



WACO WEBSITE STATS

Analytics from August 2020
Compared to July 2020

www.wisconsincampgrounds.com

WISCONSIN CAMPGROUNDS

[About](#) [Campgrounds v](#) [Events v](#) [Promotions v](#) [Resources v](#) [Join WACO v](#) [Trade Members v](#) [Members Login](#) [Contact](#) [Q](#)



15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

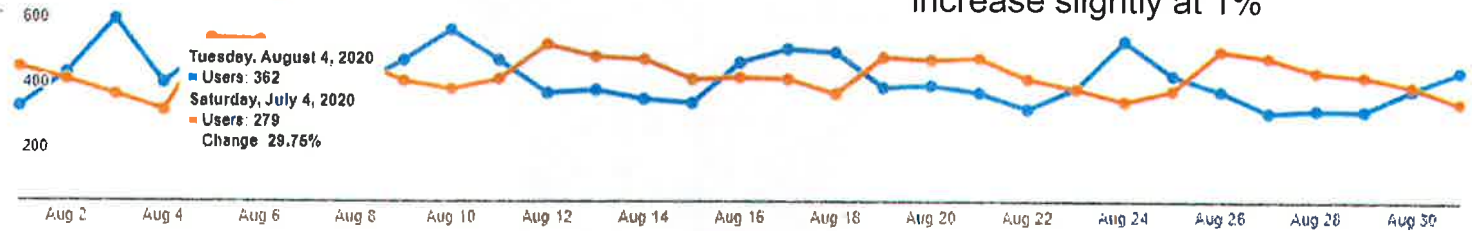
Overview of Audience

USER INSIGHTS:

- 4-6% drop in Users, Sessions and Pages Viewed/Sessions month over month
- Number of sessions per user did increase slightly at 1%

Aug 1, 2020 - Aug 31, 2020: Users

Jul 1, 2020 - Jul 31, 2020: Users



Users

-6.12%

10,212 vs 10,808



New Users

-4.50%

9,340 vs 9,745



Sessions

-5.33%

13,052 vs 13,865



Number of Sessions per User

0.83%

1.22 vs 1.21



Pageviews

-9.47%

59,278 vs 64,813



Pages / Session

-4.37%

4.61 vs 4.82



Avg Session Duration

-6.82%

00:04:12 vs 00:04:31



Bounce Rate

3.09%

45.14% vs 44.76%

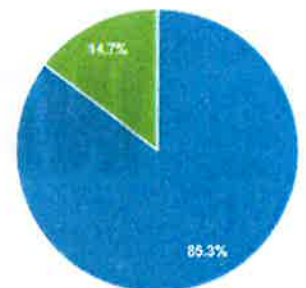


DEMOGRAPHIC INSIGHTS:

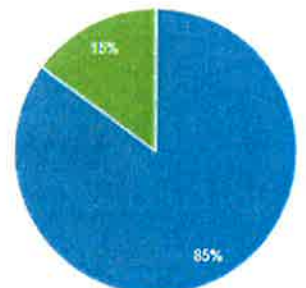
- Another uptick in ages 55-64 brings that age group to the top of users for the month of August
- Still seeing a strong showing of users ages 25-34 in a second
- Spike in users age 45-54 brings them to the #3 spot this month

