



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

May 23rd Comprehensive Plan Analytics: [LINK](#)
June 27th Comprehensive Plan Analytics: [LINK](#)
July 25th Comprehensive Plan Analytics: [LINK](#)

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

Regional Press Releases

Since last analytic report:

[Public Input Campaign Extends Deadline, Adds In-Person Feedback Opportunities, and is Asking Public](#)

Total Opens: 479

Recent Media

WKBT: [“Forward La Crosse” committee wants to improve bike and pedestrian safety](#)

WXOW: [City seeks help to shape La Crosse's bike-friendly future](#)



E-newsletter Analytics

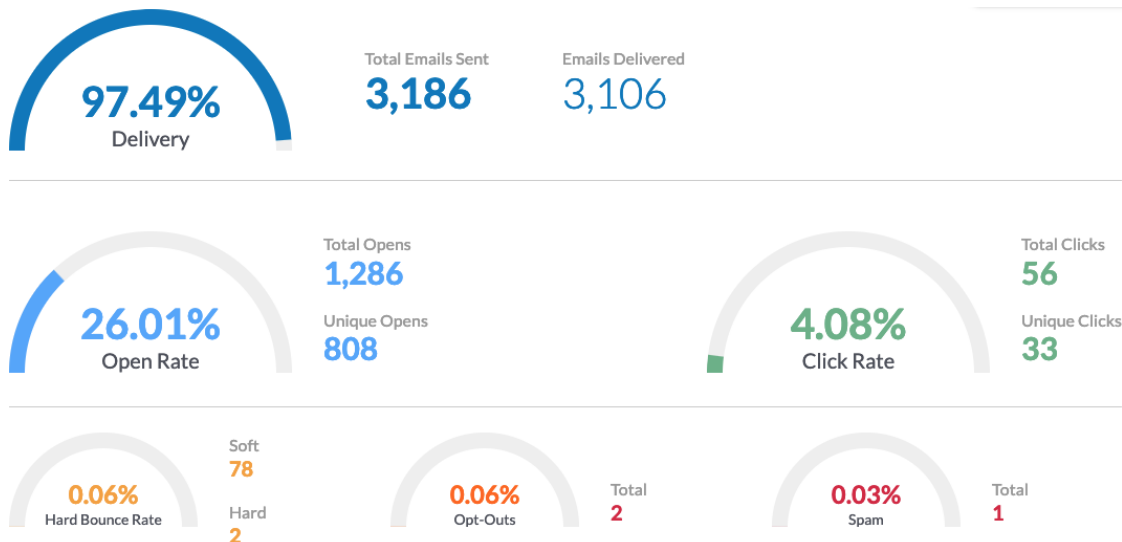
Current Total Emails: 3,475 Contacts

See archived/sent campaigns [here](#)

E-newsletter campaign performance below:

Recent Send Report:

[Public Input Session: Black River Beach Neighborhood Center & South Side Neighborhood Center](#)



Overall Send Stats:





Facebook Analytics

July 26 through August 22, 2022

Facebook Advertising Restarted July 20th

Results

Facebook Page reach ⓘ

10,289 ↑ 16.8%



Instagram reach ⓘ

1,108 ↑ 62.2%



Content ⓘ

Sort by: Reach ▼



Thu Aug 11, 8:00am
Let's talk about #Commu...
Post
Reach 1,905



Fri Aug 5, 11:00am
Local #businesses are an ...
Post
Reach 540



Tue Aug 16, 8:20am
Public Input Session | Co...
Post
Reach 237



Tue Aug 9, 11:18am
Public Input Session | Bla...
Post
Reach 227



Tue Jul 26, 8:21am
Deadline this Friday (July...
Post
Reach 145



Fri Aug 5, 9:01am
BREAKING NEWS: Public ...
Post
Reach 118



Google Ads - Responsive Display Ads

Impressions - 776,402

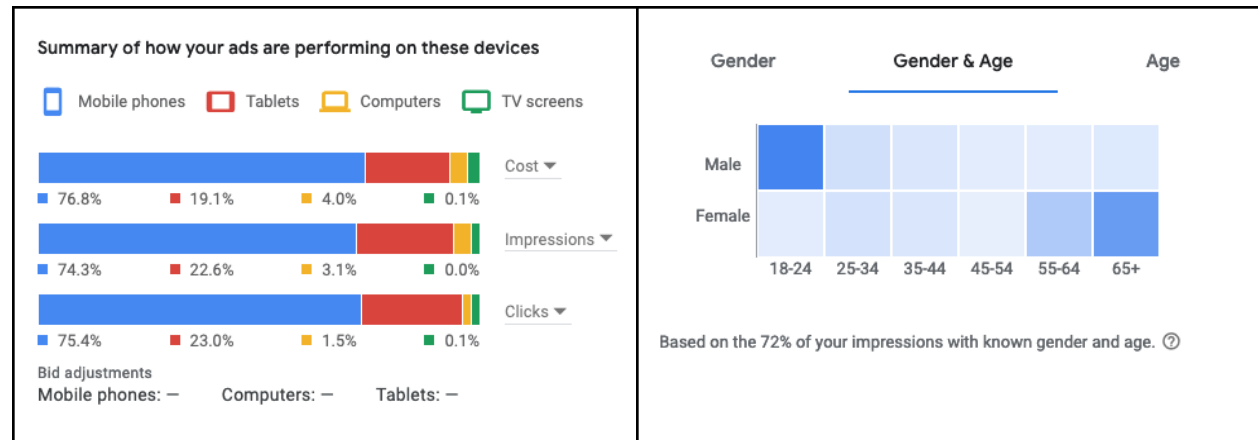
Clicks - 4,483



Click to Find Out More



Move Forward La Crosse





In-Stream Advertising Pre-Roll - FINAL

Impressions - 238, 515

Views - 44,887

Video Efficient reach - 2022-04-24



Ad #1

[Learn more](#)

La Crosse, WI

