

# Visit St. Pete/Clearwater Monthly Website Reporting

April 2022



ST.PETE  
CLEARWATER

miles  
PARTNERSHIP

# Executive Summary

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The monthly Data Studio report is available [here](#).

**OVERALL TRAFFIC:** Sessions in April 2022 were down 30% compared to last year, and pageviews were down 35%. However, we did see an improvement in average session duration, which increased 7% compared to the previous year. Unlike in previous months, pages per session is down 8% and overall bounce rate is up 13%.

**TRAFFIC BY CHANNEL:** The largest traffic channel by a fair margin, Organic search traffic, was down 18% compared to last year, and overall campaign traffic was down 38%. Referral traffic also took a hit, also down 38% YOY. Given that there has been some softness in Organic traffic overall for April as well as the preceding month, Benchmark Analytics from SEMrush were reviewed and for both Tampa and Sarasota, there were similar declines noted.

The drop in referral traffic is again based on there being a sweepstakes going on last April, but not this April. Those draw a high volume of traffic from contest and sweepstakes websites, such as contestgirl.com, sweepstakestoday.com, and more. And although Paid Search traffic was up (with 10% less spend and a 34% increase in Sessions and 30% increase in Clicks) all other paid sources such as email, display, rich media and video were down leading to the overall campaign traffic decrease.

**CONTENT PERFORMANCE:** The most-viewed page on the site was the things-to-do/events-festivals page, with more than 32,000 pageviews. The things-to-do/beaches page also had more than 25,000 pageviews as the second-most-viewed page on the site in April 2022. The things-to-do page (down 15%), followed by the homepage (up 26% YOY) and communities/clearwater-beach (up 397% YOY) rounded out the top five most-viewed pages last month.

Despite the traffic decrease, a few Signals of Intent to Travel saw increases compared to last year, including Deal Views (up more than 1,200%), Event Views (up 90%) and Enews Signups (up 71%).

# Executive Summary

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The monthly Data Studio report is available [here](#).

**CONTENT PERFORMANCE (CONTINUED):** Looking at the Consumer Campaigns tab, we're seeing a 22% decrease in campaign landing pageviews compared to the previous month. However, overall bounce rate was down 4%. The Beaches landing page, which was most-viewed campaign landing page, dropped 12% compared to the previous month. Attractions also saw a decrease at 28% MOM.

Looking at overall site traffic compared to the previous month, sessions were down 9% and pageviews down 13% compared to the previous month. Organic search traffic also saw a dip, down 15% compared to the previous month, and overall campaign traffic decreased 10%. However, referral traffic was up 15% compared to the previous month.

# Google Analytics



# Total Leisure Site Traffic, Page Views & Engagement

## Performance (MoM)

Total Visits: 343,634  -8.6%

Total Unique Visitors: 272,581  -7.10%

Total Page Views: 585,860  -13.1%

Overall Bounce Rate: 59.99%  3.5%

Time on Site: 1m 37sec  -10.16%



# Total Leisure Site Traffic, Page Views & Engagement

## Performance (YoY)

Total Visits: 343,634  -29.8%

Total Unique Visitors: 272,581  -14.31%

Total Page Views: 585,860  -35.0%

Overall Bounce Rate: 59.99 %  12.7%

Time on Site: 1m 37sec  7.28%



# Total Leisure Site Traffic, Page Views & Engagement

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## Performance: Last 12 months

*May 1, 2021 through April 30, 2022*

Total Traffic/Sessions: 5,108,587  **11.23%**

Unique Visitors: 3,397,070  **13.97%**

Page Views: 8,769,172  **10.04%**



## Performance (MoM)

- Partner Referrals: 51,450
- DM Orders: 777
- TripAdvisor Clicks: 170
- e-Newsletter Sign-ups: 142
- Deal Views: 2,017
- Time on Site: 1min 37sec
- Pages per Session: 45,059





# Total Industry Site Traffic, Page Views & Engagement

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## April Performance

Total Visits: 1,801  **56.2% (MoM)**

 **25.8% (YoY)**




Total Organic Visits: 708  **37.2% (MoM)**

 **8.4% (YoY)**

Total Page Views: 2,998  **34.9% (MoM)**

 **0.5% (YoY)**

## Top Pages Viewed

- Homepage: 476  **-3.3% (MoM)**
- /resource/funding-opportunities/elite-event-funding-program: 252  **500%(MoM)**
- /info/staff-directory: 125  **-9.4% (MoM)**

# 2021 Gulf to Bay Digital Guide

Performance: May 27, 2021 - April 30, 2022

- PDF Downloads: 614
- Sessions: 6,305
- Pageviews: 231,235
- Pages/Session: 36.67
- Avg. Session Duration: 4:37
- Device Category:
  - ⇒ Mobile: 2,890 sessions
  - ⇒ Desktop: 2,789 sessions
  - ⇒ Tablet: 626 sessions



