

MARKETING REPORT - MAR '24

Owned

- Website
 - Sessions: 38k (14.3%) | New Users: 33k (11.1%) | Pageviews: 49k (17.0%)
- Email Newsletters
 - Leisure: 0 emails | Meetings: 2 emails | Advocacy: 3 emails
 - Avg. Open Rate: 56.2% | Avg. CTR: 5.4%
- Social Media
 - Facebook: 27,641 likes | 28.6K followers | 105.1K reach (16.4%)
 - Instagram: 4.8K followers | 4.1K reach (8.5%)

Earned

- Media Features
 - The Grapevine Independent | ["Rancho Cordova Youth Center celebrates 1st birthday"](#) | March 2024
 - ABC 10 | [Around Town: Rancho Cordova's top restaurant, city growth and more](#) | March 2024
 - The Sacramento Bee | [First California distillery to make rare Vietnamese rice liquor is opening in Sacramento](#) | March 2024

Paid

- Meta Ads
 - Impressions: 230,340 | Reach: 103,850 | Clicks: 4,609 | CPC: \$0.33
- LinkedIn Ads
 - Impressions: 17,023 | Clicks: 99 | CTR: .58% | CPC: \$1.69
- Search Engine Marketing (SEM)
 - Impressions: 133,961 (15%) | Clicks: 5,855 (4%) | CTR: 4.4%