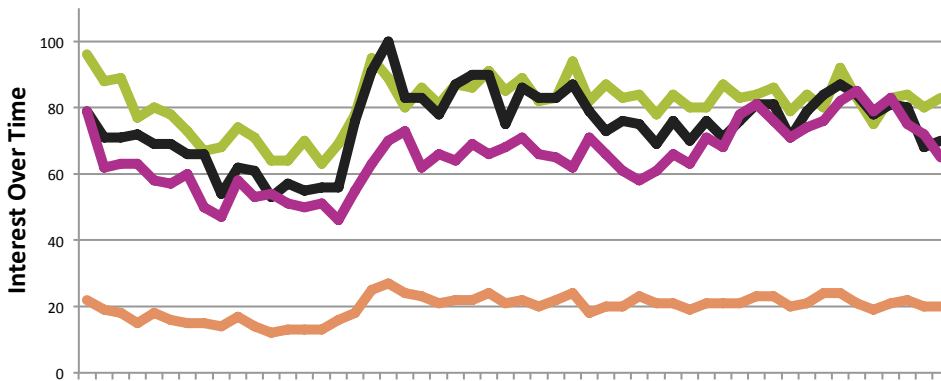


Executive Summary – Digital Performance

Revenue Performance Highlights

- Overall, total website revenue increased by 12% MoM, with transaction volume increasing by 7.5% and AOV increasing 4%.
- Conversion rates increased by 12%, indicating increased user engagement with average number of visits to transactions dropping 11% (from 1.7 to 1.5 visits)
- Average room nights booked increased by 8%, driven mostly by an increase in international bookings.
- Organic search traffic provided a 6% increase (from \$1,030,531 to \$1,090,369) in revenue indicating higher levels of brand awareness and better search engine performance.
- Internal Referral Traffic provided a 18% increase in rooms booked with guests staying an additional half day in rooms (23% increase from last month), much of this increase was from Cirque du Soleil's website and the Luxor.
- Paid Non-Brand traffic is converting at a 41% higher rate than last month, indicating more relevant ad copy and landing pages
- Overall, the average number of days to a transaction has increased by 6%, we'll expect to see longer lag times as creative switches to engagement phase.
- Review site users show less interest in site with bounce rate increasing 44%, indicating less relevant landing pages.

Brand Performance Highlights



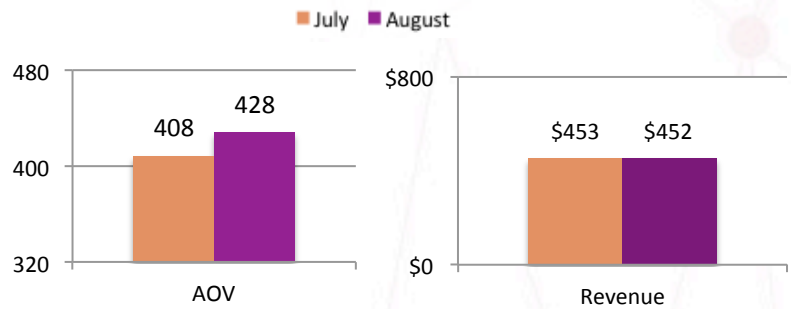
The number, "100," represents peak search interest

Overall, brand strength continues to outperform and several brand keywords searches volume metrics have grown significantly since July*

Via Google Trends Explorer; as indicated by search engines logs that count the number of searches for specific keywords

Paid Media Performance Highlights

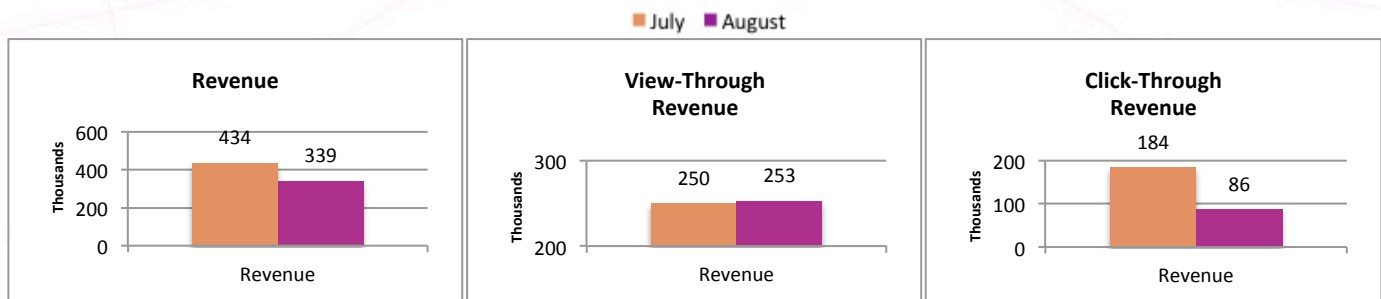
- **Paid Brand Search Traffic revenue** remained consistent in August even though AOV increased by 4%.
- **Paid Brand Search** has provided an 87% increase in revenue, likely attributed to better optimization over July when budgets were cut drastically in the Augmented Google Hotel campaign.



