



ACTIVITIES & TOURS MARKETING
BY TRK CREATIVE GROUP



Marketing
Partner

PREMIER

Google
Partner



Accredited
Professional



Bing ads

Measuring the Performance of your Direct Marketing Channels

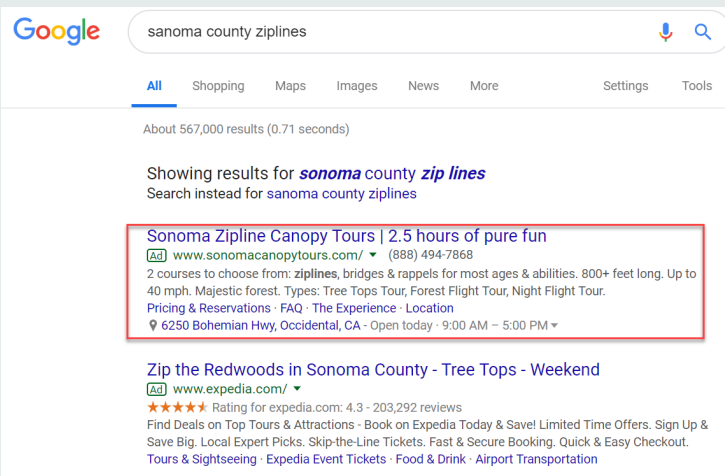
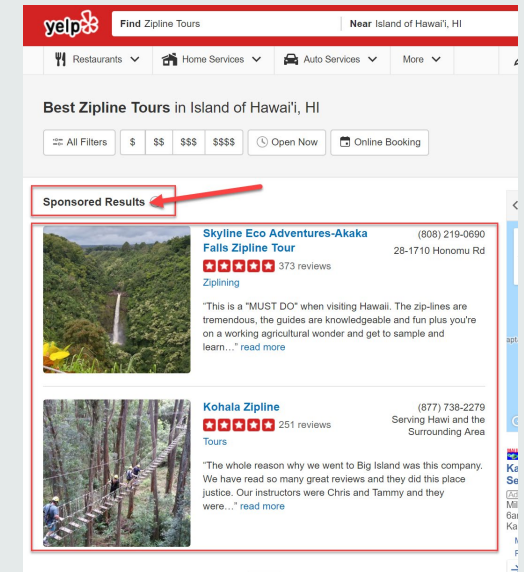
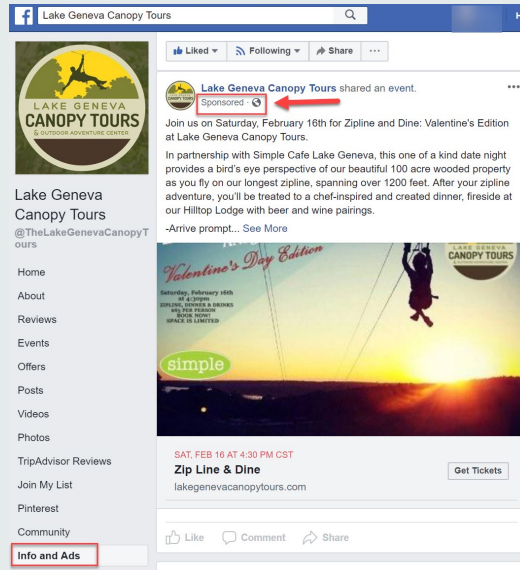
Are your direct marketing initiatives turning lookers into bookers....If so, at what cost?



What does marketing success look like for you?
Important to have a shared definition of success!



What marketing initiatives are you spending \$\$ on?

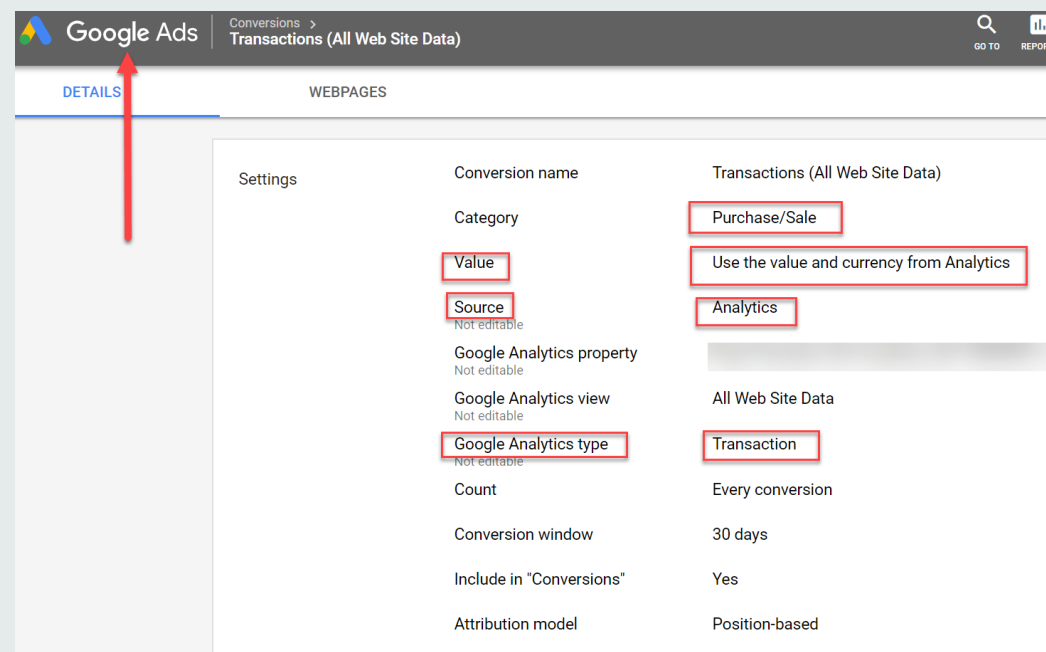
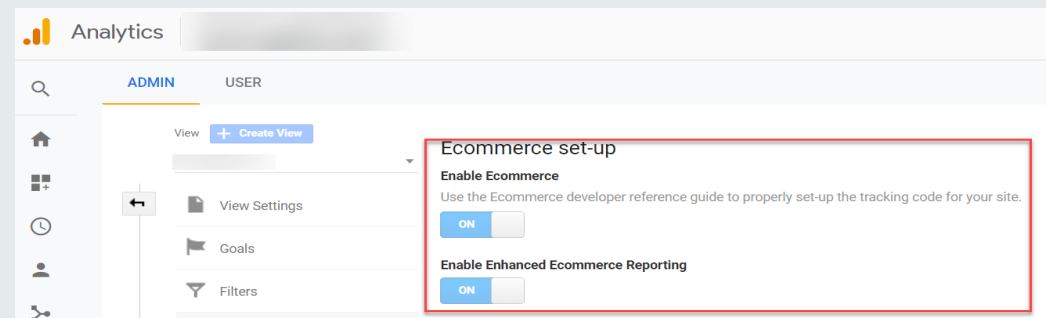


If you can't measure it, why launch it?



eCommerce/Conversion/Marketing Tracking

Must be 100% set up to start



Looking at your website traffic & search channels

- **Organic** – How does your website rank organically in search for commercial value keywords that have the best opportunity for **click thru and conversion?**
- **Direct** – How are users getting to your website direct?
- **Paid/CPC** – How are **paid channels performing in terms of return on ad spend and acquisition cost?** Includes Google Ads, Bing Ads and Facebook/IG advertising
- **Referral** – What other websites are **sending traffic to your website?** Key partnerships?
- **Social** – How is **social visit traffic to your website contributing to bookings?**
- **Display** - Is display advertising **driving website visits** and conversions?
- **Email** – Is your email marketing **driving visits and conversions?**

Website Visitors < Website Booked Revenue

Turn on your eCommerce Tracking in GA

| Default Channel Grouping | | Users ? | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? | Ecommerce Conversion Rate ? | Transactions ? | Revenue ? |
|--------------------------|----------------|---|---|---|---|---------------------------------------|---|---|---|---|
| | | 61,365 % of Total: 100.00% (61,365) | 56,297 % of Total: 100.00% (56,297) | 91,495 % of Total: 100.00% (91,495) | 38.01% Avg for View: 38.01% (0.00%) | 5.53 Avg for View: 5.53 (0.00%) | 00:04:12 Avg for View: 00:04:12 (0.00%) | 7.09% Avg for View: 7.09% (0.00%) | 6,486 % of Total: 100.00% (6,486) | \$858,485.20 % of Total: 100.00% (\$858,485.20) |
| 1. | Organic Search | 22,229 (33.95%) | 18,378 (32.64%) | 31,930 (34.90%) | 29.89% | 6.52 | 00:04:52 | 8.03% | 2,563 (39.52%) | \$342,818.89 (39.93%) |
| 2. | Direct | 23,869 (36.46%) | 22,682 (40.29%) | 32,147 (35.14%) | 51.23% | 4.13 | 00:03:33 | 5.50% | 1,769 (27.27%) | \$230,483.78 (26.85%) |
| 3. | Paid Search | 12,962 (19.80%) | 10,644 (18.91%) | 18,689 (20.43%) | 29.04% | 6.40 | 00:04:25 | 8.86% | 1,656 (25.53%) | \$218,764.01 (25.48%) |
| 4. | Referral | 4,513 (6.89%) | 3,288 (5.84%) | 6,298 (6.88%) | 35.93% | 5.22 | 00:03:48 | 6.29% | 396 (6.11%) | \$52,980.12 (6.17%) |
| 5. | Social | 1,159 (1.77%) | 977 (1.74%) | 1,437 (1.57%) | 40.50% | 5.35 | 00:03:12 | 3.69% | 53 (0.82%) | \$7,612.59 (0.89%) |
| 6. | (Other) | 245 (0.37%) | 188 (0.33%) | 362 (0.40%) | 15.75% | 7.32 | 00:05:52 | 10.77% | 39 (0.60%) | \$4,556.29 (0.53%) |
| 7. | Display | 492 (0.75%) | 137 (0.24%) | 628 (0.69%) | 69.75% | 3.07 | 00:01:25 | 1.59% | 10 (0.15%) | \$1,269.52 (0.15%) |

