



PARTNERSHIP

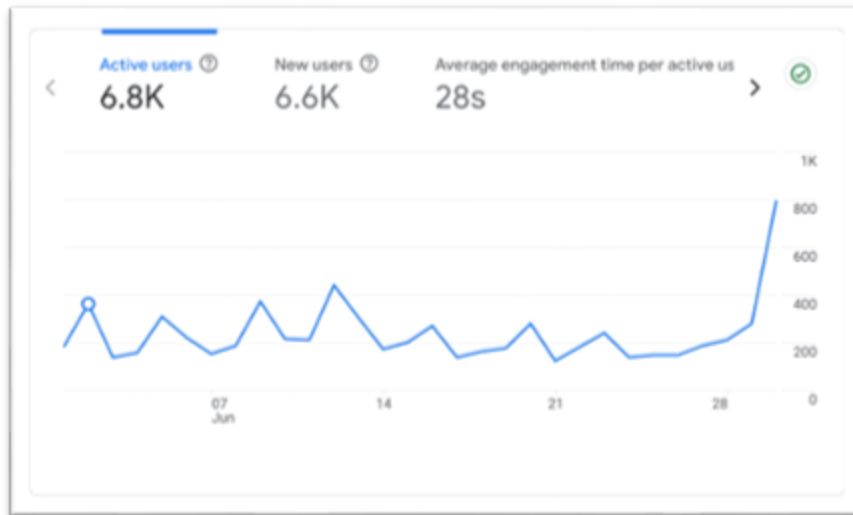
Marketing Overview Report

June 2026

Prepared by: **e|elevate**
public relations & marketing

Website Traffic

June 2026



Top queries	Clicks	Impressions
downtown roseville	138	483
downtown roseville events	88	313
vernon street town square	58	398
roseville events	53	415
roseville events today	39	295
downtown roseville events today	35	156
vernon street roseville events	32	81
roseville fireworks 2026	29	235
midget wrestling roseville 2026	29	108
food truck mania roseville	22	46

