

# December Board Meeting

adpro

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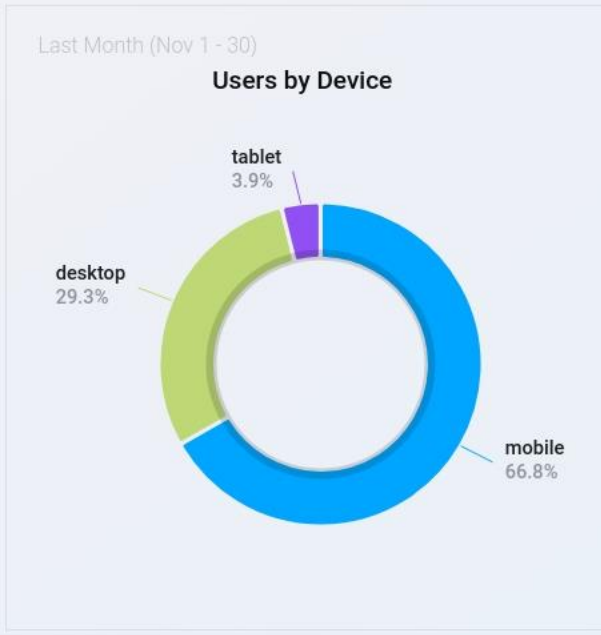
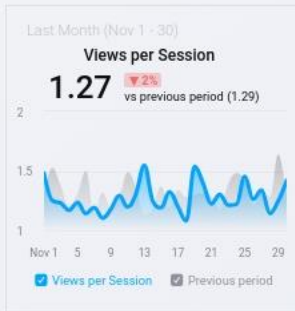
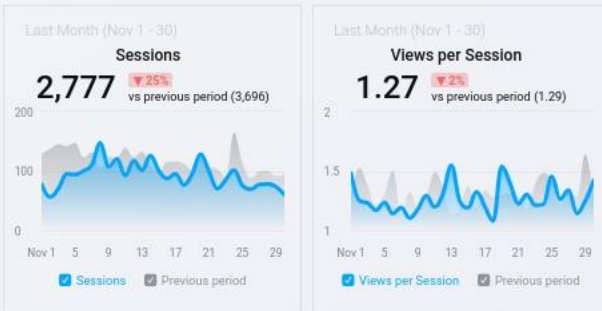
Play to win.

# Reporting

adpro

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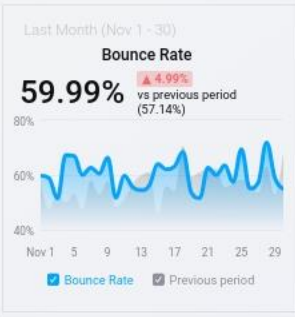
Play to win.



Last Month (Nov 1 - 30)

### Top Pages by Users

Top Pages	Value	vs prev
/	<b>1,180</b>	<span>▼ 23%</span>
/la-veta-pass/	<b>108</b>	<span>▼ 10%</span>
/the-great-dikes/	<b>79</b>	<span>▼ 25%</span>
/business-directory/categories/dining	<b>72</b>	<span>▲ 7%</span>
/libre/	<b>62</b>	<span>▲ 29%</span>
/mountains-geology/	<b>53</b>	<span>▼ 38%</span>
/la-veta/	<b>47</b>	<span>▼ 4%</span>
/add-business-listing/	<b>46</b>	<span>▲ 100%</span>
/visitors-guide/	<b>46</b>	<span>▼ 62%</span>
/business-directory/categories/lodging	<b>44</b>	<span>▼ 14%</span>
/business-directory/categories/play/	<b>43</b>	<span>▼ 2%</span>
/the-spanish-peaks/	<b>40</b>	<span>▼ 29%</span>
/spc-events/	<b>38</b>	<span>▼ 51%</span>
/business-directory/categories/shopping	<b>37</b>	<span>▼ 21%</span>
/submit-spc-event/	<b>37</b>	<span>▲ 61%</span>



Last Month (Nov 1 - 30)