What is Call Tracking & How Does it Work



- www.calltrackingmetrics.com
- Snippet of code that is in your website
- Dynamic # call tracking – Google ads
- Static # call tracking – Brochures
- Call Scoring – booked tour revenue tracking

Call Tracking – What is it, how does it work and why is it important to your business performance!

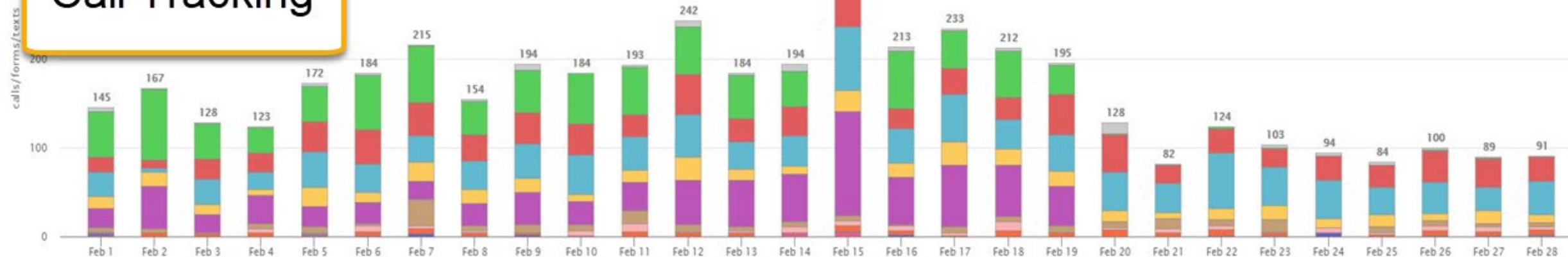
Tracking the Customer Journey

Discover which marketing campaigns, website pages, and keywords are driving phone calls and conversions. Our call tracking software provides keyword-level attribution and mobile click-to-call tracking, allowing you to optimize campaigns for ROI.

With rich caller profile and campaign data, you can track the customer journey across online and offline channels and make the most of every conversion.

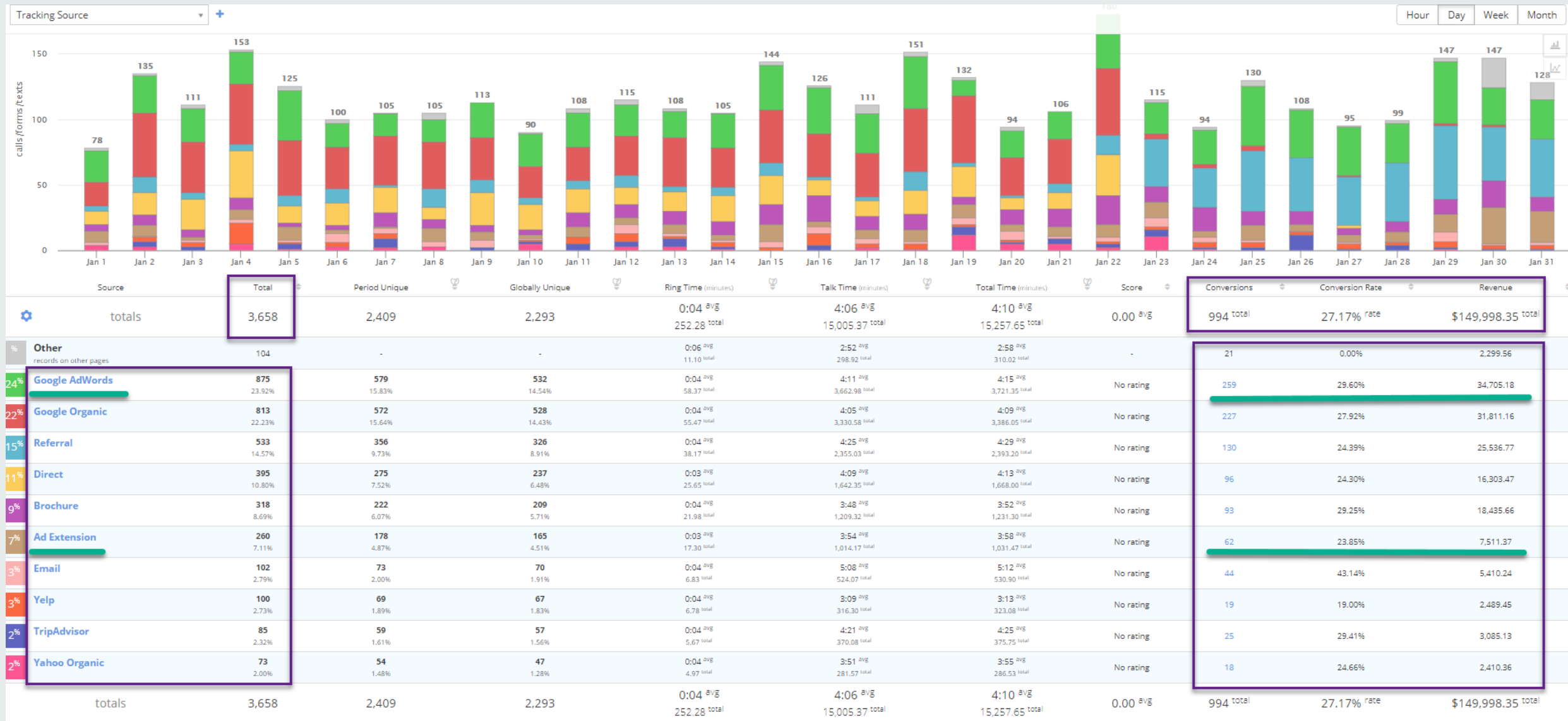


Call Tracking





































| Source | Total | Period Unique | Globally Unique | Ring Time (minutes) | Talk Time (minutes) | Total Time (minutes) | Score | Conversions | Conversion Rate | Revenue |
|--|-----------------|---------------|-----------------|--------------------------|-----------------------------|-----------------------------|-----------|-------------|-----------------|--------------------|
| totals | 4,582 | 2,865 | 2,657 | 0:04 avg 365.97 total | 3:47 avg 17,363.78 total | 3:52 avg 17,729.75 total | 0.00 avg | 1,105 total | 24.12% rate | \$145,832.86 total |
| Other records on other pages | 89 | - | - | 0:08 avg 12.73 total | 2:58 avg 265.47 total | 3:07 avg 278.20 total | - | 7 | 0.00% | 906.53 |
| 21% Referral | 977 21.32% | 667 14.56% | 584 12.75% | 0:03 avg 63.67 total | 4:07 avg 4,027.07 total | 4:11 avg 4,090.73 total | No rating | 255 | 26.10% | 36,310.72 |
| 18% Google AdWords | 824 17.98% | 551 12.03% | 478 10.43% | 0:05 avg 70.75 total | 3:59 avg 3,284.33 total | 4:04 avg 3,355.08 total | No rating | 220 | 26.70% | 31,491.86 |
| 23% Ad Extension | 1,034 22.57% | 687 14.99% | 567 12.37% | 0:05 avg 95.37 total | 3:37 avg 3,750.78 total | 3:43 avg 3,846.15 total | No rating | 231 | 22.34% | 28,213.03 |
| 9% Brochure | 406 8.86% | 281 6.13% | 252 5.50% | 0:04 avg 33.70 total | 3:54 avg 1,587.98 total | 3:59 avg 1,621.68 total | No rating | 114 | 28.08% | 17,219.78 |
| 18% Google My Business Listing | 804 17.55% | 532 11.61% | 446 9.73% | 0:03 avg 47.83 total | 3:26 avg 2,762.22 total | 3:29 avg 2,810.05 total | No rating | 156 | 19.40% | 16,897.45 |
| 4% Email | 195 4.26% | 121 2.64% | 114 2.49% | 0:05 avg 18.58 total | 4:10 avg 813.63 total | 4:16 avg 832.22 total | No rating | 66 | 33.85% | 6,962.82 |
| 2% TripAdvisor | 106 2.31% | 82 1.79% | 73 1.59% | 0:05 avg 9.63 total | 3:33 avg 376.90 total | 3:38 avg 386.53 total | No rating | 22 | 20.75% | 4,056.02 |
| 2% Yelp | 112 2.44% | 81 1.77% | 73 1.59% | 0:05 avg 10.67 total | 3:12 avg 359.48 total | 3:18 avg 370.15 total | No rating | 23 | 20.54% | 2,361.86 |
| 0% Bing Paid | 19 0.41% | 14 0.31% | 14 0.31% | 0:05 avg 1.88 total | 4:12 avg 79.98 total | 4:18 avg 81.87 total | No rating | 8 | 42.10% | 905.26 |