# Partner Digital Advertising: Website Performance Overview

## MARKET PERFORMANCE

DATE RANGE: Apr 1, 2022 - Apr 30, 2022

IMPRESSIONS		CLICK-THROUGH RATE		VIEWABLE IMPRESSIONS		VIEWABLE PERCENT		AVERAGE CPM	
Total impressions 675,410 \$ -101,439 from previous year		Total CTR 1.88% ↑ 1.17% from previous year		Viewable Impressions 397,871 ↑ 186,740 from previous year		Viewable Percent 59.16% ↑ 31.91% from previous year		Total average eCPM \$17.42 ↑ \$1.88 from previous year	
Line item type ▾		Total CTR	Total impressions	Placement		Total CTR	Total clicks	Total impressions ▾	
Standard		1.85%	437,654	-		1.66%	6,812	410,707	
Sponsorship		0.94%	9,315	STPE: Communities		2.12%	3,156	148,784	
Bulk		1.99%	228,441	STPE: Things to Do		2.38%	2,252	94,448	
				STPE: Attractions		1.33%	198	14,912	
				STPE: Places to Stay		3.42%	401	11,726	
				STPE: Form		0.94%	88	9,315	
				STPE: Fishing		0.73%	17	2,338	
Creative size (delivered) ▾		Total CTR	Total impressions	STPE: Golf		1.35%	31	2,288	
Fluid		1.88%	675,410	STPE: Beaches		2.52%	57	2,266	
				STPE: Museums		1.13%	23	2,035	
				STPE: Boating & Outdoors		1.88%	21	1,116	
				STPE: All Other		3.21%	9	280	
				STPE: Sports		0.80%	2	251	

# Organic Traffic



# Organic Traffic

## Summary

With 160,700 organic sessions, April saw a **17.8% decrease** in Organic Search Traffic looking year-over-year. April's organic sessions are a **117% increase** from April 2020 and **35.2% decrease** from April 2019.

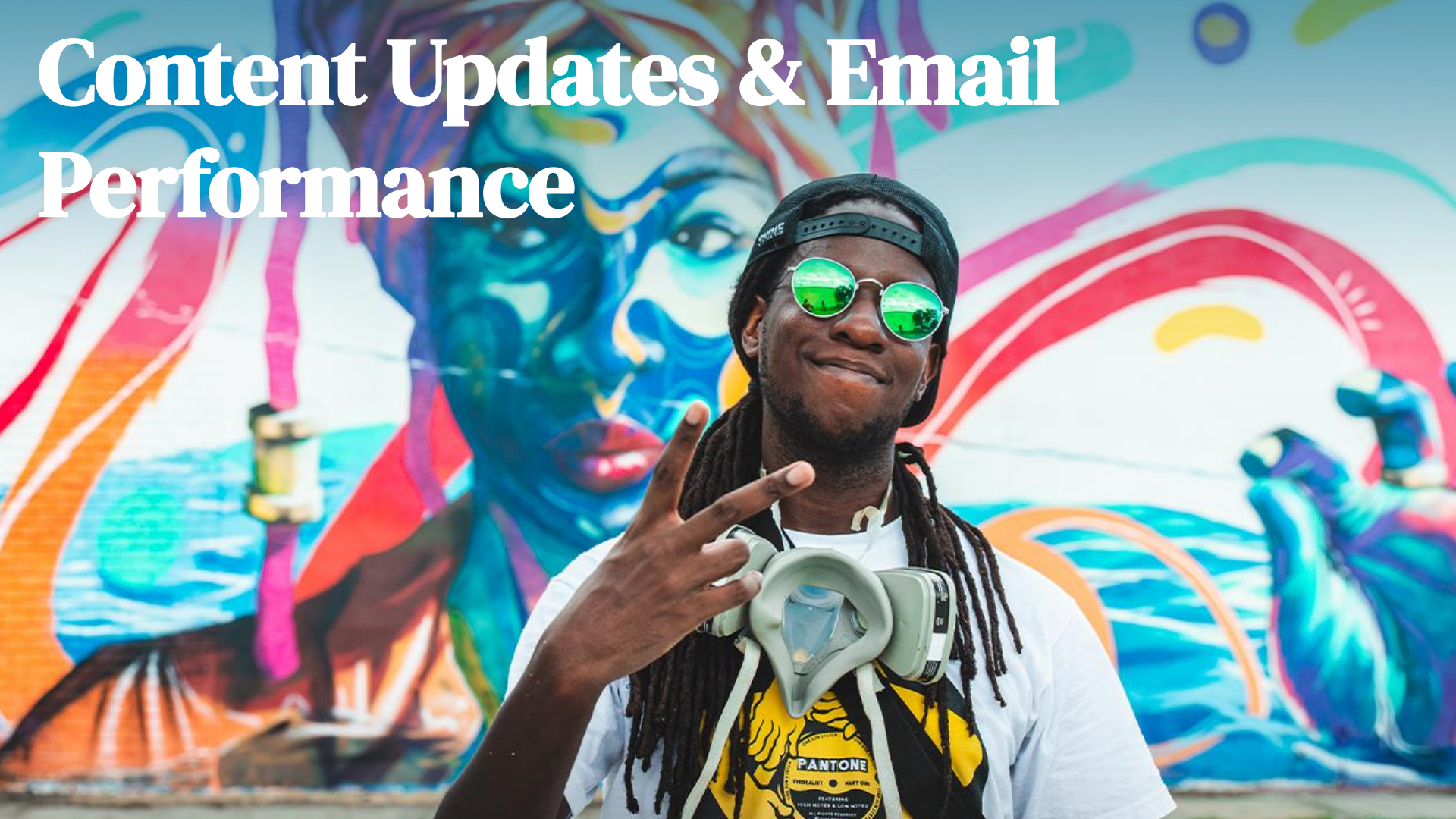
The top 10 organic landing pages in April were:

- /
- /events-festivals
- /profile/pier-60-clearwater-beach/139755
- /event/pier-60-sugar-sand-festival/42081
- /communities/clearwater-beach
- /article/fort-de-soto-park
- /communities/st-pete-beach
- /article/ride-beach-trolley
- /current-beach-conditions
- /profile/johns-pass-village-boardwalk/138598





# Content Updates & Email Performance



# April Content Updates

## New Articles

- [Explore Fairgrounds St. Pete](#) article
- [Clearwater Marine Aquarium](#) article

## Updates to Existing Content

- [Best Mexican Restaurants in SPC](#) article
- [Season 2 Life's Rewards](#) Page Updates
- Small updates to existing articles and listings throughout the site

## In Progress

- Best Of 2022 Winners Site Updates
- District Pages + Threshold 360 Map Components
- District Mural Pages
- Strategy outline to update the [Beach Conditions Page](#) to help page performance

### Explore Fairgrounds St. Pete

Take the neon sign of a mid-century roadside motel and toss it into a kaleidoscope. Add some unexplored wetlands and a U.F.O. or two, and you have Fairgrounds St. Pete.

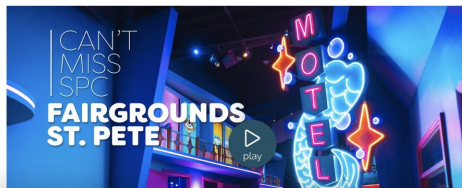


Fairgrounds St. Pete is an interactive art installation that offers a unique look at Florida.

Less of a gallery and more of an experience, this expansive space is a psychedelic exploration of Florida, from the absurd to the absolutely sublime. It's located at **The Factory**, in the heart of St. Pete's Warehouse Arts District.

Watch Our Fairgrounds St. Pete Video!

Watch the video and learn what this exciting new art installation in St. Pete is all about.



### A Day at Clearwater Marine Aquarium

Celebrating 50 Years of Marine Conservation

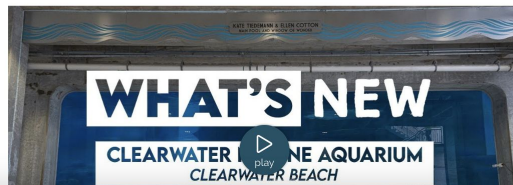


Clearwater Marine Aquarium's new dolphin habitat offers amazing views of their dolphin residents!

Clearwater Marine Aquarium's inspiring story began 50 years ago with a group of passionate marine biologists and volunteers who wanted to educate people about marine animals and conservation. Today, CMA is an internationally renowned research and rehabilitation facility, providing a home for marine animals that otherwise wouldn't survive in the wild due to injury or illness.

Check Out Our CMA Video!

Get a peek inside this wonderful local attraction and working marine animal hospital in Clearwater. Then plan your visit!






# VSPC April 2022 E-News Performance

Email Subject Line: Plan Your Perfect Summer Getaway 🌟

Featured Partner: Beach House Suites by The Don CeSar


Sponsored Content: Sirata Beach Resort

Send Date	4/7/22
Total Delivered	201,422
Sessions	1,657
Bounce Rate	50%
Total Unique Clicks	2,388
Total CTR	1.2%
Featured Clicks	655
Sponsored Clicks	200
Opt Outs	313


**ST. PETE  
CLEARWATER**

BEACHES
OUTDOORS
ARTS

## Join the Fun!



### Classic Beach Town Fun at John's Pass


Save a day or more to explore **John's Pass Village & Boardwalk**, a rustic waterfront with over 100 shops, restaurants and more. From John's Pass, catch a dolphin cruise or pirate-themed cruise, rent a boat or jet ski, or even hop on a floating tiki bar!

[WATCH NOW](#)

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FEATURED PARTNER

### Beach House Suites by The Don CeSar




### Feel at Home in these Waterfront Suites

Experience the perfect beachside getaway, with a combination of stunning Gulf Coast views, luxury amenities and exciting activities at **Beach House Suites** on St. Pete Beach - voted by TripAdvisor as the #1 Beach in 2021!

[BOOK NOW](#)

2022 St Pete Pride Festival




The largest **Pride Festival** in Florida returns to St. Pete in June, where thousands of sequins, beads and feathers will cover the city. There's a lot planned for this month-long celebration of love, including the St. Pete Pride Parade, a block party, live music and more.

[PRIDE PARTY](#)

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SPONSORED CONTENT

### Sirata Beach Resort




### Play More This Summer at St. Pete Beach

Lounge with a cocktail poolside, find a new perspective parasailing over the Gulf, or end the day with a gorgeous sunset and live music at Rum Runners. Book your St. Pete Beach summer vacation today!

