

April 10, 2024 - Q3 FY24

Visit Arroyo Grande

Quarter 3 Stat Report

Summary of Performance

The Q3 paid media tactics for Visit Arroyo Grande included Social Ads, Social Boosted Posts, Programmatic Video Pre-Roll, CTV, and Google Performance Max. A rotation of the ads “No Weekend Needed” and “Time Well Spent” were continued throughout the quarter. There were a few shifts in tactics during Q3 with PreRoll running only in January and Meta Ads and Boosts starting in February. Meta is a great ‘always on’ tactic for Arroyo Grande and the combination of boosted posts and social ads work well together. PreRoll was not meeting performance goals and shifts were implemented to improve the campaign results, we typically like to see the CTR around 0.20%, but it was falling shy of that. This quarter there was a significant increase in impressions for Google Performance Max hitting nearly 8 million. Overall the impressions look good throughout all platforms and we will continue to optimize towards peak performance.

As we have seen an increase in impressions and clicks, we will be focusing on the quality of clicks and implementing tactics that enable us to provide brand safety measures. Programmatic Video, CTV placements, Meta, YouTube, and Google Search allow us to have better overall control so we are recommending a slight shift to those platforms.

On the owned side, e-newsletter results were strong. The open rate surpassed the industry standard of 33.25%. Although there was a decrease in published posts on Facebook and TikTok, engagement was up which shows we published quality content that our followers are interested in. The number of story views was down on Localhood due to the fact that we published fewer stories, but interaction and completion rates increased. Website analytics for Q3 show 67K new users compared to 19K in Q2, a 255% increase. Due to GA4 and the launch of the new website, we do not have year-over-year numbers. We were only able to compare results to last quarter.

Paid Media

Digital Media Results:

Channel	Creative	Impressions	Clicks	Views	CTR	Comp. Rate	Interaction Rate	CPM
Programmatic Video	Brand/ Midweek	58,991 *	90	N/A	.15%	N/A	N/A	\$16.18

Google Performance Max	Brand/ Midweek	7,884,062	77,154	N/A	0.98%	N/A	N/A	N/A
CTV	Brand/ Midweek	345,275	N/A	N/A	N/A	98.75%	N/A	\$40.00
Social Ads - Facebook & Instagram	Midweek	324,719 **	2,645	N/A	.81%	1.57%	N/A	N/A
Social Boosts	Variety	53,159 **	650	N/A	1.22%	N/A	N/A	N/A
YouTube - CCTC	Midweek	469,000	N/A	296,000	N/A	N/A	68.3%	N/A
CCTC Co-op - Pinterest	Midweek	1,295,000	2,200	N/A	N/A	N/A	N/A	N/A

*PreRoll ran in January **Meta Ads & Boosts started in February

Total Campaign Summary:

- Total Impressions: 10,430,206
- Total Clicks: 82,739
- Avg. CTR: 0.79%

Owned Media

Email Marketing Campaign Results:

Verdin created and sent three monthly e-newsletters in Q3. They featured places to stay, local things to do and event happenings. Below are the results:

January 12:

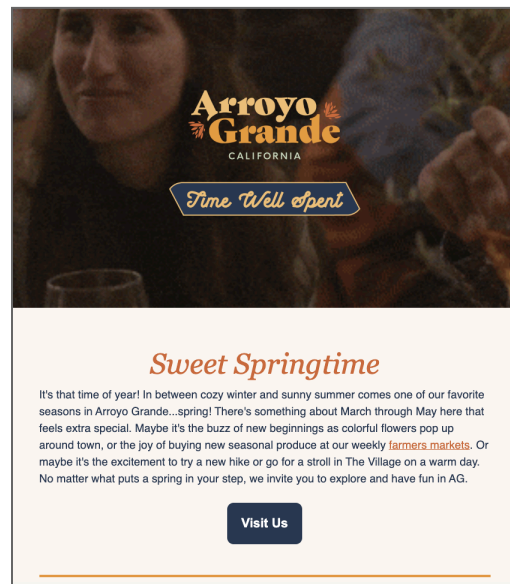
- Open rate: 50.5%
- Click rate: 4.8%
- Total clicks: 103

February 8:

- Open rate: 46.2%
- Click rate: 2.2%
- Total clicks: 46

March 14:

- Open rate: 52.0%
- Click rate: 4.1%
- Total clicks: 113



Social Media Results:






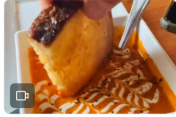




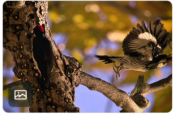




Page	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements
Reporting Period	7,143	64	6,384	35	42	682,976	29,333	652,614	12,317
Jan 1, 2024 – Mar 31, 2024	↗ 0.9%	↘ 39%	↗ 0.4%	↗ 25%	↘ 27.6%	↗ 581.2%	↘ 18%	↗ 917.4%	↗ 174.9%
Compare to	7,079	105	6,360	28	58	100,265	35,791	64,143	4,481
Oct 2, 2023 – Dec 31, 2023									
Visit Arroyo Grande	7,143	64	6,384	35	42	682,976	29,333	652,614	12,317

