



MARKETING REPORT

Jan 1 – Jan 31, 2026

Agenda No. A-1
February 25, 2026

WEBSITE TRAFFIC OVERVIEW

Highway 1 reopening coverage helped sustain strong demand in January, keeping total sessions essentially flat YoY (down just 2%). We saw the biggest lift in search visibility, and the remaining YoY softness appears tied to lower click-through from Google results and slightly fewer new users.

Jan 2026	151.9K Sessions	-2.3%	143.1K Engaged sessions	-5.0%	94.2% Engagement Rate	-2.8%	120.1K New Users	-4.1%	1.2 Sessions per user	4.6%
FY Rollup (July-Jan)	858.5K Sessions	18.4%	814.1K Engaged sessions	19.3%	94.8% Engagement Rate	0.7%	706.4K New Users	24.2%	1.2 Sessions per user	-2.6%

Channel	Total Sessions	Total Users	Engaged Sessions	Engagement Rate	New Users	Sessions per User
Cross-Network	45,778	30,923	44,704	96.5%	29,137	1.39
Paid Social	39,585	35,834	39,576	98.4%	32,888	1.09
Organic Search	23,975	19,207	17,562	92.7%	18,565	.91
Paid Search	13,581	10,839	12,707	94.5%	10,608	1.18
Organic Social	7,842	7,913	7,758	87.6%	7,444	1.04
Direct	7,975	6,953	7,178	99.7%	6,588	1.10
Paid Other	5,184	4,793	5,151	96.7%	4,798	1.07
Email	5,177	3,435	5,067	93.3%	3,315	1.36
Unassigned/Paid	3,283	3,686	2,977	88.7%	2,967	1
Referral	882	645	774	99.8%	622	1.2
Display	113	6	96	93.6%	28	1.25
Organic Video	25	52	21	100%	0	1
Grand Total	151,895	143,128	120,110	94.23%	120,110	1.23

EBLASTS & LEAD GENERATION

Subject	Sent	Delivered	Opened	Open Rate	Clicks	CTR	Clicks/ Unique Open	Unsubscribe Rate
Wildlife	71,932	71,539	42,434	59%	1,321	1.85%	3%	0.45%
H1 Re-Opening	149,304	146,986	52,799	36%	2,191	1.49%	4%	.34%
Winter Season	78,142	77,913	38,750	50%	1,361	1.75%	4%	0.26%

Database total =
151,690 email subscribers

Engaged Subscribers
78,142

January 2026 added approximately **1,730 subscribers** to CBID - ALL Audience, with **1,526 remaining** at month-end.

The team is continuously optimizing through small, high-impact tweaks—like switching Lookalike Audience builds from the full email list to only engaged subscribers for the Spring Beaches campaign to test for stronger audience quality and performance.



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SEO ORGANIC SUMMARY

ORGANIC SEARCH TRAFFIC

23,975 Sessions ▲ 1.6%	19,207 Users ▲ 8.0%	3,515,947 Impressions ▲ 78%
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Organic Search Query Impressions at the Site level up 78%
Based on SEO page performance, the impressions for the Road Closure page saw the highest amount of impressions and traffic lift for January.

HIGHWAY 1 ROAD CLOSURE AND REOPENING PAGE PERFORMANCE

Gains in organic search queries in traffic began mid-month in January due to the **Highway 1 reopening** messaging that was marketed heavily. Search impressions started to see a rapid rise as potential visitors began querying for information about driving Highway 1. All-in-all, the site is performing well above average, but it is left to be determined if this spike in traffic is due to the news of the highway being open. Other notable searches that attracted attention were information about adjoining LFAs like Morro Bay.