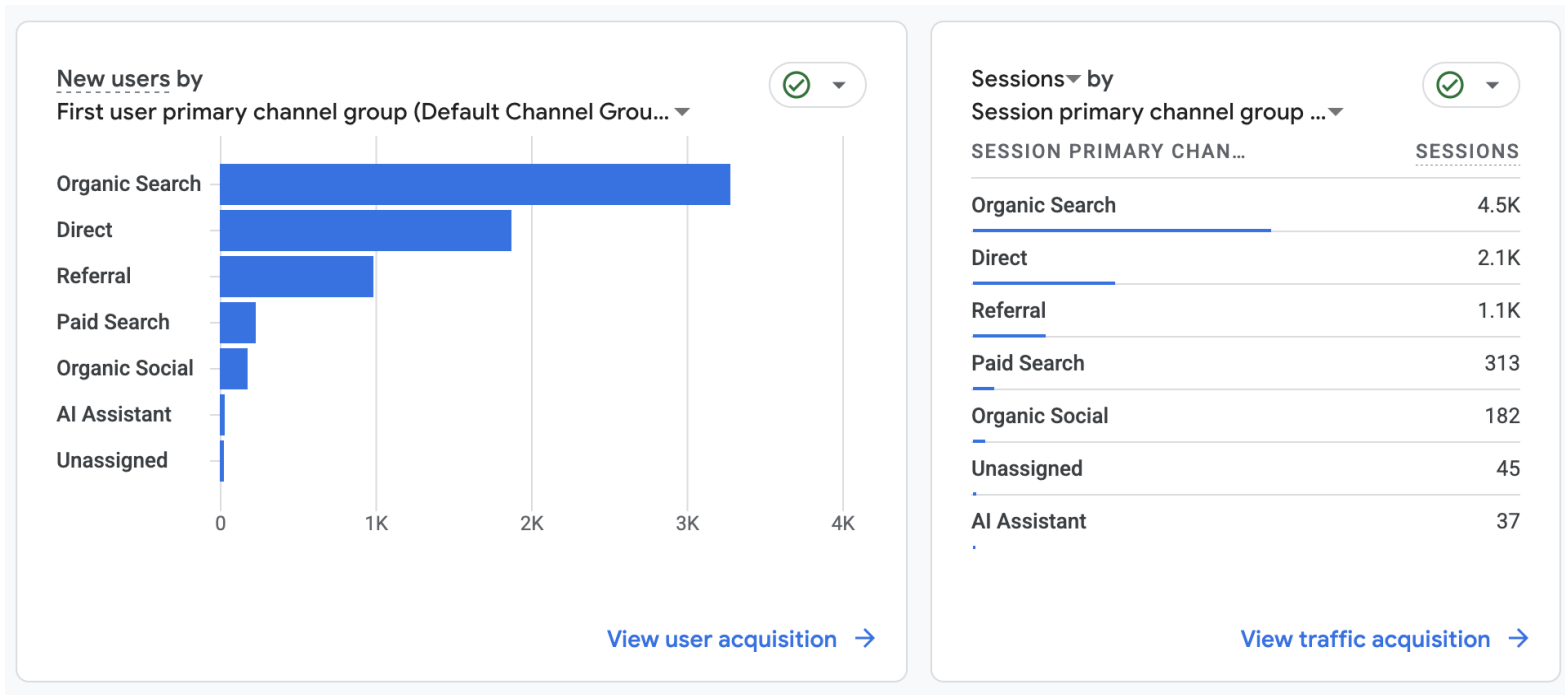
Traffic Notes

- This month had **6.8K** users and **6.6K** new users, which was around an increase of **+15.6%** and **+18%**, respectively.
- The **Calendar** page had the greatest amount of traffic at **2,629 views**. The **Downtown Tuesday Nights** event pages received a high number of traffic, with a total of **2,361 views**. The **4th of July event pages** also received a combined **578 views**.
- **Organic traffic** sources accounted for the most traffic this month at **50.36% of sessions (4,459 of 8,212 sessions)**. Second was **direct traffic** at **25.91% of traffic (2,128 of 8,212 sessions)**.
- **5/10 organic search terms** were relevant to the **Downtown Roseville events**, with a total of **300+ searches**.

Website Traffic

June 2026

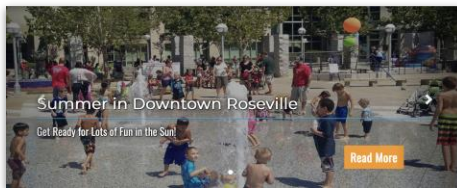
Acquisition Sources



June 2026

Website Updates – Home Page Slider

Blog Article Feature (Summer Spotlight)



Downtown EShuttle



4th of July



Also updated/added the following:

- News
- Agendas/Minutes/ Board Packet
- Events
- Answered Contact Form submissions

June 2026

June Blog

The June blog “**Summer Spotlight: Downtown Roseville's Newest Happenings**” was published on **June 11th**.

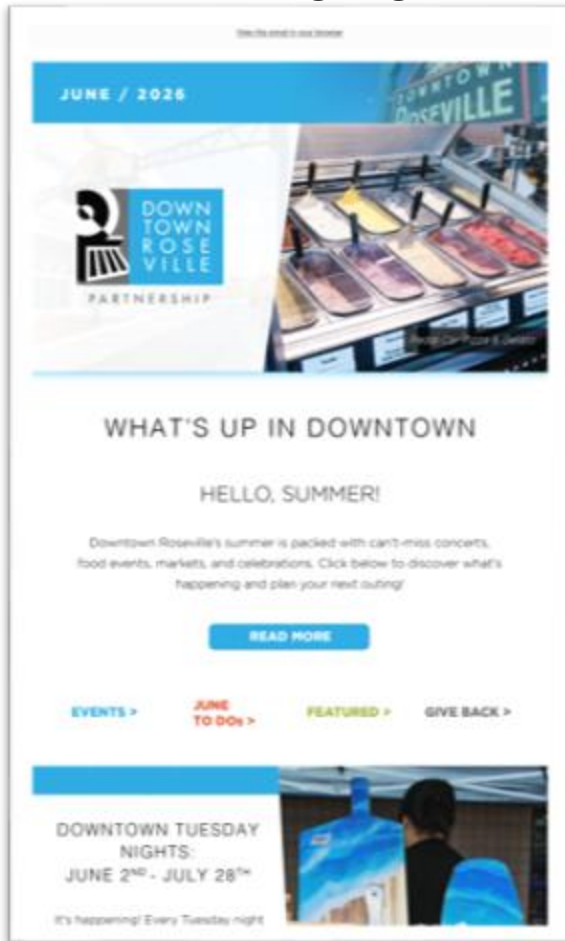
It has a total of **540 pageviews** as of the day of this report (**July 15th**), making it one of our highest ever!

