



April 2014

Dear Peak Radar Stakeholder,

We're pleased to provide you, our Peak Radar partner, with this web site performance and statistics report for the first quarter of 2014. We hope you find this information helpful, but if there is more we can do to keep you informed, please let us know. Thanks so much for your support of PeakRadar.com!

Report for First Quarter, 2014

Unique Visits:	49,853	YTD Unique Visits:	49,853	Variance from 2013:	+12%
Total Visits:	112,826	YTD Total Visits:	112,826	Variance from 2013:	+24%
Total Page Views:	890,178	YTD Total Page Views:	890,178	Variance from 2013:	+9%
Peak Radar FB Fans:	2,274	COPPeR FB Fans:	1,618	Twitter Followers:	2,404

Overview:

2014 has kicked off incredibly for PeakRadar.com. Unique visits, total visits, and total page views are each growing rapidly, as well as our social media following. These successes are a result of intense site scrutiny by the staff to ensure it as a reliable source for users, as well as a commitment to expanding our reach to all corners of the Pikes Peak region. By adding a widget partnership with Pikes Peak Country Attractions at the end of 2013, data from PeakRadar.com is now drawn to three outside sites! Our Arts Partnerships program and advertising sales are drawing record levels of revenue for Peak Radar, allowing us to expand our programming and presence within the community. We have also partnered with the Gazette to broaden our advertising potential.

Peak Radar Picks eBlast Update:

In January we completed a redesign of the weekly Peak Radar Picks eblast. New features include a mobile friendly format, contemporary visual design, more prominent ticket giveaways and highlighted artists, and icons to help navigate event listings thematically. Additionally, we recently kicked off a guest curator program to diversify the perspectives represented in the eblast.

Coming up:

Staff is currently working on the 2014-2015 Peak Radar Pages. Look for this arts and cultural organization directory to be released by early summer. Want to be included? [Click here](#) to provide us with information about your organization.

Thank you so much for your continued support!

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