



ARCHER & HOUND

Cambria Tourism Board Marketing Report

December 2024

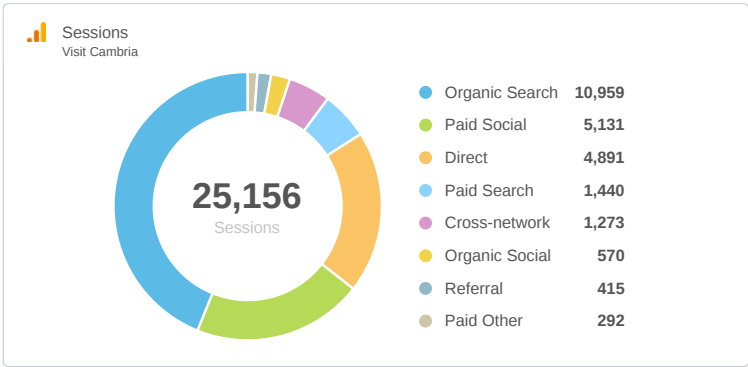
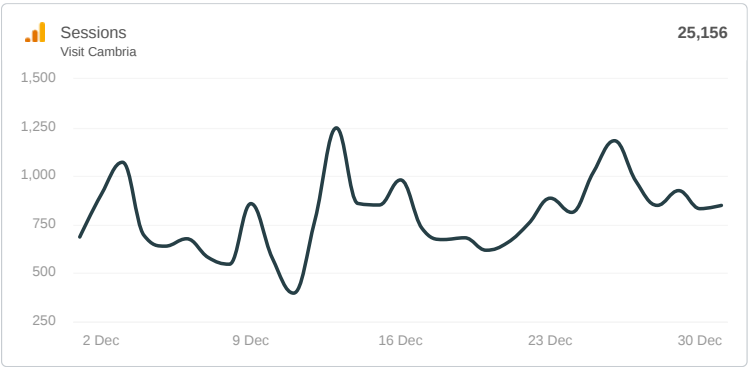
Cambria Tourism Board Marketing Report

Archer & Hound Advertising

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Website Traffic



New Users
Visit Cambria

20,694

Total Users
Visit Cambria

21,657

User Engagement Duration Per User
Visit Cambria

00:00:56

Views
Visit Cambria

45,426

Wedding Requests

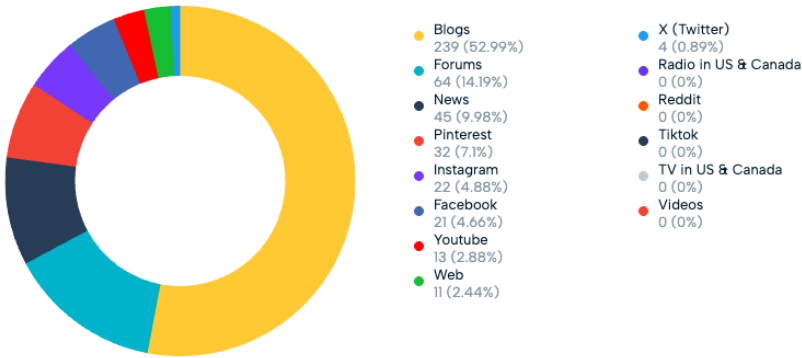
5

Total App Downloads

14,179

Top 10 Website Pages Visit Cambria				
PAGE	SESSIONS▼	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
(not set)	8,515	8,017	0	00:00:00
/	5,815	5,236	6,948	00:00:24
/holiday-happenings-in-cambria/	2,491	2,217	2,866	00:00:41
/lovely-lodging-in-cambria/	1,487	1,411	1,563	00:00:22
/history-of-cambria/	1,436	1,343	1,535	00:01:08
/weddings-in-cambria/	1,210	1,186	1,664	00:00:10
/activities/	1,198	1,115	1,360	00:00:50
/visitors/	1,081	986	1,282	00:00:31
/events/	1,064	987	1,251	00:00:38
/event/cambria-christmas-market/	1,022	933	1,220	00:00:36

