



**Forward La Crosse: Comprehensive Plan
Analytics, June 27, 2022**
www.forwardlacrosse.org

May 23rd Comprehensive Plan Analytics: [LINK](#)

Google Analytics - www.forwardlacrosse.org

[Link to Google Analytics Report](#)

Regional Press Releases

[Forward La Crosse Partners with La Crosse Public Library to Maximize Community...](#)

Total Opens - 308

23.64% Open rate

Earned Media

Wispolitics.com - [Forward La Crosse: Partners with La Crosse public library to maximize community feedback](#)

Printed/Screen/Online Locations

La Crosse Library

- Terminal available for public use to complete modules
- Print material available

City of La Crosse Website

- City Plan Page

La Crosse Municipal Transit

- Posters on buses (in process)



La Crosse Municipal Airport

- QR code on monitors



E-newsletter Analytics

Current Total Emails: 2887. Contacts

See archived/sent campaigns [here](#)

E-newsletter campaign performance below:

Recent Send Report: [Check off the List! 5 Ways to Participate! Deadline: July 29, 2022!](#)

SUMMARY (Stats Updated 06/11/2022 08:31 EDT)



Total Emails Sent
2,503

Emails Delivered
2,495



Total Opens
1,288
Unique Opens
677



Total Clicks
152
Unique Clicks
55



Soft
4
Hard
4



Total
16



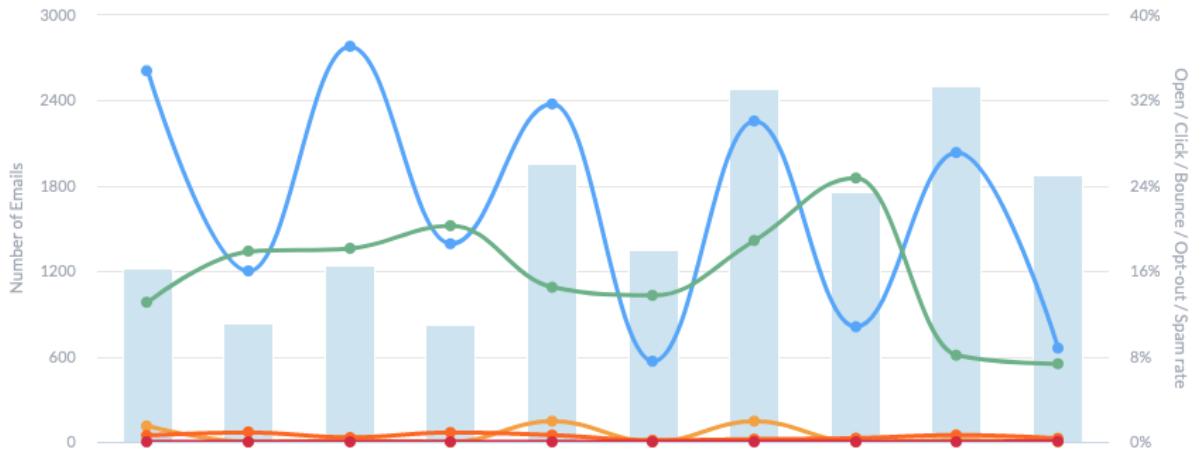
Total
0



Overall Send Stats:

● CAMPAIGN SIZE	● OPEN RATE	● CLICK RATE	● BOUNCE RATE	● OPT-OUT RATE	● SPAM RATE
AVG 1.6K	AVG 20%	AVG 20%	AVG 0.6%	AVG 0.5%	AVG 0.005%

i Tip: Hover over any graph point to view campaign details.



Facebook Analytics

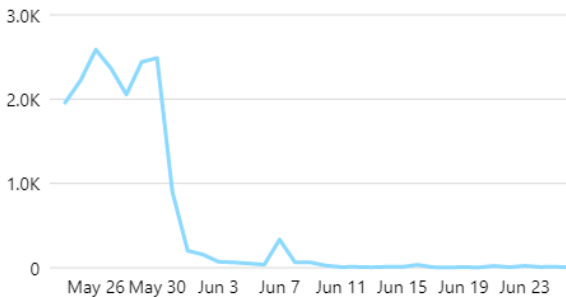
May 24 through June 26, 2022
Facebook Advertising Ended

Reach

Export

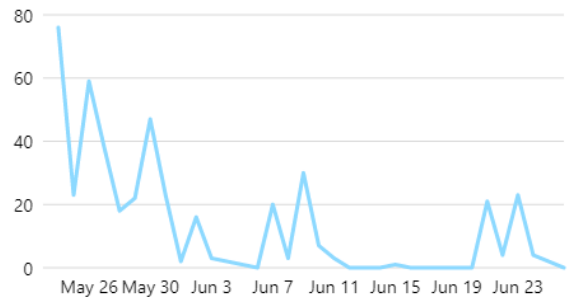
Facebook Page reach **i**

10,395 ↓ 58.3%



Instagram reach **i**

290 ↓ 93.2%





Content ⓘ

Sort by: Reach ▾



Tue May 31, 8:00am
The City of La Crosse is u...
 Post
 Reach 982



Tue Jun 7, 8:30am
What are you excited ab...
 Post
 Reach 419



Thu May 26, 8:00am
The City of La Crosse's pu...
 Post
 Reach 79



Tue May 24, 8:52am
Thanks to La Crosse Loca...
 Post
 Reach 69



Thu Jun 9, 8:00am
A healthy community sta...
 Post
 Reach 38



Thu Jun 9, 8:00am
A healthy community sta...
 Post
 Reach 38

Google Ads - Responsive Display Ads

Impressions - 286,019

Clicks - 1,979

Example of your image ad at 300x250



About Forward La Crosse



Move Forward La Crosse



Example of your text ad at 300x250

About Forward La Crosse

Forward La Crosse
 Move Forward La Crosse

[LEARN MORE](#)

Example of your native ad at 300x250



FORWARD LA CROSSE



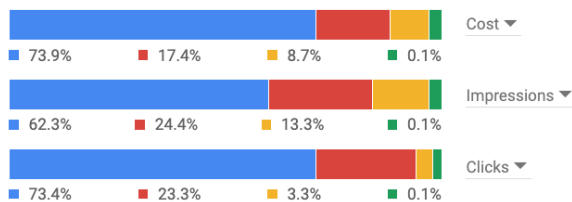
Lets Move Forward La Crosse Wisconsin

Forward La Crosse

[Learn More >](#)

Summary of how your ads are performing on these devices

Mobile phones Tablets Computers TV screens

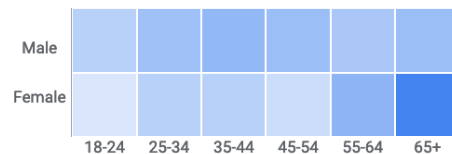


Bid adjustments
 Mobile phones: — Computers: — Tablets: —

Demographics

Impressions ▾

Gender Gender & Age Age



Based on the 70% of your impressions with known gender and age. ⓘ



In-Stream Advertising Pre-Roll

Video Efficient reach - 2022-04-24



Ad #1
 Learn more
 La Crosse, WI

Ad	Impressions	Cost ▼	Avg. CPV ▼
● Enabled	188,205	\$884.93	\$0.03

