

Downtown JCMO Marketing Report

January 1st, 2025 - May 31st, 2025

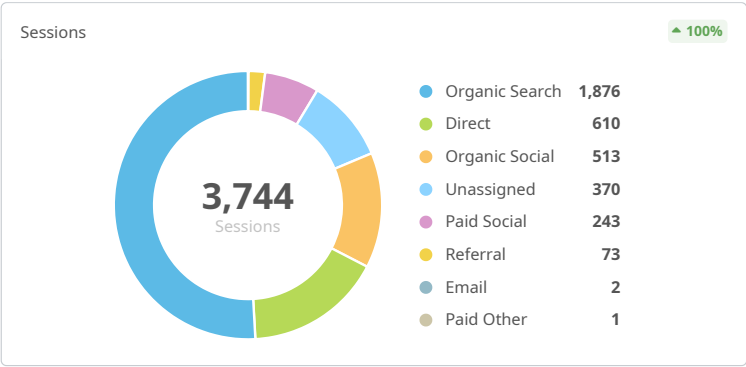
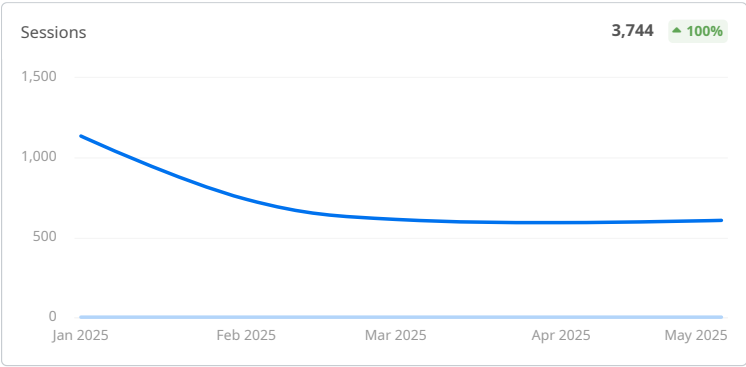
Downtown JCMO

