



WEB • PRINT • MARKETING

iPartnerMedia.com

Sanibel Captiva Chamber of Commerce

Monthly Performance Report

November 2019





Referrals Sources

Total Member Referrals

49,274
Total Events
▼ 12.36%

Summary

Last month compared to same month last

36,070

New Users

▼ -13.97%

70,071

Sessions

▼ -17.55%

51.48%

% New Sessions

▲ 4.34%

91,083

Unique Pageviews

▼ -20.56%

0:17

Average Session

Duration

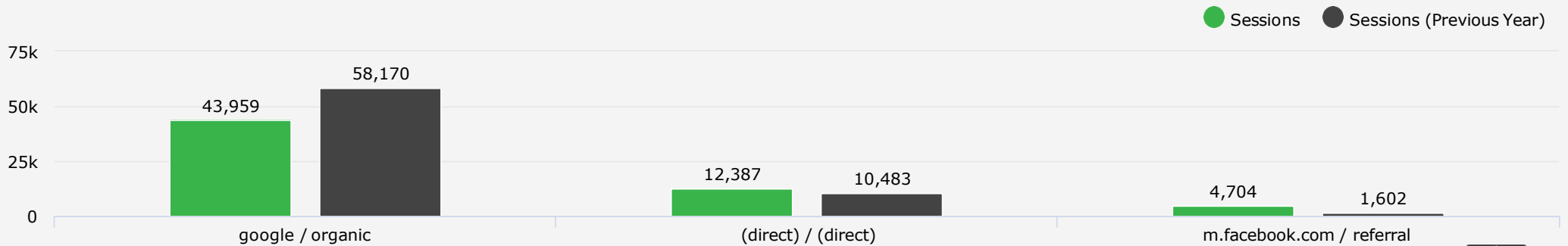
▼ -4.21%

54.62%

Bounce Rate

▲ 2.48%

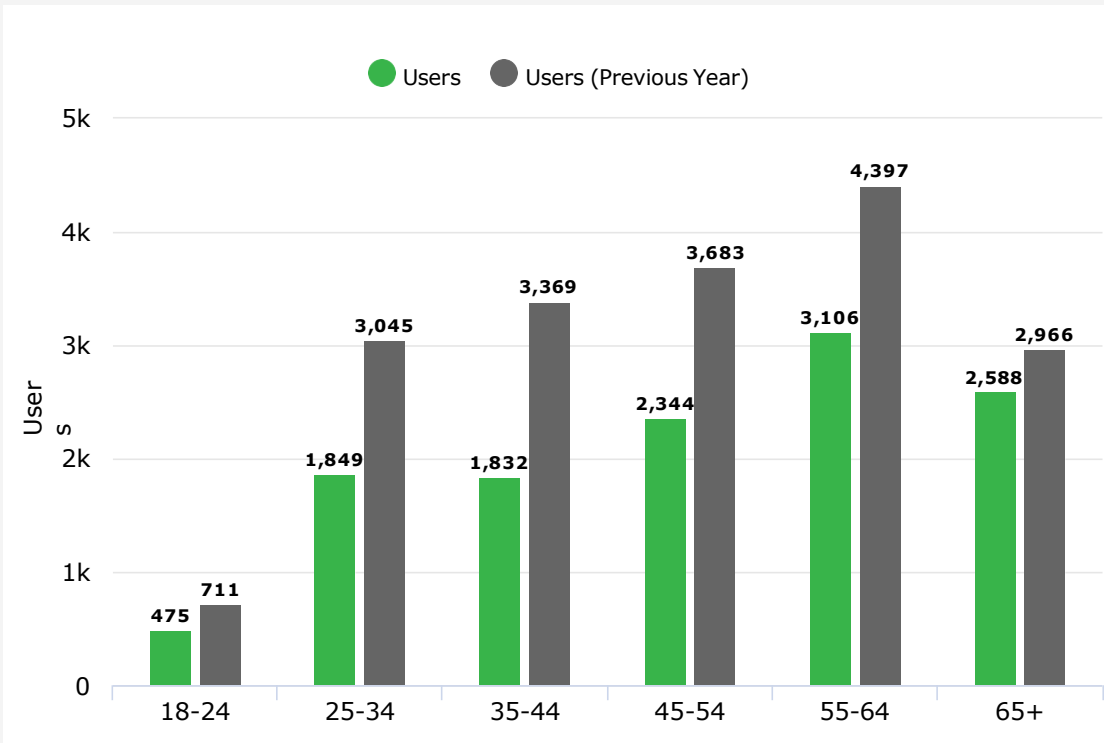
Top 3 Referral Sources YoY





Organic Traffic

User Demographics



Top 10 Organic Queries

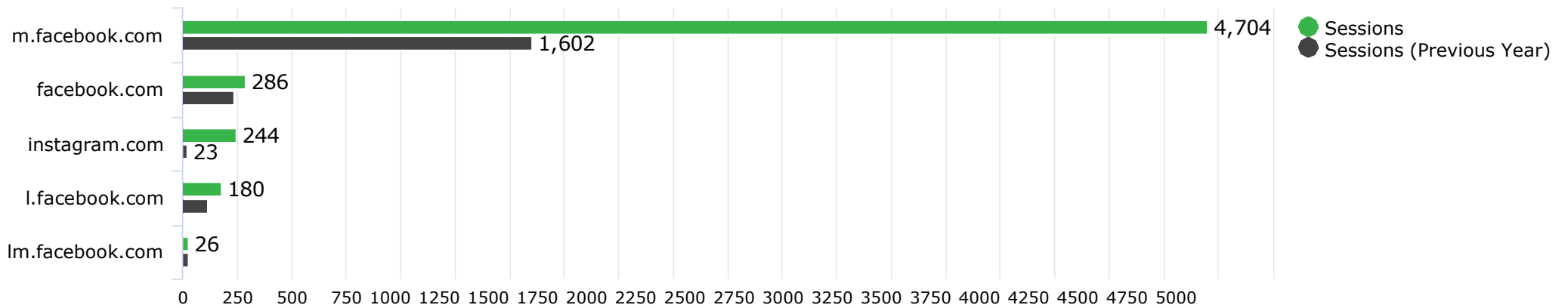
Keywords	Clicks	Imp's	CTR	Position
sanibel island	4,197	104,837	4.00%	2.70
