ARCHER & HOUND

Cycle Central Coast Marketing Report

October 2026

Website Traffic

Sessions

5,215



Total Users

5,010

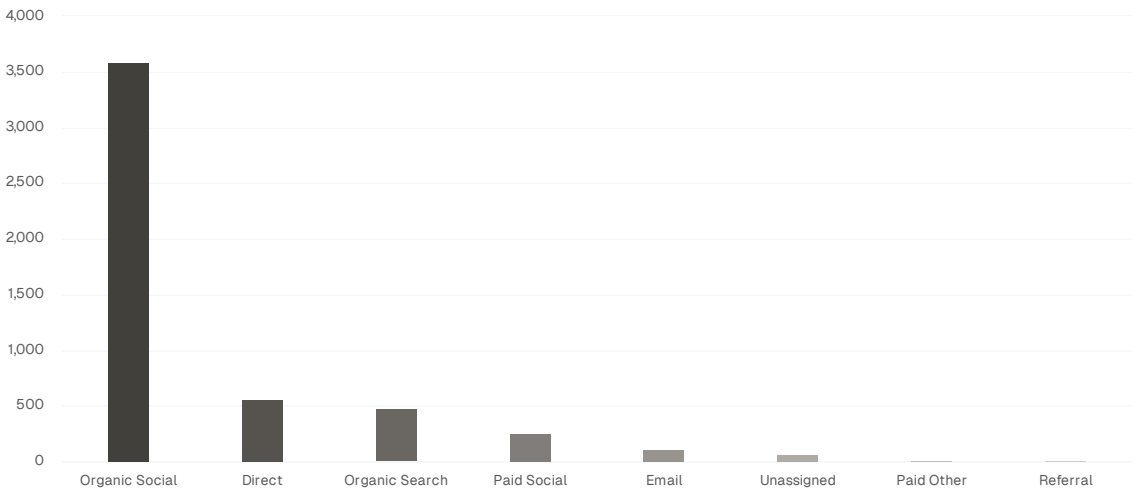


New Users

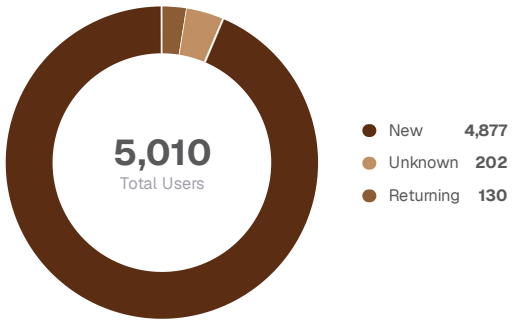
4,877



Total Users **5,010**



Total Users



Website Traffic—Page Insights

Views

6,468



Engagement Rate

27.52%



Average Session Duration

00:01:47

Top 10 Pages

Page	Views ▾	Engagement Rate
/blog/guide-to-ragged-point-for-cyclists/	3,621	15.38%
/routes/	671	56.70%
/blog/roads-to-ride-cycling-central-coast/	298	45.61%
/	285	53.15%
/events/	177	82.05%
/blog/highway-1-cycling/	113	83.64%
/stay/	67	53.13%
/routes/edna-valley-route/	54	76.09%
/routes/beach-to-beach/	52	75.56%
/resources/	51	83.67%

Organic Social—Facebook

Page Follows

34,362



Post Engagement

8,073



Page Follows **14,439**



Top 5 Posts

Date	Post	Likes ▾	Shares	Clicks
Oct 26, 2026	 The bike trip you know you need to ...	149	11	1,311
Oct 16, 2026	 Comfort is overrated. We want to regr...	24	0	20
Oct 18, 2026	 38.1 miles. Some serious climbing... Photos from Cycle Central Coast's	22	0	50
Oct 24, 2026	 Consider this your reminder: it's n...	19	0	15
Oct 15, 2026	 No calls. No emails. Just this. A stret...	19	2	9

Organic Social—Instagram

Followers

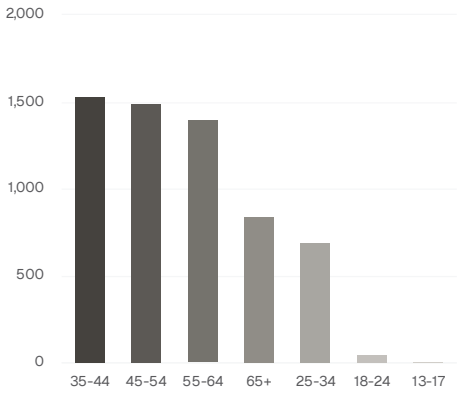
6,086

Post Engagement

237

Followers by Age

5,996



Top 5 Instagram Posts

Post	Date	Reach	Likes ▾	Saved
 The bike trip you k...	Oct 26, 2026	7,438	293	140
 Comfort is overrat...	Oct 16, 2026	1,386	116	5
 38.1 miles. So...	Oct 18, 2026	1,565	72	27
 The climbs. The c...	Oct 22, 2026	832	50	4
 No calls. No email...	Oct 15, 2026	585	49	8

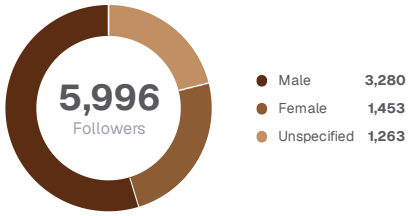
Saves

226

Shares

162

Followers by Gender



Paid Digital Advertising—Meta

Amount Spent

$1,171.13

Impressions

136.1 K

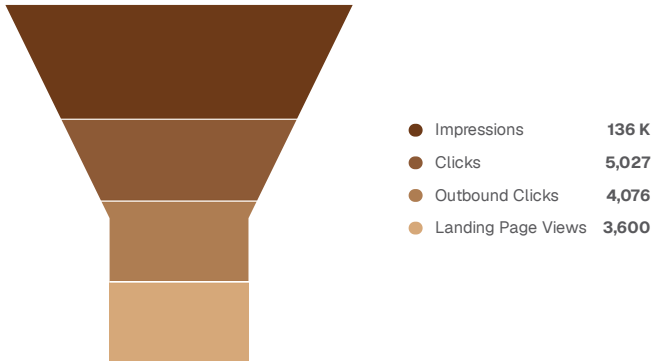
Landing Page Views

3,600

Campaign Insights

Campaign	Impressions	Clicks	Average CPC	CTR
A&H | L1 | Engagement | Quality Traffic | (	42,092	4,483	$0.13	10.65%
A&H | L1 | Engagement | Sponsor Post | C	94,029	544	$1.07	0.58%

Impressions and Clicks



CTR

3.69%

Average CPC

$0.23