



# BOUNDARY COUNTRY

## ANALYTICS REPORT

June 2019



[@BoundaryCountryBC](https://www.facebook.com/BCountryBC)



[@BoundaryCountry](https://www.instagram.com/BCountry)  
[#BoundaryCountry](https://www.instagram.com/BCountry)

# WEBSITE HIGHLIGHTS

Throughout the month of June the Boundary Country website ([boundarybc.com](http://boundarybc.com)) saw a total of 7,964 sessions, up **46%** over the previous period, and up **38%** over the previous year.

There were 15,764 page views, up **45%** over the previous period, up **38%** over the previous year.

## Top Visited Landing Pages:

1. [Home Page](#)
2. [Maps](#)
3. [Visit – Christina Lake](#)
4. [Stay - Campgrounds](#)



# WEBSITE HIGHLIGHTS

Sessions  
**7,964**  
↑ 45.9%

Pageviews  
**15,746**  
↑ 45.3%

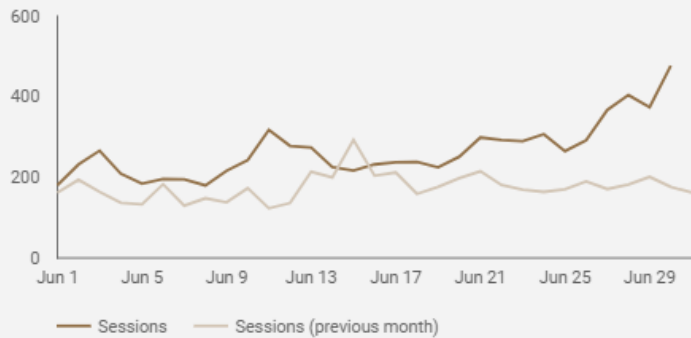
Users  
**6,804**  
↑ 44.6%

Avg. Session Duration  
**00:01:39**  
↓ -5.6%

Pages / Session  
**1.98**  
↓ -0.4%

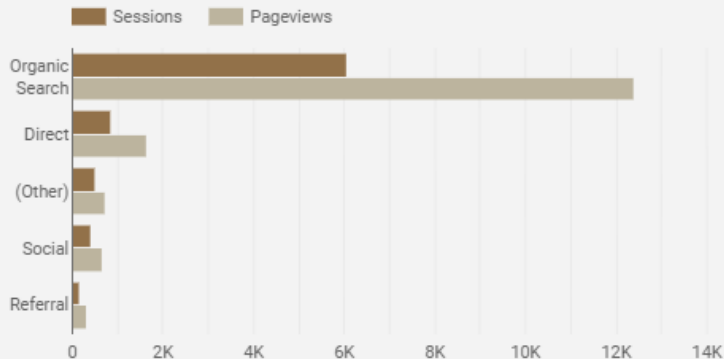
Bounce Rate  
**66.86%**  
↑ 8.2%

## How Are Site Sessions Trending?

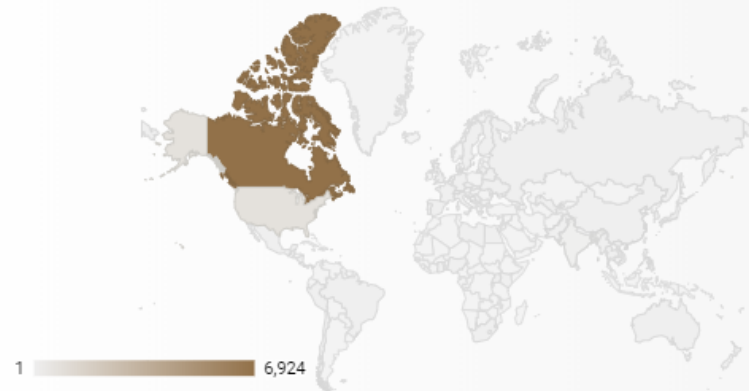


## Which Channels Are Driving Engagement?

Sessions vs. Pageviews



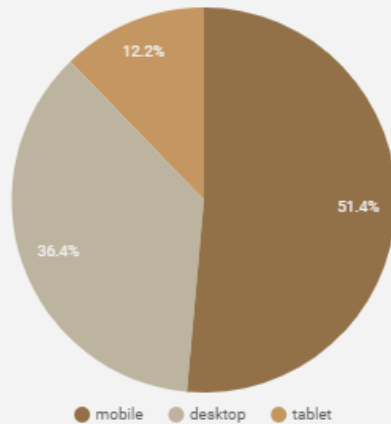
## What Are The Top Countries By Sessions?



