

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

**Project Meetings / Project Management**

- Weekly project meetings and email communications with PIO
- Meeting with Mark + Becky on Photo + Video shoot details

**Website**

- Miscellaneous website updates
- Weekly maintenance check

**Social Media**

- Social posts & graphics – Garden Kits – Water Smart Classes – Etc.
- Social media geotargeted advertising (Facebook)
- July Water E-News
- Online marketing reporting

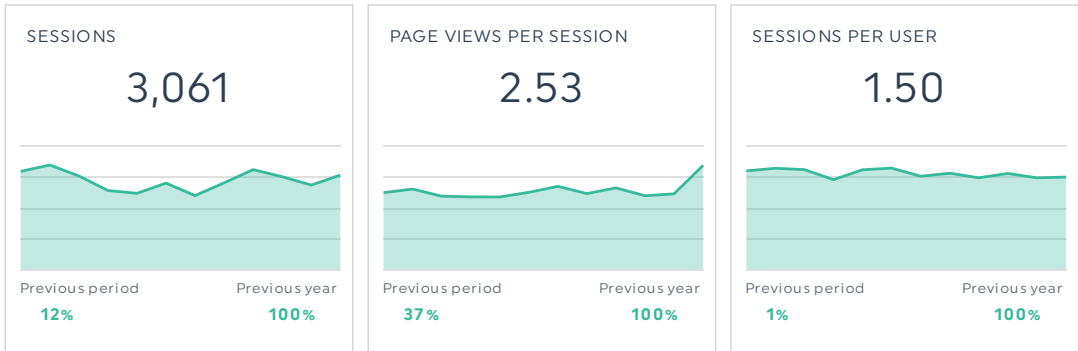
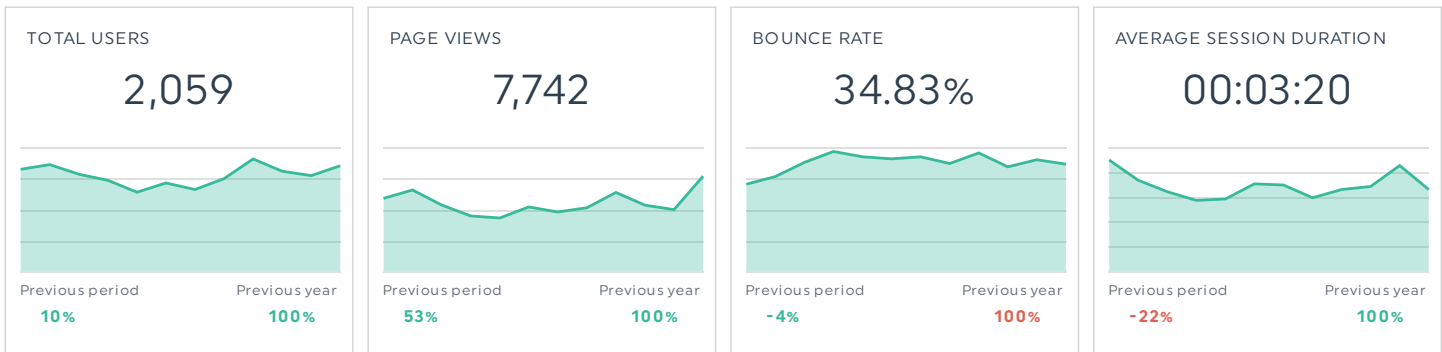
**Photo/Video**

- Pre-Production for end of August photo/video shoot

**Print**

- July Utility bill insert – illustration, layout & file preparation.

