

Visit St. Pete/Clearwater Monthly Website Reporting

January 2022



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Executive Summary

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

GENERAL & OVERALL TRAFFIC: COVID-19 continued to have significant impacts to performance from several angles. Last year there was tremendous pent-up demand that broke as vaccines started rolling out, driving unusually high traffic to the site. This January, although traffic fell 9%, it was much more engaged - which reflects that last year's traffic was primarily thinking about or dreaming of travel in the future following vaccine availability, whereas this year site visitors are further down the marketing funnel in the consideration and planning phases as opposed to dreaming about a visit to the destination. Here are the traffic results:

- Sessions were down moderately year-over-year, from 412k in January of 2021 to 375k in 2022, a decrease of 9%;
- Pageviews however had a slight uptick, from 634k in 2021 to 648k this year, up 2%

As to Pageviews, there were substantial shifts which reinforce change of intent (dreaming to consideration and planning) with losses in general Landing Page content like things-to-do/beaches and the home page (traffic was down or flat) and gains in more specific content like events (up 7%), places-to-stay (up 28%) and communities (up 225%).

TRAFFIC BY CHANNEL: Again, although Sessions overall were down 9%, the traffic mix by channel reflects very positive changes:

- Organic traffic rose 16%, likely from a mix of strong interest in the destination but also related to the new website regaining search visibility (since launching in September of 2021, there were URL changes and new pages added that needed time to be indexed / ranked in search - a process which typically takes a few months);
- Paid Campaign traffic was down 37% - a significant drop - however engagement was up sharply - with lower Bounces (down 22%), more pages viewed per visit (up 34%), and more time spent per visit (up a whopping 171%);
- A sub-segment of Paid traffic, SEM or CPC ads, was up sharply by 64% for the same budget level - so placements were very efficient, with nice engagement as well (Average Session Duration up 18%) - likely due to more sophisticated targeting and optimization capabilities given how VSPC now places these types of advertisements using the latest platform technology available;
- January 2022 was another amazing month for referral traffic - and although this traffic has lower engagement, it delivered 61,000 sessions, up 315% compared to last year, with Facebook representing 45,000 of those total sessions (up 1,226% compared to last year) that landed on inspirational content like things-to-do/beaches, communities and outdoor-adventures pages.

Executive Summary

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All-in-all, an interesting mix. There were nice increases in engaged traffic (organic search traffic and paid search traffic), but a bigger decrease in what is typically less-engaged traffic (video and richmedia) that in fact this month was very engaged. So again, fewer visitors, but those visitors were more engaged, viewing more pages and staying longer on the site. This is by no means an indictment of less engaged campaign traffic however, as campaign traffic is about getting visitors to the site, building awareness and other top-funnel goals, not to mention campaign visitors very likely convert later as organic search traffic visitors at a later time.

TRAVEL INTENT: Continuing to evaluate January's theme of lower-yet-more-engaged traffic, several goals that represent travel intent had solid increases in January 2022. Destination Magazine orders were up 17% YOY, Enews signups were up 174%, and Deal Views, Travel Deals and Offers and Event Views also saw increases YOY. Top channels for goals included Organic Traffic (completing 52% of all Goals) and SEM (completing 28% of all goals).

CONTENT: Articles and Landing pages are the primary page types where copy is featured, and although performance reporting for these pages is difficult, it is important to measure the impact of ongoing URL changes, SEO efforts, creating and deploying new articles, and enhancement/editing efforts to keep existing articles up-to-date, on trend, interesting and inspiring. Looking strictly at site Articles, they performed above average in January as measured by a 29% increase in Pageviews this month (beating overall site performance significantly), solid Average Time on Page performance of 3 minutes 37 seconds (more than double the site's overall average session duration), and a very low Bounce rate of only 34%. Top landing page visitation included:

- Beaches landing page, which continues to bring in the most traffic of all the campaign landing pages and had a 124% increase in pageviews MoM and 50k pageviews;
- Outdoors Adventures page, with a 247% increase had over 27,000 pageviews.
- Things-to-Do, with an 18% increase and over 25,800 pageviews.

PARTNER DIGITAL ADS: As a final note on January, the digital advertising program for Partners had a banner month, with nearly double the impressions compared to last year (732k versus 380K) and a very impressive 2.43% click-through rate (typically a 1% CTR is very respectable, and from a Benchmarking standpoint VSPC's CTR is in the top 1 percentile compared to a random sample of 31 other DMO sites in the United States).

