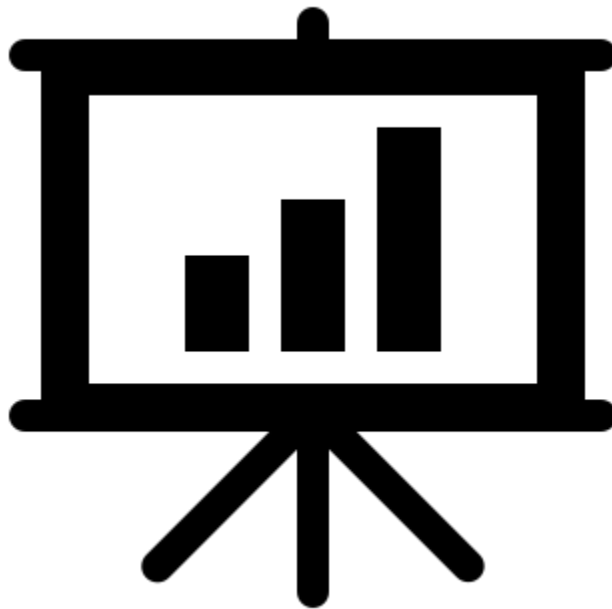


Coastal Enterprises Stats Report

June 2020



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SUMMARY/HIGHLIGHTS

Notable Mentions:

On Facebook we got mentions from Synergy Sign (1,2,3), Rapid Gantry (1,2), and Composites World (1).

On Instagram we got tagged by creativescribing (1), cncshopcom (1), mo.flint (1), a_plussignsandcreative (1), synergysign (1,2,3,4,5), cncwork (1), and signcraftmagazine (1,2,3).



Potential Partnerships:

All video partnerships are currently on hold as we navigate Coronavirus impact on business nationwide. We continue to partner with industry influencers on blog content.

Trending:

More time spent on social media, mostly on Instagram where companies are highlighting their services.

CURRENT MARKETING STRATEGY

Goals:

- 1. Increase Brand Awareness*
- 2. Drive Traffic to the Website*
- 3. Generate New Leads*
- 4. Grow Revenue*
- 5. Differentiate Us from Competitors*
- 6. Differentiate Us from Other Materials (like wood)*
- 7. Become a Trusted Source on HDU/Precision Board*
- 8. Superior Customer Service*
- 9. Expose Us to New/Unknown Markets*

Target Markets:

Industrial and Signage

Primary Channels:

Advertising, E-Marketing, Social Media, Website, Blogs

Growth Opportunities:

Aerospace, Tooling, Industrial, Medical (PPE), Signage

CONVERSION METRICS – SAMPLE REQUESTS

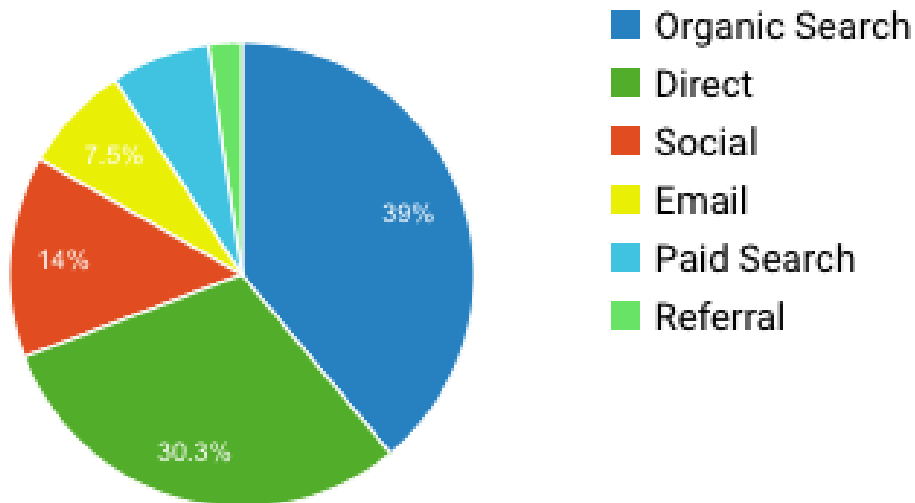
Ad - Facebook	1
Ad - Google	8
Advertisement	1
Colleague	12
Email/Newsletter	1
Facebook	1
Industry Website	6
Instagram	3
Magazine Article	3
Other	12
Pinterest	2
Website/Search Engine	11

TRAFFIC METRICS - WEBSITE

Website Traffic by Source

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	4,388	4,134	5,306	66.08%	1.94	00:01:34
1 Organic Search	1,740			63.29%		
2 Direct	1,353			58.95%		
3 Social	626			82.65%		
4 Email	336			68.85%		
5 Paid Search	308			74.73%		
6 Referral	104			76.36%		

