

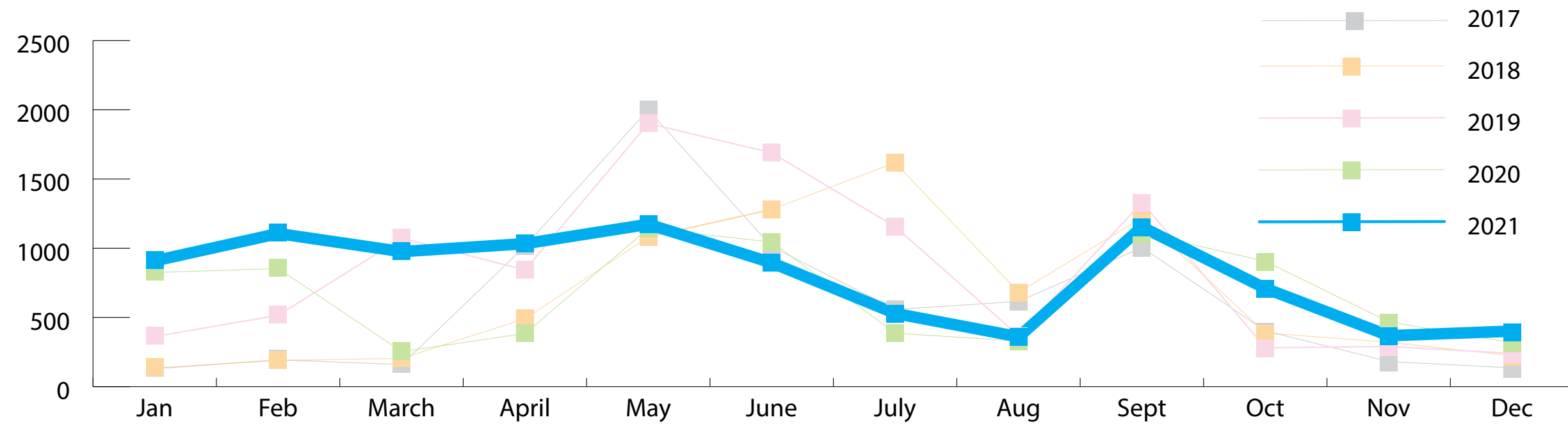


Rethink Runoff

2021 Metrics Overview

January 4, 2022

Sessions: January–September



Sessions

7,832
2018

10,111
2019

8,908
2020

10,557
2021

+18%

Users

6,768
2018

8,534
2019

7,861
2020

9,436
2021

+20%

Google Advertising

CAMPAIGN	IMPRESSIONS	INTERACTIONS	COST
DISPLAY	3,405,317	3,287	\$4,755.87
VIDEO	571,872	339,690	\$5,704.81
SEARCH	20,488	419	\$768.16

Facebook Advertising

CAMPAIGN	IMPRESSIONS	CLICKS	REACH	COST
MS. DROP	113,535	618	21,083	\$2,054.92
FALL 2021	571,872	87	42,513	\$680.23
WINTER 2021	10,432	139	2,258	\$200.70
PAGE LIKES	3,142	10	1,390	\$55.09

