

# DAYTONA BEACH®

## October 2024 End of Month Reports Social - eNewsletters - Blogs

### Social Media Summary

#### Facebook - DaytonaBeach

- Published Posts: 31
- Followers: 342,023 - gained 7,093
- Organic Impressions: 218,949 - down 46.1%
- Paid Impressions: 11,413,636 - down 41.9%
- Organic Engagements: 2,825 - down 53.3%
- Paid Engagements: 33,991 - down 55.5%
- Organic Engagement Rate Per Impression: 1.3% - down 13.4%
- Paid Engagement Rate Per Impression: 0.3% - down 23.3%
- Organic Post Link Clicks: 316 - up 201.0%
- Paid Post Link Clicks: 553 - down 73.2%

#### Instagram - DiscoverDaytonaBeach

- Published Posts: 41
- Followers: 25,712 - gained 169
- Organic Impressions: 51,025 - down 36.3%
- Paid Impressions: 987,053 - down 40.8%
- Organic Engagements: 1,589 - down 56.8%
- Paid Engagements: 3,084 - down 52.7%
- Organic Engagement Rate Per Impression: 3.1% - down 32.2%
- Paid Engagement Rate Per Impression: 0.3% - down 20.0%
- Profile Actions: 57 - down 62.3%

#### X - DaytonaBeachFun

- Published Posts: 24
- Followers: 11,927 - no change
- Impressions: 2,299 - down 27.8%
- Engagements: 60 - down 48.3%
- Engagement Rate Per Impression: 2.6% - down 28.3%
- Post Link Clicks: 25 - down 35.9%

#### TikTok - DiscoverDaytonaBeach

- Published Posts: 4
- Followers: 7,081 - gained 2,304
- Video Views: 746,666 - down 60.6%
- Engagements: 4,341 - up 2.8%
- Engagement Rate Per Impression: 0.6% - up 160.7%

#### YouTube - VisitDaytonaBeach

- Subscribers: 982 - gained 4
- Impressions: 14,025 - down 0.4%
- Video Views: 48,653 - up 5.7%
- New Viewers: 34,247 - down 5.8%
- Click-Thru Rate: 3.4% - down 10.5%


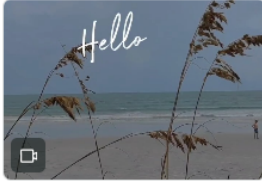



## Facebook Top Posts

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Daytona Beach Web Cam. View Sur...	Mon 10/14/2024 12:46 pm EDT	5,011	3,866	31	74	299	741
Celebrate Veterans All November L...	Mon 10/28/2024 12:27 pm EDT	4,252	3,398	33	64	169	588
Daytona Beach area hotels and resorts are offering fall-tastic vacation values! Check out these deals on...	Mon 10/14/2024 10:04 am EDT	3,659	2,581	17	25	2	1,034
Here's some spooky fun the entire family can enjoy! On Oct. 30 at 6 pm, the historic Casements in Ormond Beach will...	Sun 10/27/2024 11:28 am EDT	3,452	2,858	18	47	11	518
Want the latest on what's new to see, do and experience in the Daytona Beach area? Sign up for our eNewsletter and st...	Fri 10/25/2024 11:38 am EDT	2,880	2,651	17	14	—	198





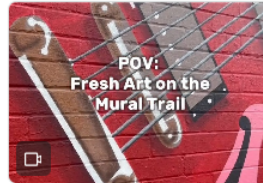
## Facebook Top Viewed Videos

Video Title	Date	Video Views
It's #WaveWednesday: Fall Edition! How are you bringing in the season? #LoveDaytonaBeach 🌊 #LoveFL 🍊	Wed 10/2/2024 12:09 pm EDT	5,760
🚲 Biking the beach is a fun way to explore the Daytona Beach area's world-famous shoreline! Plan your Daytona...	Sat 10/26/2024 9:53 am EDT	809
🔥 NEW MURAL DROP! 🎨 We ❤️ all of the new art popping up on the Daytona Beach Mural Trail! 📍 Learn more about...	Sat 10/5/2024 9:42 am EDT	694
Fact Check	Fri 10/11/2024 9:58 am EDT	470
The Daytona Beach area's 23 miles of beaches are a playground year-round! Visit DaytonaBeach.com today...	Wed 10/23/2024 1:28 pm EDT	438