Google Analytics




Total Leisure Site Traffic, Page Views & Engagement

Performance (MoM)

Total Visits: 374,908  24.0%

Total Unique Visitors: 304,267  29.91%

Total Page Views: 648,042  23.2%

Overall Bounce Rate: 60.15%  2.2%

Time on Site: 1m 39sec  5.19%



Total Leisure Site Traffic, Page Views & Engagement

Performance (YoY)

Total Visits: 374,908  -9.1%

Total Unique Visitors: 304,267  3.99%

Total Page Views: 648,042  2.2%

Overall Bounce Rate: 60.15%  17.2%

Time on Site: 1m 39sec  39.95%



Total Leisure Site Traffic, Page Views & Engagement

Performance: Last 12 months

February 1, 2021 through January 31, 2022

Total Traffic/Sessions: 5,821,782  59.27%

Unique Visitors: 3,669,766  43.68%

Page Views: 9,927,487  51.56%

Performance (MoM)


- Partner Referrals: 58,471
- DM Orders: 1,008
- TripAdvisor Clicks: 129
- Newsletter Sign-ups: 0
- Deals Views: 364
- Time on Site: 1min 39sec
- Pages per Session: 50,299



Total Industry Site Traffic, Page Views & Engagement

January Performance

Total Visits: 1,171  **22% (MoM)**

 **-13.8% (YoY)**




Total Organic Visits: 542  **31.6% (MoM)**

 **-21.2% (YoY)**

Total Page Views: 2,132  **20.0% (MoM)**

 **-16.9% (YoY)**

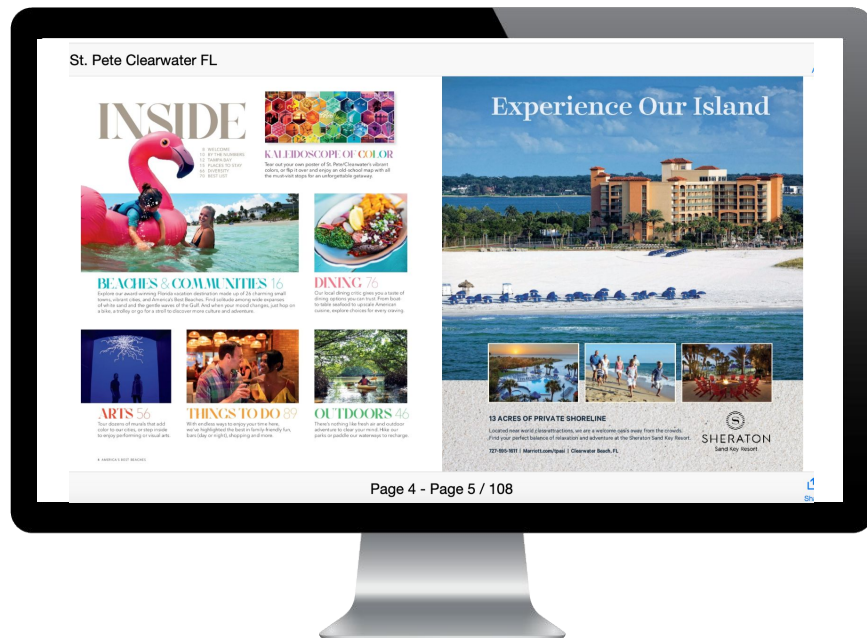
Top Pages Viewed

- Homepage: 501  **25.3% (MoM)**
- /info/staff-directory: 154  **31.6% (MoM)**
- /resource/community-event-listing-application: 98  **164.9% (MoM)**

2021 Gulf to Bay Digital Guide

Performance: May 27, 2021 - January 31, 2022

- PDF Downloads: 489
- Sessions: 4,872
- Pageviews: 172,950
- Pages/Session: 35.5
- Avg. Session Duration: 4:32
- Device Category:
 - ⇒ Mobile: 2,314 sessions
 - ⇒ Desktop: 2,007 sessions
 - ⇒ Tablet: 551 sessions



Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE

DATE RANGE: Jan 1, 2022 - Jan 31, 2022

IMPRESSIONS	CLICK-THROUGH RATE	VIEWABLE IMPRESSIONS	VIEWABLE PERCENT	AVERAGE CPM
Total impressions 731,904 ↑ 380,542 from previous year	Total CTR 2.43% ↑ 1.23% from previous year	Viewable Impressions 440,033 ↑ 314,890 from previous year	Viewable Percent 60.48% ↑ 24.69% from previous year	Total average eCPM \$15.01 ↓ \$-2.21 from previous year

