



May 2025: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

- **Users:** 6,231; 6,067 new users; and 7,756 sessions – Approx. same as April.
- **Top keywords:** “Rockaway Beach Oregon,” Rockaway Beach,” kites, Pronto Pup, Things to Do, Rockaway Beach Resort, Twin Rocks, sneaker waves, Old Oregon Smokehouse
- **Top User geolocations:** Portland, Seattle, Local (Rockaway), Medford, Los Angeles, San Jose, Oregon City, Vancouver, Hillsboro, Salem, Beaverton
- **Pages most visited:** Outdoor, things to do, restaurants, Grumpy’s Café, shopping, lodging-guide-rv-parks-camping/
- **How did they find the site:** Google, Direct (2,068 – 2X as April), Bing, Duck Duck Go, tillamookcoast.com, traveloregon.com, facebook
- **Actions (events) taken:** Get the Guide (318 requests) new newsletter subscribers: 26

SOCIAL MEDIA

Continuing with social campaign highlighting Rockaway Beach businesses

- **FACEBOOK:** Post Views: 86,124; Reach: 38,187; Engagement 2,380
127 new followers, total of 12,305 (this is lower than April, but April was a spring break month)

Post with the most: Views: 52,899 – Reach: 38,5647; Engagement: 664

“Time to visit the Old Oregon Smokehouse.” (Originally posted April 10, 2025 – continued to be most popular through May). Total - 105,000 views and 79,000 reach, 1200 engagements.

- **INSTAGRAM:** 1,985 followers, up 20 from April
(see attached for most liked images)

SPONSORED CONTENT

Oregon Coast Today

“Access All Areas: Rockaway Beach makes great strides in accessibility”

Mayor McNeilly interviewed

<https://www.oregoncoasttoday.com/home/access-all-areas>

Portland Monthly spring campaign results (see attached report):

Overall reach- 129,000

Direct links to website: 1,336

Direct links to sponsored article: 1,093

“The Outdoorsy Rockaway Beach Itinerary: Packed, affordable and screen-free”

E-News: Sent – 134, 212; Email opens: 19,891 Unique opens: 12,330 (*this means 7500 opened in more than once*)

Targeted E-Blast: Sent – 50,000 Email opens: 12,423 Click-thrus; 1,298 CTR: 2.6% (double normal CTR)

Social Media: Reach 20,461. Clicks 1,454 CTR: 3.98% Likes: 132

Seattle Met spring campaign results (see attached report):

Overall reach- 62,000

Direct links to sponsored article: 851

“The Outdoorsy Rockaway Beach Itinerary: Packed, affordable and screen-free”

E-News: Sent – 122, 154; Email opens: 22,202 Unique opens: 12,894 (*this means 10,000 opened in more than once*)

Social Media: Reach 20,916. Clicks 6924 CTR: 2.67% Likes: 47

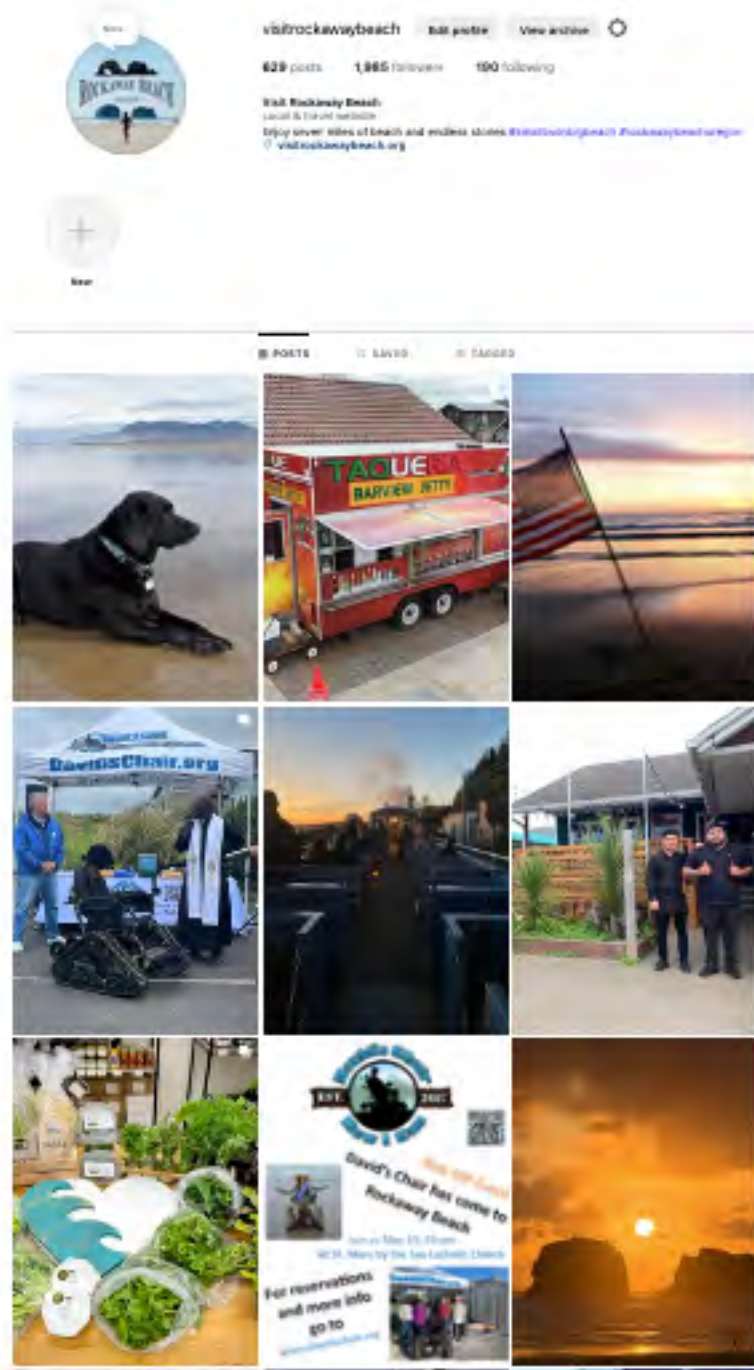
ONGOING PROMOTION

- B-Line – mobile billboards in Portland will continue through mid-June
- Video on Rockaway accessibility was filmed May 25-26, now being edited
- E-Newsletter for summer events (going out 1st week of June)

FACEBOOK - May Post with the Most (same as April's!:



INSTAGRAM – April 2025 – most liked posts



User Behavior

Users

6,231

↑ 1.9%

New users

6,067

↑ 3.4%

Sessions

7,756

↑ 4.0%

Sessions per user

1.26

↑ 1.2%

Contact Form

3

↑ 50.0%

Get the Guide

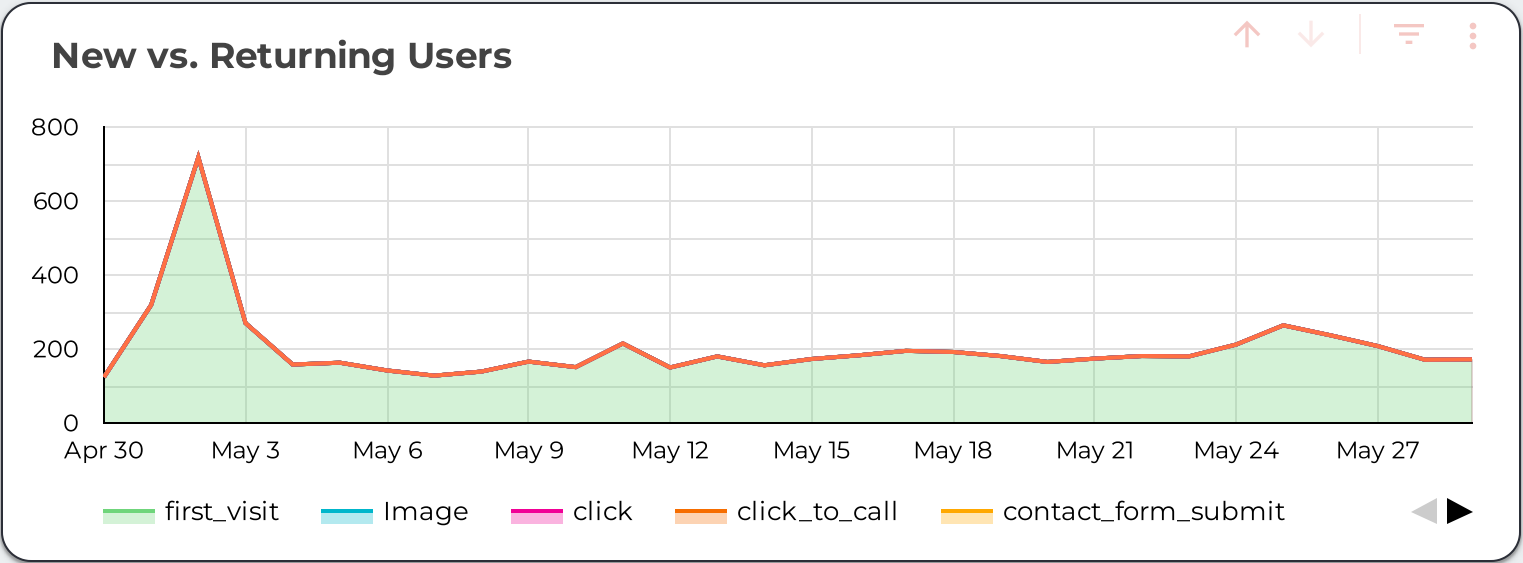
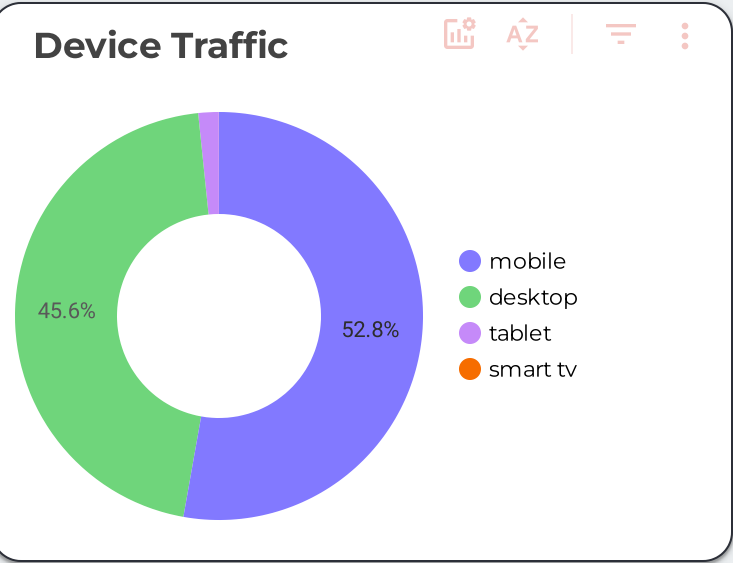
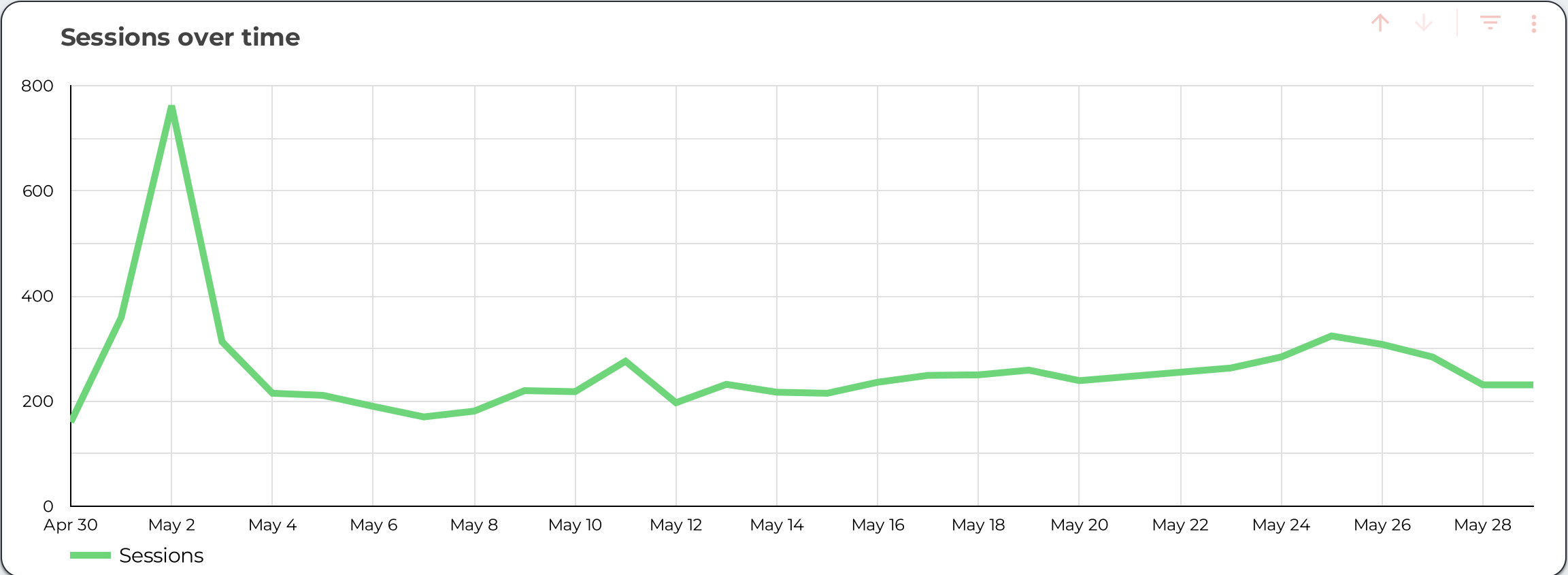
318

