

**Triunfo Water & Sanitation District  
January 2023 Outreach Update**

**Project Meetings**

1. Weekly project meetings and email communications with Becky Haycox

**Website**

- The Year in Review content approved and made live on the Triunfo website.
- A button to the read the Year in Review was added to the home page hero.
- The Triunfo Privacy Policy Page was created, made live, and added to the website footer
- Content updates, callout updates, news posts and general maintenance

**Social Media**

- Year in Review Email
- January Water E-News
- Social posts & social media management
- Daily social check-ins for questions and responses
- Social media geotargeted advertising (Facebook), setup and monitor
- Online marketing reporting

**Print**

- Triunfo Year in Review -- illustration, layout & file prep
- January Utility bill insert - illustration, layout & file prep

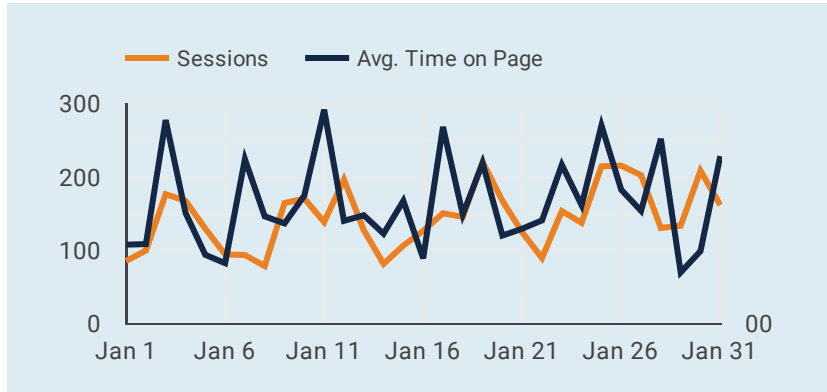
# Triunfo Water & Sanitation

## ONLINE MARKETING REPORT

### ANALYTICS TRAFFIC OVERVIEW

#### TRAFFIC OVERVIEW - COMPARED TO PREVIOUS YEAR

Sessions <b>4,508</b> ↑ 114.2%	Pageviews <b>9,989</b> ↑ 125.0%	Users <b>2,886</b> ↑ 84.6%	Bounce Rate <b>45.50%</b> ↑ 22.6%	Avg. Session Duration <b>00:01:48</b> ↓ -3.9%	Pages / Session <b>2.22</b> ↑ 5.1%
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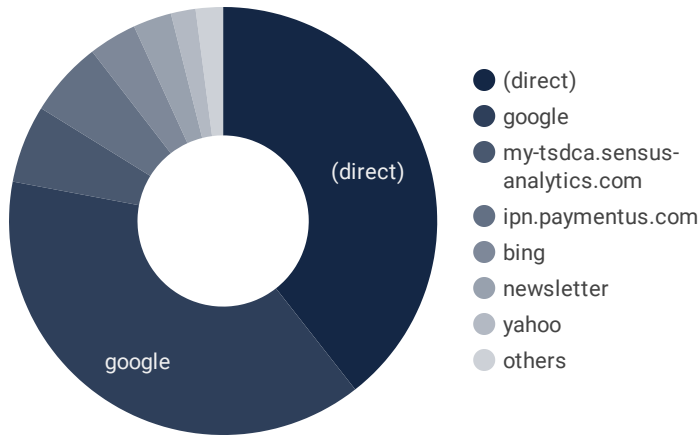


#### AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Organic Search	1,993
Direct	1,777
Referral	590
Email	131
Social	17

#### TRAFFIC ACQUISITION CHANGE VS LAST YEAR

Organic ▲ 66%      Social ▼ 79%  
Direct ▲ 99%      Referral ▲ 306%



#### TOP TRAFFIC BY CITY

City	Sessions
1. Agoura Hills	1,147
2. Thousand Oaks	1,042
3. Los Angeles	603
4. (not set)	257
5. Westlake Village	86
6. San Jose	55
7. Calabasas	47
8. Ventura	46
9. Ashburn	45

#### AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
(direct)	1.8K
google	1.7K
my-tdca.sensus-analytics.com	265
ipn.paymentus.com	257
bing	164
newsletter	131
yahoo	84
maps.apple.com	14
cdn.userway.org	8
duckduckgo	8