Mention Report



News/Radio/TV Reach

45,511,448

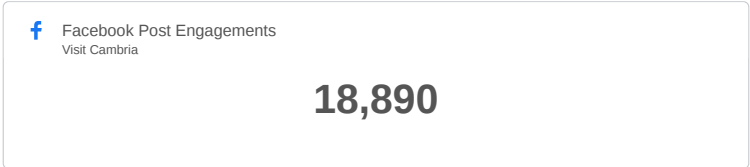
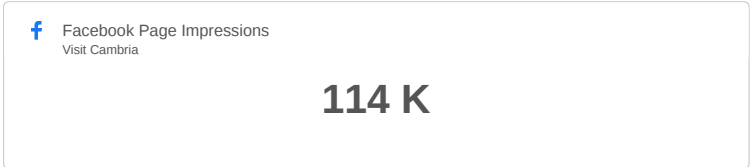
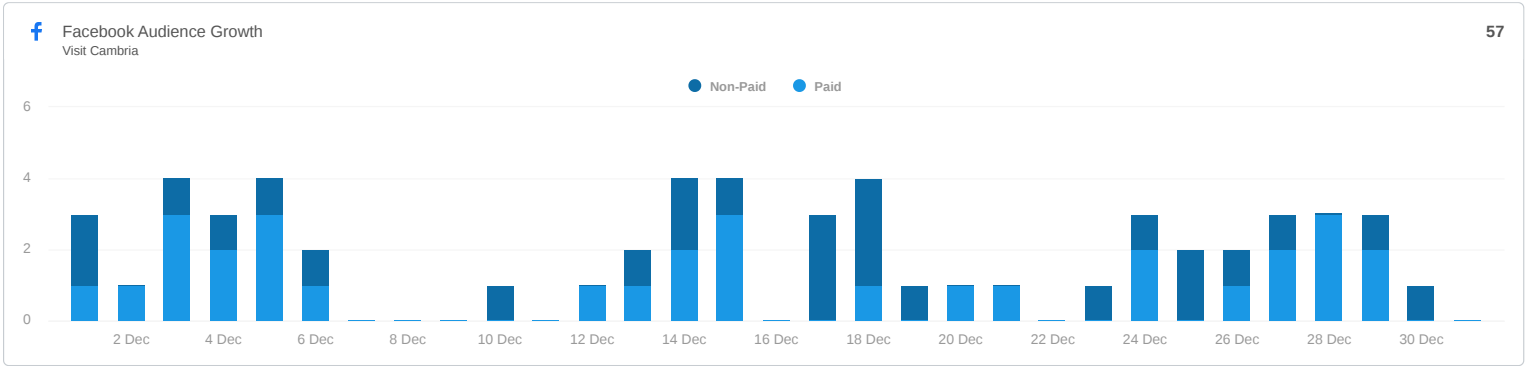
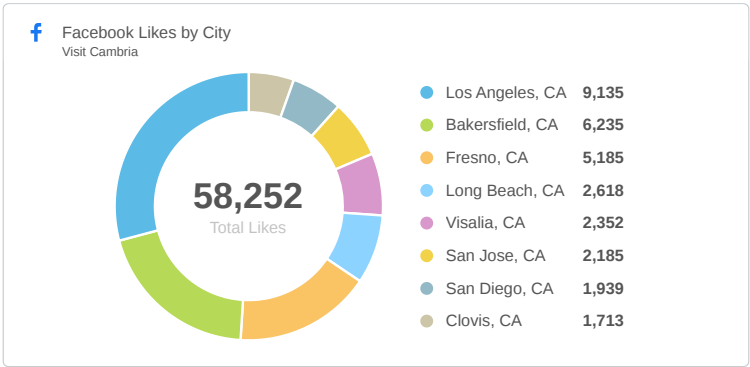
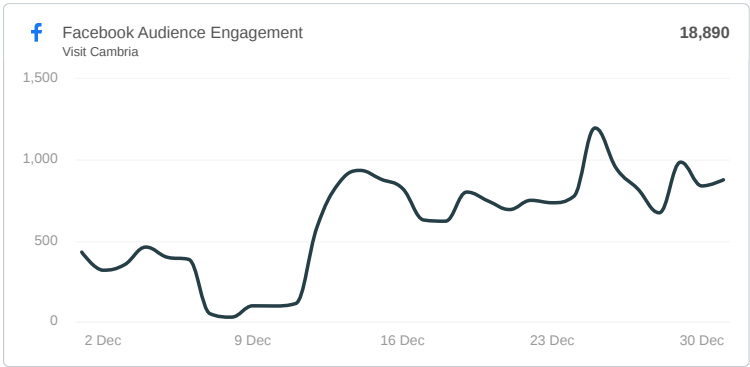
Web Reach

