

兵庫県

キャンペーン結果報告書

237721 HYOGO PREF RWC Q2 2019 USAU UKFR DE

May 20, 2019 to July 19, 2019

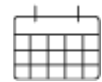
Report Retrieval Date: August 04, 2019

キャンペーン名: HYOGO PREF RWC Q2 2019 USAU UKFR DE



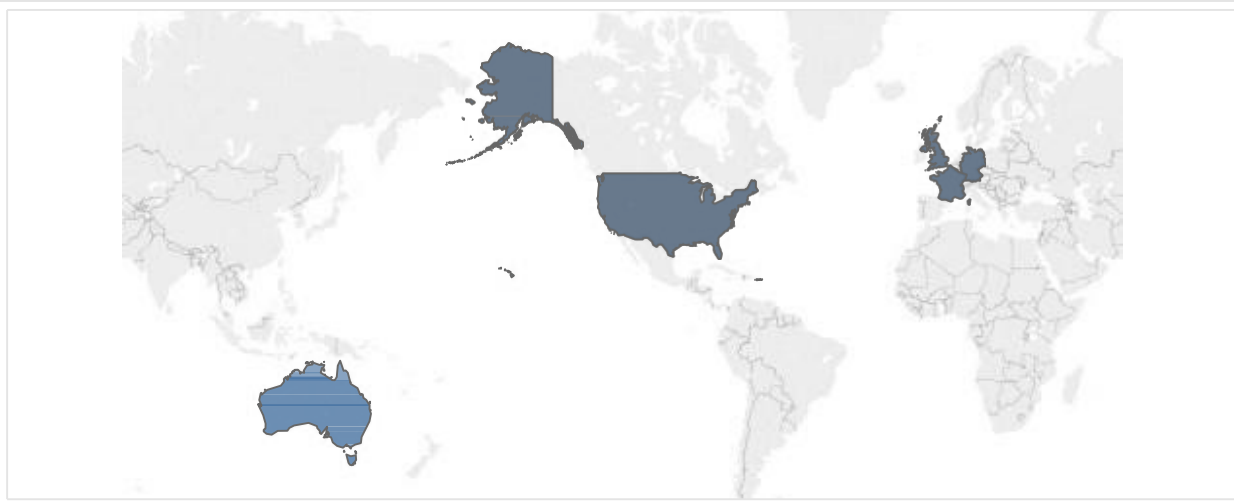
\$73.7K

広告費用



May-20-2019 to Jul-19-2019

キャンペーン期間



掲載国(POS)

Expedia Australia, Expedia US, Hotels.com France,
Hotels.com Germany, Hotels.comUK



Report Period: May 20, 2019 to July 19, 2019



POSSummary

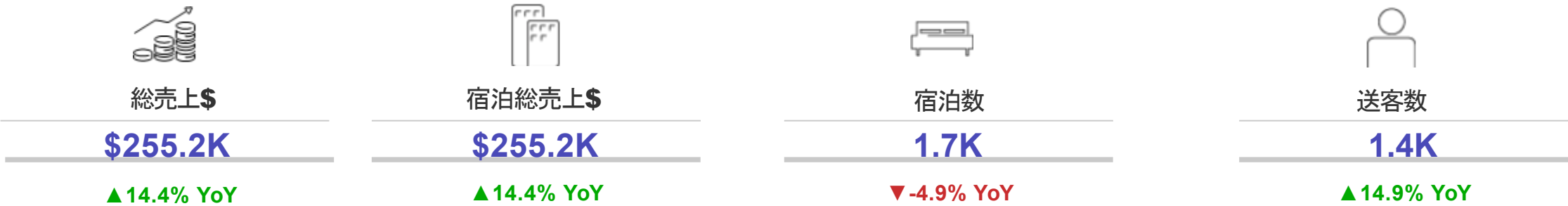
掲載国(POS)	インプレッション	クリック	CTR	総売上\$	費用対効果	送客数	宿泊数
Expedia US	431,486	715	0.17%	\$59,112	6.5	319	322
Hotels.uk	580,257	146	0.03%	\$14,155	1.3	52	100
Expedia Australia	371,200	339	0.09%	\$12,793	2.1	61	85
Hotels.fr	404,082	369	0.09%	\$6,456	0.7	39	58
Hotels.de	570,378	404	0.07%	\$1,470	0.2	9	11
Grand Total	2,357,403	1,973	0.08%	\$93,986	2.2	480	576

2019/5/20-7/19	インプレッション	クリック数	CTR	総売り上げ	宿泊数	広告費	総売り上げ 広告費		
Expedia	2,357,403	1,973	0.08%	9,868,530	576	4,494,000	米ドル	93986	42800
Visiti Kinosaki	454,758	27,200	5.98%	1,051,008	48	444,073	日本円	9868530	4494000
				2,901,832	102		1ドル=105円		

» This page provides conversion data for Display Ads served through DFP and PassportAds Display. The ROAS calculation incorporates only Attributable Ad Spend, which represents spend for conversion measurable products including CPM Display, Takeovers and PassportAds

Report Period: May 20, 2019 to July 19, 2019

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Production YoYSummary

掲載国(POS)	総売上\$	総売上YoY%	宿泊数	宿泊数YoY%	送客数	送客数YoY%
Expedia US	\$155,148	13.0%	956	20.3%	830	15.0%
Hotels.com UK	\$43,356	152.8%	323	171.4%	222	80.5%
Expedia Australia	\$27,638	24.0%	177	9.3%	129	8.4%
Hotels.com France	\$20,717	86.5%	173	78.4%	123	12.8%
Hotels.com Germany	\$8,382	-76.2%	63	-89.6%	59	-47.8%
Grand Total	\$255,241	14.4%	1,692	-4.9%	1,363	14.9%



* This page reports overall production booking results

Report Period: May 20, 2019 to July 19, 2019

プロダクションサマリー地域詳細

EXP US	2018	2019前年比	
Hyogo, Arima Hot Springs	50	45	-10%
Hyogo, Awaji	8	8	0%
Hyogo, Himeji	102	117	15%
Hyogo, Hyogo Others	32	15	-53%
Hyogo, Kinosaki Hot Springs	22	30	36%
Hyogo, Kobe	581	745	28%
Grand Total	795	960	21%

HCOM UK	2018	2019前年比	
Hyogo, Arima Hot Springs	4	8	100%
Hyogo, Awaji	7	1	-86%
Hyogo, Himeji	11	29	164%
Hyogo, Kinosaki Hot Springs	1	10	900%
Hyogo, Kobe	96	275	186%
Grand Total	119	323	171%

