



ARCHER & HOUND

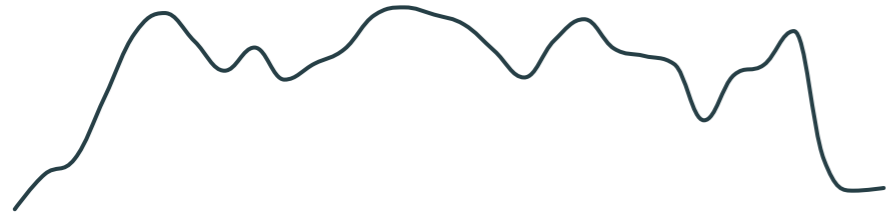
Visit Cambria Marketing Report

June 2026

Website Traffic

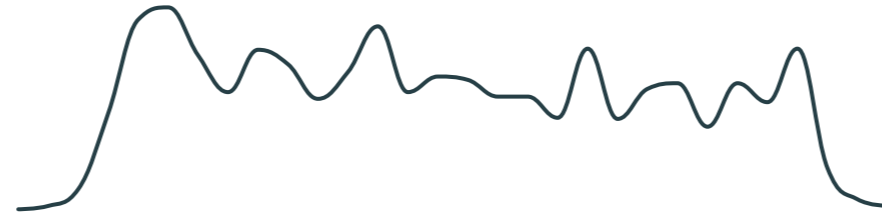
Sessions

