July 2025
End of Month Reports
Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 45
- Followers: 585,671 - gained 26,407
- Organic Impressions: 469,322 - down 36.3%
- Paid Impressions: 18,045,256 - up 1.7%
- Organic Engagements: 14,221 - up 63.0%
- Paid Engagements: 624,532 - down 41.6%
- Organic Engagement Rate Per Impression: 3.0% - up 156.0%
- Paid Engagement Rate Per Impression: 3.5% - down 42.6%
- Organic Post Link Clicks: 319 - down 7.3%
- Paid Post Link Clicks: 420,066 - down 35.0%

Instagram - DiscoverDaytonaBeach

- Published Posts: 38
- Followers: 31,936 - gained 421
- Organic Views: 64,112 - down 36.9%
- Paid Views: 1,909,149 - down 26.0%
- Organic Engagements: 3,050 - down 4.1%
- Paid Engagements: 129,731 - up 500%
- Organic Engagement Rate Per Impression: 4.8% - up 52.1%
- Paid Engagement Rate Per Impression: 6.8% - up 711.3%

Threads - DiscoverDaytonaBeach

- Published Posts: 15
- Followers: 4,680 - gained 122
- Views: 583 - down 34.3%
- Engagements: 19 - up 18.8%

X - DaytonaBeachFun

- Published Posts: 10
- Followers: 11,793 - lost 1
- Impressions: 2,273 - up 33.0%
- Engagements: 54 - down 44.3%
- Engagement Rate Per Impression: 2.4% - down 58.1%
- Post Link Clicks: 13 - down 7.1%

TikTok - DiscoverDaytonaBeach

- Published Posts: 18
- Followers: 56,352 - gained 6,272
- Video Views: 2,587,609 - up 1340%
- Engagements: 17,533 - up 138.9%
- Engagement Rate Per Impression: 0.7% - down 83.4%

YouTube - VisitDaytonaBeach

- Subscribers: 1,043 - gained 2
- Impressions: 11,697 - down 21.8%
- Video Views: 73,853 - up 23.6%
- New Viewers: 44,474 - up 56.8%
- Click-Thru Rate: 3.9% - down 13.3%

Pinterest - DiscoverDaytonaBeach

- Pins: 0
- Audience: 437 - gained 8

Facebook Top Posts

Daytona Beach Area ...
Thu 7/3/2025 12:22 pm EDT

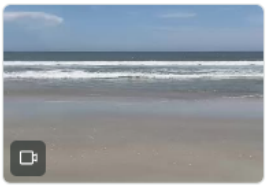
🎸 Saturdays rock this summer at the iconic Daytona Beach Bandshell! 🎶 Enjoy free concerts every Saturday night...

Total Engagements	10,236
Reactions	2,389
Comments	32
Shares	209
Post Link Clicks	151
Other Post Clicks	7,455

Boosted

Daytona Beach Area ...
Wed 7/16/2025 4:32 pm EDT

Wave Wednesday 🌊 #lovedaytonabeach 🏄



Total Engagements	8,782
Reactions	7,470
Comments	49
Shares	62
Post Link Clicks	75
Other Post Clicks	1,126

Daytona Beach Area ...
Tue 7/29/2025 4:53 pm EDT

Ponce Inlet! 🎀 #LoveDaytonaBeach🚤

This content isn't available right n...

Total Engagements	5,040
Reactions	1,014
Comments	80
Shares	0
Post Link Clicks	0
Other Post Clicks	3,946

Daytona Beach Area ...
Wed 7/16/2025 4:26 pm EDT

🎸 Saturdays rock this summer at the iconic Daytona Beach Bandshell! 🎶 Enjoy free concerts every Saturday night...

Total Engagements	4,898
Reactions	3,936
Comments	20
Shares	74
Post Link Clicks	111
Other Post Clicks	757

Daytona Beach Area ...
Wed 7/16/2025 4:38 pm EDT

⛳ It's time to tee up for your fall/winter golf getaway to the Daytona Beach area! With scenic fairways, ocean breezes, an...

