

September Board Meeting



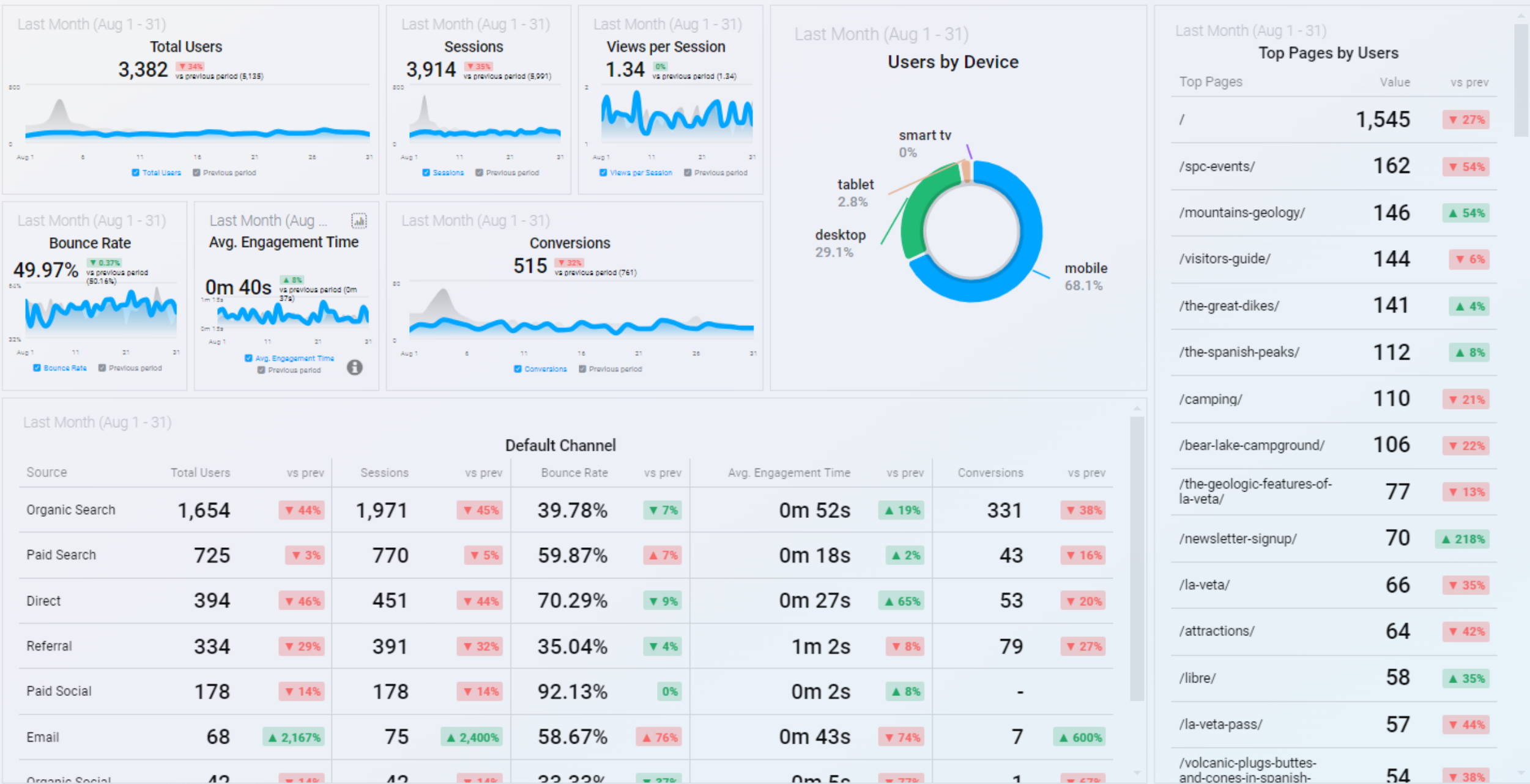
Play to win.