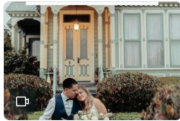




Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements	Organic Engagements
Reporting Period	4,701	124	160	110,757	110,757	0	2,910	2,910
Jan 1, 2024 – Mar 31, 2024	↗ 2.7%	↗ 6%	↗ 1.9%	↗ 22.9%	↗ 22.9%	→ 0%	↘ 21.8%	↘ 21.8%
Compare to	4,577	117	157	90,134	90,134	0	3,719	3,719
Oct 2, 2023 – Dec 31, 2023								
visitarroyogrande	4,701	124	160	110,757	110,757	0	2,910	2,910

Profile	Published Posts	Net Follower Growth	Followers	Video Views	Engagements
Reporting Period	9	158	329	10,002	124
Jan 1, 2024 – Mar 31, 2024	↘ 10%	↗ 102.6%	↗ 91.3%	↗ 44.5%	↗ 79.7%
Compare to	10	78	172	6,922	69
Oct 2, 2023 – Dec 31, 2023					
Visit Arroyo Grande	9	158	329	10,002	124

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Engagements
Reporting Period	1,208	9	32	872	26
Jan 1, 2024 – Mar 31, 2024	↗ 0.8%	→ 0%	↘ 15.8%	↗ 3.2%	↘ 3.7%
Compare to	1,199	9	38	845	27
Oct 2, 2023 – Dec 31, 2023					
@VisitAGCA	1,208	9	32	872	26

Top Social Posts:

<p>Visit Arroyo Grande Mon 2/28/2024 11:38 am PST</p> <p>Your time in Arroyo Grande is time well spent. ❤️ Now booking for Spring Break, weekend getaways...</p>  <p>Total Engagements 868</p> <p>Reactions 93</p> <p>Comments 10</p> <p>Shares 8</p> <p>Post Link Clicks 300</p> <p>Other Post Clicks 457</p>	<p>Visit Arroyo Grande Mon 1/8/2024 6:45 am PST</p> <p>NEW IN TOWN! 🎉 Hubbalicious Sweet Shoppe opened in the Village just before the holidays and has...</p>  <p>Total Engagements 786</p> <p>Reactions 128</p> <p>Comments 15</p> <p>Shares 10</p> <p>Post Link Clicks 27</p> <p>Other Post Clicks 606</p>	<p>Visit Arroyo Grande Sat 1/8/2024 11:12 am PST</p> <p>Tucked away in the hillsides of Arroyo Grande is a peaceful hiking trail packed with beautiful Coastal...</p>  <p>Total Engagements 477</p> <p>Reactions 70</p> <p>Comments 9</p> <p>Shares 8</p> <p>Post Link Clicks 50</p> <p>Other Post Clicks 340</p>	<p>Visit Arroyo Grande Tue 3/12/2024 6:26 am PDT</p> <p>Don't miss a moment. ❤️ Spending time together is what we're all about in AG. Sign up for our e-newsletter...</p>  <p>Total Engagements 381</p> <p>Reactions 74</p> <p>Comments 0</p> <p>Shares 3</p> <p>Post Link Clicks 222</p> <p>Other Post Clicks 82</p>	<p>Visit Arroyo Grande Fri 3/22/2024 10:19 am PDT</p> <p>Wedding season in Arroyo Grande is absolutely magical! No matter your desired aesthetic, we have the...</p>  <p>Total Engagements 344</p> <p>Reactions 7</p> <p>Comments 2</p> <p>Shares 1</p> <p>Post Link Clicks 11</p> <p>Other Post Clicks 323</p>
<p>visitarroyogrande Thu 1/4/2024 9:14 am PST</p> <p>Comfort food like grilled cheese and tomato soup gets a swanky upgrade at @masonbarandkitchen in the...</p>  <p>Total Engagements 351</p> <p>Likes 216</p> <p>Comments 46</p> <p>Shares 73</p> <p>Saves 16</p>	<p>visitarroyogrande Mon 1/8/2024 1:30 pm PST</p> <p>NEW IN TOWN! 🎉 @hubbalicious_shoppe opened in the Village just before the holidays...</p>  <p>Total Engagements 190</p> <p>Likes 180</p> <p>Comments 7</p> <p>Saves 3</p>	<p>visitarroyogrande Sun 2/18/2024 9:19 am PST</p> <p>The @SLOCAL area is absolutely smothered with delicious burger joints, and we're so happy to see...</p>  <p>Total Engagements 169</p> <p>Likes 133</p> <p>Comments 5</p> <p>Shares 21</p> <p>Saves 10</p>	<p>visitarroyogrande Sat 1/6/2024 9:51 am PST</p> <p>Tucked away in the hillsides of Arroyo Grande is a peaceful hiking trail packed with beautiful Coastal...</p>  <p>Total Engagements 138</p> <p>Likes 113</p> <p>Comments 7</p> <p>Saves 18</p>	<p>visitarroyogrande Wed 3/20/2024 6:30 am PDT</p> <p>Have you been to @hannas_restaurant? 🌮 This Mexican fusion restaurant recently...</p>  <p>Total Engagements 120</p> <p>Likes 91</p> <p>Comments 3</p> <p>Shares 23</p> <p>Saves 3</p>
<p>@VisitAGCA Thu 1/25/2024 5:06 am UTC</p> <p>What a beautiful shot of some local acorn woodpeckers storing up their nuts in an oak tree! Be sure to tag ...</p>  <p>Total Engagements 4</p> <p>Likes 2</p> <p>@Replies 1</p> <p>Retweets 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 0</p> <p>Other Engagements 1</p>	<p>@VisitAGCA Wed 1/23/2024 8:14 am UTC</p> <p>You've got mail! 📧 Sign up for our monthly e-newsletter to stay up to date on the latest and greatest in...</p>  <p>Total Engagements 3</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 2</p> <p>Other Engagements 0</p>	<p>@VisitAGCA Thu 3/7/2024 2:02 am UTC</p> <p>It's Women's History Month. 🌸 We're proud of the inspiring women who make a difference in AG. Meet...</p>  <p>Total Engagements 2</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>	<p>@VisitAGCA Tue 1/23/2024 6:11 am UTC</p> <p>Frutland is open daily from 10 a.m. to 6 p.m., except on Fridays when they rock the late-night scene until...</p>  <p>Total Engagements 2</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>	<p>@VisitAGCA Mon 1/8/2024 9:25 am UTC</p> <p>NEW IN TOWN! 🎉 Hubbalicious Sweet Shoppe opened in the Village just before the holidays and has...</p>  <p>Total Engagements 2</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 0</p> <p>Other Post Clicks 1</p> <p>Other Engagements 0</p>