Total Engagements	4,491
Reactions	3,822
Comments	4
Shares	8
Post Link Clicks	42
Other Post Clicks	615

Facebook Top Viewed Videos

Daytona Beach Area ...
Tue 7/8/2025 12:17 pm EDT

Follow us for vacation planning, event information, and more!

Video Views	235,089

Daytona Beach Area ...
Wed 7/16/2025 4:32 pm EDT

Wave Wednesday 🌊 #lovedaytonabeach 🏄

Video Views	90,436

Daytona Beach Area ...
Wed 7/16/2025 4:26 pm EDT

🎸 Saturdays rock this summer at the iconic Daytona Beach Bandshell! 🎶 Enjoy free concerts every Saturday night...

Video Views	85,457

Daytona Beach Area ...
Wed 7/16/2025 4:38 pm EDT

⛳ It's time to tee up for your fall/winter golf getaway to the Daytona Beach area! With scenic fairways, ocean breezes, an...

Video Views	65,581

Daytona Beach Area ...
Wed 7/16/2025 4:28 pm EDT

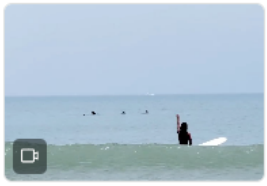
Glad you enjoyed your stay! And, thanks for the furbaby-friendly tips. 🐶 #LoveDaytonaBeach🏄 📷 by...

Video Views	65,219

Instagram Top Posts

discoverdaytonabeach
Tue 7/15/2025 2:56 pm EDT

Wow! Look at the dolphins! 🐬 🌊 And, great job catching the waves! 🏄 👏 #LoveDaytonaBeach 📸 by @tynna.rau:...



Total Engagements	239
Likes	206
Comments	3
Shares	27
Saves	3

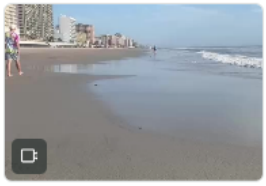
discoverdaytonabeach
Wed 7/23/2025 8:36 am EDT

Wave Wednesday 🌊 #lovedaytonabeach 🏖️

Total Engagements	189
Likes	165
Comments	5
Shares	17
Saves	2

discoverdaytonabeach
Wed 7/2/2025 8:41 am EDT

Wave Wednesday 🌊 #lovedaytonabeach 🏖️



Total Engagements	143
Likes	126
Comments	1
Shares	14
Saves	2

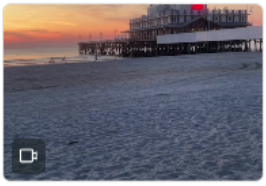
discoverdaytonabeach
Fri 7/4/2025 8:06 am EDT

🇺🇸 us Happy Independence Day from the Daytona Beach area! us🇺🇸 Whether you're enjoying a beachside BBQ, or...

Total Engagements	134
Likes	110
Comments	4
Shares	19
Saves	1

discoverdaytonabeach
Wed 7/30/2025 6:36 am EDT

Wave Wednesday 🌊 #lovedaytonabeach 🏖️



Total Engagements	126
Likes	114
Comments	2
Shares	7
Saves	3

Instagram Top Viewed Videos

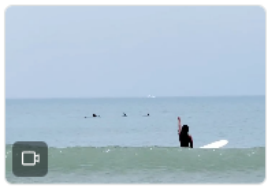
discoverdaytonabeach
Wed 7/23/2025 8:36 am EDT

Wave Wednesday 🌊 #lovedaytonabeach 🏖️

Reels Video Views 4,841

discoverdaytonabeach
Tue 7/15/2025 2:56 pm EDT

Wow! Look at the dolphins! 🐬 🌊 And, great job catching the waves! 🏄 👏 #LoveDaytonaBeach 📸 by @tynna.rau:...



Reels Video Views 3,321

discoverdaytonabeach
Thu 7/17/2025 12:25 pm EDT

Go Mack! 🏁 😍 #LoveDaytonaBeach 📸 by @aperruso: Mack likes to go fast too #daytona #florida #11monthsold...

