

Macro

1. YouTube Discovery Video spend was down around 7% and the video views dropped almost 4 times that amount (27.5%). There was a corresponding 28.6% increase in avg CPV which explains the difference.
2. Facebook/Instagram video views showed the same trend to a lesser extent. Spend decreased 6% with video views decreasing 14.5% and avg CPV increased 10%. Leading to overall video views to be down 20.6%. **Recommendation:** Move some funds from YouTube to Facebook video as Facebook has a 40% lower CPV.

Video Campaigns								
Campaign ▾	Spent (NET)	% Δ	Impressions	% Δ	Video Views	% Δ	Avg. CPV	% Δ
FB+IG - Video Views	\$2.33K	-6.0% ↓	105.1K	-36.7% ↓	81.4K	-14.5% ↓	\$0.03	10.0% ↑
YouTube Discovery Video	\$2.37K	-6.8% ↓	4.3M	-21.7% ↓	44.9K	-27.5% ↓	\$0.05	28.6% ↑
Grand total	\$4.7K	-9.6% ↓	4.4M	-25.2% ↓	126.4K	-20.6% ↓	\$0.04	13.9% ↑

3. Outbrain had an increase in performance in all areas with a spend increase of only 1.4%. Impressions increased 5.4%, clicks increased 17.9%, avg. CPC was down 14%, bounce rate was down 6.7%, avg pages/sessions increased 8.2%, and avg time on site increased 4%. Showing that the new Outbrain ads are performing better than the previous ones.

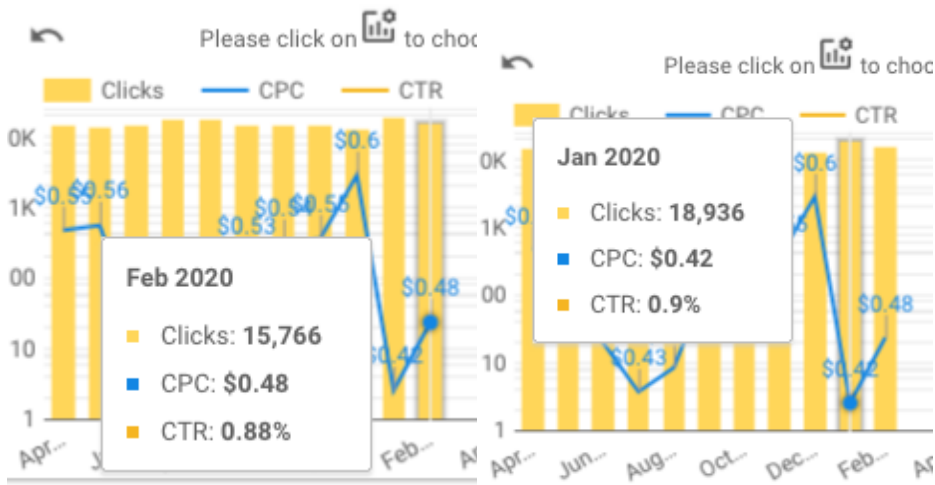
Clicks to Site Campaigns														
Campaign ▾	Spent (NET)	% Δ	Impressions	% Δ	Clicks	% Δ	Avg. CPC	% Δ	Bounce Rate	Δ	Pages / Session	% Δ	Avg. Time on Page	% Δ
Outbrain	\$7.5K	1.4% ↑	25.8M	5.2% ↑	28.6K	<div><div></div></div> 17.9% ↑	\$0.26	-14.0% ↓	37.7%	-6.7% ↓	1.1	8.2% ↑	06:43	4.0% ↑
Google Search	\$5.8K	-4.7% ↓	219.3K	-9.1% ↓	9.6K	<div><div></div></div> -19.2% ↓	\$0.6	17.9% ↑	30.5%	-1.7% ↓	1.13	-1.3% ↓	07:27	8.6% ↑
FB+IG - Clicks to Site	\$7.5K	-3.4% ↓	1.8M	-10.6% ↓	15.8K	<div><div></div></div> -14.0% ↓	\$0.48	12.4% ↑	95.3%	1.7% ↑	1.02	-0.3% ↓	02:21	-14.6% ↓
Grand total	\$20.8K	-2.1% ↓	27.9M	3.9% ↑	54K	-0.9% ↓	\$0.39	-1.2% ↓	49.5%	-5.2% ↓	1.09	3.6% ↑	06:41	5.7% ↑

