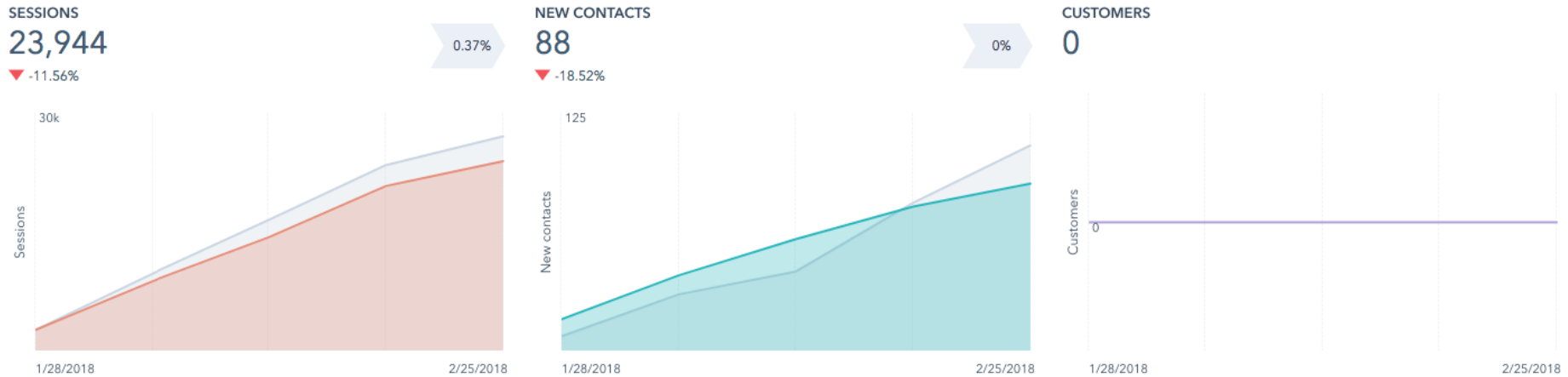




Marketing Performance February 2018



Marketing Performance



Both the number of sessions and new contacts were down in February with 23,944 sessions and 88 new contacts recorded. These numbers can be explained as a result of the lower number of landing page views for the month of February.



Landing Page Performance

VIEWS

318

▼ 59.74%

SUBMISSIONS

77

▼ 11.49%

CONVERSION %

24.21%

▲ 119.88%

NEW CONTACTS

56

▼ 5.08%

Landing page views, submissions and the number of new contacts recorded are all down for the month of February due to the lower number of landing page views.



Top Landing Pages

NAME	TOTAL VIEWS	TOTAL CONVE...
1. Capture the Dark Sky Northern Lights Photography ...	131	7%
2. Visitor Guide Visit Cook County	62	42%
3. Newsletter Visit Cook County	55	56%
4. Visitor Guide Visit Cook County	23	0%
5. Staying Warm Through All Your Winter Activities Vis...	13	15%

Views for landing pages are down this month, this is because none of these landing pages are fresh as they were published in January. Subsequently there are higher page views recorded for January when the content was fresh as opposed to views in February when the content is older.



Blog Performance

PUBLISHED

2

▲ 100%

VIEWS

134

▲ 19.65%

EMAIL SUBSCRIBERS

0

No change

RSS SUBSCRIBERS

2

▼ 33.33%

Two blogs were published in February resulting in 134 views for those posts.



Giant Voices

Top Blog Posts

NAME	TOTAL VIEWS
1. Winter Fireplace Tour of Cook County, Minnesota	664
2. The Top 8 Tips to See the Northern Lights in Minnesota	602
3. Escape the Super Bowl madness - head NORTH!	79
4. A Spring Break Destination for Those Who Think Differently.	55
5. Northern Lights Viewing Routes	48



Email Performance

SENT

1,504

▲ 110.35%

OPENED

588

▲ 100.69%

CLICKED

149

▲ 109.86%

CLICK %

9.94%

▼ 1.01%

Email correspondence received great feedback through February with 1,504 emails sent and 588 opens. From these emails we recorded 149 clicks and a click-through-rate of 9.94%.



