

January 12, 2022

Visit Arroyo Grande

December Stat Report

Summary of Performance

Programmatic advertising performed strongly throughout the month of December as seen in the reported impressions and clicks below. On the owned media side, the monthly e-newsletter had an open rate and CTR that both exceeded industry benchmarks. Arroyo Grande received more than 2,900 engagements on Facebook and gained 38 followers on Instagram, putting the total count at 2,953. This month, Average Time on Page is up at 2 min. 34 sec., showing quality visitors to the website.

*Under Website Analytics: We investigated Charlotte, North Carolina in the website stats and discovered that an image was potentially being shown on Google Image search, which may have generated clicks. Paid media did not contribute to these analytics because it was all organic traffic.

Paid Media

Digital Media Results:

Channel	Creative	Impressions	Clicks	CTR	Visits
Programmatic	Culinary	32,165	92	0.28%	158
Programmatic	Family	32,058	101	0.32%	
Programmatic	Outdoor	31,810	78	0.25%	
Social - Boosts	N/A	26,656	1,482	5.56%	N/A

Total Campaign Summary:

- Impressions: 122,689
- Clicks: 1,753
- CTR (Programmatic/Social combined): 2.43%
- Visits: 158

Owned Media

Email Marketing Campaign Results:

Verdin created and sent the monthly e-newsletter on December 10. It included information on holiday happenings, wine tasting and shopping local this season. Below are the results:

- Open rate: 38.2%
- Click rate: 2.7%
- Total clicks: 73




Social Media Results:

Platform	Impressions	Engagements	Followers	Demographics
Facebook	35,622	2,946	6,018	Women 45-54
Instagram	14,667	845	2,953	Women 35-44
Twitter	995	20	1,191	Men 35-44

Top Social Posts:

visitarroyogrande
Sun 12/5/2021 3:39 pm PST

Santa Claus is comin' to The Village! It's holiday card season, so bring the kiddos for a photo op with jolly old St. Nick himself now until Dec. 21. You'll find him at 126 S.




Total Engagements 126

Likes	107
Comments	15
Saves	4

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Tue 12/14/2021 3:41 pm PST

This time of year calls for extra whipped cream and sprinkles with a side of holiday cheer! Come join us for a sip around town. Photo Credit: @cafeandreini




Total Engagements 74

Likes	72
Comments	2
Saves	0

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Sun 12/19/2021 4:48 pm PST

Play time on the patio! 🏡 Family stroll across the swinging bridge! 🌳 Make a list and check it twice with a stay in Arroyo Grande. Photo Credit: @leaguetravels @agarianhotel



Total Engagements 71

Likes	70
Comments	1
Saves	0

Website Analytics:

Comparing 2021 v. 2019

