



ARCHER & HOUND

Cambria Tourism Board Marketing Report

April 2025

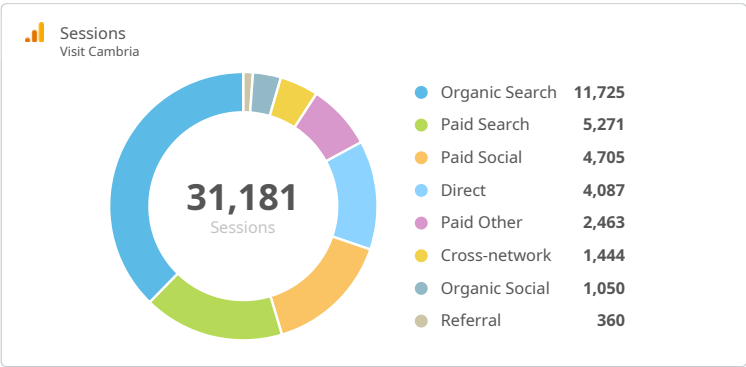
Cambria Tourism Board Marketing Report

Archer & Hound Advertising

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Website Traffic



New Users
Visit Cambria

23,530

Total Users
Visit Cambria

24,803

User Engagement Duration Per User
Visit Cambria

00:00:54

Views
Visit Cambria

58,633

Wedding Requests

10

Total App Downloads

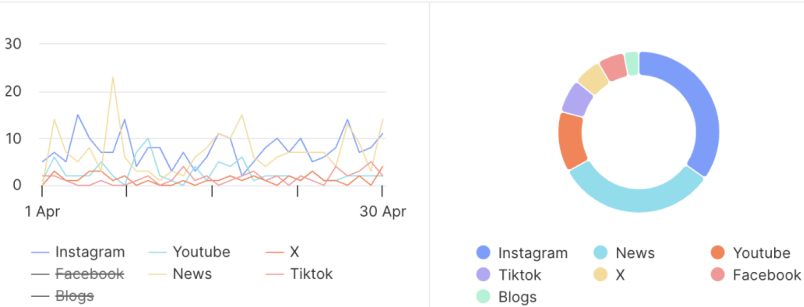
14,530

Top 10 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATION ...
(not set)	10,124	8,911	0	00:00:00
/	7,548	6,673	8,778	00:00:21
/weddings-in-cambria/	2,990	2,733	4,786	00:00:18
/lovely-lodging-in-cambria/	2,084	1,853	2,383	00:00:25
/visitors/	1,752	1,636	2,137	00:00:26
/itinerary-element/moonstone-beach/	1,661	1,506	1,828	00:00:22
/activities/	1,414	1,314	1,655	00:00:56
/history-of-cambria/	1,411	1,201	1,612	00:00:46
/events/	1,286	1,181	1,489	00:00:35
/itineraries/itineraries-moments-of-discovery/	1,253	411	2,488	00:00:16

