



HUERFANO COUNTY TOURISM BOARD AGENDA

February 19, 2025 at 3:00 PM

Commissioners Meeting Room - 401 Main Street, Suite 309, Walsenburg, CO 81089

Office: 719-738-3000 ex 200 | Fax: 719-738-3996

Join via Google Meet: meet.google.com/bgy-grno-chd | Meeting ID: bgy-grno-chd

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
 - a.** [January 8th HCTB Meeting Minutes](#)
- 3. FINANCIAL REPORT**
 - a.** Updated Fund Statements & Balance Sheet
- 4. BILL PAYMENT**
 - a.** February 2025 Bill Payment
- 5. BOARD AND DIRECTOR UPDATES/REPORTS**
 - a.** AdPro Report
- 6. PARTNER REPORTS**
- 7. OLD BUSINESS**
 - a.** 7th & Main Billboard
 - b.** New Advertising Channels
 - c.** CTO Management Grant
- 8. NEW BUSINESS**
 - a.** Walsenburg Historic Preservation Committee - Gaye Davis
 - b.** CO-150 Commission - Katie Roach
- 9. ADJOURNMENT**
- 10. UPCOMING MEETINGS**
 - a.** Agency of Record RFP Review Workshop February 19 4PM (immediately following adjournment)
 - b.** March 12 - La Veta Public Library - 2PM-4PM - 310 S Main St, La Veta

Huerfano County wants to ensure that everyone has equal access to our programs, activities, and services. To request an Americans with Disability Act (ADA) accommodation, please call 719-738-3000 x200. Submit your request as early as possible, and no later than two business days before the event.



HUERFANO COUNTY TOURISM BOARD MINUTES

January 08, 2025 at 2:00 PM

La Veta Public Library - 310 S Main St, La Veta, CO 81055

Office: 719-738-3000 ex 200 | Fax: 719-738-3996

Join via Google Meet: meet.google.com/bgy-grno-chd | Meeting ID: bgy-grno-chd

1. CALL TO ORDER

2:02PM

Ella Jones

Bob Kennemer

Greg Garrett

Sarah Jardis

Hannah Everett

Heather Hernandez

Stacey Cristelli

Robert Gilbert

Jack Farley

Jess Brown

2. APPROVAL OF MINUTES

a. December 18 Meeting Minutes

Bob motioned to approve the December 18 meeting minutes, Greg seconded. All in favor.

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

a. January 2025 Bill Payment

Bob motioned to approve the January bills, Greg seconded. All in favor.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

Jack discussed bot traffic coming to the newsletter signup, as well as updates to the Dine page that he felt would help the perception of the website page on a mobile device. These were approved.

Travel in La Veta during construction later this year was also discussed in terms of ensuring HCTB does a good job of communicating any changes/updates/detours on social media pages for visitors.

Jess will work with Robert on streaming audio production to get streaming audio ads in place.

6. PARTNER REPORTS

a. Placer December Civic Report

Robert was asked to work with Placer on analytics for all of 2024 to see if there were specific hotspots above certain thresholds of visitation improvement, such as 10% or 20% YOY.

7. OLD BUSINESS

a. CrowdRiff

Decision to delay any contract with CrowdRiff until after a new Agency of Record has been selected and onboarded.

b. 7th & Main Billboard

Pictures are being selected for this.

c. Bed Inventory

This is a placeholder to not lose track of this project.

d. CTO Marketing Grant Kickoff

This project is on hold until the new Agency of Record is selected. One key deliverable will be CTO signing off on the location shootlist.

e. TravelStorys

The cost will increase to \$1500 annually.

f. CTO Management Grant

Robert is submitting a grant application for the Spanish translation of all four audio tours hosted through TravelStorys.

8. NEW BUSINESS

a. Agency of Record RFP

HCTB has requested strong involvement on the RFP review process, Robert will work on this with the County.

b. New Advertising Campaigns

- Enchanted Outpost

- Colorado Country Life

- Others?

Pursuing full page ads in Enchanted Outpost and Colorado Country Life were approved - Greg made the motion and Bob seconded it. All in favor. Colorado Country Life will be the EV Charger Map ad. Robert will work with AdPro for Enchanted Outpost creative.

9. ADJOURNMENT

10. UPCOMING MEETINGS

- a. February 12 - Huerfano County Historic Courthouse - 2PM-4PM - 401 Main St, Walsenburg

Huerfano County wants to ensure that everyone has equal access to our programs, activities, and services. To request an Americans with Disability Act (ADA) accommodation, please call 719-738-3000 x200. Submit your request as early as possible, and no later than two business days before the event.

