



**Forward La Crosse: Comprehensive Plan
Analytics | May 23, 2022**
www.forwardlacrosse.org

Google Analytics - www.forwardlacrosse.org
[Link to Google Analytics Report](#)

Regional Press Releases

[City of La Crosse is kicking off its Comprehensive Plan Project with Forward La Crosse!](#)
608 - Total Opens

[The City of La Crosse's Forward La Crosse Campaign Adds Visual Preference Survey...](#)
549 - Total Opens

Earned Media

WKBT: News8000.com - [La Crosse to plumb residents' ideas to update 'Confluence' Comprehensive Plan](#)

WIZM 92.3FM 1410AM - [Forward La Crosse: Campaign launches for community feedback](#)

FOX2548 & WIProud - [City of La Crosse updating its comprehensive plan](#)

La Crosse Tribune - [Community can participate in 'Forward La Crosse' campaign to update city's comprehensive...](#)

Wisconsin Public Radio - [Newsmakers, May 6, 2022](#)

WXOW News 19 - ["Forward La Crosse" looking for community feedback](#)

La Crosse Local Podcast - [270: Tim Acklin | Forward La Crosse](#)



Mention Examples

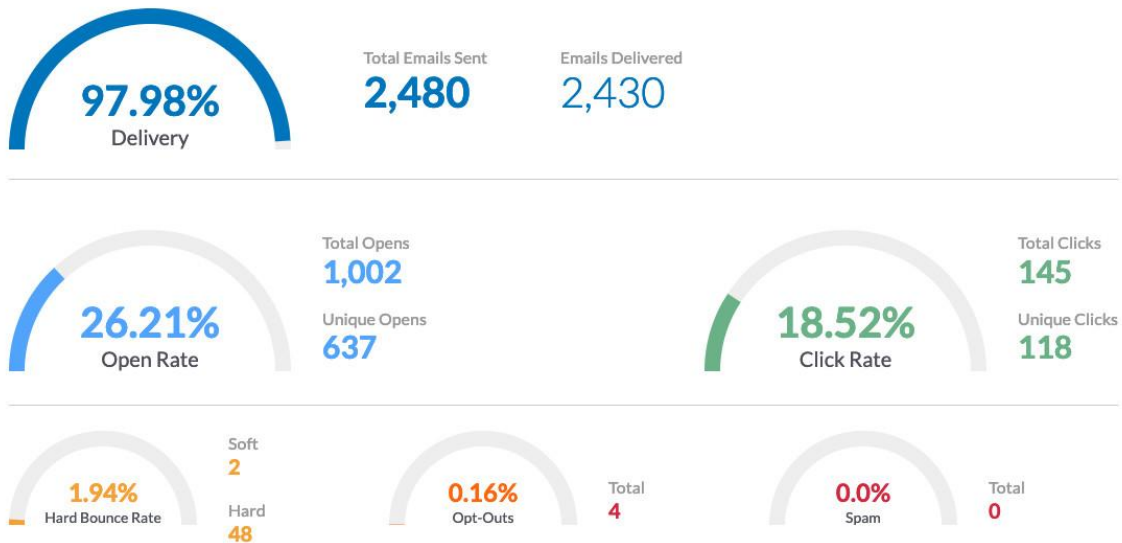
The Greater La Crosse Area Diversity Council (Blog Post) - [Link](#)
League of Women Voters of the La Crosse Area (FB) - [Link](#)
La Crosse Area Chamber of Commerce - March/April e-news
Downtown Mainstreet, Inc. - e-news

E-newsletter Analytics

Current Total Emails: 2581 Contacts
See archived/sent campaigns [here](#)
E-newsletter campaign performance below:

Recent Send Report: NEW Visual Preference Survey! Deadline for Online Participation! Send date: May 23, 2022.

