

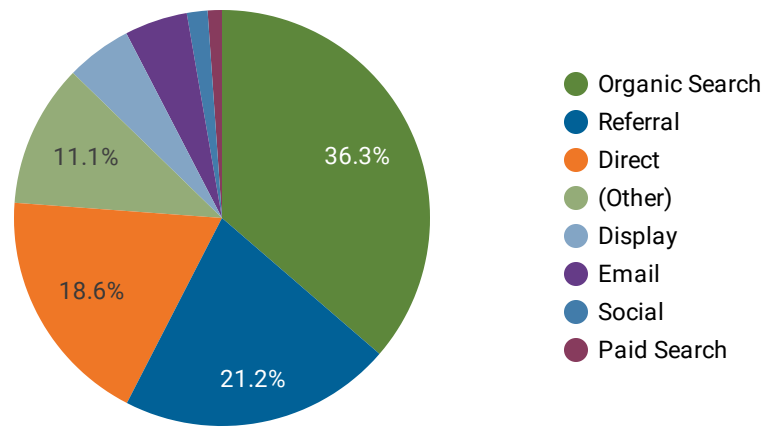
## Total Website Stats - YoY

Sessions	Users	Pages / Session	Avg. Session Duration
44,870	26,813	1.72	00:01:54
↑ 14.9%	↑ 22.9%	↑ 12.2%	↑ 18.5%

## Lodging Page Stats - YoY

Pageviews	Sessions	Users
5,973	1,352	2,249
↑ 254.3%	↑ 196.5%	↑ 208.9%

## Top Channels



## Top Sources of Paid Traffic

Source / Medium	Sessions
1. google / cpc	2,557
2. facebook / paid	2,313
3. media-one / native-display	1,462
4. orange-142 / email	719
5. hs_email / email	650

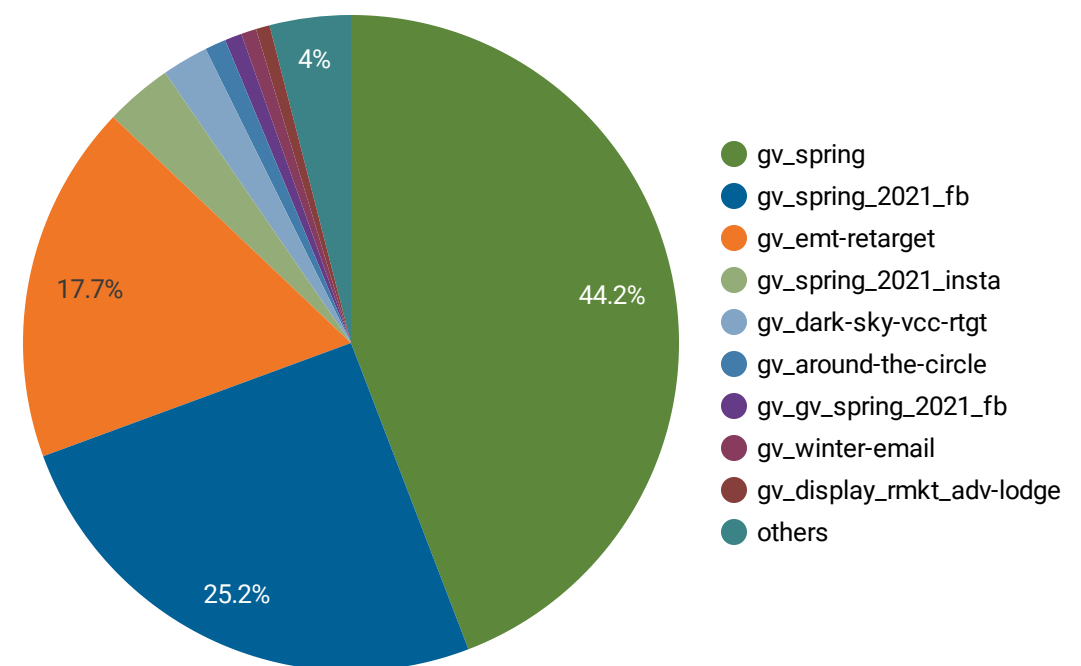
## Top 5 Web Sources

Source	Users
1. google	12,556
2. (direct)	3,522
3. duluthharborcam.com	2,226
4. facebook	2,006
5. media-one	1,124

