

January Board Meeting

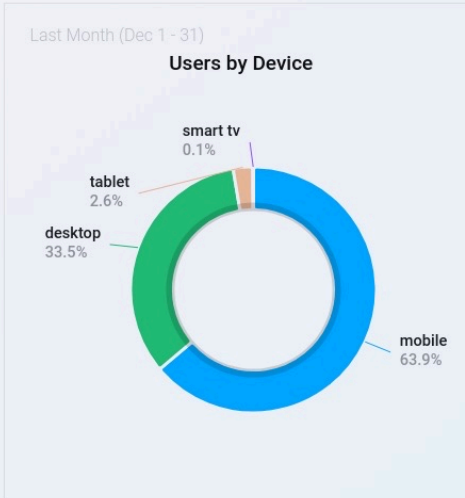
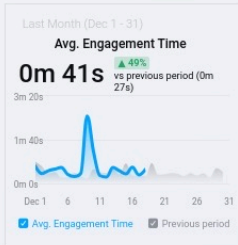
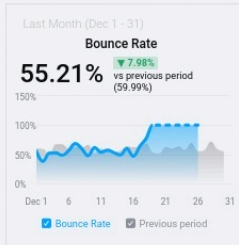
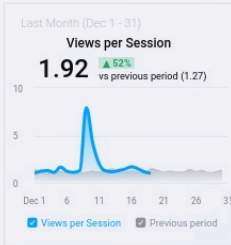
adpro

Play to win.

Reporting

adpro

Play to win.



Last Month (Dec 1 - 31)

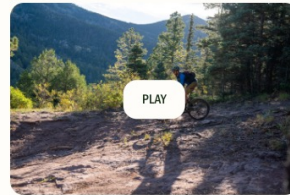
Top Pages by Users

Top Pages	Value	vs prev
/newsletter-signup/	776	▲4,750%
/	554	▼53%
/newsletter-signup/?chronofrom=visitors_guide&event=submit	80	
/the-great-dikes/	53	▼33%
/visitors-guide/	42	▼9%
/business-directory/categories/lodging	38	▼14%
/juan-bautista-de-anza-cuerno-verde/	29	▼6%
/libre/	28	▼55%
/attractions/	24	▼31%
/business-directory/categories/play/	23	▼47%
/business-directory/categories/dining	23	▼68%
/volcanic-plugs-buttes-and-cones-in-spanish-peaks-country/	21	▼38%
/business-directory/listing/second-street-bar-and-grill	21	▼32%
/mountains-geology/	20	▼62%

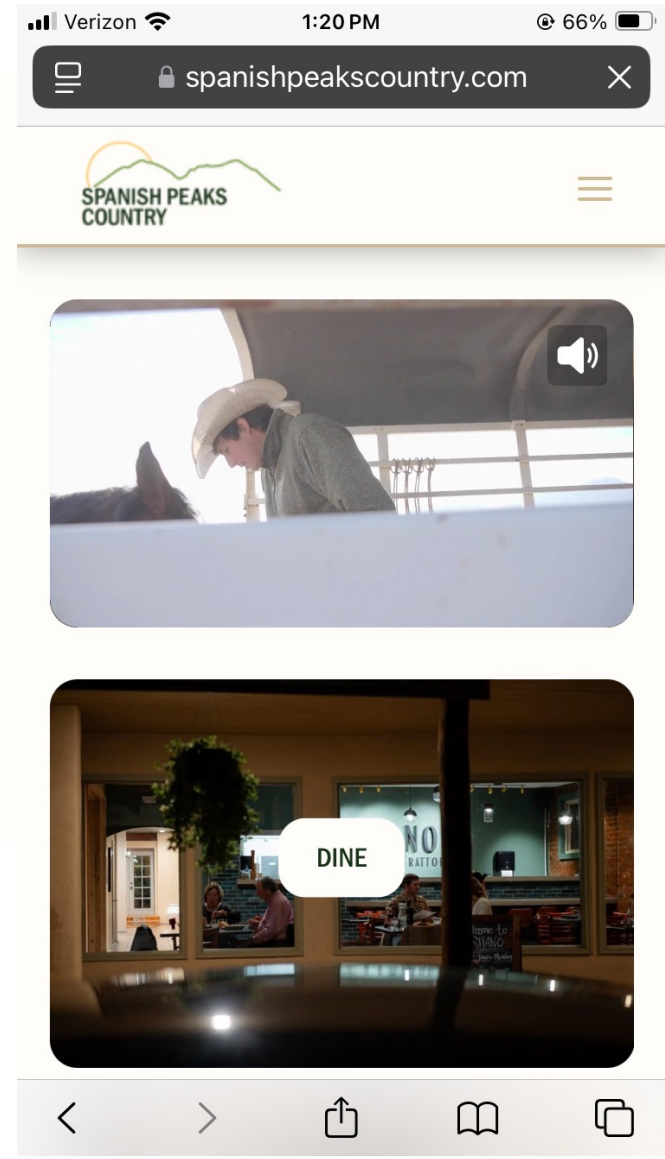
Last Month (Dec 1 - 31)

