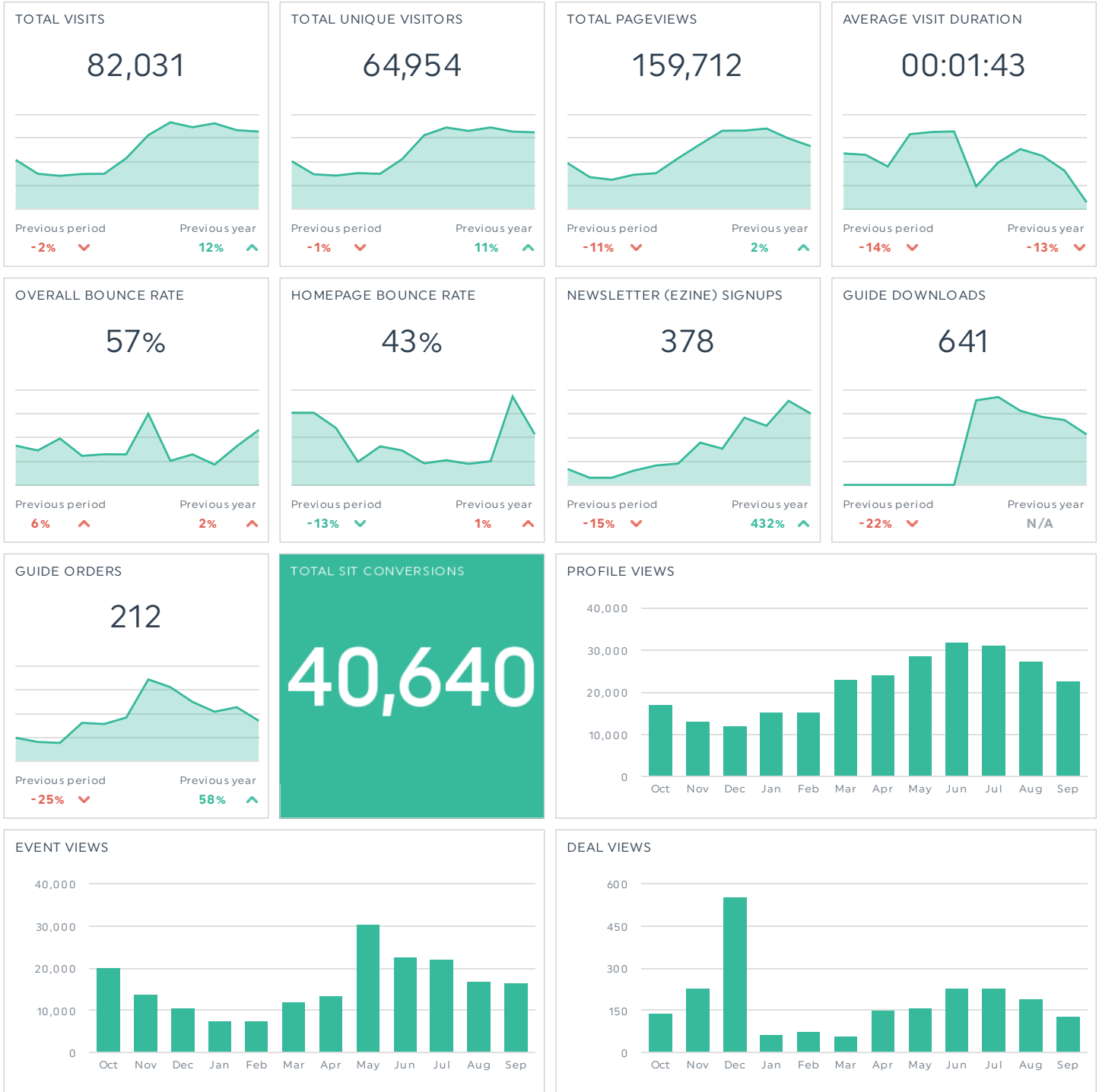


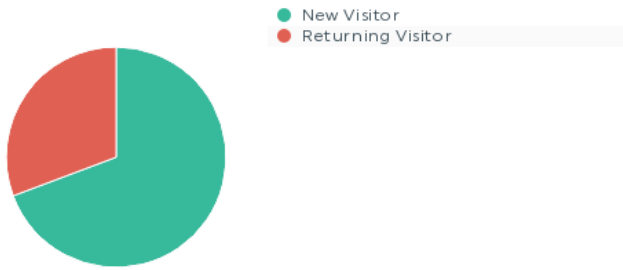


REPORT FOR : SEP 1, 2018 - SEP 30, 2018

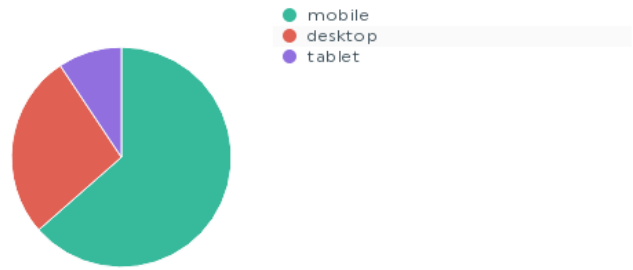
VISIT GRAND JUNCTION MONTHLY DASHBOARD



NEW VS. RETURNING VISITORS



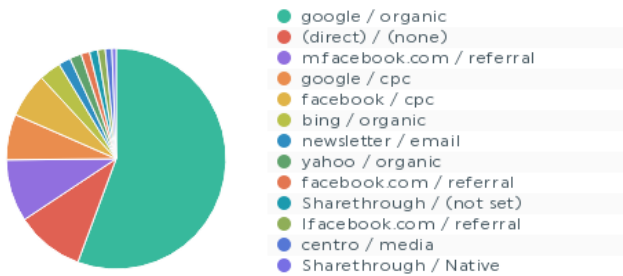
VISITS BY DEVICE CATEGORY



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time O...		Bounce Rate	
organic	48,646	-6% ↓	00:02:07	-3% ↓	50.46%	0% ↓
referral	10,862	+13% ↑	00:00:46	-20% ↓	69.51%	-8% ↓
cpc	10,650	+544% ↑	00:01:31	-48% ↓	56.99%	+38% ↑
(none)	8,043	+8% ↑	00:01:19	-30% ↓	66.28%	+7% ↑
email	1,513	+19% ↑	00:01:47	-5% ↓	56.18%	-9% ↓
(not set)	978	+100% ↑	00:00:04	+100% ↑	96.32%	+100% ↑
media	821	+100% ↑	00:00:33	+100% ↑	84.04%	+100% ↑
Native	489	+100% ↑	00:00:07	+100% ↑	95.50%	+100% ↑
banner	21	+100% ↑	00:00:52	+100% ↑	61.90%	+100% ↑
social	5	-92% ↓	00:00:22	+227% ↑	80.00%	-16% ↓
Press_Release	2	-90% ↓	00:01:02	-87% ↓	0.00%	-100% ↓

VISITS BY SOURCE/MEDIUM



VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	45,911	-1% ↓
Texas	6,575	+32% ↑
Utah	3,844	+36% ↑
California	3,805	+26% ↑
Illinois	1,597	+12% ↑
Florida	1,135	+76% ↑
Arizona	1,126	+1% ↑
Missouri	856	+74% ↑
Nevada	729	+21% ↑
New York	703	+19% ↑
Minnesota	666	+30% ↑

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Denver	15,239	+3% ↑
Grand Junction	14,829	-7% ↓
Dallas	3,820	+19% ↑
Colorado Springs	1,404	+30% ↑
Salt Lake City	1,341	+40% ↑
Los Angeles	1,169	+19% ↑
Aurora	1,010	+9% ↑
Chicago	957	+5% ↑
Fruita	803	-21% ↓
Lakewood	651	+3% ↑
Clifton	641	+35% ↑

