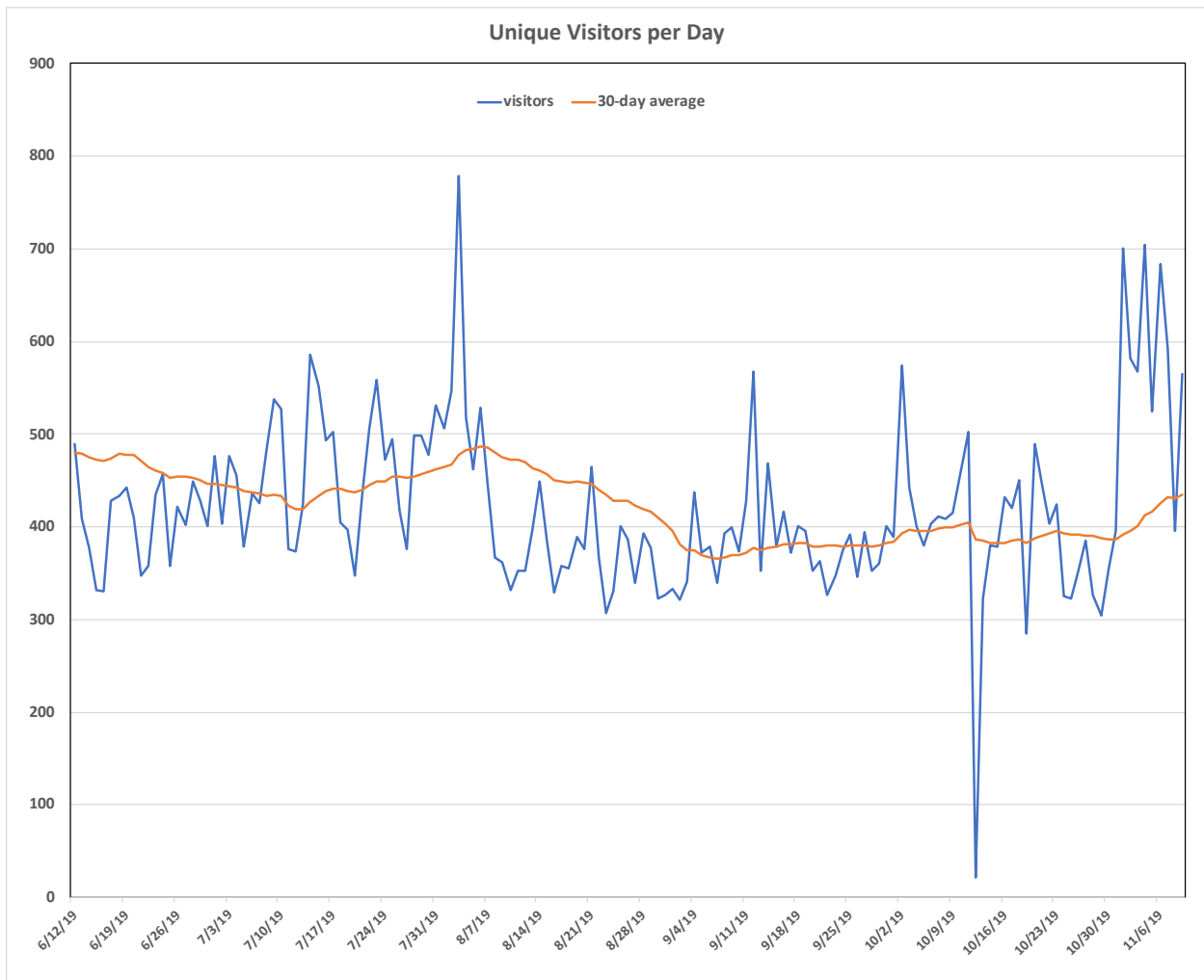




ORPCA Webmaster Report November 2019 11/11/2019

Website Visitors

- 434 unique visitor per day in the last 30 days
- 13305 total unique visitors in the last 30 days
- Tendency:
 - Flat in September and October, uptick of victors in November
 - Below maximum visitors in June and August



