



2020 Annual Report

Overview

- ▶ 3rd year of publication
- ▶ Continued growth
 - ▶ Online Users, Sessions and Pageviews continue to increase YoY
 - ▶ Even with a shut-down of events and activities for a minimum of 3 months due to Covid-19
- ▶ Growing number of contributors
 - ▶ Increased number of Rally drivers writing recaps
- ▶ Targeted email success
 - ▶ High rate of open and click-thru rates for emails
 - ▶ 32% average OPEN rate, 28% average CLICK-THRU rate
- ▶ Social Media Coordination
 - ▶ Regular cross-promotion of content across region Facebook pages



Site Improvements

- ▶ Home Page Re-Design
 - ▶ New design rolled out over the summer to make finding feature articles easier
- ▶ WordPress Updates
 - ▶ Regular updates to site maintenance and functionality to maximize page loading

Year-by-Year Site Statistics

| | USERS | | | SESSIONS | | | PAGEVIEWS | | |
|---------------|-------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|
| | 2018 | 2019 | 2020 | 2018 | 2019 | 2020 | 2018 | 2019 | 2020 |
| January | | 469 | 1294 | | 672 | 1730 | | 1366 | 3121 |
| February | | 1584 | 456 | | 1821 | 550 | | 2796 | 1222 |
| March | | 466 | 92 | | 562 | 118 | | 956 | 246 |
| April | | 452 | 1792 | | 542 | 2277 | | 938 | 3331 |
| May | | 930 | 981 | | 1145 | 1169 | | 2449 | 1904 |
| June | 319 | 884 | 886 | 370 | 1132 | 1057 | 1273 | 2864 | 1698 |
| July | 268 | 1123 | 1546 | 350 | 1489 | 2150 | 921 | 3017 | 3776 |
| August | 603 | 670 | 1167 | 742 | 913 | 1566 | 1852 | 2236 | 2996 |
| September | 629 | 842 | 1542 | 840 | 1148 | 2115 | 1815 | 2251 | 3664 |
| October | 697 | 1290 | 1762 | 979 | 1830 | 2621 | 2426 | 3363 | 4649 |
| November | 685 | 930 | 1627 | 891 | 1211 | 1282 | 1903 | 2237 | 3565 |
| December | 703 | 1831 | 1479 | 964 | 2576 | 2054 | 2235 | 4430 | 3133 |
| TOTALS | 3904 | 13490 | 14624 | 5136 | 17060 | 18689 | 12425 | 30922 | 33305 |

