



Southern Oregon Coast Monthly Social Statistics

MONTH	FACEBOOK	FOLLOWERS	PAGE POSTS	STORY POSTS	ENGAGEMENTS	REACH	INSTAGRAM	FOLLOWERS	PAGE POSTS	STORY POSTS	ENGAGEMENTS	REACH	FB TOP POST	IG TOP POST
July 2023		37,642	26	22	104,743	409,393		7,116	26	93	42,067	156,502	7.29.23 - 17.1k reach	7.19.23 - 5.3k reach
August 2023		38,117	30	18	42,631	511,634		8,185	30	49	23,092	245,998	8.16.23 - 28.8k reach	8.9.23 - 8.2k reach
September 2023		38,623	25	16	37,055	687,696		8,311	26	44	30,918	280,233	9.10.23 - 33.4k reach	9.12.23 - 3.7k reach
October 2023		39,050	25	15	23,370	571,657		9,232	24	115	14,002	267,455	10.26.23 - 42.5k reach	10.30.23 - 3k reach
November 2023		39,198	45	45	117,649	1,039,131		9,395	45	76	64,538	619,886	11.19.23 - 29.3k reach	11.26.23 - 8.9k reach
December 2022		39,319	25	14	70,546	1,080,668		9,589	25	61	29,171	440,026	12.8.23 - 53.2k reach	12.4.23 - 2.8k reach
January 2024		39,418	21	15	23,626	510,707		9,882	21	49	10,952	194,839	1.21.24 - 143.8k reach	1.21.24 - 71.9k reach
February 2024		39,681	16	16	27,905	3,066,452		10,662	16	39	13,268	1,809,512	2.12.24 - 4.7k reach	2.16.24 - 7.7k reach
March 2024														
April 2024														
May 2024														
June 2024														
YTD TOTALS		39,681	213	161	447,525	7,877,338		10,662	213	526	228,008	4,014,451		
FACEBOOK TOP 8	 BOOSTED 101.9k	 BOOSTED 73.5k	 BOOSTED 59k	 BOOSTED 46k	 BOOSTED 43.2k	 4.6k	 4.4k	 3.4k						
INSTAGRAM TOP 8	 BOOSTED 51.5k	 BOOSTED 36.8k	 BOOSTED 29.5k	 BOOSTED 23.6k	 BOOSTED 21.6k	 7.7k	 2.4k	 2.2k						



Southern Oregon Coast FB & IG Monthly Ads/Boosts Statistics

INDUSTRY STANDARD CPC
Cost per Click - \$0.94

TSOC CPC - OCTOBER 2023
Ad 1 Cost per Click - \$0.11
Ad 2 Cost per Click - \$0.10
Ad 3 Cost per Click - \$0.07
Ad 4 Cost per Click - \$0.13
Ad 5 Cost per Click - \$0.09

Southern Oregon Coast
about 2 months ago

Dramatic skies, crashing waves, and the untamed beauty of the sea await you in Charleston, Oregon! 🌊

📍 @wemakehcanonn — in Charleston, Oregon.



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Southern Oregon Coast
about 2 months ago

Bandon by the Sea is a small town brimming with big adventures along its stunning coastline. Take a picturesque walk on the beach, explore the quaint Old Town boutiques, or tee off at the renowned golf course, Bandon Dunes. Discover the rugged beauty of Face Rock State Scenic Viewpoint or indulge in fresh seafood delights. Whether it's outdoor escapades or leisurely coastal strolls, Bandon has something enchanting for everyone!

📍 @madunham — in Bandon, OR.



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Southern Oregon Coast
about 2 months ago

Brookings is the gateway to stunning adventures in Samuel Boardman State Park. Marvel at the dramatic coastal cliffs, discover hidden coves and sandy beaches, and hike trails offering breathtaking ocean views. Don't forget to explore Secret Beach, Natural Bridges, and the iconic Arch Rock (please stay off the bridges and rocks). Capture nature's beauty from a safe distance and immerse yourself in the tranquility of this coastal gem.

📍 @photobusy — in Brookings, OR.



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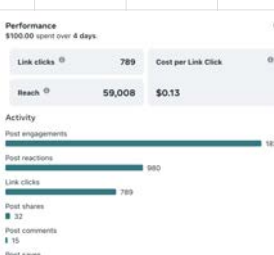
Southern Oregon Coast
about 2 months ago

Bandon, Oregon, might be small, but it's packed with coastal charm and outdoor adventures. From stunning beaches for kite flying or beachcombing to world-class golfing at the iconic Bandon Dunes Golf Resort, there's no shortage of things to do. Don't miss the picturesque Coquille River Lighthouse or the unique Face Rock State Scenic Viewpoint. And the local seafood? Absolutely worth indulging in!

📍 @graglandbeier — in Bandon, OR.



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Southern Oregon Coast
about 6 months ago

Experience thrilling jet boat rides along the Rogue River, explore the stunning beaches for beachcombing or clam digging, and don't miss the chance to visit the historic Cape Sebastian State Scenic Corridor for panoramic coastal views. Indulge in local seafood and immerse yourself in the town's relaxed coastal vibe in Gold Beach, Oregon.

