



APRIL 2022 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached)

User Behavior: 5,603 users visited the website in March, down -45% from March, not unusual as it was post spring break and cold-rainy-snowy weather; however, 5,481 of those users were new to the site. Total of 6,345 sessions. Majority used keywords "Rockaway Beach Oregon," "Rockaway Beach," and "Pronto pup."

User demographics: Portland, Vancouver, Hillsboro, Beaverton, Gresham, Salem, Aloha, Oregon City.

Pages most visited: Grumpy's Café, Pronto Pup, bonfires, lodging, restaurants

How did they find the site: Google, direct (meaning the site was bookmarked or typed in), Facebook, Bing, Yahoo

Actions (events) taken: Get the Guide (209 requests)

SOCIAL MEDIA (see attached)

Facebook: Added 44 followers to the Facebook page in March; now at 9,565 followers. Facebook posts reached 64,903 people. Age groups most active – 35-44 and 45-54. 76.3% are women.

Post with the most reach and engagement: "Have you visited Manhattan Beach?" – 3,386 reach.

Instagram: added 10 new followers, now at 1,148 followers (see attached for most liked images)

DIGITAL MEDIA (Washington)

Western Washington Spring digital campaign (see attached). Reached Snohomish, King, Pierce, Kitsap and Thurston counties. Olympia (Thurston County) had largest engagement.

DIGITAL MEDIA (Social Media and Search Engine Marketing campaign: October 1, 2021 – April 14, 2022 – see attached)

Social – 916,114 impressions, 53,632 clicks, click-through rate, 5.85%

SEM – 224,582 impressions, 10,914 clicks, click-through rate, 4.86%

Excellent click-through rates – average is 2.2%

PRINT MEDIA

Travel Oregon visitor guide published (see attached)

PODCASTS

Three podcasts were done with **Beach Bakeshop**, **Sand Dollar Restaurant**, and **Bill Hassell** on development of the Old Growth Cedar Trail. Podcaster is Steven Shomler, who has thousands of followers in the Pacific Northwest. Will send links as soon as the podcasts are published.

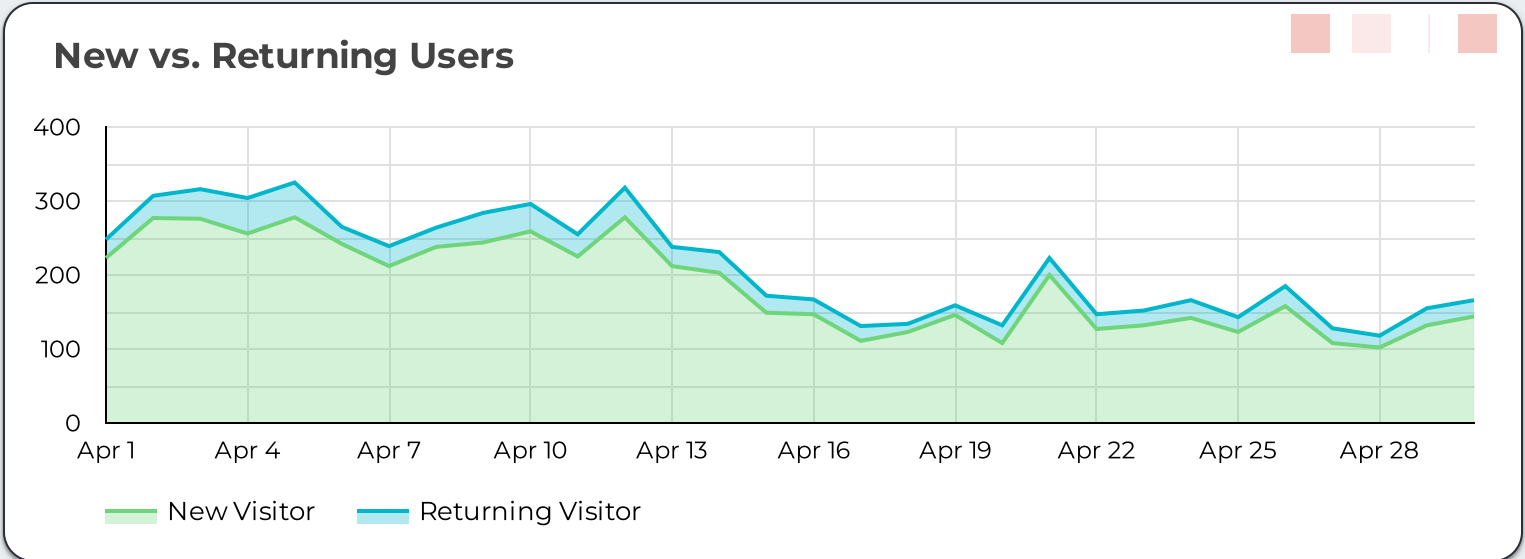
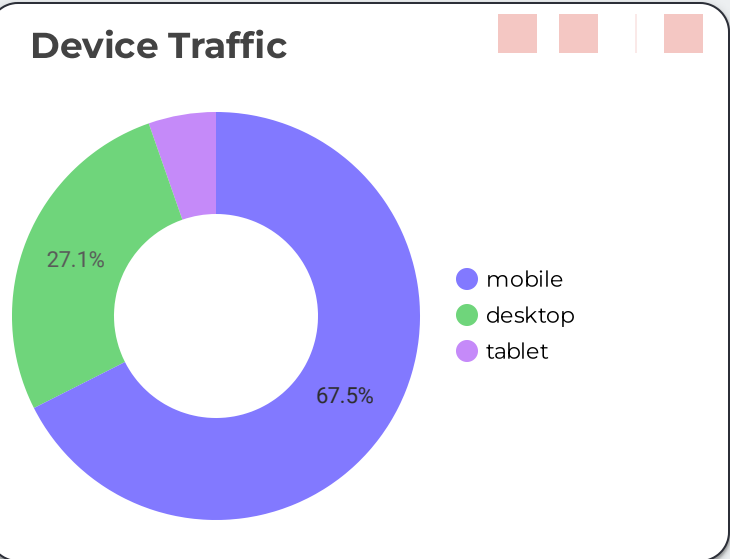
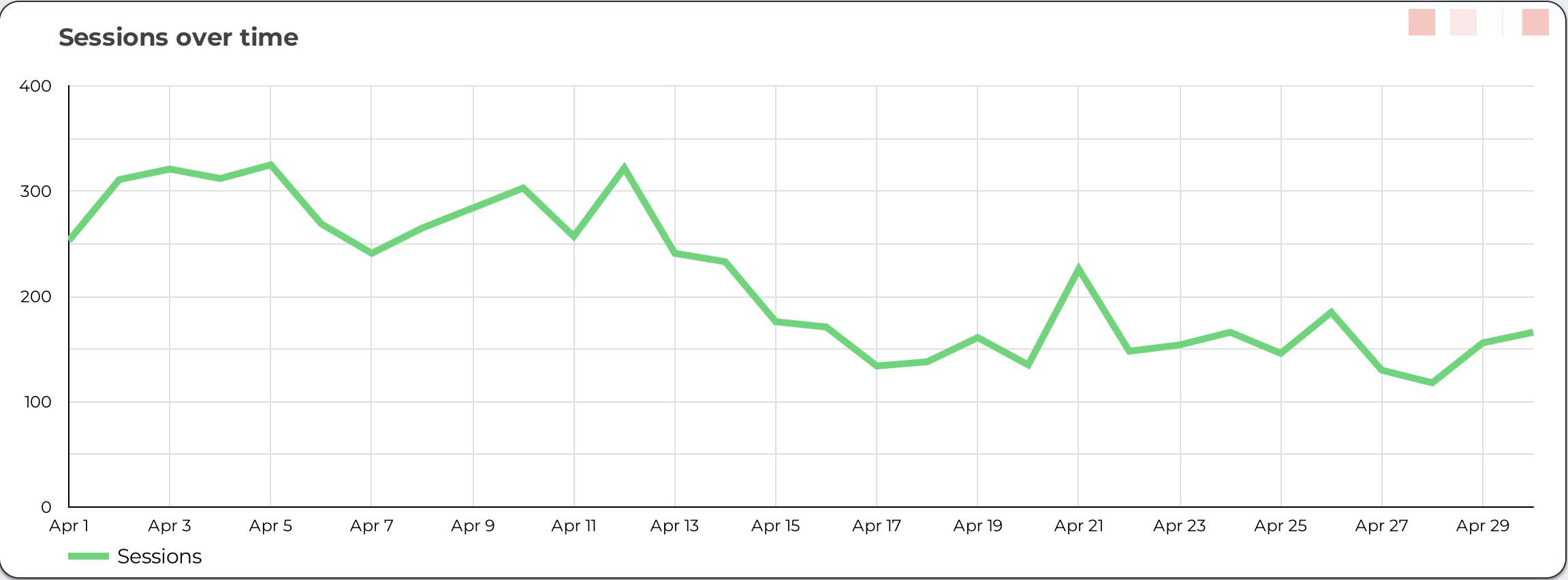
VIDEO

Filming starts in mid- to late-May.

Prepared by Tillamook Coast Visitors Association, with reports from Cardwell Creative and Lotus Seattle.

User Behavior

<p>Users</p> <p>5,701</p> <p>↓ -45.9%</p>	<p>New Users</p> <p>5,575</p> <p>↓ -46.0%</p>	<p>Sessions</p> <p>6,447</p> <p>↓ -45.7%</p>	<p>Bounce Rate</p> <p>64.08%</p> <p>↓ -4.7%</p>	<p>Contact Forms</p> <p>2</p> <p>0.0%</p>	<p>Get The Guide</p> <p>210</p> <p>↓ -49.8%</p>	<p>Click to Email</p> <p>No data</p> <p>No data</p>
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How Did Users Get To Our Website?

Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	2,882	2,473	2,415	1.84	00:01:19
m.facebook.com / referral	1,268	1,201	1,174	1.64	00:00:38
(direct) / (none)	700	627	621	1.91	00:01:18
lm.facebook.com / referral	383	367	340	2.08	00:01:11
bing / organic	376	339	330	2.91	00:02:25
l.facebook.com / referral	329	298	262	2.3	00:01:14
yahoo / organic	149	127	125	2.48	00:01:49
duckduckgo / organic	141	119	116	2.25	00:02:35
beachconnection.net / refer...	82	77	74	2.02	00:01:14
localadventurer.com / refer...	35	33	33	1.14	00:00:19
visittheoregoncoast.com / r...	29	28	28	2.55	00:02:06
ecocia.org / organic	7	6	6	1.71	00:01:27
Grand total	6,447	5,701	5,575	1.95	00:01:17

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	13,645	209	1.53%	7.28	7.28
rockaway beach	12,011	40	0.33%	9.28	9.28
pronto pup	899	18	2%	8.49	8.49
kelly's marina	863	6	0.7%	6.13	6.13
rockaway beach hotels	829	3	0.36%	8.07	8.07
restaurants near me	815	3	0.37%	12.73	12.73
rockaway beach oregon ho...	793	3	0.38%	7.08	7.08
oregon coast vacation rent...	782	0	0%	50.61	50.61
twin rocks	744	2	0.27%	4.72	4.72
food near me	739	7	0.95%	6.77	6.77
rockaway beach restaurants	721	15	2.08%	4.61	4.61
old oregon smokehouse	698	5	0.72%	7.89	7.89
rockaway beach rentals	654	4	0.61%	8.06	8.06
jimgifts	603	0	0%	10.6	10.6
rockaway beach weather	582	1	0.17%	11.31	11.31
things to do in rockaway be...	572	10	1.75%	8.76	8.76
twin rocks motel	563	6	1.07%	4.84	4.84
Grand total	175,602	2,521	1.44%	23.83	23.83

What Pages Did Users Visit?

Sessions
6,447
 ↓ -45.7%

Unique Pageviews
10,559
 ↓ -42.9%

% Exit
51.39%
 ↓ -5.8%

Avg. Time on Page
01:21
 ↓ -4.3%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	934	1K	01:13	46.93%
/restaurants/grumpys-cafe/	409	450	02:08	62.52%
/restaurants/original-pronto-pup/	196	225	03:21	77.69%
/bonfires/	167	199	01:48	77.06%
/rockaway-beach-lodging-guide/	141	490	01:19	23.88%
/rockaway-beach-restaurants/	133	403	01:30	32.12%
/rockaway-beach-annual-events/	127	189	02:16	54.67%
/current-events/	113	424	01:17	51.54%
/things-to-do/	102	313	01:06	39.57%
/health-benefits-of-flying-a-kite/	90	90	06:07	91.84%
/twin-rocks/	86	91	02:35	75.25%
/comes-trees-go-big-go-home/	84	86	05:05	89.36%
/lodging-guide-vacation-rentals/	64	125	56	24.74%
/lodging-guide-rv-parks-camping/	58	79	50	35.42%
/emily-reed-shipwreck/	57	60	01:32	91.94%
/outdoor/	57	231	02:51	54.41%
/how-to-get-here/	57	214	01:12	52.99%
/how-to-spot-rocks-when-rockhounding/	56	80	02:27	61.39%
/lodging-guide-hotels-motels/	55	128	01:03	29.59%
/tide-pooling-spring-rockaway-beach/	54	57	04:50	86.67%
Grand total	6.4K	10.6K	01:21	51.39%

Visitor Demographics

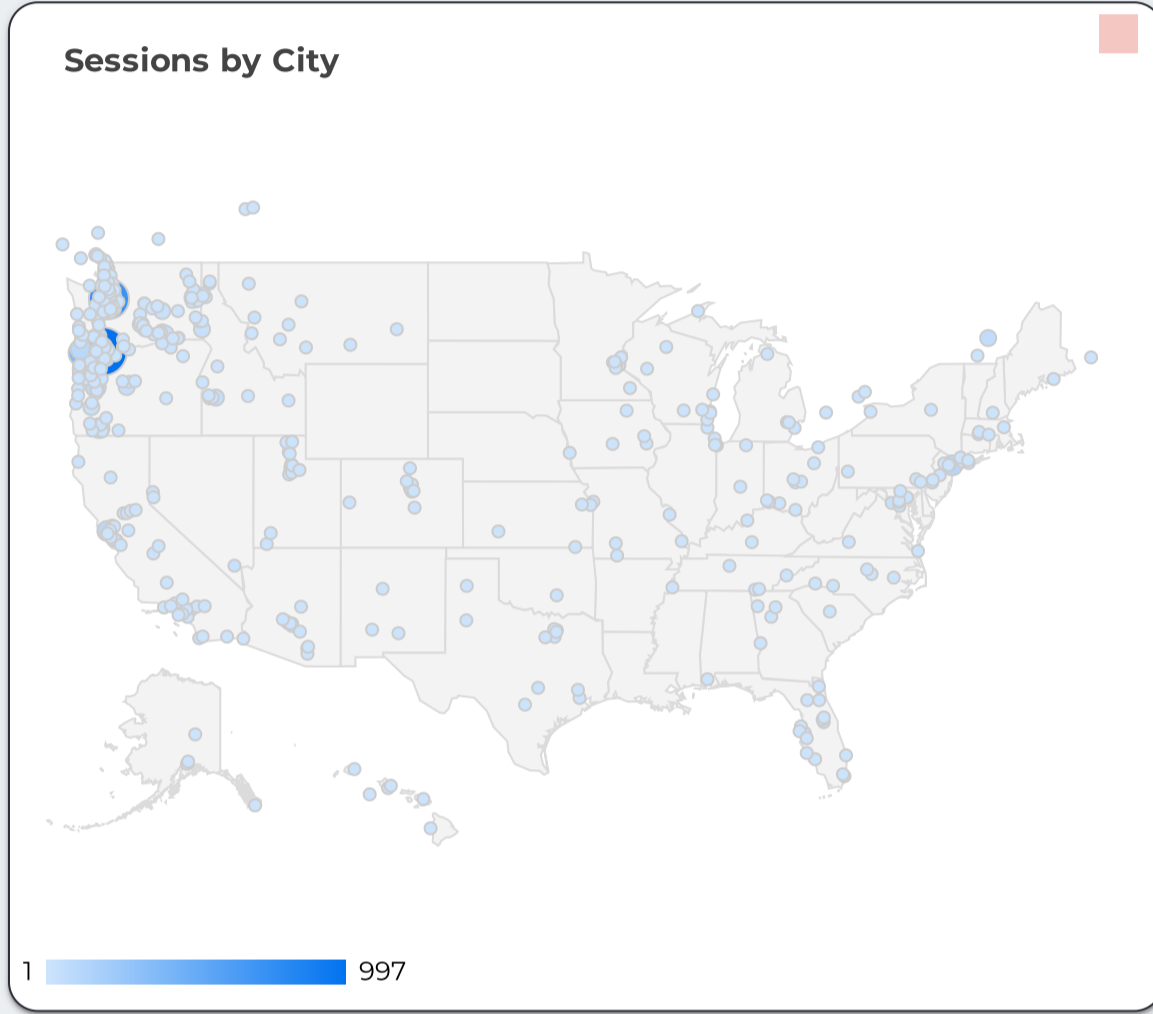
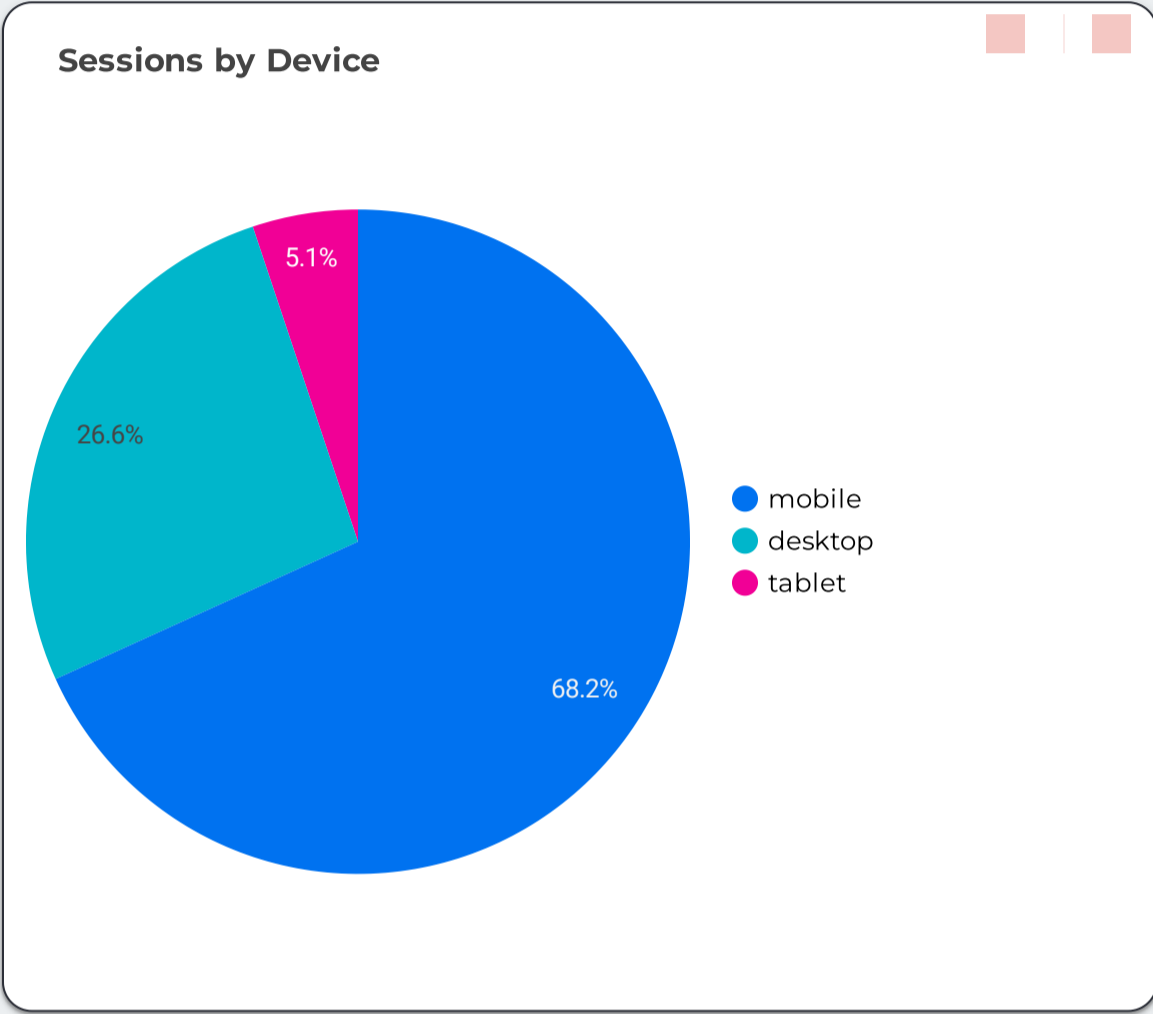
Users
5,701
↓ -45.9%

