



Baseline/Global Traffic

Jan 1, 2024 - May 12, 2025

8,076

Total global visitors

1,852

Total Bay Area visitors

3,394

Total video events

11,187

Total number of views



How many times videos were: started, progressed, completed

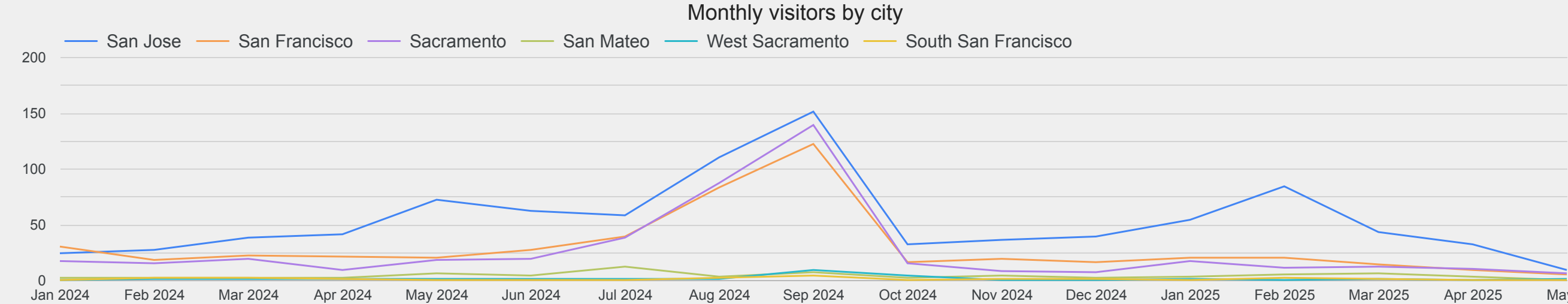
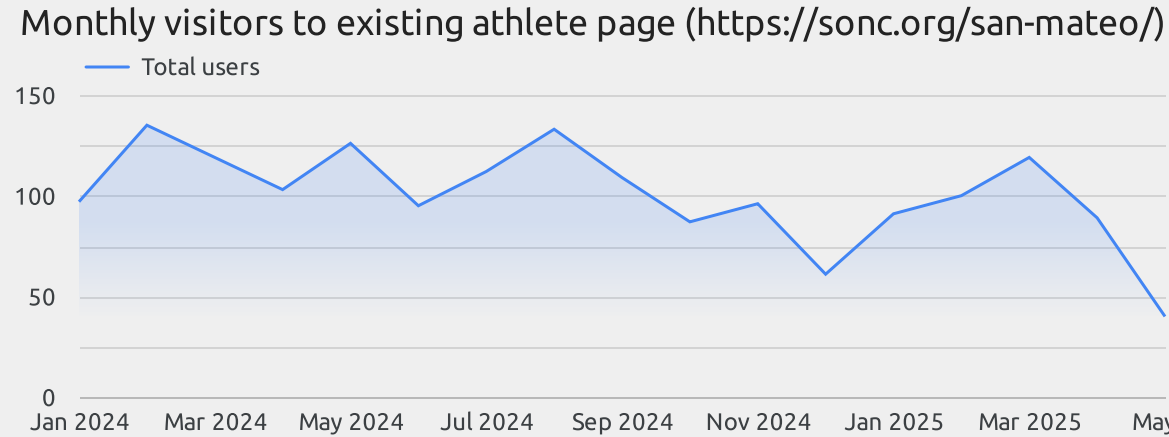
	Event name ▾	Event count	Total users
1.	video_start	1,120	782
2.	video_progress	2,037	390
3.	video_complete	237	183

1 - 3 / 3 < >

Redirect count (Volunteer, Donate, Join)

	Event name ▾	Event count
1.	dosomethingspecial_volunteer	11
2.	dosomethingspecial_join	4
3.	dosomethingspecial_donate	2

