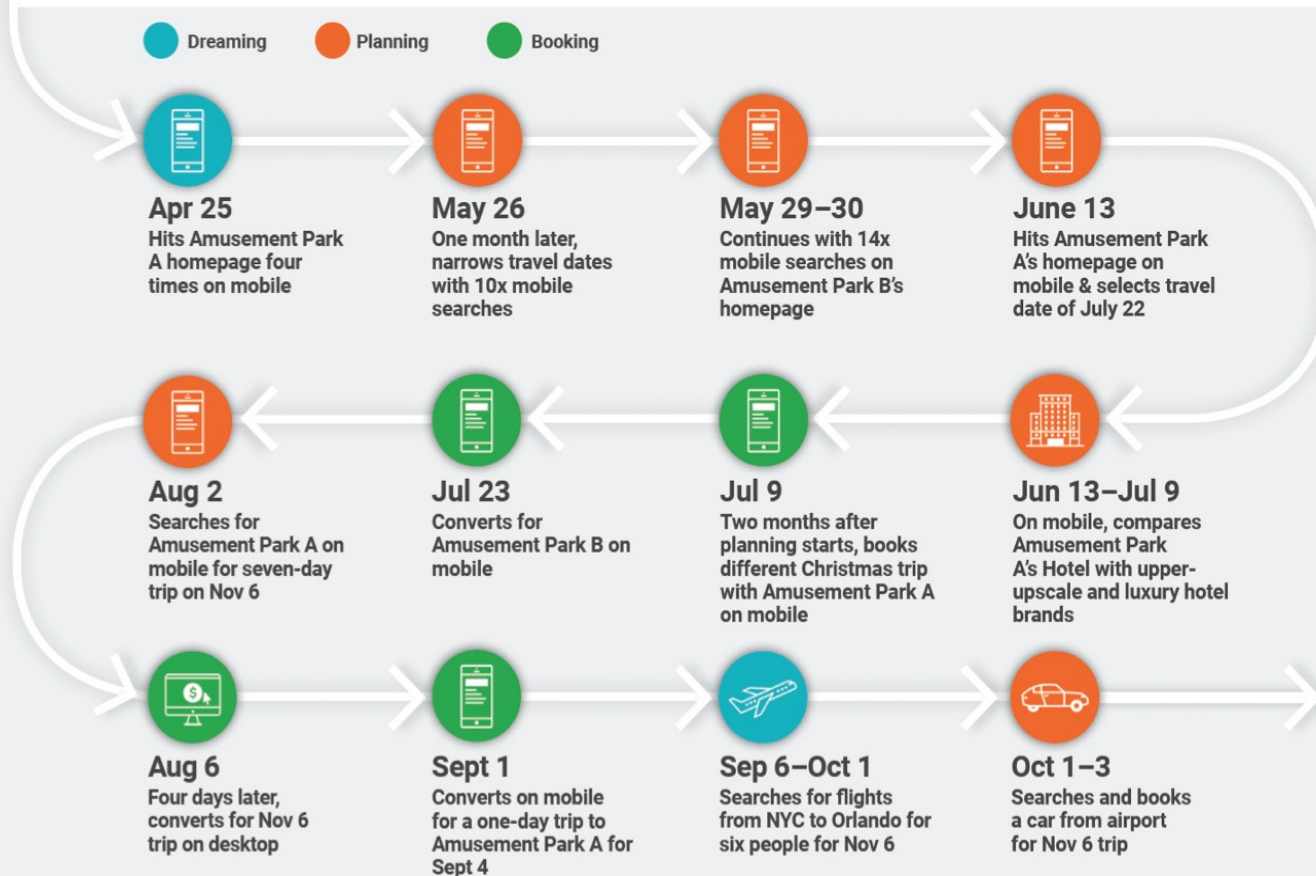
Forget everything you know about the marketing funnel. Today, people are no longer following a linear path from awareness to consideration to purchase. They are narrowing and broadening their consideration set in unique and unpredictable moments.

People turn to their devices to get immediate answers. And every time they do, they are expressing intent and reshaping the traditional marketing funnel along the way.



"Eric's" Path to Purchase

"Eric" plans his perfect family amusement park vacation from dreaming through planning to booking.



451

Touchpoints
Across 5+ Months



“Eric’s” Path to Purchase

“Eric’s” path to purchase starts a full five months before his trip, as he bounces across verticals and websites. Because “Eric” is loyal to Amusement Park A, we see “Eric” book four trips across his five plus months. What’s interesting is each trip has radically different lead times—demonstrating the importance of knowing your traveler and their behavior to most effectively reach them at the right time.

As he moves from dreaming to searching, it takes him nearly a full month to narrow down his travel dates. He then hesitates to pull the trigger for a summer vacation and changes his dates to a Christmas trip—the next window where all the kids are out of school.

Conversion Lead Time



Once he settles on his date and location, he books in quick succession. What’s also interesting to note is that **as soon as he returns from his trip, he immediately starts dreaming of his next trip—indicating the path to purchase never truly ends.**

What Does This Mean For Brands?



*It means that marketers can no longer plan on a linear journey. Today, consumer choice heavily influences reach and frequency. They're choosing to engage with brands that are relevant, helpful, and personal. People are **demanding assistance**, and the brands that offer it are the brands that will win.*

As a consumer, you know this makes sense. As a marketer, hearing all of this might make you a bit uncomfortable. But there is a huge opportunity for your brand to influence the outcome. When people can count on brands, brands can count on growth.



