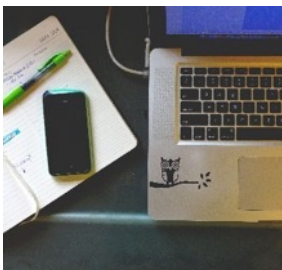
A photograph of a long line of silver Airstream travel trailers parked on a gravel lot in a desert environment. In the background, there are large, rugged mountains under a blue sky with scattered clouds. A person in a light blue shirt is standing near one of the trailers. The text '[Airstream Club International]' is overlaid in white, and 'WEB ANALYTICS OVERVIEW' is overlaid in large, bold, blue letters.

[Airstream Club International] WEB ANALYTICS OVERVIEW

JULY 2021

POWERING ENTERPRISE BRAND
GROWTH IN THE POST-DIGITAL AGE.



A WORD ABOUT UPWARD

FOUNDED IN 2004
44 EMPLOYEES
4 OFFICES
21 COUNTRIES



STRATEGY +
INSIGHTS



BRAND
DESIGN
+ COMMS



SEARCH +
CUSTOMER
ACQUISITION



AUDIENCE
ENGAGEMENT



AUTOMATION +
ANALYTICS



INTERACTIVE
DEVELOPMENT



CUSTOMER +
EMPLOYEE
EXPERIENCES



SALES
ENABLEMENT



Site Objectives

1. ENGAGE CURRENT MEMBERS

...by providing easy access to event registration/payment information, club-level information, news about all-club decisions, exciting happenings, benefits, opportunities to purchase club merchandise and refer new members.

2. GUIDE FUTURE MEMBERS

...to make the decision to join the club using clear content, calls to action and a site structure that highlights opportunities, benefits, entertainment and support offered by the club.



Future Members ▼

Current Members ▼

About ▼

Events ▼

Explore ▼

🔍
Search

Login



AIRSTREAM CLUB BENEFITS

We Rally Together

It's not where you are, but who you are there with.

Join our community of Airstream owners who share your passion for travel, exploration and independence.

Join Now



Scroll





- Traffic has trended up since March 2021 as more people are able/willing to travel (post pandemic)
- The site is up 54.32% YOY in terms of total website sessions
- This translates to an additional 5,500 sessions (visits) per month over the past 12 months compared to the 12 months before that

All Users
+0.00% Users

+ Add Segment

Jul 1, 2020 - Jun 30, 2021
Compare to: Jul 1, 2019 - Jun 30, 2020

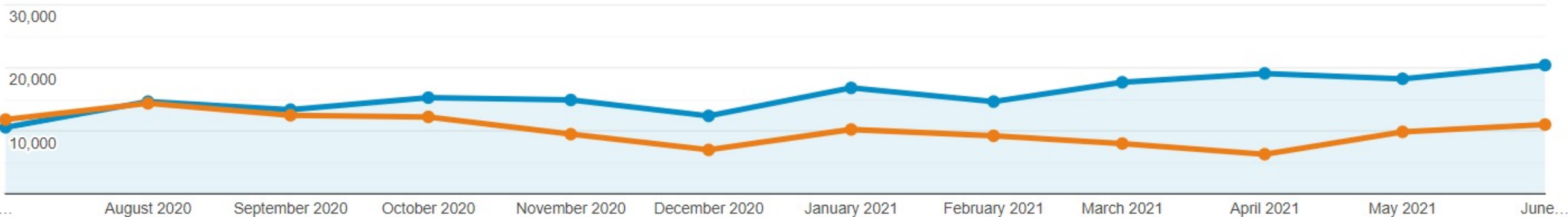
Overview

Sessions ▼ VS. [Select a metric](#)

Hourly Day Week **Month**

Jul 1, 2020 - Jun 30, 2021: ● Sessions

Jul 1, 2019 - Jun 30, 2020: ● Sessions





- Quality of visit has also increased over the past year, as evidenced by the improvement in Pages per Session, Session Duration and Bounce Rates
- These statistics reflect a significant jump in user engagement on the newer site design vs the old

