



2025 MARKETING IMPACT SNAPSHOT



TOTAL NEW USERS
33,908

This number does not include first-time social media viewers.

WEBSITE



- 32,200 NEW Users
- 69,479 Page Views
- 32,483 Total Users

EMAIL



- 80,172 Emails Opened
- 944 New Users
- 36.58% Open Rate

SOCIAL MEDIA



- 470,530 Cumulative Reach
- 33,871 Interactions
- 764 New Followers

GOOGLE ADS



- 5388 Cumulative Impressions
- 404 Clicks

OTHER ADS

- 1,808,722 Impressions

OTHER OPPORTUNITIES



In addition to measurable data, WACOSA makes a meaningful impact through community engagement events.

- Fob Fairs
- Chamber Meetings
- Networking/Volunteering
- Sales Calls/Cold Calls
- Exhibiting opportunities
- Events
- USPS Mailings
- Representation on Boards/Committees



ANNUAL IMPRESSIONS
3,734,505