



BOUNDARY COUNTRY

ANALYTICS REPORT

July 2019



BoundaryBC.com



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



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

OVERVIEW

Website

Throughout the month of July, [BoundaryBC.com](https://www.boundarybc.com) saw a total of 19,275 sessions, up **142%** over the previous period, and up **113%** over the previous year. There were 32,875 pageviews, up **109%** over the previous period, up **93%** over the previous year.

- For the period June 16 to July 14, 2019 a display ad campaign was launched to promote BoundaryBC.com, resulting in **5,846 ad clicks** and **6,229 landing page visitors**.

Social Media

The Boundary Country social channels saw **401 new fans**, up **+6** compared to the previous month, bringing the **total fan count to 7,487**. There were **184,098 total impressions**, **+54%** since the previous month, and 5,050 engagements, **-1%** compared to the previous month.

- For the period July 12 to July 30, 2019 a display ad campaign was launched to promote Boundary Country on Facebook, the campaign resulted in **359 page likes**

WEBSITE HIGHLIGHTS

Throughout the month of July the Boundary Country website (boundarybc.com) saw a total of 19,275 sessions, up **142%** over the previous period, and up **113%** over the previous year.

There were 32,875 pageviews, up **109%** over the previous period, up **93%** over the previous year.

Top Visited Landing Pages:

1. [Rail Trails](#)
2. [Lakes, Rivers and Waterfalls](#)
3. [Heritage and Culture](#)

*See Website Campaign (slide 3) for details

Rail Trail

Adventure Awaits
The rail trails in Boundary Country were made for adventure. Check out places to [hike](#) and where to [cycle](#). Take a guided tour with [WildWays](#) or [KVR Cycle Tours](#) along the Great Trail (Trans Canada Trail). The [Boundary Rides](#) bike shuttle runs from Osoyoos to Grand Forks. For bike service and trail information head over to [Chain Reaction](#) in Grand Forks.

When the day comes to close, you may find yourself [resting your head](#) in a campground, your RV, a B&B, a rustic cabin, a tee pee or even an old railway bunkhouse.

Stay at Mile Zero
The new Bunkhouse at the Kettle River Museum at Mile Zero of the KVR has six rooms with a bunk-bed, locker and desk and shared bathrooms with showers (one wheelchair accessible). There's also a full kitchen and a large common area for mingling and relaxing. Contact the [Kettle River Museum](#) for more information, or [email to book](#).



WEBSITE CAMPAIGN

For the period June 16 to July 14, 2019 a display ad campaign was launched to promote BoundaryBC.com. Utilizing the TOTA Community Research Program targets in the Lower Mainland consisted of geographic locations from the highest areas already visiting Boundary Country. For the Okanagan corridor geo-targets were by communities along the Okanagan Corridor.

Three themes were promoted with a dedicated campaign landing page linking to the Trails; Lakes and Rivers; and Heritage and Culture, making these the top visited webpages of the month.

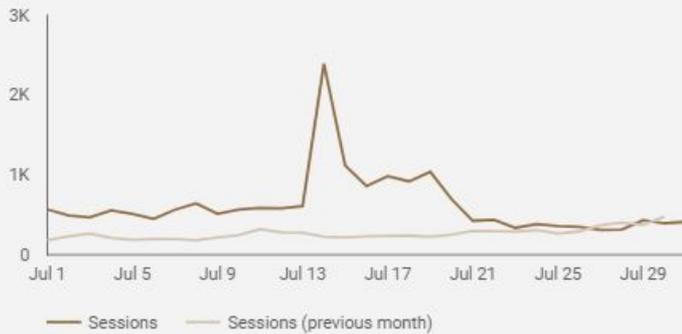
The campaign resulted in **3,045,974 impressions** resulting in **5,846 ad clicks** and **6,229 landing page visitors**.

Key age ranges were 35-44; 45-54 followed by 25-34 and 55-64. Landing page visitors were fairly equal male vs female.