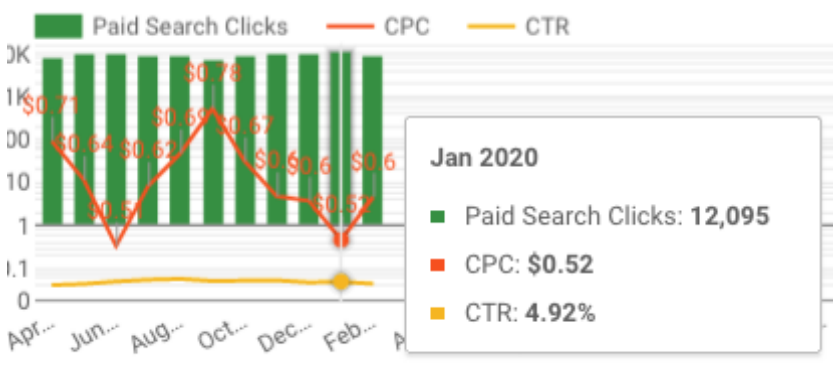
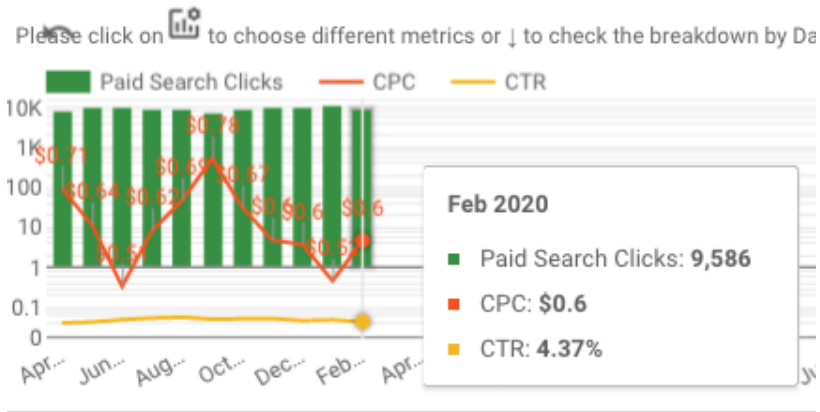
4. Facebook/Instagram clicks to site was the only channel to have a decrease in avg time on page.

Clicks to Site Campaigns														
Campaign	Spent (NET)	% Δ	Impressions	% Δ	Clicks	% Δ	Avg. CPC	% Δ	Bounce Rate	Δ	Pages / Session	% Δ	Avg. Time on Page	% Δ
FB+IG - Clicks to Site	\$7.5K	-3.4% ↓	1.8M	-10.6% ↓	15.8K	-14.0% ↓	\$0.48	12.4% ↑	95.3%	1.7% ↑	1.02	-0.3% ↓	02:21	-14.6% ↓
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Google Search	\$5.8K	-4.7% ↓	219.3K	-9.1% ↓	9.6K	-19.2% ↓	\$0.6	17.9% ↑	30.5%	-1.7% ↓	1.13	-1.3% ↓	07:27	8.6% ↑
Grand total	\$20.8K	-2.1% ↓	27.9M	3.9% ↑	54K	-0.9% ↓	\$0.39	-1.2% ↓	49.5%	-5.2% ↓	1.09	3.6% ↑	06:41	5.7% ↑

Video Campaigns														
Campaign	Spent (NET)	% Δ	Impressions	% Δ	Video Views	% Δ	Avg. CPV	% Δ	Bounce Rate	Δ	Pages / Session	% Δ	Avg. Time on Page	% Δ
FB+IG - Video Views	\$2.33K	-6.0% ↓	105.1K	-36.7% ↓	81.4K	-14.5% ↓	\$0.03	10.0% ↑	94.4%	1.0% ↑	1.09	2.1% ↑	04:10	43.3% ↑
YouTube Discovery Video	\$2.37K	-6.8% ↓	4.3M	-21.7% ↓	44.9K	-27.5% ↓	\$0.05	28.6% ↑	-	-	-	-	-	-
Grand total	\$4.7K	-9.6% ↓	4.4M	-25.2% ↓	126.4K	-20.6% ↓	\$0.04	13.9% ↑	94.4%	1.0% ↑	1.09	2.1% ↑	04:10	43.3% ↑

5. Cost per click increased for both Google search (17.9%) and Facebook/Instagram (12.4%) and CTR decreased for both showing that the increase in price is at least partly due to ad performance and not just competition. **Recommendation:** Move some spending from Google search and Facebook/Instagram to Outbrain as it has the lowest CPC, has a good bounce rate (37.7%) and a good avg time on site (6:43). It isn't the best performing but Outbrain costs less than half of Google search and the numbers aren't much lower. Google search's bounce rate is 30.5% and its avg time on site is 7:27.