The background is a dark blue collage of various digital marketing and technology icons. It includes a laptop, a smartphone, a tablet, a cloud, a Wi-Fi symbol, a location pin, a mail icon, a bar chart, a pie chart, a line graph, a network diagram, a magnifying glass, a speech bubble, a rocket, a gear, a play button, a share icon, a mail icon, a location pin, a Wi-Fi symbol, a cloud, a laptop, a smartphone, a tablet, and several hands interacting with these devices. The overall theme is digital marketing and technology.

Reporting

adpro

Play to win.



Last Month (Aug 1 - 31)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	4,898	▼ 7%	451	▲ 9%	9.21%	▲ 17.27%
Out of State	6,662	▼ 10%	343	▼ 15%	5.15%	▼ 4.93%
Spanish Peaks Display	125.1k	▼ 25%	84	▼ 19%	0.07%	▲ 8.04%

Last Month (Aug 1 - 31)

Impressions

136.6k ▼ 24%
vs previous period (179.8k)



Last 30 days (Aug 10 - ...)

Clicks

972 ▲ 31%
vs previous period (740)



Last 30 days (Aug 10 - ...)

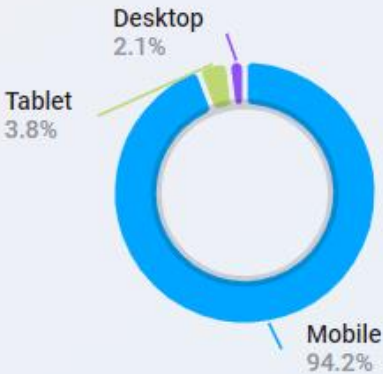
CTR

0.72% ▲ 49.1%
vs previous period (0.48%)



Last Month (Aug 1 - 31)

Clicks by Device



Last Month (Aug 1 - 31)

Clicks by Day





Last Month (Aug 1 - 31)



Last Month (Aug 1 - 31)



Last Month (Aug 1 - 31)

CTR

0.08%

↓ 1% vs previous period (0.08%)

Last Month (Aug 1 - 31)

Clicks

439

↑ 4% vs previous period (421)

Last Month (Aug 1 - 31)

CPM

\$ 1.40

↓ 5% vs previous period (\$ 1.47)

Last Month (Aug 1 - 31)

Frequency

1.6

↑ 5% vs previous period (1.5)

Last Month (Aug 1 - 31)

Avg. CPC

\$ 1.71

↓ 4% vs previous period (\$ 1.78)

Last Month (Aug 1 - 31)

Campaign Performance

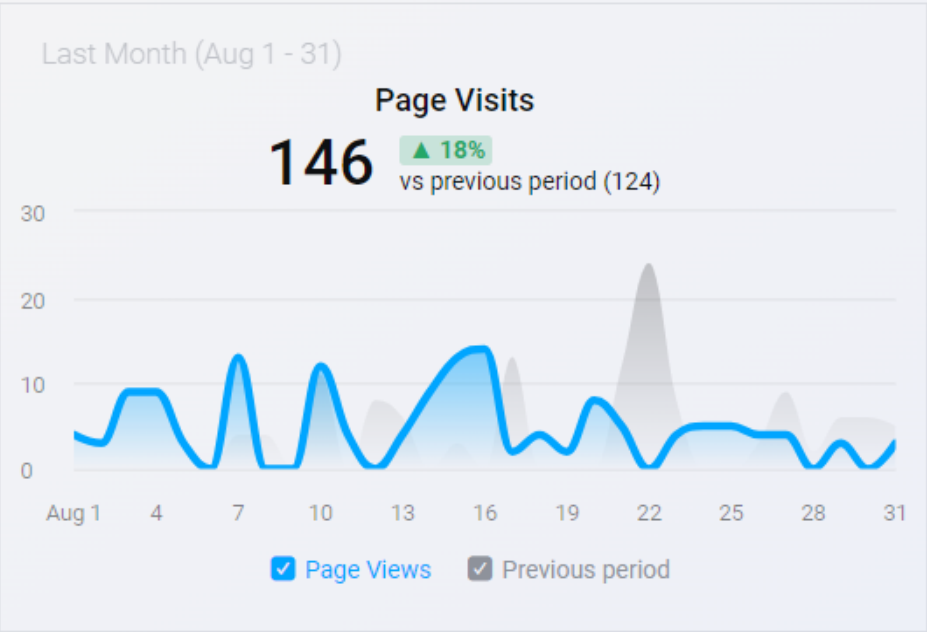
Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - Aug24 (120212445686740268)	536.3k	439	0.08%	\$ 1.40