WEBSITE HIGHLIGHTS

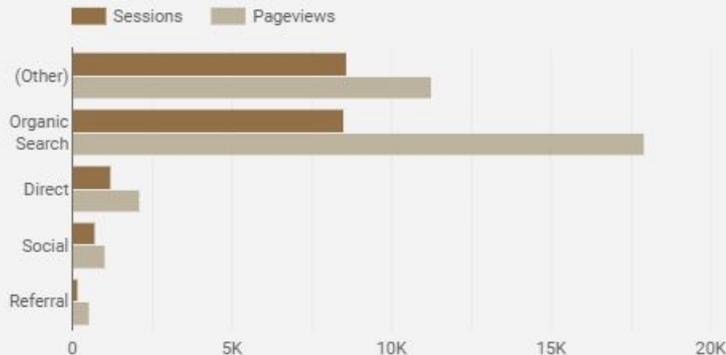
Sessions	Pageviews	Users	Avg. Session Duration	Pages / Session	Bounce Rate
19,275	32,875	15,273	00:01:10	1.71	75.90%
↑ 142.0% from previous month	↑ 108.8% from previous month	↑ 124.5% from previous month	↓ -29.2% from previous month	↓ -13.7% from previous month	↑ 13.5% from previous month

How Are Site Sessions Trending?



Which Channels Are Driving Engagement?

Sessions vs. Pageviews



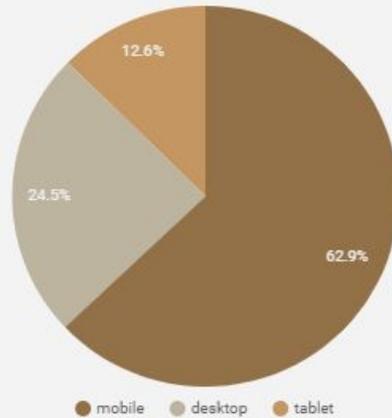
What Are The Top Countries By Sessions?



	Country	Sessions	Pageviews
1.	Canada	17,091	
2.	United States	1,608	
3.	United Kingdom	102	
4.	Netherlands	66	
5.	Australia	46	
6.	Uzbekistan	43	
7.	Germany	28	
8.	Switzerland	23	
9.	Denmark	21	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	8,218
2. Display	6,115
3. dbc-consumer_20190712	2,482
4. (direct)	1,198
5. m.facebook.com/	514
6. bing	185
7. facebook.com/	171
8. hellobc.com/	103

What are the top landing pages?

Page	Pageviews
1. /summer2019/rail-trail.htm	2,343
2. /summer2019/lakes-rivers.htm	2,277
3. /summer2019/heritage-culture.htm	2,161
4. /visit/christina-lake/	1,708
5. /	1,181
6. /maps/	914
7. /stay/campgrounds-rv/	840
8. /visit/grand-forks/	791
9. /visit/greenwood/	786
10. /visit/houston/	773

What are the top referring sources?

Source / Medium	Pageviews
1. google / organic	17,166
2. Display / Display	6,956
3. dbc-consumer_20190712 / email_owned	4,275
4. (direct) / (none)	2,108
5. m.facebook.com / referral	684
6. bing / organic	493
7. hellobc.com / referral	372
8. facebook.com / referral	246
9. yahoo / organic	165
10. l.facebook.com / referral	54

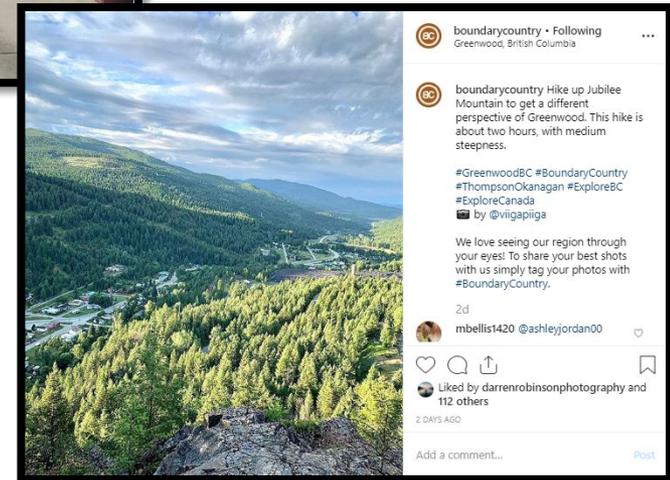
SOCIAL HIGHLIGHTS

The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 184,098 impressions, **+54%** over the previous month and 5,050 engagements, **-1%** since the last period.