Default Channel

Source	Total Users	vs prev	Sessions	vs prev	Bounce Rate	vs prev	Avg. Engagement Time	vs prev	Conversions	vs prev
Organic Search	475	▼45%	605	▼49%	45.12%	▼11%	0m 42s	▼11%	106	▼38%
Paid Search	316	▼48%	341	▼50%	61.58%	0%	0m 18s	▲43%	12	▼69%
Direct	153	▼61%	163	▼61%	58.9%	▼19%	1m 51s	▲539%	23	▼28%
Paid Social	133	▼49%	133	▼49%	93.99%	▼2%	0m 1s	▲230%	1	
Referral	71	▼40%	80	▼48%	31.25%	▼11%	0m 56s	▲5%	20	▼41%
Organic Social	9	▼86%	9	▼87%	44.44%	▼16%	0m 22s	▲378%	1	0%
Email	7	▲40%	8	▼11%	62.5%	▼6%	0m 5s	▼92%	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.

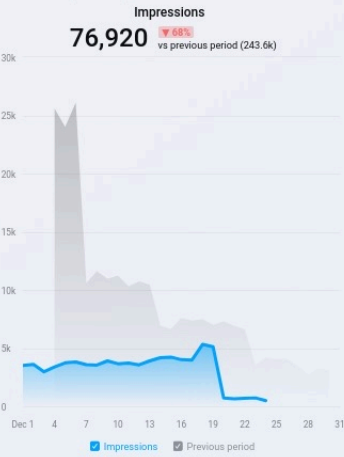


Last Month (Dec 1 - 31)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	3,229	▲ 25%	204	▼ 21%	6.32%	▼ 36.75%
Out of State	7,961	▼ 47%	142	▼ 58%	1.78%	▼ 21.35%
Spanish Peaks Display	65,730	▼ 71%	42	▼ 64%	0.06%	▲ 23.36%

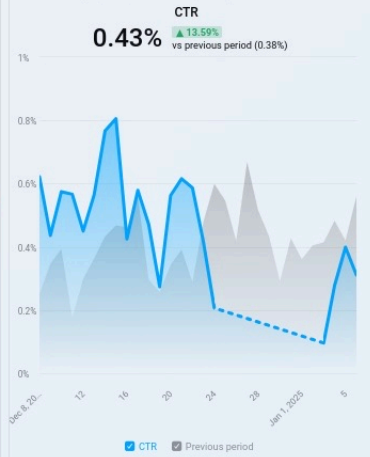
Last Month (Dec 1 - 31)



Last 30 days (Dec 8, 2024 - Jan 6, 2025)

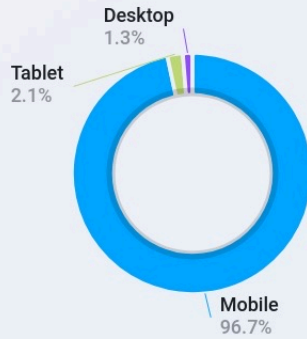


Last 30 days (Dec 8, 2024 - Jan 6, 2025)