Giant Voices

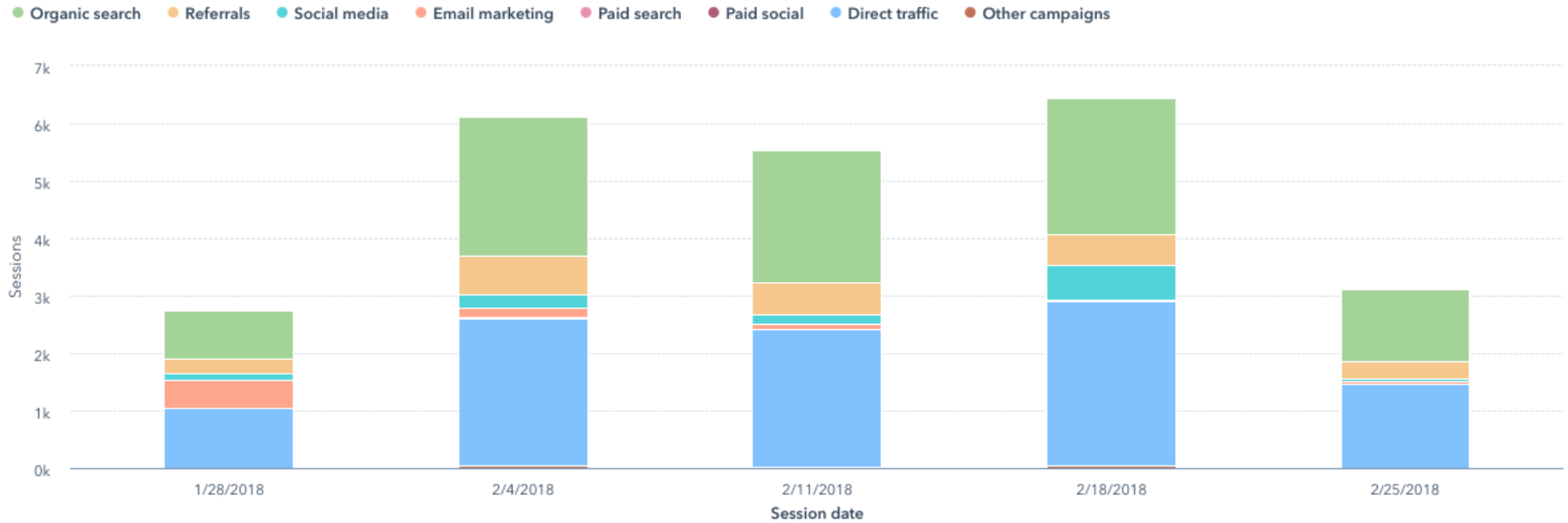
Top Emails

NAME	TOTAL CLICK %
1. 2018 February Marketing Report	20%
2. Monthly Enews	9.57%
3. Spring Break... Northern Style	6.33%



Giant Voices

Website Traffic Sources



Website Traffic Sources

<input checked="" type="checkbox"/>	SOURCE	SESSIONS ↓	CONTACT C... ↕	NEW CONTA... ↕
<input checked="" type="checkbox"/>	Direct traffic	10,300	0.3%	31
<input checked="" type="checkbox"/>	Organic search	9,191	0.27%	25
<input checked="" type="checkbox"/>	Referrals	2,320	0.39%	9
<input checked="" type="checkbox"/>	Social media	1,136	0.53%	6
<input checked="" type="checkbox"/>	Email marketing	810	-	-
<input checked="" type="checkbox"/>	Other campaigns	129	1.55%	2
<input checked="" type="checkbox"/>	Paid search	44	-	-
<input checked="" type="checkbox"/>	Paid social	14	100%	14
	Total	23,944	0.36%	87

Web traffic sources for VCC are shown above with most traffic coming from direct and organic traffic sources accounting for 19,491 sessions. In addition, email marketing, social media, referral traffic, other campaigns, paid search and paid social accounted for 4,453 visits to the VCC website.