Call Tracking for marketing channel performance



Marketing channel call tracking & attribution

Closing the gap with a 360 degree view of marketing performance

| | | | | | |
|---|---|---|--|--|--|
| Kenneth Findeisen (808) 280-2421 Wailuku, HI US |   Google AdWords (808) 201-4014 |  /cruises/maui-snorkel/  www.google.com  (not provided) |  november 23 @12:30PM \$396.24 |  audio 07:43 |  Mon Oct 22nd 12:53 PM Answered |
| Neil Hoyt (253) 381-6857 Tacoma, WA US |   Brochure (808) 201-3817 (Dinner Sunset Cruise Brochure) | visitor data not available |  28th @5PM dolphin watch october 27th @1PM \$512.70 |  audio 20:59 |  Wed Oct 24th 02:18 PM Answered |
| Jeremy Stanley (816) 726-5421 Kansas City, MO US |   Yelp (808) 427-3244 (Yelp listing -) | visitor data not available |  whalewatch discount 2/16 2pm \$217.97 |  audio 06:12 |  Thu Feb 15th 05:11 PM Answered |
| Leshan,George ⓘ (216) 413-6142 Cleveland, OH US |   Google Organic (305) 440-1697 |  /collections/all-day-key-west-adventures  www.google.com  (not provided) |  courtney power adventure,courtney power adventure may 26th @10AM \$999.75 |  audio 03:00 |  Thu May 10th 10:07 AM Answered |
| TOM KRISTENSEN (305) 296-9915 Key West, FL US |   Bing Paid (305) 676-7232 (Bing Ads) |  /collections/all-day-key-west-adventures  www.bing.com  sebegu |  mya 10/14 all day adventure \$310.00 |  audio 02:57 |  Sat Oct 13th 11:02 AM Answered |

Google Ads – CPC – Paid Advertising



Google Ads

89%

OF PAID CLICKS ARE
INCREMENTAL
TO ORGANIC CLICKS

All

Maps

Shopping

Images

News

More

Settings

Tools

About 1,510,000 results (0.44 seconds)

Ziplineutah.com - Zipline Utah Coming Soon**(Ad)** www.ziplineutah.com/

www.ziplineutah.com **Zip lines** in **Utah** Ride 3600ft Long. Book Online. Buy Gift Cards Online. Open Mon-Sat.

[School Dance Activity](#) · [Group Play](#) · [Free Zipline](#) · [Accommodation Details](#) · [Course Info](#)

ZipLine Utah: Zip Line Tourswww.ziplineutah.com/

Longest **Zipline** in the world over water. Our exclusive **zip line** tours include OutBack, Soaring With Eagles, Kingfisher and Screaming Falcon. Book Your ...

[Course Info](#) · [Free Zipline](#) · [Need To Know](#) · [Groups](#)

Videos

1:48

Ziplin Utah Longest Continuous zip line course

Zipline Utah
[YouTube](#) - Apr 1, 2017



10:44

Zipline Utah longest zipline in the world over water

Zipline Utah
[YouTube](#) - Jun 30, 2016



5:09

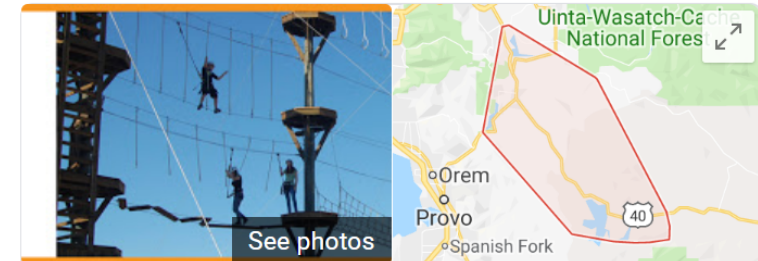
Deer Creek Reservoir Zipline

At Your Leisure
[YouTube](#) - Jun 20, 2016

Zipline Adventure and Tours, Utahwww.ziplineutah.com/course-info.html


Come experience the Screaming Falcon Adventure course, the longest continuous **zip line** course in the world. ... The Screaming Falcon Adventure (full) tour is the premier **zip line** in the country. ... If you have any doubt in your physical abilities please consider the Kingfisher course ...

Paid

Goal is to dominate the SERP!
(especially on mobile search)[See photos](#)**Zipline Utah**[Website](#)

4.8 ★★★★★ 89 Google reviews

Tourist attraction in the Wasatch County, Utah

Address: Heber City, UT**Hours:** Open · Closes 5PM ▾**Phone:** (866) 923-1063[Suggest an edit](#)**Know this place?** [Answer quick questions](#)**Questions & answers**[See all questions \(7\)](#)[Ask a question](#) **Send to your phone**[Send](#)**Reviews**[Write a review](#)[Add a photo](#)

"Great **customer service** and our **family** enjoyed the zip line very much!!!"



"The **owner** Jon told us all about the **place**, pretty cool Jon-Thanks for having us"



"Great **service** and helpful **people** who are always friendly and

Organic

Maui Ziplining Tours | Amazing Views & 5 Star Reviews | zipline.com

 www.zipline.com/maui ▼ (808) 427-0951

Prepare for an Adventure that'll Sweep you Off your Feet & Take your Breath Away. Fly Over 90 ft Canyons. Voted #1 Hawaii **Zipline**. Book Now, Save \$10/Person. Knowledgeable Guides. Breathtaking Views. Types: 8 Lines for 3.5 Hours, 11 Lines for 4 Hours, 5 Lines for 1.5 Hours.

📍 2580 Kekaa Dr #115, Lahaina, HI - Open today · 7:00 AM – 6:00 PM ▼

It's All About Kuleana

Preserve Hawaii's Natural Beauty
Guided Maui Zipline Tours Available

Maui Locations

Award winning course
on the slopes of Haleakala

Maui Zipline Discount - MauiActivities.com

 www.mauiactivities.com/ ▼


MauiActivities.Com has it all. Book Online Now & Save. Local Agents on **Maui**.
Activity Combo Packages · Maui Luaus · Maui Helicopter Tours · Starting at \$86.95

Best Maui Zipline Tours | Lowest Price Guaranteed

 www.mauiticketsforless.com/ ▼

5-Star Rated **Zipline Tours**. Longest On The Island. Beginner Or Advanced Options!

Jungle Zipline | Maui's Ultimate Zipline | junglezip.com

 www.junglezip.com/ ▼

Fun Adventure For The Family. Fly Through The Jungle & See **Maui's** Beautiful Landscape. State Of...

Maui Zipline Company (Wailuku) - 2018 All You Need to Know ...

<https://www.tripadvisor.com> > ... > Maui > Wailuku > Things to Do in Wailuku ▼

★★★★★ Rating: 5 - 1,156 reviews

All **reviews** first timers afraid of heights great fun **maui** tropical plantation entire family these guys **zip line** experience plantation grounds great family experience ...

THE 10 BEST Maui Zipline & Aerial Adventure Parks (with Photos ...

https://www.tripadvisor.com/Attractions-g29220-Activities-c61-t245-Maui_Hawaii.html ▼

Maui weather essentials. ... Skyline Eco-Adventures **Zipline** Tours. ... Hiking & Camping Tours, **Zipline** & Aerial Adventure Parks.

Kapalua Ziplines · Flyin Hawaiian Zipline · Skyline Eco-Adventures ...