[BOOK DIRECT & SAVE](#)

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### Explore Restaurants Loved by Locals

Our list of **landmark dining spots** is sure to satisfy any appetite. Whether you're looking for fresh seafood, a great burger joint or modern American fare, you can enjoy it all in St. Pete/Clearwater.

[FOODIES THIS WAY](#)


## can't-miss events



**April 8 - 29, 2022**

### Treasure Island Friday Morning Market


Over 50 local vendors attend this free Friday morning market, where you can buy fresh foods, support local businesses and enjoy live music.



**Ongoing**

### St. Pete Walking Mural Tour


Take a tour in St. Pete's Central Arts District to see many of our colorful street murals and hear the stories behind them.



**April 22, 2022**

### Earth Day at the Florida Botanical Gardens

Celebrate Earth Day at the Florida Botanical Gardens, free for the public to enjoy!




**June 10 - 12, 2022**


### Ink Mania Expo

This famous tattoo expo brings together talented artists from all over the world to work their artistry while competing for awards.


## Don't Miss Our Latest Videos!




**Unwind & Be Kind**



**Zen Glass Studio**





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## VSPC April 2022 Industry Emails

Send Date	Email	Sent	Delivered	Click-to-Open Rate	Bounce Rate	Total Clicks	CTR	Opt-Outs
4/06 (Wed.)	<b>Beach Clean Up Reminder</b> <b>Subject Line:</b> 🌴♻️🗑️ Reminder - Please join us for a beach cleanup this Friday!	3,115	3,076	4.3%	69%	41	1.3%	2
4/13 (Wed.)	<b>National Tourism &amp; Travel Week 2022</b> <b>Subject Line:</b> You're Invited: National Travel & Tourism Week Event May 3	3,080	3,044	11.7%	80%	121	4.0%	2
4/26 (Tues.)	<b>Industry Update</b> <b>Subject Line:</b> Industry News: Don't Miss National Travel & Tourism Week Starting Sunday	3,084	3,049	5.9%	92%	59	1.9%	1

# ActOn Database Sign-ups

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## April Growth

- Total ActOn List Growth\*: 1,272
- Webform Sign-ups: 142
- Giveaway Sign-ups: n/a

## Email Next Steps

- Update Automated Welcome emails / Destination Magazine emails with new Digital Guide and Best Of 2022 Winners
- Focus on strategy to grow the **Consumer Master List** (use strategy in future digital media programs)



\*Includes email sign-ups and unsubscribes



# Video Performance



# Recap of Video Success Metrics

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## Industry Standards for Web & Social Video (not ads or longer form)

- Average Percentage Viewed: 50%
- Audience Retention: 30%
- Engagement Rate: 4%
- Average CTR: 3%

## VSPC's Definition of a Successful Video

- At least **2,500** views per video in first 7 days with media support (3-second for consistency across platform measures)
- At least **100** engagements per video in first 7 days with media support (likes, shares, comments)
- **60%** average percentage viewed

# VSPC Facebook Video Performance in April

\*Data pulled as of 5/5/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total Views/Days Live]	Avg. Minutes Viewed	Engagement Metrics
Can't Miss SPC: Outdoor Dining	April 12	22785 views	67K	3,186/daily avg.	0:09	309 Reactions 80 Shares 35 Comments
What's New: 3 Daughters Brewing	April 19	25,707 views	89.5K	5,263/daily avg.	0:07	228 Reactions 33 Shares 23 Comments
Savor This: Hellas Restaurant	April 28	1,860 views	1.9K	238/daily avg.	0:07	131 Reactions 40 Shares 34 Comments

# VSPC **Instagram** Video Performance in April

\*Data pulled as of 5/4/22

Video Titles	Date Published	Impressions	Total Video Views	Avg. Daily Views [Total Views/Days Live]	Engagement Metrics
What's New: 3 Daughters Brewing	April 19	4,526	1,486 views	99/avg.	107 Likes 4 Comments 5 Saves



# VSPC YouTube Video Performance in April

\*Data pulled as of 5/4/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views	Avg. Daily Views [Total Views/Days Live]	Avg. % Watched	Engagement Metrics
SPC Events: Dunedin Highland Games & Festival	April 18	2 views	91	6 views/avg.	58.06%	2 Shares 8 Likes 4 Comments
Beautiful St. Pete Clearwater in 30 seconds	April 19	118 views	127	8 views/avg.	74.61%	6 Shares 12 Likes 0 Comments
3 Daughters Brewing Now Open at America's Best Beaches!	April 19	86 views	93	6 views/avg.	64.54%	2 Shares 8 Likes 2 Comments
30 Seconds of Wanderlust in St. Pete / Clearwater	April 20	108 views	120	8 views/avg.	70.97%	7 Shares 4 Likes 1 Comments

# April Video Analysis

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The monthly Digital Media Data Studio dashboard is available [here](#).