<p>visitarroyograndeca Fri, 3/22/2024 5:19 pm UTC</p> <p>Wedding season in Arroyo Grande is absolutely magical! No matter your desired aesthetic, we have the...</p>  <p>Total Engagements 21</p> <p>Likes 17</p> <p>Comments 1</p> <p>Shares 3</p>	<p>visitarroyograndeca Thu, 1/4/2024 11:44 pm UTC</p> <p>Comfort food like grilled cheese and tomato soup gets a swanky upgrade at Mason Bar & Kitchen in the hear...</p>  <p>Total Engagements 16</p> <p>Likes 14</p> <p>Comments 1</p> <p>Shares 1</p>	<p>visitarroyograndeca Sun, 2/18/2024 11:47 pm UTC</p> <p>The @visitslocal area is absolutely smothered with delicious burger joints, and we're so happy to see...</p>  <p>Total Engagements 11</p> <p>Likes 11</p> <p>Comments 0</p> <p>Shares 0</p>	<p>visitarroyograndeca Fri, 2/23/2024 10:56 pm UTC</p> <p>Tribe Coffeehouse is a real gem in Arroyo Grande, and not just because of all the pretty, sparkly goods the...</p>  <p>Total Engagements 7</p> <p>Likes 7</p> <p>Comments 0</p> <p>Shares 0</p>	<p>visitarroyograndeca Wed, 2/21/2024 12:01 am UTC</p> <p>Just another day on the streets of A.G. 🐔 #ArroyoGrandeRoosters #Localicons #VisitArroyoGrande...</p>  <p>Total Engagements 7</p> <p>Likes 7</p> <p>Comments 0</p> <p>Shares 0</p>
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Localhood:

Total Story Views

61

↓ -21.8%

Story Views from Search

No data

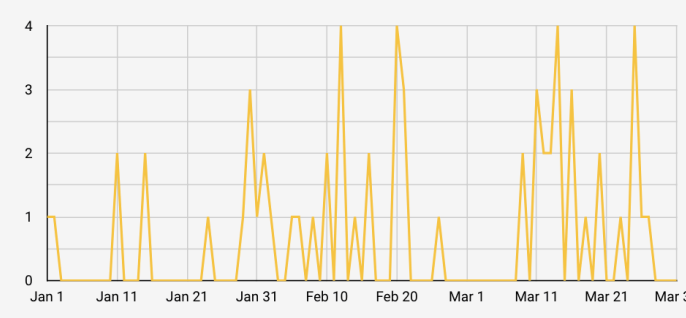
No data

Story Views from Galleries

39

↓ -32.8%

Story Views by Day



Views occur when a Story is opened to view in full screen. Story Views from Search come from Google search results. Story Views from Galleries come from Localhood galleries.