### Default Channel

Source	Total Users	vs prev	Sessions	vs prev	Bounce Rate	vs prev	Avg. Engagement Time	vs prev	Conversions	vs prev
Organic Search	<b>869</b>	<span>▼ 35%</span>	<b>1,179</b>	<span>▼ 31%</span>	<b>50.55%</b>	<span>▲ 8%</span>	<b>0m 47s</b>	<span>▲ 6%</span>	<b>172</b>	<span>▼ 38%</span>
Paid Search	<b>613</b>	<span>▼ 12%</span>	<b>685</b>	<span>▼ 10%</span>	<b>61.46%</b>	<span>▲ 2%</span>	<b>0m 13s</b>	<span>▼ 17%</span>	<b>39</b>	<span>▼ 19%</span>
Direct	<b>389</b>	<span>▼ 17%</span>	<b>419</b>	<span>▼ 17%</span>	<b>72.32%</b>	<span>0%</span>	<b>0m 17s</b>	<span>▲ 19%</span>	<b>32</b>	<span>▼ 11%</span>
Paid Social	<b>259</b>	<span>▲ 2%</span>	<b>262</b>	<span>▲ 3%</span>	<b>95.42%</b>	<span>▲ 2%</span>	<b>0m 0s</b>	<span>▼ 86%</span>	-	
Referral	<b>119</b>	<span>▼ 42%</span>	<b>154</b>	<span>▼ 44%</span>	<b>35.06%</b>	<span>▼ 21%</span>	<b>0m 53s</b>	<span>▼ 8%</span>	<b>34</b>	<span>▼ 41%</span>
Organic Social	<b>64</b>	<span>▲ 113%</span>	<b>70</b>	<span>▲ 126%</span>	<b>52.86%</b>	<span>▼ 9%</span>	<b>0m 5s</b>	<span>▼ 57%</span>	<b>1</b>	<span>0%</span>
Email	<b>5</b>	<span>▼ 94%</span>	<b>9</b>	<span>▼ 90%</span>	<b>66.67%</b>	<span>▲ 43%</span>	<b>1m 6s</b>	<span>▲ 32%</span>	<b>1</b>	<span>▼ 94%</span>

Last Month (Nov 1 - 30)

### Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	2,573	▼ 44%	257	▼ 30%	9.99%	▲ 26.16%
Out of State	14,991	▲ 14%	340	▼ 11%	2.27%	▼ 21.44%
Spanish Peaks Display	226k	▲ 49%	117	▲ 21%	0.05%	▼ 18.81%

Last Month (Nov 1 - 30)

**Impressions**  
243.6k ▲ 43%  
vs previous period (169.8k)



Last 30 days (Nov 10 - Dec 9)

**Clicks**  
670 ▼ 14%  
vs previous period (783)



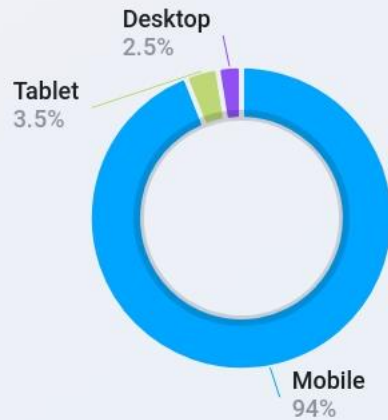
Last 30 days (Nov 10 - Dec 9)

**CTR**  
0.4% ▲ 20.08%  
vs previous period (0.33%)



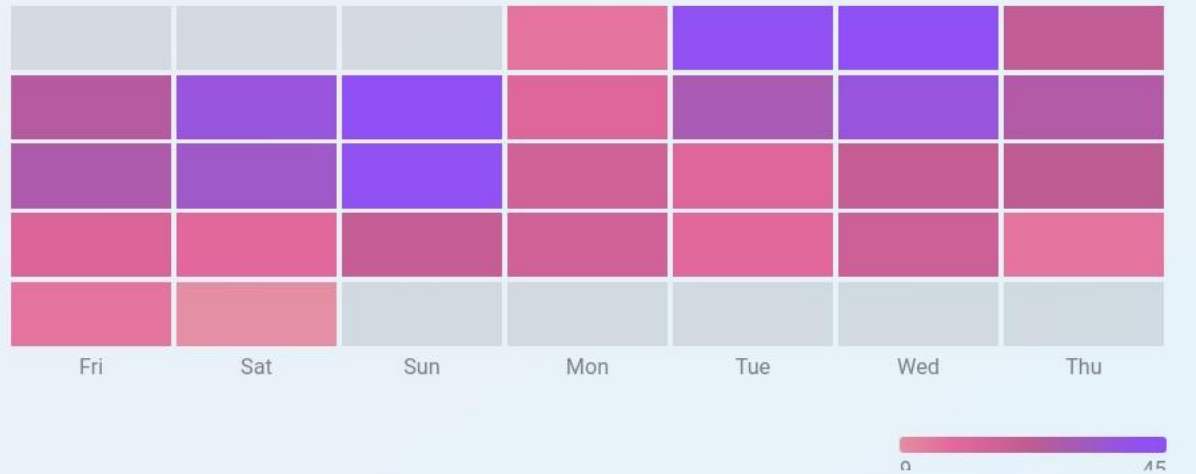
Last Month (Nov 1 - 30)

