

Hubspot-email-dashboard-emails-2024 Q4

Email Name	Delivered	Open Rate	Click Rate	Updated Date (Your time zone)	Last updated by	Send Date (Your time zone)	Unsubscribe Rate
MKTG - Ostrander Howard Letters - DEC24	1847	30.969	0.812	2024-12-23 09:15:29	Nesrine Majzoub	2024-12-23 09:15:46	0.379
MKTG - TRIP - DEC2024	88636	9.424	1.163	2024-12-18 13:39:41	Nesrine Majzoub	2024-12-18 13:33:55	0.214
MKTG - RETAIL LAST CHANCE TO SHIP - DEC 24	88807	9.165	1.146	2024-12-10 13:38:30	Nesrine Majzoub	2024-12-10 13:32:47	0.233
MKTG - ART TY- DEC 24 (Clone)	1036	25.193	6.66	2024-12-09 14:20:21	Nesrine Majzoub	2024-12-09 14:17:33	0.869
MKTG - MAGAZINE - DEC 24	81584	11.068	2.682	2024-12-07 09:17:36	Nesrine Majzoub	2024-12-07 09:15:00	0.169
MKTG - RETAIL GIFT GUIDE - NOV 24	89269	8.996	1.555	2024-12-01 09:02:09	Nesrine Majzoub	2024-12-01 09:00:00	0.267
MKTG - OA PROGRAM RELEASE - NOV 24	95189	10.009	1.02	2024-11-23 09:39:07	Nesrine Majzoub	2024-11-23 09:30:00	0.493
MKTG - OA PROGRAM RELEASE JMHS - NOV 24	917	26.281	7.525	2024-11-22 10:40:15	Nesrine Majzoub	2024-11-22 10:37:00	0.436
MKTG - TRIP - NOV2024	85027	9.952	1.22	2024-11-12 16:11:08	Nesrine Majzoub	2024-11-12 16:05:57	0.222
MKTG - TRIP - SEPT2024	78756	10.637	1.369	2024-11-12 14:23:53	Michelle Drucker	2024-09-09 15:46:32	0.147
MKTG - Ostrander - NOV2024 (donor discount)	78	53.846	20.513	2024-11-11 10:38:36	Nesrine Majzoub	2024-11-11 10:34:30	1.282
MKTG - Ostrander - NOV2024	1898	37.829	15.595	2024-11-11 09:58:05	Nesrine Majzoub	2024-11-11 09:54:59	0.685
MKTG - ART PROGRAM RELEASE - NOV 24	87181	9.462	0.81	2024-11-06 09:07:51	Nesrine Majzoub	2024-11-06 09:00:00	0.27
MKTG - Ostrander - OCT2024	1906	36.149	4.197	2024-10-21 12:39:47	Nesrine Majzoub	2024-10-21 12:37:01	0.42
MKTG - HABITAT - OCT2024	78028	10.396	1.621	2024-10-19 09:29:26	Nesrine Majzoub	2024-10-19 09:30:00	0.167
MKTG - ACCESS - OCT2024	77591	9.002	0.363	2024-10-08 14:07:07	Nesrine Majzoub	2024-10-08 14:01:48	0.153
MKTG - TRIP - OCT2024	79910	10.578	1.99	2024-10-01 11:43:00	Nesrine Majzoub	2024-10-01 11:36:00	0.146
AVERAGE		18.762	4.13182352				