46,494,99

Social Media Reach

5,100,981

Organic Social—Facebook



f

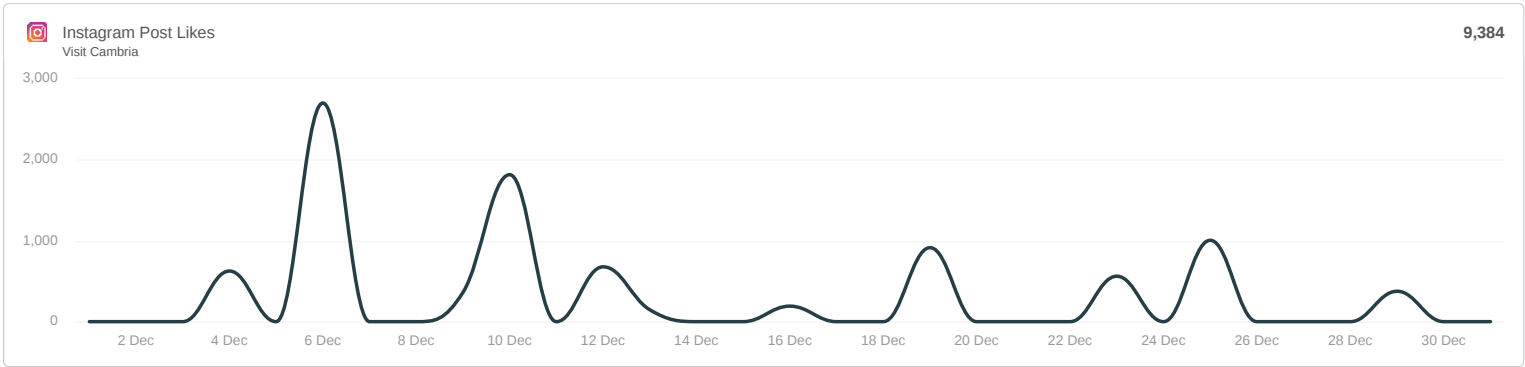
Top 5 Facebook Posts

Visit Cambria

DATE	POST	LIKES▼	CLICKS	SHARES
Dec 19, 2024	 Cambria: where seaside bliss is always ju...	300	308	8
Dec 12, 2024	 Breathe in the fresh coastal air and let ...	266	326	17
Dec 25, 2024	 From our coastal home in Cambria to y...	208	163	12
Dec 13, 2024	 Experience the most wonderful time of ...	80	100	8

DATE	POST	LIKES▼	CLICKS	SHARES
Dec 29, 2024	 This is where you want to be. Book yo...	76	30	2