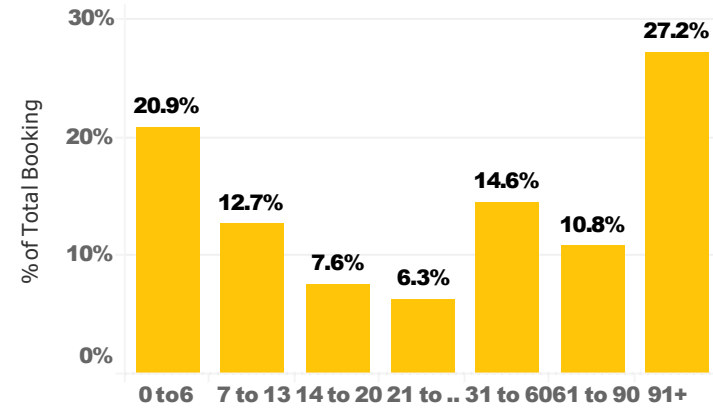
EXP AU	2018	2019前年比	
Hyogo, Arima Hot Springs	7	4	-43%
Hyogo, Awaji	4	5	25%
Hyogo, Himeji	22	15	-32%
Hyogo, Hyogo Others		3	
Hyogo, Kinosaki Hot Springs	4	8	100%
Hyogo, Kobe	125	142	14%
Grand Total	162	177	9%

HCOM FR	2018	2019前年比	
Hyogo, Arima Hot Springs		1	
Hyogo, Himeji	26	30	15%
Hyogo, Kinosaki Hot Springs	8	18	125%
Hyogo, Kobe	63	124	97%
Grand Total	97	173	78%

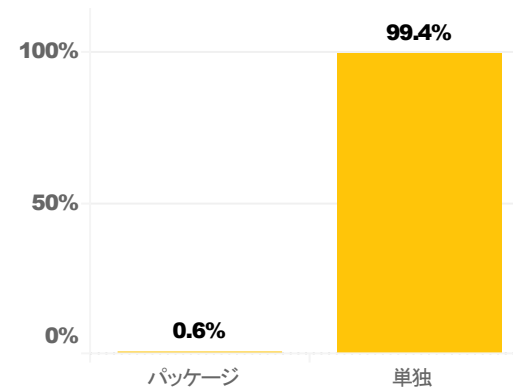
HCOM DE	2018	2019前年比	
Hyogo, Himeji	544	15	-97%
Hyogo, Kinosaki Hot Springs	3	4	33%
Hyogo, Kobe	59	44	-25%
Grand Total	606	63	-90%