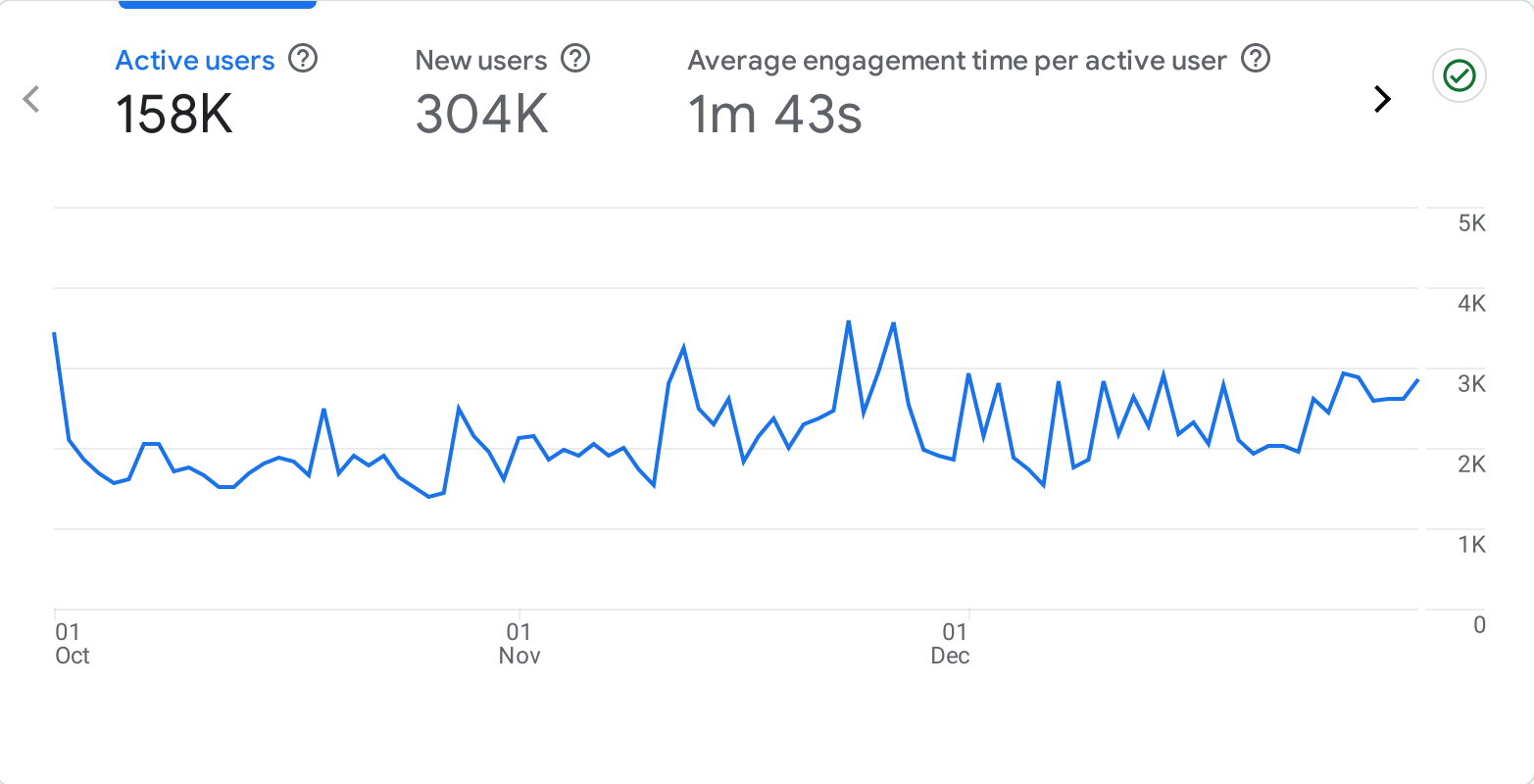
All Users

Add comparison

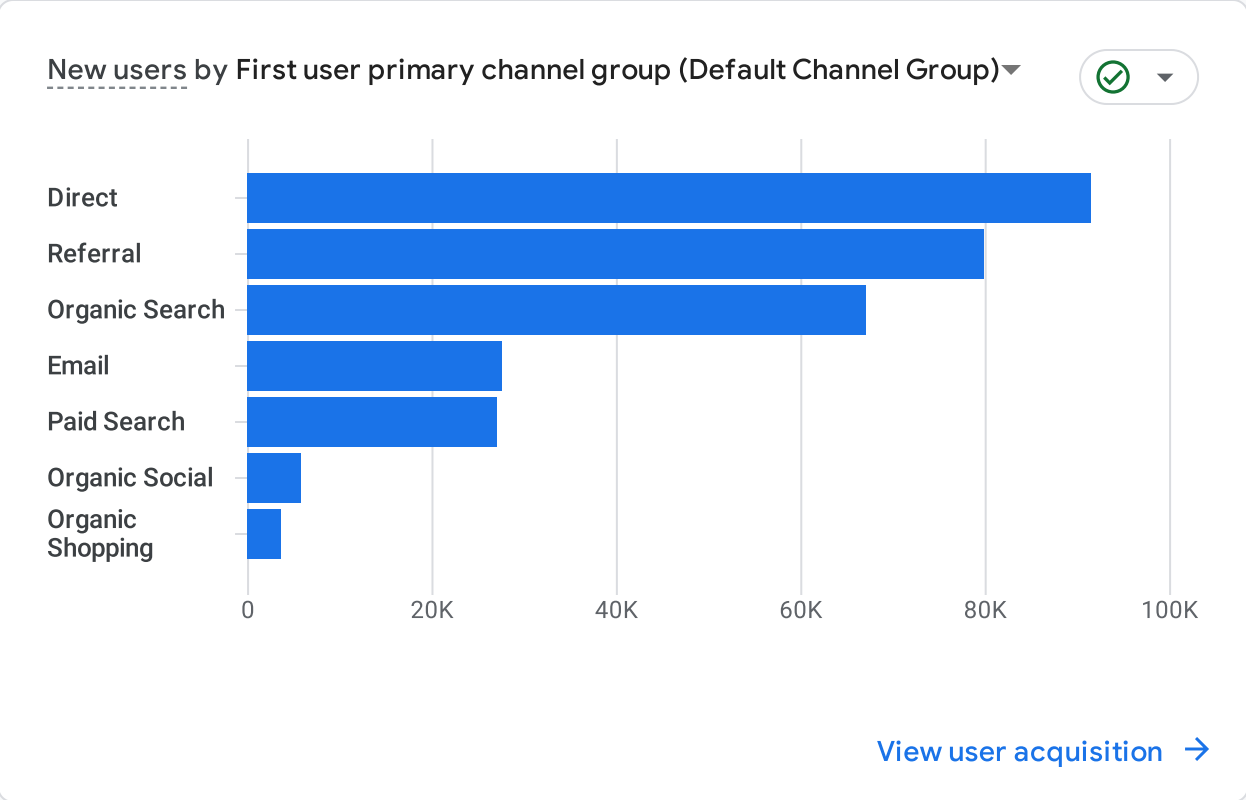
Custom

Oct 1 - Dec 31, 2024

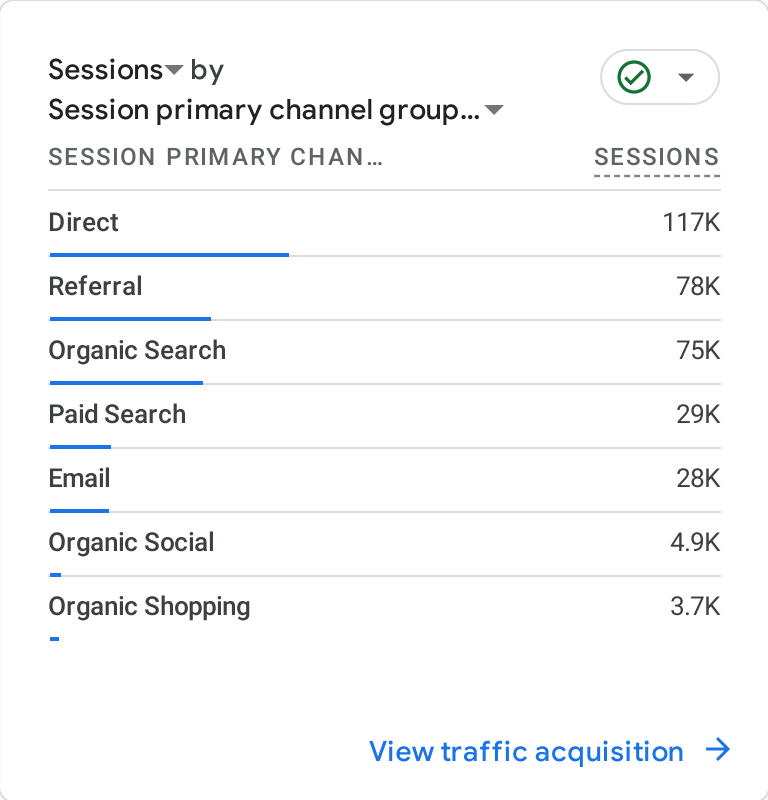
### Reports snapshot



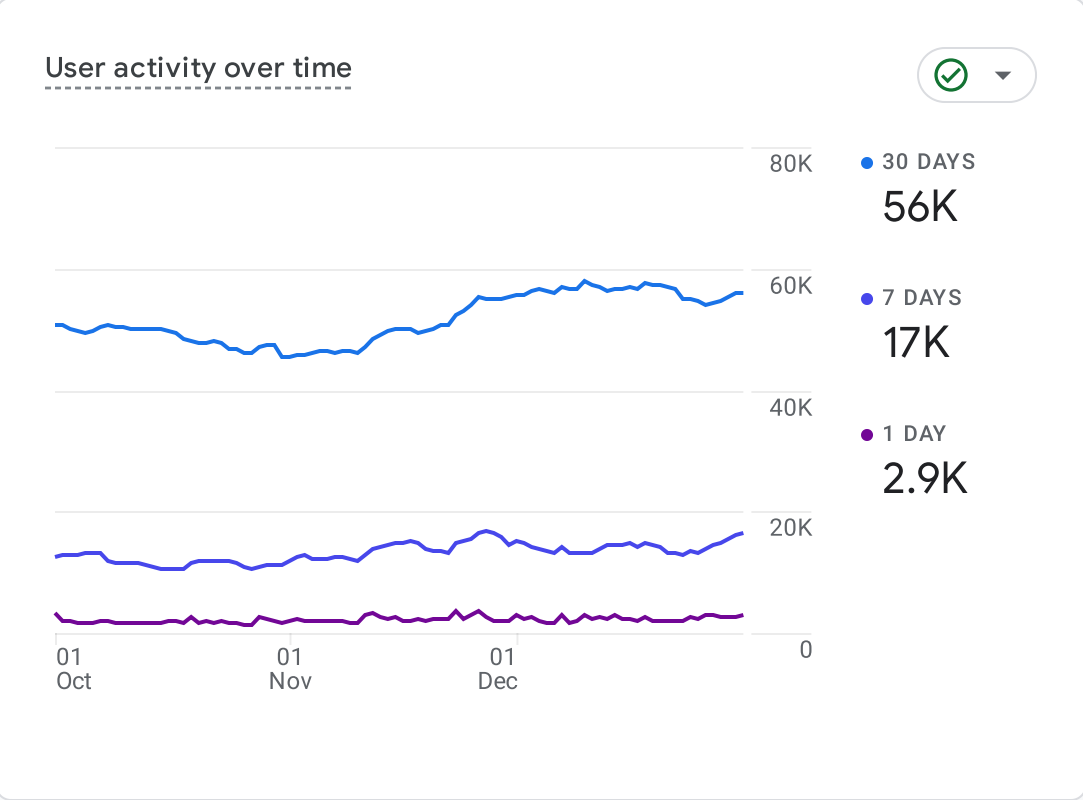
### WHERE DO YOUR NEW USERS COME FROM?



