



# Beavers Bend

*Cabin Country*

July - Dec 2024

6 Month Campaign Reporting & Recap

# EXECUTIVE SUMMARY

July - December 2024

43,679,763

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Impressions

306,109

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Site Users

55,780

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Conversions

96,632

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Social  
Engagements

70,207

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Social  
Audience

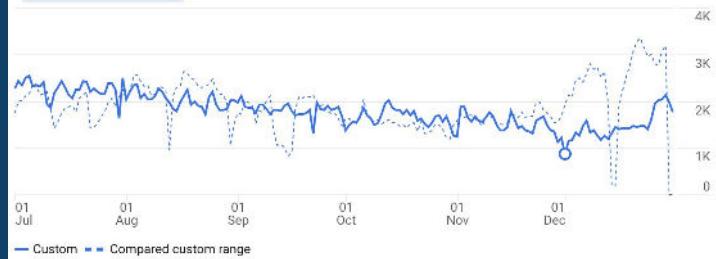
# TAX REVENUE

<i>MONTH</i>	2018 % Change	2019 % Change	2020 % Change	2021-2022	2021 % Change	2022-2023	2022 % Change	2023-2024	2023 % Change	2024-2025	2024 % Change
July	16.87%	8.39%	74.38%	\$403,546.61	41.60%	\$374,437.12	-7.21%	\$392,547.58	4.84%	\$431,311.11	9.87%
August	-2.13%	15.90%	95.89%	\$395,047.92	25.76%	\$414,086.06	4.82%	\$429,777.77	3.79%	\$482,077.28	12.17%
September	1.60%	27.96%	155.46%	\$327,624.14	-2.16%	\$274,765.94	-16.13%	\$262,938.01	-4.30%	\$319,145.36	21.38%
October	13.73%	26.60%	123.76%	\$264,042.08	7.75%	\$264,202.37	0.06%	\$279,291.98	5.71%	\$317,180.40	13.57%
November	3.65%	16.80%	110.84%	\$295,806.80	10.92%	\$362,694.94	22.61%	\$361,883.67	-0.22%	\$379,912.65	4.98%
December	12.57%	20.92%	117.74%	\$328,096.69	5.00%	\$275,328.39	-16.08%	\$377,970.56	37.28%	\$412,648.98	9.17%
January	24.64%	46.67%	70.75%	\$297,223.71	31.64%	\$341,477.59	14.89%	\$342,109.19	0.18%	\$342,109.19	0.00%
February	58.90%	26.77%	129.84%	\$254,124.81	6.69%	\$244,177.41	-3.91%	\$270,047.20	10.59%	\$270,047.20	0.00%
March	-11.34%	32.82%	84.82%	\$233,737.35	22.38%	\$230,707.53	-1.30%	\$258,570.53	12.08%	\$258,570.53	0.00%
April	6.68%	23.02%	115.00%	\$342,513.08	3.14%	\$325,462.65	-4.98%	\$434,254.90	33.43%	\$434,254.90	0.00%
May	31.74%	22.64%	98.55%	\$256,219.83	6.02%	\$246,328.37	-3.86%	\$313,770.51	27.38%	\$313,770.51	0.00%
June	6.42%	124.50%	14.31%	\$287,776.39	-1.20%	\$254,407.24	-11.60%	\$307,517.36	20.88%	\$307,517.36	0.00%
<b>TOTAL</b>	10.67%	31.82%	92.32%	\$3,685,759.41	12.43%	\$3,608,075.61	-2.11%	\$4,030,679.26	11.71%	\$4,268,545.47	5.90%

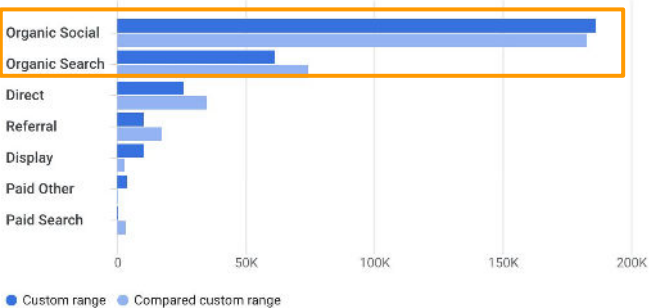
# WEB TRAFFIC

July - December 2024 compared to Jan - June 2024

Active users <sup>?</sup> 306K ↓ 5.2%  
New users <sup>?</sup> 303K ↓ 6.0%  
Average engagement time per active user <sup>?</sup> 55s ↓ 0.2%



New users by First user primary channel group (Default Channel Group)



For the last 6 months, we've had **over 300k users** to the site. We did see a slight **decrease of about 5%** compared to the first half of 2024.

**The top traffic source remains Social**, some of the numbers reflected in "organic social" are actually including some of the paid ads and boosted content as well.

The average engagement time on the site sat at just **under 1 minute**. This remained relatively consistent seeing only a .2% decrease.

