

# MARCH 14 - 28, 2021

### ORIGIN

Dine Out Boston® (formerly known as Restaurant Week Boston) was designed to drive **business during traditionally slow periods** for GBCVB Restaurant Members.

### **EVOLUTION**

Initially started as a 5-day, once-a-year promotion with 36 restaurants, Dine Out Boston has evolved into a two-week, twice-a-year foodie event with over 150 restaurants.

## **WEB RESULTS**

516,163 4.72

Page Views

Pages per session

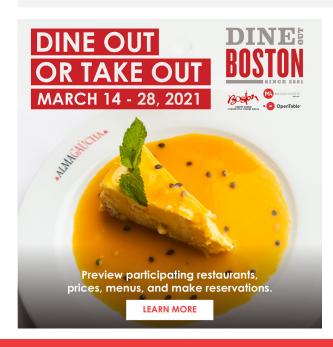
4.51

Avg. Session Duration

34%

Bounce Rate for DineOutBoston.com\*

\*The percentage of visitors to DineOutBoston.com who navigate away from the site after viewing only one page. Low bounce rate indicates an engaged audience; industry average is 48.24%



# **DIGITAL ADS**

Digital ads were displayed on a number of local web platforms.

2,966,709

**Impressions** 

82,109

Clicks

2.8%

Click Through Rate\*

\*Industry average is .05%



### DIGITAL MARKETING

**EMAIL MARKETING** 

26%

**Open Rate** for Email Campaign

21%

Click through for **Email Campaign** 

#### **SOCIAL MEDIA MARKETING**

21.7K+

Social Media Followers

(f) @DINEOUTBOSTON



@DINEOUTBOS

**2M** 

Social Media Impressions

39.4K

**Social Media Clicks Throughs** 



### **OPEN TABLE RESULTS**

76%

Reservations via Open Table were referred by DineOutBoston.com

### TRADITIONAL MARKETING

**BROADCAST RADIO** 

1,747,427

**Impressions** 

144

30-second spots

90 qty

**High Impact Promotions** 





