ARCHER & HOUND

Visit Cambria Marketing Report

October 2026

Website Traffic

Sessions

53,921



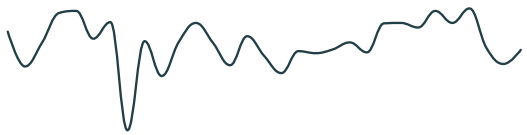
Conversions

1,753



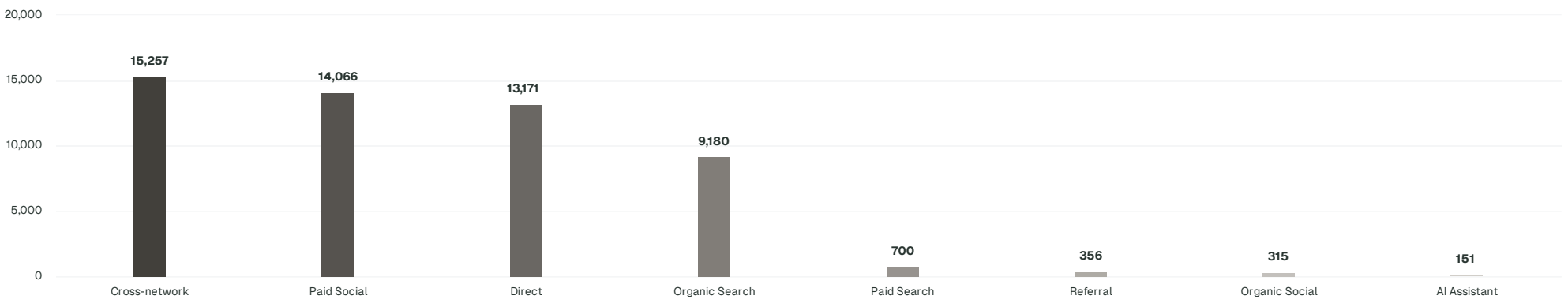
Conversion Rate

2.09%



Session by Channel

53,921



Website Traffic—User Insights

Total Users

47,152



New Users

45,850



User Engagement Duration Per User

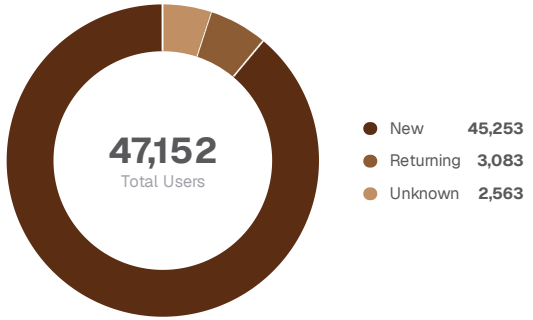
00:00:27



Total Users **47,152**



Total Users



Website Traffic—Page Insights

Views

78,288



Total App Downloads

16,167

Wedding Form Submissions

1

Top 10 Pages

Page	Views ▾	Engagement Rate
/	20,035	42.39%
/event/scarecrow-festival/2026-10-01/	9,517	4.01%
/weddings-in-cambria/	6,393	40.24%
/everything-uniquely-cambria/	5,619	47.93%
/linns-restaurant/	3,163	58.04%
/small-town-big-summer-vibes/	2,775	37.71%
/visitors/	1,782	89.70%
/covell-clydesdale-ranch/	1,690	64.71%
/events/	1,568	90.22%
/lodging/	1,453	94.22%

