



Marketing Overview | March 7, 2018

EXECUTIVE SUMMARY

Top-of-line results since launch:

DIGITAL MARKETING

- 2,316,886 Total Impressions
- 21,600 Website Visits
- 6,990 Clicks
- 4,299 Completed Quizzes
- 2,014 Qualified Candidates

SOCIAL MEDIA

- 9,944 Total Impressions
 - 7,494 Twitter
 - 2,450 Facebook
- 172 Facebook Engagements
- 2,016 Twitter Profile Visits
- 10 Twitter Mentions

DIGITAL MARKETING

Impressions

2,316,886

Clicks

6,990

Conversions/Quizzes Completed

4,299

Qualified Quizzes Completed

2,014

ADWORDS PERFORMANCE

Rolling Totals

Month ▾	Impressions	Clicks	CTR	Phone calls	Conversions
1. Mar 2018	680	42	6.18%	2	9
2. Feb 2018	4,962	443	8.93%	19	122
3. Jan 2018	5,462	429	7.85%	25	98
4. Dec 2017	5,164	347	6.72%	19	91
5. Nov 2017	5,148	384	7.46%	30	100
6. Oct 2017	3,062	220	7.18%	10	75
7. Sep 2017	4,653	357	7.67%	51	34
8. Aug 2017	5,330	445	8.35%	56	49
9. Jul 2017	2,188	107	4.89%	0	0

Day of Week Stats

	Day of Week Name	Impressions	Clicks ▾
1.	Tuesday	5,885	487
2.	Wednesday	5,078	481
3.	Monday	5,083	458
4.	Thursday	5,889	455
5.	Friday	5,677	429

Totals

Impressions

37.5K

Clicks

2.9K

Avg. CPC

\$1.90

CTR

7.6%

WEBSITE PERFORMANCE

Month Totals

Month of the year ▾	Sessions	% Δ	Bounce Rate	% Δ	Completed Quiz (Total) (Goal 3 ...	% Δ
1. August	3,388	301.9% ↑	60.98%	6.9% ↑	452	-
2. July	2,724	269.1% ↑	67.69%	-3.2% ↓	337	-
3. June	1,536	84.6% ↑	71.55%	12.7% ↑	63	-
4. May	779	-5.7% ↓	58.02%	-9.4% ↓	0	-
5. April	698	-	60.46%	-	0	-
6. March	815	-	60.37%	-	0	-
7. February	624	-	62.34%	-	0	-
8. January	766	-	60.97%	-	0	-

Day of Week Stats

Day of Week Name	Pageviews ▾	% Δ
1. Tuesday	8,151	200.0% ↑
2. Wednesday	7,857	179.8% ↑
3. Thursday	7,325	184.1% ↑
4. Monday	6,971	140.4% ↑
5. Friday	6,145	170.7% ↑

Year vs. Year

Sessions	Users
21.6K ↑ 180.1%	13.9K ↑ 196.0%
Session Duration	Page Per Session
00:01:36 ↓ -32.5%	2.0 ↑ 2.8%
% New Sessions	Bounce Rate
63.69% ↑ 8.0%	63.62% ↓ -0.4%

CONVERSIONS

Conversion Type

	Event Category	Total Events ▾
1.	Quiz	3,519
2.	Form	95

Conversion Action

	Source / Medium	Event Label ⓘ ▾	Total Events ⓘ ▾
1.	(direct) / (none)	qualified	826
2.	google / cpc	qualified	568
3.	google / organic	qualified	369
4.	ui.nv.gov / referral	qualified	226
5.	bing / organic	qualified	86
6.	yahoo / organic	qualified	58
7.	housing.nv.gov / referral	qualified	47
8.	ktnv.com / referral	qualified	39
9.	nvdetr.org / referral	qualified	28
10.	detr.state.nv.us / referral	qualified	26
11.	knowyouroptions.com / referral	qualified	16
12.	homemeansnevada.gov / referral	qualified	13
13.	Centro / Display	qualified	12

•••• SOCIAL MEDIA PERFORMANCE



TWITTER

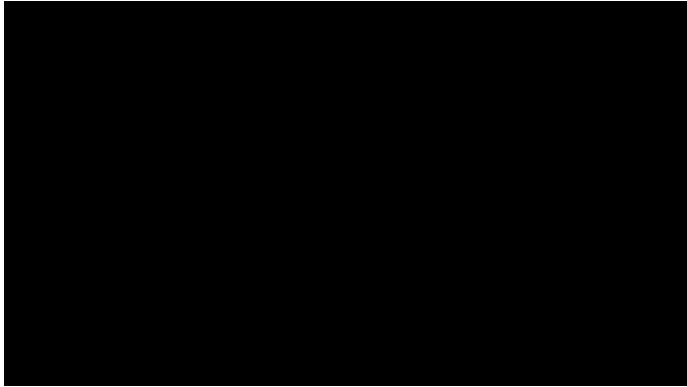
- 2016 Profile Visits
- 7,494 Impressions
- 10 Mentions



FACEBOOK

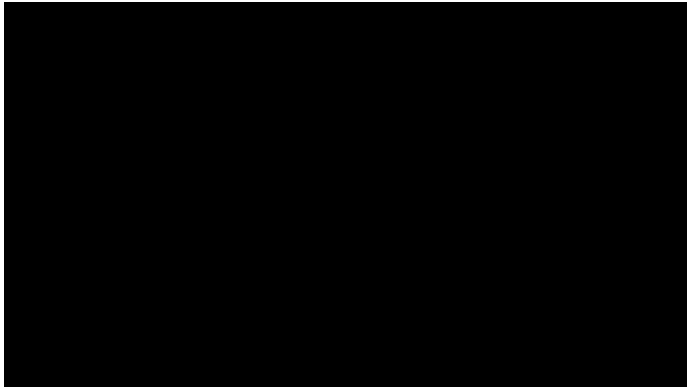
- 2,450 Impressions (^ 810.8%)
- 172 Engagements (^ 3,340%)

TELEVISION



Total Spots: 303

**Total Impressions:
1,178,022**



Average CPM: \$17.38

**TOTAL ADDED VALUE:
\$24,105**

QUESTIONS?