

Ellenville, NY

Q1 2018 Results



presented by

cubic 



Website Analytics



Website Analytics

Q4 2017 vs Q1 2018

Users

13.21%

557 vs 492



New Users

14.46%

554 vs 484



Sessions

27.21%

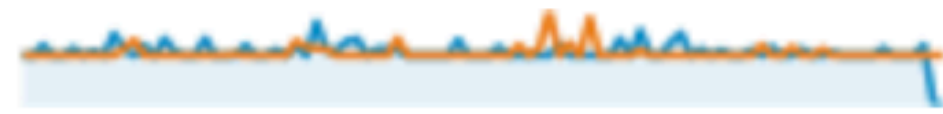
706 vs 555



Number of Sessions per User

12.36%

1.27 vs 1.13



Pageviews

79.32%

1,786 vs 996



Pages / Session

40.96%

2.53 vs 1.79



Avg. Session Duration

74.34%

00:02:17 vs 00:01:19



Bounce Rate

-17.53%

60.48% vs 73.33%

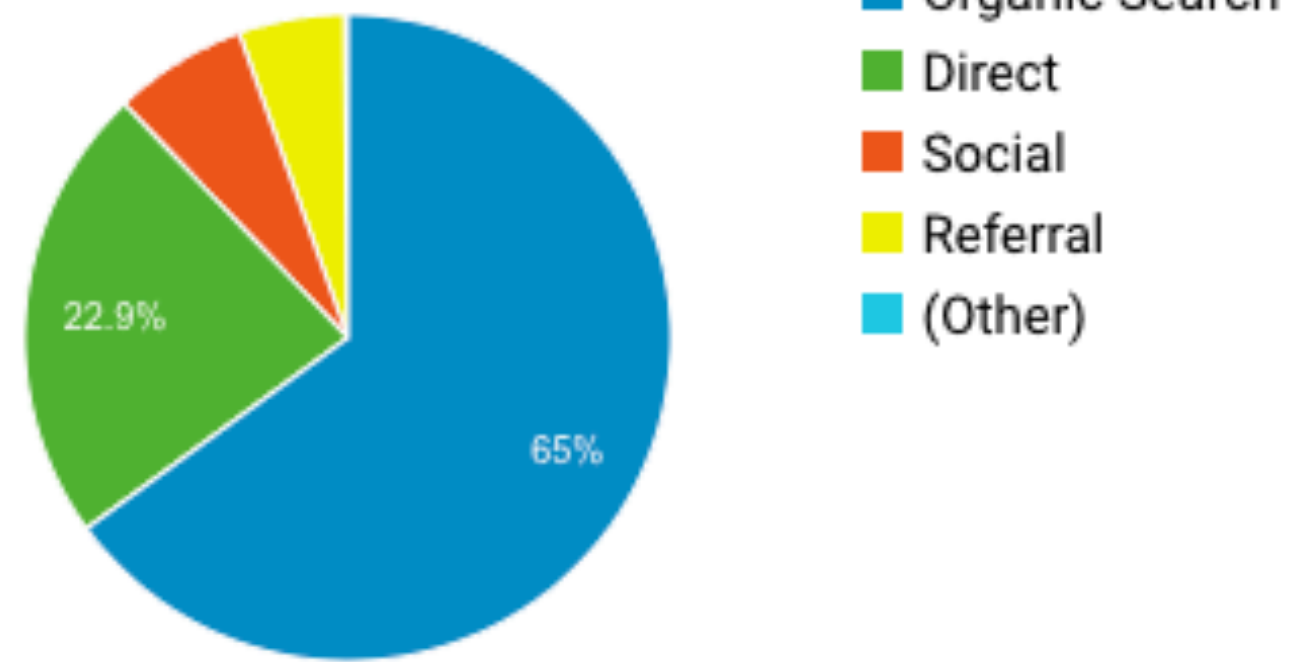


Acquisition Overview

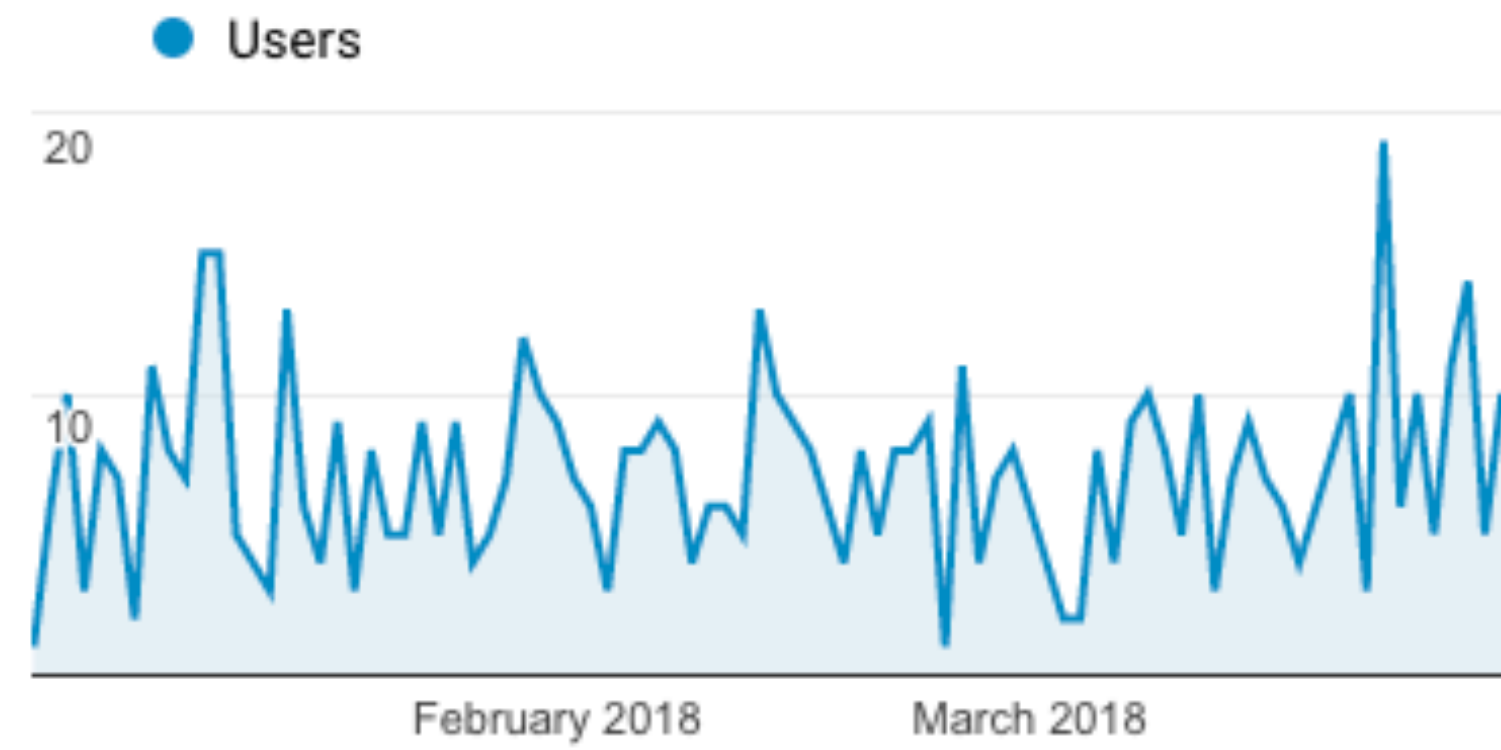
Q4 2017 vs Q1 2018

Top Channels

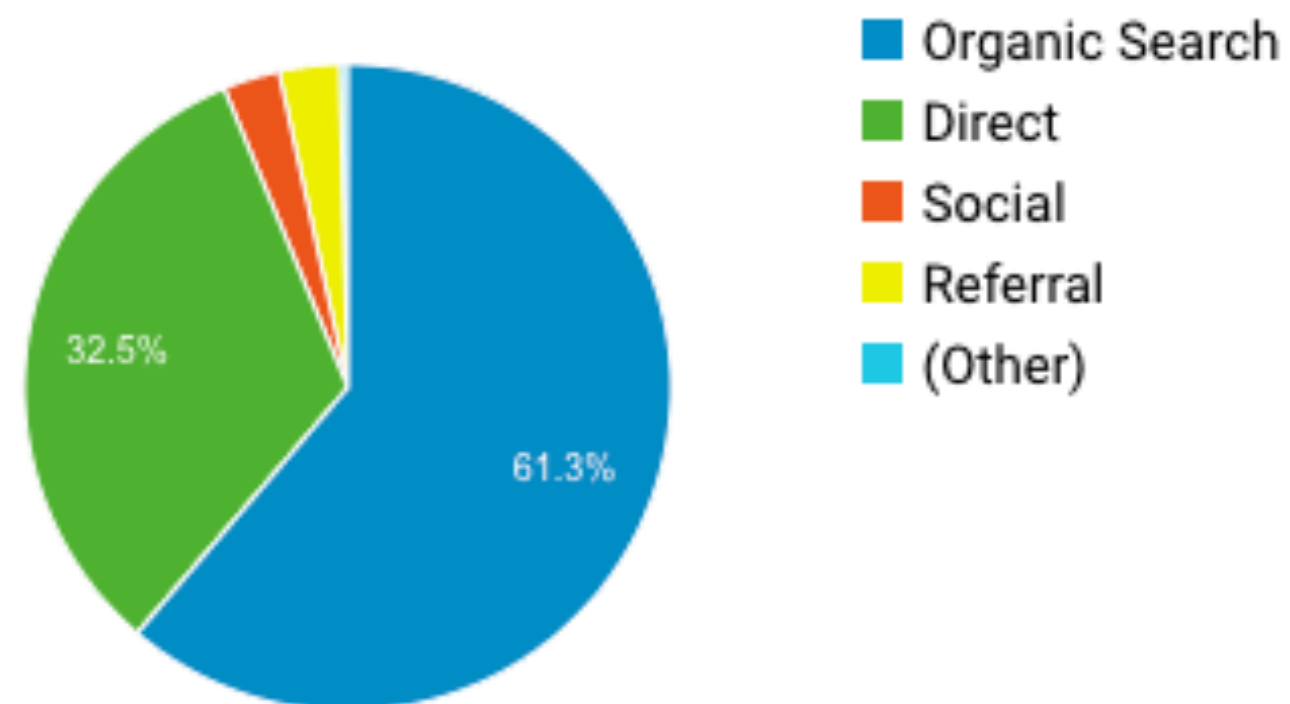
Jan 1, 2018 - Mar 31, 2018



Users



Oct 1, 2017 - Dec 31, 2017



Top 5 Pages Visited

Q4 2017 vs Q1 2018

Page Title	Pageviews <input type="text" value="79.32%"/>	Pageviews
	79.32% 1,786 vs 996	79.32% 1,786 vs 996
1. Find Yourself In Ellenville, NY		
Jan 1, 2018 - Mar 31, 2018	392	21.95%
Oct 1, 2017 - Dec 31, 2017	181	18.17%
2. Ellenville's Historical Facts & Figures		
Jan 1, 2018 - Mar 31, 2018	136	7.61%
Oct 1, 2017 - Dec 31, 2017	92	9.24%
3. Event Calendar - Ellenville		
Jan 1, 2018 - Mar 31, 2018	68	3.81%
Oct 1, 2017 - Dec 31, 2017	39	3.92%
4. Contact Us Today - Find Yourself In Ellenville		
Jan 1, 2018 - Mar 31, 2018	65	3.64%
Oct 1, 2017 - Dec 31, 2017	24	2.41%
5. Building a Business in Ellenville - Resources and Support		
Jan 1, 2018 - Mar 31, 2018	63	3.53%
Oct 1, 2017 - Dec 31, 2017	32	3.21%



