



WEB • PRINT • MARKETING

iPartnerMedia.com

Sanibel Captiva Chamber of Commerce

Monthly Performance Report

January 2020





Referrals Sources

Total Member Referrals

47,191

Total Events
▼ **-.78%**

Summary

Last month compared to same month last

70,000

New Users

▼ -2.37%

134,065

Sessions

▼ -6.62%

52.21%

% New Sessions

▲ 4.55%

182,993

Unique Pageviews

▼ -8.20%

0:16

Average Session

Duration

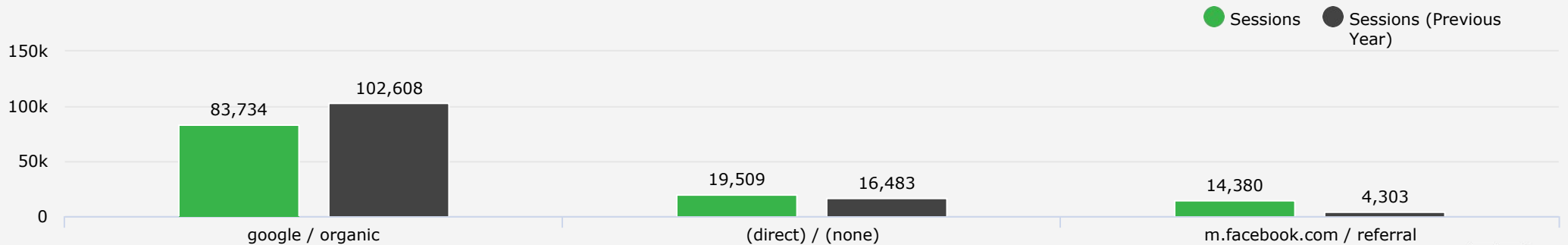
▼ -8.99%

55.84%

Bounce Rate

▲ 4.17%

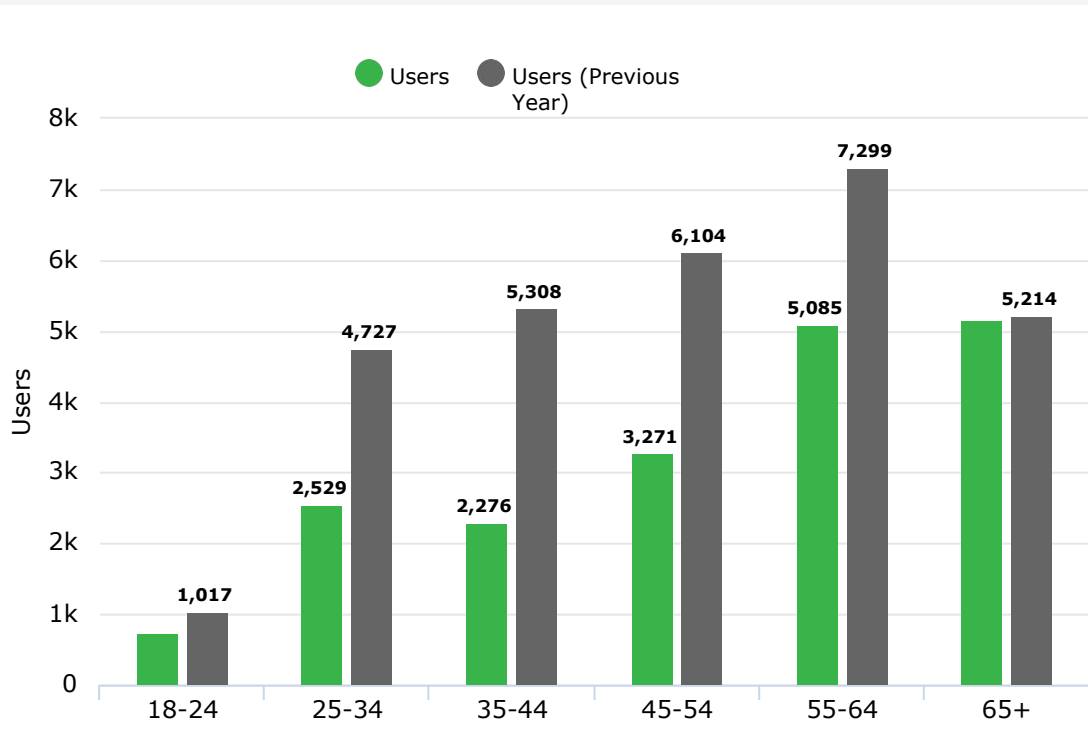
Top 3 Referral Sources YoY





