

DCCVB April – June 2018 (FY18 4th QTR) Marketing Dashboard

April Facebook Ad	Results	Result Indicator	Reach	Impressions	Cost per Result	Amount Spent	Frequency	Unique Link Clicks
		3-sec. video views						
		Link Clicks						
		Link Clicks						
Totals		combined						

Quarterly Facebook Ad	Results	Result Indicator	Reach	Impressions	Ave. Cost per Result	Amount Spent	Ave. Frequency	Unique Link Clicks
Videos Ads		3-second video views						
Link/Photo Ads		Link Clicks						
Totals								

DCCVB April – June 2018 (FY18 4th QTR) Social Media Outlets

Facebook



Start : likes

End: likes

% Change: %

Instagram



Start: followers

End: followers

% Change: %

Twitter

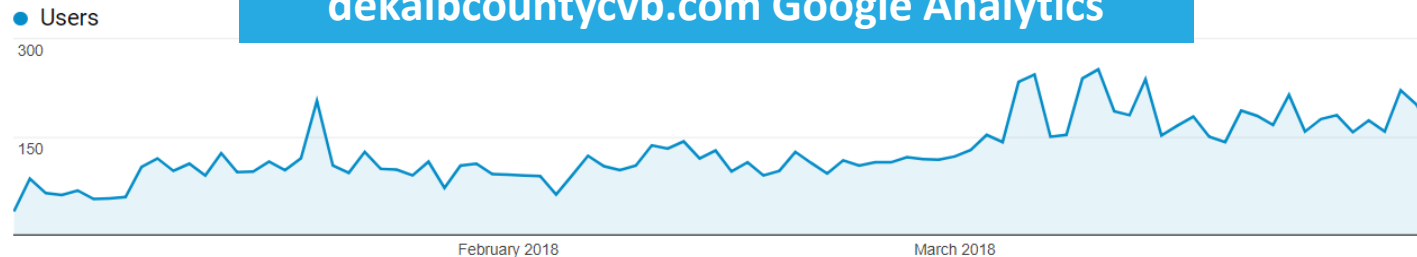


Start: followers

End: followers

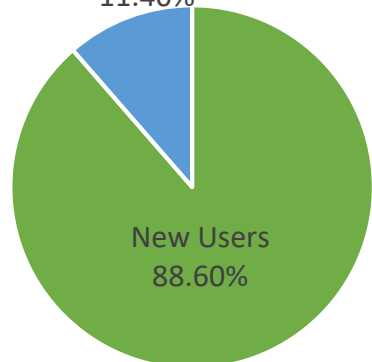
% Change: %

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Returning Visitors

11.40%



Users

10,501

Number of Sessions per User

1.16

Avg. Session Duration

00:01:16

New Users

10,103

Pageviews

19,000

Bounce Rate

66.21%

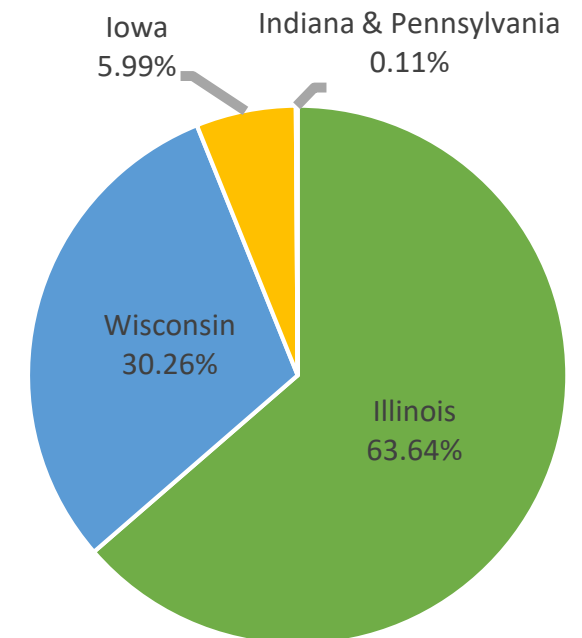
Sessions

12,197

Pages / Session

1.56

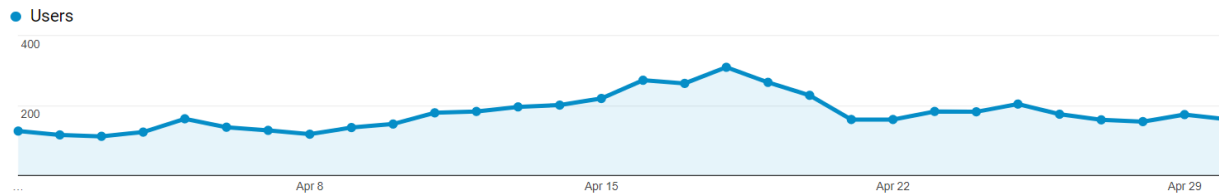
Facebook Ads Reach Location



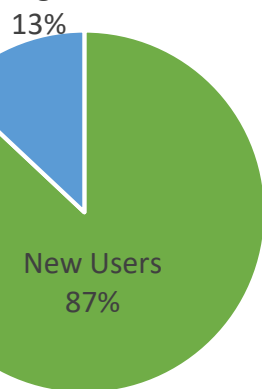
DCCVB April 1 – 30, 2018 Marketing Dashboard