📍 @thatmomentmaker66 — in Gold Beach, OR.



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Southern Oregon Coast Monthly TikTok Statistics

MONTH	TIKTOK	FOLLOWERS	PAGE POSTS	VIDEO VIEWS	ENGAGEMENT	TOP POSTS
July 2023		3,750	13	12,545	1,989	7.21.23 - 1,294 reach
August 2023		3,813	12	11,600	1,172	8.9.23 - 1,279 reach
September 2023		3,871	11	9,172	1,085	9.4.23 - 1,114 reach
October 2023		3,907	11	8,362	962	10.19.23 - 1,098 reach
November 2023		3,993	10	9,595	1,916	11.1.23 - 2,439 reach
December 2023		4,029	6	6,497	575	12.18.23 - 2,339 reach
January 2024		4,076	7	11,672	880	1.15.24 - 3,301 reach
February 2024		4,659	8	96,300	5,116	2.7.24 - 65.2k reach
March 2024						
April 2024						
May 2024						
June 2024						
YTD TOTALS		4,659	78	165,743	13,695	



Southern Oregon Coast Monthly Website Statistics

MONTH	WEBSITE	UNIQUE VISITORS	% NEW USERS	PAGE VIEWS	PAGES PER VISIT	AVERAGE TIME SPENT ON SITE	E-NEWS SIGNUPS	PDF DOWNLOADS	TOP 3 PAGES
July 2023		2,888	93%	4,474	1.60	0.29	67	60	Subscribe • MTB • 2 Perfect Nights in Reedsport
August 2023		3,509	97%	5,019	1.44	0.23	128	36	Subscribe • MTB • Home Page
September 2023		5,564	68%	7,231	1.26	0.12	86	60	Subscribe • WildCraft Fungi • Home Page
October 2023		10,623	94%	12,118	1.32	0.22	47	19	Subscribe • Romantic Getaway Bandon • 5 Fall Hikes
November 2023		8,329	82%	11,911	1.21	0.12	108	54	Subscribe • 5 Fall Hikes • Art in Unexpected Places
December 2023		7,294	96%	9,206	1.23	0.11	281	40	Subscribe • Lakeshore Lodge • Warm & Cozy Eateries
January 2024		3,347	81%	4,662	1.39	0.23	83	56	Subscribe • Home • Outdoor Recreation Map
February 2024		27,683	99%	51,101	1.64	0.30	527	96	Home • Adventure Kit • Subscribe
March 2024									
April 2024									
May 2024									
June 2024									
YTD Totals & Averages		69,237	88.80%	105,722	1.39	0.20	1327	421	
		Total	Average	Total	Average	Average	Total	Total	



Southern Oregon Coast Monthly Consumer Enews Statistics

MONTH	CONSUMER E-NEWS	TOTAL RECIPIENTS	SUCCESSFUL DELIVERIES	OPENED	% OPENED	CLICKS	% CLICKS	#1 TOP CLICKED STORY	#2 TOP CLICKED STORY	#3 TOP CLICKED STORY
August 2023		4,599	4,573	3,189	69%	702	15%	Snow Peak Giveaway - 512 clicks	Eclipse - 42 clicks	Bandon Eclipse Watch Party - 25 clicks
October 2023		5,331	5,299	3,482	66%	288	8%	Five Fall Hikes - 122 clicks	Art in Unexpected Places - 51 clicks	Bandon Romantic Getaway - 46 clicks
December 2023		5,417	5,386	3,686	68%	216	6%	Warm & Cozy Eateries - 52	Shore Acres - 49 clicks	Storm Watching - 46 clicks
February 2023		9,257	9,189	5,592	57%	444	5%	Unique Lodgings - 226	Getting Away in Winchester Bay - 63	Bandon Crab Fest (event link) - 63
April 2023										
June 2023										
YTD Totals & Averages		24,604	24447	15,949	65%	1650	9%			

FEBRUARY 2024

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EPIC ADVENTURES ALONG OREGON'S SOUTH COAST



UNIQUE LODGING ON THE SOUTHERN OREGON COAST

From enchanting treehouses to breathtaking lookouts, and even a hobbit house, we've got lodging options that go beyond just a place to lay your head.

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Predicted demographics

Female Male Another Identity Unknown

Gender

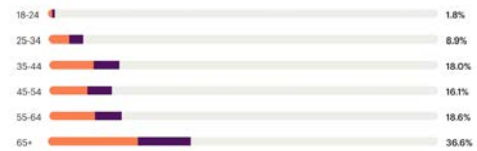
Recipients Opens Clicks



62.3% Female 37.5% Male
0.1% Another Identity 0.2% Unknown

Age Range

Recipients Opens Clicks



Top locations by opens

USA	3,086	86.6%
Sweden	415	11.6%
Canada	48	1.3%
Greece	4	0.1%
United Kingdom	4	0.1%



INDUSTRY STANDARDS FOR ENEWS

Open Rate - 20.2%

Click Through Rate - 4.01%

TSOC ENEWS FOR OCTOBER

Open Rate - 57%

Click Through Rate - 5%