

## MARKETING REPORT - JUN '24

### Website

- Sessions: 31k ( 0.1%)
- New Users: 28k ( 2.7%)
- Pageviews: 59k ( 46.1%)

### Email Newsletters

- Leisure: 3 emails | Meetings: 2 emails | Advocacy: 2 emails
- Avg. Open Rate: 47.4
- Avg. CTR: 15%

### Facebook

- 142.7k impressions (22.7% )
- 28,614 followers
- 92.9k reach ( 7.6%)

### Instagram

- 4.9k followers
- 12.6k reach ( 120.2%)

### Media Features

- Grapevine Independent | June 2024 | "[Gold Rush Park Opens](#)"
- Folsom Times | June 2024 | "[Capital Air Show Gearing Up for Upcoming First-Ever Night Show](#)"

### Digital Ads

- Meta Ads
  - Impressions: 134,977 | Reach: 87,911 | Clicks: 4,536 | CPC: \$0.17
- Search Engine Marketing (SEM)
  - Impressions: 933.5K ( 1.6%) | Clicks: 7k ( 7.7%) | CTR: 3.24% (goal: 4.18%)