



ARCHER & HOUND

Cambria Tourism Board Marketing Report

February 2025

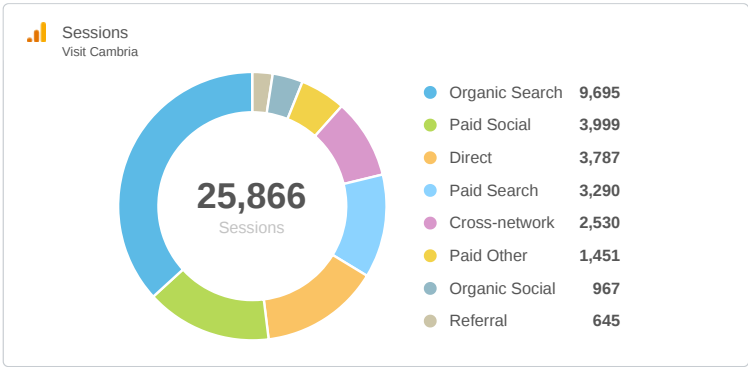
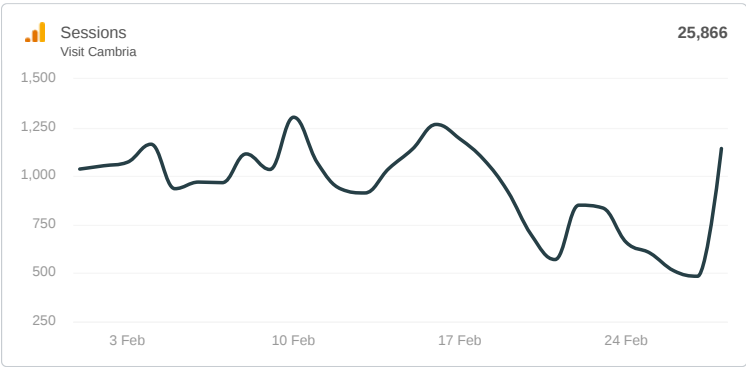
Cambria Tourism Board Marketing Report

Archer & Hound Advertising

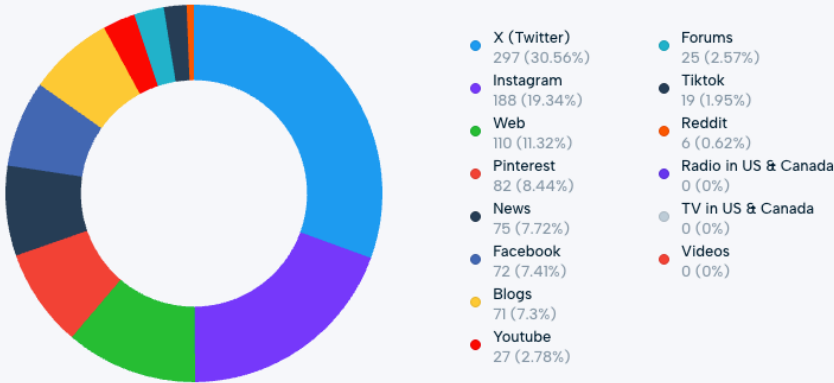
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Website Traffic