2019 v 2020

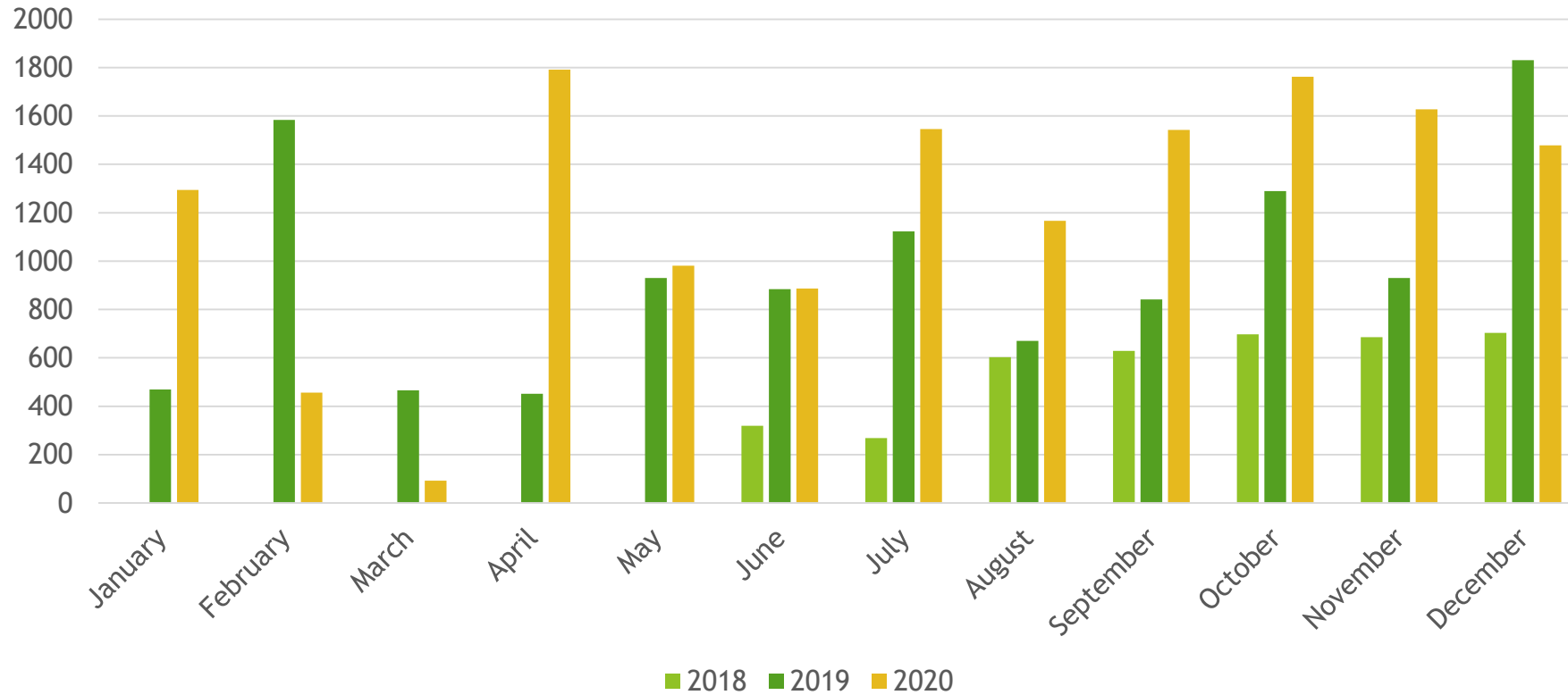
User Increase: 8%

Session Increase: 10%

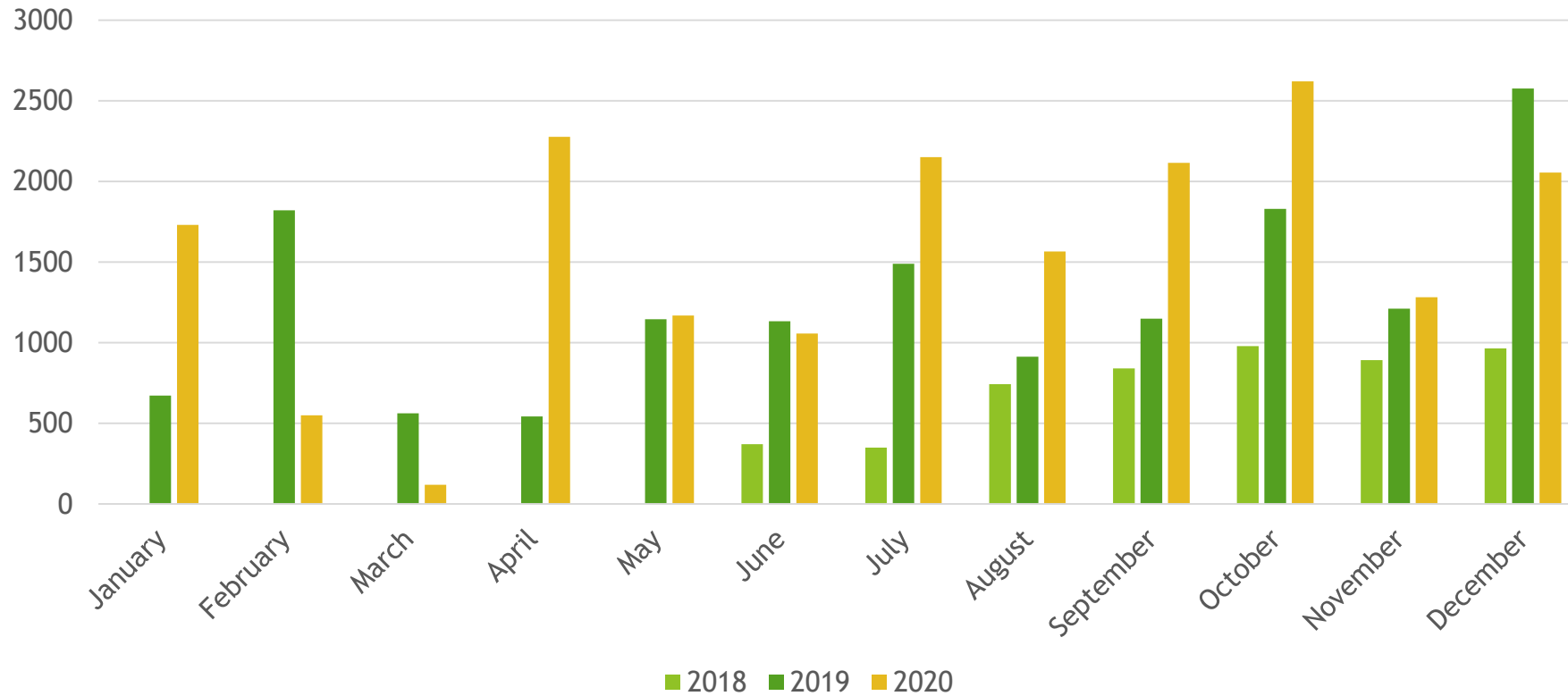
Pageview Increase: 8%



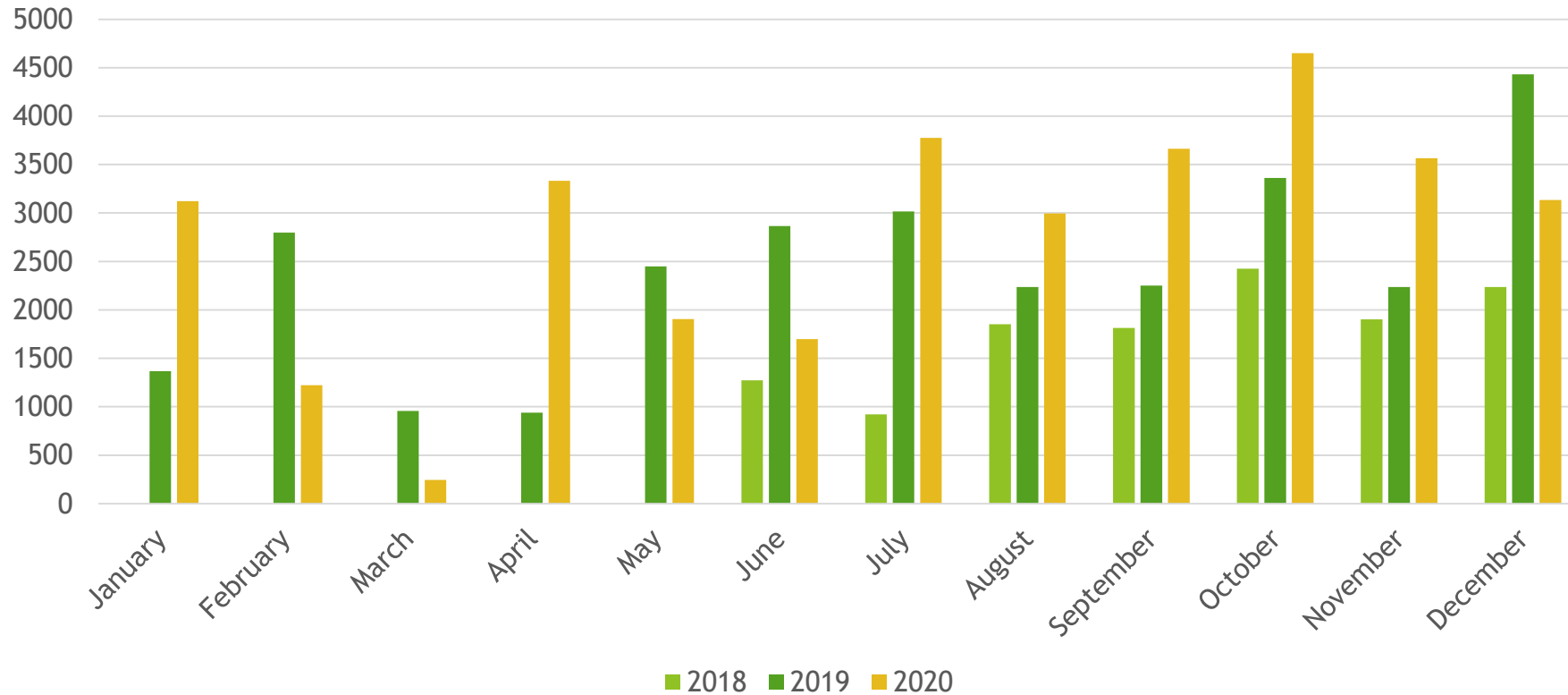
Site User By Month



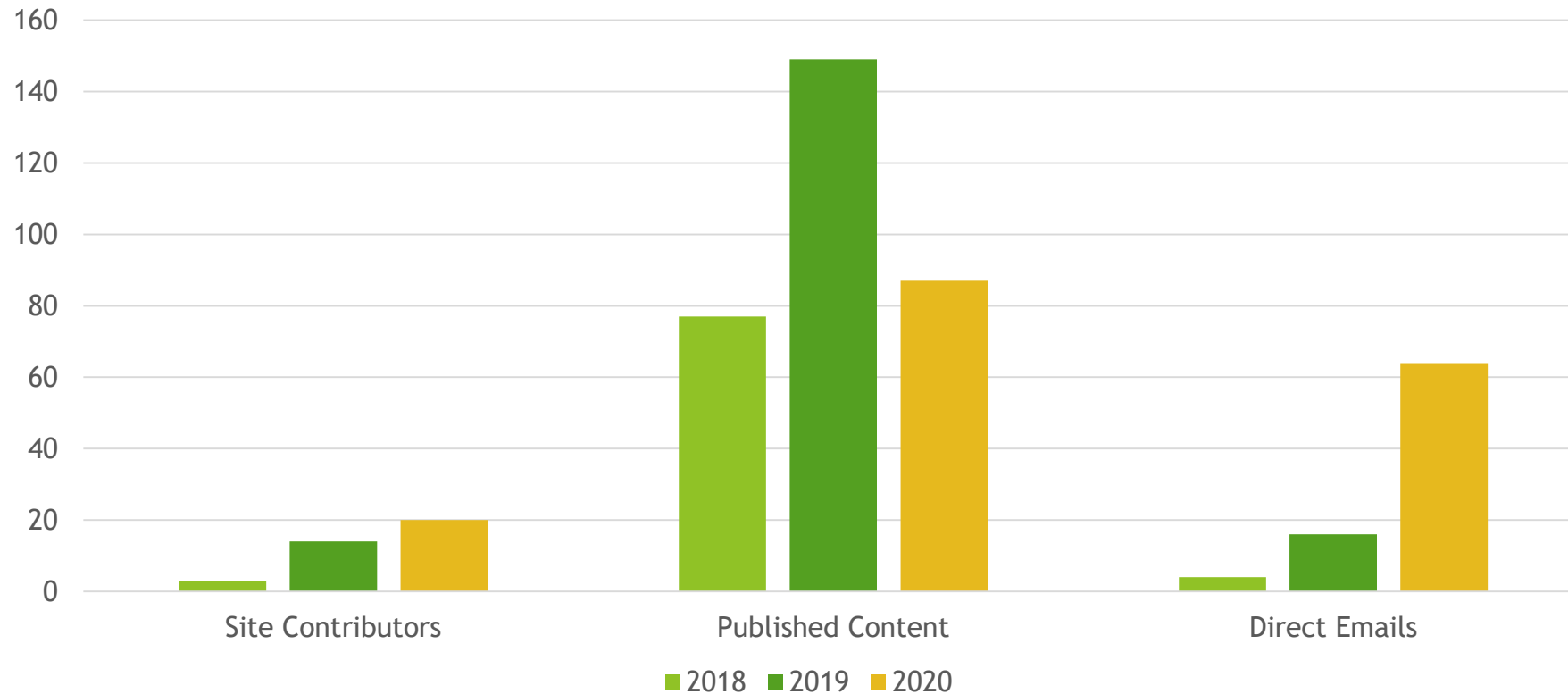
Sessions By Month



Pageviews By Month



