



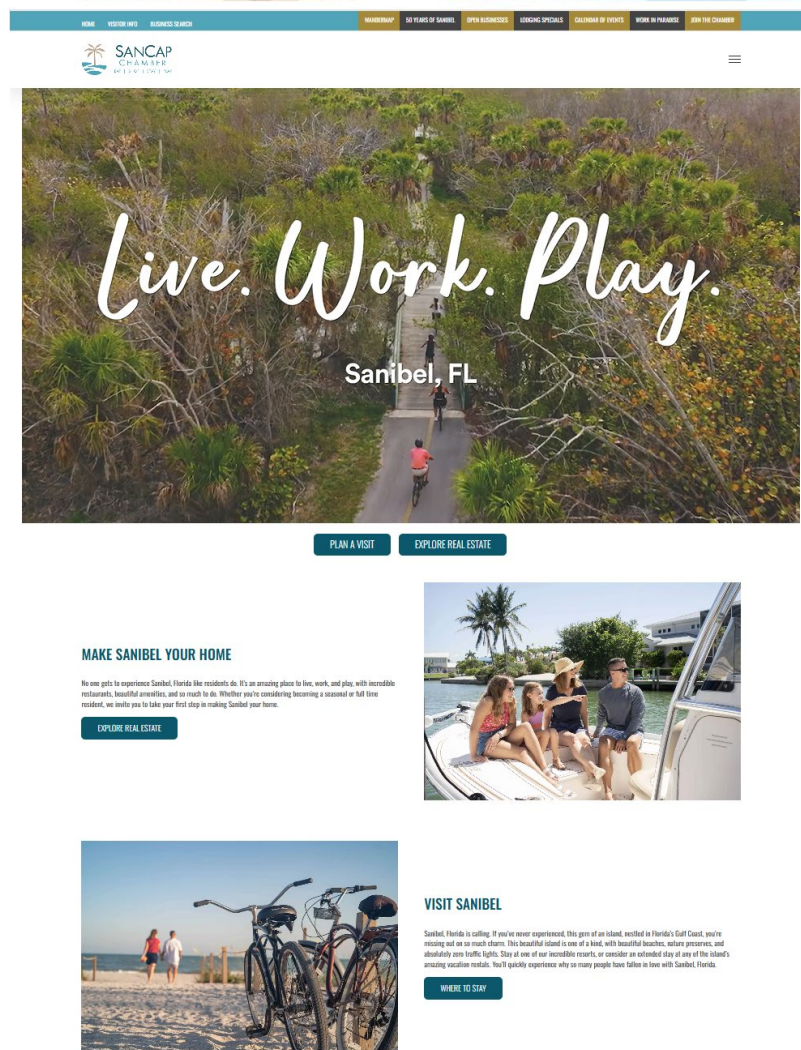
SANCAP

CHAMBER

Live, Work, Play



SANCAP
CHAMBER
EAT | SHOP | STAY | PLAY



- **Live. Work. Play. – Future Resident Promotion**
 - **Launched 5/1/25**
 - **Midwest and Northeast feeder markets, and Florida, targeted by net worth**
 - **Mix of print (Florida Weekly), Social Media (Meta), and paid digital (Google)**







PLAN A VISIT

EXPLORE REAL ESTATE

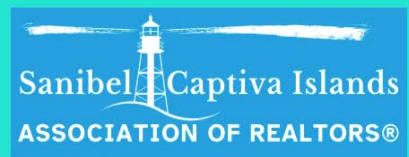
MAKE SANIBEL YOUR HOME

No one gets to experience Sanibel, Florida like residents do. It's an amazing place to live, work, and play, with incredible restaurants, beautiful amenities, and so much to do. Whether you're considering becoming a seasonal or full time resident, we invite you to take your first step in making Sanibel your home.

EXPLORE REAL ESTATE



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2353 Periwinkle Way Ste. 201

Sanibel, FL 33957



239-472-9353

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OFFICES

PROPERTIES

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REAL ESTATE GUIDE

It's time to call Sanibel and Captiva Islands Home!

