

# 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 Performance (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 5<sup>th</sup> 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			
	OCT.	NOV.	DEC.	OCT.	NOV.	DEC.	OCT.	NOV.	DEC.	OCT.	NOV.	DEC.	AAGRAPEVINE	CAMPAIGN	AALAVINA	CAMPAIGN
Sessions	114,476	101,195			18,840	22,114	19,760		1,203	1,526		1,266	GV Podcast	493	Cita Diaria	
New Users	102,220			3,683	3,945	3,836				16,112			GV News	249		
Returning visitor	90,477	79,150		81,596	12,155	13,803	12,293		715	1,016		817				
Page views	10,292	8,833	9,000	3,732	4,583	4,152	274	303	263	219	245	210				
Average pg views per session	1.63	1.67														
Projects	GV Top visits pages						LV Top visits pages						Meeting Guide App			
AS OF 01/13/2022*													AAGV AALV			
Audio Stories Collected	380						1. Homepage						7. /servicio			
Daily Quote	45,136						2. /sobriety-calculator						8. /sigue-lavina IG			
Weekly Stories	17,857						3. /podcast						9. /historia-grapevine			
Monthly News	54,735						4. /login						10. /comparte			
Quarterly GV and Your Group	82,601						5. /magazine						11. /calculadora			
La Cita Semanal Con La	1,869						6. /gvr-resources									

Sessions - This is the number of unique visitors within the date range.  
New Users - This is the number of new visitors during the reporting date range.  
Page views - The number of pages that have been viewed during the time range. Avg. pg. views per visit - This is the average number of pages a visitor sees per visit.

UTM CODES: Traffic directed to the aagrapevine.org and aalavin.org websites through the AAGV mailing campaigns

Campaign	Acquisition			Users	New Users	Sessions
	Users	New Users	Sessions			
	11,331	10,126	16,112			
	% of Total: 4.3% (255,637)	% of Total: 4.25% (249,888)	% of Total: 50.7% (317,891)			
1. GV_Podcast	7,892 (67.57%)	7,300 (72.99%)	10,712 (66.48%)			
2. GV-News-June2021	1,648 (14.11%)	1,273 (12.57%)	2,424 (15.04%)			
3. GV-Product-News	739 (6.33%)	594 (5.87%)	989 (6.14%)			
4. GV05122021	219 (1.88%)	158 (1.56%)	316 (1.96%)			
5. GVDQ	212 (1.82%)	170 (1.68%)	244 (1.51%)			
6. GV-Your-Group-June2021	187 (1.60%)	125 (1.23%)	269 (1.67%)			
7. GV-News	158 (1.35%)	109 (1.08%)	269 (1.67%)			
8. NewBookAvailable	144 (1.23%)	98 (0.97%)	229 (1.42%)			
9. GV-and-YourGroup	119 (1.02%)	79 (0.78%)	179 (1.11%)			
10. GV-Prod-News	85 (0.73%)	53 (0.52%)	129 (0.80%)			

  

Campaign	Acquisition			Users	New Users	Sessions
	Users	New Users	Sessions			
	305	249	493			
	% of Total: 3.30% (9,246)	% of Total: 2.76% (9,015)	% of Total: 4.30% (11,664)			
1. LV Homepage Ad	187 (60.52%)	158 (63.45%)	322 (65.31%)			
2. LV CTM Ad	45 (14.56%)	33 (13.25%)	63 (12.78%)			
3. 03-16-15	28 (9.06%)	26 (10.44%)	34 (6.90%)			
4. NewBookAvailable	19 (6.15%)	9 (3.61%)	43 (8.72%)			
5. NewBook-Sept2021	9 (2.91%)	7 (2.81%)	10 (2.03%)			
6. GV10192020	8 (2.59%)	8 (3.21%)	8 (1.62%)			
7. GV05122021	5 (1.62%)	3 (1.20%)	5 (1.01%)			
8. Free-Access	3 (0.97%)	1 (0.40%)	3 (0.61%)			
9. IG-2-Blast	2 (0.65%)	2 (0.80%)	2 (0.41%)			
10. GV-Your-Group-June2021	1 (0.32%)	1 (0.40%)	1 (0.20%)			

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