↑ 16.5%

Subscribe Form Submit

26

↑ -44.7%



How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	4,808	3,686	3,586	1.32
(direct)	2,068	1,818	1,788	1.14
bing	329	273	263	1.21
yahoo	145	109	108	1.34
duckduckgo	124	95	90	1.33
tillamookcoast.com	112	82	79	1.38
traveloregon.com	32	20	19	1.6
corb.us	22	13	8	2.44
chatgpt.com	13	12	12	1.08
ecosia.org	12	9	9	1.33
visittheoregoncoast.com	11	7	6	1.83
m.facebook.com	9	9	9	1
Grand total	7,756	6,231	6,067	1.26

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	15,688	755	4.81%	4.5	4.5
rockaway beach	11,446	90	0.79%	8.21	8.21
kites	4,093	1	0.02%	12.83	12.83
pronto pup	2,054	9	0.44%	9.5	9.5
things to do in rockaway be...	1,634	79	4.83%	4.56	4.56
rockaway beach resort	1,392	24	1.72%	4.76	4.76
twin rocks	1,025	4	0.39%	6.29	6.29
rockaway	986	5	0.51%	12.06	12.06
sneaker waves	973	3	0.31%	11.64	11.64
old oregon smokehouse	925	10	1.08%	8.24	8.24
rockaway beach, oregon	897	33	3.68%	3.94	3.94
kelly's marina	794	0	0%	13.82	13.82
silver+sands+rockaway+be...	770	0	0%	7.56	7.56
rockaway beach hotels	731	2	0.27%	11.3	11.3
rockaway beach restaurants	703	8	1.14%	8.86	8.86
breakfast near me	694	20	2.88%	5.15	5.15
pronto pup oregon	686	3	0.44%	7.16	7.16
Grand total	235,615	3,858	1.64%	15.05	15.05

What Pages Did Users Visit?

Sessions

7,756

4.0%

Page views

13,833

19.5%

User engagement

97:37:46

13.8%

Page path

Sessions

Page views

/	2.1K	2.3K
/outdoor/	665	632
/things-to-do/	632	707
/rockaway-beach-restaurants/	595	748
/restaurants/grumpys-cafe/	416	496
/rockaway-beach-shopping/	322	358
/lodging-guide-rv-parks-camping/	270	340
/bonfires/	258	265
/old-growth-cedar-wetlands-preserve/	247	251
/rockaway-beach-lodging-guide/	241	270
/rockaway-beach-annual-events/	227	248
/how-to-get-here/	222	242
/how-to-spot-rocks-when-rockhounding/	200	213
/indoor/	200	194
/restaurants/original-pronto-pup/	174	174
/events/	168	196
/lodging-guide-hotels-motels/	153	200
/shopping/rockaway-beach-market/	153	170
/twin-rocks/	145	153
/the-story-behind-glass-floats/	143	149

Grand total

7.8K

13.8K

Region

City

Session Channel Grouping

Visitor Demographics

Users

6,231

1.9%

New users

6,067

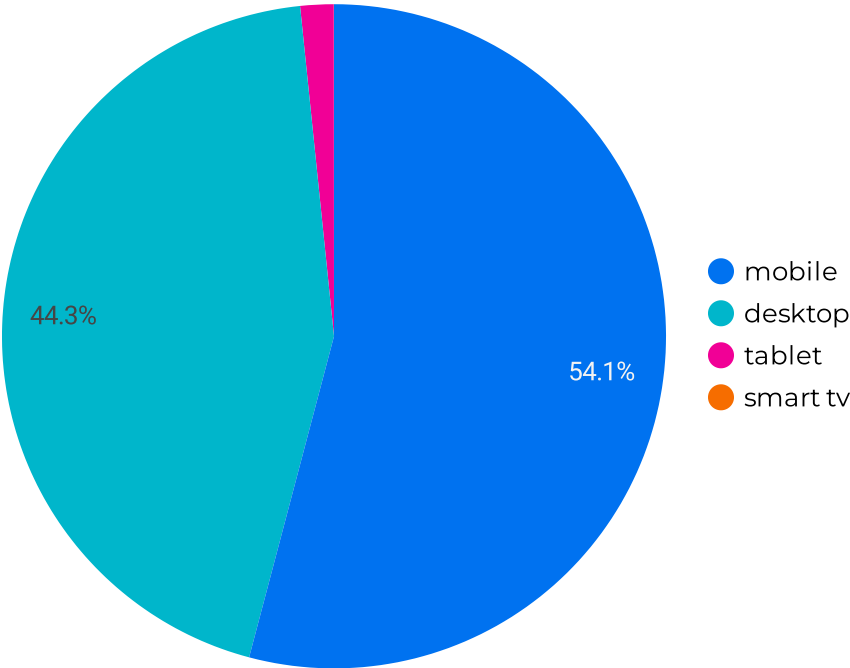
3.4%

Sessions

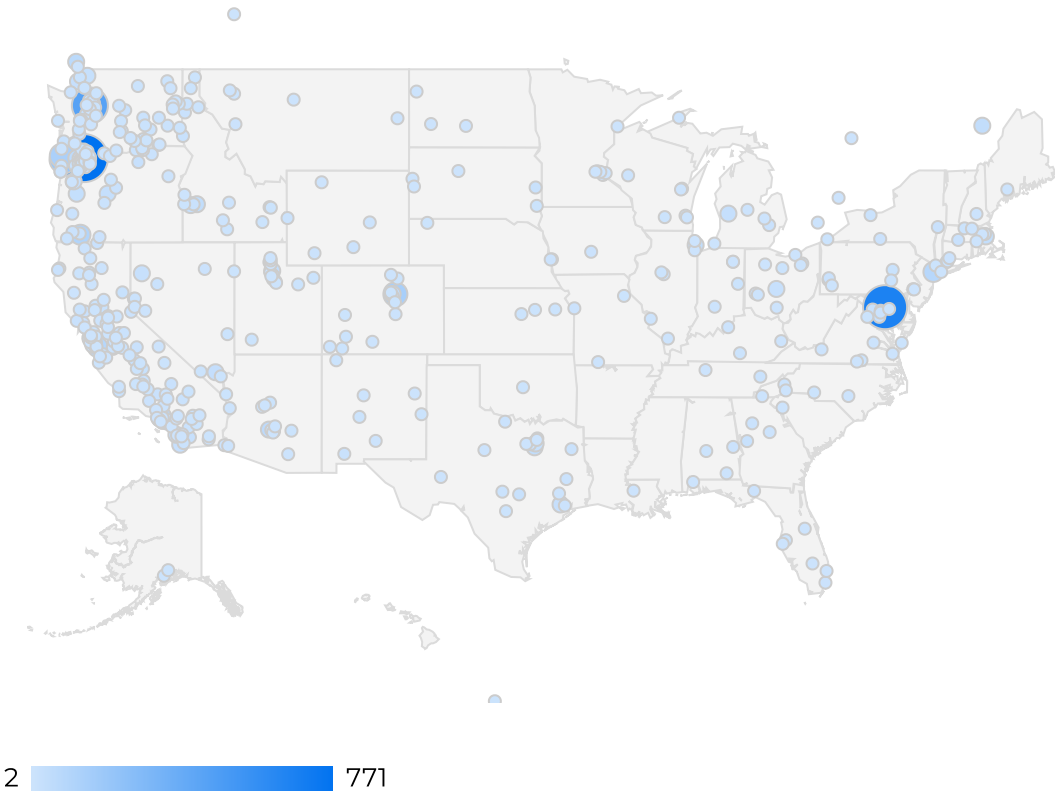
7,756

4.0%

Sessions by Device



Sessions by City



City	Sessions	Users	New users	Sessions per user	User engagement
Portland	771	651	604	1.2	10:36:55
Jessup	664	664	664	1	00:00:00
Seattle	442	388	330	1.18	06:47:03
(not set)	350	322	270	1.14	04:21:03
Tillamook	195	146	127	1.39	02:21:45
Aurora	137	137	137	1	00:00:26
Rockaway Beach	128	97	74	1.36	02:00:33
Medford	104	28	20	4.16	00:43:17
Los Angeles	90	79	59	1.2	00:53:23
San Jose	85	70	63	1.23	01:03:16
New York	81	69	65	1.23	00:39:40
Oregon City	71	58	50	1.37	00:43:42
Vancouver	66	54	46	1.29	01:37:08
Hillsboro	63	53	42	1.29	00:59:41
Salem	61	51	43	1.24	00:44:36
Beaverton	60	53	50	1.15	00:58:36
Grand total	7,756	6,231	6,067	1.26	97:37:46

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How Did Users Get To Our Website?