Mention Report



News/Radio/TV Reach

38,705,813

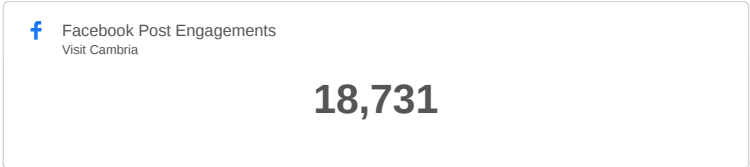
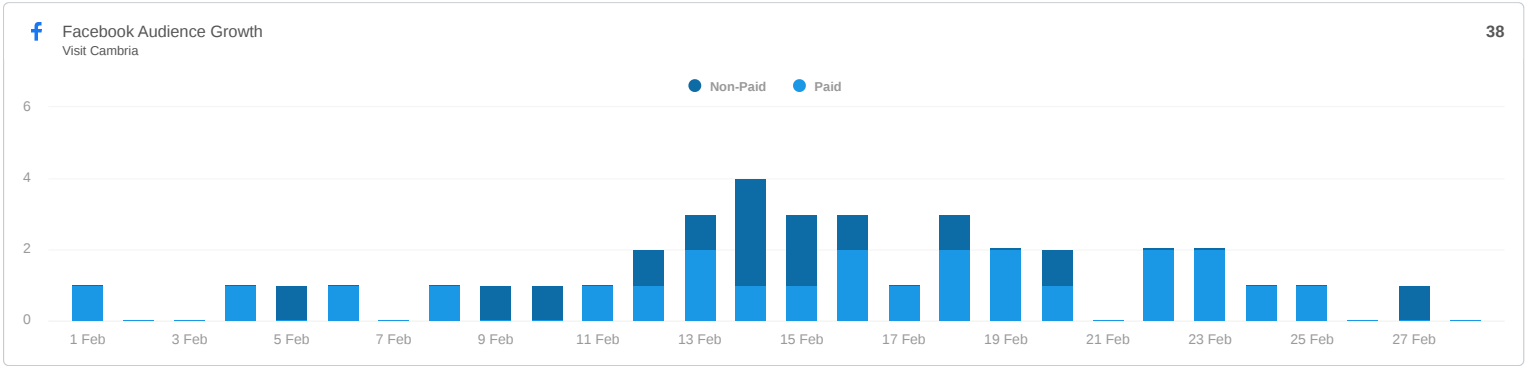
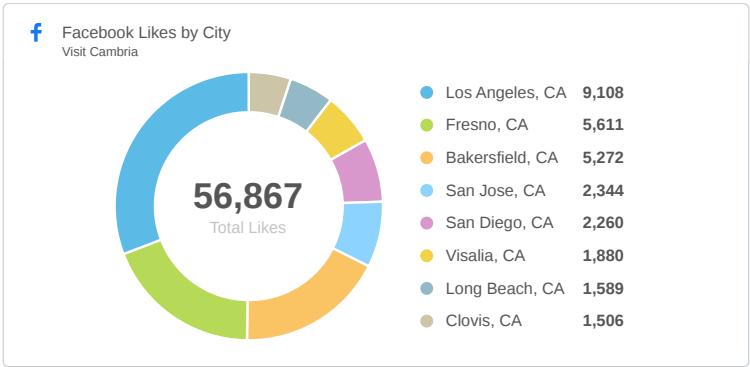
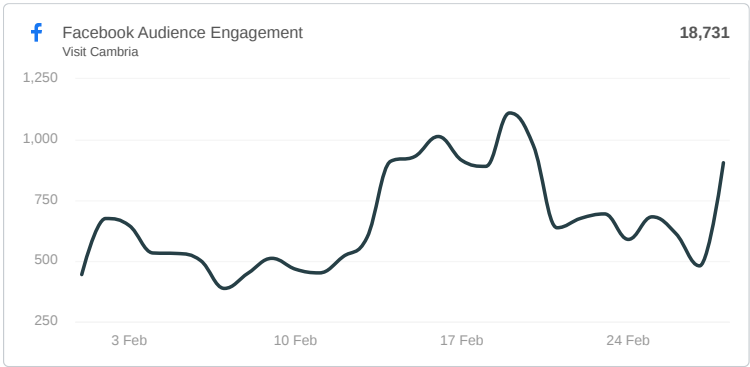
Web Reach

