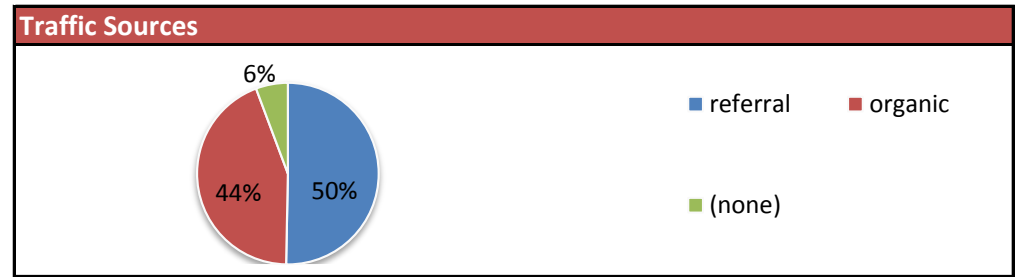


Grand Junction Visitor & Convention Bureau

Online Measurement Dashboard
January 2016



Signals of Intent to Travel			
69.55%		SIT Conversion Rate <i>SITs/Visits</i>	
		LM	
eZine Sign Up	▲	21	18
Visitor Guide Download	▲	119	82
Visitor Guide Request	▲	258	128
Profile View*	▲	17,470	14,545
Deal View*	▼	233	269
Event View*	▼	5,671	9,934
Total SIT Conversions	▼	23,772	24,976
*These conversions can happen multiple times during a single session. All other SITs are once per session			



Traffic Sources	Visits	Avg. Time Spent	BR
referral	17,235	01:55	46.9%
organic	15,070	02:43	34.8%
(none)	1,953	01:46	58.6%
formatted banner	115	01:15	40.0%

Activity: Total	%ch	LM	Baseline
Visits:	4%	32,732	28,330
Page Views:	6%	83,373	87,749
Unique Visitors:	5%	26,407	21,208

Activity: Desktop	%ch	LM	Baseline
Visits:	11%	15,078	23,373
Page Views:	15%	39,876	73,345
Unique Visitors:	10%	12,727	17,687

Activity: Mobile	%ch	LM	Baseline
Visits:	-2%	17,654	4,958
Page Views:	-3%	43,497	14,405
Unique Visitors:	0%	13,680	3,521

Engagement: Total	%ch	LM	Baseline
Time on Site (<i>Minutes</i>):	8%	02:10	02:52
Bounce Rate (<i>Total</i>):	-3%	42.9%	44.0%