Balance Sheet

Fiscal Year: 2025

To Period: 13

Huerfano County

From Account: 0

To Account: 9999999999

Include Zero Activity Accounts:

Selected Funds: 003

Fund	Account Number		Debits	Credits
003	LODGING TAX TOURISM FUND			
003-00000-10200	CASH ACCOUNT		\$108,710.70	\$0.00
	Asset Total:		\$108,710.70	\$0.00
003-00000-20200	ACCOUNTS PAYABLE		\$0.00	\$27,254.85
003-00000-23000	YTD EXPENSE CONTROL		\$16,905.00	\$0.00
003-00000-28000	FUND BALANCE		\$0.00	\$98,360.85
	Liability Total:		\$16,905.00	\$125,615.70
		Fund Total:	\$125,615.70	\$125,615.70

Balance Sheet

Fiscal Year: 2025

To Period: 13

Huerfano County

From Account: 0

To Account: 9999999999

Include Zero Activity Accounts:

Selected Funds: 003

Fund	Account Number	Debits	Credits
<u>Grand Total:</u>		\$125,615.70	\$125,615.70

Revenue and Expense Report

Huerfano County

Item 3a.

YEAR : 2025 PERIOD : 13 FUND: 003 DEPT: All SUB-DEPT: All
 ACCOUNT RANGE : 0 - 999999999

AS OF : 12/31/2025

Ledger ID	Ledger Description	Current Budget	Current Act	YTD Act	Encumbrances YTD	Remaining	Percent
003	LODGING TAX TOURISM FUND						
	REVENUES						
	00000 NONDEPARTMENTAL						
003-00000-47197	LODGING TAX	\$85,000.00	\$0.00	\$0.00	\$0.00	\$85,000.00	
	Subtotal NONDEPARTMENTAL:	\$85,000.00	\$0.00	\$0.00	\$0.00	\$85,000.00	0.00%
	TOTAL REVENUES - :	\$85,000.00	\$0.00	\$0.00	\$0.00	\$85,000.00	0.00%
	EXPENDITURES						
	LODGING TAX TOURISM						
003-48700-51210	OFFICE SUPPLIES	\$500.00	\$0.00	\$0.00	\$0.00	\$500.00	
003-48700-51304	ADVERTISING AND PROMOTION	\$99,118.00	\$0.00	\$16,905.00	\$0.00	\$82,213.00	17.06%
003-48700-51320	TREASURER FEE	\$2,500.00	\$0.00	\$0.00	\$0.00	\$2,500.00	
	Subtotal LODGING TAX TOURISM:	\$102,118.00	\$0.00	\$16,905.00	\$0.00	\$85,213.00	16.55%
	TOTAL EXPENDITURES - :	\$102,118.00	\$0.00	\$16,905.00	\$0.00	\$85,213.00	16.55%
	YTD Revenue Less Expenses : LODGING TAX TOURISM FUND			(\$16,905.00)			



HUERFANO COUNTY TOURISM BOARD

RESOLUTION NO. 25-02-TB

A RESOLUTION TO AUTHORIZE PAYMENT IN FULL

WHEREAS, the purpose of the Tourism Board is to promote tourism through a unified advertisement and marketing plan to benefit Huerfano County and Spanish Peaks Country as set forth in Colorado Revised Statutes 30-11-107.5 “Lodging tax for the advertising and marketing of local tourism” and Resolution 07-01 adopted by the Huerfano County Board of County Commissioners on February 7, 2007; and,

WHEREAS, the Tourism Board may authorize payment of expenses in writing or at a meeting of the Board.