Line item type ▾	Total CTR	Total impressions	Placement	Total CTR	Total clicks	Total impressions ▾
Standard	2.38%	463,183	-	2.15%	10,138	471,990
Sponsorship	2.92%	1,919	STPE: Communities	2.87%	3,624	126,367
Bulk	2.52%	266,802	STPE: Things to Do	2.91%	3,309	113,880
			STPE: Attractions	1.38%	242	17,596
			STPE: Places to Stay	3.86%	650	16,831
			STPE: Golf	1.10%	67	6,099
			STPE: Beaches	4.89%	272	5,558
			STPE: Form	2.15%	57	2,653
			STPE: Museums	0.99%	24	2,419
			STPE: Fishing	0.74%	15	2,036
			STPE: Boating & Outdoors	2.14%	21	980
			STPE: Sports	0.50%	1	201

Creative size (delivered) ▾	Total CTR	Total impressions
Fluid	2.43%	731,904

Organic Traffic



Organic Traffic

Summary

With 164,172 organic sessions, January saw a **12.6% increase** in Organic Search Traffic looking year-over-year. January's organic sessions are a **2.9% decrease** from January 2020.

The top 10 organic landing pages in January were:

- /
- /events-festivals
- /profile/pier-60-clearwater-beach/139755
- /event/2022-tarpon-springs-epiphany/1236
- /communities/clearwater-beach
- /article/fort-de-soto-park
- /communities/st-pete-beach
- /profile/johns-pass-village-boardwalk/138598
- /current-beach-conditions
- /things-to-do/attractions



Email Performance



VSPC January 2022 E-News Performance


Email Subject Line: Celebrate Black History Month in St. Pete/Clearwater

Featured Partner: Travel Resort Services

Sponsored Content: DoubleTree Beach Resort by Hilton


Send Date	1/27/22
Total Delivered	191,712
Sessions	622
Bounce Rate	51%
Total Unique Clicks	886
Total CTR	0.46%
Featured Clicks	184
Sponsored Clicks	222
Opt Outs	223

Note: We removed reporting on **Opens** & **Open Rate** due to Apple's new iOS 15 privacy settings. New email data is now available in Data Studio. Also - since Opens are dead, we are now using **total delivered** to calculate an average CTR.


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[BEACHES](#)
[OUTDOORS](#)
[ARTS](#)

black history month




Discover these Black-Owned Businesses in St. Pete/Clearwater

From specialty donuts and unique flavored coffees to soulful Cajun food and mouth-watering barbecue, these special black-owned businesses are worth checking out! Enjoy delicious baked goods from **Cups and Cakes by Laté**, sip local craft beer at **Green Bench Brewing Co.** or sample barrel-aged coffee roasts at **Hogg Batch Coffee**.

[SEE THE LIST](#)

FEATURED PARTNER

Travel Resort Services



30 Years of Beautiful Vacation Rentals

Book by February 4th to save 15% at the Madeira Bay Resort! Enjoy self-catering condos with fully equipped kitchens and select a view of the Manatee Gulf. John's Pass and Madeira Beach are just a short walk away.

[SAVE NOW](#)



It's Time for Romance in St. Pete/Clearwater

It's always a good time for a romantic getaway in St. Pete/Clearwater, but w Valentine's Day around the corner, we've got great ideas for **romantic restaurants, hotels and things to do!**

[EXPLORE ROMANTIC GETAWAYS](#)

SPONSORED CONTENT

DoubleTree Beach Resort by Hilton



Your View of Paradise Awaits...

Relax on your own private balcony overlooking paradise at this award-winning beachfront resort on the Gulf of Mexico. Reserve your spot in the sand now and experience your dream beach getaway!

[ESCAPE NOW!](#)



Celebrate Diversity During Black History Month

Celebrate Diversity During Black History Month

Discover the first 100 years of Black presence, contribution and community within St. Pete by touring our **African American Heritage Trail** and the **Dr. Carter G. Woodson African American Museum**. Take photos of the stunning **Black Lives Matter Mural**, which was painted in front of the museum by 16 talented mural artists, and explore St. Pete's **Deuces Live District** to savor Southern-style cuisine and shop unique art at independent galleries.

[EXPLORE THE HERITAGE TRAIL](#)

can't-miss events



Loudlya

Saturday, February 12, 2022

Localtopia

Celebrate all things local in the St. Pete community! The 8th annual Localtopia festival will be the largest yet, showcasing over 300 local businesses.



February 19 - 20, 2022

Art & Seafood on the Waterfront

This free event in Safety Harbor will host the area's best seafood, over 50 national artists, great entertainment and art activities for all ages.



February 25 - 27, 2022

Firestone Grand Prix

The famous IndyCar Series race returns this February, held on a waterfront street course in downtown St. Pete! Get your tickets today and explore places to stay in the area.



Saturday, February 26, 2022

Pinellas African American Heritage Celebration

This special celebration in Largo highlights the unique culture and history of the African American community in St. Pete/Clearwater!










