

February Board Meeting

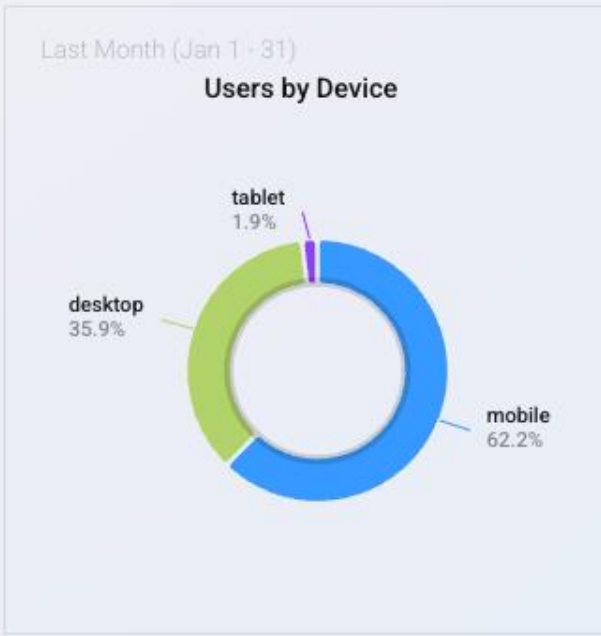
adpro

Play to win.

Reporting

adpro

Play to win.



Last Month (Jan 1 - 31)

Top Pages by Users

| Top Pages | Value | vs prev |
|---|-------|----------|
| / | 1,412 | ▲ 155% |
| /newsletter-signup/?chronofom=visitors_guide&event=submit | 1,164 | ▲ 1,355% |
| /visitors-guide/ | 108 | ▲ 157% |
| /spc-events/ | 60 | ▲ 400% |
| /business-directory/categories/lodging | 49 | ▲ 29% |
| /submit-spc-event/ | 48 | ▲ 243% |
| /business-directory/categories/play/ | 45 | ▲ 96% |
| /la-veta-pass/ | 45 | ▲ 221% |
| /the-great-dikes/ | 39 | ▼ 26% |
| /mountains-geology/ | 39 | ▲ 95% |
| /business-directory/categories/dining | 38 | ▲ 65% |
| /juan-bautista-de-anza-cuerno-verde/ | 35 | ▲ 21% |
| /huerfano-county-tourism-board/ | 29 | ▲ 222% |
| /business-directory/categories/shopping | 27 | ▲ 108% |



Last Month (Jan 1 - 31)

Default Channel

| Source | Total Users | vs prev | Sessions | vs prev | Bounce Rate | vs prev | Avg. Engagement Time | vs prev | Conversions | vs prev |
|----------------|-------------|----------|----------|----------|-------------|---------|----------------------|---------|-------------|----------|
| Paid Search | 801 | ▲ 153% | 912 | ▲ 167% | 68.53% | ▲ 11% | 0m 15s | ▼ 19% | 39 | ▲ 225% |
| Organic Search | 609 | ▲ 28% | 839 | ▲ 39% | 48.39% | ▲ 7% | 0m 41s | ▼ 2% | 120 | ▲ 13% |
| Direct | 401 | ▲ 162% | 432 | ▲ 165% | 37.5% | ▼ 36% | 0m 49s | ▼ 56% | 132 | ▲ 474% |
| Paid Social | 114 | ▼ 14% | 117 | ▼ 12% | 92.31% | ▼ 2% | 0m 1s | ▼ 34% | 1 | 0% |
| Referral | 88 | ▲ 24% | 108 | ▲ 35% | 36.11% | ▲ 16% | 0m 44s | ▼ 21% | 22 | ▲ 10% |
| Email | 82 | ▲ 1,071% | 95 | ▲ 1,088% | 53.68% | ▼ 14% | 0m 45s | ▲ 751% | 17 | ▲ 1,600% |
| Organic Social | 54 | ▲ 500% | 58 | ▲ 544% | 55.17% | ▲ 24% | 0m 6s | ▼ 74% | 1 | 0% |



Spanish Peaks Country in Southern Colorado has drawn explorers, settlers, and visitors for centuries. Cut by a scenic highway wrapped in tales and tradition and packed with natural wonders, outdoor recreation, and artistic inspiration, this unique corner of Colorado is here for you to get back to some place new.