## Instagram Top Posts

Post	Engagements	Likes	Comments	Shares	Saves
<p><b>discoverdaytonabeach</b> Tue 10/29/2024 10:34 am EDT</p> <p>Gorgeous! 🌈 #LoveDaytonaBeach #LoveFL 🇺🇸 by @morkiemeetsworld: Girls Just Want To Have Sun; 🇺🇸 Vanessa Lynn...</p>  <p><b>Total Engagements</b> 146</p> <p>Likes 136</p> <p>Comments 1</p> <p>Shares 8</p> <p>Saves 1</p>	146	136	1	8	1
<p><b>discoverdaytonabeach</b> Tue 10/1/2024 11:15 am EDT</p> <p>Hey October! 🍂 🇺🇸 by @capturingmoments_nl: ♡ . . #october #birthdaymonth #adl #photo...</p>  <p><b>Total Engagements</b> 141</p> <p>Likes 122</p> <p>Comments 2</p> <p>Shares 16</p> <p>Saves 1</p>	141	122	2	16	1
<p><b>discoverdaytonabeach</b> Wed 10/23/2024 1:54 pm EDT</p> <p>Biking the beach is a fun way to explore the Daytona Beach area's world-famous shoreline! Plan your Daytona Beach...</p>  <p><b>Total Engagements</b> 126</p> <p>Likes 108</p> <p>Comments 3</p> <p>Shares 13</p> <p>Saves 2</p>	126	108	3	13	2
<p><b>discoverdaytonabeach</b> Wed 10/2/2024 12:32 pm EDT</p> <p>It's #WaveWednesday: Fall Edition! How are you bringing in the season? #LoveDaytonaBeach 🇺🇸 #LoveFL 🍂</p>  <p><b>Total Engagements</b> 119</p> <p>Likes 116</p> <p>Comments 1</p> <p>Shares 2</p> <p>Saves 0</p>	119	116	1	2	0
<p><b>discoverdaytonabeach</b> Fri 10/18/2024 11:52 am EDT</p> <p>Nice pix! 🇺🇸 by @swoldier1995: It was a beautiful day to head down to Daytona for @biketoberfesttrally with the lovely...</p>  <p><b>Total Engagements</b> 118</p> <p>Likes 118</p> <p>Comments 0</p> <p>Saves 0</p>	118	118	0	0	0



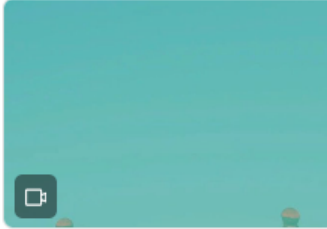

## Instagram Top Viewed Videos

Video	Views
<p><b>discoverdaytonabeach</b> Wed 10/30/2024 11:14 pm EDT</p> <p>🎵 🎵 🎵 🎵 🎵 by @paddlepubdb: Put your karaoke skills to the test on the #paddlepubdb and show us what you...</p>  <p><b>Video Views</b> 5,240</p>	5,240
<p><b>discoverdaytonabeach</b> Wed 10/23/2024 1:54 pm EDT</p> <p>Biking the beach is a fun way to explore the Daytona Beach area's world-famous shoreline! Plan your Daytona Beach...</p>  <p><b>Video Views</b> 1,998</p>	1,998
<p><b>discoverdaytonabeach</b> Tue 10/1/2024 11:15 am EDT</p> <p>Hey October! 🍂 🇺🇸 by @capturingmoments_nl: ♡ . . #october #birthdaymonth #adl #photo...</p>  <p><b>Video Views</b> 1,961</p>	1,961
<p><b>discoverdaytonabeach</b> Wed 10/2/2024 12:32 pm EDT</p> <p>It's #WaveWednesday: Fall Edition! How are you bringing in the season? #LoveDaytonaBeach 🇺🇸 #LoveFL 🍂</p>  <p><b>Video Views</b> 1,387</p>	1,387
<p><b>discoverdaytonabeach</b> Sat 10/5/2024 9:42 am EDT</p> <p>🎨 NEW MURAL DROP! 🎨 We ❤️ all of the new art popping up on the Daytona Beach Mural Trail! 🎨 Learn more about...</p>  <p><b>Video Views</b> 1,264</p>	1,264