18,380,692

Social Media Reach

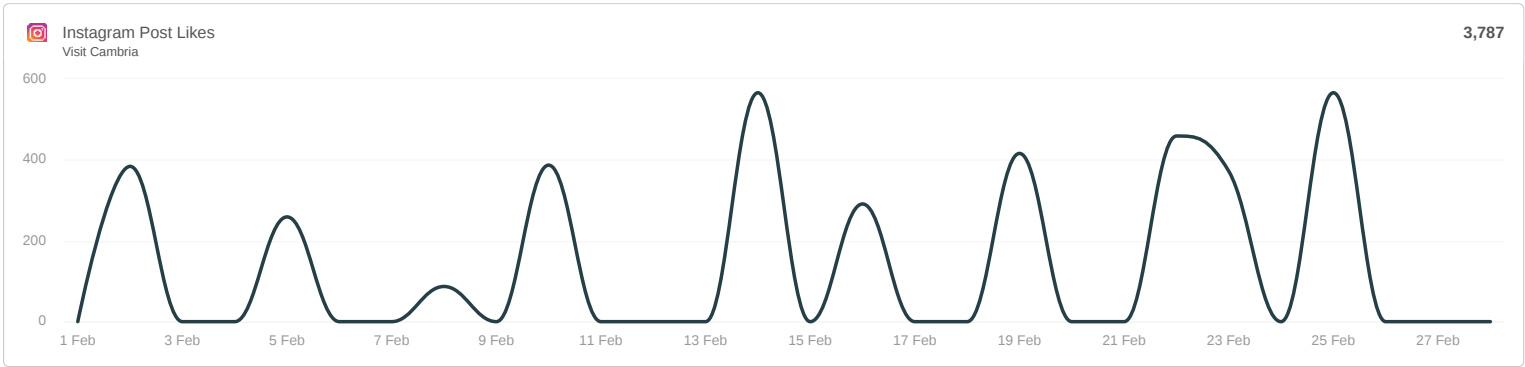
27,750,789

Organic Social—Facebook



f Top 5 Facebook Posts				
DATE	POST	LIKES	CLICKS	SHARES
Feb 19, 2025	 A long walk here is just what you need. ❤️	92	43	12
Feb 23, 2025	 Your time is what you make of it. So make the ...	72	72	9
Feb 21, 2025	 Dine with fine wine and cheese at Indigo Moon...	69	97	2
Feb 2, 2025	 Find exactly what you're looking for—and som...	65	100	0
Feb 6, 2025	 Looking for something special? The Love Story...	35	60	1

Organic Social—Instagram



Followers
Visit Cambria

34,326

Impressions
Visit Cambria

161 K

Post Engagement
Visit Cambria

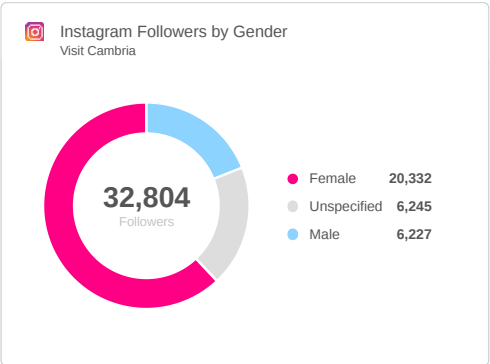
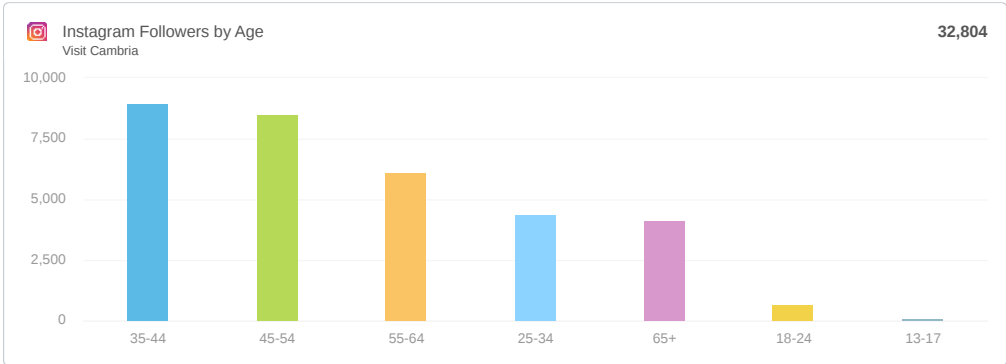
4,261

Saves
Visit Cambria

138

Shares
Visit Cambria

248



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Feb 25, 2025	 The panoramic seascapes of Camb...	566	8	4,017
Feb 14, 2025	 Wish we were here. Gaze out on yo...	566	5	4,551
Feb 22, 2025	 Looking to discover all the secre...	459	1	2,855
Feb 19, 2025	 A long walk here is just what you...	416	11	2,942

DATE	POST	LIKES	▼	COMMENTS	REACH
Feb 10, 2025	 When you're looking to pop the que...	387		8	4,061