Anatomy of an ad click

1. Searcher clicks the ad, lands on the website and books a tour online.

Tour revenue booked is recorded in Google Ads and Google Analytics platforms

2. Searcher clicks the ad, lands on the website and calls. (hopefully to make a booking)

Use call tracking to record call booked revenue

3. Searcher is on their mobile device and uses click to call to call the 808-427-0951

Use call tracking to record call booked revenue

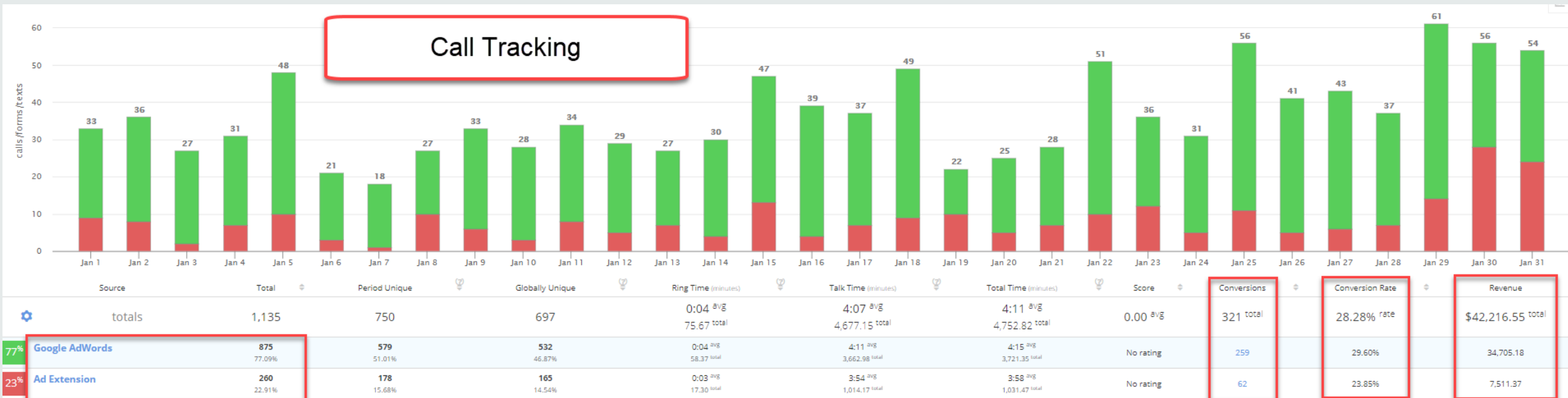
Paid Advertising Performance Measurement

| Source / Medium ? | | Acquisition | | | Behavior | | | Conversions eCommerce ▾ | | |
|-------------------|----------------|--|--|--|---|--|---|--|--|--|
| | | Users ? | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? | Ecommerce Conversion Rate ? | Transactions ? | Revenue ? ↓ |
| Paid/CPC Ads | | 13,281 % of Total: 21.64% (61,365) | 10,781 % of Total: 19.15% (56,297) | 19,317 % of Total: 21.11% (91,495) | 30.37% Avg for View: 38.01% (-20.12%) | 6.29 Avg for View: 5.53 (13.84%) | 00:04:19 Avg for View: 00:04:12 (2.84%) | 8.62% Avg for View: 7.09% (21.66%) | 1,666 % of Total: 25.69% (6,486) | \$220,033.53 % of Total: 25.63% (\$858,485.20) |
| 1. | google / cpc | 9,656 (72.74%) | 7,611 (70.60%) | 14,603 (75.60%) | 25.27% | 6.61 | 00:04:34 | 9.44% | 1,379 (82.77%) | \$182,692.30 (83.03%) |
| 2. | bing / cpc | 1,655 (12.47%) | 1,371 (12.72%) | 2,221 (11.50%) | 19.54% | 8.42 | 00:06:20 | 11.26% | 250 (15.01%) | \$32,856.69 (14.93%) |
| 3. | yahoo / cpc | 153 (1.15%) | 118 (1.09%) | 207 (1.07%) | 26.57% | 7.36 | 00:05:05 | 11.59% | 24 (1.44%) | \$3,122.38 (1.42%) |
| 4. | facebook / cpc | 1,810 (13.64%) | 1,681 (15.59%) | 2,286 (11.83%) | 73.80% | 2.09 | 00:00:42 | 0.57% | 13 (0.78%) | \$1,362.16 (0.62%) |

| Account ? | Acquisition | | | | | Behavior | | Conversions <div>eCommerce ▾</div> | | |
|------------|--|--|--|--------------------------------------|---------------------------------------|--|-------------------------------------|---------------------------------------|-------------------------------------|---|
| | Clicks ? ↓ | Cost ? | CPC ? | Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Ecommerce Conversion Rate ? | Transactions ? | Revenue ? |
| Google Ads | 13,442 % of Total: 100.00% (13,442) | \$19,091.44 % of Total: 100.00% (\$19,091.44) | \$1.42 Avg for View: \$1.42 (0.00%) | 9,656 % of Total: 15.74% (61,365) | 14,603 % of Total: 15.96% (91,495) | 25.27% Avg for View: 38.01% (-33.53%) | 6.61 Avg for View: 5.53 (19.61%) | 9.44% Avg for View: 7.09% (33.21%) | 1,379 % of Total: 21.26% (6,486) | \$182,692.30 % of Total: 21.28% (\$858,485.20) |
| 1. | 13,147 (97.81%) | \$18,826.62 (98.61%) | \$1.43 | 9,523 (98.41%) | 14,421 (98.75%) | 25.27% | 6.59 | 9.42% | 1,358 (98.48%) | \$180,342.78 (98.71%) |

Google Ads ROAS (return on ad spend)

| Account ? | Acquisition | | | | | Behavior | | Conversions eCommerce ▾ | | |
|---------------|--|--|--|--------------------------------------|---------------------------------------|--|-------------------------------------|---------------------------------------|-------------------------------------|---|
| | Clicks ? ↓ | Cost ? | CPC ? | Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Ecommerce Conversion Rate ? | Transactions ? | Revenue ? |
| Online Booked | 13,442 % of Total: 100.00% (13,442) | \$19,091.44 % of Total: 100.00% (\$19,091.44) | \$1.42 Avg for View: \$1.42 (0.00%) | 9,656 % of Total: 15.74% (61,365) | 14,603 % of Total: 15.96% (91,495) | 25.27% Avg for View: 38.01% (-33.53%) | 6.61 Avg for View: 5.53 (19.61%) | 9.44% Avg for View: 7.09% (33.21%) | 1,379 % of Total: 21.26% (6,486) | \$182,692.30 % of Total: 21.28% (\$858,485.20) |
| 1. | 13,147 (97.81%) | \$18,826.62 (98.61%) | \$1.43 | 9,523 (98.41%) | 14,421 (98.75%) | 25.27% | 6.59 | 9.42% | 1,358 (98.48%) | \$180,342.78 (98.71%) |



Google Ads - What did I spend and what did I get?

| Ad click online booked revenue | Ad click call booked revenue | Total booked revenue | Total spend | ROAS |
|-----------------------------------|---------------------------------|----------------------|-------------|-------|
| \$182,692 | \$42,216 | \$224,908 | \$19,091 | 11.78 |

Google Ads Conversion Tracking

Google Ads

TRK Creative >

All campaigns

GO TO

REPORTS

TOOLS

?

!

Campaigns

Search campaigns

Display campaigns

Video campaigns

Ad, Paused, and Removed

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Videos

Landing pages

Keywords

Audiences

Demographics

Topics

Placements

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Campaign

Total: Campaigns

<

Remarketing – Google and Facebook

Bring visitors back to your website and (almost) double the eCommerce conversion rate

| User Type ? | | Users ? ↓ | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? | Transactions ? | Revenue ? | Ecommerce Conversion Rate ? |
|-------------|-------------------|---|---|---|---|---------------------------------------|---|---|---|---|
| | | 61,365 % of Total: 100.00% (61,365) | 56,297 % of Total: 100.00% (56,297) | 91,495 % of Total: 100.00% (91,495) | 38.01% Avg for View: 38.01% (0.00%) | 5.53 Avg for View: 5.53 (0.00%) | 00:04:12 Avg for View: 00:04:12 (0.00%) | 6,486 % of Total: 100.00% (6,486) | \$858,485.20 % of Total: 100.00% (858,485.20) | 7.09% Avg for View: 7.09% (0.00%) |
| 1. | New Visitor | 57,194 (75.37%) | 56,297 (100.00%) | 56,297 (61.53%) | 37.99% | 5.48 | 00:04:03 | 3,271 (50.43%) | \$422,748.66 (49.24%) | 5.81% |
| 2. | Returning Visitor | 18,692 (24.63%) | 0 (0.00%) | 35,198 (38.47%) | 38.05% | 5.60 | 00:04:25 | 3,215 (49.57%) | \$435,736.54 (50.76%) | 9.13% |



Google My (your) Business!

Google

zipline utah

All Maps Shopping Images News More Settings Tools

About 1,510,000 results (0.44 seconds)

Ziplineutah.com - Zipline Utah Coming Soon
[www.ziplineutah.com/](#)
www.ziplineutah.com Zip lines in Utah Ride 3600ft Long. Book Online. Buy Gift Cards Online. Open Mon-Sat.
[School Dance Activity](#) · [Group Play](#) · [Free Zipline](#) · [Accommodation Details](#) · [Course Info](#)

ZipLine Utah: Zip Line Tours
[www.ziplineutah.com/](#)
Longest **Zipline** in the world over water. Our exclusive **zip line** tours include OutBack, Soaring With Eagles, Kingfisher and Screaming Falcon. Book Your ...
[Course Info](#) · [Free Zipline](#) · [Need To Know](#) · [Groups](#)

Videos

Ziplin Utah Longest Continuous zip line course
1:48
Zipline Utah
YouTube - Apr 1, 2017

Zipline Utah longest zipline in the world over water
10:44
Zipline Utah
YouTube - Jun 30, 2016

Deer Creek Reservoir Zipline
5:09
At Your Leisure
YouTube - Jun 20, 2016

Zipline Adventure and Tours, Utah
[www.ziplineutah.com/course-info.html](#)
Come experience the Screaming Falcon Adventure course, the longest continuous **zip line** course in the world. ... The Screaming Falcon Adventure (full) tour is the premier **zip line** in the country. ... If you

Zipline Utah
4.8 ★★★★★ 89 Google reviews
Tourist attraction in the Wasatch County, Utah

Address: Heber City, UT
Hours: Open · Closes 5PM
Phone: (866) 923-1063
[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers
[See all questions \(7\)](#) [Ask a question](#)

[Send to your phone](#) [Send](#)

Reviews [Write a review](#) [Add a photo](#)

"Great **customer service** and our **family** enjoyed the zip line very much!!!"