## Top X Posts

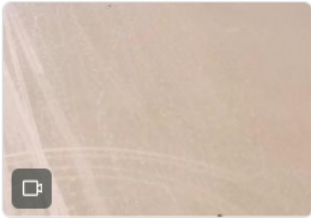



Post Content	Total Engagements
<p><b>@DaytonaBeachFun</b> Wed 10/30/2024 3:21 pm EDT</p> <p>It's a beautiful day in Daytona Beach! Check out the views from our live beach cam: <a href="https://bit.ly/2yf6rtO">bit.ly/2yf6rtO</a>  <a href="#">#WaveWednesday</a>  <a href="#">#LoveDaytonaBeach</a>  <a href="#">#LoveFL</a></p>	<p><b>8</b></p> <p>Likes: 0            @Replies: 0            Reposts: 0            Post Link Clicks: 7            Other Post Clicks: 1            Other Engagements: 0</p>
<p><b>@DaytonaBeachFun</b> Thu 10/24/2024 3:11 pm EDT</p> <p>Sip, shop and stroll the Riverfront Market located along the scenic Riverfront Esplanade in downtown Daytona Beach...</p> 	<p><b>4</b></p> <p>Likes: 1            @Replies: 0            Reposts: 0            Post Link Clicks: 1            Other Post Clicks: 2            Other Engagements: 0</p>
<p><b>@DaytonaBeachFun</b> Mon 10/21/2024 9:54 am EDT</p> <p>Meet Daytona Beach's newest oceanfront hotel -- the Renaissance Daytona Beach! Learn more: <a href="https://bit.ly/3Nv1QqW">bit.ly/3Nv1QqW</a>  <a href="#">#LoveDaytonaBeach</a>  <a href="#">#LoveFL</a></p>	<p><b>4</b></p> <p>Likes: 0            @Replies: 0            Reposts: 0            Post Link Clicks: 3            Other Post Clicks: 1            Other Engagements: 0</p>
<p><b>@DaytonaBeachFun</b> Mon 10/28/2024 12:27 pm EDT</p> <p>In November, several Daytona Beach area attractions will offer opportunities to salute those who have given so much to preserve our freedoms. Consider these highlights among the many ways to honor our</p>	<p><b>3</b></p> <p>Likes: 2            @Replies: 0            Reposts: 1            Post Link Clicks: 0            Other Post Clicks: 0            Other Engagements: 0</p>
<p><b>@DaytonaBeachFun</b> Sun 10/27/2024 11:28 am EDT</p> <p>Here's some spooky fun the entire family can enjoy! On Oct. 30 at 6 pm, the historic Casements in Ormond Beach will...</p> 	<p><b>3</b></p> <p>Likes: 0            @Replies: 0            Reposts: 2            Post Link Clicks: 0            Other Post Clicks: 1            Other Engagements: 0</p>

## X Top Viewed Videos

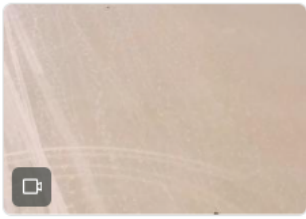

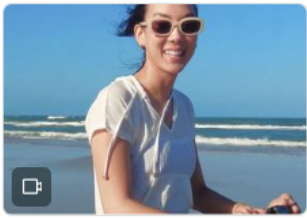

Video Content	Video Views
<p><b>@DaytonaBeachFun</b> Thu 10/24/2024 10:36 am EDT</p> <p>The Daytona Beach area's 23 miles of beaches allow vacationers to beach their way! Plan your Daytona Beach getaway...</p> 	<p><b>28</b></p>
<p><b>@DaytonaBeachFun</b> Sat 10/26/2024 9:53 am EDT</p> <p>Biking the beach is a fun way to explore the Daytona Beach area's world-famous shoreline! Plan your Daytona...</p> 	<p><b>25</b></p>
<p><b>@DaytonaBeachFun</b> Wed 10/23/2024 1:28 pm EDT</p> <p>The Daytona Beach area's 23 miles of beaches are a playground year-round! Visit <a href="https://DaytonaBeach.com">DaytonaBeach.com</a> today....</p> 	<p><b>19</b></p>
<p><b>@DaytonaBeachFun</b> Fri 10/4/2024 11:35 am EDT</p> <p>It's not too late to partake in Fall Fine Dining Days in Daytona Beach! Through October 13, you can enjoy an elevated...</p> 	<p><b>13</b></p>













## Top TikTok Posts

Post	Engagements	Likes	Comments	Shares
<p><b>discoverdaytonabeach</b> Wed 10/23/2024 10:05 am EDT</p> <p>Biking the beach is a fun way to explore the Daytona Beach area's world-famous shoreline! #LoveDaytonaBeach #BeachOn</p> 	712	686	4	22
<p><b>discoverdaytonabeach</b> Sat 10/5/2024 9:42 am EDT</p> <p>🔥 NEW MURAL DROP! 🎨 We ❤️ all of the new art popping up on the Daytona Beach Mural Trail! 📍 Learn more about...</p> 	31	30	0	1
<p><b>discoverdaytonabeach</b> Wed 10/23/2024 9:48 am EDT</p> <p>The Daytona Beach area's 23 miles of beaches allows vacationers to beach their way! #BeachOn #LoveDaytonaBeach</p> 	22	20	0	2
<p><b>discoverdaytonabeach</b> Wed 10/23/2024 9:30 am EDT</p> <p>The Daytona Beach area's 23 miles of beaches are a playground year-round! Visit DaytonaBeach.com today...</p> 	22	20	1	1


