

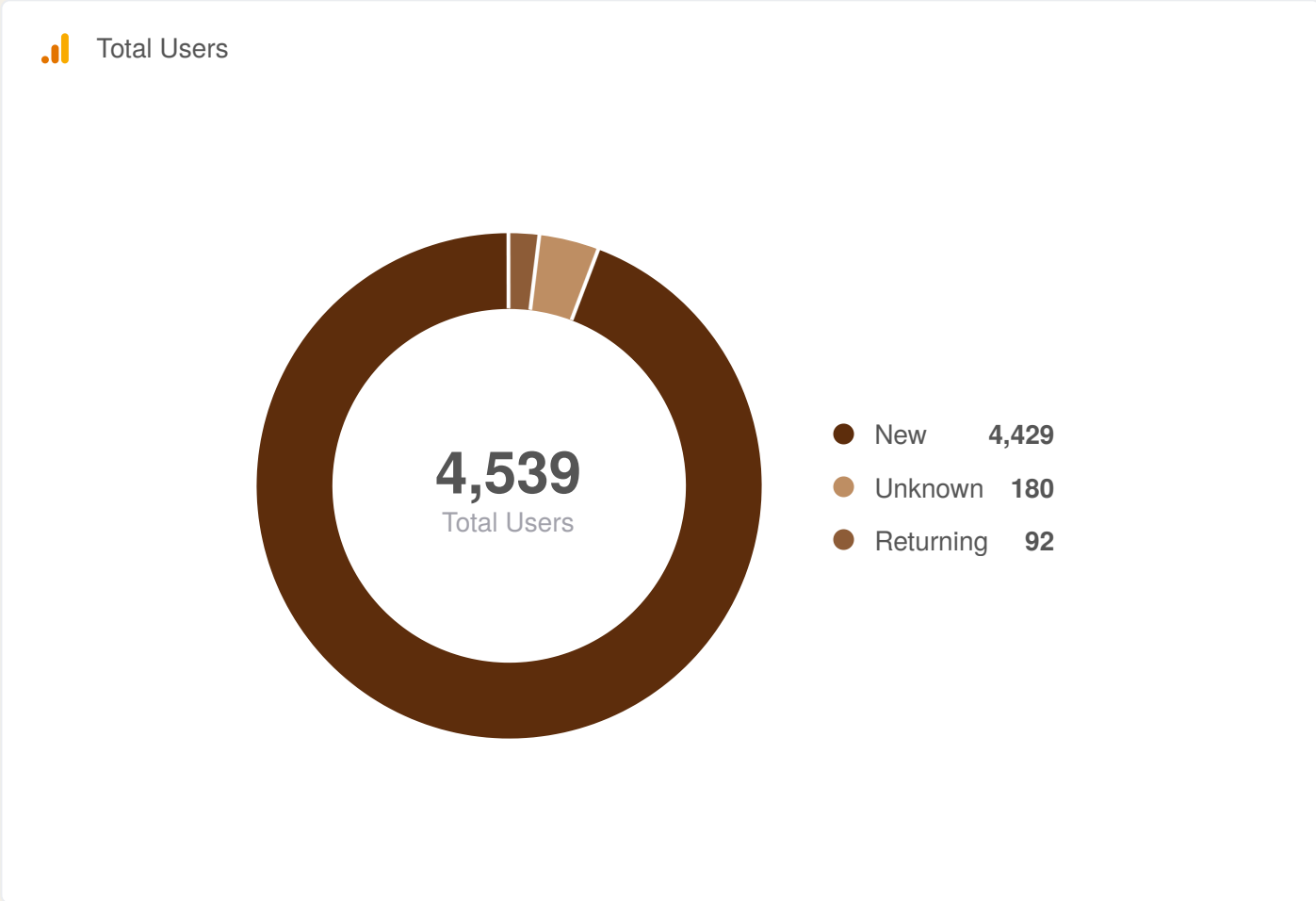