Total Clicks	Total Impressions	Average CTR	Average Position
3.64k 1/1/26 - 1/31/26	253k 1/1/26 - 1/31/26	1.4% 1/1/26 - 1/31/26	6.3 1/1/26 - 1/31/26
3.04k 1/1/25 - 1/31/25	93.5k 1/1/25 - 1/31/25	3.2% 1/1/25 - 1/31/25	7.6 1/1/25 - 1/31/25

ORGANIC TRAFFIC METRICS

Organic visibility continues to accelerate, with **total site impressions up 63% year over year** and **average search position improving to 9 in January 2026 from 15.9 in 2025**. While clicks dipped slightly, this reflects continued patterns of higher impressions with less clicks and lower CTR. This is likely a result of increased competition from paid and AI-driven search rather than any loss in organic performance. Overall, the data confirms strong gains in search authority and brand reach as the site enters the new calendar year. Additionally, the metrics reveal a strong lift in search performance beginning mid-month as the Highway 1 reopening messaging started to be released.

Total Clicks	Total Impressions	Average CTR	Average Position
15.2k 1/1/26 - 1/31/26	2.09M 10/1/25 - 10/31/25	0.7% 10/1/25 - 10/31/25	9 10/1/25 - 10/31/25
17.3k 1/1/25 - 1/31/25	1.28M 10/1/24 - 10/31/24	1.3% 10/1/24 - 10/31/24	15.9 10/1/24 - 10/31/24

ONGOING OPTIMIZATION & BUDGET OVERSIGHT

Maximizing every dollar: we trimmed one Story placement (\$9K), applied ~\$6K in Google fraud credits, and reallocated test funds—including a \$5K LA Times Highway 1 reopening test—driving **~\$20K in total cost reduction** while keeping strategy on track.



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PAID MEDIA

Key Insights & Achievements for the Just Coast Wildlife Campaign Jan 2026
\$59K Spend + \$78k LFA.

January continued a solid media mix of Google ads, Meta, Programmatic, Native, and print. We delivered stronger engagement and click intent, operating within a tighter impression environment driven by a shift in Google mix and heavier video.

STRENGTHENED

- Clicks up +5% YoY despite 10% fewer impressions
- CTR up **20% YoY** (50% above 6-mo avg)
- Engagement volume up 4x YoY
- CPC flat YoY
- CPL improved to \$1.41 (vs \$1.78 YoY; \$2.03 in '24)

SOFTENED

- Visits down, 4+ pages, and conversions slightly down, CPM up in highercost environment
- Google impression volume tightened YoY (mix shift + supply) + Heavier spend on higher CPM w/CTV/Video.
- CPVisit and CP4+ at 10-25% higher

SHIFT

- Demand Gen/Video replaced prior PMax-heavy scale
- Impression supply tightened; click intent strengthened

BOTTOM LINE

- While lower-funnel volume softened YoY due to tighter impression supply and mix shifts, click-through efficiency and cost per lead improved significantly, indicating stronger engagement among those reached.



OVERALL AND MAIN SEARCH OBSERVATIONS

- 1. Compared** to Dec, impressions were down 36% but clicks were up 37% as the Demand Gen/Video campaign delivered 3x last month's total. Demand Gen also eclipsed both AI Max and PMax at driving 4+ Page Visits, bringing in 5,487 such visits at well under \$1 per. We'll continue to expand Demand Gen in Feb while keeping a close eye on the YouTube placements where the ads appear.
- 2. The San Simeon Discovery Ads campaign** saw a well-timed increase in delivery with a 142% increase in impressions and 151% increase in clicks from Dec with its CPCs dropping down to 10 cents/click. While it's possible that the opening up of Hwy 1 through Big Sur made the ads more clickable, CTR did not increase significantly. However "big sur" searches across campaigns increased 38% with clicks up 29%. Searches that included "open" or "closed" actually dropped from Dec, but there was an increase in impressions for some searches like "is highway 1 open" - the clicks on these dropped though, indicating that users were probably finding the info they were looking for in Organic or news-related SERP results.
- 3. Conversions in Jan:** Google Ads drove 168 Wildlife Submits, 15 Beaches Submits, 36 Small Town Submits, 378 Hidden Secrets Submits, and 19 Hiking Submits. The campaigns drove 13,984 visits with 4+ pages viewed in the session.