## Video Analysis

- Most viewed video (based on 7-day views, aggregated across channels): What's New: 3 Daughters Clearwater
- Most watched video (based on average % watched, aggregated across channels): Beautiful St. Pete Clearwater in 30 seconds
- Most engaged-with video (based # of likes, comments, shares): Can't Miss SPC: Outdoor Dining
- Video of the Month: What's New: 3 Daughters Clearwater

## Learnings

- No major “standout” videos this month
- What's New: 3 Daughters Clearwater performed solidly with a decent average percent viewed
- The 30 second videos have over 70% completion rate – but that's likely due to the short video length rather than the video content itself
- Dunedin Highland Games has slightly below average performance so far, but that could be because the event already happened this year

# Takeaways



# Takeaways/Next Steps

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- Traffic declines aside, engagements continue to perform well - particular in key areas including the viewable impressions of partner content on the site, strong partner page click-throughs, time on site, email enrollments, partner deal views, and engagement with inspirational content like events and communities (as opposed to say beach conditions and more “informational” content).
- Across the DMO landscape, information provided by Google Search Console shows that there is significant growth in queries related to branded attractions such as hotels and restaurants and that it is tending to go more and more to partner websites and travel websites directly versus DMO website profile pages and related content. With the emergence of listicle content (that Google appears to be prioritizing in search results) there is the potential for a long-term erosion of traffic this is troubling, and could have significant site traffic impact. Content, as always, is VSPC's most effective tactic, and needs to be an ongoing development focus to help offset (and where possible overcome) diversion of traffic.
- With the new site hitting six months since launch, we have a good quantity of data available to enable fine tuning and optimization of a few website areas that have not performed as well since launch compared to other pages that are doing very well - particularly the Beach Conditions pages and the Murals pages which are being significantly enhanced to improve engagement.



# Digital Paid Media Reporting Highlights

April 2022

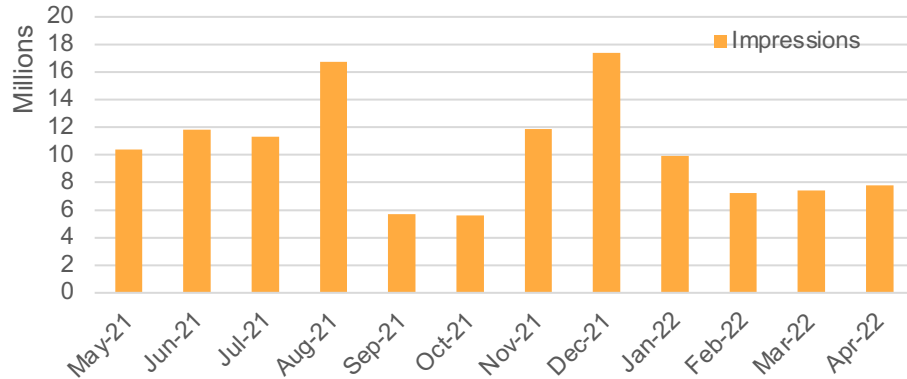


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# April Media Activity

- Spring campaign launched, resulting in slight uptick in overall impression volume
- Video impression share increased MoM with launch of Hulu



■ Display  
■ Rich Media  
■ Native  
■ Video



			April				
Campaign	Format	Partner	3/28	4/4	4/11	4/18	4/25
Always On	Display, Pre-Roll	Ad+Genuity					
Always On	Display, Pre-Roll	Sojern					
Spring	Video	Hulu					
Spring	Display	Tripadvisor Conde Nast					
Spring	Native Article	Nativo					
Spring	Rich Media	Undertone					
Co-Op	Display	Ad+Genuity					
Co-Op	Email	Afar					
Always On	Social	Facebook/Instagram					
Always On	SEM	Google					

# Display Media Highlights

- **Sojern** drove the most volume of site activities of any partner – with an outstanding 1.1% PV Rate and 56% Engagement Rate
- **Nativo** LGBTQ+ article launched, delivering over 849K ad impressions and 4.4K article views. The article had a 4.69% CTA Rate (2x tourism benchmark) and a 55s average time spent (83% above tourism benchmark)
- **Undertone** Rich Media had a 0.51% interaction rate (2X tourism benchmark) and averaged 46s time spent with the unit
- **Hulu** delivered 888K video impressions, including a mix of the interactive Innovid Guide, 30s Immerse Your Senses Spot, and the 7s premium slate

Top performing Nativo image & headline



Queer Paradise: 3 days in St. Pete/Clearwater

**Fodor's Travel** DESTINATIONS CRUISES NEWS & FEATURES STORE FORUMS TRIP IDEAS

**ST. PETE CLEARWATER** Proud to be home to America's Best Beaches COME EXPLORE

**SPONSORED CONTENT**

### The Perfect LGBTQ+ Friendly 3 Days on the Gulf Coast

By Visit St. Petersburg/Clearwater

Facebook Twitter LinkedIn Pinterest Email

Show Your Pride Beachside on #AmericasBestBeach Watch later Share

Watch on YouTube

**Visit St. Pete/Clearwater** 318,175 likes

Like Page Share

**Visit St. Pete/Clearwater** 21 minutes ago

Would you look at that! It's another picture-perfect beach day at St. Pete Beach! 🌊 🌈 #StPeteBeach #Florida #LiveAmplified