Understanding The Outdoor Audience

A Closer Look At Your Audience's Composition

We Defined Your Audience As:

living in United States (country), Outdoor
Enthusiasts



Demographic composition of selected audience

Proprietary + Confidential

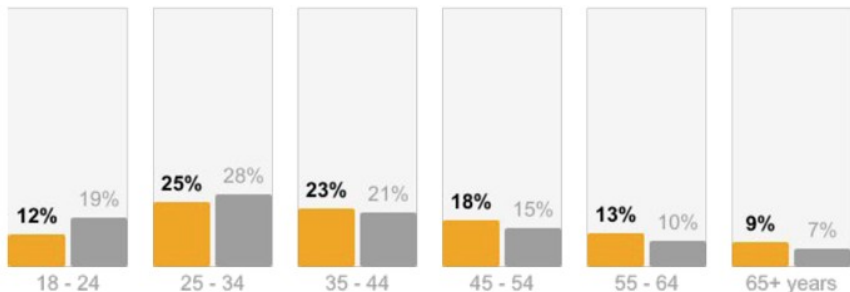
Gender



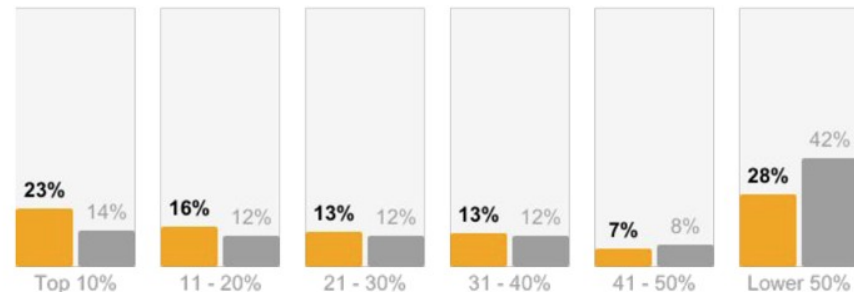
Parental Status



Age



Household Income



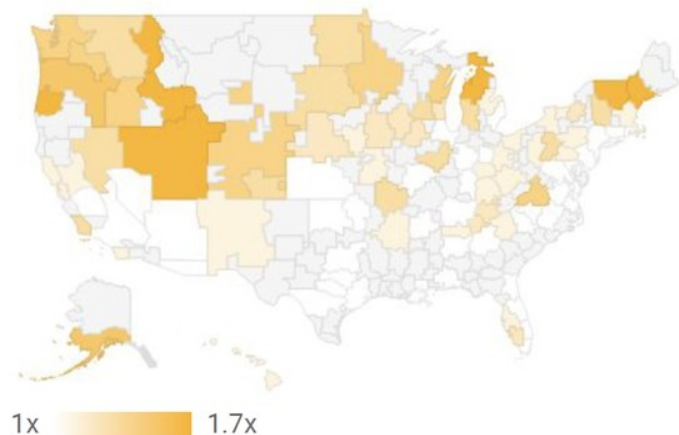
Your audience
 Comparison audience

Where is the Outdoor Audiences audience?

Proprietary + Confidential

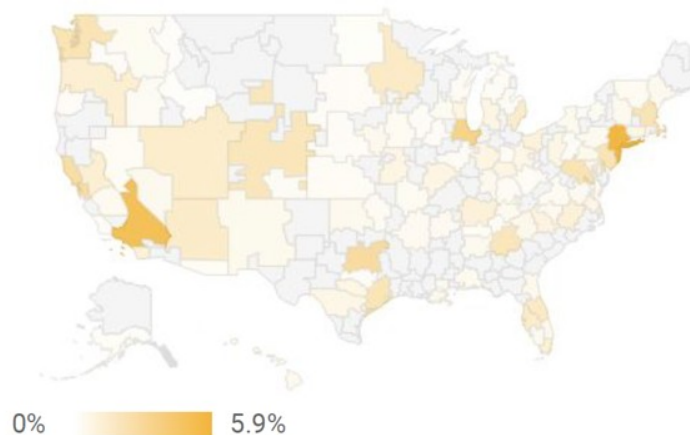
Geographic Index

How likely your audience is to be in each location compared to the benchmark audience.



Geographic Share

% of your audience present in each State or DMA



What are they passionate about?

When compared to the audience defined as "living in United States (country)", your audience is likely to be passionate Outdoor Enthusiasts, Boating & Sailing Enthusiasts, Travel Buffs.



3.6x more likely to be
Outdoor Enthusiasts

99.9% of Total Audience

- They love nature and sports
- They engage in outdoor activities like camping, hiking, rafting, fishing, skiing etc.
- They spend weekends and vacations outdoors



3.2x more likely to be
Boating & Sailing Enthusiasts

12.5% of Total Audience

- They follow or enjoy boating or sailing
- They spend more time than the average user watching games and reading about sports and results
- They often engage in playing amateur sports themselves



1.5x more likely to be
Travel Buffs

71.5% of Total Audience

- Their passion is to travel the world
- They research the locations they want to visit and plan their trips
- They immerse themselves in the culture of the place they visit



2.2x more likely to be
Green Living Enthusiasts

24.4% of Total Audience

- They are passionate about sustainable living
- They strive to make environmentally-responsible choices
- They read about the most current environmental issues



1.5x more likely to be
Home Decor Enthusiasts

56.8% of Total Audience

- They take great pride in the decor, design and upkeep of their homes
- They have a very strong interest in home furnishings and decor
- They read up on ideas about how to decorate and design their homes

What are some of their **specific interests**?

