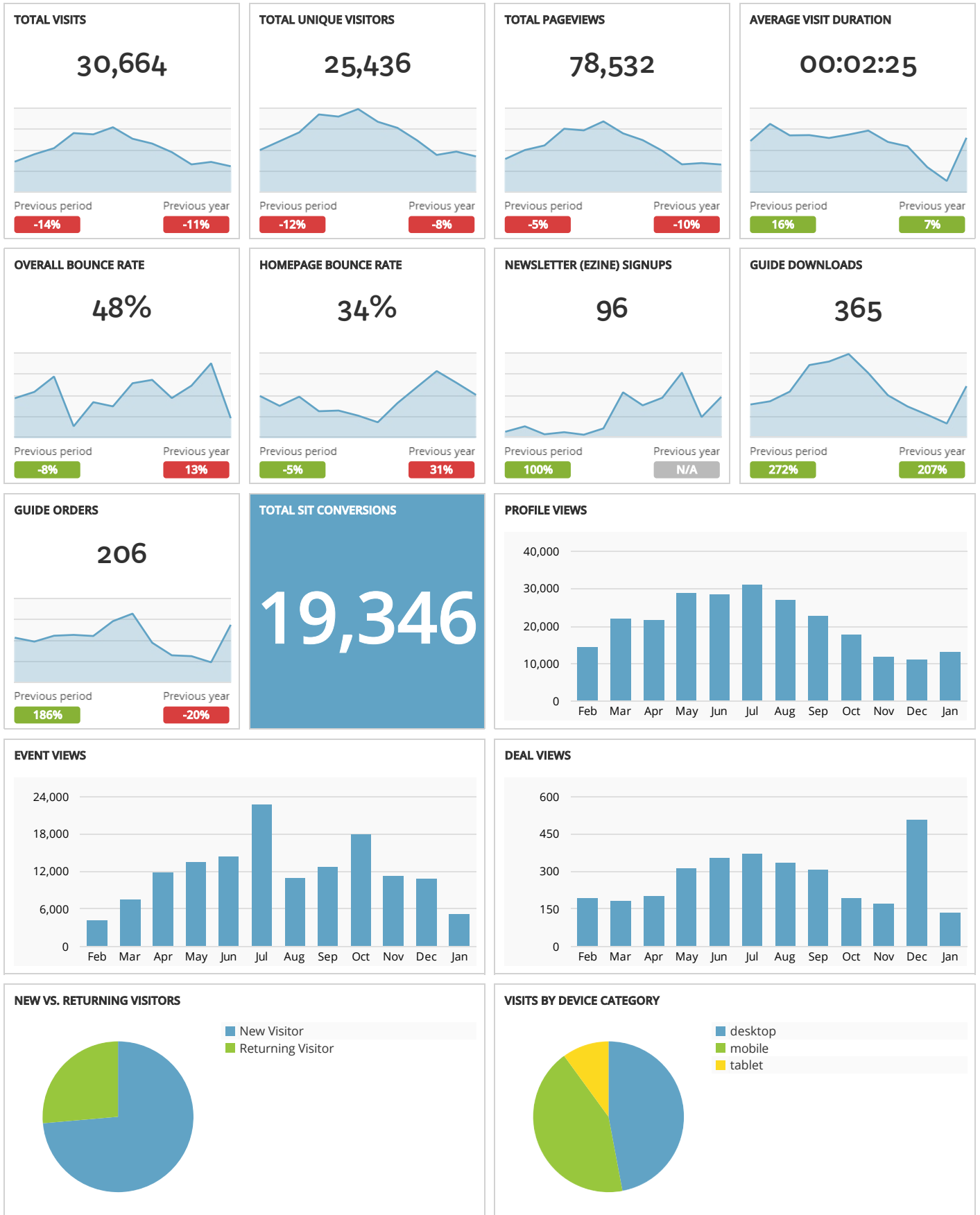


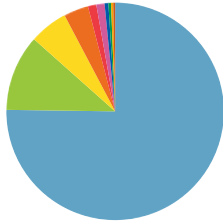
# Visit Grand Junction Monthly Dashboard