|    | Country        | Sessions | Pageviews |
|----|----------------|----------|-----------|
| 1. | Canada         | 6,924    |           |
| 2. | United States  | 787      |           |
| 3. | United Kingdom | 44       |           |
| 4. | India          | 25       |           |
| 5. | Germany        | 15       |           |
| 6. | South Korea    | 15       |           |
| 7. | Netherlands    | 13       |           |
| 8. | Philippines    | 12       |           |
| 9. | France         | 11       |           |

# WEBSITE HIGHLIGHTS

## Which Devices Are Being Used?



## Where is the Traffic Coming From?

| Full Referrer      | Sessions |
|--------------------|----------|
| 1. google          | 5,859    |
| 2. (direct)        | 839      |
| 3. Display         | 472      |
| 4. m.facebook.com/ | 286      |
| 5. bing            | 114      |
| 6. facebook.com/   | 101      |
| 7. patreon.com/    | 62       |
| 8. yahoo           | 51       |

## What are the top landing pages?

| Page  | Pageviews |
|---|-----------|
| 1. /  | 638       |
| 2. /maps/   | 612       |
| 3. /visit/christina-lake/                             | 596       |
| 4. /stay/campgrounds-rv/                              | 505       |
| 5. /festivals-events/                                 | 486       |
| 6. /directory/listing/rock-creek-riverside-campground | 431       |
| 7. /visit/beaverdell/                                 | 403       |
| 8. /directory/listing/jewel-lake-resort               | 355       |
| 9. /event/cannafest/                                  | 296       |
| 10. /stay/trails/                                     | 270       |

## What are the top referring sources?

| Source / Medium              | Pageviews |
|------------------------------|-----------|
| 1. google / organic          | 11,916    |
| 2. (direct) / (none)         | 1,647     |
| 3. Display / Display         | 614       |
| 4. m.facebook.com / referral | 393       |
| 5. bing / organic            | 327       |
| 6. facebook.com / referral   | 211       |
| 7. direct / domain           | 112       |
| 8. patreon.com / referral    | 95        |
| 9. hellobc.com / referral    | 83        |
| 10. yahoo / organic          | 78        |

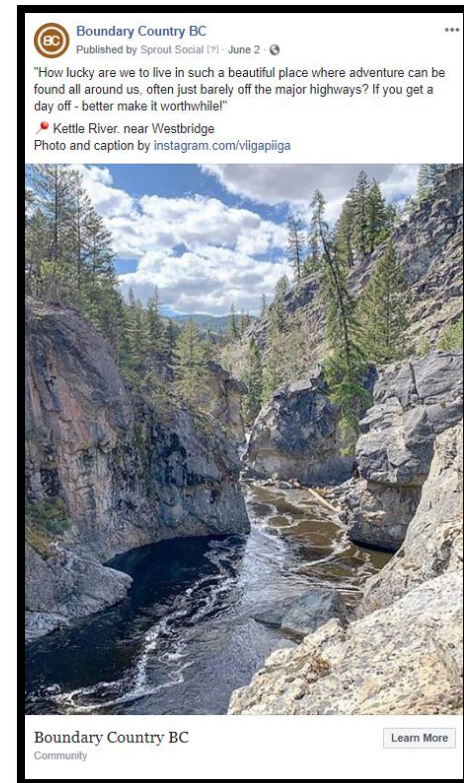
# SOCIAL HIGHLIGHTS

The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 119,836 impressions, **+4%** over the previous month and 5,105 engagements, **-24%** since the last period.




The accounts saw 142 fans gained, an increase of **2%** bringing the current total to 7,068 fans.

