



PLEASANTON CHAMBER OF COMMERCE 2023 MARKETING REPORT (AS OF SEPTEMBER 26, 2023)

WEBSITE

Statistics for our website www.pleasanton.org

Home Page Average 29,484 views per month

January	12,020
February	16,918
March	28,139
April	27,655
May	29,386
June	27,554
July	58,580
August	31,147
September	33,960 (through 9/26)

2023 Total Home Page Views to date 265,359

Business Directory Page Average 5,230 views per month

2023 Total Business Directory Page Views to date 47,072

Events Calendar Page Average 4,111 views per month

2023 Events Calendar Page Views to date 37,006

Top Event Page Views in 2023

Annual Pleasanton 4th of July Celebration (2023-07-04)	2890
Golf Outing 2023 (2023-09-29)	1503
Community of Character Summer BBQ 2023 (2023-08-19)	1438
Salute to Partnerships Joint Mixer & BBQ 7.12.23 (2023-07-12)	1363
Tradeshow Mixer Spring 2023 (2023-05-10)	1273

SOCIAL MEDIA

Facebook – 2,361 followers (64.3% women, 35.7% men)

LinkedIn – 2,915 followers (+8 in last month)

Instagram – 1,753 followers (+38 in last month)

Twitter/X – 1,166 followers

YouTube – 69 subscribers

CONSTANT CONTACT EMAIL

Communications database – 1,125 emails (+18 in last month)

Open Rate – 48% (industry average 45%)

Click Rate – 5% (industry average 2%)

BUSINESS CONNECTION NEWSLETTER

Bi-monthly print publication inserted into the Pleasanton Weekly

Reach of **10,000** residences and businesses, readership of **25,000**

Five times a year— the first Friday of the odd-numbered months

March, May, July, September, November

E-BUSINESS CONNECTION NEWSLETTER

Bi-monthly electronic publication sent to the entire membership

Reach of more than **1,100** in the business community

Six times a year— the first Tuesday of the even-numbered months

February, April, June, August, October, December

MONDAY UPDATE EMAIL

Weekly email update sent to the entire membership

Reach of more than **1,100** in the business community

48+ times a year—distributed via email each Monday unless a holiday, then emailed on Tuesday