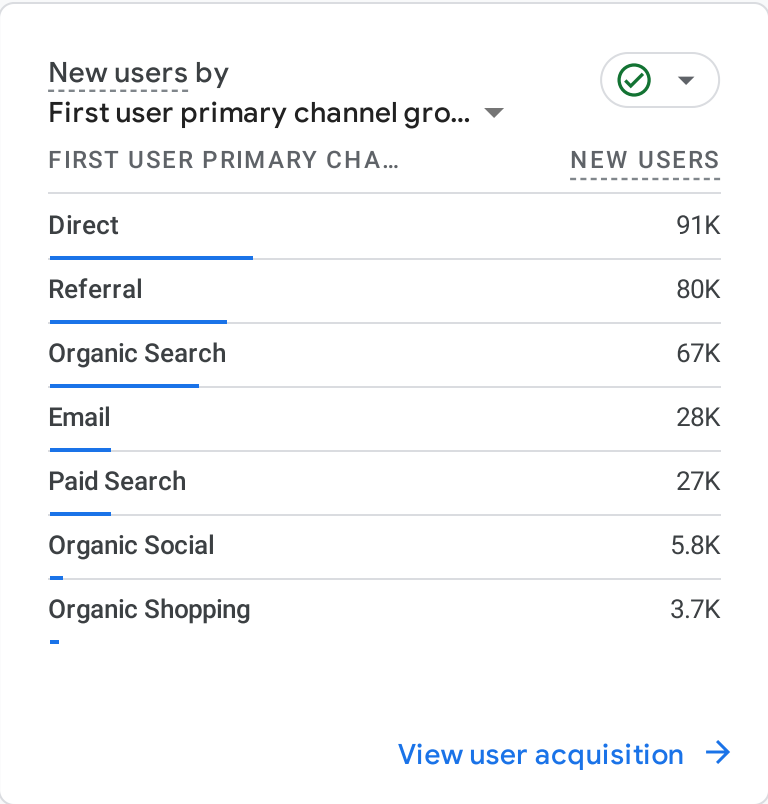
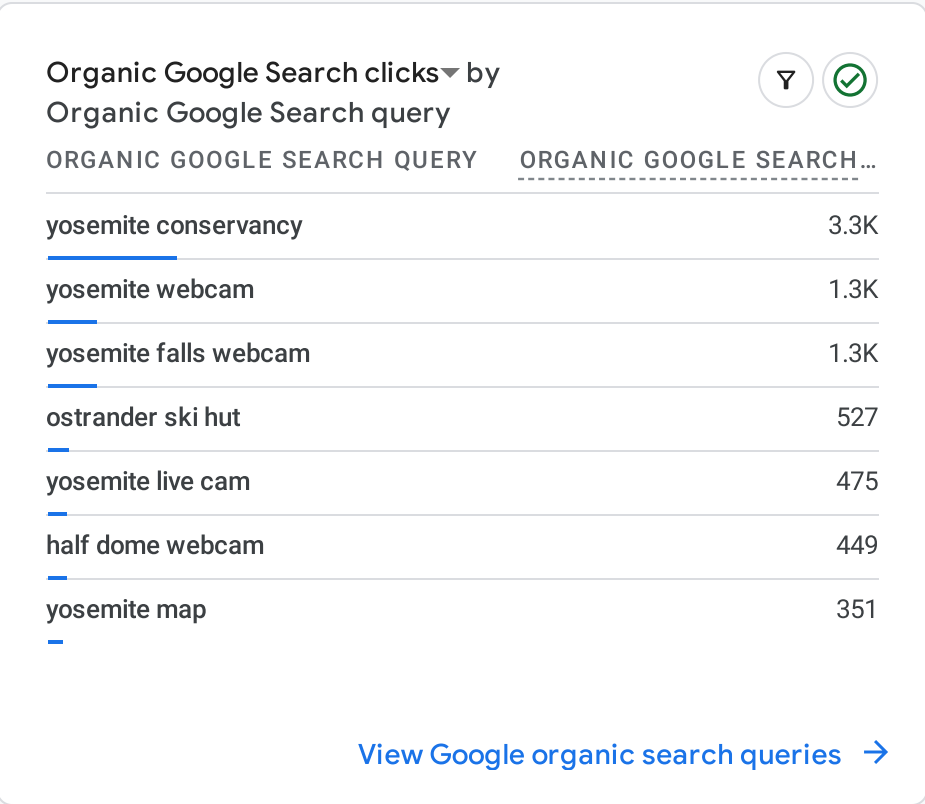
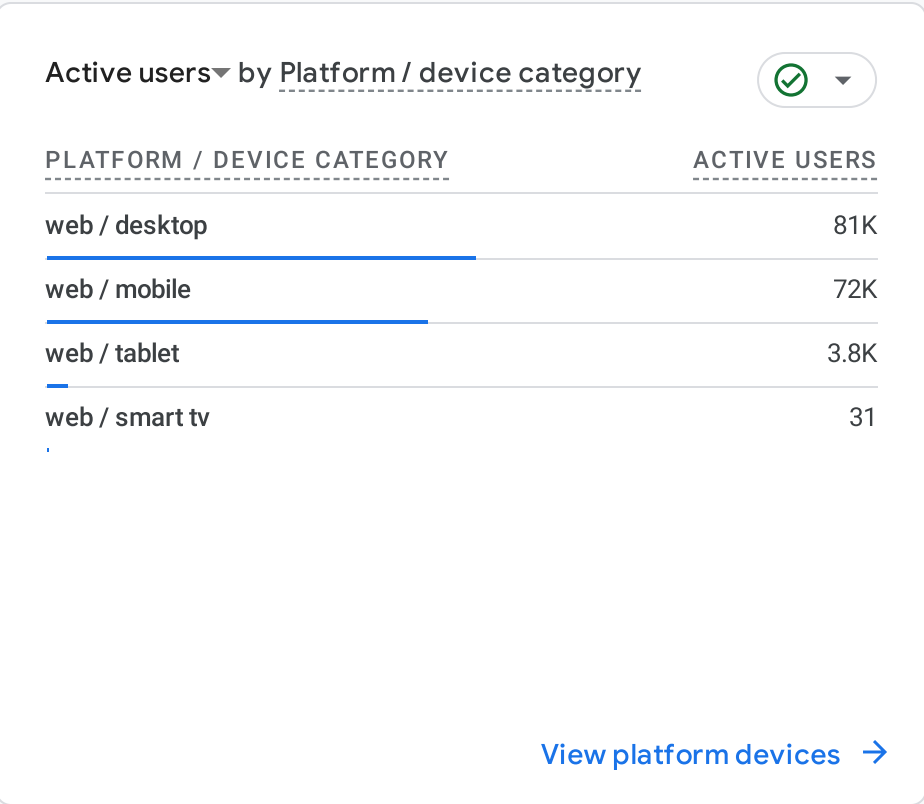
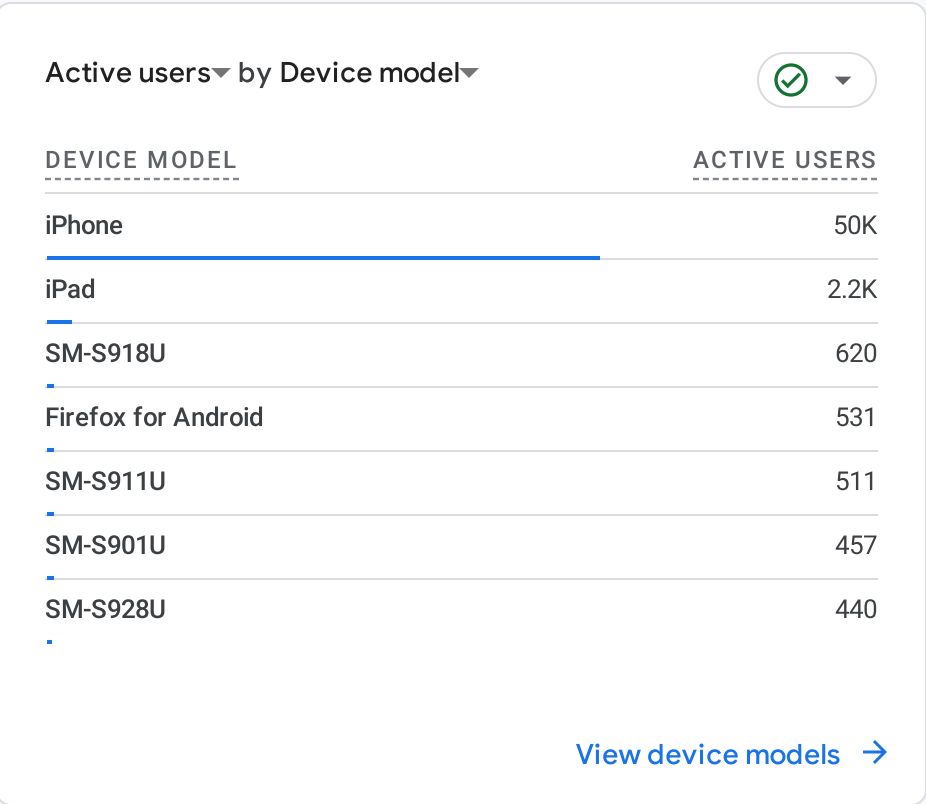
