

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	CTR	Comp. Rate	CPM
Programmatic Video	Time Well Spent No Weekend Needed	58,991 *	90	.15%	N/A	\$16.18
Google Performance Max	Time Well Spent No Weekend Needed	7,884,062	77,154	0.98%	N/A	N/A

CTV	Time Well Spent No Weekend Needed	345,275	N/A	N/A	98.75%	\$40.00
Social Ads - Facebook & Instagram	No Weekend Needed	324,719 **	2,645	.81%	1.57%	N/A
Social Boosts	Variety	53,159 **	650	1.22%	N/A	N/A

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

*Total Campaign Summary:*

- Total Impressions: 8,666,206
- Total Clicks: 80,539
- Avg. CTR: .93%

**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:**

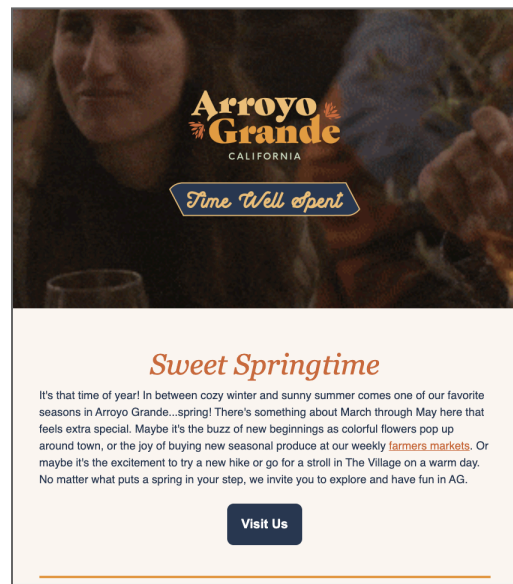
- Open rate: 50.5%
- Click rate: 4.8%
- Total clicks: 103

**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:






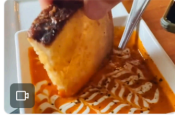









Page	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements
<b>Reporting Period</b>	<b>7,143</b>	<b>64</b>	<b>6,384</b>	<b>35</b>	<b>42</b>	<b>682,976</b>	<b>29,333</b>	<b>652,614</b>	<b>12,317</b>
Jan 1, 2024 – Mar 31, 2024	↗ 0.9%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

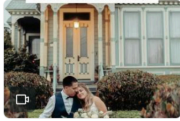

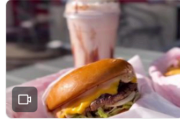


Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements	Organic Engagements
<b>Reporting Period</b>	<b>4,701</b>	<b>124</b>	<b>160</b>	<b>110,757</b>	<b>110,757</b>	<b>0</b>	<b>2,910</b>	<b>2,910</b>
Jan 1, 2024 – Mar 31, 2024	↗ 2.7%	↗ 6%	↗ 1.9%	↗ 22.9%	↗ 22.9%	→ 0%	↘ 21.8%	↘ 21.8%
<b>Compare to</b>	<b>4,577</b>	<b>117</b>	<b>157</b>	<b>90,134</b>	<b>90,134</b>	<b>0</b>	<b>3,719</b>	<b>3,719</b>
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
<b>Reporting Period</b>	<b>9</b>	<b>158</b>	<b>329</b>	<b>10,002</b>	<b>124</b>
Jan 1, 2024 – Mar 31, 2024	↘ 10%	↗ 102.6%	↗ 91.3%	↗ 44.5%	↗ 79.7%
<b>Compare to</b>	<b>10</b>	<b>78</b>	<b>172</b>	<b>6,922</b>	<b>69</b>
Oct 2, 2023 – Dec 31, 2023					
Visit Arroyo Grande	9	158	329	10,002	124

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

## Top Social Posts:

<p><b>Visit Arroyo Grande</b> 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>  <table border="1"> <tr><td><b>Total Engagements</b></td><td>868</td></tr> <tr><td>Reactions</td><td>93</td></tr> <tr><td>Comments</td><td>10</td></tr> <tr><td>Shares</td><td>8</td></tr> <tr><td>Post Link Clicks</td><td>300</td></tr> <tr><td>Other Post Clicks</td><td>457</td></tr> </table>	<b>Total Engagements</b>	868	Reactions	93	Comments	10	Shares	8	Post Link Clicks	300	Other Post Clicks	457	<p><b>Visit Arroyo Grande</b> 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>  <table border="1"> <tr><td><b>Total Engagements</b></td><td>786</td></tr> <tr><td>Reactions</td><td>128</td></tr> <tr><td>Comments</td><td>15</td></tr> <tr><td>Shares</td><td>10</td></tr> <tr><td>Post Link Clicks</td><td>27</td></tr> <tr><td>Other Post Clicks</td><td>606</td></tr> </table>	<b>Total Engagements</b>	786	Reactions	128	Comments	15	Shares	10	Post Link Clicks	27	Other Post Clicks	606	<p><b>Visit Arroyo Grande</b> 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>  <table border="1"> <tr><td><b>Total Engagements</b></td><td>477</td></tr> <tr><td>Reactions</td><td>70</td></tr> <tr><td>Comments</td><td>9</td></tr> <tr><td>Shares</td><td>8</td></tr> <tr><td>Post Link Clicks</td><td>50</td></tr> <tr><td>Other Post Clicks</td><td>340</td></tr> </table>	<b>Total Engagements</b>	477	Reactions	70	Comments	9	Shares	8	Post Link Clicks	50	Other Post Clicks	340	<p><b>Visit Arroyo Grande</b> 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>  <table border="1"> <tr><td><b>Total Engagements</b></td><td>381</td></tr> <tr><td>Reactions</td><td>74</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>3</td></tr> <tr><td>Post Link Clicks</td><td>222</td></tr> <tr><td>Other Post Clicks</td><td>82</td></tr> </table>	<b>Total Engagements</b>	381	Reactions	74	Comments	0	Shares	3	Post Link Clicks	222	Other Post Clicks	82	<p><b>Visit Arroyo Grande</b> 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>  <table border="1"> <tr><td><b>Total Engagements</b></td><td>344</td></tr> <tr><td>Reactions</td><td>7</td></tr> <tr><td>Comments</td><td>2</td></tr> <tr><td>Shares</td><td>1</td></tr> <tr><td>Post Link Clicks</td><td>11</td></tr> <tr><td>Other Post Clicks</td><td>323</td></tr> </table>	<b>Total Engagements</b>	344	Reactions	7	Comments	2	Shares	1	Post Link Clicks	11	Other Post Clicks	323										
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**Localhood:**

