

# 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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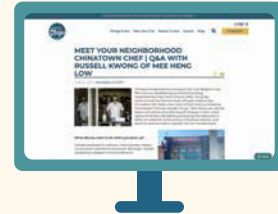


**22**

Business Insider  
Features & Blogs

**55,451**

Business Insider  
Story Views



**2,827**

Blog Views



**1**

Support  
Local  
Landing  
Page

**11,558**

Supportslo.com  
Pageviews



**65,400+**

Local Influencer  
Impressions



**47**

Support Local  
Placements

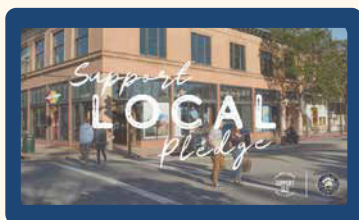
**4,474**

Qualified Shoppers

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



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