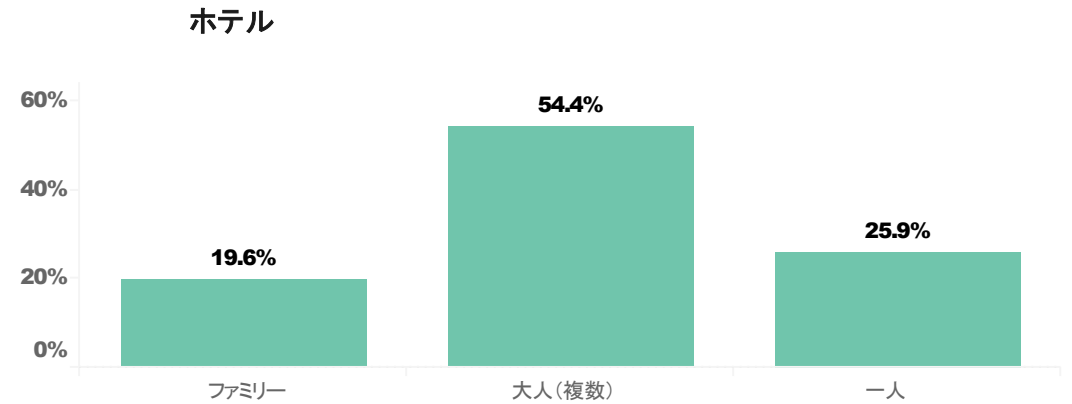
トラベルウィンドウ（日）



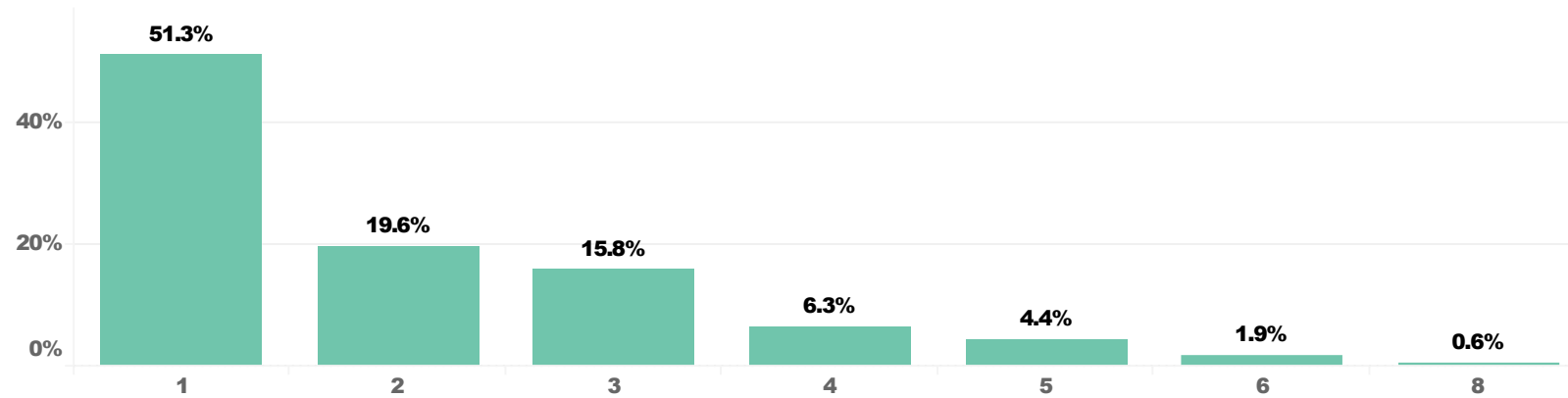
パッケージ/単独



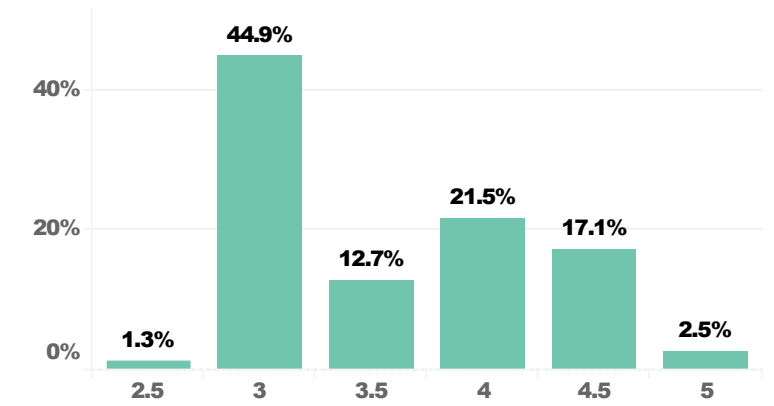
旅行者構成



平均滞在日数（日）



ホテル5つ星評価

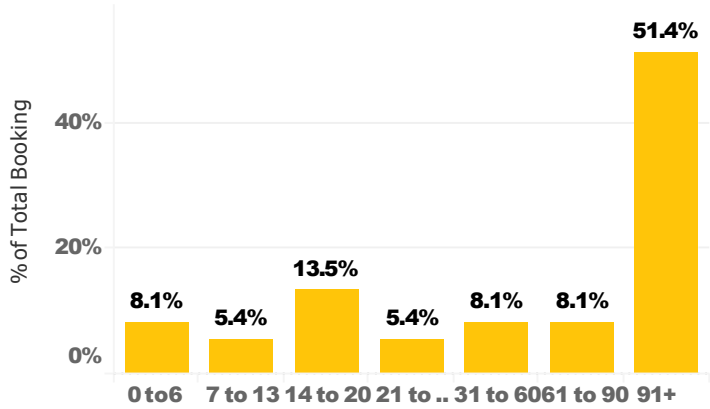


* Includes Bookings Resulting from On-site DFP and PassportAds Conversions only

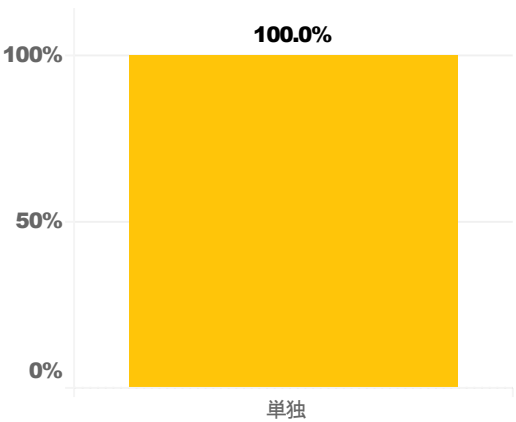
Report Period: May 20, 2019 to July 19, 2019



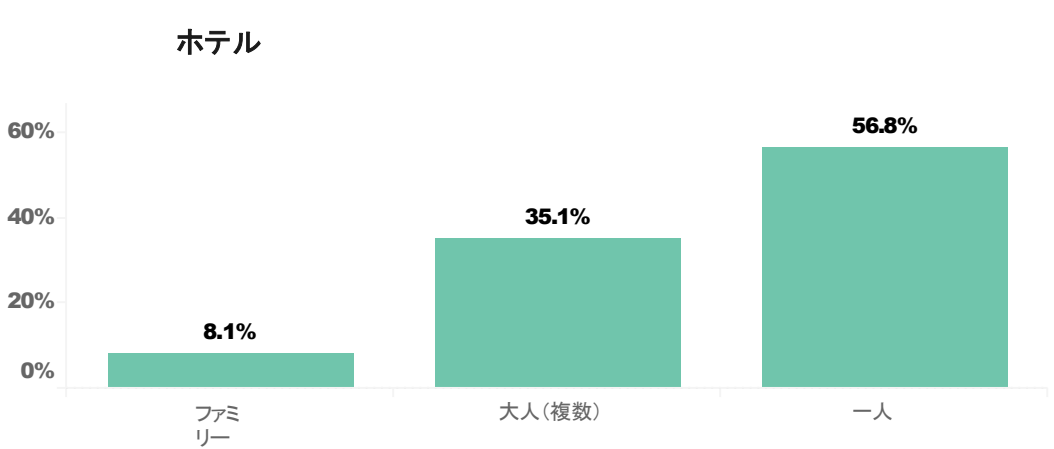
トラベルウィンドウ(日)



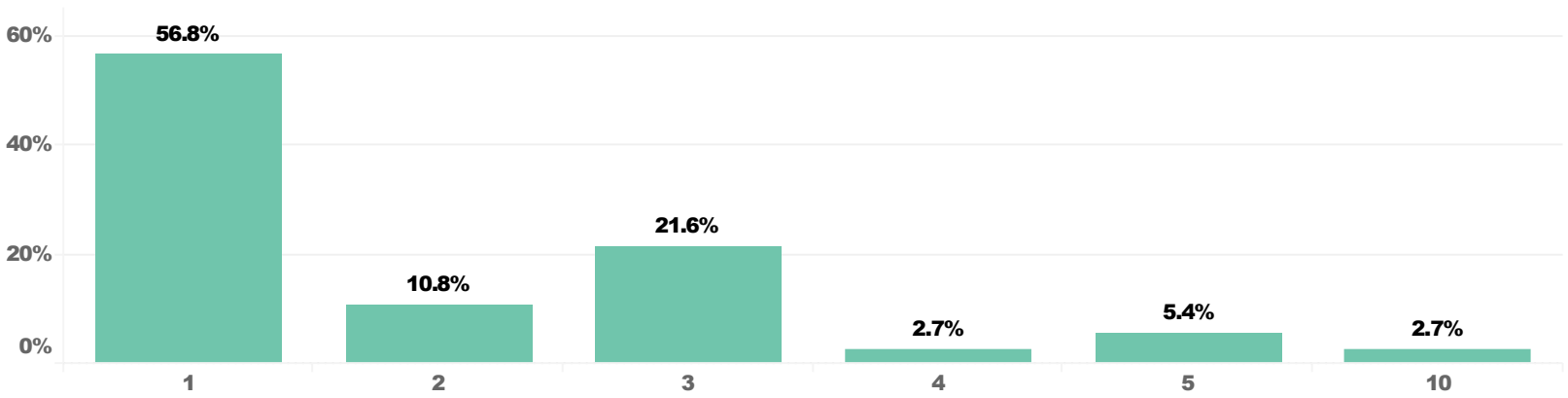
パッケージ/単独



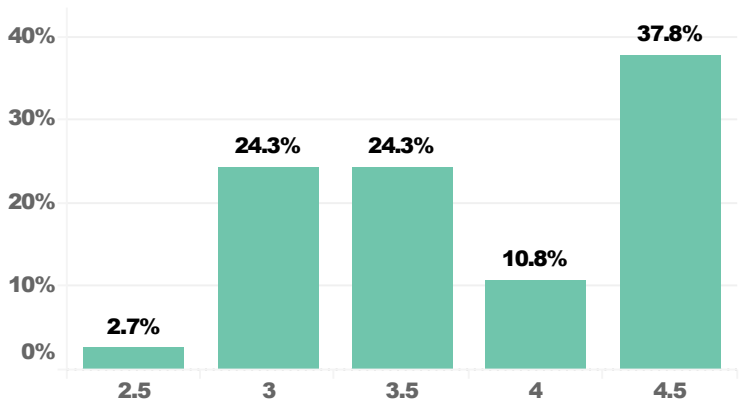
旅行者構成



平均滞在日数(日)



