



WEBSITE

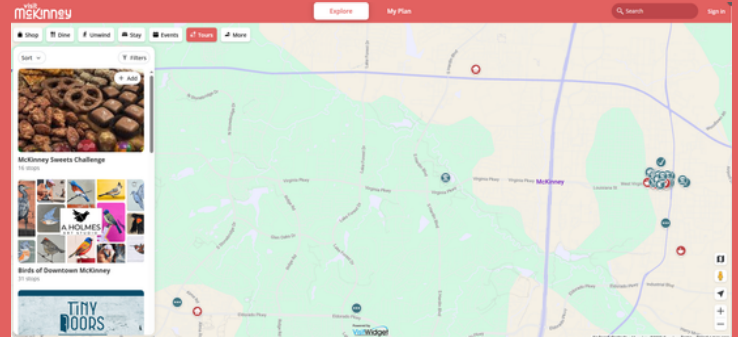
Active Users: 43,000
 New Users: 42,000
 Views: 80,000
 Engagement Time: 39 seconds

Top Pages Visited:

1. Byron
2. Events
3. Restaurants
4. Cannon Beach
5. Adriatica



VISIT WIDGET



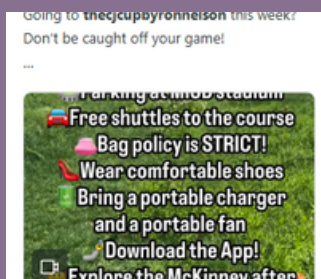
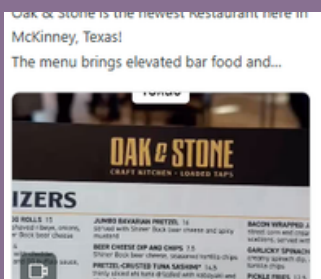
Total Users: 2,526
 Returning Visitors: 1,978
 Top Visits:

1. Tiny Doors
2. Historic Downtown Tour
3. Birds of Downtown

SOCIAL MEDIA

Facebook Impressions: 257,343
 Facebook Engagement Rate: 1.3%
 Instagram Impressions: 346,147
 Instagram Engagement rate: 1.1%
 LinkedIn Impressions: 5,720
 LinkedIn Engagment Rate: 16.6%
 Most Engaging Post: TMR promo

Top Posts



EMAIL MARKETING

- 6 campaigns reached over 6000 recipients.
- Average open rate: 47.3%

EARNED MEDIA

- 9 media placements on 4 releases.
- Crazy Quilt Show at Chestnut Square
 - [Good Morning Texas Live Segment](#)
 - [WFAA FOX4 Live Segment](#)
 - National Travel & Tourism Week
 - [Local Profile](#)
 - [Star Local Media](#)
 - Summer of Soccer
 - [Do214 Media](#)
 - TUPPS & Chupacabra Soccer Pitch
 - [North Texas E-News](#)
 - [Local Profile](#)
 - [Star Local Media](#)