



CONEJO VALLEY TOURISM IMPROVEMENT DISTRICT
ANNUAL REPORT
January 1 – December 31, 2016

Produced by Augustine

Augustine



2016 Conejo Valley Tourism Annual Report **Table of Contents**

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**Message from the President/CEO
Jill Lederer
President/CEO, Conejo Valley Tourism Improvement District**

2016 was another banner year for the Conejo Valley Tourism Improvement District. We saw the number of visitors to the region increase and the demand on our local hotels has never been higher. Our special events saw record turnout and businesses continue to relocate to the Conejo Valley and bring their corporate travel with them.

Not only has our tourism district seen a significant increase in occupancy, average daily rate and revenue per available room, but we have also been recognized for our creative marketing. The Brand Essence Video produced this year to promote Conejo Valley was recognized with a Gold Addy Award from the Sacramento area American Advertising Federation.

As we work to meet the challenge to serve more visitors to our community, I am reminded that we have so many great partners who have helped make this tourism effort a success. From the cities who worked to form and grow this district, to the hotels who service our visitors, to the major attractions and service companies, everyone has played an important role. I am very proud to work with you all!

Your staff of the Conejo Valley Tourism Improvement District will always work hard to honor our share of these partnerships. We will continue to strive to achieve more so that our beautiful community is a gem for locals and tourists alike.

Sincerely,

A handwritten signature in blue ink that reads "Jill Lederer". The signature is fluid and cursive.

Jill Lederer, MBA ACE
President/CEO
Greater Conejo Valley Chamber of Commerce



Message from the Chairman
Steven Ortmann
General Manager, Palm Garden Hotel
Chairman, Conejo Valley Tourism Improvement District

I am honored to have been selected by the Conejo Valley Tourism Improvement District Board of Directors as the Chairman for 2017. The coming year is going to be a great one for Conejo Valley.

This annual report will show that 2016 was a wonderful year for our hotels and our local partners. Not only did we see an explosion in local demand during our winter season, but we also had a strong showing in the summer as well.

With targeted online marketing to the Los Angeles, San Diego and Bay Area regions, we have seen increased growth in the brand recognition of Conejo Valley. Our increased conference and convention participation, especially in wedding and travel shows, has brought unforeseen groups to our region. Additionally, our work internally with the sponsorship of special events like the Oak Heart Country Music Festival and the Tiny Porch Concert series has helped these events reach out to a wider audience and grow the classy yet casual brand Conejo Valley is known for.

Looking forward to 2017, Conejo Valley Tourism is expanding our use of newer and more innovative techniques to grow our audience. We have increased our focus on social media influencers, who have shown over time to provide better and larger coverage via their communication channels than traditional media. Additionally, adding an increased amount of original video to our content creation is making Conejo Valley content more attractive to viewers.

My many thanks to immediate past Chairman Felix Wang for the excellent two years he spent at the helm of this organization.

We are going to have a great year working together. My door is always open to discuss ways to grow our tourism industry. Please feel free to reach out.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven Ortmann".

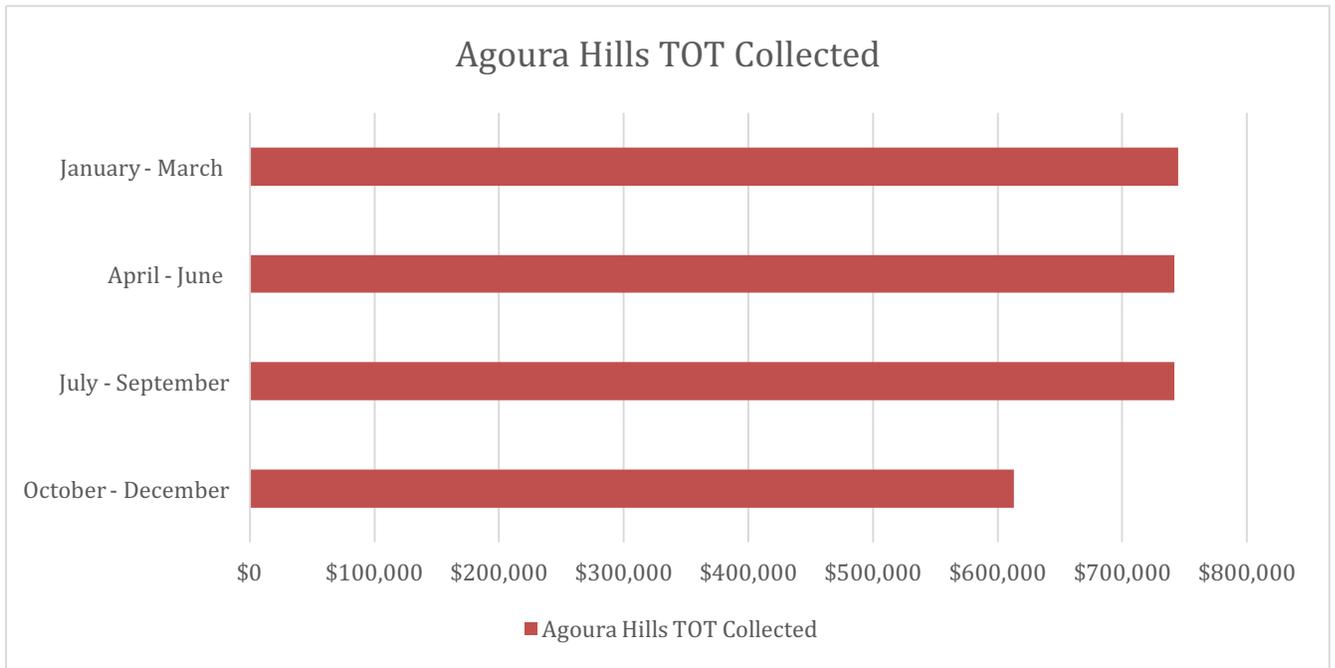
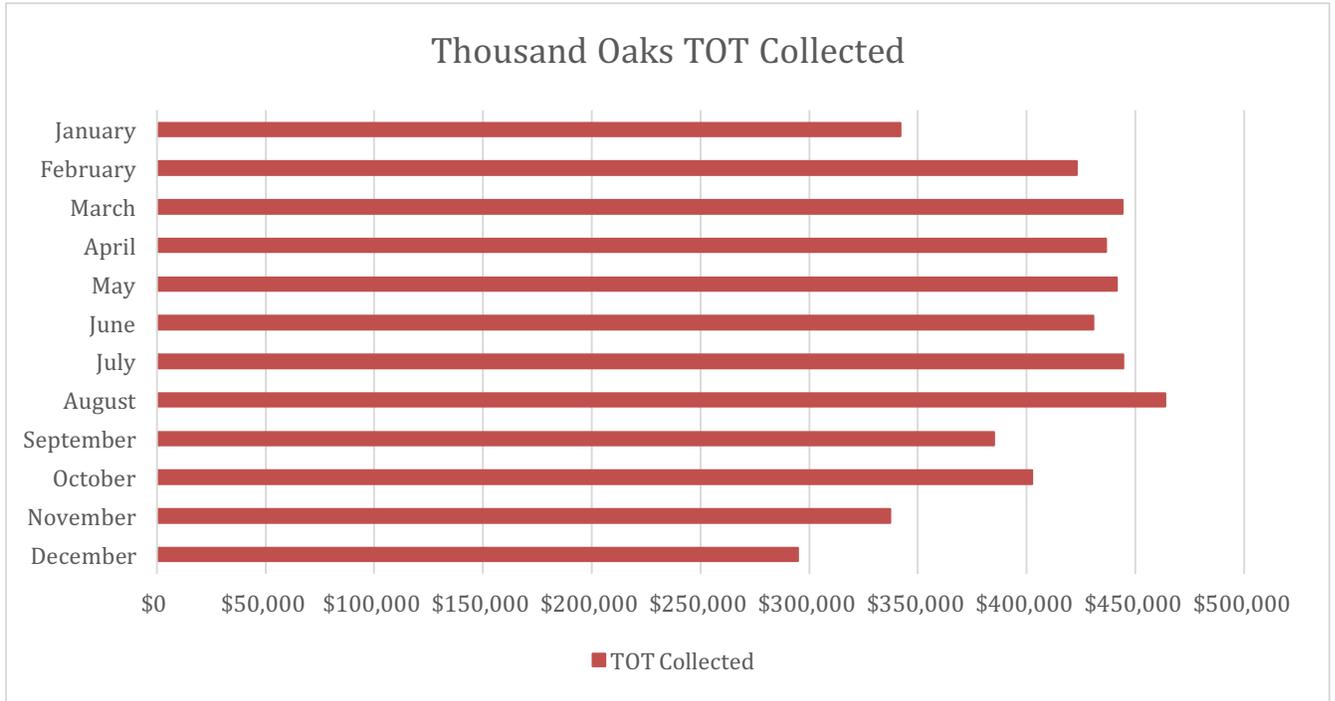
Steven Ortmann
General Manager, Palm Garden Hotel
Chairman, Conejo Valley Tourism Improvement District



