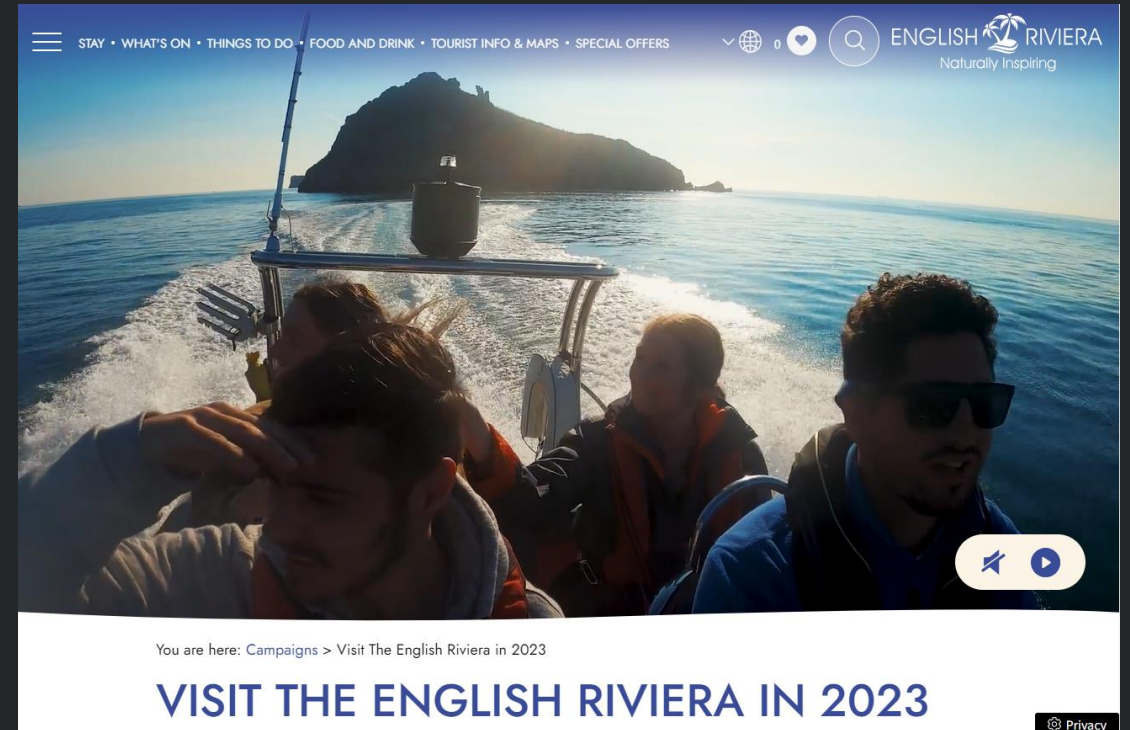






# Background and Objectives

- Activity throughout Mid-April to September.
- Drive low-cost and high-volume traffic the English Riviera website to boost site visitor numbers to 1 Million annually, whilst still maintaining high traffic quality.
- Utilise the ‘Visit The English Riviera In 2023’ landing page to maximise user engagement.
- Targeting users within a 2-hour drive time of the English Riviera who;
  - Were searching for keywords related to the English Riviera – including brand-based terms (e.g. “holidays in the English Riviera”) and location-based terms (e.g. “things to do in Devon”).
  - Had relevant interests e.g. UK Holidays, Family Activities, Days Out, History, Culture, Outdoor Activities etc..



# Channel Insight: Display

- Using the audience's interest-based insights, such as: staycations, family/outdoor activities, days out, history and culture.



## Campaign Results

- Total Clicks – 77,312
- Avg. CTR – 0.71%
- Avg. CPC – £0.05
- Total Impressions – 10,886,616

## Estimated Response

- Total Clicks – 58,018 – Ads exceeded target by 33%
- Avg. CTR – 0.83% - Ads fell slightly short, but CTR still tracked in the ballpark, and total clicks exceeded forecast thanks to lower CPCs
- Avg. CPC £0.06 – Ads generated costs slightly lower than forecast
- Total Impressions – 6,965,709 – Ads far exceeded impression forecast (by 56%) thanks to lower than predicted CPMs.

# Channel Insight: Display

- Top Headline: *Ready To Be Inspired?*
- Top Description: *Explore one of England's most scenic coastlines and experience award-winning attractions.*
- Top Images:





# Channel Insight: Paid Search

- Search – reaching in-market users who are actively searching for relevant terms such as brand-based terms and location-based (i.e. 'Devon') searches



## Campaign Results

- Total Clicks – 28,912
- Avg. CTR – 12.98%
- Avg. CPC – £0.12
- Impression Share – <10%

## Estimated Response

- Total Clicks – 13,442 – Ads achieved over **double** the estimated clicks thanks to a low CPC
- Avg. CTR – 2%-4% - CTRs were around 4x higher than forecast thanks to high interest in brand-based and local terms
- Avg. CPC – £0.31 – CPCs tracked 52% lower than forecast
- Impression Share - <10% – Ads tracked as expected with a budget-limited Impression Share (market share) of under 10% due to a high number of competitors bidding on similar terms for local holidays/activities

# Channel Insight: Paid Search

Top 5 keywords were:

- Things To Do In Devon
- Things To Do Near Torquay
- Devon Attractions
- Torbay English Riviera
- Days Out In Devon

Top Headlines:

- *Devon's Top Attractions*
- *English Riviera Attractions*

Top Description:

- *Explore one of England's most scenic coastlines and experience award-winning attractions.*



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[www.englishriviera.co.uk/](http://www.englishriviera.co.uk/)

## Things To Do In Devon - South West Days Out

Visit Torbay: The English Riviera. Explore Torquay, Paignton and Brixham, Devon. Indulge in miles of sandy beaches, glorious gardens, family attractions & bustling towns.

[Where to Stay](#) · [Be Inspired](#) · [Explore](#)



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[www.englishriviera.co.uk/](http://www.englishriviera.co.uk/)

## English Riviera Attractions - What's On In Devon

Visit Torbay: The English Riviera. Explore Torquay, Paignton and Brixham, Devon. Golden stretches of sand, a great choice of food and drink, and plenty to see and do.



[Request a Brochure](#)

[Things to do](#)

# Campaign – User Behaviour



- Both channels returned high quality traffic, with users engaging with multiple pages, and returning strong session durations.
- Search was the top-performer across all behaviour metrics, with a session duration reaching a very respectable 2m 35s, with Display sitting at 1m 38s.
- Bounce Rates were low across search, with around half of all users engaging with website content.

# Campaign Learnings & Recommendations

- The combination of Paid Search and Responsive Display ads worked well. Display was chosen to supplement the requested search activity due to its low-cost, high-volume traffic to give site visitor numbers a real push towards the 1M mark – and it delivered as expected, with CPCs tracking at just £0.05.
- Search was slightly more expensive than Display, but still tracked with a respectably-low CPC of £0.12.
- Both channels tracked with lower-than-forecasts CPCs, with the campaign sending over 100k users to the website. Site visitors (as of end October) sit at 921k – so the English Riviera is well on the way to reaching 1M users.
- Both channels would be considered for future activity of this type, depending on the brief – if volume of visitors, regardless of traffic quality is the sole objective, then Display should be the focus channel. If a high quality of user is to be obtained along-side a reasonable volume of traffic, then Paid Search should also be included.



# Total Campaign Results



11,109,443  
Impressions



106,224  
Clicks



0.96%  
Avg. CTR



£0.07  
Avg. CPC