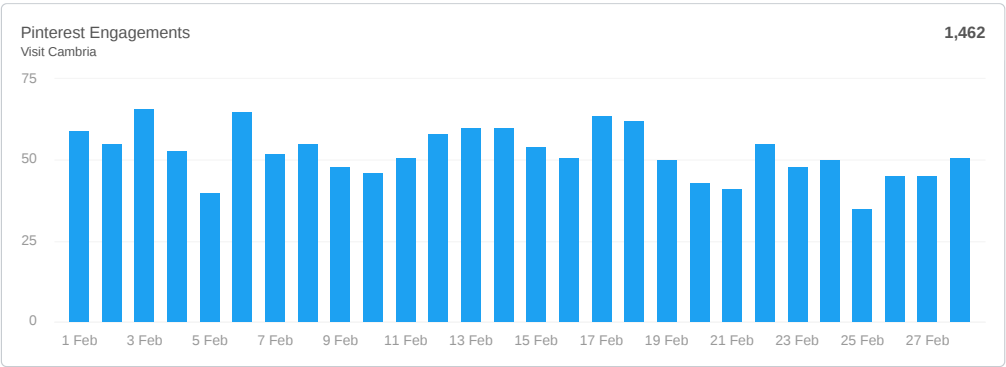
Organic Social—Pinterest

 Pinterest Impressions
Visit Cambria

328 K

 Pinterest Engagement Rate
Visit Cambria

0.45%



 Outbound Clicks
Visit Cambria

1,403

Pin Clicks

Visit Cambria

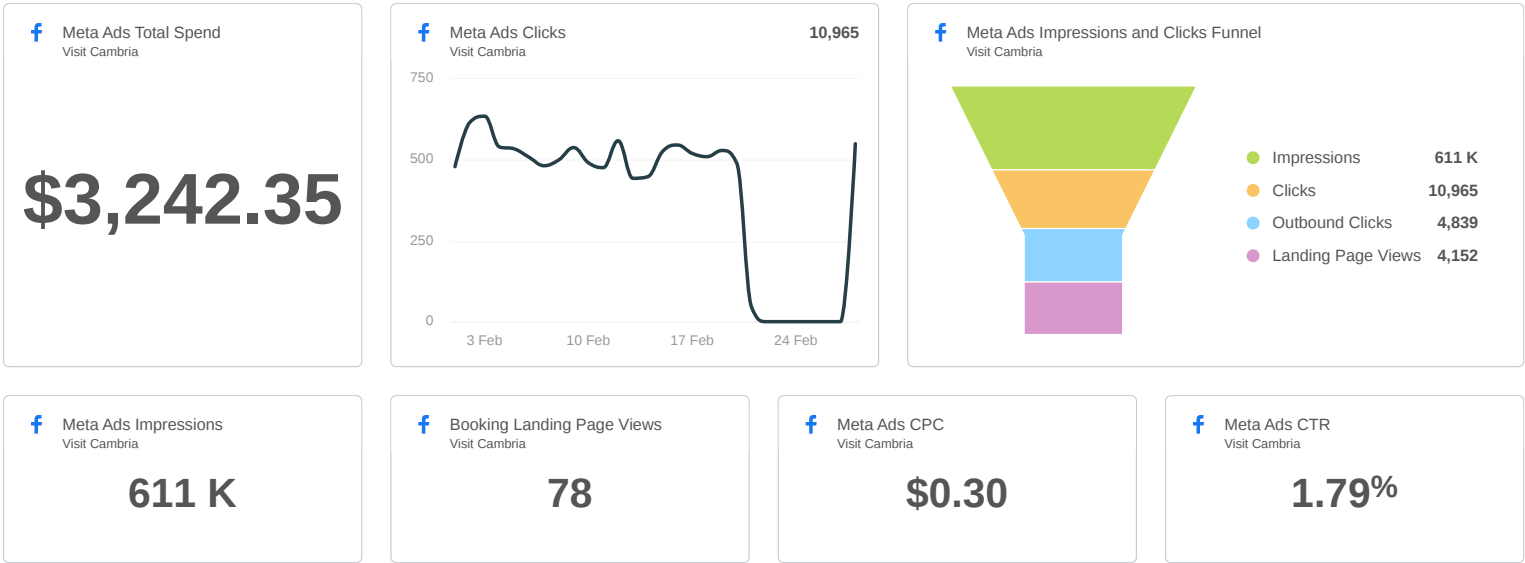
1,422

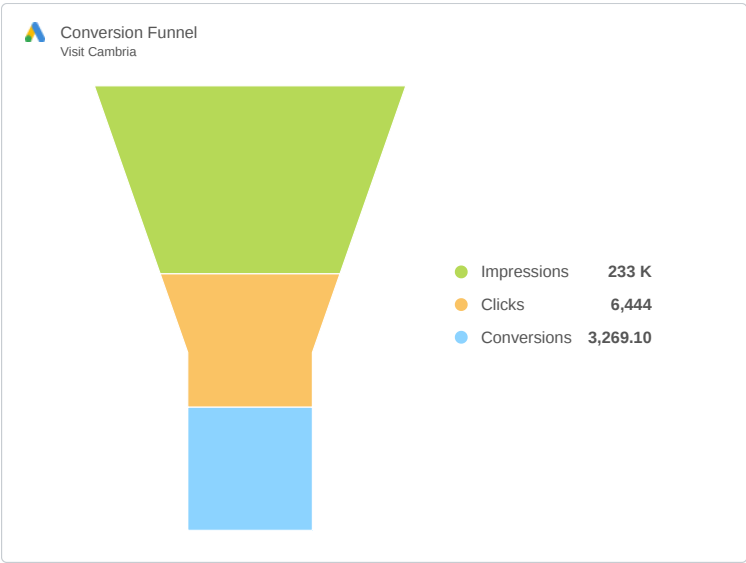