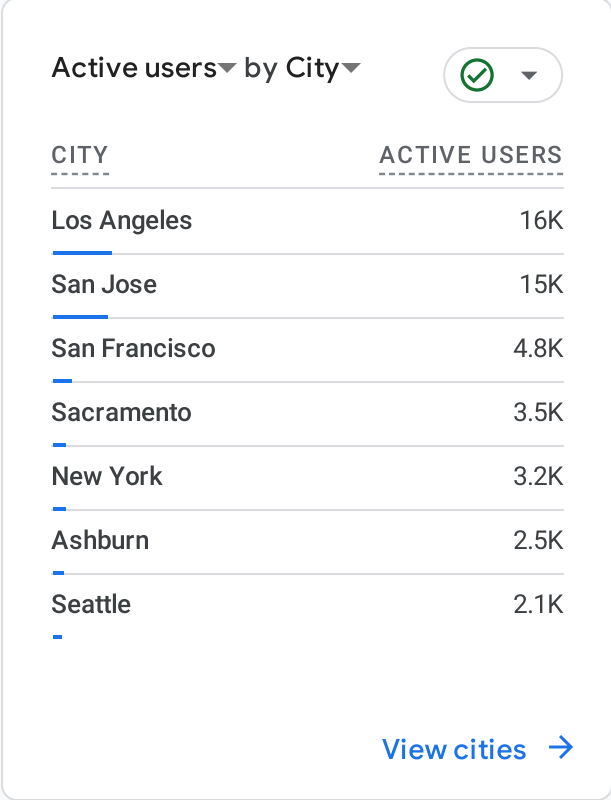
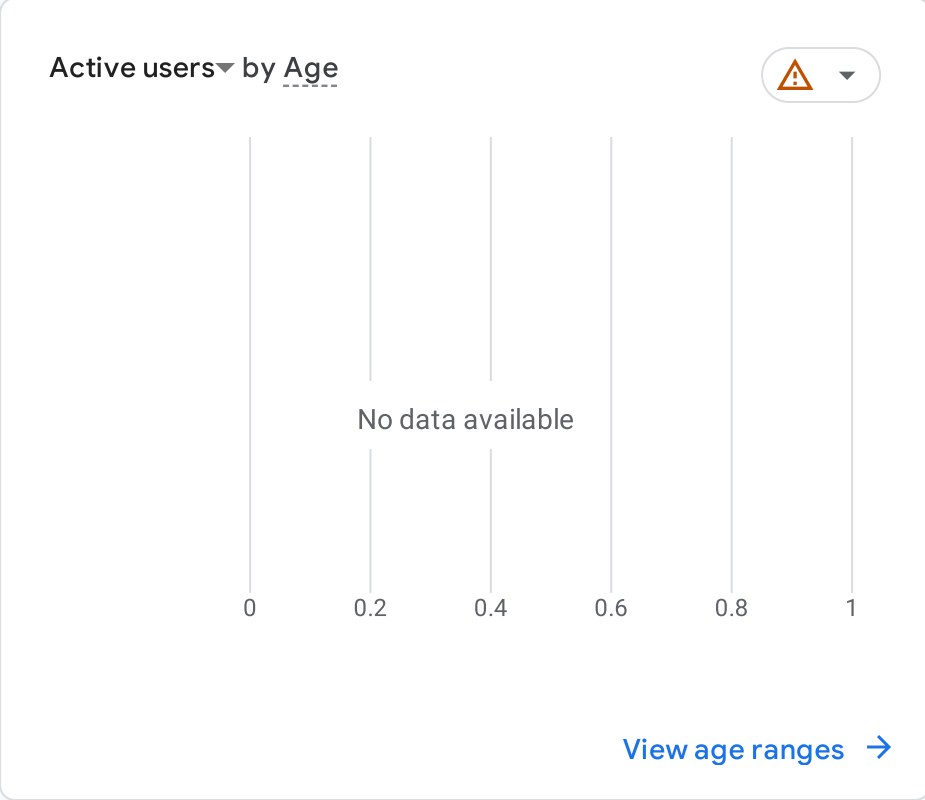
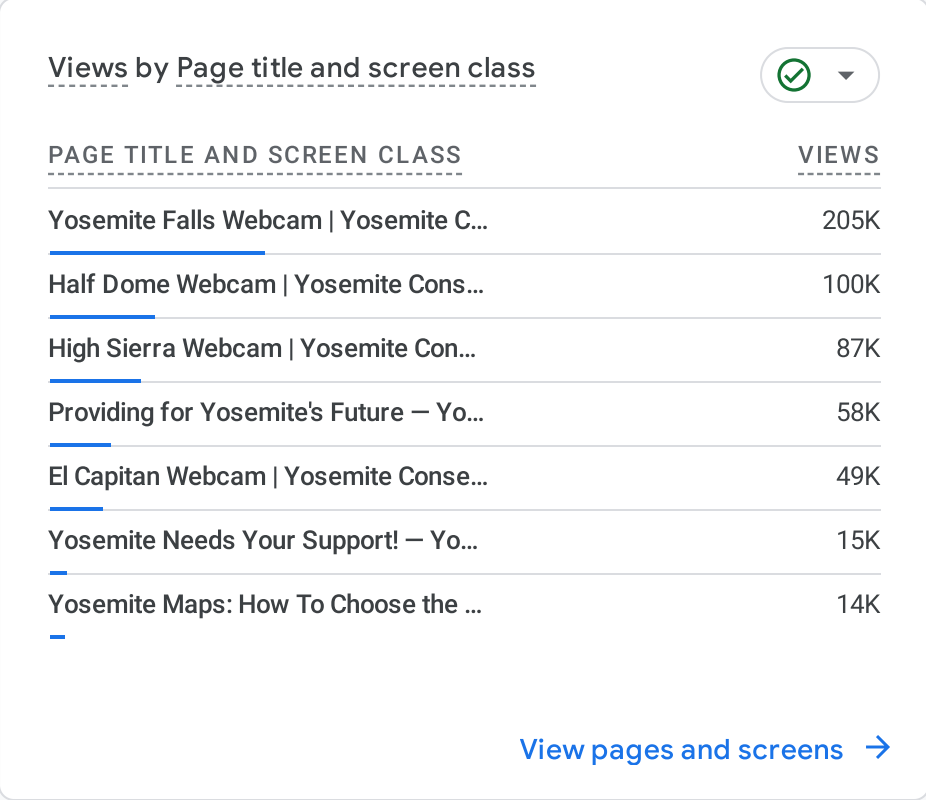
### WHAT ARE YOUR TOP CAMPAIGNS?



