



**Forward La Crosse: Comprehensive Plan
Analytics, July 25, 2022**
www.forwardlacrosse.org

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

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

Regional Press Releases

[Forward La Crosse Campaign Hosted Workshops and Discussion for Business Owners, Community Organizations, and Residents...](#)

Total Opens - 344
24.51% Open rate

[The City of La Crosse's Forward La Crosse Public Input Campaign Closing Online Input](#)

Total Opens - 354
27.91% Open rate

Earned Media

Wispolitics.com - [City of La Crosse: Forward La Crosse public input campaign closing online input Friday July 29, 2022](#)



E-newsletter Analytics

Current Total Emails: 3,161 Contacts

See archived/sent campaigns [here](#)

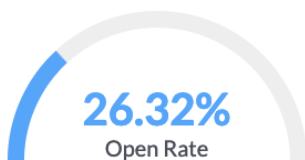
E-newsletter campaign performance below:

Recent Send Report: [Please SHARE! 1,807 Responses Collected from the Public!](#)
[Deadline is July 29!](#)



Total Emails Sent
2,781

Emails Delivered
2,713



Total Opens
1,300
Unique Opens
714



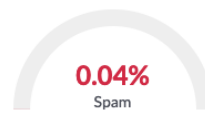
Total Clicks
101
Unique Clicks
58



Soft
61
Hard
7



Total
10



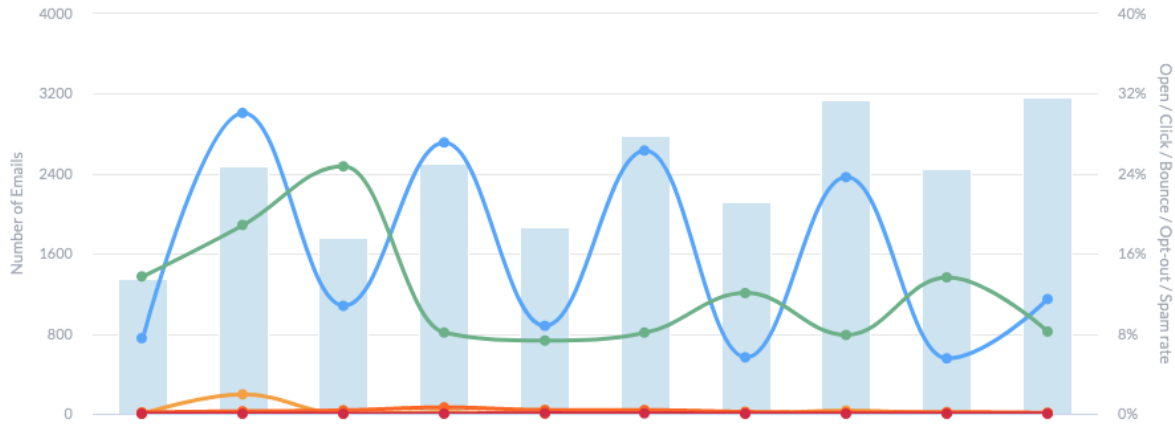
Total
1



Overall Send Stats:

CAMPAIGN SIZE	OPEN RATE	CLICK RATE	BOUNCE RATE	OPT-OUT RATE	SPAM RATE
AVG 2.36K	AVG 20%	AVG 10%	AVG 0.3%	AVG 0.3%	AVG 0.009%

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



Facebook Analytics

June 27 through July 25, 2022

Facebook Advertising Restarted July 20th

Reach

Export

Facebook Page reach

7,193 ↑ 72.4%



Instagram reach

470 ↑ 315.9%





Content ⓘ

Sort by: Reach ▾

 Thu Jul 7, 9:00am A focus of La Crosse's ne... Post Reach 736	 Mon Jul 18, 9:00am The City of La Crosse's Fo... Post Reach 459	 Thu Jul 21, 11:00am The Forward La Crosse C... Post Reach 139
 Thu Jun 30, 8:00am PLEASE SHARE! Help ma... Post Reach 108	 Tue Jul 12, 9:00am La Crosse is known for its... Post Reach 39	 Tue Jul 5, 9:00am With the help of #cizen... Post Reach 38

See content report

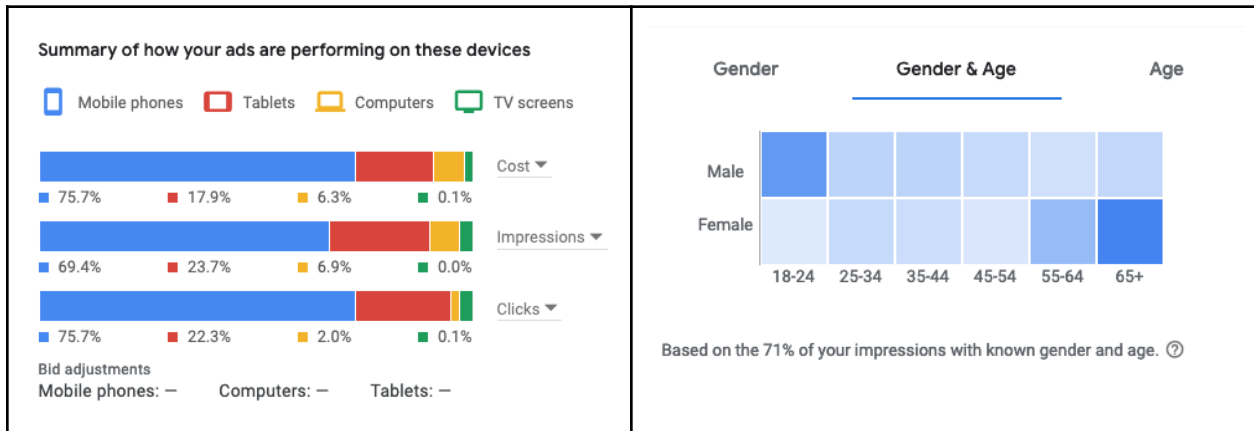
Google Ads - Responsive Display Ads

Impressions - 570,789

Clicks - 3,367



Click to Find Out More





In-Stream Advertising Pre-Roll

Impressions - 238, 515

Views - 44,887

Video Efficient reach - 2022-04-24



Ad #1
 Learn more
 La Crosse, WI

