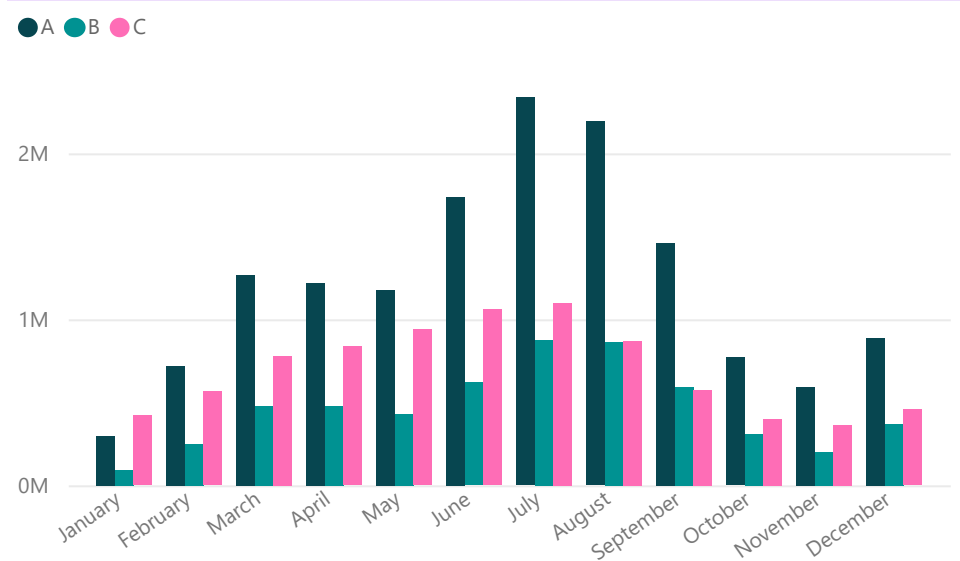
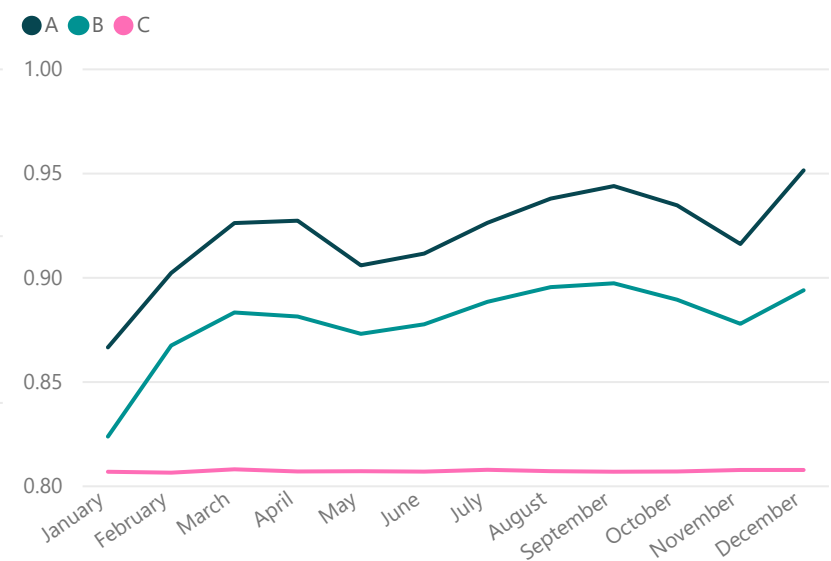
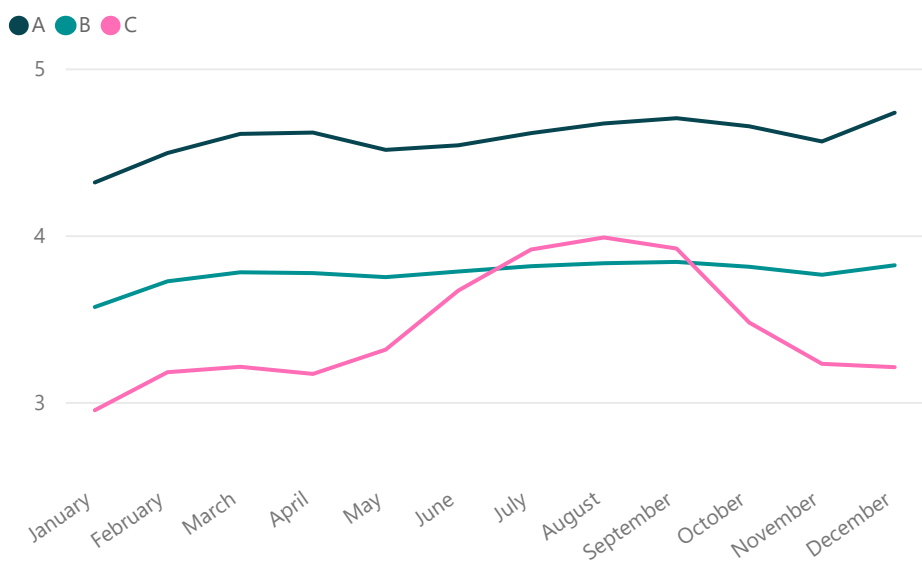


Cost A	Cost B	Cost C	Clicks			Bookings			PROFIT A
294.22M	129.50M	194.73M	A 318.09M	B 146M	C 241M	A 15M	B 6M	C 8M	343.71M