NOW, THEREFORE, BE IT RESOLVED by the Tourism Board that the following invoices are authorized to be paid in full, according to County procedures:

Vendor	Service/Good Provided	Invoice Date	Invoice Number	Amount
AdPro	Social Media, Public Relations, Web Maintenance	1/31/2025	9096	\$4,102.50
Huerfano County	January MailChimp Reimbursement	2/9/2025	MC15670119	\$310
GoDaddy	Managed WordPress Deluxe 2025 Renewal	1/8/2025		\$203.88
Schuster’s Printing	3000 Spanish Peaks Country Visitor’s Guides	2/14/2025	243991	\$2,825
Total:				\$7,441.38

INTRODUCED, READ, AND ADOPTED ON THIS 19TH DAY OF FEBRUARY, 2025.
 TOURISM BOARD OF HUERFANO COUNTY, COLORADO

BY:

ATTEST:

 Sarah Jardis, Chair

 Robert Gilbert, Tourism Director

 Bob Kennemer, Member

 Greg Garrett, Member

 Hannah Everett, Member



AdPro LLC.
 525 Communication Circle
 Colorado Springs, CO 80905
 (719) 500-3034
 accounting@adproresults.com

Service Date:	January 2025
Invoice Date:	01/31/2025
Invoice #:	9096
Term:	Net 30

Huerfano Tourism
 401 Main Street, Suite 201
 Walsenburg, CO 81089
 (719) 738-3000
 ccroft@huerfano.us

Stimulus

Product	Description	Amount
Eblast	Newsletter	\$300.00
Production	Streaming Radio Prod Production	\$982.50
Stimulus Total		\$1,282.50

Digital

Product	Description	Amount
Paid Search	Paid Search	\$500.00
Social Mgmt - Bronze	Organic Social	\$595.00
Digital Total		\$1,095.00

Other

Product	Description	Amount
Account Management	Account Service Fee	\$1,125.00
Public Relations	Public Relations	\$450.00
Web Dev	Web Dev	\$150.00
Other Total		\$1,725.00

Total

Summary		
Total Amount Due		\$4,102.50

Mailchimp Receipt MC15670119

Issued to

Kimberly Trujillo
Huerfano County
ktrujillo@huerfano.us
Office phone:719-696-5434
401 Main St Walsenburg, CO 81089

Issued by

Mailchimp
c/o The Rocket Science Group, LLC
675 Ponce de Leon Ave NE
Suite 5000
Atlanta, GA 30308
www.mailchimp.com
Tax ID: US EIN 58-2554149

Details

Order# 15670119
Date Paid: February 09, 2025 11:51 PM
Denver

Billing statement

Standard plan	\$310.00
25,000 contacts	

Intuit Assist for Mailchimp*	\$0.00
AI-powered marketing	

Paid via Mast ending in 4017 which expires 11/2026	\$310.00
on February 10, 2025	

Balance as of February 10, 2025	\$0.00
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* Intuit Assist functionality (beta) is available to certain users with Premium, Standard and Legacy plans in select countries in English only. Access to Intuit Assist is available at no additional cost at this time. Pricing, terms, conditions, special features and service options are subject to change

without notice. Availability of features and functionality varies by plan type. Features may be broadly available soon but represents no obligation and should not be relied on in making a purchasing decision. For details, please view Mailchimp's various [plans and pricing](#)

If a refund is required, it will be issued in the purchase currency for the amount of the original charge.

Sales Tax was not applied to this purchase.

[Looking for our W-9?](#)

[Looking for our United States Residency Certificate?](#)



Robert Gilbert <rgilbert@huerfano.us>

Fwd: Anthony, read your renewal notice inside.

1 message

Anthony Luginbill <aluginbill@huerfano.us>
To: Robert Gilbert <rgilbert@huerfano.us>

Tue, Jan 14, 2025 at 9:14 AM

----- Forwarded message -----

From: **GoDaddy Renewals** <renewals@e.godaddy.com>
Date: Wed, Jan 8, 2025 at 9:11 AM
Subject: Anthony, read your renewal notice inside.
To: <aluginbill@huerfano.us>



Need help? [Contact us.](#)

Customer Number: 12404977

Your products are about to auto-renew.

Your products below are set to renew automatically. Smart choice. As long as your payment info is still correct, you're good to go. Continue doin' your thing.

If you're not sure, no problem. You can double [check it in your account.](#)

Managed WordPress Deluxe	
Connected to spanishpeakscountry.com	
Auto-renews on 1/18/2025	\$203.88/1 Year**

**Total shown is the price for the full term indicated. If you change the term when you renew, your pricing may be different. Prices are current as of 1/8/2025 and may be changed without notice. Prices do not include taxes and fees when applicable.