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/	11,501	-25% ↓	43%	-13% ↓
www.visitgrandjunction.com/six-ways-explore-western-colorados-breathtaking-fall-foliage-0	11,246	+100% ↑	76%	+100% ↑
www.visitgrandjunction.com/events-calendar	9,393	-6% ↓	50%	+12% ↑
www.visitgrandjunction.com/things-to-do	7,875	-17% ↓	27%	+4% ↑
www.visitgrandjunction.com/2018-fall-festivals-events-grand-junction	4,540	+7% ↑	74%	+1% ↑
www.visitgrandjunction.com/12-incredible-hikes-grand-junction	3,848	+39% ↑	73%	+9% ↑
www.visitgrandjunction.com/all-restaurants	2,417	-10% ↓	40%	-8% ↓
www.visitgrandjunction.com/attractions-culture	2,326	-24% ↓	55%	-4% ↓
www.visitgrandjunction.com/events/fruita-fall-festival	2,262	+575% ↑	63%	+11% ↑
www.visitgrandjunction.com/2018-summer-fall-event-lineup	1,945	-35% ↓	69%	+11% ↑
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	1,878	-20% ↓	58%	+4% ↑

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

	Visits	
www.visitgrandjunction.com/six-ways-explore-western-colorado-s-breathtaking-fall-foliage-0	10,033	+100% ▲
www.visitgrandjunction.com/	8,933	-27% ▼
www.visitgrandjunction.com/events-calendar	4,400	-1% ▼
www.visitgrandjunction.com/things-to-do	3,903	-16% ▼
www.visitgrandjunction.com/2018-fall-festivals-events-grand-junction	3,670	+3% ▲
www.visitgrandjunction.com/12-incredible-hikes-grand-junction	3,213	+82% ▲
www.visitgrandjunction.com/events/fruita-fall-festival	1,649	+848% ▲
www.visitgrandjunction.com/events/color-sunday-grand-mesa	1,527	+624% ▲
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	1,173	-14% ▼
www.visitgrandjunction.com/events/colorado-pork-and-hops-challenge	1,000	-3% ▼
www.visitgrandjunction.com/areas/grand-mesa	805	-32% ▼

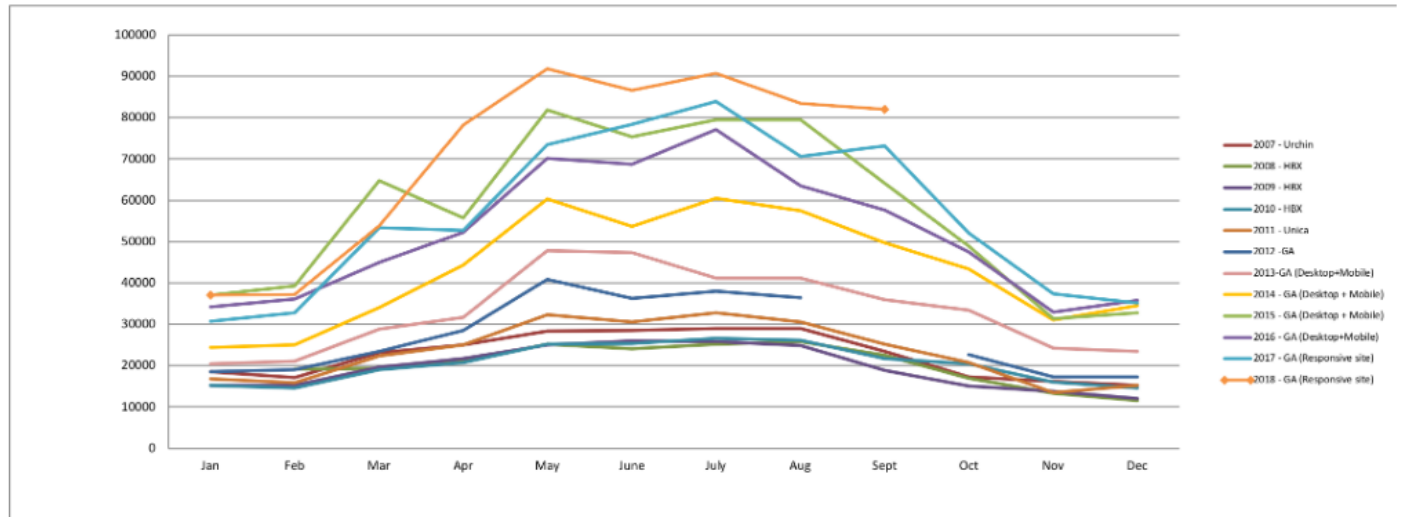
CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits		Pageviews/Visit		Avg. Time on Site		Bounce Rate	
google / cpc	5,377	-16% ▼	3.2	-5% ▼	00:02:33	-8% ▼	37%	+1% ▲
facebook / cpc	5,244	-39% ▼	1.3	+3% ▲	00:00:28	+14% ▲	77%	-3% ▼
newsletter / email	1,432	-12% ▼	2.0	+1% ▲	00:01:42	-9% ▼	58%	+10% ▲
centro / media	787	-4% ▼	1.2	+6% ▲	00:00:30	+77% ▲	84%	-6% ▼
Sharethrough / Native	489	+12% ▲	1.1	+2% ▲	00:00:07	+558% ▲	96%	-2% ▼
welcome / email	74	-22% ▼	3.1	-11% ▼	00:03:42	+3% ▲	27%	-17% ▼
trueview / cpc	23	-41% ▼	1.7	+30% ▲	00:00:30	+216% ▲	78%	-5% ▼
elevation_outdoors / banner	21	+100% ▲	2.0	+100% ▲	00:00:52	+100% ▲	62%	+100% ▲
sojern / media	20	-13% ▼	1.2	-5% ▼	00:00:24	-10% ▼	80%	+2% ▲
colorado.com / media	14	-82% ▼	2.6	+59% ▲	00:03:09	+109% ▲	71%	+11% ▲
Clippedin Events Newsletter / email	7	+100% ▲	3.0	+100% ▲	00:00:51	+100% ▲	29%	+100% ▲