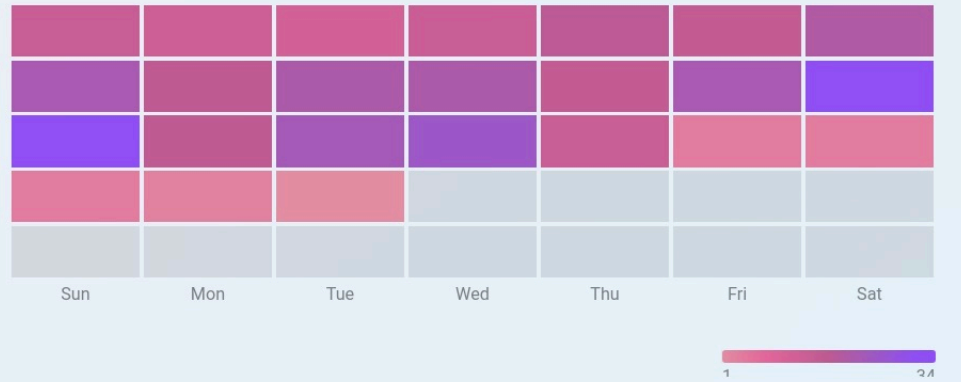
Last Month (Dec 1 - 31)

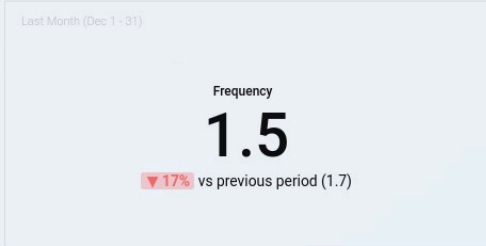
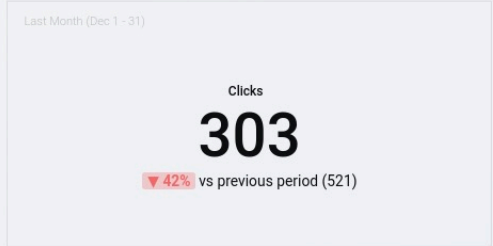
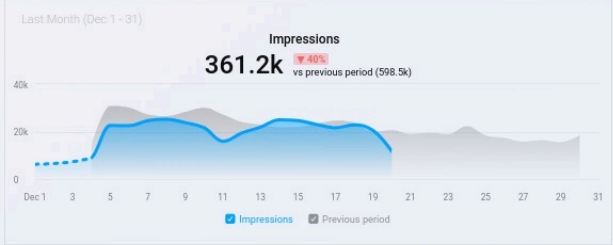
Clicks by Device



Last Month (Dec 1 - 31)

Clicks by Day





Last Month (Dec 1 - 31)

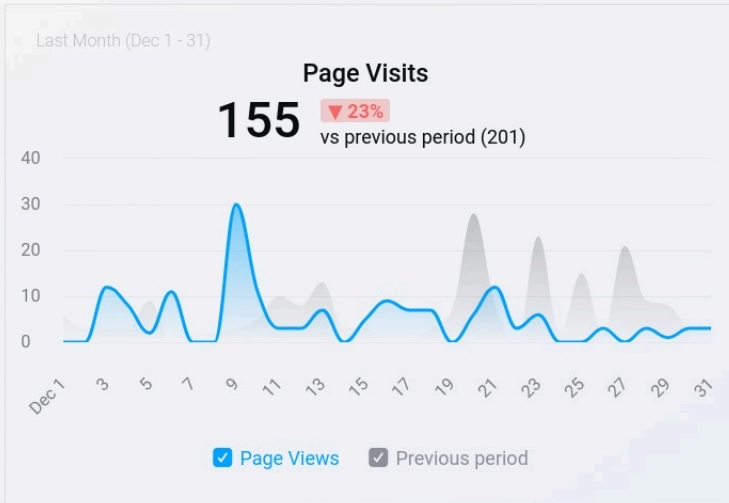
Campaign Performance

Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - Dec24 (120215398481210268)	354.9k	297	0.08%	\$ 1.27
Be Legendary - Nov24 (120214618462270268)	6,222	6	0.1%	\$ 1.31

Last Month (Dec 1 - 31)

Ads Overview

#	Dimension	Clicks	Impressions
1	Be Legendary 4 Dec (120215398481230268)	69	77,121
2	Be Legendary 2 Dec (120215398481240268)	58	60,661
3	Be Legendary 1 Dec (120215398481290268)	53	80,349
4	Be Legendary 3 Dec (120215398481260268)	32	33,872
5	Be Legendary 2 Dec (120215398481270268)	28	30,571



Last Month (Dec 1 - 31)

Page Summary

Metric	Value	vs prev
Page Reach	9,416	▲ 21%
Page Impressions	10,314	▲ 23%
Page Engagements	-	
Unique Page Clicks	-	
Page Reactions	-	
Comments	-	
Shares	-	