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VSPC January 2022 Industry Emails

Send Date	Email	Sent	Delivered	Sessions	Bounce Rate	Total Clicks	CTR	Opt-Outs
1/19 (Day.)	Industry Update Subject Line: Industry News: Covid Update, Tourism remains strong	3,181	3,124	7	86%	57	1.8%	2

ActOn Database Sign-ups

January Growth

- Total ActOn List Growth*: 1,047
- Giveaway Sign-ups: n/a

Email Next Steps

- *Re-Engagement* automated email(s) campaign to run through February
- New *Welcome Email(s)* automated campaign to start running in February



*Includes email sign-ups and unsubscribes

Video Performance



Recap of Video Success Metrics

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 January

**Data pulled as of 2/3/22*

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Avg. Minutes Viewed	Engagement Metrics
SPC Events: Tarpon Springs Epiphany	January 3	45,054 views	45.4K	1,418/daily avg.	0:08	901 Reactions 350 Shares 109 Comments
Best Ever SPC: Kitesurfing	January 3	7,586 views	28.2K	854/daily avg.	0:07	525 Reactions 156 Shares 52 Comments
Can't Miss: SPC Golfing	January 7	879 views	1K	37/daily avg.	0:03	97 Reactions 13 Shares 4 Comments
Local Communities: St. Pete	January 10	1,950 views	2.2K	88/daily avg.	0:10	135 Reactions 37 Shares 12 Comments
Local Communities: Madeira Beach	January 11	4,019 views	5.6K	243/daily avg.	0:09	870 Reactions 268 Shares 129 Comments
Local Communities: Pinellas Park	January 16	1,541 views	1.9K	100/daily avg.	0:05	243 Reactions 58 Shares 19 Comments

VSPC Facebook Video Performance in January

**Data pulled as of 2/3/22*

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Avg. Minutes Viewed	Engagement Metrics
What's New: Dirty Laundry St. Pete	January 18	23,275 views	55.4K	3,258/daily avg.	0:07	872 Reactions 295 Shares 328 Comments
SPC Events: Localtopia	January 22	22,437 views	66.9K	3,345/daily avg.	0:06	381 Reactions 88 Shares 32 Comments
Outdoor Immersion: Sawgrass Lake Park	January 29	2,596 views	2.6K	433/daily avg.	0:05	139 Reactions 29 Shares 10 Comments

VSPC Instagram Video Performance in January *Data pulled as of 2/3/22

Video Titles	Date Published	Impressions	Total Video Views	Avg. Daily Views [Total/Days Live]	Engagement Metrics
SPC Events: Tarpon Springs Epiphany	January 3	5,120	1,626 views	52/avg.	134 Likes 4 Comments 5 Saves
Local Communities: St. Pete	January 11	6,708	1,633 views	71/avg.	142 Likes 8 Comments 15 Saves
Local Communities: Pinellas Park	January 16	5,866	1,576 views	88/avg.	90 Likes 5 Comments 11 Saves
What's New: Dirty Laundry St. Pete	January 19	9,756	3,589 views	239/avg.	278 Likes 24 Comments 37 Saves
Local Communities: Dunedin	January 22	6,745	2,047 views	171/avg.	218 Likes 4 Comments 16 Saves
Outdoor Immersion: Sawgrass Lake Park	January 29	12,675	3,309 views	662/avg.	260 Likes 6 Comments 28 Saves

VSPC YouTube Video Performance in January

**Data pulled as of 2/3/22*

Video Titles	Date Published	First 7 Days' Views	Total Video Views	Avg. Daily Views [Total/Days Live]	Avg. % Watched	Engagement Metrics
Can't Miss: Spring Training Baseball in St. Pete/Clearwater	January 7	49 views	82	3 views/avg.	59.6%	0 Shares 1 Likes 1 Comments
Local Communities: St. Pete	January 10	217 views	1,362	54 views/avg.	58.7%	9 Shares 21 Likes 2 Comments
Local Communities: Pinellas Park	January 11	172 views	1,570	65 views/avg.	63.9%	19 Shares 15 Likes 7 Comments
SPC Events: Localtopia	January 13	120 views	150	7 views/avg.	69.1%	6 Shares 11 Likes 0 Comments
What's New: Dirty Laundry St. Pete	January 18	83 views	18,790	1,105 views/avg.	92.4%	16 Shares 7 Likes 2 Comments
Explore Central Ave.	January 25	174 views	200	20 views/avg.	62.7%	3 Shares 13 Likes 2 Comments

