

Digital Update

on the year 2023

EDIBLERHODY.COM

- We brought 65,467 **new users** to our site in 2023.
- Our users are **mostly local but we have national reach**. Most users come from Rhode Island, but we also see extended reach in Boston, New York, Atlanta and Chicago.
- The biggest draw is our **recipe** section, especially during Thanksgiving and December holidays.
- Rhode Islanders spend the most time with us. Users in Rhode Island spend almost a minute longer on our website than other users during their visit and visit twice as many pages.
- **Mobile is the new normal**. In 2017, almost two-thirds of our users visited the website from a desktop computer. By 2023 that had dropped to 32%, with the remainder coming from tablets or smart TVs. Mobile users in 2023 represented 64% of all web traffic.
- Most of our website users, **75%**, find us organically; 21% is direct traffic and 3% comes via social media.
- Online content draws visitors. **We drove over 110,000 page views to our content last year, averaging over 9,200 views per month.** Our most popular content includes seasonal recipes and Things to Do. Our most popular page was “10 Steps to Cooking a Fresh Farm-Raised Turkey” followed by a story about fishing for blackfish or tautog.

OUR LOCAL GUIDES



What's In Season: Summer in Rhode Island



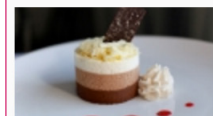
Shop Local Farmers' and Growers' Markets in Rhode Island



Shop Local CSAs & CSFs in Rhode Island



Eat Local Dining Guide



Our Advertisers Directory

SOCIAL MEDIA

- We have two main platforms: **Instagram (17,500+ followers)**, and **Facebook (6,600+ followers)**.
- We are consistently active on Instagram. Quarter over quarter, we have **increased the clicks** to our website by 20% and twice the number of accounts were reached and engaged.
- We reach people around the state on social media with the highest number in Providence, followed by Cranston, Warwick, East Providence and Newport.
- Of our followers, 72% are **female** and 79% fall within the **25–54** age range.
- Our **top-performing content** features people, stories and interactive opportunities like Q&As on Instagram.

E-NEWS

- We have an e-newsletter audience of **5,200+ subscribers**. Our emails have a **39%** open rate and a **5.1%** click rate, well above industry averages.
- A recent sponsored email we sent out for an advertiser, Vermont Tourism, had an open rate of **44.3%** and a click rate of **2.3%**.