## TikTok Top Viewed Videos


Post	Total Video Views	Follow Video Views	For You Video Views	Hashtag Video Views	Business Account Video Views	Sound Video Views	Unspecified Video Views
<p><b>discoverdaytonabeach</b> Wed 10/23/2024 10:05 am EDT</p> <p>Biking the beach is a fun way to explore the Daytona Beach area's world-famous shoreline! #LoveDaytonaBeach #BeachOn</p> 	475,394	998	473,539	0	0	0	97
<p><b>discoverdaytonabeach</b> Sat 10/5/2024 9:42 am EDT</p> <p>🔥 NEW MURAL DROP! 🎨 We ❤️ all of the new art popping up on the Daytona Beach Mural Trail! 📍 Learn more about...</p> 	15,622	49	14,817	0	3	0	17
<p><b>discoverdaytonabeach</b> Wed 10/23/2024 9:30 am EDT</p> <p>The Daytona Beach area's 23 miles of beaches are a playground year-round! Visit DaytonaBeach.com today...</p> 	14,610	112	12,685	0	1	0	12
<p><b>discoverdaytonabeach</b> Wed 10/23/2024 9:48 am EDT</p> <p>The Daytona Beach area's 23 miles of beaches allows vacationers to beach their way! #BeachOn #LoveDaytonaBeach</p> 	12,873	81	12,324	0	1	0	11


## YouTube - Top 10 Video Analytics


Content	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours) ↓
<input type="checkbox"/> <b>Total</b>	<b>14,025</b>	<b>3.4%</b>	<b>48,653</b>	<b>0:17</b>	<b>239.3</b>
<input type="checkbox"/>  Daytona Beach Nightlife	1,293	1.4%	20,193 41.5%	0:14	84.1 35.1%
<input type="checkbox"/>  The Arrival - Daytona Beach (:15)	734	2.0%	15,897 32.7%	0:14	66.1 27.6%
<input type="checkbox"/>  First Surf Lesson - Daytona Beach	204	4.9%	3,097 6.4%	0:28	24.6 10.3%
<input type="checkbox"/>  First Surf Lesson - Daytona Beach (:15)	456	1.5%	4,811 9.9%	0:14	19.9 8.3%
<input type="checkbox"/>  The Arrival - Daytona Beach	349	2.9%	1,470 3.0%	0:26	10.9 4.6%
<input type="checkbox"/>  10,000 Steps - Daytona Beach	162	3.1%	1,024 2.1%	0:25	7.3 3.1%
<input type="checkbox"/>  Daytona Beach, FL - Virtual Paradise	302	3.3%	316 0.7%	0:33	2.9 1.2%
<input type="checkbox"/>  Virtual Drive on Daytona Beach	71	2.8%	249 0.5%	0:27	1.9 0.8%
<input type="checkbox"/>  Main Street Pier and Sunglow Pier in Daytona Beach, FL...	266	4.9%	134 0.3%	0:43	1.6 0.7%
<input type="checkbox"/>  ONE DAYTONA - the Newest Entertainment Complex in...	296	6.1%	69 0.1%	1:10	1.4 0.6%

## eNewsletter Performance Overview

 **Total sends**  
76,496  
↓ 78%

 **Open rate**  
5.4%  
↑ 7.1%

 **Click rate**  
0.77%  
↑ 23%

 **Unsubscribe rate**  
0.19%  
↓ 12%

## Top 20 Blogs

Blog	Sessions	Users	New users	Average engagement time per session	Key Events
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	1258	1119	1059	38.78934817	55
/blog/post/fun-fall-festivals-to-hit-in-daytona-beach	509	473	407	61.54027505	68
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	375	330	288	99.20266667	97
/blog/post/fun-free-things-to-do-in-daytona-beach	310	269	212	89.77419355	79
/blog/post/everything-you-need-to-know-about-biketoberfest	290	261	192	94.73793103	81
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	256	226	182	71.52734375	110
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	218	179	136	70.93577982	122
/blog/post/great-reasons-to-visit-daytona-beach-in-the-fall	216	200	172	71.64814815	57
/blog/post/pack-the-popcorn-its-time-for-movies-on-the-halifax-at-the-casements	194	140	124	32.24742268	13
/blog/post/beach-bars-with-live-music-in-daytona-beach	187	154	116	77.10160428	95
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	168	133	107	51.07738095	8
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	166	152	124	88.63855422	90
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	163	151	139	88.65644172	47
/blog/post/celebrate-veterans-all-november-long-in-daytona-beach	143	131	115	30.95104895	18
/blog/post/visitors-can-discover-delicious-dishes-at-these-ormond-beach-area-restaurants	143	135	128	32.57342657	18
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	127	120	109	60.81889764	27
/blog/post/9-great-things-to-do-when-visiting-ponce-inlet	120	101	91	55.46666667	23
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	120	108	90	75.44166667	17
/blog/post/places-to-putt-around-in-daytona-beach	117	98	79	53.21367521	28
/blog/post/6-great-rides-you-can-enjoy-on-your-motorcycle	109	93	64	97.3853211	21



