



For Immediate Release:

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2019 Year End Internet Marketing & Google PPC Recap

New York, NY: As noted in prior releases, central to all American Energy Coalition (AEC) Marketing Activities is the AEC website, and driving folks to the site for a more complete message is always the goal of any AEC marketing initiative. AEC website traffic has grown steadily for the last several years peaking in October 2015 at about 2,400 visitors that month. There is definitely a seasonality to the numbers from month to month, but even so, there was a noticeable decline in the number of visits beginning in October 2015 and continuing through October 2016 before picking up again in November and December 2016 and continuing to grow in 2017 thru April 2018. Visits moderated thereafter, with some exceptions, until February 2019 when the number of visits began to grow again. See the table below with seven (7) years of data by month:

| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------|------|-------|-------|-------|-------|-------|-------|
| January | 612 | 963 | 2,368 | 1,987 | 2,719 | 3,644 | 1,954 |
| February | 756 | 900 | 2,480 | 1,521 | 2,507 | 2,509 | 3,324 |
| March | 815 | 669 | 2,358 | 1,661 | 2,821 | 2,887 | 2,973 |
| April | 980 | 760 | 2,126 | 1,540 | 2,680 | 2,874 | 3,491 |
| May | 669 | 707 | 1,712 | 1,692 | 2,916 | 2,818 | 3,473 |
| June | 593 | 1,648 | 1,936 | 1,436 | 2,770 | 2,530 | 2,302 |
| July | 600 | 1,402 | 1,806 | 1,304 | 3,354 | 2,481 | 1,856 |
| August | 635 | 1,460 | 1,954 | 1,555 | 3,143 | 2,317 | 2,453 |
| September | 614 | 1,598 | 2,255 | 1,430 | 2,600 | 2,422 | 2,687 |
| October | 818 | 2,182 | 2,392 | 1,769 | 3,090 | 2,439 | 2,793 |
| November | 733 | 2,299 | 2,214 | 2,455 | 3,647 | 1,928 | 2,727 |
| December | 520 | 2,464 | 1,908 | 2,563 | 3418 | 2,020 | 2,578 |

In 2019, New York had the largest number of website visits at 6,476. Here is the list of top ten States by the number of website visitors:

1. New York: 6,476
2. Pennsylvania: 3,125
3. Connecticut: 2,756
4. Rhode Island: 1,028
5. Massachusetts: 968
6. Texas: 679
7. Illinois: 515
8. Michigan: 484
9. California: 442
10. New Jersey: 405

Over the last couple of years, New York City has consistently place in the top two with the number of visitors to the AEC website each month.

The top ten website pages viewed in 2019 were:

| | |
|--|--------|
| 1. The AEC home page | 10,770 |
| 2. The real cost to convert to gas (PA) | 2,528 |
| 3. The real cost to convert to gas (CT) | 2,460 |
| 4. The real cost to convert (LI) | 2,445 |
| 5. The real cost to convert (NYC) | 2,103 |
| 6. Real cost to convert (RI) | 1,259 |
| 7. Get the facts/truth vs myth | 508 |
| 8. News & alerts/how often do natural gas explosions occur | 504 |
| 9. Contact us | 440 |
| 10. Disadvantages of natural gas | 406 |

So with regard to the most visited pages in 2019, the AEC Home Page is normally number one. The “the real cost to convert to gas” usually dominates the next top five (5), but the 2019 results, with “the real cost to convert to gas” taking all five slots is a first. Absent from the 2019 top ten (10) list is the “Bioheat Fuel” page. But noteworthy is that this top ten (10) list has consistently indicated that the topic of most interest to all Website visitors continues to be “Conversion Costs”.

The top ten locations for 2019 visitors to the AEC Website, locations where website visitors were physically located when they accessed the AEC Website, are as follows:

| | |
|------------------|-------|
| 1. New York City | 3,735 |
| 2. Philadelphia | 581 |
| 3. Hartford | 336 |
| 4. Providence | 305 |
| 5. New Haven | 289 |
| 6. Stamford | 118 |
| 7. Pittsburg | 96 |
| 8. Woodbury | 94 |
| 9. Cranston | 78 |
| 10. Warwick | 73 |

In 2019 there were a total of 30,541 unique AEC website visitors.

Of the 30,541 Website visits in 2019: 15,645 accessed the site using a desktop computer, 14,025 used a mobile device (smart phone) and 2,941 used a tablet. We have seen a consistent trend away from desktops in favor of mobile devices for some time now, and in 2019 that trend continued with tablets not moving the needle.

Social Media

AEC continues to maintain its presence on Social Media (Facebook, Twitter, YouTube and Google+) and State Oilheat Associations frequently re-tweet some AEC tweets. AEC has also begun to re-tweet some of Association tweets. With respect to Pennsylvania, a new, targeted, Facebook Campaign began in December 2017, and ended in 2019.