ホテル5つ星評価



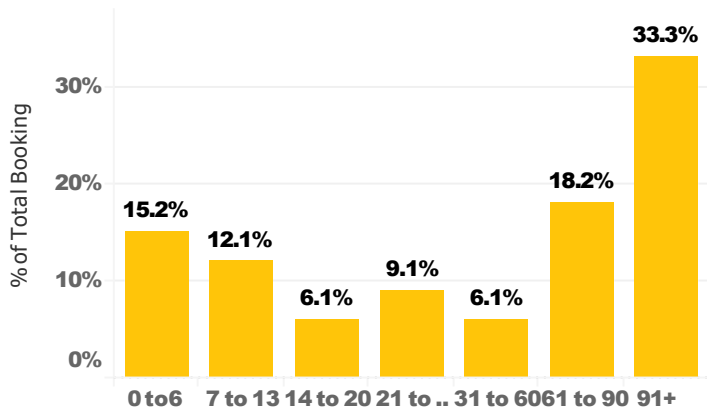
* Includes Bookings Resulting from On-site DFP and PassportAds Conversions only

Report Period: May 20, 2019 to July 19, 2019

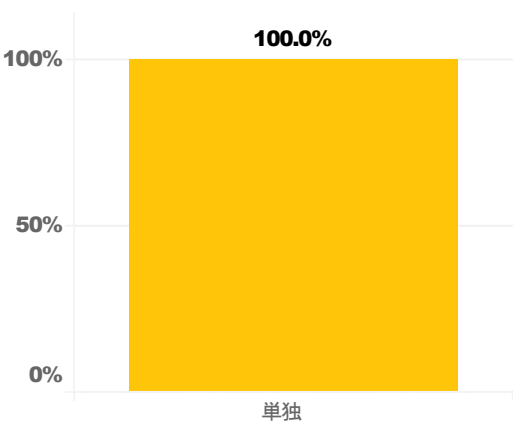
コンバージョン分析- ホテルs.com UK



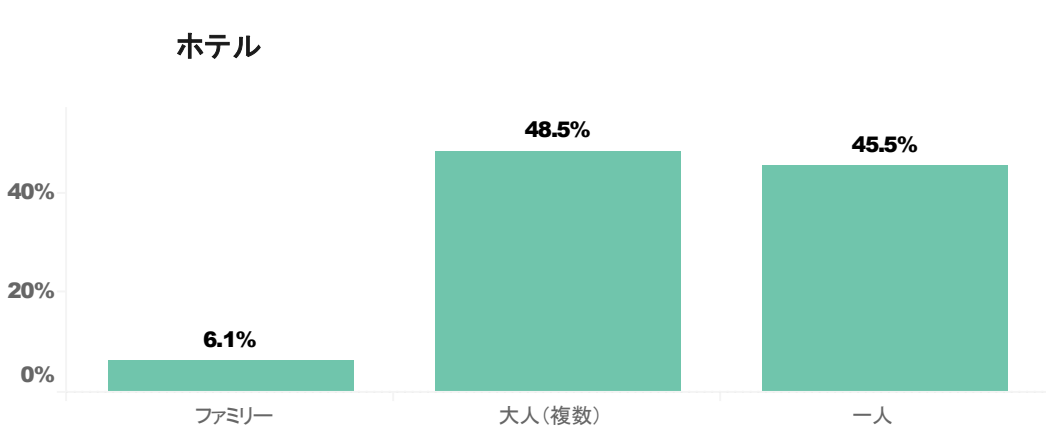
トラベルウィンドウ(日)



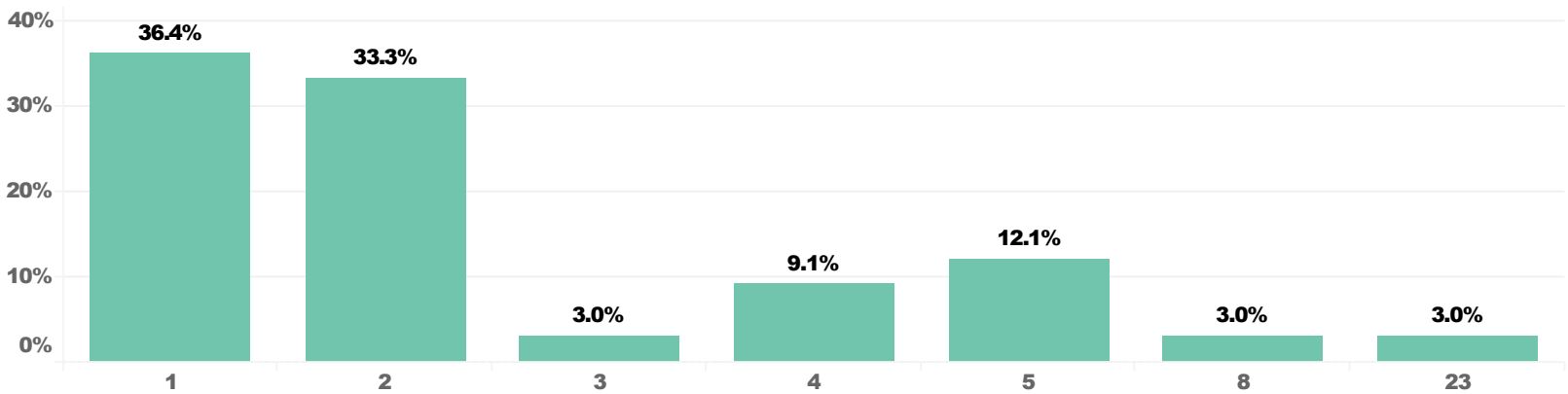
パッケージ/単独



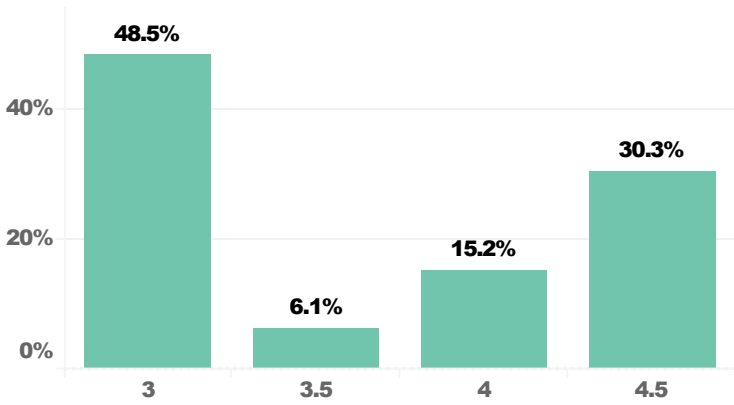
旅行者構成



平均滞在日数(日)