Pin Click Rate

Visit Cambria

0.43%

Paid Digital Advertising Overview





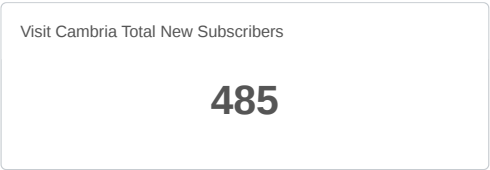
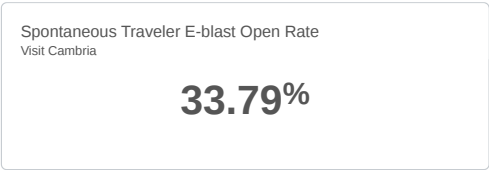
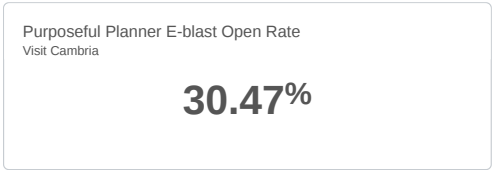
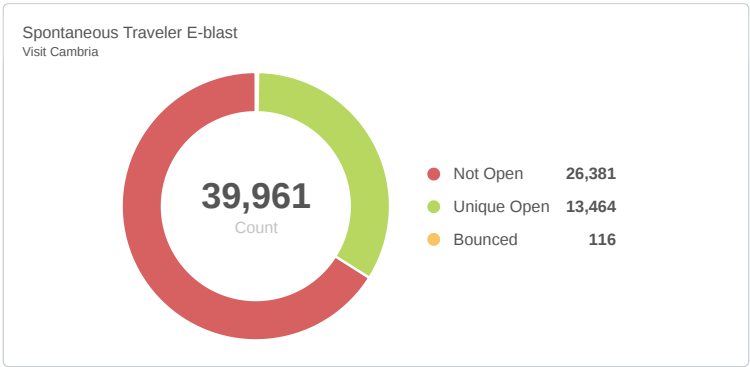
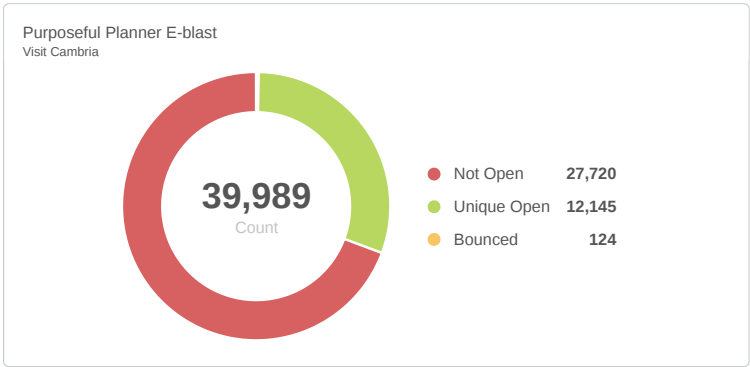
 Conversion Name

