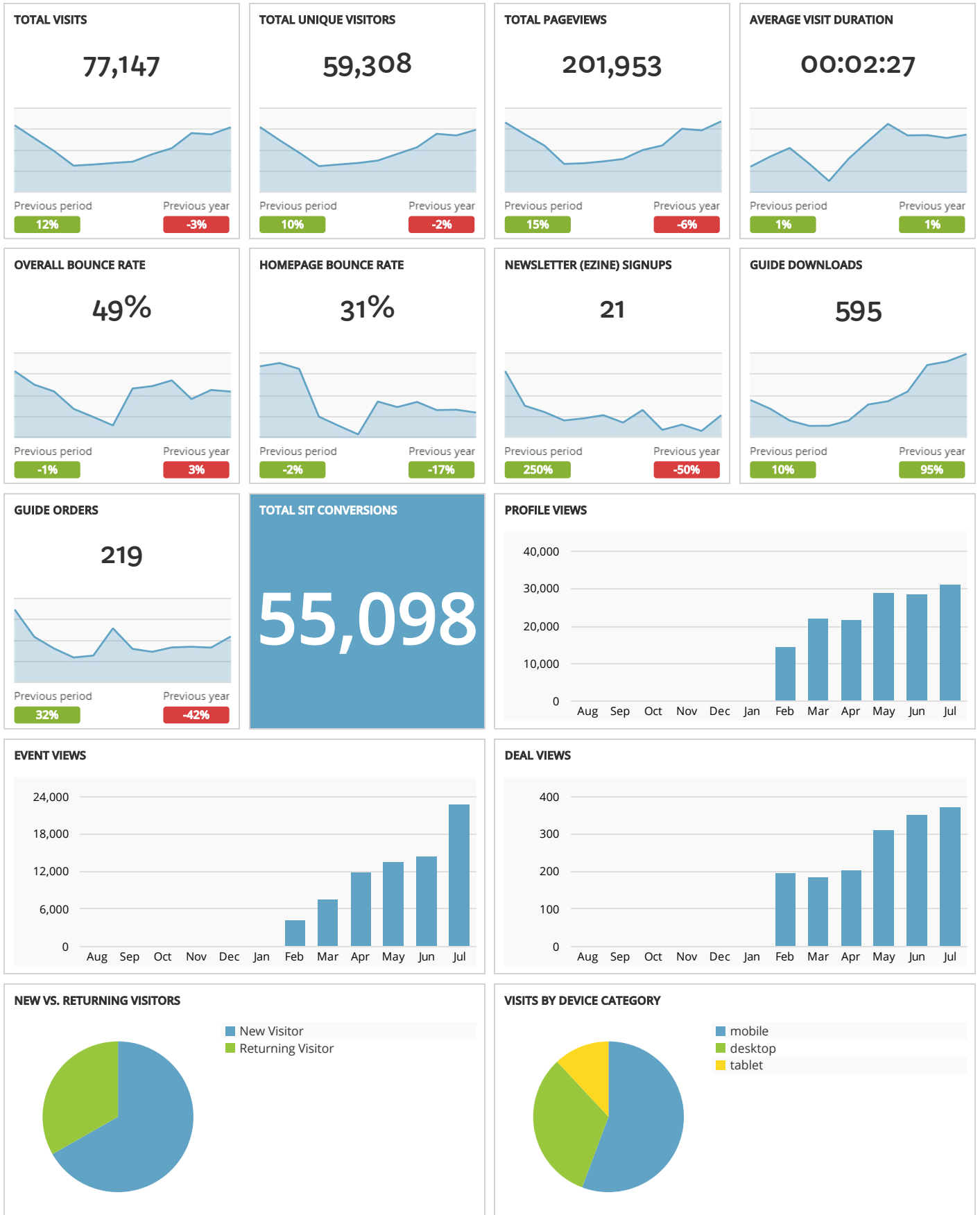


Visit Grand Junction Monthly Dashboard

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

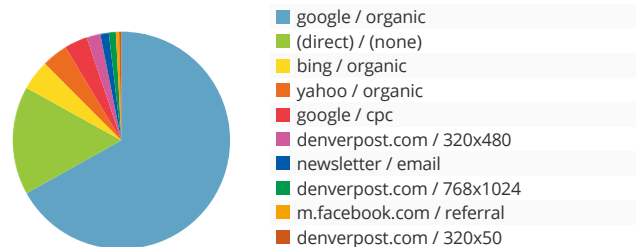


TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	55,402	+122%	00:02:38	-17%	46%	+9%
(none)	11,839	+227%	00:02:06	+21%	51%	-20%
referral	3,225	-92%	00:02:25	+9%	50%	+9%
cpc	2,502	-33%	00:02:26	+10%	50%	-4%
320x480	1,509	+100%	00:00:17	+100%	94%	+100%
email	946	+58%	00:03:02	+27%	47%	+2%
768x1024	763	+100%	00:00:16	+100%	91%	+100%
320x50	380	+100%	00:00:10	+100%	94%	+100%
728x90	214	+435%	00:00:41	+986%	90%	+6%
300x250	200	+199%	00:00:23	-59%	75%	-12%

VISITS BY STATE (YEAR OVER YEAR)

Colorado	47,514	+3%
Texas	5,799	-4%
California	3,518	-12%
Utah	3,184	-9%
Illinois	1,602	-8%
Arizona	1,155	0%
Florida	776	+1%
Nevada	646	+4%
New York	642	-11%
Missouri	633	+16%

