Paloma Moreno MARKETING

MEDIA EDITION

PRELIMINARY | NOV 25, 2026

Small Budget. Big Visibility.

Coastal Bend Vintage Trail | Integrated campaign performance

8,008
Facebook views

6,969
Instagram dashboard views

$0
Paid Facebook advertising

600
Cloudflare visits

720
Cloudflare page views

138
Facebook shares

Audience discovery

Facebook viewer type



81% non-followers — 19% followers

Instagram views classified by follower status



84.4% non-followers — 15.6% followers

Website referral sources

Direct / no recorded referrer	420
Facebook domains	160
Not accounted for in shown rows	20

A local audience, a growing campaign

58.4% of Facebook follower city demographics are Corpus Christi; **80.6%** of reported follower ages are 35–64. December print quantity increased from 1,000 to 2,500 cards (+150%).

Sources: Facebook and Instagram dashboards, rolling 30 days; Cloudflare Web Analytics, last 30 days (CST), captured Nov 25. Instagram totals include Facebook activity; do not add platform totals. Visits are not unique people or store visits. Advertising and print quantities are organizer-reported. Referral rows total 580, leaving 20 of 600 unaccounted for.

From Visibility to Action

Audience response and website experience

~2,400
Facebook viewers

1,526
Instagram dashboard viewers

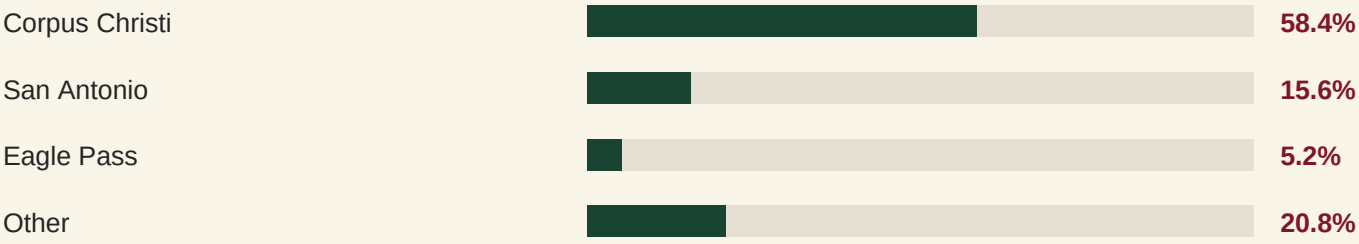
512
Facebook engagements

171
Instagram interactions

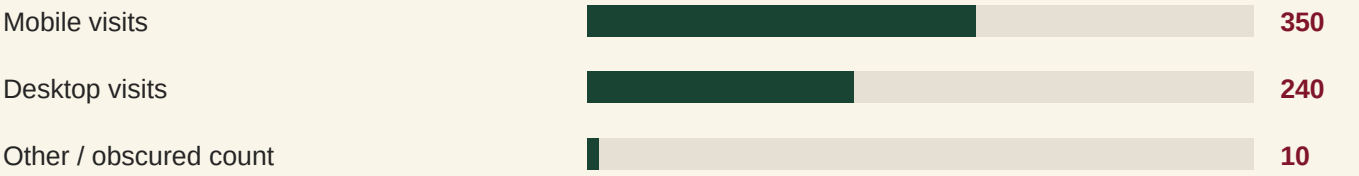
134
Instagram profile visits

20
Instagram bio link taps

Facebook follower geography



Website experience | 30 days



Cloudflare reported a page load time of **516 ms**; 96% of measured loading observations, 100% of measured responsiveness observations and 100% of measured visual-stability observations were rated Good. Sample sizes vary; extreme loading delays also occurred.

The November campaign connects seven founding businesses; the December edition features six destinations. Physical store visits, redemptions and sales attributable to the Trail are not yet quantified. These preliminary results document digital visibility and activity, not sales lift.

Source: supplied platform screenshots and organizer records, Nov 25, 2026.