Last Month (Aug 1 - 31)

Ads Overview

#	Dimension	Clicks	Impressions
1	Be Legendary 2 Aug (120212445686800268)	86	94,736
2	Be Legendary 4 Aug (120212445686770268)	86	111.9k
3	Be Legendary 2 Aug (120212445686780268)	68	84,410
4	Be Legendary 3 Aug (120212445686790268)	58	61,331
5	Be Legendary 4 Aug (120212445686760268)	52	98,567





Last Month (Aug 1 - 31)

Page Summary

Metric	Value	vs prev
Page Reach	6,623	▲ 105%
Page Impressions	7,698	▲ 96%
Page Engagements	-	
Unique Page Clicks	126	▲ 35%
Page Reactions	-	

Last Month (Aug 1 - 31)

Post Overview

Metric	Value	vs prev
Post Count	8	▼ 11%
Post Reach	5,601	▲ 84%
↳ Paid	0	0%
↳ Organic	5,601	▲ 84%
↳ Viral	1,350	▲ 57%

All Time (Aug 9, 2021 - ...)

Total Page Likes

3,678

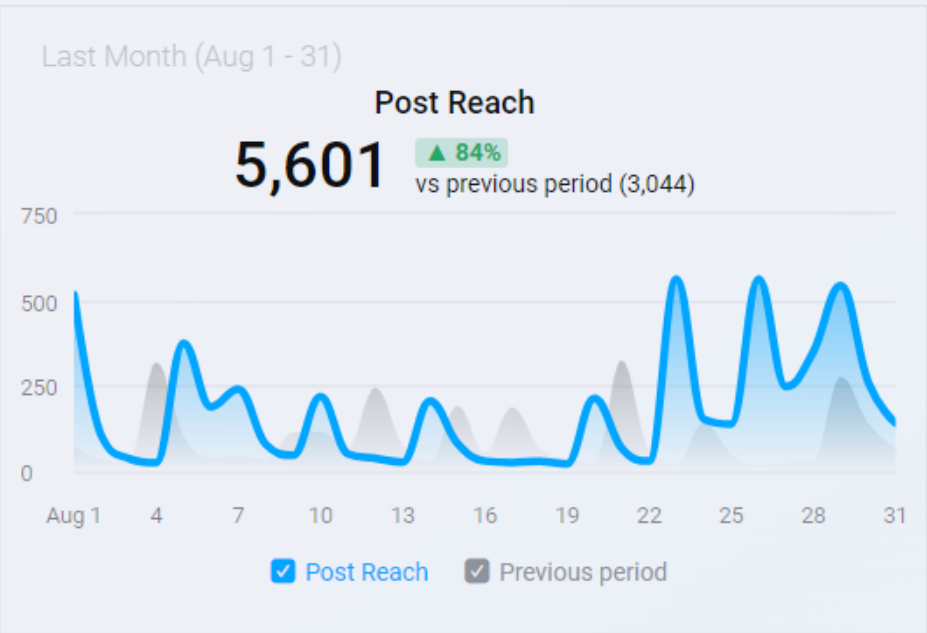
Last Month (Aug 1 - 31)