## Top 5 Google Ads Keywords

Keywords	Clicks	CTR
1. boundary waters cabins	112	9.15%
2. minnesota hiking trails	32	4.26%
3. minnesota resorts	27	2.65%
4. minnesota rentals	23	3.73%
5. minnesota lakes map	22	3.40%

## Campaign Traffic Volume



Total Lodging Clickouts  
**3.0K**  
↑ 321.0%

Unique Lodging Clickouts  
**2.8K**  
↑ 312.9%

PDF Downloads  
**1.3K**  
↑ 157.5%

Video Views  
**198.0**  
↑ 11.2%

Lodging Page Session Duration  
**03:56**  
↑ 67.6%

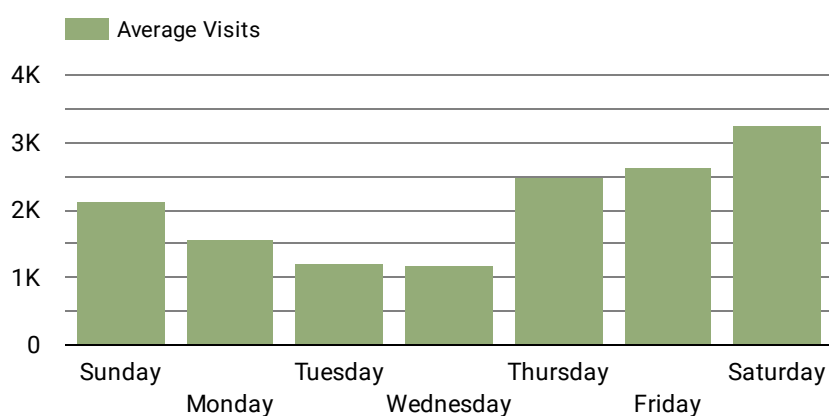
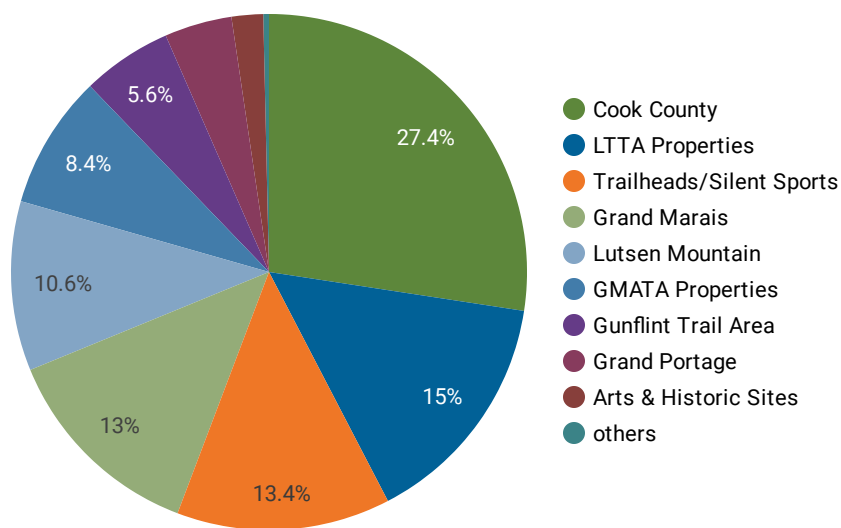
## Top 5 Lodging Page Clickouts

Clicks to Partner Pages	Total Events
1. cascade vacation rentals	158
2. lamb's resort and campground on lake superior	103
3. caribou highlands lodge	103
4. bluefin bay on lake superior	95
5. lutsen resort on lake superior	90