Find your slice of Paradise today



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- Home Page Takeover 8/9 – 8/10
- 305,981 Impressions
- 412 Clicks
- Home Page Takeover 8/2 – 8/3
- 279,765 Impressions
- 447 Clicks
- Home Page Takeover 7/12 – 7/13
- 326,120 Impressions
- 992 Clicks





RESET FILTERS



HTV | Sanibel Captiva Visitors Bureau

DATE RANGE 8/9/2025 - 8/10/2025

TOTAL IMPRESSIONS ⓘ

305,981

CLICKS

412

CTR % ⓘ

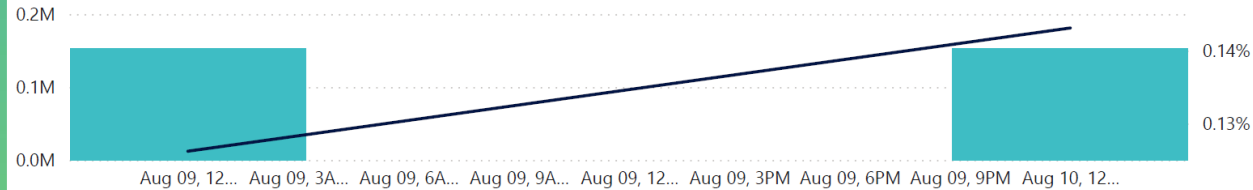
0.13%

TOTAL COMPLETES ⓘ

VCR % ⓘ

PERFORMANCE BY DATE

Ad Format ● Display ● CTR %



PERFORMANCE BY LINE ITEM

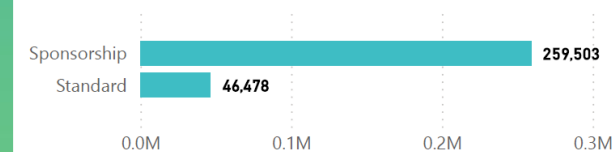
Line Item	Creative Size	Impressions	Clicks	CTR %	VCR %
HTV WBBH Sponsorship Cross Platform Homepage HP Takeover ...	300x250	134,737	78	0.06 %	-
HTV WBBH Sponsorship Cross Platform Homepage HP Takeover ...	Fluid	49,984	231	0.46 %	-
HTV WBBH Sponsorship Cross Platform Homepage HP Takeover ...	320x50	27,247	3	0.01 %	-
HTV WBBH Sponsorship Cross Platform Homepage HP Takeover ...	300x400	22,933	64	0.28 %	-
Total		305,981	412	0.13 %	

PERFORMANCE BY CREATIVE

Creative Name	Creative Size	Impressions	Clicks	CTR %	VCR %
300x250_NX_IBV_Sanibel - LiveWorkPlay - HPTO 2025_SOS (copy)	300x250	141,733	90	0.06 %	-
Skyclimber_IBV_Sanibel - LiveWorkPlay - HPTO 2025	Fluid	49,984	231	0.46 %	-
320x50_NX_RM_Sanibel - LiveWorkPlay - HPTO 2025_SOS (copy)	320x50	37,412	10	0.03 %	-
Skyclimber_IBV_Sanibel - LiveWorkPlay - HPTO 2025	300x400	22,933	64	0.28 %	-
Total		305,981	412	0.13 %	

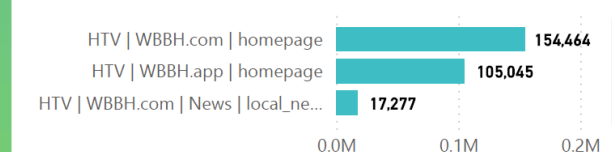
IMP BY PRODUCT NAME

Ad Format ● Display



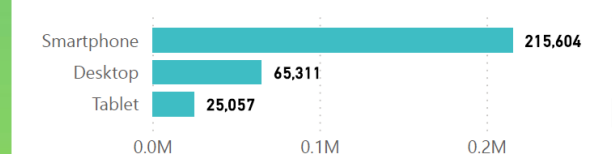
IMP BY PAGE NAME

Ad Format ● Display



IMP BY DEVICE TYPE

Ad Format ☒ Display



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Top 20 workplaces and how they attract long term employees.