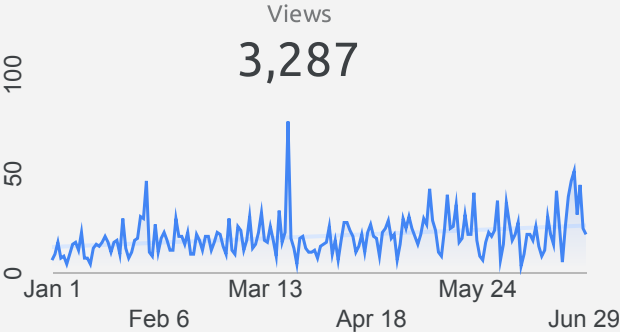
1 - 3 / 3 < >



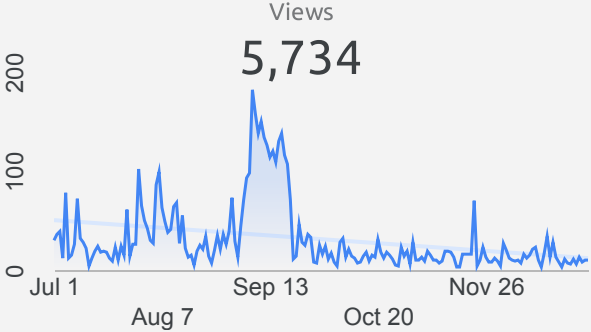


San Mateo Campaign

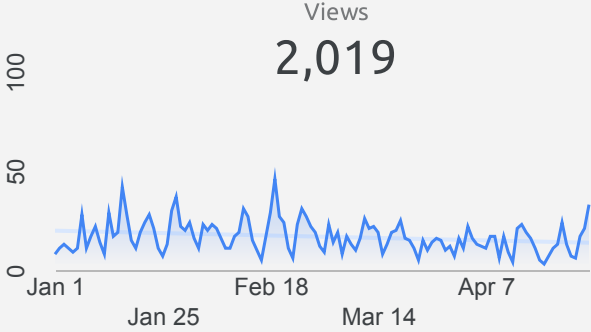
January 1 - June 30, 2024 (no media buy)



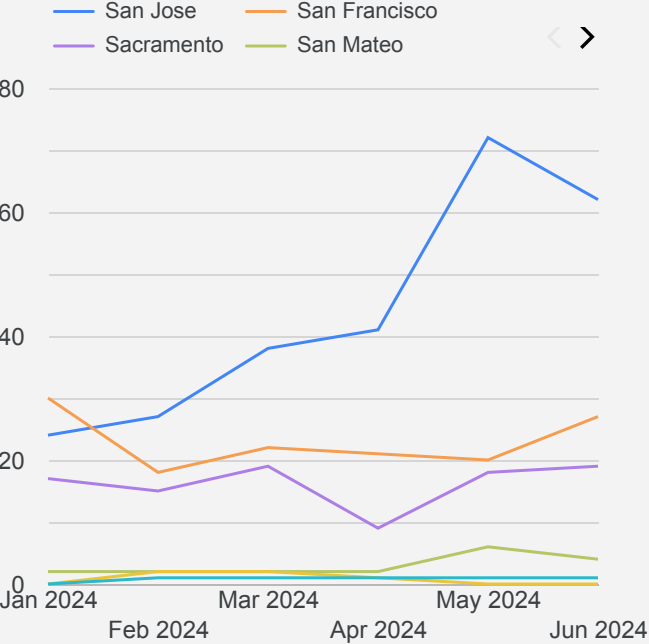
July 1 - December 31, 2024 (media buy)



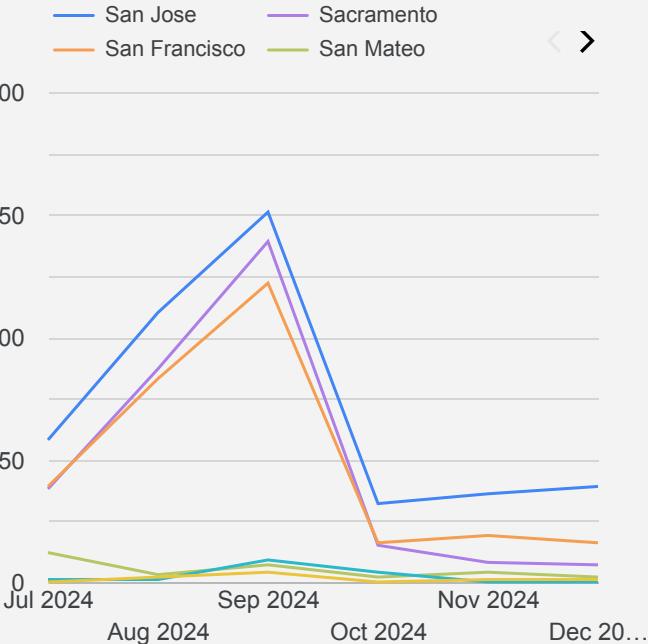
Jan 1 - April 30, 2025



Total users by month by city



Total users by month by city



Total users by month by city

