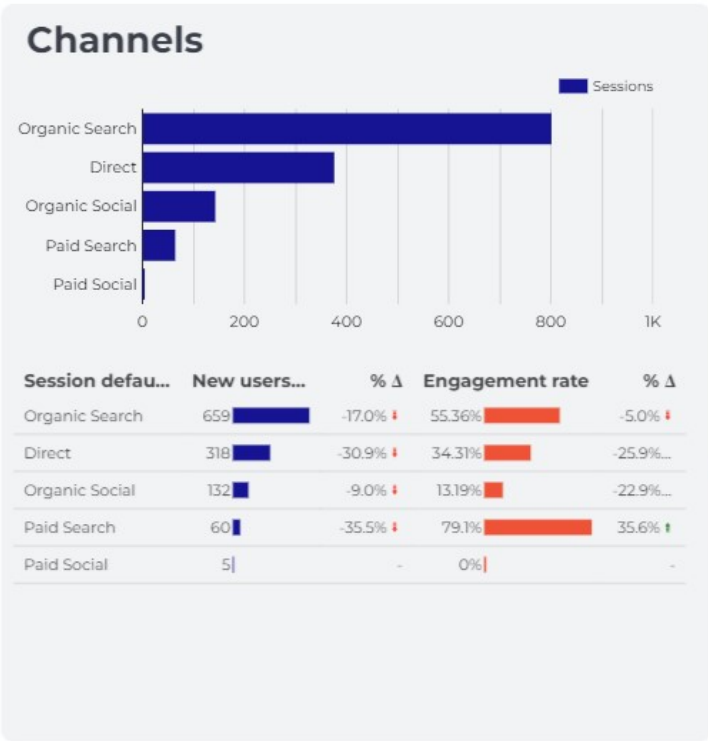
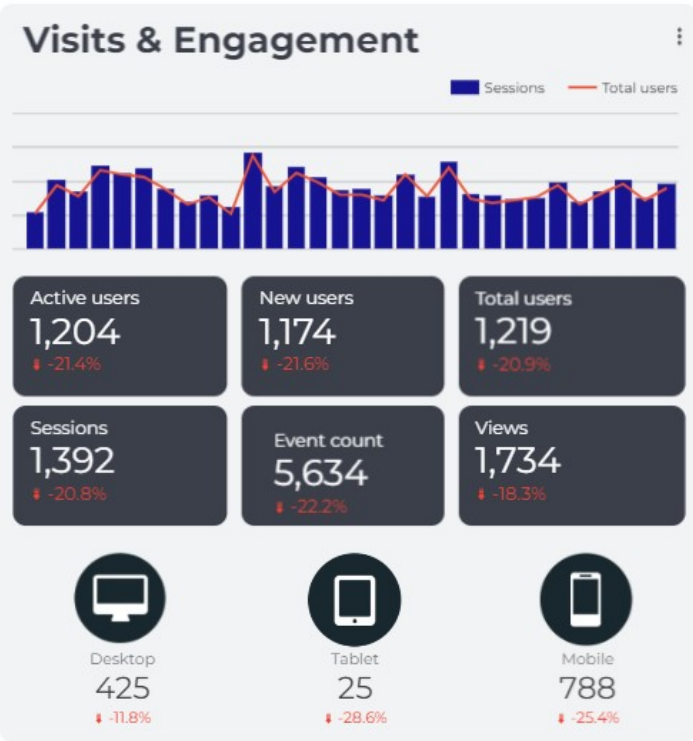


Google Analytics 4: Previous Year Comparisons



Web Analytics Notes

September 2024:

Year over Year: Which Channels Are Performing Best and Why?
We have seen a decline of about 20% across the board. Both new and total users are down, indicating fewer views on the site. Last September, we ran ads for a football ticket giveaway, which we did not repeat this year. This may explain some of the decline in traffic, especially the 30% drop in direct-to-site traffic.

Organic search continues to be the leading channel for both sessions and new users, ranking second in engagement rate. Notably, the article on spooky cocktails is the top landing page aside from the homepage. This success is directly linked to the organic social post on spooky cocktails made with links to the site. We are pleased to see an 18% increase in landing page visits, highlighting the effectiveness of organic search and free advertising. This success suggests that we should continue sharing links to the website through our organic social posts.

