

Digital Media Analytics 2024 vs 2025

Platform	2024 Views	2025 Views	2024 Clicks	2025 Clicks
Google Ads	61,114	508,787	1,539	17,142
Google Analytics	16,623	9,893	11,634	7,688
Facebook	7,882	40,058	553	400
Events.com	54,265	19,026	9,340	5,252

Notes:

- Significant increase in Google Ads is tied to a more consistent campaign rather than doing a handful of spot campaigns.
- Google Analytics shows a decrease in 2025 due to the transition switchover from Google’s ceasing of its previous analytics capturing to a new system. We’ll get a more accurate picture in 2026 and 2027.
- Facebook saw a significant increase in views but declined slightly in clicks. However, followers increased by 50.
- Significant decrease to metrics in Events.com as we are measuring stats from calendar events that only City staff and/or Chamber of Commerce input. The decrease is from more entities using the calendar and inputting events themselves. Events.com is working on a back-end dashboard to monitor the calendar in its entirety regardless of who shares to it.