2016 Financial Report

CVTID Income/Expenses	January – December 2016
INCOME	
Assessment Income	\$1,100,000
EXPENSES	
Administration Fees	
Agoura Hills	\$11,000
Chamber of Commerce	\$220,000
Transfer to Reserve Account	\$110,000
Advertising & Marketing	
Strategic Marketing Plan	\$2,500
Annual Report	\$2,500
Account Management	\$54,000
Public Relations Management	\$54,000
Social Media Management	\$24,000
Website Design and Hosting	\$15,000
Print Materials and Promotional Items	\$10,000
Public Relations Events	\$35,000
Reservation Booking Engine	\$10,800
Conferences and Travel	\$50,000
Paid Advertising	\$420,000
Total Advertising & Marketing	\$677,800
Additional Expenses	
Insurance (Liability and D & O)	\$2,000
Membership Dues	\$6,000
Operating Supplies	\$2,000
Postage	\$100
Professional Services	\$10,000
Equipment	\$5,000
Board of Directors Meeting Expenses	\$5,000
Depreciation (non-cash)	\$31,000
Total Additional Expenses	\$61,100
TOTAL INCOME	\$1,100,000
TOTAL EXPENSES	\$1,079,900

2016 Thousand Oaks and Agoura Hills TOT Collection



*The City of Agoura Hills only provides quarterly TOT reports



Brand Overview

Conejo Valley Tourism serves the region's economy, and markets the Conejo Valley as a prime vacation destination to travelers in California, the United States, and worldwide. It increases awareness of the area's offerings, preserves its unique attributes, and invests in its growth and development.

During the 2016 fiscal year, Conejo Valley Tourism focused on further building the Conejo Valley Tourism brand through paid advertising, social media, public relations, and further website development. Some of our key initiatives throughout the year involved targeting leisure travelers with niche interests in shopping, outdoor recreation and food/wine/beer, as well as efforts to reach additional niche audiences such as meeting & event planners, wedding planners & brides-to-be, and amateur sports coordinators.



Website Analytics

Situation Analysis

From a paid campaign and a website metric standpoint, the 2016 digital advertising initiative sustained tremendous growth and improvement in consumer demand generation and user engagement. This progress was largely due to the continuation and strategic execution of a strategic programmatic media buying initiative. This, combined with a qualified search engine marketing campaign, created higher levels of website-driven traffic with an overall year-over-year increase of 260%.

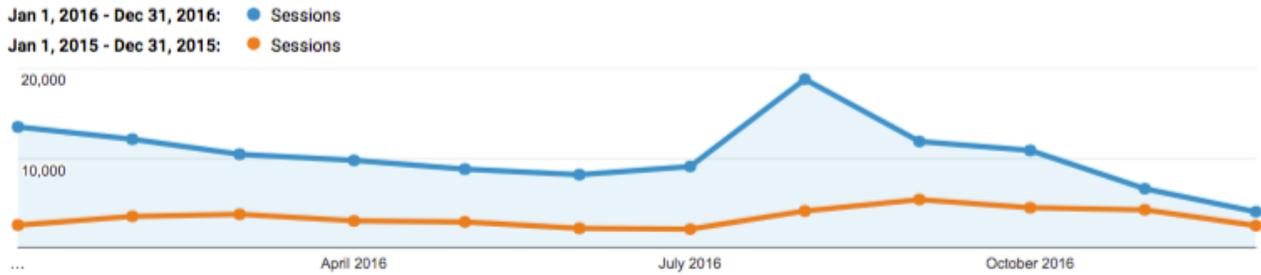
For the paid digital media, performance was quite strong in driving and generating website traffic throughout 2016, which focused more heavily in the spring and fall season. The display campaign was effectively suspended throughout June and July and again in November and December – leaving only search as the primary paid driver. Since the paid campaign of 2015 for both display and search paid media created site activity peaks and then subsequent valleys of low site volume. It was this past year's strategy to create a more consistent and balanced approach to campaign execution. This was achieved with the continuation of programmatic media buying.