Users

6,231

↑ 1.9%

New users

6,067

↑ 3.4%

Sessions

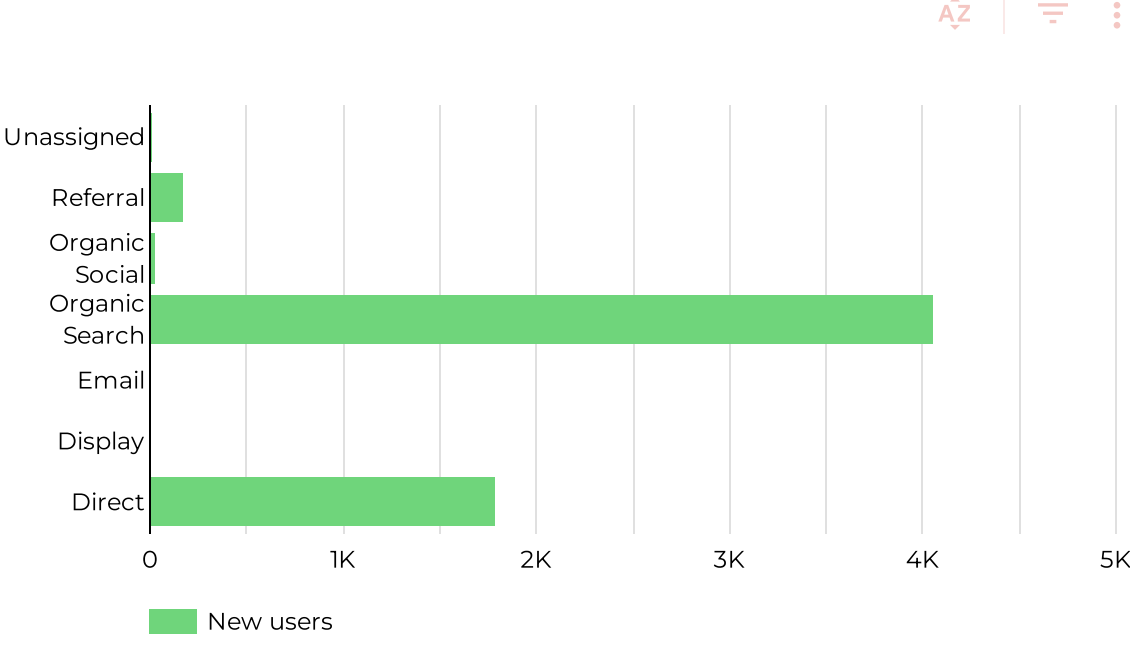
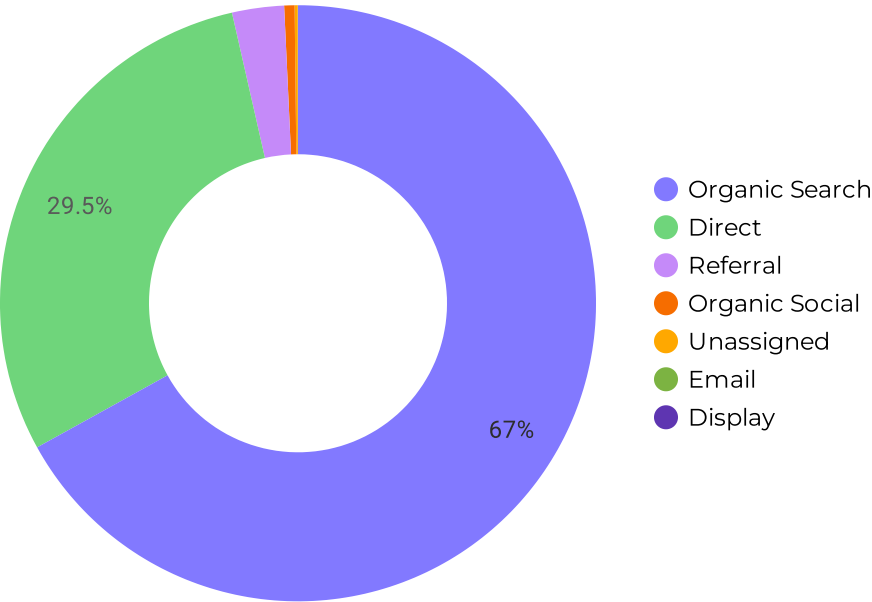
7,756

↑ 4.0%

User source	Sessions	Users	New users	Sessions per user	User engagement
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(direct)	2,068	1,818	1,788	1.14	07:38:14
bing	329	273	263	1.21	08:21:47
yahoo	145	109	108	1.34	03:05:22
duckduckgo	124	95	90	1.33	02:24:54
tillamookcoast.com	112	82	79	1.38	01:34:21
traveloregon.com	32	20	19	1.6	00:18:30
corb.us	22	13	8	2.44	00:20:25
chatgpt.com	13	12	12	1.08	00:07:46
ecosia.org	12	9	9	1.33	00:10:12
visittheoregoncoast.com	11	7	6	1.83	00:16:33
m.facebook.com	9	9	9	1	00:00:56
facebook.com	9	9	9	1	00:03:17
Grand total	7,756	6,231	6,067	1.26	97:37:46

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Channel Traffic



Session Channel Grouping

City

Device category

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

Event count
120,038
53.2%

Events per session
15.48
47.3%

Event name	Event count	Events per session
view_search_results	60	1.9
user_engagement	8.6K	2.2
subscribe_form_submit	26	1.5
social_link_click	190	1.4
session_start	7.8K	1
scroll	3.3K	1.4
page_view	13.8K	1.9
get_the_guide	318	1
first_visit	6.1K	1
file_download	3	1.5
contact_form_submit	3	1
click_to_call	17	1.3
click	1.8K	1.6
Image	78K	117.2
Grand total	120K	15.5

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ROCKAWAY BEACH CAMPAIGN REPORT

April 2025

www.PDXMonthly.com



ROCKAWAY BEACH CAMPAIGN REPORT

April 2025

STRATEGY

We utilized a combination of digital solutions which included Sponsored Content Native Ads, Rich Media Ads, Native ENewsletter Placements, a Targeted Eblast, and a Social Media Ad promoted by PDXMonthly.com

OBJECTIVE

To increase brand awareness for Rockaway Beach and encourage readers to visit.

RESULTS

We can attribute **1,093 direct clicks** to your article and **1,336 direct clicks** to your website. These are new potential customers who may never have been exposed to Rockaway Beach’s brand of messaging before. **Overall, your message was seen over 129K times!**

SPONSORED CONTENT

The Outdoorsy Rockaway Beach Itinerary

Nature's coastal itinerary is here: it's packed, it's affordable, and it's screen-free.

Presented by Rockaway Beach • March 24, 2025 • [What's This?](#)



SPRING AND SUMMER ARRIVE ON THE OREGON COAST in a welcome flurry of long days, endless sunshine, and non-stop outdoor activity aimed at

Sponsored Content

- Views: 1,093
- Users: 863
- Views Per User: 1.27
- Impressions: 6,889
- Clickthroughs: 56
- Clickthrough Rate: 0.81%

PRETTY IN PINK

A Complete Guide to Viewing Cherry Blossoms in Portland

03/11/2025 • By [Rebecca Jacobson](#)

GETAWAYS

3 Perfect Spring Day Trips from Portland

03/07/2025 • By [Arlo Voorhees](#)

FLY DIRECT

These Are All the Nonstop Destinations from PDX

02/27/2025 • By [Rebecca Jacobson](#)

MONTH AHEAD

What to Do in Oregon in April

03/26/2025 • By [Rebecca Jacobson](#)