ホテル5つ星評価

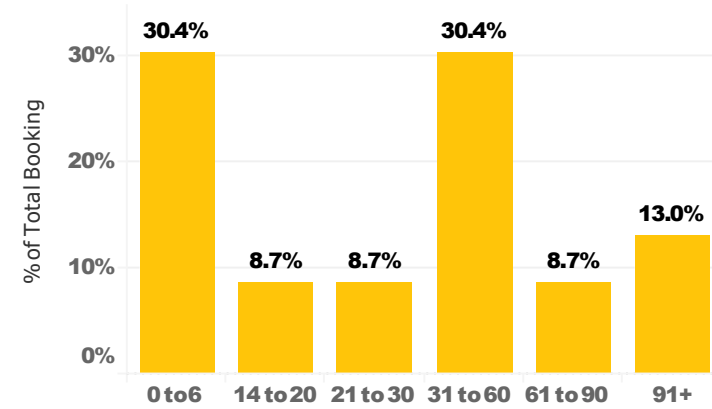


* Includes Bookings Resulting from On-site DFP and PassportAds Conversions only

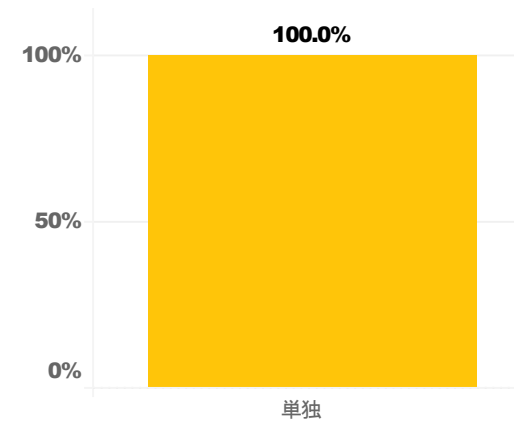
Report Period: May 20, 2019 to July 19, 2019



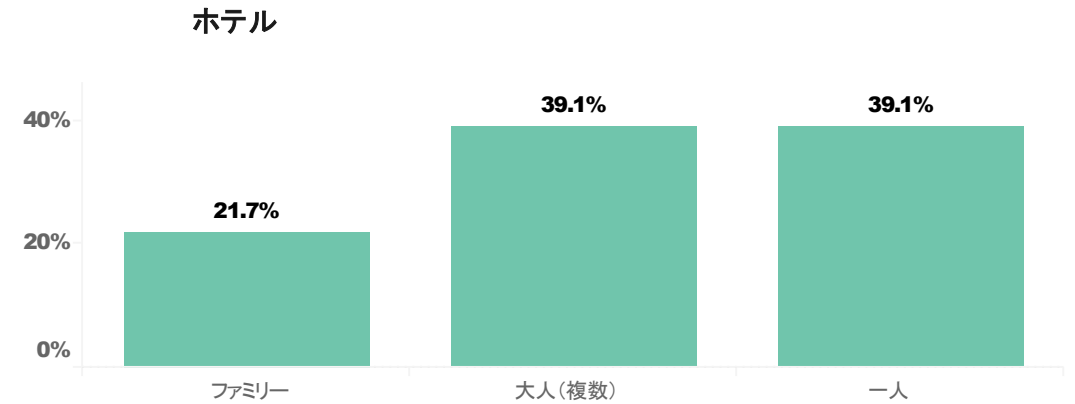
トラベルウィンドウ(日)



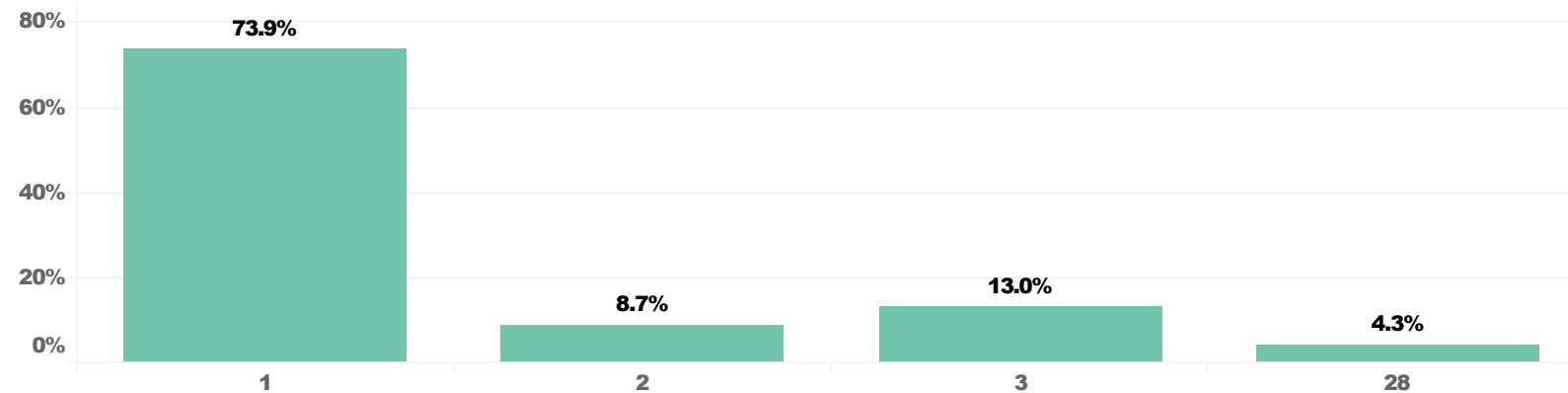
パッケージ/単独



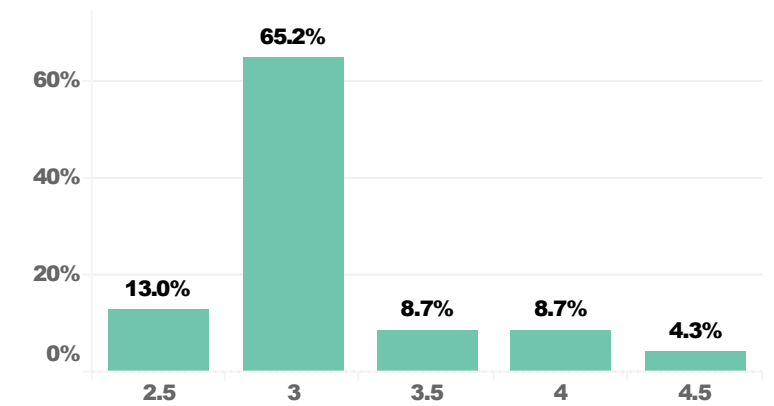
旅行者構成



平均滞在日数(日)