- Although Google search avg CPC increased and CTR decreased, leading to lower total clicks, avg time on page increased. This indicates that the people who still made it to the site from google were generally more interested in the content.

Clicks

9,586

↓ -19.2%

Avg. CPC

\$0.60

↑ 17.9%

Pages / Sessions

1.13

↓ -1.3%

Avg. Time on Page

00:07:27

↑ 8.6%

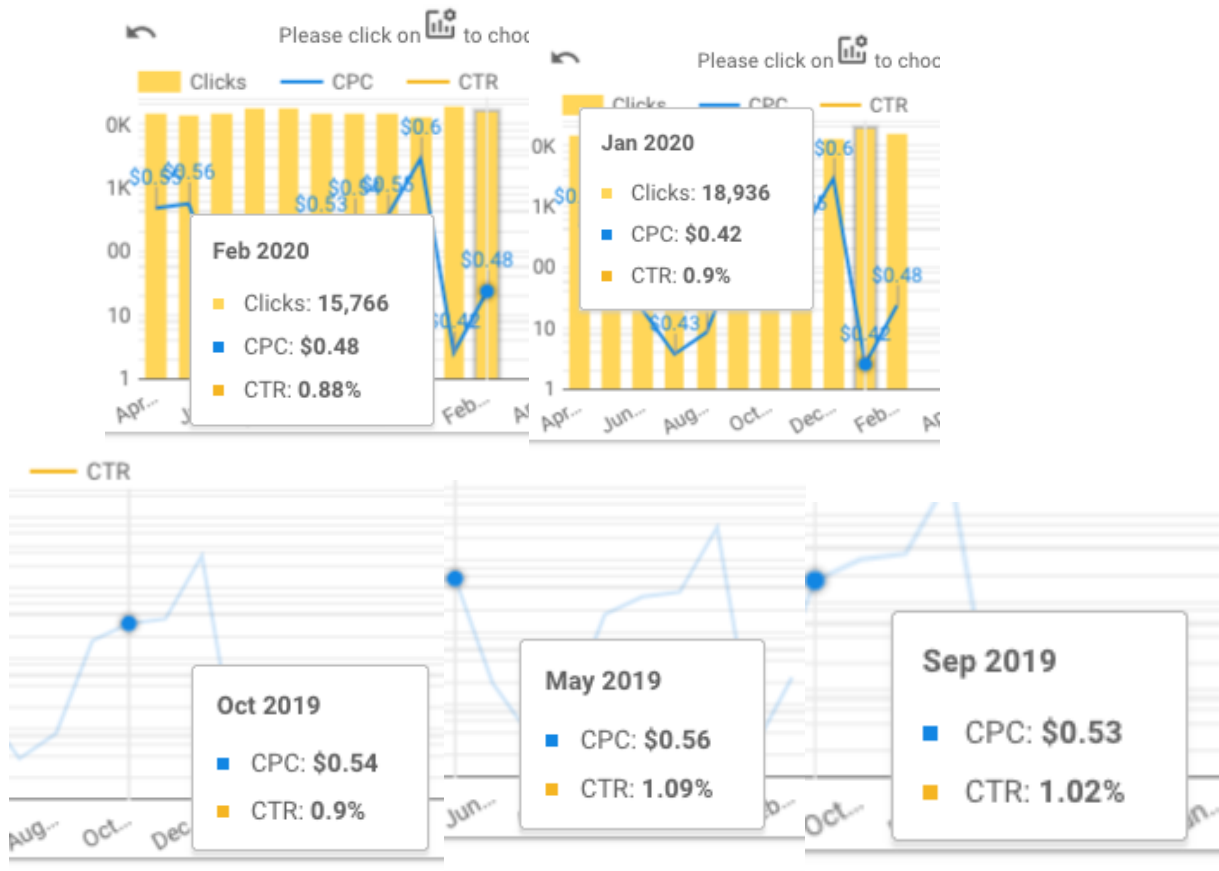
7. All but 1 Facebook clicks ads experienced an increase in avg CPC, indicating that this is a campaign level issue and not due to a couple of underperforming ad sets.