January Video Analysis

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

Video Analysis

- Most viewed video (based on 7-day views, aggregated across channels): SPC Events: Tarpon Springs Epiphany
- Most watched video (based on average % watched, aggregated across channels): What's New: Dirty Laundry St. Pete
- Most engaged-with video (based # of likes, comments, shares): SPC Events: Tarpon Springs Epiphany
- Video of the Month: SPC Events: Tarpon Springs Epiphany

Learnings

- Just like last month, an events video was the best performing video of the month.
- SPC Events: Tarpon Springs Epiphany reached a large audience on Facebook and had the largest number of aggregate views for the month, but when looking only at Instagram and Youtube, What's New: Dirty Laundry St. Pete was the top performer on both of those channels.
 - Since many people use FB to keep up with news and events, it makes sense that event videos perform best there
- There hasn't been much foodie content posted during the past two months, but when it is posted it consistently performs well.

Takeaways



Takeaways/Next Steps

- So far VSPC's new website is doing exactly what was intended, providing a great user experience with much more interactive content and rich media that encourages discovery and exploration of the destination and all that it offers as measured by higher pageviews and time on the site. Further, VSPC's efforts to refresh, renew and add Articles is also driving engagement and inspiration. At this point, there is still considerable ROI to be gained by continuing to create pages and articles to showcase the destination.
- New ARTS campaigns (display, rich media, native and the brand partnership with Atlas Obscura) have delivered a solid increase in site visitors learning about SPC's vibrant Arts scene. With a 142% increase in site entrances to the Arts pages, a 14.4% increase in Average Time on Page, and over 18,000 pageviews - these new campaigns are having a solid impact to help convey all that the destination offers to art enthusiasts. This has been factored into the Spring/Summer campaigns to continue building brand equity and awareness of Arts within the destination.
- For several months, the VSPC Facebook Page has been a major source of traffic to the VSPC Website (organic clicks, not paid), and January was no exception - delivering three-quarters of all Referral traffic to the site and by specific traffic source representing the 3rd highest channel (exceeded only by Organic and SEM). With Video posts performing particularly well within Facebook, continued emphasis to showcase the destination through Video content for Social can clearly be a high-return opportunity to drive not only strong Social performance but Site performance as well.



Digital Paid Media Reporting Highlights

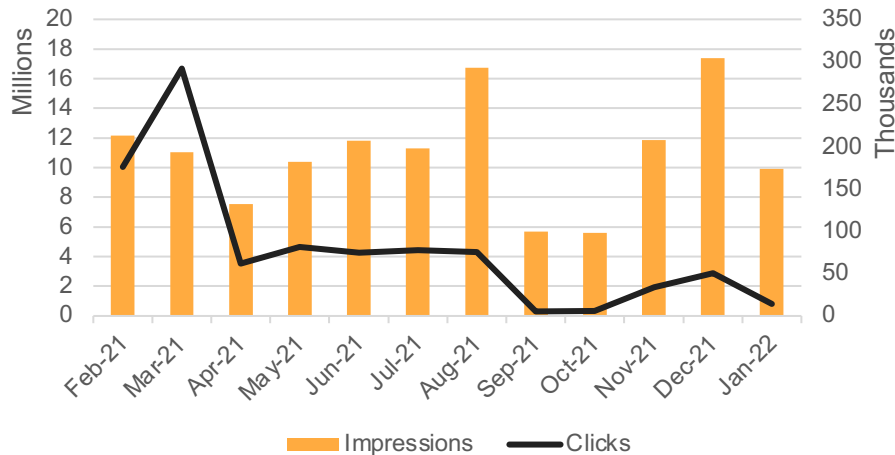
January 2022



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January Media Activity



- Impression and click volume were down MoM, as Winter campaign slowed in pace
- Display banners contributed 58% of impressions, while the remainder was split between native, rich media, and video
- Fly markets received 67% of impressions

			January				
Campaign	Format	Partner	12/27	1/3	1/10	1/17	1/24
Always On	Display, Pre-Roll	Ad+Genuity					
Always On	Display, Pre-Roll	Sojern					
Winter	Native	Ad+Genuity					
Winter	Rich Media	Jun Group					
Winter	Custom Content	Atlas Obscura					
Winter	Rich Media	Undertone					
Winter	Display, Audio	The New York Times					
Winter	CTV	Hulu					
Co-Op	Email	Dunhill Travel					
Always On	Social	Facebook/Instagram					
Always On	SEM	Google					