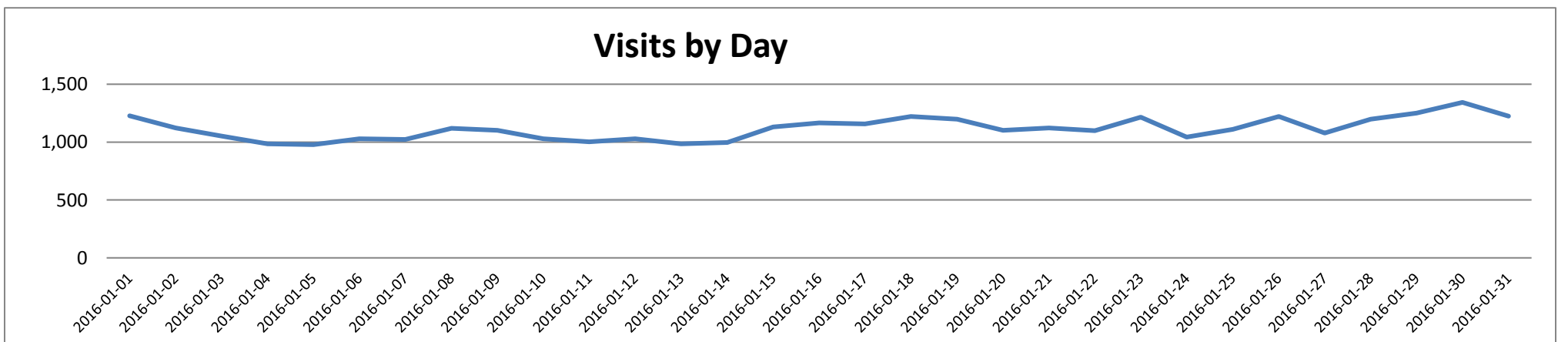
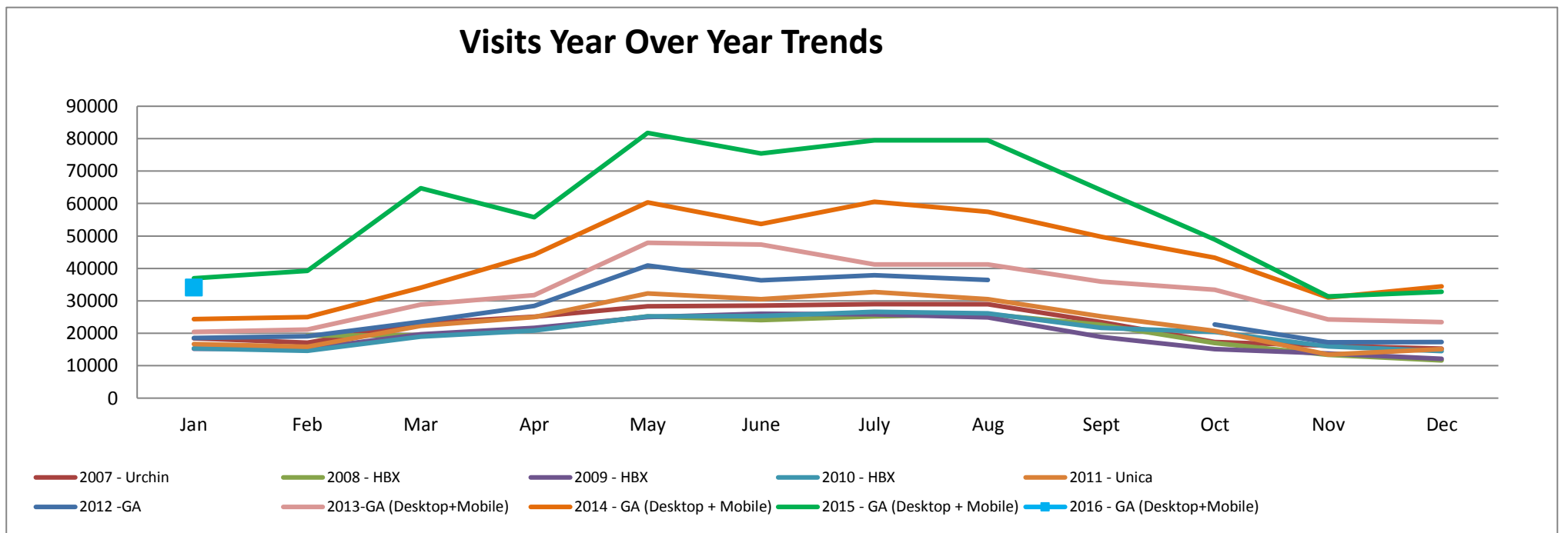
Engagement: Desktop	%ch	LM	Baseline
Time on Site (<i>Minutes</i>):	9%	02:33	03:20
Bounce Rate (<i>Total</i>):	-5%	35.7%	42.5%

Engagement: Mobile	%ch	LM	Baseline
Time on Site (<i>Minutes</i>):	7%	01:47	02:23
Bounce Rate (<i>Total</i>):	-2%	50.0%	45.5%

Leisure Email Program			
6-Nov			
Delivered :		25,208	
Total Opens:		5,679	
Open rate:		22.75%	
Click-through rate:		16.83%	

Top Landing Pages	Visits	BR
www.visitgrandjunction.com/	3,685	25%
m.visitgrandjunction.com/	2,172	27%
m.visitgrandjunction.com/events-calendar	1,559	39%
www.visitgrandjunction.com/events-calendar	1,161	31%
m.visitgrandjunction.com/all-restaurants	566	56%
m.visitgrandjunction.com/getting-denver-grand-junction	382	49%
m.visitgrandjunction.com/family-activities-0	367	39%
m.visitgrandjunction.com/music-concerts	339	55%
www.visitgrandjunction.com/getting-denver-grand-junction	300	43%
www.visitgrandjunction.com/all-restaurants	291	32%

Campaign	Medium	Visits	Page Views/Visit	Time On Site	% New Visits	Bounce Rate
general	formatted banner	115	2.57	01:15	84%	40%
wine	300x600	75	1.75	04:46	9%	63%
sharegj	vanity-url	6	7.67	11:03	50%	0%
monument	728x90	5	1	00:00	100%	80%
Adventure	300x600	3	8.67	05:01	100%	0%
Family	728x90	3	1.33	00:06	100%	33%
September15Email	email	3	2	01:18	0%	0%
Wine	300x600	3	2.33	00:37	100%	67%
2012-ebook	ebook	2	2	01:36	0%	0%
Adventure	728x90	2	1.5	00:02	100%	50%
Family	300x250	2	1.5	00:09	100%	50%
Family	300x600	2	8	02:38	50%	50%
Wine	300x250	2	1	00:00	100%	100%



January ARES Product Report	Transactions	Unique Transactions	Total Revenue
Grand Vista Hotel	6	6	\$ 349.00
Candlewood Suites Grand Junction NW	2	2	\$ 730.80
Holiday Inn Hotel & Suites Grand Junction-Airport	2	1	\$ 640.00