New Users
5,575
↓ -46.0%

Sessions
6,447
↓ -45.7%

Bounce Rate
64.08%
↓ -4.7%

Avg. Session Duration
00:01:17
↑ 8.7%



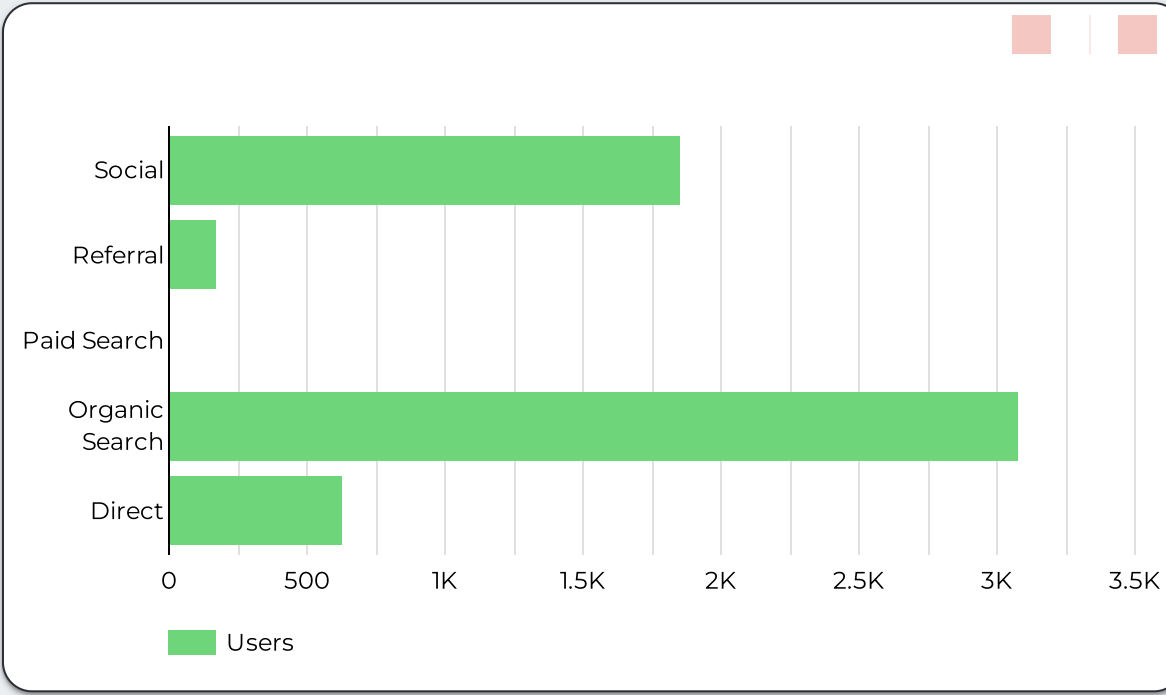
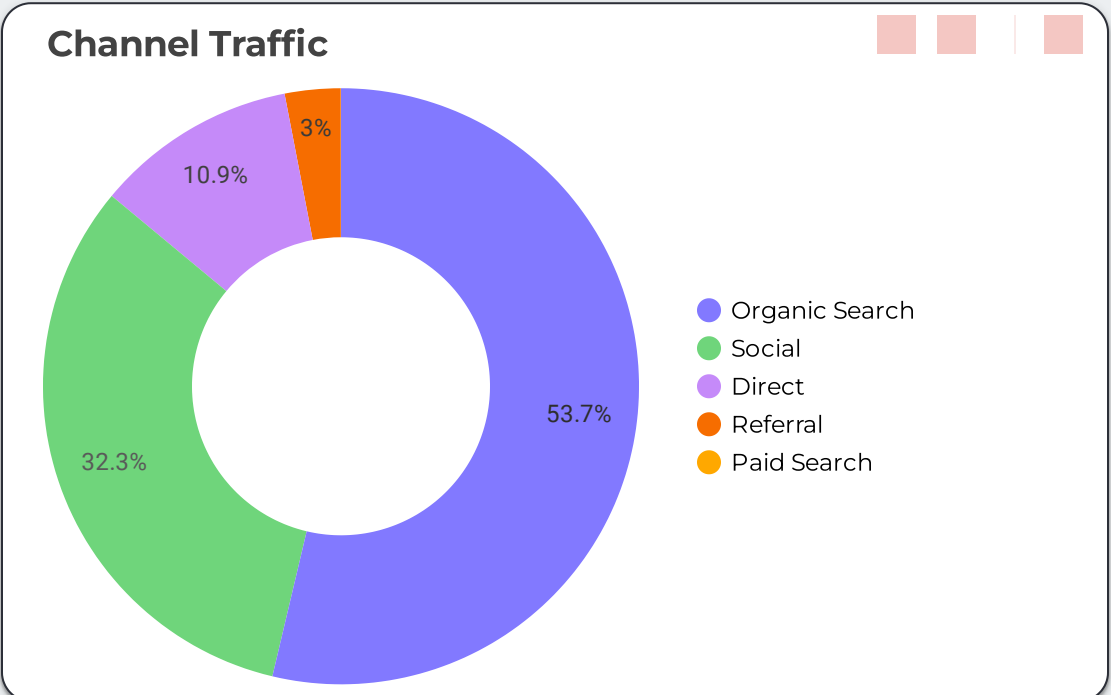
City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Portland	997	875	825	1.87	00:01:18
Seattle	716	639	601	1.84	00:01:15
Tillamook	348	312	289	1.68	00:01:11
Vancouver	113	107	101	1.88	00:01:00
New York	109	103	101	1.28	00:00:14
San Francisco	100	96	89	1.54	00:00:53
Salem	95	87	84	1.99	00:01:27
Beaverton	94	79	76	2.43	00:01:38
Rockaway Beach	93	85	81	1.77	00:01:35
Spokane	91	88	84	2.15	00:01:09
Medford	89	84	78	1.61	00:00:37
Eugene	87	77	72	1.78	00:01:11
Hillsboro	68	63	59	2.1	00:01:12
Victoriaville	56	56	56	1	00:00:00
Kennewick	51	47	44	1.65	00:01:01
Los Angeles	45	42	42	2.13	00:01:12
Grand total	6,158	5,449	5,320	1.96	00:01:18

How Did Users Get To Our Website?

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yahoo / organic	149	127	125	2.48	00:01:49
duckduckgo / organic	141	119	116	2.25	00:02:35
beachconnection.net / referral	82	77	74	2.02	00:01:14
localadventurer.com / referral	35	33	33	1.14	00:00:19
visittheoregoncoast.com / referral	29	28	28	2.55	00:02:06
ecosia.org / organic	7	6	6	1.71	00:01:27
en.m.wikipedia.org / referral	6	5	3	3.5	00:03:44
Grand total	6,447	5,701	5,575	1.95	00:01:17

1 - 44 / 44 < >



Event Category

Event Action

Event Label

What specific actions (events) did users take? *(use filters above to narrow down)*

Total Events
293
 ↓ -45.2%

Unique Events
271
 ↓ -45.1%

Event Category	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	41	30
forms	submit	Contact Form	2	2
button	click to call	tel:(503) 709-6018	1	1
button	click to call	tel:(800) 824-1611	1	1
button	click to call	tel:(503) 355-3866	1	1
button	click to call	tel:(503) 355-8220	3	2
button	click to call	tel:(971) 306-1625	1	1
button	click to call	tel:(800) 243-7786	1	1
button	click to call	tel:(503) 355-2501	2	2
button	click to call	tel:503-355-2365	1	1
button	click	Get The Guide	218	210
button	click to call	tel:(503) 355-0585	6	6
button	click to call	tel:(503) 355-2291	6	5
button	social profile click	Instagram	1	1
button	click to call	tel:(503) 355-2052	1	1
button	social profile click	Facebook	7	6
Grand total			293	271



Have you visited Manhattan Beach? You'll find this day-use park just off of Hi...

April 30, 2022 at 6:25 AM

ID: 3512252588899113

Interactions

134 reactions

6 comments

15 shares

Performance

Reach

Total
3,386

Worst | Best

This post reached more people than **100%** of your 50 most recent Facebook posts and stories.

Reach 3,386

Reactions, comments and shares

Total
155

Worst | Best

This post received more reactions, comments and shares than **98%** of your 50 most recent Facebook posts and stories.

Reactions 134
Comments 6
Shares 15

Results

Total
156

Worst | Best

This post received more link clicks than **98%** of your 50 most recent Facebook posts and stories.

Link clicks 156

POSTS

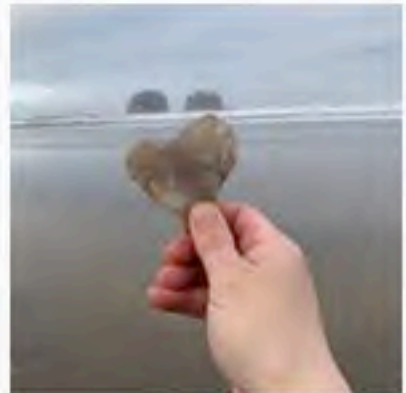
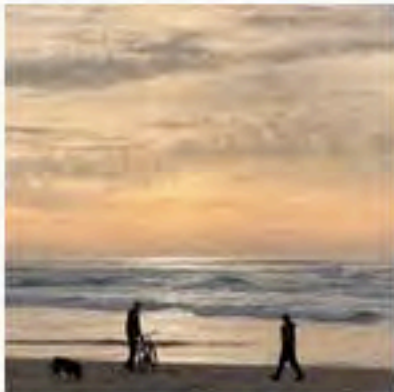
VIDEOS

TAGGED



THE 11 SEASONS OF OREGON

- winter
- foo's spring
- second winter
- spring of deception
- third winter ← **You Are Here**
- mud season **T minus 14 Days**
- actual spring
- summer
- false fall
- second summer (1 week)
- actual fall



Get Ready: Summer in Rockaway Beach

Rockaway Beach <traveltillamook@gmail.com>

Tue, Apr 26, 2022 at 10:13 AM

Reply-To: traveltillamook@gmail.com

To: nan@tillamookcoast.com

[View this email in your browser](#)