**Total Story Views**

61

↓ -21.8%

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**Story Views from Search**

No data

No data

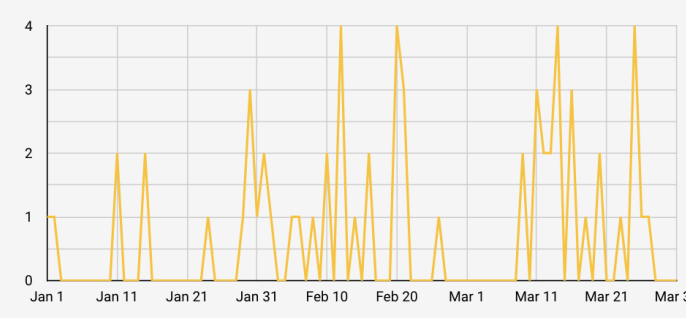
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**Story Views from Galleries**

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**

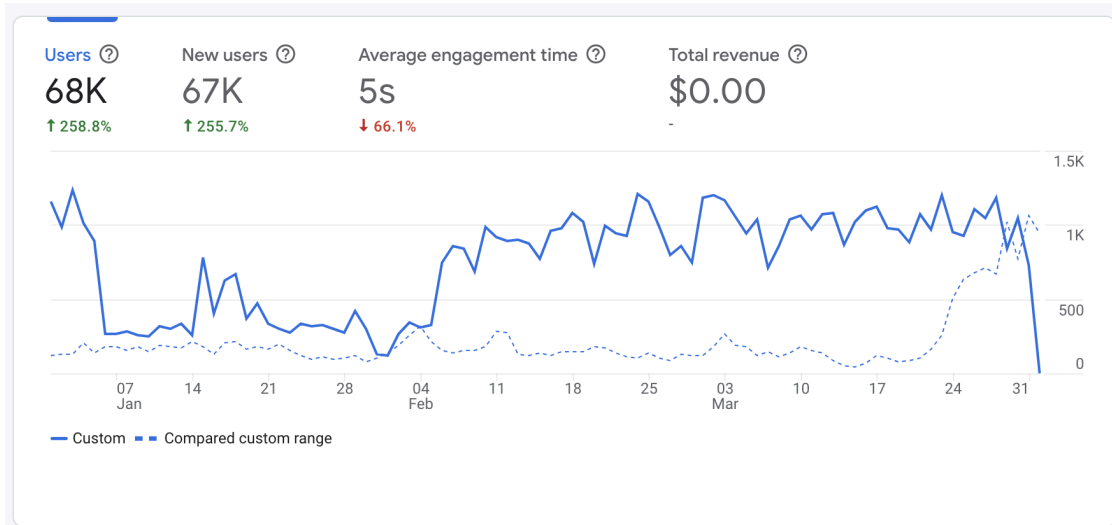
57.4%

↑ 118.1%

**Total Completions**

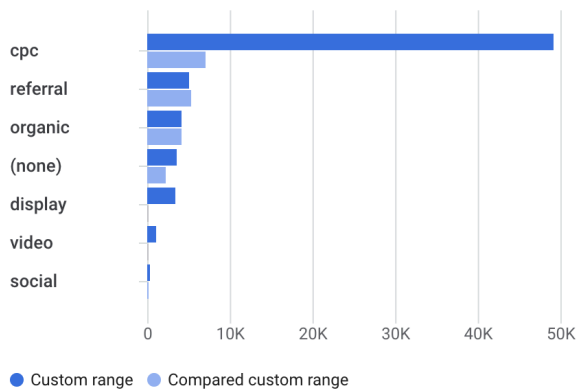
35

## 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%

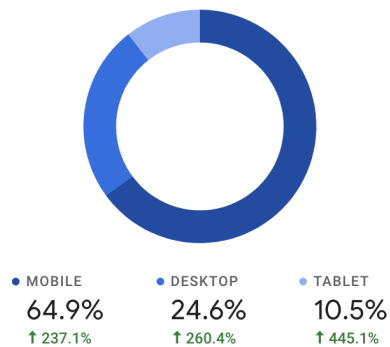
[View pages and screens](#) →

#### 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](#) →