ホテル5つ星評価

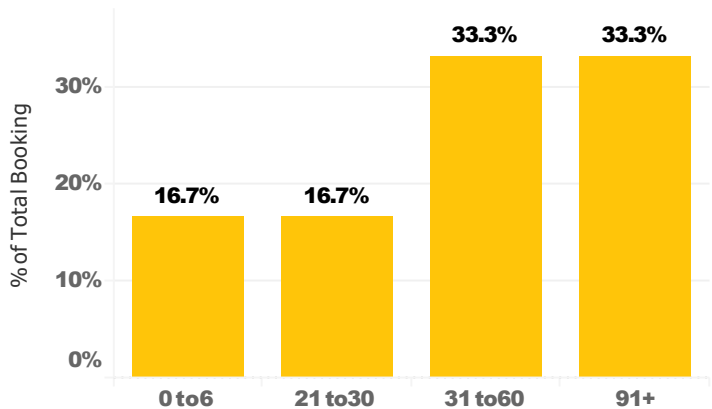


* Includes Bookings Resulting from On-site DFP and PassportAds Conversions only

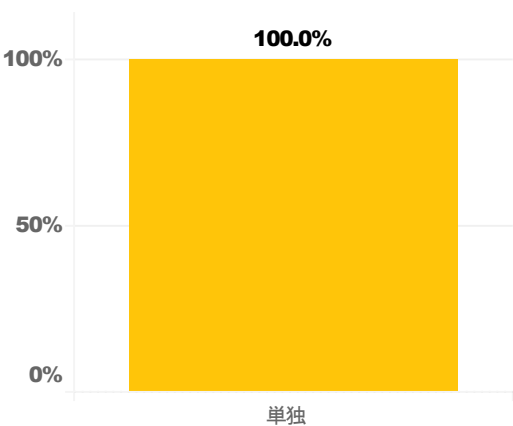
Report Period: May 20, 2019 to July 19, 2019



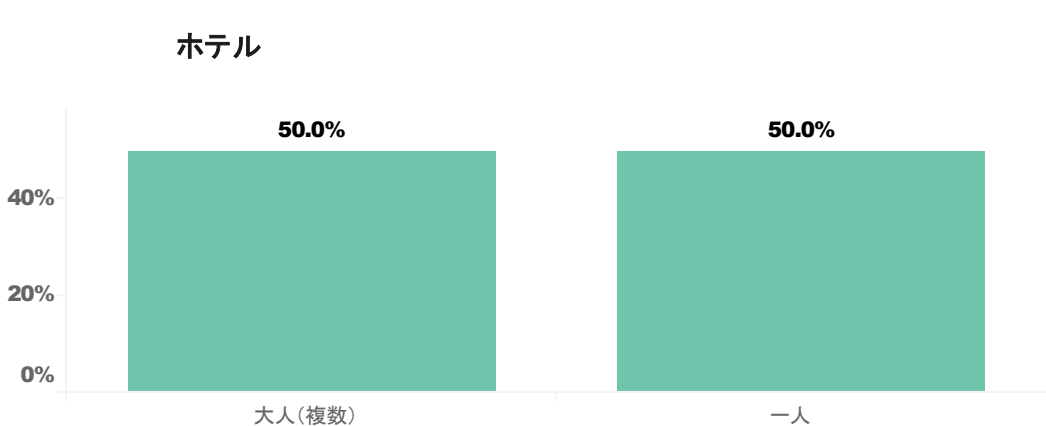
トラベルウィンドウ(日)



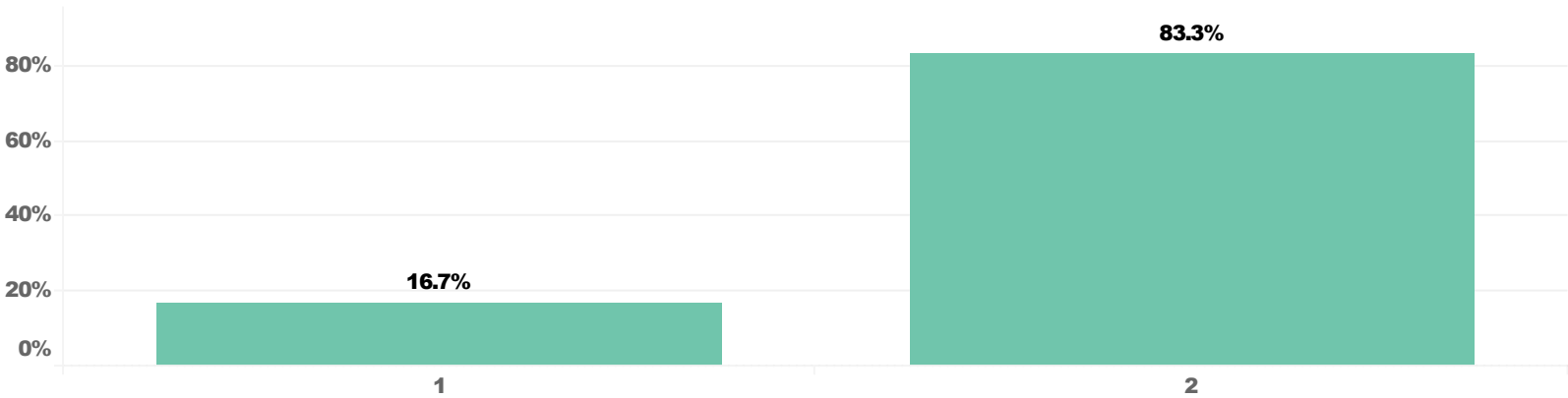
パッケージ/単独



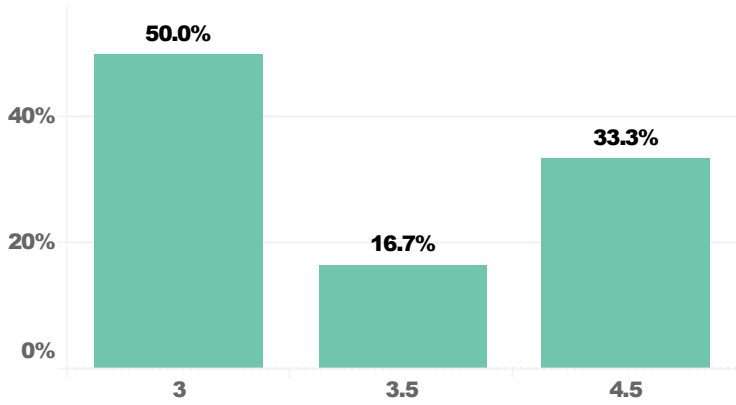
旅行者構成



平均滞在日数(日)



