

October Board Meeting

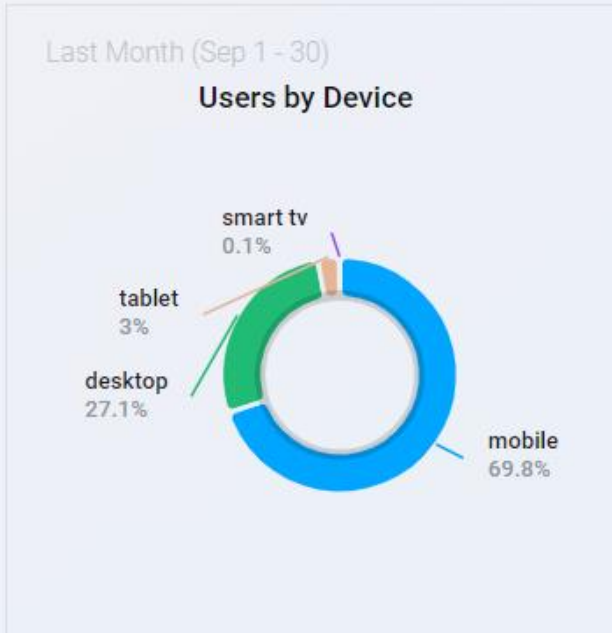
adpro

Play to win.

Reporting

adpro

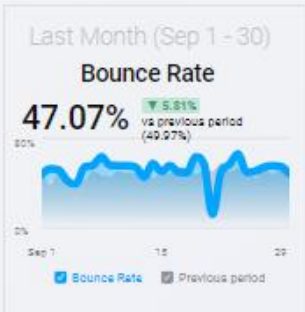
Play to win.



Last Month (Sep 1 - 30)

Top Pages by Users

Top Pages	Value	vs prev
/	2,721	▲ 76%
/the-great-dikes/	215	▲ 52%
/visitors-guide/	154	▲ 7%
/spc-event/la-veta-oktoberfest/	139	▲ 532%
/spc-events/	138	▼ 15%
/the-spanish-peaks/	101	▼ 10%
/mountains-geology/	87	▼ 40%
/attractions/	80	▲ 25%
/camping/	62	▼ 44%
/the-geologic-features-of-la-veta/	60	▼ 22%
/volcanic-plugs-buttes-and-cones-in-spanish-peaks-country/	59	▲ 9%
/bear-lake-campground/	59	▼ 44%
/la-veta-pass/	57	0%
/where-to-see-fall-colors-in-spanish-peaks-country/	56	▲ 195%
/	55	▲ 10%



Last Month (Sep 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	1,580	▼ 4%	1,892	▼ 4%	42.6%	▲ 7%	0m 47s	▼ 10%	328	▼ 1%
Referral	842	▲ 152%	891	▲ 128%	16.27%	▼ 54%	0m 36s	▼ 42%	56	▼ 29%
Paid Search	769	▲ 6%	826	▲ 7%	65.38%	▲ 9%	0m 13s	▼ 28%	38	▼ 12%
Direct	508	▲ 29%	535	▲ 19%	71.78%	▲ 2%	0m 22s	▼ 16%	61	▲ 15%
Paid Social	210	▲ 18%	210	▲ 18%	93.33%	▲ 1%	0m 1s	▼ 34%	-	-
Email	72	▲ 6%	75	0%	58.67%	0%	0m 28s	▼ 34%	9	▲ 29%
Organic Social	30	▼ 7%	40	▼ 6%	52.5%	▲ 50%	0m 4s	▼ 0%	1	0%

Last Month (Sep 1 - 30)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	5,221	▲ 7%	444	▼ 2%	8.5%	▼ 7.64%
Out of State	10,192	▲ 53%	468	▲ 36%	4.59%	▼ 10.81%
Spanish Peaks Display	115.6k	▼ 8%	78	▼ 7%	0.07%	▲ 0.45%

Last Month (Sep 1 - 30)

Impressions

131k ▼ 4% vs previous period (136.6k)



Last 30 days (Sep 11 - ...)