Facebook Ad	Results	Result Indicator	Reach	Impressions	Cost per Result	Amount Spent	Frequency	Unique Link Clicks
Spring Video	12,604	3-sec. video views	6,356	13,467	\$.02	\$275	2.12	33
ARTigras	393	Link Clicks	28,728	41,229	\$.64	\$250	1.44	365
Bold Spirits	353	Link Clicks	30,070	36,974	\$.44	\$275	1.23	341
Totals	13,350	combined	65,154	91,670		\$800		739

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Returning Visitors



Users
4,957

Number of Sessions per User
1.14

Avg. Session Duration
00:01:09

New Users
4,658

Pageviews
8,332

Bounce Rate
64.67%

Sessions
5,641

Pages / Session
1.48

Social Media



2,620 likes

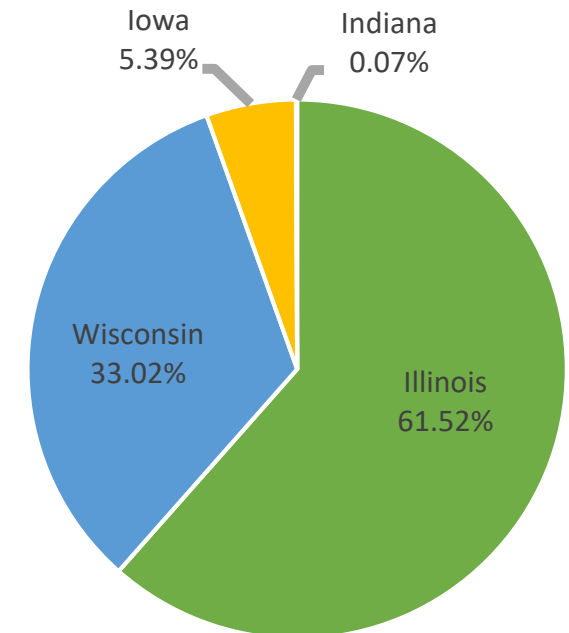


494 followers



921 followers

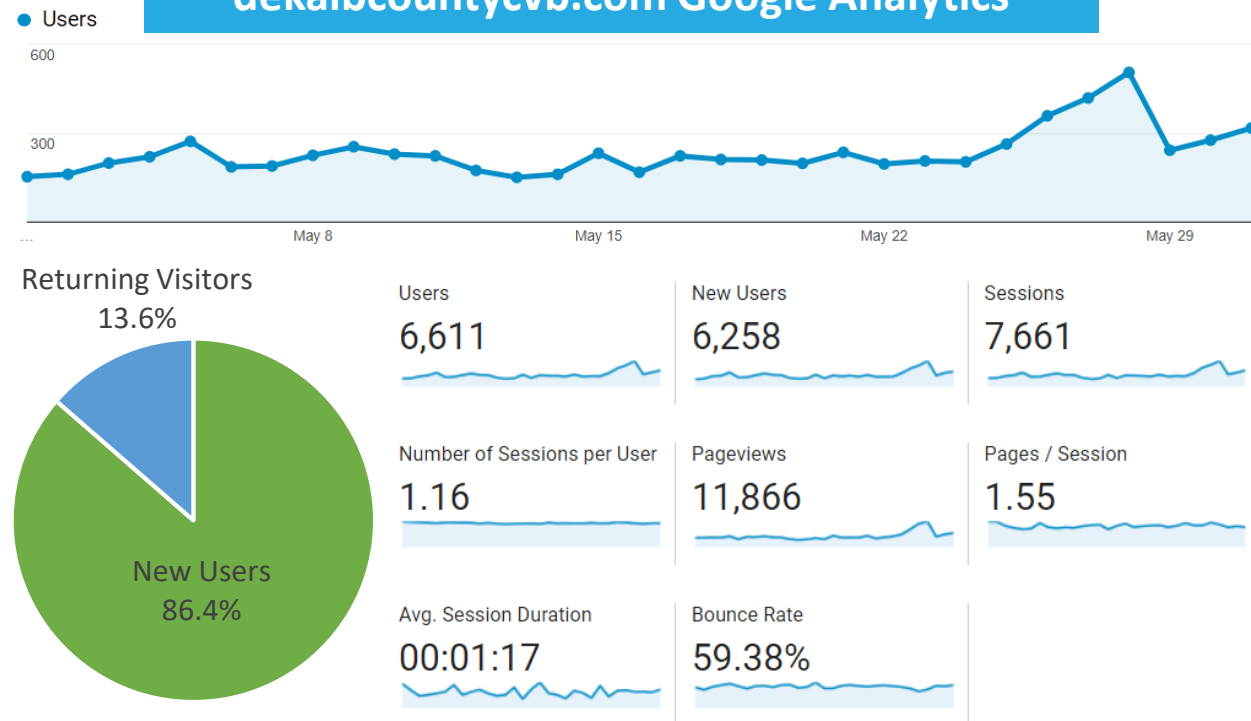
Facebook Ads Reach Location



DCCVB May 1 – 31, 2018 Marketing Dashboard

Facebook Ad	Results	Result Indicator	Reach	Impressions	Cost per Result	Amount Spent	Frequency	Unique Link Clicks
Barn Quilt Tour	712	Link Clicks	19,149	29,160	\$.35	\$250	1.52	654
Bold Spirits	445	Link Clicks	46,418	66,205	\$.84	\$375	1.43	432
Antique Shopping	963	Link Clicks	22,288	38,361	\$.39	\$374.60	1.72	829
Totals	2,120	combined	87,855	133,726		\$999.60		1,915

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Social Media



2,676 likes



509 followers



925 followers

Facebook Ads Reach Location