Reels Video Views 2,941

discoverdaytonabeach
Mon 7/7/2025 12:18 pm EDT

Glad you enjoyed your stay! And, thanks for the furbaby-friendly tips. 🐶 #LoveDaytonaBeach🏖️ 📸 by...

Reels Video Views 2,336

discoverdaytonabeach
Fri 7/4/2025 8:06 am EDT

🇺🇸 us Happy Independence Day from the Daytona Beach area! us🇺🇸 Whether you're enjoying a beachside BBQ, or...

Reels Video Views 2,327

DAYTONA BEACH®

Top X Posts

@DaytonaBeachFun
Sat 7/5/2025 9:47 pm EDT

📍 Go off the beaten path and discover the Daytona Beach area's hidden gems! From parks and gardens to museums,...

Total Engagements	12
Likes	3
@Replies	0
Reposts	0
Post Link Clicks	4
Other Post Clicks	5
Other Engagements	0

@DaytonaBeachFun
Sat 7/26/2025 4:43 pm EDT

🚗 It's not too early to plan your fall getaway to the Daytona Beach area! Check out these upcoming fall festivals...

Total Engagements	9
Likes	3
@Replies	0
Reposts	1
Post Link Clicks	5
Other Post Clicks	0
Other Engagements	0

@DaytonaBeachFun
Mon 7/7/2025 7:35 am EDT

🌅 Rise and shine! ⏰ Good morning from beautiful Daytona Beach! #LoveDaytonaBeach 🏖️ #LoveFL 🌞

Total Engagements	9
Likes	7
@Replies	0
Reposts	0
Post Link Clicks	—
Other Post Clicks	2
Other Engagements	0

@DaytonaBeachFun
Tue 7/29/2025 12:15 pm EDT

🍽️ Craving breathtaking ocean views with your meal? 🌅 The Daytona Beach area's waterfront dining scene serves up fresh seafood, cold drinks, and relaxing, laid-back vibes. Learn more: bit.ly/3pfJSKi

Total Engagements	7
Likes	2
@Replies	0
Reposts	2
Post Link Clicks	3
Other Post Clicks	0
Other Engagements	0

@DaytonaBeachFun
Sun 7/13/2025 7:20 pm EDT

📘 Ready to plan your getaway to the Daytona Beach area? Download your copy of the FREE Daytona Beach...

Total Engagements	5
Likes	2
@Replies	0
Reposts	1
Post Link Clicks	—
Other Post Clicks	2
Other Engagements	0

Top Threads Posts

@DaytonaBeachFun
Sun 7/20/2025 7:05 pm EDT

Come meet Teddy at Daytona Aquarium and Rainforest Adventure! Teddy is a kinkajou and one of the attraction's...

Video Views 67

@DaytonaBeachFun
Mon 7/7/2025 7:35 am EDT

🌅 Rise and shine! ⏰ Good morning from beautiful Daytona Beach! #LoveDaytonaBeach 🏖️ #LoveFL 🌞

Video Views 64

@DaytonaBeachFun
Sat 7/19/2025 4:39 pm EDT

🤩 Enjoy sunshine, 🍕 slices and 🏖️ seaside fun at the iconic Daytona Beach Boardwalk. Play classic arcade games at...

Video Views 62

DAYTONA BEACH®

Top TikTok Posts

discoverdaytonabeach
Tue 7/8/2025 5:05 pm EDT

Love Daytona Beach? Become a fan and join our community today!

Total Engagements	10,948
Likes	10,353
Comments	33
Shares	562

Boosted

discoverdaytonabeach
Wed 7/23/2025 2:34 pm EDT

Thousands of bikes. Epic rides. Endless fun. See you at Biketoberfest® 2025!

Total Engagements	544
Likes	507
Comments	3
Shares	34

Boosted

discoverdaytonabeach
Thu 7/3/2025 7:51 pm EDT

🎸 Saturdays rock this summer at the iconic Daytona Beach Bandshell! 🎶 Enjoy free concerts every Saturday night...