sanibel island florida	712	12,933	5.51%	2.42
sanibel webcam	321	583	55.06%	1.00
sanibel island webcam	296	737	40.16%	1.00
sanibel island hotels	288	10,419	2.76%	3.31
sanibel	275	13,214	2.08%	3.19
sanibel beach cam	164	344	47.67%	1.00
captiva island	144	22,305	0.65%	8.12
sanibel beach	144	2,411	5.97%	2.43
sanibel chamber of comme...	141	508	27.76%	3.28
Total	6,682	168,291	3.97%	3.46



Social Referrals



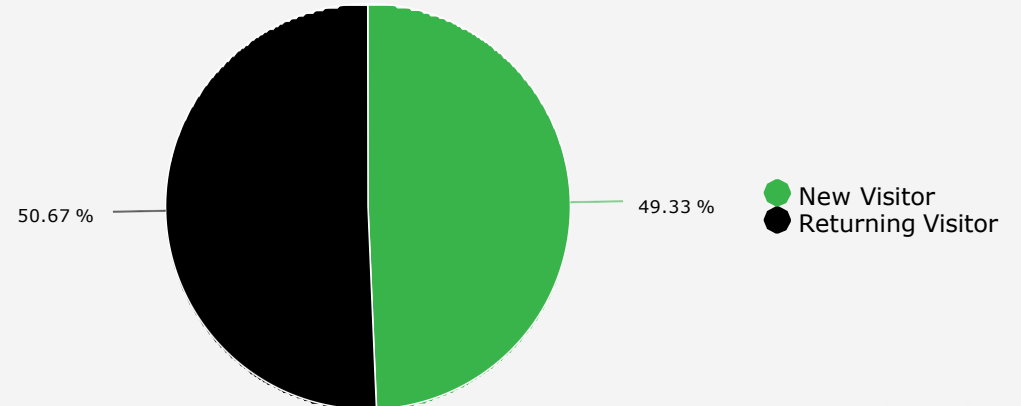
Top Referring Social Sites



Top Social Referrals by Users

Source	Users	New Users
m.facebook.com	3,330	3,271
instagram.com	203	200
facebook.com	185	169
l.facebook.com	135	124
lm.facebook.com	20	20
pinterest.com	16	16
Total	3,889	3,800

Users New Vs. Returning (YoY)