Proprietary + Confidential

When compared to the audience defined as “living in United States (country)”, your audience is uniquely interested in Hobbies and Activities, Sports and Auto Make.



Hobbies and Activities

Hiking	3.0x
Angling	3.3x
Recreational fishing	3.3x
Cycling	2.9x
Bass fishing	3.4x



Sports

Motorsport	2.1x
Golf	1.7x
Baseball	1.4x
American football	1.3x
Football	1.2x



Auto Make

Yamaha Motor Company	2.7x
Ford Motor Company	1.9x
Jeep	1.9x
Chevrolet	1.8x
Ram Trucks	2.0x

What are they shopping for?

When compared to the audience defined as "living in United States (country)", your audience is uniquely interested in Vehicles (Other), Outdoor Recreational Equipment and Sports & Fitness.



What distinct consumer segments are interested in Outdoor Audiences?

Proprietary + Confidential

Segment 1

Top Affinities:



Cooking enthusiasts, females, and predominantly aspiring chefs

29% of Audience

Unique Affinities:

- Beauty Mavens
- Family-Focused
- 30 Minute Chefs
- Aspiring Chefs
- Home Decor Enthusiasts

Unique Interests:

- Recipe

Segment 2

Top Affinities:



Predominantly sports fans, predominantly cooking enthusiasts, and predominantly aspiring chefs

22% of Audience

Unique Affinities:

- Avid Investors
- Business Professionals
- Avid Business News Readers
- Auto Enthusiasts
- Foodies

Segment 3

Top Affinities:



TV lovers, sports fans, and predominantly entertainment news enthusiasts

19% of Audience

Unique Affinities:

- Game, Reality & Talk Show Fans
- Avid Political News Readers
- Entertainment News Enthusiasts
- Comedy Movie Fans
- Soccer Fans

Unique Interests:

- Society
- News
- Sports
- Television show

Segment 4

Top Affinities:



Classical music enthusiasts, predominantly rock music fans, and predominantly pop music fans

16% of Audience

Unique Affinities:

- Classical Music Enthusiasts
- Blues Fans
- Indie & Alternative Rock Fans
- Rock Music Fans
- Pop Music Fans

Unique Interests:

- Music video
- Musician
- Performance
- Song
- Lyrics

Segment 5

Top Affinities:



Gamers, hardcore gamers, and predominantly casual & social gamers

15% of Audience

Unique Affinities:

- Hardcore Gamers
- Shooter Game Fans
- Action Game Fans
- Adventure & Strategy Game Fans
- Casual & Social Gamers

Unique Interests:

- Video game
- Action game
- Role-playing video game
- Game
- Shooter game



Segment 4



Segment 5

What stood out to you for your brand?

Next Steps and Recommendations

- How can **Outdoor Audiences** more effectively reach their target customer
 - Who else should we target?
 - Should we target specific Affinity or In-Market Audiences?
 - Should we create a Custom Affinity Audience for each Segment or just the top ones?
- Now that we know our audience likes **Arts & Entertainment** and **Autos & Vehicles** on YouTube, should we change our approach?
- If you knew someone interested in **Outdoor Audiences** was a **Cooking enthusiasts, females, and predominantly aspiring chefs**, is our current messaging/content relevant to that person? How could you tweak it to make it more relevant to their interests and needs?
- How can **Outdoor Audiences** use the interests and affinities of each cluster (and the overall audience) to produce better content that appeals to the interests of the audience(s)?
- What else can we provide for next steps?

Summer Vacations – How People Use Search To Do It

When planning a vacation or family outing, some will opt for out-of-town trips, while others will be doing some kind of “staycation.” Either way, those trips aren’t always as relaxing as people would like, in fact, 41% of people think family vacations are more stressful than fun. To counter this stress, people want to feel as confident as possible about the decisions they make. Whether planning an epic getaway or finding local weekend activities for the family, we’re seeing search become a go-to resource to help people discover places to go and things to do, be it at certain times or with certain people.



What To Do & Where To Do It

Whether going across the country or staying close to home, over the summer months in particular, people are looking for a spark of inspiration wherever they'll be.



1. We've seen a 6x increase in mobile searches for "things to do/activities" plus "near me" over the last 2 years. Some examples include: **"Things to do near me today"**, **"kids activities near me"**, **"things to do near me this weekend"**
2. Mobile searches for "best things to do" grew over 85% as well. Examples include: **"best things to do in Colorado"**, **"best things to do in the Grand Canyon"**, **best things to do near Yellowstone National Park."**
3. Mobile searches for "event/attractions" plus "near me" have grown over 500% in the last 2 years, as people look for local concerts, tourist attractions, and other activities.

Finding Things To Do –In A Timely Fashion

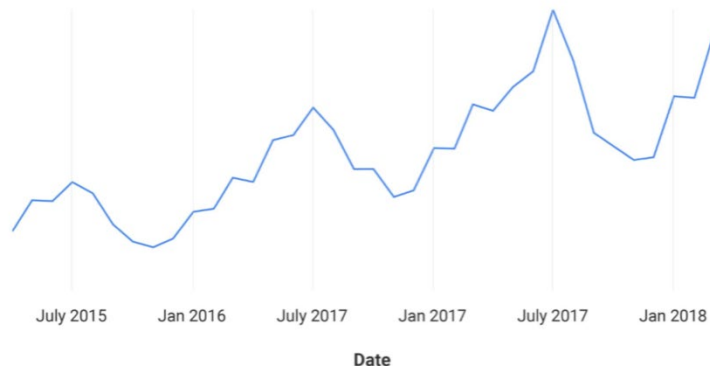
Some of us are great at planning ahead – others, not so much.