CONVERSION NAME	ALL CONVERSIONS
1+ Minute Page Views	2,581.97
Visit Cambria - GA4 (web) ua_1_minute_	1,831.00
Visit Cambria - GA4 (web) four_plus_pages	531.67
4+ Pages Visited	420.99
Visit Cambria - GA4 (web) booking_engine_click	206.20
Local actions - Other engagements	136.00
Book Now Button	104.00

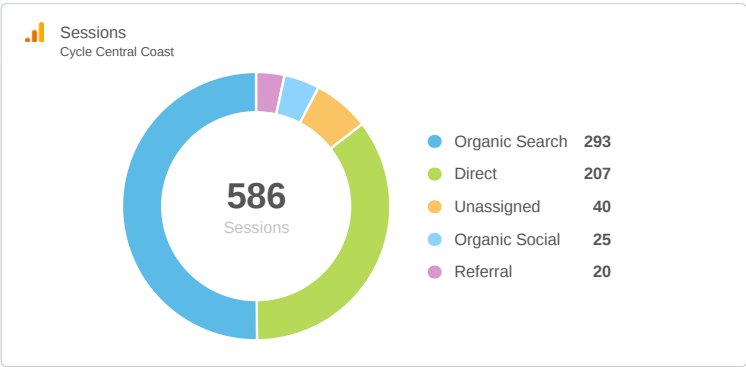
 Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
<u>PMax - Cambria</u>	\$715.27	167,564	4,332	\$0.17	1,908.14	36.72%
<u>Cambria Discovery Ads</u>	\$739.62	60,162	1,073	\$0.69	439.00	19.90%
<u>Cambria - Core Search</u>	\$731.46	5,549	1,039	\$0.70	921.96	88.74%