New Visitor Returning Visitor

Aug 1, 2020 - Aug 31, 2020



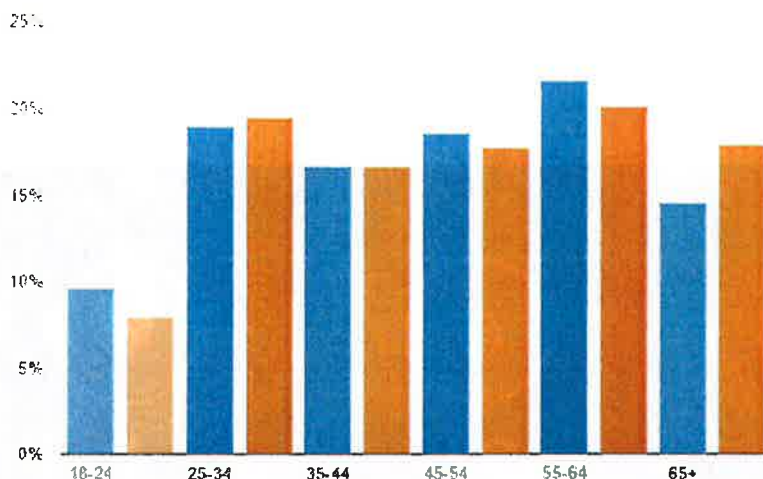
Jul 1, 2020 - Jul 31, 2020



Age

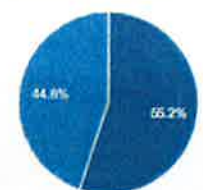
39.70% of total users

Gender

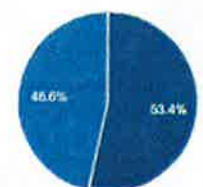


female male

Aug 1, 2020 - Aug 31, 2020



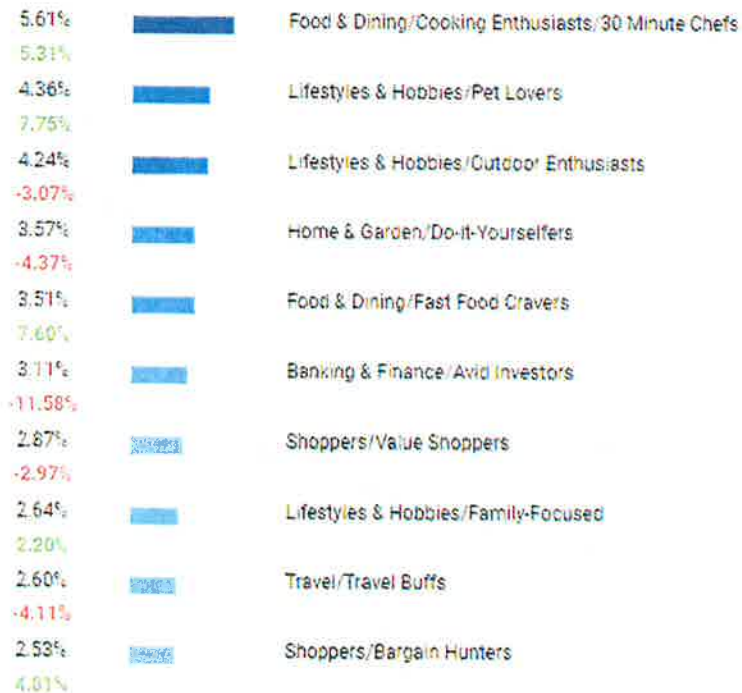
Jul 1, 2020 - Jul 31, 2020



Interests of Users

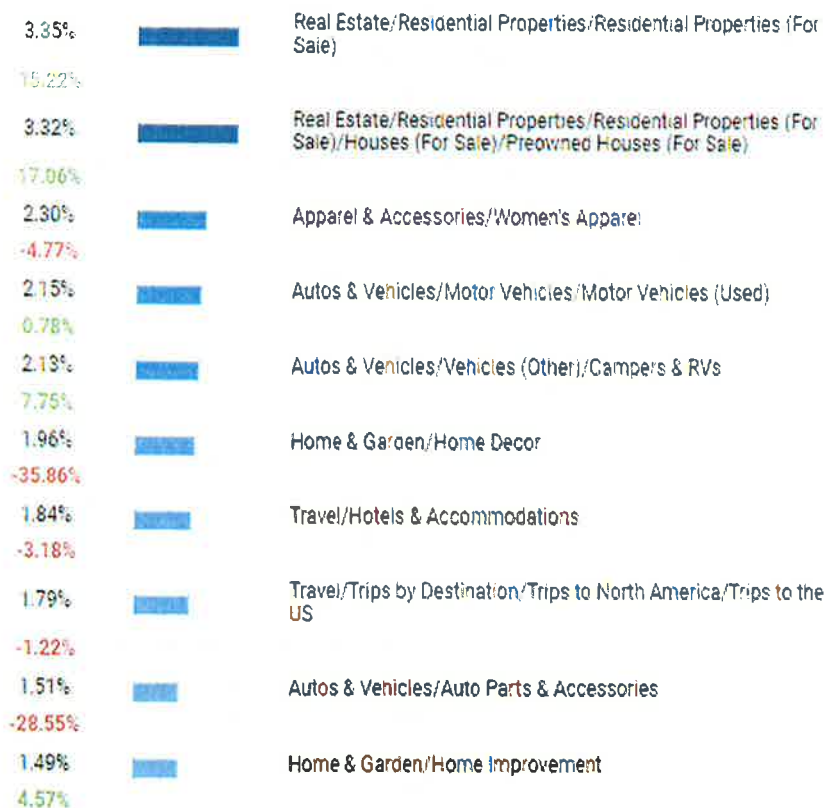
Affinity Category (reach)

42.61% of total users



In-Market Segment

35.55% of total users



INTEREST INSIGHTS:

- **Significant drop** in the following categories between July and August:
 - **Home & Garden/Home Decor**, down **36%** (remember this was a spiker category last month, so could just be getting back to "normal")
 - **Auto & Vehicles/Auto Parts & Accessories**, down **28.5%**
 - **Banking/Finance or Avid Investors**, down **11.5%**
- **Significant increases** in the following interests of users between July and August:
 - **Real Estate/Residential Properties for Sale**, increased **15%**
 - **Real Estate w/ preowned**, increased **17%** **Combined 32%**
 - **Pet Lovers and Food Dining/Fast Food Cravers**, both increased nearly **8%**



Social Relationship

The Social Relationship

The social web connects people where they share, critique and interact with content and each other. Social analytics provides you with the tools to measure the impact of social. You can identify high value networks and content, track on-site and off-site user interaction with your content, and tie it all back to your bottom-line revenue through goals and conversions.

Here's how we see this story:

Sources & Pages: Identify networks & communities where people engage with your content.

Conversions: Measure the value of social by tracking your goals, conversions and e-commerce transactions.

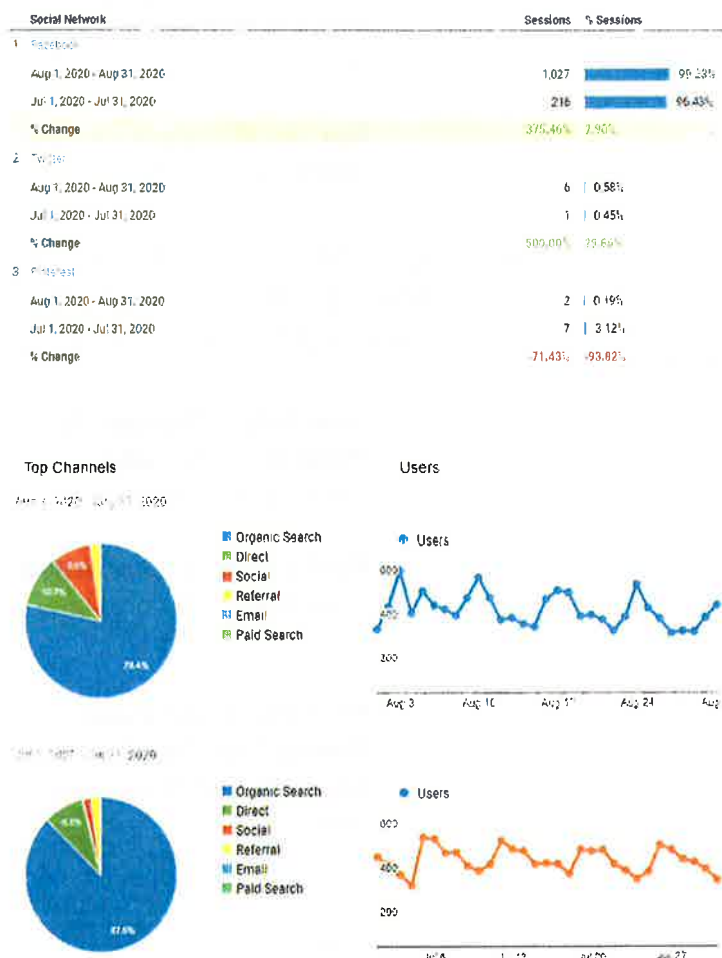
Social Plugins: Measure your on-site user engagement.

