

## WEB & PUBLICATIONS

The foremost work of the Web and Pub committee since the last assembly is the publishing of the first Messenger newsletters since 2015. After a design phase, the first issue was sent to 1,212 recipients in July. It was opened by 54 percent of them and had a “click rate” of 5.4 percent. This compares to averages of 33 percent and 2 percent across all industries, according to our provider.

A second one is to come out in 10 days or so, with the intention of publishing on the first of each month going forward, in part to accommodate the first announcement each month of the Intergroup Forum topic. Each committee member contributes to each issue, and together must meet a deadline at mid-month, to accommodate translation into French.

The Messenger’s most important function is to give information about one convention and two assemblies per year, in anticipation of them and then reporting on actions and other occurrences after them. But it will also be used as an additional information channel for region and world news, with the newsletter bringing visitors to our website, and the website helping to highlight the newsletter.

As many of you will recall, the Spring Assembly was the first time we encouraged all committees to file their reports electronically so each could be posted on the website, both on the main blog roll and on each committee’s website page. Over time, these will constitute the histories of each committee’s work.

Since the beginning of April, 34 blog posts have been published on our site. Perhaps half of these were reports from the World Service Business Conference; the rest were committee reports, region and world news items, reminders of upcoming region deadlines, and posts by board members. Anyone wishing to write for the blog – about something your Intergroup is doing, or about successes or challenges in your personal recovery — should do so!

Our Google Ad campaigns have been performing well. Briefly, it works this way: As a nonprofit, we get “free” ads (nothing out of pocket) each month. We designate keywords we want germane to the region and to recovery, and when people search those words, our ads show up on their screens. The goal is not only to get more people to see those ads (“impressions”), but also to click on them (“click-through rate”), and then take action (conversions).

People seeing our ads went above 1,500 for the first time in February and have not fallen below since. Three months, we’ve been above 1,750.

Our click-through rates in the past year have ranged between 10.8 percent and 20.9 percent; we've been above 18 percent in 6 of the past 12 months. Our paid account manager said, "The clickthrough rate for OA is very high, which is good. That means that a high percentage of the people who see the OA ads are interested in OA and are clicking to see [our] website."

We count anyone clicking for meeting details, or looking at three or more pages on our website, as conversion actions. This year, our conversion rates have been between 33 percent and 45 percent, which is so much higher than averages across Google (2 percent to 6.5 percent) that it's tough to get a meaningful comparison. I'll try to report on what explains this in a future report to the assembly.