- **38.7%** of pageviews came from Google's NewsBreak app
- **27.78%** of pageviews came from organic search
- **14.44%** of pageviews came from the Rocklin Insider
- **7.9%** of pageviews came from direct traffic



June 2026

June Eblast Highlights



June 2026 Newsletter

Open Rate: 43.1%

Click Rate: 4.6%

Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 2,228 (for June 2026)

June 2026



Posts
Previous month: 22

22



Posts
Previous month: 24

22



Posts
Previous month: 22

22

Followers
35,521 Previous month: 35,167
Increase: 1%



Followers
8,568 Previous month: 8,330
Increase: 2.8%



Followers
604 Previous month: 600



Interactions
Previous month: 847
Increase: 161%

2,207



Interactions
Previous month: 2,048
Increase: 93%

3,958



Interactions
Previous month: 6
Increase: 17%

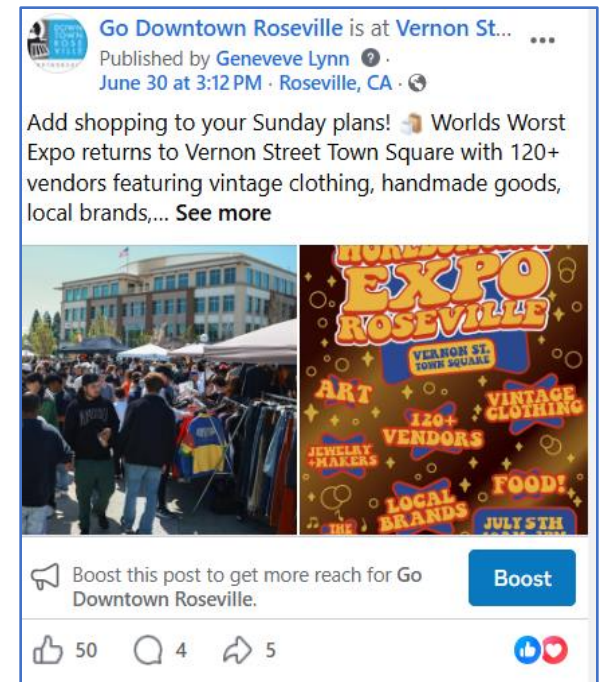
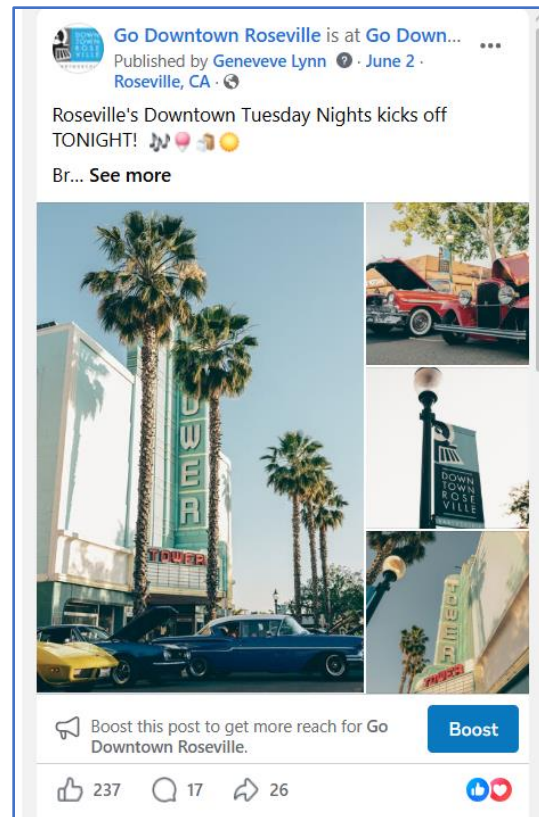
7