### Clicks by Device



Last Month (Nov 1 - 30)

### Clicks by Day







Last Month (Nov 1 - 30)



Last Month (Nov 1 - 30)



Last Month (Nov 1 - 30)



Last Month (Nov 1 - 30)



Last Month (Nov 1 - 30)



Last Month (Nov 1 - 30)



Last Month (Nov 1 - 30)



Last Month (Nov 1 - 30)

### Campaign Performance

Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - Nov24 (120214618462270268)	<b>598.5k</b>	<b>521</b>	<b>0.09%</b>	<b>\$ 1.24</b>

Last Month (Nov 1 - 30)

### Ads Overview

#	Dimension	Clicks	Impressions
1	Be Legendary 2 Nov (120214618462210268)	<b>114</b>	<b>132.7k</b>
2	Be Legendary 1 Nov (120214618462220268)	<b>82</b>	<b>101.4k</b>
3	Be Legendary 4 Nov (120214618462240268)	<b>74</b>	<b>70,025</b>
4	Be Legendary 2 Nov (120214618462280268)	<b>62</b>	<b>57,576</b>
5	Be Legendary 3 Nov (120214618462290268)	<b>54</b>	<b>69,498</b>

Last Month (Nov 1 - 30)

### Page Visits

**201** ▼ 22%  
vs previous period (259)



Page Views  Previous period

Last Month (Nov 1 - 30)

### Page Summary

Metric	Value	vs prev
Page Reach	<b>7,752</b>	▼ 27%
Page Impressions	<b>8,374</b>	▼ 34%
Page Engagements	-	
Unique Page Clicks	-	
Page Reactions	-	
Comments	-	
Shares	-	

Last Month (Nov 1 - 30)

### Post Overview

Metric	Value	vs prev
Post Count	<b>9</b>	▲ 13%
Post Reach	<b>7,608</b>	▼ 14%
L Paid	<b>0</b>	0%
L Organic	<b>7,608</b>	▼ 14%
L Viral	<b>725</b>	▼ 19%

All Time (Aug 9, 2021 - May 5, 2027)

Total Page Likes

**3,707**

Last Month (Nov 1 - 30)

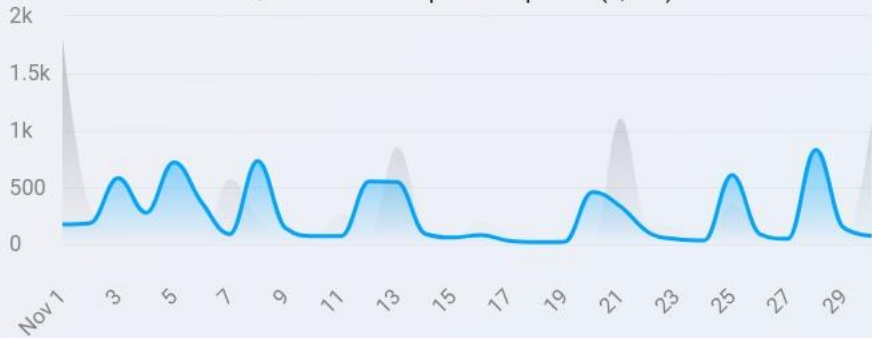
### Page likes/Unlikes Overview



Last Month (Nov 1 - 30)

### Post Reach

**7,608** ▼ 14%  
vs previous period (8,886)



Post Reach  Previous period

Last Month (Nov 1 - 30)

### Most Recent Posts

#	Dimension	Reach	Clicks
1	Immerse yourself in the stunning natural landscapes of Spanish (2024-11-05)	<b>1,139</b>	<b>9</b>
2	Wishing everyone a Happy Thanksgiving filled with gratitude, (2024-11-28)	<b>1,028</b>	<b>20</b>
3	Make this Thanksgiving unforgettable with a trip to Spanish Peaks (2024-11-08)	<b>875</b>	<b>14</b>
4	This Native American Heritage Month, we honor the rich history (2024-11-12)	<b>777</b>	<b>6</b>
5	Discover the artistic side of Spanish Peaks Country at our local (2024-11-25)	<b>733</b>	<b>21</b>

All Time (Aug 10, 2021 - Feb 1, 2025)

### Followers by Gender



Last Month (Nov 1 - 30)

**Impressions**  
**5,686** ▼ 6%  
vs previous period (6,018)



Last Month (Nov 1 - 30)

### Activity Overview

Metrics	Value	vs prev
Profile Visits	42	▼ 24%
Reach	4,013	▼ 12%
Impressions	5,686	▼ 6%
Likes	228	▲ 31%
Comments	0	▼ 100%

Last Month (Nov 1 - 30)

### New Followers



Last Month (Nov 1 - 30)

### New Posts

**8**  
0% vs previous period (8)

All Time (Jan 1, 2024 - Aug 12, 2025)

Total Followers  
**1,743**

# Organic Social Posts



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Play to win.