Organic Traffic

User Demographics



Top 10 Organic Queries

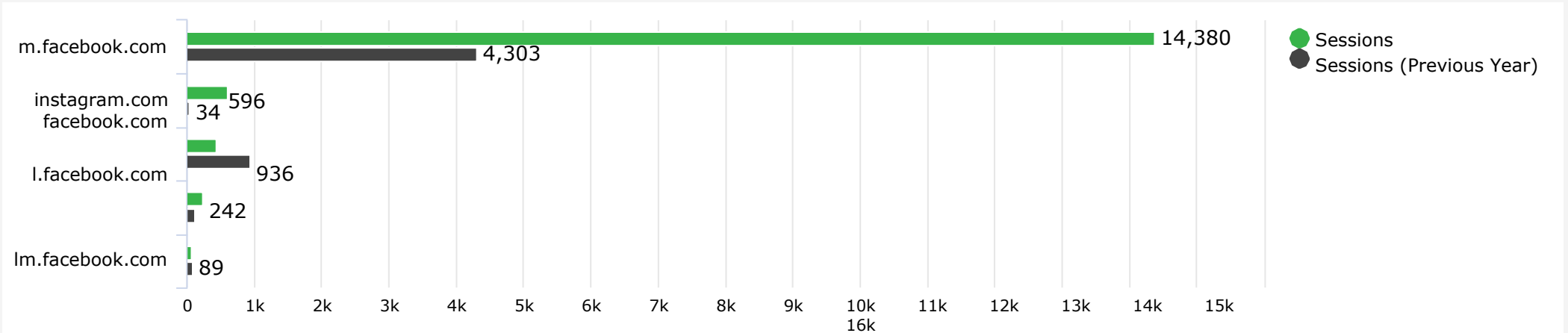
Keywords	Clicks	Imp's	CTR	Position
sanibel island	9,875	199,664	4.95%	2.57
sanibel island florida	1,154	19,159	6.02%	2.28
sanibel island hotels	772	24,618	3.14%	3.20
sanibel	504	17,276	2.92%	2.92
sanibel webcam	475	844	56.28%	3.51
sanibel island webcam	422	881	47.90%	1.00
captiva island	325	46,537	0.70%	6.93
sanibel island airport	323	871	37.08%	1.00
sanibel florida	276	9,228	2.99%	2.91
sanibel beach cam	273	454	60.13%	1.17
Total	14,399	319,532	4.51%	3.26