During the checkout process, you agreed to enroll your product(s) in our automatic renewal service. GoDaddy will automatically renew your product(s) upon expiration of the term (and

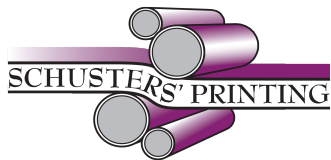
upon expiration of future terms) and bill your payment method on file for the price of the product(s) at the time of renewal until you cancel. The renewal term for domain names will be for the same length of time as the original term. The renewal term for all other products will be for the term length available at time of renewal. To avoid being charged for the product renewal, you must cancel at least one day before each renewal date. To cancel, go to the Renewals & Billing page in your account and click "Cancel Renewal."

If you elect to cancel automatic renewal, services will terminate upon expiration of the current term unless you manually renew your services prior to that date. If you selected an installment payment option during checkout, the option applies to a product's current term only. You may select an additional installment payment option, if available, by visiting the Renewals & Billing page in your account and manually renewing your product.

During the checkout process, you agreed to [Universal Terms of Service Agreement](#), [Global Privacy Notice](#), [Additional Terms for Renewal](#), and [all other agreements applicable to your purchase](#). Your use of the purchased product(s) is governed by the terms of these agreements and policies. If you wish to cancel your purchase, please learn more about our [Refund Policy](#).

Please do not reply to this email. Emails sent to this address will not be answered.

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4718 Eagleridge Cir.
 Pueblo, CO 81008
 719-543-9367

Invoice

Item 4a.

DATE	INVOICE
2/14/2025	243991
P.O. NUMBER	
TERMS	Net 30

BILL TO

Huerfano County Tourism Board
 401 Main Street, Suite 201
 Walsenburg, CO 81089

SHIP TO

QUANTITY	ITEM CODE	DESCRIPTION	AMOUNT
3,000	80# Silk Text	Visitor Guides (28 Pages)	2,825.00
3,000	Collate, Fold, Stitch...	Collate, Fold, Stitch & Trim	0.00
3,000	Tabbing	Triple Tabbing 1.5"	0.00

Thank you for your business!

**Schusters Printing cost for credit card processing is 3.3%
 Any credit card purchases will be charged this in
 addition to the total invoice amount.**

TO COVER THE COST OF PROCESSING A CREDIT OR CHARGE CARD TRANSACTION, AND PURSUANT TO SECTION 5-2-212, COLORADO REVISED STATUTES, A SELLER OR LESSOR MAY IMPOSE A PROCESSING SURCHARGE IN AN AMOUNT NOT TO EXCEED THE MERCHANT DISCOUNT FEE THAT THE SELLER OR LESSOR INCURS IN PROCESSING THE SALES OR LEASE TRANSACTION. A SELLER OR LESSOR SHALL NOT IMPOSE A PROCESSING SURCHARGE ON PAYMENTS MADE BY USE OF CASH, A CHECK, OR A DEBIT CARD OR REDEMPTION OF A GIFT CARD.

Subtotal	\$2,825.00
Sales Tax (0.00)	\$0.00
Total	\$2,825.00
Payments/Credits	\$0.00
Balance Due	\$2,825.00

**PAYMENT DUE WITHIN 30 DAYS
 A SERVICE CHARGE OF 1.5%
 WILL BE CHARGED ON PAST DUE ACCOUNTS**

To avoid 3.3% fee please pay online by scanning the QR Code.



ENCHANTED OUTPOST

M A G A Z I N E

ADVERTISING AGREEMENT

Submit artwork and images to eo-advertising@outpostalliance.com

Business Name: Huerfano County (Huerfano County Tourism Board)
 Primary Contact: Sarah Jardis
 Telephone: 719-738-3000 Email: sarahjardis@gmail.com
 Billing Address: 401 S Main Street, walsenburg, CO, 81089

<input checked="" type="checkbox"/> Standard Full Page	\$2,499.00	x	[1]	=	\$ <u>2,499.00</u>
<input type="checkbox"/> Double Spread	\$4,499.00	x	[-]	=	\$ -
<input type="checkbox"/> Inside Front Cover	\$2,999.00	x	[-]	=	\$ -
<input type="checkbox"/> Inside Back Cover	\$2,999.00	x	[-]	=	\$ -
<input type="checkbox"/> Back Cover	\$5,499.00	x	[-]	=	\$ -
<input type="checkbox"/> Half Page Horizontal	\$1,499.00	x	[-]	=	\$ -
<input type="checkbox"/> Half Page Vertical	\$1,599.00	x	[-]	=	\$ -
				Subtotal =	\$ <u>2,499.00</u>
<input type="checkbox"/> Premium Position	+ 10%			=	\$ -
<input type="checkbox"/> Other: <u>None</u>				=	\$ -
<input type="checkbox"/> Quarter Page	\$ 799.00	x	[-]	=	\$ -
<input type="checkbox"/> Advertorial	\$5,499.00	x	[-]	=	\$ -
				Subtotal =	\$ <u>2,499.00</u>
				Tax =	\$ <u>187.94</u>

- I need ad design (Includes two revisions *additional costs may apply)
 I'll provide an ad (Must be designed to proper specifications)

Half down on your total contract is due within 10 days of signing this agreement.