# 1/1 – Happy New Year



As we step into the new year, we wish you joy, prosperity, and memorable adventures in 2025! There's so much to explore and enjoy in Spanish Peaks Country, from thrilling outdoor activities to enriching cultural events. Let's make this year one to remember with shared experiences, laughter, and the breathtaking beauty of our community. Here's to new beginnings and the exciting journey ahead!

#NewYear2025 #SpanishPeaksCountry

# 1/3 – January Events



Kick off the year with an array of events in Spanish Peaks Country. Be sure to check the community calendar to plan your adventures and make the most of what January has in store!

#JanuaryEvents #SpanishPeaksCountry



# 1/7 - History of the Spanish Peaks



Explore the rich history of the Spanish Peaks, iconic landmarks nestled in the heart of Spanish Peaks Country. These majestic mountains have been a beacon for travelers for centuries, initially revered by Native American tribes who called them the "Twin Peaks" due to their striking silhouette against the sky. Over time, these peaks also served as vital navigational guides for early explorers and settlers journeying through the region. Their storied past is woven with tales of adventure and discovery, making them a significant historical and cultural symbol. Whether you're a history enthusiast or a nature lover, the Spanish Peaks offer a glimpse into the past and a reminder of the enduring human spirit. 🏔️

#HistorySpotlight #SpanishPeaksCountry



# 1/14 - State Trust Land/Wildlife Area Feature: Black Mountain – GMU 84

New photo in the works

Explore the diverse landscapes and rich wildlife of Black Mountain, located within Game Management Unit 84. Spanning 640 acres, this haven for outdoor enthusiasts is open from September 1st to May 31st, offering opportunities for wildlife spotting and responsible hunting experiences. Encounter deer, elk, rabbits, squirrels, doves, coyotes, and turkeys. Access is by foot or horseback only. Don't miss out on the chance to connect with nature at its finest. 🌲

#BlackMountain #SpanishPeaksCountry





# 1/17 - Share your winter Spanish Peaks photos with us



Capture the magic of winter in Spanish Peaks Country and share your moments with us! From snow-draped landscapes to cozy fireside gatherings, we want to see your favorite snapshots of our winter wonderland. Tag us or share your photo in the comments for a chance to be featured! ❄️ 📷