Social Users Flow: Compare traffic volumes and user traffic patterns through your site.



WHAT DOES IT ALL MEAN?

- Currently, Facebook is the biggest social media platform we utilize to encourage users to visit our site
- There were several more posts and engagement pieces done in August vs. July and you can see, when people checked out our Facebook ads, they also checked out our website.
- As we're doing more with Instagram posting, the WACO office will be working on getting those stats included in the future
- Our WACO office will also be setting goals here to increase the traffic from social media campaigns to our website.
- Organic and Direct Searches are the best any website can hope for - as for the most part they are both free, utilizing a combination of SEO and getting your brand out.
 - Organic & Direct are by far the largest segments of how users are getting to the website at 98-88% in the months of July and August
 - This means not only are they coming to our site through Google searches, but also by specifically typing in the website to their search bar, or from a bookmark they've created!



Top Pages Searched in August 2020 Compared to July 2020

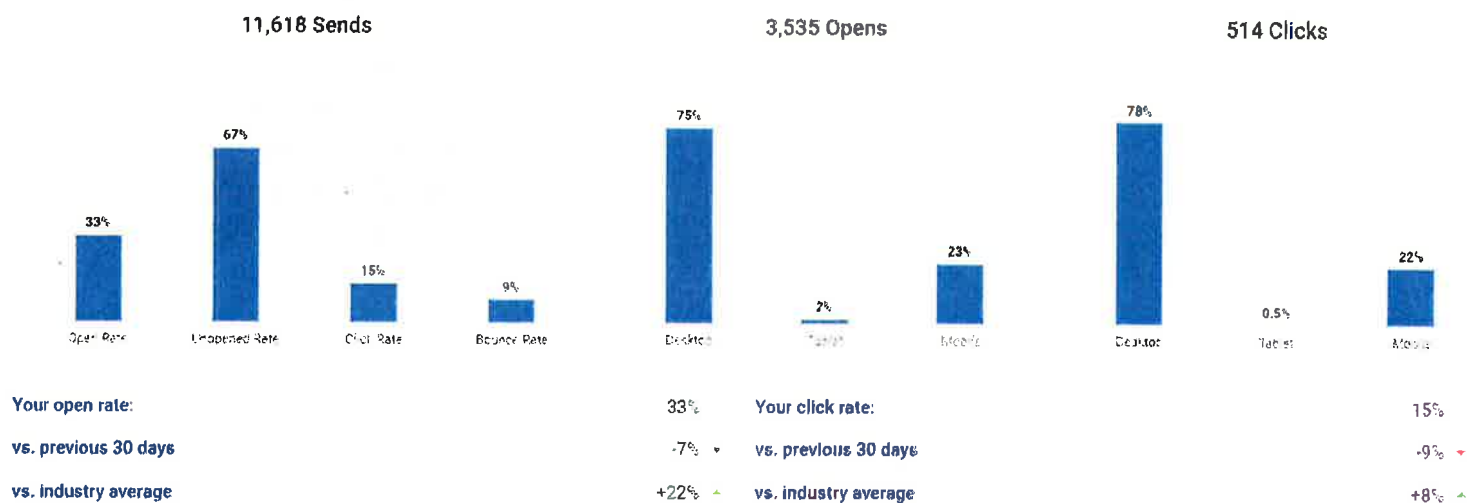
1. campgrounds	Aug 1, 2020 - Aug 31, 2020	4,666	8.01%
	Jul 1, 2020 - Jul 31, 2020	4,928	7.66%
% Change		-5.32%	-4.59%
2. central-wisconsin-river	Aug 1, 2020 - Aug 31, 2020	3,616	6.20%
	Jul 1, 2020 - Jul 31, 2020	4,246	6.60%
% Change		-14.84%	-5.93%
3. landing-page	Aug 1, 2020 - Aug 31, 2020	3,470	5.95%
	Jul 1, 2020 - Jul 31, 2020	3,656	5.68%
% Change		-5.09%	-4.84%
4. east-wisconsin-waters	Aug 1, 2020 - Aug 31, 2020	3,442	5.91%
	Jul 1, 2020 - Jul 31, 2020	4,269	6.63%
% Change		-19.37%	-10.94%
5. campgrounds/browse-by-region	Aug 1, 2020 - Aug 31, 2020	2,593	4.45%
	Jul 1, 2020 - Jul 31, 2020	3,202	4.07%
% Change		-19.02%	-10.55%
6. southeastern-wisconsin	Aug 1, 2020 - Aug 31, 2020	2,376	4.08%
	Jul 1, 2020 - Jul 31, 2020	2,784	4.32%
% Change		-14.66%	-5.73%
7. northwoods	Aug 1, 2020 - Aug 31, 2020	1,886	3.24%
	Jul 1, 2020 - Jul 31, 2020	2,838	4.41%
% Change		-33.54%	-26.59%
8. midland-region	Aug 1, 2020 - Aug 31, 2020	1,877	3.22%
	Jul 1, 2020 - Jul 31, 2020	2,468	3.89%
% Change		-23.95%	-15.99%
9. northem-waterfalls	Aug 1, 2020 - Aug 31, 2020	1,645	2.82%
	Jul 1, 2020 - Jul 31, 2020	1,811	2.81%
% Change		-9.17%	0.32%
10. seasonal-camping-availability	Aug 1, 2020 - Aug 31, 2020	946	1.62%
	Jul 1, 2020 - Jul 31, 2020	1,120	1.74%
% Change		-16.54%	-6.70%