Geo Targeting

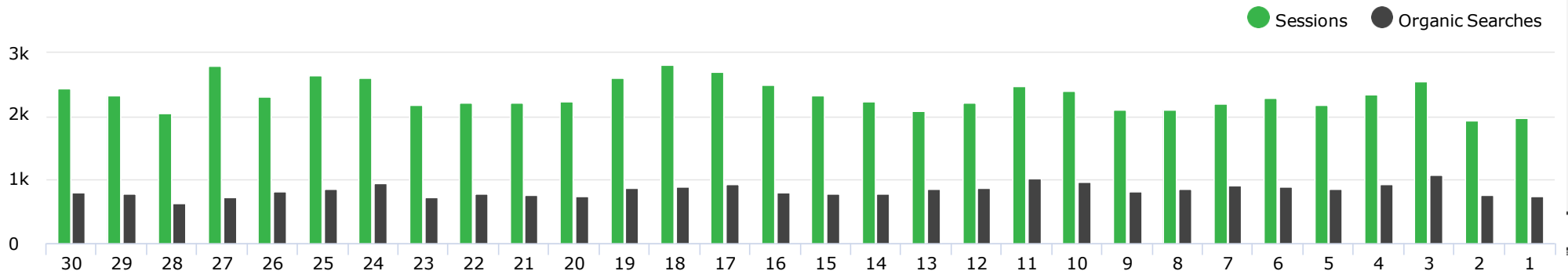
Top 10 Countries by Sessions

Countries	Sessions	% New Sessions
United States of America	45,004	50.72%
Canada	1,278	53.44%
United Kingdom	717	46.44%
Germany	505	50.69%
Switzerland	168	37.50%
Netherlands	98	56.12%
Sweden	84	57.14%
France	67	56.72%
Denmark	53	54.72%
Italy	53	37.74%

Top 10 States by Sessions

Region	Sessions	% New Sessions
Florida	15,052	53.46%
Ohio	2,451	39.25%
New York	2,277	52.66%
Illinois	2,233	53.25%
Pennsylvania	2,045	43.96%
Minnesota	1,791	44.00%
Michigan	1,503	46.17%
Massachusetts	1,409	51.45%
New Jersey	1,287	53.38%
Wisconsin	1,140	48.68%

Organic Sessions by day



Paid Search Overview



AdWords Summary

November compared to the same month last year.

0 Clicks ▼ -4,492	0 Impressions ▼ -780,976	0.00% CTR ▼ -0.58%
0.00 Avg. position ● 0.00	\$0.00 CPC ▼ \$-2.19	\$0.00 Cost ▼ \$-9,846.95

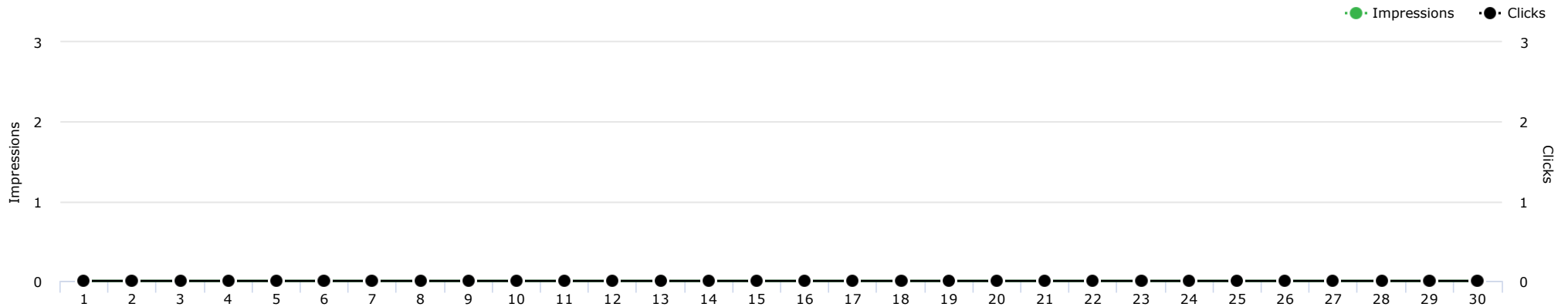


Analytics Paid Traffic

November compared to the same month last year.

9 Users ▼ -1,298	5 New Users ▼ -1,205	15 Sessions ▼ -1,930	33.33% % New Sessions ▼ -28.88%
0.80 Pages / Session ▼ -0.73	0:01 Time on Site ▼ -0:14	66.67% Bounce Rate ▲ 8.98%	

Campaign Performance



Conversion Data



Conversion Data

November compared to the same month last year.

4 Total Calls ▼ -44	0 Completed Goals ▼ -2,058	0 Call Ext. ▼ -14	0 Website Calls ● 0	0 Total Conv. ▼ -2,072	\$0.00 Cost/Conv ▼ \$-4.75	0.00% Conv. Rate ▼ -46.14%
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Campaign Performance