Organic Social—Instagram



 Followers

Visit Cambria

34,058

 Impressions

Visit Cambria

251 K

 Post Engagement

Visit Cambria

12,238

 Saves

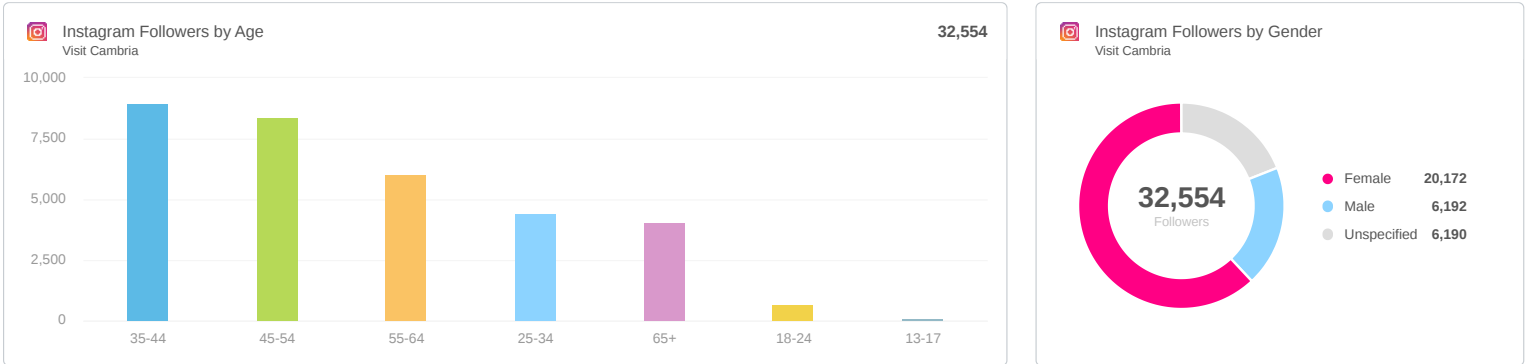
Visit Cambria

889

 Shares

Visit Cambria

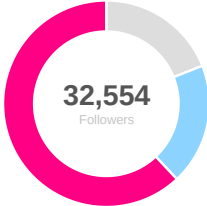
1,771



 Instagram Followers by Gender

Visit Cambria

32,554 Followers



Gender	Followers
Female	20,172
Male	6,192
Unspecified	6,190

 Top 5 Instagram Posts

Visit Cambria

DATE	POST	LIKES▼	COMMENTS	REACH
Dec 6, 2024	 Get into the holiday spirit at the @C...	2,703	29	45,927
Dec 10, 2024	 Curl up in the coziest spots to stay i...	1,817	21	24,626
Dec 25, 2024	 From our coastal home in Ca...	1,006	11	6,925
Dec 19, 2024	 Wash away all your worries with the...	915	20	7,789

DATE	POST	LIKES▼	COMMENTS	REACH
Dec 12, 2024	Breathe in the fresh coastal ai...	678	8	3,907

