

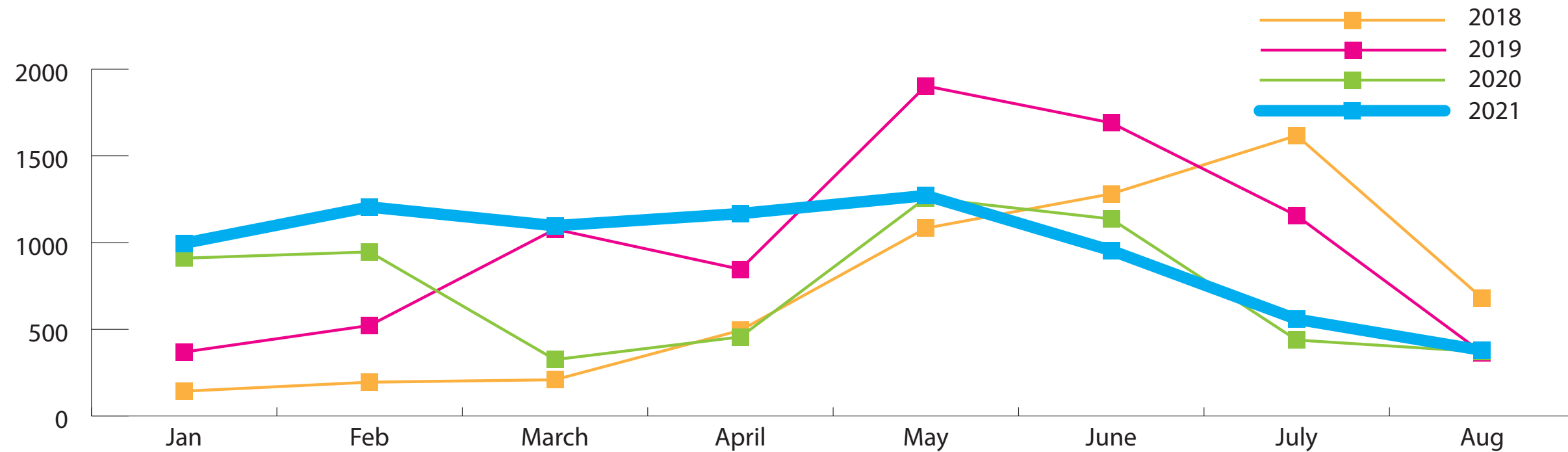


Rethink Runoff

January–August 2021 Metrics

September 3, 2021

Sessions: January–August



Sessions

5,702
2018

7,927
2019

5,838
2020

7,627
2020

+30%

Users

4,899
2018

6,831
2019

5,152
2020

6,875
2021

+33%

Facebook/Instagram Advertising

MONTH	THRU PLAYS	IMPRESSIONS
JANUARY	9,284	13,481
FEBRUARY	4,270	12,117
MARCH	4,331	10,299
APRIL	NOT BOOSTED/CERTIFICATION	
MAY	7,954	11,427
JUNE	4,100	9,595
JULY	7,787	11,335
AUGUST*	3,879	6,069

*running through 9/6

Boosted at \$200 per month

Google Display/YouTube

2019

Clicks from Ads: 4,015

Video Interactions: 148,178

Total Cost: \$8,819.60

2020

Clicks from Ads: 2,349

Video Interactions: 113,920

Total Cost: \$4,762.60

2021

Clicks from Ads: 2,874

Video Interactions: 268,183

Total Cost: \$8,681.23

Top 10 Visits from Vermont

CITY	SESSIONS
BURLINGTON*	812
SOUTH BURLINGTON*	444
COLCHESTER*	411
ESSEX*	381
SHELBURNE*	161
STOWE*	50
WILLISTON	39
JERICHO	33
MIDDLEBURY	24
MONTPELIER	13

* Same position as last year

Milton: 11
Winooski 6

Visits by Device

CITY	2021	2020	2019	2018
DESKTOP	47.6%	48.3%	36.6%	46.3%
MOBILE	43.3%	43.2%	46.5%	43.5%
TABLET	9.1%	8.5%	16.9%	10.2%

Event Tracking

EVENT	CLICKS
MAILCHIMP FORM	36
RAIN GARDEN PDF	25
RAIN BARREL PDF	12
SOIL TEST CTA	3
KIDS EXPERIMENTS PDF	5