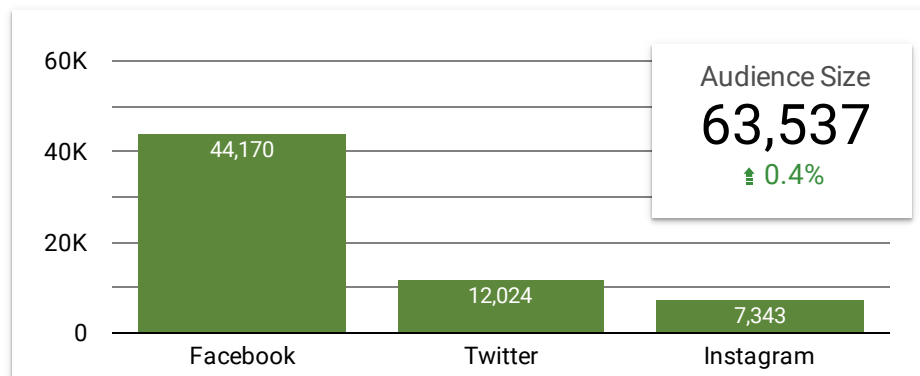
## Top 5 PDF Downloads

Asset Names	Total Events
1. Download Trail Map & Details	87
2. Gunflint Trail 3 Page Hiking Guide-Pages 1 & 2	48
3. Grand Marais and Mid-Gunflint Trail OHV/ATV Map	39
4. Eagle Mountain and Brule Lake Hiking Map	38
5. PDF	35

## Unique Visitors by POI

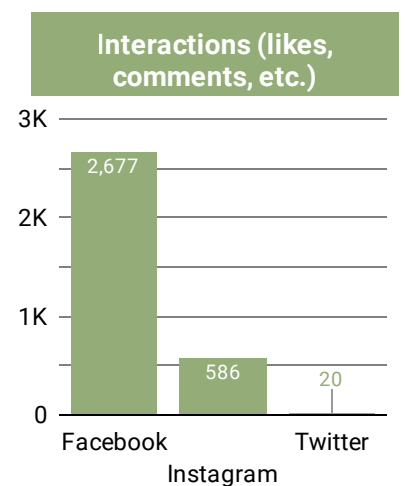
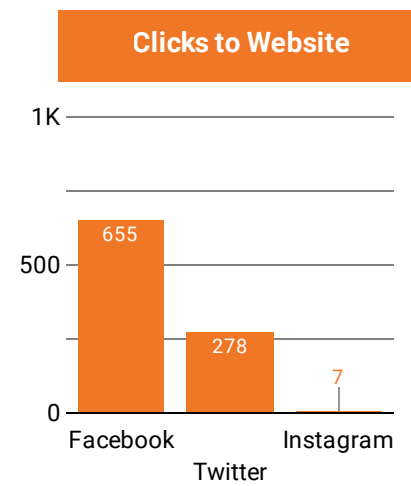
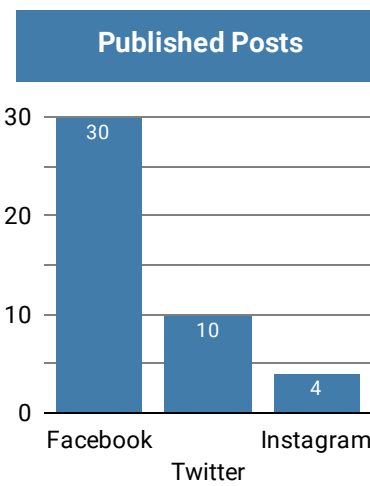


## Social Media Highlights



### Engagement Rate

Facebook	3.48%
Twitter	0.17%
Instagram	6.79%



Network	Impressions	Interactions	Clicks	Shares	Published Pos...
Facebook	76,832	2,677	655	364	30
Instagram	8,628	586	7	-	4
Twitter	-	20	278	5	10
<b>Grand total</b>	<b>85,460</b>	<b>3,283</b>	<b>940</b>	<b>369</b>	<b>44</b>

## Social Media Website Performance

Source	Medium	Sessions	Pages / Sessi...	Avg. Session Dura...
1. facebook	paid	2,313	1.29	00:00:26
2. facebook.com	referral	250	1.2	00:00:49
3. m.facebook.com	referral	204	1.49	00:00:35
4. facebook	social	107	1.78	00:01:27
5. social	facebook	60	1.27	00:00:45
6. l.facebook.com	referral	55	2.71	00:03:51
7. facebook	psocial	54	1.54	00:00:44
<b>Grand total</b>		<b>3,174</b>	<b>1.38</b>	<b>00:00:37</b>