Clicks

916 ▼ 5% vs previous period (964)



Last 30 days (Sep 11 - ...)

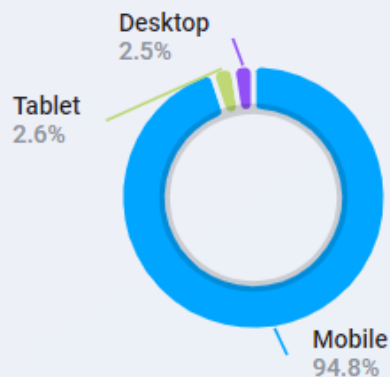
CTR

0.7% ▼ 2.96% vs previous period (0.72%)



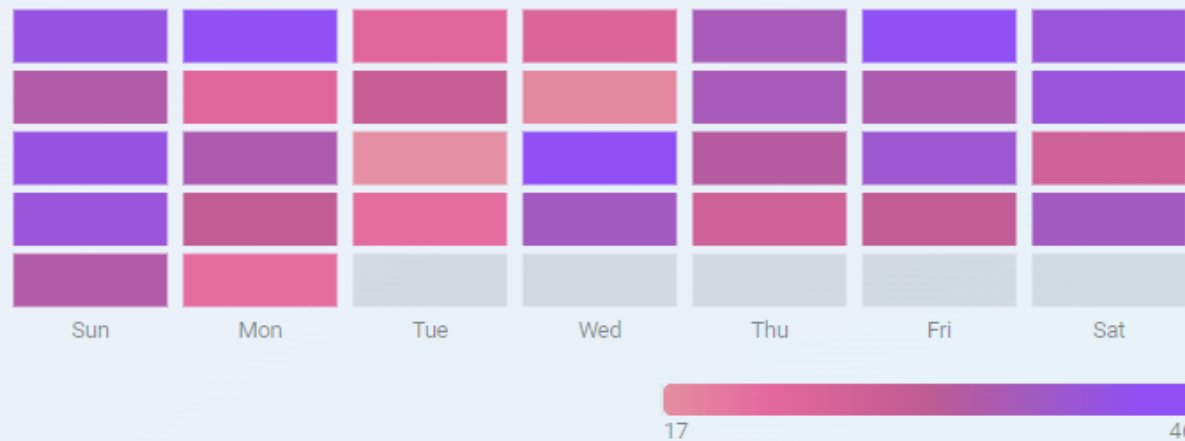
Last Month (Sep 1 - 30)

Clicks by Device



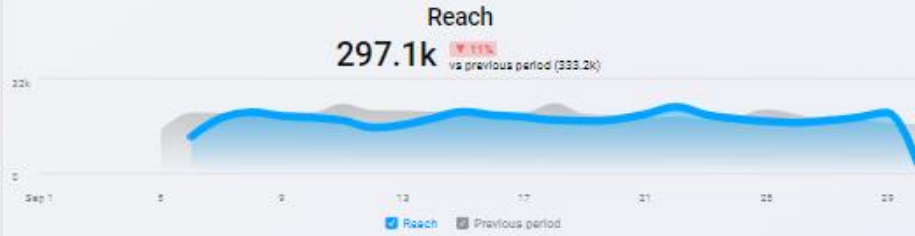
Last Month (Sep 1 - 30)

Clicks by Day





Last Month (Sep 1 - 30)



Last Month (Sep 1 - 30)



Last Month (Sep 1 - 30)

CTR

0.09% ▲ 7% vs previous period (0.08%)

Last Month (Sep 1 - 30)

Clicks

425 ▼ 3% vs previous period (439)

Last Month (Sep 1 - 30)

CPM

\$ 1.55 ▲ 11% vs previous period (\$ 1.40)

Last Month (Sep 1 - 30)

Frequency

1.6 ▲ 1% vs previous period (1.6)

Last Month (Sep 1 - 30)

Avg. CPC

\$ 1.76 ▲ 3% vs previous period (\$ 1.71)