36,166



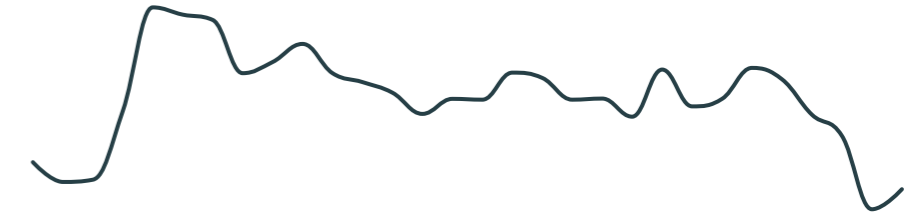
Conversions

4,196



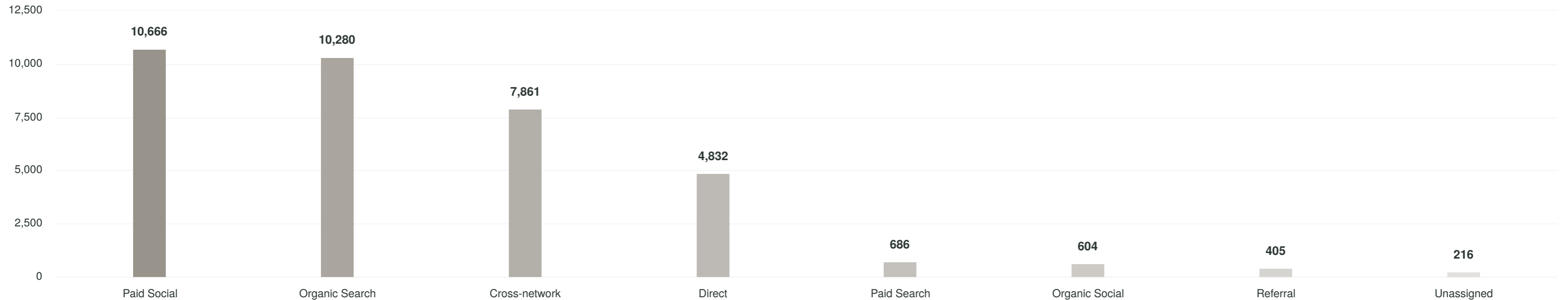
Conversion Rate

7.15%

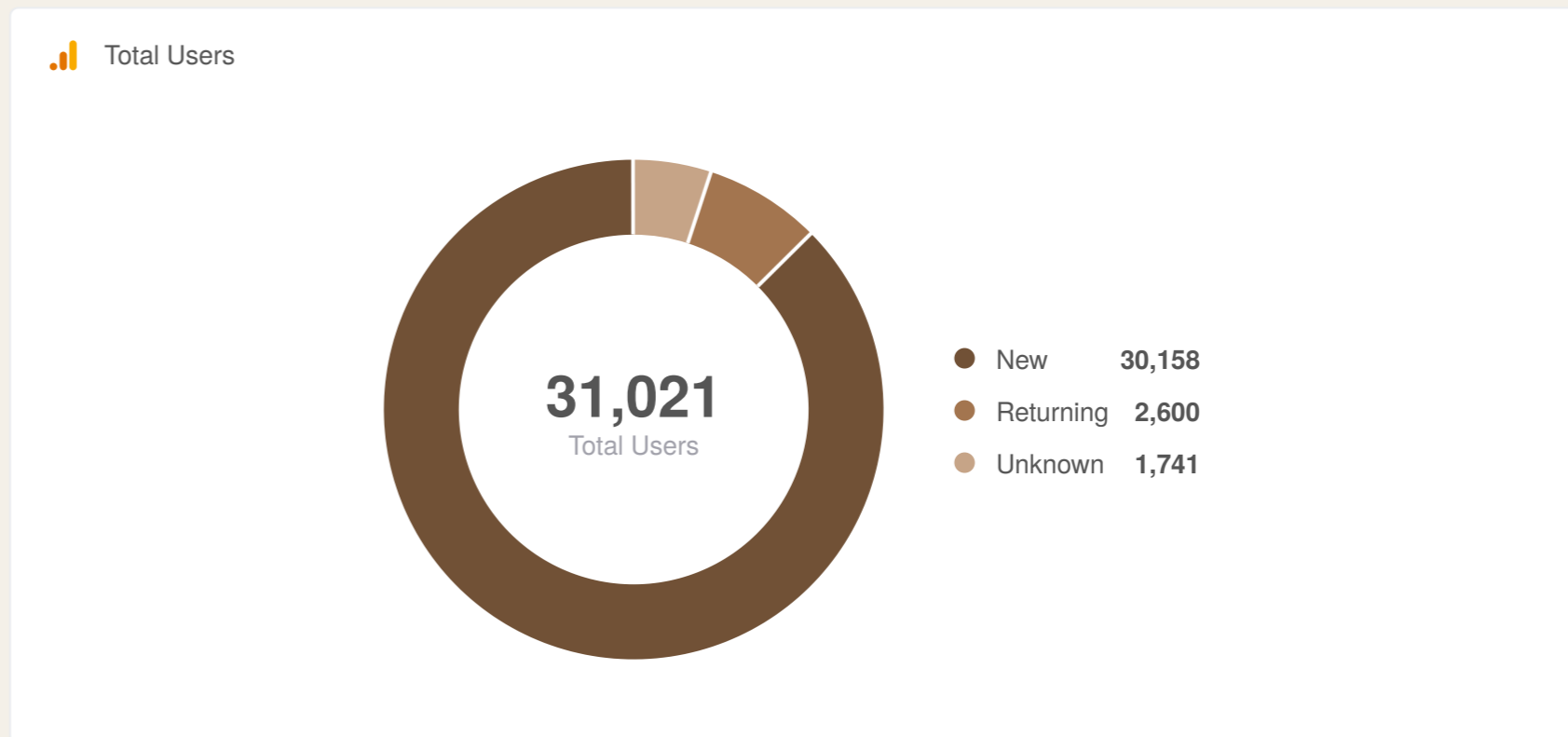