ホテル5つ星評価



* Includes Bookings Resulting from On-site DFP and PassportAds Conversions only

Report Period: May 20, 2019 to July 19, 2019

ラインアイテム別配信結果

ラインアイテム	開始日	終了日	インプレッション	クリック	CTR
006_1510818:Expedia.com(USA)Responsive (1320x742, 990x1320, 491x872)Home Page*Native Marque	May 20,2019	Jul 19,2019	65,218	324	0.50%
007_1475428:Expedia.com(USA)Responsive (1320x742, 990x1320, 491x872)ROSSearchNative Marquee	May 20,2019	Jul 19,2019	43,479	197	0.45%
008_1475430:Expedia.com (USA)160x600ROS**	May 20,2019	Jul 19,2019	130,432	99	0.08%
009_1510819:Expedia.com (USA)532x299ROSSearchNative Tiles 1, 2,3	May 20,2019	Jul 19,2019	192,357	95	0.05%
013_1510832:ExpediaAustraliaResponsive (1320x742, 990x1320, 491x872)ROSSearchNative Marquee	May 19,2019	Jul 19,2019	40,000	186	0.47%
014_1510834:Expedia Australia532x299ROSSearchNative Tiles 1, 2, May 19,2019 3		Jul 19,2019	200,003	82	0.04%
015_1510833:Expedia Australia160x600ROSResultsRight1	May 19,2019	Jul 19,2019	42,308	49	0.12%
016_1510835:ExpediaAustralia740x50ROS**	May 19,2019	Jul 19,2019	88,889	22	0.02%
019_1510838:Hotels.comUKResponsive (1320x742, 990x1320, 491x872)Home Page*Native Marquee	May 20,2019	Jul 19,2019	31,234	40	0.13%
020_1510839:Hotels.com UKResponsive (160x600, 468x60, 300x50)HotelsResultsLeft 1, InfiniteS	May 20,2019	Jul 19,2019	49,945	9	0.02%
021_1510842:Hotels.com UK160x600HotelsInfosite/Details+ ResultsLeft 1	May 20,2019	Jul 19,2019	49,977	18	0.04%

ラインアイテム	開始日	終了日	インプレッション	クリック	CTR
022_1510844:Hotels.com UK160x600, 300x250,728x90ROS**	May 20, 2019	Jul 19, 2019	149,977	45	0.03%
023_1510845:Hotels.com UKResponsive (970x90,728x90,468x60,300x50)ROS**	May 20, 2019	Jul 19, 2019	199,963	29	0.01%
024_1510846:Hotels.com UK300x250ROS*Right 1	May 20, 2019	Jul 19, 2019	99,161	5	0.01%
027_1510885:Hotels.comFranceResponsive (1320x742,990x1320,491x872)Home Page*Native Marque	May 20, 2019	Jul 19, 2019	44,444	80	0.18%
028_1510888:Hotels.comFranceResponsive (970x90,728x90,468x60,300x50)Home Page*Center Top	May 20, 2019	Jul 19, 2019	80,002	23	0.03%
029_1510886:Hotels.comFranceResponsive (970x90,728x90,468x60,300x50)ROS**	May 20, 2019	Jul 19, 2019	79,977	126	0.16%
030_1510887:Hotels.com France160x600ROS**	May 20, 2019	Jul 19, 2019	199,659	140	0.07%
033_1510892:Hotels.comGermanyResponsive (1320x742,990x1320,491x872)Home Page*Native Marqu	May 20, 2019	Jul 19, 2019	71,327	106	0.15%
034_1510893:Hotels.com Germany160x600ROS*Right 1	May 20, 2019	Jul 19, 2019	249,047	252	0.10%
035_1510894:Hotels.com Germany160x600, 300x250,728x90ROS**	May 20, 2019	Jul 19, 2019	250,004	46	0.02%
Grand Total			2,357,403	1,973	0.08%

Merchandising Email Summary For Hyogo Prefecture



1.9M
Impressions



974
Clicks



0.05%
CTR

Merchandising Email Details

Creative Name	End Date	Impressions	Clicks	CTR
Hyogo Prefecture_Jun 20, 2019 send	8/8/2019	167,119	91	0.05%
Hyogo Prefecture_May 22, 2019 send	8/8/2019	1,721,760	883	0.05%



Report Period: May 20, 2019 to July 19, 2019

Social Media Results

Social Media Channel	Date	Impressions	Clicks	Engagement
Facebook	21 st May 2019	258,981	3,636	5,054
Instagram	21 st May 2019	197,981	554	3,592
Twitter	21 st May 2019	32,335	20	87



**Expedia (Default) with Hyogo:**
The Heart of Japan.
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Discover a world of enchanting times and Japanese cultural wonders—where you'll find Kobe beef, World Heritage Sites, hot spring towns, stunning waterfalls... even ninja workshops! Feel the magic in Hyogo.



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Next stop, Hyogo
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LEARN MORE

<https://www.facebook.com/64067037679/posts/10155961334852680>



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<https://www.instagram.com/p/BxdGYELAeGB/#advertiser>

**Expedia** @Expedia · May 21

Discover a world of enchanting times and Japanese cultural wonders—where you'll find Kobe beef, World Heritage Sites, hot spring towns, stunning waterfalls... even ninja workshops! Feel the magic in Hyogo: [short.url/aBcXyZ](https://twitter.com/Expedia/status/1130880965792948225)

