

October 13, 2022

Visit Arroyo Grande

# Quarter 1 Stat Report

## Summary of Performance

This report covers July through September marketing efforts. Paid media for Q1 launched in September with a mix of programmatic video pre-roll, OTT, YouTube, Google AdWords and Instagram ads. The video pre-roll ads accounted for the majority of impressions at 104,430 impressions and 351 clicks. Google AdWords engagement was the strongest of all media channels with a total of 95,166 impressions and 706 clicks. YouTube ads also received a large number of impressions at 79,034. OTT resulted in 30,078 impressions and rounded out the paid media presence. As we continue visits tracking into the coming months of the campaign, we will likely see an increase in those stats as users who have engaged with the Arroyo Grande ad messages make a visit to the destination. On the owned media side, the monthly e-newsletter had an open rate and CTR that both exceeded industry benchmarks for all three months. AG TBID received more than 7,700 engagements on Facebook and over 2,300 engagements on Instagram. In comparing year-over year (2022 vs. 2021) website traffic, metrics for Q1 show an overall increase of 34% in visitation (sessions), with average time on page at 2 min and 17 secs. Pages per session performed below industry average at 1.5 (a 14.2% YOY decrease), which we should see increase with the relaunch of the website and optimized content.

## Paid Media

### Digital Media Results:

Channel	Creative	Impressions	Clicks	CTR	Conversions	Visits
Programmatic Video Pre-Roll	Culinary	52,465	185	0.35%	N/A	1
Programmatic Video Pre-Roll	Family	51,965	166	0.32%	N/A	
OTT	Culinary	15,062	N/A	N/A	N/A	N/A
OTT	Family	15,016	N/A	N/A	N/A	N/A
Youtube	Culinary	70,722	9	0.01%	N/A	N/A
Youtube	Family	8,312	2	0.02%	N/A	N/A
Google AdWords	N/A	95,166	706	0.74%	56	N/A
Instagram	Family	19,374	40	0.02%	N/A	N/A

### Total Campaign Summary:

- Impressions: 328,082
- Clicks: 1,108
- CTR (Programmatic/Social combined): 0.24%
- Conversions: 56
- Visits: 1

### Owned Media

#### Email Marketing Campaign Results:

Verdin created and sent three monthly e-newsletters in Q1. They featured places to stay, local shopping and local events. Below are the results:

##### July 15:

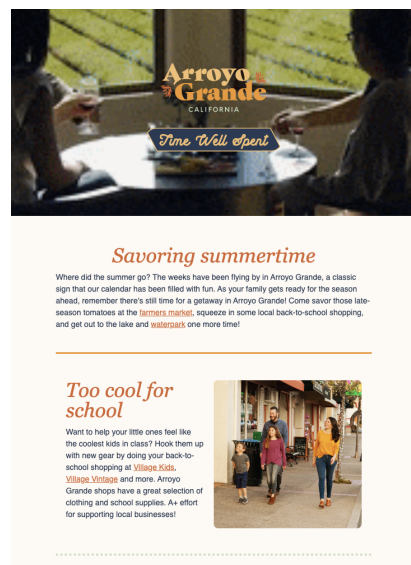
- Open rate: 44.2%
- Click rate: 3.7%
- Total clicks: 58

##### August 16:

- Open rate: 36.3%
- Click rate: 2.7%
- Total clicks: 58

##### September 15:

- Open rate: 42.1%
- Click rate: 3.1%
- Total clicks: 46



#### Social Media Results:

Platform	Impressions	Engagements	Followers	Demographics
Facebook	88,077	7,797	6,043	Women 45-54
Instagram	45,256	2,357	2,861	Women 35-44
Twitter	5,186	108	1,188	Men 35-44


## Top Social Posts:

V

visitarroyogrande

Tue 9/28/2021 4:45 pm PDT

Fun fact: Arroyo Grande has the one of the only swinging bridges in California. The original was built in...



Total Engagements265

Likes247

Comments6


Saves12

V

visitarroyogrande

Fri 7/9/2021 4:50 pm PDT

Small-town charm with big-city flavor. Taste it in Arroyo Grande. Photo credit: @emberrestaurant...



Total Engagements98

Likes89

Comments5


Saves4

V

visitarroyogrande

Tue 8/10/2021 6:12 pm PDT

Seoul food in the middle of Arroyo Grande? Yes, please! Keep an eye out for this locally owned, family-r...



Total Engagements93

Likes87

Comments6


Saves0

V

visitarroyogrande

Sun 7/4/2021 9:05 am PDT

What a great way to celebrate Independence Day! Visit Arroyo Grande wishes you a happy, safe,...



Total Engagements91

Likes90

Comments1


Saves0

V

visitarroyogrande

Sun 8/1/2021 9:09 am PDT

It's always nice to know the maker behind the magic. Find local arts, crafts, entertainment, and food at...



Total Engagements87

Likes85

Comments2

Saves0

## Website Analytics:

Comparing 2022 v. 2021