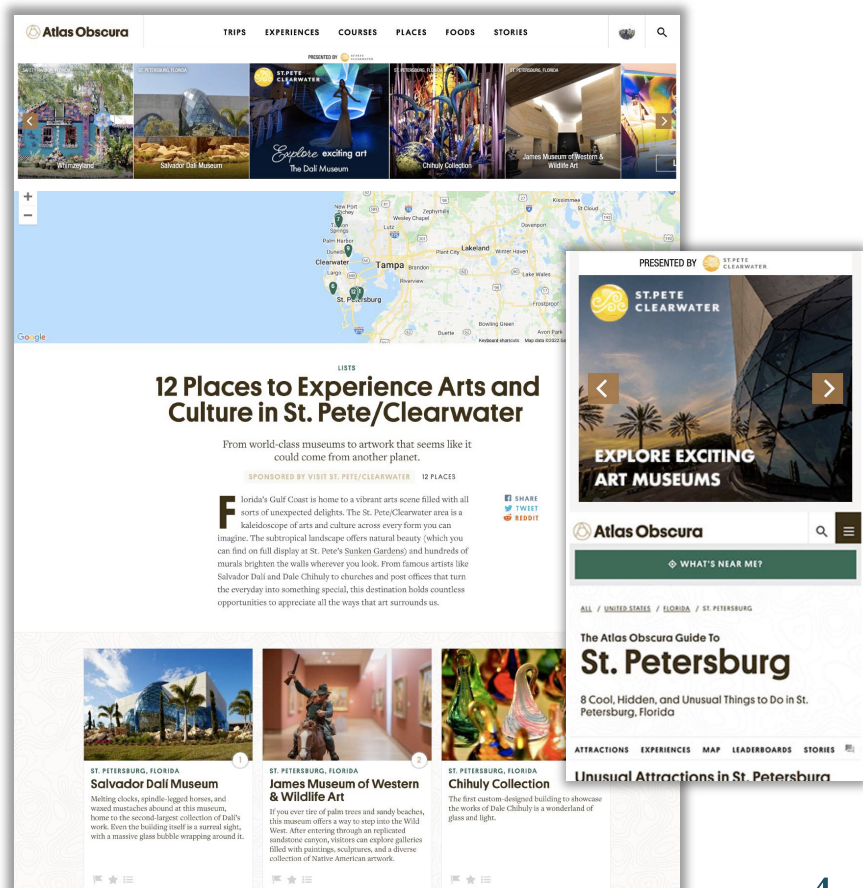
Tweets by @VSPC



# Atlas Obscura Summary

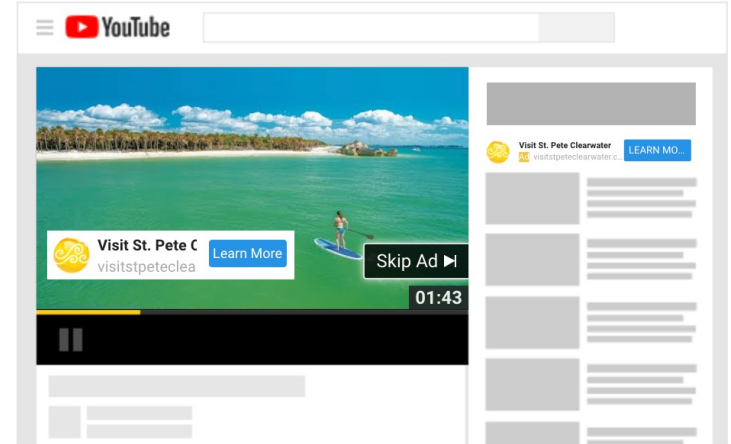
- Custom partnership ran from October – March, delivering over 6.2M impressions across 6 custom tactics
- Sponsored content exceeded time on page benchmarks with over 3:25 average and surpassed page view guarantees by over 30%
- Custom Carousel Banner had over 35K interactions and a 0.57% CTR

3 New Place Pages	Page Views	Unique Page Views	Avg. Time on Page
<i>Floridian Social Club</i>	12,444	11,798	3:39
<i>Imagine Museum</i>	12,294	12,614	3:23
<i>Fairgrounds St. Pete</i>	14,951	14,094	3:23
<b>TOTAL / AVG.</b>	<b>63,684</b>	<b>59,738</b>	<b>3:27</b>



# April MoM SEM Highlights

- 511,719 search impressions and 86,862 clicks from \$55K spend
- 269,745 views on YouTube for \$0.035 CPV with a 68.4% VTR
- In Feed Ads had 39,110 clicks to view for an \$.08 CPC
- Search generated 57,416 conversions – decreased 5.11%
- Conversion Rate was 63.23% - decreased 7% MoM
- CPC - \$0.63 – increased 10%
  - Travel Industry Benchmark \$1.53
- CTR – 16.98% - increased 4%
  - Travel Industry Benchmark 4.7%
- Bounce rate was up 3%
- Pages per session decreased 5%



