



Parent IO Number: 547838   
 Participant IO Number: 547839   
 Report Period Start: 3/1/2025   
 Report End Date: 6/30/2025   
 Click Through Attribution (Enter as decimal): 100%   
 View Through Attribution (Enter as decimal): 100%   
 Lookback (days): 30

## Order KPIs

Participant Vertical	Parent IO Number	Participant IO Number	Participant Advert..	Opportunity Stage N..	Impressions	Clicks	CTR %	ROAS
Destination Marketing (D..	547838	547839	Travel Santa Ana	Contract Signed	3,883K	4,788	0.12%	27.6
Grand Total					3,883K	4,788	0.12%	27.6

## DMO Conversion

Line of Business	Parent IO Number	Participant IO Number	Participant Advertiser Name	Revenue	Rooms	Room Nights	Travelers	ADR
Hotel	547838	547839	Travel Santa Ana	\$759K	2,320	5,651	4,493	\$134
Grand Total				\$759K	2,320	5,651	4,493	\$134



Data as of 7/6/2025