Initially, Ad Network Goodway Group was engaged to launch a comprehensive and targeted display campaign, executing myriad granular targeting tactics, primarily predicated upon the predictive modeling process – or look-a-like modeling – and behavioral engagement. Also, contextual targeting was then added as a complement to the standard targeting strategy. Engagement with the Goodway Group ended in the Spring.

To effectively replace Goodway Group with a qualify demand-side platform ad network that met budget requirements, Diligent Media was engaged. Utilizing similar targeting tactics as with Goodway Group, the Diligent campaign was launched in August for a three-month run and promptly ended at the end of November. The main metric of measurement continued to focus on driving conversions and measuring activity. With the display campaign being dark in June and July, the fall campaign was launched in August with new conversion objectives – measuring “Lodging” and “To Do” page user actions. This core performance measurement strategy allows for greater optimization and more efficient and effective tactical targeting. This strategy continued through the Fall.

As with the 2015 campaign, a programmatic video initiative again executed during the Spring with Goodway Group and in the Fall with Diligent to act as an upper-funnel driver and a market penetrator – driving brand awareness and user engagement. The campaign performed exceptionally well in regard to total views and clicks to site – introducing the destination to new site visitors through video engagement and compelling click-through options.

Website Metrics



Overall site sessions: Powered by the programmatic strategy driving higher levels of both quantified and qualified traffic, overall website metric activity rose dramatically over 2015. As with last year’s report, website analytic filters were incorporated to exclude all traffic originating from both Central and South Americas – allowing for precise site measurement and more identifiable traffic sourcing – especially looking at specifically all domestically driven traffic, which provides more relevance in terms of analysis.

Overall, the main metrics of website volume measurement are the following, which

Acquisition			Behavior		
Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
204.33% ↑ 123,782 vs 40,674	9.13% ↑ 87.02% vs 79.74%	232.10% ↑ 107,709 vs 32,433	9.45% ↓ 81.33% vs 74.31%	13.27% ↓ 1.32 vs 1.52	22.31% ↓ 00:00:43 vs 00:00:55

represent total 2016 website traffic, based upon sessions, new sessions and page views:

- Total website sessions: 123,782 (2015: 40,674)
- Total website new sessions percentage: 87.02% (2015: 79.77%)
- Total website page views: 163,039 (2015: 61,644)
- Metrics illustrating heightened consumer engagement:
 - **Bounce Rate:** 81.33% (2015: 74.31%)
 - This will be used as a benchmark to measuring 2016 metrics year-over-year. With site optimization and event tagging now in place, as well as site initiatives that have been implemented, the bounce rate is expected to decline, as it did commensurately over the course of 2015. However, with the significant increases in volume, the 2016 bounce rate did marginally increase by 9%. With the bounce rate increasing from 74.30% to 81.33% optimizations in 2017 will help to improve overall user engagement and will help to lower the bounce rate as well.
 - **Average Session Duration:** 00:43 (2015: 0:55)
 - The main overall engagement indicator is average user



time on site. The robust 2017 campaign strategy is focusing on driving a more interested, a more engaged user to drive average duration time higher. Time on site is moderately lower, by 22 seconds, when being compared y/y. The reason largely centers on the 200%-plus increase in volume.

- **Pages Per Session:** 1.32 (2015: 1.52)
 - Another relevant engagement metric, average pages viewed per sessions provides a metric that will allow analysis of users moving deeper into the site. With event tagging now in place, the path to conversion will be able to be more accurately assessed and reported on accordingly.

Website Channels

Default Channel Grouping	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
*ONLY "Conejo" Hostnames & Excludes Spanish-Speaking Countries	124,034 % of Total: 82.54% (150,276)	87.02% Avg for View: 86.84% (0.20%)	107,929 % of Total: 82.71% (130,497)	81.34% Avg for View: 81.95% (-0.75%)	1.32 Avg for View: 1.32 (-0.50%)	00:00:43 Avg for View: 00:00:45 (-3.82%)
1. (Other)	111,986 (90.29%)	87.47%	97,953 (90.76%)	82.42%	1.27	00:00:35
2. Direct	5,384 (4.34%)	83.64%	4,503 (4.17%)	74.96%	1.91	00:02:23
3. Referral	1,972 (1.59%)	79.21%	1,562 (1.45%)	69.68%	1.78	00:01:33
4. Organic Search	1,933 (1.56%)	79.51%	1,537 (1.42%)	54.79%	1.80	00:02:39
5. Social	1,531 (1.23%)	82.95%	1,270 (1.18%)	81.65%	1.41	00:01:08
6. Email	1,163 (0.94%)	89.68%	1,043 (0.97%)	69.82%	1.62	00:01:10
7. Paid Search	65 (0.05%)	93.85%	61 (0.06%)	90.77%	1.25	00:00:49

Overall, website channel data is reflective of the main drivers to the website. The “other” category includes call paid traffic. Of interest, both organic and direct traffic show strong engagement with both reporting high average sessions durations – especially organic search, which lists more than two minutes on site.



Pages Most Visited

Page Title ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
*ONLY "Conejo" Hostnames & Excludes Spanish-Speaking Countries	163,350 % of Total: 82.12% (198,910)	139,619 % of Total: 82.58% (169,076)	00:02:13 Avg for View: 00:02:16 (-2.03%)	123,886 % of Total: 82.52% (150,123)	81.34% Avg for View: 81.95% (-0.75%)
1. Hotels in Conejo Valley	39,448 (24.15%)	33,387 (23.91%)	00:01:53	32,587 (26.30%)	83.17%
2. Conejo Valley Weddings	37,751 (23.11%)	33,434 (23.95%)	00:04:57	32,617 (26.33%)	85.18%
3. Conejo Valley Tourism	26,232 (16.06%)	22,487 (16.11%)	00:02:06	21,207 (17.12%)	78.01%
4. Things to do in Conejo Valley	22,762 (13.93%)	17,956 (12.86%)	00:00:46	15,648 (12.63%)	73.09%
5. Conejo Valley Sports	9,678 (5.92%)	8,639 (6.19%)	00:02:24	7,959 (6.42%)	89.85%
6. Meet in Conejo Valley	6,251 (3.83%)	5,681 (4.07%)	00:02:13	4,985 (4.02%)	87.74%
7. Conejo Valley Events	5,179 (3.17%)	4,421 (3.17%)	00:02:17	2,619 (2.11%)	62.39%
8. Conejo Valley Trails	1,198 (0.73%)	1,075 (0.77%)	00:05:08	556 (0.45%)	73.68%
9. Sparkle Up! - Conejo Valley	1,047 (0.64%)	926 (0.66%)	00:01:33	923 (0.75%)	85.81%
10. Conejo Valley Restaurants	1,014 (0.62%)	883 (0.63%)	00:04:45	336 (0.27%)	64.12%

As expected, the home page and the “stay” page were in the top three most visited in 2016, as well as the “weddings” page – in line with projections based upon paid traffic being driven primarily to the “stay” page, but also in certain circumstances the homepage and the weddings page. Most notably, time on site on the homepage is very strong with more than two minutes on site. This shows stronger engagement through the campaign’s paid channels.