Sometimes we wake up on a Friday, check the weather, and decide it's a perfect opportunity for a day trip or weekend getaway, as evidenced by the fact that mobile searches for "day/weekend" plus "trip" grew over 100% in the last two years.

For example: "catalina island day trip," "day trip ideas near me," "weekend trip ideas," and "weekend trip packing list."

And sometimes we're sitting at home and get a spark of motivation to do something at that moment: Mobile searches that include "things to do" plus "tonight" grew over 100% in the last two years.

Trip inquiries for 'day/weekend' plus 'trip'



Experiences With Others

People are turning to search to find things that are personal to them. But when it comes to planning experiences, they want things that are perfect for others that they're with —whether it's kids, friends, or even a date.



“Faced with visiting cousins, I searched for ‘fun activities teens Ohiopyle,’” explaining that though he lived in Pittsburgh, “I don’t do stuff that teens would find exciting, so I needed to come up with some ideas.”

In particular, we’ve seen a surge from people looking for family experiences. Mobile searches for “kids/family” plus “near me” grew over 390% during the last two years.

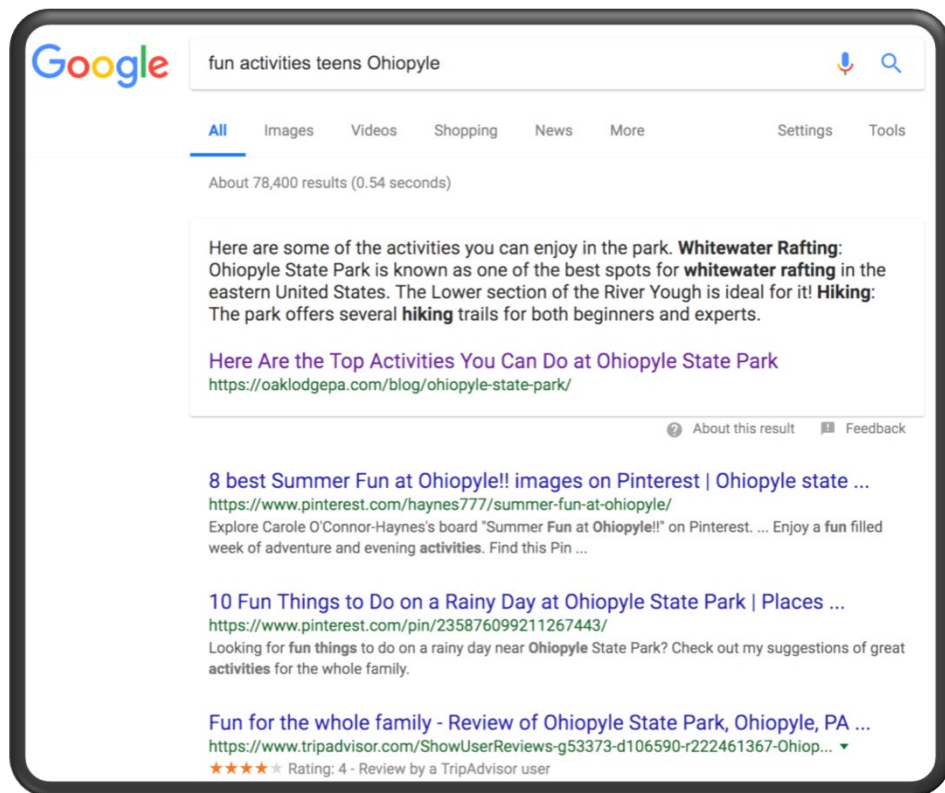
Examples include “kids fun near me,” “family fun near me,” and “things to do with kids near me.”

What This Means For Marketers

People don't only want things; they want tangible experiences. And much like we don't want to regret spending \$1,000 on the wrong TV, we similarly want to feel confident about how we spend our precious time.

Marketers in the outdoor spaces have a perfect opportunity to offer customers unique experiences that invite them to participate in their brand in interesting ways. Travel, entertainment, and outdoor companies are obvious fits. But brands could also host cooking classes, stage creative and interactive demonstrations, or tie in to food and music festivals.

If your brand is staging events or experiences, one of the keys to success is making them discoverable by people in that area. Tailoring your search marketing for people actively seeking out things to do is a step in the right direction.





The New Formula For Growth

When People Can Count On Brands, Brands Can Count On Growth

How do you create a brand people can count on? It starts with predicting intent and anticipating needs—throughout the customer journey.

People are signaling their intent every time they turn to digital for assistance. The challenge is to know your customers—really know them—so you can predict that intent.

People are making decisions at every step of the journey: beginning, middle, and end. Ensuring your brand is there to help, like is critical. It's not an easy task. But it can absolutely be done.

The formula for driving growth has changed. And predicting intent is now a critical part of the equation.