Prowly Report

Mentions in time



Total Mentions

666

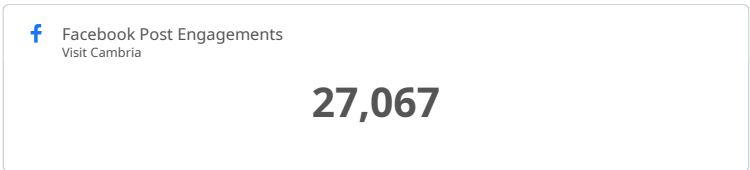
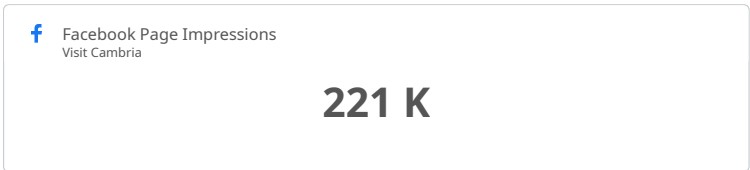
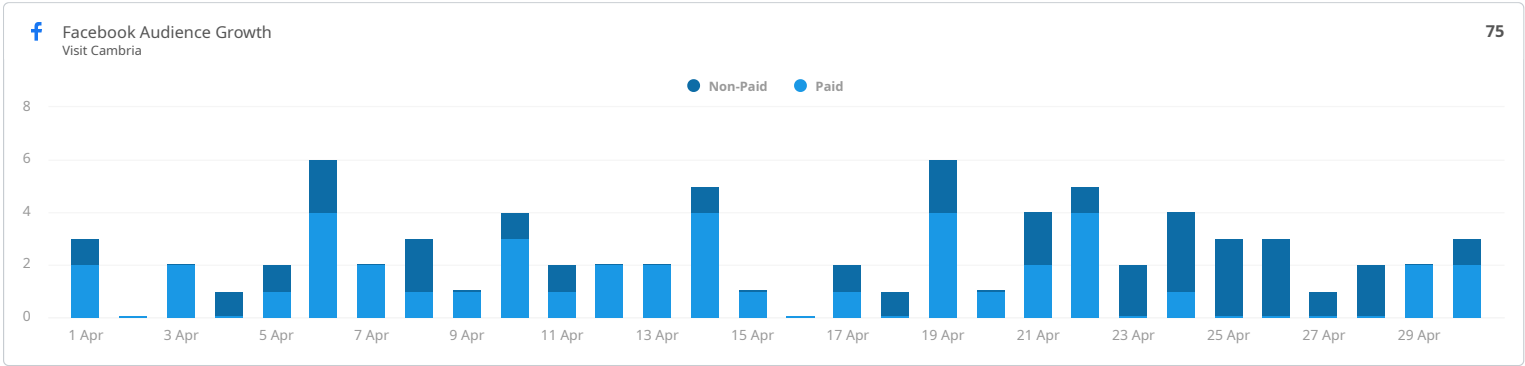
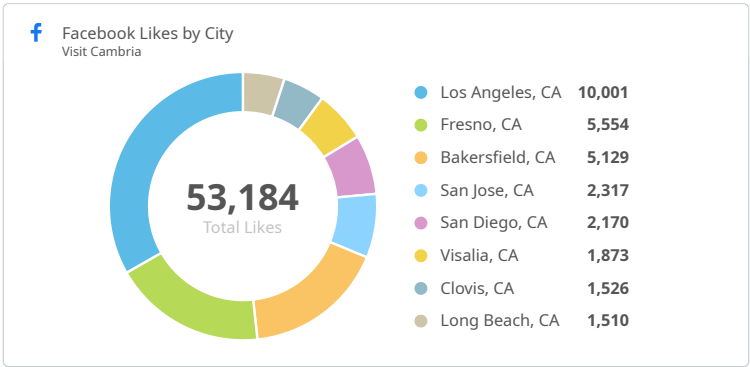
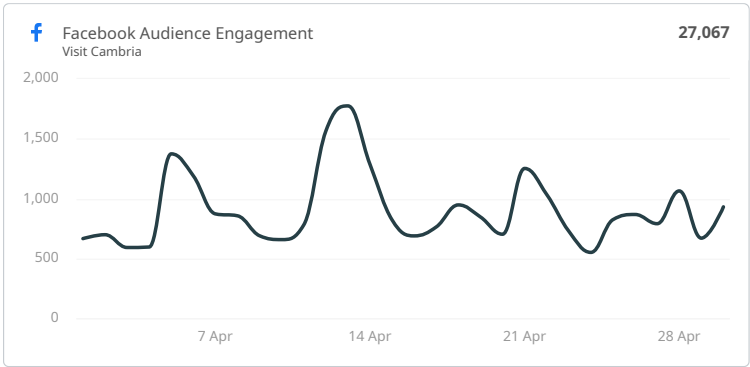
Estimated Reach