ANALYTICS TRAFFIC OVERVIEW



TOP SESSIONS BY SOURCE

Source	Sessions
(direct)	1,329
google	1,102
my-tdca.sensus-analytics.com	152
ipn.paymentus.com	142
bing	71
l.facebook.com	56
m.facebook.com	50
yahoo	38
(not set)	33
duckduckgo	19

SESSIONS COMPARED TO PREVIOUS YEAR

Channel Grouping	Sessions	Change
Direct	1,329	+1,329
Organic Search	1,238	+1,238
Referral	341	+341
Organic Social	122	+122
Unassigned	33	+33
Email	4	+4

TOP SESSIONS BY CITY

City	Sessions
Agoura Hills	642
Los Angeles	479
Thousand Oaks	324
Westlake Village	242
(not set)	227
Ashburn	56
Ventura	44
San Jose	28
Brea	24
Camarillo	22

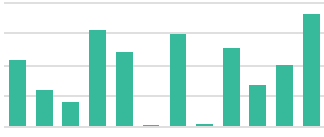
TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	1,827
/water-service/	396
(not set)	267
/public-information/	93
/careers/	84
/contact/	54
/water-smart-summer/	52
/about/	21
/water-supply/	16
/conservation-and-education/	14

# FACEBOOK

## PAGE IMPRESSIONS

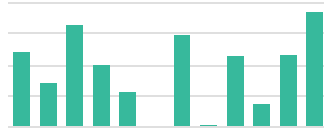
18,256



Previous period **80%** Previous year **200%**

## POST REACH

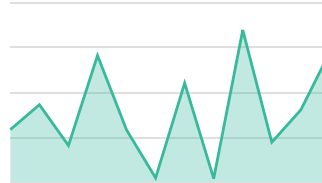
7,441



Previous period **60%** Previous year **178%**

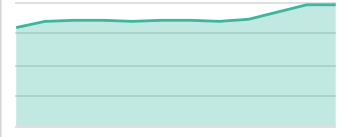
## PAGE ENGAGED USERS

436



## FOLLOWERS

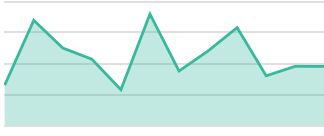
118



Previous period **0%** Previous year **31%**

## PAGE ENGAGEMENT RATE

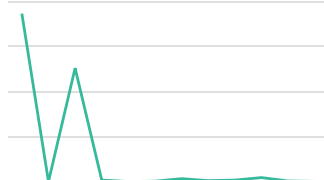
2.39%



Previous period **-0%** Previous year **-12%**

## PAGE VIDEO VIEWS

1



## TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

### Post With Image



📌 Learn to Conserve: Join Our Free Water Smart Class on August 5! 📌 During the session, you will learn about fire-smart and water-wise plantings, understanding fire zones for your house, and recognizing the significance

Engagement Rate

2.40%

Post Comments

0

Post Shares

2

Post Reach ▾

2,630



Beautify your earth – create a Native Garden! We have partnered with TreePeople and the Calleguas MWD to offer several themed, water-friendly kits to help jump-start your garden. Each kit includes: 📌 Ten (10) one-

6.48%

1

3

2,421



Triunfo History! Did You Know...Westlake Village was called the "City in the Country" during its development? Triunfo Water & Sanitation District brings sanitation services to the Thousand Oaks portion of this beautiful

7.79%

0

3

2,170



Transform your yard and embrace the beauty of nature by creating your very own Native Garden! In collaboration with TreePeople and the Calleguas MWD, explore a range of themed, water-friendly kits designed