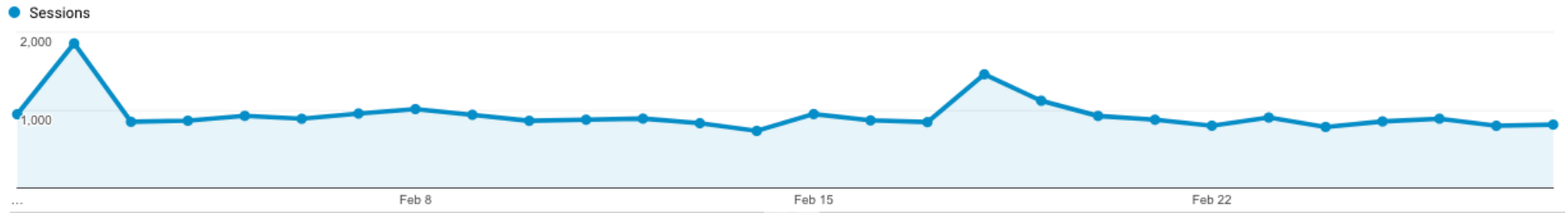


Page Performance

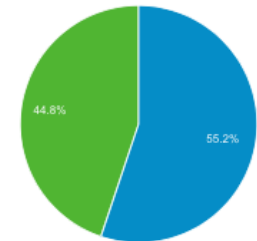
PAGE	VIEWS ↕	ENTRANCES ↕	AVG. TIME O... ↕	BOUNCE RATE ↕	EXIT RATE ↕
Find a complete list of Webcams in Cook County, Minnesota www.visitcookcounty.com/resources/webcams ↗	9,470	6,540	a minute	81.21%	75.51%
Events Visit Cook County, MN www.visitcookcounty.com/events ↗	3,408	784	a minute	40.94%	26.94%
Experience the Northern Lights in Minnesota Visit Cook County, MN www.visitcookcounty.com/adventures/northern-lights ↗	2,924	2,364	a minute	69.04%	66.07%
Home - Visit Cook County Minnesota www.visitcookcounty.com/ ↗	2,854	1,981	a few seconds	33.47%	32.27%
Communities Grand Marais Visit Cook County, MN www.visitcookcounty.com/community/grand-marais ↗	2,842	2,271	a minute	45.66%	45.95%
Snowmobile Trail Conditions - Visit Cook County Minnesota www.visitcookcounty.com/winter-trail-conditions/snowmobile-trail-conditions ↗	1,937	1,200	a few seconds	77.08%	68.71%
Hygge Festival - Visit Cook County Minnesota www.visitcookcounty.com/event/hygge-festival ↗	1,140	766	a minute	69.71%	58.25%
Winter Trail Conditions - Visit Cook County Minnesota www.visitcookcounty.com/winter-trail-conditions ↗	993	452	a few seconds	36.06%	24.97%
Minnesota's Best Snowmobile Trails Visit Cook County, MN www.visitcookcounty.com/adventures/snowmobiling ↗	829	394	a minute	55.58%	50.18%
Communities Gunflint Trail Visit Cook County, MN www.visitcookcounty.com/community/gunflint-trail ↗	756	562	a minute	50%	45.24%
Total	49,573	23,930	a minute	64.44%	48.27%



Google Analytics | Overview























■ New Visitor ■ Returning Visitor



Google Analytics recorded 26,328 sessions throughout the month of February. The number of sessions resulted in 54,751 pageviews on the VCC site from 16,501 users. 2.08 pages were viewed per session on average with the bounce rate at 55.12%.



Google Analytics | Top Pages

Page		Pageviews	% Pageviews
1. /resources/webcams/		10,514	 19.20%
2. /		3,762	 6.87%
3. /community/grand-marais/		3,086	 5.64%
4. /adventures/northern-lights/		3,071	 5.61%
5. /events/		2,188	 4.00%
6. /winter-trail-conditions/snowmobile-trail-conditions/		2,010	 3.67%
7. /event/hygge-festival/		1,384	 2.53%
8. /winter-trail-conditions/		1,114	 2.03%
9. /adventures/snowmobiling/		926	 1.69%
10. /season/winter/		897	 1.64%

The top pages across the VCC site are shown above with the webcam resources page proving the most popular followed by the Homepage where most users will initially land before navigating through the website itself.