10.71 M

Traffic

3.16 B

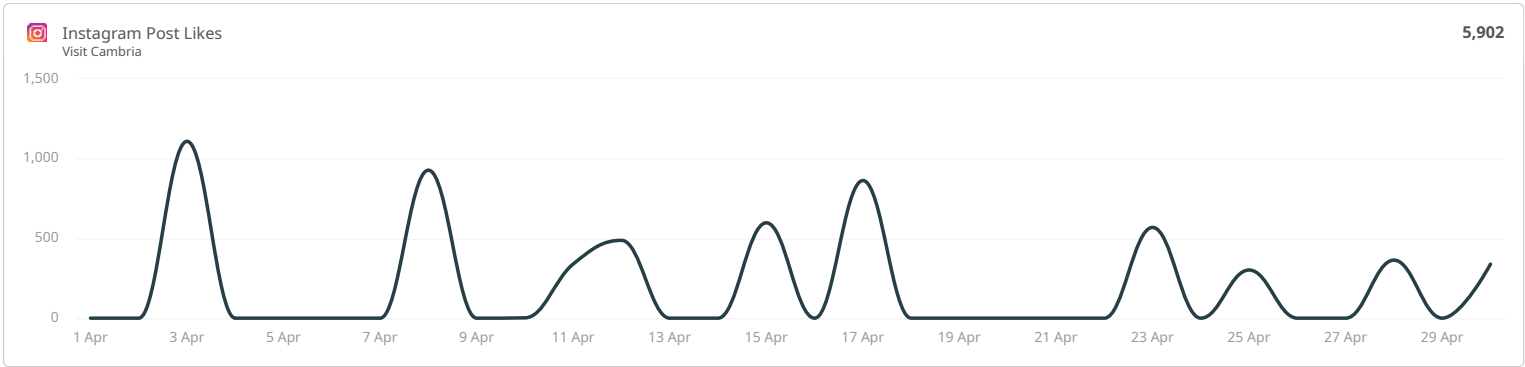
Organic Social—Facebook



f Top 5 Facebook Posts

DATE	POST	LIKES	CLICKS	SHARES
Apr 5, 2025	 This is the best time of year to see th...	749	972	61
Apr 12, 2025	 Discover everything about Cambria t...	563	2,347	38
Apr 21, 2025	 From oceanfront eats to cozy takeout... Photos from Visit Cambria's post	381	726	20
Apr 28, 2025	 Spring is made for al fresco moment...	201	293	2
Apr 11, 2025	 From beautiful blooms to soothing w...	182	249	5

Organic Social—Instagram



 Followers

Visit Cambria

34,985

 Reach

Visit Cambria

149 K

 Post Engagement

Visit Cambria

7,504

 Saves

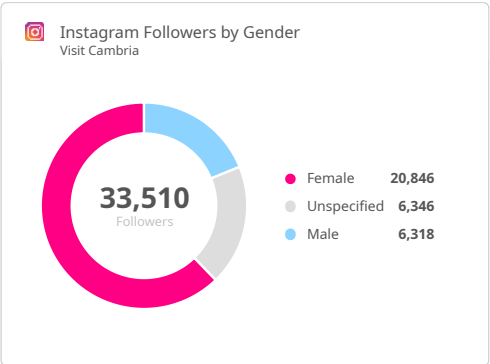
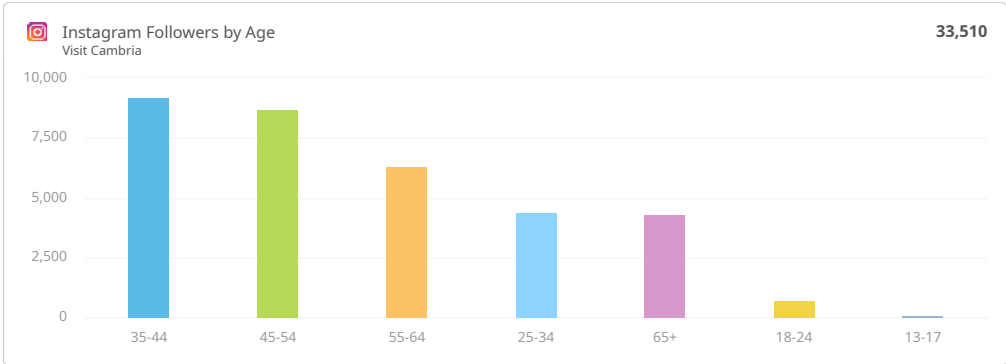
Visit Cambria

745

 Shares

Visit Cambria

751



 Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Apr 3, 2025	 Chase your moment in Cambria, a...	1,109	22	15,198
Apr 8, 2025	 If you don't Instagram it, did it eve...	928	18	11,788
Apr 17, 2025	 Tucked into the hills just outside o...	863	26	10,219
Apr 15, 2025	 Looking for a getaway that's anyth...	598	7	7,454

DATE	POST	LIKES	▼	COMMENTS	REACH
Apr 23, 2025	 Looking to explore beyond the ex...	569		5	6,676