Top Landing Pages

Page path	Total users...	% Δ	Bounce ...	% Δ
/	913	-18.2%	52.65%	6.8%
/spooky-cocktails-for-your...	49	96.0%	57.14%	18.7%
/bourbon-club/	46	-23.3%	33.87%	-41.6%
/contact/	40	-23.1%	25%	-46.6%
/this-missoula-liquor-stor...	35	-7.9%	23.68%	-10.7%
/bourbon-101/	31	-16.2%	44.12%	-9.7%
/types-of-barrels-used-for-...	28	-68.9%	47.06%	2.5%
/events/	24	71.4%	11.54%	-78.2%
/american-whiskey-tastin...	19	-	44.44%	-
/the-secrets-to-buying-dri...	18	28.6%	68.18%	-0.8%

	Full page URL	To...	% Δ
1.	www.grizzlyliquor.com/	766	-23.0%
2.	www.grizzlyliquor.com/spooky-cocktails-for-your-h...	49	96.0%
3.	www.grizzlyliquor.com/bourbon-club/	45	-25.0%
4.	www.grizzlyliquor.com/contact/	40	-23.1%
5.	www.grizzlyliquor.com/this-missoula-liquor-store-...	35	-2.8%
6.	www.grizzlyliquor.com/bourbon-101/	31	-16.2%

1 - 100 / 238

Visits & Engagement

Impressions

27,769

↑ 23.1%

Total Cost

245.84

↑ 22.5%

Three-second video views

758

↓ -34.3%

CPC

0.21

↓ -8.7%

Link clicks

427

↑ 27.8%

Post engagements

1,236

↓ -19.1%

Clicks

0

N/A

Clicks

13

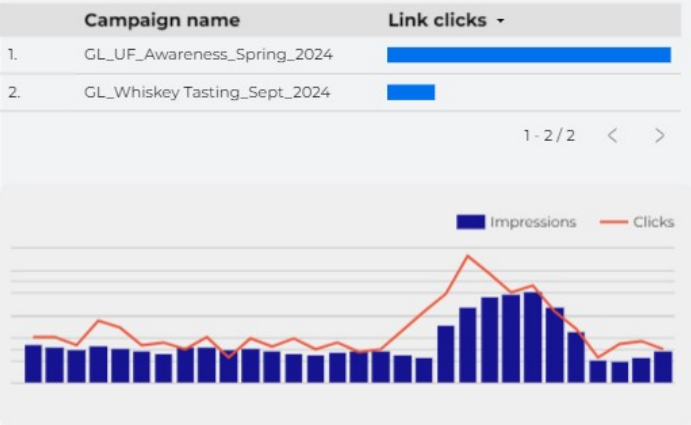
↓ -13.3%

Clicks

1,169

↑ 38.0%

Campaigns



Facebook Notes

September 2024

What trends we are seeing:
We are observing an overall increase in impressions and link clicks, with a 20% increase corresponding to the increase in total monthly spending. However, video views and post engagements have declined, indicating that our ads may have reached their peak effectiveness and are no longer engaging the upper funnel audience. We're excited to launch our new Q4 ads to boost engagement levels.

What's performing well (and we should do more of):
In late September, we experienced a spike in impressions and link clicks, primarily driven by our whiskey-tasting campaigns. These campaigns had an impressive average cost of 58 cents per event response and generated a total of 86 responses. This showcases the excitement for the whiskey tasting and the effectiveness of our retargeting strategies in the lower funnel.

What Needs Improvement on Meta Ads:
As noted, Grizzly Liquor is in need of new ads and creative assets to effectively engage the upper funnel audience and raise awareness. We look forward to evaluating the performance of our Q4 ads focused on game day events in Missoula and upcoming holiday parties.

Top Ad Groups & Campaigns

AdSet name	Spend	Impressions ▾	Clicks	Event responses	Cost per event response
UF_Missoula	195.91	20,096	864	0	0
Middle Funnel Engagers	24.97	3,893	168	44	0.57
Missoula Whiskey	24.96	3,780	152	42	0.59

Ad creative image

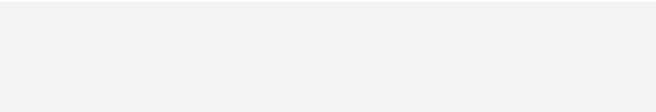
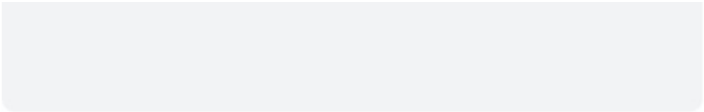
Link clicks ▾

1.







355

2.

32




Top Ad Groups & Campaigns

AdSet name	Spend	Impressions ▾	Clicks	Event responses	Cost per event response
UF_Missoula	195.91 	20,096 	864	0	0
Middle Funnel_Engagers	24.97 	3,893 	168	44	0.57
Missoula Whiskey	24.96 	3,780 	152	42	0.59

Ad creative image

Link clicks ▾

1.



355

2.



32

Campaign name	Spend	Impressions ▾	Clicks	CPM	CPC
GL_UF_Awareness_Spring_2024	195.91 	20,096 	864	9.75	0.23
GL_Whiskey Tasting_Sept_2024	49.93 	7,673 	320	6.51	0.16