Booking conversion 2019

Cost per click

Bookings



PROFIT B
129.78M
PROFIT C
195.63M

A Booking conversion

September

4.70

Revenue Per Booking

September

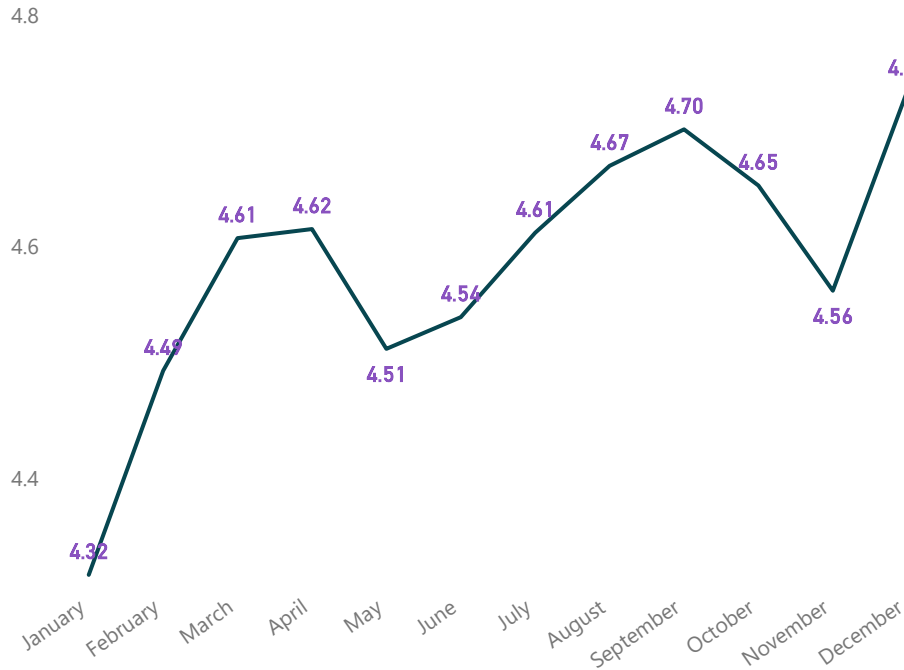
A	B	C
▲		
157.86	155.41	155.59

Bookings

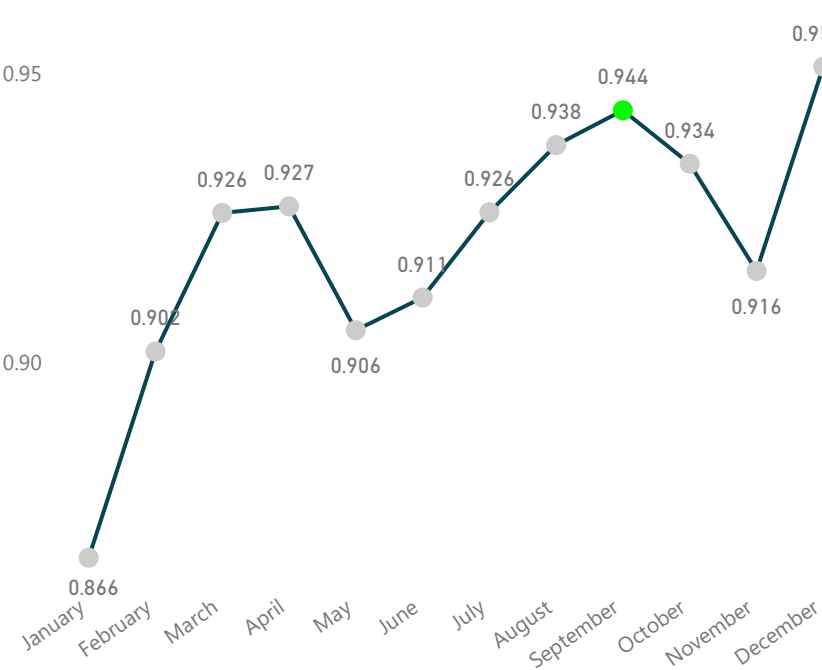
September

A	B	C
1462K	591K	576K

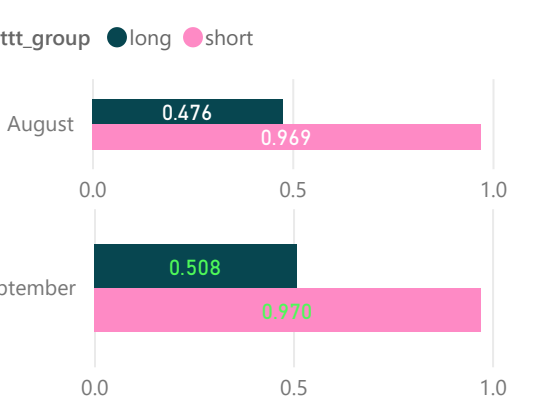
Booking Conversion



Cost per click



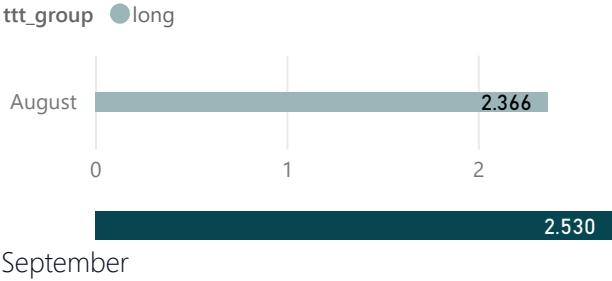
Cost per click



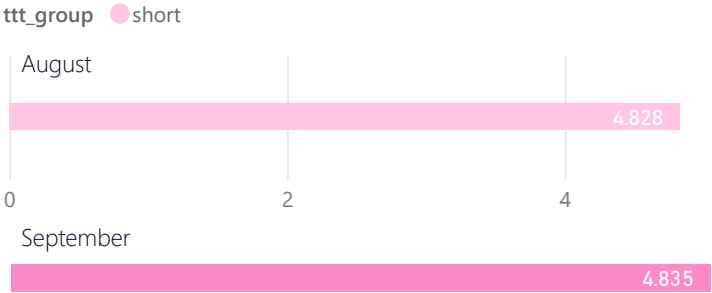
Customer	Revenue Per Booking
short	158.14
long	156.61
medium	156.46

Booking Conversion

By month and Long customer

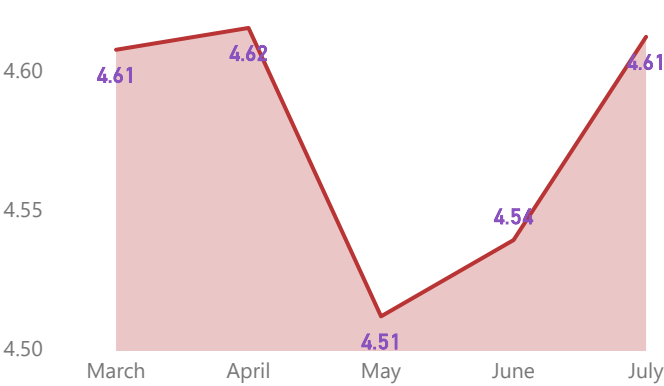


Short customer



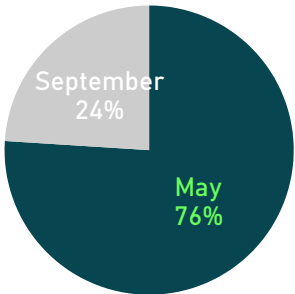