Page title and screen class	Page path and screen class	Views	Active users	Bounce rate	Average engagement time per active user	Event count	Key events
SHOW PRIMARY DATE RANGE							
Total		934,534 vs. 987,800 ↓ -3.44%	306,109 vs. 322,831 ↓ -5.22%	45.32% vs. 51.58% ↓ -12.14%	55s vs. 55.23s ↓ -0.22%	2,549,494 vs. 2,655,058 ↓ -3.99%	53,780.00 vs. 77,761.68 ↓ -30.84%
1 Cabins in Beavers Bend Cabin Country	/stay/cabin/	459,877	209,216	46.82%	28s	1,256,924	2,475.00
2 Visit Beavers Bend Cabin Country	/	18,960	15,578	58.5%	9s	57,750	3,115.00
3 Stay in Beavers Bend   Cabins   B&Bs   Campgrounds	/stay/	14,958	11,479	3.24%	9s	35,174	24.00
4 Activities   Things To Do Around Broken Bow Lake and Beavers Bend	/activities/	11,631	8,323	7.16%	13s	31,693	6.00
5 (not set)	/	7,291	229	100%	9m 28s	7,779	0.00
6 Beavers Bend Oklahoma - Welcome to Cabin Country	/	7,231	5,333	49.46%	10s	20,106	534.00
7 Beavers Bend Land & Water Park   Broken Bow Lake Rentals	/directory/beavers-bend-land-water-park/	6,728	4,668	19.69%	27s	19,755	16.00
8 Hiking Trails in Beavers Bend State Park   Around Broken Bow Oklahoma	/activities/outdoor-adventure/hiking/	6,585	3,988	23.11%	1m 01s	20,983	7.00
9 Dream View - Beavers Bend Cabin Country	/properties/dream-view/	5,618	4,790	5.28%	33s	14,961	1,535.00
10 Broken Bow Oklahoma Restaurant   Beavers Bend Area Dining	/eat/	5,104	3,690	9.08%	49s	11,740	58.00

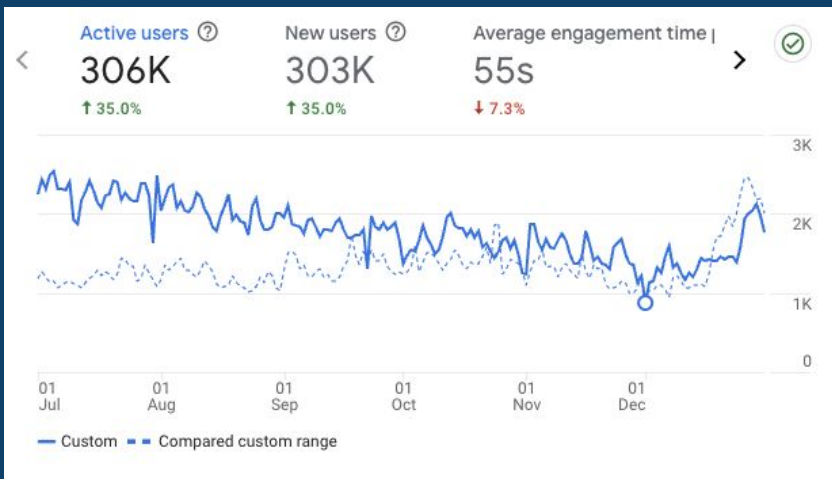
# WEB TRAFFIC

July - December 2024 Traffic Sources

Session source / medium	Session default channel group	Active users	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	New users	Events per session	Event count	Key events	Session key event rate
SHOW PRIMARY DATE RANGE									All events	All events	All events
Total		306,109 vs. 322,891 ↓ -5.2%	359,792 vs. 387,031 ↓ -7.04%	196,751 vs. 187,414 ↑ 4.98%	54.68% vs. 48.42% ↑ 12.93%	46s vs. 46.05 ↑ 1.76%	303,254 vs. 322,635 ↓ -6.01%	7.14 vs. 6.89 ↑ 3.71%	2,569,494 vs. 2,665,098 ↓ -3.59%	53,780.00 vs. 77,761.00 ↓ -30.84%	8.82% vs. 11.93% ↓ -26.07%
1 social / facebook_bbcc_cabin_linkad	Organic Social	184,241	208,833	110,527	52.93%	45s	181,789	7.14	1,490,468	34,061.00	10.53%
2 google / organic	Organic Search	60,119	76,490	51,705	67.6%	54s	58,367	7.40	565,693	7,975.00	5.3%
3 (direct) / (none)	Direct	25,721	30,586	14,741	48.2%	44s	25,670	6.98	213,448	5,063.00	10.27%
4 digital / banner	Display	10,496	10,929	1,179	10.79%	9s	10,426	3.59	39,240	336.00	1.53%
5 digital / retargeting	Paid Other	3,959	4,234	304	7.18%	7s	3,678	3.50	14,804	64.00	0.59%
6 linktr.ee / referral	Referral	3,026	3,269	2,783	85.13%	1m 09s	2,951	11.66	38,110	2,390.00	38.27%
7 m.facebook.com / referral	Organic Social	2,482	2,607	1,604	61.53%	50s	2,372	8.63	22,491	779.00	16.95%
8 bluebeavercabins.com / referral	Referral	2,330	3,130	1,904	60.83%	38s	2,023	6.54	20,464	20.00	0.51%
9 bing / organic	Organic Search	1,595	1,973	1,540	78.05%	1m 26s	1,536	9.14	18,032	414.00	11%
10 digital / datafy_banner	Unassigned	1,251	1,443	78	5.41%	2s	1,247	3.19	4,608	6.00	0.42%
11 digital / datafy_retarding	Unassigned	1,059	1,071	33	3.08%	5s	1,056	3.31	3,547	5.00	0.37%
12 yahoo / organic	Organic Search	937	1,242	934	75.2%	1m 16s	896	8.60	10,677	164.00	8.53%
13 l.facebook.com / referral	Organic Social	879	1,034	769	74.37%	1m 49s	748	15.40	15,924	750.00	26.69%
14 (not set)	Unassigned	847	634	0	0%	5m 26s	243	24.83	15,744	291.00	16.72%
15 digital / referral	Referral	822	824	1	0.12%	0s	822	3.00	2,476	3.00	0.12%
16 fb / paid	Paid Social	755	782	202	25.83%	23s	736	4.79	3,746	79.00	5.75%
17 facebook.com / referral	Organic Social	707	707	438	61.95%	3s	707	3.76	2,660	1.00	0.14%
18 beavers-bend.com / referral	Referral	572	927	597	64.4%	1m 25s	517	8.20	7,604	12.00	1.08%
19 duckduckgo / organic	Organic Search	560	791	534	67.51%	57s	541	6.83	5,401	73.00	6.19%
20 pinterest.com / referral	Organic Social	549	613	260	42.41%	20s	548	4.86	2,979	13.00	1.63%

