



ARCHER & HOUND

Visit Cambria Marketing Report

August 2026

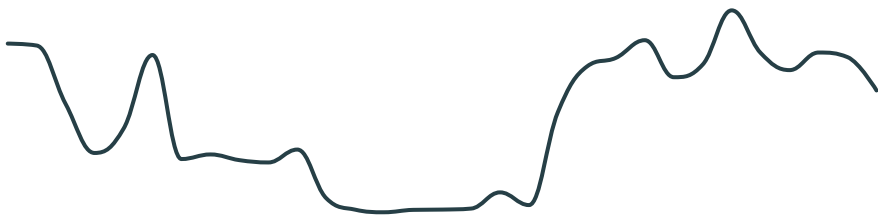


Website Traffic



Sessions

44,753



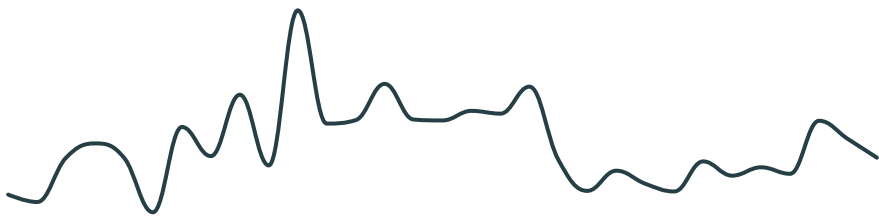
Conversions

2,582



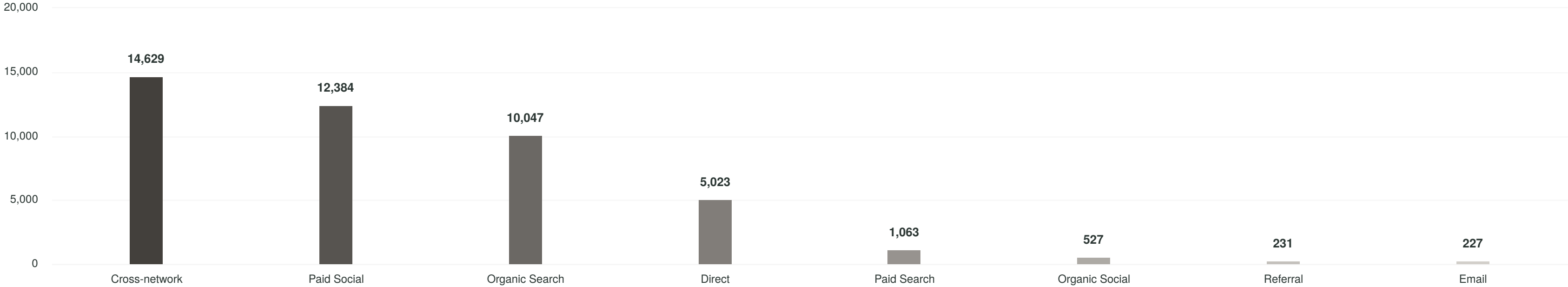
Conversion Rate

3.38%



Session by Channel

44,753



Website Traffic—User Insights

 Total Users

39,981



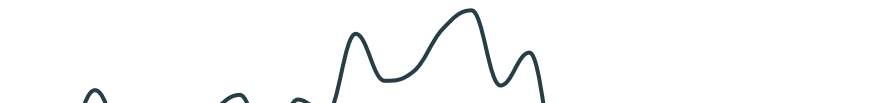
 New Users

38,740



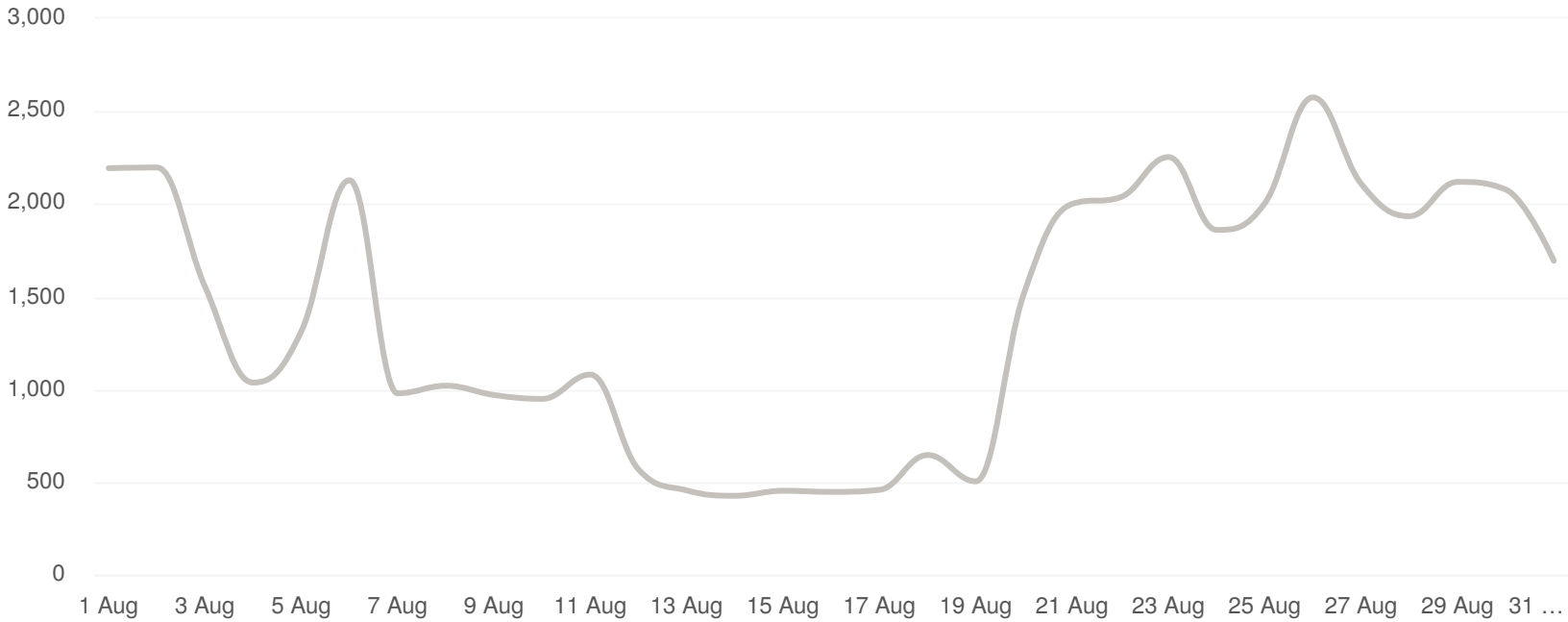
 User Engagement Duration Per User

00:00:35

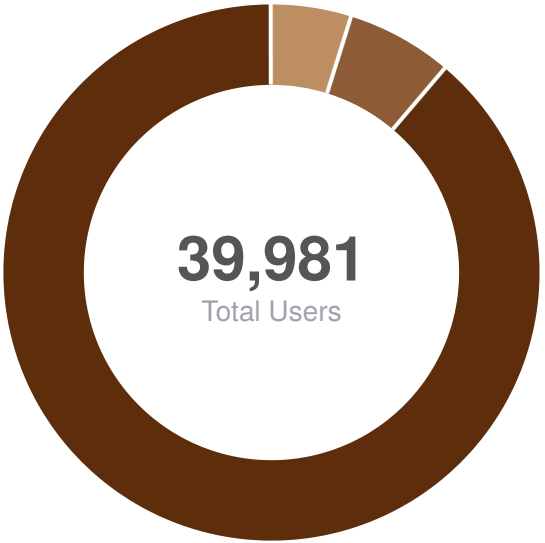


 Total Users

39,981



 Total Users



- New 38,464
- Returning 2,773
- Unknown 2,098

Website Traffic—Page Insights



Views

71,632



Total App Downloads

15,981

Wedding Form Submissions

0



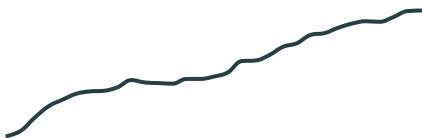
Top 10 Pages

PAGE	VIEWS	▼	ENGAGEMENT RATE
/	17,856		43.26%
/weddings-in-cambria/	7,380		36.89%
/5-hidden-gems-to-discover-in-cambria/	5,924		51.78%
/visitors/	3,246		70.11%
/lodging-specials/	1,991		91.15%
/lodging/	1,959		95.06%
/historical-cambria-walking-tour/	1,634		41.19%
/moonstone-beach/	1,601		77.08%
/everything-uniquely-cambria/	1,495		51.41%
/events/	1,421		91.71%