Report for Jan 1, 2017 - Jan 31, 2017



**TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)**

	Visits		Average Time On Site		Bounce Rate	
organic	24,879	+65%	00:02:27	-10%	46%	+33%
(none)	3,327	+70%	00:02:05	+19%	59%	+1%
referral	2,234	-87%	00:02:28	+30%	48%	+3%
email	106	+2,550%	00:04:08	+47%	39%	+100%
cpc	30	+233%	00:03:41	+878%	27%	-52%
formattedbanner	22	+100%	00:01:07	+100%	50%	+100%
FormattedBanner	18	+100%	00:01:51	+100%	33%	+100%
display	15	+100%	00:12:22	+100%	33%	+100%
vanity-url	10	+67%	00:06:32	-41%	10%	+100%

**VISITS BY SOURCE/MEDIUM**


google / organic
(direct) / (none)
bing / organic
yahoo / organic
colorado.com / referral
gjcity.org / referral
gsentinel.com / referral
m.facebook.com / referral
coloradomesa.edu / referral
duckduckgo.com / referral

**VISITS BY STATE (YEAR OVER YEAR)**

	Visits	
Colorado	15,909	-16%
Texas	1,932	-7%
California	1,371	-14%
Utah	964	-34%
Illinois	672	+5%
Florida	525	+2%
Arizona	461	+2%
New York	426	+1%
Minnesota	338	+4%

**VISITS BY CITY (YEAR OVER YEAR)**

	Visits	
Grand Junction	6,821	-20%
Denver	3,964	-16%
Dallas	862	-1%
Montrose	342	-17%
Fruita	332	+52%
Aurora	314	-35%
Salt Lake City	307	-41%
Chicago	305	+5%
Los Angeles	284	-22%

**MOST-VIEWED PAGES (MONTH OVER MONTH)**

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/	7,828	+37%	34%	-5%
www.visitgrandjunction.com/events-calendar	6,710	-35%	47%	+16%
www.visitgrandjunction.com/things-to-do	2,773	+17%	26%	+4%
www.visitgrandjunction.com/all-restaurants	1,730	-3%	52%	+1%
www.visitgrandjunction.com/attractions-culture	1,345	+28%	47%	+3%
www.visitgrandjunction.com/hiking-trails	1,310	+57%	40%	+20%
www.visitgrandjunction.com/family-activities	1,309	+25%	35%	-8%
www.visitgrandjunction.com/hotels-lodging	1,263	+52%	32%	-19%
www.visitgrandjunction.com/areas/grand-mesa	1,210	+29%	47%	-13%

**TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)**

	Visits	
www.visitgrandjunction.com/	6,184	+39%
www.visitgrandjunction.com/events-calendar	3,096	-43%
www.visitgrandjunction.com/areas/grand-mesa	725	+33%
www.visitgrandjunction.com/getting-denver-grand-junction	715	+26%
www.visitgrandjunction.com/things-to-do	702	+41%
www.visitgrandjunction.com/all-restaurants	642	-17%
www.visitgrandjunction.com/family-activities	533	+17%
www.visitgrandjunction.com/hiking-trails	379	+42%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	345	+44%

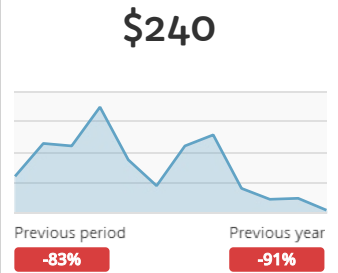
**CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)**