Total Engagements	455
Likes	415
Comments	3
Shares	37

Boosted

discoverdaytonabeach
Wed 7/23/2025 2:29 pm EDT

Thousands of bikes. Epic rides. Endless fun. See you at Biketoberfest® 2025!

Total Engagements	96
Likes	92
Comments	0
Shares	4

Boosted

discoverdaytonabeach
Fri 7/4/2025 8:06 am EDT

🇺🇸 us Happy Independence Day from the Daytona Beach area! us🇺🇸 Whether you're enjoying a beachside BBQ, or...

Total Engagements	54
Likes	48
Comments	4
Shares	2

TikTok Top Viewed Videos

discoverdaytonabeach
Wed 7/23/2025 2:34 pm EDT

Thousands of bikes. Epic rides. Endless fun. See you at Biketoberfest® 2025!

Total Video Views	1,033,804
Follow Video Views	0
For You Video Views	994,519
Hashtag Video Views	—
Business Account Video Views	3,101
Others Video Views	0
Search Video Views	36,183
Sound Video Views	0
Unspecified Video Views	1

Boosted

discoverdaytonabeach
Tue 7/8/2025 5:05 pm EDT

Love Daytona Beach? Become a fan and join our community today!

Total Video Views	304,582
Follow Video Views	304
For You Video Views	303,363
Hashtag Video Views	—
Business Account Video Views	304
Others Video Views	304
Search Video Views	304
Sound Video Views	0
Unspecified Video Views	3

Boosted

discoverdaytonabeach
Wed 7/23/2025 2:29 pm EDT

Thousands of bikes. Epic rides. Endless fun. See you at Biketoberfest® 2025!

Total Video Views	174,998
Follow Video Views	0
For You Video Views	122,323
Hashtag Video Views	—
Business Account Video Views	3,674
Others Video Views	174
Search Video Views	48,824
Sound Video Views	0
Unspecified Video Views	3

Boosted

discoverdaytonabeach
Thu 7/3/2025 7:51 pm EDT

🎸 Saturdays rock this summer at the iconic Daytona Beach Bandshell! 🎶 Enjoy free concerts every Saturday night...

Total Video Views	174,552
Follow Video Views	698
For You Video Views	171,584
Hashtag Video Views	—
Business Account Video Views	1,920
Others Video Views	0
Search Video Views	349
Sound Video Views	0
Unspecified Video Views	1

Boosted

discoverdaytonabeach
Sat 7/19/2025 4:39 pm EDT

🌞 Enjoy sunshine, 🍕 slices and 🎢 seaside fun at the iconic Daytona Beach Boardwalk. Play classic arcade games at...

Total Video Views	2,706
Follow Video Views	16
For You Video Views	806
Hashtag Video Views	—
Business Account Video Views	100
Others Video Views	43
Search Video Views	1,739
Sound Video Views	0
Unspecified Video Views	2

eNewsletters & Blog Report

eNewsletter Performance Overview

Total Sends	Open Rate	Click Rate	Unsubscribe Rate
893,121	4.4%	.43%	.19%
62.4%	6.8%	3.0%	-12.4%

Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/brazilians-love-these-local-attractions-and-hotel-deals	99738	84475	80809	0.779051114	5321
/blog/post/5-hot-reasons-to-visit-daytona-beach-on-july-4th-weekend	1667	1294	1164	57.38632274	162
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	734	645	643	34.67438692	29
/blog/post/fun-free-things-to-do-in-daytona-beach	630	542	446	95.15238095	114
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	422	368	300	78.60189573	158
/blog/post/beach-bars-with-live-music-in-daytona-beach	319	261	196	92.68652038	145
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	312	284	232	73.29807692	116
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	300	236	229	44.53333333	6
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	282	246	185	67.43617021	131
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	254	220	176	63.04724409	20
/blog/post/fun-fall-festivals-to-hit-in-daytona-beach	230	197	153	88.24782609	46
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	182	145	121	92.04395604	14
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	158	128	108	93.39240506	33
/blog/post/hidden-gems-to-explore-in-the-daytona-beach-area	156	134	115	39.06410256	20
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-town-center	149	136	125	39.73825503	24
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	149	136	118	54.47651007	13
/blog/post/5-things-to-know-about-going-to-a-daytona-tortugas-game-at-jackie-robinson-ballpark	126	114	97	49.17460317	8
/blog/post/get-away-to-a-long-labor-day-weekend-in-daytona-beach	124	108	93	60.20967742	21
/blog/post/places-to-putt-around-in-daytona-beach	120	98	78	68.7	22
/blog/post/new-experiences-coming-to-daytona-beach-this-summer	111	86	65	68.41441441	35

YouTube & Website Video Reports

YouTube - Top 10 Video Analytics

Content	Duration	Publish date	Impressions	Impressions click-through rate	Views		Average view duration	Watch time (hours)	
Total			**11,697**	**3.9%**	**73,853**		**0:16**	**346.7**	
Are you ready for the best family beach vacation? Noth...	0:16		211	3.8%	41,698	56.5%	0:15	174.2	50.2%
Looking for things to do in Daytona Beach, FL? You'd b...	0:16		799	1.0%	26,354	35.7%	0:15	112.5	32.5%
Find things to do with kids in Daytona Beach, the best ...	0:31		219	3.2%	1,856	2.5%	0:30	15.8	4.6%
10000 steps a day with a view at Daytona Beach FL.	0:31		53	0%	1,709	2.3%	0:30	14.3	4.1%
Daytona Beach, FL: Your Next Family Road Trip Destina...	0:39		185	1.6%	524	0.7%	0:28	4.1	1.2%
Unlimited Fun in Daytona Beach, Florida	1:14		15	0%	98	0.1%	0:54	1.5	0.4%
Fish, Dine & Explore! Daytona Beach's Iconic Main Stre...	1:01		128	6.3%	97	0.1%	0:45	1.2	0.4%
Here are the Top 30 things to do in Daytona Beach, FL.	1:05		137	8.8%	81	0.1%	0:44	1.0	0.3%
ONE DAYTONA - the Newest Entertainment Complex in...	2:01		328	5.8%	80	0.1%	1:17	1.7	0.5%
Daytona Beach Ale Trail	1:13		51	7.8%	68	0.1%	0:46	0.9	0.3%

Videos on DaytonaBeach.com - Top 10 Video Analytics

Name	Views	Impressions	Third-party impressions	Unique impressions	Unique viewers	Total time watched
Report Total	74,312	355,345	298,708	84,968	19,116	230:49:05
The Arrival - Daytona Beach (:15) Oct 16, 2024	37,541	172,707	0	26,053	10,715	112:23:54
Daytona Beach Nightlife Oct 16, 2024	24,984	114,660	0	19,373	6,901	75:51:23
First Surf Lesson - Daytona Beach Oct 16, 2024	10,604	51,530	4	10,011	3,243	30:24:37
Main Street Pier and Sunglow Pier ... Nov 14, 2019	971	8,090	5	1,459	398	10:32:22
2024 Coke Zero Sugar 400 Aug 14, 2024	49	2,530	0	433	30	00:15:51
Discover Daytona Beach: History ... Nov 8, 2019	36	1,274	0	252	28	00:11:07
Eco Adventures in Daytona Beach,... Jan 13, 2020	32	500	0	93	18	00:27:43
Southeast Museum Of Photograph... Jan 6, 2020	27	991	0	196	15	00:10:54
Biketoberfest Video 2 Jun 11, 2025	16	38	0	5	5	00:02:25
2022 _ Welcome to Rockville _ Nin... Apr 30, 2025	6	9	0	4	2	00:02:31