Top 5 Landing Pages for the Month of August include:

1. Campgrounds
2. Central Wisconsin River
3. Landing Page
4. East Wisconsin Waters
5. Campground, Browse by Region



Constant Contact Reports for August 2020



Email Insights When Compared to July 2020:

1. Open rates dropped 7%, AND are still well above industry standard, in fact 22% above industry standard
2. Click rates fell similarly at 9%, AND still above industry standards by 8%

Top Performing Emails of August 2020:

Time Sent	Campaign Name	Sends	Opens ↓	Clicks	Bounces	Unsubscribes
Thu, Aug 27, 2020, 10:41 AM	WACO Convention Sponsors	1,346	270 22%	21 8%	109 8%	2 0.1%
Mon, Aug 17, 2020, 2:15 PM	WACO convention survey	1,129	263 26%	73 28%	99 9%	1 0.1%
Mon, Aug 17, 2020, 5:15 PM	WACO convention survey¹	1,128	246 24%	50 20%	99 9%	2 0.2%
Mon, Aug 31, 2020, 8:55 PM	Fall Tours/Workshops	578	189 36%	56 30%	49 8%	0 0%
Thu, Aug 20, 2020, 12:20 PM	August 2020 WACO Newsletter	456	179 43%	78 44%	43 9%	0 0%
Thu, Aug 20, 2020, 10:08 AM	Fall workshop suppliers	456	157 38%	13 8%	44 10%	0 0%

WISCONSIN CAMPERS SOCIAL MEDIA

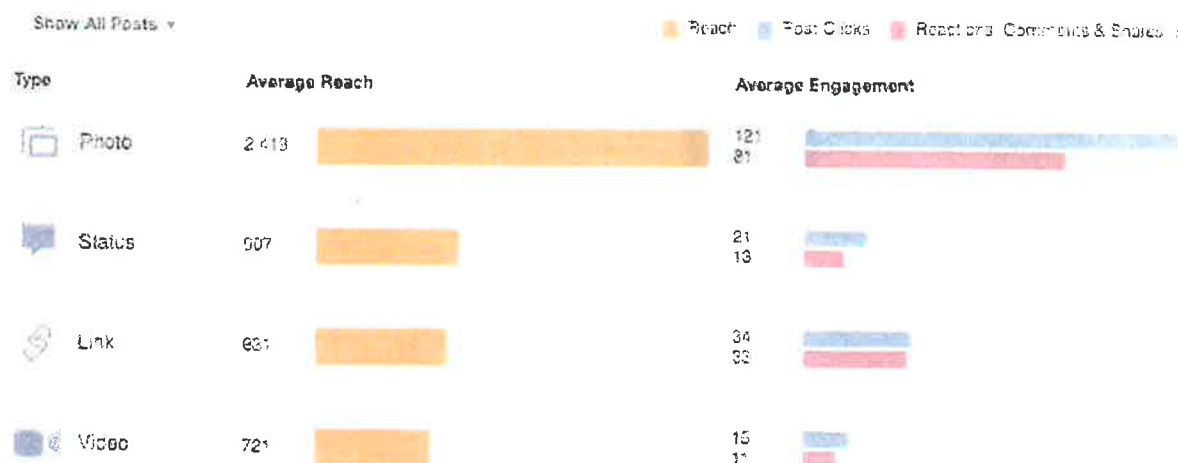
Weekly Social Media Insights August 2020

Facebook Insights

Total current likes: 7,779 (+262 from July)

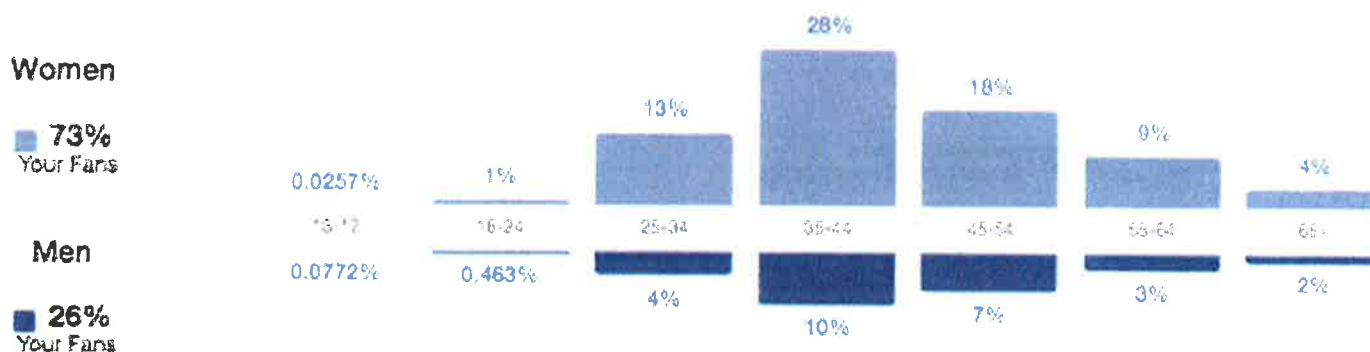
Success by Post Types

The success of different post types based on average reach and engagement.