# 1/22 - Shopping/Small Businesses



Photo Carousel

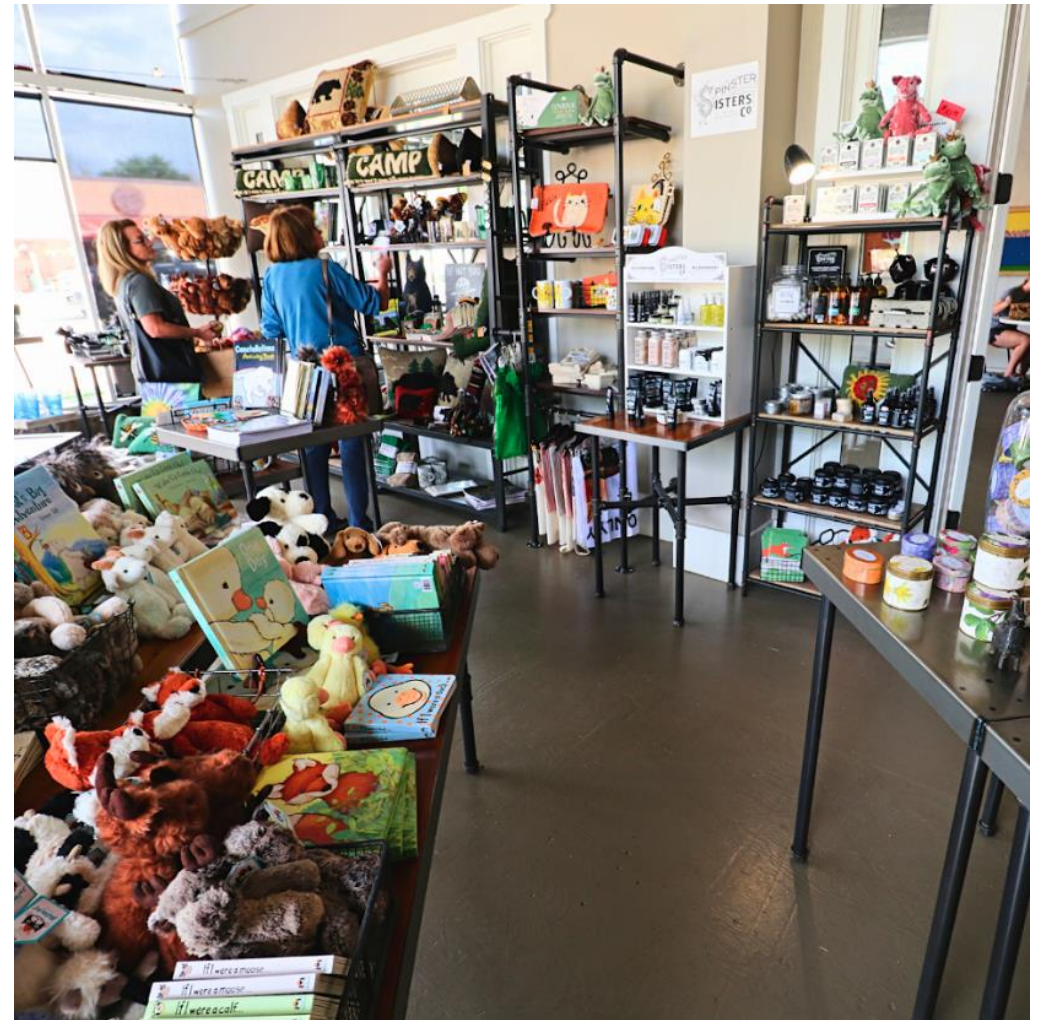
Spanish Peaks Country isn't just an outdoor enthusiast's paradise—it's also a charming shopping destination filled with quaint towns that offer something for everyone. 🛒 Each town boasts unique shops where you can find local crafts, artisanal goods, and one-of-a-kind souvenirs. Stop by La Veta for its cozy galleries and boutiques, or explore the antique shops that line the streets of Walsenburg. By choosing to shop locally, you're supporting small businesses that are the backbone of this vibrant community.

<https://spanishpeakscountry.com/business-directory/categories/shopping>

#ShopLocal #SupportSmallBusiness  
#SpanishPeaksCountry



# 1/22 - Shopping/Small Businesses





# 1/22 - Shopping/Small Businesses





1/25 – Have you planned your 2025 trip yet?



Have you planned your 2025 adventure to Spanish Peaks Country yet? Whether you're an avid hiker, passionate wildlife photographer, or someone who simply loves soaking in breathtaking landscapes, this region offers something for everyone. With a rich history, mesmerizing natural beauty, and a plethora of outdoor activities, it's a destination that's sure to captivate your heart. Get ahead of your travel goals this year and request a visitor's guide from us! 📖

<https://spanishpeakscountry.com/visitors-guide/>

#SpanishPeaksCountry #2025Adventure



# 1/27 - New Year, new outdoor adventures in Spanish Peaks Country



With the new year comes fresh opportunities to explore the great outdoors, and Spanish Peaks Country is teeming with adventures waiting for you. Whether you're keen to discover new hiking paths, try your hand at fishing in serene waters, take on gravel cycling, or embark on a camping trip under the starry night sky, this is the year to get back to someplace new. Engage with nature in ways you've never done before, and make unforgettable memories in one of the most stunning landscapes our country has to offer. 🏔️

#NewYearAdventures #SpanishPeaksCountry





# 1/31 - Wildlife Highlight



Did you know that Spanish Peaks Country is home to one of the most diverse wildlife populations in the region? From majestic elk, deer, bighorn sheep, and pronghorn, to a variety of bird species, this area offers incredible opportunities for wildlife enthusiasts to experience nature up close. Whether you're hiking through the trails or simply enjoying the scenic views, the vibrant ecosystem here is truly a sight to behold.

#SpanishPeaksCountry



# CrowdRiff

Few other thoughts:

- Influencers from our target states (for more winter photos).
- With no digital management system, we would advise against this. It could be worthwhile to revisit in the future if we are seeing lots of engagement from the visitors in the community but as of now it looks like they don't have a lot of people tagging locations on social media within the region.
- Not confident in you getting your money's worth.





# Creative Approval

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Play to win.

# Billboard Creative



Items needed:

- Footer Measurement
- Photo selection
- Stock photos







**THANK YOU!**