AWESOME BLOSSOM

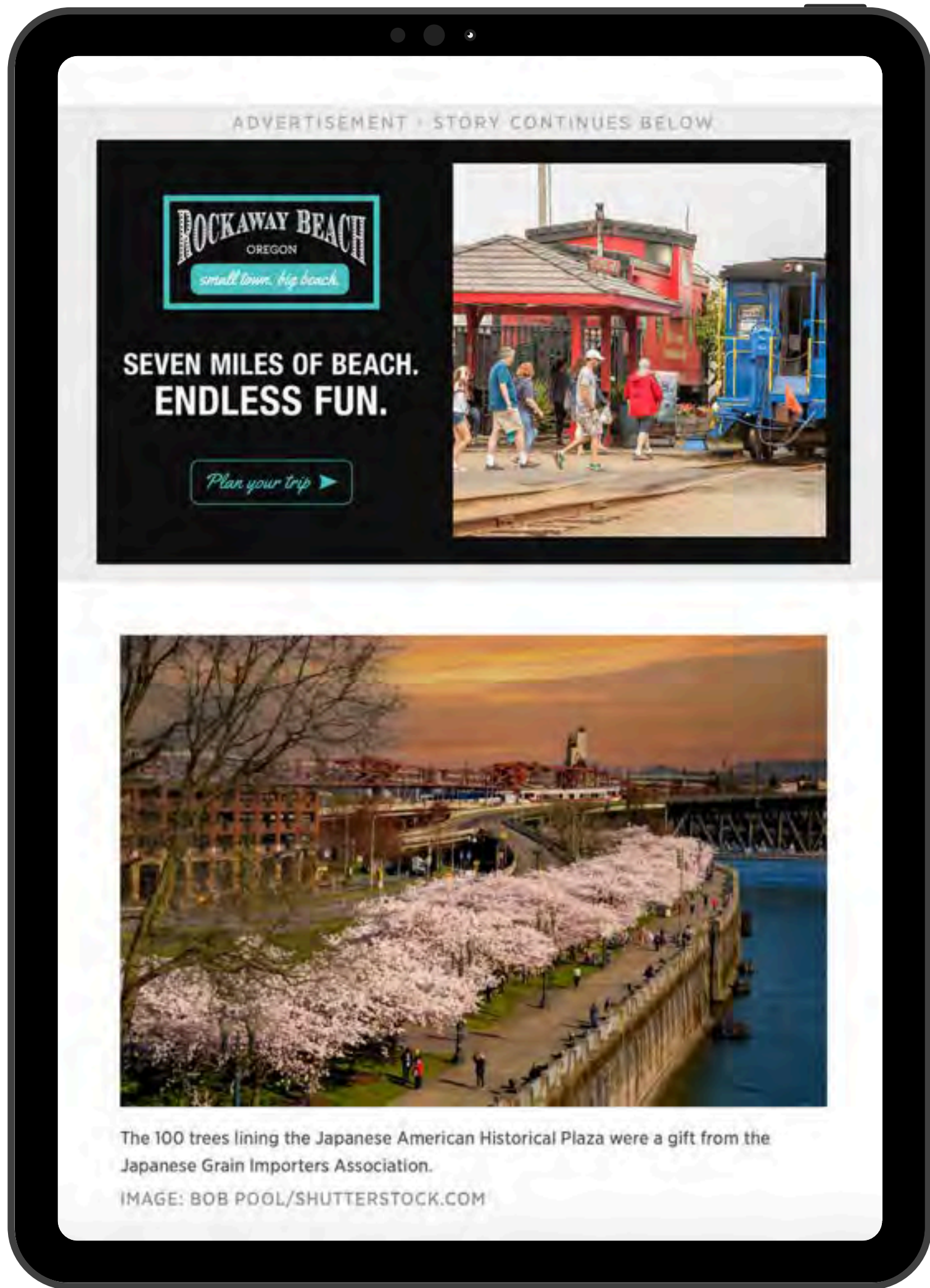
Guide to the Wooden Shoe Tulip Festival

03/21/2025 • By [Rebecca Jacobson](#)