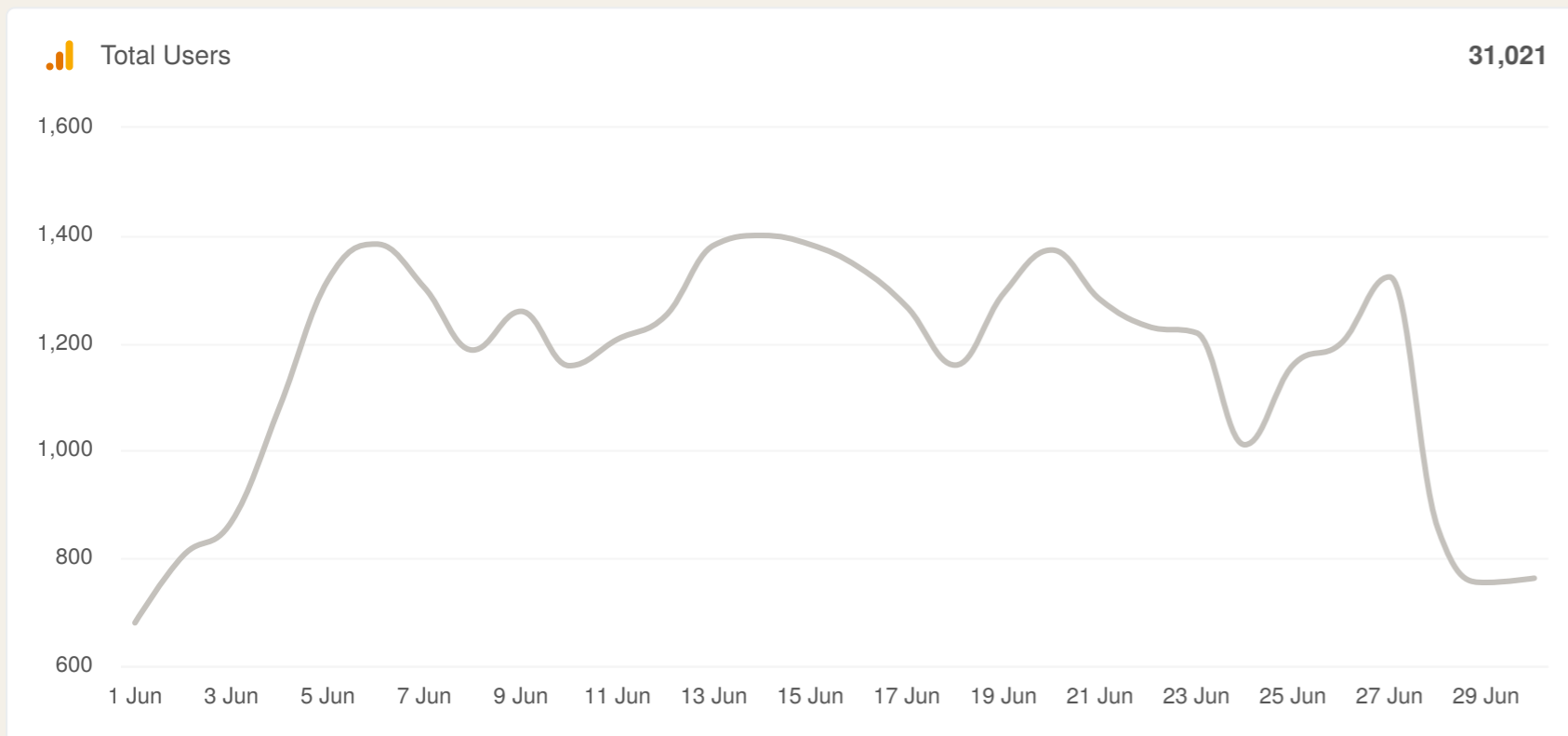
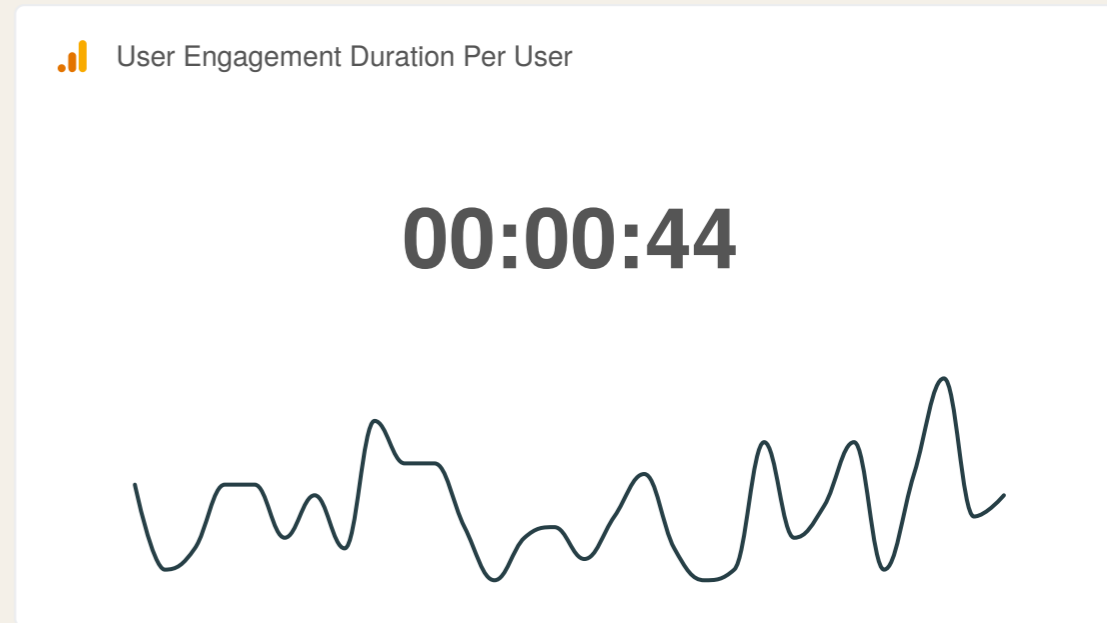
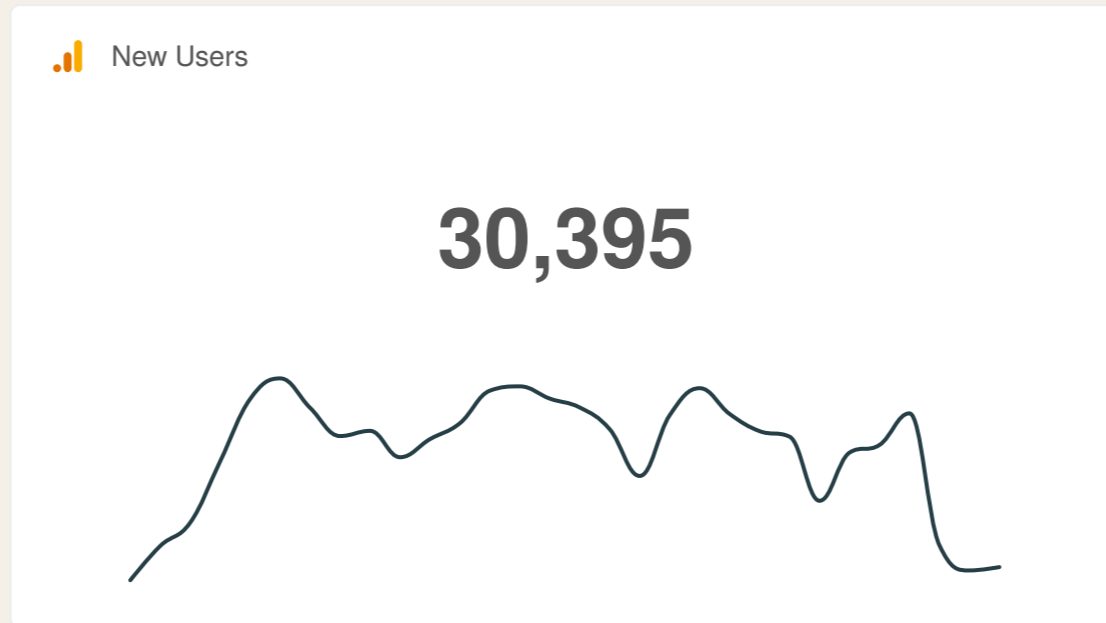
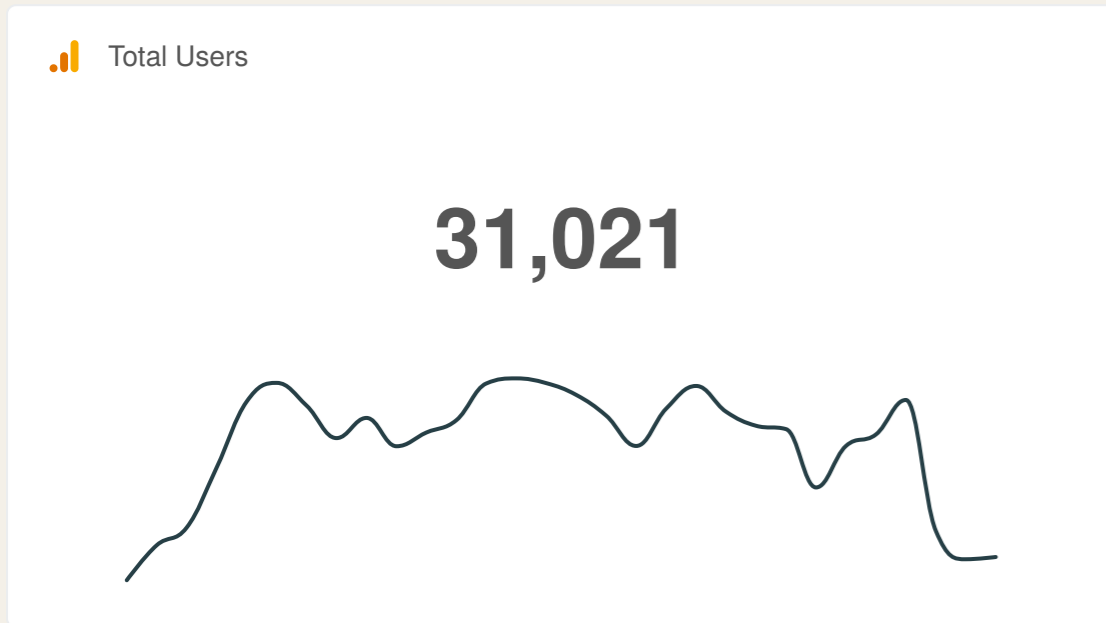


