GoogleAds Overview for October:

For Oct 1–31, 2026, the live Google Ads account recorded US$9,129.53 in spend and 3 conversions: 2 purchases and 1 YouTube channel subscription. Checked Nov 4; attribution can change retrospectively.

The 2 Purchase conversions had a combined value of US$61,036.22.

The other conversion was 1 YouTube channel subscription in YouTube_Pure Kauai_View_01. It is an engagement action, not purchase revenue.

Campaign	Spend	Impressions	Clicks	CTR	Purchase	Notes
YouTube_Pure Kauai_View_01	US$611.33	244,434	90	0.04%	0	Awareness campaign, limited by budget
YouTube_Pure Kauai_Reach_Prospecting_02	US$32.64	12,578	2	0.02%	0	Awareness/reach campaign

Overall performance:

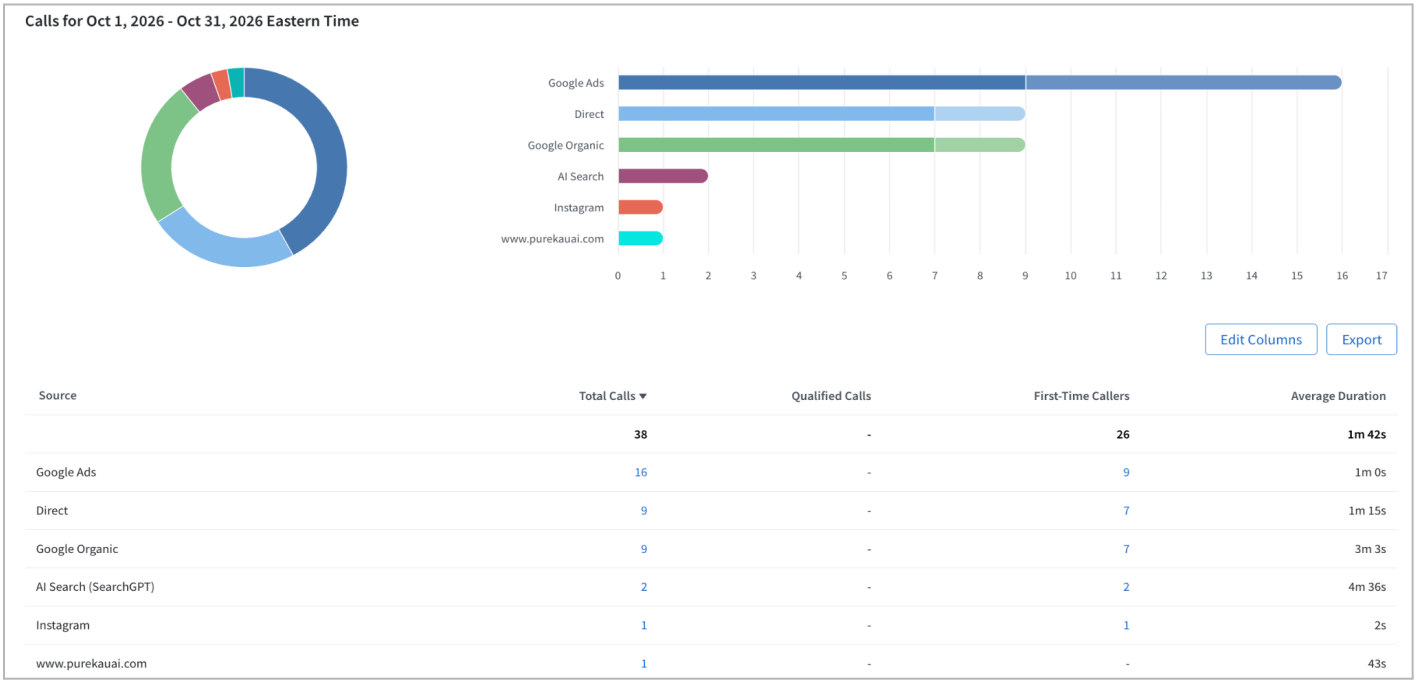
- Spend: US$9,129.53
- Clicks: 5,841
- Impressions: 447,704
- CTR: 1.30% (5,841 clicks ÷ 447,704 impressions)
- Total conversions: 3
- Purchase conversions: 2
- YouTube channel-subscription conversions: 1
- Purchase conversion value: US$61,036.22.

Search / other campaign highlights

- Pure Kauai Main (US) Campaign: 2,049 clicks; US$2,583.71 spent; 1 purchase worth US$29,648.52.
- Pure Kauai Brand: 142 clicks; US$119.26 spent; no recorded purchase.
- YouTube_Pure Kauai_View_01: 90 clicks, spend US$611.33.
- YouTube_Pure Kauai_Reach_Prospecting_02: 2 clicks, spend US$32.64.
- PMax - High Intent Geo: 1,812 clicks; US$2,470.02 spent; no recorded purchase.
- Secret Beach: 57 clicks; US$273.02 spent; 1 purchase worth US$31,387.70.
- Main Geo Campaign: 1,689 clicks; US$3,039.55 spent; no recorded purchase.
- Overall: 5,841 clicks and 2 purchases.