SPONSORED

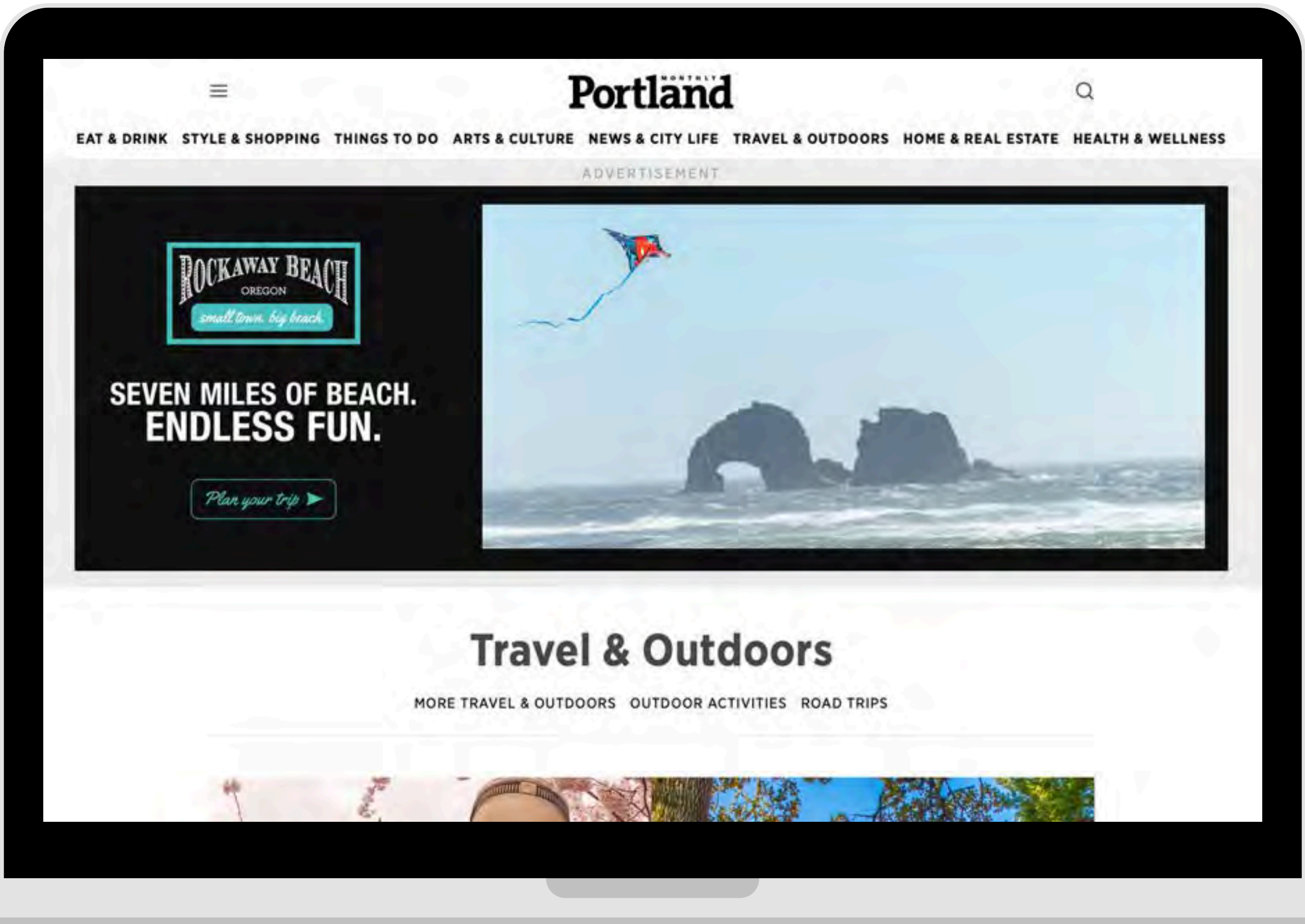
The Outdoorsy Rockaway Beach Itinerary

Presented by Rockaway Beach



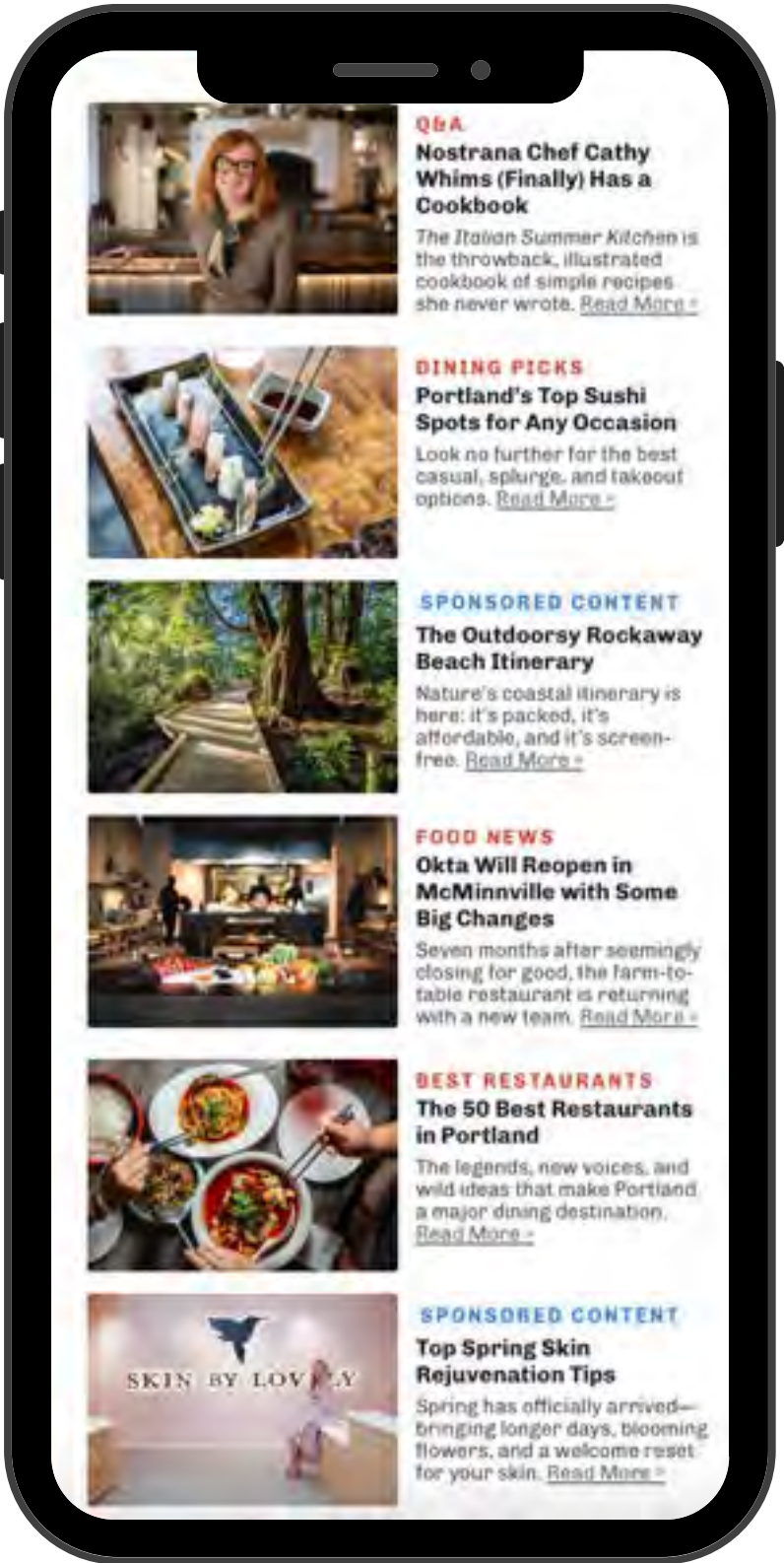
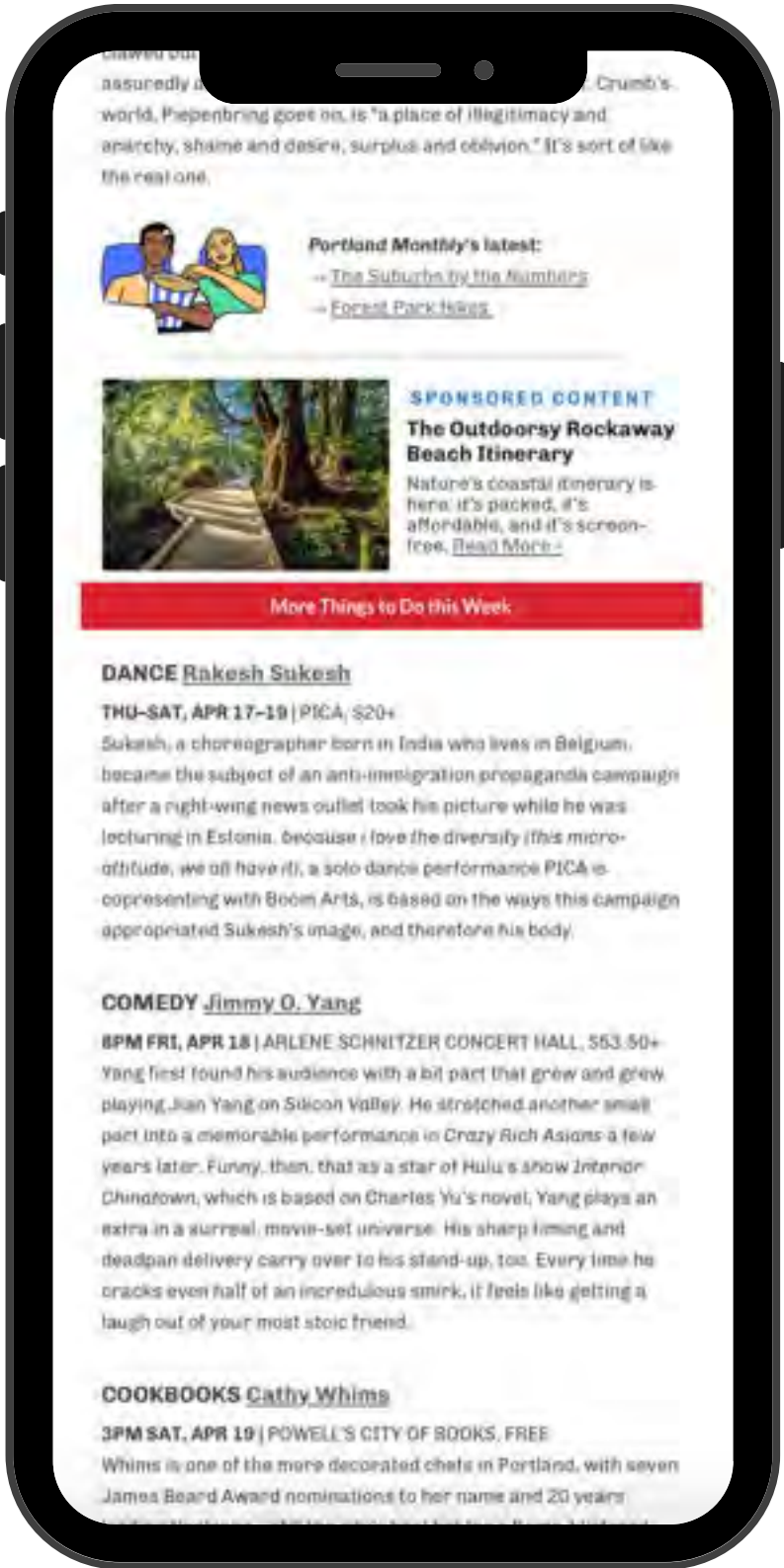
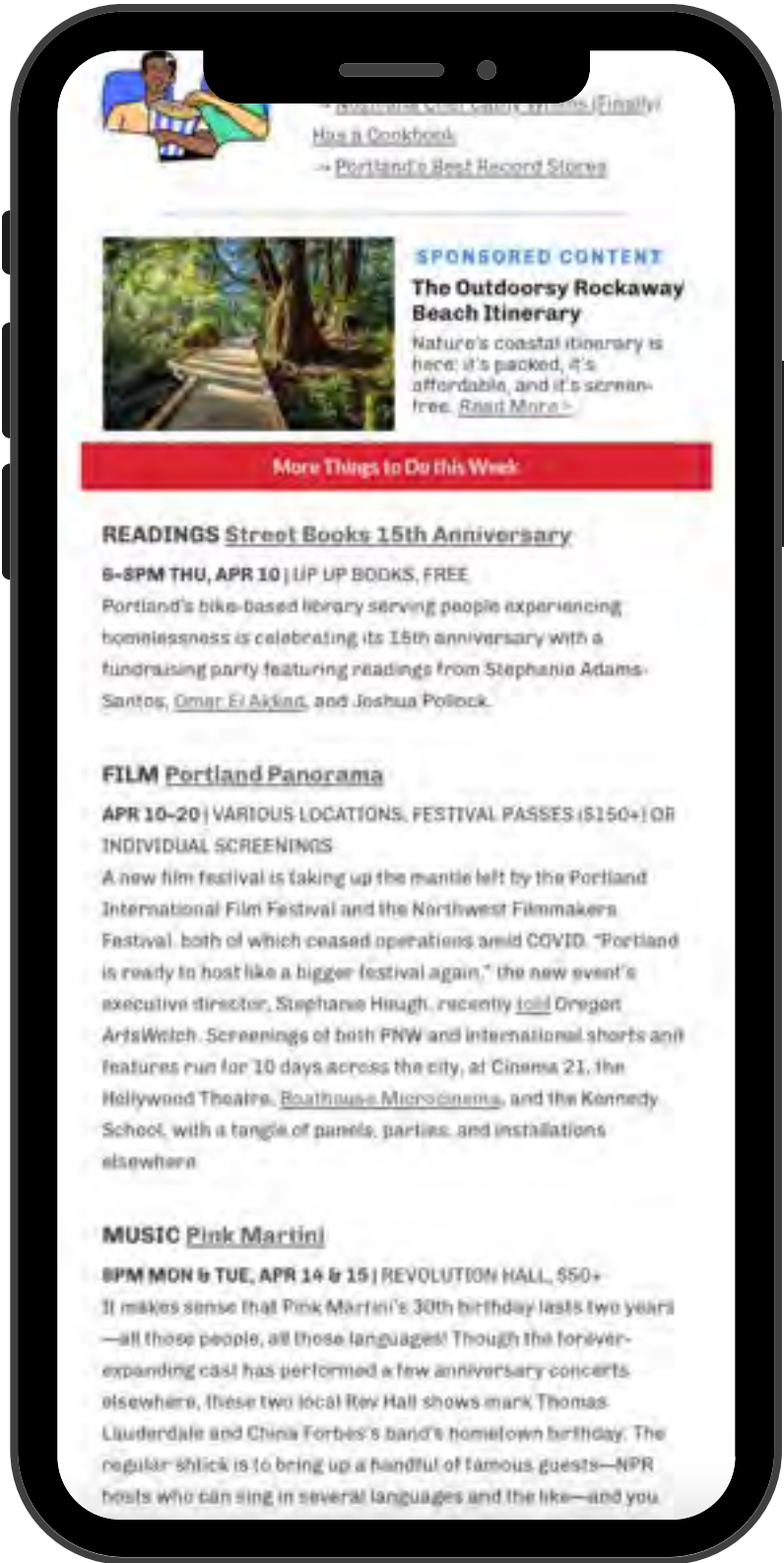
Rich Media

- Impressions: 15,827
- Clickthroughs: 38
- Clickthrough Rate: 0.24%
- Engagements: 3,714
- Engagement Rate: 23.47%



Native ENews

Send Date	Email Sends	Email Opens	Unique Opens	Clickthroughs	Clickthrough Rate
4/10/25	19,648	1,390	943	38	2.73%
4/17/25	19,599	1,393	996	37	2.66%
4/18/25	18,665	3,867	2,275	38	0.98%
4/21/25	19,577	3,634	2,312	43	1.18%
4/25/25	18,638	4,080	2,479	30	0.74%
4/29/25	19,534	2,120	1,206	32	1.51%
5/9/25	18,551	3,407	2,119	24	0.70%
Total	134,212	19,891	12,330	242	1.50%



Targeted Eblast

Send Date:

4/10/25

Email Sends:

50,000

Email Opens:

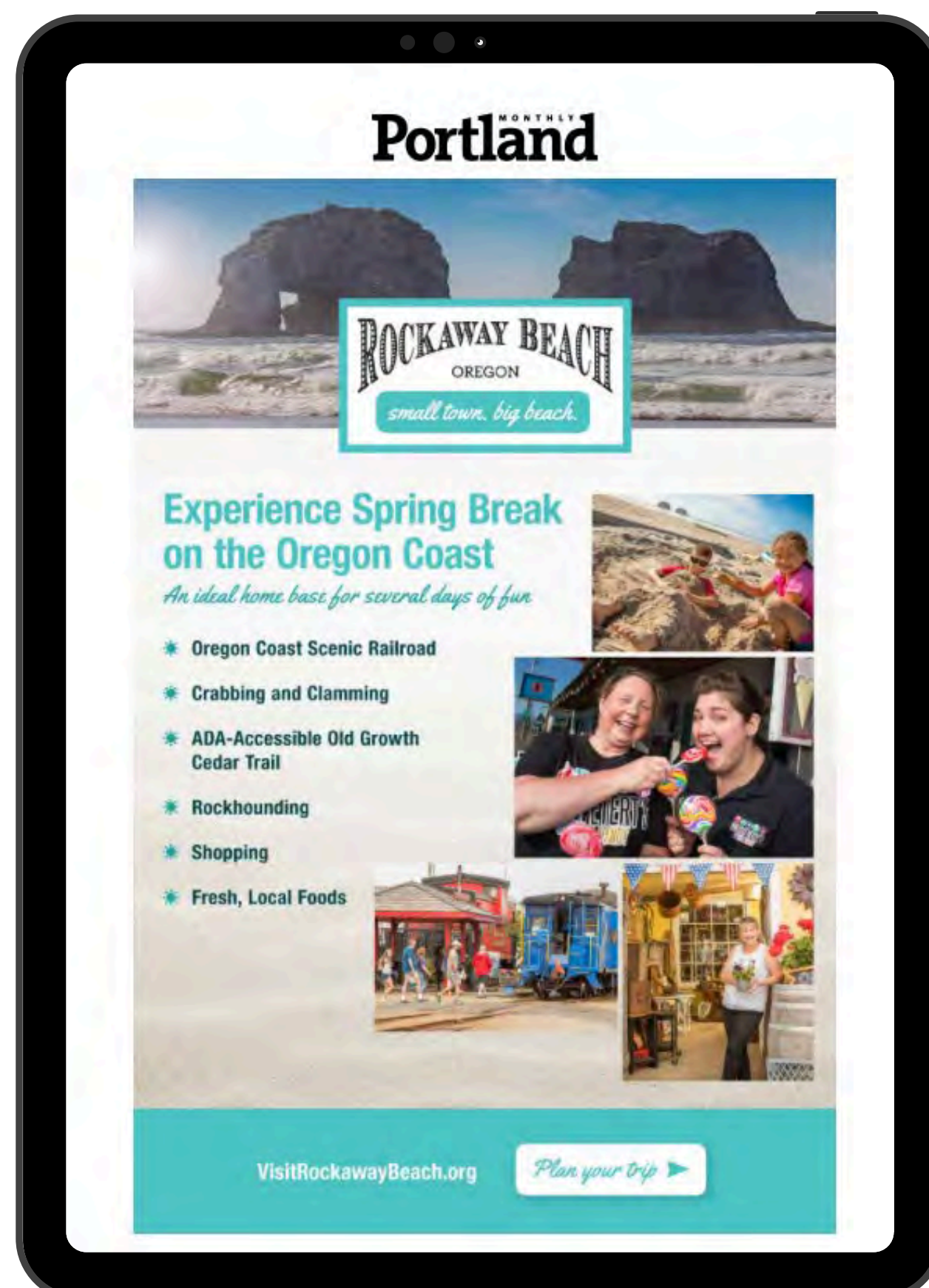
12,423

Clickthroughs:

1,298

Clickthrough Rate:

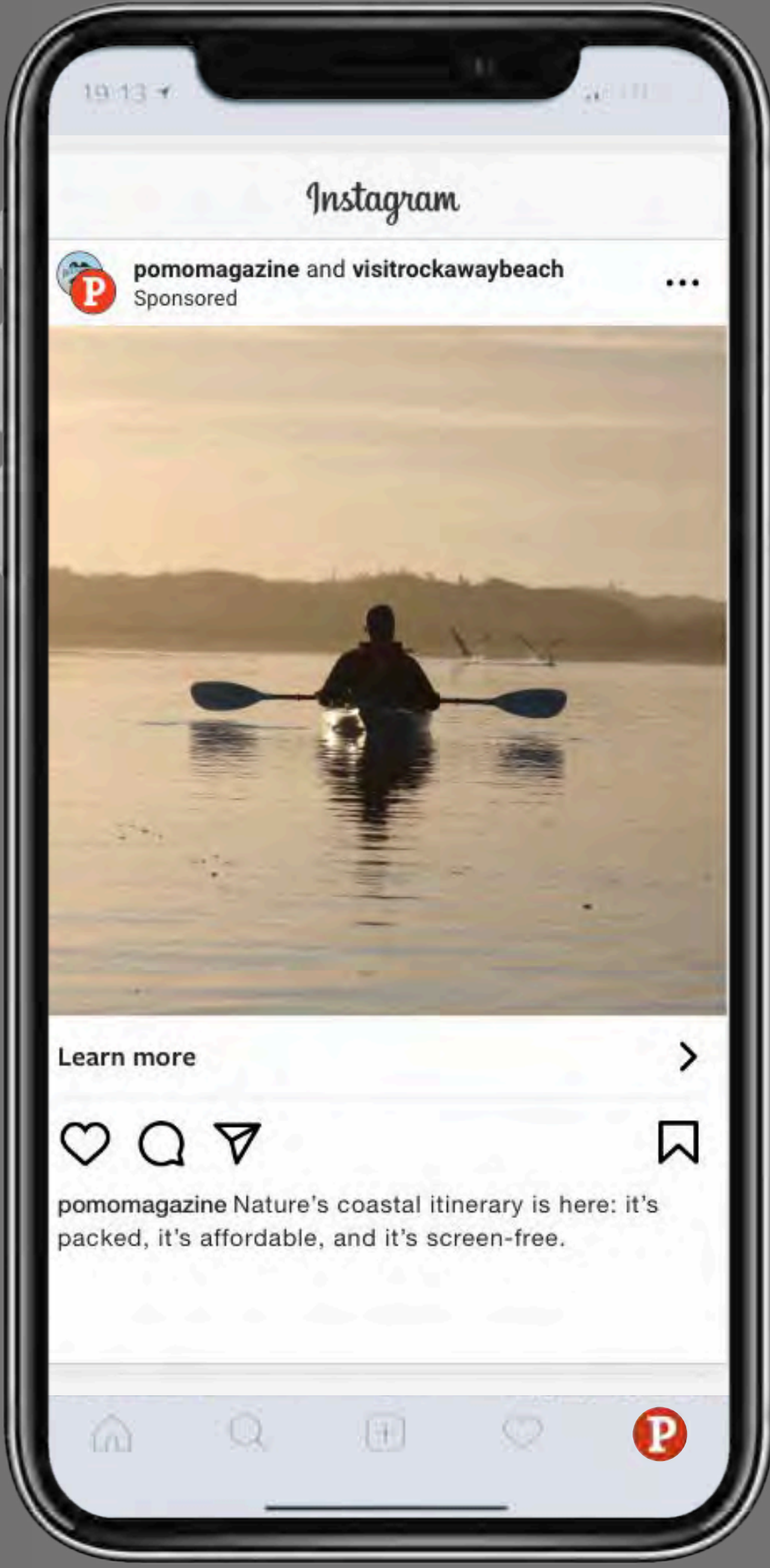
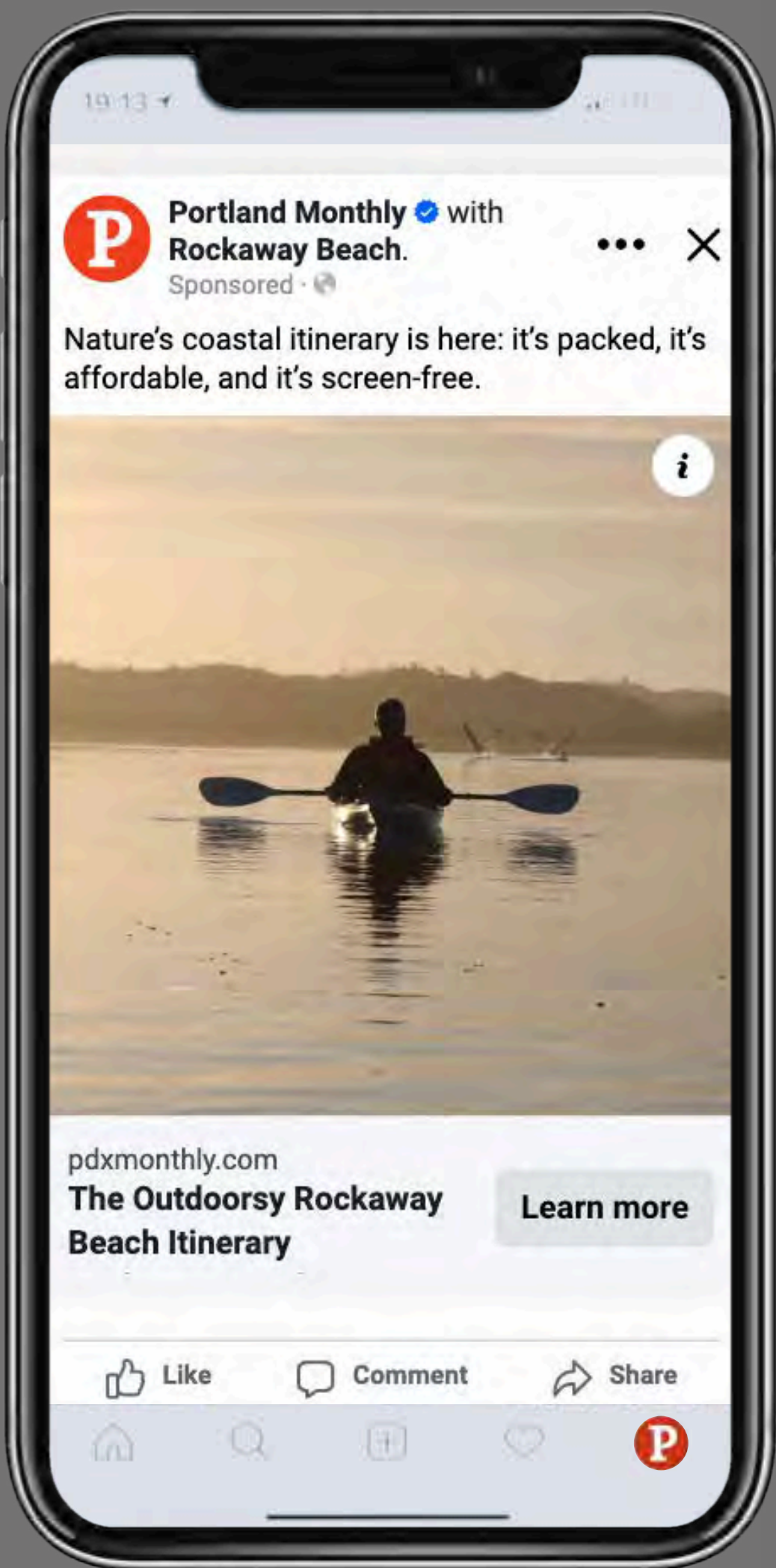
2.60%



Social Media

- Reach: 20,461
- Impressions: 36,501
- Total Clicks*: 1,454
- Link Clicks:* 587
- Clickthrough Rate: 3.98%
- Likes: 132
- Comments: 2
- Shares: 10

*Link Clicks: When a user clicks directly on the destination URL for an ad.
*Total Clicks: When a user clicks anywhere on an ad (ex. clicking on likes, comments, shares, video, client's page via the branded partner tag, etc.).



FAQ'S AND GENERAL INFORMATION

FAQ'S

1. **How are sponsored content clicks calculated** Views and Article Clickthroughs + Native Ad Clicks
2. **What is considered engagement on rich media ads?** Any type of engagement with the rich media ad that does not include clicking, ex: hovering over the ad.
3. **What is considered a click on a social media ad?** There are two types of clicks on social ads, a direct link click (clicking on the learn more or CTA button) and a click anywhere on the ad.
4. **How is click-through rate calculated on sponsored eblasts?** Unique Clicks divided by Unique Opens
5. **Why are the social clicks higher than the article views?** When you click on an ad on social media, whether it's on the picture or the link, that counts as a click. But for websites tracked by Google Analytics, just clicking on an ad isn't enough. It only counts as a view if the user remains on the website for more than 10 seconds.