Session by Channel

36,166



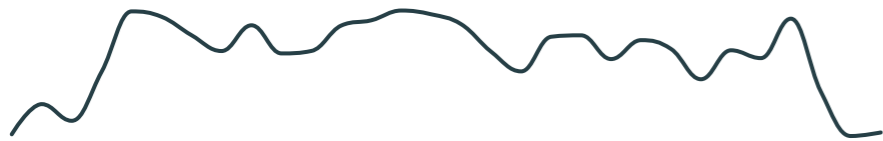
Website Traffic—User Insights



Website Traffic—Page Insights

Views

66,650



Total App Downloads

15,968

Wedding Form Submissions

1

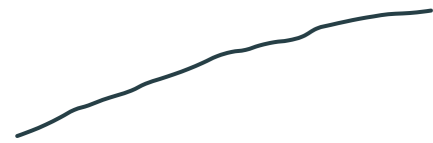
Top 10 Pages

PAGE	VIEWS	ENGAGEMENT RATE
/	8,835	50.74%
/weddings-in-cambria/	8,503	40.35%
/lodging-specials/	7,972	72.90%
/lodging/	5,071	86.95%
/visitors/	2,300	78.52%
/moonstone-beach/	1,858	74.08%
/events/	1,641	91.52%
/itineraries/decadence-on-deckrelax-on-the-best-patios-in-cambria/	1,627	38.85%
/5-hidden-gems-to-discover-in-cambria/	1,014	25.82%
/explore/activities/	946	91.33%