### HOW ARE ACTIVE USERS TRENDING?



### WHICH PAGES AND SCREENS GET THE MOST VIEWS?



# Yosemite Conservancy

December 2024 + Yearly Overview  
Ad Grants Performance Report



Key Takeaways

- With the additional December spend, website sessions rebounded by 49% after a challenging November of poor performance our clients experienced across the board. Early December optimizations, including a dynamic search campaign generating 1,000 clicks and nearly 8,000 impressions at an average CPC of \$1.81, helped stabilize CTR declines and curb rising CPCs.
  - The additional year-end spend in December resulted in 25 donations, generating \$4,810 in revenue, with a low cost per conversion of \$0.34.
- Excluding six mid-level gifts driven by Ad Grants last year, total donation revenue increased by 74%, with a 300% surge in December alone.

KEY PERFORMANCE INDICATORS - Ad Grants							
Dec	Sessions	Total users	Engaged sessions	Views	CTR	Engagement rate	Cost
	10,248	5,178	7,003	22,459	14.01%	68.34%	\$20.4K
Nov	Sessions	Total users	Engaged sessions	Views	CTR	Engagement rate	Cost
	7,377	3,668	4,771	15,268	15.53%	64.67%	\$12.9K

Website Sessions:

Website Sessions	Website Sessions
(site-wide)	(Ad Grants)
120,779	10,248
± 0.7%	± 38.9%

Average Session Duration:

Avg. Session	Avg. Session
Duration (site-wide)	Duration (Ad Grants)
00:03:10	00:03:37
± 4.1%	± 11.6%

Performance by Channel:

	Session default channel group	Sessions ▾	% Δ	Engaged sessions	Average session duration	Engagement rate
1.	Direct	39,510	-5.3% ↓	20,685	00:02:55	52.4%
2.	Referral	31,557	2.3% ↑	19,830	00:02:52	62.8%
3.	Organic Sear...	24,360	-2.9% ↓	15,338	00:03:53	63.0%
4.	Email	13,483	68.7% ↑	5,950	00:02:50	44.1%
5.	Paid Search	10,248	38.9% ↑	7,003	00:03:37	68.3%

NOTE: The percentage change underneath each metric compares this month to the previous month.



Key Takeaways

- Despite year-end performance fluctuations, Ad Grants drove a 43% increase in website sessions with a 14% increase in spend. Year-over-year, engaged sessions grew by 38%, and CTR improved by 13%, highlighting our success in scaling high-quality traffic. However, there is room to improve the engagement rate—the percentage of engaged sessions relative to total sessions. Please note that before the industry-wide performance shifts we saw in November, CTR was up 20% YoY.
- Paid search made up 9% of total website sessions in 2024, compared to 6% in 2023, highlighting its growing role in driving traffic and expanding our audience reach.
- While we are able to scale high-quality traffic, we did see some decline in conversions and revenue.