Social Referrals



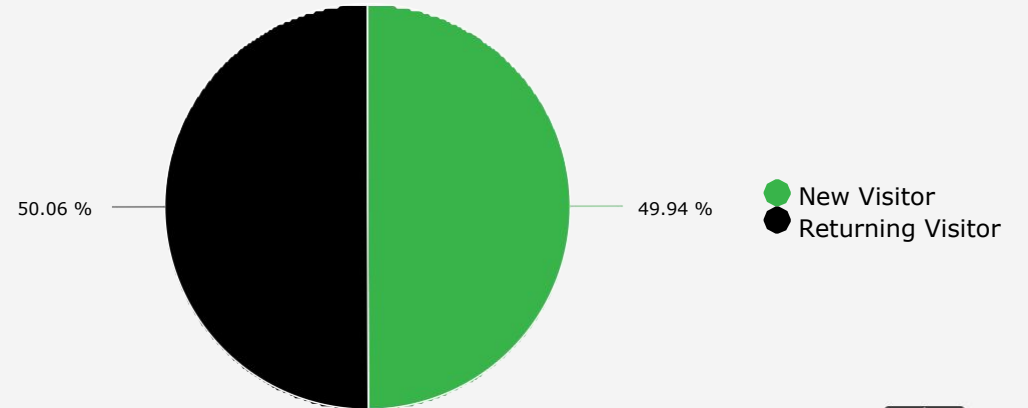
Top Referring Social Sites



Top Social Referrals by Users

Source	Users	New Users
m.facebook.com	9,257	8,629
instagram.com	454	416
facebook.com	266	229
l.facebook.com	159	132
lm.facebook.com	37	29
t.co	28	21
Total	10,201	9,456

Users New Vs. Returning (YoY)





Geo Targeting

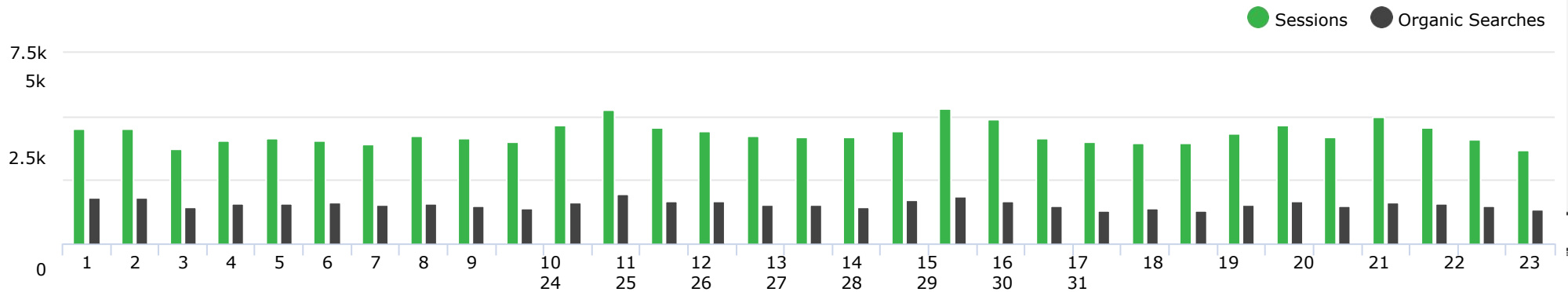
Top 10 Countries by Sessions

Countries	Sessions	% New Sessions
United States of America	86,574	51.97%
Canada	2,107	53.63%
United Kingdom	1,198	48.41%
Germany	583	48.37%
Switzerland	165	48.48%
France	152	53.29%
Netherlands	138	68.84%
Denmark	118	64.41%
Sweden	111	72.07%
(not set)	66	51.52%

Top 10 States by Sessions

Region	Sessions	% New Sessions
Florida	22,397	55.35%
Ohio	4,867	47.28%
New York	4,754	54.00%
Illinois	4,543	53.09%
Pennsylvania	4,283	46.98%
Minnesota	3,961	48.12%
Massachusetts	3,429	50.54%
Michigan	3,130	47.92%
New Jersey	2,724	53.01%
Indiana	2,321	46.53%

Organic Sessions by day



Paid Search Overview



AdWords Summary

January compared to the same month last year.

2,217 Clicks ▼ -1,927	522,012 Impressions ▼ -648,853	0.42% CTR ▲ 0.07%
0.00 Avg. position ● 0.00	\$1.83 CPC ▲ \$0.17	\$4,065.61 Cost ▼ \$-2,841.10