<https://downtownjeffersoncity.com/>



Google Analytics 4

User Acquisition



Sessions ▲ 100%

3,744

Total Users ▲ 100%

2,718

User Engage... ▲ 100%

1d 3h 35m 24s

Views ▲ 100%

5,392

Key Events 0%

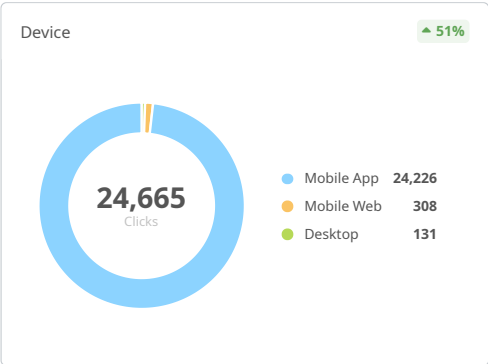
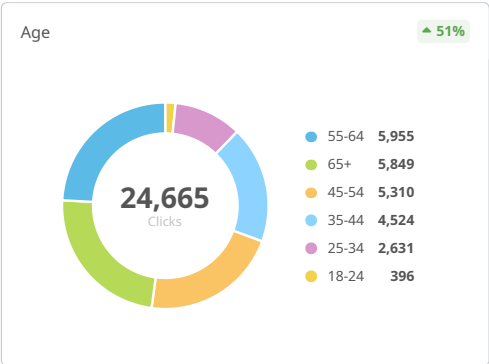
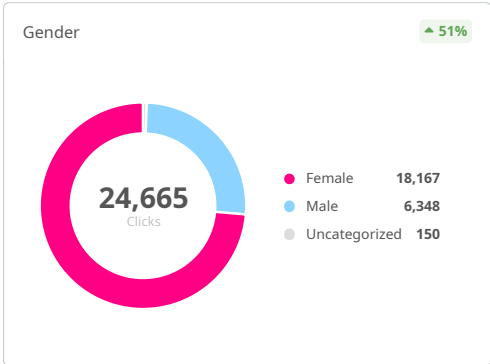
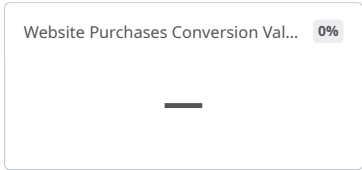
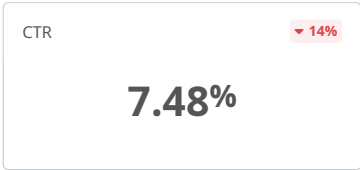
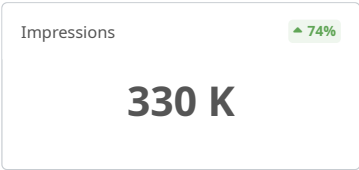
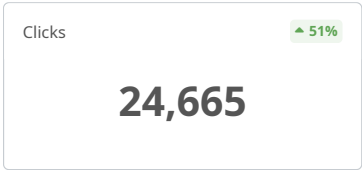
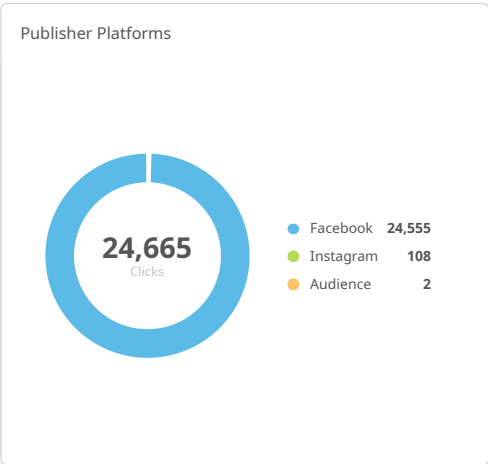
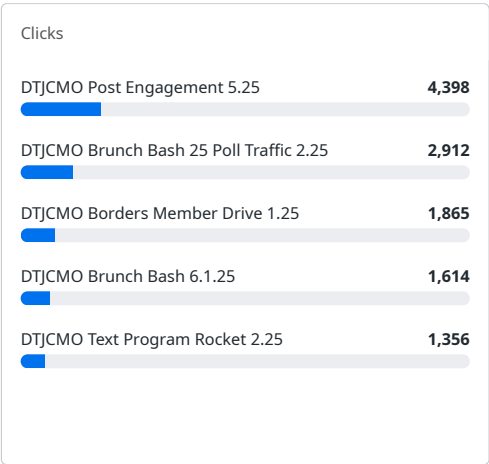
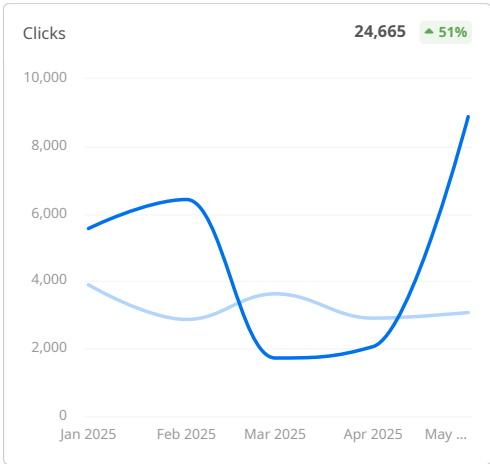
0

Event Count ▲ 100%

20,624

Showing 8 of 8 Rows						
CHANNEL	SESSIONS	TOTAL USERS	USER ENGAGEMENT	VIEWS	KEY EVENTS	EVENT COUNT
Organic Search	1,876	1,549	15h 35m 28s	2,543	0.00	11,244
Direct	610	457	5h 37m 12s	918	0.00	3,766
Organic Social	513	450	4h 50m 37s	612	0.00	3,074
Unassigned	370	316	11m 19s	956	0.00	1,064
Paid Social	243	235	1h 3m 45s	275	0.00	1,113
Referral	73	45	16m 58s	86	0.00	354
Email	2	1	5s	1	0.00	6
Paid Other	1	1	—	1	0.00	3

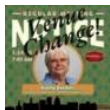
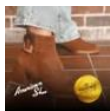
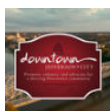
Facebook Ads