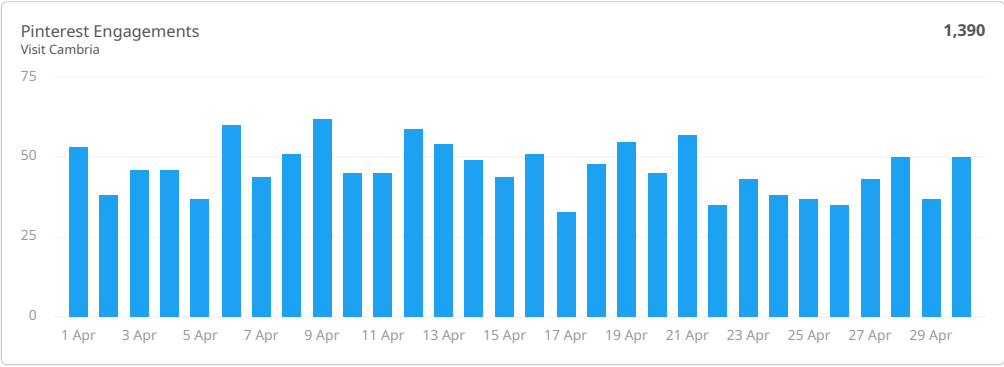
Organic Social—Pinterest

 Pinterest Impressions
Visit Cambria

282 K

 Pinterest Engagement Rate
Visit Cambria

0.49%



 Outbound Clicks
Visit Cambria

1,285

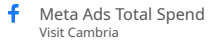
 Pin Clicks
Visit Cambria

1,343

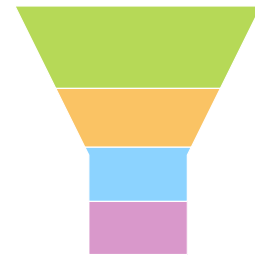
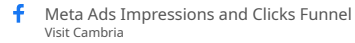
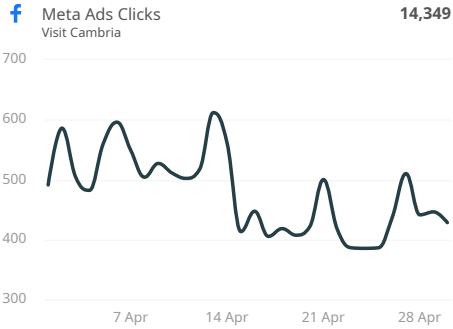
 Pin Click Rate
Visit Cambria

0.48%

Paid Digital Advertising Overview



\$4,942.98



- Impressions **662 K**
- Clicks **14,349**
- Outbound Clicks **6,708**
- Landing Page Views **5,615**



662 K



150



\$0.34

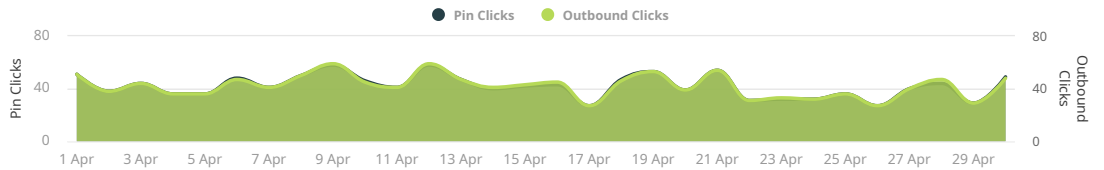
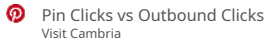