Metrics

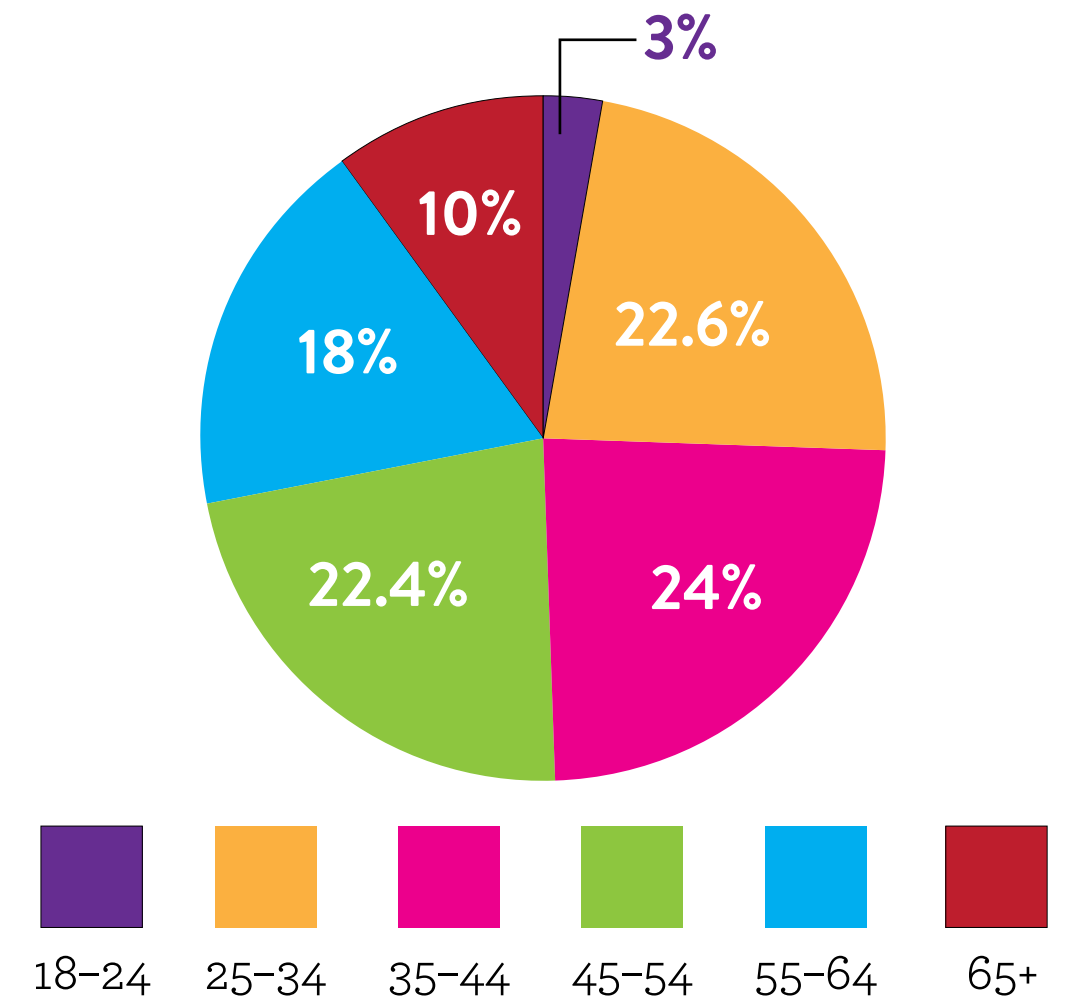
Facebook Reach: 60,998

Page Likes: 314

Instagram Reach: 19,384

Followers: 341

Facebook Age Breakdown



Top 10 Visits from Vermont

CITY	USERS
BURLINGTON*	1,152
SOUTH BURLINGTON*	589
COLCHESTER*	539
ESSEX*	487
SHELBURNE*	196
STOWE*	65
JERICHO	58
WILLISTON	51
MIDDLEBURY	28
MONTPELIER	27

* Same position as last year

Milton: 13
Winooski 6

Visits by Device

CITY	2021	2020	2019	2018
DESKTOP	46.9%	51.3%	40.2%	50.1%
MOBILE	44.6%	41.3%	44%	40.6%
TABLET	8.5%	7.5%	15.8%	9.3%

Event Tracking

EVENT	2021	2020
MAILCHIMP FORM	48	61
RAIN GARDEN PDF	56	N/A
RAIN BARREL PDF	17	8
SOIL TEST CTA	18	5
SCIENCE EXPERIMENT PDF	15	N/A