

MARKETING REPORT - SEPT. '24

Website

- Sessions: 12k (6.8%)
- New Users: 10k (7.9%)
- Pageviews: 17k (9.8%)

Email Newsletters

- Leisure: 5 emails | Leisure: 2 | Meetings: 2 | Advocacy: 1
- Avg. Open Rate: 61.4%
- Avg. CTR: 26.6%

Facebook

- 845 link clicks (84.5%)
- 28.5k followers
- 23.9k reach (68.8%)

Instagram

- 5.4k followers
- 42.7k reach (51.1%)

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
 - Impressions: 40,907 | Reach: 21,682 | Clicks: 793 | Email Leads: 175
- Search Engine Marketing (SEM)
 - Impressions: 43,117 | Clicks: 3,961 | CTR: 9.19% (goal: 4.18%)