Showing 36 of 36 Rows

AD	AD SET	CAMPAIGN	CLICKS	IMPRESSIONS	AVERAGE CPC	CTR
 DTJCMO Post Engag...	DTJCMO Post Engagement 5.25	DTJCMO Post Engagement 5.25	4,398	22,875	\$0.02	19.23%
 DTJCMO Brunch Bas...	DTJCMO Brunch Bash 25 Poll Traffic 2.25	DTJCMO Brunch Bash 25 Poll Traffic 2.25	2,912	18,849	\$0.02	15.45%
 DTJCMO Borders M...	DTJCMO Borders Member Drive 1.25	DTJCMO Borders Member Drive 1.25	1,865	29,043	\$0.04	6.42%
 DTJCMO Brunch Bas...	DTJCMO Brunch Bash 6.1.25	DTJCMO Brunch Bash 6.1.25	1,614	20,620	\$0.07	7.83%

AD	AD SET	CAMPAIGN	CLICKS	IMPRESSIONS	AVERAGE CPC	CTR
 DTJCMO Text Progra...	DTJCMO Text Program Rocket 2.25	DTJCMO Text Program Rocket 2.25	1,356	33,735	\$0.08	4.02%
 DTJCMO Brunch Bas...	DTJCMO Brunch Bash May 18th	DTJCMO Brunch Bash May 18th	1,317	16,533	\$0.05	7.97%
 DTJCMO Sip Shop R...	DTJCMO Sip Shop Registrations 4.25	DTJCMO Sip Shop Registrations 4.25	1,189	25,096	\$0.08	4.74%
 DTJCMO Conferenc...	DTJCMO Conference Center Hearing 1.25.1	DTJCMO Conference Center Hearing 1.25.1	1,100	4,023	\$0.02	27.34%
 DTJCMO Bookkeepe...	DTJCMO Bookkeeper 1.25	DTJCMO Bookkeeper 1.25	946	8,092	\$0.03	11.69%
 DTJCMO Text Progra...	DTJCMO Text Program PLatePour 1.25	DTJCMO Text Program PLatePour 1.25	823	20,093	\$0.05	4.10%
 DTJCMO Best Of RM...	DTJCMO Best Of RM 1.25	DTJCMO Best Of RM 1.25	752	8,539	\$0.05	8.81%
 DTJCMO Lacey Hale...	DTJCMO Lacey Hale Meeting 3.25	DTJCMO Lacey Hale Meeting 3.25	730	7,288	\$0.06	10.02%
 DTJCMO Post Engag...	DTJCMO Post Engagement 3.25	DTJCMO Post Engagement 3.25	624	14,325	\$0.07	4.36%
 DTJCMO Sip Shop M...	DTJCMO Sip Shop Registration 5.25	DTJCMO Sip Shop Registration 5.25	498	9,549	\$0.06	5.22%
 DTJCMO Milken Eng...	DTJCMO Milken Engagement 3.25	DTJCMO Milken Engagement 3.25	447	4,922	\$0.03	9.08%
 DTJCMO Valentines...	DTJCMO Valentines 2.25	DTJCMO Valentines 2.25	424	9,690	\$0.11	4.38%
 DTJCMO Cara Stark...	DTJCMO Board Member Profile 4.25	DTJCMO Board Member Profile 4.25	424	7,163	\$0.09	5.92%