Top Referral Sites

Source ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
*ONLY "Conejo" Hostnames & Excludes Spanish-Speaking Countries	3,189 % of Total: 2.12% (150,276)	79.68% Avg for View: 86.84% (-8.24%)	2,541 % of Total: 1.95% (130,497)	73.63% Avg for View: 81.95% (-10.16%)	1.66 Avg for View: 1.32 (25.44%)	00:01:27 Avg for View: 00:00:45 (95.02%)
1. m.facebook.com	556 (17.43%)	83.27%	463 (18.22%)	79.86%	1.31	00:00:30
2. conejochamber.org	288 (9.03%)	76.39%	220 (8.66%)	68.40%	1.97	00:01:30
3. facebook.com	288 (9.03%)	63.19%	182 (7.16%)	72.92%	1.96	00:03:30
4. l.facebook.com	197 (6.18%)	97.97%	193 (7.60%)	96.45%	1.02	00:00:09
5. centralcoast-tourism.com	181 (5.68%)	81.77%	148 (5.82%)	65.19%	2.16	00:01:15
6. toaks.org	166 (5.21%)	89.16%	148 (5.82%)	65.06%	2.16	00:01:54
7. csmaor.com	158 (4.95%)	91.77%	145 (5.71%)	89.24%	1.16	00:00:19
8. oakheartcmf.com	152 (4.77%)	79.61%	121 (4.76%)	63.16%	1.57	00:02:05
9. contestgirl.com	148 (4.64%)	95.95%	142 (5.59%)	86.49%	1.16	00:00:18
10. conejo.us12.list-manage.com	136 (4.26%)	44.85%	61 (2.40%)	59.56%	1.81	00:01:47

In regard to referral traffic, all metrics reflect what was discovered during the monthly reporting cycles. Referral traffic shows significant engagement, which lends to support the theory of leveraging sourced referral traffic as a quality driver to the website.



Geo Locations

City ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
*ONLY "Conejo" Hostnames & Excludes Spanish-Speaking Countries	100,564 % of Total: 66.92% (150,276)	87.52% Avg for View: 86.84% (0.79%)	88,015 % of Total: 67.45% (130,497)	80.77% Avg for View: 81.95% (-1.44%)	1.31 Avg for View: 1.32 (-0.76%)	00:00:44 Avg for View: 00:00:45 (-0.81%)
1. Los Angeles	31,024 (30.85%)	88.20%	27,363 (31.09%)	82.75%	1.26	00:00:39
2. Thousand Oaks	6,666 (6.63%)	83.60%	5,573 (6.33%)	72.95%	1.53	00:01:04
3. San Diego	4,953 (4.93%)	85.69%	4,244 (4.82%)	83.89%	1.27	00:01:00
4. San Francisco	3,317 (3.30%)	87.76%	2,911 (3.31%)	87.85%	1.23	00:00:33
5. Oxnard	1,867 (1.86%)	90.84%	1,696 (1.93%)	80.61%	1.30	00:00:36
6. Simi Valley	1,806 (1.80%)	87.43%	1,579 (1.79%)	75.42%	1.38	00:00:50
7. San Jose	1,547 (1.54%)	90.63%	1,402 (1.59%)	65.87%	1.71	00:00:21
8. Camarillo	1,420 (1.41%)	86.13%	1,223 (1.39%)	74.79%	1.46	00:01:01
9. Agoura Hills	1,233 (1.23%)	82.48%	1,017 (1.16%)	69.67%	1.58	00:01:30
10. Riverside	1,226 (1.22%)	91.11%	1,117 (1.27%)	84.34%	1.23	00:00:30

As with last year's annual report, filters are still in place to exclude all Central and South America traffic, the primary focus of geo performance measurement is centered on analyzing all traffic originating from California, where the campaign's primary DMAs exist – Los Angeles and San Diego – the secondary DMA – San Francisco Bay Area.

Visitor Segmentation

User Type ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
*ONLY "Conejo" Hostnames & Excludes Spanish-Speaking Countries	124,034 % of Total: 82.54% (150,276)	87.02% Avg for View: 86.84% (0.20%)	107,929 % of Total: 82.71% (130,497)	81.34% Avg for View: 81.95% (-0.75%)	1.32 Avg for View: 1.32 (-0.50%)	00:00:43 Avg for View: 00:00:45 (-3.82%)
1. New Visitor	107,929 (87.02%)	100.00%	107,929 (100.00%)	82.13%	1.28	00:00:35
2. Returning Visitor	16,105 (12.98%)	0.00%	0 (0.00%)	76.04%	1.56	00:01:38

In regard to visitor segmentation, between new and returning visitors, this illustration shows dynamic engagement upon repeat visitors – an average session duration of 01:38. While the paid campaign focuses on driving high percentages of new traffic through upper-funnel engagement, the Goodway Group and Diligent's retargeting function is driving substantial return visit engagement, helping to improve overall site engagement metrics.



Device Categories

Device Category ?	Acquisition			Behavior	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?
*ONLY "Conejo" Hostnames & Excludes Spanish-Speaking Countries	124,034 % of Total: 82.54% (150,276)	87.02% Avg for View: 86.84% (0.20%)	107,929 % of Total: 82.71% (130,497)	81.34% Avg for View: 81.95% (-0.75%)	1.32 Avg for View: 1.32 (-0.50%)
1. mobile	65,253 (52.61%)	89.56%	58,443 (54.15%)	84.65%	1.21
2. desktop	46,849 (37.77%)	84.18%	39,439 (36.54%)	76.41%	1.47
3. tablet	11,932 (9.62%)	84.20%	10,047 (9.31%)	82.53%	1.28

Looking at device categories, statistics show overall activity based upon device usage. As a higher percentage of driven paid traffic is targeted at the desktop, metrics show greater engagement and reflect more new sessions as new users are targeting more on desktop devices as opposed to the mobile smartphone and the tablet. Moving into 2017, more initial engagement will be focused on driving new visitation from mobile devices. This trend will continue as more and more users prefer to use mobile devices and primary source of internet usage.