Last Month (Sep 1 - 30)

Campaign Performance

Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - Sept24 (120213210126350268)	483.8k	425	0.09%	\$ 1.55

Last Month (Sep 1 - 30)

Ads Overview

#	Dimension	Clicks	Impressions
1	Be Legendary 2 Sep (120213210126430268)	97	109.9k
2	Be Legendary 4 Sep (120213210126440268)	87	117.2k
3	Be Legendary 1 Sep (120213210126390268)	59	63,967
4	Be Legendary 4 Sep (120213210126420268)	56	79,553
5	Be Legendary 3 Sep (120213210126380268)	39	33,772

Last Month (Sep 1 - 30)

Page Visits

183 ▲ 25%
vs previous period (146)



Page Views Previous period

Last Month (Sep 1 - 30)

Page Summary

Metric	Value	vs prev
Page Reach	8,647	▲ 31%
Page Impressions	9,712	▲ 26%
Page Engagements	-	
Unique Page Clicks	-	
Page Reactions	-	

Last Month (Sep 1 - 30)

Post Overview

Metric	Value	vs prev
Post Count	8	0%
Post Reach	8,485	▲ 51%
↳ Paid	0	0%
↳ Organic	8,485	▲ 51%
↳ Viral	2,183	▲ 62%

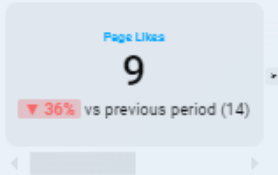
All Time (Aug 9, 2021 - ...)

Total Page Likes

3,675

Last Month (Sep 1 - 30)

Page likes/Unlikes Overview



Last Month (Sep 1 - 30)

Post Reach

8,485 ▲ 51%
vs previous period (5,601)



Post Reach Previous period

Last Month (Sep 1 - 30)

Most Recent Posts

#	Dimension	Reach	Clicks
1	There's nothing quite like exploring the great outdoors with (2024-09-10)	2,328	30
2	Escape the hustle and bustle of daily life by camping under the (2024-09-19)	1,543	87
3	Fall is here, and the leaves are calling! Get ready to embark (2024-09-16)	1,440	126
4	It's #WildlifeWednesday, and today we're shining a spotlight (2024-09-25)	814	22
5	As autumn approaches, Spanish Peaks Country transforms into a (2024-09-13)	654	6

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

Followers by Gender



Last Month (Sep 1 - 30) ▾



Impressions

10,544 ▲ 24%
vs previous period (8,475)



Impressions Previous period



Last Month (Sep 1 - 30)



New Followers



New Followers Previous period

Last Month (Sep 1 - 30)

New Posts

8

0% vs previous period (8)

Last Month (Sep 1 - 30)

Activity Overview

Metrics	Value	vs prev
Profile Visits	50	▼ 11%
Reach	8,085	▲ 29%
Impressions	10,544	▲ 24%
Likes	213	▲ 70%
Comments	1	▼ 75%

All Time (Jan 1, 2024 - Feb 20, 2025)

Total Followers

🌙 **1,723**

Newsletters

August Email

- Total Emails Sent: 17,506
- Opened: 6,229
- Open Rate: 35.6%
- Clicks: 122
- Unsubscribe: 106
- Unsubscribe Rate: 0.6%
- Bounces: 779

September Email

- Total Emails Sent: 17,863
- Opened: 3,667
- Open Rate: 21.1%
- Clicks 70
- Unsubscribe: 55
- Unsubscribe Rate: 0.3%
- Bounces: 0