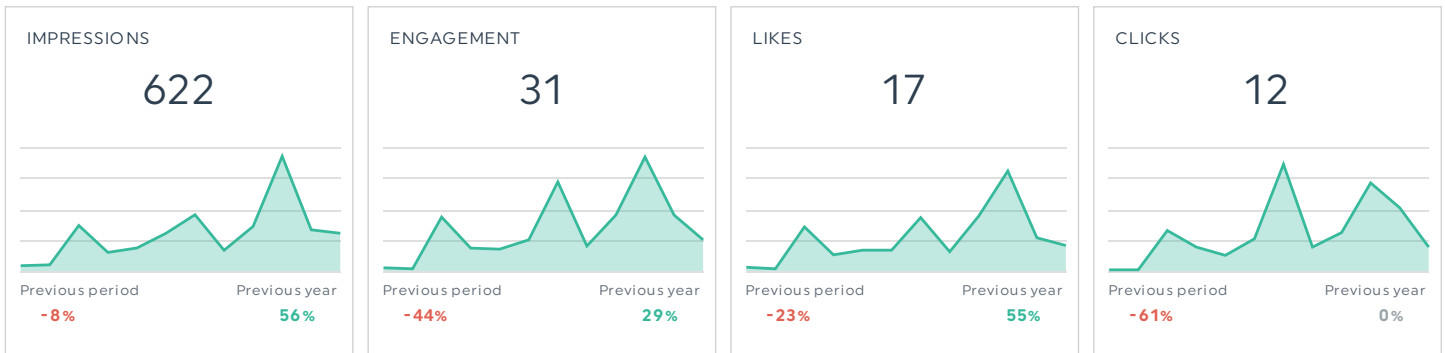
4.35%

0

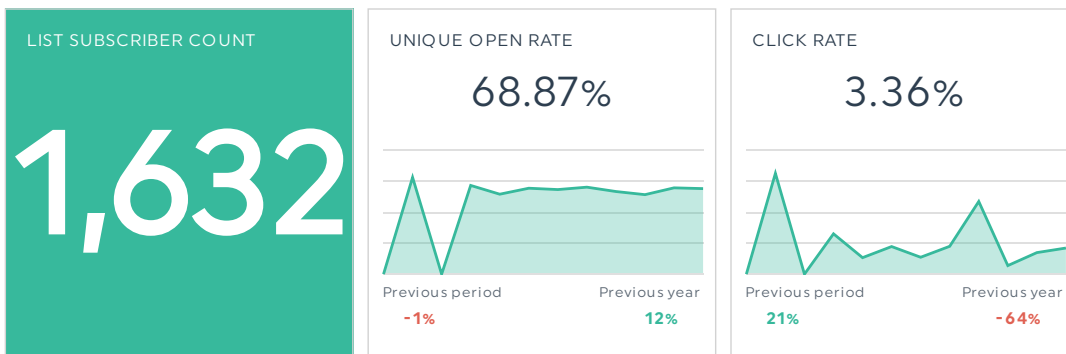
1

69

## LINKEDIN






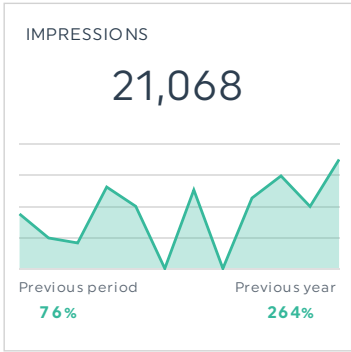
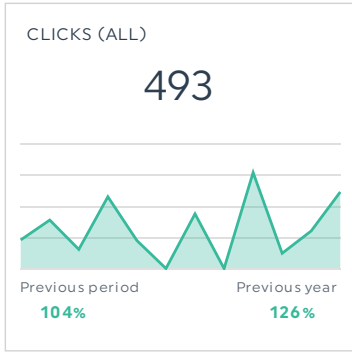
## MAILCHIMP



## FACEBOOK ADS

ENGAGEMENT BY AD (WITH IMAGE)

Ads with Image	Link clicks	CTR	CPC	Amount Spent
 Post: "Beautify your earth – create a Native Garden! We..." (id: 6355862804865)	108	1.51%	\$0.46	\$50.00
 Post: "Triunfo History! Did You Know...Westlake Village..." (id: 6363031893665)	57	0.98%	\$0.88	\$50.00
 Post: "Learn to Conserve: Join Our Free Water Smart..." (id: 6368998164465)	55	0.68%	\$0.91	\$50.00



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