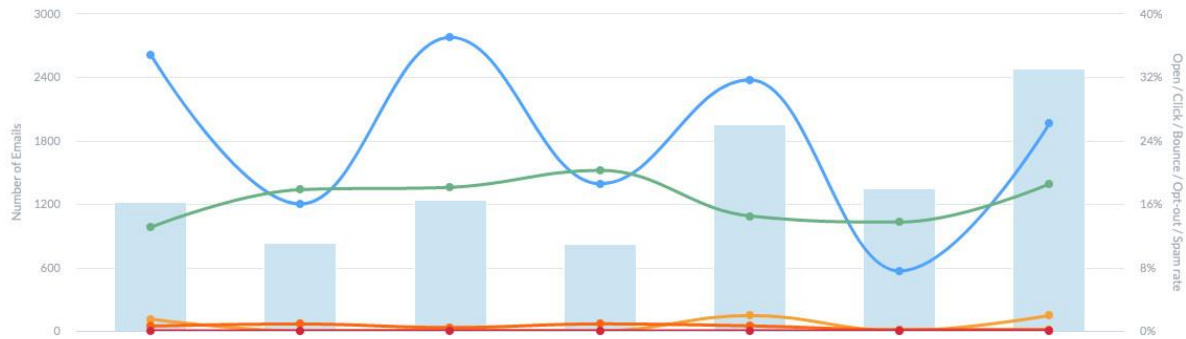
SUMMARY (Stats Updated 05/24/2022 05:37 EDT)





Overall Send Stats:

● **CAMPAIGN SIZE** ● **OPEN RATE** ● **CLICK RATE** ● **BOUNCE RATE** ● **OPT-OUT RATE** ● **SPAM RATE**
 AVG **1.42K** AVG **20%** AVG **20%** AVG **0.8%** AVG **0.5%** AVG **0%**



Facebook Analytics

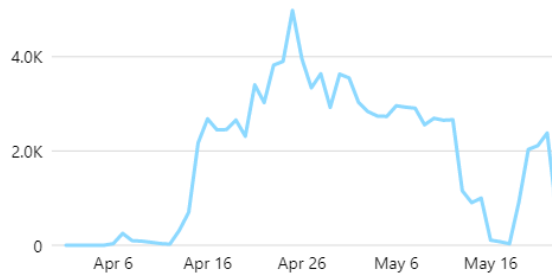
April 1, through May 23, 2022

To date, 29 social posts on Facebook and Instagram.

Reach

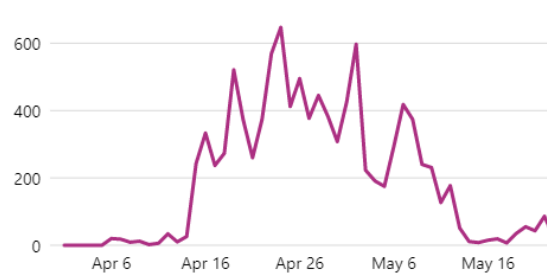
Facebook Page reach ⓘ

26,075 ↑ 1.3M%



Instagram reach ⓘ

4,694 ↑ 100%





Content

Sort by: Reach



Wed Apr 6, 12:00pm
Let your voice be heard! H...
Post
Reach 9,120



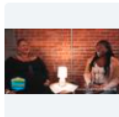
Thu May 19, 8:00am
NEW Visual Preference Sur...
Post
Reach 5,637



Thu Apr 28, 12:00pm
What are your no rules, ou...
Post
Reach 1,811



Thu Apr 21, 10:50am
What topics should this pl...
Post
Reach 1,763



Thu May 12, 8:00am
How can we improve the #...
Post
Reach 1,700



Thu May 5, 8:31am
What is the one thing (the ...
Post
Reach 704

Social Media Advertising

Impressions - 147,933

Clicks - 898



NEW Visual Preference Survey! Deadline for #online participation is set for July 29, 2022. ...See more



Forward La Crosse City Infrastructure LEARN MORE

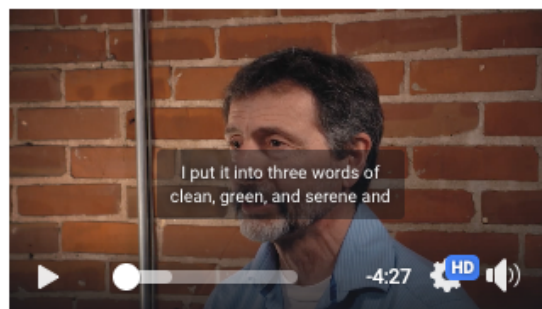
You, Dylan Overho... 7 Comments 3 Shares

Like Comment Share



What topics should this plan address?

