

November 1, 2023

PCC

Art Starts With Stat Report

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The “Art Starts With” social campaign has been running since February, with an emphasis on encouraging visits into the area to enjoy SLO’s public art displays. Each month has featured a different theme for the campaign, keeping the messaging fresh month to month. While impression totals fluctuated and were lower after May, engagement picked up quite a bit as the converting audience members were targeted to increase click traffic to the website. The video completion rate also shows increasing engagement as audience attention increased over the months of the “Art Starts With” reels deployment.

Paid Media

Channel	Creative	Impressions	Clicks	CTR	VCR
Social Media (FB/IG)	• Feb: Public Art Reel	33,922	254	0.73%	
Social Media (FB/IG)	• Mar: Public Art Reel	49,262	425	0.85%	
Social Media (FB/IG)	• April: Public Art Reel	179,497	274	0.15%	0.41%
Social Media (FB/IG)	• May: Public Art Reel	146,068	182	0.12%	0.55%
Social Media (FB/IG)	• June: Public Art Reel	51,385	2,051	3.99%	0.79%
Social Media (FB/IG)	• July: Public Art Reel	74,580	2,323	3.11%	0.88%
Social Media (FB/IG)	• Aug: Public Art Reel	58,480	1,557	2.66%	0.98%
Social Media (FB/IG)	• Sept: Public Art Reel	62,360	1,699	2.72%	0.98%

Total Campaign Summary:

- Impressions: 655,554
- Clicks: 8,765
- CTR: AVG: 1.79%

Organic Results

- February - Art Starts with Love
 - Video Reel Plays: 3,277
 - Video Reel Reach: 2,933
 - Carousel Post Engagement: 47
 - Carousel Impressions: 1,518
 - Blog Views: 329
- March - Art Starts with Equality
 - Video Reel Plays: 2,532
 - Video Reel Reach: 2,273
 - Carousel Post Engagement: 137
 - Carousel Impressions: 3,490
 - Blog Views: 416
- April - Art Starts with Nature
 - Video Reel Plays: 2,857
 - Video Reel Reach: 43,042
 - Carousel Post Engagement: 187
 - Carousel Impressions: 7,409
 - Blog Views: 219
- May - Art Starts with History
 - Video Reel Plays: 2,845
 - Video Reel Reach: 47,758
 - Carousel Post Engagement: 163
 - Carousel Impressions: 3,743
 - Blog Views: 224
- June - Art Starts with Pride
 - Video Reel Plays: 2,636
 - Video Reel Reach: 2,246
 - Carousel Post Engagement: 253
 - Carousel Impressions: 5,404
 - Blog Views: 917
- July - Art Starts with Hope

- Video Reel Plays: 37,705
- Video Reel Reach: 16,740
- Carousel Post Engagement: 111
- Carousel Impressions: 2,246
- Blog Views: 1336
- August – Art Starts with Family
 - Video Reel Plays: 31,053
 - Video Reel Reach: 16,117
 - Carousel Post Engagement: 94
 - Carousel Impressions: 2,737
 - Blog Views: 779
- September – Art Starts with Heritage
 - Video Reel Plays: 26,440
 - Video Reel Reach: 126,733
 - Carousel Post Engagement: 136
 - Carousel Impressions: 3,168
 - Blog Views: 654

Creative

Public Art Reels: Art Starts with Love (February)



Public Art Reels: Art Starts with Equality (March)



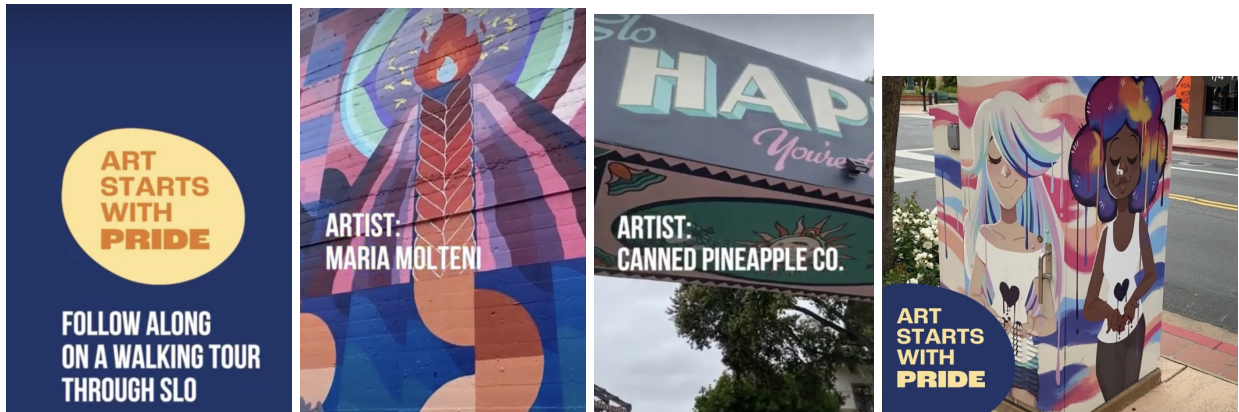
Public Art Reels: Art Starts with Nature (April)



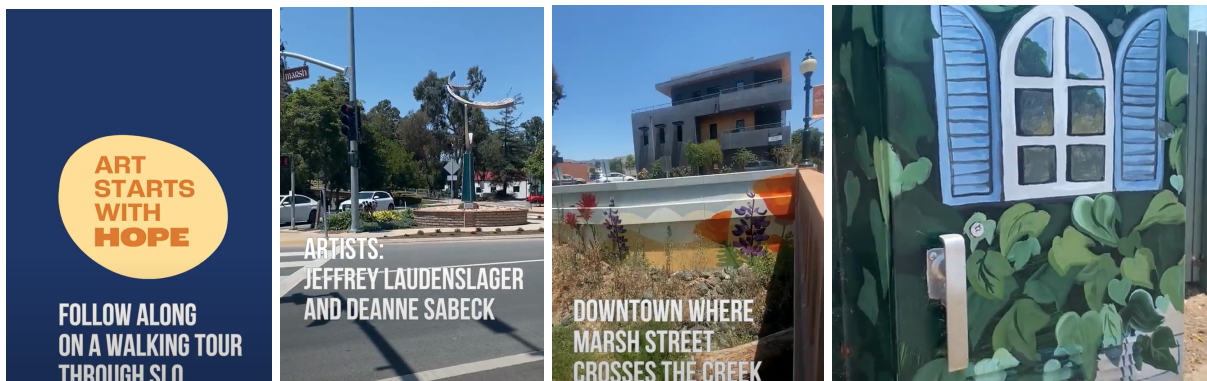
Public Art Reels: Art Starts with History (May)



Public Art Reels: Art Starts with Pride (June)



Public Art Reels: Art Starts with Hope (July)



Public Art Reels: Art Starts with Family (August)



Public Art Reels: Art Starts with Heritage (September)