ROCKAWAY BEACH
OREGON

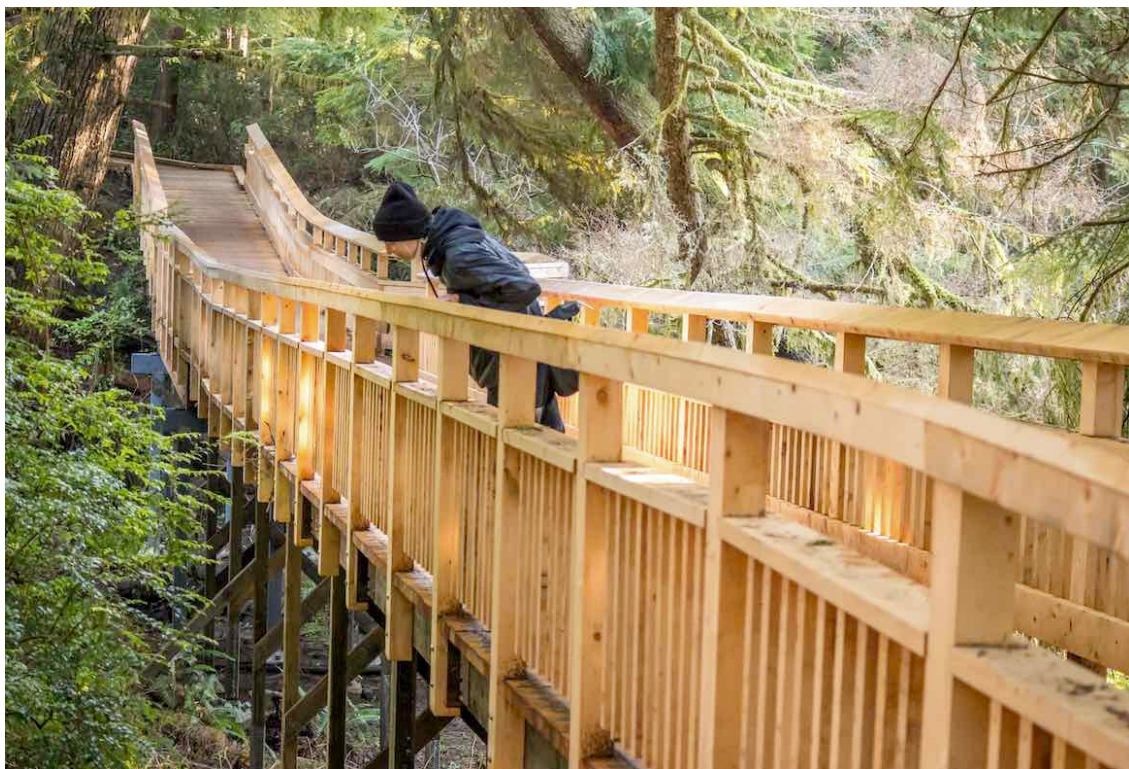
small town. big beach.

Every season is great at the Oregon Coast. Spring brings dynamic weather, from storms to sunshine. Yet, summer is what we look forward to. Lots of sunshine, more gentle waves along the beach. Boogie boards, fat tire bikes, train rides, hikes in the woods, Pronto Pups, and ice cream cones galore.

You'll find it all in Rockaway Beach.



Did you know the Pronto Pup was invented in Rockaway Beach? Yep, and it's still a favorite of locals and visitors. Read about the history of this delicious snack: <https://nwtravelmag.com/brief-history-pronto-pup/>



Stroll in an old-growth forest & wetlands

At the south end of Rockaway Beach, just steps off Highway 101, enter a world

that has survived tsunamis, windstorms, floods, fires and development, and gives you the gift of meeting a 1,200 -year-old grand dame of trees. The Old Growth Cedar Trail is a raised boardwalk that takes you through a wetlands filled with flora, fauna and history. About 1.5 miles round-trip, the boardwalk accommodates strollers and wheelchairs. And when you behold the ancient cedar, think about all this "mother tree" has seen in her lifetime.



Are you a rockhound? Here's five easy steps to polishing beach beauties

When you walk on the beach, your eyes aren't looking at the waves or sunset. Your focus on the sand and all the treasures the ocean brings in the shape of rocks. That's true "tell" of a rockhound. Now that you have a collection, want to learn how to polish them? Rockhound Nicole Thomas shares five easy steps to shine those special finds. [Read her step-by-step blog here.](#)



All aboard the Oregon Coast Scenic Railroad

Ride the rails and get a seagull's view of the Oregon Coast as you take a leisurely trip on the Oregon Coast Scenic Railroad, round trip from Rockaway Beach to Garibaldi. Reserve your seat at <https://oregoncoastscenic.org/>

Book your summer family vacation now.

Use our lodging guide to [make a reservation now.](#)



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Our mailing address is:

Tillamook Coast Visitors Association

PO Box 1268

Tillamook OR 97141

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You can [update your preferences](#) or [unsubscribe from this list.](#)



CAMPAIGN PERFORMANCE REPORT

10/01/2021 - 04/14/2022

Prepared for:
Visit Rockaway Beach

OVERALL PERFORMANCE

SOCIAL

916,114

Impressions

53,632

Clicks

5.85%

CTR

SEM

224,582

SEM: Impressions

10,914

SEM: Clicks

4.86%

SEM: CTR

916,114

Impressions

53,632

Clicks

5.85%

CTR

249,734

Reach

66,800

Engagements

8,290

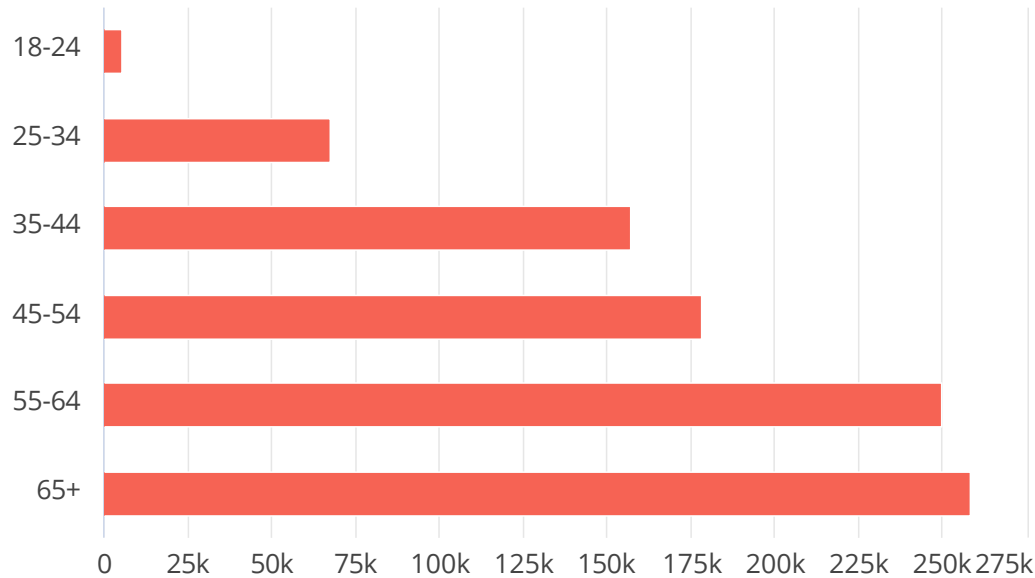
Reactions

649

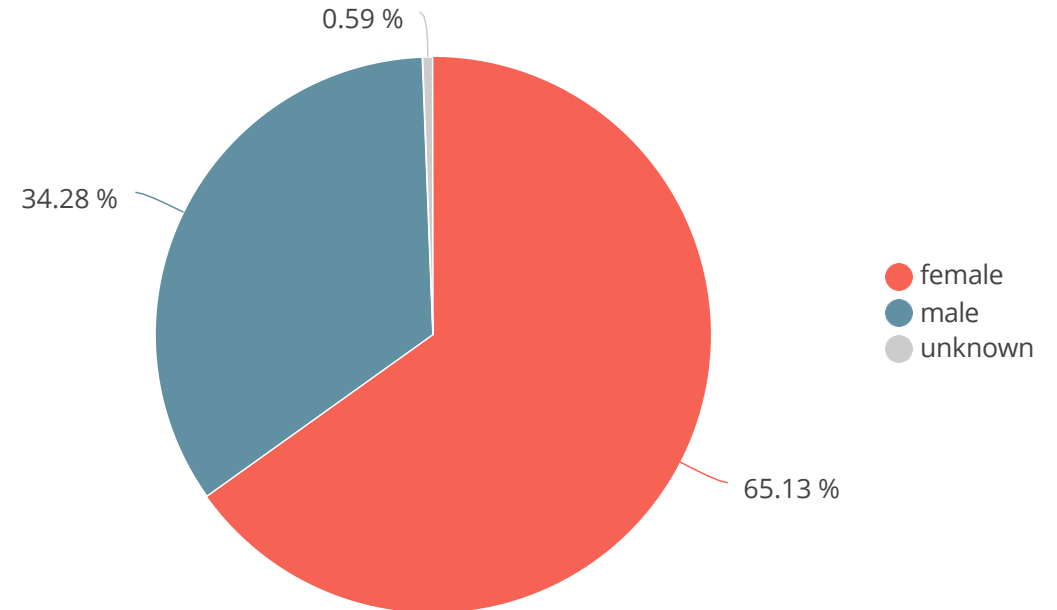
Comments

AGE

● Impressions



GENDER



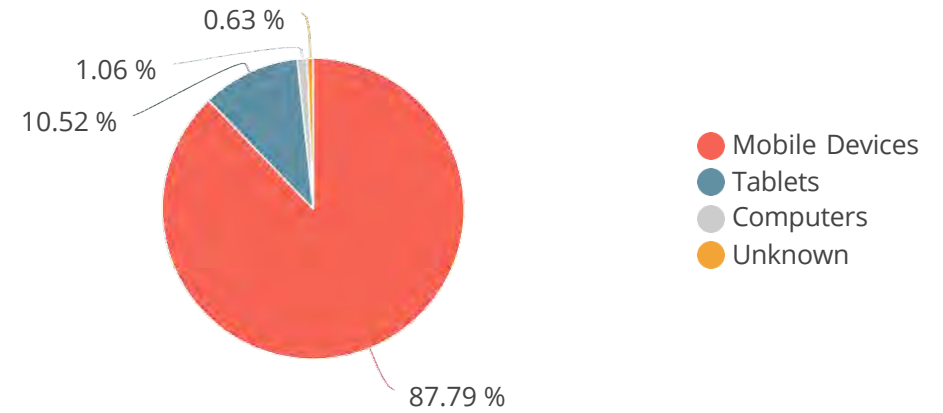
SOCIAL AD | Device & Geo

Report Date: 10/01/2021 - 04/14/2022

DEVICE PERFORMANCE

Device Type	Impressions	Clicks	CTR	Reach
Mobile Devices	814,743	47,084	5.78%	226,879
Tablets	83,244	5,642	6.78%	21,830
Computers	12,516	566	4.52%	5,634
Unknown	5,611	340	6.06%	1,921