AD	AD SET	CAMPAIGN	CLICKS	▼	IMPRESSIONS	AVERAGE CPC	CTR
 DTJCMO Venue CHa...	DTJCMO Venue CHange 1.25	DTJCMO Venue Change 1.25	410		3,990	\$0.05	10.28%
 DTJCMO Meeting Al...	DTJCMO Meeting Alert 2.25	DTJCMO Meeting Alert 2.25	401		3,050	\$0.03	13.15%
 DTJCMO AmShoe M...	DTJCMO Members Campaign 1.25	DTJCMO Members Campaign 1.25	281		1,968	\$0.02	14.28%
 DTJCMO High Rise...	DTJCMO Members Campaign 1.25	DTJCMO Members Campaign 1.25	267		2,154	\$0.03	12.40%
 DTJCMO Sip Shop R...	DTJCMO Sip Shop Registration 5.25	DTJCMO Sip Shop Registration 5.25	250		5,652	\$0.07	4.42%
 DTJCMO Brunch Bas...	DTJCMO Brunch Bash Roster 5.18.25 to Fans	DTJCMO Brunch Bash Roster 5.18.25 to Fans	234		1,561	\$0.02	14.99%
 DTJCMO Join Page...	DTJCMO Join Page w Bridge Video 2.25	DTJCMO Join Page w Bridge Video 2.25	233		4,461	\$0.06	5.22%
 DTJCMO Bluebird Ev...	DTJCMO Bluebird Event 5.25	DTJCMO Bluebird Event 5.25	223		25,409	\$0.39	0.88%
 DTJCMO Sip Shop R...	DTJCMO Sip Shop Registration 5.25	DTJCMO Sip Shop Registration 5.25	204		7,262	\$0.11	2.81%
 DTJCMO Conferenc...	DTJCMO Conference Center Hearing 1.25	DTJCMO Conference Center Hearing 1.25	203		655	\$0.02	30.99%
 DTJCMO Andrea Hol...	DTJCMO Board MEmber Profile 4.25	DTJCMO Board MEmber Profile 4.25	182		2,925	\$0.11	6.22%
 DTJCMO Town Hall I...	DTJCMO Town Hall Invite 5.25	DTJCMO Town Hall Invite 5.25	146		3,616	\$0.25	4.04%

AD	AD SET	CAMPAIGN	CLICKS	▼	IMPRESSIONS	AVERAGE CPC	CTR
 DTJCMO Contact Us...	DTJCMO Contact Us 3.25	DTJCMO Contact Us 3.25	127		5,160	\$0.13	2.46%
 DTJCMO Mark Lees...	DTJCMO Board Member Profile 4.25	DTJCMO Board Member Profile 4.25	57		942	\$0.08	6.05%
 DTJCMO 232 Memb...	DTJCMO Members Campaign 1.25	DTJCMO Members Campaign 1.25	10		108	\$0.02	9.26%
 DTJCMO Gus Wagne...	DTJCMO Board Member Profile 4.25	DTJCMO Board Member Profile 4.25	9		82	\$0.05	10.98%
 DTJCMO Books+ Me...	DTJCMO Members Campaign 1.25	DTJCMO Members Campaign 1.25	5		45	\$0.00	11.11%
 DTJCMO Jan Schum...	DTJCMO Board Member Profile 4.25	DTJCMO Board Member Profile 4.25	2		55	\$0.12	3.64%
 DTJCMO Arris+ Me...	DTJCMO Members Campaign 1.25	DTJCMO Members Campaign 1.25	2		22	\$0.02	9.09%