2.17%

Pinterest Advertising



\$1,675.25



279 K



\$1.33



0.45%



337

Google Advertising



\$2,766.73



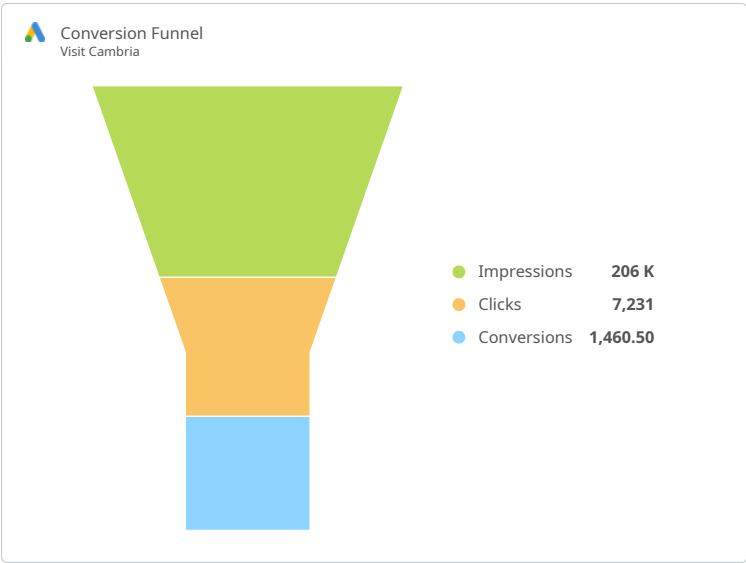
7,231



3.51%



\$0.38



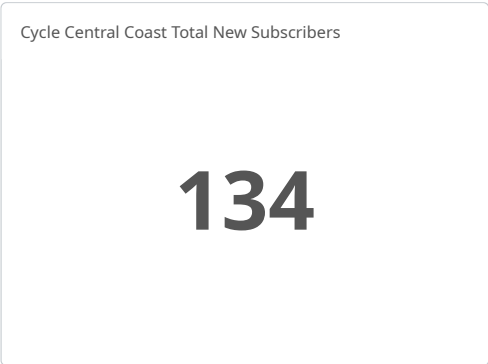
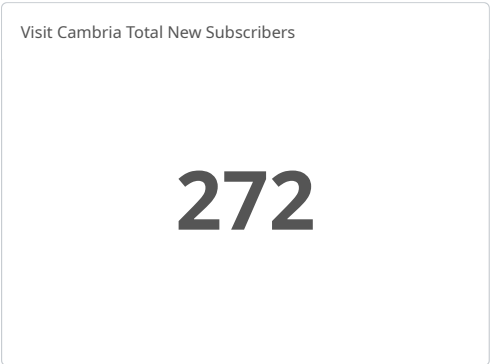
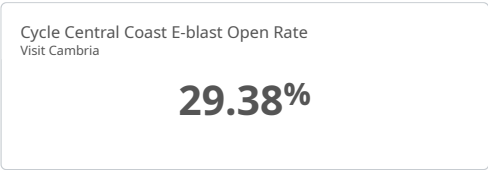
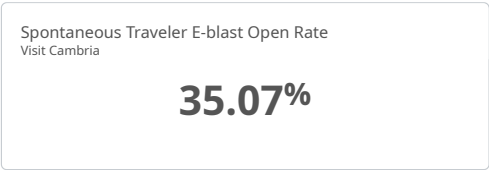
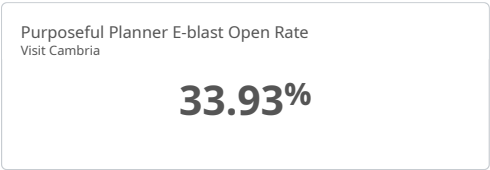
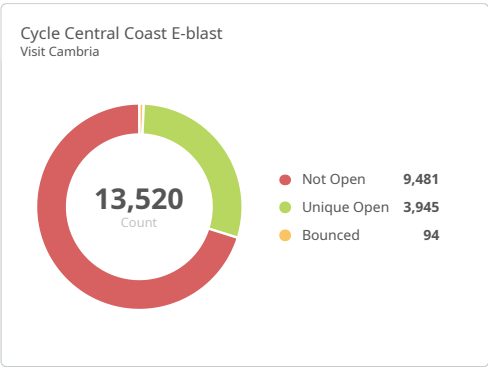
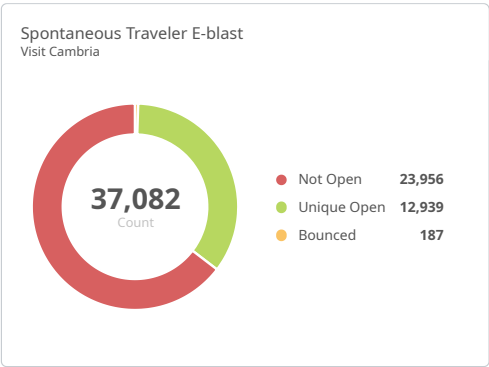
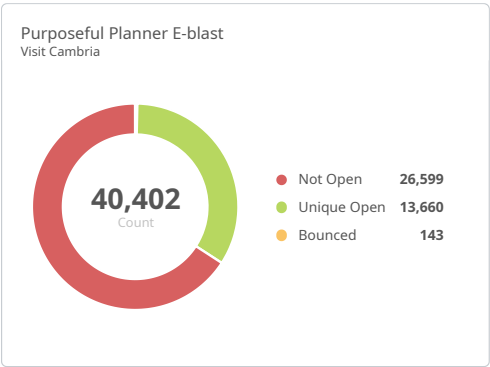
 Conversion Name