A Booking Conversion

May down 0,11



Clicks (May, September)

Customer: long



CPC (may, september)

Customer: long

Month	CPC
May	0.505
September	0.508

Cost per click

Customer: short

Month	ttt_group	_A-CPC
May	short	0.968
October	short	0.971

CPC (may, october)

Customer: medium

Month	_A-CPC
May	0.803
October	0.803

CPC (may, october)

Customer: short

Month	_A-CPC
May	0.968
October	0.971

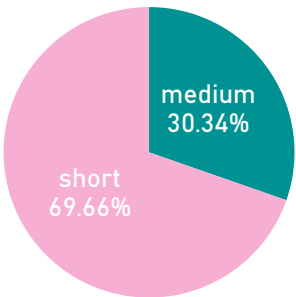
RevPerBooking

Customer: medium



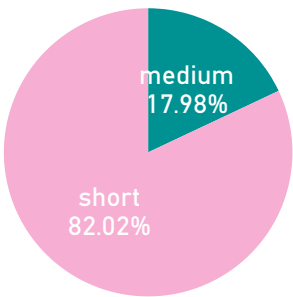
Bookings (may)

Customer: short, medium



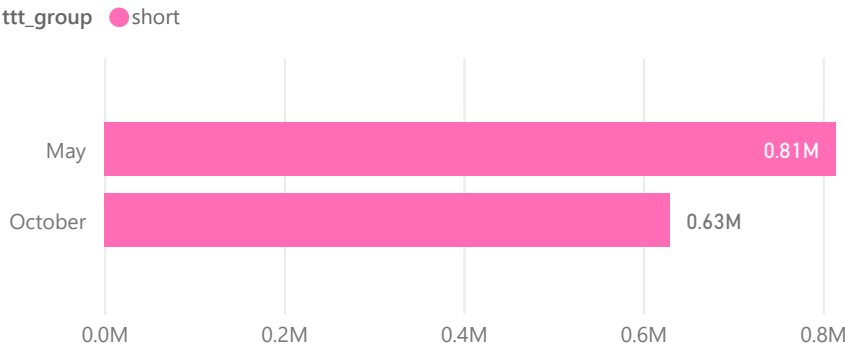
Bookings (October)

Customer: short, medium

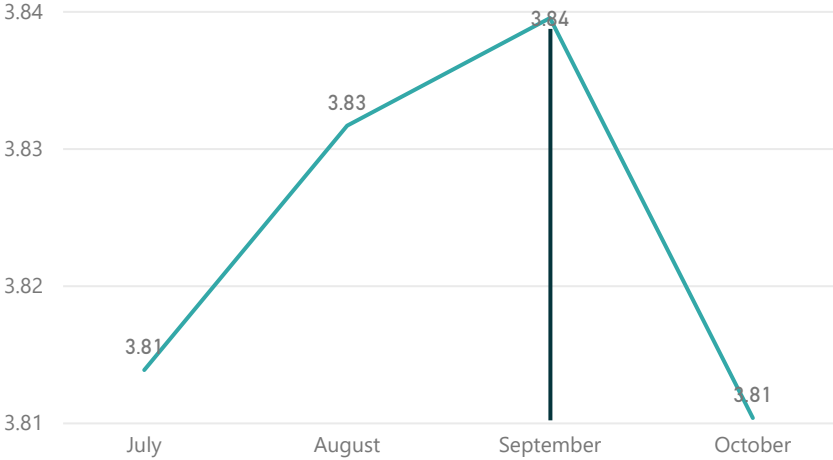


Bookings (May, October)