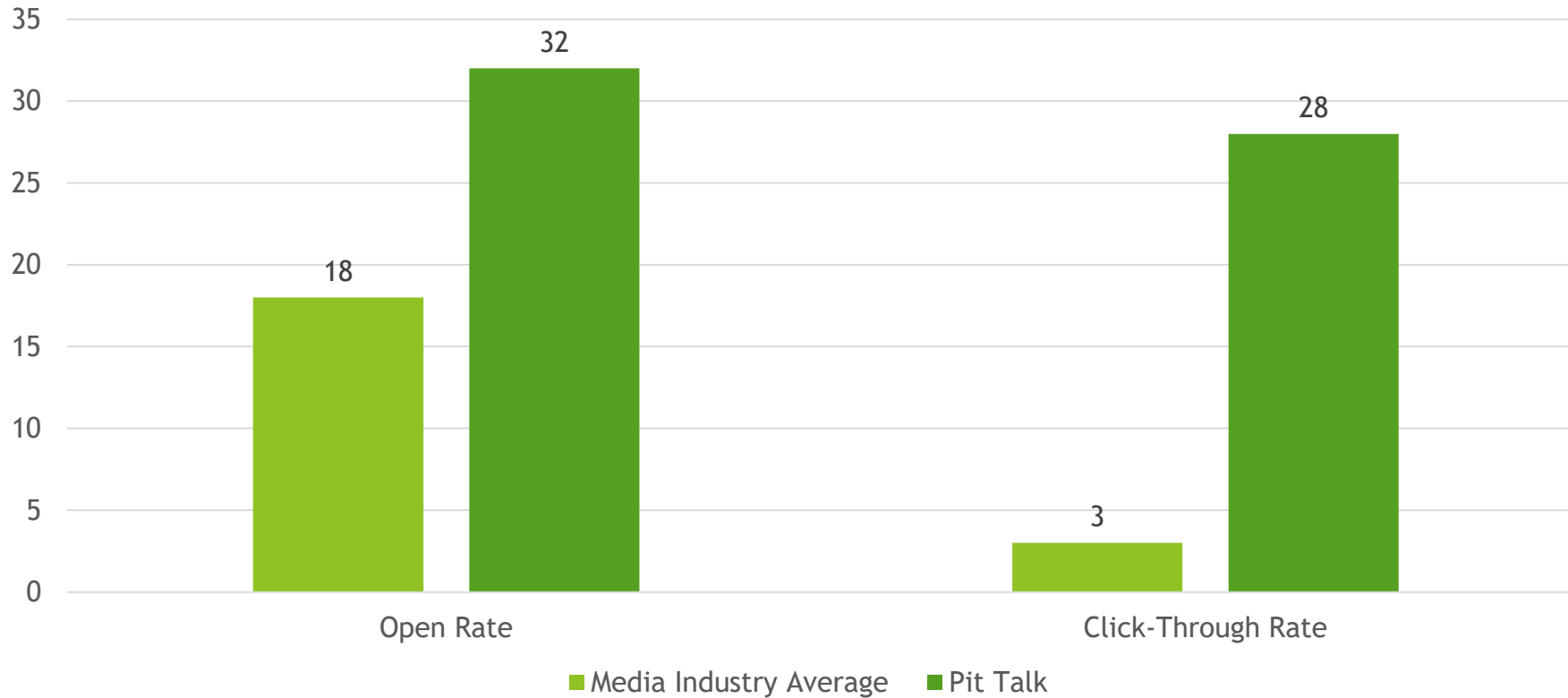
Content Creation



The loss of events in April, May, June and parts of July meant a significant decrease in content from lack of event recaps and results.



Direct Email



High open and click-through rates show members are finding Pit Talk emails relevant and worth the effort to open, read, and take the additional step to proceed further onto the site for continued reading.



Yearbook



2019 Details

- 2nd Year of Distribution
- 28 pages
- Full color, glossy
- Mailed in early March

2020 Version

- Increase size to 32 pages
- Full color, glossy
- Adding more pictures
- Arriving in mailboxes end of February/beginning of March



2021 Goals

- ▶ Continue to attract new content contributors - both writers and photographers
- ▶ Continue consistent growth in users and page activity
- ▶ Work with Membership and the region to update email databases for member communications