Website User Actions

Once again, a vital component of website engagement and interaction measurement was enhanced with user action tags that were placed at designated points of measurement on the website – the Stay page and the To Do page. This measurement tool allows for the analysis of deeper user engagement, evaluating the level of interest based upon their website propensities. Since implementing in 2015, month-over-month activity has been benchmarked to better understand these user behaviors, extrapolating relevant insights that help with optimization decision-making.

TOTAL SESSIONS by Channel

CHANNEL:	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Direct	1,268	436	531	425	373	317	369	396	411	387	256	478
Paid Ads (SEM & Digital Display)	11,850	11,404	8,569	8,836	7,885	7,359	8,308	17,925	11,485	10,144	5,936	1,529
Referral	107	181	215	236	264	177	152	193	731	606	151	530
Organic Search	163	130	202	178	144	191	209	208	169	212	201	195
Social (Organic & Paid)	112	122	97	106	96	70	69	83	52	108	228	1,374
Email	-	3	893	40	47	65	21	47	9	4	2	35
TOTALS:	13,500	12,276	10,507	9,821	8,809	8,179	9,128	18,852	12,857	11,461	6,774	4,141

TOTAL SESSIONS WITH EVENTS by Channel

CHANNEL:	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Direct	14	30	40	33	34	34	60	43	43	32	19	36
Paid Ads (SEM & Digital Display)	354	292	324	393	438	298	319	447	501	491	305	18
Referral	9	17	31	21	36	18	19	16	18	5	6	16
Organic Search	50	35	56	39	45	32	35	47	51	55	45	32
Social (Organic & Paid)	14	15	6	7	6	5	6	9	1	1	7	41
Email	-	-	24	2	7	2	1	5	-	1	-	2
TOTALS:	441	389	481	495	566	389	440	567	614	585	382	145

TOTAL EVENTS by Channel

CHANNEL:	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Direct	90	147	189	161	184	157	203	150	172	67	30	135
Paid Ads (SEM & Digital Display)	762	644	768	852	923	766	856	1,261	1,306	1,309	778	27
Referral	37	61	101	48	83	196	38	37	46	8	11	43
Organic Search	140	105	181	81	103	95	114	195	197	166	90	80
Social	30	48	9	13	9	15	10	14	1	1	18	66
Email	-	-	41	7	17	4	5	10	-	1	-	3
TOTALS:	1,059	1,005	1,289	1,162	1,319	1,233	1,226	1,667	1,722	1,552	927	354



Paid Analysis

Digital Display Advertising

Digital display advertising, as previously stated, was provided by both the Goodway Group from January through May and Diligent from August through October. The total clicks recorded were 39,661 – up substantially from the previous year’s 20,305 – a substantial amount of overall website traffic driven. In regard to overall conversion activity, 2016 totals increased dramatically over the year-over-year timeline. A total of 4,664 conversions were recorded for the year. Of note, conversion criteria shifted mid-year to focus entirely on Stay page user interaction.

In regard to engagement metrics, the 0.19% click-through rate is up from the previous year’s shows substantially high ad unit engagement. The industry average is approximately 0.08%. This indicates strong and increased creative engagement and interest.

- Total site clicks: 39,661
- Total Impressions: 19,444,657
- Total CPC: \$2.44
- Total CTR: 0.19%
- Total Conversions: 4,464

The following illustration shows a breakdown of month-over-month metrics, which helps to identify trending from a performance standpoint and is used to factor-in optimization decision-making.

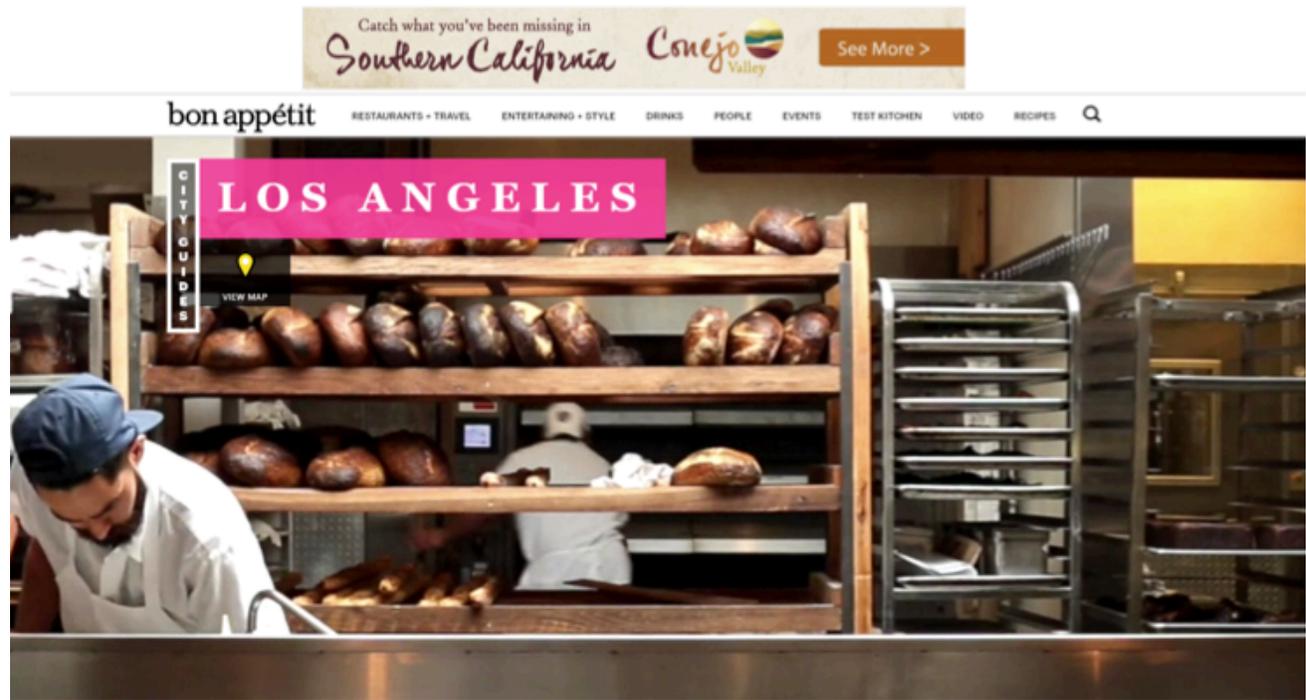
Display Advertising

Campaign Report

Conejo Valley Tourism
2016 Conejo Valley Tourism Campaign

DURATION	DELIVERY	PERFORMANCE	COST-PER-CLICK	CLICK-THROUGH RATE	CONVERSIONS
Date	Impressions	Clicks	Cost-per-Click	Click-Through Rate	Click-Through Rate
January	1,538,637	3,329	\$ 1.66	0.22%	460
February	1,695,948	1,606	\$ 3.80	0.09%	181
March	2,366,858	2,673	\$ 3.21	0.11%	1,890
April	2,236,408	2,489	\$ 3.21	0.11%	1,834
May	2,292,436	2,679	\$ 2.99	0.12%	102
June	N/A	N/A	N/A	N/A	N/A
July	N/A	N/A	N/A	N/A	N/A
August	4,577,971	13,013	\$ 1.55	0.28%	63
September	2,329,595	6,531	\$ 1.66	0.28%	49
October	2,406,804	7,341	\$ 1.42	0.31%	85
November	N/A	N/A	N/A	N/A	N/A
December	N/A	N/A	N/A	N/A	N/A
Total	19,444,657	39,661	\$ 2.44	0.19%	4,664