The Top Performing **Facebook Post** was a UGC Image of the Kettle River, reaching over 9,655 people with 962 engagements.

The Top Performing **Instagram Post** was a UGC Image near Christina Lake which received 148 engagements in the period.



# SOCIAL OVERVIEW

|   |  |  |
|---|--|--|
| Impressions<br> 119.8k | Engagements<br> 5,105 | Link Clicks<br> 377 |
|---|--|--|

The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In June, there were 142 new fans gained, an increase of **2%**, bringing the total fan count to 7,068. There were 119,836 total impressions, **+4% since the previous month**, and 5,105 engagements, **-24%** since the previous month.

**+2%**

AUDIENCE  
GROWTH




**+4%**

SOCIAL  
IMPRESSIONS

**-24%**

SOCIAL  
ENGAGEMENTS

# FACEBOOK

|  |  |   |
|--|--|---|
| Impressions<br> 93.7k | Engagements<br> 3,343 | Clicks<br> 377 |
|--|--|---|

During the month of June, a total of 91 new fans were gained, an increase of **1.5%**.

25 Facebook Posts were sent, resulting in 93,705 total impressions, **-10%** from the previous month, and 3,343 engagements (likes, comments and shares) **-38%** over the same time period.

**-10%**

FACEBOOK  
IMPRESSIONS

**-38%**

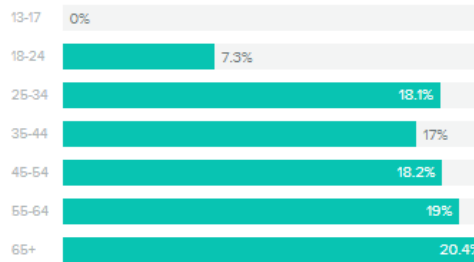
FACEBOOK  
ENGAGEMENTS

# FACEBOOK - DEMOGRAPHICS

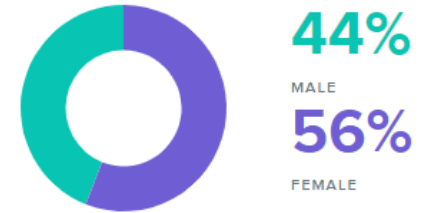
The current fan base on Boundary's Facebook account presents itself as 56% Female, on par with the previous month, with 20% of all followers over 65, consistent with the previous month.

While women 65+ "appear to be the leading force" among fans, it's important to note there is a well-rounded cross section of ages that are presented here, and something that should be in consideration when delivering content.

BY AGE



BY GENDER



Top Countries

|                |       |
|----------------|-------|
| Canada         | 5,584 |
| United States  | 169   |
| Mexico         | 51    |
| India          | 47    |
| United Kingdom | 19    |

Top Cities

|                         |     |
|-------------------------|-----|
| Vancouver, BC, Canada   | 821 |
| Kelowna, BC, Canada     | 448 |
| Grand Forks, BC, Canada | 439 |
| Surrey, BC, Canada      | 373 |
| Abbotsford, BC, Canada  | 228 |




# FACEBOOK – TOP POSTS

 **Boundary Country BC**  
Published by Sprout Social [?] · June 2 · 🌐

"How lucky are we to live in such a beautiful place where adventure can be found all around us, often just barely off the major highways? If you get a day off - better make it worthwhile!"

📍 Kettle River, near Westbridge  
Photo and caption by [instagram.com/viigapiiga](https://www.instagram.com/viigapiiga)



**Boundary Country BC**  
Community [Learn More](#)

 **Boundary Country BC is at Gladstone Provincial Park.**  
Published by Sprout Social [?] · June 12 at 3:49 PM · 🌐

Texas Creek Campground is a gateway to 48 km of hiking trails, framed by a backdrop of mountain ranges, pocket beaches, and wildflowers. Just north of Christina Lake, the park offers day-use and picnic areas

📷 by [instagram.com/lmcyoga](https://www.instagram.com/lmcyoga)



**Boundary Country BC**  
Community [Learn More](#)

 **Boundary Country BC**  
Published by Sprout Social [?] · June 3 · 🌐

For over 100 years, Grand Forks has been home to settlers, miners, and farmers. The lush farmland is perfect for agriculture, so much that the area earned the name Fructova, "the fruit of the valley."