"The **owner** Jon told us all about the **place**, pretty cool Jon- Thanks for having us"


Performance measure your GMB


UTM tag your GMB Website button & track the phone #


| source / medium | | Users ? | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? | Ecommerce Conversion Rate ? | Transactions ? | Revenue ? |
|-------------------------------------|--|---|---|---|---|--|--|--|--------------------------------------|--|
| Website Button | | 7,125 % of Total: 14.15% (50,350) | 5,966 % of Total: 12.12% (49,218) | 8,785 % of Total: 14.47% (60,701) | 22.19% Avg for View: 39.49% (-43.82%) | 5.20 Avg for View: 4.17 (24.68%) | 00:03:09 Avg for View: 00:02:23 (31.93%) | 3.75% Avg for View: 2.41% (55.60%) | 329 % of Total: 22.52% (1,461) | \$137,657.83 % of Total: 22.91% (\$600,778.47) |
| google my business / website button | | 7,124 (99.99%) | 5,965 (99.98%) | 8,784 (99.99%) | 22.19% | 5.20 | 00:03:09 | 3.75% | 329(100.00%) | \$137,657.83(100.00%) |

| Calls | | Source | Total | Period Unique | Globally Unique | Ring Time (minutes) | Talk Time (minutes) | Total Time (minutes) | Score | Conversions | Conversion Rate | Revenue |
|-------|--|----------------------------|----------------|---------------|-----------------|-------------------------|--------------------------|--------------------------|-----------|-------------|-----------------|------------------|
| | | totals | 129 | 100 | 78 | 0:19 avg 41.85 total | 3:02 avg 391.83 total | 3:37 avg 468.68 total | 0.00 avg | 19 total | 14.73% rate | \$8,618.98 total |
| 100% | | Google My Business Listing | 129 100.00% | 100 77.52% | 78 60.47% | 0:19 avg 41.85 total | 3:02 avg 391.83 total | 3:37 avg 468.68 total | No rating | 19 | 14.73% | 8,618.98 |

Facebook/IG Advertising





 Tom Kratsch

News Feed

Messenger

Watch

Marketplace


Shortcuts


▼ See More...


Explore


26


Events


Pages

Groups


Saved

Fundraisers

 **CMH Heli-Skiing & Summer Adventures** ⋮

Sponsored · 



Massive Vertical, deep powder, & luxury adventure lodges. This is CMH.





CMHHELI.COM


More Terrain, More Turns Book Now

This trip is for you.

  You and 38 others 4 Shares

 Like

 Comment

 Share

Your people are here



Two billion people use Facebook every month.



1 of every 5 minutes people in the US spend on mobile is on Facebook or Instagram.



500 million Instagrammers use the app every day.

You can run Facebook ads on any budget

CREATE AUDIENCE

Location

CANADA

All Canada

UNITED STATES

All United States

+ Country, region, or city

Age and Gender

Age

18

Any

Gender

All

Men

Women

Interests

INTERESTS > ADDITIONAL INTERESTS

CMH Heli Skiing and Heli Hiking

Snowcat skiing

+ Interest

Connections

Pages

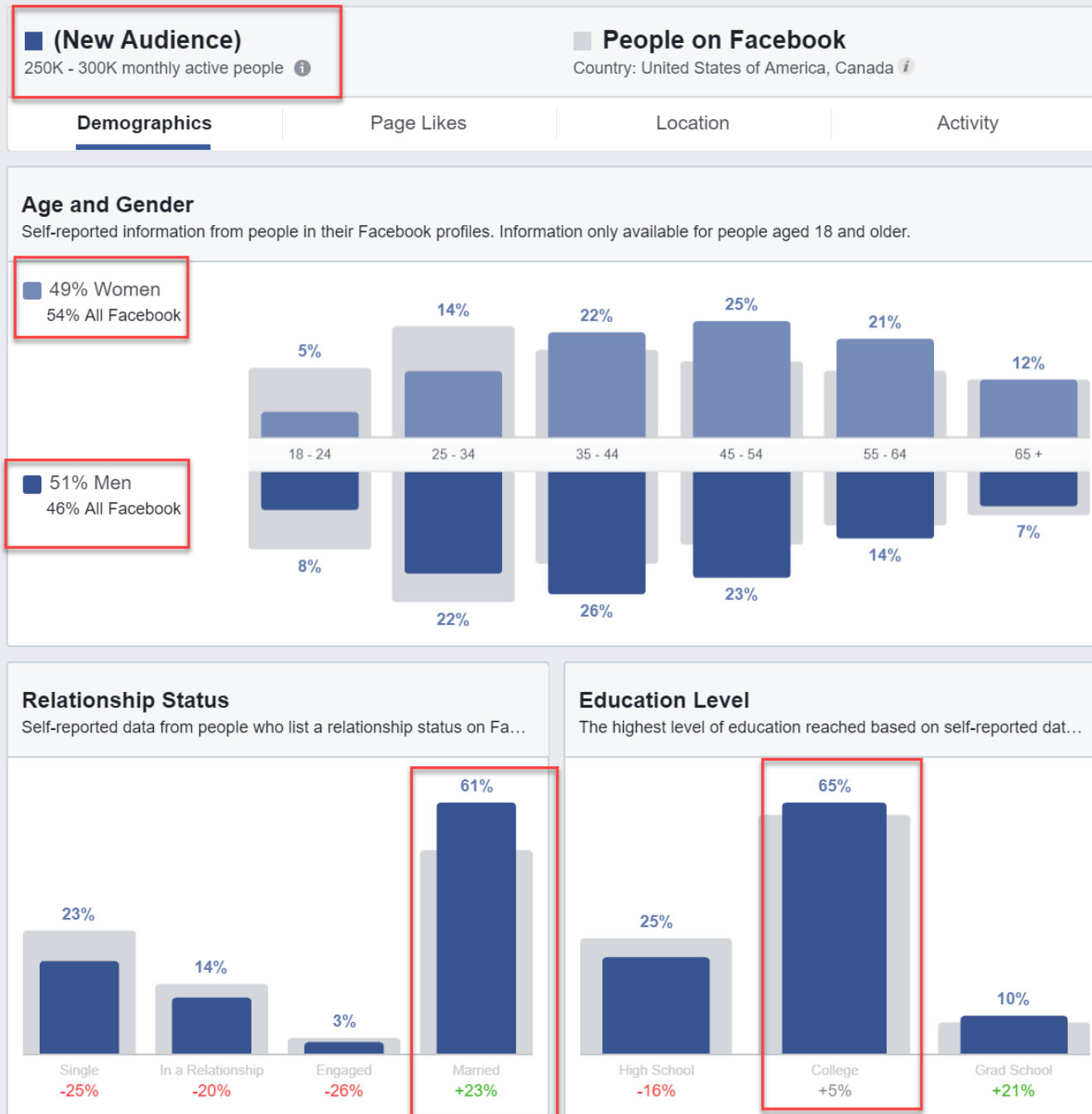
People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced



CREATE AUDIENCE

Location

CANADA

All Canada

UNITED STATES

All United States

+ Country, region, or city

Age and Gender

Age

18

Any

Gender

All

Men

Women

Interests

INTERESTS > ADDITIONAL INTERESTS

CMH Heli Skiing and Heli Hiking

Snowcat skiing

+ Interest

Connections

(New Audience)