Summary of Page Fans

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Stats of individual posts made in the last week.



Wisconsin Campers posted an offer.
Published by Aja Weeks August 5

Get outdoors! Free Camping Giveaways DAILY in August! Sign up here. Every time you share this post you get an extra chance to win!

<https://www.wisconsincampgrounds.com/promotions/contests/>



Get outdoors! Free Camping Giveaways DAILY in August! Sign up here. Every time you share this po...

Save



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

8,098
People Reached

616
Engagements

Boost Post

50

12 Comments 123 Shares

Like

Comment

Share



Wisconsin Campers
Published by Aja Weeks August 17

Good morning! It's a new week, which means more shares = more winners. Share the giveaway post as much as possible.

We will be announcing Friday's Winner at 1 p.m.

*Gift Certificates ranges from \$5-\$100.

Enter to here for more chances to win!

<https://www.wisconsincampgrounds.com/promotions/>

WISCONSINCAMPGROUNDS.COM

Promotions | Wisconsin Association of Campground Owners

Wisconsin Camping is a perfect opportunity for family togetherness. Have an enjoyable stay at a WACO member campground this season. When...



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

736
People Reached

34
Engagements

Boost Post

9

11 Shares

Like

Comment

Share



Performance for Your Post

8,098 People Reached

242 Likes, Comments, & Shares

67

On Post

33

On Post

34

On Shares

1

On Post

0

On Post

1

On Post

33

Comments

14

On Post

19

On Shares

141

On Post

125

On Post

16

On Post

374

Photo Views

102

Link Clicks

270

Other Clicks

NEGATIVE FEEDBACK

4

Hide Post

1

Hide At Post

0

Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts.

Performance for Your Post

736 People Reached

22 Likes, Comments, & Shares

11

On Post

9

On Post

2

On Shares

0

Comments

0

On Post

0

On Shares

11

On Post

11

On Post

0

On Shares

12 Post Clicks

0

Photo Views

7

Link Clicks

5

Other Clicks

NEGATIVE FEEDBACK

0

Hide Post

0

Hide At Post

0


Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts.

Stats of individual posts (cont.)


Wisconsin Campers
 Published by Aja Mueks August 17

Want to get a \$50.00 certificate to camp at any WACO Campground? Simply invite your friends to Like this page. We will pick The winner Saturday! Start inviting today!

Also sign up to be entered in the August Daily Giveaway Contest below.

<https://www.wisconsincampgrounds.com/promotions/>

WISCONSINCAMPGROUNDS.COM

Promotions | Wisconsin Association of Campground Owners

Wisconsin Camping is a perfect opportunity for family togetherness. Have an enjoyable stay at a WACO member campground this season. When registering, mention...

Sign Up

3,216
People Reached

226
Engagements

Boost Again

Boosted on Aug 16, 2020
By Aja Mueks

Completed

People Reached 1.8K

Post Engagements 56

View Results

72

15 Comments 6 Shares

Like

Comment

Share

Performance for Your Post

3,216	People Reached	
103	Comments	6 Shares
72	Like	71
2	Love	2
1	Wow	1
19	Wow	18
9	Wow	8
123	Wow	29
0	Wow	94
NEGATIVE FEEDBACK		
0	Wow	0
0	Wow	0


Wisconsin Campers
 Published by Danielle Todd 10:30

Still need camping reservations for Labor Day Weekend?! Don't worry, we have you covered! Check the link below for our list of WACO Campgrounds that still have availability!

<https://www.wisconsincampgrounds.com/laborday2020/>

"Please contact campgrounds on the list directly for the most up-to-the-minute availability."



HAPPY Labor Day

CAMPGROUND OPENINGS!

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

357
People Reached

25
Engagements

Boost Post

1

1 Share

Like

Comment

Share

Performance for Your Post

357	People Reached	
2	Comments	6 Shares
1	Like	1
0	Love	0
0	Wow	0
1	Wow	1
23	Wow	21
0	Wow	2
NEGATIVE FEEDBACK		
1	Wow	0
0	Wow	0

Reference state may be delivered from which appears on post.

***August 1st to
August 28th.***

Facebook Page Summary

Results from: Aug 1, 2020 - Aug 28, 2020

As of 2:00 PM on Monday, August 31, 2020, data insights activity is reported in the Pacific time zone. Activity was reported from 10:00 PM on Sunday, August 30.

Organic Paid

Actions on Page

August 1 - August 28

10

Page Actions ▲100%



Page Likes

August 1 - August 28

275

Page Likes ▲8%



Recommendations

August 1 - August 28

10

Recommendations ▲100%

See how many recommendations show for the selected time period

Page Views

August 1 - August 28

1,078

Page Views ▲64%



Post Reach

August 1 - August 28

22,080

Post Reach ▲877%



Post Engagement

August 1 - August 28

3,068

Post Engagement ▲2794%



Orders

August 1 - August 28

0

Number of Orders ▲0%

0

Earnings from Orders ▲0%



Page Previews

August 1 - August 28

13

Page Previews ▲44%



Story Reach

August 1 - August 28

Get Story Insights

See stories on your page and in your feed. Get insights on how your stories are performing.