Ad · [www.visitstpeteclearwater.com/](http://www.visitstpeteclearwater.com/) ▾

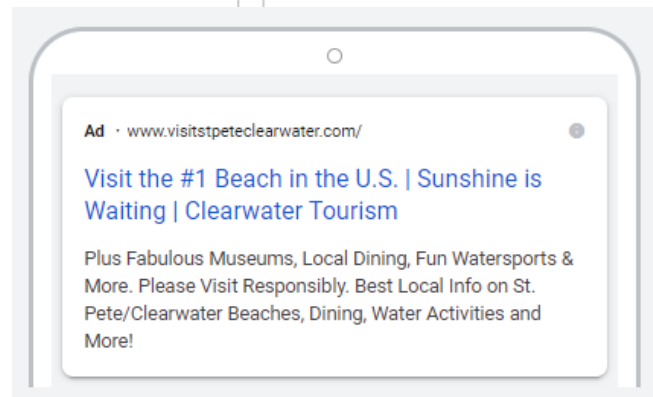
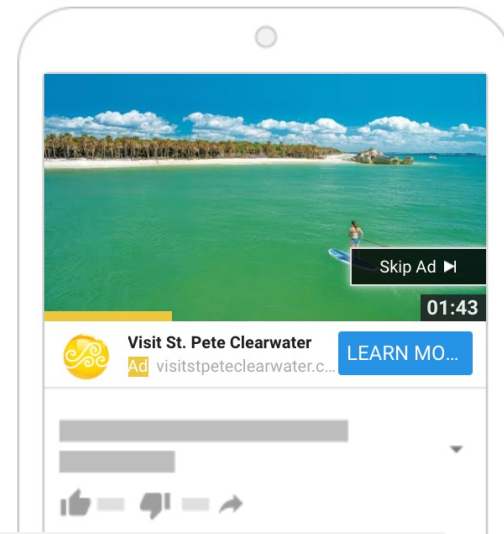
## Sunshine is Waiting | America's #1 Beach is Here

Escape to Florida's Best Beach Destination! Soft White Sands and Clear Blue-green Waters. Plus Fabulous Museums, Local Dining, Fun Watersports & More. Please Visit Responsibly.

# April YoY SEM Highlights

- Search generated 57,416 conversions **increased 199% (60,505 vs 19,215)**
- Conversions increased 12% with TOS & Pages Per session conversions removed
- Conversion rate **increased 123%**
- CPC **decreased 31% (\$0.58 vs \$0.89)**

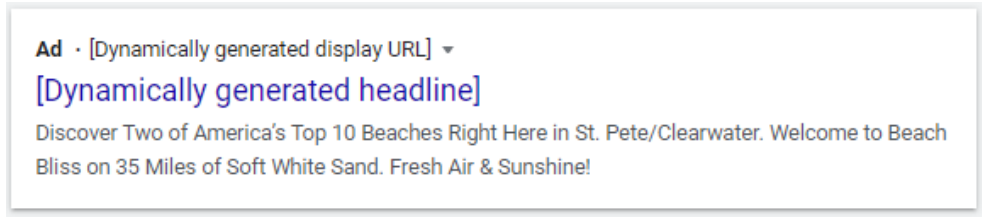
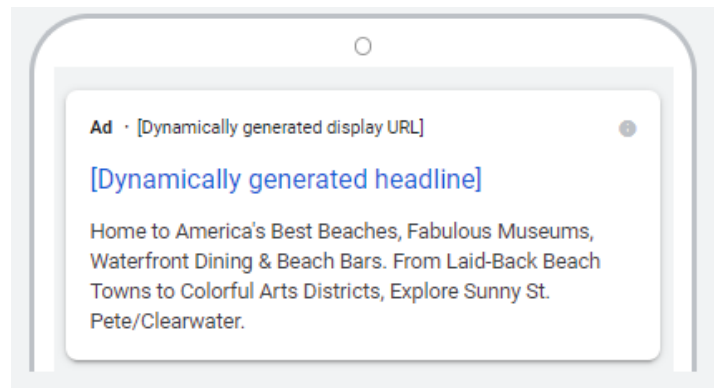
Conversion Goal	# of Conversions
Deal Views	1,216
Time on Site < 1:30	21,187
Travel Deals Discount Page Views	8,635
Total Partner Referrals	7,270
Events View	4,100
Pages Per Session >2	15,444
Destination Guide Order	270
Newsletter Signup	36



# April SEM DSA Highlights

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- 121,308 impressions and 22,006 clicks
- CTR - 17.53%
- CPC - \$0.58
- Generated 12,948 conversions
- Communities generated the most conversions (7,809) followed by Beaches (1,400)



# Appendix

## Glossary & Creative Links

# Media Terms

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- **CPC:** cost per click
- **CPCV:** cost per completed video view
- **CPM:** cost per mille (thousand) impression
- **CTA:** call to action
- **CTA Rate:** Click through rate from native article to client website – specific to Nativio programs
- **CTR:** click through rate
- **CTV:** Internet Connected TV devices
- **DSA:** dynamic search ad; SEM ad type ran on Google that uses content from the landing pages on your website to target your ads to searchers. Google creates relevant headlines based on website content and the search query, while we provide two lines of description.
- **DSP:** demand side platform; software used to buy programmatic media
- **OTT:** Over-the-Top video content from streaming services; frequently viewed on CTVs (<https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/>)
- **ROAS:** return on ad spend