Ad Set Paid Snapshot

Ad Set Name	Amount Spent	Impressions	% Δ	Clicks to Site	% Δ	Avg. CPC	% Δ
Taxis	\$690	112.5K	66.8% ↑	2.1K	44.8% ↑	\$0.33	31.0% ↑
Vending Machine	\$637	125.8K	-25.3% ↓	1.8K	-23.3% ↓	\$0.35	15.2% ↑
Aoki Podcast (Top ...	\$922	229.9K	-32.4% ↓	2.5K	-9.7% ↓	\$0.37	-0.9% ↓
Japanese Breakfast	\$709	143.6K	76.6% ↑	1.6K	25.3% ↑	\$0.43	45.2% ↑
Kobe Beef	\$704	141.5K	80.0% ↑	1.6K	77.9% ↑	\$0.45	7.0% ↑
Holidays In Japan	\$451	109.9K	48.2% ↑	788	16.1% ↑	\$0.57	24.3% ↑
teamLab	\$363	97.3K	6.3% ↑	624	-24.9% ↓	\$0.58	26.4% ↑
Cabin Attendant	\$725	153.1K	-5.0% ↓	1.2K	-25.0% ↓	\$0.6	14.4% ↑
Grand total	\$7,542	1.8M	-10.6% ↓	15.8K	-14.0% ↓	\$0.48	12.4% ↑

8. The CTR hasn't recovered from the holiday season. May-September had CTRs over 1% and January matched October's rate of .9%. Now the rate is back down to .88%. This may indicate that people aren't interested in traveling to Japan right now. This makes

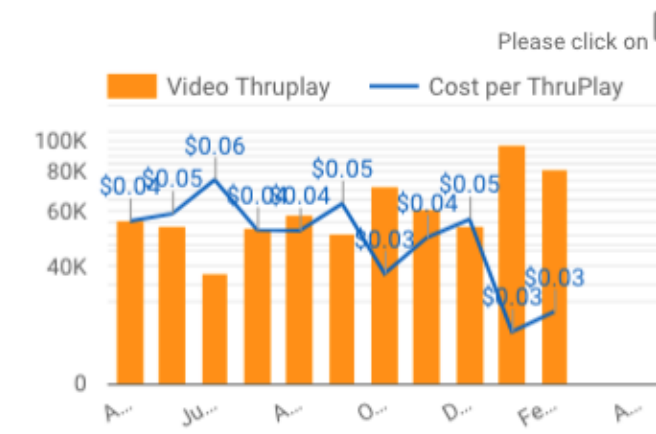
sense as February 2020 is when coronavirus began spreading.



- Paid traffic avg time on site is 6:41 but paid traffic pages per session is only 1.09, indicating that people are reading the article, but they leave the site before reading another article. **Recommendation:** Change the recommended articles to show ones more connected to the original article and/or increase content similar to high performing articles if it doesn't already exist.

SJR Paid Traffic				
Sessions	Pageviews	Pages / Session	Bounce Rate	Avg. Time on Page
47,115	51,244	1.09	49.67%	00:06:41
↓ -6.6%	↓ -3.3%	↑ 3.6%	↓ -5.2%	↑ 5.7%

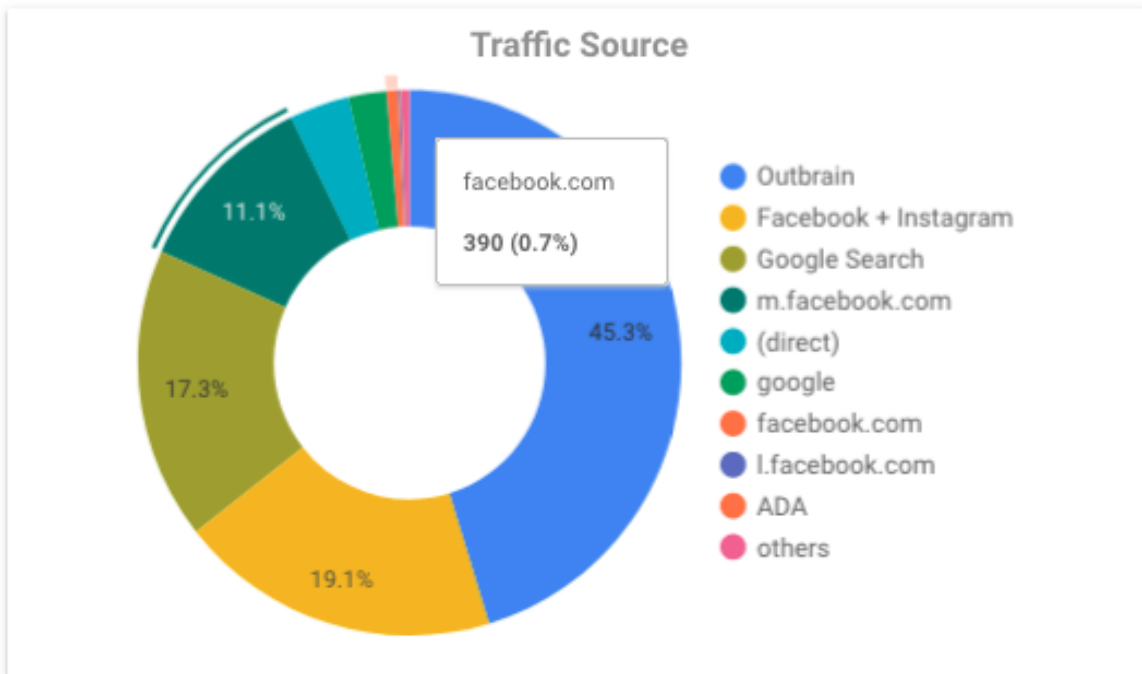
- Facebook video views avg CPV increased 10% but it is still the second lowest avg CPV so far.