The deadline for your advertising reservation payment in full is: March 31, 2025

I, Sarah Jardis agree to pay **Outpost Alliance, LLC** \$ 2,686.94 for the above advertising in the **Enchanted Outpost Magazine** Summer 2025 issue. I agree to be paid in full and to have my final advertisement design submitted and approved before by the specified deadlines.

DocuSigned by:
Sarah Jardis 1/27/2025
 Authorized Signature Date

Notice: Failure to pay in full by specified dates will revert discount pricing to open rates and may also result in cancellation of ad reservation. Premium Position is granted on a first-come, first-served basis. All final payments and artwork must be submitted and approved by specified deadlines* We include up to 2 revisions per advertiser per issue for ad design. Additional revisions will incur an additional design fee of \$150.00/per hour. Enchanted Outpost Magazine is published by Outpost Alliance, LLC. You will receive an online invoice from our Quickbooks Account to make payment.

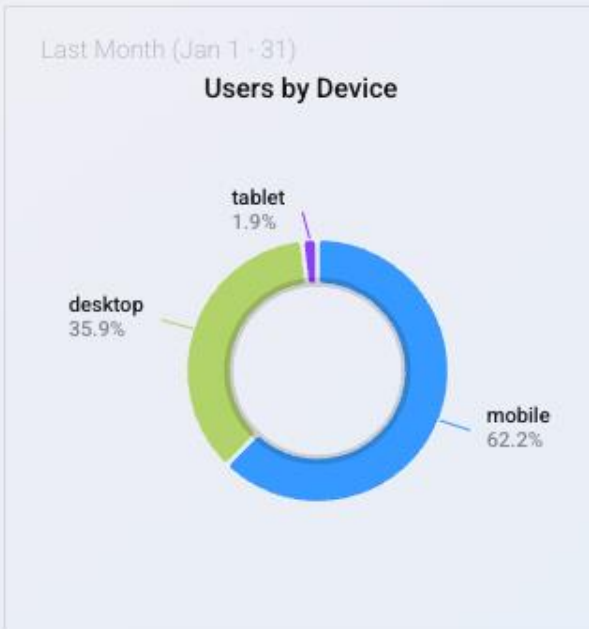
February Board Meeting



Reporting



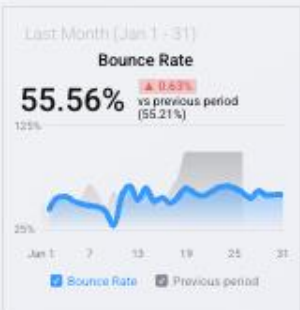
Play to win.



Last Month (Jan 1 - 31)

Top Pages by Users

Top Pages	Value	vs prev
/	1,412	▲ 155%
/newsletter-signup/?chronofom=visitors_guide&event=submit	1,164	▲ 1,355%
/visitors-guide/	108	▲ 157%
/spc-events/	60	▲ 400%
/business-directory/categories/lodging	49	▲ 29%
/submit-spc-event/	48	▲ 243%
/business-directory/categories/play/	45	▲ 96%
/la-veta-pass/	45	▲ 221%
/the-great-dikes/	39	▼ 26%
/mountains-geology/	39	▲ 95%
/business-directory/categories/dining	38	▲ 65%
/juan-bautista-de-anza-cuerno-verde/	35	▲ 21%
/huerfano-county-tourism-board/	29	▲ 222%
/business-directory/categories/shopping	27	▲ 108%



Last Month (Jan 1 - 31)