# WEB TRAFFIC

July - December 2024 compared to July - December 2023



First user prim...Channel Group	Total users	New users
SHOW PRIMARY DATE RANGE		
Total	307,502 vs. 227,268 ↑ 35.3%	303,254 vs. 224,554 ↑ 35.05%
1 Organic Social	189,214	186,399
2 Organic Search	62,434	61,432
3 Direct	26,281	25,892
4 Display	10,465	10,428
5 Referral	10,251	10,096
6 Paid Other	3,776	3,771
7 Unassigned	2,862	2,862
8 Email	999	979
9 Paid Social	808	807
10 Paid Search	336	334

EVENT NAME	EVENT COUNT
page_view	935K ↑ 35.5%
user_engagement	578K ↑ 51.8%
session_start	366K ↑ 33.6%
first_visit	303K ↑ 35.0%
scroll	227K ↑ 8.4%
click	101K ↑ 25.2%
check_availability	46K ↓ 19.5%

We saw an increase of **35% more users** than last year! Compared to the same time period in 2023, there was a bit more consistency and higher numbers across the board this second half of the year.

The top traffic source continues to be social, seeing a **35% increase** compared to the same time in 2023.

When looking at the events most triggered across the site, we're seeing increases across the board with the exception of "Check Availability" which saw a decrease.

# WEB TRAFFIC: CONVERSIONS

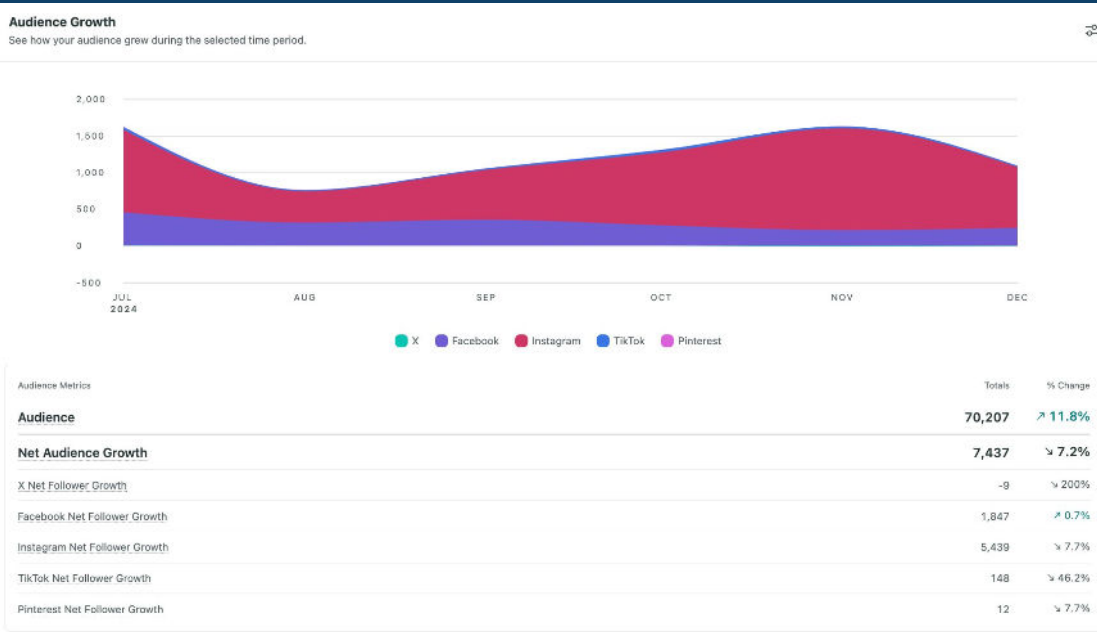
Conversions	July - December 2024		6 mo Over 6 mo Jan - June 2024		Year Over Year July - Dec 2023	
	Conversions	Total Users	Conversions	Total Users	Conversions	Total Users
<i>Totals</i>	<b>55,780</b>	<b>30,999</b>	77,761 ↓	44,291	61,663 ↓	35,366
check_availability	<b>45,529</b>	<b>26,715</b>	70,459	39,978	56,563	32,022
add_to_favorites	<b>4,574</b>	<b>2,102</b>	5,781	3,057	3,861	2,335
start_your_search	<b>3,604</b>	<b>2,113</b>	1,343	1,087	1,076	860
contact_manager	<b>73</b>	<b>69</b>	178	169	163	149

We saw **decreases** compared to the first half of 2024 and the same time period of 2023 with **over 55k conversions** this time period.