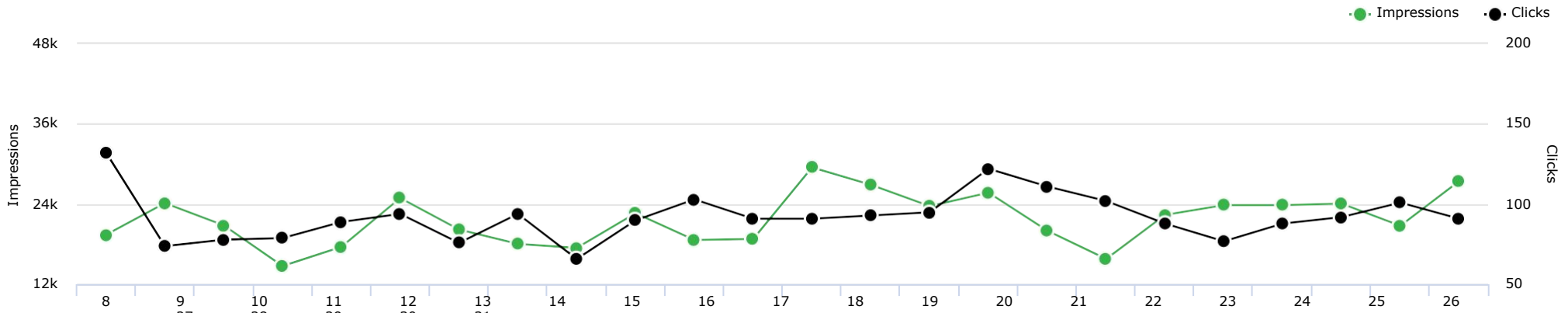


Analytics Paid Traffic

January compared to the same month last year.

302 Users ▼ -295	274 New Users ▼ -273	457 Sessions ▼ -524	59.96% % New Sessions ▲ 4.20%
1.61 Pages / Session ▲ 0.18	0:18 Time on Site ▲ 0:01	54.49% Bounce Rate ▲ 4.64%	

Campaign Performance





Conversion Data



Conversion Data

January compared to the same month last year.

6

Total Calls

▼ -16

1,514

Completed Goals

▼ -796 ▼ -1

0

Call Ext.

1

Website Calls

▲ 1

1,515

Total Conv.

▼ -796

\$2.68

Cost/Conv

▼ \$-0.31

68.34%

Conv. Rate

▲ 12.57%

Campaign Name	Clicks	Cost	Call Conv's	Form Fills	Total Conv.
Display - Sanibel Chamber	1,157	\$1,037.75	0	844	844
B/R - Sanibel Chamber	189	\$1,031.39	0	130	130
Managed - Sanibel Chamber	131	\$1,012.89	0	184	184
YouTube - Sanibel Chamber	116	\$520.72	0	2	2
Remarketing - Sanibel Chamber	624	\$462.86	1	354	355