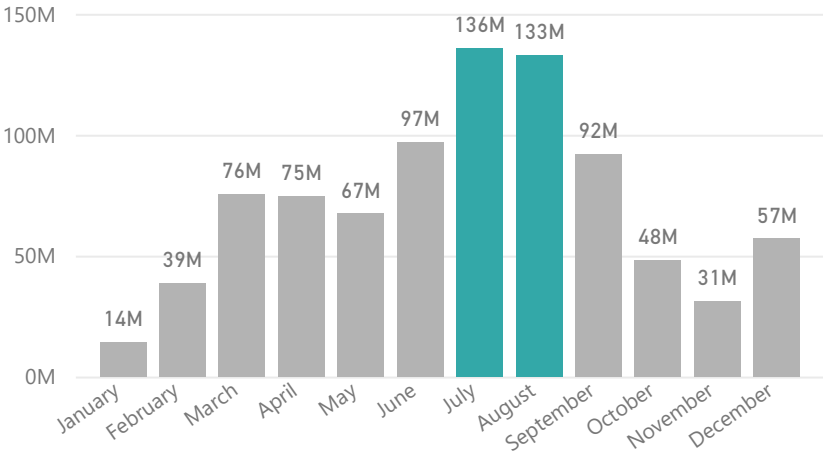
October less than May 29,2%



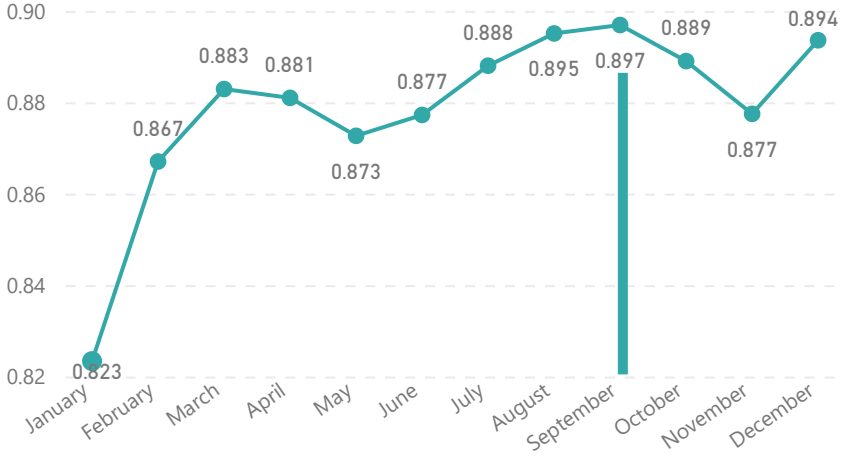
Booking conversion B



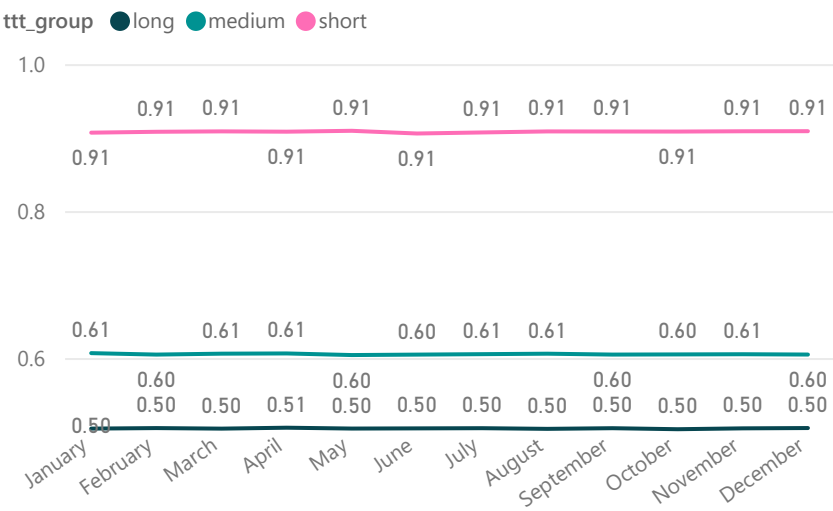
Booking Revenue



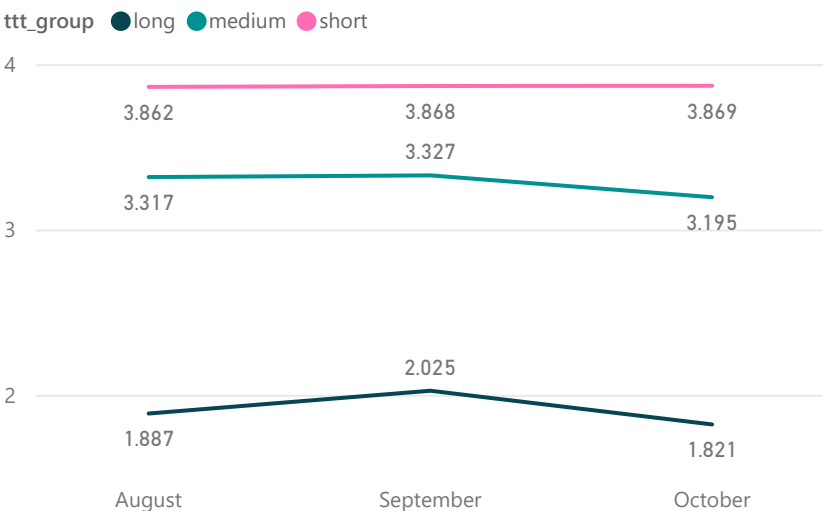
Cost per click



Segment Cost per click



Segment Booking conversion



Booking conversion

September		
ttt_group _B_bookingConversion		
long	<div></div>	2.02
medium	<div></div>	3.33
short	<div></div>	3.87

Booking revenue

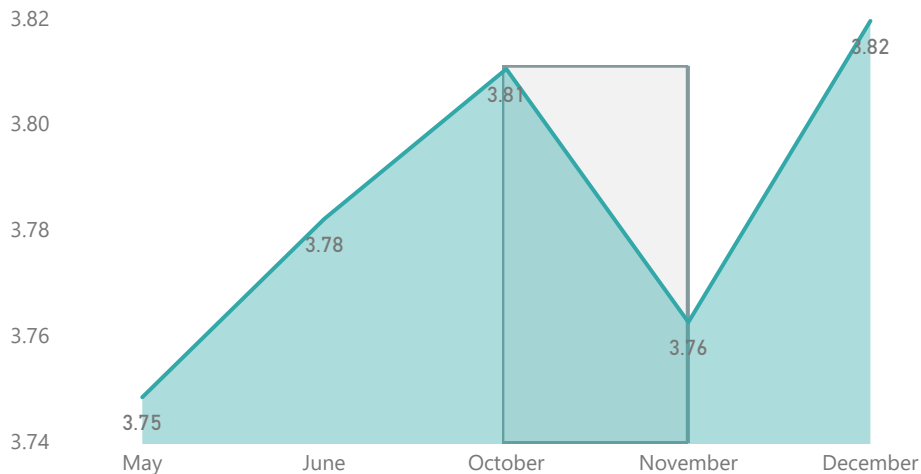
September	
ttt_group	Revenue
short	89.312M