# October 2024

## Social Media Summary

### Facebook - Biketoberfest

- Published Posts: 53
- Followers: 283,872 - gained 542
- Organic Impressions: 717,989 - up 388.6%
- Paid Impressions: 23,051 - up 22.6%
- Organic Engagements: 12,773 - up 214.8%
- Paid Engagements: 108 - up 31.7%
- Organic Engagement Rate Per Impression: 1.8% - down 35.6%
- Paid Engagement Rate Per Impression: 0.5% - up 7.5%
- Organic Post Link Clicks: 445 - up 194.7%
- Paid Post Link Clicks: 13 - up 44.4%

### Instagram - BiketoberfestRally

- Published Posts: 42
- Followers: 8,708 - gained 685
- Organic Impressions: 60,623 - up 174.3%
- Paid Impressions: 192 - up 1,029.4%
- Organic Engagements: 3,733 - up 181.1%
- Paid Engagements: 1 - n/a
- Organic Engagement Rate Per Impression: 6.2% - up 2.5%
- Paid Engagement Rate Per Impression: 0.5% - n/a
- Profile Actions: 258 - up 352.6%

### X - Biketoberfest

- Published Posts: 20
- Followers: 4,274 - gained 49
- Impressions: 4,705 - up 19.4%
- Engagement: 153 - up 4.1%
- Engagement Rate Per Impression: 3.3% - down 12.8%
- Post Link Clicks: 16 - up 23.1%

### TikTok - BiketoberfestRally

- Published Posts: 8
- Followers: 970 - gained 106
- Video Views: 134,609 - up 69.1%
- Engagements: 428 - up 82.9%
- Engagement Rate Per Impression: 0.3% - up 8.2%

### YouTube - BiketoberfestRally709

- Subscribers: 112 - gained 1
- Impressions: 3,493 - up 37.7%
- Video Views: 161 - up 80.9%
- New Viewers: 100 - up 51.5%
- Click-Thru Rate: 2.6% - up 8.3%





## Facebook Top Posts

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Mon 10/14/2024 2:41 pm EDT	1,857	304	64	46	130	1,313
Thu 10/17/2024 1:11 pm EDT	995	216	27	14	—	738
Sat 10/19/2024 4:13 pm EDT	722	234	13	0	—	475
Mon 10/14/2024 1:31 pm EDT	717	264	44	79	9	321
Wed 10/16/2024 12:35 pm EDT	541	62	10	18	—	451






## Facebook Top Viewed Videos

Post Date	Video Views
Thu 10/17/2024 1:11 pm EDT	25,158
Fri 10/18/2024 1:31 pm EDT	18,040
Sat 10/19/2024 8:41 pm EDT	15,414
Fri 10/18/2024 2:37 pm EDT	4,546
Mon 10/14/2024 1:31 pm EDT	3,761










## Instagram Top Posts

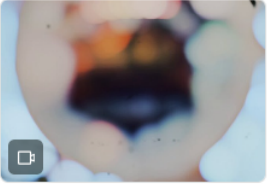

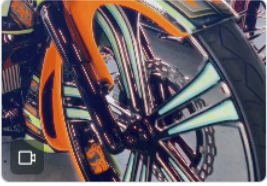


<p><b>biktoberfestally</b> Mon 10/14/2024 1:18 pm EDT</p> <p>Get Ready. To. Ride! For all those who I been asking, YES, Biktoberfest® is happer October 17-20, 2024 at locations througho</p>  <p><b>Total Engagements</b> 465</p> <p>Likes 328</p> <p>Comments 5</p> <p>Shares 123</p> <p>Saves 9</p>	<p><b>biktoberfestally</b> Thu 10/17/2024 8:24 am EDT</p> <p>It's time to ride out! Biktoberfest® is here! Be sure to download the rally's official mobile app for the latest on even...</p>  <p><b>Total Engagements</b> 386</p> <p>Likes 296</p> <p>Comments 7</p> <p>Shares 79</p> <p>Saves 4</p>	<p><b>biktoberfestally</b> Fri 10/18/2024 2:49 pm EDT</p> <p>Main Street Action from Urban Ash Cigar Lounge! #Biktoberfest24 #DaytonaBeach</p>  <p><b>Total Engagements</b> 302</p> <p>Likes 270</p> <p>Comments 1</p> <p>Shares 29</p> <p>Saves 2</p>	<p><b>biktoberfestally</b> Fri 10/18/2024 1:45 pm EDT</p> <p>Bike Show at the Boardwalk! #Biktoberfest24 #DaytonaBeach #livestream</p>  <p><b>Total Engagements</b> 251</p> <p>Likes 229</p> <p>Comments 0</p> <p>Shares 21</p> <p>Saves 1</p>	<p><b>biktoberfestally</b> Mon 10/21/2024 12:24 pm EDT</p> <p>Glad you enjoyed! #Biktoberfest24 #DaytonaBeach by @cheycoreen: Biktoberfesttttt A solid three days...</p>  <p><b>Total Engagements</b> 250</p> <p>Likes 247</p> <p>Comments 2</p> <p>Saves 1</p>
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## Instagram Top Viewed Videos