250K - 300K monthly active people

People on Facebook

Country: United States of America, Canada

Demographics

Page Likes

Location

Activity

Top Cities

Top Countries

Top Languages

Cities

Selected Audience



Compare

Calgary, Alberta, Canada

2%

Denver, Colorado, United States

2%

Houston, Texas, United States

1%

Toronto, Ontario, Canada

0.9%

Vancouver, British Columbia, Canada

0.9%

Atlanta, Georgia, United States

0.8%

Montreal, Quebec, Canada

0.7%

Manhattan, New York, United States

0.7%

New York, New York, United States

0.6%

Erie, Pennsylvania, United States

0.6%

+325%

+275%

+0%

-18%

+125%

+14%

+40%

-30%

-45%

+500%

See All

All Canada

UNITED STATES

All United States

+ Country, region, or city

Age and Gender

Age

18 — Any

Gender

AllMenWomen

Interests

INTERESTS > ADDITIONAL INTERESTS

CMH Heli Skiing and Heli Hiking

Snowcat skiing

+ Interest

Connections

Pages

People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced

| Top Categories | | |
|----------------|---|--|
| 1 | Hotel Resort | Revelstoke Mountain Resort • Jackson Hole Mountain Resort |
| 2 | News & Media Website | Unofficial Networks • Travel + Leisure |
| 3 | Travel Agency | Ski.com • Bookvip.com |
| 4 | Movie/Television Studio | Warren Miller Entertainment |
| 5 | Sports & Recreation Venue | Liftopia |
| 6 | Broadcasting & Media Production Company | Teton Gravity Research • NPR |
| 7 | Ski Resort | Telluride Ski Resort • Snowbird • Park City Mountain • Squaw Valley Alpine Meadows • V |
| 8 | Personal Blog | Jerry of the Day |
| 9 | Magazine | SKI Magazine • FREESKIER Magazine • Southern Living • Dusty Old Thing |
| 10 | Tour Agency | Whistler Blackcomb • Travelzoo |
| See All | | |

| Page Likes | | | | |
|--|----------------------|----------|-------------------|-------------------|
| Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes. | | | | |
| Page | Relevance <i>i</i> ▼ | Audience | Facebook <i>i</i> | Affinity <i>i</i> |
| CMH Heli-Skiing & Summer Adventures | 1 | 9.9K | 64.5K | 1203x <div></div> |
| Revelstoke Mountain Resort | 2 | 7.8K | 70.3K | 865x <div></div> |
| Unofficial Networks | 3 | 13.6K | 144.9K | 730x <div></div> |
| Ski Utah | 4 | 8.6K | 96.5K | 699x <div></div> |
| Protect Our Winters | 5 | 8.4K | 94.2K | 696x <div></div> |
| Ski.com | 6 | 9.7K | 110.5K | 681x <div></div> |
| SKI Magazine | 7 | 12.8K | 147.5K | 676x <div></div> |
| Telluride Ski Resort | 8 | 9K | 113.1K | 621x <div></div> |
| Snowbird | 9 | 10K | 126.3K | 619x <div></div> |
| Warren Miller Entertainment | 10 | 12K | 161.2K | 580x <div></div> |
| See More | | | | |

Facebook Advertising ROAS

fb

≡ Ads Manager

Search business

Q

TRK Creative Group Inc

20

⚙

Updated just now

↺

Discard Drafts

Review and Publish

⚙

Q Search

🔿 Filters

Campaign Delivery: Any X

Impressions (Campaign): > 0 X

+

Clear

Jan 1, 2018 – Jan 31, 2018

Account Overview

Campaigns

Ad Sets

Ads

+ Create

+ Duplicate

✎ Edit

🔄

🗑

🔗

🏷

Rules

View Setup

Columns: Conversions

Breakdown

Reports

| <input type="checkbox"/> | | Campaign Name | ⚠ | Reach | Impressions | Cost per Result | Budget | Amount Spent | Ends | Link Clicks | Website Purchases | Website Purchases Conversion | Website Purchase ROAS (Return) |
|------------------------------|---|---------------|---|------------------|------------------|--------------------------|----------------|---------------------------|--------------|----------------|-------------------|------------------------------|--------------------------------|
| <input type="checkbox"/> | 🔵 | | | 55,216 | 137,843 | \$5.65 Per Purchase | Using ad se... | \$1,419.35 | Ongoing | 3,249 | 251 | \$31,470.30 | 22.17 |
| <input type="checkbox"/> | 🔵 | | | 4,892 | 23,440 | \$3.96 Per Purchase | Using ad se... | \$300.59 | Feb 18, 2018 | 493 | 76 | \$8,553.09 | 28.45 |
| <input type="checkbox"/> | 🔵 | | | 5,438 | 14,009 | \$0.19 Per Link Click | Using ad se... | \$154.97 | Ongoing | 815 | 56 | \$5,816.47 | 37.53 |
| ▶ Results from 3 campaigns ⓘ | | | | 60,603 People | 175,292 Total | — | | \$1,874.91 Total Spent | | 4,557 Total | 383 Total | \$45,839.86 Total | 24.45 Average |







Find tacos, cheap dinner, Max's

Near address, neighborhood, city, state or zip



Log In

Sign Up



Restaurants



Home Services



Auto Services

More



Write a Review



For Businesses

Adventure Park Ziplines ✓ Claimed



29 reviews

Details

★ Write a Review

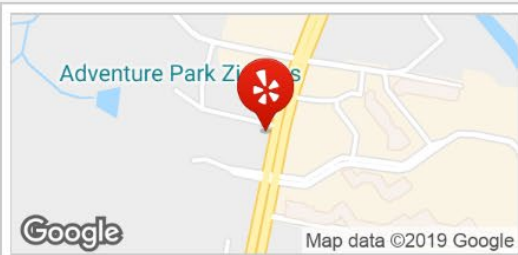
✱ Add Photo

🔗 Share

🔖 Save

Ziplining

Edit



1628 Parkway
Sevierville, TN 37862

Edit

Get Directions

(866) 747-4309

adventureparkziplines.com

Message the business

Send to your Phone



Watch video



See all 23

Save \$20!

Book Now



Today 8:00 am - 11:00 pm **Open now**

Hours

By appointment only

| | |
|-----|------------------------------------|
| Mon | 8:00 am - 11:00 pm |
| Tue | 8:00 am - 11:00 pm |
| Wed | 8:00 am - 11:00 pm |
| Thu | 8:00 am - 11:00 pm |
| Fri | 8:00 am - 11:00 pm |
| Sat | 8:00 am - 11:00 pm |
| Sun | 8:00 am - 11:00 pm Open now |



"This place is a great place to get your feet off the ground for a first **time zip liner**." in 3 reviews



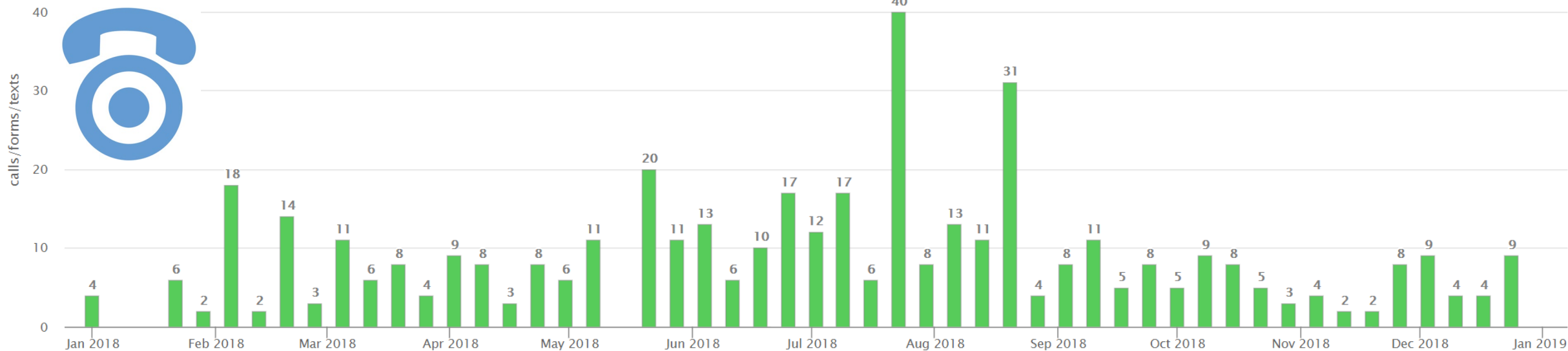
"We had our 10 and 11 **year olds** with us and these guys could not have been nicer or more patient throughout the experience." in 2 reviews

