



PLEASANTON CHAMBER OF COMMERCE 2023 MARKETING REPORT (AS OF OCTOBER 25, 2023)

WEBSITE

Statistics for our website www.pleasanton.org

Home Page Average 30,800 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	37,297
October	39,306 (through 10/25)

2023 Total Home Page Views to date 308,002

Business Directory Page Average 6,111 views per month

2023 Total Business Directory Page Views to date 61,110

Events Calendar Page Average 4,299 views per month

2023 Events Calendar Page Views to date 42,997

Top Event Page Views in 2023

Annual Pleasanton 4th of July Celebration (2023-07-04)	2911
Golf Outing 2023 (2023-09-29)	1630
Community of Character Summer BBQ 2023 (2023-08-19)	1461
Salute to Partnerships Joint Mixer & BBQ 7.12.23 (2023-07-12)	1374
Tradeshaw Mixer Spring 2023 (2023-05-10)	1284
23rd Annual Dr. Martin Luther King, Jr. Fellowship Breakfast (2023-01-23)	1238

SOCIAL MEDIA

Facebook – 2,366 followers. Last 28 days: post reach 2,398 Post engagement 805
LinkedIn – 2,923 followers. Past 7 days: 1,964 Post impressions. Past 90 days: 85 Profile viewers
Instagram – 1,770 followers. Last 30 days: 1,253 accounts reached, 101 accounts engaged
Twitter/X – 1,169 followers. 1,221 posts
YouTube – 71 subscribers. 149 videos

CONSTANT CONTACT EMAIL

Communications database – 1,115 emails
Open Rate – 48% vs. previous 30 days -1% vs. industry average +7%
Click Rate – 4% vs. previous 30 days -1% vs. industry average +1%

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

For further information on marketing opportunities and statistics, contact Susie Weiss, Manager, Events & Communications
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