Social Media Insights

Facebook Insights

Q4 2017 vs Q1 2018

Facebook Page Likes



921 ▲60%

Total Likes

575.2

575.0

574.8

574.6

574.4

574.2

574.0

573.8

573.6

573.4

573.2

573.0

572.8

Jan 1

Jan 2

Jan 3

Jan 4

Jan 5

Jan 6

Jan 7

Jan 8

Jan 9

Jan 10

Jan 11

Jan 12

Jan 13

Jan 14

Jan 15

Jan 16

Jan 17

Jan 18

Jan 19

Jan 20

Jan 21

Jan 22

Jan 23

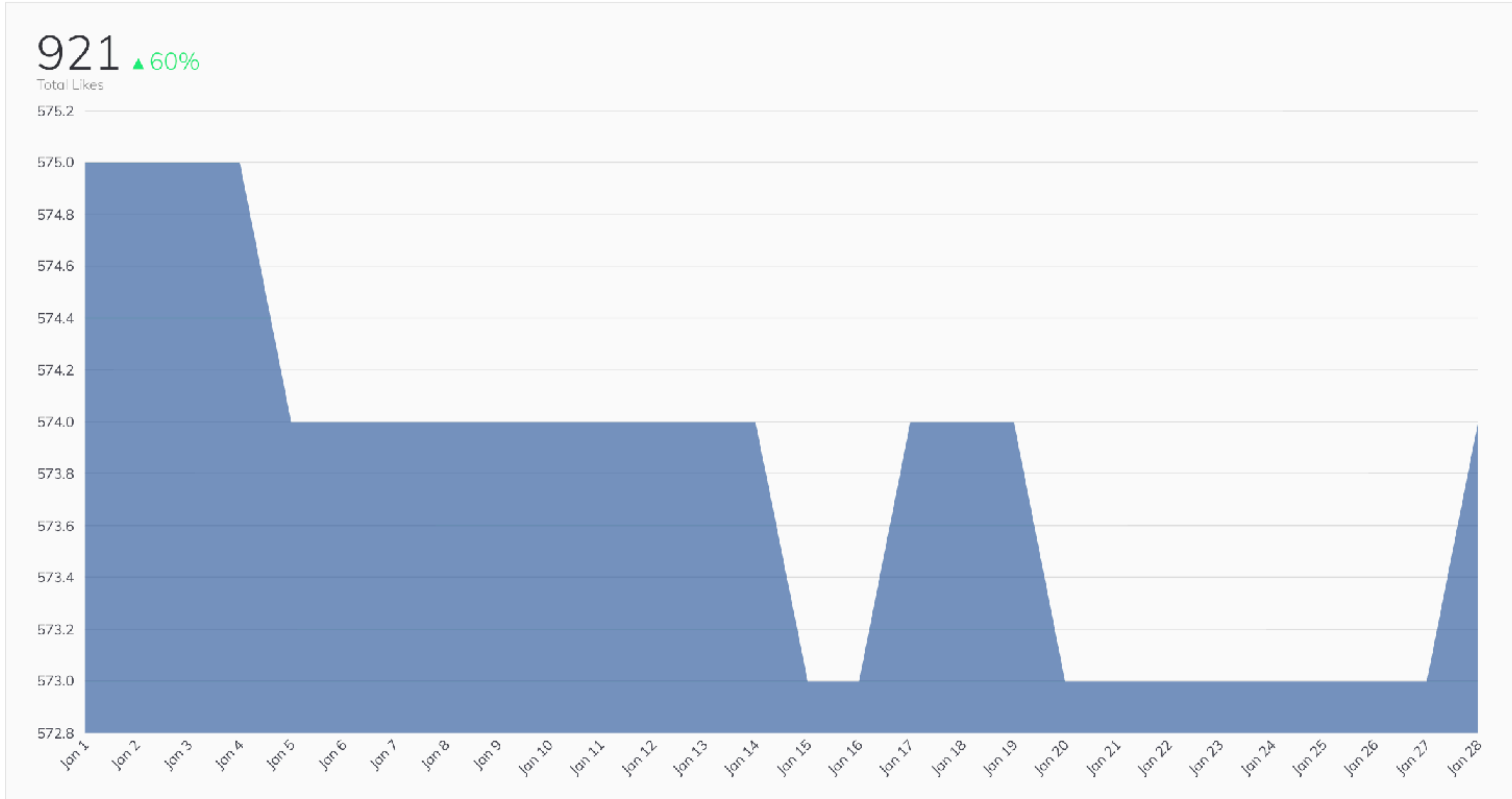
Jan 24

Jan 25

Jan 26

Jan 27

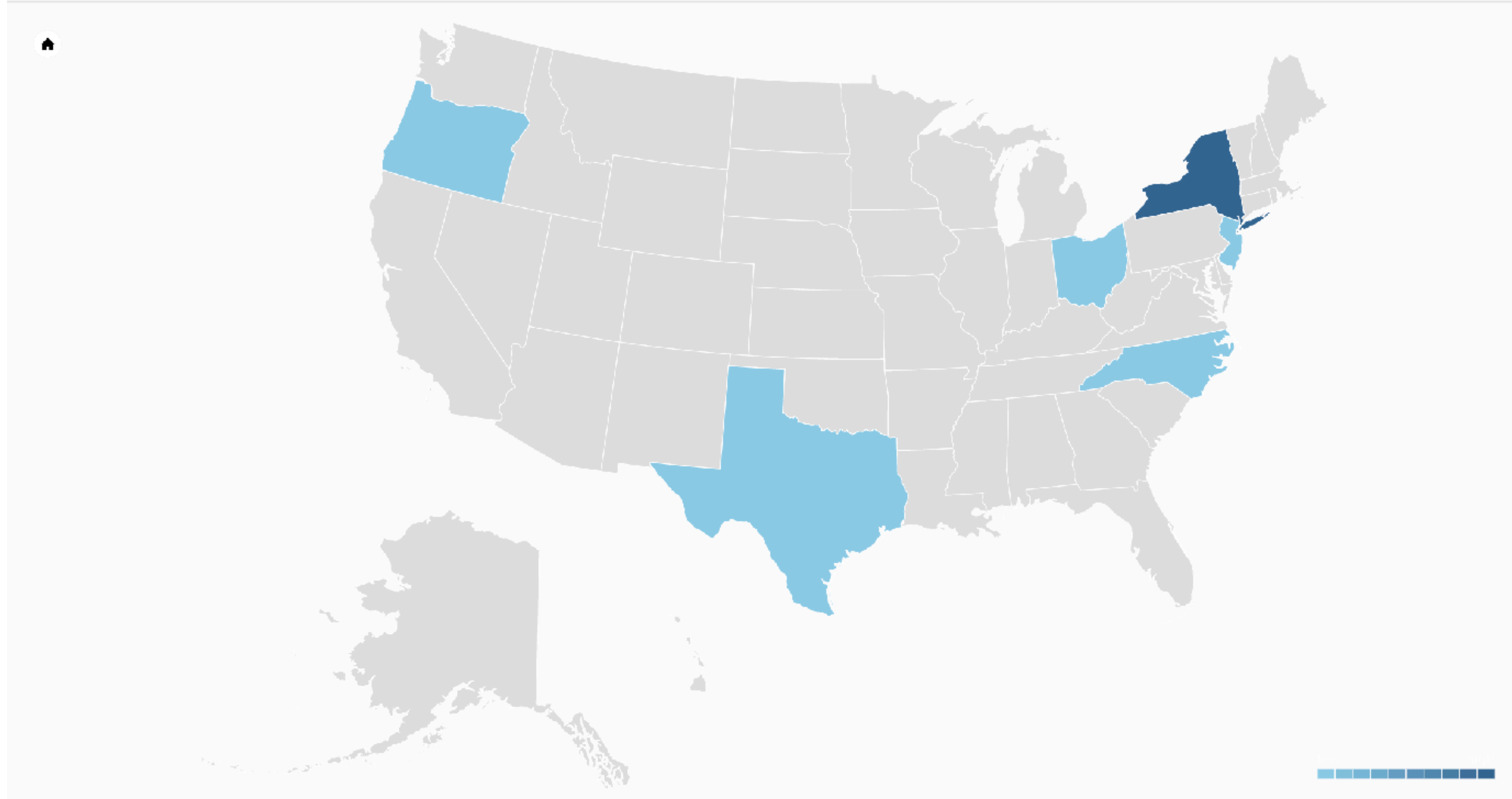