KEY PERFORMANCE INDICATORS - Ad Grants							
2024	Sessions	Total users	Engaged sessions	Views	CTR	Engagement rate	Cost
	137,200	77,628	87,658	298,238	21.31%	63.89%	\$132.6K
2023	Sessions	Total users	Engaged sessions	Views	CTR	Engagement rate	Cost
	96,068	61,761	63,318	220,053	18.92%	65.91%	\$116.4K

Website Sessions:

Website Sessions	Website Sessions
(site-wide)	(Ad Grants)
1,507,279	137,200
▲ 2.0%	▲ 42.8%

Average Session Duration:

Avg. Session	Avg. Session
Duration (site-wide)	Duration (Ad Grants)
00:03:22	00:04:35
▲ 32.9%	▲ 78.7%

Performance by Channel:

	Session default channel group	Sessions ▾	% Δ	Engaged sessions	Average session duration	Engagement rate
1.	Direct	577,917	-4.9% ▼	292,268	00:03:15	50.6%
2.	Referral	363,540	-21.7% ▼	189,907	00:02:40	52.2%
3.	Organic Sear...	329,329	10.9% ▲	198,527	00:04:00	60.3%
4.	Unassigned	149,046	975.4% ▲	14,016	00:00:34	9.4%
5.	Paid Search	137,200	42.8% ▲	87,658	00:04:35	63.9%

NOTE: The percentage change underneath each metric compares this month to the previous month.



# Google Ad Grant

December 2024 Website Visits

The dynamic search campaign launched in December quickly became a top performer, driving 1,000 clicks. In the Visit Yosemite campaign, traffic to the "Know Before You Go" ad group increased significantly as we reduced keyword redundancy and focused spend on terms like "Yosemite" and "Yosemite National Park" in this ad group in particular.

## Top Campaigns by Traffic

Campaign		Clicks ▾	% Δ	Cost	Impressions
1.	Visit Yosemite	2,383	81.8% ↑	\$8,932.9	20,846
2.	Experience Yosemite: Outdoors	2,242	0.7% ↑	\$8,491.83	11,847
3.	DSA - General	1,020	-	\$1,844.66	7,604
4.	Webcam	410	-27.2% ↓	\$724.6	1,893
5.	Brand	170	31.8% ↑	\$97.41	376
6.	YC Shop	137	-16.5% ↓	\$285.93	2,864
7.	Experience Yosemite: Art & Culture	4	-50.0% ↓	\$27.56	5
8.	Visit Yosemite Max Conversions	0	-	\$0	0
9.	Online Store	0	-	\$0	0
10.	Outdoor Programs	0	-	\$0	0
Grand total		6,366	44.2% ↑	\$20,404.89	45,435

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## Top Keywords by Traffic

Search keyword		Clicks ▾	% Δ	Impressions	Cost
1.	yosemite	1,772	90.3% ↑	15,345	\$6,572.95
2.	yosemite national park	961	-1.1% ↓	8,297	\$4,287.17
3.	yosemite camping	243	38.9% ↑	1,110	\$934.74
4.	john muir trail permits	216	94.6% ↑	531	\$872.78
5.	yosemite cams	196	-37.6% ↓	779	\$374.79
6.	vosemite national park m...	174	-	997	\$565.43
Grand total		6,366	44.2% ↑	45,435	\$20,404.89

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## Top Landing Pages from Search Traffic

Landing page		Sessions ▾	% Δ	Average session duration
1.	(not set)	5,498	53.6% ↑	00:00:02
2.	/conditions-round-up-yosemite-in-winter	3,541	165.8% ↑	00:04:03
3.	/webcams/yosemite-falls	1,943	35.3% ↑	00:03:01
4.	/yosemite-maps-how-to-choose-the-best-map-for-your-trip	1,085	-10.0% ↓	00:04:07
5.	/experience/wilderness-hub	875	37.8% ↑	00:04:18
Grand total		10,248	38.9% ↑	00:03:37

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## Top Ads

Our top ads remained consistent MoM, with the notable addition of the dynamic search ads, which generate headlines from website content. Given the ongoing success of the "Know Before You Go" ad, we recommend creating similar content for 2025 to launch as soon as relevant information becomes available.

Ad	Campaign	Ad group	Status	↓ Clicks <>	CTR <>
Yosemite Winter Reservations   Know Before You Go, Read More   Info on Yosemite... yosemite.org/knowbeforeyougo/winter Most visit the park during the summer, making Yosemite in winter a best-kept secret. This... View assets details	Visit Yosemite	Know Before You Go 2024	Eligible	2,344 (+130.94%)	11.36% (+13.49%)
[Dynamically generated headline] [Dynamically generated display URL] We help visitors connect with Yosemite through adventures, volunteering, and philanthropy. Yosemite Conservancy inspires people to support projects & programs that...	DSA - General	DSA - All Webpages	Eligible	1,008 (+∞)	13.67% (+∞)
Which Yosemite Map is Best?   Find Yosemite Maps Here   Yosemite Conservancy +8 more www.yosemite.org/yosemite/maps It's essential to have the right kind of map for your Yosemite trip. Click here for all the map... View assets details	Experience Yosemite: Outdoors	Maps	Eligible	814 (0.00%)	15.01% (+20.41%)
Yosemite Half Dome Permit   Yosemite Hiking Permits   Yosemite Wilderness Permit +12... www.yosemite.org/permits Wilderness permits are required for overnight trips and daytrips to Half Dome. We partner... View assets details	Experience Yosemite: Outdoors	Wilderness Permits	Eligible	591 (+59.30%)	25.23% (+21.41%)
Tioga Road in the Winter   Tioga Road Updates & Tips   Yosemite Conservancy Blog +9 more www.yosemite.org/tioga-road/faq Get more information on Tioga Road during the winter months, including updates and tip... View assets details	Experience Yosemite: Outdoors	Tioga Road	Eligible	330 (-62.46%)	24.76% (-26.63%)

## Top Fundraising Ads

The general donation ad drove all of our donations this month, which is a notable divergence from what we typically see, which is that match deadlines typically drive more gifts. We'll continue to have this ad live and optimize as needed throughout the year.

Ad	Ad group	Status	Clicks <>	CTR <>	Impr. <>	↓ Conversion <>
Help Us Protect Yosemite   Donate to Yosemite Conservancy   Help Preserve Yosemite With Us... www.yosemite.org/donate Donate to a Yosemite nonprofit. A gift of any size helps preserve our park! Your gift will help restor... View assets details	General Donation	Eligible	37 (+640.00%)	39.36% (+73.19%)	94 (+327.27%)	72.00 (+7,100.00%)
Donate to Protect Yosemite   Donate to Yosemite Conservancy   Help Preserve Yosemite +12 more www.yosemite.org/donate/match Give by 12/31. Our match will make your tax-deductible gift go 2X as far in Yosemite. Make... View assets details	Year-end 2024	Eligible	43 (+∞)	65.15% (+∞)	66 (+∞)	46.00 (+∞)
Give Back in Memory   Donate in Memory Of   Remember Someone Special +9 more www.yosemite.org/give/inmemory Honor the memory of someone special with a gift that will preserve Yosemite National Park. Your... View assets details	In Memory Donation	Eligible	7 (+600.00%)	36.84% (+121.05%)	19 (+216.67%)	2.00 (+∞)



Conversions

This month, Ad Grants drove 25 donations (+92%), 11 shop purchases (+22%), and no event registrations. In 2024, Ad Grants drove \$32,398 in revenue, a 15% decrease from 2023—which was a particularly strong year. Compared to FY22, revenue is up 42%. YoY, event registrations are down 7% and revenue totalled \$20,300 (-6%) while shop transactions were the same at 101 in 2023 and 100 in 2024. The number of donations decreased by 17%, and revenue decreased by 38%. Excluding the six mid-level gifts, revenue is up 74%.

