

MARKETING REPORT - AUG '24

Website

- Sessions: 12k (↑55%)
- New Users: 10k (↑54.8%)
- Pageviews: 20k (↑40.8%)
- *Website stats comparatively down due to surge in July 2024 from Airshow and unprecedented traffic spike in June 2023*

Email Newsletters

- Leisure: 2 emails | Meetings: 2 emails | Advocacy: 6 emails
- Avg. Open Rate: 43.1%
- Avg. CTR: 6%

Facebook

- 28.5k followers
- 14.2k reach (↑92.4%)

Instagram

- 5.4k followers
- 87.9k reach (↑408.3%)

Media Features

- Grapevine Independent | Aug 2024 | "Visit Rancho Cordova Highlights Tourism at Luncheon"
- Grapevine Independent | Aug 2024 | "Rancho Cordova Business Helps Preserve American History"

Digital Ads

- Meta Ads for Newsletter Leads
 - Reach: 19,576 | Clicks: 726 | Leads Gained: 230 | Cost Per Result: \$2.17
- Search Engine Marketing (SEM)
 - Impressions: 45,236 (↑9.7%) | Clicks: 4,274 (↑2.7%) | CTR: 9.45% (goal: 4.18%)