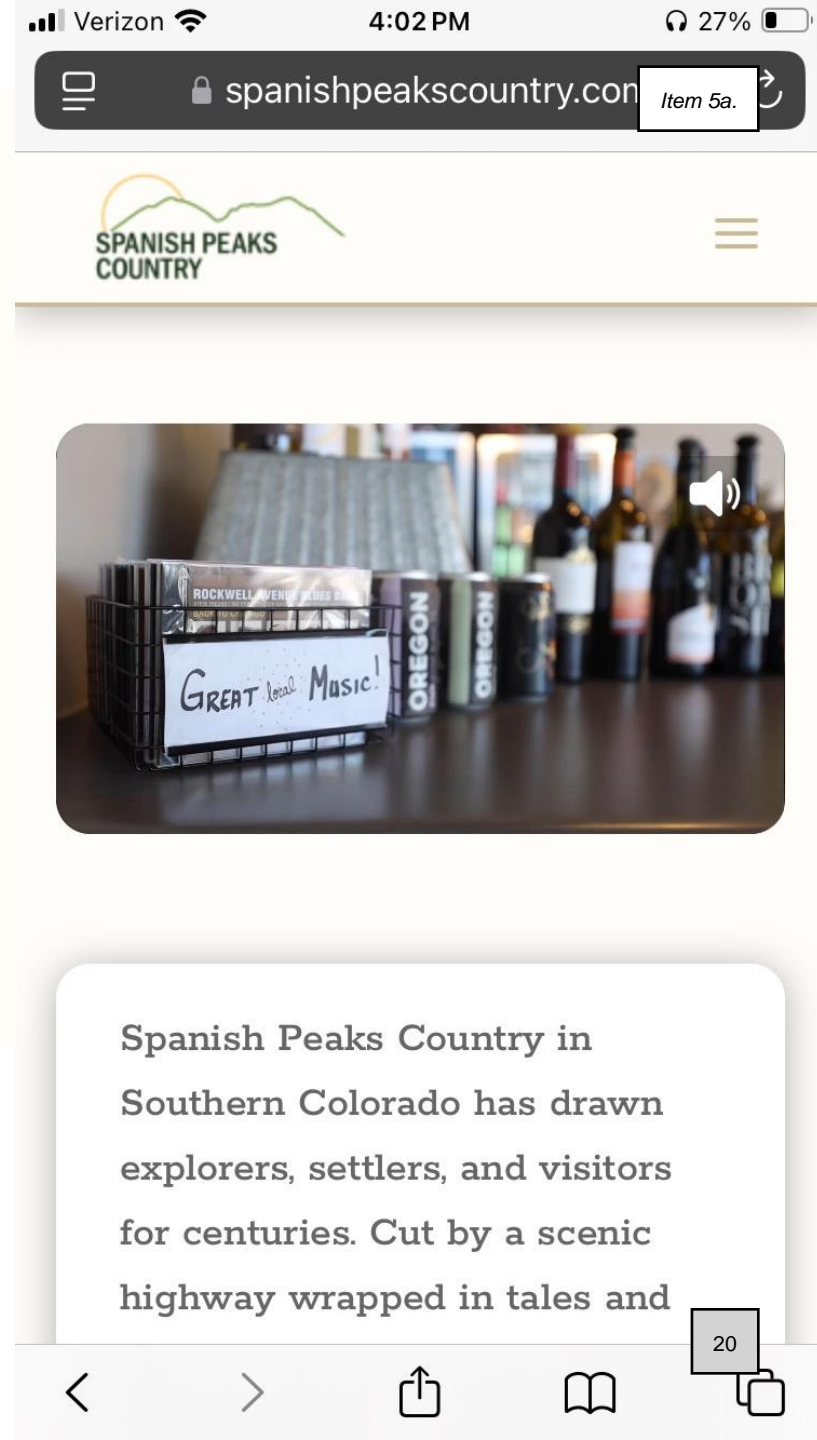
Default Channel

Source	Total Users	vs prev	Sessions	vs prev	Bounce Rate	vs prev	Avg. Engagement Time	vs prev	Conversions	vs prev
Paid Search	801	▲ 153%	912	▲ 167%	68.53%	▲ 11%	0m 15s	▼ 19%	39	▲ 225%
Organic Search	609	▲ 28%	839	▲ 39%	48.39%	▲ 7%	0m 41s	▼ 2%	120	▲ 13%
Direct	401	▲ 162%	432	▲ 165%	37.5%	▼ 36%	0m 49s	▼ 56%	132	▲ 474%
Paid Social	114	▼ 14%	117	▼ 12%	92.31%	▼ 2%	0m 1s	▼ 34%	1	0%
Referral	88	▲ 24%	108	▲ 35%	36.11%	▲ 16%	0m 44s	▼ 21%	22	▲ 10%
Email	82	▲ 1,071%	95	▲ 1,088%	53.68%	▼ 14%	0m 45s	▲ 751%	17	▲ 1,600%
Organic Social	54	▲ 500%	58	▲ 544%	55.17%	▲ 24%	0m 6s	▼ 74%	1	0%

Item 5a.