Interaction Rate

63.9%

↑ 60.9%

Total Interactions

39

Story CTR

1.64%

↑ N/A

Visit Website Clicks: **1**

Learn More Clicks: **0**

Completion Rate

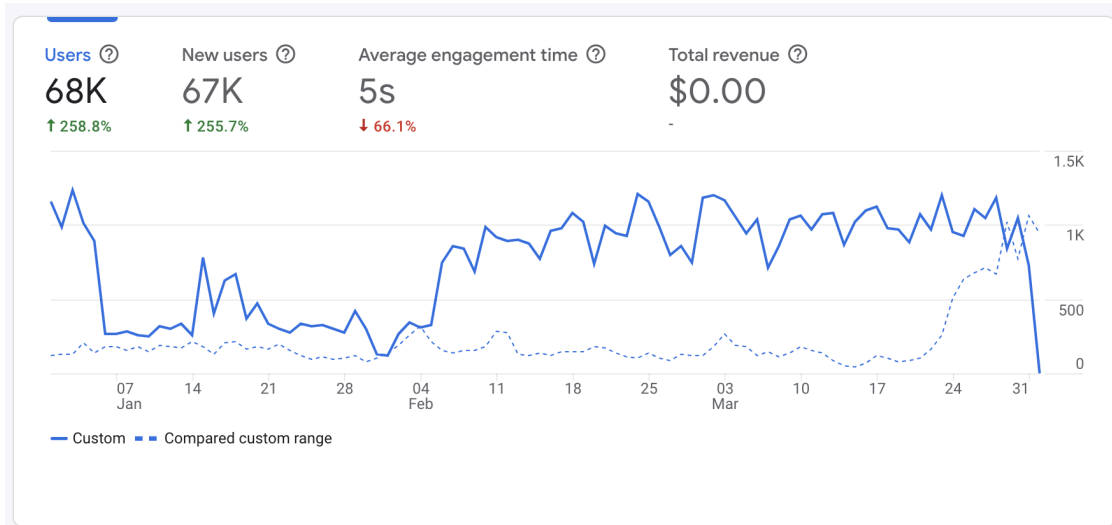
57.4%

↑ 118.1%

Total Completions

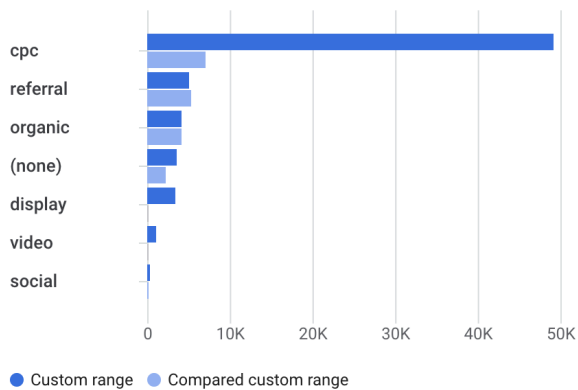
35

Website Analytics: Compared to the previous quarter



WHERE DO YOUR NEW USERS COME FROM?

New users by First user medium



[View user acquisition](#) →

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	Views	Change
Home - Visit Arroyo Grande	88K	↑ 638.2%
Visit Arroyo Grande	1	↓ 100.0%
Eat + Drink - Visit Arroyo Gra...	2.1K	↑ 178.5%
Things to Do - Visit Arroyo G...	1.4K	↑ 55.3%
Stay - Visit Arroyo Grande	1.6K	↑ 281.4%
Farmers Markets - Visit Arro...	1.2K	↑ 190.8%
The Village - Visit Arroyo Gra...	768	↑ 45.7%

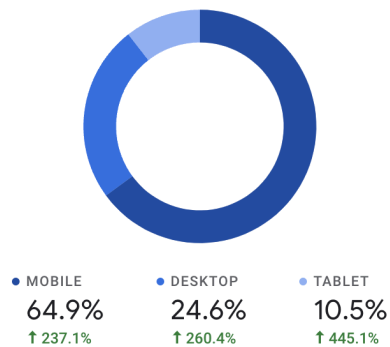
[View pages and screens](#) →

Users by City

CITY	Users	Change
Los Angeles	23K	↑ 452.8%
San Jose	4.1K	↑ 173.0%
Fresno	1.3K	↑ 397.0%
Bakersfield	1K	↑ 193.6%
San Luis Obispo	506	↓ 2.7%
Chicago	873	↑ 2,082.5%
Sacramento	594	↑ 178.9%

[View cities](#) →

Users by Device category



[View device categories](#) →