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Warm Today Before Rainy Week

Seattle, WA [Change Location](#)

TODAY



Sunny
Feels like 20°
High: 25°
Low: 10°
Precipitation: 0%

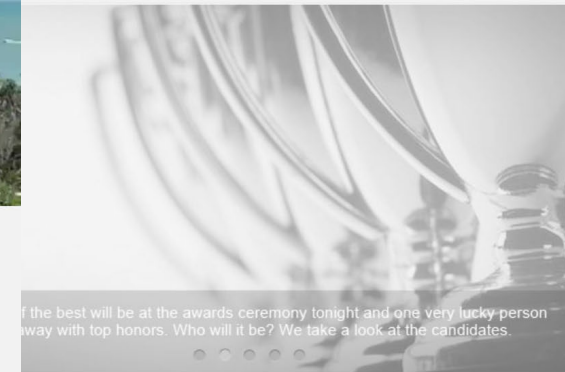
THIS WEEK

SPECIAL OFFER!

Get a free gift just for signing up.

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ING STORIES



If the best will be at the awards ceremony tonight and one very lucky person away with top honors. Who will it be? We take a look at the candidates.

LEISURE



HEALTH





Live. Work. Play.



CLICK FOR AUDIO

WANDERMAP

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EVENTS

LOGGING SPECIALS

PLAN YOUR VISIT



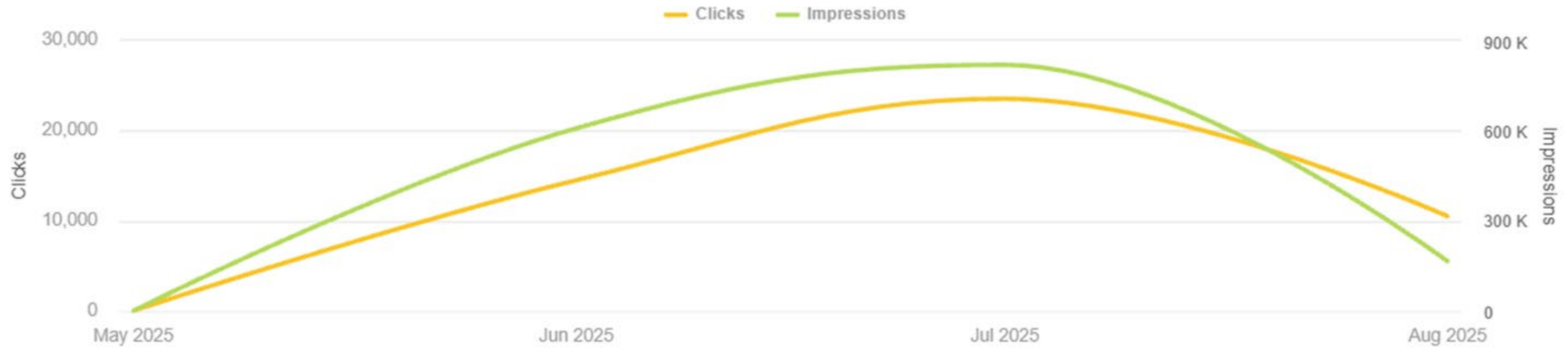
PLAN YOUR VISIT



PLAN YOUR VISIT

Meta

Meta Metrics



FB Ads Clicks

▲ 100%

48,553

FB Ads Impressions

▲ 100%

1.59 M



Google Metrics



Google Ads Clicks

▲ 100%

20,322

Google Ads Impressions

▲ 100%

516 K



Campaign Totals:

- **Gulf Coast**

- Impressions – 911,866 – CPI \$.0049
- Clicks – 1,851 – CPC \$2.43
- \$4500 Ad Spend

Meta and Google combined spend - \$19,109.46

- **Meta - \$9554.73**

- Impressions – 1,591,219 – CPI \$.006
- Clicks – 48,553 – CPC - \$0.19

- **Google - \$9554.73**

- Impressions – 516,271 – CPI \$.018
- Clicks – 20,322 – CPC - \$0.47

- **TOTAL – 3,019,356 Impressions**
 - 70,726 Clicks



A Game By **ELIZABETH HARGRAVE**



Coming **Spring 2026**



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