Users

46.63%

102,458 vs 69,876

New Users

49.25%

102,686 vs 68,802

Sessions

54.32%

188,072 vs 121,874

Number of Sessions per User

5.24%

1.84 vs 1.74

Pageviews

82.52%

1,012,036 vs 554,480

Pages / Session

18.28%

5.38 vs 4.55

Avg. Session Duration

15.28%

00:04:55 vs 00:04:16

Bounce Rate

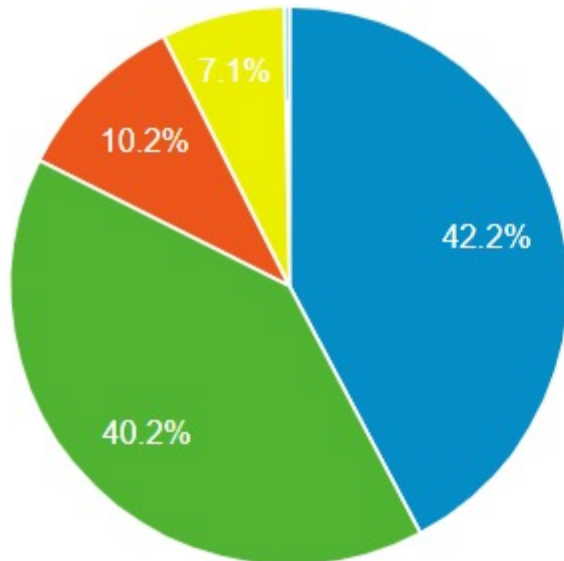
-8.84%

39.73% vs 43.59%



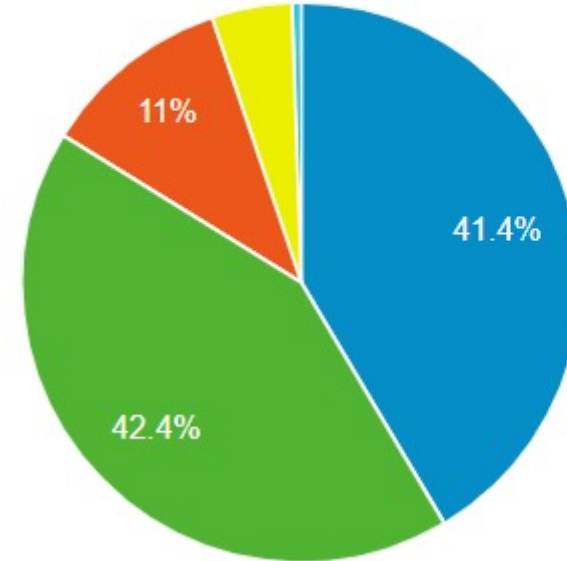
- Traffic sources--in terms of which channel is driving the most visits--has remained largely consistent YOY

Jul 1, 2020 - Jun 30, 2021



■ Direct
■ Organic Search
■ Referral
■ Social
■ Email
■ (Other)











Jul 1, 2019 - Jun 30, 2020



■ Direct
■ Organic Search
■ Referral
■ Social
■ Email
■ (Other)



- The increase in visits is coming from both Organic Search and Direct Traffic
- Organic search is up 56.40% (80,292 sessions vs 51,337 sessions the previous year)
- Direct is up 56.22% (74,281 sessions vs 47,548 sessions the previous year)

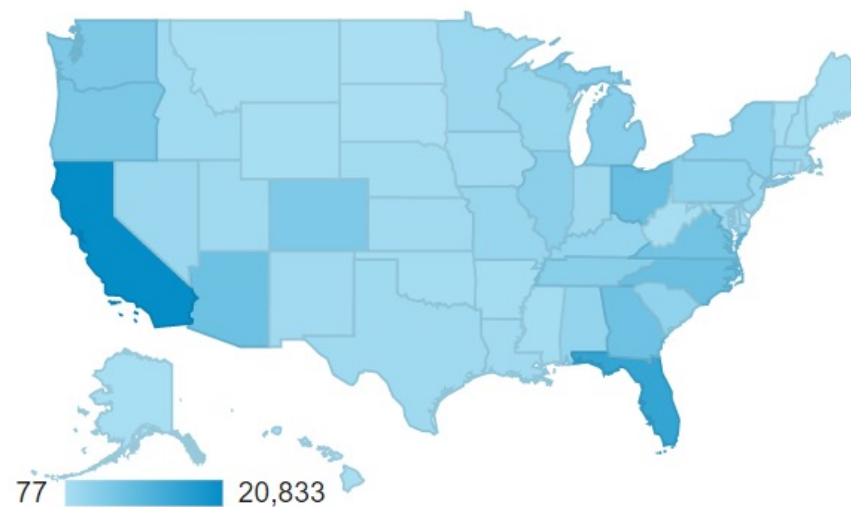
	Sessions ↓	Users ↓
	54.32% ↑	46.63% ↑
1  Organic Search	56.40% ↑	
2  Direct	56.22% ↑	
3  Referral	26.86% ↑	
4  Social	124.34% ↑	
5  Email	11.60% ↓	