BENCHMARKS

- Rich Media Click-Through Rate: 0.24%
- Sponsored Content Click-Through Rate: 0.23%
- Display Ads Click-Through Rate: 0.11%
- Targeted Eblast Click-Through Rate: 1.5%-2.6% (Depending on the Industry)
- Sponsored Eblast & ENewsletter Open Rate: 14.24%
- Social Ad Click-Through Rate: 2.91%

Thank you for your partnership!

SAGACITY MEDIA

the stories of our cities

Portland | Seattle | Houston | Aspen | Vail | Park City

Christopher Healy

chealy@sagacitymedia.com

503-680-2814



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April 2025

www.SeattleMet.com



ROCKAWAY BEACH CAMPAIGN REPORT

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STRATEGY

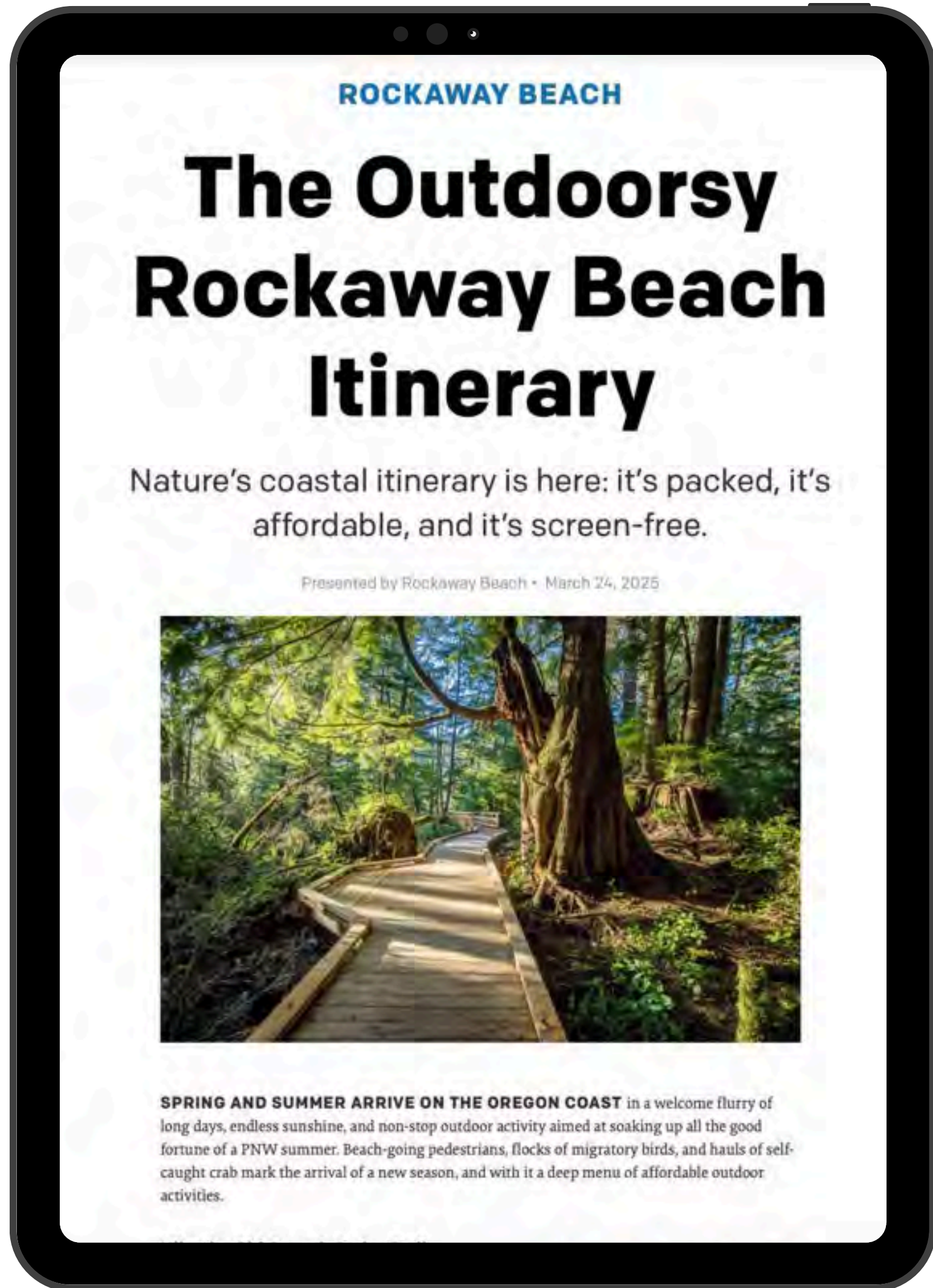
We utilized a combination of digital solutions which included Sponsored Content Native Ads, Native ENewsletter Placements, and a Social Media Ad promoted by SeattleMet.Com.

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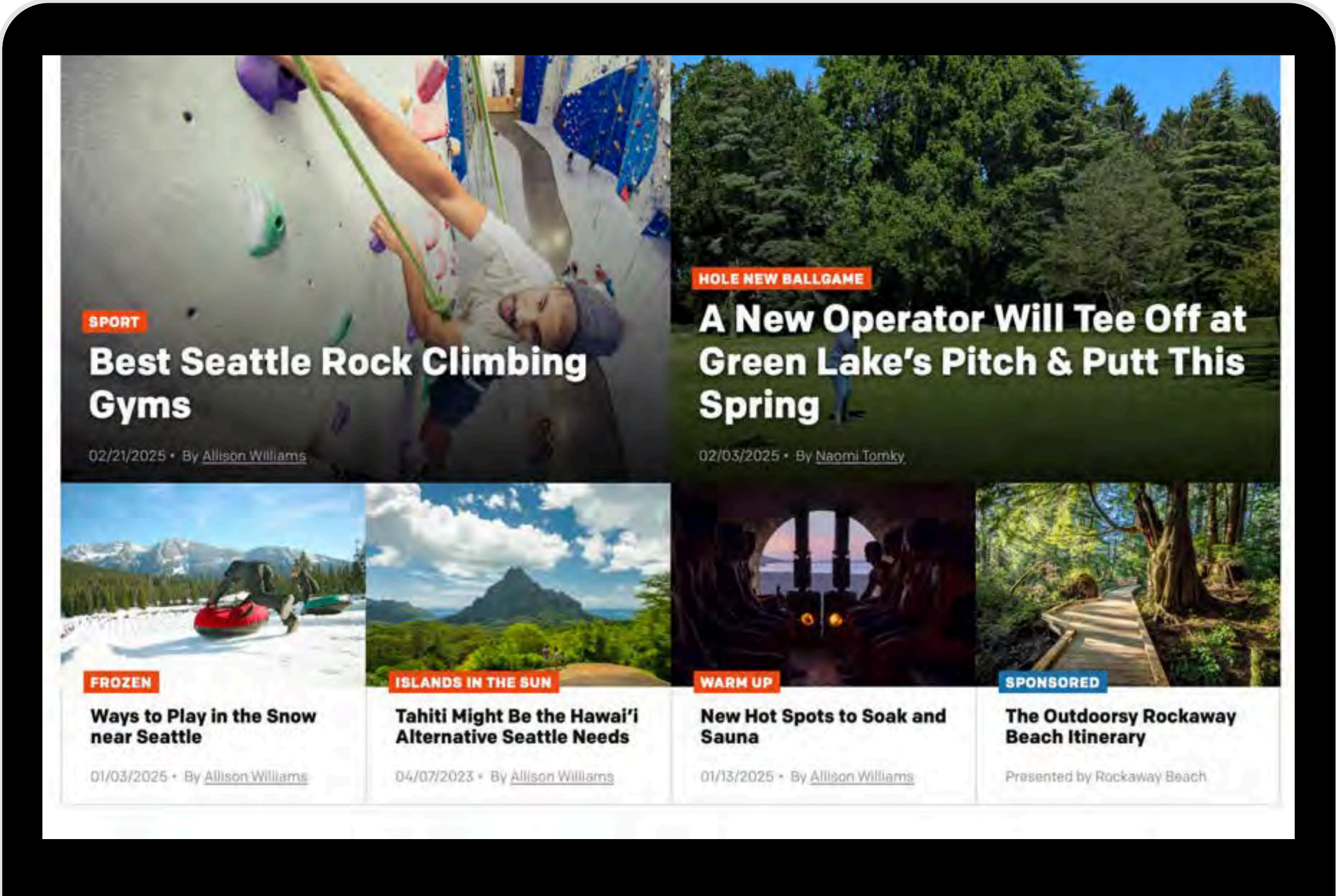
RESULTS

We can attribute **851 direct clicks** to your article. These are new potential customers who may never have been exposed to Rockaway Beach's brand of messaging before. **Overall, your message was seen over 62k times!**