Examples of Ad Placements:



Food



"Big Bad Breakfast" by John Currence (Ten Speed Press)

FOOD 9:00 AM

Cookbook of the week: 'Big Bad Breakfast' by John Currence

By Amy Scattergood

If you're the sort of person who gravitates toward diners, whose favorite restaurants serve breakfast all day (we are not talking about McDonald's), who makes breakfast for dinner at home and whose idea of a good time is making frosted flakes from scratch, then here's a cookbook for you. "Big Bad Breakfast"...



ADVERTISEMENT

iPad 4:33 PM 78%

coastalliving.com

COASTAL LIVING Conejo Valley *Uncrowded. Undiscovered. Unbelievable.* *Cash on at ConejoValley!*

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Bodega Bay

A 90-minute drive north of San Francisco on Highway 1, past lazy sheep meadows and clipboard cattle ranches, this small fishing village charms with its sea-weathered candy shops and surf shacks welcoming visitors with hand-painted wooden signs.

1 of 9 View All

Photo: Walter Skiblow/Getty Images

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Search Engine Marketing

In regard to the search engine marketing (SEM) campaign, paid results produced consistent outcomes of high site volume traffic throughout the year. The consistent trending supports the theory of even search delivery to maintain sustained levels of user exposure and engagement. As the below chart illustrates, overall campaign efficiency was achieved throughout the year from a click-through standpoint – driving the total number of clicks up from 14,292 in 2015 to 57,171 in 2016. With the 2017 campaign, ad group optimizations and keyword combinations and relevancy are being strategically implemented to improve overall search results and achieve a more cost-effective cost-per-click and click-through-rate.

- Total Impressions: 6,301,978 (2015: 2,041,353)
- Total Clicks: 57,171 (2015: 14,292)
- Avg. Click-Through Rate: 1.20% (2015: 0.76%)
- Avg. Cost-per-Click: \$1.81 (\$1.61)
- Avg. Position: 2.8

Conejo Valley 2016 SEM Campaigns

BY CAMPAIGN					
Campaign	Impressions	Clicks	CTR	Avg. CPC	Avg. position
SEM - Lodging & Leisure	4,666,578	35,040	0.75%	\$ 1.34	2.5
SEM - Event Planning	428,477	4,753	1.11%	\$ 2.48	3.1
SEM - Sport Planning	535,267	9,216	1.72%	\$ 1.41	1.7
SEM - Wedding Planning	671,656	8,162	1.22%	\$ 2.01	3.2
TOTAL:	6,301,978	57,171	1.20%	\$ 1.81	2.6

LODGING & LEISURE:

Month	Campaign	Impressions	Clicks	CTR	Avg. CPC	Avg. position
January-16	Lodging & Leisure	567,691	3,243	0.57%	\$ 1.47	2.5
February-16	Lodging & Leisure	599,322	3,272	0.55%	\$ 1.48	2.5
March-16	Lodging & Leisure	581,901	3,476	0.60%	\$ 1.40	2.4
April-16	Lodging & Leisure	474,662	3,683	0.78%	\$ 1.33	2.3
May-16	Lodging & Leisure	418,489	3,875	0.93%	\$ 1.28	2.5
June-16	Lodging & Leisure	449,107	3,653	0.81%	\$ 1.36	2.6
July-16	Lodging & Leisure	403,989	3,963	0.98%	\$ 1.25	2.3
August-16	Lodging & Leisure	349,763	3,857	1.10%	\$ 1.28	2.4
September-16	Lodging & Leisure	316,524	2,252	0.71%	\$ 1.32	2.6
October-16	Lodging & Leisure	295,049	2,239	0.76%	\$ 1.33	2.7
November-16	Lodging & Leisure	210,081	1,527	0.73%	\$ 1.29	2.7
December-16	Lodging & Leisure	-	-	0.00%	\$ -	-
SEM - LODGING & LEISURE TOTALS:		4,666,578	35,040	0.75%	\$ 1.34	2.5

WEDDING PLANNING:

Month	Campaign	Impressions	Clicks	CTR	Avg. CPC	Avg. position
January-16	SEM - Wedding Planning	88,446	735	0.83%	\$ 2.03	4.1
February-16	SEM - Wedding Planning	68,205	695	1.02%	\$ 2.14	3.8
March-16	SEM - Wedding Planning	65,232	710	1.09%	\$ 2.10	3.2
April-16	SEM - Wedding Planning	59,681	728	1.22%	\$ 2.05	3.0
May-16	SEM - Wedding Planning	60,265	734	1.22%	\$ 2.03	3.1
June-16	SEM - Wedding Planning	63,667	758	1.19%	\$ 1.97	3.0
July-16	SEM - Wedding Planning	63,148	776	1.23%	\$ 1.92	2.9
August-16	SEM - Wedding Planning	59,955	785	1.31%	\$ 1.90	2.8
September-16	SEM - Wedding Planning	52,194	741	1.42%	\$ 2.01	2.9
October-16	SEM - Wedding Planning	47,172	754	1.60%	\$ 1.97	3.0
November-16	SEM - Wedding Planning	43,691	746	1.71%	\$ 2.00	3.0
December-16	SEM - Wedding Planning	-	-	0.00%	\$ -	-
SEM - WEDDING PLANNING TOTALS:		671,656	8,162	1.22%	\$ 2.01	3.2

EVENT PLANNING:

Month	Campaign	Impressions	Clicks	CTR	Avg. CPC	Avg. position
January-16	SEM - Event Planning	68,182	667	0.98%	\$ 2.57	3.4
February-16	SEM - Event Planning	40,262	353	0.88%	\$ 2.58	3.4
March-16	SEM - Event Planning	39,232	350	0.89%	\$ 2.60	3.0
April-16	SEM - Event Planning	37,614	355	0.94%	\$ 2.54	3.1
May-16	SEM - Event Planning	35,046	364	1.04%	\$ 2.51	3.1
June-16	SEM - Event Planning	-	-	0.00%	\$ -	-
July-16	SEM - Event Planning	-	-	0.00%	\$ -	-
August-16	SEM - Event Planning	58,999	662	1.12%	\$ 2.53	2.9
September-16	SEM - Event Planning	50,299	706	1.40%	\$ 2.37	2.8
October-16	SEM - Event Planning	52,618	688	1.31%	\$ 2.43	3.1
November-16	SEM - Event Planning	23,845	317	1.33%	\$ 2.30	3.2
December-16	SEM - Event Planning	22,380	291	1.30%	\$ 2.40	3.1
SEM - EVENT PLANNING TOTALS:		428,477	4,753	1.11%	\$ 2.48	3.1

SPORTS PLANNING:

Month	Campaign	Impressions	Clicks	CTR	Avg. CPC	Avg. position
January-16	SEM - Sports Planning	59,705	1,025	1.72%	\$ 1.45	1.8
February-16	SEM - Sports Planning	61,117	1,023	1.67%	\$ 1.46	1.7
March-16	SEM - Sports Planning	77,823	1,046	1.34%	\$ 1.42	2.0
April-16	SEM - Sports Planning	60,038	1,092	1.82%	\$ 1.35	1.7
May-16	SEM - Sports Planning	51,632	1,065	2.06%	\$ 1.40	1.6
June-16	SEM - Sports Planning	-	-	0.00%	\$ -	-
July-16	SEM - Sports Planning	-	-	0.00%	\$ -	-
August-16	SEM - Sports Planning	65,095	1,305	2.00%	\$ 1.42	1.5
September-16	SEM - Sports Planning	62,519	942	1.51%	\$ 1.45	1.6
October-16	SEM - Sports Planning	55,283	979	1.77%	\$ 1.40	1.6
November-16	SEM - Sports Planning	42,055	739	1.76%	\$ 1.32	1.6
December-16	SEM - Sports Planning	-	-	0.00%	\$ -	-
SEM - SPORTS PLANNING TOTALS:		535,267	9,216	1.72%	\$ 1.41	1.7

Example Text Ads

Stunning SoCal Wedding Venues - In Conejo Valley Near LA
Ad www.conejo.com
 Top Wedding & Reception Venues(Indoor/Outdoor) in Conejo Valley - See Listings

Discover Conejo Valley - Hiking, Beaches, Dining & More
Ad www.conejo.com
 So Much To Do In Sunny Conejo Valley - Dining, Shopping, Hiking, Golfing & More

Discover Conejo Valley - Thousand Oaks to Agoura Hills
Ad www.conejo.com
 Enjoy Dining, Shopping, Hiking, Events, Beaches & More! Only 30 Minutes From LA

Conejo Valley Lodging & Hotels - 30 Minutes From Los Angeles
Ad www.conejo.com
 Enjoy Sunny SoCal - Hotels, Dining, Shopping, Events & Beaches Minus the Crowds!

Event & Meeting Facilities - Explore Conejo Valley Near LA
Ad www.conejo.com
 Affordable Meeting & Event Facilities Near Hotels, Restaurants, Golfing & More!

Find Sports Facilities Near LA - Explore Sunny Conejo Valley
Ad www.conejo.com
 Plan Your Sports Event in Conejo Valley! Sports Camps, Tournaments & Activities

Stunning SoCal Wedding Venues - In Conejo Valley Near LA
Ad www.conejo.com
 Top Wedding & Reception Venues(Indoor/Outdoor) in Conejo Valley - See Listings

Come Explore Thousand Oaks - Dining, Hiking, Events & More
Ad www.conejo.com
 So Much to See & Do in Conejo Valley! Just 30 Min From LA But Without The Crowds

Book Your Meetings & Events - Conejo Valley Near LA
Ad www.conejo.com
 Meeting Spaces & Event Facilities Near Hotels, Dining, Shopping & More! Book Now



Native Campaign

The native campaign executed for the wedding planning segment showed tremendous results with driving significant demand with more than 8,800 clicks to the website. Also, more than 2.5 million impressions were delivered at an efficient \$0.39 cost-per-click. The success of this campaign has inspired the continuation of this campaign into 2017 with both content and video solutions.

YAHOO GEMINI NATIVE ADVERTISING: CONEJO VALLEY - 2016

January 1 - December 31, 2016

Advertiser ID	Campaign Name	Impressions	Clicks	CTR	Average CPC	Average Position
January-16	Native - Wedding Planning	-	-	0.00%	\$ -	-
February-16	Native - Wedding Planning	82,297	497	0.60%	\$ 0.48	1.6
March-16	Native - Wedding Planning	217,180	1,072	0.49%	\$ 0.54	1.4
April-16	Native - Wedding Planning	251,086	1,046	0.42%	\$ 0.53	1.2
May-16	Native - Wedding Planning	296,311	1,084	0.37%	\$ 0.53	1.2
June-16	Native - Wedding Planning	-	-	0.00%	\$ -	-
July-16	Native - Wedding Planning	-	-	0.00%	\$ -	-
August-16	Native - Wedding Planning	577,737	1,712	0.30%	\$ 0.29	2.7
September-16	Native - Wedding Planning	525,081	1,699	0.32%	\$ 0.28	5.1
October-16	Native - Wedding Planning	555,122	1,731	0.31%	\$ 0.29	3.8
November-16	Native - Wedding Planning	-	-	0.00%	\$ -	-
December-16	Native - Wedding Planning	-	-	0.00%	\$ -	-
2016 GRAND TOTALS:		2,504,814	8,841	0.35%	\$ 0.39	3.0



Paid Professional Social Campaign

The paid professional social campaign for Conejo Valley primarily leveraged LinkedIn as a channel to engage with meeting planners. The results were mixed in regard to success. Overall, the campaign drove significant awareness with nearly 7 million impressions, but it only drove 728 clicks to site with a very high CPC of \$6.91. It was determined that the campaign was not an effective use of resources and was discontinued into the 2017 campaign year.