Predicting Intent & Anticipating Needs

Buffalo Outdoor Center

4699 AR-43, Ponca, AR

← All questions



Tina Ellis

Is it pet friendly

👍 Helpful? 🚩



Robert Howell

4 months ago

Some units are call the office for better details

👍 1 🚩



Rhonda Mills

a month ago

Tim, yes, several of our cabins are pet friendly! :) Here is a handy link to those specific cabins: <https://www.buffaloriver.com/cabins/types/pet-friendly-cabins/> By the way, while pets are not allowed on trails within the national park, there are national forest trails in the Ponca area that are pet-free. Just ask our staff for trail recommendations should you wish to hike with a pet.

👍 1 🚩

*Your customers want amazing memorable experiences and they want to feel confident in making that decision. How can you predict their intent and anticipate their needs? As marketers, chances are you've used consumer intent signals to understand what your customers want and then delivered relevant experiences to them. But have you ever used intent signals to **predict** what your customers want? Are you using all of your data to really listen? When you listen to your customers, you can create new opportunities on your own terms, instead of fighting for space in a crowded ring.*

Buffalo Outdoor Center in Arkansas found that by looking at the Q&A section on their Google My Business profile, they could see what kinds of questions people had and predict that many others may have the same questions and altered their content to tailor messages accordingly.

The challenge is to know your customers—really know them—so you can predict that intent.

Using Search Signals To Predict Intent

What does “BEST” really mean?

It turns out that “best” isn’t an objective absolute. Finding “the best” isn’t necessarily about finding the best thing that exists, it’s about finding the best thing for your needs. As consumers, we have to make decisions based on things beyond quality, price and basic features. The deciding factor is often personal criteria and how it solves my individual needs.

Since “best” is personal, look at “the best” and other specific search terms for your brand and category to confirm what needs consumers are solving for. Realize that specific searches can indicate a high-involvement purchase and clear intent. Someone searching for “best river rafting for a family with an eight-year-old” or “best cabins in Buffalo National Forest” is likely spending time and energy evaluating you and cares about getting the best in your category. Ensure your content and search copy convey how your products meet these needs and that you show relatable, real-life use experiences.



Turning Typical Use Of Video & Search Upside Down



Marketers have typically used video advertising for upper-funnel brand awareness and search advertising for lower-funnel direct response. But it does make you wonder: If a brand wanted to use the power of video's sight, sound, and motion to drive consumers to take an action, would it work? A recent marketing push from Hawaiian Airlines provides a resounding "yes." They ran a campaign that turned the typical use cases of video and search advertising upside down. Google Search ads helped get the airline's name in front of people and follow-up YouTube video ads drove them to make incremental purchases. The results speak volumes.

Hawaiian Airlines increased flight bookings by 185%, while reducing cost per acquisition by 69% compared to other campaigns run concurrently.

How The Campaign Worked

In preparation for the busy summer travel period, the airline wanted to find people who were considering visits to Hawaii. While in the past it has always relied on search ads to push customers to book flights, this time the airline took a cross-channel approach. It used search ads as the first point in a conversation with the aspiring traveler, aiming to build awareness, and then followed up with a video push. To do that, the marketing team set up a typical search campaign, focusing on branded keywords like “Hawaiian Airlines” and nonbranded keywords like “Flight to Hawaii.” Then it created a set of 15-second and 30-second video ads using the company’s market-specific brand creative and YouTube’s TrueView for action. The call to action in the direct-response format invited people to click-through to “See Fares,” where they were directed to a landing page of flight and pricing options relevant to their area.



↑ 185%

increase in **flight bookings**.



↓ 69%

reduction in **cost per acquisition**.

Think with Google

Source: Hawaiian Airlines YouTube Analytics Data, June 2018.





Measuring What Matters

Measure What Matters

It's possible to measure a lot of things very well and yet not measure what really matters for your business.

Start with the outcomes you want to achieve, then determine the best way to measure for those goals. If there's a mismatch between your goals and your measurement KPIs, it hinders your ability to drive the results you really want.

The right match can be magic. Adhere to well-established metrics that tie directly to business objectives.



Marketing In The “Age Of Assistance”

- 1. Is our content and our advertising creative truly helpful and assisting our target consumer?**
- 2. Are we using our audiences to understand how they are assisting in our paths to conversion?**

Conversion: Type: Lookback Window:
All Google Ads Set 30 days prior to conversion ?

change in % of conversions: +0.00%

Stop Looking At Last Click!

Explorer

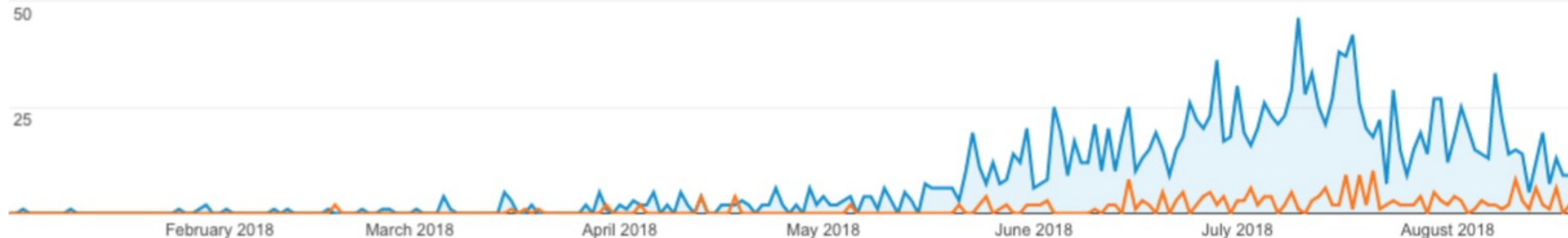
Assisting Interactions Analysis First Interaction Analysis Conversions