Measuring your Yelp listing performance

Website visits from your Yelp listing



| Source / Medium ? | | Acquisition | | | Behavior | | | Conversions eCommerce ▾ | | |
|-------------------|------------------------|---|---|---|---|--|--|---|-------------------------------------|--|
| | | Users ? | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? | Ecommerce Conversion Rate ? | Transactions ? | Revenue ? ↓ |
| | | 1,690 % of Total: 1.54% (109,873) | 1,613 % of Total: 1.49% (107,950) | 2,065 % of Total: 1.38% (149,357) | 21.36% Avg for View: 48.94% (-56.37%) | 3.46 Avg for View: 2.51 (37.90%) | 00:02:43 Avg for View: 00:02:04 (30.97%) | 7.65% Avg for View: 3.75% (104.10%) | 158 % of Total: 2.82% (5,599) | \$56,251.41 % of Total: 2.67% (\$2,107,016.72) |
| 1. | yelp-cta-mobile / yelp | 561 (31.29%) | 487 (30.19%) | 645 (31.23%) | 19.53% | 3.45 | 00:02:39 | 10.08% | 65 (41.14%) | \$24,319.50 (43.23%) |
| 2. | yelp.com / referral | 341 (19.02%) | 297 (18.41%) | 396 (19.18%) | 18.69% | 3.97 | 00:04:26 | 9.60% | 38 (24.05%) | \$14,141.32 (25.14%) |
| 3. | m.yelp.com / referral | 803 (44.79%) | 758 (46.99%) | 924 (44.75%) | 23.70% | 3.19 | 00:01:57 | 4.22% | 39 (24.68%) | \$12,235.76 (21.75%) |
| 4. | yelp-cta-web / yelp | 85 (4.74%) | 68 (4.22%) | 96 (4.65%) | 21.88% | 3.93 | 00:03:29 | 16.67% | 16 (10.13%) | \$5,554.83 (9.88%) |
| 5. | m.yelp.fr / referral | 1 (0.06%) | 1 (0.06%) | 2 (0.10%) | 50.00% | 3.00 | 00:00:18 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. | yelp.ca / referral | 2 (0.11%) | 2 (0.12%) | 2 (0.10%) | 0.00% | 7.50 | 00:03:14 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |



| Source | Total | Period Unique | Globally Unique | Ring Time (minutes) | Talk Time (minutes) | Total Time (minutes) | Score | Conversions | Conversion Rate | Revenue |
|-----------|----------------|---------------|-----------------|-------------------------|--------------------------|--------------------------|-----------|-------------|-----------------|-------------------|
| totals | 446 | 321 | 295 | 0:10 avg 79.87 total | 1:47 avg 796.95 total | 1:57 avg 876.82 total | 0.00 avg | 31 total | 6.95% rate | \$12,440.35 total |
| 100% Yelp | 446 100.00% | 321 71.97% | 295 66.14% | 0:10 avg 79.87 total | 1:47 avg 796.95 total | 1:57 avg 876.82 total | No rating | 31 | 6.95% | 12,440.35 |

| Online booked revenue | Call booked revenue | Total revenue | Spend (Yelp CPC) | Acquisition Cost |
|-----------------------|---------------------|---------------|------------------|------------------|
| \$56,251 | \$12,440 | \$68,691 | \$3600 | 5.2% |

[About Buena Vista](#)[Hotels](#)[Vacation Rentals](#)[Flights](#)[Restaurants](#)[Things to do](#)[Cruises](#)

...

[United States](#) > [Colorado \(CO\)](#) > [Chaffee County](#) > [Buena Vista](#) > [Things to Do in Buena Vista](#) > [Noah's Ark Colorado Rafting & Aerial Adventure Park](#)[Noah's Ark Colorado Rafting & Aerial Adventure Park, Buena Vista: Hours, Address, Noah's Ark Colorado Rafting & Aerial Adventure Park Reviews: 5/5](#)



SPUR ON
Savings

20% off Lifts & Lodging
Kids Ski Free
\$100 Resort Credit
Restrictions apply



Steamboat.

SAVE NOW >

Noah's Ark Colorado Rafting & Aerial Adventure Park

★★★★★ 1,441 Reviews

#3 of 19 Tours in Buena Vista

Outdoor Activities, Boat Tours & Water Sports, Tours, More

📍 23910 US Highway 285 S, Buena Vista, CO 81211-9571

🕒 Open today: 8:00 AM - 8:00 PM

[Save](#) | [Share](#)

Book In Advance

🕒 **Tours from Noah's Ark Colorado Rafting & Aerial Adventure Park tend to sell out** - travelers recommend booking in advance!

Half-Day Whitewater Rafting in Browns Canyon

WHITE WATER RAFTING

From **\$73.38***[More Info](#)


Full Day Browns Canyon Rafting

WHITE WATER RAFTING

From **\$104.29***[More Info](#)

Park and Paddle Package

4WD, ATV & OFF-ROAD TOURS

From **\$140.16***[More Info](#) Certificate of Excellence All photos (274)





**KEY WEST'S FAVORITE
WATERSPORTS COMPANY**

KEYWESTSEBAGO.COM/SAVE

305-783-2788

Parasailing • Snorkeling • Sunset Sails
Eco Tours • Historic Schooner Sails

| Source / Medium ? | Acquisition | | | Behavior | | | Conversions eCommerce ▾ | | |
|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---|--|--|--|-------------------------------------|--|
| | Users ? ↓ | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? | Ecommerce Conversion Rate ? | Transactions ? | Revenue ? |
| | 579 % of Total: 0.17% (341,269) | 510 % of Total: 0.15% (337,530) | 735 % of Total: 0.15% (499,539) | 19.05% Avg for View: 41.43% (-54.03%) | 5.67 Avg for View: 4.88 (16.05%) | 00:13:22 Avg for View: 00:07:43 (73.18%) | 9.39% Avg for View: 4.91% (91.22%) | 69 % of Total: 0.28% (24,524) | \$17,528.12 % of Total: 0.45% (\$3,886,003.08) |
| 1 -brochure / print | 579(100.00%) | 510(100.00%) | 735(100.00%) | 19.05% | 5.67 | 00:13:22 | 9.39% | 69(100.00%) | \$17,528.12(100.00%) |

| Source | Total | Period Unique | Globally Unique | Ring Time (minutes) | Talk Time (minutes) | Total Time (minutes) | Score | Conversions | Conversion Rate | Revenue |
|---------------|----------------|---------------|-----------------|---|--|--|---------------------|---------------------|------------------------|------------------------------|
| totals | 447 | 294 | 272 | 0:08 ^{avg} 66.48 ^{total} | 3:18 ^{avg} 1,477.83 ^{total} | 3:27 ^{avg} 1,544.32 ^{total} | 0.00 ^{avg} | 76 ^{total} | 17.00% ^{rate} | \$19,833.94 ^{total} |
| 100% Brochure | 447 100.00% | 294 65.77% | 272 60.85% | 0:08 ^{avg} 66.48 ^{total} | 3:18 ^{avg} 1,477.83 ^{total} | 3:27 ^{avg} 1,544.32 ^{total} | No rating | 76 | 17.00% | 19,833.94 |

| Online booked revenue | Call booked revenue | Total Revenue | Cost | ROAS |
|-----------------------|---------------------|---------------|--------|-------|
| \$17,528 | \$19,833 | \$37,361 | \$1200 | 31.13 |

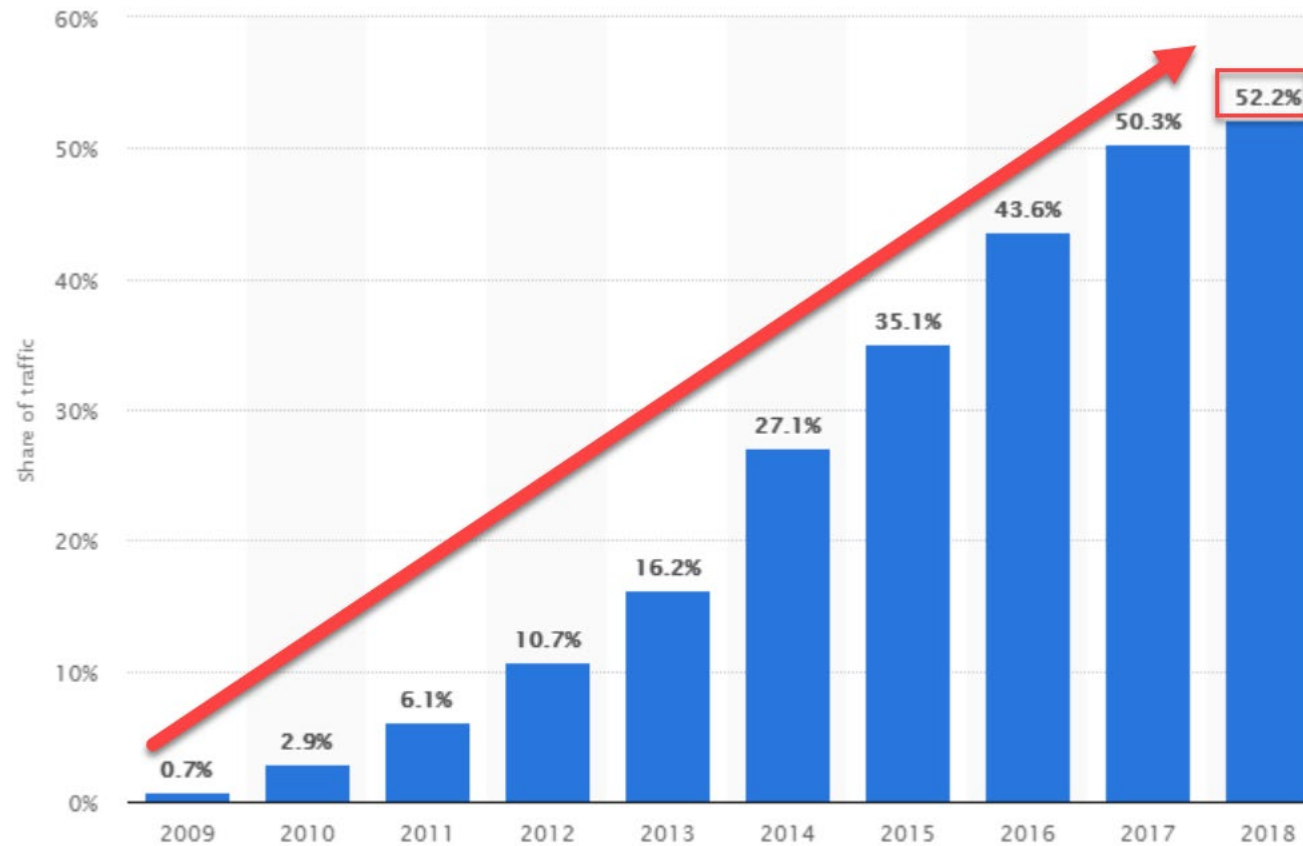
Cost:

- Design time
- Printing
- Distribution

Let's chat about mobile device users.

