

# Ski Sandy Facebook and Web Campaign Report with Next Steps

## Combined Metrics

Unique Users Reached 1,161,524  
Frequency of 11.66

Reach	1,094,713
Frequency	7.5
Impressions	1,696,746
Click Through Rate	1.80%
CPM	\$3.63 \$4.83 Industry Standard
CPC	\$.21 \$0.58 Industry Standard
People Taking Action	30,214
Clicks	26,333

## Retargeting Campaign

Contracted Impressions	1,000,000
Delivered Impressions	1,362,686
Clicks	4,820
CTR	0.35% Industry Standard 0.17%
eCpm	\$5.87

## Next Years Recommendations

### Facebook

Partner with Airline to supply airfare for contest  
More Active Video Posts

### Retargeting

- \*Include budget for SEM Keywords
- \*Increase Retargeting Monthly Budget to target more of the active and passive
- \*Targeting Ski websites and Tourism based websites.
- \*Set up a geo-fencing parameter around out of state ski resorts and implement plan