Organic Social—Pinterest



Pinterest Impressions

Visit Cambria

321 K



Pinterest Engagement Rate

Visit Cambria

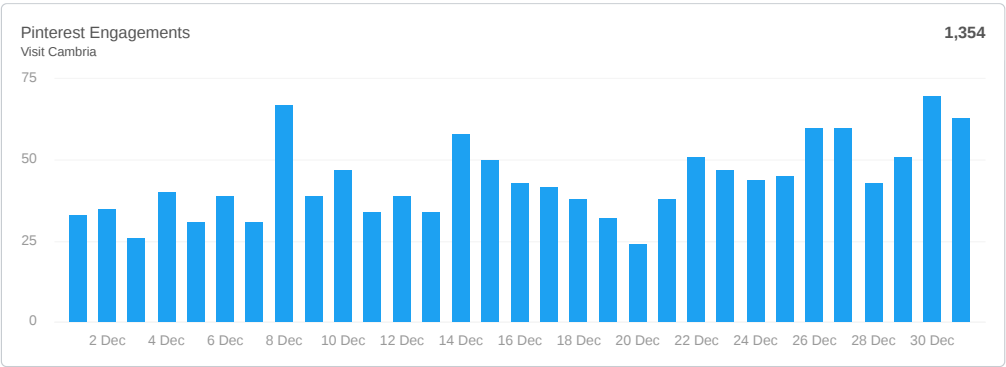
0.42%



Outbound Clicks

Visit Cambria

1,130





Pin Clicks

Visit Cambria

1,306



Pin Click Rate

Visit Cambria

0.41%

Paid Digital Advertising Overview


Meta Ads Total Spend
Visit Cambria

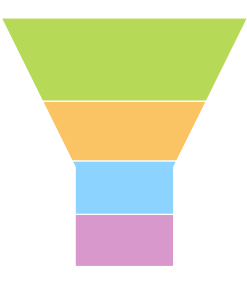
\$4,138.80


Meta Ads Clicks
Visit Cambria

15,983




Meta Ads Impressions and Clicks Funnel
Visit Cambria



Impressions716 K

Clicks15,983

Outbound Clicks5,636

Landing Page Views4,571


Meta Ads Impressions
Visit Cambria

716 K


Booking Landing Page Views
Visit Cambria

107


Meta Ads CPC
Visit Cambria

\$0.26


Meta Ads CTR
Visit Cambria

2.23%

Pinterest Advertising


Spend
Visit Cambria

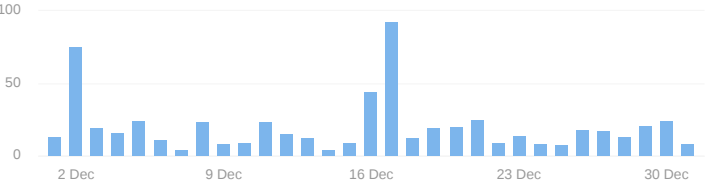
\$1,732.71


Conversions
Visit Cambria

617


Conversions
Visit Cambria

617



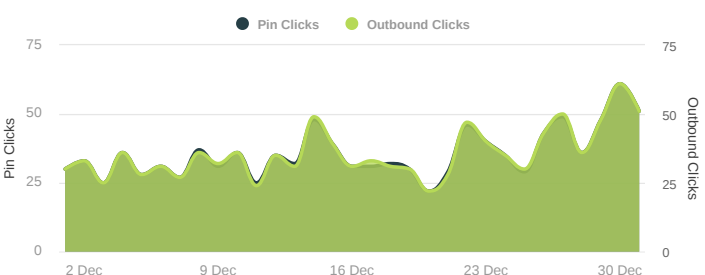

Impressions
Visit Cambria

315 K


Paid Saves
Visit Cambria

0


Pin Clicks vs Outbound Clicks
Visit Cambria




CTR
Visit Cambria

0.35%


CPC
Visit Cambria

\$1.57

Google Advertising


Cost
Visit Cambria

\$1,724.68


Clicks
Visit Cambria

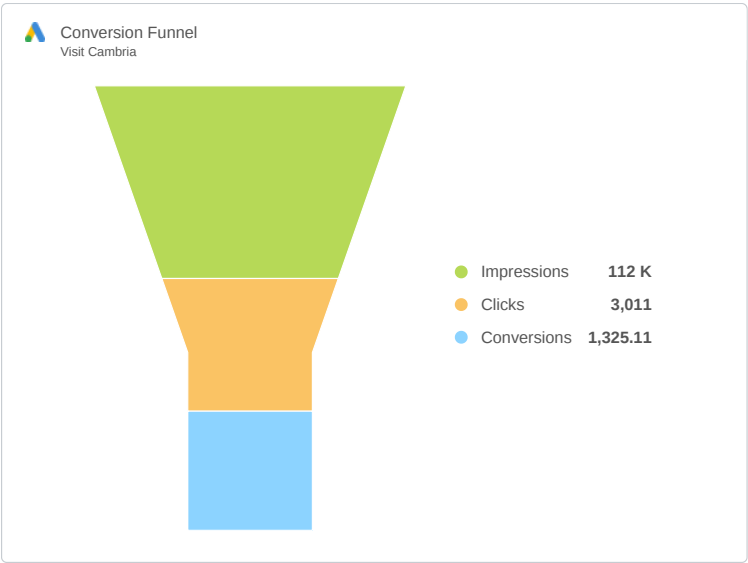
3,011


CTR
Visit Cambria

2.69%


Avg CPC
Visit Cambria

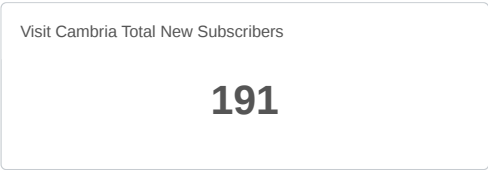
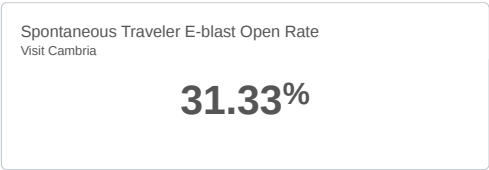
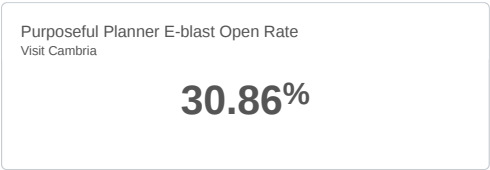
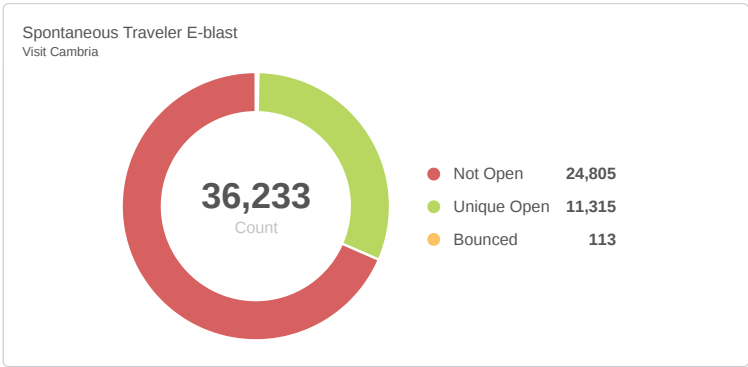
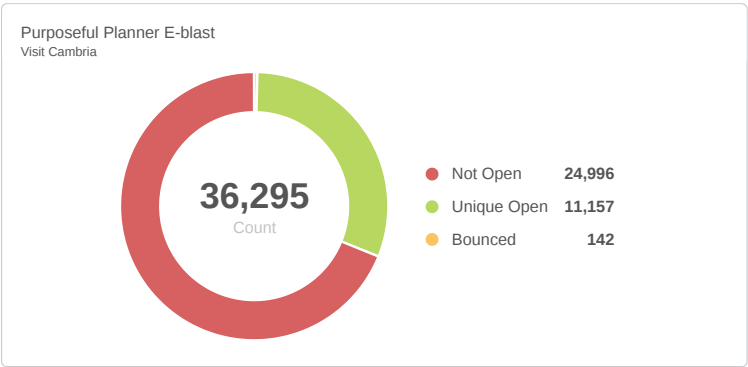
\$0.57