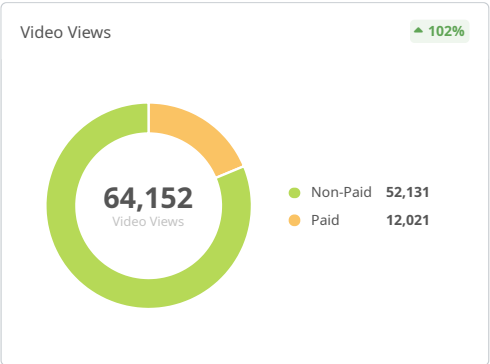
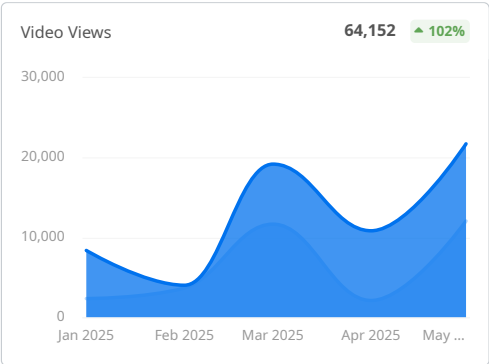
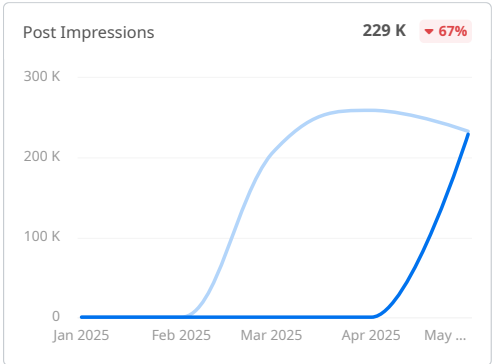
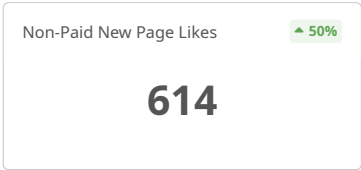
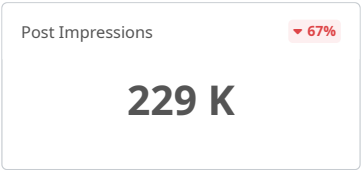
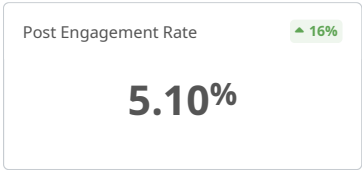
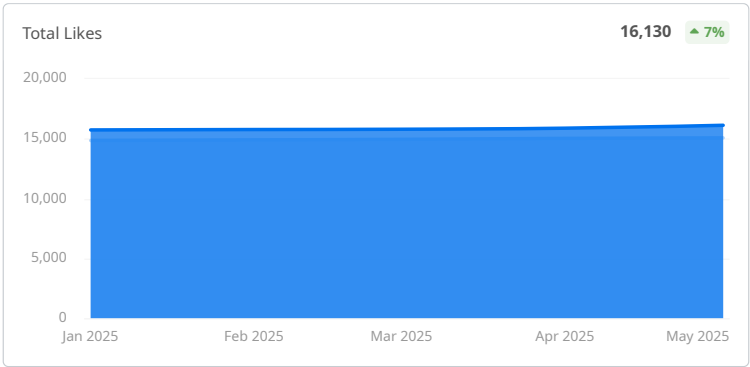
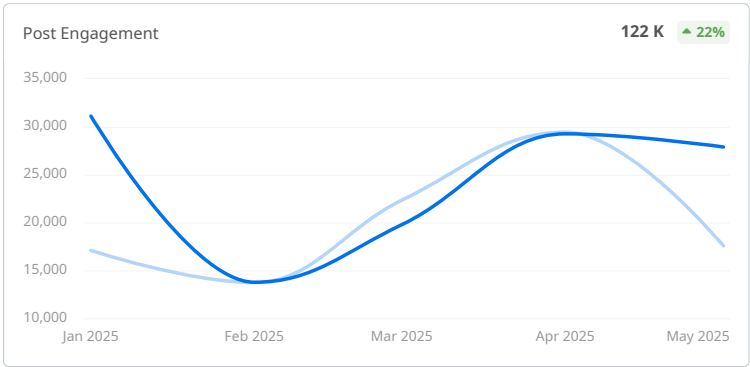
Facebook - Posts

Showing 35 of 35 Rows						
DATE	POST	POST IMPRESSIONS UNIQ...	LIKES	SHARES	CLICKS	
May 21, 2025	 Qui dolorum explicabo verit... Qui ut voluptatibus est animi s	255	3	4	19	
May 16, 2025	 Et architecto qui laudantium... Voluptatem quam veniam aut.	521	2	4	21	
May 14, 2025	 Omnis voluptas quia veniam... Ut quisquam expedita porro.	833	2	5	16	
May 9, 2025	 Culpa quis consequuntur ne... Architecto error quos ut veniar	227	3	6	16	
May 2, 2025	 Ut dignissimos ducimus plac... At rerum illum mollitia dolores	211	2	5	17	
Apr 26, 2025	 Labore qui voluptatem place... Error et consequatur pariatu	471	2	3	17	
Apr 2, 2025	 Reprehenderit consequatur ... Molestias vitae deserunt sequi	334	3	6	19	
Mar 31, 2025	 Recusandae aut ullam provi... Vel consequuntur id veritatis e	121	2	5	16	
Mar 27, 2025	 Labore aut eligendi dolores l... Dolores optio aut dolore numq	446	3	3	20	
Mar 26, 2025	 Voluptatem autem molestia... Qui qui vitae incidunt impedit	749	3	6	19	
Mar 21, 2025	 Laborum veniam suscipit ex ... Dolor excepturi repudiandae e	641	3	6	19	
Mar 20, 2025	 Necessitatibus ipsam exercit... Iste ducimus doloribus nihil ip:	160	2	4	21	
Mar 12, 2025	 Rerum dolorem ut rem atqu... Omnis culpa et sit beatae debi	193	2	5	16	
Mar 11, 2025	 Aut sed quibusdam qui eni... Dolores quia laboriosam fugiat	732	2	5	18	