Conversions by Source/Medium

Session default channel group		Event count ▾
1.	Direct	329,246
2.	Referral	276,734
3.	Organic Search	218,933
4.	Email	100,388
5.	Paid Search	82,713
6.	Unassigned	16,256
7.	Organic Social	14,614
8.	Organic Shopping	2,752
9.	Paid Other	250
10.	Organic Video	37
11.	Paid Social	14
12.	Mobile Push Notifications	13
Grand total		1,041,950

Goal Completions by Keyword:

Search keyword		Clicks	Cost ▾	Conversions
1.	yosemite	1,772	\$6,572.95	1,085.73
2.	yosemite national park	961	\$4,287.17	818.3
3.	yosemite camping	243	\$934.74	219.55
4.	john muir trail permits	216	\$872.78	237.07
5.	yosemite national park map	174	\$565.43	235.9
Grand total		6,366	\$20,404.89	5,286.2





### Last Month's Updates

- Launched a dynamic search campaign,
- Tested different bid strategies to lower costs and
- Optimized KWs across ad groups
- Launched the Year-End ad
- Monitored and added keywords from the search terms report and Google's Keyword Planner
- Paused low-quality words and ads with a CTR below 5%
- Improved ad strength by adding in more keywords to headlines and using keyword insertion
- Created and improved responsive search ads
- Monitored and accepted Google's recommendations for optimizations, optimization score is 100%

### Next Steps

#### **Align on 2025 Strategy for Ad Grants**

YC to share 2025 marketing goals for MC to align spend and optimizations accordingly.

#### **Share content ideas and add new web content**

YC to consider preparing a new Know Before You Go blog with 2025 reservation information, once available

#### **Launch Lightboxes on Top-Performing Content**

YC team to consider launching a lightbox on the Know Before You Go and Maps blog

#### **Ongoing management**

Ongoing management includes: monitoring search query reports to add new keywords and block irrelevant traffic, making optimizations to keyword bidding strategies, adjusting ad copy, pausing underperforming content, etc.



# Yosemite Conservancy Social Media Metrics Q4 2024

The Conservancy's Social Media was strong in Q4 with an increase in Audience, Published Posts, Interactions, Shares, and Impressions.

In particular the increased in published posts on Instagram correlates with the substantial increase in both interactions and impressions on the platform. The post with the most interactions was a post about mule deer with a scenic photo of El Capitan. The post with the most impressions was a carousel of stills from the Conservancy's webcams.

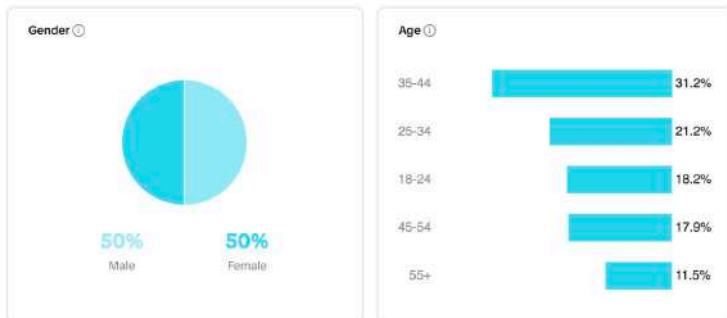
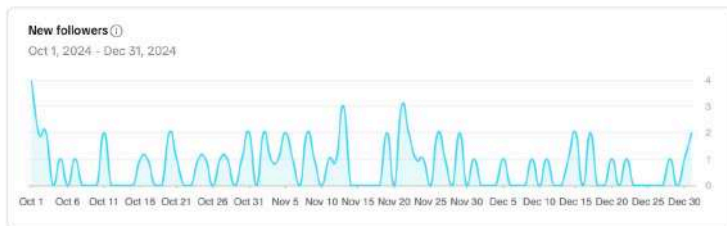
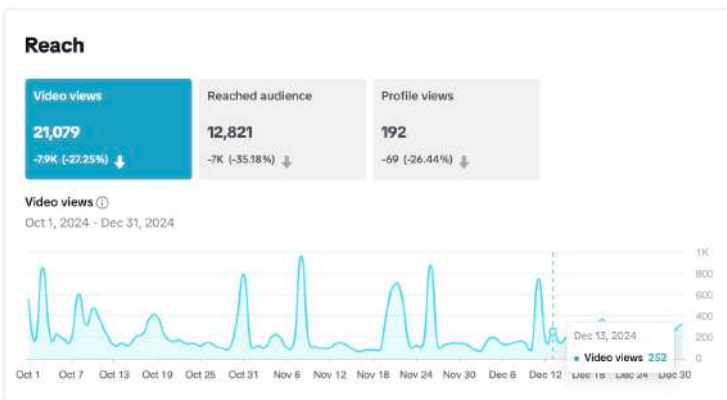
On Facebook, the Audience remained steady and Shares were up in Q4 suggesting that content was relevant to the Conservancy audiences. The most shared piece of content was wishing Yosemite a Happy Birthday.

LinkedIn and YouTube's audience continues to grow steadily. The LinkedIn post with the most impressions highlighted the Zero Landfill Initiative. The YouTube post with the most shares was Mule Appreciation Day 2024





# Yosemite Conservancy Social Media Metrics Q4 2024 - TikTok

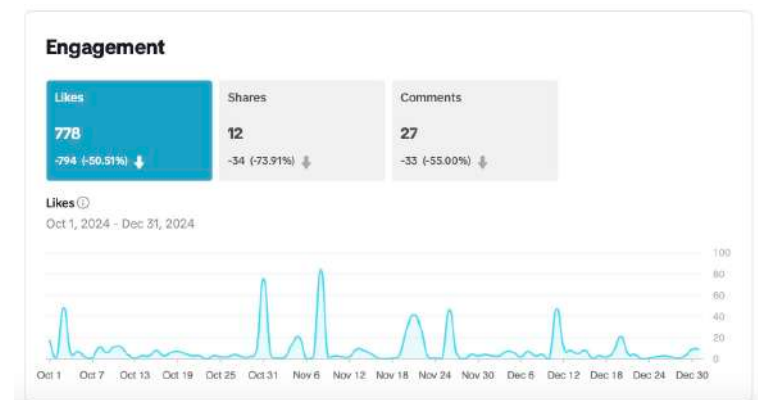



Overall growth continues in a slow and steady pace on TikTok with a net gain of 68 new followers in Q4. There was a drop in overall Reach and Engagement. It is helpful to see which content did perform well in Q4 such as seasonal trends and then work to build on those successes in 2025.