Spanish Peaks Country in Southern Colorado has drawn explorers, settlers, and visitors for centuries. Cut by a scenic highway wrapped in tales and tradition and packed with natural wonders, outdoor recreation, and artistic inspiration, this unique corner of Colorado is here for you to get back to some place new.



Last Month (Jan 1 - 31)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	4,574	▲ 42%	287	▲ 41%	6.27%	▼ 0.68%
Out of State	20,528	▲ 158%	507	▲ 257%	2.47%	▲ 38.46%
Spanish Peaks Display	174.9k	▲ 166%	105	▲ 150%	0.06%	▼ 6.1%

Last Month (Jan 1 - 31)



Last 30 days (Jan 12 - Feb 10)



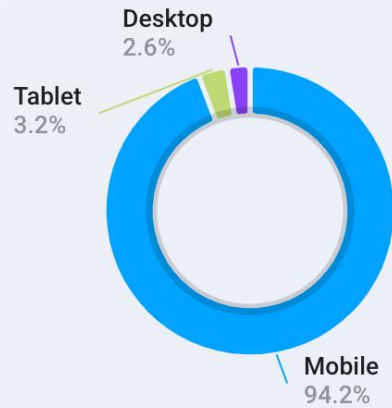
Last 30 days (Jan 12 - Feb 10)



Item 5a.

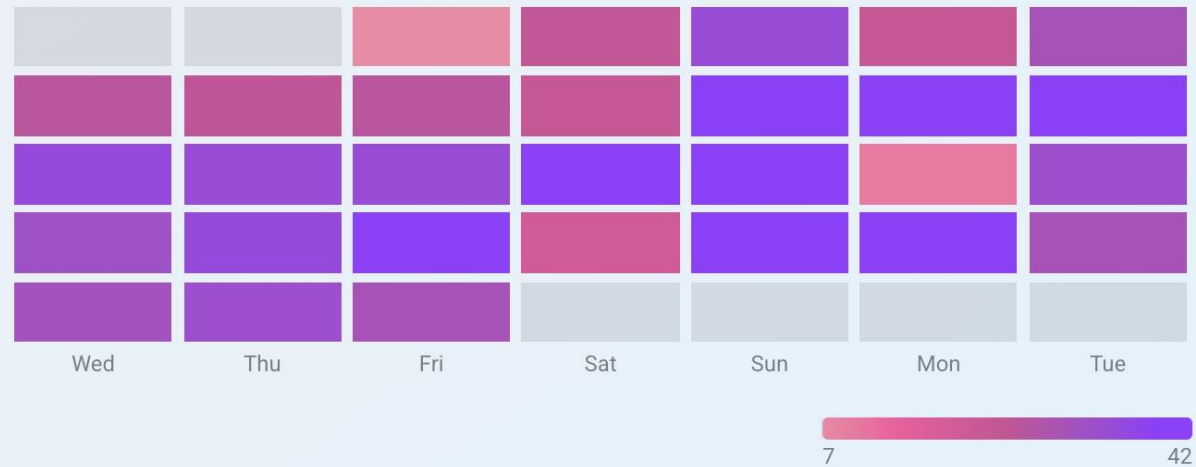
Last Month (Jan 1 - 31)

Clicks by Device



Last Month (Jan 1 - 31)

Clicks by Day





Last Month (Jan 1 - 31)

Campaign Performance

Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - Jan25 (120216122867170268)	368k	259	0.07%	\$ 0.82

Last Month (Jan 1 - 31)