Organic Social—Facebook

Page Follows

129.8 K

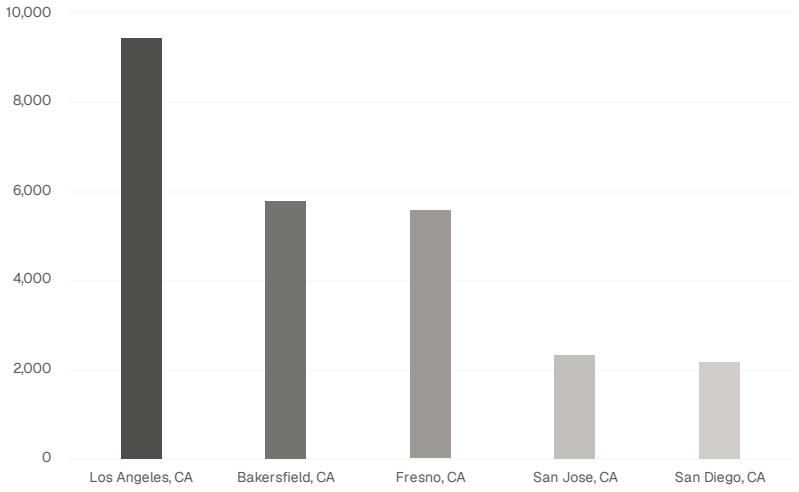


Post Engagement

22,639



Page Follows **53,992**



Top 5 Facebook Posts

Date	Post	Likes ▾	Shares	Clicks
Oct 8, 2026	 Fall looks good on Cambria.🍂 Trav…	406	14	176
Oct 29, 2026	 No movie set required. 🍂✨ Cozy r…	331	13	155
Oct 13, 2026	 Is there a reason to visit a beach tow…	262	14	78
Oct 9, 2026	 We found someone who takes beac…	146	11	201
Oct 21, 2026	 Is it too early to start getting excited …	132	12	108

Organic Social—Instagram

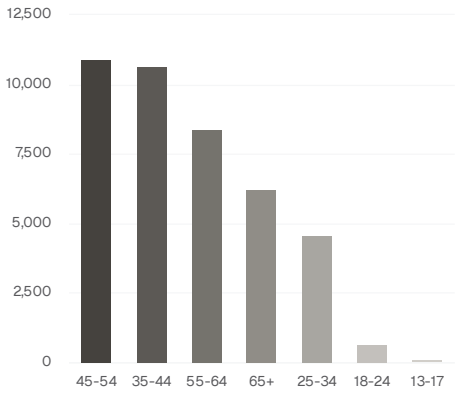
Followers

42,709

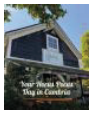
Post Engagements

3,735

Followers by Age **41,403**



Top 5 Instagram Posts

Date	Post	Reach	Likes ▾	Saved
Oct 24, 2026	 Four new reas…	13,402	861	298
Oct 19, 2026	 A little hocus p…	11,809	838	153
Oct 29, 2026	 No movie set requ…	5,353	523	23
Oct 8, 2026	 Fall looks good on…	6,017	489	33
Oct 19, 2026	 A good book a…	4,340	380	30