The accounts saw 401 fans gained, an increase of **6%** bringing the current total to 7,487 fans.

The Top Performing **Facebook Post** was a UGC Image of Greenwood, reaching **7,793 people** with **462 engagements**.

The Top Performing **Instagram Post** was a UGC Image of Jubilee Mountain overlooking Greenwood, which received **116 engagements** in the period.



SOCIAL OVERVIEW

Impressions  184.1k	Engagements  5,050	Link Clicks  442
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The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In July, there were **401 new fans gained**, an increase of **6%**, bringing the total fan count to 7,487. There were **184,098 total impressions**, **+54%** since the previous month, and 5,050 engagements, **-1%** compared to the previous month.

+6%

AUDIENCE
GROWTH

+54%

SOCIAL
IMPRESSIONS

-1%

SOCIAL
ENGAGEMENTS

FACEBOOK

Impressions  154.1k	Engagements  3,450	Clicks  442
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During the month of July, a total of 347 new fans were gained, an increase of **6%**.

24 Facebook Posts were sent, resulting in 154,089 total impressions, **+64%** from the previous month, and 3,450 engagements (likes, comments and shares) **+3%** over the same time period.

The increase in followers and impressions is credited to a Facebook Page Like Campaign.

+64%

FACEBOOK
IMPRESSIONS

+3%

FACEBOOK
ENGAGEMENTS

FACEBOOK CAMPAIGN

For the period July 12 to July 30, 2019 a display ad campaign was launched to promote Boundary Country on Facebook during July, while many people are in trip-planning mode. The campaign targeted key audiences in BC and Alberta.

The campaign resulted in **70,341 impressions** and **359 page likes**, a cost per result of \$2.20 per like.

The best performing ages ranges by cost per result were 18-24, followed by 25-34, and 65+.

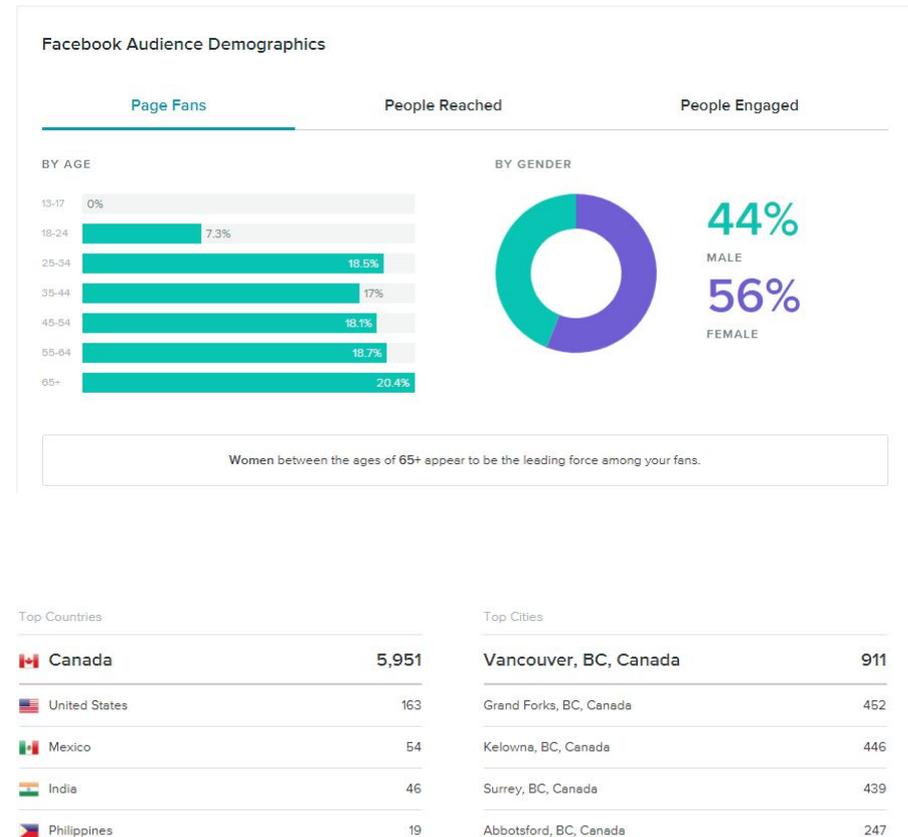
Geographically, BC residents had a slightly lower cost per result than Alberta. A breakdown by city is not available on Facebook.

