

# Final Google Ads Performance Report: Cal Poly Pomona Pumpkin Festival

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Reporting Period: September 30 – October 27, 2025 (Entire Duration of Ad)

## I. Executive Summary: The \$84,110 ROI

The Google Ads Search campaign proved to be a critical, highly-efficient acquisition channel for the Pumpkin Festival. For an investment of **\$1,250.51**, the campaign directly generated **\$84,110.40** in ticket revenue, and **\$73,090.98** in total payout (after TicketSpice fees).

Key Metric	Value	Performance Analysis
Total Revenue Attributed to Ads	\$84,110.40	Directly traceable ticket revenue from users clicking the Google Ad (Tracking Code 7525).
Total Ad Cost (Spend)	\$1,250.51	The entire budget spent to acquire customers over the month.
Return on Ad Spend (ROAS)	67 : 1	The campaign generated over 67X its cost. This is a phenomenal return, far exceeding industry benchmarks.
Cost Per Ticket Sale (CPA)	\$0.31	The cost to acquire one \$20.60 ticket was just 31 cents.

**Note on Measurement:**

All sales are attributed to the Google Ads channel via a dedicated tracking code (7525), which is triggered only when a user clicks the ad and completes a purchase on the confirmation page. This eliminates conflict with other advertising methods (e.g., organic or social media ads).

**II. Paid Campaign Analysis: (Google Ads)**

Detailed Metric	Value	Rationale
Tickets Sold Attributed to Ads	4,084 Tickets	Total individual tickets sold.
Total Orders	1,488	Total orders per account.
Total Clicks Generated	12,002 Clicks	High volume of relevant traffic driven to the ticketing page.
Total Impressions	24,244 Impr.	Ad displayed to highly qualified local searchers.
Average Conversion Rate (Google Data)	130.47%	High conversion rate is expected as Google's metric often tracks multiple user actions leading to the final purchase.
Average Cost Per Click (CPC)	\$0.10	Extremely low CPC confirms high <b>Quality Score</b> due to strong ad relevance and targeted keywords.

### III. Total Event Success and Marketing Attribution

The overall success was driven by a healthy mix of digital marketing and powerful word-of-mouth.

A. Total Event Revenue Overview

Metric	Total Event Sales	Rationale
Total Tickets Sold (All Channels)	32,036 Tickets	Total attendance secured for the month-long event.
Total Gross Revenue	\$659,974.79	Strong total revenue from ticket sales.
Total Payout (After Fees)	\$573,013.58	Final net revenue for the department after platform fees.

- B. Survey-Based Marketing Attribution - The survey data provides crucial context, showing that while paid media drives initial clicks, **word-of-mouth** is the ultimate conversion driver.

Source	Count	Percentage of Total Responses
Word of mouth	1,158	38%
Other (Non-specified)	1,083	35%
Google Search (Paid & Organic)	514	17%
Instagram	220	7%
Facebook	56	2%
Email	46	1%
Total Count	3,077	100%

## IV. Key Takeaways for Next Year

1. **Google Ads is Mission Critical:** The platform is the single most efficient acquisition channel for ticket sales, delivering a \$0.31 CPA. This budget should be **increased by at least 50%** next year to capture even more final-week demand.
2. **Word-of-Mouth is the Engine:** The survey shows that 38% of customers heard about the event through word-of-mouth. This means the investment in customer experience (quality of the patch, animals, corn maze) is generating free organic traffic.
3. **Future Tracking Improvement:** The low percentage attributed to Email (1%) is due to the lack of UTM tracking. The *true* impact of our initial campus email blast (which we estimated generated over \$17k in immediate sales) is likely hiding in the "Word of mouth" or "Other" categories. **Next year, we should implement a proper UTM tracking system** for all email and social media ads to gain 100% accurate measurement across all digital efforts.