



BOUNDARY COUNTRY

ANALYTICS REPORT

October 2019



BoundaryBC.com



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



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

KEY HIGHLIGHTS



Throughout the month of October, [BoundaryBC.com](https://www.boundarybc.com) was visited by **3,157 users (+19%** from previous year) through **3,596 sessions (+21%** from previous year) and **6,721 pageviews (+15%** from previous year).

Fall Campaign

The Fall campaign ran Sept 23 to Oct 13, 2019. Key highlights: 1,144,746 impressions and 3,708 ad clicks were generated. The full report is available by separate cover.

facebook

During the month of October, a total of **122 new Facebook followers** were gained, bringing the count to **6,816 followers**. **27 Facebook Posts** resulted in **88,189 total impressions, -28%** from the previous year, and **6,874 engagements** (likes, comments, shares, and clicks), **-30%** from the previous year. The decrease is due to lower Facebook ad spend compared to the previous year.

Instagram

During the month, **45 Instagram followers were gained**, bringing the total to **1,212 followers**. **20 Instagram posts** resulted in **39,683 impressions, +299%** from the previous year, and **2,175 engagements** (Likes, comments, saves, profile clicks), **+54%** from the previous year.

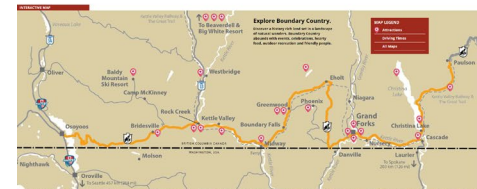
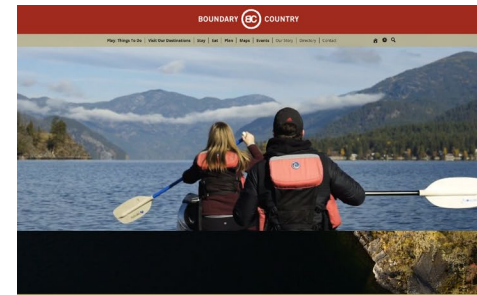


WEBSITE HIGHLIGHTS

Throughout the month of October, BoundaryBC.com was visited by **3,157 users** (+19% from previous year) through **3,596 sessions** (+21% from previous year) and **6,721 pageviews** (+15% from previous year).

Top Landing Pages:

1. [Home](#)
2. [Greenwood](#)
3. [Bridesville](#)



