

## 2023 New Cardholder Campaign (October - December)

### 2 Direct Mails to Targeted Non-Cardholders

- 282 new cardholders
- 18% of households signed up for a new library card

### 2 Emails to "Occasional" & "Inactives" Cardholders

- Re-engaged 5,381 lapsed users

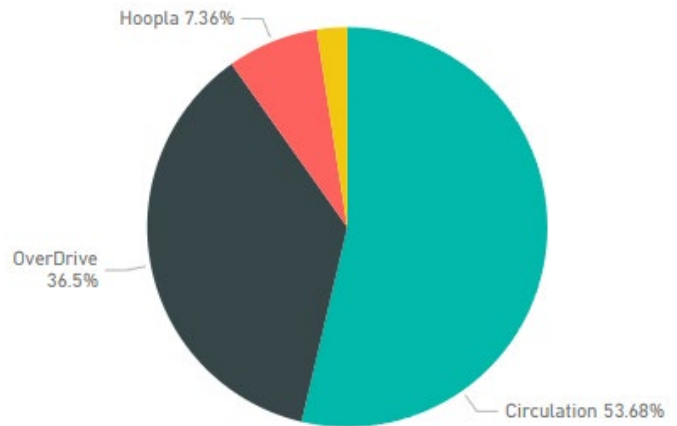
### 4 Social Media Ads

- "Life is Better with a Library Card"
 

<i>English ad</i>	<i>Spanish ad</i>
Reach = 5,132	Reach = 3,365
Clicks = 116	Clicks = 88
- "Give Your Wallet a Break"
 

<i>English ad</i>	<i>Spanish ad</i>
Reach = 9,010	Reach = 13,233
Clicks = 126	Clicks = 108

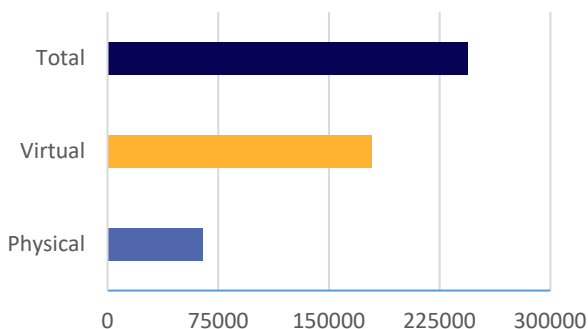
Email after activity



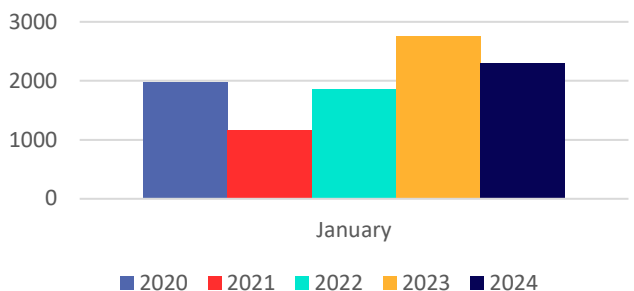
Visits		
Year to Date		
Physical	Virtual	Total
64,729	179,252	243,981

All Cardholders		
New YTD	Active	Total
2,300	57,184	117,450

Visits



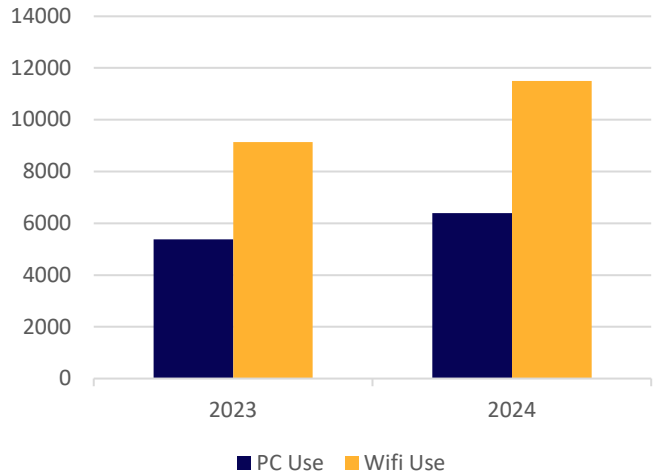
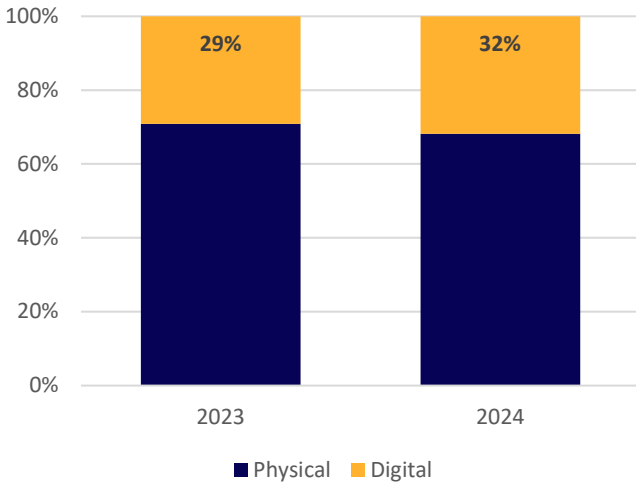
New Cardholder Signups



# January 2024 Dashboard

Borrowing			
Year to Date Comparison			
	Physical	Digital	Total
2023	155,258	68,603	223,861
2024	172,920	80,761	253,681

Tech Access			
Year to Date Comparison			
	PC Use	Wi-Fi Use	Total
2023	5,373	9,135	14,508
2024	6,396	11,499	17,895



Number of Programs			
Year to Date Comparison			
	Offsite	Library	Total
2023	20	157	177
2024	6	123	129

Program Attendance			
Year to Date Comparison			
	Offsite	Library	Total
2023	594	2,428	3,022
2024	22	3,035	3,057