Organic Social—Facebook

f Page Follows

129.8 K



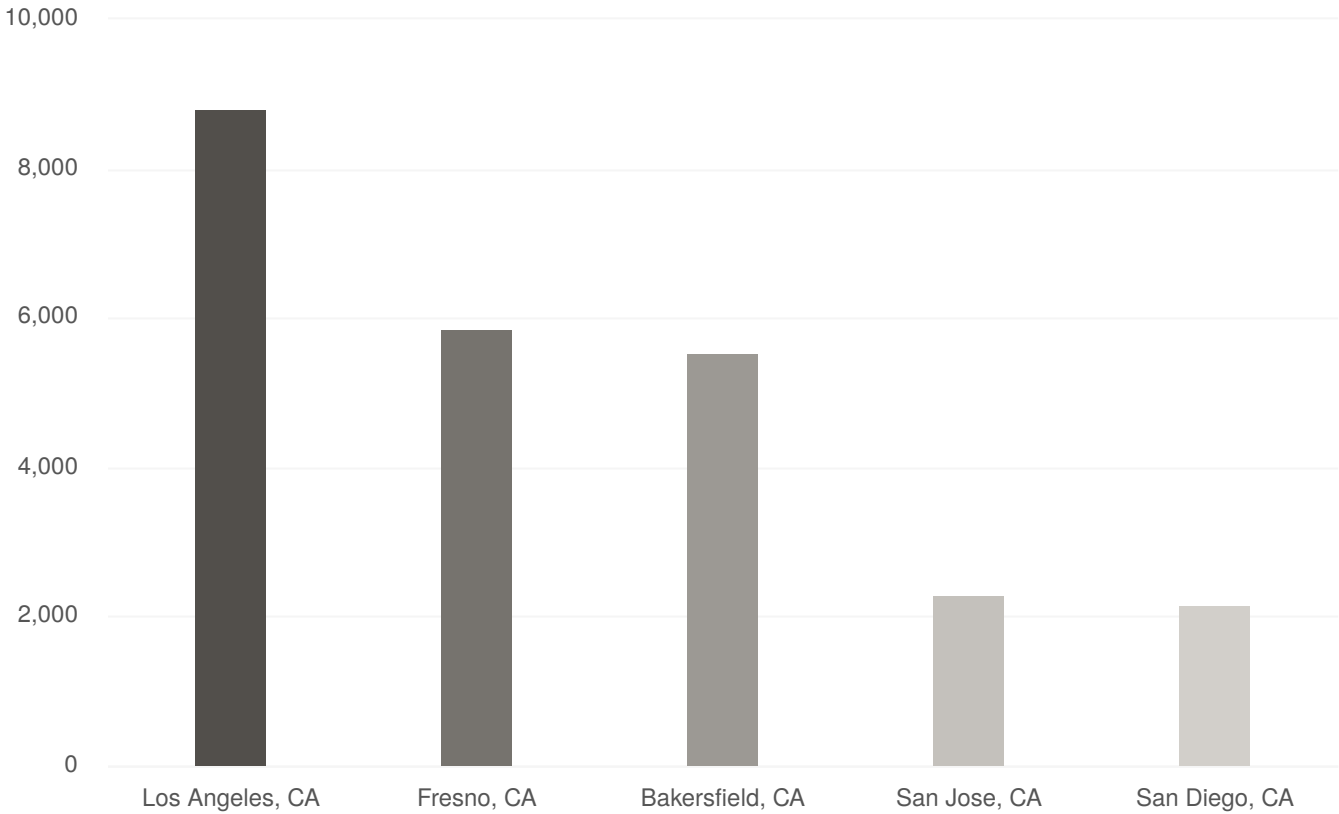
f Post Engagement

29,601



f Page Follows

53,822



f Top 5 Facebook Posts

DATE	POST	LIKES	SHARES	CLICKS
Aug 3, 2026	 Visiting Cambria? Make time f...	1,161	111	999
Aug 17, 2026	 Some treasures aren't found—...	442	18	363
Aug 28, 2026	 "You look happier." Maybe it's t...	358	24	175
Aug 9, 2026	 There's something about C...	258	5	462
Aug 30, 2026	 Happy National Beach Day ... Photos from Visit Cambria's pr	166	8	359