Organic Social—Facebook

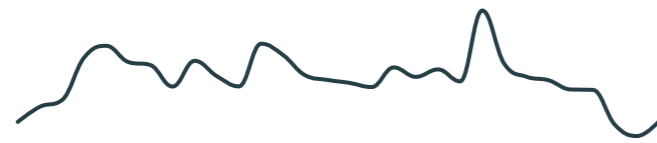
f Page Follows

129.2 K



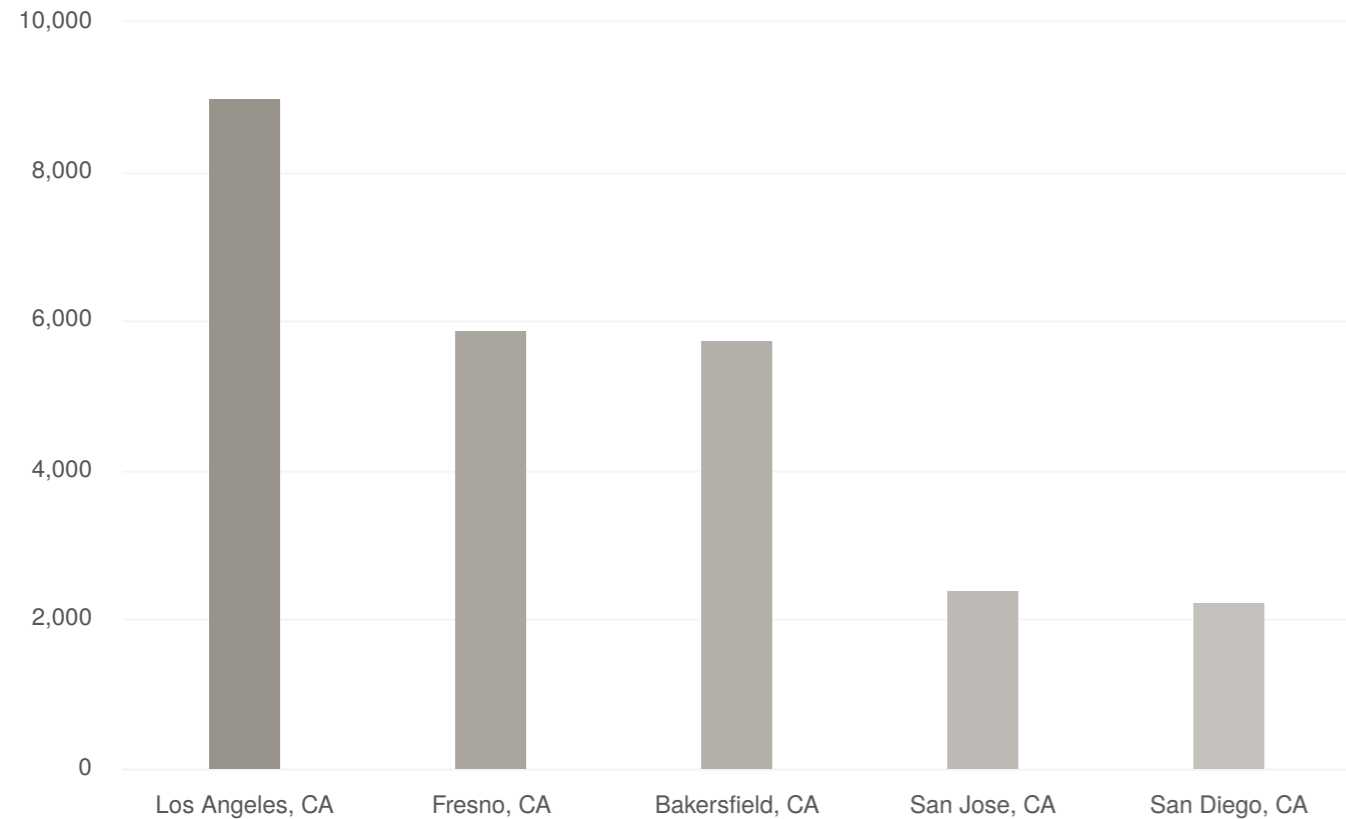
f Post Engagement

39,462








f Page Follows

54,607



f Top 5 Facebook Posts

DATE	POST	LIKES	SHARES	CLICKS
Jun 22, 2026	 For Steve, The Sea Chest has...	843	38	1,489
Jun 4, 2026	 Fresh-picked flavors, coastal a...	797	71	975
Jun 18, 2026	 Ocean air, rolling hills, towerin...	549	35	430
Jun 12, 2026	 If you know, you know... We a...	518	29	1,020
Jun 9, 2026	 How many people can say the...	454	43	660