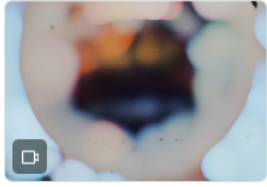


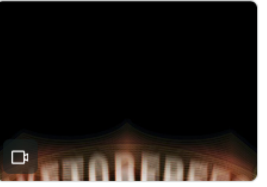
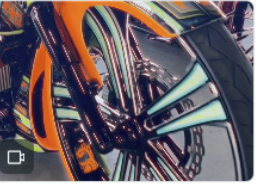
<p><b>biktoberfestally</b> Mon 10/14/2024 1:18 pm EDT</p> <p>Get Ready. To. Ride! For all those who I been asking, YES, Biktoberfest® is happer October 17-20, 2024 at locations througho</p>  <p><b>Video Views</b> 8,478</p>	<p><b>biktoberfestally</b> Thu 10/17/2024 8:24 am EDT</p> <p>It's time to ride out! Biktoberfest® is here! Be sure to download the rally's official mobile app for the latest on even...</p>  <p><b>Video Views</b> 5,509</p>	<p><b>biktoberfestally</b> Fri 10/18/2024 1:45 pm EDT</p> <p>Bike Show at the Boardwalk! #Biktoberfest24 #DaytonaBeach #livestream</p>  <p><b>Video Views</b> 3,022</p>	<p><b>biktoberfestally</b> Wed 10/16/2024 8:31 pm EDT</p> <p>This weekend's weather is looking good! ☀️ #Biktoberfest24 #DaytonaBeach</p>  <table border="1"> <thead> <tr> <th>THU</th> <th>FRI</th> <th>SAT</th> <th>SUN</th> </tr> </thead> <tbody> <tr> <td>78</td> <td>80</td> <td>82</td> <td>83</td> </tr> <tr> <td>62</td> <td>65</td> <td>70</td> <td>71</td> </tr> </tbody> </table> <p><b>Video Views</b> 2,645</p>	THU	FRI	SAT	SUN	78	80	82	83	62	65	70	71	<p><b>biktoberfestally</b> Tue 10/15/2024 9:29 am EDT</p> <p>The Florida Motorcycle Safety Program is a proud Sponsor of Biktoberfest® 2024! The Florida Motorcycle Safety Progra...</p>  <p><b>Video Views</b> 2,476</p>
THU	FRI	SAT	SUN													
78	80	82	83													
62	65	70	71													



## Top X Posts






Post Content	Total Engagements
<p><b>@Biketoberfest</b> Thu 10/17/2024 2:55 pm EDT</p> <p>It's time to ride out! Biketoberfest® is here! <a href="#">#Biketoberfest24</a> <a href="#">#DaytonaBeach</a></p> 	<p><b>34</b></p> <p>Likes: 5 @Replies: 0 Reposts: 3 Post Link Clicks: 1 Other Post Clicks: 25 Other Engagements: 0</p>
<p><b>@Biketoberfest</b> Mon 10/14/2024 2:41 pm EDT</p> <p>Hey, riders! Biketoberfest® 2024 is just a week away! Are you ready? Go to <a href="#">Biketoberfest.org</a> to plan your trip and...</p> 	<p><b>16</b></p> <p>Likes: 5 @Replies: 0 Reposts: 4 Post Link Clicks: 1 Other Post Clicks: 6 Other Engagements: 0</p>
<p><b>@Biketoberfest</b> Fri 10/18/2024 12:40 pm EDT</p> <p>Ready for DAY 2 of Biketoberfest®? <a href="#">#Biketoberfest24</a> <a href="#">#DaytonaBeach</a> <a href="#">#DestinationDaytona</a></p> 	<p><b>14</b></p> <p>Likes: 4 @Replies: 0 Reposts: 2 Post Link Clicks: — Other Post Clicks: 6 Other Engagements: 2</p>
<p><b>@Biketoberfest</b> Mon 10/21/2024 1:36 pm EDT</p> <p>We'd like to thank everyone who, despite all the challenges, made it a point to ride to Daytona Beach and support this year's...</p> 	<p><b>11</b></p> <p>Likes: 3 @Replies: 1 Reposts: 1 Post Link Clicks: 1 Other Post Clicks: 5 Other Engagements: 0</p>
<p><b>@Biketoberfest</b> Wed 10/2/2024 11:55 am EDT</p> <p>NEW DROP ALERT! 🚨 The 2025 Harley-Davidson Dream Giveaway starts now! Enter to win the 2024 Harley-Davidson edition Ford F...</p> 	<p><b>9</b></p> <p>Likes: 2 @Replies: 0 Reposts: 2 Post Link Clicks: 4 Other Post Clicks: 1 Other Engagements: 0</p>