Last Month (Dec 1 - 31)

Post Overview

Metric	Value	vs prev
Post Count	10	▲ 11%
Post Reach	9,191	▲ 21%
L Paid	0	0%
L Organic	9,191	▲ 21%
L Viral	807	▲ 11%

All Time (Aug 9 - Aug 3, 2027)

Total Page Likes

3,713

Last Month (Dec 1 - 31)

Page likes/Unlikes Overview

Page Likes

15

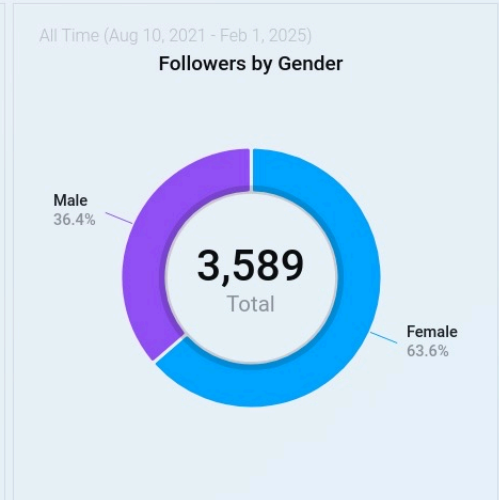
▼ 44% vs previous period (27)

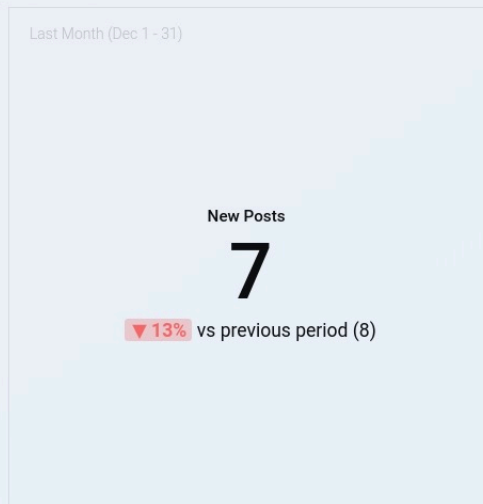


Last Month (Dec 1 - 31)

Most Recent Posts

#	Dimension	Reach	Clicks
1	Winter is here, and our beloved Spanish Peaks are covered with (2024-12-09)	4,129	98
2	Planning a winter getaway to Colorado? Here are some travel tips (2024-12-21)	839	49
3	We're thrilled to share an article highlight from The Ski Journal (2024-12-10)	727	82
4	Take a break without leaving the state and discover the surprises (2024-12-13)	674	29
5	As the sun sets on an amazing 2024, let's welcome the new year (2024-12-31)	522	4





Last Month (Dec 1 - 31)

Activity Overview

Metrics	Value	vs prev
Profile Visits	35	▼ 17%
Reach	2,808	▼ 30%
Impressions	3,984	▼ 30%
Likes	110	▼ 52%
Comments	2	0%



Newsletters

December Email

- Total Emails Sent: 17,192
- Opened: 7,104
- Open Rate: 29.9%
- Unsubscribe: 64
- Unsubscribe Rate: 0.37%
- Bounces: 277
- We do not have Analytics as the website was down. Links to the HTOUR site were removed and directed to other sites to ensure traffic wasn't sent to an error page.



Creative Approval

adpro

Play to win.

Billboard Creative



Items needed:

- Photo selection
- Seasonal item we're featuring



:30 Script – Legendary Adventure

VO: Looking for a legendary adventure?

Then discover Spanish Peaks Country.

Legendary for its pristine untouched natural beauty.

With rugged trails, serene waters, and charming small-town vibes.

Hit the slopes in Cuchara.

Explore La Veta's vibrant art scene.

Or uncover Walsenburg's rich history.

And on the way, don't miss the Highway of Legends. An 82-mile scenic byway with some of the best views in Colorado.

So, get out there and be Legendary.

Plan your trip at [Spanish Peaks Country dot com](http://SpanishPeaksCountry.com).

Additional Items

January Social Approval

February Social Approval

Script approval

Billboard – what's the seasonal item we're featuring



A scenic mountain landscape with a large rock formation in the foreground and snow-capped peaks in the background. The text "THANK YOU!" is overlaid in white.

THANK YOU!