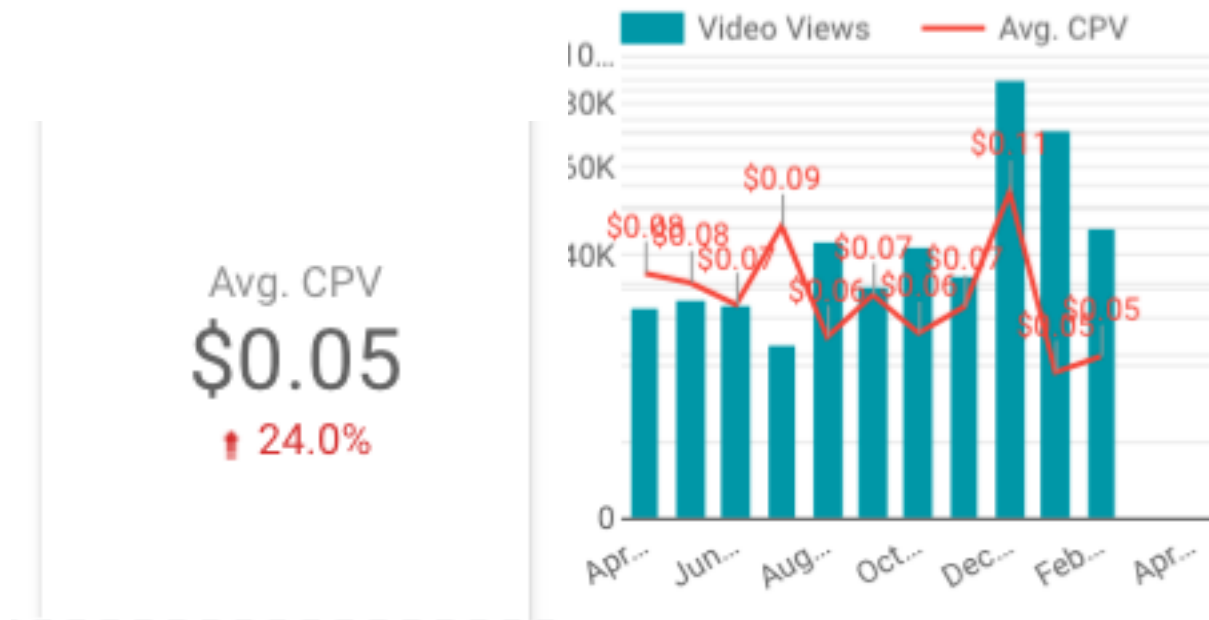
11. Facebook video views avg time on page increased 43.3%. Showing that it was a good move to change the landing page from the video ads. Pages/session also increased slightly.

Campaign Snapshot		
Spent (NET)	Video ThruPlay	Avg. CPV
\$2,331	81,440	0.03
⬆ -6.0%	⬇ -14.5%	⬆ 10.0%
Pages / Session	Avg. Time on Page	Bounce Rate
1.09	00:04:10	94.44%
⬆ 2.1%	⬆ 43.3%	⬆ 1.0%

12. Outbrain is the single biggest driver of site traffic (45.3%), driving more than double the amount of traffic than the next highest driver Facebook/Instagram at 19.1% (not including m.facebook.com). When all sources of Facebook/Instagram are combined they drive 30.8% of traffic.