July 2025

Social Media Summary

Facebook - Biketoberfest

- Published Posts: 8
- Followers: 280,694 - lost 58
- Impressions: 70,399 - up 261%
- Engagements: 1,984 - up 766.4%
- Engagement Rate Per Impression: 2.8% - up 140%
- Post Link Clicks: 126 - up 260%

Instagram - BiketoberfestRally

- Published Posts: 5
- Followers: 9,042 - gained 56
- Views: 12,463 - up 377.5%
- Engagements: 572 - up 2,387%
- Engagement Rate Per View: 4.6% - up 420.8%

X - Biketoberfest

- Published Posts: 4
- Followers: 4,275 - gained 4
- Impressions: 1,545 - up 541.1%
- Engagements: 36 - up 620%
- Engagement Rate Per Impression: 2.3% - up 12.3%
- Post Link Clicks: 5

TikTok - BiketoberfestRally

- Published Posts: 3
- Followers: 1,011 - gained 15
- Video Views: 2,007 - up 996.7%
- Engagements: 92 - up 4,500%
- Engagement Rate Per Impression: 4.6% - up 319.4%

YouTube - BiketoberfestRally709

- Subscribers: 132 - gained 4
- Impressions: 1,747 - up 89.3%
- Video Views: 128 - up 34.7%
- New Viewers: 72 - up 5.9%
- Click-Thru Rate: 2.1% - up 75%

Facebook Top Posts

Biketoberfest
Wed 7/16/2025 5:13 pm EDT

The countdown begins! Biketoberfest® is just 90 days away! Book your getaway today at...

Total Engagements	1,205
Reactions	706
Comments	54
Shares	165
Post Link Clicks	3
Other Post Clicks	277

Biketoberfest
Mon 7/28/2025 1:37 pm EDT

Thanks for the shout out, Bob and Tam! WATCH: https://bit.ly/453azJ7 To book your Biketoberfest getaway, go to...

Total Engagements	416
Reactions	93
Comments	6
Shares	4
Post Link Clicks	56
Other Post Clicks	257

Biketoberfest
Fri 7/18/2025 1:17 am EDT

Thanks, Sassy! by @sassy_pantss: Excit news!! I'll be heading to @biketoberfestrally in Daytona Beach,...

Total Engagements	120
Reactions	50
Comments	1
Shares	2
Post Link Clicks	6
Other Post Clicks	61

Biketoberfest
Sat 7/5/2025 10:09 am EDT

One lucky winner will receive the keys to t Harley-Davidson edition Ford F-250 4x4 a Harley-Davidson CVO Road Glide ST! The..

Total Engagements	91
Reactions	18
Comments	0
Shares	2
Post Link Clicks	28
Other Post Clicks	43

Biketoberfest
Tue 7/22/2025 2:00 pm EDT

SPECIAL OFFER! One lucky winner will receive the keys to this amazing Harley duo! The winner will also receive a VIP...

Total Engagements	83
Reactions	26
Comments	0
Shares	7
Post Link Clicks	16
Other Post Clicks	34

Facebook Top Viewed Videos

Biketoberfest
Wed 7/16/2025 5:13 pm EDT

The countdown begins! Biketoberfest® is just 90 days away! Book your getaway today at...

Video Views	11,441

Biketoberfest
Fri 7/18/2025 1:17 am EDT

Thanks, Sassy! by @sassy_pantss: Excit news!! I'll be heading to @biketoberfestrally in Daytona Beach,...

Video Views	2,216

Biketoberfest
Tue 7/1/2025 12:08 pm EDT

One lucky winner is going to take hom Harley-Davidson edition Ford F-250 4x4, t Harley-Davidson CVO Road Glide ST, and

Video Views	580

Instagram Top Posts

biketoberfestrally
Wed 7/16/2025 5:13 pm EDT

The countdown begins!
Biketoberfest® is just 90 days away!
Book your getaway today at...

Total Engagements	427
Likes	270
Comments	6
Shares	133
Saves	18

biketoberfestrally
Fri 7/18/2025 1:18 am EDT

Thanks, Sassy! by @sassy_pantss: Exciti news!! I'll be heading to @biketoberfestrally in Daytona Beach,...