CONEJO VALLEY - EVENT PLANNERS: LINKEDIN ADS CAMPAIGN January 1 - December 31, 2016

Month	Campaign Name	Impressions	Clicks	Click Through Rate (%)	Average CPC	Average CPM
January-16	Conejo - Event Planners	7,466	-	0.00%	#DIV/0!	\$ -
February-16	Conejo - Event Planners	456,789	57	0.01%	\$ 5.01	\$ 0.62
March-16	Conejo - Event Planners	867,346	101	0.01%	\$ 6.34	\$ 0.74
April-16	Conejo - Event Planners	561,116	59	0.01%	\$ 6.54	\$ 0.69
May-16	Conejo - Event Planners	846,039	128	0.02%	\$ 6.27	\$ 0.95
June-16	Conejo - Event Planners	-	-	0.00%	\$ -	\$ -
July-16	Conejo - Event Planners	-	-	0.00%	\$ -	\$ -
August-16	Conejo - Event Planners	1,143,497	113	0.01%	\$ 6.20	\$ 0.61
September-16	Conejo - Event Planners	595,926	49	0.01%	\$ 6.47	\$ 0.53
October-16	Conejo - Event Planners	393,752	31	0.01%	\$ 18.49	\$ 1.46
November-16	Conejo - Event Planners	996,438	108	0.01%	\$ 6.99	\$ 0.76
December-16	Conejo - Event Planners	942,850	82	0.01%	\$ 6.99	\$ 0.61
2016 GRAND TOTALS:		6,811,219	728	0.01%	\$ 6.91	\$ 0.74



Public Relations Analytics

Media Reach

In 2016, Conejo Valley was featured in 24 earned media placements, resulting in 449,351,600 impressions.

Media Relations/Press Releases

Over the course of the year, as part of the earned media strategy, Augustine focused not only on pitching media and writing and distributing press releases, but also hosting both group and individual FAM tours and maintaining the editorial calendar and media list. Quarterly 'what's new' press releases were written as part of the Visit California submission requests. Augustine managed ongoing blogging and the coordination of guest blogs featuring local business partners. To amplify the blogging efforts and reach more people, emails featuring blog content were also distributed.

Event Support

Augustine attended the Visit California Los Angeles Media Reception, meeting with 30 writers with the goal of continuing to build brand awareness, recruiting for future FAM tours and identifying additional earned media opportunities.

Media FAM Tours

Augustine coordinated several FAM tours in 2016, sharing insights and information highlighting Conejo Valley as a travel destination, in turn generating editorial coverage of the destination. The Fall FAM tour included 5 writers with 18 media outlets represented, and 11 local partners, resulting in 2 articles, a multitude of social posts and reaching 213,197 people. The Spring FAM tour included six influencers, 8 local partners and reached 556,800 people, earned 58,560 likes, 880 comments and 26,569 video views. The individual FAM tours included 4 writers and resulted in 6 placements, reaching 1,014,891 people.



Examples of stories placed to date:

KTLA5

<http://ktla.com/2016/05/14/saturday-gayle-on-the-go-saturday-may-14th-2016/>

Visit California

<http://media.visitcalifornia.com/Story-Development/Whats-New/?id=106627>

Wine Enthusiast

<http://www.winemag.com/listicle/americas-most-unique-wine-tastings/>

Houston Chronicle

<http://www.chron.com/news/article/8-reasons-this-stunning-wedding-destination-won-t-7996466.php>

Only in Your State

<http://www.onlyinyourstate.com/southern-california/places-from-the-past-so-cal/>

Ventura County Start

<http://archive.vcstar.com/news/special/outdoors/five-outdoorsy-things-to-do-this-weekend-jan-23-24-29e36f8b-c2d1-5890-e053-0100007f8a6f-366215601.html>

Travel the World

<http://www.katherinebelarmino.com/2016/08/guide-to-conejo-valley-weekend-getaway.html#.WNByglczKi5>

Social Media Analytics



Facebook Highlights

Likes Growth

2016- We have 10,227 fans (1,495 new likes)



Impressions Delivered

2016 - We delivered 8,896,462 impressions via our news feed postings & ads

Engagement Delivered

2016 - We drove 35,468 engagements (likes, shares, comments, check-ins)



Twitter Highlights

Follower Growth

We have 1,818 followers (181 new followers)

Mentions

255 mentions

Engagement Delivered

4,851 engagements

Impressions

1,835,876 impressions



Instagram Highlights

Follower Growth

We have 1,309 followers – 709 new followers

Engagements

17,336 engagements





SEO Analytics

In order to increase search visibility for Conejo.com, it was recommended to add to the website's content with keyword-rich optimization technics. The enhanced SEO strategy and execution that started Q3 2016 in improving site content, link structure, on and off-page optimizations. The tactics that were involved in achieving these results included adding new landing pages for lodging properties, meetings, activities. Creating share-worthy, fun social videos that also improved engagement time and allowed for more off-domain link opportunities. These efforts have resulted in the growth in traffic from Organic Searches to the site. Visits to the site have increased through this channel because the website comes up in searches far more often than previous periods and the relevant keywords involved in search have resulted in lower bounce rates, higher page/session and longer engagement rates. Below are the results of the SEO-specific campaigns.

Holiday Lights Campaign

We targeted the holiday season to create reusable and user-generated content surrounding holiday-keyword ideas. User-generated content is important evolution of a brand's messaging because it creates a sense of community and trust for the brand. It turns loyal followers of the brand into brand-pillar advocates. The Holiday lights campaign involved developing an interactive lights map based on user generated content that can be used during the holidays annually. The Holiday Lights Map received more than 1,000 views with close to 2 minutes of engagement on site, accounting for 12% of all site pageviews during December, showing strong interest in this feature.

Holiday-lights (map page)

1,174 page views, 989 unique, 01:42
% of Total: 11.42%

Share-Sparkle (contest page)

589 page views, 477 unique, 02:16

SEO videos: Campaign results

We're Thankful For video

Reach: 33,448

Best Lattes video

Reach: 60,848

West World Paramount Ranch

Reach: 38,696

SEO improvement YOY (From Organic Search)

Traffic sessions have increased through organic search based upon improved SEO tactics by 55.58%. 55.61% new users have visited the website through Organic search. Bounce rates, pages/session and avg. session duration have also resulted in positive improvements through Organic search.

Sessions ? ↓	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
55.58% ↑ 3,152 vs 2,026	55.61% ↑ 2,426 vs 1,559	14.40% ↑ 60.37% vs 70.53%	12.39% ↑ 1.86 vs 1.65	45.91% ↑ 00:02:23 vs 00:01:38

The graph below shows the total URLs/pages available to appear in search results based on keyword/keyword phrase searches.

A steady increase in the number of crawled and indexed pages indicates that Google can regularly access your content – and if Google can, users can too! Our SEO efforts that started Q3 2016 are starting to be noticed by Google, and increasing the sites visibility in search traffic.