medium	2.248M
long	0.342M

Revenue per booking

September		
ttt_group _B-RevPerBooking		
long	<div></div>	156.88
medium	<div></div>	155.52
short	<div></div>	155.41

Booking conversion B

November down down 0,05



Booking conversion by segment

Up down at november

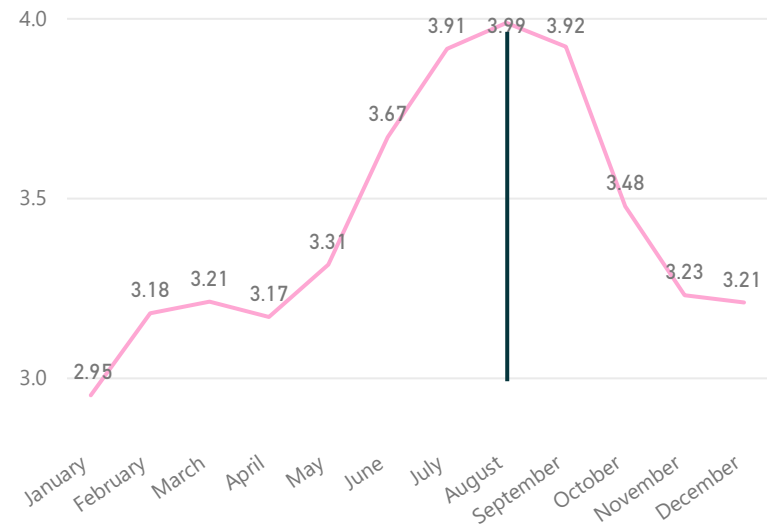
Month	ttt_group	_B_bookingConversion
November	medium	3.31
November	long	1.64

Cost per click

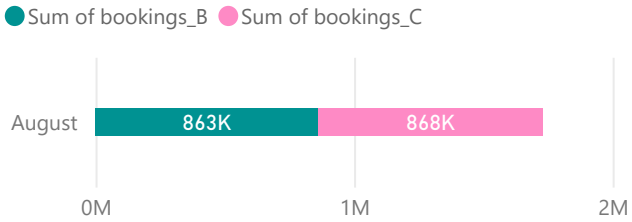
High low

Month	ttt_group	_B-CPC
November	short	0.91
November	medium	0.61
November	long	0.50

