

English Riviera Lifetime of Memories October 2015

Paid Search

Paid Search is used to capture quality leads from individuals searching for UK, South West, and Devon-based family holiday destinations and deliver traffic to the English Riviera website. Captured traffic is measured and refined against key visitor performance metrics: Time on Site, Pages per Visit, and where relevant Goal Conversion Rates.

The campaign is broken down across four ad groups based on the search being made:

- **Places to Visit:** Captures searches made by people looking for attractions, activities and things to do in and around Devon. (Attraction focused).
- **Devon/Seaside:** Captures searches made by people looking to book a holiday in Devon, South Devon, or more generally near the seaside. (Destination focused).
- **Where to Stay:** Captures searches made by people looking for various types of holiday accommodation in and around Torbay and South Devon. (Accommodation focused).
- **English Riviera:** Captures searches made by people searching for things to do/places to stay specifically in or on the English Riviera. (Brand protection).

Ad Group	Clicks	Imps.	CTR	CPC	Pos.	Conv%	New%	Time	Pages
English Riviera	57	654	8.72%	£0.30	1.1	1.75%	45.31%	172	4.08
Devon/Seaside	222	9316	2.38%	£1.42	3.5	0.45%	85.65%	131	3.27
Places to Visit	57	748	7.62%	£0.88	1.1	0.00%	51.85%	275	4.02
Where to Stay	86	14184	0.61%	£1.38	2.5	2.33%	51.49%	222	4.54
TOTAL	422	24902	1.69%	£1.19	2.8	0.95%	68.15%	175	3.76

- Paid Search captured 422 Clicks in October – a slight increase on September.
- The Where to Stay (Accommodation) and Places to Visit ad groups were responsible for the growth in Clicks, both attracting more visitors this month. They also remained the best source of high quality visitors, with higher Time on Site metrics recorded than other areas of the campaign.
- Other areas of the campaign also returned extremely high quality visitors, and ads consistently remained within the target Top 3 ad positions within Google search results.
- The Paid Search campaign remained a stronger source of quality visitors compared to the English Riviera website average for October:

Analytics comparison: Paid Search vs Site average, October 2015

Paid Search

3.76 Pages per Visit
2 minutes 55 seconds On Site

English Riviera website visitor average

2.86 Pages per Visit
2 minutes 21 seconds On Site

- Overall, Paid Search has provided consistently high profile, high quality traffic acquisition throughout the 2015 campaign period and we would strongly recommend its inclusion within future campaigns, or as part of an annual digital presence.

Remarketing

Remarketing is used to re-engage with individuals who have previously visited the English Riviera website. Remarketing ads utilise the Google Display Network to re-approach an individual up to 3 times over a one-week period and encourage a further visit to the website.

Clicks	Impressions	CTR	Avg. CPC
217	39,335	0.55%	£0.37

- Remarketing ads re-engaged with 217 individuals during October.
- Although the impact of Remarketing has been relatively limited throughout the 2015 campaign period, it has proved a cost-effective method for re-engaging with potential holidays. Expanding Remarketing activity to cover multiple networks (e.g. Google, Facebook, Twitter, Instagram) would provide additional opportunities to nurture potential leads in the future.

Facebook

Facebook ads are used to provide highly specific audience targeting and messaging. Based on the performance of the initial Q1 2015 Lifetime of Memories campaign, these ads focus purely on 'family' audiences, including young parents and grandparents.

Facebook ads are split across a Response-based News Feed ad campaign, which encourages click-throughs to the English Riviera website, and a Video campaign which complements the awareness-building activity seen on other platforms.

News Feed Response campaign

Clicks	Impressions	CTR%	CPM	CPC	Actions	Page Likes	Brochure Requests
3026	230,437	1.31%	£4.88	£0.96	2497	103	51

- Facebook advertising continued to deliver considerable impact in the final month of the campaign.

- Click-through-rates remained strong and above average at 1.31%, despite the long-run of the campaign (this was aided by frequency capping avoiding over-exposure to individuals).
- Facebook remained the biggest single source of targeted visitors, and was also the largest contributor of last-click Brochure Request Conversions (note: other channels are likely to have recorded Conversions of subsequent visits).
- Overall, Facebook has been the most impactful aspect of the 2015 campaign, providing considerable exposure, response and social media engagement. The recent introduction of Instagram advertising would be a good compliment to future use of the platform, alongside further use of Facebook Video ads.

Final Campaign Summary

Lifetime of Memories 2015 Campaign statistics, April – October 2015
(Exported from Google Analytics)

Campaign / Medium	Website Visitors/Clicks
Facebook Ad	7,301
Paid Search	3,513
Remarketing	1,495
Display Ads	591
Twitter Ads	197
Pre-roll Video (click-throughs)	67
Engagement Ads (click-throughs)	28
TOTAL CAMPAIGN VISITORS	13,192

Awareness and Video performance, April – October 2015

Campaign Medium	Impressions	Impacts (Exc. Web-Clicks)
Engagement Ads	312,607 Impressions	3941 Engagements
Pre-roll Video	101,691 Impressions	7292 Views
Facebook Video	546,480 Impressions	182,413 Views
Twitter Ads	226,865 Impressions	1539 Clicks/Engagements
Facebook Ads (excluding Video)	1,559,707 Impressions	18,283 Actions

Social Media Engagement, April – October 2015

Network	New Subscribers
Facebook	949 Page Likes
Twitter	39 Followers