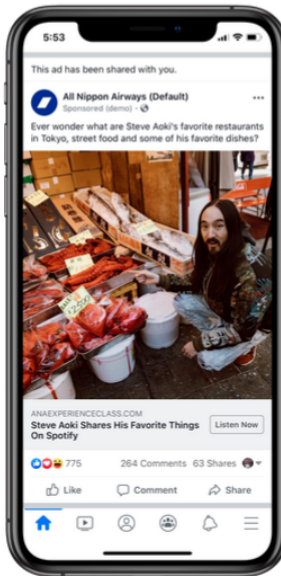
13. Although YouTube avg CPV increased 24% it is still the second lowest avg CPV so far.



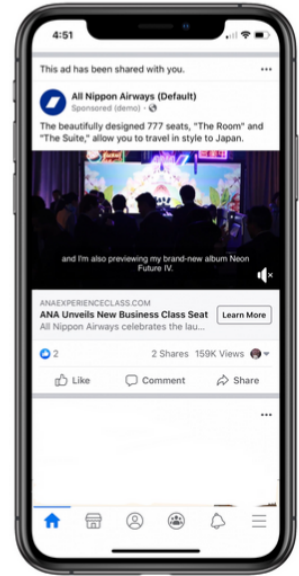
14. The topic that appears most often in the top ads across platforms and ad type is food.
Recommendation: Create more content about the food in Japan.

Ad Title	Ad Number (Clickable)	Impr.	Views	View Rate	Avg. CPV ^	Cost
Steve Aoki's Food Favorites in Tokyo	Ad #2	1.3M	15.1K	1.15%	\$0.05	\$701
Steve Aoki's Food Favorites in Tokyo	Ad #1	895.2K	11.1K	1.24%	\$0.05	\$569
Steve Aoki's Food Favorites in Tokyo	Ad #3	1.5M	13.5K	0.92%	\$0.05	\$741
Experience Tokyo through the Lens of Steve Aoki	Ad #2	215.5K	2K	0.92%	\$0.06	\$127
Experience Tokyo through the Lens of Steve Aoki	Ad #3	191.6K	1.8K	0.95%	\$0.07	\$129
Experience Tokyo through the Lens of Steve Aoki	Ad #1	177.9K	1.4K	0.8%	\$0.07	\$103

Clicks to Site



Video



Top Performing Ad Variations

Ad Headline	Ad Group (with Ad Final URLs)	Impr.	Clicks ▾	Avg. CPC	CTR
Japanese Condiments: Explained	Condiments	45.6K	2,163	\$0.66	4.74%
All About Noodles	Noodles	30.9K	1,555	\$0.58	5.03%
4 Insider Travel Tips	Cabin Attendant	28.1K	1,231	\$0.72	4.38%
5 Top Instagram Spots in Osaka	5 Osaka Sites	10.2K	711	\$0.64	6.98%
How ANA Is Fighting Jet Lag	Jet Lag	12.5K	520	\$0.59	4.14%
5 Picturesque Spots in Japan	5 Osaka Sites	4.8K	417	\$0.61	8.74%
A Chef's Guide to Tokyo	Chad Robertson	13.8K	417	\$0.6	3.03%
3 Delightful Japanese Desserts	3 Pastries	11.3K	308	\$0.56	2.72%
Explore Tokyo's Manga Paradise	Manga	4.9K	252	\$0.6	5.11%
The Art of Furoshiki Explained	Furoshiki	9.7K	243	\$0.51	2.49%
What's the Deal with Wagyu?	Kobe Beef	2.1K	194	\$0.34	9.22%
The Best Baths in Japan	Onsen Hot Springs	3.1K	168	\$0.64	5.47%
Discover the Art of Ikebana	Ikebana	4.8K	109	\$0.51	2.27%
Art Paradise Naoshima	Art Island	1.8K	108	\$0.5	6.12%

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Top Articles by On-site Engagement Rate

Page Names	Total Engagemnt	Pageviews	Engagement Rate ▾ Engagement
12 Delicious Reasons To "Eat With the Seasons" in Japan	1,757	1,775	98.99%
Prime Time: What Makes Wagyu and Kobe Beef Special	2,641	5,412	48.8%
Globetrotting Just Got Easier: ANA is Helping Fight Jet Lag	736	2,107	34.93%
This Is Breakfast in Japan	3,779	13,507	27.98%
Secrets of a Seasoned Traveler: An ANA Cabin Attendant Weighs In	694	2,562	27.09%
Discover Your Inner Minimalist at the MUJI Hotel Ginza	1,012	5,239	19.32%
Ramen and More: Everything You Need to Know About Japanese Noodles	349	1,886	18.5%






Top Performing Ad Variations

[Japanese Condiments: Explained | 9 Sauces and Spices of Japan | ANAExperienceClass.com](#)
[anaexperienceclass.com/Explore/Cuisine_Flavors](#)
Learn about every spice, sauce and spread you're sure to encounter in Japan. You may know soy sauce and wasabi, but what about rayu and karashi? Check them out here.