DATE	POST	POST IMPRESSIONS UNIQ...	LIKES	SHARES	CLICKS	
Feb 24, 2025	 Culpa sint esse illo nihil sed ... Consequuntur quos sint dolore	419	3	3	18	
Feb 22, 2025	 Aut esse consequatur temp... Repudiandae voluptatem qui c	476	2	3	15	
Feb 14, 2025	 Quod tenetur enim blanditii... A mollitia quibusdam omnis fu	175	2	5	18	
Feb 13, 2025	 Neque dolorem veritatis eni... Vitae id aut est aut laborum nc	 Data Unavailable		3	6	20
Feb 13, 2025	 Quod aliquid aspernatur rati... Qui et cum voluptates et numc	610	3	6	18	
Feb 5, 2025	 Rem consequatur soluta aliq... Sit quae perferendis id et eaqu	828	2	5	16	
Feb 5, 2025	 Doloremque libero omnis di... Illum ut numquam ex repellen	131	2	3	20	
Feb 2, 2025	 Sit amet ut eaque saepe quo... Iure officiis deserunt non comr	687	2	6	18	
Jan 27, 2025	 Ex officiis totam provident a... Cumque maxime sit in ullam q	135	3	6	21	
Jan 26, 2025	 Aut quae rem maxime eum ... Aut impedit harum deleniti del	797	2	3	18	
Jan 21, 2025	 Repellat iste tempore officia ... Et dolores consequatur perspic	452	2	6	18	
Jan 20, 2025	 Modi eum sed quisquam de... Fugit sed ea error molestiae su	831	2	4	17	
Jan 20, 2025	 Ipsum praesentium dolorem... Id explicabo ut incidunt volupt	373	3	4	20	
Jan 18, 2025	 Maxime sint quidem volupta... Molestias quam eum veniam e	486	3	4	17	
Jan 18, 2025	 Dolorem quos totam repella... Eos suscipit omnis quidem ass	398	3	4	19	