The best performing content in Q4 on TikTok includes:

1. Announcing the 2025 Conservancy Outdoor Adventure programs.
2. A fall trend with foliage.
3. Trending Audio with footage of the High Sierra.
4. A Conservancy monthly updates reel featuring naturalist programs.


Conservancy staff are hopeful about experimenting more with trends and tactics in 2025 to improve overall platform performance.






The 2025 schedule is now live at Yosemite.org/adventures. Where will we see you in 2025? #yosemite #yosemitenationalpark #adventure #memoryunlocked  
Description: short clips of natural beauty in Yosemite: waterfalls, mountains, bees, butterflies, and birds.

1.2K Video views 53 Likes 2 Comments 3 Shares




What do your weekends look like? This weekend we'll be in Yosemite Valley taking in the fall colors. Maybe we'll see you there? #yosemite #yosemitenationalpark #yosemitevalley #nature #fall

1K Video views 92 Likes 2 Comments 1 Shares



Today we're having High Sierra daydreams. Now is the perfect time to start 2025 summer trip planning! What's on your Sierra bucket list? #yosemite #yosemitenationalpark #highsierra #mountain #hiking  
Description: looking out across high mountain peaks on a beautiful afternoon.

887 Video views 55 Likes 3 Comments 1 Shares



New month means new programs! When will we see you in Yosemite next? #Yosemite #YosemiteNationalPark #nature #class #naturalist

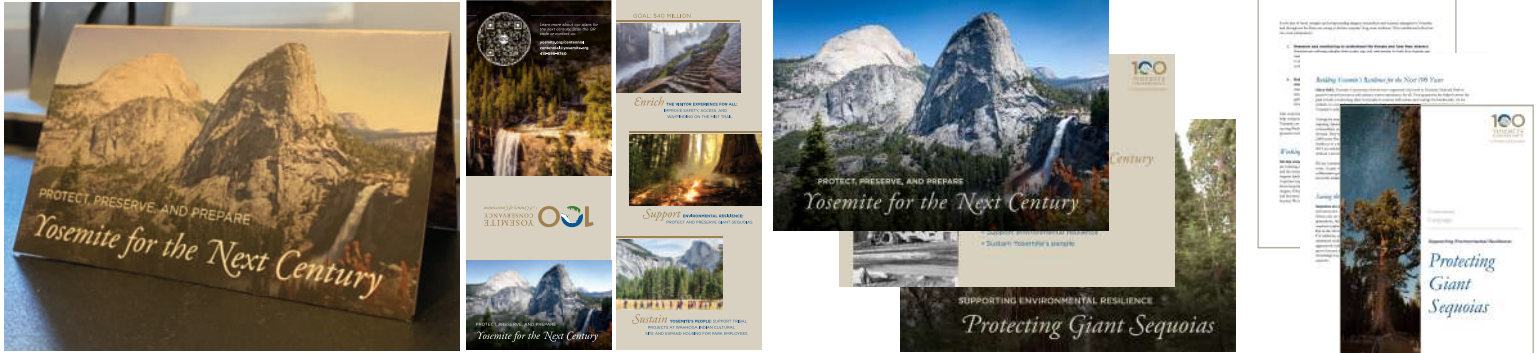
858 Video views 48 Likes 0 Comments 0 Shares



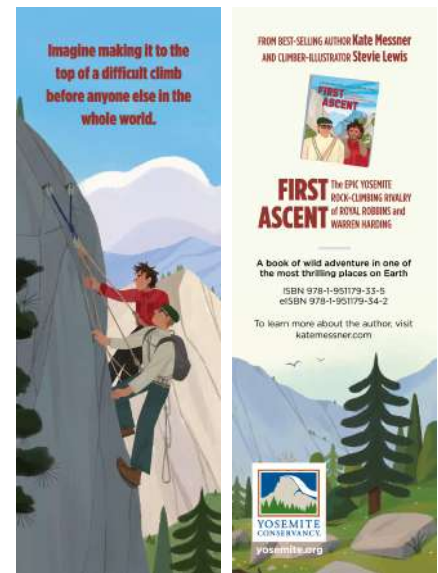
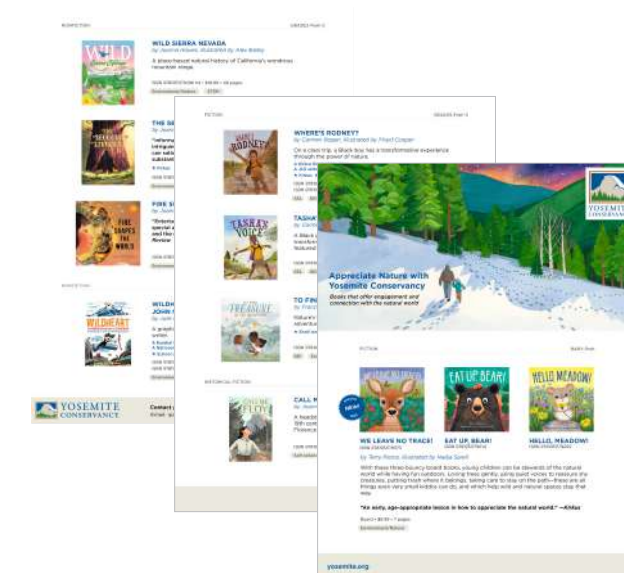
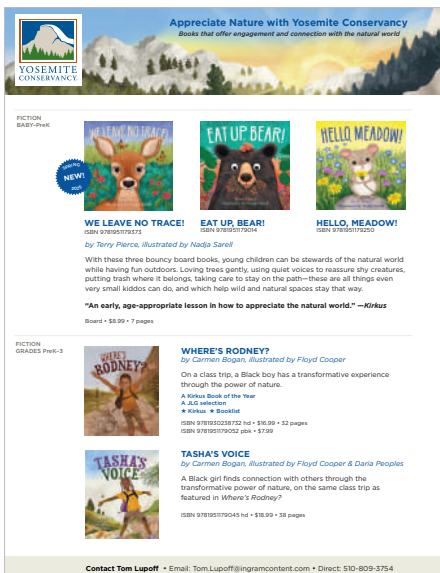


YOSEMITE  
CONSERVANCY

Phi Tran • Design Samples • November 2024 – January 2025



Left to Right: Centennial Campaign Mini Brochure, Slide Deck, and Campaign Update



Left to right: PLA Sell Sheet; EBMA Catalog; First Ascent Promotional Bookmark



Left to right: YC Rack Card; Bus Signage