



HOFFMAN YORK



The Outer Banks®
VISITORS BUREAU

Outer Banks Visitors Bureau

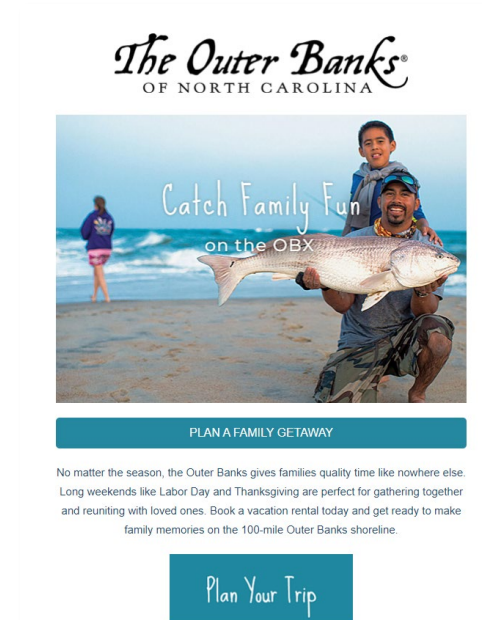
FY21-22 Partner Co-op Media Recommendation

Workflow Historical Performance & Segment Overview

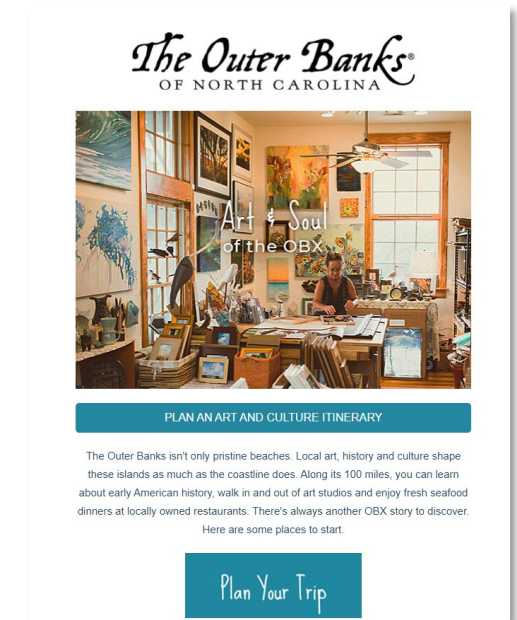
HubSpot



Avg. Performance	Email
Sends	111K
Opens	28K
Open Rate	26%
Clicks	8K
Send CTR	7.2%
Open CTR	28%
Key KPI	Opens/Clicks



Family Workflow
Audience Size: 26K



Art, History and Culture Workflow Audience
Size: 26K

Co-op Email Opportunities