	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
newsletter / email	55 <span>-80%</span>	4.5 <span>+34%</span>	00:05:26 <span>+52%</span>	40% <span>+2%</span>
welcome / email	49 <span>+29%</span>	4.0 <span>+20%</span>	00:02:49 <span>-8%</span>	37% <span>-7%</span>
google / cpc	30 <span>-98%</span>	4.5 <span>+97%</span>	00:03:41 <span>+210%</span>	27% <span>-52%</span>
colorado.com / formattedbanner	22 <span>+5%</span>	2.2 <span>-37%</span>	00:01:07 <span>-42%</span>	50% <span>+31%</span>
co.com / FormattedBanner	18 <span>-33%</span>	3.3 <span>+25%</span>	00:01:51 <span>-6%</span>	33% <span>-25%</span>
cvent.com / display	15 <span>+100%</span>	5.1 <span>+100%</span>	00:12:22 <span>+100%</span>	33% <span>+100%</span>
com / vanity-url	10 <span>-58%</span>	5.4 <span>-26%</span>	00:06:32 <span>-41%</span>	10% <span>-66%</span>
AdTaxi / 320x50	4 <span>+100%</span>	1.0 <span>+100%</span>	00:00:00 <span>+100%</span>	100% <span>+100%</span>
meetingsmags.com / 300x250	4 <span>+33%</span>	1.5 <span>-50%</span>	00:01:31 <span>-19%</span>	50% <span>+50%</span>

**ARES PRODUCT REPORT (MONTH OVER MONTH)**

	Transactions	Revenue
Knights Inn Grand Junction	2 <span>+100%</span>	\$88.98 <span>+100%</span>
Holiday Inn Hotel & Suites Grand Junction-Airport	1 <span>+100%</span>	\$89.00 <span>+100%</span>
Motel 6 Grand Junction	1 <span>+100%</span>	\$38.99 <span>+100%</span>
(not set)	0 <span>+100%</span>	\$0.00 <span>+100%</span>
Americas Best Value Inn	0 <span>+100%</span>	\$0.00 <span>+100%</span>
Candlewood Suites Grand Junction NW	0 <span>+100%</span>	\$0.00 <span>+100%</span>
Castle Creek Bed & Breakfast	0 <span>+100%</span>	\$0.00 <span>+100%</span>
Clarion Inn Grand Junction	0 <span>+100%</span>	\$0.00 <span>+100%</span>
Columbine Motel	0 <span>+100%</span>	\$0.00 <span>+100%</span>