Google Pay Per Click Campaign

The AEC Pay Per Click Campaign begun in June 2014 continues to generate impressive results with State Oilheat Associations in Connecticut, Long Island, Massachusetts (intermittently), New York City, Pennsylvania and Rhode Island participating. Pennsylvania has participated continuously since November 2014 with a monthly budget of \$3,000 per month. That \$3,000 per month budget was reduced during 2017 to \$1,000 per month to accommodate budgets and allow for a new Facebook Campaign that began in December 2017.

As we have seen with website visits, we have also seen a temporary dip in the number of Google searches from AEC's list of key words and key phrases. As with website visits, there is a level seasonality to these searches, but nonetheless, during the second and third quarter of 2016, we did see some geographic areas not fully utilizing their monthly PPC budgets. Pennsylvania was one of those geographic areas that did not fully spend their monthly Budget. During January, thru March of 2016 Pennsylvania did expend their \$3,000 Budget. But in the April thru September period Pennsylvania did not fully spend their \$3,000 Budget; in October Pennsylvania began to fully spend their Monthly Budget again. Pennsylvania's Budget begins at 12:00 Noon daily, and once the daily budget of approximately \$100 is expended; the AEC Google Ad no longer appears. The average time of day when the PPC Budgets were expended in 2019 are as follows, see the table below for all areas for 2019:

1. Connecticut: 7:00 PM
2. Long Island: 8:00 PM
3. New York City: 8:00 PM
4. Pennsylvania: 9:00 PM *
5. Rhode Island: 9:00 PM **

The PA Budget begins at Noon daily
The RI Budget begins at 9:00 AM

With respect to the volume of searches, during 2019 Connecticut accumulated the most number of Impressions at 92,127, where an Impression is the result of someone from Connecticut searching one of AEC's key words or key phrases and seeing the AEC ad displayed on the Google Search Page. A fewer number of people in 2019 (2,581) from Connecticut clicked on the AEC ad and were redirected to the AEC Website. These 2,581 clicks we paid for, not the Impressions. See data from other geographic areas below:

| | | | |
|-------------------|-----------|--------------------|--------------|
| 1. Connecticut: | (\$1,000) | 92,127 Impressions | 2,581 Clicks |
| 2. Long Island: | (\$1,000) | 55,533 Impressions | 2,513 Clicks |
| 3. New York City: | (\$2,500) | 63,577 Impressions | 2,449 Clicks |
| 4. Pennsylvania: | (\$1,000) | 80,309 Impressions | 2,594 Clicks |
| 5. Rhode Island: | (\$500) | 35,763 Impressions | 1,382 Clicks |

Key words and key phrases are categorized into five groups by region. The top five categories searched by Clicks include:

| | | Clicks | Impressions |
|----|-------------------------------|--------|-------------|
| 1. | Pennsylvania Cost to Convert | 2,594 | 80,309 |
| 2. | Connecticut Cost to Convert | 2,581 | 92,127 |
| 3. | Long Island Cost to Convert | 2,513 | 55,533 |
| 4. | New York City Cost to Convert | 2,449 | 63,577 |
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So again, clearly, the topic of most interest to searchers was “the cost to convert”.

The top five most searched key phrases in 2019 by category:

| | | |
|----|--------------------------|-------|
| 1. | “cost to convert” | 9,992 |
| 2. | “bioheat fuel” | 985 |
| 3. | “upgrade and save” | 690 |
| 4. | “gas heat vs oil heat” | 313 |
| 5. | “convert to natural gas” | 66 |

For 2019, the most searched terms were overwhelmingly from the “Cost to Convert” grouping of key words and key phrases.

The top searched term within each of their five (5) categories were:

| Category | Term | # Searches |
|-------------------------------|--------------------------------|------------|
| The True Cost to Convert | “oil to gas: | 123,102 |
| Bioheat Fuel | “biofuel energy” | 11,543 |
| Upgrade and Save: | “converting to gas” | 9,776 |
| Disadvantages of Natural Gas: | “disadvantages of natural gas” | 3,572 |
| Get the Facts: | “anti-gas” | 6,734 |

Other 2019 stats by category:

| Category | Clicks | Impressions | CTR | Avg. CPC | Cost |
|-------------------------------|--------|-------------|-------|----------|--------|
| The True Cost to Convert: | 10,119 | 290,619 | 0.03% | 4.00 | 40,437 |
| Bioheat Fuel: | 1,316 | 46,812 | 0.03% | 5.11 | 6,725 |
| Upgrade and Save: | 725 | 42,568 | 0.02% | 5.85 | 4,239 |
| Disadvantages of Natural Gas: | 425 | 5,942 | 0.07% | 2.99 | 1,220 |
| Get the Facts: | 82 | 8,649 | 0.01% | 82.00 | 568 |
| Total | 12,667 | 394,590 | 0.03% | \$4.20 | 53,239 |