- 88% of all traffic is from visitors in the United States

Region ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	90,837 % of Total: 88.66% (102,458)	90,700 % of Total: 88.33% (102,686)	169,439 % of Total: 90.09% (188,072)	38.17% Avg for View: 39.73% (-3.94%)	5.56 Avg for View: 5.38 (3.40%)	00:05:04 Avg for View: 00:04:55 (2.84%)
1. California	11,814 (12.30%)	11,372 (12.54%)	20,833 (12.30%)	40.66%	5.43	00:04:37
2. Texas	8,430 (8.78%)	8,088 (8.92%)	14,659 (8.65%)	35.81%	5.72	00:04:50
3. Florida	8,231 (8.57%)	7,851 (8.66%)	14,739 (8.70%)	37.77%	5.45	00:04:49
4. Virginia	4,782 (4.98%)	4,610 (5.08%)	7,162 (4.23%)	55.15%	4.52	00:03:49
5. North Carolina	4,399 (4.58%)	4,161 (4.59%)	7,986 (4.71%)	35.93%	5.59	00:04:53
6. Georgia	4,398 (4.58%)	4,094 (4.51%)	7,359 (4.34%)	37.49%	5.57	00:04:43
7. Arizona	4,069 (4.24%)	3,895 (4.29%)	7,754 (4.58%)	43.87%	4.77	00:04:15
8. Washington	3,518 (3.66%)	3,390 (3.74%)	5,775 (3.41%)	34.60%	5.72	00:04:57
9. Ohio	3,514 (3.66%)	3,328 (3.67%)	8,258 (4.87%)	33.39%	5.76	00:08:01
10. Colorado	3,007 (3.13%)	2,812 (3.10%)	5,617 (3.32%)	38.28%	5.11	00:04:32

Jul 1, 2020 - Jun 30, 2021





- The **Homepage** is the most viewed content page, followed by **World Adventure Awaits** (“Join Now”) and **Membership Renewal**

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	1,012,036 % of Total: 100.00% (1,012,036)	653,213 % of Total: 100.00% (653,213)	00:01:07 Avg for View: 00:01:07 (0.00%)	188,070 % of Total: 100.00% (188,070)	39.73% Avg for View: 39.73% (0.00%)
1. /	89,926 (8.89%)	64,813 (9.92%)	00:00:59	55,508 (29.51%)	28.75%
2. /future-members/world-adventure-awaits	44,586 (4.41%)	16,380 (2.51%)	00:01:25	3,442 (1.83%)	48.63%
3. /current-members/membership-renewal	38,653 (3.82%)	10,794 (1.65%)	00:01:04	5,330 (2.83%)	24.05%
4. /members/login?destination=/members/dashboard	30,322 (3.00%)	14,571 (2.23%)	00:00:55	1,506 (0.80%)	41.83%
5. /members/dashboard	25,767 (2.55%)	14,571 (2.23%)	00:00:44	541 (0.29%)	33.64%
6. /events	23,027 (2.28%)	15,658 (2.40%)	00:00:44	2,954 (1.57%)	34.12%
7. /members/personal-information	14,962 (1.48%)	5,615 (0.86%)	00:01:01	129 (0.07%)	31.01%
8. /current-members/rallies	14,542 (1.44%)	9,629 (1.47%)	00:00:46	2,031 (1.08%)	28.11%
9. /members/account-information	13,475 (1.33%)	5,314 (0.81%)	00:00:47	133 (0.07%)	57.89%
10. /future-members/club-information	13,467 (1.33%)	8,952 (1.37%)	00:00:25	1,632 (0.87%)	24.82%



- “Hit Join Now Button” - 8.6% of visitors completed this step/onsite action
- “Viewed Events Page” 8.3% of visitors
- “Find a Club” - 2.6% of visitors
- Spent 4+ minutes onsite - 26.1%
- Viewed 4+ pages - 33.4%

Hit the Join Now Button (Goal 1 Completions)

16,241

Events Page Views (Goal 2 Completions)

15,629

Find a Club (Goal 3 Completions)

4,891

4+ Minutes on Site (Goal 4 Completions)

49,058

4+ Page Views (Goal 5 Completions)

62,729

● Goal Completions

20,000

10,000

August 2020

September 2020

October 2020

November 2020

December 2020

January 2021

February 2021

March 2021

April 2021

May 2021

June...

IN SUMMARY...

The trend in **traffic volume**, visit quality and **onsite engagement** is positive.

In the year ahead, the team at ACI will continue to invest in initiatives that will positively impact the onsite experience for members and beyond!





THANK YOU!