Spanish Peaks Country in Southern Colorado has drawn explorers, settlers, and visitors for centuries. Cut by a scenic highway wrapped in tales and

Last Month (Jan 1 - 31)

Campaign Performance

| Dimension | Impressions | vs prev | Clicks | vs prev | CTR by Campaign | vs prev |
|-----------------------|-------------|---------|--------|---------|-----------------|----------|
| Front Range | 4,574 | ▲ 42% | 287 | ▲ 41% | 6.27% | ▼ 0.68% |
| Out of State | 20,528 | ▲ 158% | 507 | ▲ 257% | 2.47% | ▲ 38.46% |
| Spanish Peaks Display | 174.9k | ▲ 166% | 105 | ▲ 150% | 0.06% | ▼ 6.1% |

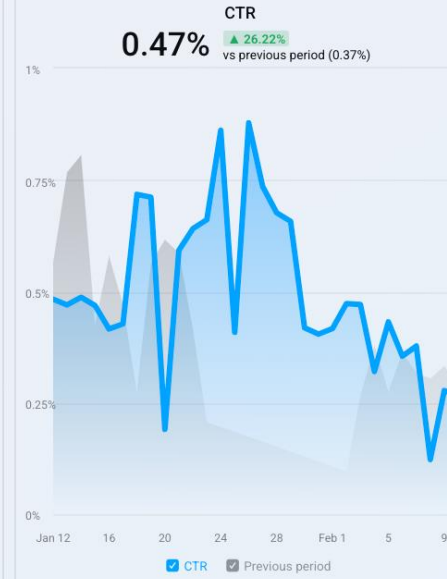
Last Month (Jan 1 - 31)



Last 30 days (Jan 12 - Feb 10)

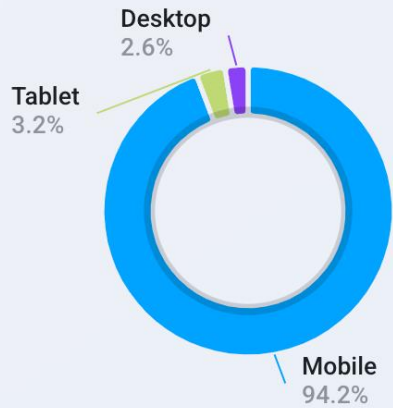


Last 30 days (Jan 12 - Feb 10)



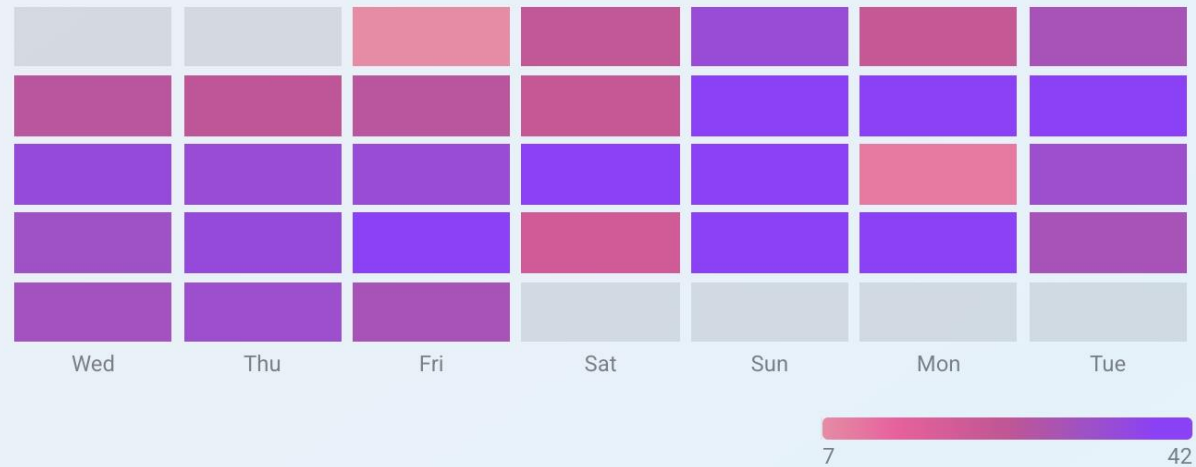
Last Month (Jan 1 - 31)

Clicks by Device



Last Month (Jan 1 - 31)

Clicks by Day





Last Month (Jan 1 - 31)