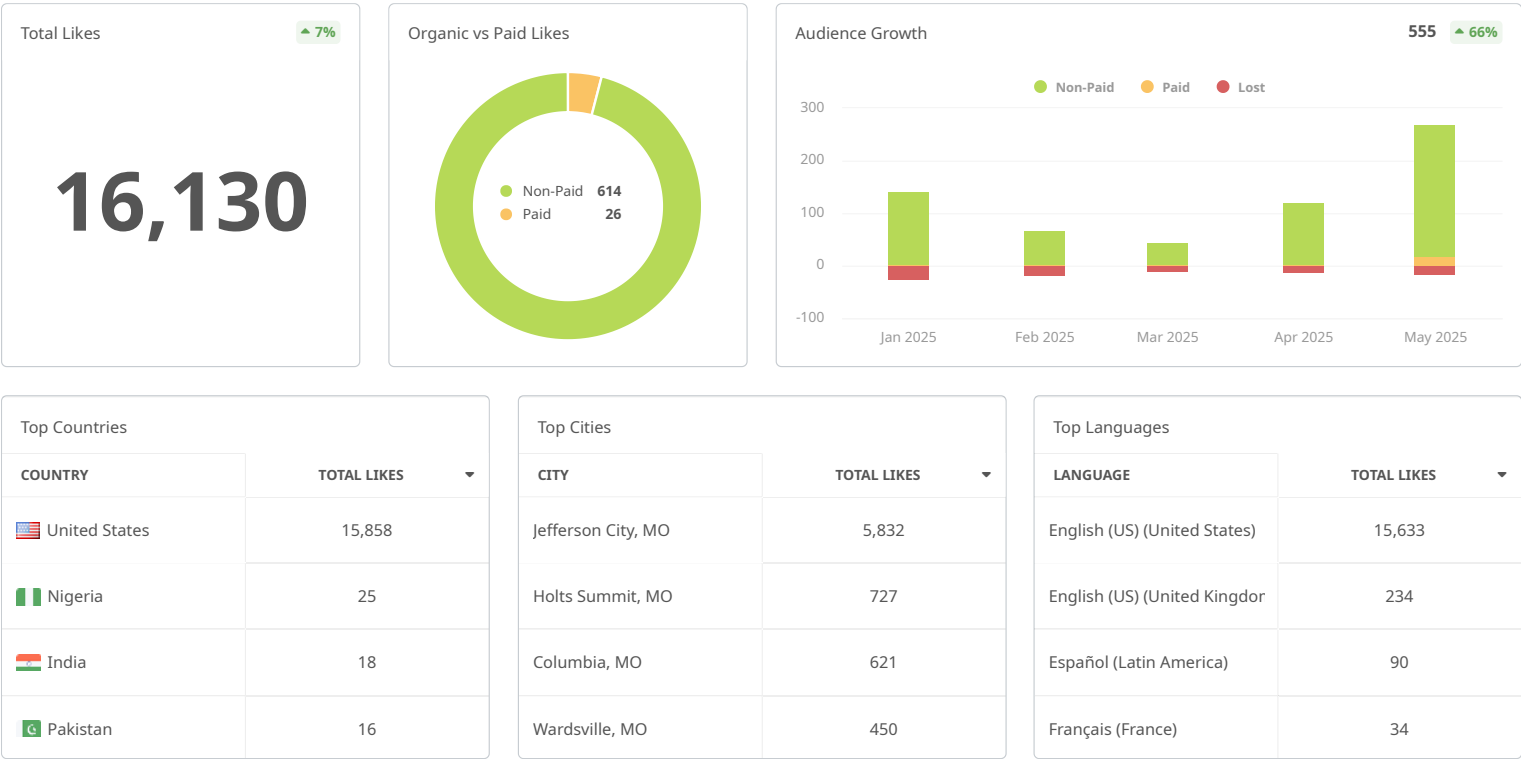
DATE	POST	POST IMPRESSIONS UNIQ...	LIKES	SHARES	CLICKS
Jan 15, 2025	 Eum in nulla natus dolor qu... Possimus reiciendis est occaec	701	3	4	21
Jan 11, 2025	 Et ipsum quam deleniti totam. Culpa id tempore fugit quisque	403	3	5	21
Jan 5, 2025	 Numquam qui consequuntu... Nobis fugiat sed quaerat ipsan	800	2	5	20
Jan 4, 2025	 Velit non ut vel qui. Dolores sequi ut ut aut dolor.	157	2	3	20
Jan 3, 2025	 Vero quis repellendus velit e... Praesentium qui quasi nisi dele	225	3	3	18
Jan 3, 2025	 Totam possimus et dolores i... Quo molestias provident assur	680	3	5	21

Facebook - Engagement

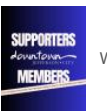
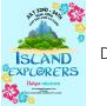




Facebook - Likes



Instagram - Posts

Showing 50 of 75 Rows				
DATE	POST	LIKES	COMMENTS	
May 28, 2025	 Want to live in Downtown #JCMO? 202 E...	0	0	
May 27, 2025	 Food trucks who have signed up to part...	0	0	
May 25, 2025	 We'd love to have you supporting the m...	0	0	
May 20, 2025	 TOMORROW: Join us for a lunchtime Zo...	0	0	
May 19, 2025	 An exciting weekend is on the horizon a...	0	0	
May 19, 2025	 THANK YOU to the hundreds of neighbo...	0	0	
May 18, 2025	 Why We're Now Calling Our Members "Sup...	0	0	
May 17, 2025	 TODAY: You've noticed Downtown #JCM...	1	0	
May 16, 2025	 Join us for a lunchtime Zoom on Wedne...	0	0	
May 15, 2025	 Tickets are now available for the The Lit...	0	0	
May 14, 2025	 Look how much Downtown #JCMO has ...	0	0	
May 12, 2025	 Didn't UNIQUE CREATIONS LLC make som...	0	0	