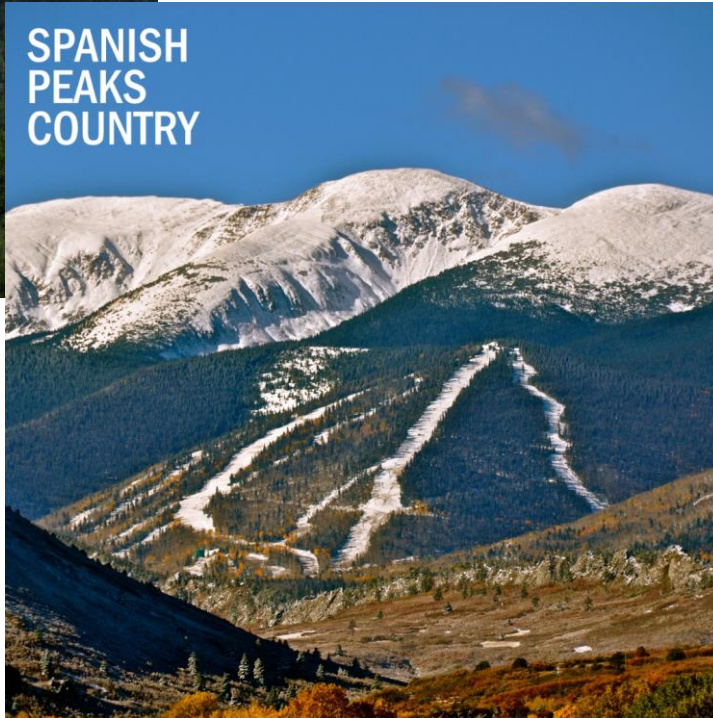


Organic Social Posts



Play to win.

11/5 Natural Landscapes



Immerse yourself in the stunning natural landscapes of Spanish Peaks Country! From rugged mountains to serene meadows, every vista is a masterpiece of nature.

#NatureLovers #SpanishPeaksViews
#SpanishPeaksCountry



11/8 Thanksgiving Plans



Make this Thanksgiving unforgettable with a trip to Spanish Peaks Country! From cozy accommodations to scenic views, there's something for everyone. Enjoy the warmth of a holiday escape while surrounded by nature's beauty. Start planning your Thanksgiving adventure with us! 🦃

#ThanksgivingGetaway #SpanishPeaksTravel
#SpanishPeaksCountry



11/13 Best Autumn Hikes



Autumn is the perfect time to lace up your boots and hit the trails! Discover the best autumn hikes in Spanish Peaks Country, like the Wahatoya Trail, West Spanish Peak Trail, and Apishapa Trail, where fall foliage and crisp air await. Whether you're a seasoned hiker or just starting, there's a trail for you to explore. Share your hiking adventures with us! 🍁

#AutumnHikes #ExploreSpanishPeaks
#SpanishPeaksCountry

11/17 Share your Favorite View



Share your favorite view of #SpanishPeaksCountry with us—whether it's a photo from a hiking trail or a quiet spot by the river. We'd love to see what you love most about our breathtaking region! 🏔️

#SpanishPeaksCountry #ShareWithUs



11/20 Cozy Restaurants



As the temperatures drop, cozy up in our local restaurants where good food and great company await. Enjoy hearty meals and warm beverages while soaking in the cozy atmosphere. Whether it's a family outing or a romantic dinner, our eateries offer a delicious retreat from the winter chill.

#CozyDining #SpanishPeaksFood
#SpanishPeaksCountry



11/25 Galleries and Museums



Discover the artistic side of Spanish Peaks Country at our local galleries and art museums, where creativity flourishes. Immerse yourself in a vibrant world of art, ranging from traditional to contemporary works, that captures the essence and diversity of our region's artists. Perfect for art enthusiasts and curious visitors alike! 🎨

#ArtInSpanishPeaks #GalleryFeature
#SpanishPeaksCountry



11/28 Happy Thanksgiving



Wishing everyone a Happy Thanksgiving filled with gratitude, joy, and delicious moments. Whether you're celebrating at home or in the heart of #SpanishPeaksCountry, we hope your day is surrounded by love and happiness. ❤️

#HappyThanksgiving #SpanishPeaksGratitude



Creative Approval



Play to win.

Billboard Creative

Stay | Play | Explore

Outdoor Adventures
Art Galleries
Legendary Histories

Get Back New

to some place

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THANK YOU!