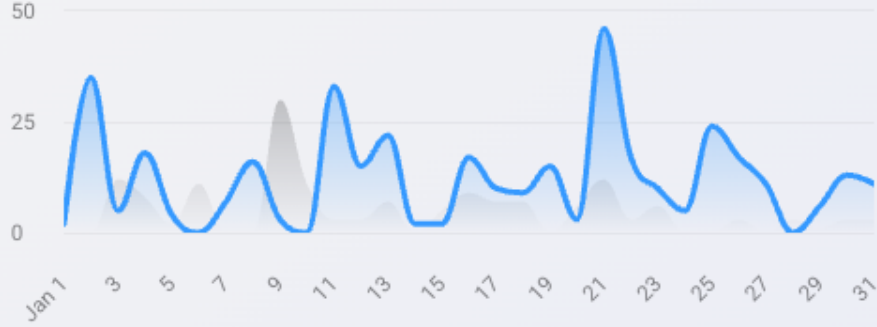
Ads Overview

#	Dimension	Clicks	Impressions
1	Be Legendary 4 Jan (120216122867140268)	75	111.5k
2	Be Legendary 1 Jan (120216122867180268)	64	97,903
3	Be Legendary 4 Jan (120216122867220268)	49	65,349
4	Be Legendary 2 Jan (120216122867130268)	35	44,342
5	Be Legendary 2 Jan (120216122867190268)	14	19,756

Last Month (Jan 1 - 31)

Page Visits

378 ▲ 144%
vs previous period (155)



Page Views Previous period

Last Month (Jan 1 - 31)

Page Summary

Metric	Value	vs prev
Page Reach	12,468	▲ 32%
Page Impressions	13,801	▲ 34%
Page Engagements	-	
Unique Page Clicks	-	
Page Reactions	-	
Comments	-	

Last Month (Jan 1 - 31)

Post Overview

Metric	Value	vs prev
Post Count	10	0%
Post Reach	12,354	▲ 34%
↳ Paid	0	0%
↳ Organic	12,354	▲ 34%
↳ Viral	1,282	▲ 59%

All Time (Aug 9, 2024)

Item 5a.

Total Page Likes

3,718

Last Month (Jan 1 - 31)

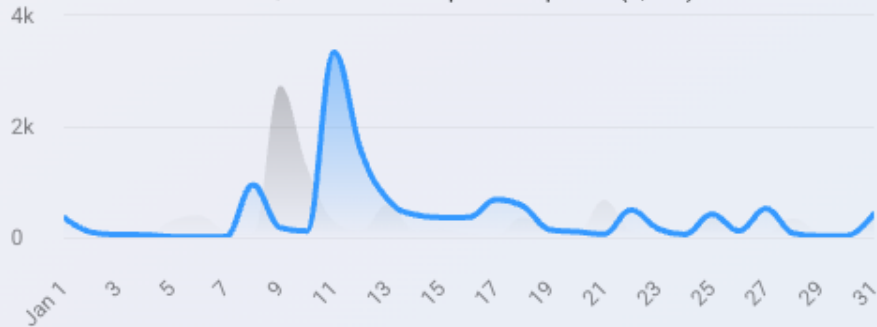
Page likes/Unlikes Overview



Last Month (Jan 1 - 31)

Post Reach

12,354 ▲ 34%
vs previous period (9,191)



Post Reach Previous period

Last Month (Jan 1 - 31)

Most Recent Posts

#	Dimension	Reach	Clicks
1	The Spanish Peaks, located in southwestern Huerfano County, Colorado, (2025-01-11)	6,695	173
2	Looking to see what has been happening on Cuchara Mountain? (2025-01-08)	1,185	174
3	Capture the magic of winter in Spanish Peaks Country and share (2025-01-18)	875	18
4	Spanish Peaks Country isn't just an outdoor enthusiast's paradise—it's (2025-01-22)	632	28
5	With the new year comes fresh opportunities to explore the great (2025-01-01)	572	5

All Time (Aug 10, 2021 - Feb 11, 2025)

Followers by Gender



Last Month (Jan 1 - 31)



Last Month (Jan 1 - 31)



Last Month (Jan 1 - 31)



Last Month (Jan 1 - 31)

Item 5a.

Activity Overview

Metrics	Value	vs prev
Profile Visits	57	▲ 63%
Reach	5,006	▲ 78%
Impressions	7,265	▲ 82%
Likes	181	▲ 65%
Comments	0	▼ 100%

All Time (Jan 1, 2024 - May 25, 2026)

Total Followers
1,760

Newsletters

January Email

- Total Emails Sent: 17,326
- Opened: 4,530
- Open Rate: 26.7%
- Unsubscribe: 70
- Unsubscribe Rate: 0.43%
- Bounces: 389

Analytics

- Sessions: 81
- Engagement Rate: 46.59
- Average Time Per Session: 40s
- Key Events: 16



Creative



Play to win.

Billboard Creative

Item 5a.



Items needed:

- Review of photos
- Seasonal item we're featuring



Additional Items

Newsletter

March Social



THANK YOU!