Assisted Conversions VS. Select a metric

Day of Conversion Days before Conversion Path Position

Jan 1, 2018 - Aug 19, 2018: Assisted Conversions

Jan 1, 2017 - Aug 19, 2017: Assisted Conversions



Assisted Conversions

665.27%

1,829 vs 239

Assisted Conversion Value

834.45%

\$222,560.29 vs \$23,817.36

Last Click or Direct Conversions

91.01%

3,421 vs 1,791

Last Click or Direct Conversion Value

98.30%

\$421,529.75 vs \$212,575.45

Assisted / Last Click or Direct Conversions

300.64%

0.53 vs 0.13

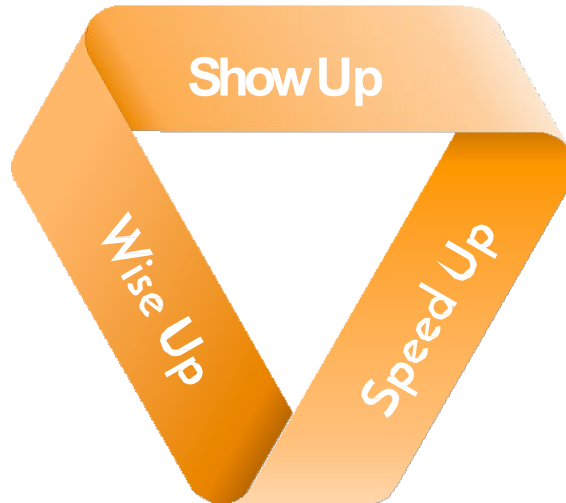
Know Your Moments

<input type="checkbox"/> MCF Channel Grouping [?]		Assisted Conversions [?]	↓	Assisted Conversion Value [?]	Last Click or Direct Conversions [?]	Last Click or Direct Conversion Value [?]	Assisted / Last Click or Direct Conversions [?]
<input type="checkbox"/>	1. Direct						
	Jan 1, 2018 - Aug 19, 2018	1,104		\$138,598.66	1,869 (54.63%)	\$227,873.21 (54.06%)	0.59
	Jan 1, 2017 - Aug 19, 2017	227		\$22,597.62	1,781	\$211,560.39	0.13
	% Change	386.34%		513.33%	4.94%	7.71%	363.44%
<input type="checkbox"/>	2. Organic Search						
	Jan 1, 2018 - Aug 19, 2018	918		\$112,730.79	955 (27.92%)	\$119,413.63 (28.33%)	0.96
	Jan 1, 2017 - Aug 19, 2017	12		\$976.74	6	\$635.10	2.00
	% Change	7,550.00%		11,441.54%	15,816.67%	18,702.34%	-51.94%
<input type="checkbox"/>	3. Paid Search						
	Jan 1, 2018 - Aug 19, 2018	492		\$58,647.83	451 (13.18%)	\$56,913.69 (13.50%)	1.09
	Jan 1, 2017 - Aug 19, 2017	9		\$1,414.65	2	\$240.90	4.50
	% Change	5,366.67%		4,045.75%	22,450.00%	23,525.44%	-75.76%
<input type="checkbox"/>	4. Referral						
	Jan 1, 2018 - Aug 19, 2018	111		\$12,548.40	93 (2.72%)	\$11,539.88 (2.74%)	1.19
	Jan 1, 2017 - Aug 19, 2017	35		\$2,486.76	2	\$139.06	17.50
	% Change	217.14%		404.61%	4,550.00%	8,198.49%	-93.18%

Measurement Strategy

It's easy to see why competition —and the ability to grow—is not what it used to be. People expect brands to know what they want and assist them in getting it. And the brands that evolve their strategies around consumer intent will win.

The ability to understand consumers and tap into real intent is a game-changer for marketers. Make the decision to start building the engine to deliver what you care about: predicting intent to drive outcomes that grow your business.



- *Use your data to create a delightful, valuable and relevant experience*

- *If you're not there in the moments that matter, your competitors will be*
- *The need for speed is paramount*

Show Up



Consumers expects assistance everywhere. If your brand isn't there in the moments she needs you, it's more likely your competitors will be. But how do you know if you're turning up in the right moments? It all comes down to which moments are the most valuable.

Measure and understand the impact of all of your media touch points at each stage of the consumer journey so you can figure out which ones are driving business outcomes, and provide useful information whenever the consumer needs it.

Show Up

Where You Already Know

- *Organic Search*
- *Google Ads*
- *Social*
- *Paid Social*
- *Google My Business*
- *Video*
- *TrueView Ads*
- *Display*
- *Remarketing*
- *Email*
- *Content Creation / Blogging*
- *Analytics*

Where You May Not Be Comfortable Yet

- *Search Retargeting*
- *Geofencing*
- *CTV / OTT*
- *Advanced Remarketing*
- *Gmail Ads*
- *Attribution / Analytics*
- *Google Trends*
- *People Also Ask*
- *Study Your Competitors*

Show Up - Behavior

People also ask

Is white water rafting dangerous? ▾

What should I carry for river rafting? ▾

What do you wear to go white water rafting? ▾

Is rafting safe for non swimmers? ▾

[Feedback](#)

10 Whitewater Rafting Safety Tips | Raft Masters

<https://raftmasters.com/10-whitewater-rafting-safety-tips/> ▾

10 Whitewater Rafting Safety Tips. Choose a licensed and professional **rafting** outfitter. Always wear a life jacket, or personal flotation device (PFD). Be **safe** and comfortable. Make sure you have the right outerwear for the day. Hold the paddle properly. Stay in the boat! Know the proper swimming techniques. Know the ...