Where traveler attention is today, online & on mobile

Percentage of all global web pages served to mobile



How does your website perform on mobile?

https://zipthegulf.com/



4s

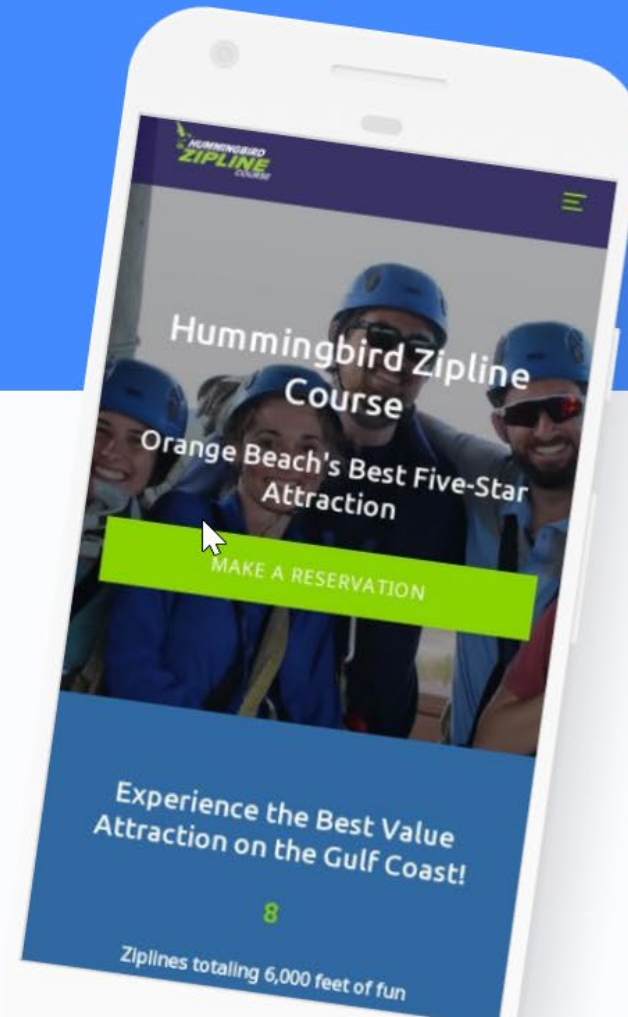


Loading time on 3G: **Good**

10%

Est. Visitor loss
(Due to loading time)

Find out how to speed up your site to keep more visitors.



Is your website 100% optimized for mobile visitors?



- Website designed and programmed to Google best practices
- Optimized for speed
- Optimized for mobile friendly indexing
- Optimized for mobile online bookings
- Optimized for device – iPhone 1st
- Optimized for u/x (user experience)

| Device Category ? | Acquisition | | | Behavior | | | Conversions eCommerce ▾ | | |
|-------------------|---|---|---|---|---------------------------------------|---|---|---|---|
| | Users ? ↓ | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? | Transactions ? | Revenue ? | Ecommerce Conversion Rate ? |
| | 73,813 % of Total: 100.00% (73,813) | 73,698 % of Total: 100.04% (73,669) | 106,347 % of Total: 100.00% (106,347) | 49.82% Avg for View: 49.82% (0.00%) | 2.62 Avg for View: 2.62 (0.00%) | 00:02:17 Avg for View: 00:02:17 (0.00%) | 7,487 % of Total: 100.00% (7,487) | \$1,832,059.12 % of Total: 100.00% (\$1,832,059.12) | 7.04% Avg for View: 7.04% (0.00%) |
| 1. mobile | 38,313 (51.59%) | 38,087 (51.68%) | 59,356 (55.81%) | 52.20% | 2.34 | 00:01:54 | 3,438 (45.92%) | \$778,152.86 (42.47%) | 5.79% |
| 2. desktop | 28,701 (38.65%) | 28,432 (38.58%) | 36,067 (33.91%) | 45.96% | 3.07 | 00:02:50 | 3,252 (43.44%) | \$849,676.68 (46.38%) | 9.02% |
| 3. tablet | 7,245 (9.76%) | 7,179 (9.74%) | 10,924 (10.27%) | 49.59% | 2.65 | 00:02:32 | 797 (10.65%) | \$204,229.58 (11.15%) | 7.30% |

Performance Reporting + Analysis + Strategy + Change = PPC performance success!

December 2018 Executive Summary



| PERFORMANCE SUMMARY BY NETWORK VS PREVIOUS YEAR | | | | |
|---|---|--|------------------------------|----------------------------|
| Network | Cost | Online Booked & Call Tracking | CPC | Value / Cost |
| Google Adwords | \$24,692.01 \$20,872.08 ▲ 127.11% | \$192,401.76 \$27,918.63 ▲ 59.41% | \$2.24 \$1.42 ▲ 57.88% | 7.79 11.77 ▼ -33.77% |
| Bing Ads | \$4,762.32 \$2,145.42 ▲ 121.98% | \$42,697.80 \$20,059.30 ▲ 69.87% | \$1.62 \$1.24 ▲ 30.88% | 8.97 12.14 ▼ -26.18% |
| Yahoo Gemini | \$582.21 \$0.00 ▲ N/A | \$5,811.51 \$0.00 ▲ N/A | \$1.88 \$0.00 ▲ N/A | 9.98 0.00 ▲ N/A |
| Total | \$30,036.54 \$23,017.50 ▲ 130.74% | \$240,911.07 \$163,973.93 ▲ 46.46% | \$2.11 \$1.39 ▲ 52.02% | 8.02 11.83 ▼ -32.10% |

Deep Dive: Performance By Platform

December 2018 vs Last Year



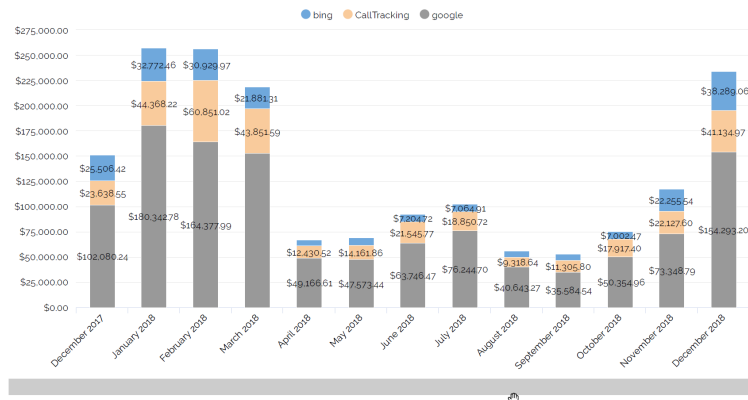
| | | |
|---|--|--------------------------------|
| \$24,692.01 \$10,872.08 ▲ 127.11% | \$192,401.76 \$127,918.63 ▲ 50.41% | 7.79 11.77 ▼ -33.77% |
| 241,127 150,421 ▲ 52.21% | 11,106 7,653 ▲ 45.12% | 989 700 ▲ 41.29% |
| 4.61% 4.83% ▼ -4.66% | \$2.23 \$1.42 ▲ 56.90% | 1,111 856 ▲ 29.79% |
| \$173.18 \$149.68 ▲ 15.70% | 10.00% 11.19% ▼ -10.56% | \$22.27 \$12.70 ▲ 75.32% |



PPC Traffic Overview (Google, Bing, Yahoo)



Share of PPC by Network Over Time



Monthly Social Dashboard

December 2018 vs Last Year



| | | |
|--------------------------------------|--|-------------------------------|
| \$3,119.28 \$1,685.04 ▲ 85.12% | \$47,924.55 \$32,687.20 ▲ 46.62% | 15.10 19.19 ▼ -21.34% |
| 168,802 119,673 ▲ 41.05% | 1,523 1,684 ▼ -9.56% | \$2.05 \$1.00 ▲ 104.69% |
| 0.90% 1.41% ▼ -35.88% | 282 252 ▲ 11.90% | 1 99 ▼ -98.99% |

275 total Facebook assisted conversions in December. USA 30 day remarketing campaign was the top performer with 170 conversions

Video funnel campaign had 2 conversions



Questions?

Thank you for attending....

Tom Kratsch

Founder

TRK Creative Group

206-295-9174

tom@trkcreative.com