Display Media Highlights

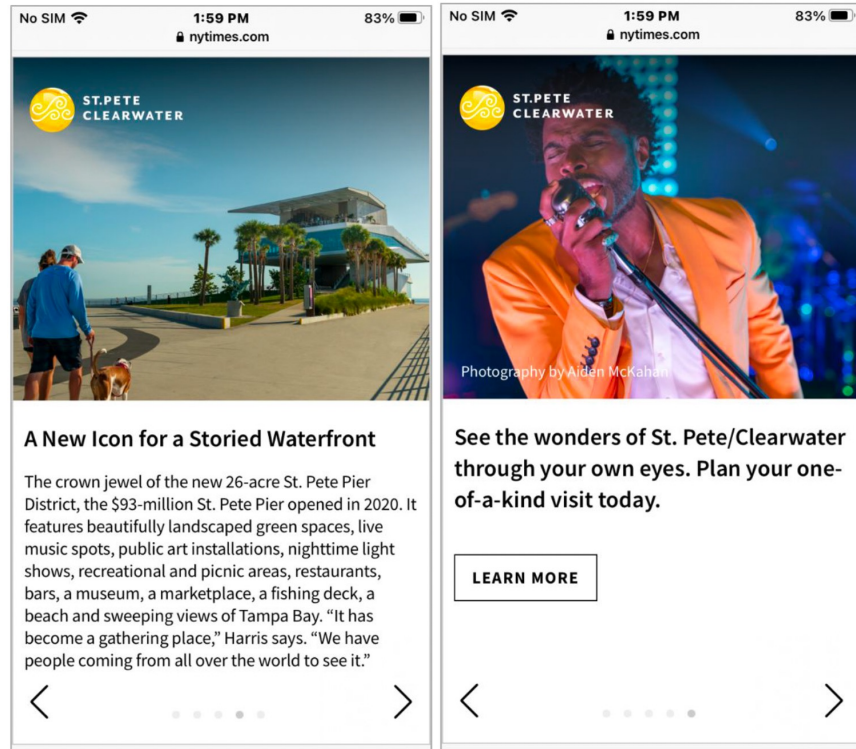
- Sojern drove the most volume of site activities of any vendor – with an outstanding 1.11% PV Rate – followed by Basis DSP and the New York Times
- JunGroup had the strongest CTR of any vendor, driven by custom Rich Media unit
- Video tactics delivered over 1.6M impressions, including 900K for the Interactive Hulu CTV ad which delivered in full



JunGroup Beaches Rich Media unit was the overall top performing creative with a 2.18% CTR

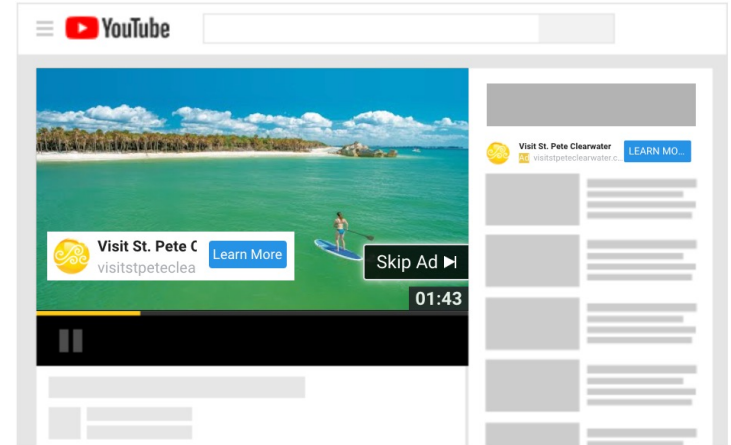
New York Times Summary

- **New York Times** media launched on November 16 and ran through January 15th
 - The FlexXL Mini Story delivered an overall 1.86% interaction rate, outperforming NYTimes travel average by 33%
-
- ⇒ **Culture Vultures** were a highly engaged audience, driving a **2.21% IR**.
 - ⇒ **Readers 35-39** were the most highly engaged audience, driving a **2.83% IR**.
 - ⇒ **Mobile** was the top performing device, driving a significant **2.43%** interaction rate, while Desktop drove a 0.70% IR.
 - ⇒ **Miami-Ft Lauderdale** was the top performing market (all in-state markets performed better than fly markets)



January MoM SEM Highlights

- 592,695 search impressions and 83,594 clicks from \$50K spend
- 346,807 views on YouTube for \$0.035 CPV
- 55.5% VTR
- Search generated 59,949 conversions – increased 30.15%
- Conversion Rate was 68.52% - 3.22% increase
- CPC - \$0.59 – decreased 23.24%
 - Travel Industry Benchmark \$1.53 – VSPC January CPC \$0.59
- CTR – 15.78% - Increased 7.33%
 - Travel Industry Benchmark 4.7% - VSPC January CTR 15.78%
- Bounce rate was up .34%
- Pages per session increased 1.58%