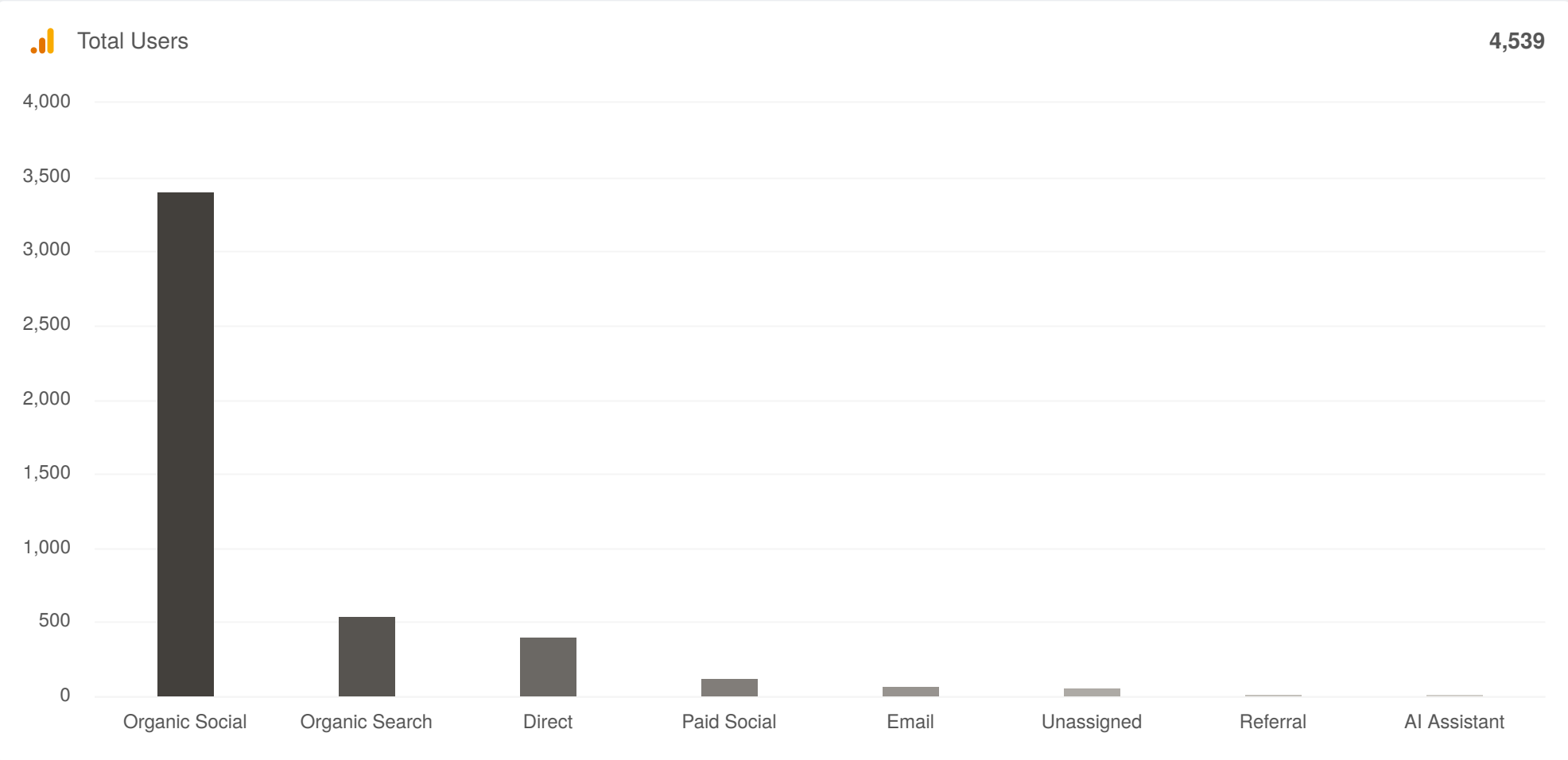