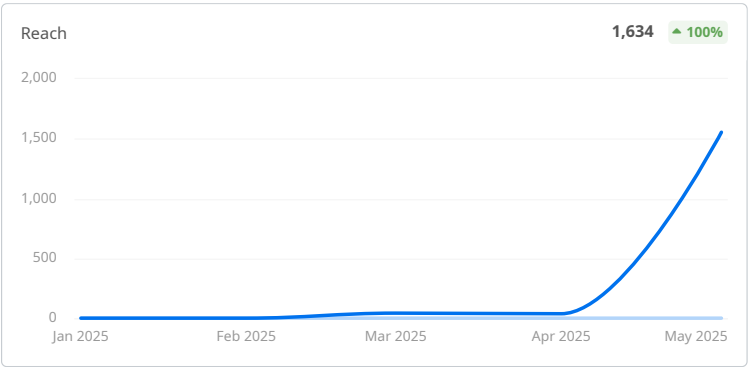
DATE	POST	LIKES	COMMENTS
May 12, 2025	 We've got a great lineup of trucks for th...	0	0
May 11, 2025	 We've got a great lineup of trucks for th...	0	0
May 10, 2025	 TODAY: We look forward to seeing everyon...	0	0
May 8, 2025	 Some say cranes in action is always a go...	0	0
May 8, 2025	 THANK YOU, GFiber, for stepping up as ...	0	0
May 7, 2025	 ALSO SATURDAY: Capital City Race start...	0	0
May 7, 2025	 A reminder about Downtown #JCMO in a r...	0	0
May 6, 2025	 The actual sampling glasses will be just a li...	0	0
May 6, 2025	 Join us next week for a special event wit...	0	0
May 5, 2025	 Missouri-based brewers will also be on ha...	0	0
May 5, 2025	 THANK YOU to City of Jefferson, Missou...	0	0
May 5, 2025	 TONIGHT at Gumbo Bottoms Alehaus: Sin...	0	0

DATE	POST	LIKES	COMMENTS
May 4, 2025	 Pre-event tickets are still available for this ...	0	0
May 3, 2025	 One week from the time of this posting:...	1	0
May 2, 2025	 Spend time with Mom on Mothers Day Eve...	0	0
May 2, 2025	 SUNDAY: Wildflower Lane debuts their ...	0	0
May 2, 2025	 Happy Le Bee Marché Weekend to thos...	0	0
May 1, 2025	 The annual Law Enforcement Memorial ...	0	0
Apr 30, 2025	 THIS WEEKEND: Ford Enthusiast Nation...	0	0
Apr 29, 2025	 THANK YOU to our patrons, voters, and th...	0	0
Apr 28, 2025	 FRIDAY NIGHT: "Singin' in the Rain" at M...	0	0
Apr 26, 2025	 How many warm weather dates have you ...	0	0
Apr 25, 2025	 Parts of Capitol and Madison will be clo...	0	0
Apr 24, 2025	 THANK YOU to Jefferson City Police Dep...	0	0
Apr 24, 2025	 TONIGHT: Small Business Mixer with Sh...	0	0

DATE	POST	LIKES	COMMENTS
Apr 23, 2025	 Just go ahead and put "Karaoke Night!" in ...	0	0
Apr 22, 2025	 Have you purchased your Sip and Shop ...	0	0
Apr 21, 2025	 Get to know board secretary Jan Schum...	0	0
Apr 20, 2025	 If you've been asked for a Google review w...	0	0
Apr 19, 2025	 Hop into the Easter spirit, Jefferson City!...	0	0
Apr 18, 2025	 LIVE MUSIC @ Gumbo Bottoms Alehaus...	0	0
Apr 18, 2025	 Have you signed up for Serve Jeff City y...	0	0
Apr 18, 2025	 Get to know board treasurer Mark Lees...	0	0
Apr 17, 2025	 Get to know board vice president Gus W...	0	0
Apr 16, 2025	 Get to know board president Cara Stark!...	0	0
Apr 15, 2025	 Get to know board member Andrea Holl...	0	0
Apr 15, 2025	 CONGRATS to Beth Elliot on her Downto...	0	0

DATE	POST	LIKES	COMMENTS
Apr 14, 2025		0	0

Instagram - Discovery



Age


Metric has been sunset and no longer supported by native platform