Learn More

Videos

August 1 - August 28

245

3 Second Videos View ▲123%



Page Followers

August 1 - August 28

277

Page Followers ▲5%

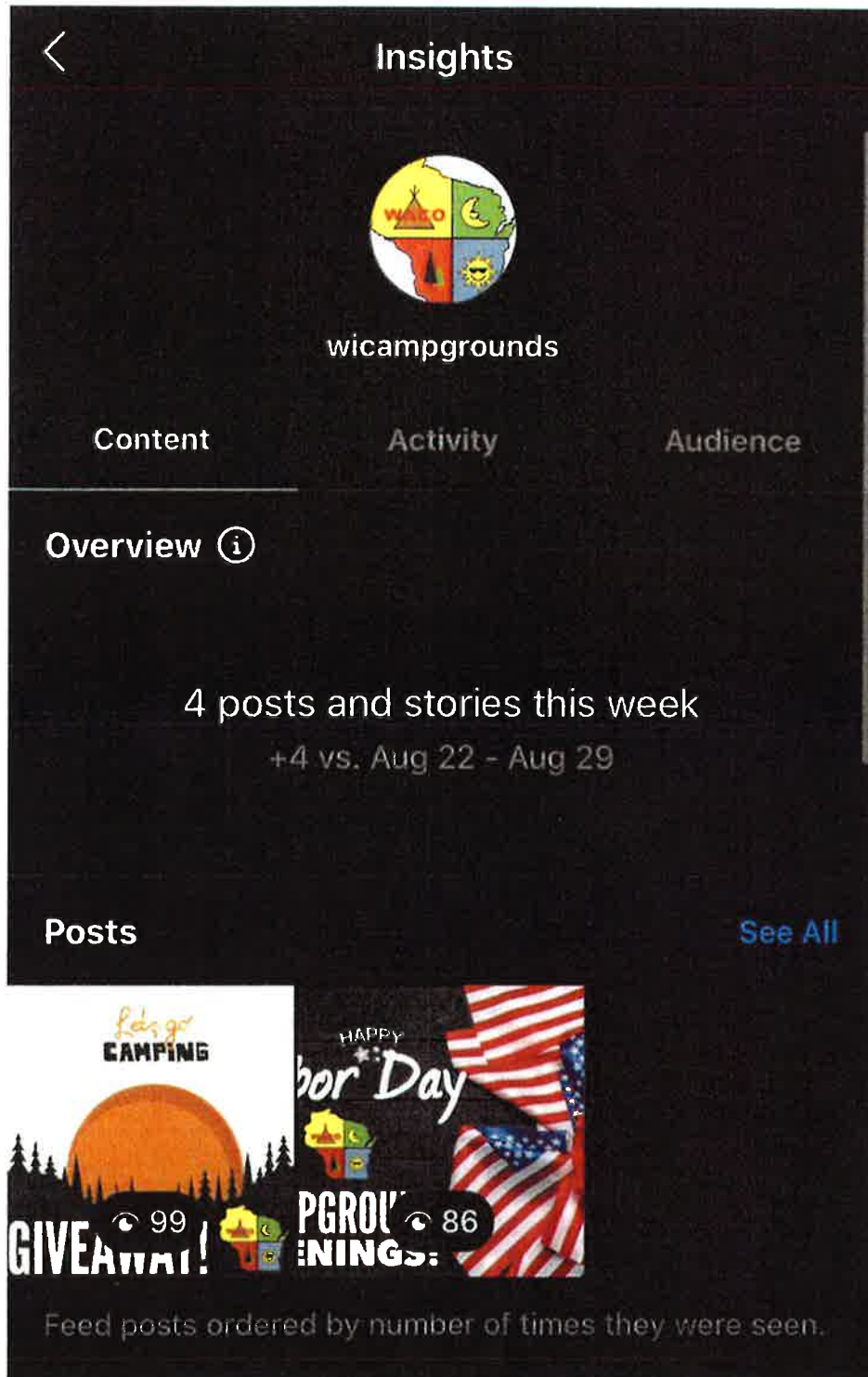


August 1, 2020 - August 28, 2020.