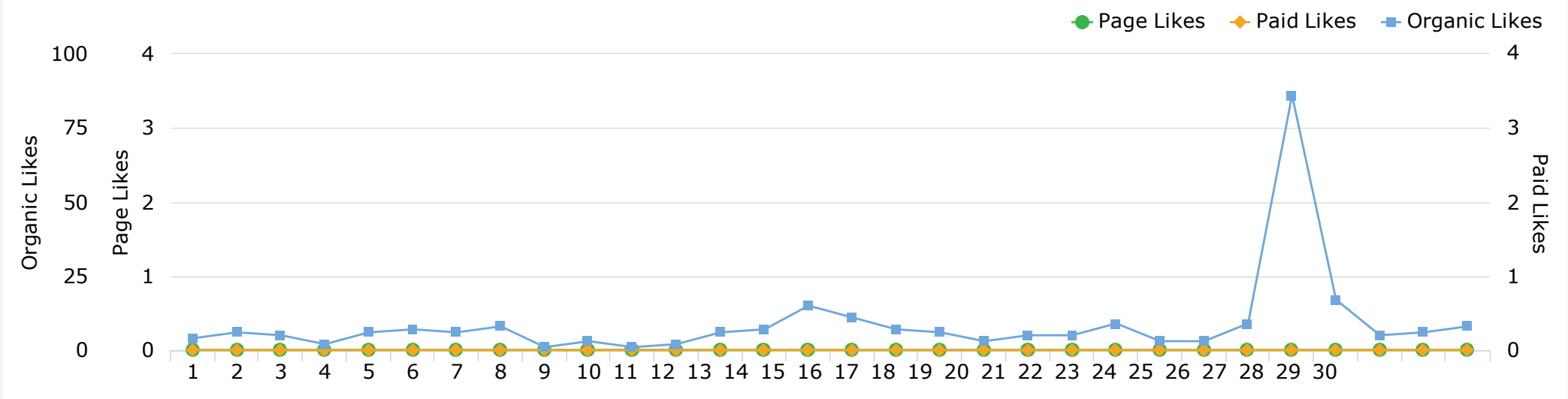
AdWords - Campaign Performance



Facebook Performance

The data below illustrates the progress of Page Likes, Paid Likes from Ads, and Organic Likes generated on the Fan Page. The Score Card to the right shows the change in performance metrics for the previous months period to measure changes in the markets interactions on your Facebook profile.

Page Likes, Paid Likes, and Organic Likes



1,604
Page Views
▼ -35

0
Page Likes
▼ -816

266
Page Fans
▼ -925

217,216
People Reached
▼ -40,561

18,437
Post Engagement
▼ -24,414

3,546
Video Views
▼ -34,030





Facebook Paid Performance

Facebook Advertising

Campaign Name	Post Likes	Imp	Page Likes	Post Shares	Post Comments	Cost
Website Carousel - November 2019	7,276	333,170	0	132	93	\$3,000.00
Total	7,276	333,170	0	132	93	\$3,000.00

7,276

Post Engagements

▼ -79,439

1,463

Post Reactions

▼ -1,216

6,273

Post Likes

▼ -5,608

18,437

Page Post Engagements

▼ -24,414

428,323

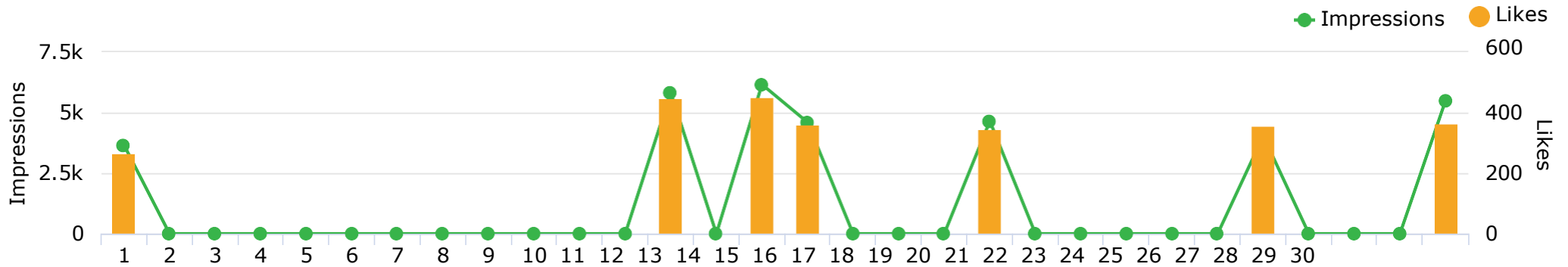
Page Post Imp's

▼ -281,501



Instagram Performance

Performance Metrics



34,339

Impressions
▼ -2,758

2,580

Likes
▼ -780

2,676

Engagement
▼ -829

27,039

Reach
▼ -199

Top Ad

Post Display



Fajitas, tacos, enchiladas, or burritos? Any option is a good choice at Cantina Captiva! Don't forget to order the homemade guacamole too!

[View Post](#)

Impressio... Likes Reach

6,146 450 4,913