CallRail Performance Summary (Oct 1–31, 2026)

- CallRail recorded 38 total calls during October 2026. Google Ads generated 16 of these calls.
- Google Ads ranked as the top call source, followed by Direct (9 calls), Google Organic (9 calls), AI Search (2 calls), Instagram (1 call), and www.purekauai.com (1 call).
- Google Ads contributed approximately 42% of all tracked calls in CallRail for October, making it the leading call source for the month.
- Overall, Google Ads remained the strongest individual call driver in October. The main opportunity is to increase call volume and continue improving call quality.



Source	Total Calls ▾	Qualified Calls	First-Time Callers	Average Duration
	38	-	**26**	**1m 42s**
Google Ads	16	-	9	1m 0s
Direct	9	-	7	1m 15s
Google Organic	9	-	7	3m 3s
AI Search (SearchGPT)	2	-	2	4m 36s
Instagram	1	-	1	2s
www.purekauai.com	1	-	-	43s

Call Tracking Summary

CallRail shows 38 total calls for Oct 1–Oct 31, 2026 Eastern Time. Google Ads generated 16 calls, Direct generated 9 calls, Google Organic generated 9 calls, AI Search (SearchGPT) generated 2 calls, Instagram generated 1 call, and www.purekauai.com generated 1 call.

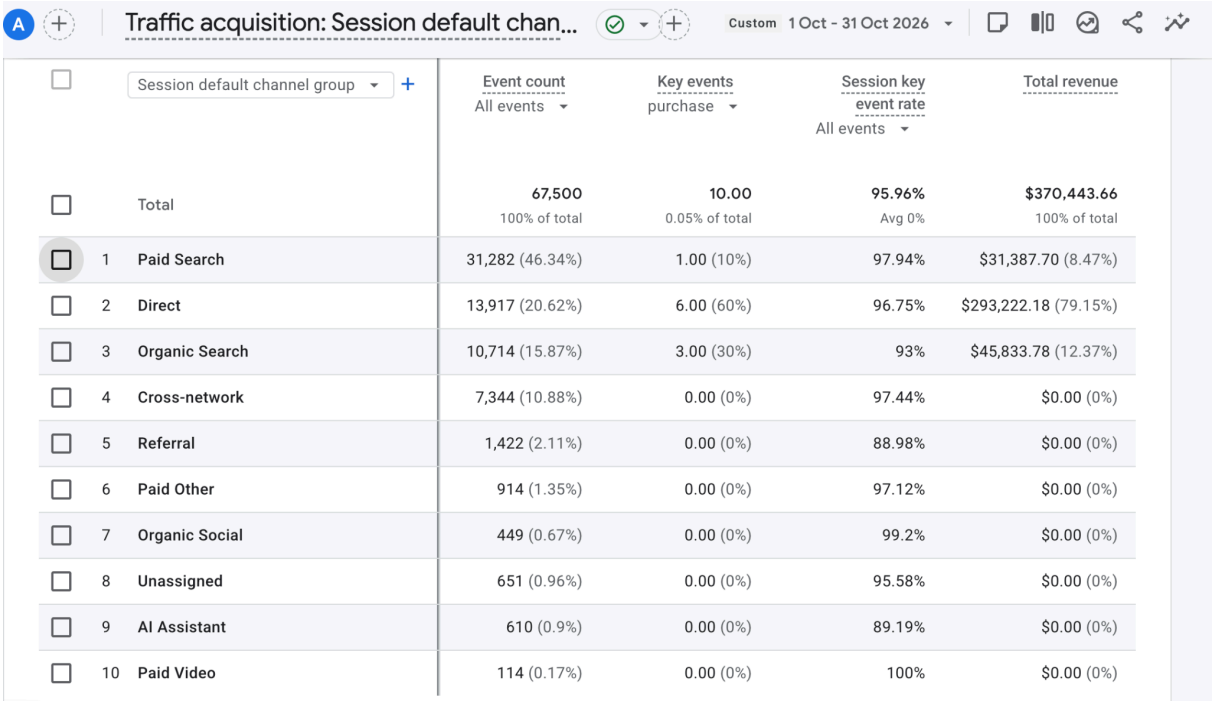
- A total of 38 calls were recorded in CallRail.
- 26 were first-time callers, and the average call duration was 1m 42s.
- Google Ads recorded 16 calls, including 9 first-time callers, with an average duration of 1m 00s.
- Direct generated 9 calls, with an average duration of 1m 15s.
- Google Organic generated 9 calls, with an average duration of 3m 03s.
- AI Search generated 2 calls, with an average duration of 4m 36s.
- Qualified Calls were not showing as tracked in the Call Attribution table.