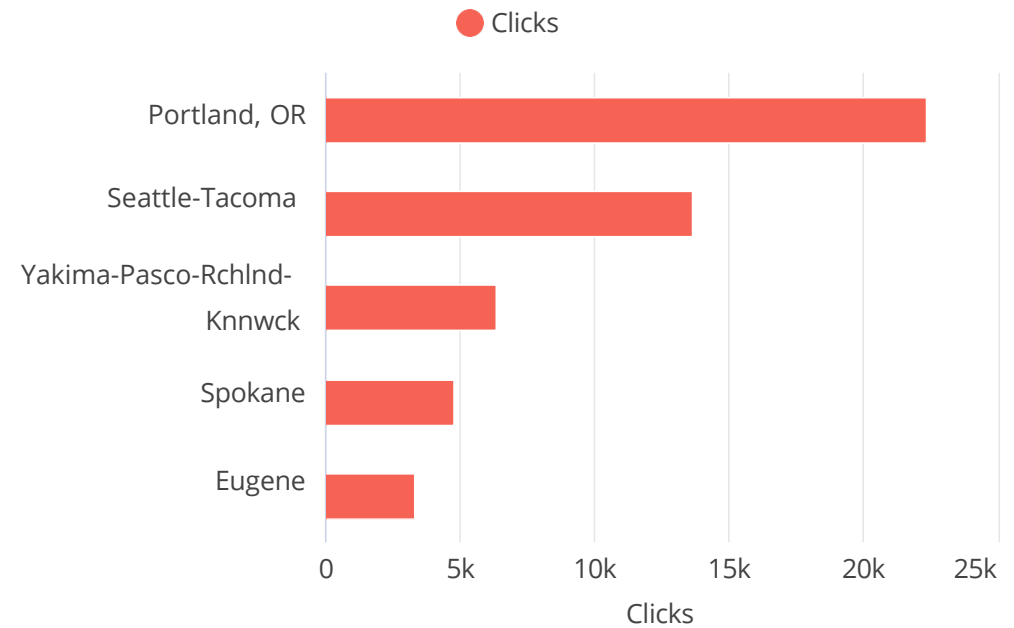
DEVICE BY CLICKS



TOP DMA BY IMPRESSIONS

DMA	Impressions	Clicks	CTR	Reach
Portland, OR	353,926	22,354	6.32%	137,068
Seattle-Tacoma	272,304	13,679	5.02%	123,156
Yakima-Pasco-...	103,850	6,340	6.11%	39,186
Spokane	79,423	4,802	6.05%	29,410
Eugene	57,246	3,325	5.81%	21,922

TOP DMA BY CLICKS



224,582

Impressions

0.00%

Conv. Rate

10,914

Clicks

0

Conversions

4.86%

CTR

\$0.00

Cost / Conv.

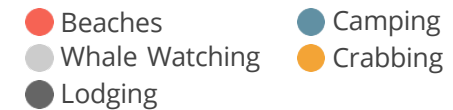
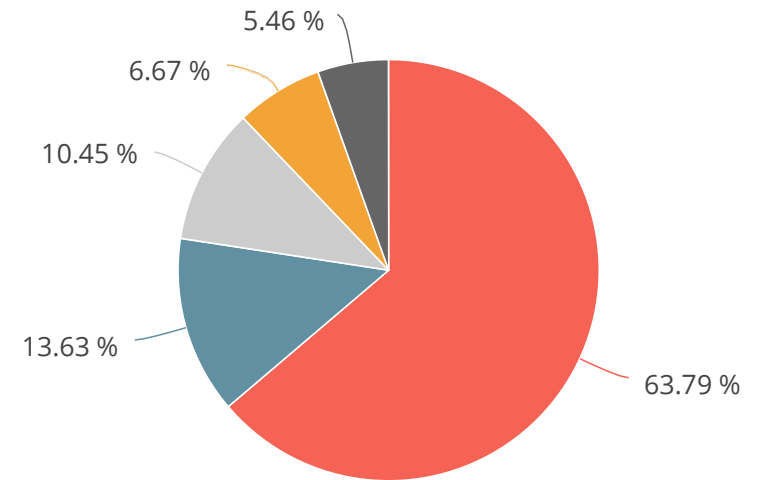
\$0.33

CPC

AD GROUPS BY IMPRESSIONS

Ad Group Name	Impressions	Clicks	CTR	CPC	Conversions
Beaches	131,819	6,711	5.09%	\$0.33	0
Camping	22,684	1,434	6.32%	\$0.33	0
Fishing	20,836	394	1.89%	\$0.34	0
Lodging	19,214	574	2.99%	\$0.38	0
Crabbing	18,365	702	3.82%	\$0.32	0
Whale Watching	11,664	1,099	9.42%	\$0.36	0

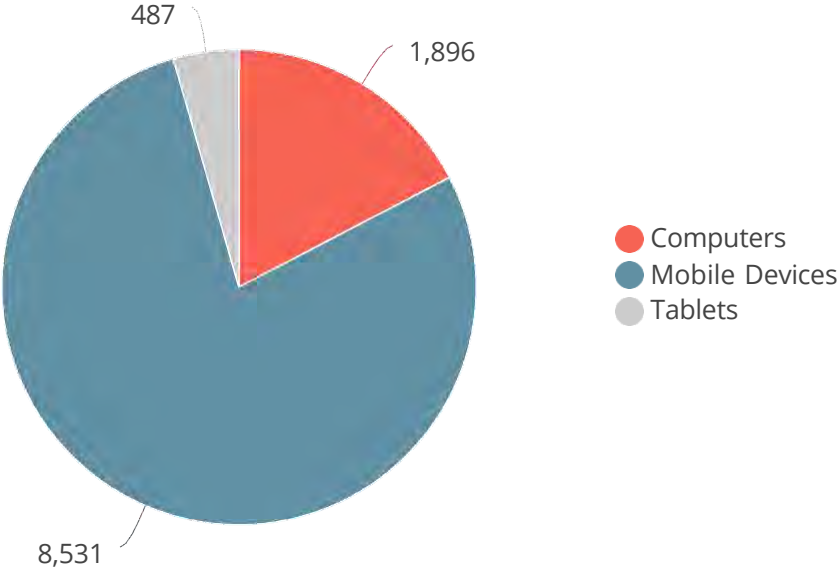
AD GROUPS BY CLICKS



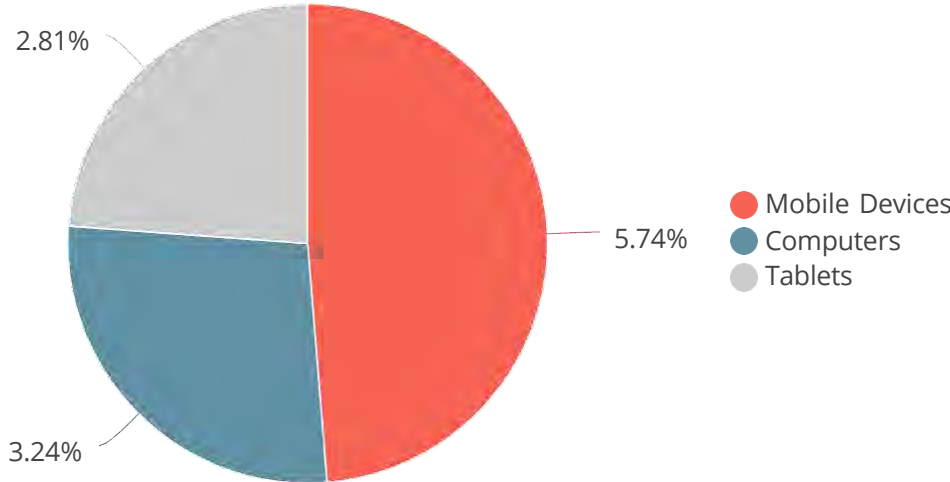
DEVICE PERFORMANCE BY IMPRESSIONS

Device Type	Impressions	Clicks	CTR	CPC	Conversions
Mobile Devices	148,639	8,531	5.74%	\$0.34	0
Computers	58,602	1,896	3.24%	\$0.32	0
Tablets	17,341	487	2.81%	\$0.32	0