Ad · www.visitstpeteclearwater.com/

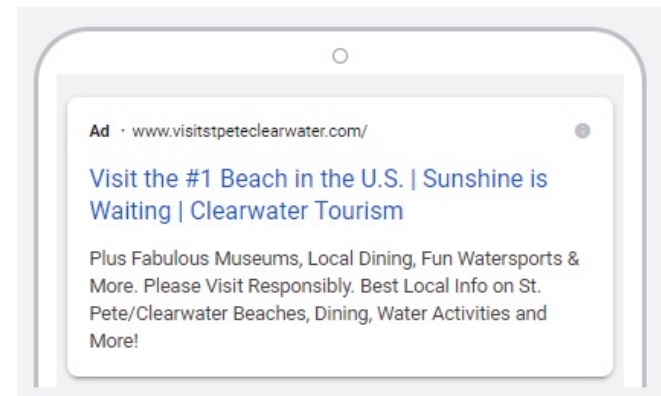
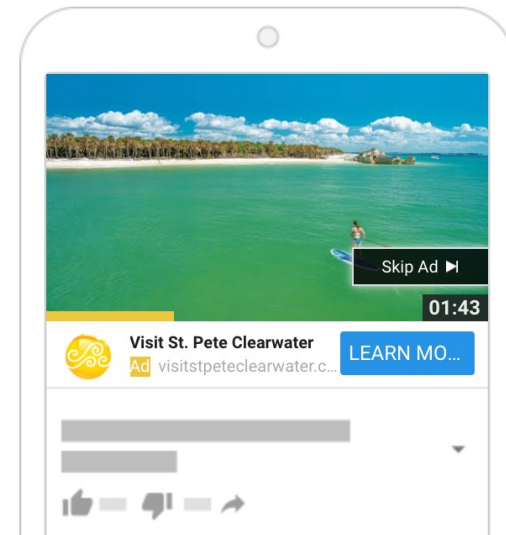
Sunshine is Waiting | America's #1 Beach is Here

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.

January YoY SEM Highlights

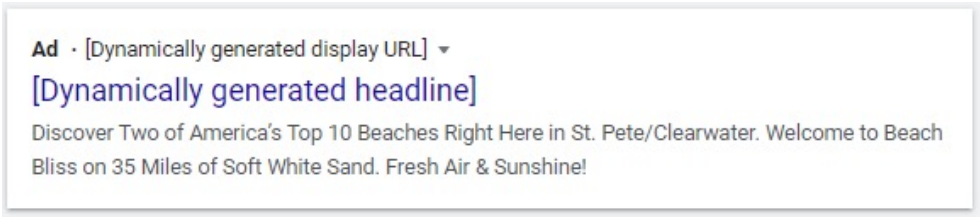
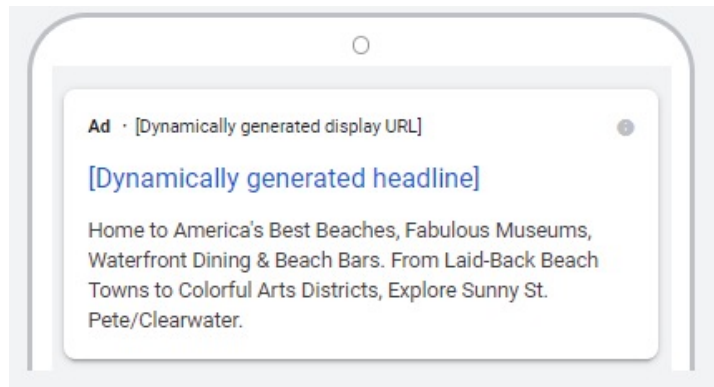
- Search generated 59,949 conversions
increased 693% (59,949 vs 7,561)
- Conversion rate **increased 383%**
- CPC **decreased 51% (\$0.59 vs \$1.21)**

Conversion Goal	# of Conversions
Deal Views	252
Tiem on Site > 1:30	21,339
Travel Deals Discount Page Views	9,027
Total Partner Referrals	7,870
Events View	4,279
Pages Per Session >2	16,815
Destination Gide Order	327
Newsletter Signup	40



January SEM DSA Highlights

- 119,916 impressions and 18,661 clicks
- CTR - 15,56%
- CPC - \$0.58
- Generated 11,862 conversions
- Communities generated the most conversions (8,077) followed by Dining (1,135)



Appendix

Glossary & Creative Links

Media Terms

- **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

Media Partners

- **Sojern:** Managed service programmatic vendor with unique travel intent data
- **Ad+Genuity:** Miles Partnership's programmatic trading desk; 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
- **The New York Times:** Daily newspaper and online publisher, world-renowned for its quality of journalism and content
- **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

Creative

- [Fall/Winter Creative](#)



MONTHLY SOCIAL MEDIA REPORT

Facebook

302,265 Page Likes

PERFORMANCE SUMMARY



>> Top Post



"If you could only pick one of our award-winning gulf beaches to spend the rest of your days, which one would it be and why?"

