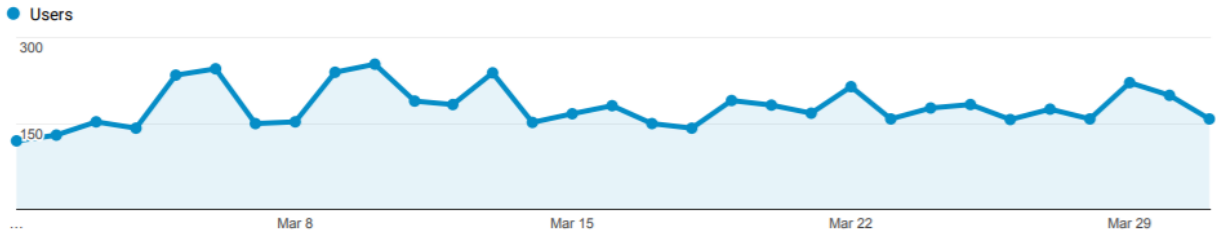


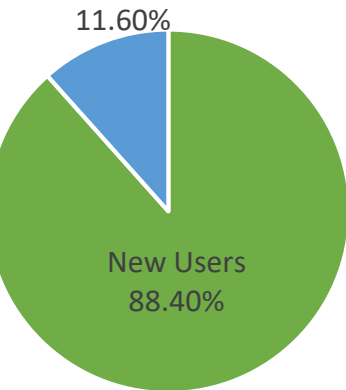
March 1 – 31, 2018 Marketing Dashboard

Facebook Ad	Results	Result Indicator	Reach	Impressions	Cost per Result	Amount Spent	Frequency	Unique Link Clicks
Spring Video	15,848	3-second video views	8,152	17,274	\$.03	\$400	2.12	45
2018 Visitors Guide	913	Link Clicks	72,676	203,633	\$.44	\$400	2.8	1,355
Totals								

Google Analytics



Returning Visitors



Users 5,164	New Users 4,925	Sessions 5,872
Number of Sessions per User 1.14	Pageviews 8,916	Pages / Session 1.52
Avg. Session Duration 00:01:12	Bounce Rate 66.54%	

Social Media

- 2,597 likes
- 486 followers
- 918 followers

Facebook Ads Reach Location

