

# MARKETING REPORT - JAN '24

## Owned

- Website
  - Sessions: 35k ( 38.6%) | New Users: 32k ( 39%) | Pageviews: 46k ( 17.1%)
- Email Newsletters
  - Leisure: 1 email | Meetings: 1 email | Advocacy: 1 email
  - Avg. Open Rate: 44.6% | Avg. CTR: 4%
- Social Media
  - Facebook: 28,600 followers (138.3% ) | 231,200 reach (224.5% )
  - Instagram: 4,800 followers | 7,300 reach (97.3% )

## Earned

- Media Features
  - Sacramento Business Journal | January 2024 | ["Clutch founders move into former VSP office in Rancho Cordova, founders launch new ventures"](#)
  - Grapevine Independent | January 2024 | ["New Year, New CRPD Park!"](#)

## Paid

- Meta Ads
  - Impressions: 405,219 | Reach: 220,328 | Clicks: 17,136 | CPC: \$0.14
- LinkedIn Ads
  - PCMA - Impressions: 7,208 | Clicks: 124 | CTR: 1.72% | CPC: \$1.62
  - IPEC - Impressions: 21,238 | Clicks: 367 | CTR: 1.73% | CPC: \$0.54
- Search Engine Marketing (SEM)
  - Impressions: 111,598 ( 7.49%) | Clicks: 4,728 ( 23.8%) | CTR: 4% (goal: 4.24%)