Campaign Performance

| Campaign | Impressions | Clicks | CTR (All) by Campaign | CPM |
|---|-------------|--------|-----------------------|---------|
| Be Legendary - Jan25 (120216122867170268) | 368k | 259 | 0.07% | \$ 0.82 |

Last Month (Jan 1 - 31)

Ads Overview

| # | Dimension | Clicks | Impressions |
|---|---|--------|-------------|
| 1 | Be Legendary 4 Jan (120216122867140268) | 75 | 111.5k |
| 2 | Be Legendary 1 Jan (120216122867180268) | 64 | 97,903 |
| 3 | Be Legendary 4 Jan (120216122867220268) | 49 | 65,349 |
| 4 | Be Legendary 2 Jan (120216122867130268) | 35 | 44,342 |
| 5 | Be Legendary 2 Jan (120216122867190268) | 14 | 19,756 |

Last Month (Jan 1 - 31)

Page Visits

378 ▲ 144%
vs previous period (155)



Last Month (Jan 1 - 31)

Page Summary

| Metric | Value | vs prev |
|--------------------|---------------|---------|
| Page Reach | 12,468 | ▲ 32% |
| Page Impressions | 13,801 | ▲ 34% |
| Page Engagements | - | |
| Unique Page Clicks | - | |
| Page Reactions | - | |
| Comments | - | ▲ |

Last Month (Jan 1 - 31)

Post Overview

| Metric | Value | vs prev |
|------------|---------------|---------|
| Post Count | 10 | 0% |
| Post Reach | 12,354 | ▲ 34% |
| ↳ Paid | 0 | 0% |
| ↳ Organic | 12,354 | ▲ 34% |
| ↳ Viral | 1,282 | ▲ 59% |

All Time (Aug 9, 2021 - Feb 7, 20...)

Total Page Likes

3,718

Last Month (Jan 1 - 31)
Page likes/Unlikes Overview

Page Likes

15

0% vs previous period (15)

Last Month (Jan 1 - 31)

Post Reach

12,354 ▲ 34%
vs previous period (9,191)



Last Month (Jan 1 - 31)

Most Recent Posts

| # | Dimension | Reach | Clicks |
|---|---|--------------|------------|
| 1 | The Spanish Peaks, located in southwestern Huerfano County, Colorado, (2025-01-11) | 6,695 | 173 |
| 2 | Looking to see what has been happening on Cuchara Mountain? (2025-01-08) | 1,185 | 174 |
| 3 | Capture the magic of winter in Spanish Peaks Country and share (2025-01-18) | 875 | 18 |
| 4 | Spanish Peaks Country isn't just an outdoor enthusiast's paradise—it's (2025-01-22) | 632 | 28 |
| 5 | With the new year comes fresh opportunities to explore the great (2025-01-01) | 572 | 5 |

All Time (Aug 10, 2021 - Feb 11, 2025)

Followers by Gender



Last Month (Jan 1 - 31)

Impressions
7,265 ▲ 82%
vs previous period (3,984)



Last Month (Jan 1 - 31)

Activity Overview

| Metrics | Value | vs prev |
|----------------|-------|---------|
| Profile Visits | 57 | ▲ 63% |
| Reach | 5,006 | ▲ 78% |
| Impressions | 7,265 | ▲ 82% |
| Likes | 181 | ▲ 65% |
| Comments | 0 | ▼ 100% |

Last Month (Jan 1 - 31)

New Followers



Last Month (Jan 1 - 31)

New Posts

9

▲ 29% vs previous period (7)

All Time (Jan 1, 2024 - May 25, 2026)

Total Followers
1,760

Newsletters

January Email

- Total Emails Sent: 17,326
- Opened: 4,530
- Open Rate: 26.7%
- Unsubscribe: 70
- Unsubscribe Rate: 0.43%
- Bounces: 389

Analytics

- Sessions: 81
- Engagement Rate: 46.59
- Average Time Per Session: 40s
- Key Events: 16



The background is a dark teal color with a collage of various digital marketing and technology icons. These include a laptop, a smartphone, a tablet, a hand pointing at a screen, a cloud, a Wi-Fi symbol, a location pin, a globe, a mail icon, a bar chart, a pie chart, a network diagram, and several social media-style icons. The icons are rendered in a lighter teal or white color, creating a subtle pattern across the entire page.

Creative

adpro

Play to win.

Billboard Creative



Items needed:

- Review of photos
- Seasonal item we're featuring



Additional Items

Newsletter

March Social





THANK YOU!