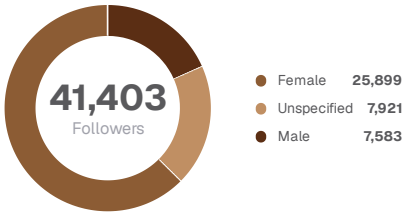
Saves

2,654

Shares

3,403

Followers by Gender



Organic Social—Pinterest

Impressions

2,177

Engagement Rate

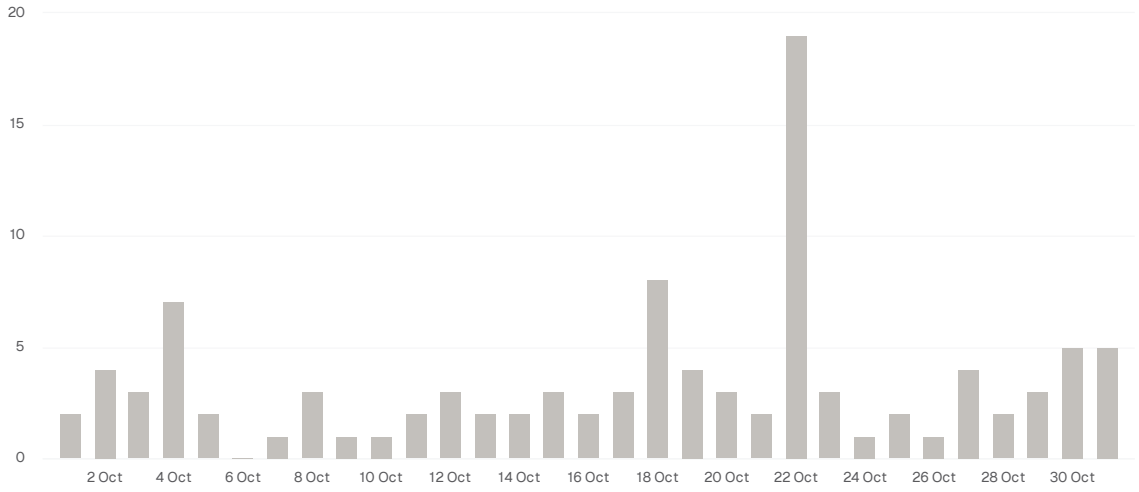
4.73%

Outbound Clicks

10

Engagements

103



Pin Click Rate

3.40%

Pin Clicks

74

Paid Digital Advertising—Meta

Amount Spent

$6,630.71

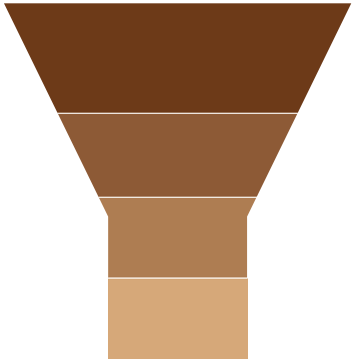
Impressions

432.2 K

Landing Page Views

13,503

Click Funnel



Impressions	432 K
Clicks	20,216
Outbound Clicks	14,379
Landing Page Views	13,503

Campaign Insights

Campaign	Impressions	Landing Page Views	Average CPC	CTR
A&H	L1	Engage	Traffic A/B/C/G/J	071726	371,384	9,197	$0.45	3.46%
A&H	L2	Engage	Partner Retargeting	09032	37,374	4,304	$0.08	15.81%
A&H	L2	Lead	Newsletter	070725	23,423	2	$0.28	6.21%

CTR

4.68%

CPC

$0.33

Paid Digital Advertising—Google

Amount Spent

$5,901.45

CTR

2.80%

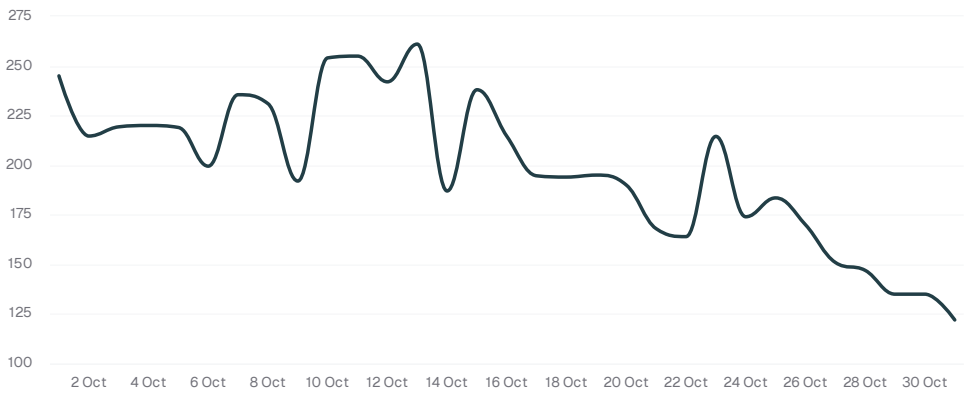
Clicks

16,210

Avg CPC

$0.36

Conversions **6,165.17**



Campaign Breakdown

Campaign	Cost	Impressions	Clicks	Avg CPC	Conversions	Conversion Rate
Demand Gen | CTB Vacationers | Prospecting	$2,397.24	446,191	10,816	$0.22	6,076.17	40.02%
Demand Gen | Cambria Weddings | Early Planning	$1,906.76	129,294	4,823	$0.40	1.00	0.02%
Search | Visit Cambria | Brand	$1,597.45	3,899	571	$2.80	88.00	15.41%