Organic Social—Instagram

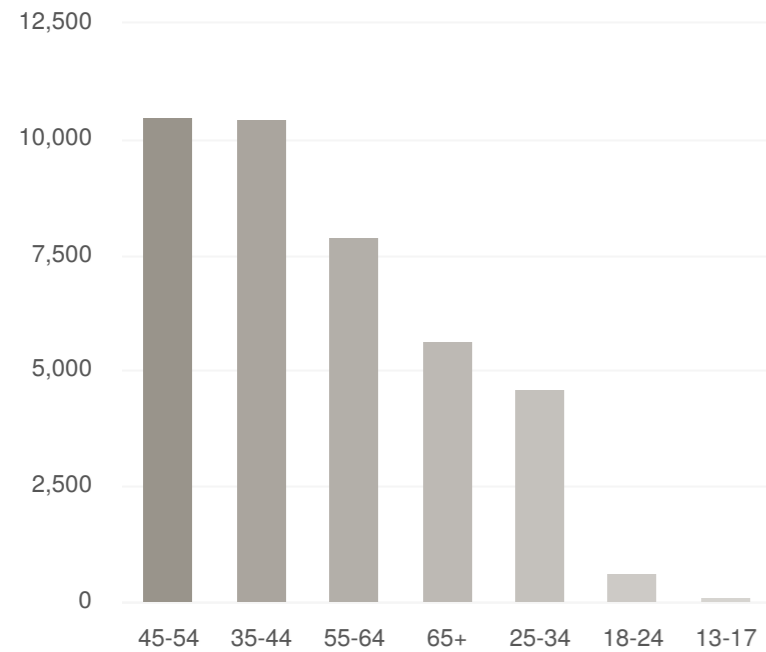
 Followers






40,896

 Post Engagements

1,753


 Followers by Age

39,677

 Top 5 Instagram Posts

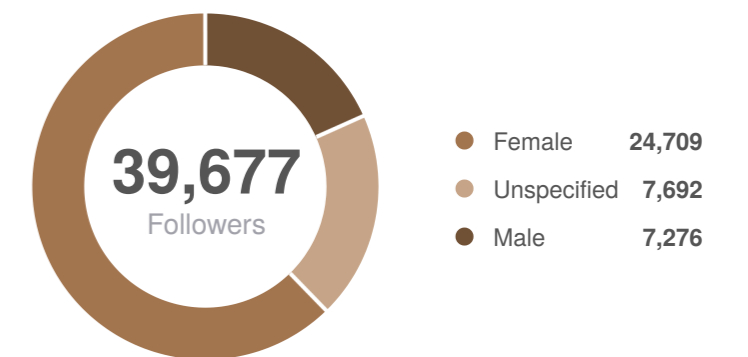
DATE	POST	REACH	LIKES	SAVED
Jun 9, 2026	 How many peopl...	69,268	6,083	813
Jun 22, 2026	 For Steve, The S...	12,458	1,147	72
Jun 12, 2026	 If you know, you ...	11,299	998	61
Jun 4, 2026	 Fresh-picked flav...	8,783	859	59
Jun 18, 2026	 Ocean air, rolling ...	5,654	572	22