# Media Partners & Creative

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## Media Partners

- **Sojern:** Managed service programmatic vendor with unique travel intent data
- **Ad+Genuity:** Miles Partnership's programmatic group; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
- **Hulu:** Leading streaming platform reaching over 110M ad supported users. Generally, video commercials on Hulu run cross-device including on living-room TVs which account for 80% of their inventory
- **JunGroup:** Mobile advertising company focused on value-exchange media, wherein users opt-in to viewing ads in exchange for unlocking content
- **Undertone:** Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- **Atlas Obscura:** Online magazine and publisher that catalogs unusual and obscure travel destinations across the world
- **Dunhill Travel:** Online collection of travel deals and discounts reaching 11M users
- **Tripadvisor:** World's largest travel website, featuring user-generated reviews and comparison shopping tools, as well as inspirational travel editorial content

## Creative

- [Fall/Winter Creative](#)





# MONTHLY SOCIAL MEDIA REPORT



307,599 Page Likes

## PERFORMANCE SUMMARY



### >> Top Post



"No, your eyes are not deceiving you!  
It's the immersive 2D world of the new  
2DCafe that opened today in St. Pete's  
Grand Central District!"

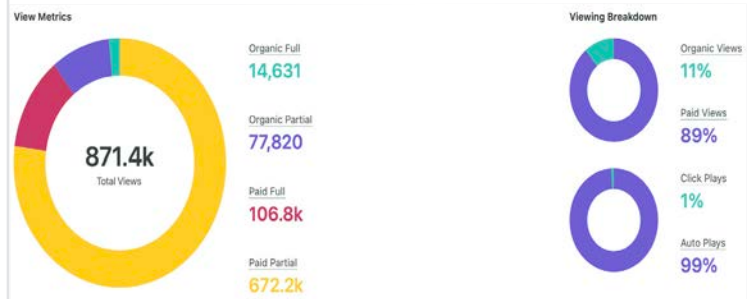
Likes  
**4.4K** ▼

Shares  
**4.9K** ▲

Engagement  
**114K** ▲

Post Link Clicks  
**NA**

## VIDEO PERFORMANCE



## ADS TOTALS

<b>\$18,138.34</b>	<b>228,767</b> ▲	<b>5,400,864</b> ▲	<b>4.24%</b> ▼	<b>\$3.36</b> ▲	<b>\$0.08</b> ▲
Spend	Clicks	Impressions	Click through rate	Cost per 1K	Cost per click



**75.9K** ▲ Followers

**1,905** New Followers

**30** Posts

**20,474** ▼ Engagement

**1,181** 8.7% Saves

**36** ▲ Stories sent

**26,525** ▼ Story Impressions

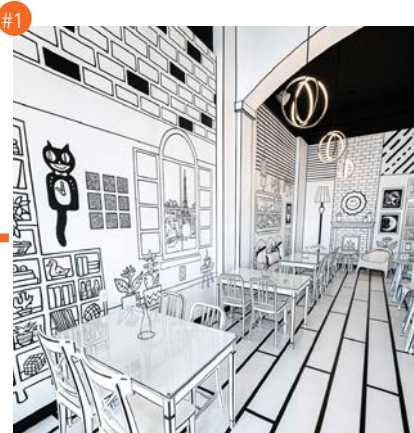
**727** ▼ Avg. Reach per Story

**16.1** ▲

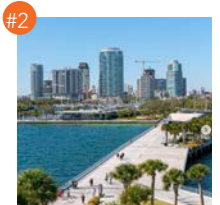
**15.6%** ▼

**27.2%** ▼

#1  
#2  
#3  
Top Posts



**2,575** **93**



**2,062** **14**



**1,893** **6**

 **17,741** ▼  
Engagement

 **5.3**  
Tweets per day

 **1,077** ▼  
Re-tweets earned

 **9,002** ▼  
Favorites earned

**576,193** ▼  
Total impressions



There are sunsets, and then there are sunsets in St. Pete/Clearwater.



>> Top Tweet



 **9**  
Comments

 **50**  
Retweets

 **389**  
Likes

Subscribers

 **21,724** ▲

New

**88** ▲



**1,250,454** ▲  
Minutes watched

**330,010** ▼  
Views

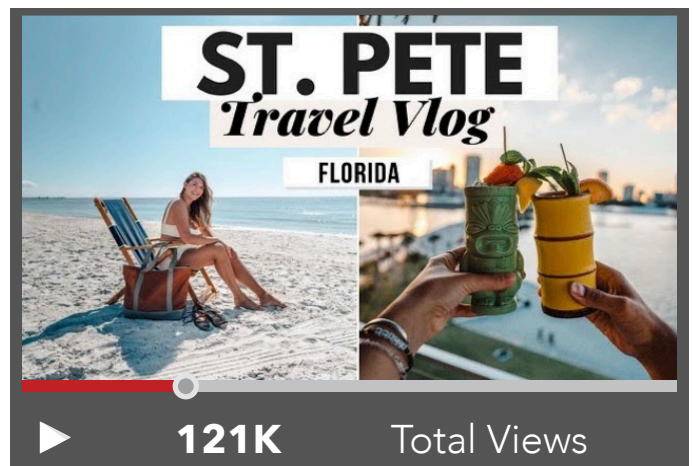


**200** ▼  
Likes

**299** ▼

Shares

>> Top Video



"Explore St. Pete/Clearwater through the eyes of travel vlogger Dana Berezowotiz as she experiences the best of what our destination has to offer! Check it out!"

