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Charteroak Monthly Report – October 2023

At a glance

	Ownership	Holidays	Other	Totals	Budget
Google	£1,744.10	£0	£0	£1,744.10	£2,000
Meta	£2,894.52	£0	£0	£2,894.52	£3,000
Total	£4,638.62	0	£0	£4,638.62	£5,000
				November	£1,500

Charteroak GA4 – Traffic Acquisition – Sessions MoM comparisons:

All	Organic	Direct	Paid Search	Paid Social	Organic Social
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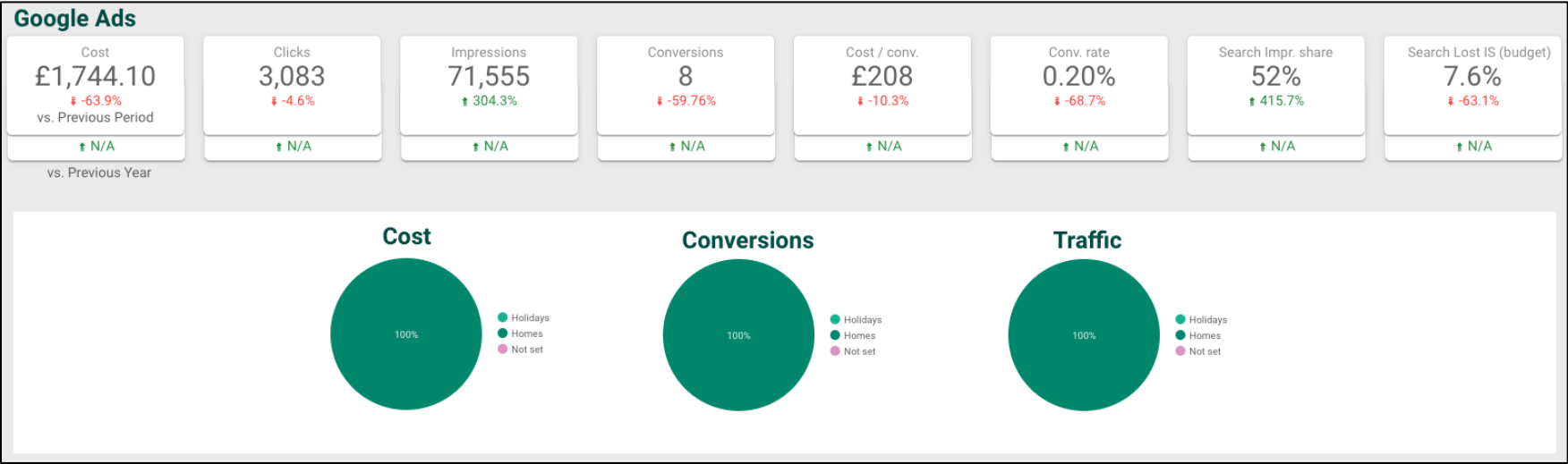




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-32% (7.9k v 11.7k)	-15% (2.5k v 3k)	-27% (1.2k v 1.6k)	-38% (1.6k v 2.6k)	-50% (2k v 4k)	-32% (256 v 375)
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[See your Data Studio report here](#)



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Home Ownership								
Cost £1,744.10 ↓ -52.0% vs. Previous Period	Clicks 3,083 ↑ 71.4%	Impressions 71,555 ↑ 546.2%	Conversions 8 ↑ 67.97%	Cost / conv. £208 ↓ -71.4%	Conv. rate 0.20% ↓ -27.3%	Search Impr. share 52% ↓ -25.0%	Search Lost IS (budget) 7.6% ↑ 291.2%	
Campaign	Clicks	Impressions	CTR	Cost ▼	Conversions	Conv. rate	Cost / conv.	
L Search Homes Devon	370	2,181	16.96%	£530.79	0	0%	£0.00	
L Search Homes Cornwall	322	2,371	13.58%	£521.84	0	0%	£0.00	
L Performance Max Homes Cornwall	1,184	28,279	4.19%	£397.41	8.4	0.56%	£47.32	
L Performance Max Homes Devon	1,207	38,724	3.12%	£294.06	0	0%	£0.00	
L - Display - Homes - Cornwall - Remarketing / Si...	0	0	0%	£0	0	0%	£0.00	
Grand total	3,083	71,555	4.31%	£1,744.1	8.4	0.2%	£207.67	

- October saw us shift our focus in the Google Ads account. Having made many changes in the Search Home campaigns to encourage them to convert with no success we felt it would be a better use of our budget to try Performance Max campaigns instead.
- Our Ownership campaigns have seen an increase in clicks and impressions in line with the change from Search to Performance Max, as well as seeing a –71% decrease in CPL MoM
- We launched the Home Performance Max campaigns which achieved 8 conversions:
 - 1 Lodge Contact Form
 - 3 Holiday Purchases
 - 1 Newsletter Signup
 - 1 Brochure Download