Organic Social—Instagram

 Followers

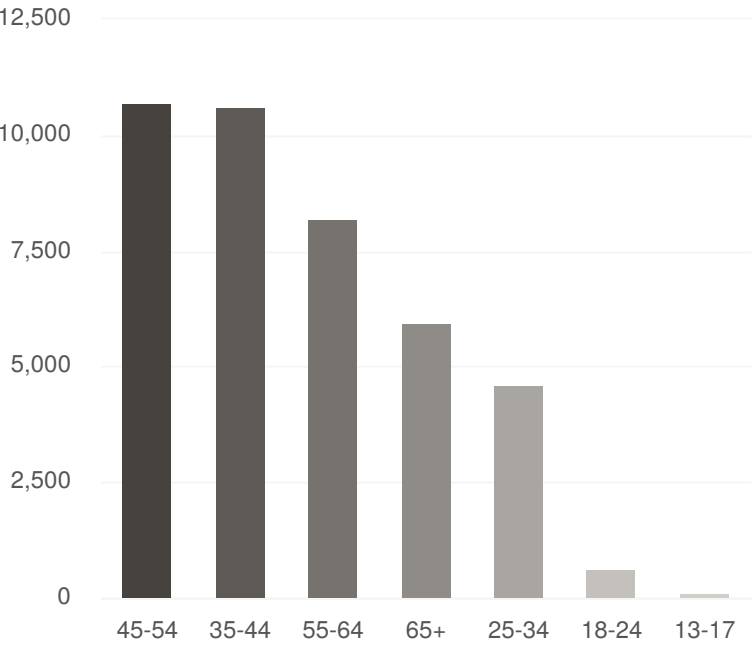
41,908

 Post Engagements

2,016

 Followers by Age

40,624



 Top 5 Instagram Posts

DATE	POST	REACH	LIKES	SAVED
Aug 28, 2026	 “You look happier...	8,565	810	54
Aug 3, 2026	 Visiting Cambria?...	10,348	798	132
Aug 21, 2026	 Moonstone Be...	9,149	512	77
Aug 10, 2026	 When you finally ...	6,328	496	24
Aug 17, 2026	 Some treasures ...	6,379	447	45