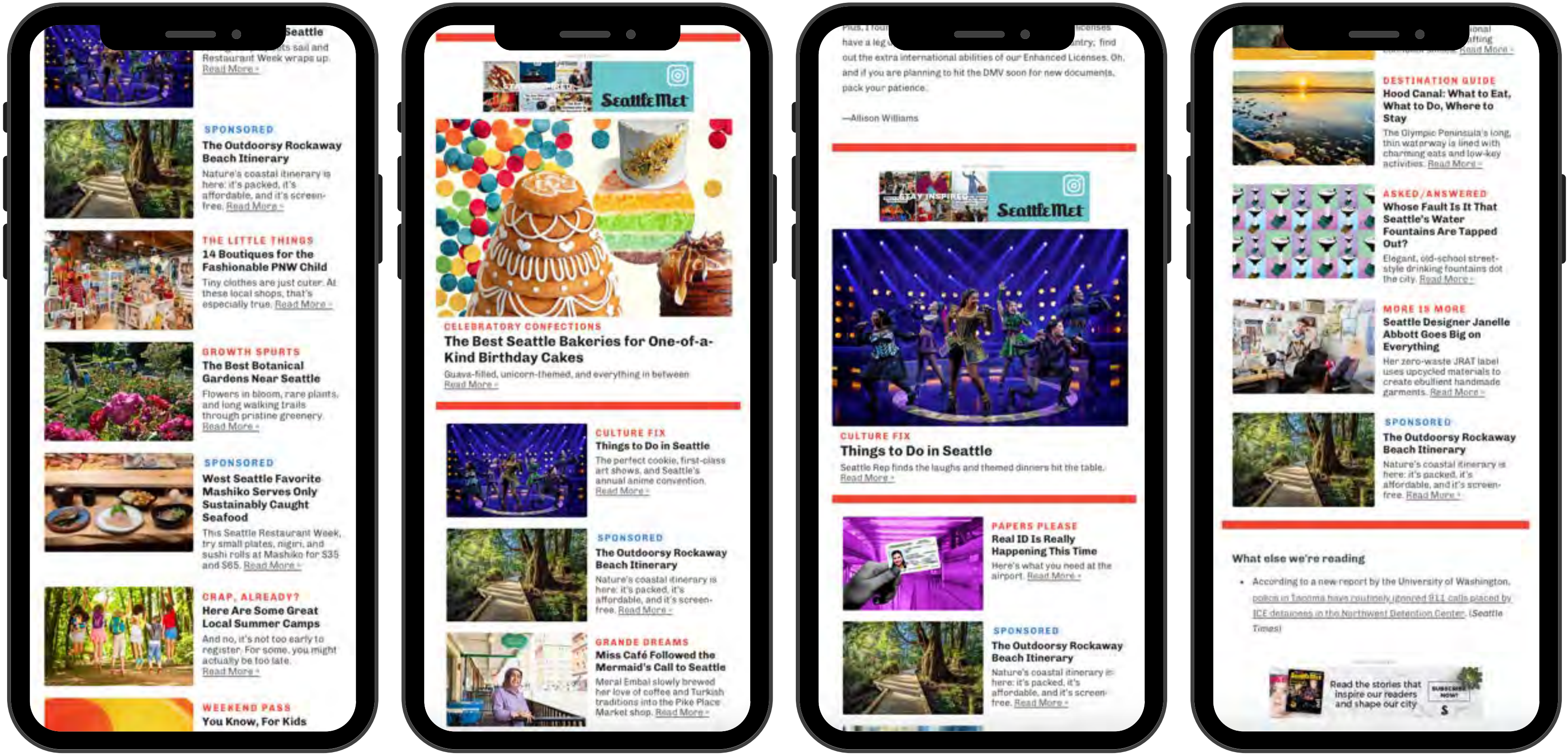
Sponsored Content

- Views: 851
- Users: 684
- Views Per User: 1.24
- Impressions: 7,034
- Clickthroughs: 36
- Clickthrough Rate: 0.51%



Native ENews

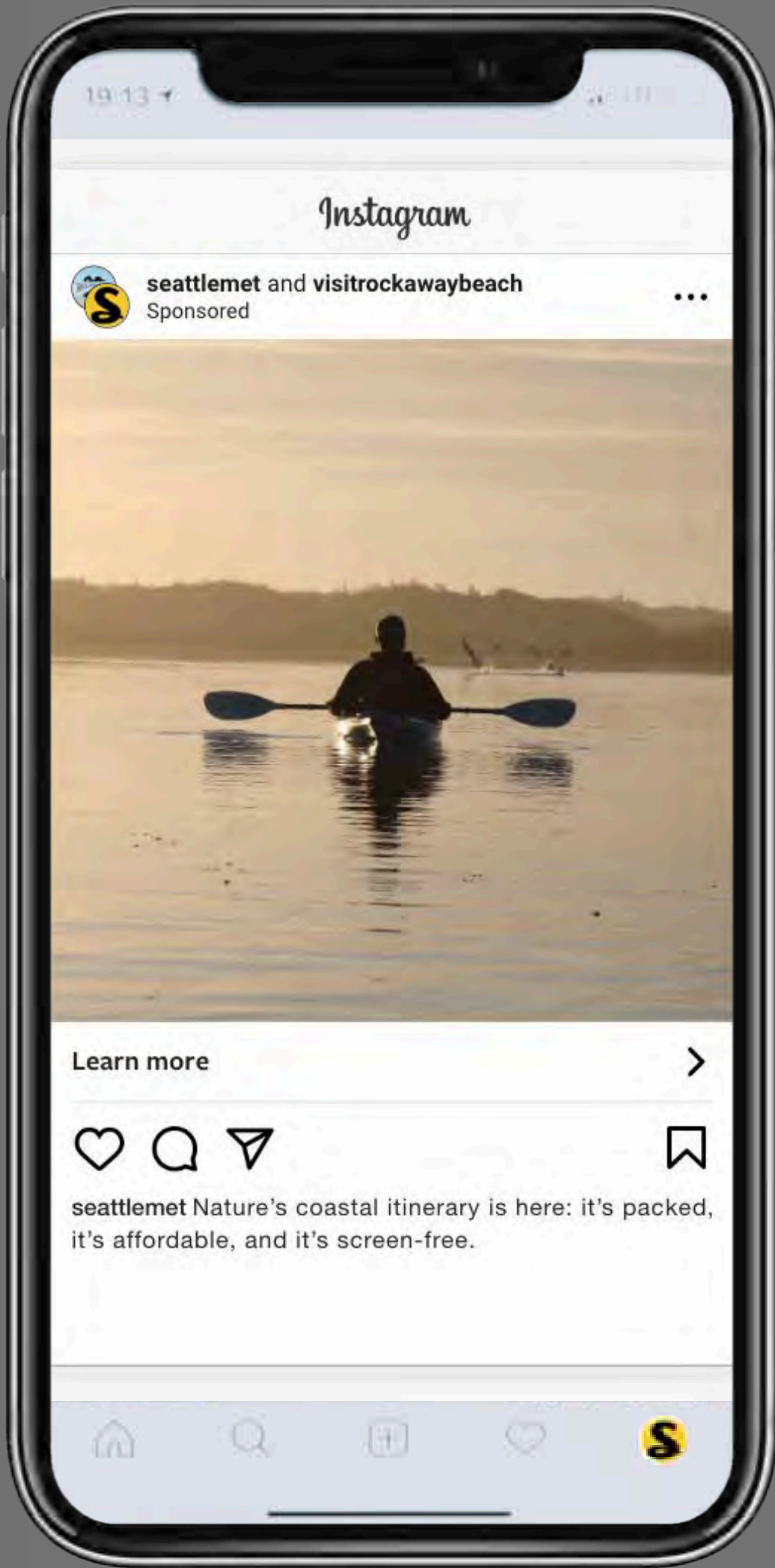
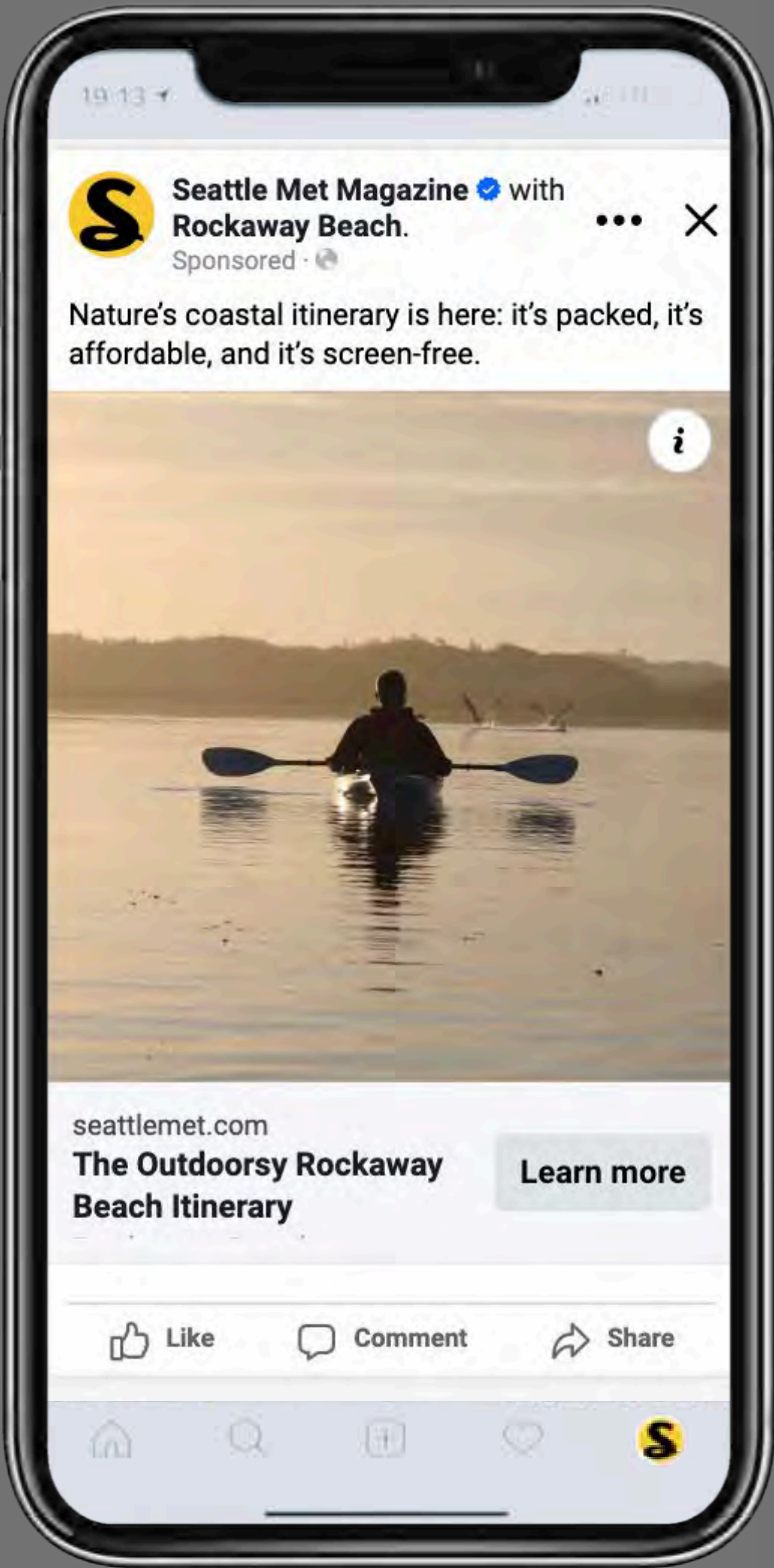
Send Date	Email Sends	Unique Opens	Total Opens	Clickthroughs	Clickthrough Rate
4/9/25	17,769	1,829	4,485	35	0.78%
4/16/25	17,309	1,982	3,230	57	1.77%
4/23/25	17,283	1,761	2,865	27	0.94%
4/25/25	17,733	1,961	3,092	25	0.81%
4/28/25	17,227	1,915	3,282	33	1.01%
5/2/25	17,661	1,704	2,684	17	0.63%
5/5/25	17,172	1,742	2,564	12	0.47%
Total	122,154	12,894	22,202	206	0.92%



Social Media

- Reach: 20,916
- Impressions: 33,350
- Total Clicks*: 892
- Link Clicks*: 390
- Clickthrough Rate: 2.67%
- Likes: 47
- Comments: 1
- Shares: 5

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- Social Ad Click-Through Rate: 3.18%

Thank you for your partnership!

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