Videos



How to Stay Safe White
Water Rafting in
Colorado



How to Paddle for
Whitewater Rafting -
Tips for Rafting in
Colorado



A Guide to Whitewater
Rafting Gear - Colorado
River Rafting Trips



Show Up - Behavior

Primary Dimension: [Search Term](#) [Site Search Category](#)

Secondary dimension Sort Type:




[advanced](#)

Search Term ?	Total Unique Searches ? ↓	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after Search ?	Avg. Search Depth ?
	2,175 % of Total: 100.00% (2,175)	1.21 Avg for View: 1.21 (0.00%)	17.84% Avg for View: 17.84% (0.00%)	16.81% Avg for View: 16.81% (0.00%)	00:04:33 Avg for View: 00:04:33 (0.00%)	3.28 Avg for View: 3.28 (0.00%)
1. camping	93 (4.28%)	1.24	6.45%	5.22%	00:06:04	4.94
2. Camping	59 (2.71%)	1.15	32.20%	5.88%	00:05:04	2.20
3. map	55 (2.53%)	1.36	1.82%	8.00%	00:06:12	5.91
4. Cabins	38 (1.75%)	1.50	26.32%	15.79%	00:03:28	4.47
5. Map	29 (1.33%)	1.03	10.34%	23.33%	00:05:47	2.76
6. shuttle	17 (0.78%)	1.94	0.00%	9.09%	00:10:56	4.41
7. Glory hole	15 (0.69%)	1.20	26.67%	0.00%	00:02:46	2.33
8. tent camping	15 (0.69%)	1.20	6.67%	5.56%	00:02:46	3.87
9. Harriet	14 (0.64%)	1.07	35.71%	13.33%	00:06:54	1.64
10. lost valley	13 (0.60%)	1.77	0.00%	8.70%	00:03:09	3.54

Show Up - Location

Primary Dimension: Region City Metro Other ▼										
Secondary dimension ▼										
Region ?	Acquisition			Behavior			Conversions eCommerce ▼			
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?	
	72,922 % of Total: 89.05% (81,891)	72,165 % of Total: 89.07% (81,023)	107,035 % of Total: 91.44% (117,050)	48.30% Avg for View: 51.24% (-5.73%)	3.97 Avg for View: 3.76 (5.60%)	00:03:06 Avg for View: 00:02:55 (6.31%)	1,532 % of Total: 99.35% (1,542)	\$444,669.93 % of Total: 99.33% (\$447,674.58)	1.43% Avg for View: 1.32% (8.65%)	
1. Colorado	24,560 (32.11%)	22,934 (31.78%)	37,245 (34.80%)	43.41%	4.25	00:03:14	666 (43.47%)	\$175,455.72 (39.46%)	1.79%	
2. Texas	13,178 (17.23%)	12,430 (17.22%)	19,103 (17.85%)	47.54%	3.97	00:03:10	260 (16.97%)	\$76,326.30 (17.16%)	1.36%	
3. Illinois	3,775 (4.94%)	3,475 (4.82%)	5,285 (4.94%)	44.01%	4.19	00:03:19	75 (4.90%)	\$21,921.72 (4.93%)	1.42%	
4. California	3,495 (4.57%)	3,372 (4.67%)	4,468 (4.17%)	60.72%	3.16	00:02:24	41 (2.68%)	\$14,417.40 (3.24%)	0.92%	
5. Missouri	2,703 (3.53%)	2,519 (3.49%)	3,858 (3.60%)	39.99%	4.68	00:03:45	62 (4.05%)	\$21,739.03 (4.89%)	1.61%	
6. Kansas	1,979 (2.59%)	1,903 (2.64%)	2,813 (2.63%)	37.36%	4.74	00:04:22	55 (3.59%)	\$18,260.13 (4.11%)	1.96%	
7. Florida	1,867 (2.44%)	1,812 (2.51%)	2,390 (2.23%)	50.50%	3.96	00:03:05	23 (1.50%)	\$5,645.26 (1.27%)	0.96%	
8. New York	1,769 (2.31%)	1,703 (2.36%)	2,160 (2.02%)	62.36%	3.11	00:02:15	10 (0.65%)	\$4,049.59 (0.91%)	0.46%	
9. Minnesota	1,289 (1.69%)	1,213 (1.68%)	1,838 (1.72%)	44.18%	4.25	00:03:08	31 (2.02%)	\$9,778.77 (2.20%)	1.69%	
10. Nebraska	1,271 (1.66%)	1,199 (1.66%)	1,847 (1.73%)	37.63%	5.05	00:04:06	40 (2.61%)	\$12,539.68 (2.82%)	2.17%	

Show Up - Engagement



[All](#) [News](#) [Videos](#) [Images](#) [Maps](#) [More](#) [Settings](#) [Tools](#)


About 1,170,000 results (0.71 seconds)



10 Whitewater Rafting Safety Tips

- Choose a licensed and professional **rafting** outfitter. ...
- Always wear a life jacket, or personal flotation device (PFD). ...
- Be **safe** and comfortable. ...
- Make sure you have the right outerwear for the day. ...
- Hold the paddle properly. ...
- Stay in the boat! ...
- Know the proper swimming techniques. ...
- Know the commands – High-Siding.

