

Performance Report

Business Name: [Business Name]

Golf Course: [Golf Course, City, State]

Ad Location: [Hole Number / Clubhouse / Cart Sign / etc.]

Month: [Month, Year]

Report Prepared By: Champion Links

Overview

Metric	Value
Estimated foot traffic per day	[###]
Total estimated foot traffic	[###]
Estimated views per day	[###]
Total estimated views	[###]
Total QR Code Scans	[###]
Average dwell time on landing page	[###]
Click-Through Rate to booking page	[###]
Conversion Rate	[###]
Customer Acquisition Cost (CAC)	[###]

Metric	Value
Estimated ROI	[###]

Location Insights

Ad Placement: [e.g. Hole 7 Tee Box]

Foot Traffic Estimate: [### players/month]

Weather Days Impacted: [# of rainout or low-traffic days]

Ad Visibility Grade: [Excellent / Good / Fair / Poor] *(based on course layout)*

Performance Insights

Metric	Last Month	This Month	% Change
Estimated foot traffic per day	[###]	[###]	[###]
Total estimated foot traffic	[###]	[###]	[###]
Estimated views per day	[###]	[###]	[###]

Attachment(s)

- [Scans by time of day (if available)]
- [Other]



Recommendations

- ## Assessment