Reach
339,962 Previous month: 200,826
Increase: 69%



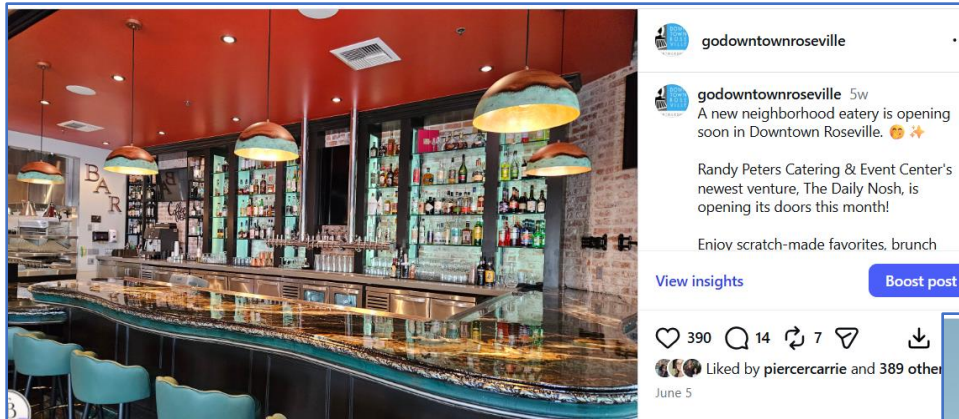
June 2026

Highlights - Most Engagement



June 2026

Highlights - Most Engagement



Highlights - Most Engagement

June 2026

Go Downtown Roseville
@GoDowntownRsvl

🇺🇸 Match Day is tomorrow! ⚽

Catch Team USA vs. Bosnia at Goose Port with central match sound, 10 TVs, 20 draft beers, a full bar, and American favorites with a Portuguese twist.

⚽ Kickoff: 5 p.m.
Seats are first come, first served.



10:00 PM · Jun 30, 2026 · 72 Views

1 3

Go Downtown Roseville
@GoDowntownRsvl

It's a great week to enjoy live music at Fig Tree! 🎵🍰

Come in, enjoy a handcrafted drink and delicious baked good, and let the music relax you! ✨



6/16 - 6/20 MUSIC SCHEDULE		
6/16	6-9 PM	PIANO NIGHT The Daviz Project & David Brown
6/17	6-7 PM 7-8:40 PM	PRETTIER IN PERSON THANKS FOR THE RIDE
6/18	6-7 PM 7-8:40 PM	JAZMINE MONTERROSA MARCO LEMUS
6/19	6-8:40 PM	TAMRALOO STUDIOS MUSIC SHOWCASE
6/20	5-6 PM 6-9 PM	OPEN MIC SIGN UPS OPEN MIC NIGHT

10:18 PM · Jun 16, 2026 · 71 Views

1

Go Downtown Roseville
@GoDowntownRsvl

Finding your wedding dress should feel just as special as wearing it. 💍 ✨

The Bridal Box is here to help you find the gown that feels like you, with a bridal experience you'll never forget.



5:18 PM · Jun 22, 2026 · 37 Views

1

June 2026

Google Ad Campaign Results

1,176

Impressions

296

Visits to Website

25.17%

Click Thru Rate

Facebook Ad Campaign Results

43,824

Impressions

23,389

Reach

1,815

Post Engagements