

## 2016-17 SEASON WRAP-UP

### BY THE NUMBERS

2,046 TOTAL CLICKS TO SKISANDYUTAH.COM

278,826 TOTAL EMAILS SENT WITH SKISANDY CONTENT

### LISTING PERFORMANCE

<u>OVERALL IMPRESSIONS</u>	<u>15-16</u>	<u>16-17</u>	<u>CHANGE</u>
LISTING IMPRESSIONS	1,602	6,878	429.4%
DEAL IMPRESSIONS	85,014	199,319	234.5%
TOTAL IMPRESSIONS	86,616	206,197	238.1%
<u>OVERALL CLICKS OUT</u>	<u>15-16</u>	<u>16-17</u>	<u>CHANGE</u>
CLICKS TO WEBSITE	293	534	182.1%
CLICKS TO BOOK NOW	253	554	219.0%
CLICKS TO DEALS	744	551	74.1%
TOTAL CLICKS OUT	1,590	1,639	103.1%

### WEEKLY FEATURED DEAL



Ski Sandy Lodging Packages

[Learn More](#)

Book with Ski Sandy, and receive lodging and complimentary breakfast for two, two Ski Salt Lake Super Passes\* (valid at Alta or Snowbird) and shuttle to and from a UTA Ski Bus stop.

[Get This Deal](#)

FOR THE WEEK OF 3/6

SKIUTAH.COM  
IMPRESSIONS: 23,494  
CLICKS: 118

DAILY SNOW REPORT EMAIL  
EMAILS SENT: 88,535  
EMAILS OPENED: 15,783  
EMAIL CLICKS: 105

### PUBLIC ENEWSLETTERS



**STAY AND SAVE IN SANDY**

Ski Sandy lodging packages have your rooms and lift passes covered this holiday season! Choose from four convenient Sandy, Utah hotel options and get Ski City Super Passes for two included.

[BOOK NOW](#)

12/5/16 - HOLIDAY DEALS EMAIL  
12/28/16 - WEEKLY STOKE  
1/25/17 - WEEKLY STOKE

TOTAL EMAILS SENT: 190,291  
TOTAL EMAILS OPENED: 33,285  
TOTAL CLICKS: 302