



PLEASANTON CHAMBER OF COMMERCE 2023 MARKETING REPORT (AS OF DECEMBER 12, 2023)

WEBSITE

Statistics for our website www.pleasanton.org

Home Page Average 30,907 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 | 46,389 |
| November | 41,884 |
| December | 13,925 (through 12/11) |

2023 Total Home Page Views to date 370,894

Business Directory Page Average 6,825 views per month

2023 Total Business Directory Page Views to date 81,909

Events Calendar Page Average 4,552 views per month

2023 Events Calendar Page Views to date 54,631

Top Event Page Views in 2023

| | |
|--|------|
| Annual Pleasanton 4th of July Celebration | 2919 |
| Tradeshaw Mixer Fall 2023 | 1712 |
| Golf Outing 2023 | 1646 |
| Economic Development Event 2023 | 1645 |
| Community of Character Summer BBQ 2023 | 1469 |
| Salute to Partnerships Joint Mixer & BBQ 7.12.23 | 1389 |

SOCIAL MEDIA

Facebook – 2,369 followers. Last 28 days: Post reach 2,044 Post engagement 689

LinkedIn – 2,948 followers. Past 7 days: 1,141 Post impressions. Past 90 days: 97 Profile viewers

Instagram – 1,797 followers. Last 30 days: 1,152 accounts reached, 138 accounts engaged

Twitter/X – 1,172 followers. 1,236 posts

YouTube – 70 subscribers. 149 videos

CONSTANT CONTACT EMAIL

Communications database – 1,080 emails

Open Rate – 52% vs. previous 30 days +3% vs. industry average +9%

Click Rate – 5% vs. previous 30 days +1% vs. industry average +3%

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 **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 **1,100** in the business community

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