



# Connecticut Paid Leave

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OUTREACH & ENGAGEMENT COMMITTEE

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DIGITAL ANALYTICS REVIEW

# Analytics: Website (12/1/2023- 11/30/2024)

## Total Session: 2.37M

- Up 20% YOY
- Bounce rate was down 12% YOY

## Total Users: 861K

- Down 4% YOY
- 70% of users were new
- 25% were returning
- 5% were unknown

## Total Pageviews: 10.83M

- Up 28% YOY

## Top Traffic Sources:

- Direct
- Organic Search
- Paid Search

## Most viewed pages

- How CT Paid Leave Works: Paid Leave and FMLA
- Claims: How to Apply
- For Businesses and Employers: I am an Employer

# Analytics: Social Media (12/1/2023- 11/30/2024)

## Facebook

- New page likes up 10% YOY
- Page followers up 11% YOY
- Total likes up 12% YOY
- Paid ads: 58% clicks by women, largest age group is 55-64 followed by 65+ and then 45-54
- Employer focused ads performed best with CTRs between 2.3% and 4.5%)
- “Good” CTR is 2-5%

## LinkedIn

- Followers up 28% YOY
- Ad clicks were up 21% YOY
- Ad CTRs were 0.5-1.04%
- “Good” CTR is 0.5-1%

## Instagram:

- Engagement rate up 11% YOY
- Followers up 25% YOY

## TikTok:

- 3.69M impressions
- Largest age group by clicks is 18-24, then 25-34
- Clicks fairly evenly distributed between men and women (43% vs 46% respectively)
- UGCs had high CTRs (highest was 3.76%)
- “Good” CTR for TikTok is above 1%

# Analytics: YouTube (12/1/2023- 11/30/2024)

## Total Views

- 910,165
- Up 23% YOY
- 92 videos published during this time period

## Top Playlists

- #1: Paid Leave Podcast (45%)
- #2: Paid Leave Spotlight (22%)
- #3: Testimonials (18%)

## New vs. Returning Viewers

- 64% New
- 34% returning
- Remaining % unknown

## Viewer Demographics

- 25% are 65 and 21% are 55-64

# Analytics: Google Ads (12/1/2023- 11/30/2024)

## Impressions

- 3.76M
- Up 44% YOY

## Demographics

- 25-34 and 35-44 are nearly exactly even with greatest clicks
- 45-54 and 55-64 are also sizable groups
- Women click on our ads at a 2:1 ratio over men

## Top Keywords

- CT Paid Leave
- FMLA
- CT Paid Leave login
- FMLA CT
- CTPaidLeave org