## X Top Viewed Videos






Post Content	Video Views
<p><b>@Biketoberfest</b> Thu 10/17/2024 2:55 pm EDT</p> <p>It's time to ride out! Biketoberfest® is here! <a href="#">#Biketoberfest24</a> <a href="#">#DaytonaBeach</a></p> 	<p><b>97</b></p>
<p><b>@Biketoberfest</b> Mon 10/21/2024 1:36 pm EDT</p> <p>We'd like to thank everyone who, despite all the challenges, made it a point to ride to Daytona Beach and support this year's...</p> 	<p><b>68</b></p>
<p><b>@Biketoberfest</b> Wed 10/16/2024 4:34 pm EDT</p> <p>Hey, bikers! Be sure to stop by the <a href="#">@OceanDeck</a>, Daytona Beach's legendary beachfront bar and restaurant, during th...</p> 	<p><b>51</b></p>
<p><b>@Biketoberfest</b> Sat 10/19/2024 1:02 pm EDT</p> <p>Congratulations, Barry! Our 2024 Harley Dream Giveaway Winner! <a href="#">#Biketoberfest24</a> <a href="#">#DaytonaBeach</a> <a href="#">#DestinationDaytona</a></p> 	<p><b>46</b></p>
<p><b>@Biketoberfest</b> Fri 10/18/2024 12:40 pm EDT</p> <p>Ready for DAY 2 of Biketoberfest®? <a href="#">#Biketoberfest24</a> <a href="#">#DaytonaBeach</a> <a href="#">#DestinationDaytona</a></p> 	<p><b>27</b></p>



## Top TikTok Posts

<p><b>biketoberfestally</b> Thu 10/17/2024 8:24 am EDT</p> <p>🚩 It's time to ride out! Biketoberfest® is here! Be sure to download the rally's official mobile app for the latest on even...</p>  <p><b>Total Engagements</b> 30</p> <p>Likes 24</p> <p>Comments 0</p> <p>Shares 6</p>	<p><b>biketoberfestally</b> Wed 10/16/2024 4:02 pm EDT</p> <p>👉 Hey, bikers! Be sure to stop by the Ocean Deck, Daytona Beach's legendary beachfront bar and restaurant, while in...</p>  <p><b>Total Engagements</b> 7</p> <p>Likes 6</p> <p>Comments 1</p> <p>Shares 0</p>	<p><b>biketoberfestally</b> Fri 10/18/2024 12:40 pm EDT</p> <p>Ready for DAY 2 of Biketoberfest®? #Biketoberfest24 #DaytonaBeach #DestinationDaytona</p>  <p><b>Total Engagements</b> 5</p> <p>Likes 5</p> <p>Comments 0</p> <p>Shares 0</p>	<p><b>biketoberfestally</b> Tue 10/15/2024 9:29 am EDT</p> <p>The Florida Motorcycle Safety Program is a proud Sponsor of Biketoberfest® 2024! 🚩 The Florida Motorcycle Safety Progra...</p>  <p><b>Total Engagements</b> 5</p> <p>Likes 5</p> <p>Comments 0</p> <p>Shares 0</p>	<p><b>biketoberfestally</b> Wed 10/16/2024 8:29 pm EDT</p> <p>🌞 This weekend's weather is looking good! 🌞 #Biketoberfest24 #DaytonaBeach</p>  <p><b>Total Engagements</b> 4</p> <p>Likes 4</p> <p>Comments 0</p> <p>Shares 0</p>
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## TikTok Top Viewed Videos