Email Marketing



Cycle Central Coast Traffic



New Users
Cycle Central Coast

415

Total Users
Cycle Central Coast

446

User Engagement Duration Per User
Cycle Central Coast

00:01:01

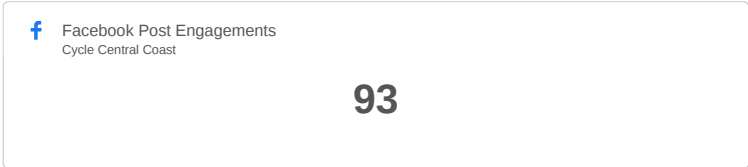
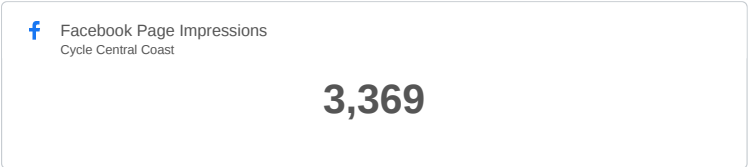
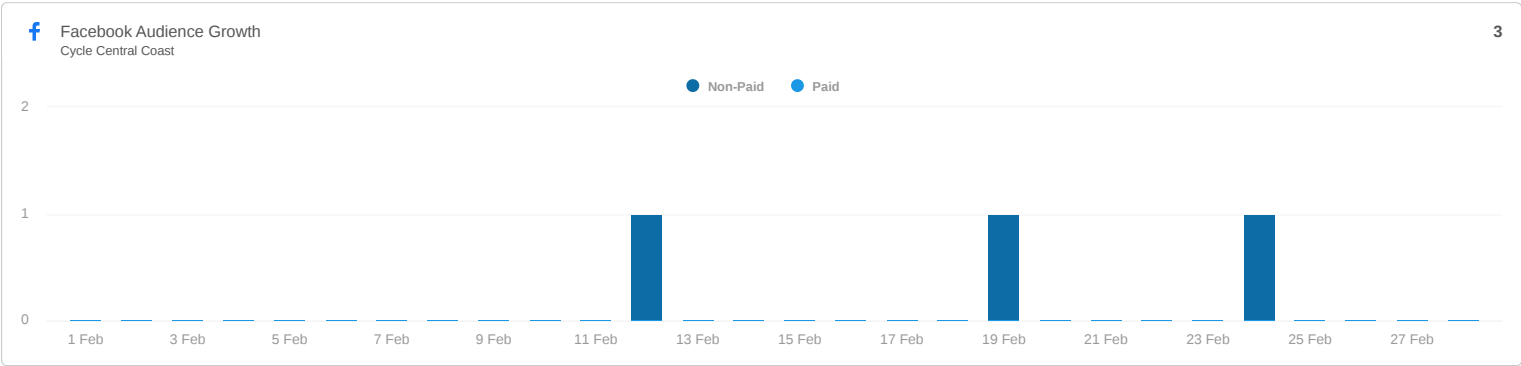
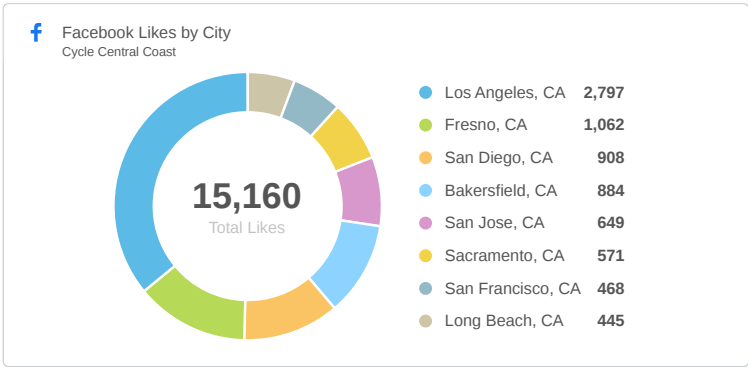
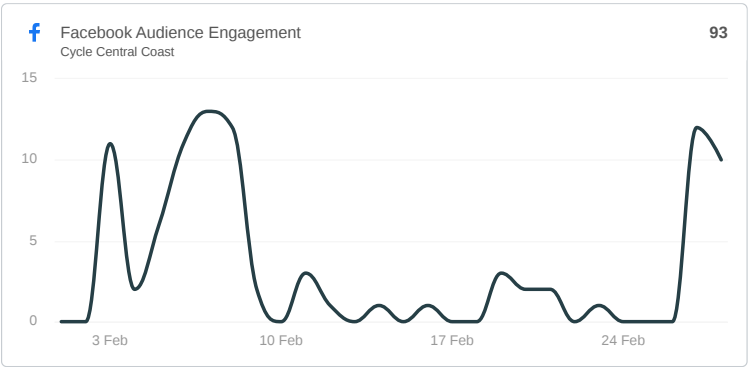
Views
Cycle Central Coast

1,099

Top 25 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATI...
/routes/	173	129	219	00:00:45
/	97	79	117	00:00:14
/events/	63	60	71	00:00:35
/routes/ragged-point-route/	44	32	49	00:00:20
/resources/	40	39	43	00:00:31
/blog/roads-to-ride-in-cambria/	30	21	32	00:00:47
/routes/avila-beach-route-new/	28	16	27	00:00:08
/routes/santa-rosa-creek-route/	26	26	29	00:00:19
/blog/route-guide-central-coast-road-cycling-for-beginners/	24	19	22	00:02:11
/blog/cycling-route-guide/	24	17	29	00:00:29