DEVICE PERFORMANCE BY CLICKS



DEVICE PERFORMANCE BY CTR



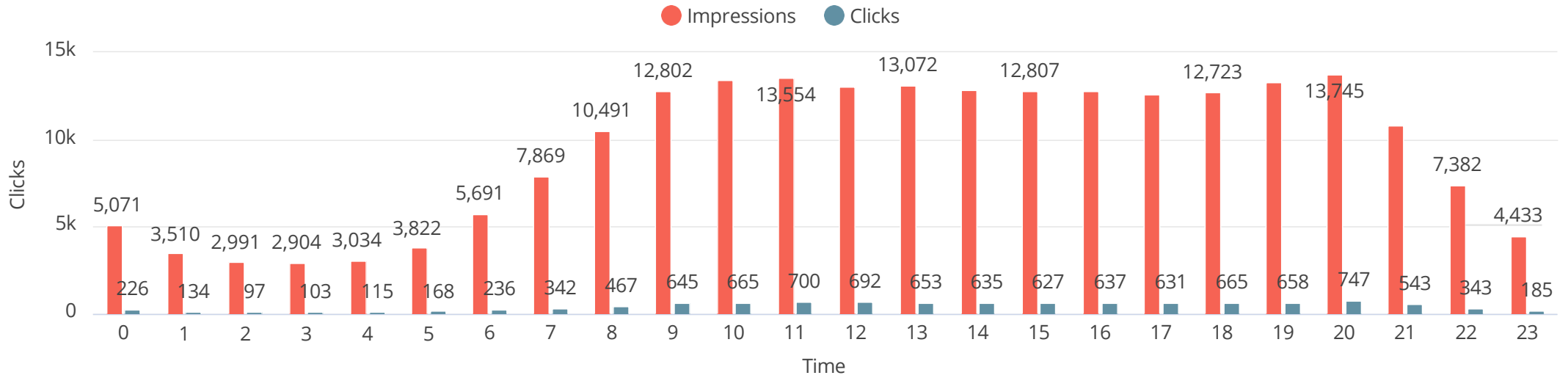
SEM | Keyword Performance

Report Date: 10/01/2021 - 04/14/2022

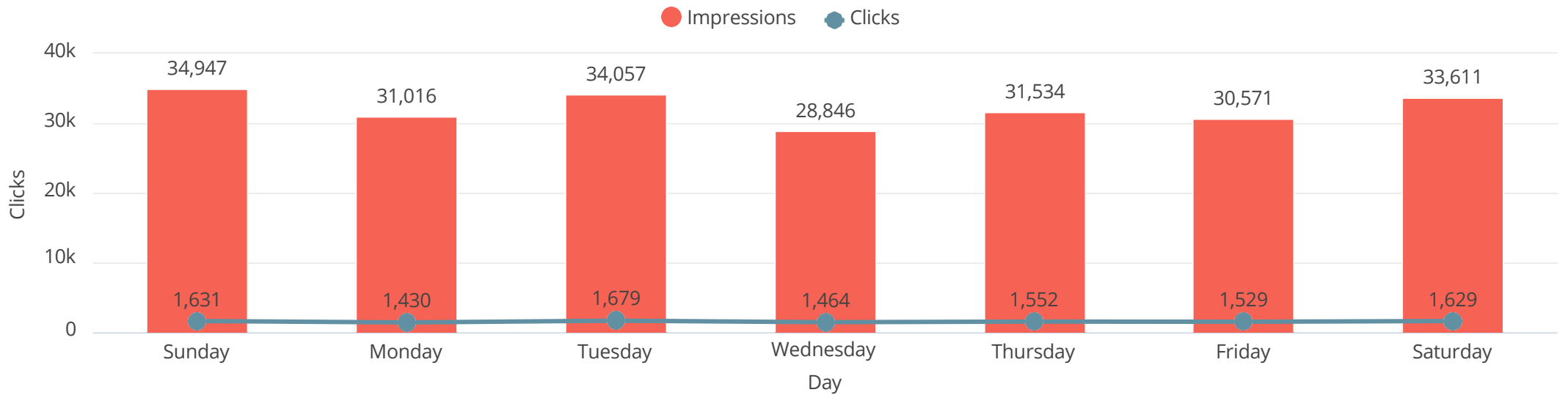
KEYWORDS BY IMPRESSIONS

Keywords	Ad Group Name	Impressions	Clicks	CTR	CPC	Conversions
best beaches on oregon coast	Beaches	23,917	1,777	7.43%	\$0.28	0
best oregon beach towns	Beaches	23,817	1,405	5.90%	\$0.33	0
oregon beach towns	Beaches	16,588	888	5.35%	\$0.33	0
visit oregon coast	Lodging	13,154	360	2.74%	\$0.36	0
Content	Fishing	12,874	115	0.89%	\$0.33	0
crabbing in oregon	Crabbing	12,280	469	3.82%	\$0.31	0
oregon beaches	Beaches	11,839	429	3.62%	\$0.33	0
oregon coast campgrounds	Camping	11,617	717	6.17%	\$0.32	0
oregon coast beaches	Beaches	11,314	355	3.14%	\$0.34	0
cannon beach Oregon	Beaches	10,640	280	2.63%	\$0.39	0
oregon beach vacations	Beaches	10,332	508	4.92%	\$0.37	0
best beaches in oregon	Beaches	8,239	487	5.91%	\$0.34	0
oregon coast fishing	Fishing	4,623	174	3.76%	\$0.34	0
oregon coast whale watching	Whale Watching	4,587	548	11.95%	\$0.33	0
oregon coast camping	Camping	3,769	260	6.90%	\$0.33	0
whale watching oregon	Whale Watching	3,058	287	9.39%	\$0.37	0
oregon coast crabbing	Crabbing	2,853	119	4.17%	\$0.33	0
rv camping oregon coast	Camping	2,718	151	5.56%	\$0.34	0
whales oregon coast	Whale Watching	2,664	126	4.73%	\$0.41	0