[More items...](#)

10 Whitewater Rafting Safety Tips | Raft Masters
<https://raftmasters.com/10-whitewater-rafting-safety-tips/>

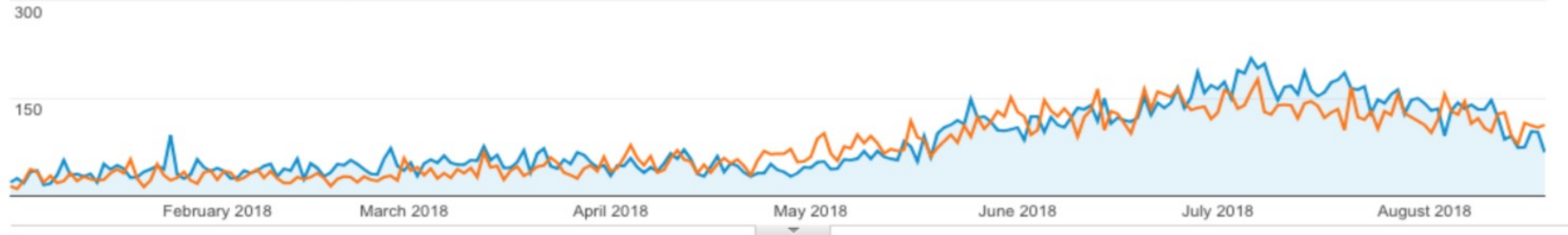


 About this result  Feedback

Show Up – Engagement

Jan 1, 2018 - Aug 19, 2018: ● Pageviews

Jan 1, 2017 - Aug 19, 2017: ● Pageviews



Primary Dimension: **Page** Page Title Other ▾

Plot Rows

Secondary dimension ▾

Sort Type:

Default ▾

10

Q

advanced

Grid

Table

Chart

Filter

More

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		8.09% ↑ 18,985 vs 17,564	4.99% ↑ 17,092 vs 16,280	34.64% ↓ 00:03:05 vs 00:04:43	5.68% ↑ 16,706 vs 15,808	6.77% ↓ 82.49% vs 88.47%	7.75% ↓ 80.70% vs 87.48%	100.00% ↑ \$0.37 vs \$0.00
<input type="checkbox"/>	1. /10-whitewater-rafting-safety-tips/							
	Jan 1, 2018 - Aug 19, 2018	15,021 (79.12%)	13,924 (81.47%)	00:05:54	13,681 (81.89%)	91.27%	90.35%	\$0.00 (0.00%)
	Jan 1, 2017 - Aug 19, 2017	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%

Speed Up



Speed is table stakes. And the bar across all platforms continues to rise. To succeed, brands should deliver experiences that are fast, frictionless and relevant to user context and intent.

Make sure to exceed your consumer's expectations by designing both online and offline experiences with their need-for-speed in mind.

Speed Up

Major business results can be impacted by only a matter of seconds

Comparing 1 second of load time to...




-22%
pageviews
-22%
conversions
+50%
bounce rate






-35%
pageviews
-38%
conversions
+105%
bounce rate







Speed Up

<https://www.thinkwithgoogle.com/feature/mobile/>

Speed Scorecard 

United States  4G 

Add another domain to compare (6/10) 

Rank	Domain	Speed 	
1	adventuresunlimited.com	1.9s	
2	buffaloriver.com	2.4s	
3	wilderness-voyageurs.com	3.4s	
4	wildwaterrafting.com	3.6s	
5	bigbendfarflung.com	4.2s	
6	adventuresonthegorge.com	4.3s	

RESET

Wise Up



Today's consumer responds to brands that understand her needs. If you want to drive profitable growth for your brand, you need to be able to meet those needs. By having a holistic picture of your highest-value customers you'll be able to deliver what they want, and grow their lifetime value.

Identify and get to know your customers through first- and third-party data, then serve them the content they need, right when they need it.

Wise Up

Top brands recognize that consumers expect assistance wherever they are, for whatever they're doing. These brands use data to predict consumers intent and anticipate their needs across devices and contexts so that they can provide the right assistance, in the right moment.

They're delivering helpful how-to content, new in-app functionality, speedy mobile sites-and much more-to help their consumers get things done. And they are seeing great success.



How Your Brand Can Win



Travelers plan on taking more short getaways (3 nights or less) than longer vacations (more than 3 nights) in the next 12 months.

thexcitegroup.com

The reality is the customer journey is nothing short of dynamic. As the journey continues to shift and change shape, it's becoming harder for marketers to make sense of all the consumer intent signals people leave behind. Today's consumers expect more. They want assistance at every step. Therefore, as marketers, we need to be one step ahead of our customers—it's time to start predicting their needs regardless of where they are in their journey.

- Travelers want to feel confident. Make sure that you are taking every opportunity to let them feel the experience of your brand and be able to predict the answers to any questions they may have.*
- Travelers want immediate gratification. This highlights the importance of differentiating one's brand at every opportunity, whether it's being there when someone searches for "top things to do near (your location)," having a fast mobile site that gives them the information they need on the fly, or proactively suggesting things to do in-destination once they're on their way.*



Text "xcite" to 57827

THANK YOU!



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