WEBSITE HIGHLIGHTS

Users
3,157

↑ 19% from previous year

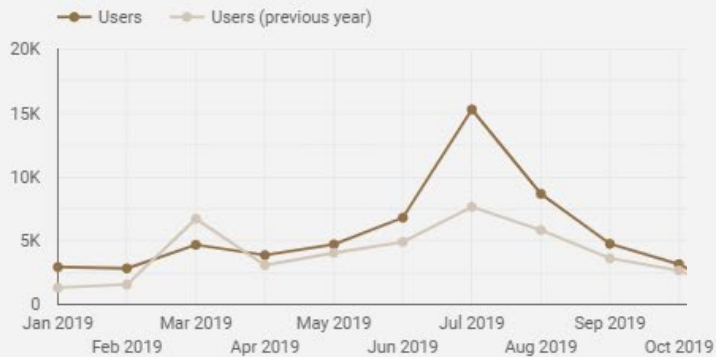
Sessions
3,596

↑ 21% from previous year

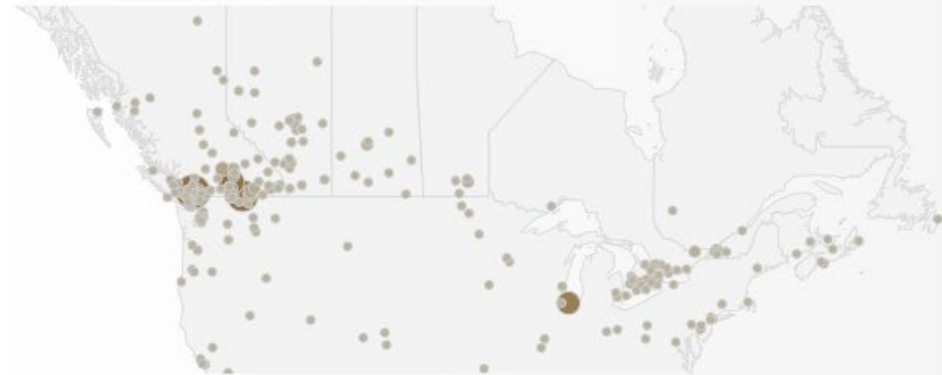
Pageviews
6,721

↑ 15% from previous year

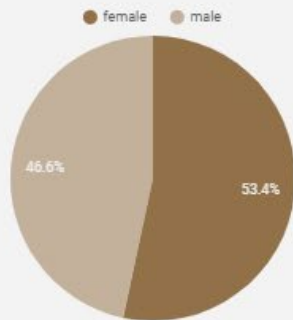
Traffic



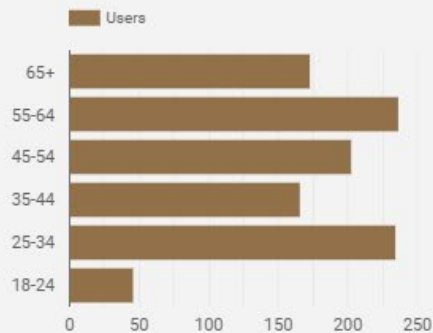
Top Cities By Users



Gender



Age



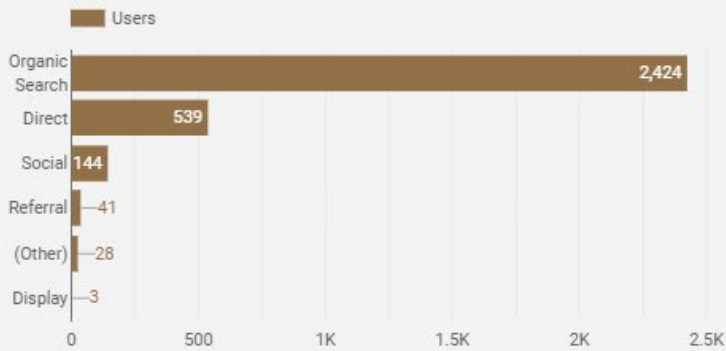
Canada	Users	Pageviews
1. Vancouver	428	770
2. Grand Forks	330	785
3. Kelowna	230	570
4. Surrey	112	250
5. Calgary	92	172
6. Penticton	69	164
7. Osoyoos	48	108
8. Kamloops	46	87
9. Edmonton	45	67
10. Toronto	45	69

Region	Users	Pageviews
1. Illinois	181	183
2. California	46	64
3. Washington	39	153
4. England	18	42
5. Texas	15	28
6. Oregon	9	19
7. Krasnodar Krai	8	55
8. Florida	6	16
9. North Carolina	5	7
10. Pennsylvania	5	57

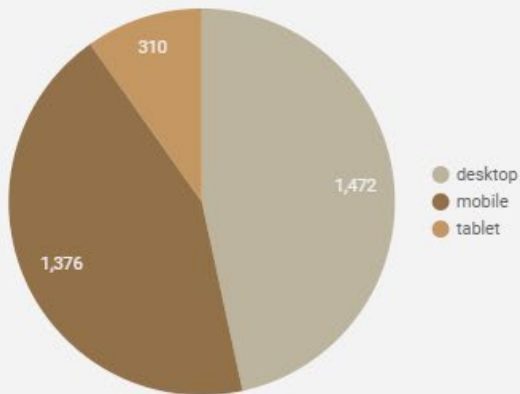
WEBSITE HIGHLIGHTS



Channels by Users



Top Devices by Users



Top Sources

	Organic Search	Users	Pageviews
1.	google	2,317	5,091
2.	bing	66	117
3.	yahoo	23	37
4.	duckduckgo	16	46
5.	ask	3	6

	Social	Users	Pageviews
1.	Facebook	135	211
2.	Instagram Stories	5	31
3.	TripAdvisor	2	4
4.	Instagram	1	1
5.	Twitter	1	1

	Referral	Users	Pageviews
1.	hellobc.com	15	42
2.	en.wikipedia.org	3	5
3.	yandex.ru	2	36
4.	ca.search.yahoo.com	2	4
5.	int.search.tb.ask.com	2	3
6.	webmail.telus.net	2	19
7.	cn.bing.com	2	6
8.	grandforks.ca	1	1
9.	totabc.org	1	4
10.	amazon.com	1	1

WEBSITE HIGHLIGHTS

Avg. Session Duration

00:01:18

↓ -17% from previous year

Pages / Session

1.87

↓ -5% from previous year

Bounce Rate

70.86%

↑ 9% from previous year

Top Landing Pages

Overview - All Channels

Landing Page	Users	Pageviews
1. /	226	657
2. /visit/greenwood/	175	379
3. /visit/bridesville/	157	260
4. /maps/	155	212
5. /visit/beaverdell/	134	242

Organic Search

Landing Page	Users	Pageviews
1. /visit/greenwood/	134	283
2. /visit/bridesville/	133	231
3. /maps/	128	167
4. /visit/beaverdell/	110	208
5. /	106	344

Social

Landing Page	Users	Pageviews
1. /visit/greenwood/	21	42
2. /	17	53
3. /visit/westbridge/	10	19
4. /visit/baldy-mountain/	7	12
5. /plan/area/	4	13

Direct

Landing Page	Users	Pageviews
1. /	85	214
2. /maps/	26	42
3. /visit/grand-forks/	25	25
4. /visit/bridesville/	22	25
5. /visit/beaverdell/	22	31

Referral

Landing Page	Users	Pageviews
1. /	14	38
2. /visit/midway/	9	29
3. /visit/greenwood/	3	31
4. /visit/bridesville/	2	4
5. /visit/beaverdell/	2	3

Top Second Pages

Second Page	Users	Pageviews
1. /maps/	94	285
2. /	54	209
3. /eat/	37	165
4. /stay/	33	167
5. /contact/	31	120

FACEBOOK

6,816

FOLLOWERS

+110 net

88,189

IMPRESSIONS

-28% from previous year

6,874

ENGAGEMENTS

-30% from previous year

During the month of October, a total of **122 new Facebook followers** were gained, bringing the count to **6,816 followers**.