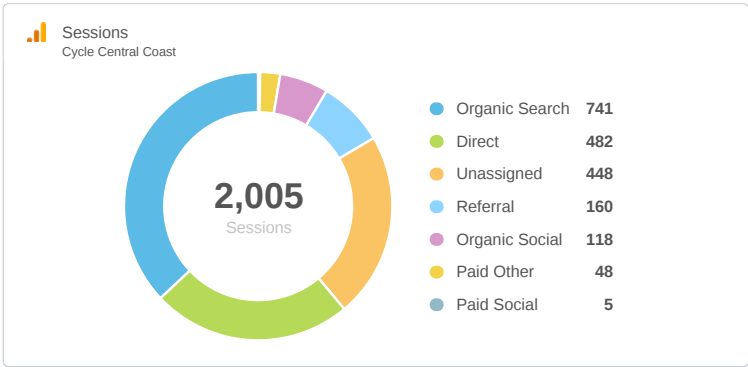
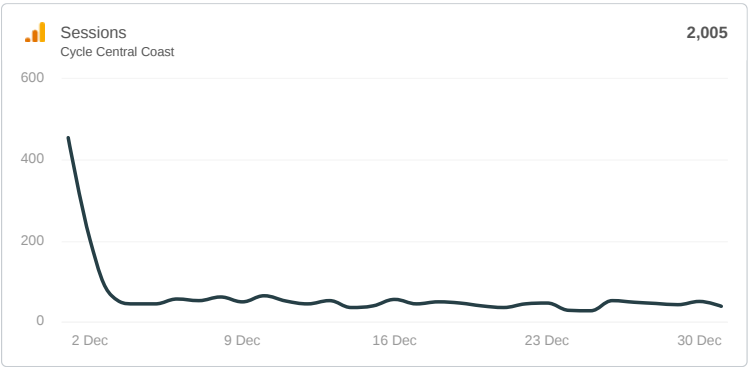
Conversion Name Visit Cambria	
CONVERSION NAME	ALL CONVERSIONS▼
Visit Cambria - GA4 (web) ua_1_minute_	836.00
Visit Cambria - GA4 (web) four_plus_pages	359.00
Local actions - Other engagements	194.00
Visit Cambria - GA4 (web) booking_engine_click	114.80
Visit Cambria - GA4 (web) view_search_results	15.31
Local actions - Directions	7.00

Campaign Breakdown Visit Cambria						
CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
<u>PMax - Cambria</u>	\$563.49	53,828	1,857	\$0.30	873.61	41.62%
<u>Cambria Discovery Ads</u>	\$543.42	54,010	685	\$0.79	203.00	8.99%
<u>Cambria - Core Search</u>	\$617.77	4,196	469	\$1.32	248.50	52.98%