Jan 28



Facebook Insights

Q1 2018

Facebook Likes By State



Facebook Insights

Q1 2018

Facebook Page Demographics



610

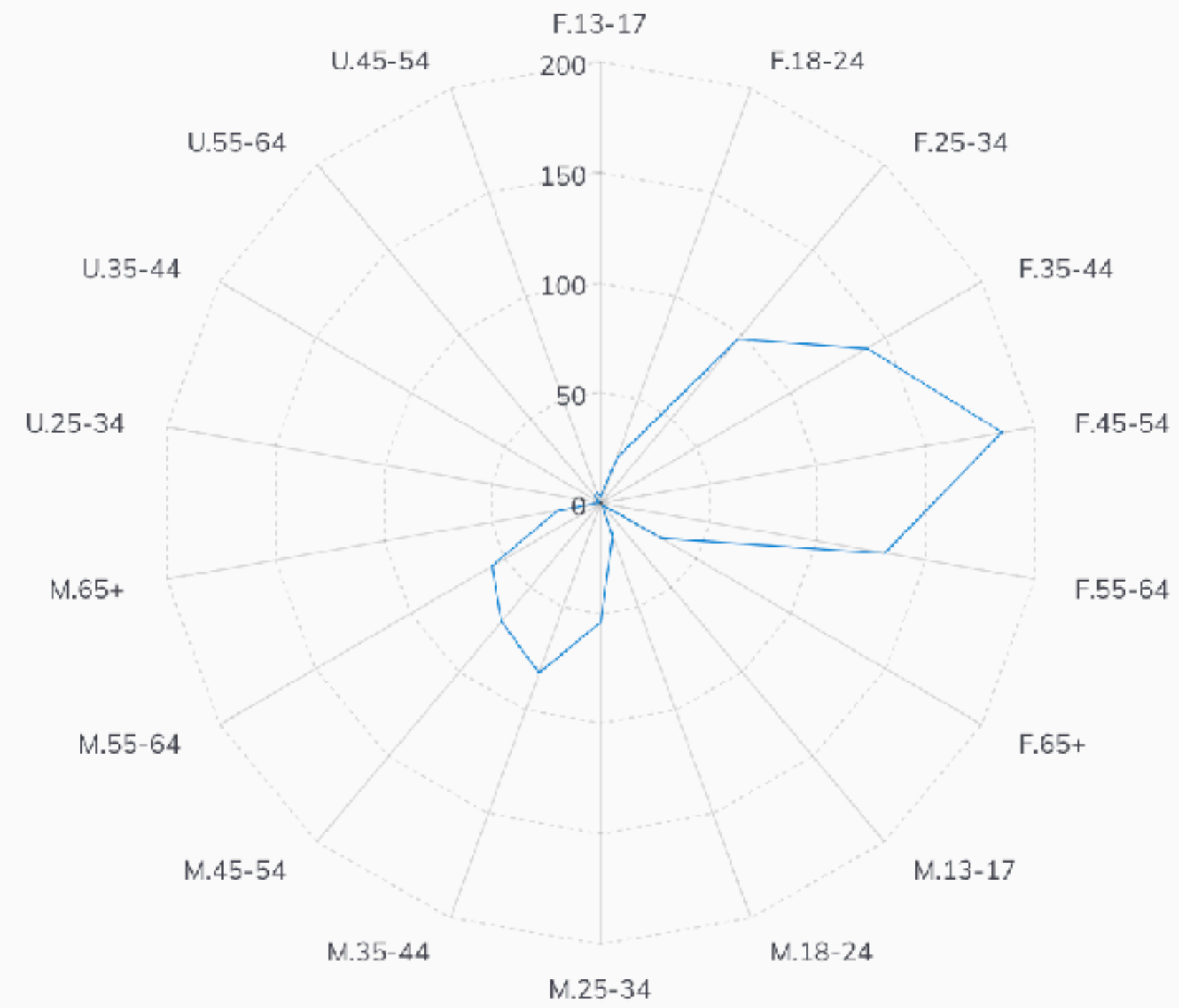
Women who like the page

300

Men who like the page

11

Undefined people who like the page





Facebook + Instagram

Q1 2018

Facebook and Instagram Metrics

24.8_K

Total Impressions

18.2_K

Total Reach

Paid Social Results



Facebook Advertising

Audience Targeting

Geo-targeting: Hartford, Connecticut, New Jersey, New York, Rhode Island

Demographic: 25 - 54, Male and Female

Interests: Outdoor recreation, outdoor enthusiast, mountain biking, hiking,
live music, foodie

Connection: People who already like Ulster County Facebook page

Facebook Advertising

Winter Page Promotion

284 page likes

7,876 people reached

12,878 impressions

Suggested Page



Find Ellenville

Sponsored

Take the weekend and escape to the gorgeous wonderland of Ellenville, NY. Like our page...