TIME OF DAY



DAY OF WEEK



Rockaway Beach-Family Friendly Spring Break Creative-March 2022

Ads are HTML5 with 3 slide carousel 720 x 90

All linking to <https://visitrockawaybeach.org/>



1



2

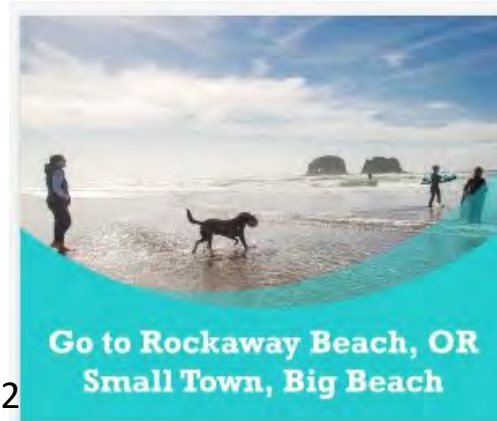


3

300 x 250



1



2

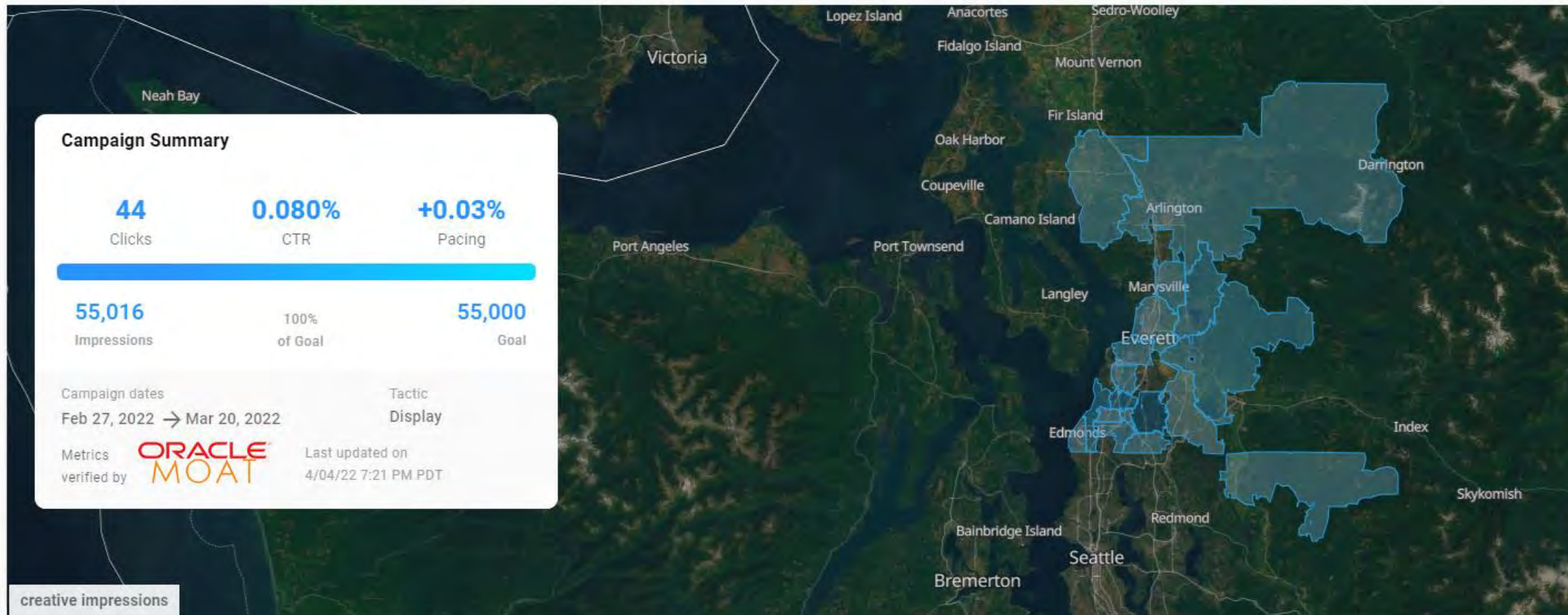


3



Visit Tillamook / Rockaway
Beach

Snohomish County, Washington Display



Campaign Summary

44

Clicks

0.080%

CTR

+0.03%

Pacing

55,016

Impressions

100%

of Goal

55,000

Goal

Campaign dates

Feb 27, 2022 → Mar 20, 2022

Tactic

Display

Metrics verified by



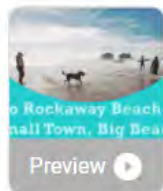
Last updated on

4/04/22 7:21 PM PDT

creative impressions

Performance By Creative i

Tactic: All Tactics ▼



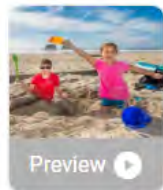
300X250_Beach - 33,065

ID: 38750



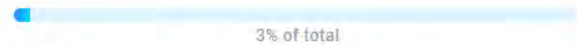
60% of total

33,065	20	0.060%
Imps	Clicks	CTR



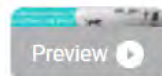
Kids_300x250.jpg - 1,690

ID: 37169



3% of total

1,690	3	0.178%
Imps	Clicks	CTR



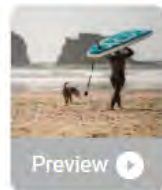
728X90_Beach.gif - 14,634

ID: 38749



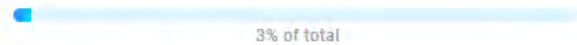
27% of total

14,634	6	0.041%
Imps	Clicks	CTR



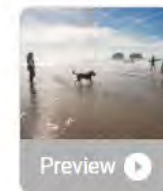
300x250_surfboard.jpg - 1,640

ID: 37165



3% of total

1,640	3	0.183%
Imps	Clicks	CTR



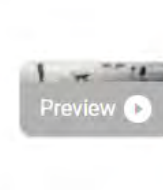
dog_300x250.jpg - 1,694

ID: 37167



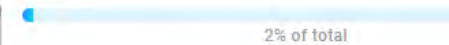
3% of total

1,694	3	0.177%
Imps	Clicks	CTR



dog_728x90.jpg - 1,152

ID: 37168



2% of total

1,152	4	0.347%
Imps	Clicks	CTR

Search

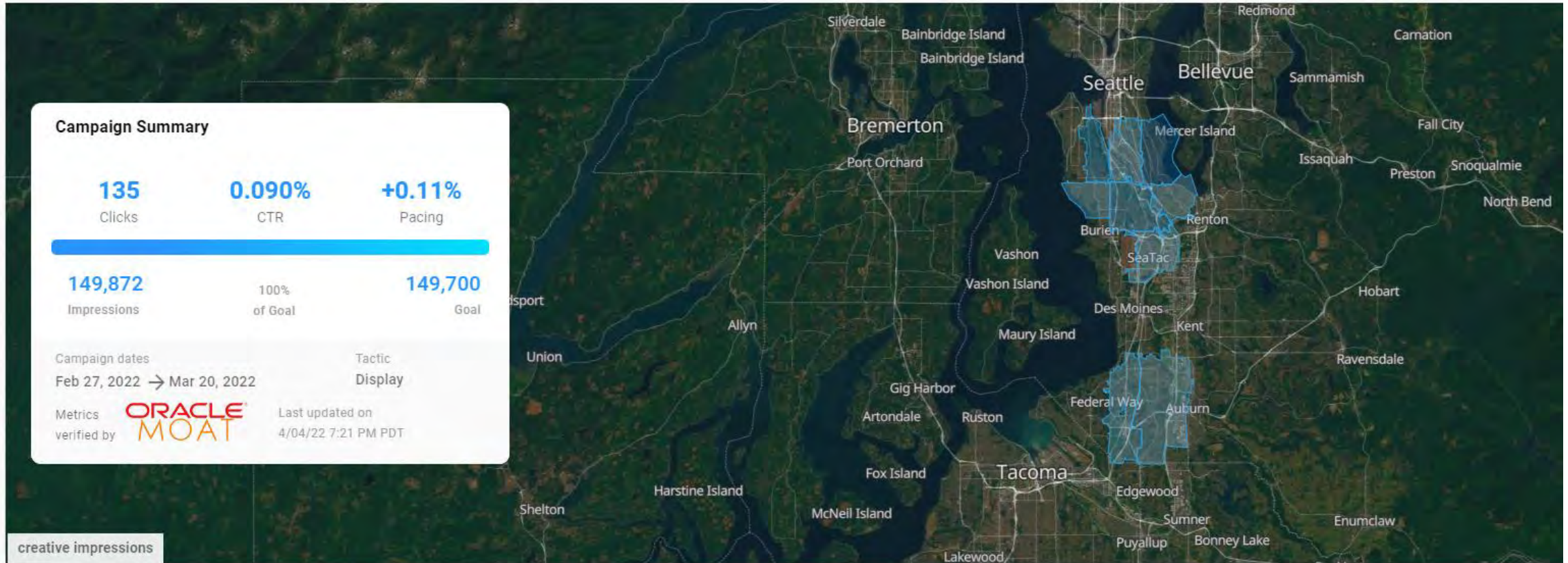
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Performance By Geo ?

City	Imps	Clicks	CTR
 Everett, WA	11,714	11	0.094%
 Lynnwood, WA	10,443	7	0.067%
 Mill Creek, WA	8,208	3	0.037%
 Edmonds, WA	5,880	6	0.102%
 Snohomish, WA	3,071	3	0.098%
 Marysville, WA	2,816	0	0.000%
 Lake Stevens, WA	2,690	3	0.112%

King County, Washington Display



Performance By Creative ?

Tactic: All Tactics ▼



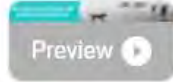
300X250_Beach - 85,703

ID: 38750



57% of total

85,703	54	0.063%
Imps	Clicks	CTR



728X90_Beach.gif - 44,282

ID: 38749



30% of total

44,282	20	0.045%
Imps	Clicks	CTR



dog_300x250.jpg - 4,751

ID: 37167



3% of total

4,751	14	0.295%
Imps	Clicks	CTR



Kids_300x250.jpg - 4,591

ID: 37169



3% of total

4,591	12	0.261%
Imps	Clicks	CTR



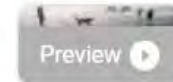
300x250_surfboard.jpg - 4,573

ID: 37165



3% of total

4,573	13	0.284%
Imps	Clicks	CTR



dog_728x90.jpg - 3,016

ID: 37168



2% of total

3,016	12	0.398%
Imps	Clicks	CTR

Search






Previous

Next

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Performance By Geo ?

City	Imps	Clicks	CTR
 Seattle, WA	78,564	84	0.107%
 Tukwila, WA	39,886	24	0.06%
 Auburn, WA	19,846	16	0.081%
 Burien, WA	9,910	9	0.091%
 Normandy Park, WA	624	1	0.16%
 Milton, WA	248	1	0.403%
 Kupreanof, AK	231	0	0.000%

Search



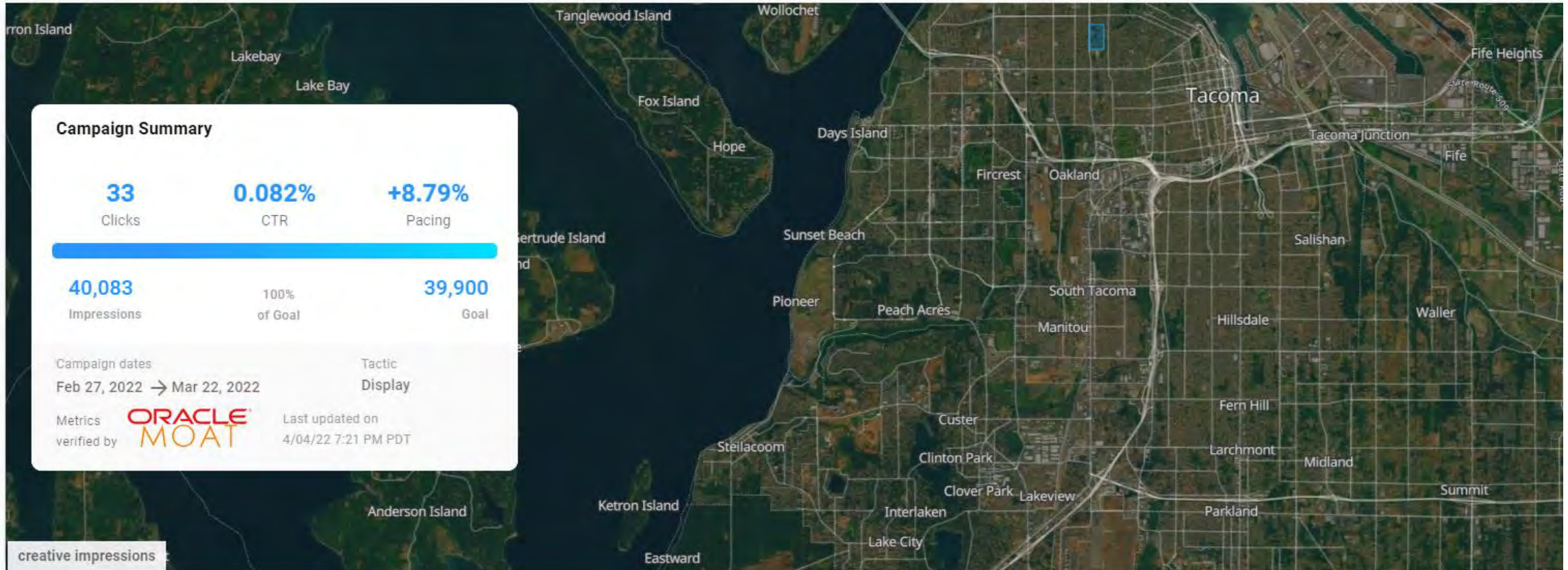
Previous

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Pierce County, Washington Display



Campaign Summary

33

Clicks

0.082%

CTR

+8.79%

Pacing



40,083

Impressions

100%

of Goal

39,900

Goal

Campaign dates

Feb 27, 2022 → Mar 22, 2022

Tactic

Display

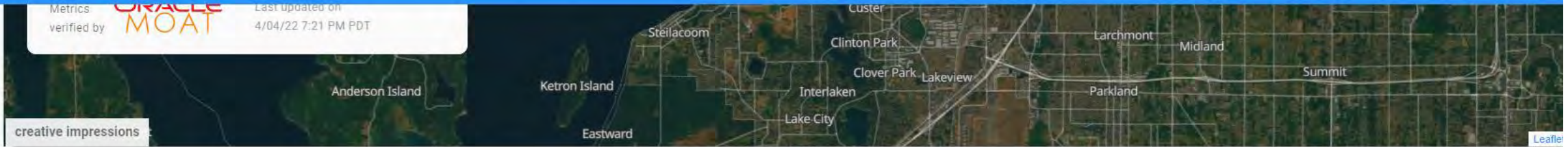
Metrics
verified by



Last updated on
4/04/22 7:21 PM PDT

creative impressions

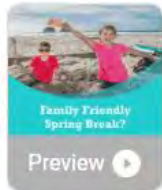
Metrics verified by **ORACLE MOAT** Last updated on 4/04/22 7:21 PM PDT



creative impressions

Performance By Creative ?

Tactic: All Tactics ▼

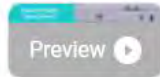


300X250_Beach - 26,396
ID: 38750



26,396	12	0.045%
Imps	Clicks	CTR

Preview ▶



728X90_Beach.gif - 9,333
ID: 38749



9,333	7	0.075%
Imps	Clicks	CTR

Preview ▶

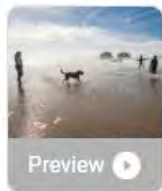


Kids_300x250.jpg - 1,041
ID: 37169



1,041	4	0.384%
Imps	Clicks	CTR

Preview ▶

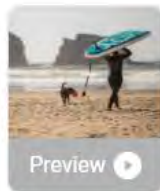


dog_300x250.jpg - 1,037
ID: 37167



1,037	4	0.386%
Imps	Clicks	CTR

Preview ▶



300x250_surfboard.jpg - 1,006
ID: 37165



1,006	1	0.099%
Imps	Clicks	CTR

Preview ▶



dog_728x90.jpg - 649
ID: 37168



649	3	0.462%
Imps	Clicks	CTR

Preview ▶

Search

Previous Next

1-5 of 7

Performance By Geo ?