[All About Noodles | 5 Noodles of Japan | ANAExperienceClass.com](#)
[anaexperienceclass.com/Explore/Noodle_Guide](#)
If you like ramen, you need to get to know these 4 other Japanese noodles. All Japanese noodles are not created equal! Find out what they're made of.

[4 Insider Travel Tips | ANA Cabin Attendant's Advice | ANAExperienceClass.com](#)
[anaexperienceclass.com/Travel/Cabin_Attendant](#)
Get inside the mind of a cabin attendant and learn the tricks of the trade. An ANA cabin attendant shares her favorite destination in Japan and how to pack with ease.

[5 Top Instagram Spots in Osaka | Get These 5 Photos in Osaka | ANAExperienceClass.com](#)
[anaexperienceclass.com/Adventure/Osaka](#)
Find out where to pit stop in Osaka for the most outrageous Instagram pics. If you live for likes, you won't want to miss these 5 awe-inspiring spots in Osaka.

Top Ads						
Image	Ad	Clicks	Spent	Avg. CPC	Impressions	CTR
	The Basics of Japanese Breakfasts	7,412	\$2,007	\$0.27	6,497,683	0.11%
	What is an "Anti-Cheap" Hotel?	6,466	\$1,677	\$0.26	5,293,448	0.12%
	The ABCs of Japanese Breakfast	2,749	\$727	\$0.26	2,655,646	0.1%
	The Elegance of Breakfast in Japan	2,659	\$708	\$0.27	2,303,948	0.12%
	Why You May Never Dread A Long Flight Again	1,954	\$502	\$0.26	1,612,642	0.12%

15. Although total page views went down 5.4%, total scroll over 50% only went down 1.2%, and avg time on page went up 2.4%. Indicating that the number of people who are more strongly interested hasn't decreased as much as total traffic.

Overall Traffic

Sessions
57,696
↓ -10.3%

Pageviews
56,789
↓ -5.4%

Pages / Session
0.98
↑ 5.4%

Bounce Rate
43.36%
↓ -3.2%

Avg. Time on Page
00:06:01
↑ 2.4%

Engagement Snapshot

Book Now!

25

↓ -22

Total Scroll over 50%

37,699

↓ -1.2%

Micro

1. The Taxis Facebook clicks ad set has the cheapest avg CPC and the second highest avg time on page (4:29), but its pages/session is a little low at 1.01. Facebook clicks campaign pages/session is 1.02.

↓ -22.3%

↓ -6.5%

FACEBOOK PERFORMANCE - CLICKS TO SITE

Campaign Snapshot

Avg. CPC

\$0.48

↑ 12.4%

Pages / Session

1.02

↓ -0.3%

Avg. Time on Page

00:02:21

↓ -14.6%










Bounce Rate

95.32%

↑ 1.7%

Ad Set Paid Snapshot

Ad Set Name	Amount Spent	Impressions	% Δ	Clicks to Site	% Δ	Avg. CPC	% Δ
Taxis	\$690	112.5K	66.8% ↑	2.1K	44.8% ↑	\$0.33	31.0% ↑
Vending Machine	\$637	125.8K	-25.3% ↓	1.8K	-23.3% ↓	\$0.35	15.2% ↑
Aoki Podcast (Top ...	\$922	229.9K	-32.4% ↓	2.5K	-9.7% ↓	\$0.37	-0.9% ↓

Ad Set On-Site Engagement							
Ad Set Name	Sessions	Bounce Rate	Δ	Pages/ Sessions	% Δ	Avg. Time on Page ▾	% Δ
Japanese Breakfast	1.4K 	96.4%	2.0% ↑	1.02	0.1% ↑	05:10	11.8% ↑
Taxis	1.9K 	97.3%	1.7% ↑	1.01	0.6% ↑	04:29	57.3% ↑
Seasonal Ingredients	818 	96.8%	+0.0% ↑	1.02	-7.7% ↓	03:41	122.0% ↑
Pico Iyer Kyoto	245 	81.6%	-1.8% ↓	1.05	-3.8% ↓	02:45	-58.2% ↓
Cabin Attendant	1K 	95.2%	1.1% ↑	1.02	-0.6% ↓	02:42	-46.0% ↓
Kobe Beef	1.1K 	95.6%	3.4% ↑	1.02	-0.5% ↓	02:09	-43.4% ↓
3 Pastries	481 	96.3%	-2.0% ↓	1.02	0.9% ↑	01:57	66.4% ↑
Food	1.1K 	90.7%	0.2% ↑	1.06	0.5% ↑	01:32	-7.0% ↓
Vending Machines	1.6K 	98.0%	-0.1% ↓	1.01	0.6% ↑	01:27	-45.5% ↓