 Saves

1,215

 Shares

2,682

 Followers by Gender


Organic Social—Pinterest

Impressions

73,708

Engagement Rate

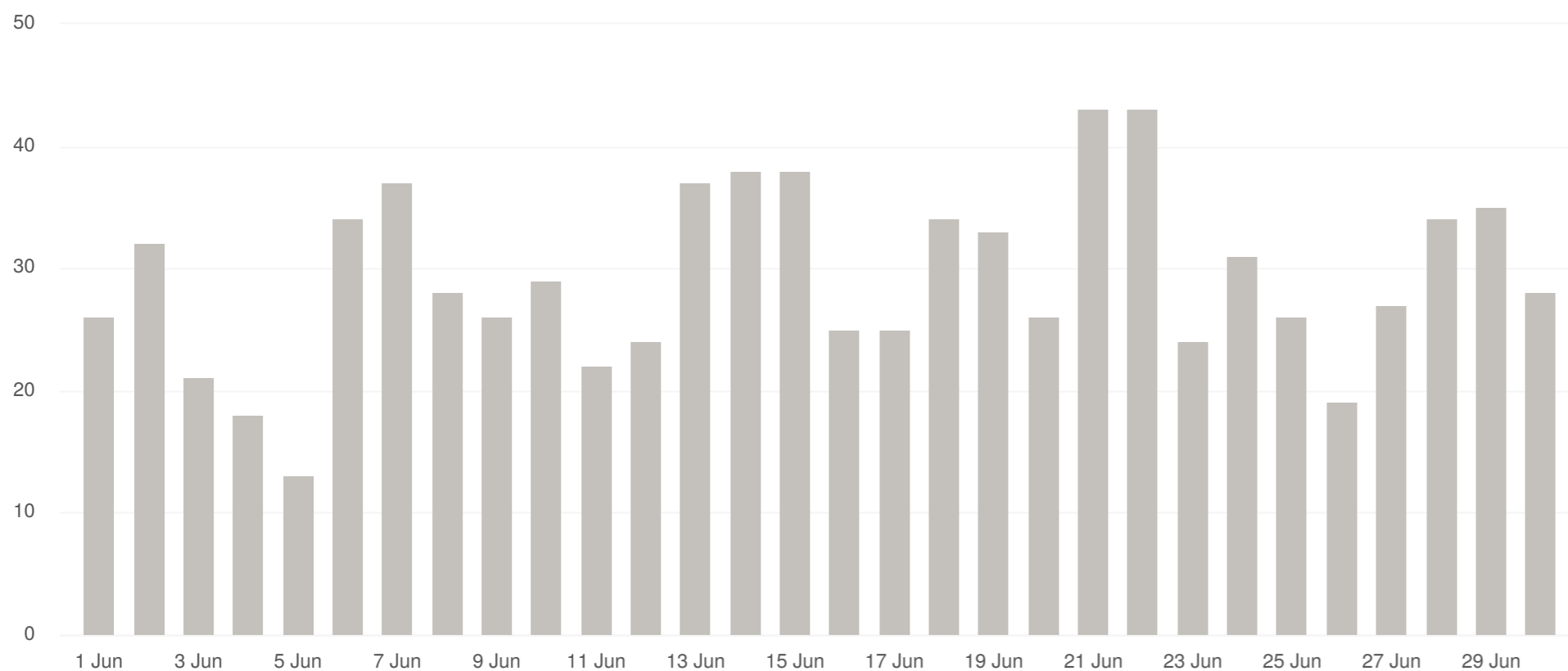
1.19%

Outbound Clicks

675

Engagements

876



Pin Click Rate

1.04%

Pin Clicks

770

Paid Digital Advertising—Meta

Amount Spent

\$12,038.93

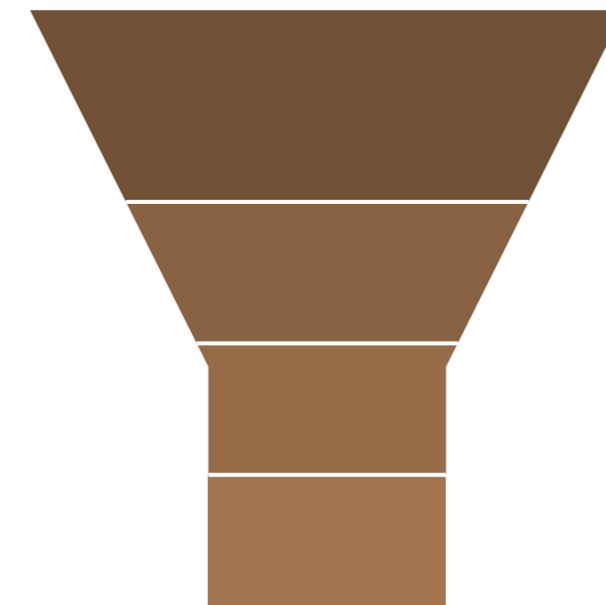
Impressions

923.4 K

Landing Page Views

10,807

Click Funnel



- Impressions **923 K**
- Clicks **24,518**
- Outbound Clicks **12,070**
- Landing Page Views **10,807**

Campaign Insights

CAMPAIGN	IMPRESSIONS	LANDING PAGE VIEWS	AVERAGE CPC	CTR
A&H L1 Engagement Summer 2026 0603	407,913	6,304	\$0.85	2.15%
A&H L1 Engage Traffic A/B/G 062625	159,313	2,218	\$0.38	2.47%
A&H L1 Awareness Weather CV 070725	148,351	230	\$2.06	0.26%
A&H L1 Engage Organic Boost 070725	102,892	1	\$0.10	5.62%
A&H L1 Engage Traffic J 062625	43,069	1,008	\$0.39	3.80%
A&H L2 Engagement Booking 110725	39,329	1,045	\$0.29	5.70%
A&H L2 Lead Newsletter 070725	22,543	1	\$0.21	7.73%

CTR

2.66%

CPC

\$0.49

Paid Digital Advertising—Pinterest

Amount Spent

\$1,674.80

Pin Clicks

618

Impressions

70,856

CPC

\$2.71

CTR

0.87%

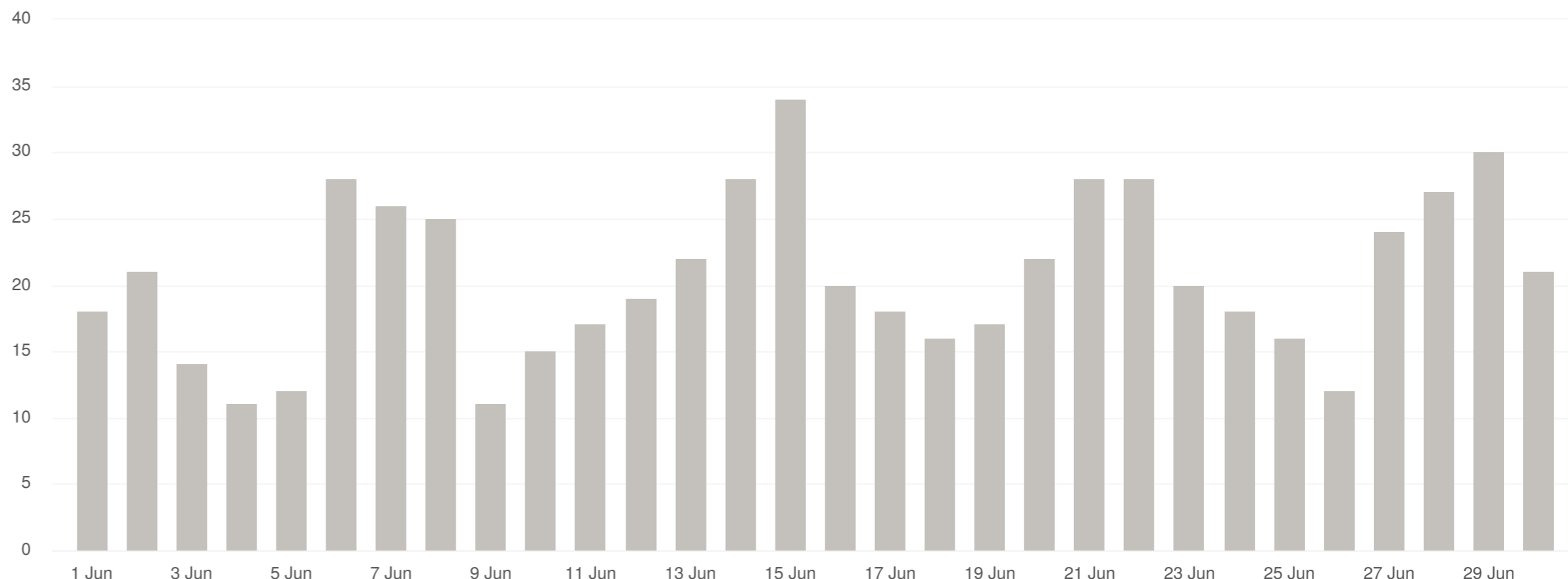
Total Conversions (Lead)