We saw an increase in conversions for “Start your Search” and a slight increase in Add to Favorites year over year, while Check Availability and Contact Manager saw decreases.

# SOCIAL MEDIA AUDIENCE

JULY - DECEMBER



The first half of the fiscal saw strong growth with an overall social media audience increase of **11.8%** compared to the previous period and **27.1% YOY!** Facebook sits at 31,479 followers and Instagram now sits at 35k followers.

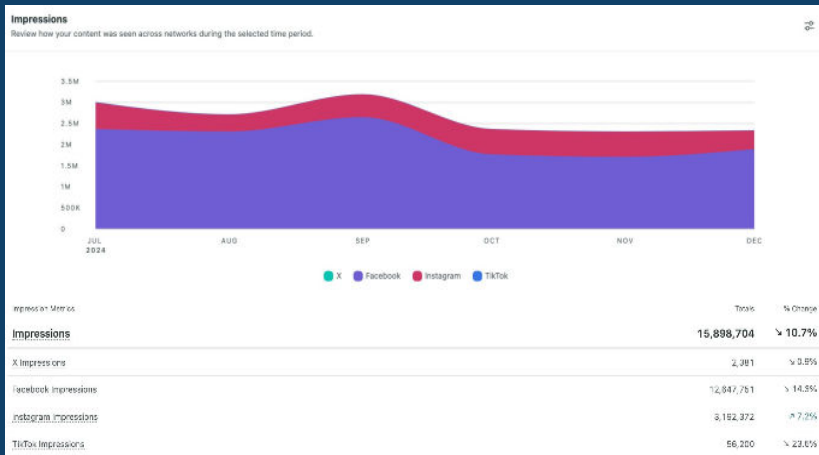
## Total Audience has broken the 70k milestone!

As we enter into the second half of the 24-25 fiscal we will continue to evolve our audience growth strategies as these channels continue to change. Focus will be on reaching new people and keeping our current audience interested and engaged while highlighting seasonal and experiential content.



# SOCIAL MEDIA IMPRESSIONS & ENGAGEMENT

## JULY - DECEMBER



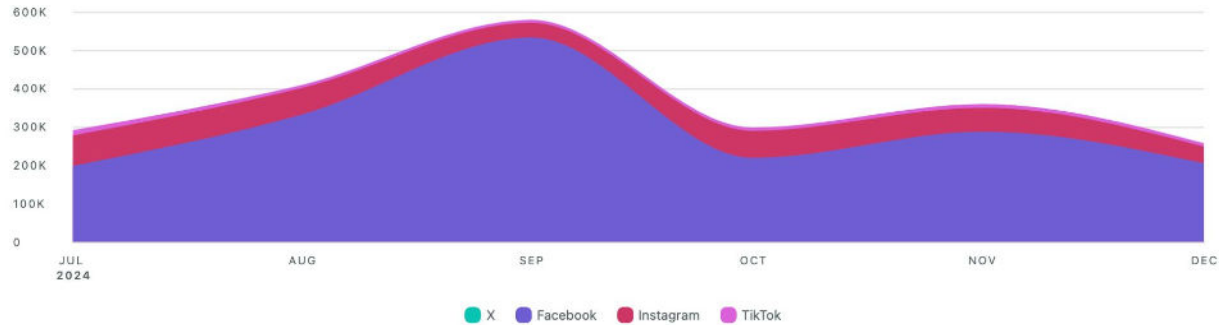
While impressions and engagements fell over this 6 month period these graphs don't accurately represent profile performance due to the frequent Meta metric depreciations that occurred in 2024. The value Meta now assigns to certain metrics (specifically engagements like video views) is different than the first half of 2024. It's difficult to compare back to past time periods because of these changes. One performance indicator that hasn't changed is audience growth, which continues to tick upward for the account and can be used to help guide future content strategy.

# SOCIAL MEDIA VIDEO VIEWS

## JULY - DECEMBER

### Video Views

Review how your videos were viewed across networks during the selected time period.



Video Views Metrics

Totals % Change

#### Video Views

2,192,034 ↘ 21.9%

[X Video Views](#)

398 ↗ 30.9%

[Facebook Video Views](#)

1,771,605 ↘ 28.5%

[Instagram Post Video Views](#)

363,831 ↗ 43.5%






[TikTok Video Views](#)






56,200 ↘ 23.5%

In line with the previous slide, total video views also saw a decrease. Again, it's difficult to gauge performance when the time period we're comparing against weighs video views differently than how they're valued now. But total views were just under **2.2 million** views – a strong number regardless for this time frame.