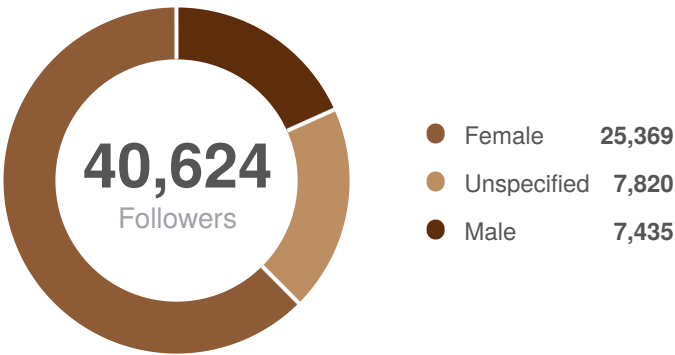
 Saves

1,192

 Shares

1,457

 Followers by Gender



Organic Social—Pinterest

 Impressions

2,657

 Engagement Rate

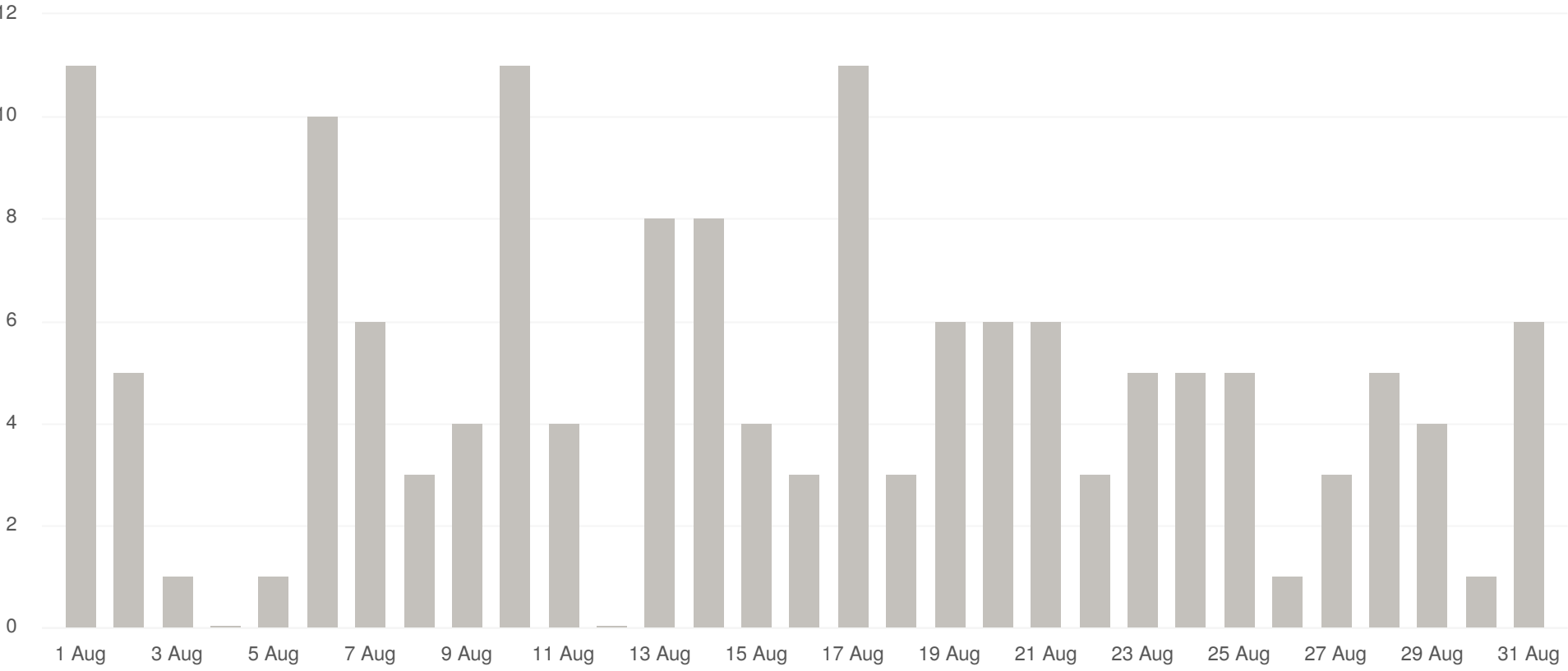
5.61%

 Outbound Clicks

18

 Engagements

149



 Pin Click Rate

3.88%

 Pin Clicks

103

Paid Digital Advertising—Meta

Amount Spent

\$8,322.12

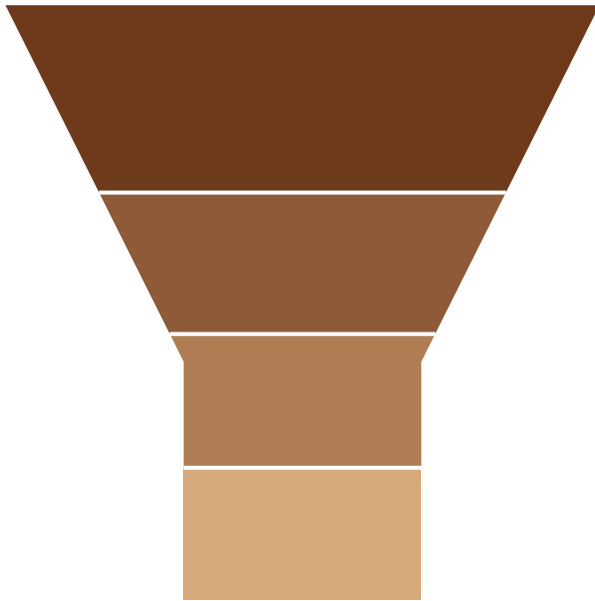
Impressions

604.1 K

Landing Page Views

11,422

Click Funnel



- Impressions 604 K
- Clicks 22,301
- Outbound Clicks 13,024
- Landing Page Views 11,422

Campaign Insights

CAMPAIGN	IMPRESSIONS	LANDING PAGE VIEWS	AVERAGE CPC	CTR
A&H L1 Engage Traffic A/B/C/G/J 071726	419,972	10,676	\$0.33	4.43%
A&H L1 Awareness Weather CV 070725	138,057	352	\$2.52	0.44%
A&H L2 Lead Newsletter 070725	28,260	3	\$0.16	9.06%
A&H L1 Engagement Summer 2026 0603	17,795	391	\$0.59	3.06%