Head to the #website to give ...See more



forwardlacrosse.org What topics should this plan address? Learn more

Dylan Overhouse... 3 Comments 1 Share

Like Comment Share



Google Ads - Responsive Display Ads

Impressions - 122,471

Clicks - 632

Example of your native ad at 480x120



Lets Move Forward La
Crosse Wisconsin



Ad Get involved in the planning process

Forward La Crosse

[Learn More](#)

Example of your native ad at 373x160

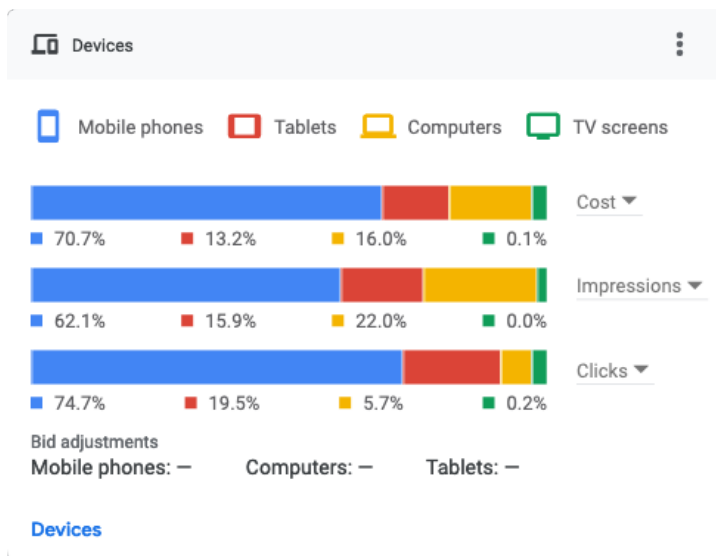
Forward La Crosse



Get involved in the planning
process

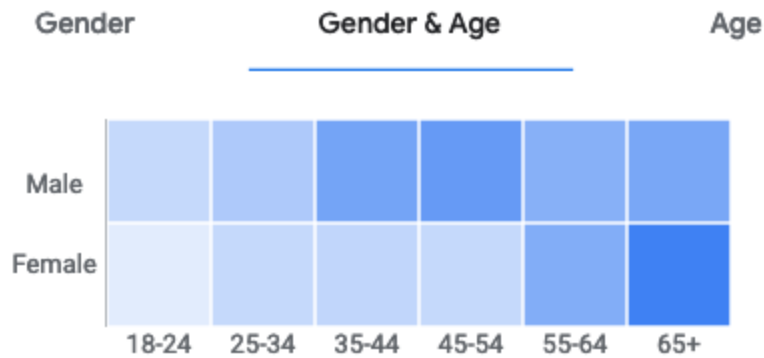
Ad Forward La Cr...

[Learn More](#)





Demographics Impressions



Based on the 77% of your impressions with known gender and age. ?