Channel: Paid Search

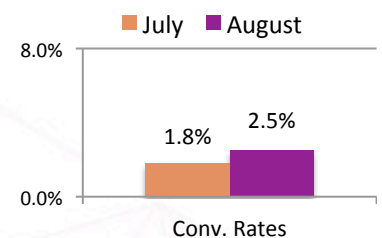
Display Media Performance Highlights

- **BT Media** traffic has provided a 25% decrease in revenue. The decrease in revenue is largely attributed to BizX, which provided 56% of total click-through revenue in July dropping to 27% in August, despite an increase in media spend.
- **Review Sites** provided a 40% decrease in revenue, attributed to a drop off in traffic from TravelZoo and Oyster.com.
- **Retargeting** campaigns provided a 39% decrease in revenue. Impression volume was 57% lower due to a drop in media spend among retargeting vendors.
- **OTA** traffic provided an 85% increase in total revenue, mainly attributed to a large increase in view-through conversions (>100%). This increase is a result of additional impressions served by Kayak in the past as well as an increase of 80% in impressions served.



Social Media Performance Highlights

- **Social Media** revenue decreased by 60%, largely attributed to fewer offers available during the month.
- However, **AOV** increased by 53% and with a 42% increase in conversion rates indicating quality of visitors.



Month	Facebook Likes	Facebook Talking About	Twitter		
			# Tweets	Following	Followers
April	204,639	10,880	10,928	10,208	43,970
May	212,559	8,666	11,126	10,222	47,792
June	220,275	9,836	11,254	10,235	51,664
July	233,302	4,826	11,573	10,253	59,800
October	250,560	12,055	11,894	10,298	68,431
% Change (Past month)	7%	150%	3%	0%	14%

Performance Matrix (Web Only*)

	Improvement (>1%)	No Significant Change	Decrease				
	Green	Orange	Red				
	Visits	Bounce Rate	PPV	Avg. Visit Duration	# Transactions	AOV	Revenue
Overall	Red	Orange	Orange	Orange	Green	Green	Green
Direct	Orange	Orange	Orange	Red	Green	Green	Green
Organic	Red	Orange	Orange	Orange	Green	Green	Green
Internal Referrals	Red	Green	Green	Green	Green	Green	Green
Email							
Paid Search Brand	Red	Orange	Orange	Red	Red	Green	Orange
Paid Search Non-Brand	Green	Red	Green	Red	Green	Green	Green
Social Media	Red	Red	Green	Green	Red	Green	Red
External Referrals	Red	Green	Green	Green	Green	Red	Green
Review Sites	Green	Red	Red	Green	Green	Green	Green
Display Media	Green	Red	Red	Red	Green	Red	Red

- The current infrastructure does not provide metrics for mobile devices

Appendix A: Definitions & Assumptions

Appendix A-1: Key Performance Indicator Definitions

CTR	Click through rate is mainly used to assess creative performance
Contributed Social Conversions	Social referrals that result in a returning visitor that completes a transaction
Last Interaction Social Conversions	Social referrals that result in an immediate transaction
View-Through	Creative impressions served through media that result in a user returning to the site directly
Broad Modifiers	Adwords-specific targeting feature that lets you create keywords that reach more people than phrase match and give you more control than broad match
AOV	Average Order Value
Revenue	Revenue is sum of both view-through & click-through revenue

Appendix A-2: Channel & Groupings Details

Direct	Visitors who directly accessed your site. Visits can be a result of bookmarks, browser home page, or manually typed
Organic	Visitors who access your site through unpaid organic or natural search engine results
Internal Referrals	Visits from MGM-related properties including but not limited to Luxor, Excalibur, Bellagio, etc.
Paid Search	Visits from targeted search advertising traffic usually using keyword targeting
Social Referrals	Visits from social networking sites such as and not limited to Facebook, Twitter, YouTube, Pinterest, etc.
External Referrals	Visits from referring websites that are linking to Website.com and are not included in the current segments/groupings
Review Sites	Visits from review-related websites including but not limited to Yelp, yellow pages, Trip Advisor, City Search, etc.
BT	Visits from behaviorally targeted media
OTA	Visits from online travel agent sites
Retargeting	Visits from retargeting related networks such as Adroll or Adwords retargeting
Mobile	Visits from paid mobile channels/networks
Endemic	Visits from Las Vegas area contextual targeting
M&C	Visits from Meetings & Conventions networks/channels