

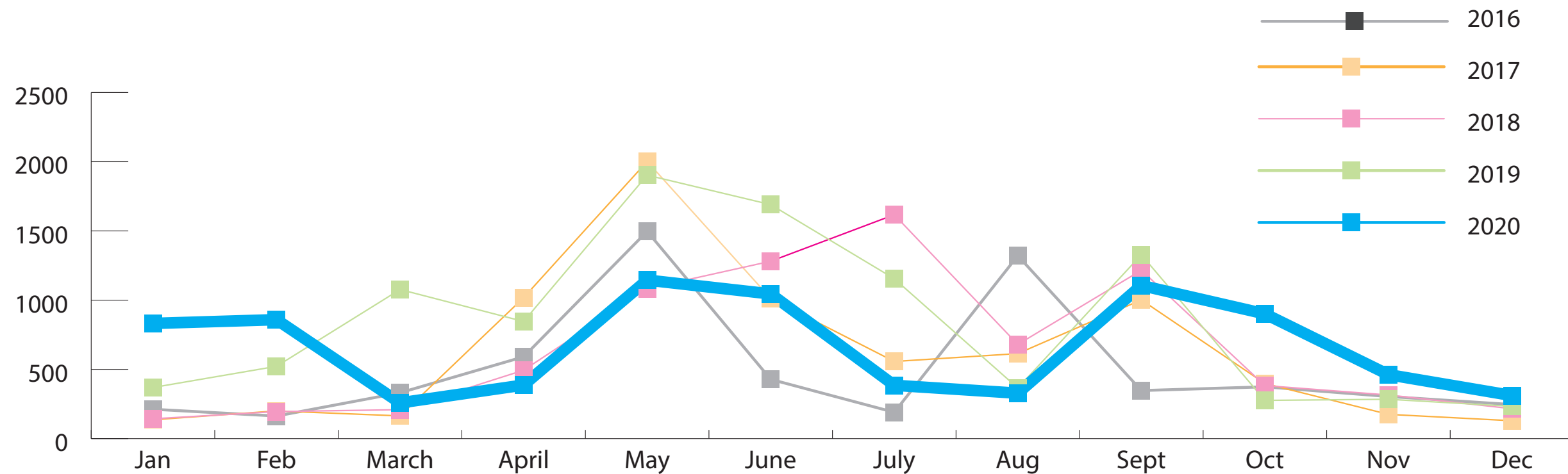


Rethink Runoff

2020 Metrics Overview

January 4, 2021

Sessions: January–September



Sessions

7,832
2018

10,111
2019

8,908
2020

-12%

Users

6,768
2018

8,534
2019

7,861
2020

-8%

Average Session Duration: +20%

Bounce Rate: +5%

2019 vs 2020 Google Ad Spend

2019

2020

Winter:

Clicks from Ads: 786

Video Interactions: N/A

Total Cost: \$832.59

Spring/Summer:

Clicks from Ads: 3,132

Video Interactions: 144,789

Total Cost: \$7,758.74

Fall

Clicks from Ads: 952

Video Interactions: 32,194

Total Cost: \$2,168.39

Year:

Clicks from Ads: 4,870

Video Interactions: 176,983

Total Cost: \$10,759.71

Winter:

Clicks from Ads: 893

Video Interactions: N/A

Total Cost: \$1,004.83

Spring/Summer

Clicks from Ads: 1,456

Video Interactions: 113,876

Total Cost: \$3,757.48

Fall

Clicks from Ads: 730

Video Interactions: 67,541

Total Cost: \$2,230.32

Year

Clicks from Ads: 3,079

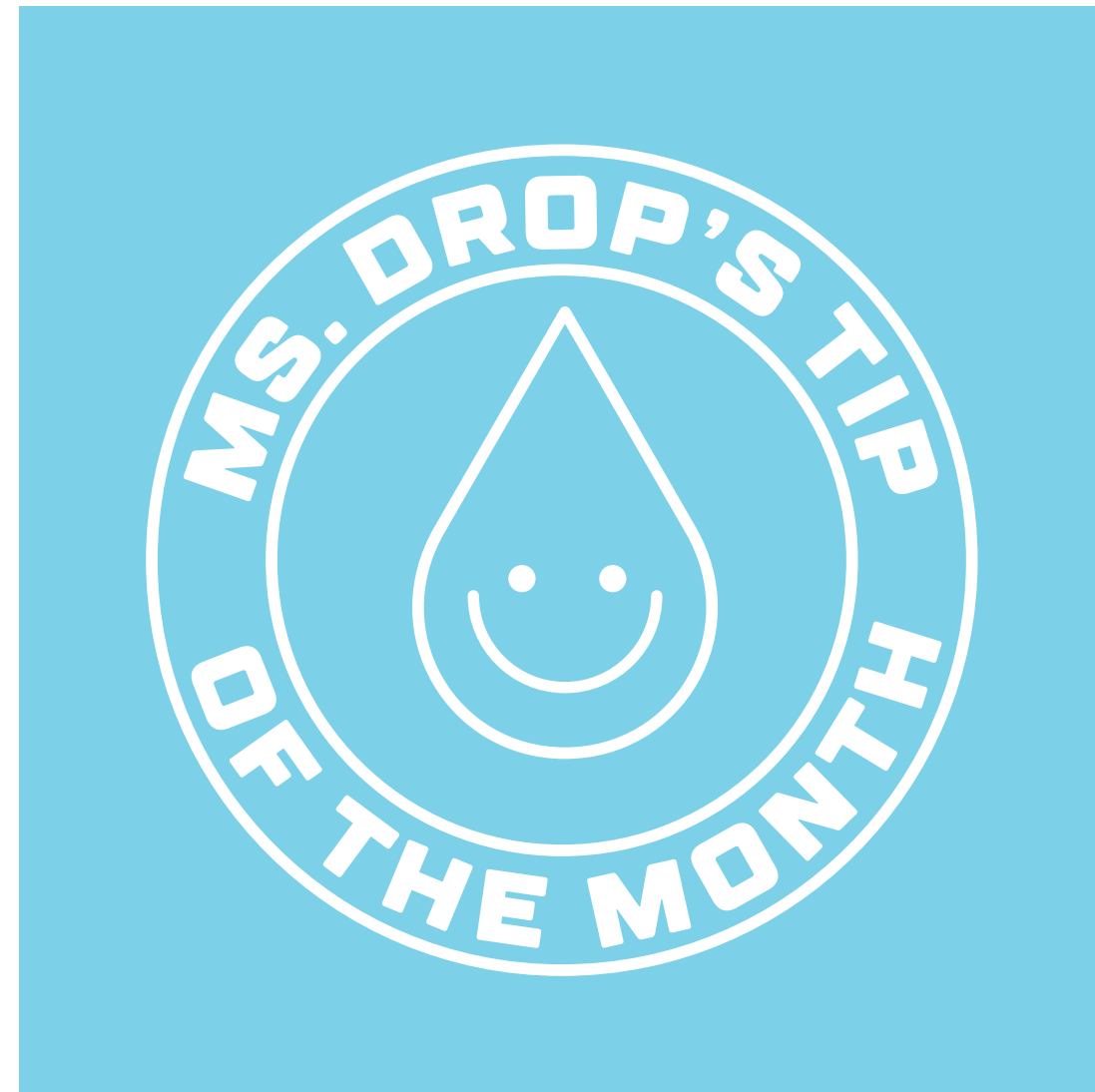
Video Interactions: 181,417

Total Cost: \$6,992.65

Facebook/Instagram Advertising

| MONTH | THRU PLAYS | IMPRESSIONS |
|-----------|-------------|-------------|
| MAY | 9,547 | 13,198 |
| JUNE | 7,077 | 31,564 |
| JULY | NOT BOOSTED | |
| AUGUST | 7,298 | 33,472 |
| SEPTEMBER | 5,865 | 28,393 |
| OCTOBER | 6,867 | 11,023 |
| NOVEMBER | 7,719 | 11,712 |
| DECEMBER | 000 | 000 |

Boosted at \$200 per month



Avoid using phosphorus-based fertilizers to green up your lawn. Instead, aerate your yard and leave grass trimmings on the ground to help it grow.

Ensure that stormwater is running into proper drainage areas. Make sure your home's downspouts are directed away from paved areas.

<https://www.facebook.com/rethinkrunoff>

Top 10 Visits from Vermont

| CITY | SESSIONS |
|-------------------|----------|
| BURLINGTON* | 962 |
| SOUTH BURLINGTON* | 582 |
| COLCHESTER* | 525 |
| ESSEX* | 465 |
| SHELBURNE* | 187 |
| STOWE* | 118 |
| MIDDLEBURY* | 50 |
| JERICHO | 39 |
| WILLISTON | 37 |
| MONTPELIER | 35 |

* Same position as last year

Milton: 20
Winooski 13

Visits by Device

| CITY | 2020 | 2019 | 2018 |
|---------|-------|-------|-------|
| DESKTOP | 51.3% | 40.2% | 50.1% |
| MOBILE | 41.3% | 44% | 40.6% |
| TABLET | 7.5% | 15.8% | 9.3% |

Event Tracking

| EVENT | CLICKS |
|-----------------|--------|
| MAILCHIMP FORM | 61 |
| RAIN BARREL PDF | 8 |
| SOIL TEST CTA | 5 |