- YouTube video ad Steve Aoki's Food Favorites in Tokyo is the better performing video. When looking at view rate, it's ads are ranked 1 (1.24%) ,2 (1.15%), and 4 (.92%). They are also tied for lowest avg CPV at \$0.05. **Recommendation:** Turn off ad #3 for Steve Aoki's Food Favorites as it has the same CPV as ad #1 and ad #2 but lower view rate and it took the largest portion of the budget.

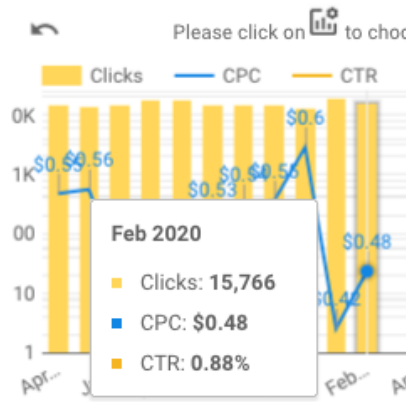
Ad Title	Ad Number (Clickable)	Impr.	Views	View Rate	Avg. CPV ▴	Cost
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Experience Tokyo through the Lens of Steve Aoki	Ad #3	191.6K	1.8K	0.95%	\$0.07	\$129
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- YouTube video ad Experience Tokyo through the Lens of Steve Aoki ad #1 is the worst performing video ad. It has the lowest view rate at 0.8% and is tied for the highest avg CPV at \$0.07. **Recommendation:** Turn off Experience Tokyo through the Lens of Steve Aoki ad #1.
- Article '12 Delicious Reasons To "Eat With the Seasons" in Japan' has the highest engagement rate with an almost 99% engagement rate far outperforming any of the other articles. The next highest rate is 48.8%. **Recommendation:** Increase spend on ads for this article.

Top Articles by On-site Engagement Rate

Page Names	Total Engagemnt	Pageviews	Engagement Rate
12 Delicious Reasons To "Eat With the Seasons" in Japan	1,757	1,775	98.99%
Prime Time: What Makes Wagyu and Kobe Beef Special	2,641	5,412	48.8%
Globetrotting Just Got Easier: ANA is Helping Fight Jet Lag	736	2,107	34.93%

5. The Facebook click ad set Pico Iyer Kyoto's CPC is \$0.18 more expensive than any other ad set and is \$0.33 more expensive than the total avg CPC for Facebook. It's CTR is also only 0.32%. **Recommendation:** Turn off ad set Pico Iyer Kyoto.



Ad Set Paid Snapshot

Ad Set Name	Amount Spent	Impressions	% Δ	Clicks to Site	% Δ	Avg. CPC	% Δ
Kobe Beef	\$704	141.5K	80.0% ↑	1.6K	77.9% ↑	\$0.45	7.0% ↑
Holidays In Japan	\$451	109.9K	48.2% ↑	788	16.1% ↑	\$0.57	24.3% ↑
teamLab	\$363	97.3K	6.3% ↑	624	-24.9% ↓	\$0.58	26.4% ↑
Cabin Attendant	\$725	153.1K	-5.0% ↓	1.2K	-25.0% ↓	\$0.6	14.4% ↑
Seasonal Ingredients	\$599	140.8K	105.3% ↑	1K	50.2% ↑	\$0.6	9.2% ↑
Climb Mt Fuji	\$669	180.1K	104.5% ↑	1.1K	73.6% ↑	\$0.6	10.0% ↑
3 Pastries	\$399	108.5K	15.3% ↑	633	-39.9% ↓	\$0.63	51.5% ↑
Pico Iyer Kyoto	\$674	256.6K	25.9% ↑	831	6.0% ↑	\$0.81	3.4% ↑
Grand total	\$7,542	1.8M	-10.6% ↓	15.8K	-14.0% ↓	\$0.48	12.4% ↑