CTR

3.69%

CPC

\$0.37

Paid Digital Advertising—Google

 Amount Spent

\$6,066.57

 CTR

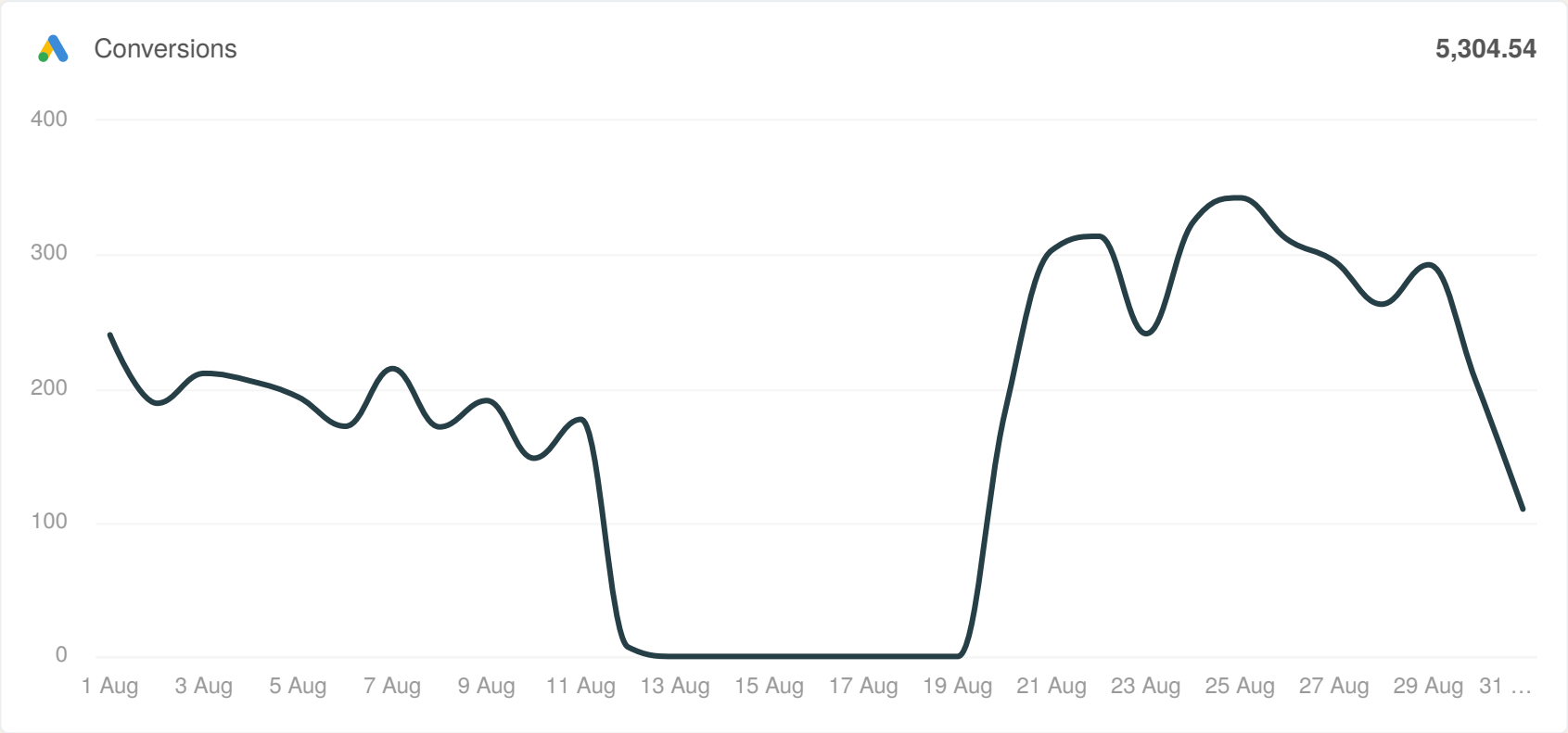
2.54%

 Clicks

17,387

 Avg CPC

\$0.35



1 Aug3 Aug5 Aug7 Aug9 Aug11 Aug13 Aug15 Aug17 Aug19 Aug21 Aug23 Aug25 Aug27 Aug29 Aug31 ...

Campaign Breakdown						
CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen CTB Vacationers Prospecting	\$2,425.10	487,266	10,729	\$0.23	5,111.63	42.98%
Demand Gen Cambria Weddings Early Planning	\$2,038.93	190,992	5,749	\$0.35	7.92	0.14%
Search Visit Cambria Brand	\$1,602.54	6,748	909	\$1.76	184.99	20.35%