

December 7, 2021

Visit Arroyo Grande

November Stat Report

Summary of Performance

Programmatic advertising continued to perform strongly throughout the month of November. We had a combined CTR of 1.08% for both creative sets and social media. On the owned media side, the monthly e-newsletter had an open rate of 31.7% and CTR that exceeded industry benchmarks. Arroyo Grande received more than 1,700 engagements on Facebook and gained 55 followers on Instagram, putting the total count at 2,916. This month, Average Time on Page is up at 2 min. 01 sec., showing quality visitors to the website. Google AdWords will help improve traffic and overall visitation to the site.

Paid Media

Digital Media Results:

Channel	Creative	Impressions	Clicks	CTR	Visits
Programmatic	Outdoor	159,670	931	0.58%	358
Programmatic	Culinary	86,699	509	0.59%	24
Social - Boosts	N/A	18,686	1,422	7.61%	N/A

Total Campaign Summary:

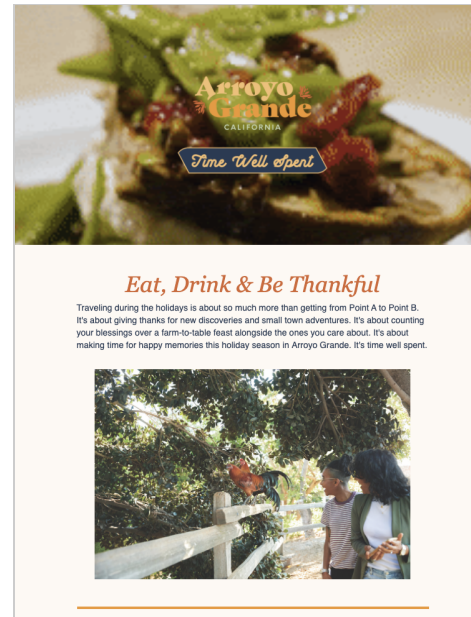
- Impressions: 265,055
- Clicks: 2,862
- CTR (Programmatic/Social combined): 1.08%
- Visits: 382

Owned Media

Email Marketing Campaign Results:

Verdin created and sent the monthly e-newsletter on November 9. It included information on the grand opening of Urbane Cafe, Fall happenings and a feature on Elegant Christmas in the Village. Below are the results:








- Open rate: 31.7%
- Click rate: 4.2%
- Total clicks: 44



Social Media Results:

Platform	Impressions	Engagements	Followers	Demographics
Facebook	24,254	1,759	6,031	Women 45-54
Instagram	12,852	945	2,916	Women 35-44
Twitter	1,062	20	1,191	Men 35-44

Top Social Posts:

<p> visitarroyogra... Sun 11/28/2021 3:47 pm...</p> <p>"Every sunset is an opportunity to reset." — Richie Norton Photo credit:</p> <p></p> <p>Total Engagements 116</p> <p>Likes 114</p> <p>Comments 2</p>	<p> visitarroyogra... Wed 11/24/2021 10:30 a...</p> <p>Looking for Black Friday deals? The Village of Arroyo Grande has something for everyone</p> <p> </p> <p>Total Engagements 92</p> <p>Likes 90</p> <p>Comments 2</p>	<p> visitarroyogra... Sat 11/13/2021 10:07 a...</p> <p>Freshly brewed coffee ☕ Berries bursting with flavor 🍓 Award-winning wine 🍷 Chef-</p> <p></p> <p>Total Engagements 84</p> <p>Likes 80</p> <p>Comments 4</p>
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Website Analytics:

Comparing 2021 v. 2019