Find Ellenville

Travel Company

940 people like this

Like Page

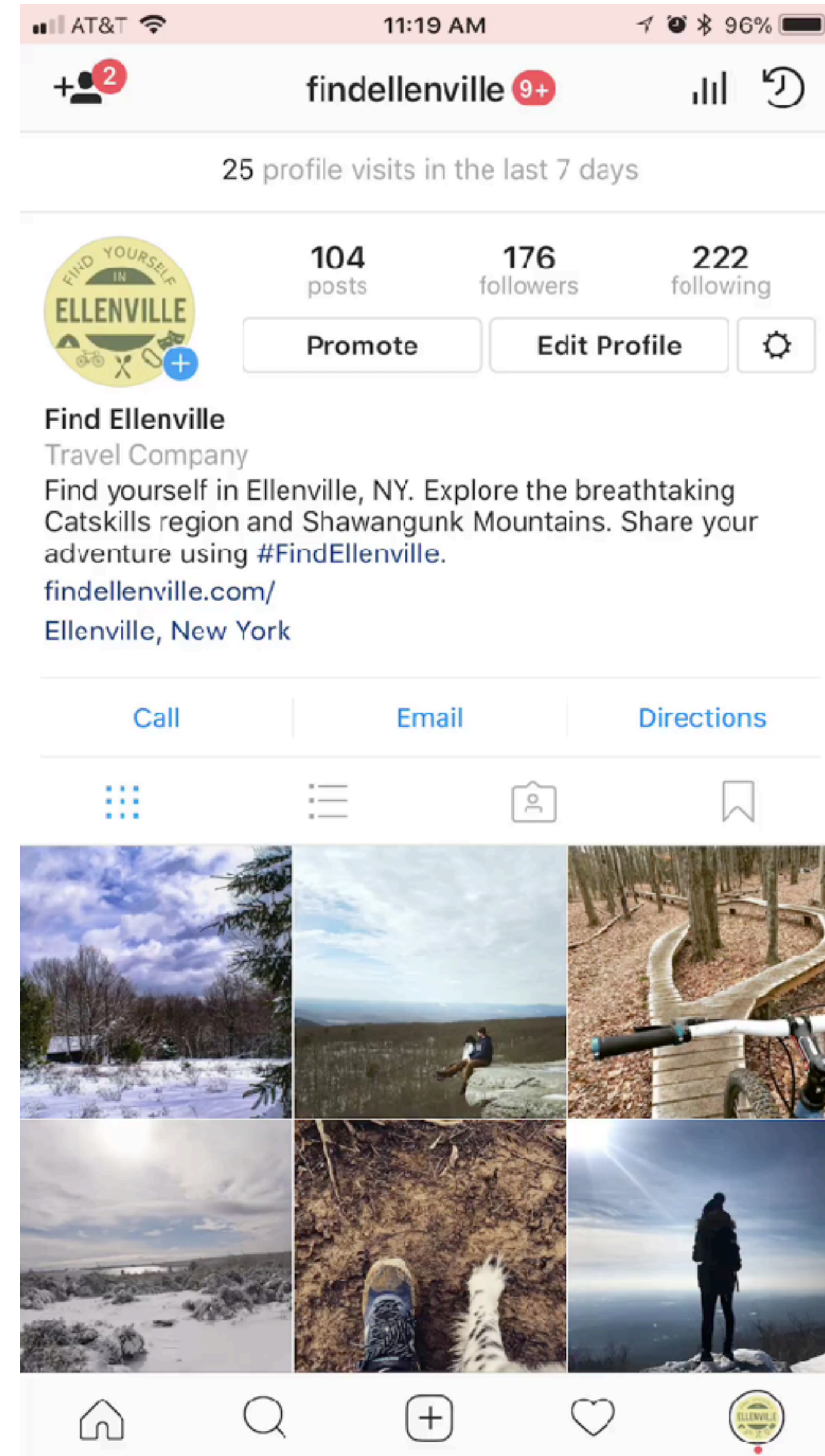
Facebook + Instagram Advertising

Q1 2018 Results

2,197 post engagements

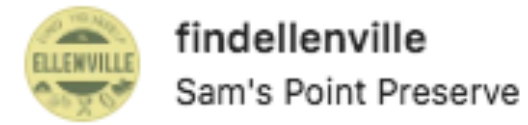
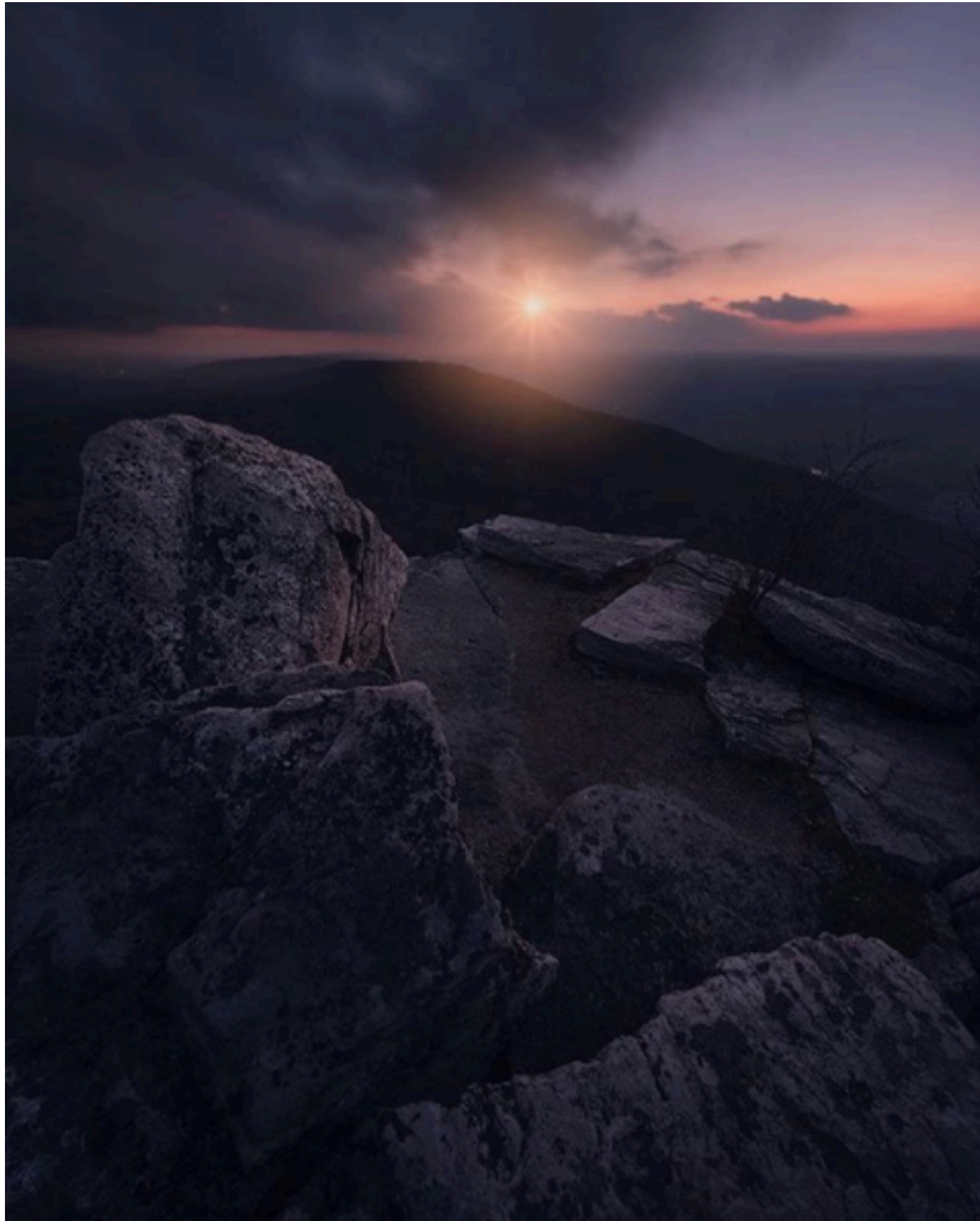
14,224 people reached

20,674 impressions



Facebook + Instagram Advertising

Highest Performing Posts



findellenville
Sam's Point Preserve

findellenville Just a few miles south of Ellenville lies the Bear Hill Preserve, situated on the edge of the Shawangunk Ridge State Forest, where hikers can witness otherworldly sunrises and sunsets—like this. Beautiful shot, @geraldberlinerphotography. #ellenvillenyc #hudsonvalley #upstateny #shawangunkridge #bearhillpreserve in.saturated Beautiful



173 likes

FEBRUARY 28

Add a comment...



Find Ellenville

March 21 at 11:04am

Few things are as beautiful as Sam's Point with a fresh blanket of snow. We love upstate New York in the winter. Great photo [Aroma Thyme!](#)



Like Comment Share

126

Chronological

9 Shares

Facebook Advertising

Spring Page Promotion

Suggested Page



Find Ellenville

Sponsored

Celebrate spring's arrival with a weekend trip to beautiful Ellenville, NY. Like our page to learn more.



Find Ellenville
Travel Company
940 people like this



Suggested Page



Find Ellenville

Sponsored

Take the weekend and escape to Ellenville for your own personal spring break. Like our page to learn more.



Find Ellenville
Travel Company
940 people like this



Suggested Page



Find Ellenville

Sponsored

Dining, shopping, outdoor adventures and more. This spring, find yourself in Ellenville, NY. Like our page to learn more.



Find Ellenville
Travel Company
940 people like this



Public

todos los
every
a pa

Thank you.