VIDEO OBSERVATIONS

With an 84% increase in spend on Demand Gen compared to Dec - and with the Wildlife videos/creative in place - the number of clicks generated were nearly 3x and the number of impressions over **5x as CPCs dropped 37%**. The :45 horizontal video was the most-served again, the :30 horizontal had a slightly higher conversion rate than the :45, while the :30 Vertical had the highest full-video View Rate but was underserved, we'll work with a Google rep to increase delivery in YouTube Shorts.





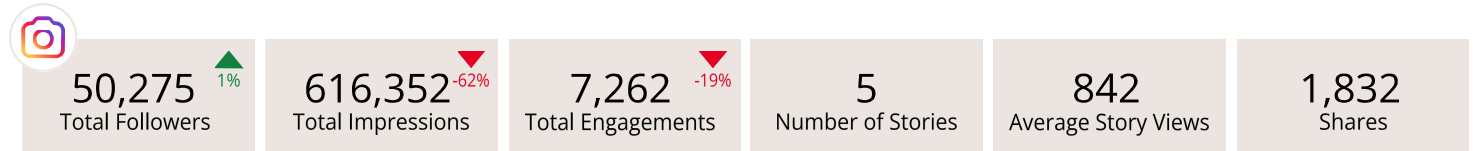
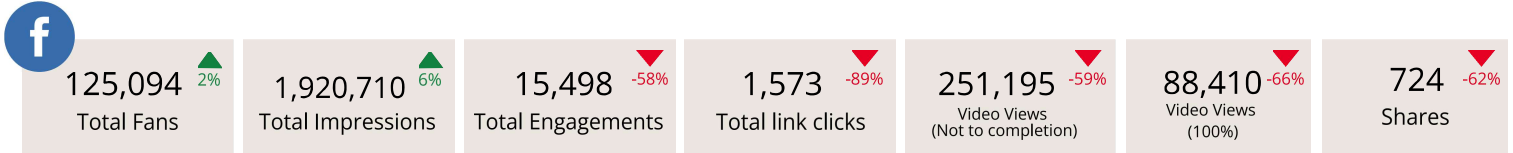
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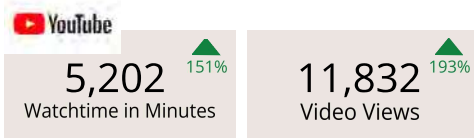
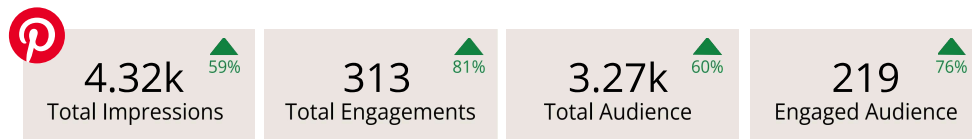
ORGANIC SOCIAL UPDATE

We had a strong month on social, with the reopening news and green hills content resonating particularly well with our audiences.



Note on decreases: December was an outlier due to the viral Polar Plunge reel, which temporarily inflated views, impressions, and engagement. January's "decline" is largely a normalization after that spike—**not a true drop in organic performance**—especially since January results remain strong vs. pre-December baselines (and FB impressions were even higher than December). Visit Avila Beach saw the same patten from the shared viral reel, reinforcing that this shift was driven by one standout post rather than broader reach loss.

Pinterest and YouTube are all secondary organic platforms.



JANUARY HIGHLIGHTS

- Facebook:**
1,920,710 impressions
- Instagram: We passed the 50K follower mark!!!**
- YouTube:**
11,832 video views
- Pinterest:**
4,320 impressions
- TikTok:** 4,325 video views

PUBLIC RELATIONS:

