

# City of SLO Support Local Program



**45**  
Ticket  
Tuesday  
Posts

**5,198**  
Ticket Tuesday  
Entries

**1**  
Robust  
Holiday  
Campaign



**2**  
Social  
Media  
Carousel  
Ads

THINK LOCAL  
SUPPORT  
SLO  
BUY LOCAL

**1**  
Support  
Local  
Graphic

**1,044,951**  
Advertising Impressions

**6,671**  
Advertising Clicks



**290,724**  
Video Views

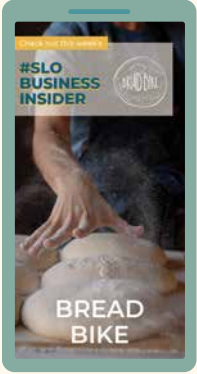


**4**  
Programmatic  
Video Ads



JULY 2020–JUNE 2021

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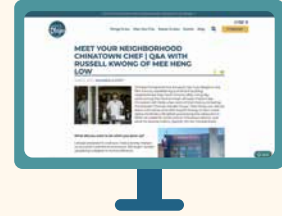


**22**

**Business Insider  
Features & Blogs**

**55,451**

**Business Insider  
Story Views**



**2,827**

**Blog Views**



**1**

**Support  
Local  
Landing  
Page**

**11,558**

**Supportslo.com  
Pageviews**



**4,474**

**Qualified Shoppers**



**65,400+**

**Local Influencer  
Impressions**



**47**

**Support Local  
Placements**

**Gift Cards  
Available From**

**146**

**Businesses**



**630**

**Support Local Pledges**

**7,028**

**Receipts Submitted With  
An Average Spend Of**

**\$172**

**\$728,334**

**In Direct Local Spending**



**JULY 2020–JUNE 2021**