Future campaigns will be updated based on these results.

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.



FACEBOOK – TOP POSTS

 **Boundary Country BC** is in Greenwood, British Columbia. ...
Published by Sprout Social [?] · July 3 at 3:49 PM · 🌐

Take a walk - a self-guided walking tour of Greenwood's colourful heritage buildings, that is! The city has a collection of striking heritage buildings, like the saloon.

 by country.wanderer92 via Instagram



 **Boundary Country BC** ...
Published by Sprout Social [?] · July 4 at 3:49 PM · 🌐

Travelling to or from Osoyoos? You won't want to miss the community of Bridesville, including Arosa Guest Ranch Resort and Mountain Valley Ranch B&B. Explore back country roads with peaceful mountain views and picturesque picnic spots.



 BOUNDARYBC.COM

Bridesville | Boundary Country | Thompson Okanagan | BC Canada [Learn More](#)

 **Boundary Country BC** is in Grand Forks, British Columbia. ...
Published by Sprout Social [?] · July 15 at 3:49 PM · 🌐

Nestled in a lush valley in Boundary Country, Grand Forks has a rich history of farmers, prospectors, and Russian Doukhobors.

Visit the museums to learn more the area's storied past:

 [Boundary Museum and Interpretive Centre...](#) [See More](#)



 BOUNDARYBC.COM

Grand Forks BC | Communities | Boundary Country [Learn More](#)

INSTAGRAM

Impressions 30,009 ↗ 14.8%	Engagements 1,600 ↘ 9.2%	Profile Clicks 6 ↗ 500%
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During the month, 61 followers were gained, an increase of **5%**, bringing the current follower total to 1,057.

14 Instagram posts were sent, totalling 1,600 engagements (Likes, comments, saves, profile clicks), up **9%** 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.

+15%

INSTAGRAM
IMPRESSIONS

+9%

INSTAGRAM
ENGAGEMENTS

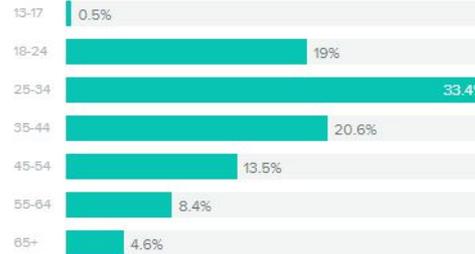
INSTAGRAM - DEMOGRAPHICS

The current fan base on Boundary's Instagram account is 62% Female, on par with the previous month, with 33% of followers between the ages of 25 and 34, consistent with the previous month.

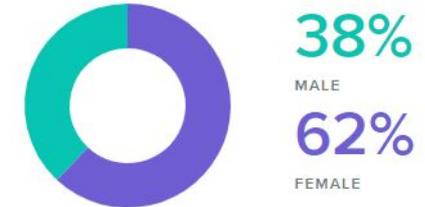
While women between the ages of 25-34 appear to be the leading force among fans, it's important to note there is a well-rounded cross section of ages that are presented here.

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	941
United States	16
Australia	9
United Kingdom	7
Germany	5

Audience Top Cities

Grand Forks, British Columbia	165
Kelowna, British Columbia	160
Vancouver, British Columbia	80
Victoria, British Columbia	36
Surrey, British Columbia	31

INSTAGRAM – TOP POSTS



boundarycountry

Tue 7/30/2019 3:49 pm PDT

Hike up Jubilee Mountain to get a different perspective of Greenwood. This hike is about two hours, with medium



Total Engagements 116

Likes 113

Comments 1

Saves 2



boundarycountry

Tue 7/9/2019 3:49 pm PDT

Dip into summer in Boundary Country. It's all about those long, hot days filled with adventures. Time slows as the day



Total Engagements 113

Likes 111

Comments 2

Saves 0



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Tue 7/2/2019 4:00 pm PDT

That feeling when you make it to the top of a great hike 🙌 What are your favourite hiking trails in Boundary?



Total Engagements 113

Likes 107

Comments 5

Saves 1