CONVERSION NAME	ALL CONVERSIONS
1+ Minute Page Views	2,357.00
Visit Cambria - GA4 (web) ua_1_minute_	1,213.99
Visit Cambria - GA4 (web) four_plus_pages	440.00
4+ Pages Visited	342.50
Visit Cambria - GA4 (web) booking_engine_click	95.44
Book Now Button	60.00
Local actions - Other engagements	42.00

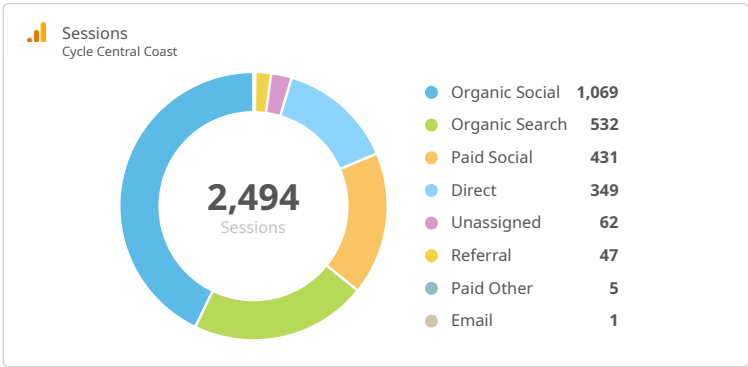
 Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
<u>Demand Gen CTB Vacationers Prospect</u>	\$776.78	128,526	4,105	\$0.19	1,336.00	31.43%
<u>Demand Gen Cambria Weddings Early J</u>	\$1,371.16	72,447	2,231	\$0.61	2.00	0.09%
<u>Search Visit Cambria Brand</u>	\$615.81	4,059	872	\$0.71	111.50	12.79%
<u>PMax - Cambria</u>	\$2.97	1,067	23	\$0.13	11.00	47.81%