VISITS BY SOURCE/MEDIUM

VISITS BY CITY (YEAR OVER YEAR)

Grand Junction	17,100	-8%
Denver	16,061	+3%
Dallas	3,604	+6%
Salt Lake City	1,227	-34%
Los Angeles	1,110	-9%
Aurora	1,066	+44%
Chicago	1,049	-6%
Colorado Springs	934	0%
Fruita	860	+277%
Lakewood	632	+29%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	20,142	+34%	32%	-13%
www.visitgrandjunction.com/	15,033	+6%	31%	-2%
www.visitgrandjunction.com/events/4th-july-fireworks-spectacular	6,904	+399%	70%	-5%
www.visitgrandjunction.com/things-to-do	4,502	+11%	42%	-6%
www.visitgrandjunction.com/family-activities	3,800	+9%	32%	+3%
www.visitgrandjunction.com/wineries-tasting-rooms	3,673	+8%	39%	-3%
www.visitgrandjunction.com/all-restaurants	3,564	+21%	47%	+5%
www.visitgrandjunction.com/hiking-trails	3,337	+8%	38%	+9%
www.visitgrandjunction.com/attractions-culture	2,970	+11%	43%	+11%
www.visitgrandjunction.com/articles	2,734	+16%	66%	+2%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

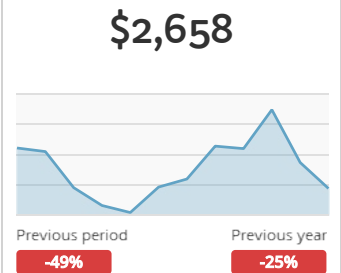
www.visitgrandjunction.com/	11,180	+4%
www.visitgrandjunction.com/events-calendar	9,066	+44%
www.visitgrandjunction.com/events/4th-july-fireworks-spectacular	2,858	+594%
www.visitgrandjunction.com/family-activities	1,807	+11%
www.visitgrandjunction.com/selecting-perfect-palisade-peaches	1,790	+146%
www.visitgrandjunction.com/?gsc_campaign=family-ha	1,356	+140%
www.visitgrandjunction.com/areas/grand-mesa	1,270	+15%
www.visitgrandjunction.com/all-restaurants	1,194	+17%
www.visitgrandjunction.com/hiking-trails	1,102	-3%
www.visitgrandjunction.com/family-friendly-free-activities-grand-junction	1,081	+11%

CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits		Pageviews/Visit		Avg. Time on Site		Bounce Rate	
google / cpc	2,502	+2%	3.0	+4%	00:02:26	+10%	50%	-4%
denverpost.com / 320x480	1,509	+14%	1.1	+2%	00:00:17	+21%	94%	0%
newsletter / email	927	-2%	2.8	-5%	00:03:00	-1%	47%	+9%
denverpost.com / 768x1024	763	+49%	1.1	+1%	00:00:16	-2%	91%	+1%
denverpost.com / 320x50	239	+23%	1.1	+2%	00:00:12	-44%	93%	-1%
AdTaxi / 320x50	130	+37%	1.1	-2%	00:00:07	-39%	95%	0%
adtaxi / 728x90	125	+26%	1.1	-1%	00:00:07	+113%	94%	+2%
denverpost.com / 300x250	95	-70%	1.5	+19%	00:00:26	+56%	81%	-8%
adtaxi / 300x250	75	-9%	1.3	-14%	00:00:03	-85%	69%	+16%
co.com / FormattedBanner	58	-9%	3.0	+31%	00:01:44	+14%	45%	-13%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
Days Inn Grand Junction	3 -25%	\$479.94 -4%
Knights Inn Grand Junction	3 +100%	\$278.45 +100%
The Chateau at Two Rivers Winery	3 =	\$405.00 +56%
Travelodge Grand Junction	3 +100%	\$300.00 +100%
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	2 +100%	\$308.00 +3%
La Quinta Inn & Suites Grand Junction	2 -50%	\$347.00 -1%
West Gate Inn	2 -71%	\$141.90 -7%
Grand Vista Hotel	1 -80%	\$69.00 -86%
Holiday Inn Express Hotel & Suites Grand Junction	1 =	\$139.00 -35%
Super 8 Grand Junction Colorado	1 -75%	\$72.88 -88%

REVENUE OVER TIME

SEARCH CAMPAIGNS

	Clicks	Impressions	CTR	Cost	CPC
EVG_Attractions	1,359	16,401	8.3%	\$913.32	\$0.67
EVG_Brand	741	29,921	2.5%	\$936.85	\$1.26
EVG_Travel & Tourism	351	5,879	6.0%	\$327.90	\$0.93
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%
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	1,875 -6%	28,278 -4%	3.7 +1%
grand junction	1,780 +4%	23,540 +0%	1.9 -7%
grand junction colorado	1,108 +13%	15,373 -2%	3.3 -13%
grand junction fireworks 2016	847 +1,203%	1,064 +1,109%	1.0 +1%
grand junction events	657 +8%	936 +0%	1.0 +1%
things to do in grand junction	521 +24%	2,056 +16%	2.0 -2%
grand junction fireworks	341 +822%	449 +532%	1.0 +1%
grand mesa	299 +11%	3,922 +9%	2.8 +2%
grand mesa colorado	289 +7%	2,103 -5%	2.1 -8%
lavender festival grand junction	289 +1,056%	507 +439%	1.9 -35%

VISITS OVER TIME