Page likes/Unlikes Overview

Page Likes

14

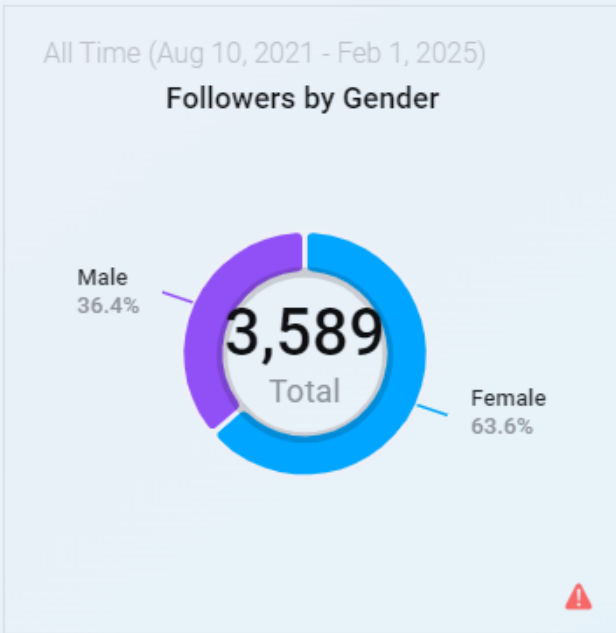
▲ 600% vs previous period (2)



Last Month (Aug 1 - 31)

Most Recent Posts

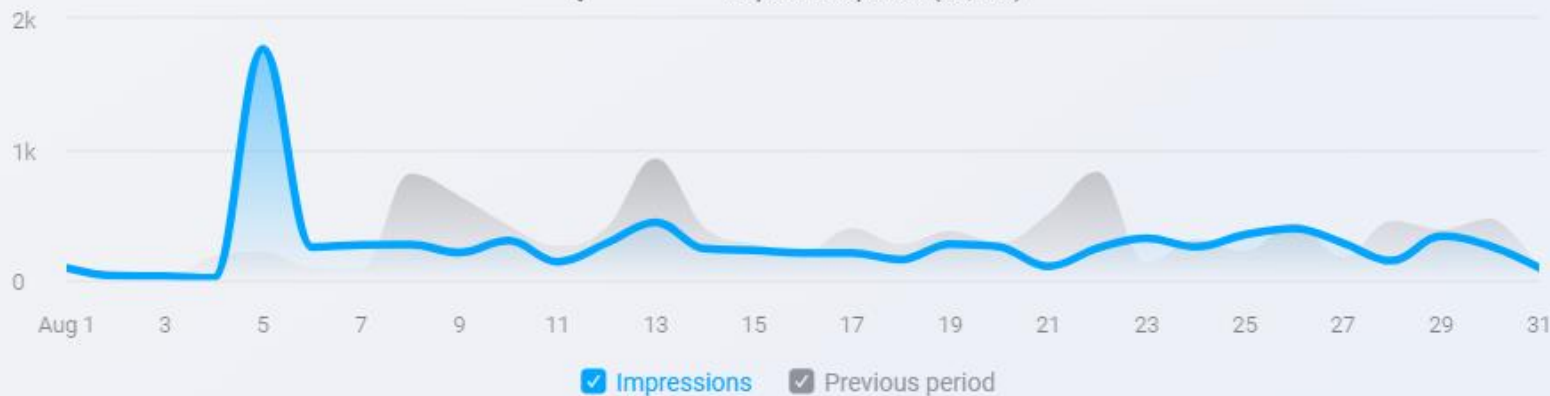
#	Dimension	Reach	Clicks
1	Discover the best hiking and fishing spots in Spanish Peaks Country! (2024-08-23)	1,343	8
2	🍷🍷 Exciting news! The Huerfano County Fair starts August (2024-08-05)	895	34
3	Don't miss out on all the amazing events, delicious local produce, (2024-08-26)	867	18
4	We want to hear from you! Share why you love visiting Spanish (2024-08-29)	779	24
5	August brings exciting community events: Farmers Markets with (2024-08-01)	635	16



Last Month (Aug 1 - 31)

Impressions

8,475 ▼ 18%
vs previous period (10,391)



Last Month (Aug 1 - 31)

New Followers



Last Month (Aug 1 - 31)

New Posts

8
0% vs previous period (8)

Last Month (Aug 1 - 31)

Activity Overview

Metrics	Value	vs prev
Profile Visits	56	▼ 11%
Reach	6,288	▼ 17%
Impressions	8,475	▼ 18%
Likes	125	▲ 3%
Comments	4	0%

All Time (Jul 1 - Dec 14)

Total Followers

1,715



Organic Social Posts



Play to win.

