

**WEB DATA: MAR. 1-31 (+/- prior year)**

Sessions: 12,600 (-53.8%)

Unique visitors: 10,758 (-53.2%)

Pageviews: 35,531 (-41.2%)

Average time on site: 1:26 (-9.8%)

Bounce rate: 50.75% (-18.6%)

Pages per session: 2.82 (+27.3%)

**Top 5 referral cities:**

South Bend | Chicago | Granger | Mishawaka | Indianapolis

**Top 5 referral sites:**

Google | Facebook | Bing | UND.com | Yahoo

**Top 5 content pieces:**

Broadway in South Bend

Celebrate St. Patrick's Day in The Bend

Guidance Regarding COVID-19 and Travel

Support Local Restaurants During COVID-19

Free Things to Do in The Bend

**Top 5 outbound links:**

downtownsouthbend.com/paddy-party

Google Maps

americantheatreguild.com/southbend/lionking

downtownsouthbend.com/first-fridays

forttheloveofartfair.com

**NEW CONTENT**

Make The Bend Your Virtual Background

Canceled/Postponed Events - COVID

The Bend on the Big Screen

Open Restaurants - COVID

Support Local Restaurants - COVID

Help Local Business During COVID

Guidance on COVID and Travel

20 for 2020: An Intro to The Bend's Dining

**SOCIAL MEDIA**

 Net likes gained: +10 | Total page likes: 32,934

 Net follows gained: 84 | Total followers: 4,411

 Net follows gained: 37 | Total followers: 7,403

**CROWDRIFT**

UGC assets added: 33 | Total UGC assets: 514

Top galleries, views (127 total galleries)

Eat + Drink: ~1.2K – 15.6% engagement rate | Home page: 537 – 39.7% engagement rate

Recent use:

6/10 Instagram posts = UGC and 21 UGC galleries in new content

**WEB DATA: MAR. 11-31 (+/- prior year)**

Sessions: 5,787 (-78.8%)

Unique visitors: 5,026 (-78.1%)

Pageviews: 16,074 (-73.4%)

Average time on site: 1:25 (-10.5%)

Bounce rate: 50.94% (-18.29%)

Pages per session: 2.78 (+25.4%)

**Top 5 referral cities:**

South Bend | Chicago | Granger | Mishawaka | Elkhart

**Top 5 referral sites:**

Google | Facebook | Bing | UND.com | Yahoo

**Top 5 content pieces:**

Guidance Regarding COVID-19 and Travel

Support Local Restaurants During COVID-19

Broadway in South Bend Celebrate

St. Patrick's Day

Postponed Events Related to COVID-19

**Top 5 outbound links:**

downtownsouthbend.com/paddy-party

sjcindiana.com/302/Health-Department

eastracewaterway.gr8.com

Google Maps

US Travel COVID toolkit

**DIGITAL ADVERTISING****LION KING ads (Facebook)**

Budget: \$32.25 (two runs)

Impressions: 64,016

Reach: 44,217

Landing page views: 801

Cost per landing page view: \$0.40

First flight: \$250 (Feb. 28 - Mar. 3)

Impressions: 50,636

Reach: 38,385

LPVs: 657

CPLPV: \$0.38

Second flight (Mar. 11)

Spent only \$70.25 before being turned off