Website Issues: Three issues in the last 30 days

- 10/11/19: Phishing email
 - 2nd incident of a phishing email to a wider number of club members
 - The phishing email pretended to be a gofundme sit.
 - The email contained a malicious link
 - The link was already red-listed and email clients like Google, Outlook moved the email directly to the junk folder
 - However, some of our members still opened the email, none reported to have followed the link
 - The link lead to a site with Russian extension, hosted on a server in upstate New York
 - Key Question: how did they get hold of member email addresses?
 - Checked if our site was hacked but could not find any indication
 - Searched online for email addresses of members who reported the email
 - Found a link to the Q2 member directory online
 - Removed the Q2 member directory and retested and the search engine link caused a 404 error, i.e. the link is no longer active
 - Root cause analysis:
 - during bring up of the new site someone (likely me) uploaded the Q2 member directory into a non-membership-protected site
 - A bot / crawler discovered the link and email addresses and made it visible for search engine results
- 10/12/19: Site down
 - Our Hosting Partner moved to a different account on WPEngine, our Hosting Service Provider
 - As part of the move, our domain names were not moved
 - www.oregonpca.org was down for about 8 hours
 - As part of the debugging process I found out that our .net domain was not forwarding to .org at all since we switched to the new website in June
 - Forwarding was corrected, but a security message issue remains for .net and .com – both are being worked on
- 10/27/19: HTML email issue
 - As part of the quarterly web site maintenance I upgraded several plug-ins
 - One of the plug-ins controls the HTML emails sent by the site for tickets, membership renewal, ...
 - The plug-in upgrade introduced a defect in the email client that caused HTML emails to be sent as text emails, essentially making these emails non-human-readable
 - The plug-in version was reversed by Oyova and the developer of the plug-in notified
 - While the HTML email client was down I resent site email reformatted into HTML to the members
 - Installed a plug-in that now allows the site admin to see any email the site is sending

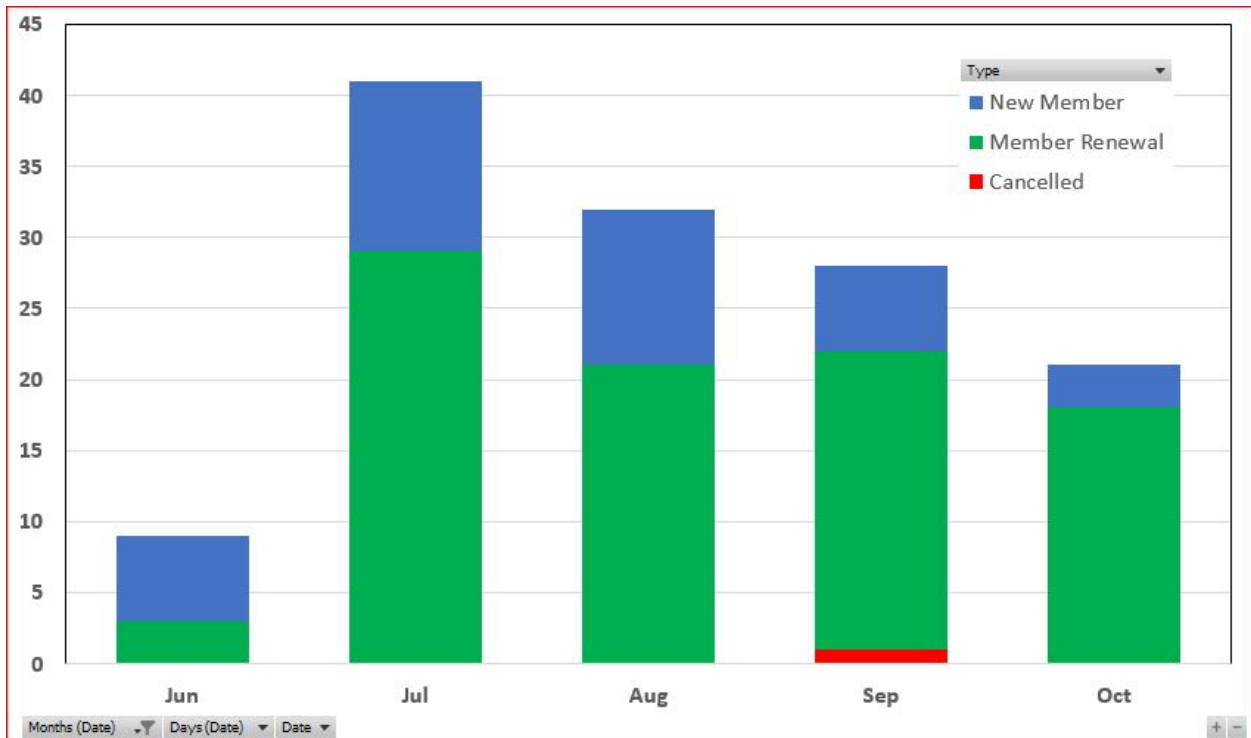
Website Features Utilization

Stripe

- In October 2019 we had a total of 21 members using the online payment through Stripe.
- 18 of which were member renewals and 3 new members.