Campaign Performance

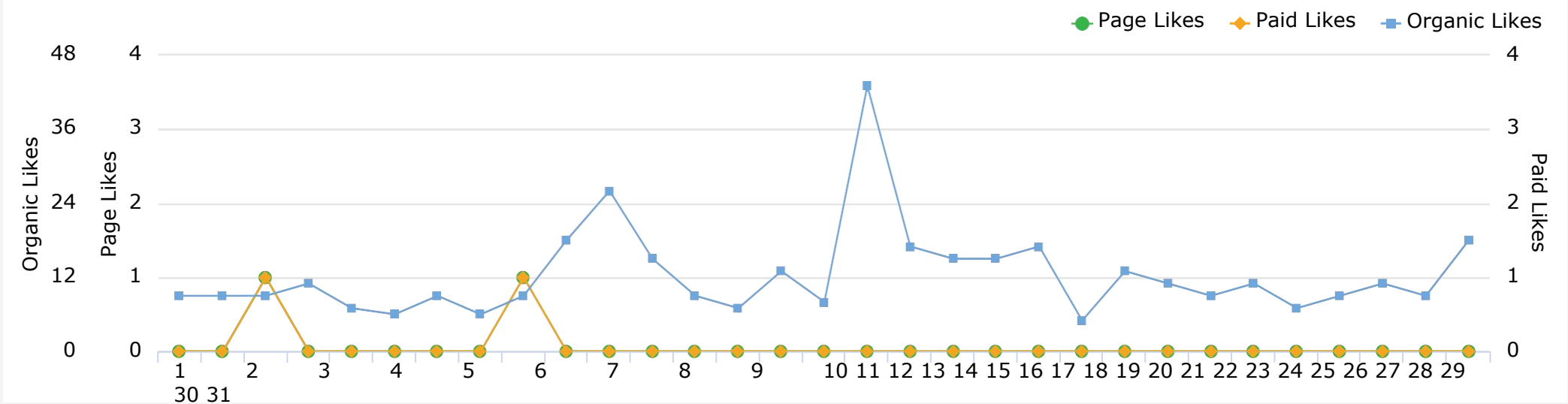
AdWords - Campaign Performance

Campaign Name	Clicks	Impressions	CTR	Avg Pos.	CPC	Cost	Impr. Share
Display - Sanibel Chamber	1,157	398,640	0.29%	0.00	\$0.90	\$1,037.75	< 10%
B/R - Sanibel Chamber	189	4,275	4.42%	0.00	\$5.46	\$1,031.39	< 10%
Managed - Sanibel Chamber	131	3,483	3.76%	0.00	\$7.73	\$1,012.89	< 10%
YouTube - Sanibel Chamber	116	36,416	0.32%	0.00	\$4.49	\$520.72	< 10%
Remarketing - Sanibel Chamber	624	79,198	0.79%	0.00	\$0.74	\$462.86	< 10%
Total	2,217	522,012	0.42%	0.00	\$1.83	\$4,065.61	< 10%

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



2,448 Page Views ▼ -803	2 Page Likes ▼ -108	391 Page Fans ▼ -328	440,575 People Reached ▲ 152,861	51,756 Post Engagement ▲ 13,951	1,166 Video Views ▼ -11,622
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Facebook Paid Performance

Facebook Advertising

Campaign Name	Post Likes	Imp	Page Likes	Post Shares	Post Comments	Cost
Website Carousel - January 2020	13,697	605,466	2	331	128	\$2,999.68
Hotel Specials - January 2020	4,928	139,494	0	50	28	\$800.00
Total	18,625	744,960	2	381	156	\$3,799.68

18,625

Post Engagements
▼ -41,872

3,437

Post Reactions
▼ -11,320

13,439

Post Likes
▼ -498

51,756

Page Post Engagements
▲ 13,951

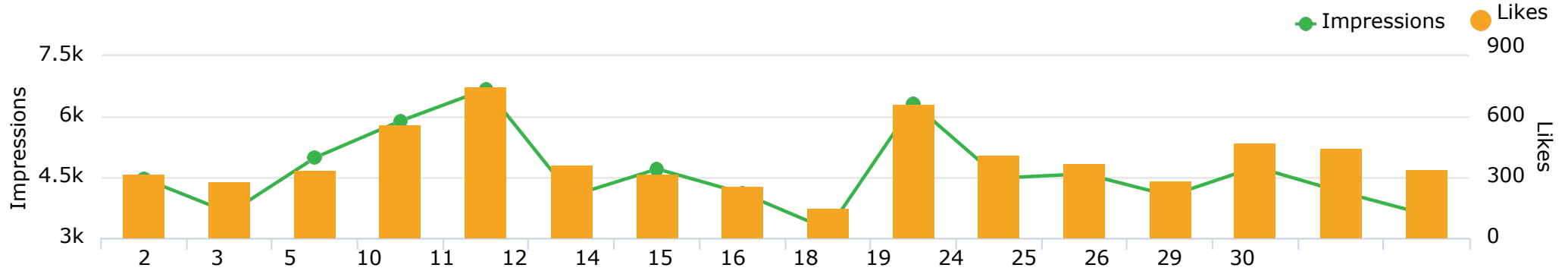
945,249

Page Post Imp's
▲ 252,510



Instagram Performance

Performance Metrics



73,628

Impressions
▲ 18,733

6,287

Likes
▲ 1,996

6,518

Engagement
▲ 2,005

64,133

Reach
▲ 22,021

Top Ad

Post Display



Wish you were here!

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Impressio... Likes Reach

6,678 745 5,901

