

August 1, 2022

Visit Arroyo Grande

# Quarter 4 Stat Report

## Summary of Performance

Digital advertising in Q4 saw strong performance across all channels. Digital Programmatic through April and May and garnered over 404,867 impressions between the three creative sets. The “Outdoor” creative set achieved the most viewership and engagement of the creative sets, resulting in over 358 clicks through that video alone. Google AdWords, which ran April-June, had 3,579 clicks and 72 conversions (up from 5 conversions in the previous report for February and March). Overall visits tracked were 3,760, up slightly from 3,624 tracked in Q3. On the owned media side, the monthly e-newsletter had an open rate and CTR that both exceeded industry benchmarks for all three months. Arroyo Grande received more than 7,500 engagements on Facebook and over 2,600 engagements on Instagram. In comparing year-over-year (2022 vs. 2021) website traffic, metrics for the quarter show an overall decrease of 4.3% in visitation (sessions), with average time on page at 2 min and 7 secs. Pages per session performed below industry average at 1.7 (a 46.9% YOY decrease), showing opportunity to make website optimizations for better engagement.

## Paid Media

### Digital Media Results:

Channel	Creative	Impressions	Clicks	CTR	Conversions	Visits
Programmatic	Culinary	59,273	36	0.06%	N/A	3,760
Programmatic	Family	58,946	37	0.06%	N/A	
Programmatic	Outdoor	203,502	358	0.18%	N/A	
Google AdWords	N/A	40,586	3,579	8.82%	72	N/A
Social - Boosts	N/A	42,560	4,289	10.07%	N/A	N/A

### Total Campaign Summary:

- Impressions: 404,867
- Clicks: 8,299

- CTR (Programmatic/Social combined): 2%
- Conversions: 72
- Visits: 3,760

## Owned Media

### Email Marketing Campaign Results:

Verdin created and sent three monthly e-newsletters in Q4. They featured summer activities, local dining options and ways to celebrate. Below are the results:

#### April 21:

- Open rate: 40.4%
- Click rate: 3.0%
- Total clicks: 46

#### May 20:

- Open rate: 44.8%
- Click rate: 5.2%
- Total clicks: 82

#### June 17:

- Open rate: 44.8%
- Click rate: 3.8%
- Total clicks: 70



### Social Media Results:

Platform	Impressions	Engagements	Followers	Demographics
Facebook	81,852	7,538	6,062	Women 45-54
Instagram	39,779	2,632	3,200	Women 35-44
Twitter	3,671	170	1,209	Men 35-44

### Top Social Posts:

Post Content	Total Engagements	Likes	Comments	Saves
Several Arroyo Grande wineries can now choose to use the new "San Luis Obispo Coast" American... 	102	91	6	5
Get your steps in on the Big Falls Trail, a peaceful 4.4-mile out and back trek. You might even find a... 	85	77	3	5
We can't get enough of the sweet local strawberries this time of year! Pick up a flat or basket at the... 	84	82	2	0
Stock up on fresh flowers for spring at one of Arroyo Grande's weekly Farmers' Markets. Bring home the... 	83	80	1	2
Banner Coffee Co. is a local go-to for espresso drinks, cold brews and matcha lattes. Next time you drop... 	74	71	3	0

## Website Analytics:

Comparing 2022 v. 2021