Cycle Central Coast Organic Social—Facebook

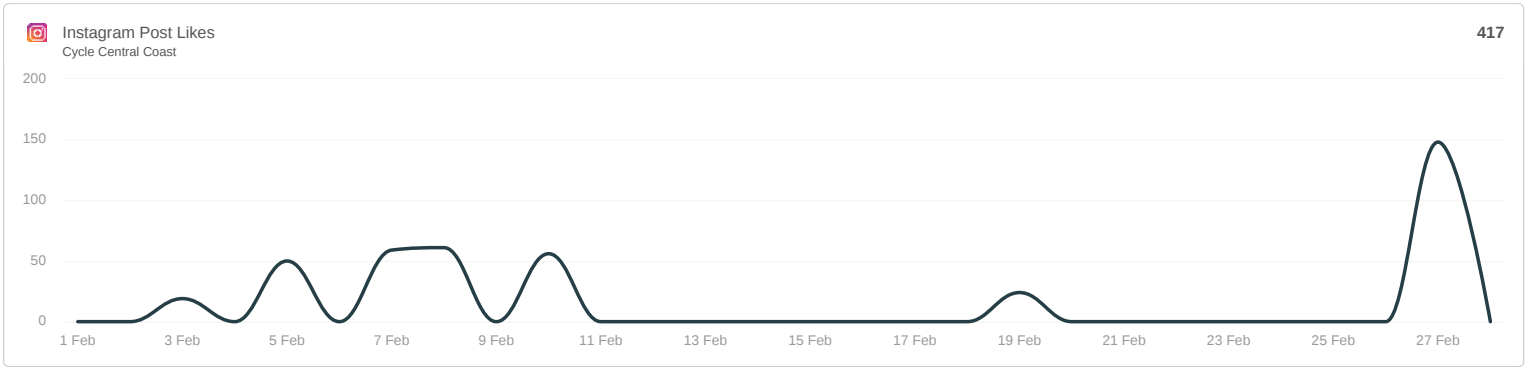


Top 5 Facebook Posts

DATE	POST	LIKES	CLICKS	SHARES
Feb 5, 2025	 Grind out of your comfort zone and onto a route...	10	6	0
Feb 8, 2025	 Cambria boasts a wide variety of cycling routes...	8	3	0
Feb 3, 2025	 Ready to show your stuff all along the Central Coast ...	8	9	0
Feb 19, 2025	 What's better than crushing a new PR? Reward...	4	0	0

DATE	POST	LIKES	▼	CLICKS	SHARES
Feb 7, 2025	 Attention Central Coast cyclists: following the clea... Photos from Cycle Central Coast's post	4		7	0

Cycle Central Coast Organic Social—Instagram



Instagram Followers
Cycle Central Coast

5,253

Instagram Impressions
Cycle Central Coast

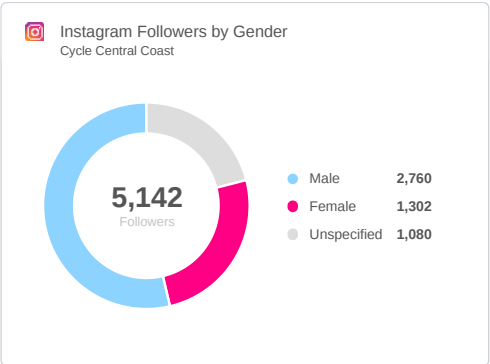
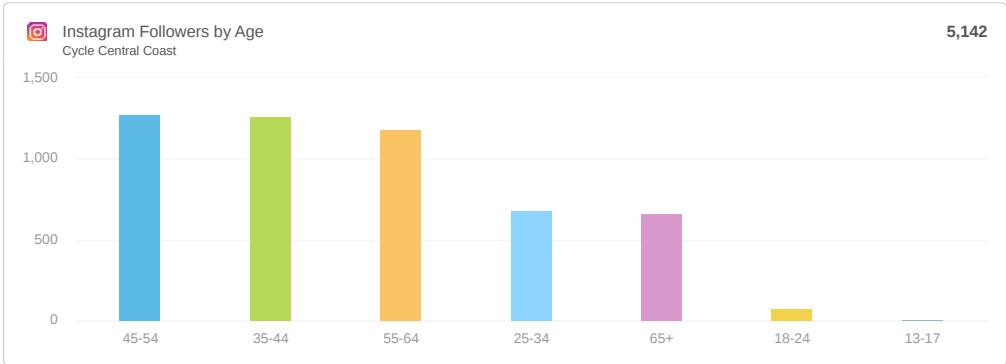
8,806

Instagram Post Engagement
Cycle Central Coast

491

Reach
Cycle Central Coast

7,176



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	PLAYS
Feb 27, 2025	 There's nothing like cycling, and the...	148	4	1,817
Feb 8, 2025	 Cambria boasts a wide variet...	61	0	0
Feb 7, 2025	 Attention Central Coast cyclists: ...	59	5	0
Feb 10, 2025	 Your next epic ride is waiting, you ju...	56	3	758

DATE	POST	LIKES	▼	COMMENTS	PLAYS
Feb 5, 2025	 Grind out of your comfort zon...	50		1	0