Email Marketing



Cycle Central Coast Traffic



New Users
Cycle Central Coast

2,070

Total Users
Cycle Central Coast

2,129

User Engagement Duration Per User
Cycle Central Coast

00:00:29

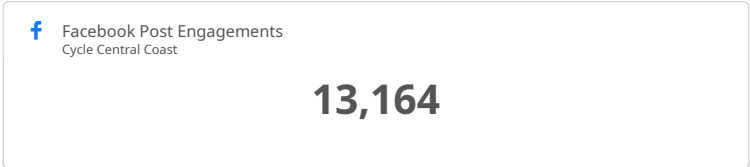
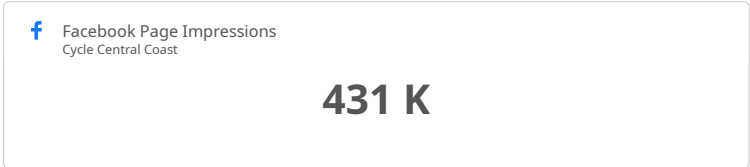
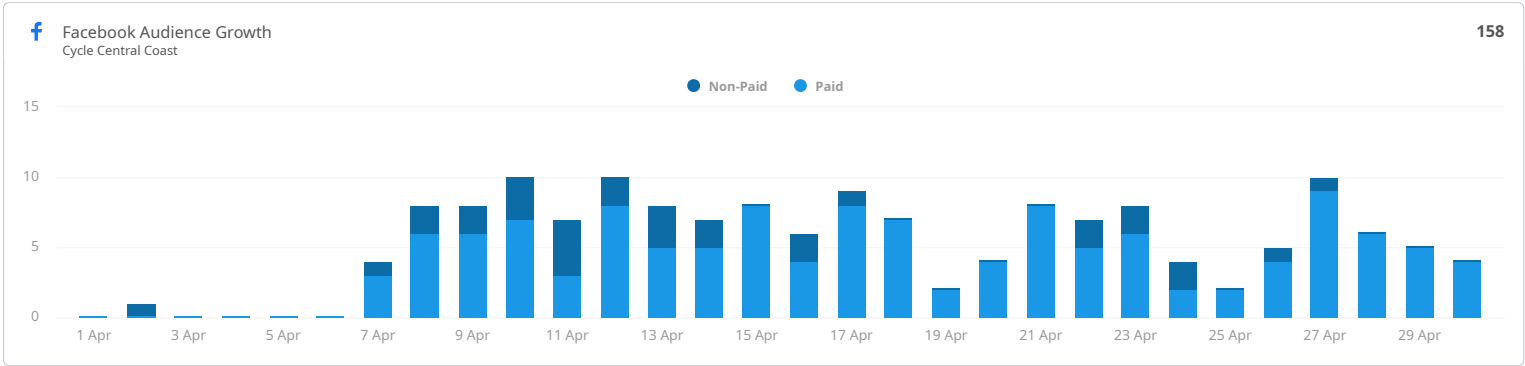
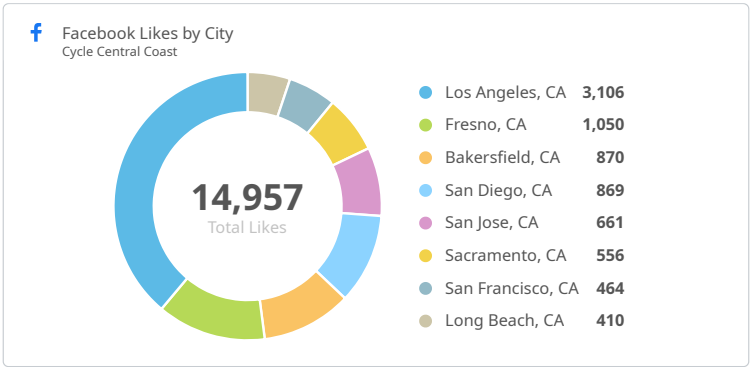
Views
Cycle Central Coast

3,805

 Top 25 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATION ...
/blog/guide-to-ragged-point-for-cyclists/	545	512	564	00:00:09
/blog/roads-to-ride-in-cambria/	448	420	463	00:00:13
/blog/cycling-pit-stops-and-sights-in-san-simeon/	360	326	398	00:00:06
/routes/	326	264	410	00:00:54
/	248	212	326	00:00:22
/events/	148	140	189	00:00:23
/stay/stay-in-san-simeon/	124	121	173	00:00:07
/routes/silver-peak-route/	117	107	124	00:00:17
/routes/beach-to-beach/	62	37	69	00:00:28
/resources/	55	46	59	00:01:02

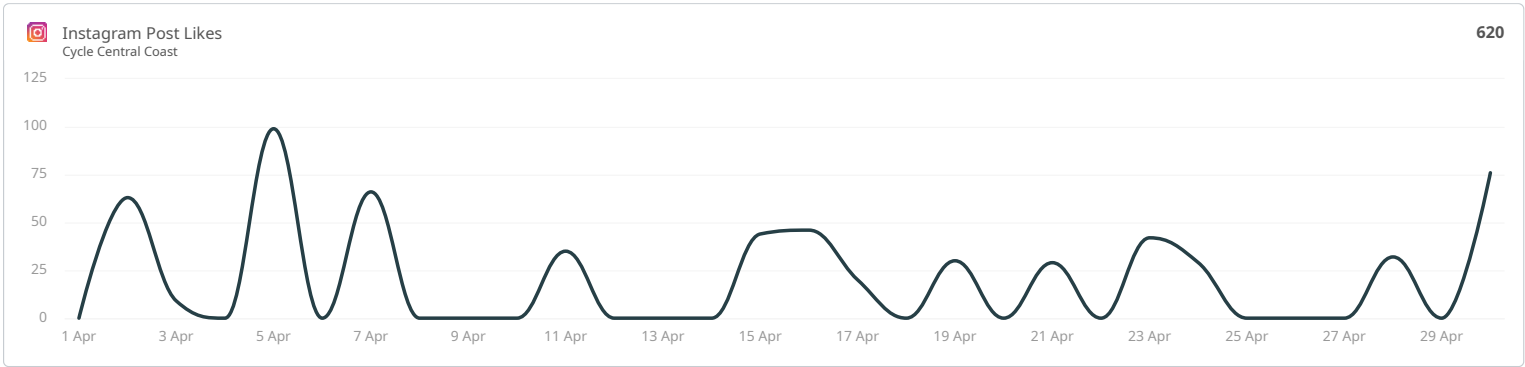
Cycle Central Coast Organic Social—Facebook