<https://twitter.com/Expedia/status/1130880965792948225>

Impressions

Clicks to Site

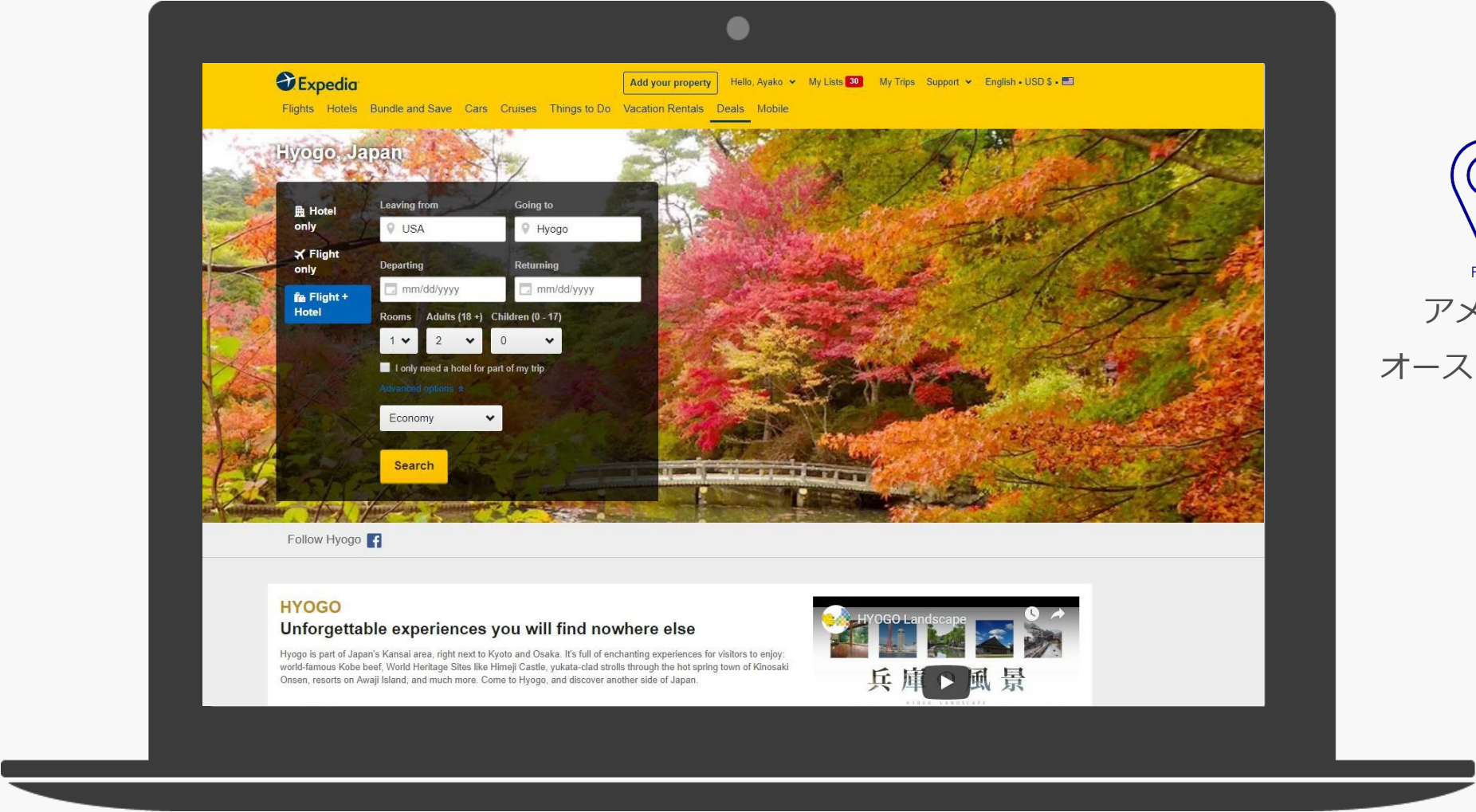
Total Engagement

The number of times the posts appeared in social newsfeeds

The number of times users clicked the link in the post to go to the site

The total number of likes, favorites, +1s, shares, retweets, comments, replies and clicks that the post received

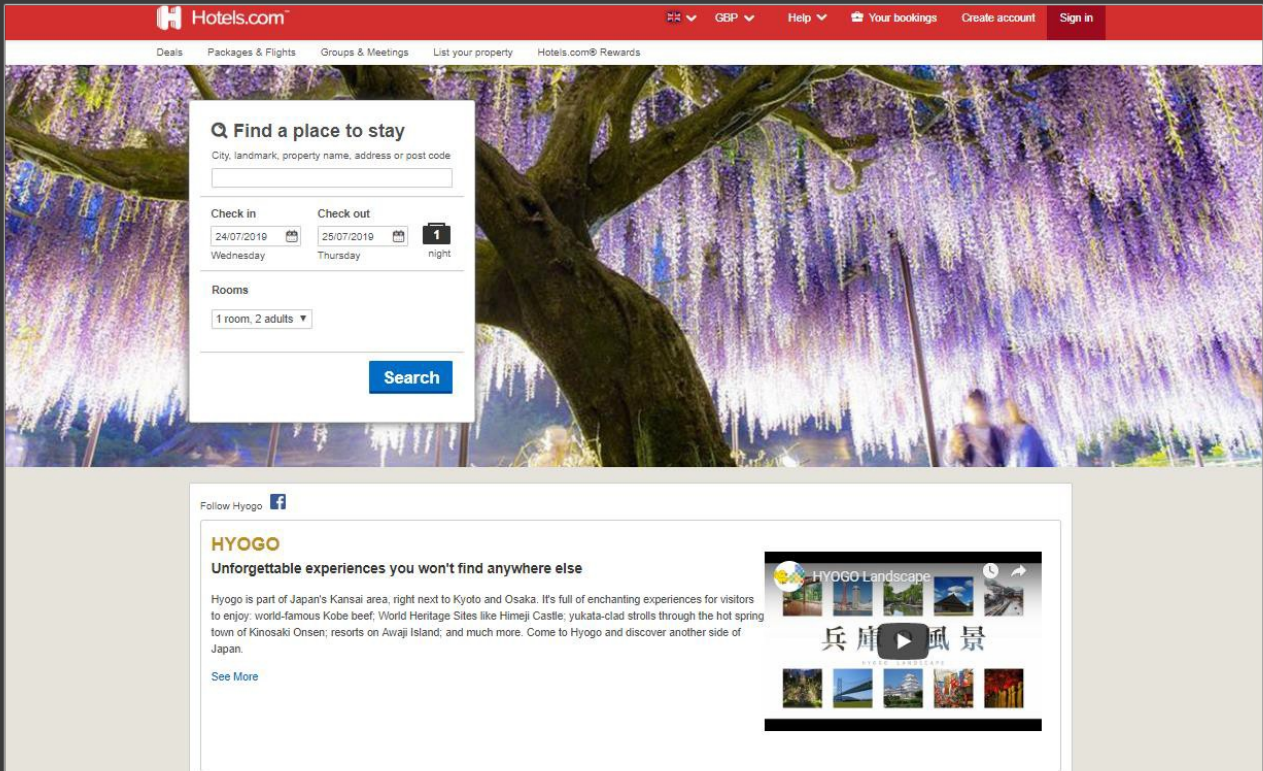
ランディングページ結果- Expedia



		
POS	ページビュー	ユニーク訪問者数
アメリカ	3,407	2,738
オーストラリア	919	773

Landing Page URL –
<https://www.expedia.com/g/pt/ms-dest-hyogo-2019?langid=1033>
<https://www.expedia.com.au/g/pt/ms-dest-hyogo-au-2019>

ランディングページ結果



ドイツ

387

342

フランス

313

287

英国

212

189

Landing Page URL –
https://uk.hotels.com/page/ms-dest-hyogo-2019-uk/?pos=HCOM_UK&locale=en_GB
https://fr.hotels.com/page/ms-dest-hyogo-2019-fr/?pos=HCOM_FR&locale=fr_FR
https://de.hotels.com/page/ms-dest-hyogo-2019-de/?pos=HCOM_DE&locale=de_DE

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