GA4 Traffic Acquisition Summary (Oct 1 – Oct 31, 2026)

GA4 Event Performance Summary	
Event Name	**Event Count**
Page View	21017
User Engagement	17466
Session Start	11319
First Visit	8795
View Search Results	4655
Scroll	2171
Form Start	875
Add to Cart	78
Payment Details	77
Phone Call	38
Click Phone Number	23
Purchase	10
Contact Form Submission	1
Total Events	67500

Overall Performance:

- Total purchase key events: 10
- Total revenue: $370,443.66
- Total sessions: 11,243
- Session key event rate: 95.96%



	Session default channel group	Event count All events	Key events purchase	Session key event rate All events	Total revenue
	Total	67,500 100% of total	10.00 0.05% of total	95.96% Avg 0%	$370,443.66 100% of total
1	Paid Search	31,282 (46.34%)	1.00 (10%)	97.94%	$31,387.70 (8.47%)
2	Direct	13,917 (20.62%)	6.00 (60%)	96.75%	$293,222.18 (79.15%)
3	Organic Search	10,714 (15.87%)	3.00 (30%)	93%	$45,833.78 (12.37%)
4	Cross-network	7,344 (10.88%)	0.00 (0%)	97.44%	$0.00 (0%)
5	Referral	1,422 (2.11%)	0.00 (0%)	88.98%	$0.00 (0%)
6	Paid Other	914 (1.35%)	0.00 (0%)	97.12%	$0.00 (0%)
7	Organic Social	449 (0.67%)	0.00 (0%)	99.2%	$0.00 (0%)
8	Unassigned	651 (0.96%)	0.00 (0%)	95.58%	$0.00 (0%)
9	AI Assistant	610 (0.9%)	0.00 (0%)	89.19%	$0.00 (0%)
10	Paid Video	114 (0.17%)	0.00 (0%)	100%	$0.00 (0%)

Channel-Level Highlights (October 1–31, 2026)

Direct Traffic:

- Generated 6 purchases (60%) and $293,222.18 revenue (79.15%).
- Remained the top revenue-generating channel.

Organic Search:

- Generated 3 purchases (30%) and $45,833.78 revenue (12.37%).
- Continued to contribute strong organic purchase activity.

Paid Search (Google Ads):

- Generated 1 purchase (10%) and $31,387.70 revenue (8.47%).
- Recorded the highest event volume with 31,282 events (46.34% of total).

Other Channels:

- Cross-network generated 7,344 events but no purchases.
- Referral, Paid Other, Organic Social, Unassigned, AI Assistant, and Paid Video recorded no purchases or revenue.

Key Insights:

- Direct was the leading revenue source, contributing 79.15% of total revenue.

- Paid Search drove the highest event volume but recorded only one purchase.
- Organic Search contributed 30% of total purchases.
- GA4 recorded 10 purchases and $370,443.66 in total revenue during October.

October 2026 – Total Transactions and Revenue by Channel

Overall Total

- Total successful transactions: 40
- Successful transaction revenue: $826,964.26
- Failed payment attempts: 11

Channel-wise Revenue		
Channel	**Successful Transactions**	**Total Revenue**
Hostfully	27	$742,636.72
Vrbo	9	$41,874.38
Airbnb	4	$42,453.16
Total	**40**	**$826,964.26**

Channel Breakdown

Hostfully

- Successful Transactions: 27
- Total Revenue: $742,636.72
- Multiple failed payment attempts were recorded, including credit card declines.

Vrbo

- Successful Transactions: 9
- Total Revenue: $41,874.38

Airbnb

- Successful Transactions: 4
- Total Revenue: $42,453.16

Key Insights

- Hostfully contributed the highest revenue, accounting for approximately 89.8% of total transaction revenue.
- Airbnb contributed approximately 5.1%, while Vrbo contributed 5.1%.
- Failed payment attempts were recorded for multiple Hostfully bookings, mainly due to credit card declines.
- The transaction revenue total may differ from GA4 revenue due to differences in transaction recording and attribution.

- In October, Google Ads spent US$9,129.53 and delivered 447,704 impressions and 5,841 clicks. It recorded 2 purchases worth US$61,036.22. The two YouTube campaigns delivered 257,012 impressions and recorded 1 channel subscription.
- CallRail recorded 38 calls in October. Google Ads generated 16 calls (42.1%), making it the largest individual call source. Qualified-call data was not available in the report.
- GA4 recorded 10 purchases worth US$370,443.66 from 11,243 sessions. Direct accounted for 6 purchases, Organic Search for 3, and Paid Search for 1.
- Hostfully recorded 40 successful payment transactions totaling US$826,964.26, plus 11 failed payment attempts. These are payment transactions, not necessarily new bookings, so this total should not be combined with GA4 or Google Ads revenue.