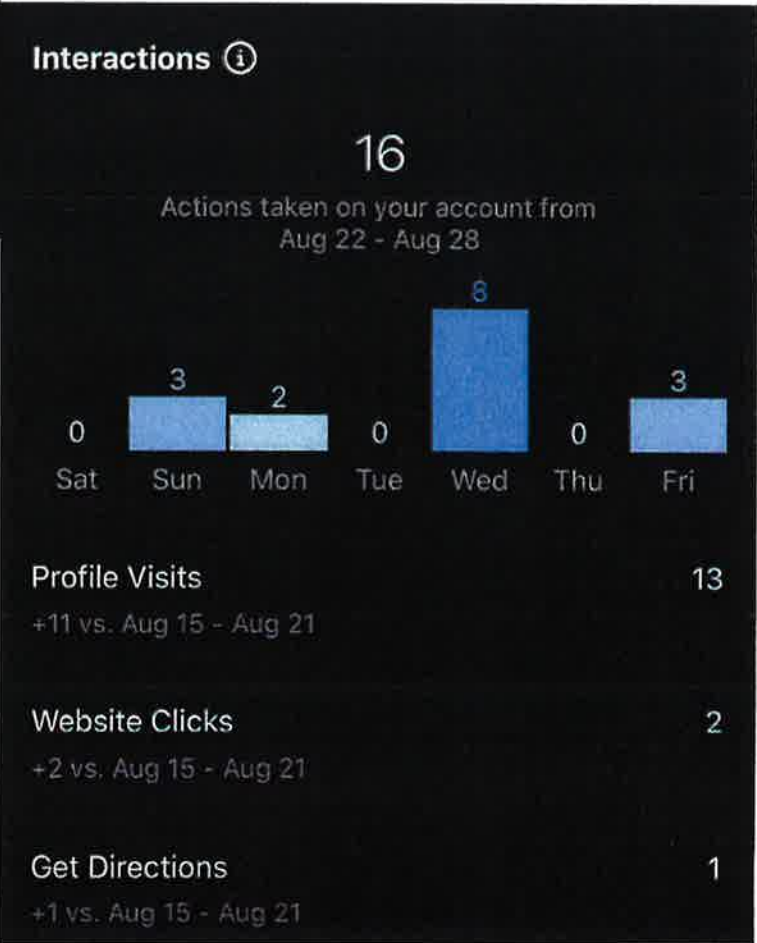
Instagram Insights

Total current followers: 387

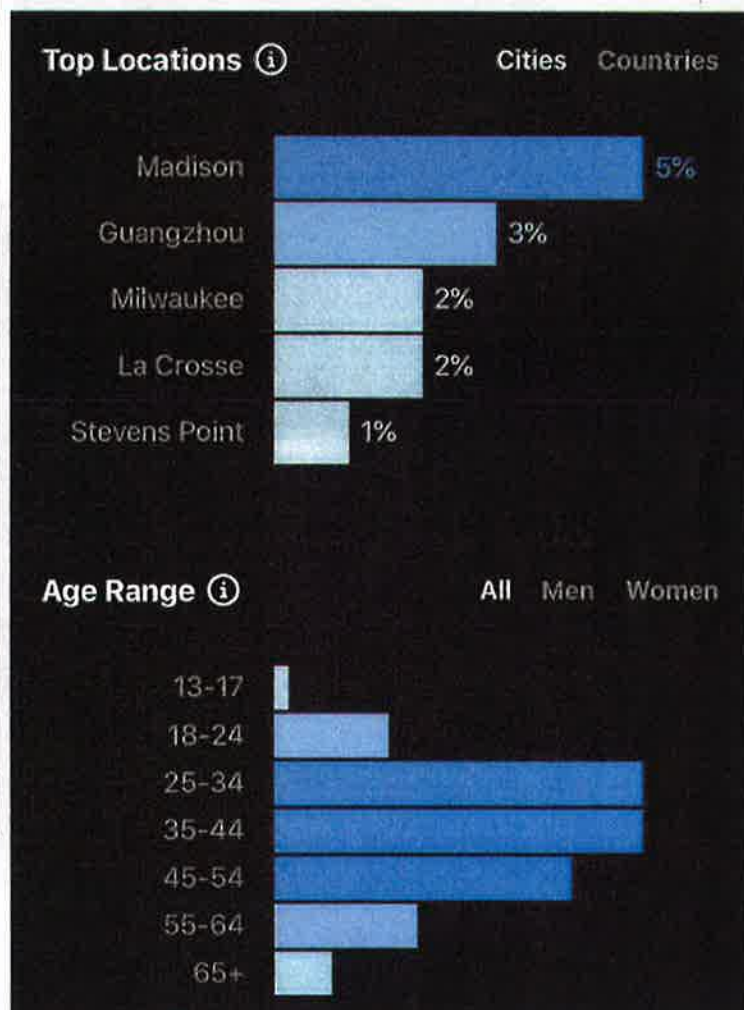
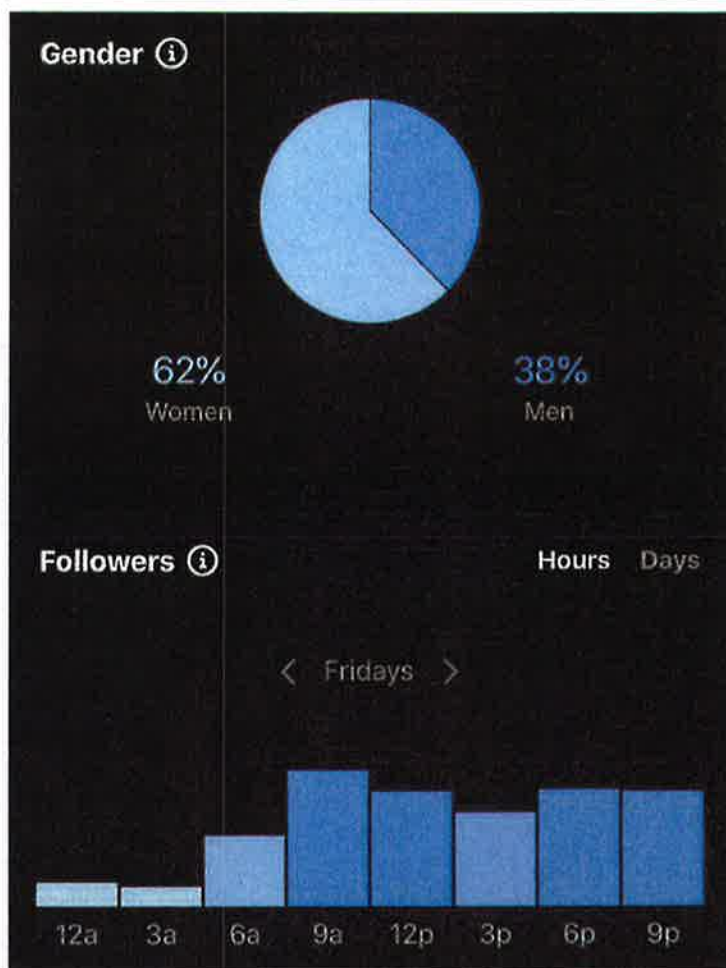
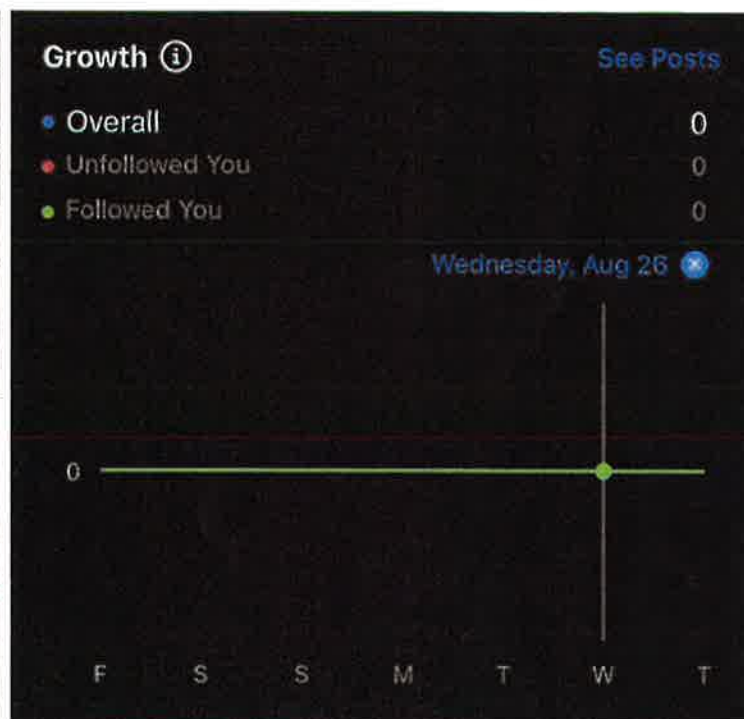
Content Summary