# ALL STAR PERFORMERS

## JULY - DECEMBER

Facebook Post	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
<p>We can't legally say this place was the inspiration for the 📺 emoji, but... #GetHereAlready - #Beaversbend...</p> 	9,917	4,866	155	215	1	4,680
<p>You don't have to imagine views like this, because they happen roughly twice a day around these parts. 🌲...</p> 	8,150	7,062	114	10	392	672
<p>No matter where you stop to put your feet up, you'll catch some pretty great views. 🌲 🏡 🌄</p> 	3,738	2,417	38	62	179	1,062
<p>It's giving "everything the sun touches" and that's exactly our vibe. 🌲 🏡 #GetHereAlready - ...</p> 	3,599	2,652	30	68	3	846
<p>Not a cellphone in sight, people just living in the moment. 📱 🌲 🏡 #GetHereAlready - #Beaversbend...</p> 	3,401	2,492	38	74	179	668

Instagram Post	Total Engagements	Likes	Comments	Shares	Saves
<p>Who would have thought that the best relaxation station is calling your name from Southeastern Oklahoma...</p> 	1,708	1,056	16	338	298
<p>The first person that pops up when you hit the @ button is who you want to spend a weekend in Cabin Count...</p> 	628	298	12	296	22
<p>The best girl's trip ever could start with a stirp @ 🌲 🏡 🌄 #GetHereAlready . . . . .</p> 	444	237	7	165	35
<p>Rain doesn't ruin anything out here. This is the stuff white noise machines are made of. 🌲 🏡 Back...</p> 	442	334	6	53	49
<p>This place is like a factory that makes core fall memories. 🌲 🏡 #GetHereAlready . . . . .</p> 	413	295	4	62	52

Top performers for Instagram included beauty and unique cabin content, which aligns with our projections given the aesthetic nature of the platform. Additionally (and at no surprise), Reels content dominated the top content format for this platform.

Facebook's top performers were linked static posts that drove to the website and pushed the serenity and beauty of the area.

We continue incorporating engaging hooks to maximize views and grab new audience's attentions.

We'll also continue using trending and seasonal audios to maximize shareability and relatability.

# ALL STAR PERFORMERS

## JULY - DECEMBER

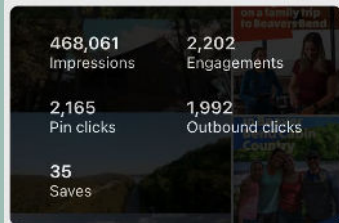
While some metrics were down for this time period the ones more closely tied to our platform objectives were both up significantly – outbound link clicks were **up almost 60%** and saves were **up almost 30%**!

Most clicks drove to certain blog posts while others drove to various landing pages on our site (activities or cabin search). Saves are a strong indicator of intention and a way for users to re-engage with our content in the future.

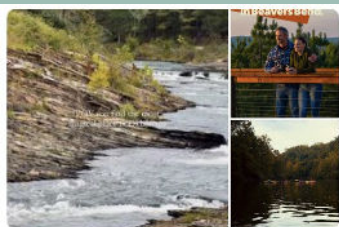
Top boards were seasonal and family focused.



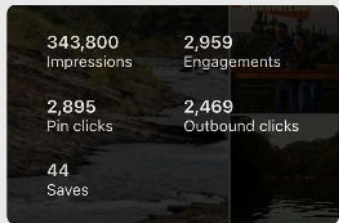
Family Getaway | Family Fun in Beaver Bend Cabin Country  
98 Pins 468.06k Impressions



Family Getaway | Family Fun in Beaver Bend Cabin Country  
98 Pins 468.06k Impressions



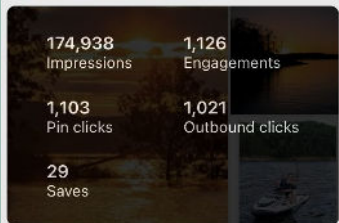
Autumn | FALL in Love with the Scenic Views of Beaver Bend  
97 Pins 343.8k Impressions



Autumn | FALL in Love with the Scenic Views of Beaver Bend  
97 Pins 343.8k Impressions



Summer | Soak up the Scenic Views of Beaver Bend  
78 Pins 174.94k Impressions



Summer | Soak up the Scenic Views of Beaver Bend  
78 Pins 174.94k Impressions

Total audience <sup>i</sup> 928.06k ↑ 4.5% Engaged audience <sup>i</sup> 12.86k ↓ 30%

Impressions <sup>i</sup> 1.77m ↓ 7.2% Engagements <sup>i</sup> 15.92k ↓ 30%

Outbound clicks <sup>i</sup> 11.02k ↑ 56% Saves <sup>i</sup> 574 ↑ 26%

Reporting period for screenshots: August 1 - December 31 2024

# PAID SOCIAL PERFORMANCE TOTALS

JULY - DECEMBER

15,762,679

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Impressions

206,850

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Landing Page  
Views

578,666

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Clicks

3,000,281

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Engagements

\$0.33

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Cost Per Click

# AD PERFORMANCE - FACEBOOK

## JULY - DECEMBER

**Beavers Bend, OK - Visit Cabin Country** Sponsored

It's giving "everything the sun touches" and that's exactly our vibe. 🌲 🌲 #GetHereAlready



2.5K 29 comments 68 shares

Like Comment Share

**Beavers Bend, OK - Visit Cabin Country** Sponsored

You don't have to imagine views like this, because they happen roughly twice a day around these parts. 🌅 🌅 #GetHereAlready



**Beavers Bend, OK - Visit Cabin Country** Travel to Southeastern Okla...

Ashleigh ... 113 comments 10 shares

Like Comment Share

**Beavers Bend, OK - Visit Cabin Country** Sponsored

We can't legally say this place was the inspiration for the 🌅 emoji, but...



4.7K 147 comments 218 shares

Like Comment Share

**Beavers Bend, OK - Visit Cabin Country** Sponsored

Family dinner just hits different on a cabin patio. What's your favorite meal to whip up when you're on Cabin Country time?



**Beavers Bend, OK - Visit Cabin Country** Travel to Southeastern Okla...

3.2K 43 comments

Like Comment Share

**Beavers Bend, OK - Visit Cabin Country** Sponsored

Lake days = the best days. Tag someone who owes you a trip to Broken Bow Lake.