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2 Guaranteed Rental Income Enquiries

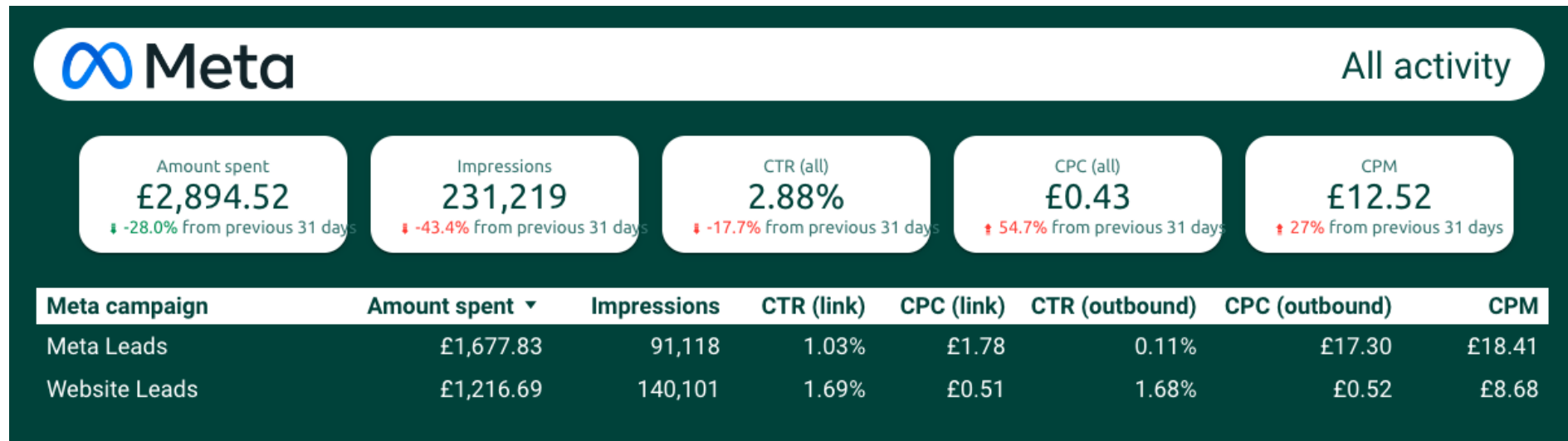
- The Cornwall campaign achieved 100% of these conversions.
With a similar number of impressions and clicks, the Devon Performance Max campaign is yet to achieve a conversion. It is important to note that at the time of writing this report the Performance Max campaigns have been live for just over 2 weeks. A performance max campaign can take as long as a month to start picking up.
- It is great to see some conversions start to build up in the account. I am conscious that our daily spend is due to decrease significantly in November and is weighted more heavily towards Meta, where we are seeing more leads. Simon and I will continue to monitor results this month and adjust where needed.

Paid social media - Meta:

Top-line stats:



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Website leads:

- Spend: £1,216.69
- 15 website conversions (+114%)
 - 4 brochure downloads
 - 2 book a visits
 - 5 contact forms
 - 4 GRI
- CPL: £81.11
- CTR: 1.68%



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- CPC: 52p

Great to see an increase in website conversions this month, as we began to push more budget into website leads and optimise those ads to drive a better quality of lead.

Current website campaigns live are:

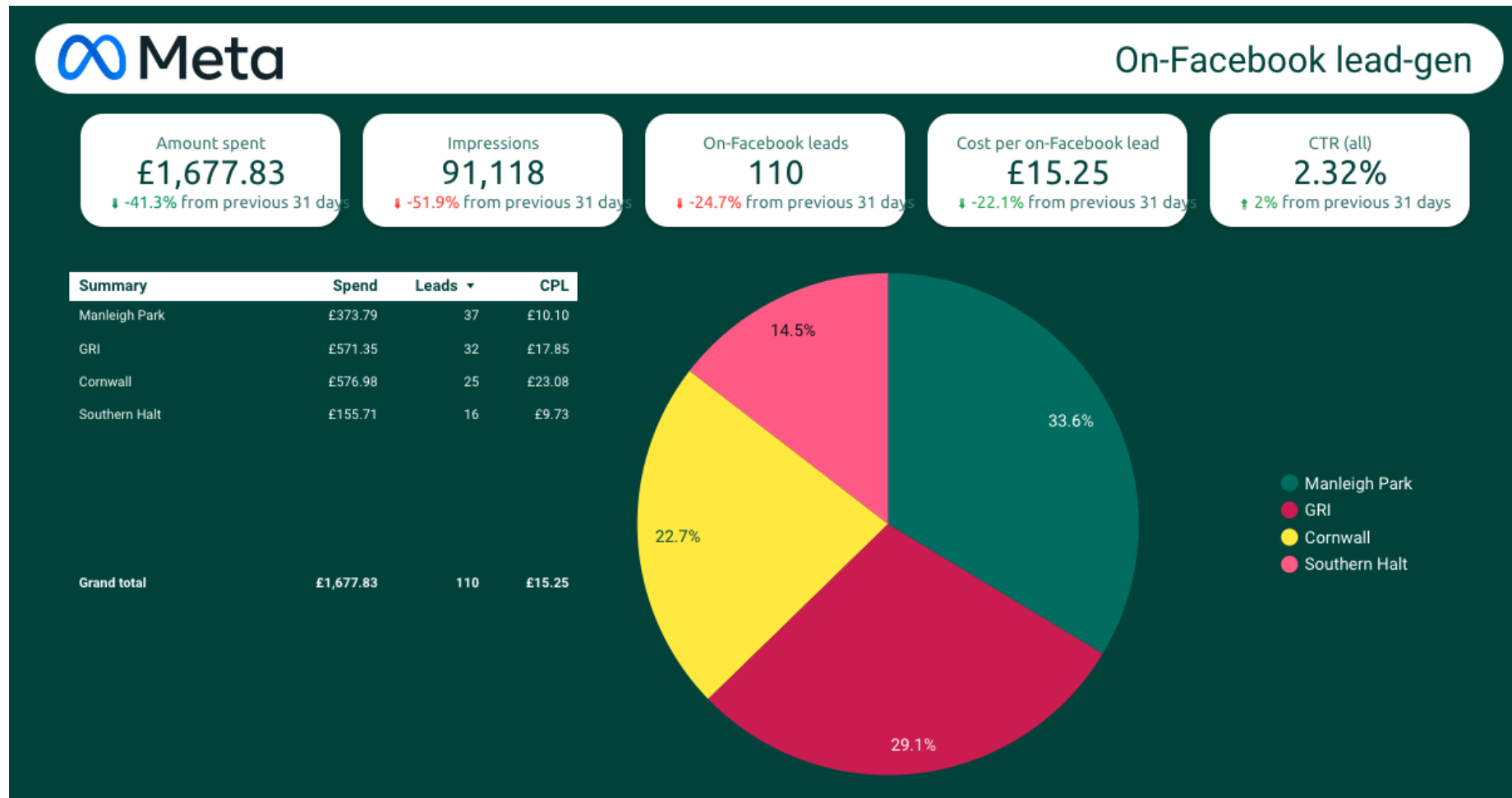
- Manleigh Park offers
- Southern Halt x3 individual properties
- GRI
- Remarketing website visitors

The GRI campaign is by far best-performing, with 9 conversions on-site last month from £427 spend giving a CPL of £47.43. With budgets lowering, and with Southern Halt remaining the priority, we will likely prioritise this campaign during November to ensure we're still getting a good number of leads, but also for the relevant parks.

On-Meta leads:



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With budgets decreasing, number of leads also decreased MOM – although we did see a reduction in CPL, down 22% to £15.25, which was pleasing to see. Again, this was driven by the Manleigh Park chalet ads, but also Southern Halt which were refreshed using solely park imagery, as opposed to branded assets. This had a positive effect, and so we have mirrored this approach where possible on other campaigns.

Spend will again be lower this month, as – with lower budgets – we will prioritise the website leads in order to push quality over quantity. Cornwall remains the focus, in particular Southern Halt, and so we will ensure this is given the lion's share of spend in November.


CharterOak Holidays Website Traffic:

- NA this month

Commentary:

- Budget for November is 1k (1.5k overall budget split 66/33 between Google and social)
- Priority will be given to the website ownership campaigns to try and drive quality of lead
- Zapier integrations are complete

Next steps:

- Our next strategy call is on Monday 6th November at 10:00am.
 - Google:
 - As mentioned above, with the reduction in our monthly spend we have decided to allocate 1/3 of the monthly budget to Google Ads. I will run the two Performance Max campaigns with a split weighed more heavily on the Cornwall campaign.
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- Meta:
 - Budget to focus on ownership ads, in particular website leads
 - Manleigh new offer coming online soon - “Buy a home, win Christmas”

Any questions?

If you have any questions, queries or things you’d like to discuss ahead of our next catchup, you can contact us at the details below.

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