



# Marketing and Communications

## January 2023

Metrics and Outcomes

## January 2023 Highlights

Complete	Date	Outcome
Ice Rink Opening and Snowplow Naming	12/20	2,200 video views
Demolition Webpage Launched	12/30	261 website visits
Roads Program Announced	1/4	5,342 website visits
Interim Police Chief/Prosecutor Announced	1/5	5,300 video views
Sidewalk Program Letters Mailed	1/13	1,328 letters mailed
Swayne Field Reimagining	1/14	36 attendees
Hawaiian Luau @ Ottawa Park Ice Rink	1/14	125 attendees
MLK Experience	1/16	1,100 video views

Upcoming	Date
Snowman Building Contest	1/25
Youth Be Heard Events End	1/26
Christmas Tree Recycling Ends	1/31
Mowing Bids Close	1/31
Forward Toledo Surveys Close	1/31
Youth Program Grants Application Deadline	2/10
Kid Mayor Application Deadline	2/13

January 2023 toledo.oh.gov

## Audience Overview

 24% **88,038**  
users

 20% **230,730**  
pageviews

 23% **133,619**  
sessions

## New and Noteworthy Content

### Sidewalk Program

→ [toledo.oh.gov/sidewalks](https://toledo.oh.gov/sidewalks)

### Assessments

→ [toledo.oh.gov/assessments](https://toledo.oh.gov/assessments)

### Demolition

→ [toledo.oh.gov/demolition](https://toledo.oh.gov/demolition)

### Kid Mayor

→ [toledo.oh.gov/kid-mayor](https://toledo.oh.gov/kid-mayor)

### Pay Income Taxes

→ [toledo.oh.gov/taxes](https://toledo.oh.gov/taxes)

### Forward Toledo

→ [toledo.oh.gov/forward](https://toledo.oh.gov/forward)

### Rental Assistance

→ [toledo.oh.gov/renters](https://toledo.oh.gov/renters)

### Snow Removal

→ [toledo.oh.gov/snow-removal](https://toledo.oh.gov/snow-removal)

## Top Pages

	Pageviews	Entrances	%Exit
1. /residents/renters/assistance	29,232	20,428	73.61%
2. (home)	27,687	20,898	44.46%
3. /residents/water/pay-my-bill	26,178	13,257	72.50%
4. /residents/neighborhoods/trash-recycling	20,773	14,736	73.16%
5. /residents/water/boil-advisories	7,471	5,456	74.93%

## January 2023 Social Media

### Facebook

 **639,920**  
impressions

 **5.3%**  
engagement rate

 **303**  
new followers

### Instagram

 **14,514**  
impressions

 **6.8%**  
engagement rate

 **71**  
new followers

### Twitter

 **94,095**  
impressions

 **2.1%**  
engagement

 **198**  
new followers

### TikTok

 **1,467**  
video views

 **3.1%**  
engagement

 **10**  
new subscribers

## January 2023 Email Campaigns

### Wednesday With Wade Newsletter

**52,882**  
subscribers

 **31%**  
3.9% open rate

 **1.2%**  
28% click rate

### Employee Newsletters

**2,179**  
subscribers

 **17%**  
5.8% open rate

 **3.6%**  
359% click rate

### Emails Sent

#### Audience

#### Opened

#### Clicked

December 21, 2022

**WWW**

**30.1%**

**0.2%**

December 30, 2022

**Employee**

**17.5%**

**3.6%**

January 4, 2023

**WWW**

**32.0%**

**2.6%**

January 11, 2023

**WWW**

**30.6%**

**1.1%**

January 18, 2023

**WWW**

**34.2%**

**0.8%**

## Appendix A Website Analytics

### Definitions

#### **Users**

Users are identified using cookies which assign a unique ID to each browser/device pair.

#### **Pageviews**

A page view is counted each time a page is loaded, regardless of the time spent on the page.

#### **Entrances**

Number of times a user entered the website through a particular page.

#### **% Exit**

Percentage of pageviews which end with a user leaving the website.

#### **Sessions**

A session is the period time a user is actively engaged with the website.

## Appendix B Social Analytics

### Definitions

#### Facebook and Instagram

**Impressions**

Number of times our content was viewed.

**Engagement Rate**

Percentage of impressions that resulted in a like, comment, or share.

**New Followers**

Number of people who followed our page in the month.

#### Twitter

**Impressions**

Number of times our content was viewed.

**Engagement Rate**

Percentage of impressions that resulted in a like, reply, or retweet.

**New Followers**

Number of people who followed our account in the month.

#### TikTok

**Video Views**

Number of times one of our videos was played for any amount of time.

**Engagement Rate**

Percentage of views that resulted in a like, comment, or share.

**New Subscribers**

Number of people who subscribed to our channel in the month.

## Appendix C Email Analytics

### Definitions

#### Mailchimp

##### **Subscribers**

Number of people currently subscribed to a list. Different lists are used to manage different audience types.

##### **Open rate**

How many successfully delivered email campaigns were opened by subscribers.

##### **Click rate**

A percentage that defines how many successfully delivered emails registered at least one click.