**Beavers Bend, OK - Visit Cabin Country** Travel to Southeastern Okla...

2.5K 33 comments 5 shares

Like Comment Share



# QUANTCAST

7/1 - 12/31

Digital Display has run since July, and has consistently performed well. Month over month, clicks and impressions were high - the weakest month, November, still showed good results and rebounded in a big way in December.

7/1 - 12/31	Impressions	Clicks	CTR	CPC
July	2,327,552	3,434	0.15%	\$2.68
August	2,318,628	2,452	0.11%	\$3.76
September	2,194,502	3,634	0.17%	\$2.54
October	2,184,109	2,834	0.13%	\$3.25
November	2,107,231	1,869	0.09%	\$4.94
December	2,204,501	3,295	0.15%	\$2.80
<b>Total</b>	<b>13,336,523</b>	<b>17,518</b>	<b>0.13%</b>	<b>\$3.16</b>

## Digital Display

### TOTAL IMPRESSIONS

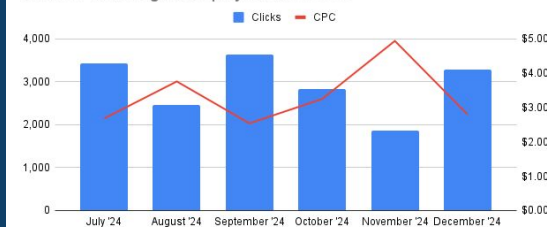
13,336,523

### TOTAL CLICKS

17,518

**CPC**  
**\$3.16**

Beavers Bend Digital Display Clicks & CPC





# BASIS YOUTUBE ADS

7/1 - 11/30



## YouTube Ads

### IMPRESSIONS

5,663,877

### VCR

97.37%

### CPCV - :06s

\$0.01

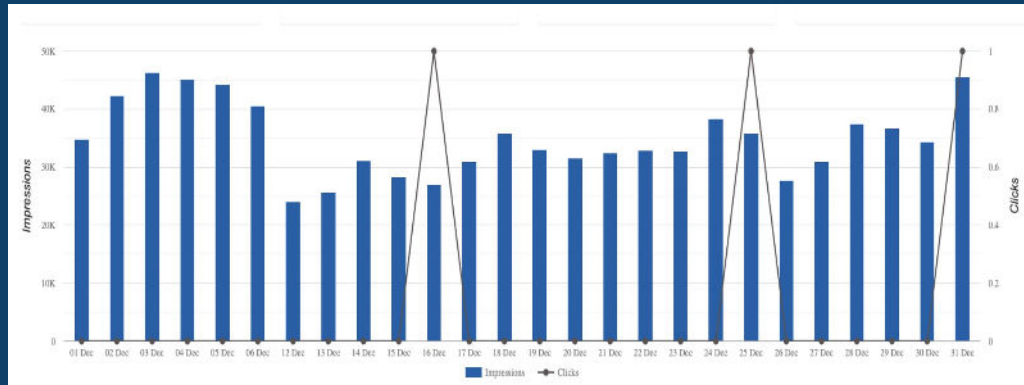
### CPCV - :15s

\$0.01

Basis ran YouTube ads from July through November before we decided to switch vendors in December. During that time frame, however, the campaign ran well, with a spike in impressions at the beginning of November.

# Q1 MEDIA YOUTUBE ADS

12/1 - 12/31



## YouTube Ads

### IMPRESSIONS

905,819

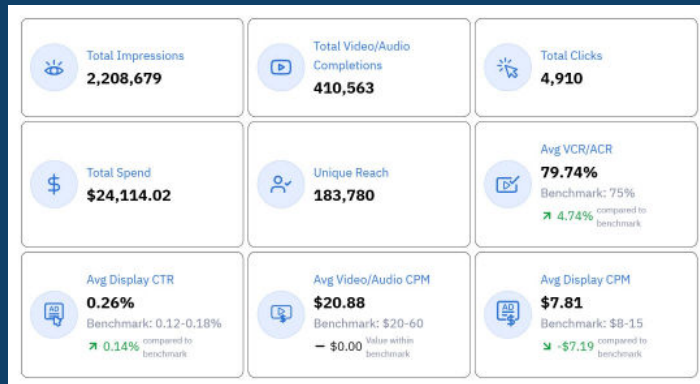
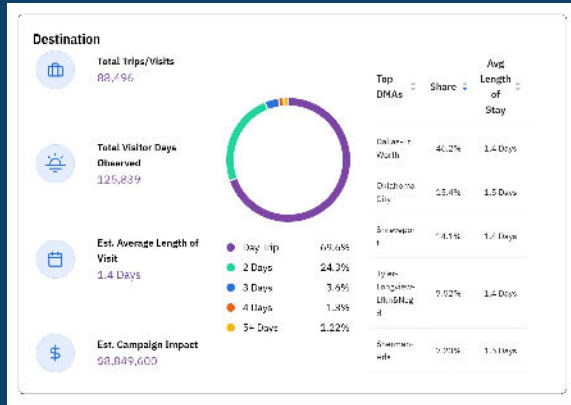
### VCR

98.29%

Q1 Media took over YouTube bumper and non-skip advertising in December, and is off to a hot start. VCR is up, most likely due to the high quality of creative that has been running. Impressions have also been up throughout the month, with several small peaks.