27 Facebook Posts resulted in **88,189 total impressions**, **-28%** from the previous year, and **6,874 engagements** (likes, comments, shares, and clicks), **-30%** from the previous year.

- The decrease in engagements is due to a decrease in amount spent on Facebook post boosting from \$200 to \$70. The 2018 social ad budget focused only on Facebook, while the 2019 budget has been distributed between Facebook and Instagram.



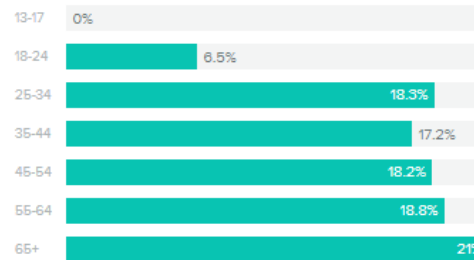
FACEBOOK - DEMOGRAPHICS

The current fan base on Boundary's Facebook account presents itself as 56% Female, on par with the previous month, with 21% of all followers over the age of 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 presented here.

Most fans are located in Canada. The top cities by followers are Vancouver, Kelowna, Grand Forks, Surrey, and Abbotsford.

Audience By Age



Audience by Gender



Audience Top Countries

Country	Count
Canada	6,284
United States	168
Mexico	59
India	53
United Kingdom	24

Audience Top Cities

City	Count
Vancouver, BC, Canada	898
Kelowna, BC, Canada	511
Grand Forks, BC, Canada	491
Surrey, BC, Canada	488
Abbotsford, BC, Canada	286



FACEBOOK TOP POSTS BY ENGAGEMENT



Boundary Country BC
Sun 10/6/2019 3:49 pm PDT

The Copper Eagle Cappuccino & Bakery is a place full of history, built in 1899. Being of brick construction, the building



Total Engagements	2,349
Reactions	546
Comments	88
Shares	73
Message Clicks	1,642



Boundary Country BC
Tue 10/1/2019 3:49 pm PDT

The Kettle River will guide you through the heart of Boundary Country, from Westbridge to Midway, winding south



Total Engagements	331
Reactions	196
Comments	9
Shares	21
Message Clicks	105



Boundary Country BC
Thu 10/17/2019 3:49 pm PDT

The rolling hills and farmland fields make for a beautiful road trip setting. Located between Vancouver and Calgary,



Total Engagements	300
Reactions	161
Comments	9
Shares	21
Message Clicks	109



INSTAGRAM

1,212

FOLLOWERS

+45 net growth

39,683

IMPRESSIONS

+299% from previous year

2,175

ENGAGEMENTS

+54% from previous year

During the month, **45 Instagram followers were gained**, bringing the total to **1,212 followers**.

20 Instagram posts resulted in **39,683 impressions**, **+299%** from the previous year, and **2,175 engagements** (Likes, comments, saves, profile clicks), **+54%** from the previous year.



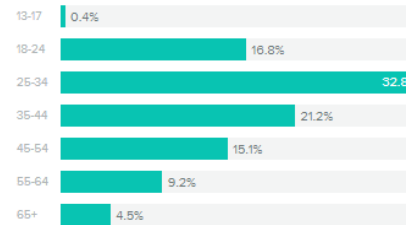
INSTAGRAM - DEMOGRAPHICS

The current fan base on Boundary's Instagram account is 61% 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 between 18 and 64 presented. The Instagram account has a younger audience demographic than Facebook.

Most fans are located in Canada. The top cities by followers are Grand Forks, Kelowna, Vancouver, Surrey, and Victoria.

Audience By Age



Audience by Gender



Audience Top Countries

Country	Count
Canada	1,075
United States	29
Australia	8
United Kingdom	6
Switzerland	3

Audience Top Cities

City	Count
Grand Forks, British Columbia	194
Kelowna, British Columbia	177
Vancouver, British Columbia	92
Surrey, British Columbia	46
Victoria, British Columbia	37

INSTAGRAM TOP POSTS BY ENGAGEMENT



boundarycountry
Sun 10/6/2019 3:49 pm PDT

The @CopperEagleCappuccino is a place full of history. Located In Greenwood's Guess Block, was built in



Total Engagements	134
Likes	126
Comments	5
Saves	3



boundarycountry
Thu 10/24/2019 3:49 pm PDT

Four seasons of adventure. What are your favourite Boundary Country hikes and autumn activities? 📷:



Total Engagements	132
Likes	130
Comments	0
Saves	2



boundarycountry
Thu 10/10/2019 3:49 pm PDT

Find yourself among lush forests and open meadows in a land made for adventure - the Christian Valley. This



Total Engagements	130
Likes	123
Comments	5
Saves	2



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