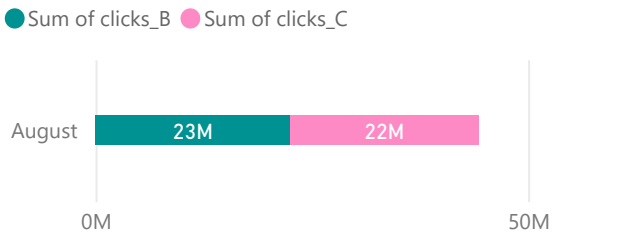
Booking conversion C



Bookings B, C



Clicks B, C



Cost per click C

August

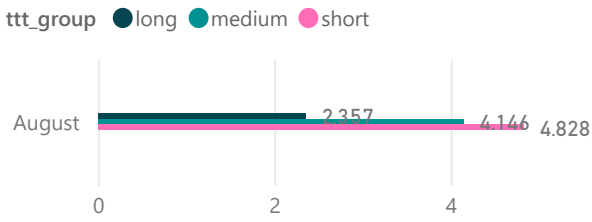
ttt_group _C-CPC	
long	0.81
medium	0.81
short	0.81

Cost per click B

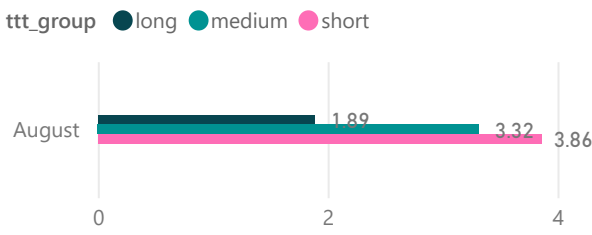
August

ttt_group _B-CPC	
long	0.50
medium	0.61
short	0.91

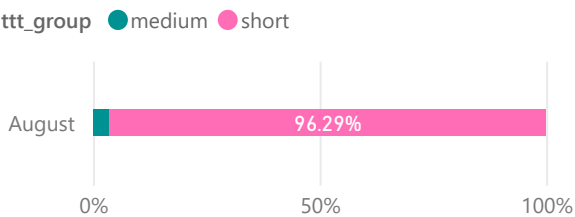
Booking conversion C



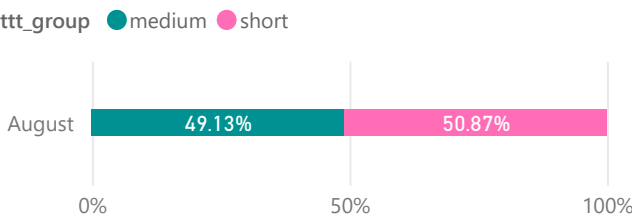
Bookings B



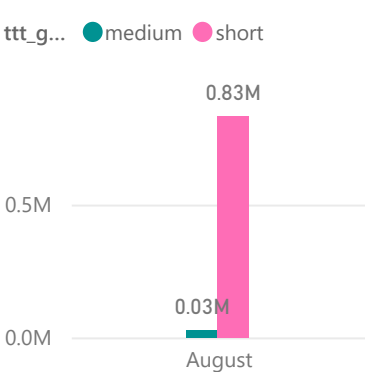
Clicks B



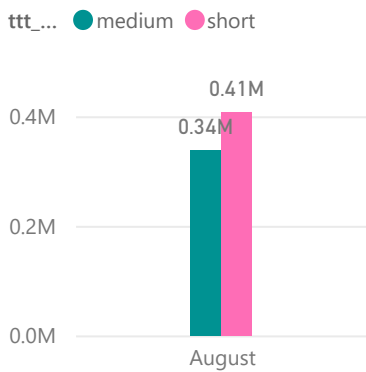
Clicks C



Bookings B



Bookings C

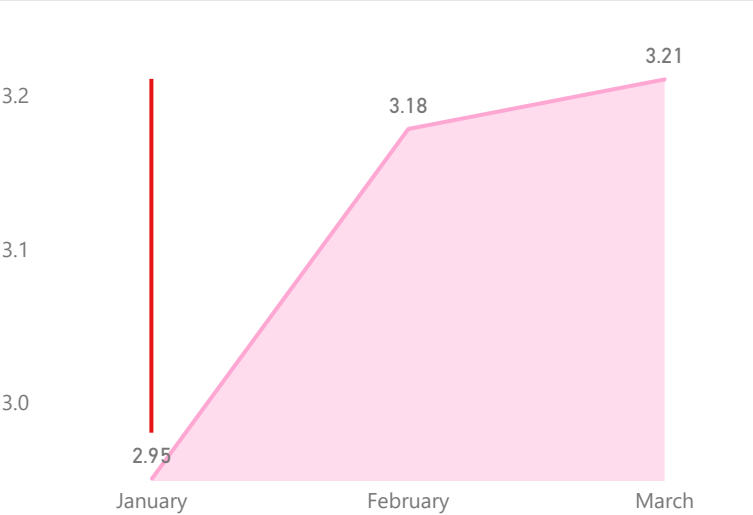


Bookings C

Customer: long		
Month	Sum of bookings_C	
May	<div></div>	382K
June	<div></div>	295K
July	<div></div>	186K
August	<div></div>	122K
September	<div></div>	115K