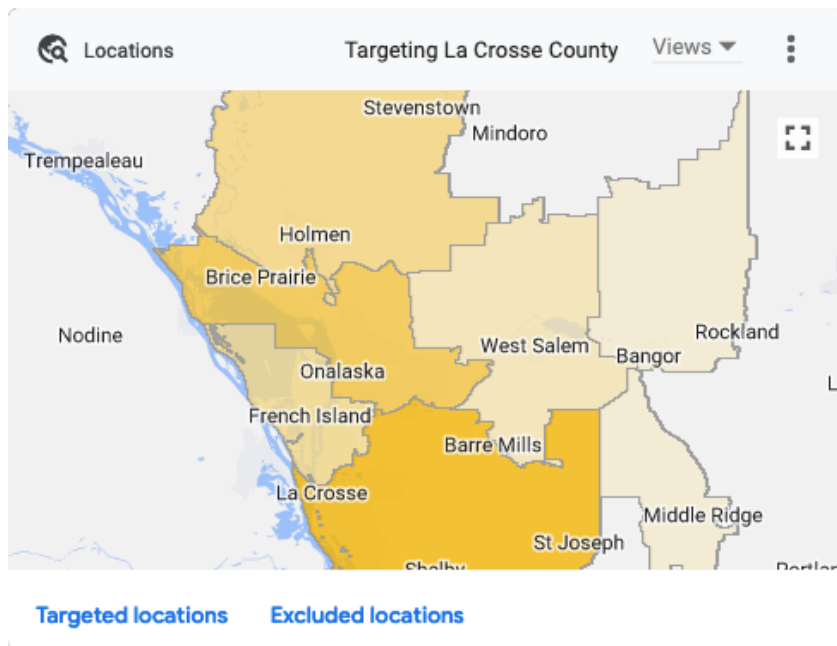
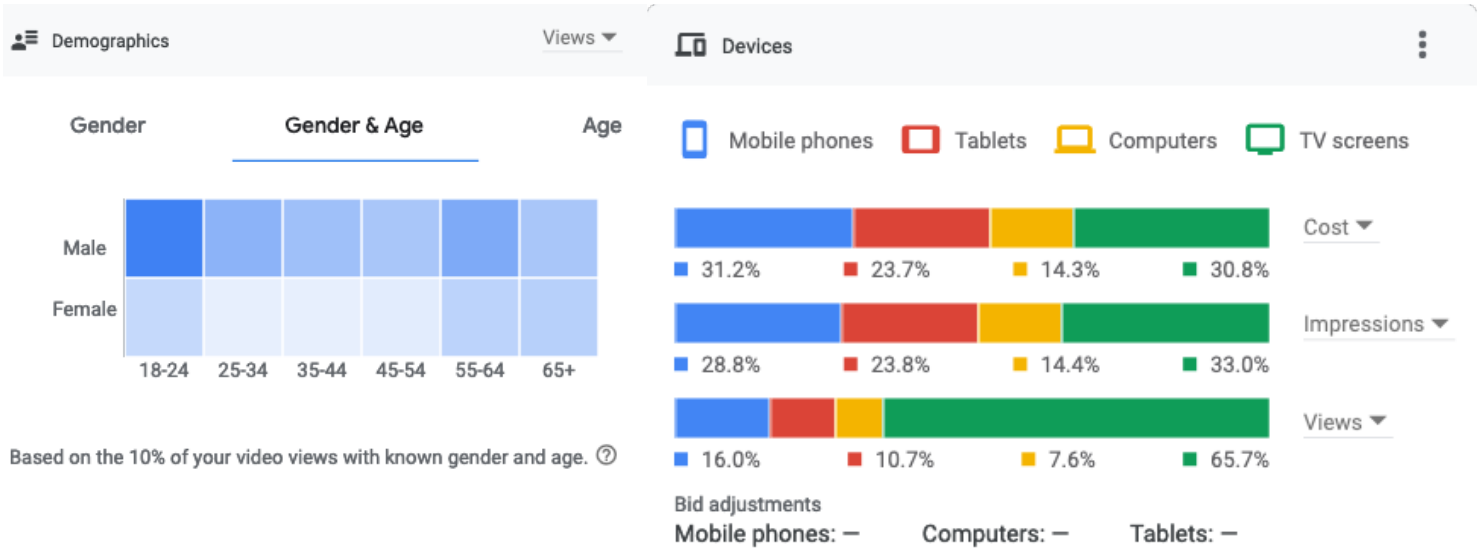
In-Stream Advertising Pre-Roll

● Video Efficient reach - 2022-04-24



Ad #1
 Learn more
 La Crosse, WI

Ad	Impressions	Views	Avg. CPV
● Enabled	85,809	15,277	\$0.03





Radio Advertising

Ads ran May 2 - May 6

21 :30-second commercials 6a-M on WIZM

21 :30-second commercials 6a-M on 95.7 The Rock

5 bonus :30-second commercial to run BTA with above schedule on WIZM

5 bonus :30-second commercial to run BTA with above schedule on Classic Hits

Plus: VOTE at forwardlacrosse.org to scroll on RDS every time a commercial play

Total :30-second commercials = 52

Note: RDS is Radio Data System and is the text that scrolls on your car's radio display.

Print Advertising

La Crosse Tribune - Sunday, May 1 and Wednesday, May 4th

Front of the Hometown section

High impact strip ad (9.889" w x3" tall)

The City of La Crosse is updating its Comprehensive Plan.

Let your voice be heard!

TAKE THE SURVEY AT FORWARDLACROSSE.ORG

Survey | Digital Map | Voting Game | Guiding Principles