Membership Payments on Stripe		Payment Type		
Month	Cancelled	Member Renewal	New Member	Grand Total
⊕ Jun		3	6	9
⊕ Jul		29	12	41
⊕ Aug		21	11	32
⊕ Sep	1	21	6	28
⊕ Oct		18	3	21
Grand Total	1	92	38	131

Stripe Payments (\$)		Payment Type		
Month	Cancelled	Member Renewal	New Member	Grand Total
Jun		60	120	180
Jul		580	240	820
Aug		420	220	640
Sep	20	420	120	560
Oct		360	60	420
Grand Total	20	1840	760	2620



User Data Update

- 73 members used this feature so far to update their ORPCA data
- 44 in October as a follow up to the call for user data update for the year-end member directory

Website Maintenance and Upgrades

- Tested on staging site and Updated on production site 14 plug-ins
- Added Donation site for Kathleen
 - <https://www.oregonpca.org/home/the-club/donation-kathleen-ellis/>
 - Donations are payed via credit card through Stripe
 - We need to announce the donations page / make the donation call part of the weekly emails
- Added the 2020 NW Passage Tickets sale site and capability
 - <https://www.oregonpca.org/event/2020-nw-passage/>
 - Tickets are payed via credit card through Stripe
 - Details of the 2020 NW Passage registration process aligned with Jeff Gretz and Greg Kirchem
 - The upgrade establishes tickets and any other online sales on our website
 - This capability essentially enabled an ORPCA online shop
 - Social event ticket fees
 - Driving event attendee fees
 - Online shop could be used to sell “ORPCA-Ware”
- Upgraded Section “Featured Member – Their Porsche Story”
 - Changed the static section for Featured Members on the Home Page
 - It is now a rotating presentation of featured members with click-through to their Porsche story
 - Sent email to ORPCA leadership team with call for their Porsche Story
 - The first two entries are from Lori Brown and Gary Koppang
- Added Table Plug-in for AX Championship Points
 - Easier table maintenance for Peg / AX team
 - Search capability by name
- Added drives to Tour Library
 - Tour Library now contains all 2019 drives (including NW Passage 2019)

Planned website work in November / December

- New regional PCA member email automation
- New ORPCA member joining with PCA ID verification
- Set-up / Preparation for 2020
 - Media library (site pictures)
 - New Profile Pictures for club events (Event Calendar)
 - Home Page: Pictures in top slides

MailChimp Performance

Recent growth

New contacts added to this audience in the last 30 days.

7
New Contacts

From Oct 11, 2019 to Nov 10, 2019

7 Subscribed 0 Non-Subscribed

Where your contacts came from:

- 86% API - Generic website newsletter
- 14% Admin Add

Tags

Your contacts, organized by your tags. [Learn more about tags](#)