Email Marketing



Cycle Central Coast Traffic



New Users
Cycle Central Coast

1,261

Total Users
Cycle Central Coast

1,594

User Engagement Duration Per User
Cycle Central Coast

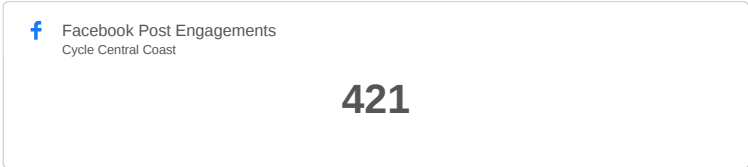
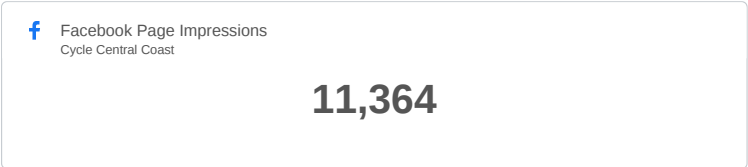
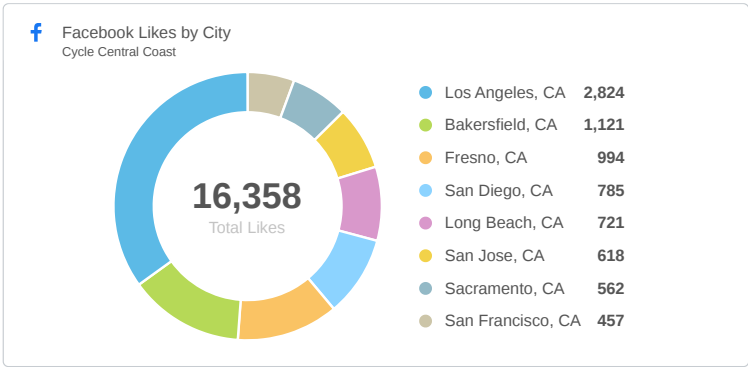
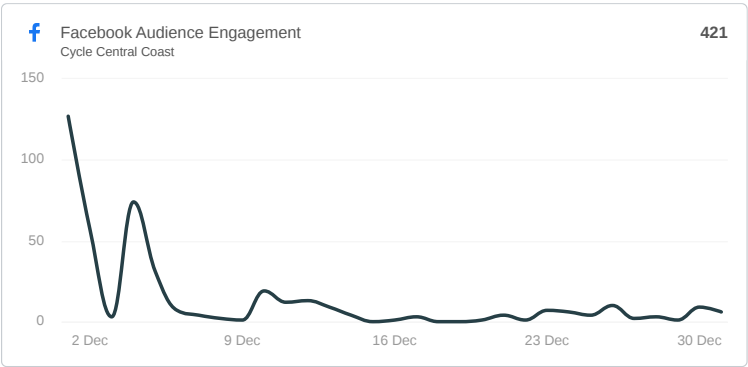
00:01:01

Views
Cycle Central Coast

4,406

Top 25 Website Pages Cycle Central Coast				
PAGE	SESSIONS▼	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
/routes/	547	441	992	00:00:52
/blog/guide-to-ragged-point-for-cyclists/	359	303	459	00:00:07
/	341	294	473	00:00:15
/blog/roads-to-ride-in-cambria/	159	141	194	00:00:23
/routes/ragged-point-route/	147	106	159	00:00:43
/events/	127	116	226	00:00:36
/resources/	116	97	134	00:00:24
/events/eroica-california/	91	77	108	00:00:39
/blog/cycling-laws-regulations-central-coast-california/	77	73	85	00:00:45
/routes/beach-to-beach/	74	63	77	00:00:29