Top Channels



Top Ten Landing Pages

Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,306 % of Total: 100.00% (5,306)	77.95% Avg for View: 77.91% (0.05%)	4,136 % of Total: 100.05% (4,134)	66.08% Avg for View: 66.08% (0.00%)	1.94 Avg for View: 1.94 (0.00%)	00:01:34 Avg for View: 00:01:34 (0.00%)
1. /	1,150 (21.67%)	77.57%	892 (21.57%)	28.78%	3.10	00:02:25
2. /products/high-density-urethane-pblt/	456 (8.59%)	75.44%	344 (8.32%)	67.98%	1.89	00:01:53
3. /tooling/	349 (6.58%)	76.79%	268 (6.48%)	91.98%	1.16	00:00:15
4. /tooling	303 (5.71%)	84.16%	255 (6.17%)	74.59%	1.52	00:00:39
5. /signage/sawatzky-blog-tool-cut-3-thick-precision-board/	142 (2.68%)	56.34%	80 (1.93%)	82.39%	1.51	00:01:24
6. /tooling/chip-load-cnc-router-speeds-feeds/	140 (2.64%)	89.29%	125 (3.02%)	92.14%	1.19	00:00:20
7. /signage/so-realistic-theyd-probably-fool-a-magnet/	108 (2.04%)	92.59%	100 (2.42%)	69.44%	1.64	00:01:00
8. /tooling/primal-speedbike-fairing-precision-board/	102 (1.92%)	62.75%	64 (1.55%)	76.47%	1.48	00:01:29
9. /precision-board-foam-board/	96 (1.81%)	86.46%	83 (2.01%)	60.42%	2.04	00:01:44
10. /news/updated-speeds-and-feeds-for-precision-board-hdu/	94 (1.77%)	86.17%	81 (1.96%)	85.11%	1.26	00:00:34

Top Ten E-Blast Campaigns

Campaign ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	338 % of Total: 7.70% (4,388)	236 % of Total: 5.71% (4,134)	461 % of Total: 8.69% (5,306)	68.76% Avg for View: 66.08% (4.07%)	2.02 Avg for View: 1.94 (3.73%)	00:02:37 Avg for View: 00:01:34 (66.95%)
1. 270b5c4613-Fairing (opens)	101 (26.51%)	71 (30.08%)	124 (26.90%)	71.77%	1.77	00:01:58
2. 84491b6bb2-June Blog Roundup (opens)	72 (18.90%)	40 (16.95%)	98 (21.26%)	59.18%	2.62	00:05:01
3. fc2ccee3f2-Sawatzky X-Edge (opens)	57 (14.96%)	29 (12.29%)	60 (13.02%)	81.67%	1.90	00:02:01
4. 41154f8b44-Sawatzky X-Edge (unopens)	49 (12.86%)	31 (13.14%)	52 (11.28%)	90.38%	1.17	00:00:35
5. 290f97bab3-Turnaround (opens)	28 (7.35%)	21 (8.90%)	36 (7.81%)	38.89%	3.31	00:03:56
6. 7c84feab08-June Tooling Tidbit (opens)	23 (6.04%)	14 (5.93%)	23 (4.99%)	78.26%	1.26	00:01:23
7. 3751b687c6-Parts? (opens)	7 (1.84%)	6 (2.54%)	7 (1.52%)	85.71%	1.14	00:00:58
8. 4443ac60af-Fairing (unopens)	6 (1.57%)	2 (0.85%)	6 (1.30%)	100.00%	1.00	00:00:00
9. 67d7ec9102-Turnaround (unopens)	5 (1.31%)	5 (2.12%)	5 (1.08%)	40.00%	2.40	00:02:10
10. 72cee46a78-July 4th (opens)	5 (1.31%)	3 (1.27%)	6 (1.30%)	33.33%	2.67	00:01:55

E-MARKETING METRICS - MAILCHIMP

June Blog Roundup (opens)

Regular · Coastal Enterprises
Unsaved segment

Sent

39.1%

Opens

9.4%

Clicks

Shipping 1-2 Days! (opens)

Regular · Coastal Enterprises
Unsaved segment

Sent

47.1%

Opens

8.7%

Clicks

Primal Speedbike Fairing (opens)

Regular · Coastal Enterprises
Unsaved segment

Sent

50.4%

Opens

9.6%

Clicks

Sawatzky Guest Blog 6/15 (opens)

Regular · Coastal Enterprises
Unsaved segment

Sent

49.8%

Opens

10.4%

Clicks

July 4th Schedule (opens)

Regular · Coastal Enterprises
Unsaved segment

Sent

50.6%

Opens

7.8%

Clicks

June Tooling Tidbit (opens) - CW Feature

Regular · Coastal Enterprises
Unsaved segment

Sent

48.0%

Opens

7.9%

Clicks

SOCIAL MARKETING METRICS

	Jul-20	Jun-20	May-20
LinkedIn Company Page (Followers)	168	164	162
LinkedIn Showcase Page Signage (Followers)	8	8	8
LinkedIn Showcase Page Tooling (Followers)	6	6	6
LinkedIn Showcase Page Companion Products (Followers)	3	3	3
Facebook Business Page (Likes)	1,142	1,138	1,134
Twitter Business Account (Followers)	1,210	1,215	1,218
Instagram Corporate (Followers)	3,309	3,249	3,201
Instagram Tooling (Followers)	1,079	1,066	1,044
Pinterest Business Profile (Followers)	1,100	1,000	1,000
YouTube Channel (Subscribers)	552	549	545
YouTube Channel (Video Views)	159,736	158,813	157,954

DIGITAL ADVERTISING METRICS - ADWORDS SIGNAGE

Impression defined as any time an ad is shown to someone on a search results page.

Impressions [?](#)

3,921



Search Phrases [?](#)

Phrases	Impr.	↓ Clicks
coastal enterprise	344	72
precision board	68	28
precision board	487	12
foam hdu	196	6
precision board high density urethane	12	5
coastal precision board	5	4
hdu board	34	4
hdu foam	29	4

DIGITAL ADVERTISING METRICS - ADWORDS TOOLING

Impression defined as any time an ad is shown to someone on a search results page.



Search Phrases ⓘ

Phrases	Impr.	↓ Clicks
coastal enterprise	208	44
precision board	12	8
precision board price	2	3
tooling board	24	2
precision board	7	2
tool board	89	2
polyurethane tooling board	13	1
foam tools	10	1