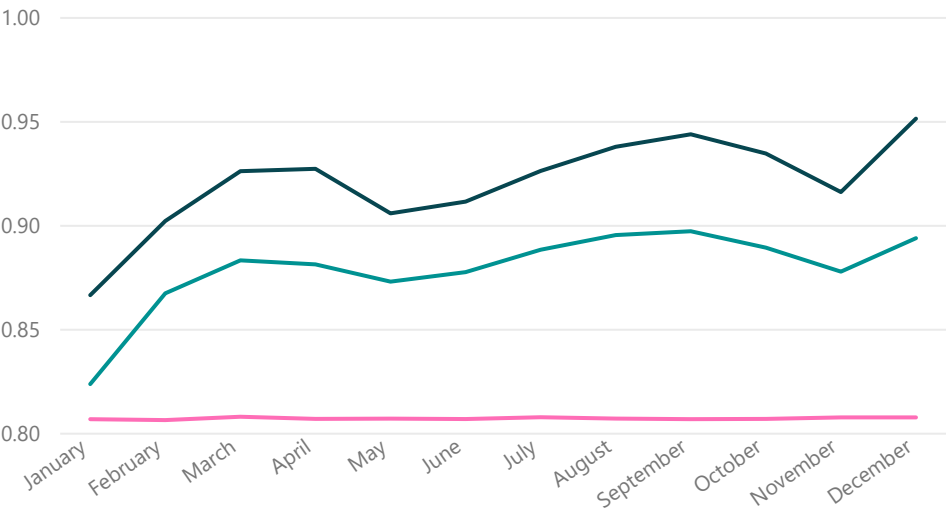
Booking conversion C

January lowest



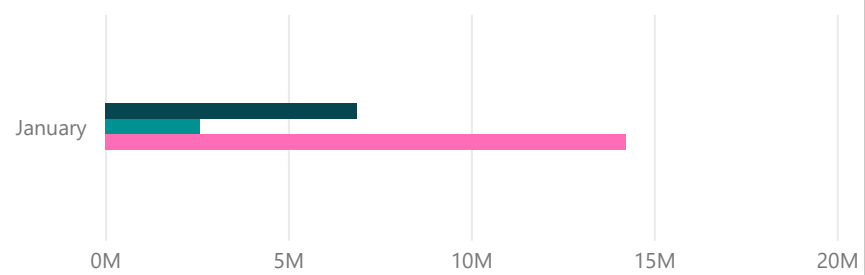
Cost per click A, B, C

●_A-CPC ●_B-CPC ●_C-CPC



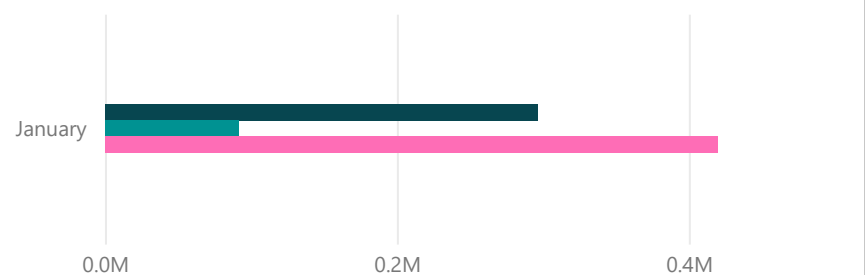
Clicks

● Sum of clicks_A ● Sum of clicks_B ● Sum of clicks_C



Bookings

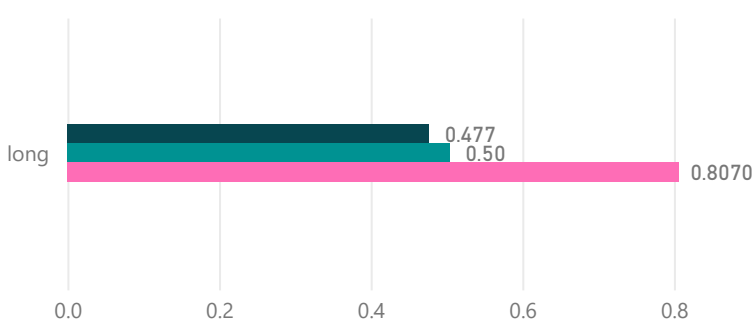
● Sum of bookings_A ● Sum of bookings_B ● Sum of bookings_C