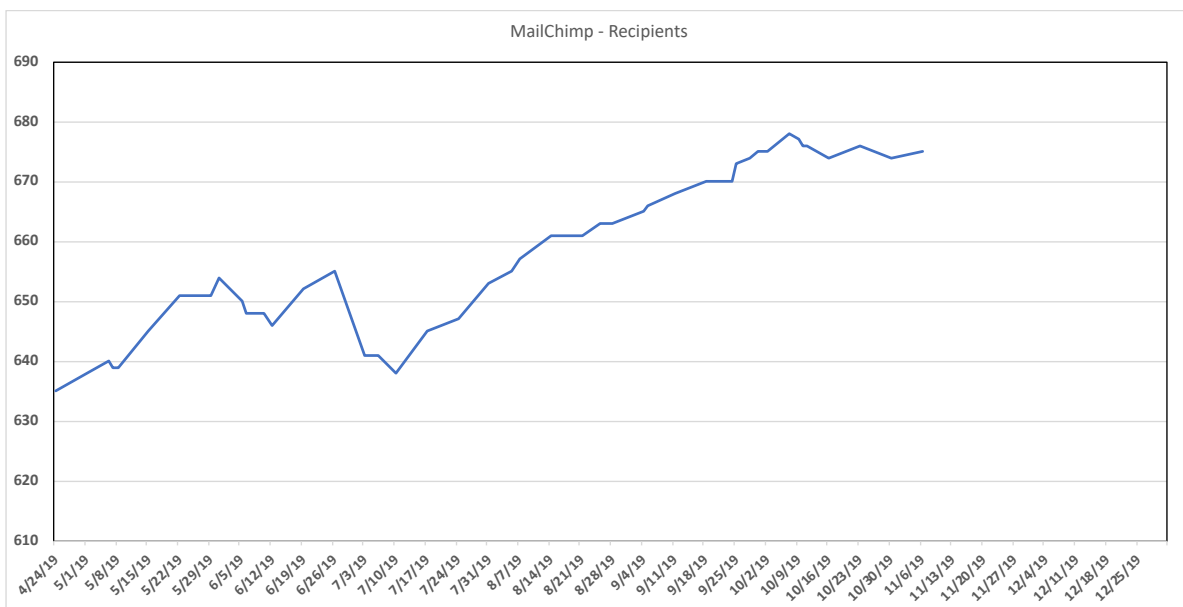
- 596 ORPCA Member
- 24 ORPCA Co_Member
- 21 ORPCA Past President
- 8 ORPCA Board Member
- 7 ORPCA Associate Member

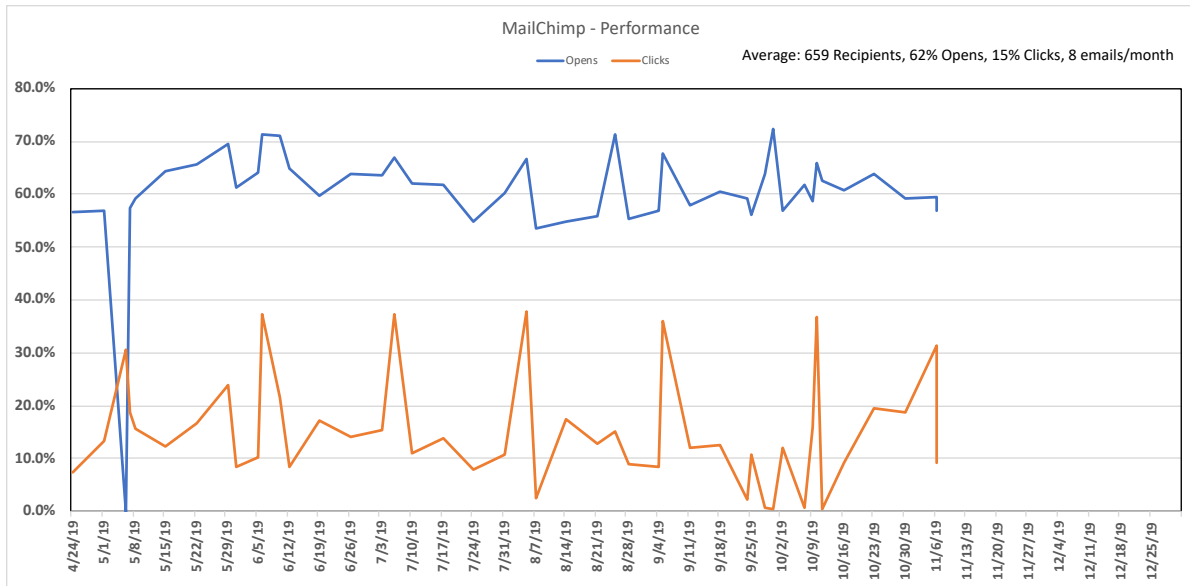
[View all tags >](#)

Open rate	56.9%	Click rate	9.2%
Audience average	58.3%	Audience average	13.1%
Industry average (Non-Profit)	21.8%	Industry average (Non-Profit)	2.5%

384 Opened	62 Clicked	0 Bounced	0 Unsubscribed
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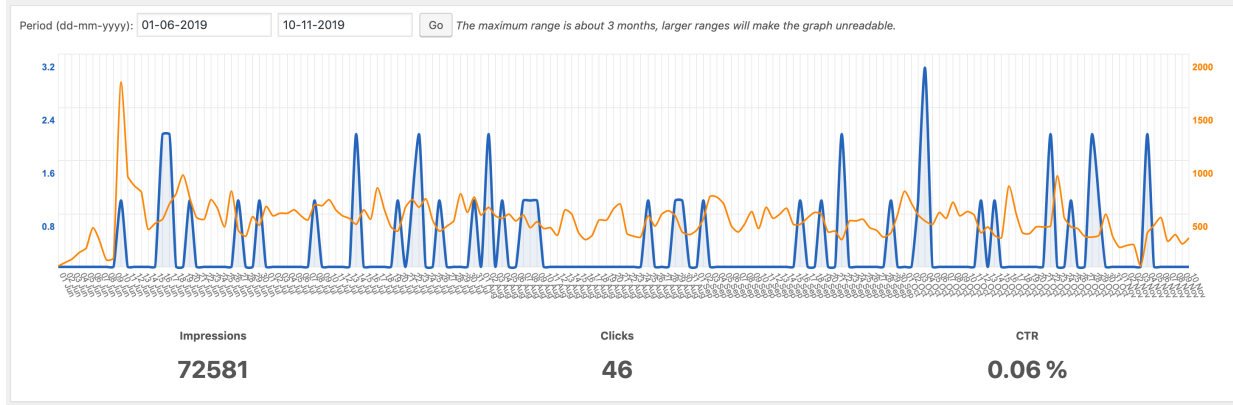
Successful deliveries	675 100.0%	Clicks per unique opens	16.1%
Total opens	894	Total clicks	105
Last opened	11/10/19 9:51PM	Last clicked	11/9/19 10:09PM
Forwarded	0	Abuse reports	0






Website Advertisement – Performance

Overview of clicks and impressions




General			All time		
Adverts	Adverts counting stats	Impressions	Clicks	CTR	
22	22	78806	46	0.06 %	
Last month			This month		
Impressions	Clicks	CTR	Impressions	Clicks	CTR
13728	12	0.09 %	2804	2	0.07 %

Best performing advert 'Matrix (1280 x 320)' with 9 clicks.



**FROM VINTAGE TO MODERN PORSCHE
FACTORY TRAINED, FAMILY OWNED.**

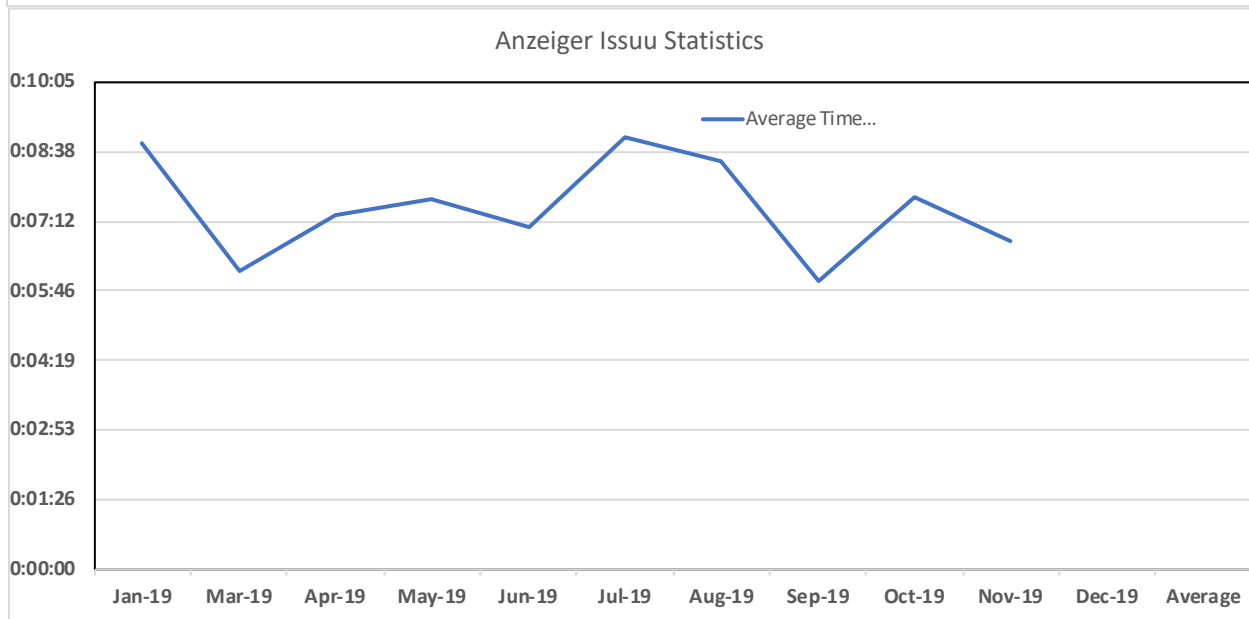
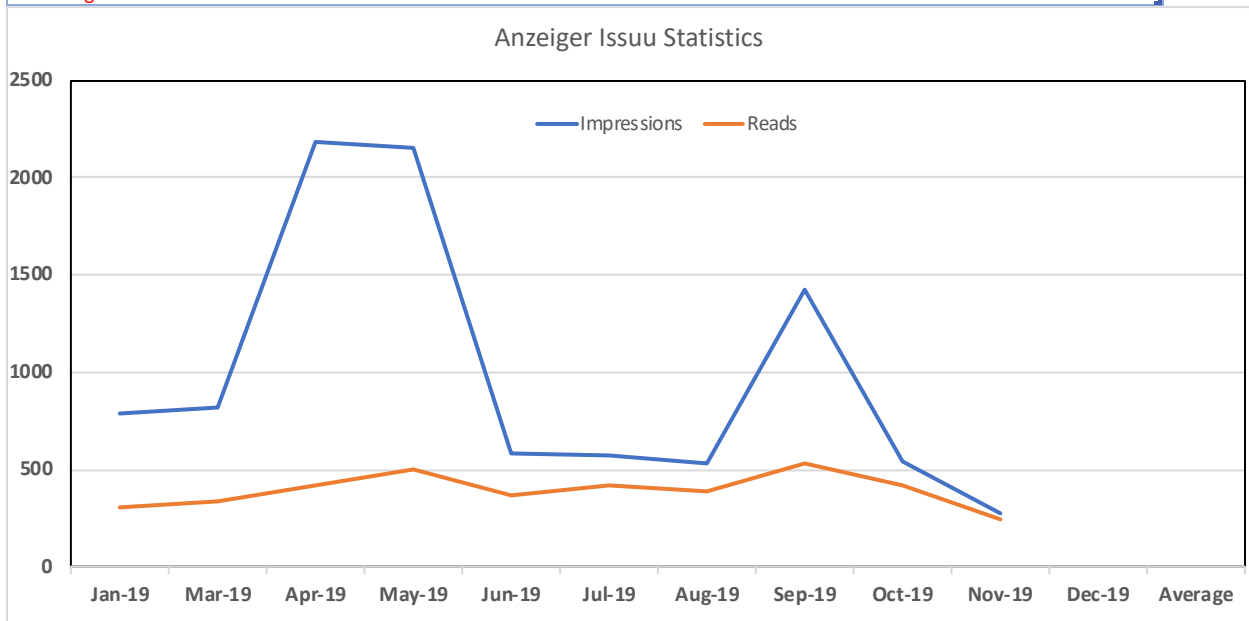
OREGON'S PREMIER EUROPEAN AUTOMOTIVE WORKSHOP
CLICK HERE TO LEARN MORE



ID	Start / End	Name	Shown	Today	Clicks	Today	CTR
9	February 01, 2019 June 02, 2020	Heckmann and Thiemann (1280 x 320) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 1 - Sponsors - Home Page - Full Page Width, Group 3 - Autocross - Bottom of Page - Full Page Width, Group 4 - Member Area - Bottom of Page - Full Page Width	3701	12	2	0	0.05 %
10	February 01, 2019 June 02, 2020	Heckmann and Thiemann (1024 x 256 1) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 7 - Bottom of Content	629	0	1	0	0.16 %
11	February 01, 2019 June 02, 2020	Heckmann and Thiemann (1024 x 256 2) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 7 - Bottom of Content	623	1	1	0	0.16 %
12	February 01, 2019 June 02, 2020	Heckmann and Thiemann (512 x 512) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3336	15	3	0	0.09 %
13	February 01, 2019 June 02, 2020	Heckmann and Thiemann (512 x 256 2) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3377	20	3	0	0.09 %
14	February 01, 2019 June 02, 2020	Heckmann and Thiemann (512 x 256 1) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3434	19	0	0	0 %
15	February 01, 2019 June 02, 2020	Heckmann and Thiemann (512 x 128) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3500	11	2	0	0.06 %
16	February 01, 2019 June 02, 2020	Matrix (1280 x 320) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 1 - Sponsors - Home Page - Full Page Width, Group 2 - Home Page Bottom - dedicated - full page width, Group 3 - Autocross - Bottom of Page - Full Page Width, Group 4 - Member Area - Bottom of Page - Full Page Width	11332	43	9	0	0.08 %
17	February 01, 2019 June 02, 2020	Matrix (1024 x 256) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 7 - Bottom of Content	604	1	3	0	0.5 %
18	February 01, 2019 June 02, 2020	Matrix (512 x 512) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3427	18	6	0	0.18 %
19	February 01, 2019 June 02, 2020	Matrix (512 x 256) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3486	19	0	0	0 %
20	February 01, 2019 June 02, 2020	Matrix (512 x 128) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3439	17	3	0	0.09 %
21	February 01, 2019 June 02, 2020	Marque (1280 x 320) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 1 - Sponsors - Home Page - Full Page Width, Group 3 - Autocross - Bottom of Page - Full Page Width, Group 4 - Member Area - Bottom of Page - Full Page Width	3783	12	2	0	0.05 %
22	February 01, 2019 June 02, 2020	Marque (1024 x 256) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 7 - Bottom of Content	614	1	1	0	0.16 %
23	February 01, 2019 June 02, 2020	Marque (512 x 512) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3446	12	1	0	0.03 %
24	February 01, 2019 June 02, 2020	Marque (512 x 256) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3332	13	2	0	0.06 %
25	February 01, 2019 June 02, 2020	Marque (512 x 128) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3429	15	1	0	0.03 %
26	February 01, 2019 June 02, 2020	Porsche Beaverton (1280 x 320) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 1 - Sponsors - Home Page - Full Page Width, Group 3 - Autocross - Bottom of Page - Full Page Width, Group 4 - Member Area - Bottom of Page - Full Page Width	3653	12	1	0	0.03 %
27	February 01, 2019 June 02, 2020	Porsche Beaverton (1024 x 256) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 7 - Bottom of Content	676	4	1	0	0.15 %
28	February 01, 2019 June 02, 2020	Porsche Beaverton (512 x 512) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3456	10	2	0	0.06 %
29	February 01, 2019 June 02, 2020	Porsche Beaverton (512 x 256) - Stats Devices: Weight: 6, Auto Delete: Groups: Group 5 - Left Bar below Calendar, Group 6 - Right Sidebar	3501	13	1	0	0.03 %

Anzeiger Performance – Issuu

Month	Impressions	Reads	Average Time Spent	Read Time (hrs)	Shares	Link-outs	Desktop	Tablet	Mobile
Jan-19	785	303	0:08:49	45.60	0	24	100%		
Mar-19	824	334	0:06:10	30.80	0	39			
Apr-19	2181	422	0:07:20	52.80	0	20	33%	0%	67%
May-19	2151	505	0:07:39	64.80	0	44	100%	0%	0%
Jun-19	588	368	0:07:06	40.32	0	31	0%	50%	50%
Jul-19	577	415	0:08:57	62.40	1	22	24%	76%	0%
Aug-19	531	392	0:08:27	55.20	0	27	100%	0%	0%
Sep-19	1427	533	0:05:57	52.80	1	16	73%	27%	0%
Oct-19	546	417	0:07:41	52.80	1	43	58%	31%	11%
Nov-19	271	245	0:06:48	28.80	0	6	64%	25%	11%
Dec-19									
Average	988	393	0:07:29	48.6	0.3	27.2	61%	26%	17%



Analysis & Recommendation:

Channels:

- ORPCAweb site
 - has around ~13,200 “unique visitors”/month
 - generates ~13,700 advert impressions/month resulting in ~ 10 ad-clicks/month
- Club Email:
 - reach about ~3,300 “unique opens”/month
 - resulting in ~ 800 clicks/month (no ad-clicks)
- The Anzeiger
 - reaches ~ 400 “unique reads” per month
 - resulting in ~27 “linkouts”/month (~10 ad-clicks/month)

Number of clicks depends strongly on ad-appeal (design, subject, timing) on all channels

Recommendations:

- The Anzeiger is our least effective channel
- Club emails are our 2nd strongest channel, yet we don't use it for revenue generation
 - Should we start adding ads to the club email?
- Our web site is the strongest channel
 - The advert data allows to analyze what ad sizes are most effective – based on that data we should adjust the number of ad sizes for 2020
- We should bundle ads across the channels
- We should experiment with adding one add to the club email and check performance and member feedback