

MARKETING REPORT - MAY '24

Owned

- Website
 - Sessions: 32k (7.9%) | New Users: 28k (11.2%) | Pageviews: 42k (7.1%)
- Email Newsletters
 - Leisure: 2 emails | Meetings: 2 emails | Advocacy: 1 email
 - Avg. Open Rate: 46.4% | Avg. CTR: 11.6%
- Social Media
 - Facebook: 189,500 impressions (12.8%) | 28,614 followers | 101,900 reach (18.8%)
 - Instagram: 4,800 followers | 5,900 reach (7.5%)

Earned

- Media Features
 - Grapevine Independent | May 2024 | ["It's a Small World and Big Party"](#) (iFest)
 - Fox40 | May 2024 | [California Mermaid Convention interview](#)
 - Visit CA | May 2024 | May 2024 Events in California | [Statewide Blog Feature](#) (California Mermaid Convention)
 - Gold Country Media | May 2024 | ["California Capital Airshow announces return of Thunderbirds to Mather for 2024"](#)

Paid

- Meta Ads
 - Impressions: 174,698 | Reach: 93,520 | Clicks: 4,578 | CPC: \$0.11
- Search Engine Marketing (SEM)
 - Impressions: 129,759 | Clicks: 4,200 | CTR: 3.24% (Goal: 4.18%)