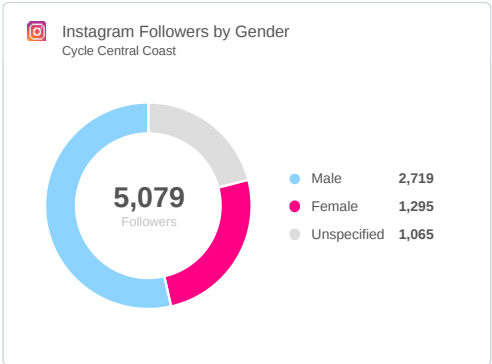
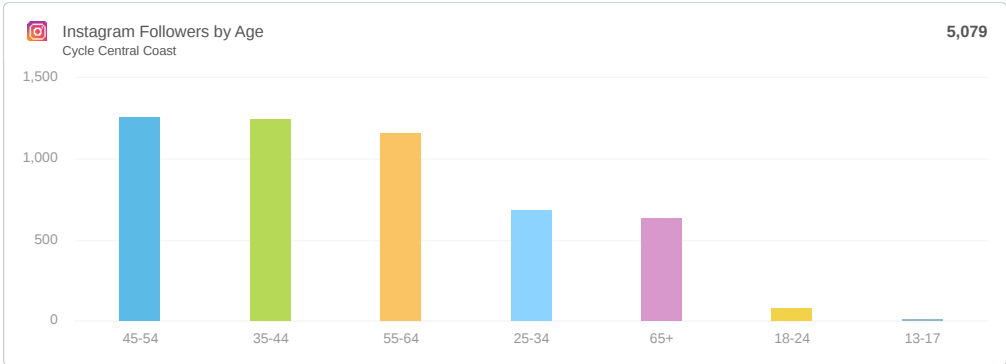
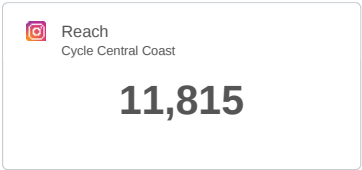
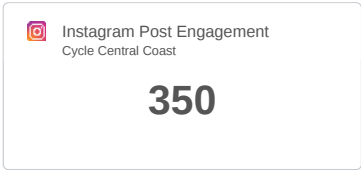
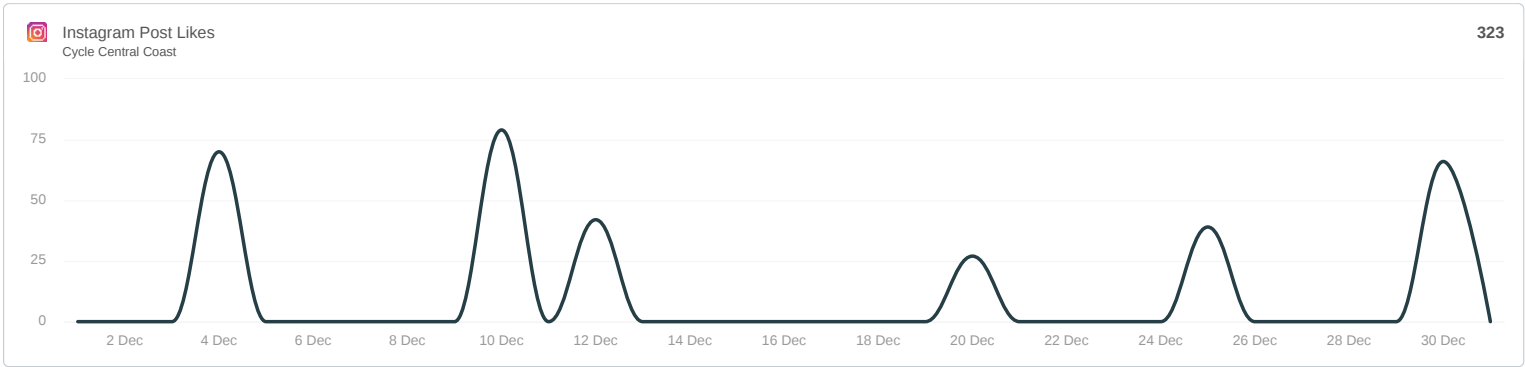
Cycle Central Coast Organic Social—Facebook



Top 5 Facebook Posts Cycle Central Coast				
DATE	POST	LIKES	CLICKS	SHARES
Dec 4, 2024	 Another month, another amazing effort...	19	94	0
Dec 25, 2024	 Merry Christmas and Happy Holidays f...	11	5	0
Dec 12, 2024	 Get back to nature in San Simeon, wh...	10	4	0
Dec 23, 2024	 If you're looking for an especially cool ...	5	8	0

DATE	POST	LIKES▼	CLICKS	SHARES
Dec 20, 2024	 Ready to hit the road? The Central Co...	3	4	0

Cycle Central Coast Organic Social—Instagram



Top 5 Instagram Posts Cycle Central Coast				
DATE	POST	LIKES▼	COMMENTS	PLAYS
Dec 10, 2024	 Crush it in Cambria, where you'll fin...	79	0	979
Dec 4, 2024	 Another month, another amaz...	70	0	0
Dec 30, 2024	 The Central Coast is the perfect sett...	66	4	955
Dec 12, 2024	 Get back to nature in San Si...	42	0	0

DATE	POST	LIKES▼	COMMENTS	PLAYS
Dec 25, 2024	Merry Christmas and Happy ...	39	0	0