<p><b>biketoberfestally</b> Tue 10/15/2024 9:29 am EDT</p> <p>The Florida Motorcycle Safety Program is a proud Sponsor of Biketoberfest® 2024! 🚩 The Florida Motorcycle Safety Progra...</p>  <p><b>Total Video Views</b> 816</p> <p>Follow Video Views 3</p> <p>For You Video Views 703</p> <p>Hashtag Video Views 0</p> <p>Business Account Video Views 0</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 3</p>	<p><b>biketoberfestally</b> Wed 10/16/2024 8:29 pm EDT</p> <p>🌞 This weekend's weather is looking good! 🌞 #Biketoberfest24 #DaytonaBeach</p>  <p><b>Total Video Views</b> 787</p> <p>Follow Video Views 4</p> <p>For You Video Views 755</p> <p>Hashtag Video Views 0</p> <p>Business Account Video Views 0</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p>	<p><b>biketoberfestally</b> Wed 10/16/2024 4:02 pm EDT</p> <p>👉 Hey, bikers! Be sure to stop by the Ocean Deck, Daytona Beach's legendary beachfront bar and restaurant, while in...</p>  <p><b>Total Video Views</b> 742</p> <p>Follow Video Views 10</p> <p>For You Video Views 693</p> <p>Hashtag Video Views 0</p> <p>Business Account Video Views 0</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 4</p>	<p><b>biketoberfestally</b> Thu 10/17/2024 8:24 am EDT</p> <p>🚩 It's time to ride out! Biketoberfest® is here! Be sure to download the rally's official mobile app for the latest on even...</p>  <p><b>Total Video Views</b> 449</p> <p>Follow Video Views 6</p> <p>For You Video Views 326</p> <p>Hashtag Video Views 0</p> <p>Business Account Video Views 0</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 5</p>	<p><b>biketoberfestally</b> Fri 10/18/2024 12:40 pm EDT</p> <p>Ready for DAY 2 of Biketoberfest®? #Biketoberfest24 #DaytonaBeach #DestinationDaytona</p>  <p><b>Total Video Views</b> 129</p> <p>Follow Video Views 3</p> <p>For You Video Views 15</p> <p>Hashtag Video Views 0</p> <p>Business Account Video Views 0</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 4</p>
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# YouTube & eNewsletters Report

## YouTube - Top 10 Video Analytics

Content	Impressions ↓	Impressions click-through rate	Views	Average view duration	Watch time (hours)
<input type="checkbox"/> <b>Total</b>	<b>3,493</b>	<b>2.6%</b>	<b>161</b>	<b>0:17</b>	<b>0.8</b>
<input type="checkbox"/>  Book Your Biketoberfest Getaway	1,143	1.8%	31 19.3%	0:13	0.1 14.5%
<input type="checkbox"/>  Let the Good Times Roll! Biketoberfest® 2024 Is Almo...	504	3.2%	34 21.1%	0:20	0.2 25.0%
<input type="checkbox"/>  Biketoberfest® Motorcycle Ride: The Loop	454	1.3%	15 9.3%	0:18	0.1 10.0%
<input type="checkbox"/>  32nd Annual Biketoberfest® in Daytona Beach	345	4.4%	19 11.8%	0:09	0.1 6.4%
<input type="checkbox"/>  32nd Annual Biketoberfest® Cruises Back to Daytona ...	221	8.6%	28 17.4%	0:12	0.1 12.6%
<input type="checkbox"/>  Biketoberfest® 2024 -- Thank You!	162	1.9%	7 4.4%	0:16	0.0 4.0%
<input type="checkbox"/>  Daytona Beach Biketoberfest® 2022	139	0%	– –	–	– –
<input type="checkbox"/>  Biketoberfest® 2023: Day 1 #biketoberfest #daytonab...	55	7.3%	5 3.1%	0:11	0.0 2.0%
<input type="checkbox"/>  Experience Biketoberfest® in Daytona Beach, October ...	47	4.3%	2 1.2%	0:06	0.0 0.5%
<input type="checkbox"/>  Biketoberfest® Motorcycle Ride: Ponce Inlet	35	0%	0 0.0%	–	0.0 0.0%

## eNewsletter Performance Overview

Subject	Total Sends	Open Rate	Click Rate
Score Two Iconic Harley-Davidson Motorcycles Plus More!	31,035	32%	1.30%
Take Home BOTH Harley-Davidson Motorcycles Plus More!	32,297	29%	1.10%
The Perfect Grand-Prize Package Does Exist!	35,977	26%	1.30%
Your Next Adventure Begins With This Grand-Prize Package!	38,894	23%	1.30%
Make This Dream Prize Package Yours!	43,345	27%	1.60%
Take Home This Matching Pair of Harleys Plus More!	42,808	28%	1.20%
Score TWO Harley Motorcycles!	44,474	25%	1.40%
Score TWO Legendary Harleys Plus More!	43,997	23%	0.97%
Take Home This Matching Set Of Harley Motorcycles + More!	43,704	25%	0.60%
SPECIAL OFFER! Score The Ultimate Harley Experience!	43,342	23%	0.60%
October, Meet Octane: Biketoberfest® Is Coming!	45,348	20%	0.94%
Limited Time Left! Score TWO Harley Motorcycles Plus More!	49,061	21%	0.90%
Get Your Motor Running for Biketoberfest®	45,389	22%	1.00%
FINAL CHANCE! Score BOTH Harley Motorcycles Plus More!	49,956	22%	0.99%
Biketoberfest® MotoPassport Scavenger Hunt Is Back!	45,897	25%	1.50%
	<b>635,524</b>	<b>24.7%</b>	<b>1.11%</b>