# DATAFY

7/1 - 12/31



## Digital & Video Display

**TOTAL IMPRESSIONS**  
2,206,678

**DISPLAY CPM**  
\$7.81

**VIDEO CPM**  
\$20.88

Datafy ran from July through December. During that time frame, this tactic resulted in over 88,000 total trips/visits and made an estimated campaign impact of \$8.8 million. It also overperformed in terms of VCR, CTR, and CPM.

# HULU & PEACOCK

8/5 - 10/31

9/1 - 10/31

## Hulu

Video (8/5 - 10/31)	Impressions	VCR
August	185,641	98.72%
September	250,972	97.59%
October	246,597	98.87%
<b>Total</b>	<b>683,210</b>	<b>98.39%</b>

## Peacock

Video (9/1 - 10/31)	Impressions	VCR
September	278,484	98.73%
October	278,522	99.17%
<b>Total</b>	<b>557,006</b>	<b>98.95%</b>

## HULU

### OVERALL VCR

98.39%

### TOTAL IMPRESSIONS

683,210

## PEACOCK

### OVERALL VCR

98.95%

### TOTAL IMPRESSIONS

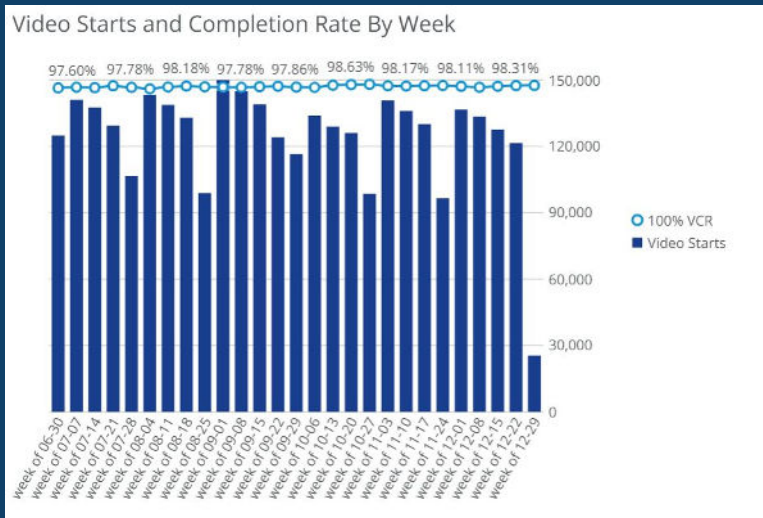
557,006

Hulu (8/5-10/31) and Peacock (9/1-10/31) both ran well during their respective flights. VCR is very high for both of these platforms - they began running again in January and will continue through June, and we hope to see that VCR stay up for the remainder of the campaign.

# PARAMOUNT+ & LOCALITY

8/5 - 10/31

7/1 - 12/31



Locality

## PARAMOUNT+

### OVERALL VCR

98.42%

### TOTAL IMPRESSIONS

789,538

## LOCALITY

### OVERALL VCR

98.03%

### TOTAL IMPRESSIONS

3,363,342

Paramount+ ran from August to October with great results. In fact, this tactic has over delivered each month so far.

Locality is also performing well. This tactic will run for the entirety of the campaign, and we expect to see its strong performance continue.

# YOUTUBE TV

Video (8/5 - 11/24)	Impressions	VCR
August	57,813	96.27%
September	73,746	98.80%
October	73,749	96.60%
November	69,758	88.60%
<b>Total</b>	<b>275,066</b>	<b>95.07%</b>

## YOUTUBE TV

### OVERALL VCR

95.06%

### TOTAL IMPRESSIONS

275,066

The YouTube TV tactic, which ran from August through November, saw good results. VCR was high, but dipped slightly towards the end of the flight. The target VCR for this tactic is 96%, so we expect the second YouTube TV flight from January through June to bring up the average VCR.

# OUT OF HOME & PRINT



Dallas Wallscape



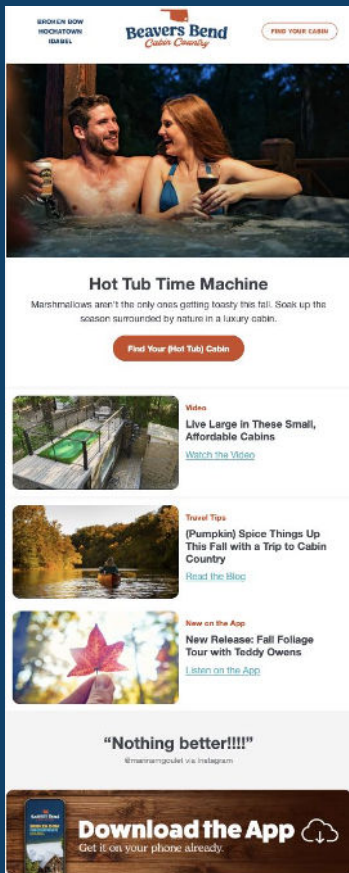
D Magazine



DFW Child

# Email

July - December 2024



**BROKEN BOW HOCHSTOWN IDAHO** **Beavers Bend Cabin Country** [FIND YOUR CABIN](#)

## Hot Tub Time Machine

Marshmallows aren't the only ones getting toasty this fall. Soak up the season surrounded by nature in a luxury cabin.