Cost per click

Customer: long

●_A-CPC ●_B-CPC ●_C-CPC



Bookings by long

January

223K

CPC by customer

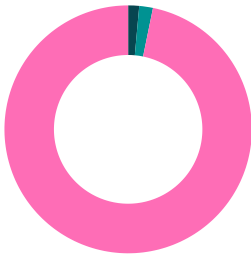
January

ttt_group	C-CPC
long	0.8070
short	0.8066
medium	0.8053

Bookings

Customer: long

January ● A ● B ● C



CPC by Short

January

0.966

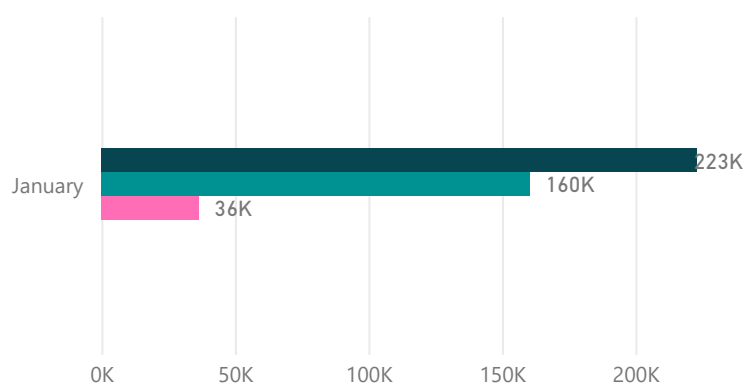
Bookings by short

January

154K

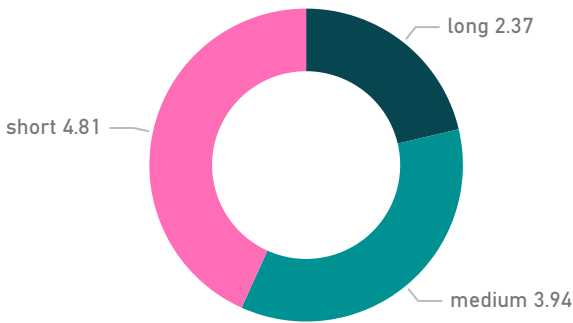
Bookings

ttt_group ● long ● medium ● short



Bookings Conversion C

_C_bookingConversion by ttt_group

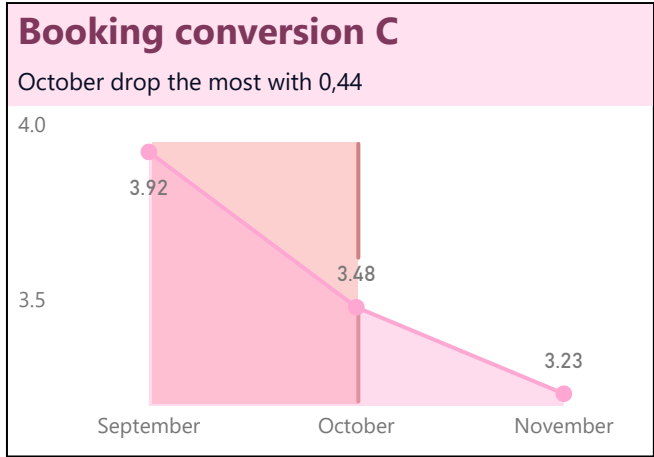


Revenue per booking C

January

ttt_group _C-RevPerBooking

long	157.21
medium	155.10
short	155.90

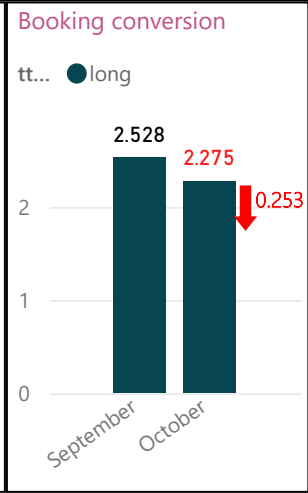
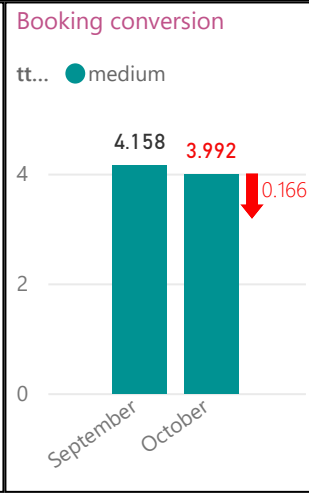
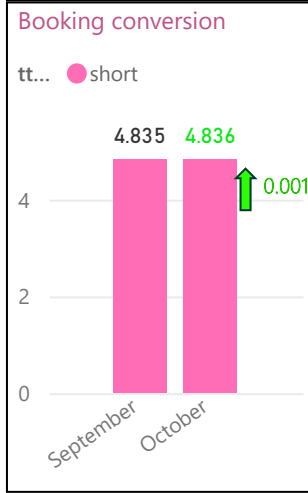
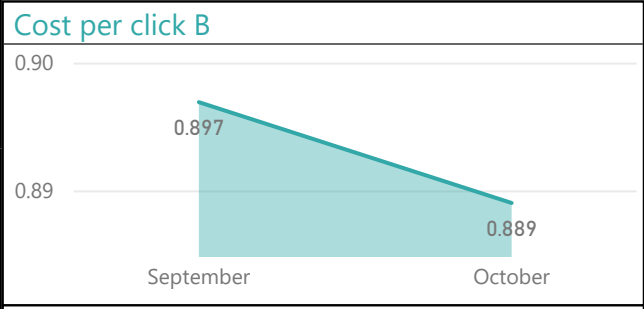
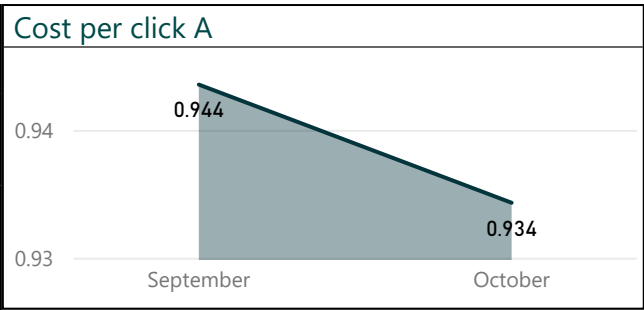


Booking revenue

October

short	medium	long
22M	23M	17M

Cost per click		Revenue per booking	
October		October	
ttt_group	CPC	ttt_group	RPB
long	0.8058	long	155.47
medium	0.8085	medium	155.32
short	0.8057	short	158.08



Clicks

October

ttt_group	Clicks
long	5M
medium	4M
short	3M

Bookings

October

ttt_group	Bookings
long	111181
medium	146524
short	141203

