



MARKETING REPORT

Mar 1 – Mar 31, 2026

Agenda No. A-1
April 22, 2026

WEBSITE TRAFFIC OVERVIEW

March website performance reflects a shift toward higher-quality visitation despite expected declines in overall traffic. The Y/Y drop in organic sessions is not a signal of weakening performance, but a result of AI-driven search behavior. H1RT content is increasingly being surfaced directly in Google AI Overviews, driving a 156% increase in impressions at the URL level while reducing clicks. As a result, users who do reach the site are more qualified and higher intent.

March 2026	117.3K ▼ -14.0%	110.0K ▼ -15.2%	93.8% ▼ -1.4%	85.4K ▼ -21.6%	1.3 ▲ 10.3%
	Sessions	Engaged sessions	Engagement Rate	New Users	Sessions per user
FY Rollup (July 25 - Mar 2026)	1.1M ▲ 9.5%	1.1M ▲ 19.3%	94.5% ▼ 0%	892.9K ▲ 12.3%	1.2 ▼ -0.7%
	Sessions	Engaged sessions	Engagement Rate	New Users	Sessions per user

Channel	Sessions	Engaged Sessions	Engagement Rate	New Users	Sessions per User
Cross-Network	43,295	42,614	98.43%	23,655	1.54
Organic Search	23,392	19,399	82.93%	17,842	1.24
Paid Search	12,039	11,339	94.19%	9,533	1.22
Direct	10,250	9,680	94.44%	9,050	1.11
Paid Social	7,084	7,041	99.39%	6,293	1.09
Display	5,716	5,685	99.46%	5,619	1.00
Organic Social	5,081	4,932	97.07%	4,736	1.05
Email	3,943	3,769	95.59%	2,620	1.32
Unassigned	3,365	2,930	87.07%	2,752	1.05
Paid Other	2,713	2,685	98.97%	2,564	1.5
Referral	788	694	88.07%	563	1.29
Paid Shopping	83	83	100%	80	1.01
Grand Total	117,259	109,956	93.77%	85,372	1.29

EBLASTS & LEAD GENERATION

Subject	Sent	Delivered	Opened	Open Rate	Clicks	CTR	Clicks/Unique Open	Unsubscribe Rate
Wildflowers	79,230	78,943	38,646	49%	2,419	3.06%	6%	0.26%
Beach Season	79,974	79,600	40,210	51%	1,745	2.19%	4%	0.25%

Database total =
154,543 email subscribers

Engaged Subscribers
79,974

March 2026 added approximately **1,998 subscribers** to CBID - ALL Audience, with **1,277 remaining** at month-end.



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SEO ORGANIC SUMMARY

When Google serves an AI Overview at the top of a search result, it synthesizes an answer directly on the page. Google is pulling from authoritative sources like H1RT to answer questions. The user gets their answer without needing to click. This means:

- Impressions go up: H1RT content is being "seen" and cited as a source
- Average position stays strong: Google still ranks your pages highly as reference material
- Clicks and CTR drop: the user's need is satisfied before they ever visit your site
- March data reflects this exactly: URL-level impressions are up 156% Y/Y while sessions are down 33%.

Sessions, down 33%	15,682
Users, down 33%	11,201
Organic Search Query Impressions at the URL level	6,156,381
Organic Search Query Impressions at the Site level	2,953,606

ORGANIC TRAFFIC METRICS

Total Clicks	Total Impressions	Average CTR	Average Position
14.9k 3/1/26 - 3/31/26	2.95M 3/1/26 - 3/31/26	0.5% 3/1/26 - 3/31/26	8.2 3/1/26 - 3/31/26
22.6k 3/1/25 - 3/31/25	1.51M 3/1/25 - 3/31/25	1.5% 3/1/25 - 3/31/25	14.9 3/1/25 - 3/31/25

PAID MEDIA

Efficiency Up. Scale Down. Performance Stronger Where It Matters.

March 2026 spend of \$41K for H1RT + \$14.5K for the LFAs:

- **Scale reduced, performance improved:** Impressions were down 45%, but clicks +25% and CTR +28%
- **Video driving lowest-cost engagement** and lifting full-funnel performance
- **Google capturing high-intent demand** (49% of engaged sessions) driven by high-intent activity
- **Meta converting efficiently**, but at higher CPM due to optimization shift to conversion-focused delivery and tighter audiences
- **Engagement efficiency at peak levels:** CPE reached a low of \$0.18, CPKE down 36%
- **Deeper, more qualified traffic:** 4+ page visits is up 17%, cost per down 17%
- **Reach tradeoff is real:** New visitors ↓ 19% as CPM increased (+29%) from video + tighter supply + more expensive targeting. CPL increased because we intentionally shifted toward higher-intent users, fewer leads, but significantly more likely to convert.

Bottom line: Fewer users, higher quality, driving stronger engagement and more efficient conversions.





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ORGANIC SOCIAL UPDATE

We had a fantastic month, with several pieces of content performing especially well including wildflowers, Hearst Castle, green hills, wildlife, wine, and of course our big TIME Magazine feature reel.

MARCH HIGHLIGHTS

32,452 engagements	+65%	
605,718 impressions	+170%	
4,500 impressions	+12%	
4,602 video views	+24%	



One standout metric was shares on both Instagram and Facebook, over 2,200 on each platform. This is significantly higher than usual, driven in large part by **how widely the TIME reel was shared.**



	127,046 ^{1%} Total Fans	880,108 ^{-39%} Total Impressions	32,452 ^{65%} Total Engagements	12,598 ^{34%} Total link clicks	175,516 ^{-21%} Video Views (Not to completion)	53,189 ^{-54%} Video Views (100%)	2,289 ^{815%} Shares
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	51,637 ^{2%} Total Followers	605,718 ^{170%} Total Impressions	11,460 ^{31%} Total Engagements	5 Number of Stories	1,025 Average Story Views	2,286 Shares
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Pinterest and YouTube are all secondary organic platforms.

	4.5k ^{12%} Total Impressions	415 ^{58%} Total Engagements	3.38k ^{4.1%} Total Audience	228 ^{37%} Engaged Audience	10,614 ^{-47%} Watchtime in Minutes	38,657 ^{-42%} Video Views
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PUBLIC RELATIONS:

179 Articles to date	13 Visiting journalists	3 Media Missions	146 Direct Links to Highway 1 Road Trip Website
12 Articles in Target Outlets	4 Additional Placements to Target Outlets	0 FAMS with Visit SLO CAL	5 Stewardship/Sustainability Related Articles
1 Journalist Shares	863 Total Engagement	450 Journalist Reach	641.5M Total UVM