Report on AA Grapevine (AAGV)/LaVina Websites Marketing, and Podcast

72nd General Service Conference

Highlights of report

- AA Grapevine Podcast debuted in November of 2021.
- Types of work being done to draw traffic to the site.
- Work continues on site maintenance and support ticket solutions
- Marketing reports on the La Vina and AAGV
- Specifics of demographics and numbers from podcast downloads
- Lots more very exciting stuff!

AAGV Website Specifics

- The website averages 84K users a month up about 2.4% from last year
- Site is growing more than expected year over year.
- Most popular page other than home page is the sobriety calculator
- Second most being the Podcast homepage.
- SEO Perfomance (Search Engine optimization) What gets people on the site
 - Sobriety calculator
 - Grapevine magazine
 - Grapevine podcast

AAGV Store performance

- Avg of 13.6 K users monthly avg
- Year over year comparisons were similar
- Revenue from the store 113K down about 7.3% from 2020
 - December was a strong sales month
- 23% of sales came from "organic" searches rather than directed links

60 % of traffic is from mobile users

AA La Vina Site

• 3.1 K user monthly

Traffic remains steady following a big jump in summer 2021

- Sales for La Vina Store 13K
 - 78% of traffic was directed rather than organic

2021 in Revue

- Over 1 million visitors between the Site and store
- 13% increase in yearly revenue (\$1.22 M)
- Podcast was 5th most popular page on the site despite debuting in November
- LA Vina's revenue jumped over 145% to over \$100,000
- Web traffic to the site increased 280% to over 43,000 user for the year.

Podcast Specific Numbers As of Jan 18, 2022

16 Episodes

38,015 downloads

Average of 2,376 downloads per episode

Where they listen

Apple 46%/GV site 27%/Spotify 9%/ other 18%

How they listen

Mobile App 65 / Browser 18 / Desktop 7%



Web Report January 27, 2022 Niurka M.

Audience Overview

DESCRIPTION	AAGRAPEVINE.ORG			GRAPEVINE STORE			AALAVINA.ORG			LA VINA STORE			Acquisition: THROUGH AAGV, INC CAMPAIGNS				
MONTHS	OCT.	NOV.	DEC.	OCT.	NOV.	DEC.	OCT.	NOV.	DEC.	OCT.	NOV.	DEC.	AAGRAPEVINE	CAMPAIGN	AALAVINA	CAMPAIGN	
Sessions	114.476	101.195								1,203	1	.526	1.266	GV-Podcast	493	Cita Diaria	
102,220		,			18,840 3,683		22,114	19,76	i0	.,	16,112		.,===	GV News	249		
New Users							3,945	3,836		715		,016	817				
	90,477	2	9,150 81,596 2,796 3,177		12,155 3,042		13,803 12				10,126					Meeting G	
Returning visitor	10,292	8,833	9,000	3,732	4,583	4,152	274	303	263	219	245	210		Monthly		AAGV	AAI
Page views	186,700	169,035	173,951	204,590	253,434	238,123	6,485	5,536	5,800	11,021	14,937	13,039		GVDQ		316	13
verage pg views per session	1.63	1.67	47	40.00	44.40	40.05	4 70	1.4	4.54	0.40	0.70	40.0		ou		158	- 1
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Daily Quote Weekly Stories	45,136 17,857		3. /podcas	ety-calculator 8. /site-searc					//a-revista // Jusuario/inicio-sesion		8. /sigue-lavina IG 9. /historia-grapevine						
	54,735		4. /login		9. /carry-the-message 10. /sobriety-card			4. /recursos			9. /nistoria-grapevine 10. /comparte						
			5.			11. /get-invo			5. /lleve-el-m	ensaje		11./calc					
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