[Find Your \(Hot Tub\) Cabin](#)

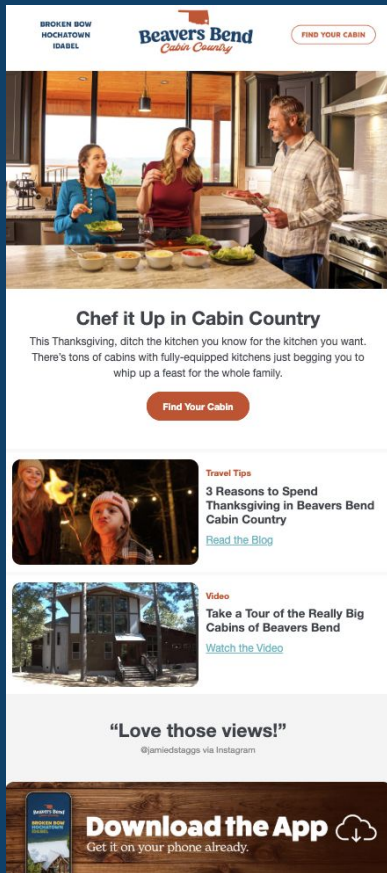
**Video**  
Live Large in These Small, Affordable Cabins  
[Watch the Video](#)

**Travel Tips**  
[Pumpkin] Spice Things Up This Fall with a Trip to Cabin Country  
[Read the Blog](#)

**New on the App**  
New Release: Fall Foliage Tour with Teddy Owens  
[Listen on the App](#)

**"Nothing better!!!!"**  
@merrimogdel via Instagram

**Download the App**   
Get it on your phone already.



**BROKEN BOW HOCHSTOWN IDAHO** **Beavers Bend Cabin Country** [FIND YOUR CABIN](#)

## Chef it Up in Cabin Country


This Thanksgiving, ditch the kitchen you know for the kitchen you want. There's tons of cabins with fully-equipped kitchens just begging you to whip up a feast for the whole family.

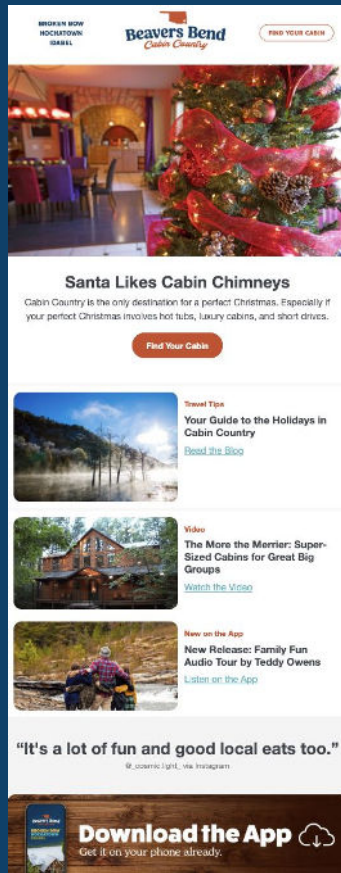
[Find Your Cabin](#)

**Travel Tips**  
3 Reasons to Spend Thanksgiving in Beavers Bend Cabin Country  
[Read the Blog](#)

**Video**  
Take a Tour of the Really Big Cabins of Beavers Bend  
[Watch the Video](#)

**"Love those views!"**  
@janiedstagg via Instagram

**Download the App**   
Get it on your phone already.



**BROKEN BOW HOCHSTOWN IDAHO** **Beavers Bend Cabin Country** [FIND YOUR CABIN](#)

## Santa Likes Cabin Chimneys

Cabin Country is the only destination for a perfect Christmas. Especially if your perfect Christmas involves hot tubs, luxury cabins, and short drives.


[Find Your Cabin](#)

**Travel Tips**  
Your Guide to the Holidays in Cabin Country  
[Read the Blog](#)

**Video**  
The More the Merrier: Super-Sized Cabins for Great Big Groups  
[Watch the Video](#)

**New on the App**  
New Release: Family Fun Audio Tour by Teddy Owens  
[Listen on the App](#)

**"It's a lot of fun and good local eats too."**  
@\_jocarin11 via Instagram

**Download the App**   
Get it on your phone already.

## Insights

Sent 7 general subscriber email July - Dec

Key Takeaways:  
23,171 Total Opens (Avg. 28.2%)  
1,106 Total Clicks (Avg. 1.4%) .



# APP PERFORMANCE

July - December 2024

Date	Downloads	Users
July	245	778
August	174	533
September	137	822
October	208	1,356
November	142	477
December	104	379
<b>Totals</b>	<b>1,010</b>	<b>4,345</b>

App performance in the second half of 2024 across users saw a **significant increase (52%)** compared to the first half of 2024. Downloads also saw a slight **increase of 3%**.

The majority of users were seen in in-county, followed by Dallas, TX and Oklahoma City. The most active users were those utilizing the app in Oklahoma City.



Location Information						EXPORT
	Users	New Users	Sessions	Pages / Session	Avg. Session Duration	
Broken Bow, OK	1490	232	2035	6.00	1m 40s	
Dallas, TX	633	224	875	9.00	2m 53s	
Oklahoma City, OK	268	81	321	10.00	4m 11s	
Fort Worth, TX	102	44	129	8.00	3m 15s	
Texas	84	38	109	9.00	3m 5s	
Miami, FL	64	18	79	10.00	3m 10s	
Houston, TX	62	23	67	11.00	2m 50s	
San Antonio, TX	61	16	85	13.00	3m 53s	