

Visit Grand Junction Monthly Dashboard

Performance report for August 1, 2016 - August 31, 2016

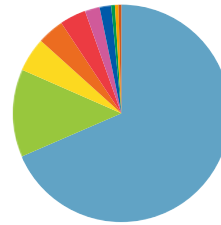


TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	46,137	+98%	00:02:38	-14%	47%	+8%
(none)	7,757	+104%	00:02:09	+34%	56%	-18%
referral	2,857	-94%	00:02:58	+55%	47%	-13%
cpc	2,364	-34%	00:02:28	+21%	47%	-11%
320x480	1,311	+100%	00:00:20	+100%	95%	+100%
email	1,269	+1,766%	00:02:37	+11%	44%	+41%
320x50	397	+100%	00:00:20	+100%	94%	+100%
768x1024	396	+100%	00:00:18	+100%	92%	+100%
1024x768	359	+100%	00:00:18	+100%	91%	+100%
300x250	240	+1,312%	00:00:35	-14%	78%	-6%

VISITS BY STATE (YEAR OVER YEAR)

Colorado	36,765	-22%
Texas	4,665	-28%
California	3,017	-13%
Utah	2,657	-13%
Illinois	1,284	-27%
Arizona	851	-20%
New Mexico	793	+44%
Florida	726	-14%
Minnesota	602	-19%
New York	593	-16%

VISITS BY SOURCE/MEDIUM


google / organic
(direct) / (none)
bing / organic
google / cpc
yahoo / organic
denverpost.com / 320x480
newsletter / email
denverpost.com / 768x1024
denverpost.com / 320x50
denverpost.com / 1024x768

VISITS BY CITY (YEAR OVER YEAR)

Grand Junction	11,921	-29%
Denver	11,692	-27%
Dallas	2,833	-18%
Salt Lake City	998	-16%
Aurora	989	+20%
Colorado Springs	948	-42%
Los Angeles	837	-15%
Chicago	782	-22%
Montrose	563	-17%
Lakewood	543	-4%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/	13,609	-9%	30%	-3%
www.visitgrandjunction.com/events-calendar	12,449	-38%	45%	+41%
www.visitgrandjunction.com/things-to-do	3,941	-12%	37%	-11%
www.visitgrandjunction.com/wineries-tasting-rooms	3,444	-6%	40%	+3%
www.visitgrandjunction.com/all-restaurants	3,240	-9%	47%	-1%
www.visitgrandjunction.com/hiking-trails	2,864	-14%	35%	-6%
www.visitgrandjunction.com/selecting-perfect-palisade-peaches	2,628	+26%	78%	+7%
www.visitgrandjunction.com/family-activities	2,560	-33%	33%	+3%
www.visitgrandjunction.com/hotels-lodging	2,468	-1%	24%	-19%
www.visitgrandjunction.com/attractions-culture	2,441	-18%	45%	+5%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

www.visitgrandjunction.com/	10,099	-10%
www.visitgrandjunction.com/events-calendar	5,422	-40%
www.visitgrandjunction.com/selecting-perfect-palisade-peaches	2,282	+27%
www.visitgrandjunction.com/areas/grand-mesa	1,347	+6%
www.visitgrandjunction.com/family-activities	1,204	-33%
www.visitgrandjunction.com/?gsc_campaign=family-ha	1,198	-12%
www.visitgrandjunction.com/all-restaurants	1,040	-13%
www.visitgrandjunction.com/hiking-trails	983	-11%
www.visitgrandjunction.com/wineries-tasting-rooms	952	-6%
www.visitgrandjunction.com/palisade-peach-festival	876	+80%

CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

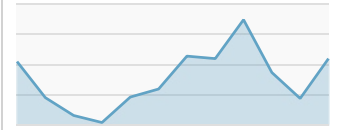
	Visits		Pageviews/Visit		Avg. Time on Site		Bounce Rate	
google / cpc	2,364	-6%	3.2	+5%	00:02:28	+1%	47%	-7%
denverpost.com / 320x480	1,311	-13%	1.1	-2%	00:00:20	+14%	95%	+2%
newsletter / email	1,020	+10%	2.5	-13%	00:02:18	-24%	47%	-1%
denverpost.com / 768x1024	329	-57%	1.1	-4%	00:00:20	+21%	92%	+1%
denverpost.com / 320x50	310	+30%	1.1	-1%	00:00:24	+95%	94%	+0%
denverpost.com / 1024x768	253	+100%	1.1	+100%	00:00:22	+100%	91%	+100%
welcome / email	249	+1,456%	3.7	-15%	00:03:55	-23%	31%	-30%
adtaxi / 728x90	141	+13%	1.5	+31%	00:00:04	-46%	76%	-20%
adtaxi / 300x250	126	+68%	1.2	-7%	00:00:15	+315%	79%	+13%
adtaxi / 1024x768	106	+100%	1.1	+100%	00:00:08	+100%	92%	+100%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
Super 8 Grand Junction Colorado	15 +1,400%	\$1,140.76 +1,465%
West Gate Inn	11 +450%	\$775.45 +446%
La Quinta Inn & Suites Grand Junction	8 +300%	\$954.00 +175%
Ramada Grand Junction	6 +100%	\$600.00 +100%
Days Inn Grand Junction	4 +33%	\$303.96 -37%
Holiday Inn Hotel & Suites Grand Junction-Airport	3 +100%	\$395.00 +100%
SpringHill Suites Grand Junction Downtown/Historic Main Street	3 +100%	\$444.00 +100%
Courtyard Grand Junction	2 +100%	\$212.42 +100%
Americas Best Value Inn	1 +100%	\$75.60 +100%
Candlewood Suites Grand Junction NW	1 +100%	\$152.00 +100%

REVENUE OVER TIME

\$6,609



Previous period 149% Previous year -1%

SEARCH CAMPAIGNS

	Clicks	Impressions	CTR	Cost	CPC
EVG_Attractions	1,374	17,972	7.6%	\$912.90	\$0.66
EVG_Brand	799	36,288	2.2%	\$1,061.35	\$1.33
EVG_Travel & Tourism	230	3,969	5.8%	\$197.99	\$0.86
EVG_Groups & Meetings	0	0	0.0%	\$0.00	\$0.00
EVG_Parks & Monuments	0	0	0.0%	\$0.00	\$0.00
EVG_Parks & Monuments_GDN	0	0	0.0%	\$0.00	\$0.00
EVG_Travel & Tourism_GDN	0	There is no data There is no data There is no data There is no data			
EVG_Wine & Breweries	0	0	0.0%	\$0.00	\$0.00

NEWSLETTERS (SORTED BY DELIVERED TOTALS)

	Delivered	Opens	Open rate	Clicks	Click rate
Can't Miss Summer Adventure - June 2016	30,490	8,611	28.24%	1,188	13.80%
Make it the Best Summer Ever - July 2016	30,299	7,959	26.27%	1,298	16.31%
Ring in Fall with Festivals, Wine Harvest and More - August 2016	30,003	9,864	32.88%	1,403	14.22%
Amazing Summer Events - May 2016	27,953	9,707	34.70%	1,633	16.80%

ORGANIC SEARCH TERMS VIA GOOGLE SEARCH CONSOLE (MONTH OVER MONTH)

	Clicks	Impressions	Avg. position
grand junction co	1,706 -9%	27,085 -4%	4.0 +6%
grand junction	1,522 -14%	23,656 +0%	1.9 -3%
grand junction colorado	1,050 -5%	14,469 -6%	3.1 -5%
grand junction events	497 -24%	746 -20%	1.0 0%
grand mesa	401 +34%	3,992 +2%	2.4 -15%
things to do in grand junction	391 -25%	1,750 -15%	2.0 +3%
palisade peach festival	322 +303%	4,483 +156%	2.3 -17%
grand junction farmers market	285 +6%	718 -20%	2.0 +0%
palisade peaches	282 +97%	5,246 +165%	4.2 +8%
colorado national monument	229 +7%	13,497 -5%	6.4 +1%

VISITS OVER TIME