Total Engagements	81
Likes	73
Comments	1
Shares	5
Saves	2

biketoberfestrally
Tue 7/22/2025 2:00 pm EDT

SPECIAL OFFER! One lucky winner will receive the keys to this amazing Harley duo! The winner will also receive a VIP tri...

Total Engagements	24
Likes	8
Comments	0
Shares	14
Saves	2

biketoberfestrally
Tue 7/1/2025 3:38 pm EDT

One lucky winner is going to take home this Harley-Davidson edition Ford F-250 4x4, this Harley-Davidson CVO...

Total Engagements	16
Likes	15
Comments	0
Shares	0
Saves	1

biketoberfestrally
Sat 7/5/2025 4:20 pm EDT

One lucky winner will receive the keys to this Harley-Davidson edition Ford F-250 4x4 and this Harley-Davidson CVO Road...

Total Engagements	8
Likes	6
Comments	0
Shares	0
Saves	2

Instagram Top Viewed Videos

biketoberfestrally
Wed 7/16/2025 5:13 pm EDT

The countdown begins!
Biketoberfest® is just 90 days away!
Book your getaway today at...

Reels Video Views	5,747

biketoberfestrally
Fri 7/18/2025 1:18 am EDT

Thanks, Sassy! by @sassy_pantss: Exciti news!! I'll be heading to @biketoberfestrally in Daytona Beach,...

Reels Video Views	1,401

biketoberfestrally
Tue 7/1/2025 3:38 pm EDT

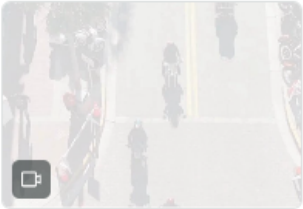
One lucky winner is going to take home this Harley-Davidson edition Ford F-250 4x4, this Harley-Davidson CVO...

Reels Video Views	588

Top X Posts

@Biketoberfest
Wed 7/16/2025 5:13 pm EDT

The countdown begins! Biketoberfest® is just 90 days away! Book your getaway today at...



Total Engagements	14
Likes	3
@Replies	0
Reposts	0
Post Link Clicks	0
Other Post Clicks	11
Other Engagements	0

@Biketoberfest
Tue 7/22/2025 1:52 pm EDT

SPECIAL OFFER! One lucky winner will receive the keys to this amazing Harley duo! The winner will also receive a VIP tri...

Total Engagements	10
Likes	2
@Replies	1
Reposts	2
Post Link Clicks	2
Other Post Clicks	2
Other Engagements	1

@Biketoberfest
Mon 7/28/2025 1:37 pm EDT

Thanks for the shout out, Bob and Tam! WATCH: bit.ly/453azJ7 To book your Biketoberfest getaway, go to...

Total Engagements	4
Likes	3
@Replies	0
Reposts	0
Post Link Clicks	1
Other Post Clicks	0
Other Engagements	0

@Biketoberfest
Fri 7/25/2025 2:02 pm EDT

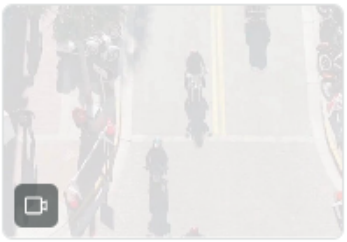
Heading to Biketoberfest®? Add "The Lucky Ride" to your list of must-dos! WATCH THE RIDE: bit.ly/4f5wiES #Biketoberfest #DaytonaBeach #Biketoberfest2025

Total Engagements	2
Likes	1
@Replies	0
Reposts	1
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0

X Top Viewed Videos

@Biketoberfest
Wed 7/16/2025 5:13 pm EDT

The countdown begins! Biketoberfest® is just 90 days away! Book your getaway today at...



Video Views	139

Top TikTok Posts

biketoberfestrally
Wed 7/16/2025 5:13 pm EDT

The countdown begins! Biketoberfest® is just 90 days away! Book your getaway today at...