2



Pin Clicks

618



Paid Digital Advertising—Google

Amount Spent

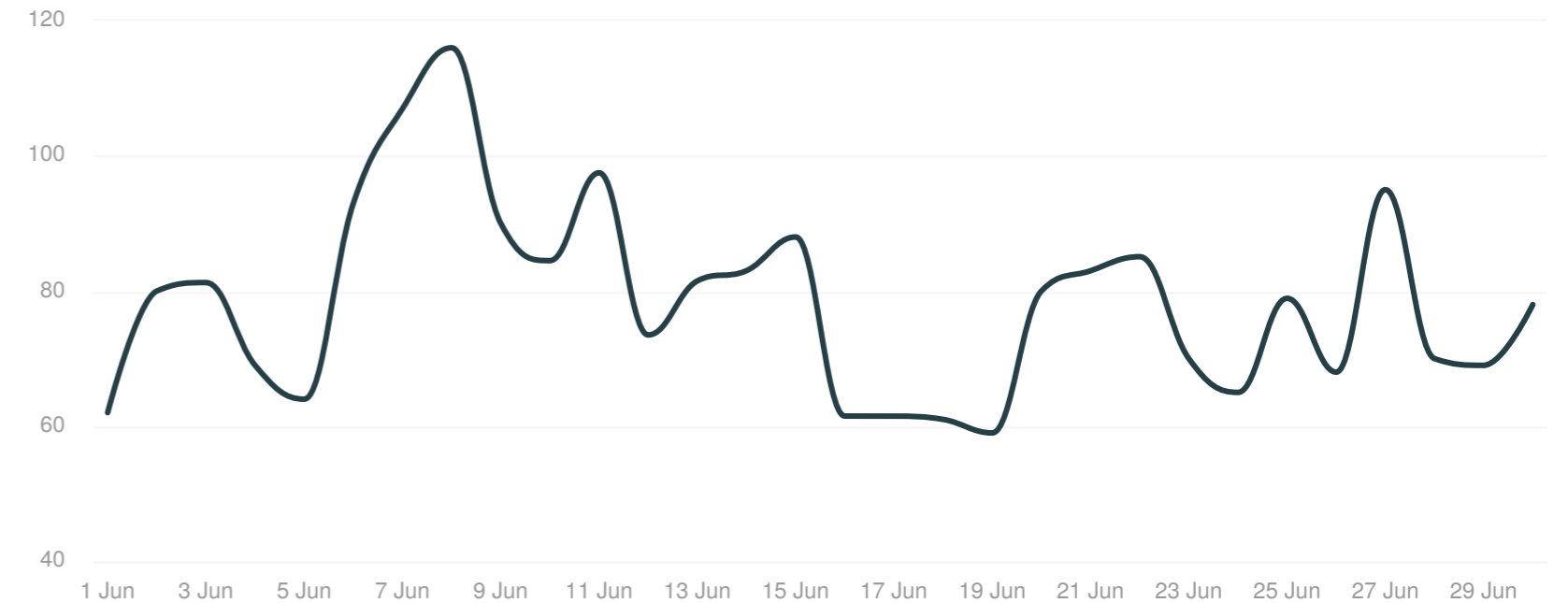
\$3,001.09

CTR

4.01%

Conversions

2,355.29



Clicks

9,407

Avg CPC

\$0.32

Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen Cambria Weddings Early Planning	\$1,431.08	134,669	4,928	\$0.29	22.00	0.45%
Demand Gen CTB Vacationers Prospecting	\$785.02	95,722	3,878	\$0.20	2,255.04	56.38%
Search Visit Cambria Brand	\$784.99	3,980	601	\$1.31	78.25	13.02%