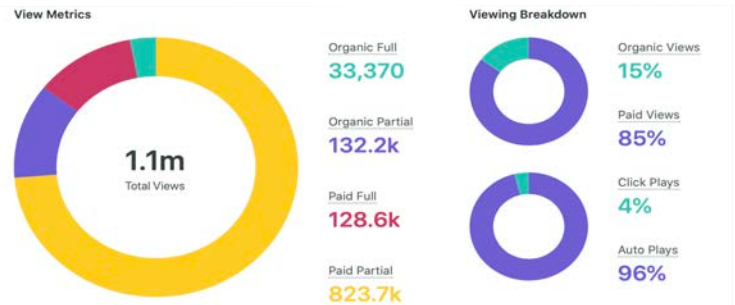
Likes **3.6K** ▲

Shares **528** ▲

Engagement **28K** ▲

Post Link Clicks **NA**

VIDEO PERFORMANCE



ADS TOTALS

\$17,426.95 Spend

286,395 ▲ Clicks

6,239,813 ▲ Impressions

4.59% ▼ Click through rate

\$2.79 ▼ Cost per 1K

\$0.06 ▼ Cost per click

Instagram

71,478 ▲ Followers

1,318 ▲ New Followers

31 Posts

19,552 ▼ Engagement

981 ▲ 59% Saves

28 ▲ Stories sent

38,281 ▲ Story Impressions

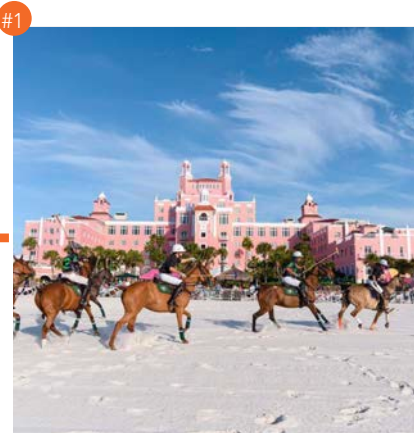
1,352 ▲ Avg. Reach per Story

133% ▲

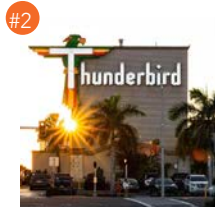
233% ▲

42% ▲

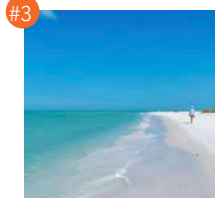
>> Top Posts



1,965 ❤️ **42** 💬



1,895 ❤️ **34** 💬




1,596 ❤️ **40** 💬



 **17,973** ▼
Engagement

 **4.7**
Tweets per day

 **845** ▼
Re-tweets earned

 **7,342** ▼
Favorites earned

689,513 ▼
Total impressions



Pathway to paradise... #EgmontKeyStatePark



>> Top Tweet



 **7**
Comments

 **54**
Retweets

 **336**
Likes



YouTube



Subscribers
 **21,475** ▲ New **43** ▲

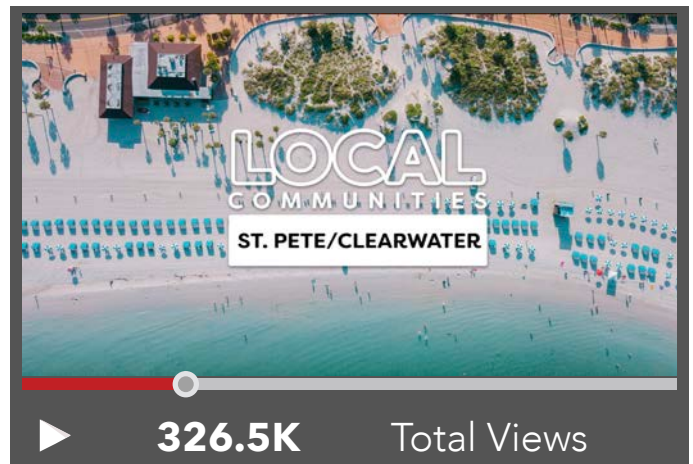
 **435,666** ▼
Minutes watched

397,986 ▼
Views

 **264** ▲
Likes

319 ▲
Shares

>> Top Video



"There are 24 vibrant communities to explore in St. Pete/Clearwater. The fun part is discovering what makes them so unique! Check it out!"