Total Engaginements	48
Likes	32
Comments	3
Shares	13

biketoberfestrally
Fri 7/18/2025 1:17 am EDT

Thanks, Sassy! by @sassy_pantss: Exciti news!! I'll be heading to @biketoberfestrally in Daytona Beach,...

Total Engaginements	43
Likes	37
Comments	0
Shares	6

biketoberfestrally
Tue 7/1/2025 3:37 pm EDT

One lucky winner is going to take home this Harley-Davidson edition Ford F-250 4x4, this Harley-Davidson CVO...

Total Engaginements	7
Likes	7
Comments	0
Shares	0

TikTok Top Viewed Videos

biketoberfestrally
Wed 7/16/2025 5:13 pm EDT

The countdown begins! Biketoberfest® is just 90 days away! Book your getaway today at...

Total Video Views	955
Follow Video Views	7
For You Video Views	820
Hashtag Video Views	—
Business Account Video Views	12
Others Video Views	7
Search Video Views	106
Sound Video Views	0
Unspecified Video Views	3

biketoberfestrally
Fri 7/18/2025 1:17 am EDT

Thanks, Sassy! by @sassy_pantss: Exciti news!! I'll be heading to @biketoberfestrally in Daytona Beach,...

Total Video Views	630
Follow Video Views	7
For You Video Views	451
Hashtag Video Views	—
Business Account Video Views	10
Others Video Views	16
Search Video Views	144
Sound Video Views	0
Unspecified Video Views	2

biketoberfestrally
Tue 7/1/2025 3:37 pm EDT

One lucky winner is going to take home this Harley-Davidson edition Ford F-250 4x4, this Harley-Davidson CVO...

Total Video Views	234
Follow Video Views	3
For You Video Views	141
Hashtag Video Views	—
Business Account Video Views	17
Others Video Views	2
Search Video Views	70
Sound Video Views	0
Unspecified Video Views	1

YouTube & eNewsletters Report

YouTube - Top 10 Video Analytics

Content	Duration	Publish date	Impressions	Impressions click-through rate	Views		Average view duration	Watch time (hours)	
Total			**1,747**	**2.1%**	**128**		**2:03**	**3.7**	
Top Ride of the Month: The Lucky Ride	36:32		696	0.7%	31	24.2%	3:08	1.6	43.9%
Daytona Beach Bike Week 2025 Is Coming!	0:17		206	1.5%	7	5.5%	0:12	0.0	0.7%
Three Great Prizes, One Lucky Winner!	0:31		167	4.2%	10	7.8%	0:24	0.1	1.8%
Top Ride of the Month: The Biketoberfest® Festival Rid...	15:07		56	7.1%	9	7.0%	1:54	0.3	7.7%
Top Ride of the Month: Old City Ride, Sponsored by the...	55:18		54	13.0%	20	15.6%	4:23	1.5	39.7%
Biketoberfest® Street Festival Scene #biketoberfest #...	0:17		52	0%	–	–	–	–	–
Top Ride of the Month: The Loop, Ormond Beach, Flori...	27:03		51	3.9%	3	2.3%	1:45	0.1	2.4%
Biketoberfest® Motorcycle Ride: The Loop	0:24		46	0%	1	0.8%	–	0.0	0.0%
Biketoberfest 90 Days Out	0:11		38	7.9%	29	22.7%	0:20	0.1	1.9%
Bike Week 2025: Thank You, Riders!	0:33		37	2.7%	2	1.6%	0:36	0.0	0.3%

eNewsletter Performance Overview

Subject	Total Sends	Open Rate	Click Rate
Bikers, Mark Your Calendars! Biketoberfest® is Coming!	45,853	23%	0.77%
A Stunning Harley Duo with a Trip to Biketoberfest®!	45,980	6.5%	0.67%
Special 4X Tickets Offer - Take Home This Custom Harley Duo & More!	46,134	5.9%	0.59%
Three Great Prizes - One Lucky Winner!	46,226	4.9%	0.32%