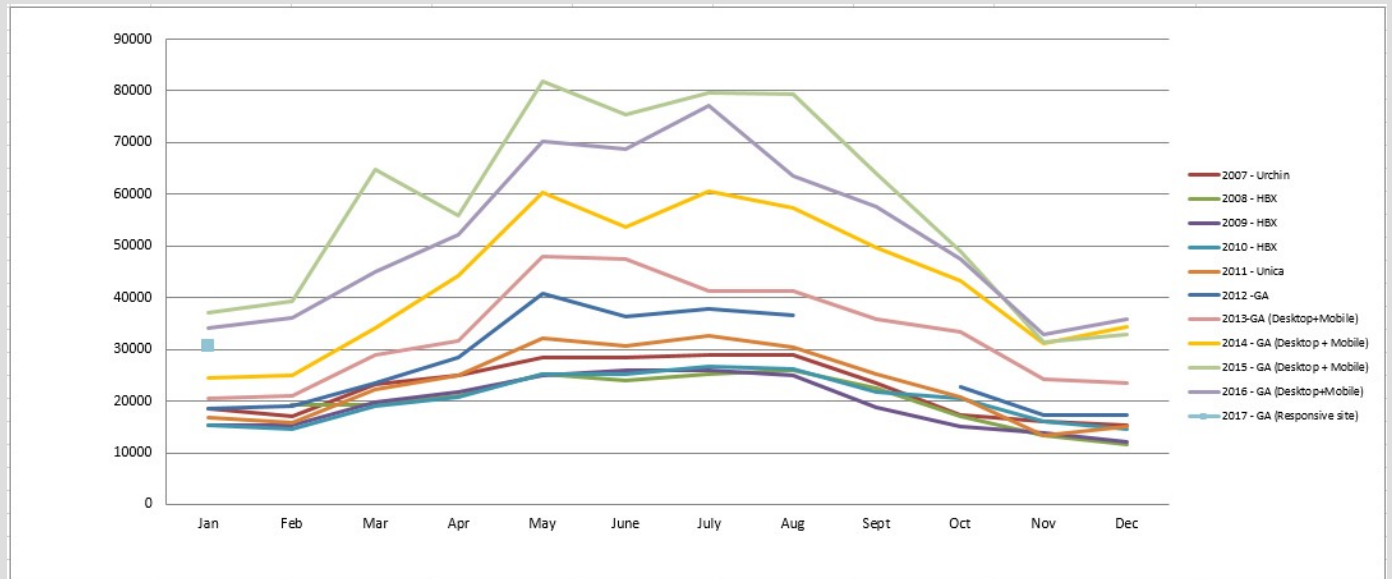
**REVENUE OVER TIME**



**ORGANIC SEARCH TERMS VIA GOOGLE SEARCH CONSOLE (MONTH OVER MONTH)**

	Clicks	Impressions	Avg. position
grand junction co	1,305 <span>+35%</span>	23,489 <span>+19%</span>	2.9 <span>-16%</span>
grand junction	897 <span>+26%</span>	21,040 <span>+12%</span>	2.0 <span>+4%</span>
grand junction colorado	748 <span>+39%</span>	14,213 <span>+8%</span>	2.6 <span>-10%</span>
grand junction events	358 <span>-14%</span>	497 <span>-10%</span>	1.2 <span>-10%</span>
grand mesa colorado	234 <span>+29%</span>	1,628 <span>+28%</span>	1.6 <span>+6%</span>
things to do in grand junction	192 <span>-3%</span>	1,080 <span>+23%</span>	2.0 <span>-1%</span>
grand mesa	138 <span>+27%</span>	2,501 <span>+18%</span>	2.2 <span>+8%</span>
orchard mesa pool	126 <span>+91%</span>	520 <span>+50%</span>	1.8 <span>-7%</span>
grand junction, co	106 <span>+61%</span>	2,371 <span>+20%</span>	2.4 <span>-11%</span>

**VISITS OVER TIME**



**NEWSLETTERS (ORDERED BY TOTAL DELIVERED)**

	<b>Delivered</b>	<b>Opened</b>	<b>Open Rate</b>	<b>Clicks</b>	<b>CTR</b>
Ski, Stay and Save with Powderhorn and Grand Junction - December 2016	<b>37,717</b>	<b>7,405</b>	<b>19.63%</b>	<b>840</b>	<b>11.34%</b>
Experience the Colors & Flavors of Fall - September 2016	<b>34,524</b>	<b>6,312</b>	<b>18.30%</b>	<b>1,048</b>	<b>13.40%</b>
Can't Miss Summer Adventure - June 2016	<b>30,490</b>	<b>8,611</b>	<b>28.24%</b>	<b>1,188</b>	<b>13.80%</b>
Make it the Best Summer Ever - July 2016	<b>30,299</b>	<b>7,959</b>	<b>26.27%</b>	<b>1,298</b>	<b>16.31%</b>
Ring in Fall with Festivals, Wine Harvest and More - August 2016	<b>30,003</b>	<b>9,864</b>	<b>32.88%</b>	<b>1,403</b>	<b>14.22%</b>
Amazing Summer Events - May 2016	<b>27,953</b>	<b>9,707</b>	<b>34.70%</b>	<b>1,633</b>	<b>16.80%</b>
See Why Summertime Starts Early in Grand Junction - April 2016	<b>27,782</b>	<b>8,076</b>	<b>29.35%</b>	<b>1,237</b>	<b>15.32%</b>
Spring Ski and Stay in Colorado's Wine Country - February 2016	<b>27,732</b>	<b>7,174</b>	<b>25.87%</b>	<b>587</b>	<b>8.18%</b>