f Top 5 Facebook Posts

DATE	POST	LIKES	CLICKS	SHARES
Apr 2, 2025	 April's Ride of the Month: Silver Peak ...	620	342	7
Apr 5, 2025	 Visit San Simeon is more than a sceni...	507	344	3
Apr 7, 2025	 Some rides just hit different—and Gr...	24	279	3
Apr 11, 2025	 If you're looking for a ride that challe...	19	97	2
Apr 17, 2025	 Cycling through Visit San Simeon isn'...	16	16	1

Cycle Central Coast Organic Social—Instagram



Instagram Followers
Cycle Central Coast

0

Instagram Views
Cycle Central Coast

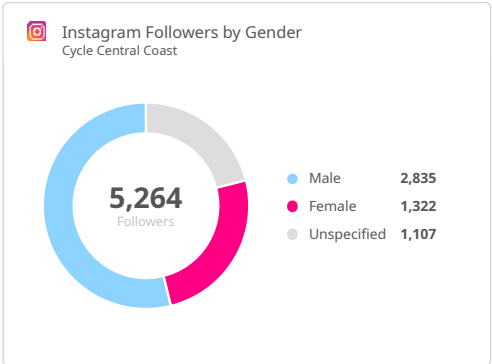
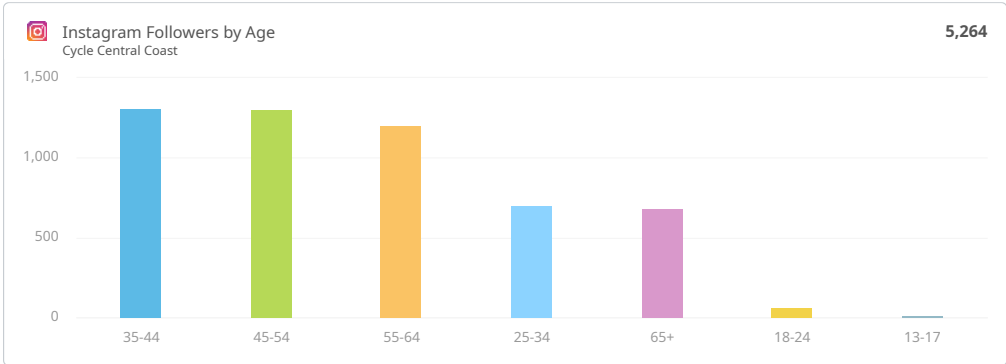
14,684

Instagram Post Engagement
Cycle Central Coast

689

Reach
Cycle Central Coast

179 K



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Apr 5, 2025	 @visitsansimeon is more than ...	99	2	967
Apr 30, 2025	 Worth every mile, no matter wher...	76	0	2,426
Apr 7, 2025	 Some rides just hit different—a...	66	0	719
Apr 2, 2025	 April's Ride of the Month: Silver...	63	0	971

DATE	POST	LIKES		COMMENTS	REACH
Apr 16, 2025	Spring is the perfect time to cli...	46		2	534

Cycle Central Coast Paid Digital Advertising Overview

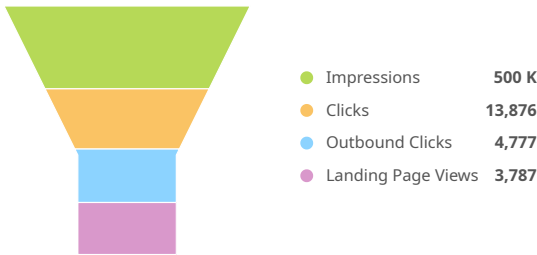
Total Spend

\$3,566.98

Meta Ads Clicks
Cycle Central Coast 13,876



Meta Ads Impressions and Clicks Funnel
Cycle Central Coast



Meta Ads Impressions
Cycle Central Coast

500 K

Landing Page Views
Cycle Central Coast

3,787

Meta Ads CPC
Cycle Central Coast

\$0.34

Meta Ads CTR
Cycle Central Coast

3.21%