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

	Clicks		Impressions		Avg. position	
canyon view park	50	-9% ▼	437	-1% ▼	3.1	+16% ▲
canyon view park grand junction	32	+113% ▲	210	+14% ▲	4.6	+14% ▲
grand junction events	29	+100% ▲	98	+100% ▲	1.8	+100% ▲
events in grand junction	23	+100% ▲	69	+100% ▲	1.8	+100% ▲
zephyr grand junction	8	+60% ▲	14	-30% ▼	3.9	+10% ▲
grand junction visitor center	7	-63% ▼	108	-20% ▼	7.7	+16% ▲
grand valley grill	7	-22% ▼	13	-13% ▼	1.8	-57% ▼
grand junction co upcoming events	6	+100% ▲	38	+100% ▲	1.8	+100% ▲
canyon view park grand junction co	5	-72% ▼	31	-61% ▼	12.9	+165% ▲
clothing stores in grand junction co	5	+100% ▲	42	+68% ▲	1.0	=
things to do in grand junction this week	5	+100% ▲	6	+100% ▲	1.7	+100% ▲

VISITS OVER TIME



NEWSLETTERS (SORTED BY TOTAL DELIVERED)	Delivered	Opened	Open Rate	Clicks	CTR
May - Plan Your Family-Friendly Summer Escape	53,795	9,065	16.85%	1,424	15.71%
April - 5 Springtime Things to Do Only Grand Junction	51,639	11,195	21.68%	2,171	19.39%
September - Discover Grand Junction's Fall Events, Foliage, Activities & More	41,081	5,367	27.20%	1,198	44.47%
June - Explore Our 300 Lakes and 2 Rivers	40,960	9,014	22.01%	1,517	16.83%
August 14 - Discover Fall Festival Season in Grand Junction (Winner)	27,294	3,058	11.20%	740	24.20%
August 14 - Discover Fall Festival Season in Grand Junction (A)	13,913	2,066	14.85%	614	29.72%
August 14 - It's Festival Season! (B)	13,867	1,969	14.20%	543	27.58%
September - Explore Western Colorado's Breathtaking Fall Foliage	13,689	1,999	14.60%	435	21.76%
June - Paddleboard, Kayak & Raft This Summer	13,665	2,490	18.22%	414	16.63%