10/1 October Events



Autumn is the perfect time to explore the stunning beauty of #SpanishPeaksCountry. Take part in our local Farmers Markets and immerse yourself in community spirit. Plus, don't miss Oktoberfest in La Veta along with the Oktoberfest Rodeo this weekend. Come celebrate the fall season with us!



See more events for the month at
<https://spanishpeakscountry.com/spc-events/>



10/7 Autumn Landscape



Share your fall photos with us! 🍁
#SpanishPeaksCountry



10/11 Biking



Explore the scenic bike trails of Huerfano County as the leaves turn vibrant shades of red and gold. Whether you're a casual rider or looking for a challenge, there's a route for everyone to enjoy the crisp autumn air. Don't miss this opportunity to experience nature at its finest! 🚴 🍁

#BikeSpanishPeaksCountry

10/13 Eating



Indulge your taste buds this fall with a culinary tour in #SpanishPeaksCountry! Visit local restaurants serving up hearty favorites, original creations, and local brews.

10/16 Wildlife Wednesday



Thank you to @La Veta Pines RV Park for sharing this photo of an adorable American Robin on their grounds!

Among the delightful avian residents of Spanish Peaks Country, this bird's melodious tunes add a touch of warmth to the crisp mountain air, making them a favorite among birdwatchers and nature lovers alike. 🎵

#SpanishPeaksCountry #WildlifeWednesday



10/21 Hiking



Put on your hiking boots and hit the trails! Our picturesque hiking paths like the [West Peak Trail](#) wind through colorful fall foliage, offering breathtaking views and a chance to reconnect with nature. What better way to embrace the beauty of the season? 🏔️ 🌲

#SpanishPeaksCountry #HikingHuerfano

10/25 Stargazing



As the days grow shorter, experience the awe-inspiring night sky over Huerfano County. Bring your telescope for an unforgettable evening under the stars! ✨🔭

#SpanishPeaksCountry



10/30 Fun Fact



Did you know?

#SpanishPeaksCountry is rich in history, as these mountains were significant to Native American tribes and later played a role in early settler routes.

Spanish Peaks offer not only breathtaking views but also a diverse ecosystem teeming with wildlife, making it a must-visit for anyone exploring the natural beauty of Huerfano County!



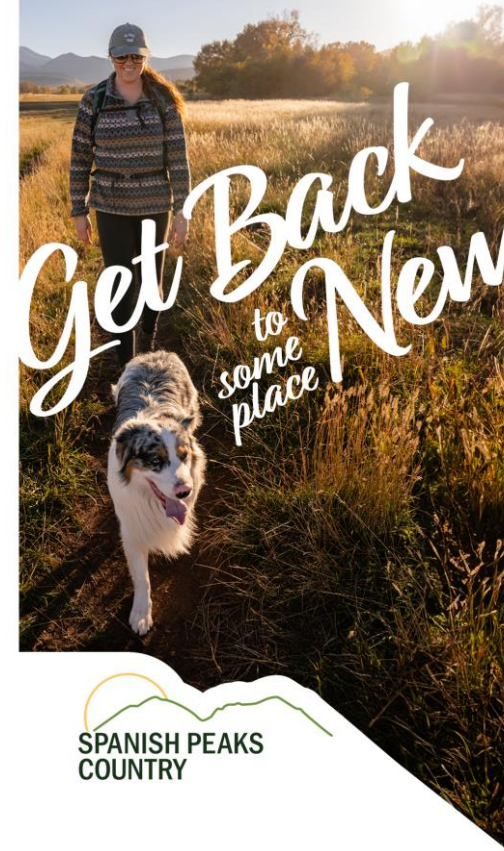
A dark blue background featuring a collage of various icons and images related to technology and business. These include hands using laptops and tablets, various mobile app icons (like a Wi-Fi symbol, mail, location pin, and social media icons), a network diagram with nodes and lines, and a world map. The overall theme is digital marketing and creative technology.

Updated Creative

adpro

Play to win.

Updated Social and Display Creative





THANK YOU!