ARCHER & HOUND

Cycle Central Coast Marketing Report

August 2026

Website Traffic



Website Traffic—Page Insights



Views

5,914



Engagement Rate

24.88%



Average Session Duration

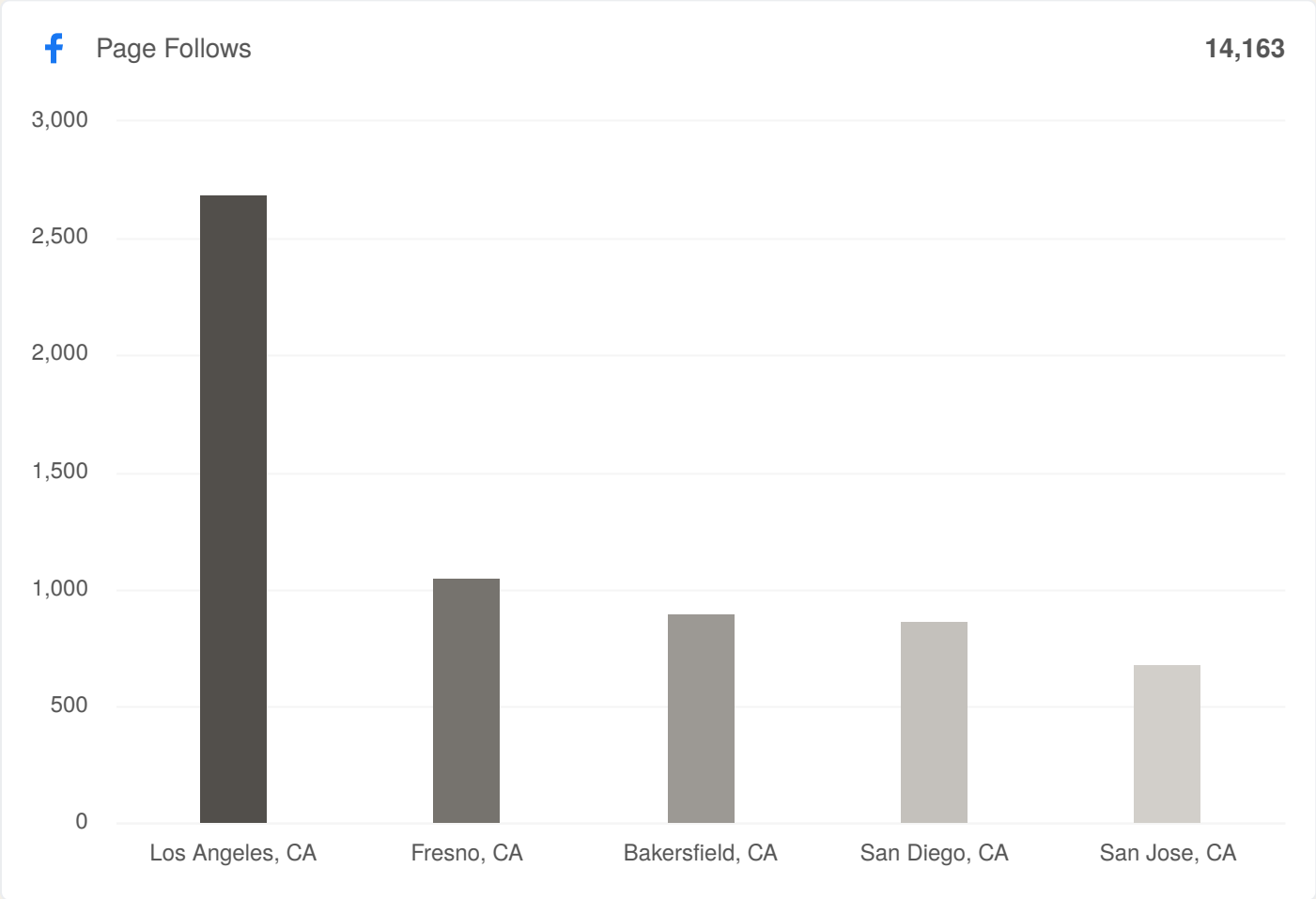
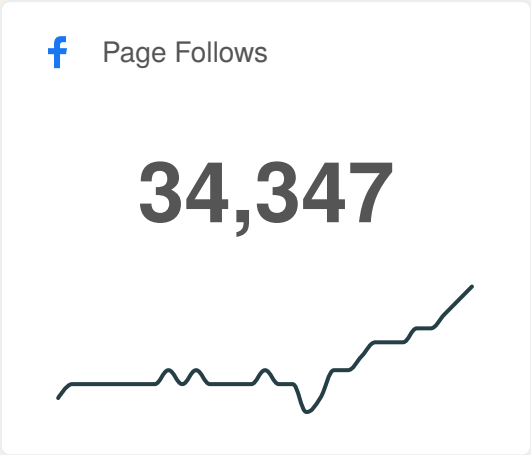
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Top 10 Pages

PAGE	VIEWS	ENGAGEMENT RATE
/blog/guide-to-ragged-point-for-cyclists/	3,496	15.03%
/routes/	321	83.63%
/	288	53.50%
/events/	145	78.45%
/blog/guide-to-training-for-road-cycling-on-the-central-coast/	126	33.06%
/blog/roads-to-ride-in-cambria/	112	46.73%
/blog/highway-1-cycling/	98	52.04%
/routes/santa-rosa-creek-route/	68	75.41%
/event/lighthouse-century-2026/	66	85.42%
/routes/beach-to-beach/	63	76.36%

Organic Social—Facebook



f

Top 5 Posts

DATE	POST	LIKES	SHARES	CLICKS
Aug 11, 2026	 One ride can change your enti...	20	7	60
Aug 14, 2026	 Some climbs test your legs. Ot...	16	0	14
Aug 31, 2026	 It's amazing how a little fresh ...	15	0	77
Aug 19, 2026	 Some therapy sessions come ...	12	0	1
Aug 25, 2026	 From iconic Highway 1 coastli...	10	2	11