City	Imps	Clicks	CTR
 Tacoma, WA	39,965	32	0.08%
 Sumner, WA	7	1	14.286%
 Camp Murray, WA	4	0	0.000%
 Other	107	0	0.000%

Kitsap County, Washington

Display

Campaign Summary

23

Clicks

0.112%

CTR

+1.00%

Pacing

20,603

Impressions

101%
of Goal

20,400

Goal

Campaign dates:

Feb 27, 2022 → Mar 20, 2022

Tactic:

Display

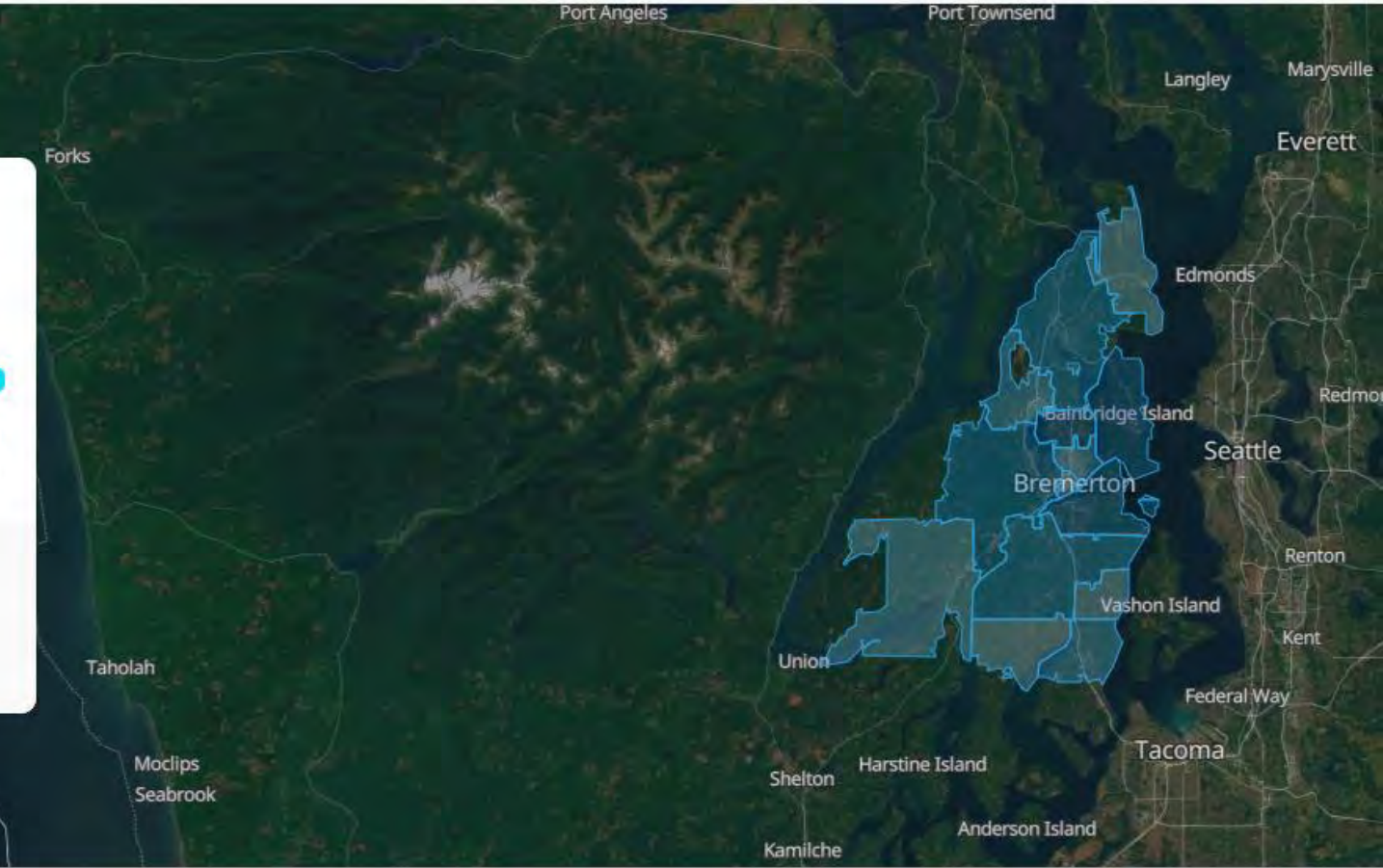
Metrics
verified by



Last updated on

4/04/22 7:21 PM PDT

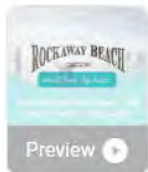
creative impressions



Performance By Creative ?

Tactic: All Tactics ▼

Sort By Imps ▼

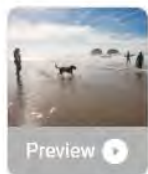


300X250_Beach - 12,686
ID: 38750



62% of total

12,686	7	0.055%
■ Imps	Clicks	CTR

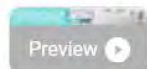


dog_300x250.jpg - 634
ID: 37167



3% of total

634	2	0.315%
■ Imps	Clicks	CTR

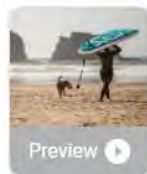


728X90_Beach.gif - 5,199
ID: 38749



25% of total

5,199	7	0.135%
■ Imps	Clicks	CTR



300x250_surfboard.jpg - 625
ID: 37165



3% of total

625	3	0.480%
■ Imps	Clicks	CTR



Kids_300x250.jpg - 661
ID: 37169



3% of total

661	3	0.454%
■ Imps	Clicks	CTR



Beach_Scene_728x90.jpg - 400
ID: 37166



2% of total

400	1	0.250%
■ Imps	Clicks	CTR

Search



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Performance By Geo 1

City	Imps	Clicks	CTR
 Bremerton, WA	6,158	5	0.081%
 Port Orchard, WA	4,541	5	0.11%
 Seattle, WA	2,978	3	0.101%
 Poulsbo, WA	2,022	3	0.148%
 Gig Harbor, WA	1,398	3	0.215%
 Silverdale, WA	1,244	1	0.08%
 Belfair, WA	654	2	0.306%

Thurston County, Washington Display

< Campaign 5 of 5 >

Visit_Tillamook_35012126_Thurston_County_Display_BX

Campaign Summary

26

Clicks

0.126%

CTR

+3.32%

Pacing



20,664

Impressions

103%

of Goal

20,000

Goal

Campaign dates

Feb 27, 2022 → Mar 20, 2022

Tactic

Display

Metrics verified by



Last updated on

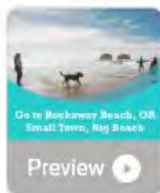
4/04/22 7:21 PM PDT

creative impressions



Performance By Creative

Tactic: All Tactics



300X250_Beach - 12,902
ID: 38750



62% of total

12,902	12	0.093%
Imps	Clicks	CTR

Preview



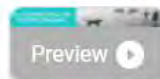
Kids_300x250.jpg - 595
ID: 37169



3% of total

595	1	0.168%
Imps	Clicks	CTR

Preview



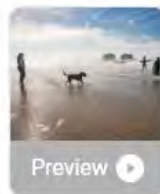
728X90_Beach.gif - 5,107
ID: 38749



25% of total

5,107	6	0.117%
Imps	Clicks	CTR

Preview



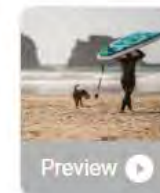
dog_300x250.jpg - 585
ID: 37167



3% of total

585	2	0.342%
Imps	Clicks	CTR

Preview



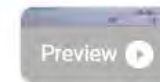
300x250_surfboard.jpg - 606
ID: 37165



3% of total

606	3	0.495%
Imps	Clicks	CTR

Preview



Beach_Scene_728x90.jpg - 448
ID: 37166



2% of total

448	1	0.223%
Imps	Clicks	CTR

Preview

Search

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Performance By Geo ?

City	Imps	Clicks	CTR
 Olympia, WA	11,360	19	0.167%
 Lacey, WA	5,768	5	0.087%
 Yelm, WA	1,246	0	0.000%
 Tumwater, WA	1,104	1	0.091%
 Centralia, WA	673	0	0.000%
 Tenino, WA	282	0	0.000%
 Rochester, WA	150	1	0.667%

Search 

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TRAVEL OREGON VISITOR GUIDE

2022-2023

*Oregon welcomes the world to the
World Athletics Championships
Oregon22 in Eugene*

TRAVEL  OREGON

SEVEN MILES OF BEACH.

ENDLESS FUN.



With so many fun things to do, great places to eat, and oceanfront places to stay, Rockaway Beach on Oregon's north coast is the place families love to visit.

Plan your trip at VisitRockawayBeach.org

COLUMBIA RIVER
MARITIME MUSEUM

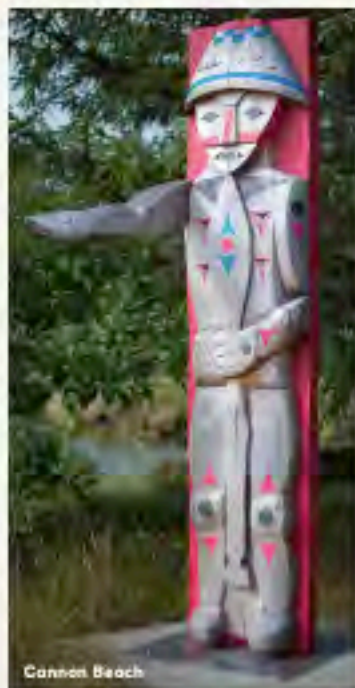
Open Daily 9:30 a.m. to 5:00 p.m. • 1792 Marine Drive, Astoria, OR
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Admission: Adult \$16, Seniors \$13, Children 6-17 \$5,
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3D Theater • Model Boat Pond • Lightship Tour • Museum Store

Oregon Coast Public Art Trail

The dramatic and rugged beauty of Oregon's coastline has inspired many local artists, and visitors can see their work at galleries up and down the Coast. Much of this natural beauty is reflected in the rich collection of diverse artwork by local artists — murals, sculptures and public art installations displayed in coastal communities. While you're visiting, take a wander along the **Oregon Coast Public Art Trail**. Featuring more than 800 exhibits, the self-guided trail highlights public art along the Coast from Astoria to Brookings. All are located outside and can be enjoyed anytime, at your own pace. Make sure to see the elegant depiction of Sacagawea at Lewis and Clark National Historical Park near Warrenton and the whimsical dancing sea-lion sculptures around Florence. Murals abound, from the octopus landscape that greets visitors to Reedsport to the colorful tile mosaics in Fort Orford and Garibaldi. Totem poles, fountains and artistic benches are part of this celebration of art on the Coast. Don't miss the creative work of Bandon-based Washed Ashore, which creates fabulous sculptures out of plastic garbage to educate the public about plastic pollution.



Cannon Beach