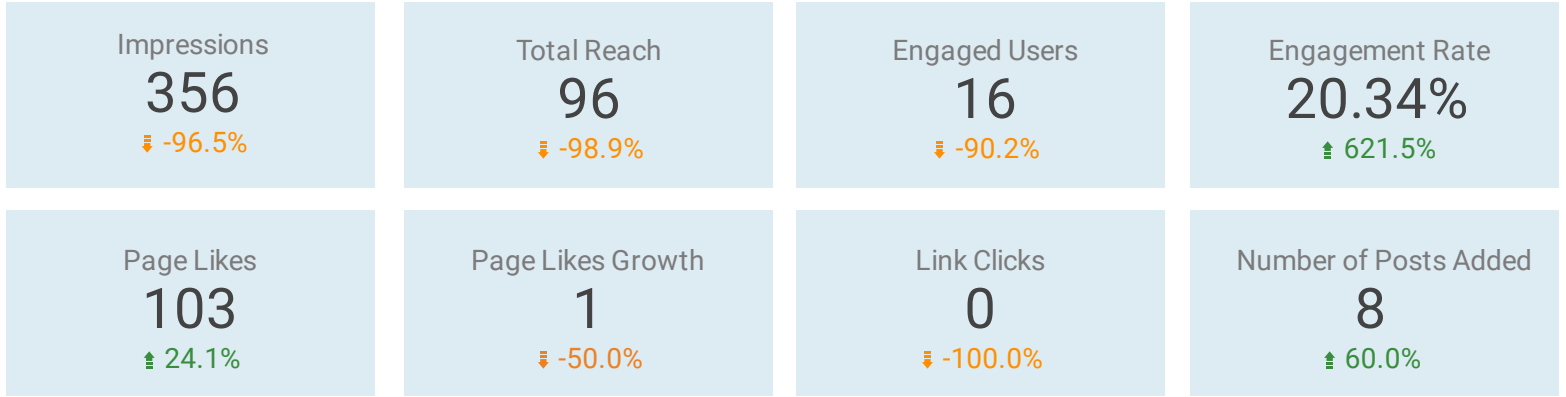
#### TOP TRAFFIC BY DEVICE

Device Category	Sessions
1. desktop	
2. mobile	
3. tablet	

### SOCIAL MEDIA PERFORMANCE - FACEBOOK



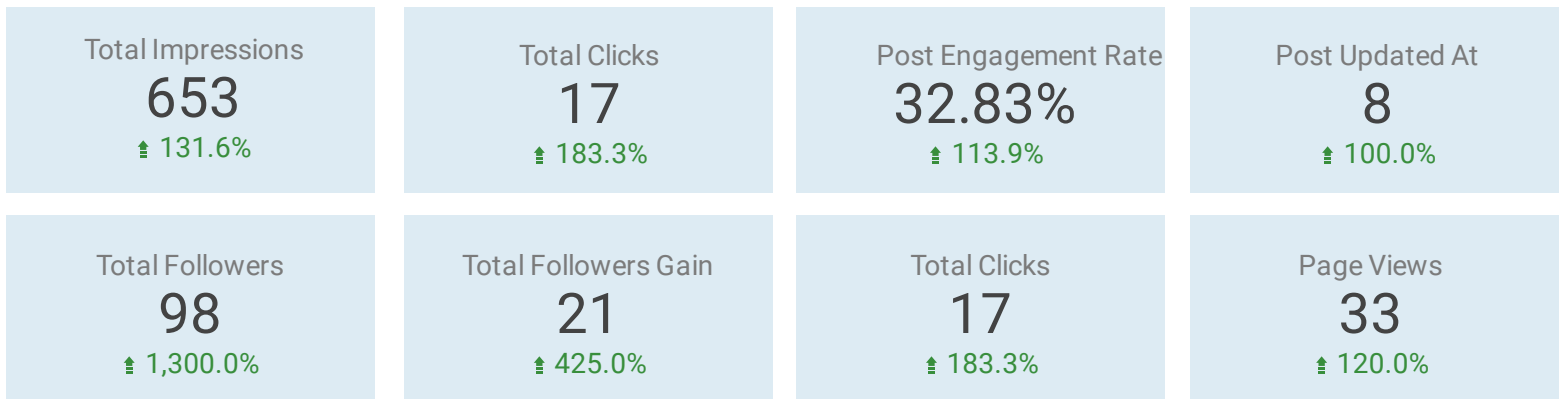
#### FACEBOOK OVERVIEW VS PREVIOUS YEAR



#### FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. Accessing Triunfo's Customer Portal is quick and easy! The Customer Portal enab...	1	0	2
2. Can you believe we have been serving our region since 1963? 🤖 Established initi...	1	0	1
3. Record rainfall brought a significant impact to Southern California. Triunfo wants ...	1	0	1
4. Members of the public are invited to join us for our monthly board meeting on Mo...	1	0	2
5. It is a pleasure serving the 30,000-plus people who live, work, and play in Triunfo ...	1	0	2

### SOCIAL MEDIA PERFORMANCE - LINKEDIN



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