Organic Social—Instagram

 Followers

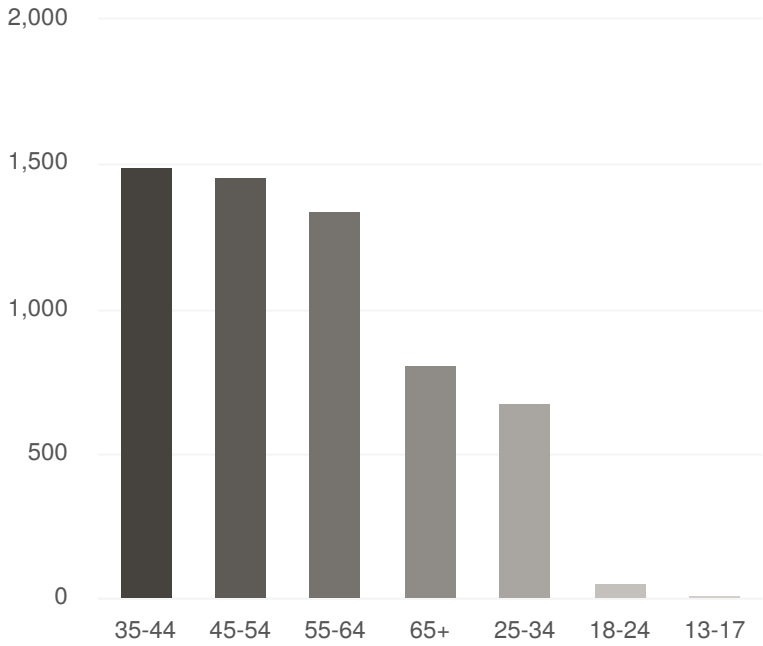
5,905

 Post Engagement

101

 Followers by Age

5,808



 Top 5 Instagram Posts

POST	DATE	REACH	LIKES	SAVED
 Some climbs test...	Aug 14, 2026	2,222	92	7
 It's amazing how ...	Aug 31, 2026	1,928	81	4
 One ride can cha...	Aug 11, 2026	1,835	64	5
 Some therapy se...	Aug 19, 2026	656	36	2
 From iconic High...	Aug 25, 2026	664	31	3

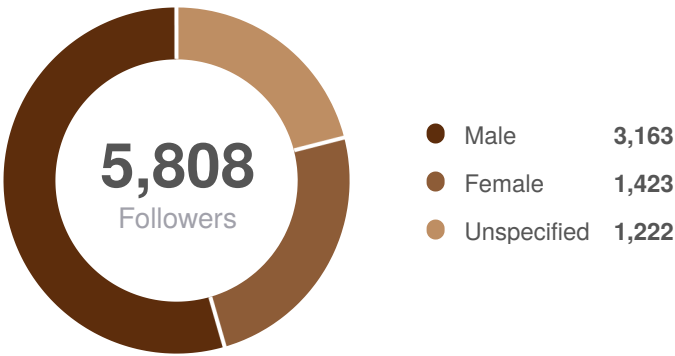
 Saves

67

 Shares

81

 Followers by Gender



Paid Digital Advertising—Meta

Amount Spent

\$1,126.27

Impressions

134.0 K

Landing Page Views

3,424

Campaign Insights

CAMPAIGN	IMPRESSIONS	CLICKS	AVERAGE CPC	CTR
A&H L1 Engagement Quality Traffic	45,337	4,259	\$0.13	9.39%
A&H L1 Engagement Sponsor Post	88,676	944	\$0.59	1.06%

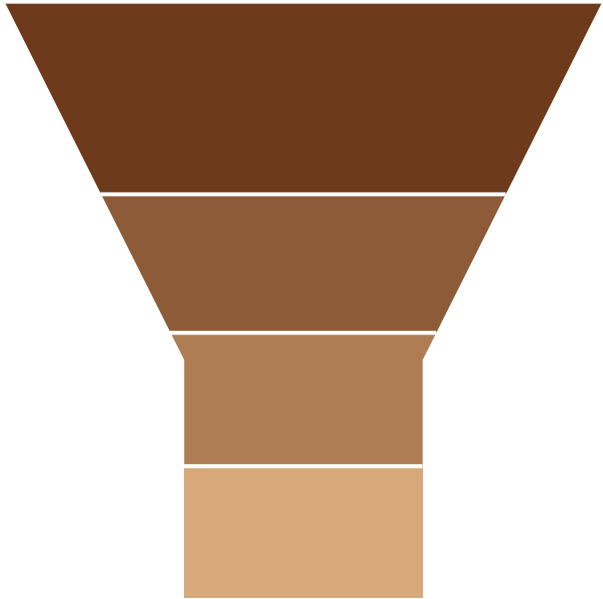
CTR

3.88%

Average CPC

\$0.22

Impressions and Clicks



- Impressions 134 K
- Clicks 5,203
- Outbound Clicks 3,849
- Landing Page Views 3,424