

FLY BINGO



RESULTS

2017

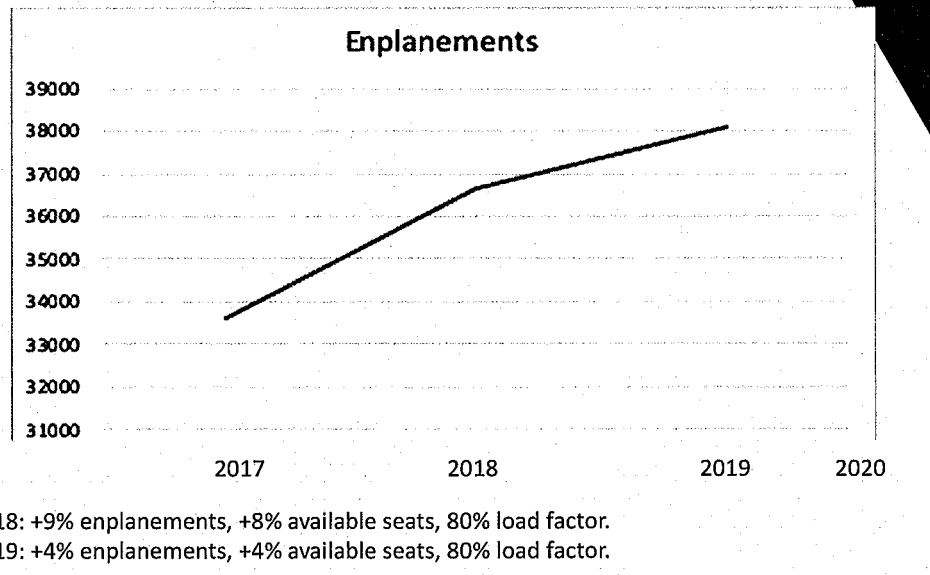
- Enplanements: 33,592
- Available seats: 42,227
- Load factor: 75%

2018

- Enplanements: 36,656
- Available Seats: 45,726
- Load factor 80%

2019

- Enplanements 38,071
- Available Seats: 47,412
- Load factor: 80%



2018: +9% enplanements, +8% available seats, 80% load factor.
2019: +4% enplanements, +4% available seats, 80% load factor.

FLYBGM.COM ENGAGEMENT

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	22.58% ↑ 52,823 vs 43,091	23.60% ↑ 52,950 vs 42,840	27.98% ↑ 67,803 vs 52,978	4.63% ↑ 51.18% vs 48.91%	2.50% ↑ 2.24 vs 2.19	0.59% ↑ 00:01:26 vs 00:01:26
1. Organic Search						
Jan 1, 2019 - Dec 31, 2019	23,034 (42.45%)	22,804 (43.07%)	26,615 (39.25%)	49.34%	2.26	00:01:30
Jan 1, 2018 - Dec 31, 2018	18,574 (42.34%)	18,363 (42.86%)	21,828 (41.20%)	44.83%	2.36	00:01:33
% Change	24.01%	24.18%	21.93%	10.06%	-4.04%	-3.03%
2. Referral						
Jan 1, 2019 - Dec 31, 2019	20,951 (38.61%)	20,094 (37.95%)	28,844 (42.54%)	46.46%	2.39	00:01:29
Jan 1, 2018 - Dec 31, 2018	5,904 (13.46%)	5,250 (12.25%)	7,708 (14.55%)	47.08%	2.39	00:01:36
% Change	254.86%	282.74%	274.21%	-1.32%	0.20%	-7.29%

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2019 LANDING PAGE RESULTS

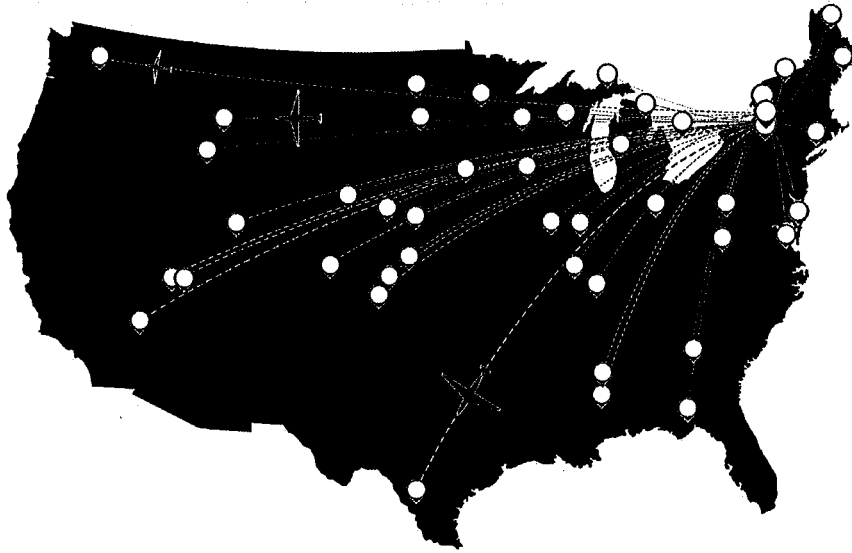
Landing Page:
 Book Now clicks – 2,163
 24% of users click BOOK NOW
 Average Time on Page – 2:13 minutes

Source / Medium ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	8,950 % of Total 100.00% (8,950)	8,865 % of Total 100.00% (8,865)	11,879 % of Total 100.00% (11,879)
1. advancemedialy / cpc	2,372 (26.52%)	2,363 (26.66%)	2,716 (22.86%)
2. display / static	2,355 (26.04%)	2,295 (25.89%)	3,950 (33.25%)
3. Facebook / video	1,734 (19.17%)	1,729 (19.50%)	1,957 (16.47%)
4. network / display	1,368 (15.12%)	1,284 (14.48%)	1,983 (16.44%)
5. advancemedialy / video	342 (3.78%)	340 (3.84%)	394 (3.32%)
6. advancemedialy / display	254 (2.81%)	252 (2.84%)	265 (2.23%)
7. AMNYnetwork / display	241 (2.66%)	238 (2.68%)	243 (2.05%)
8. advancemedialy / social	125 (1.39%)	120 (1.35%)	133 (1.12%)
9. Bridge / email	109 (1.21%)	104 (1.17%)	114 (0.96%)
10. (direct) / (none)	78 (0.86%)	78 (0.88%)	80 (0.67%)



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OUR FOOTPRINT



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<http://advanceaviationmarketing.com/>

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Northeast Florida Regional Airport