📷 by [@krmcewan](https://www.instagram.com/krmcewan)



**Boundary Country BC**  
Community [Learn More](#)

# INSTAGRAM

|  |  |                                     |
|--|--|-------------------------------------|
| <u>Impressions</u><br><b>26,131</b> ↗ 130.9% | <u>Engagements</u><br><b>1,762</b> ↗ 27.8% | <u>Profile Clicks</u><br><b>1</b> ↗ |
|--|--|-------------------------------------|

During the month, 51 followers were gained, an increase of **5%**, bringing the current follower total to 1,003.

13 Instagram posts were sent, totalling 1,762 engagements (Likes, comments, saves, profile clicks), up **28%** from the previous month. The top-performing posts were all User-Generated content allowing us to connect and engage with users, and encourage traffic to the page.

**+5%**

INSTAGRAM  
IMPRESSIONS

**+28%**

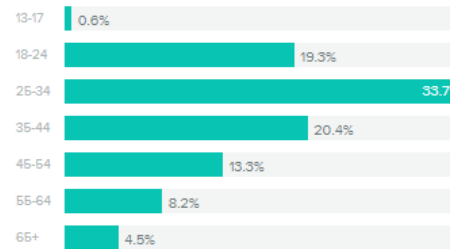
INSTAGRAM  
ENGAGEMENTS

# INSTAGRAM - DEMOGRAPHICS

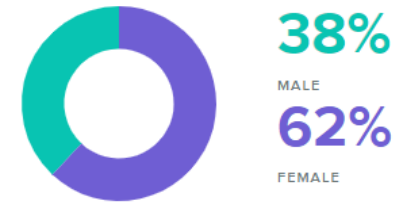
The current fan base on Boundary's Instagram account is 62% Female, on par with the previous month, with 34% of followers between the ages of 25 and 34, consistent with the previous month.

While women between the ages of 25-34 appear to be the leading force among fans, it's important to note there is a well-rounded cross section of ages that are presented here. Instagram has a younger demographic than Facebook, which should be in consideration when delivering content.

AUDIENCE BY AGE



AUDIENCE BY GENDER



Audience Top Countries

|                |     |
|----------------|-----|
| Canada         | 888 |
| United States  | 16  |
| Australia      | 9   |
| United Kingdom | 8   |
| Switzerland    | 3   |

Audience Top Cities

|                               |     |
|-------------------------------|-----|
| Grand Forks, British Columbia | 163 |
| Kelowna, British Columbia     | 156 |
| Vancouver, British Columbia   | 80  |
| Victoria, British Columbia    | 34  |
| Kamloops, British Columbia    | 26  |

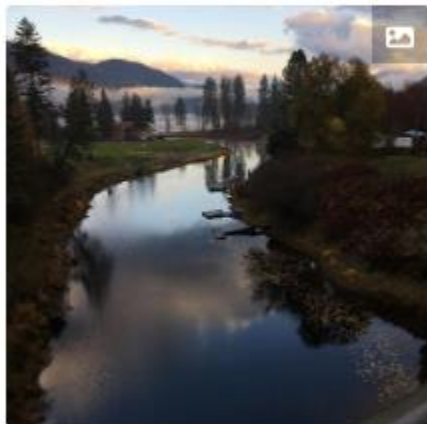
# INSTAGRAM – TOP POSTS

## Top Messages By Lifetime Engagements



boundarycountry

Tue 6/18/2019 3:49 pm PDT



Are you planning a road trip to Boundary Country this season? Our website is a great resource for travel inspiration, including



boundarycountry

Thu 6/13/2019 3:49 pm PDT



Boundary Country is a land of lakes and rivers - perfect for a day of paddling! You can bring your own or rent paddle equipment from



boundarycountry

Tue 6/11/2019 3:49 pm PDT



Spring in Boundary Country! 🌲 A lovely shot by @madelinejwilliams What adventures do you have planned for the season? #GrandForksB!