Activity Summary



Audience Summary



-END OF SOCIAL MEDIA REPORT-



WACO Constant Contact Email Analytics

January 1, 2020 to Current (as of 9/9/2020)

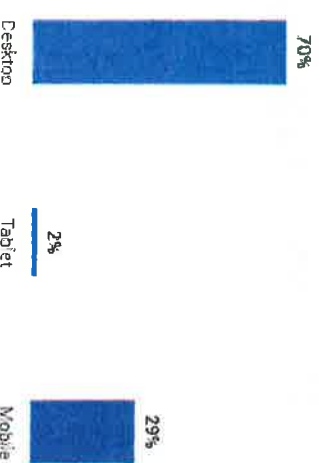
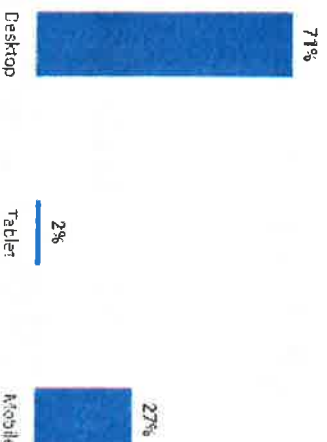
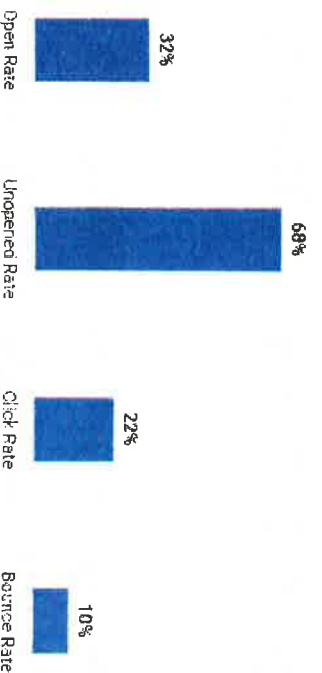


Overall Statistics

122,494 Sends

34,729 Opens

7,625 Clicks



Your open rate:

Your click rate:

vs. previous 252 days

vs. previous 252 days

vs. industry average

vs. industry average

32%

+8%

+21%

22%

+5%

+15%

Breakdown of Statistics

- **204 total emails sent from Jan 1 - Sept 9, 2020**
 - Average of 25/month in 8 months
- **Open/Click rates both increased and above industry averages when compared to same timeframe in 2019**
 - Open +8% and +21% above industry standard
 - Click +5% and +15% above industry standard
- **Desktop and Mobile continue to be most used device to view emails**

Top 15 Performing Emails from January 1 - September 9, 2020

Email Subject/Title	Sends	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces	Bounce Rate	Time Sent
Addendum To Seasonal Agreement	222	79.30%	23.80%	76.20%	142	86.20%	14	6.30%	4/22/2020 13:50
Memo From Mark Hazelbaker 2	217	76.10%	32.20%	67.80%	134	85.90%	12	5.50%	3/26/2020 10:35
COVID-19 Update: Multiple sources	222	75.40%	35.10%	64.90%	98	62.80%	15	6.80%	4/16/2020 18:05
Best practices from Gov. Evers	226	73.30%	28.30%	71.70%	123	79.90%	16	7.10%	5/11/2020 10:03
Work Permits For Minors	223	72.40%	35.40%	64.60%	105	69.70%	13	5.80%	4/9/2020 16:16
COVID update from WDVGB	223	72.20%	32.10%	67.90%	73	48.30%	14	6.30%	4/15/2020 16:46
COVID-19 Toolkit	224	72%	30.80%	69.20%	113	74.30%	13	5.80%	4/29/2020 15:30
WVWC Digest	222	71.60%	30.90%	69.10%	77	51.70%	14	6.30%	4/17/2020 17:15
URGENT: Contact Your Legislators	222	71.60%	24.40%	75.60%	58	38.90%	14	6.30%	4/17/2020 14:18
Memo from Mark Hazelbaker Response to campgrounds staying open	217	71.60%	40.40%	59.60%	118	79.20%	9	4.10%	3/21/2020 22:09
Picnic tables available from Bud	223	71.40%	40.80%	59.20%	0	0%	13	5.80%	4/10/2020 16:26
WVACO Marketing Video - Photo Submission Request	226	70.60%	22.80%	77.20%	2	1.30%	15	6.60%	5/4/2020 9:20 4/17/2020 14:31
WVWC Petition to Reopen WVconsin	223	69.10%	26.30%	73.70%	31	21.70%	15	6.80%	4/14/2020 10:38
Announcement from Scott Walker	222	68.60%	27.20%	72.80%	51	35.40%	13	5.80%	4/27/2020 13:52
	222	68.40%	23%	77%	0	0%	13	5.90%	

