



PLEASANTON CHAMBER OF COMMERCE 2023 MARKETING REPORT (FINAL 12-MONTH REPORT)

WEBSITE

Statistics for our website www.pleasanton.org

Home Page Average 32,579 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	33,986

2023 Total Home Page Views 390,955

Business Directory Page Average 7,253 views per month

2023 Total Business Directory Page Views 87,043

Events Calendar Page Average 4,798 views per month

2023 Events Calendar Page Views 57,585

Top Event Page Views in 2023

Annual Pleasanton 4th of July Celebration 2020	2920
Tradeshow Mixer Fall 2023	1719
Golf Outing 2023	1655
Economic Development Event 2023	1650
Dr. Martin Luther King, Jr. Fellowship Breakfast 2023	1546
Community of Character Summer BBQ 2023	1473

SOCIAL MEDIA

Facebook – 2,379 followers. Last 28 days: Post reach 2,055 Post engagement 571

LinkedIn – 2,952 followers. Past 7 days: 737 Post impressions. Past 90 days: 69 Profile viewers

Instagram – 1,826 followers. Last 30 days: 1,036 accounts reached, 68 accounts engaged

Twitter/X – 1,178 followers. 1,241 posts

YouTube – 71 subscribers. 149 videos, 13,150 views

CONSTANT CONTACT EMAIL

Communications database – 1,071 emails

Open Rate – 46% vs. previous 30 days -9% vs. industry average +2%

Click Rate – 5% vs. previous 30 days -2% 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