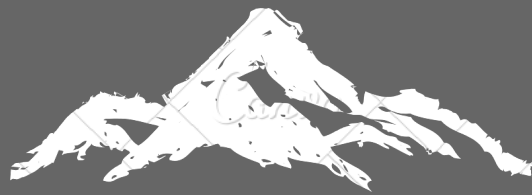


AUGUST 2017



Monthly

ANALYTICS REPORT

BOUNDARY COUNTRY

ACTIVITY

HIGHLIGHTS

The Boundary Country website saw a total of **3,002 sessions** throughout the month of August, **down 14.33%** over the previous period, and **up 23.34%** over the previous year. There were **6,103 pageviews**, **down 12.78%** over the previous period, and **up 34.37%** over 2016/17.

The **Top Visited Landing Pages** on the website were the **homepage**, **visit/rock-creek**, and **plan/getting/**.

The social accounts for Boundary Country (Facebook and Instagram) saw a combined total of **129,928 impressions**, **up 0.8%** and **4,048 engagements**, **up 20.5%** since July. The decreases seen here are due to a reduction in social boosting budget. The accounts did see **212 fans gained**, an **increase of 7.6%** bringing the current total to **3,060**.

The **Top Performing Facebook Post** was User-Generated Content captured on a starry night at Christina Lake. It reached **15,423 people**, and generated **748 engagements**.

The **Top Performing Instagram Post** was User-Generated Content of a summer sunset at Jewel Lake with a total of **45 engagements**.

BOUNDARY COUNTRY - AUGUST 2017

Data From Google Analytics

Users 2,588 ↓ -14.2%	Sessions 2,998 ↓ -14.4%	Pageviews 6,099 ↓ -12.8%	Pages / Session 2.03 ↑ 1.8%	% New Sessions 81.22% ↓ -0.5%
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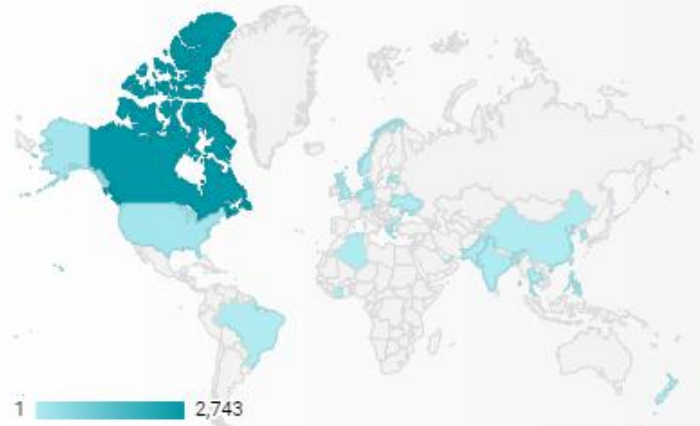
How Are Site Sessions Trending?

August 2017 vs July 2017



What Are The Top Countries By Sessions?

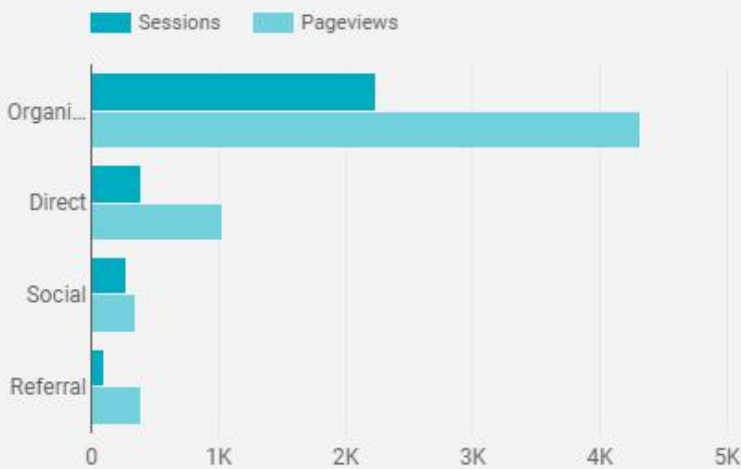
Sessions over the last 31 days



Country	Sessions	Pageviews
1. Canada	2,743	
2. United States	202	
3. India	9	
4. Philippines	7	
5. South Korea	6	

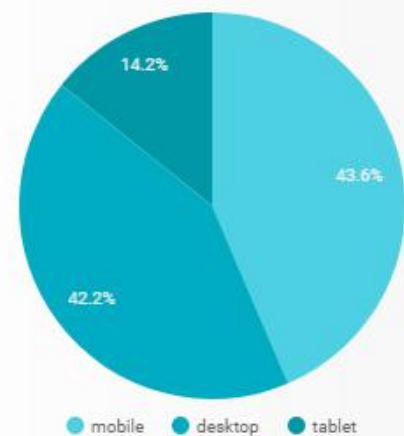
Which Channels Are Driving Engagement?

Sessions vs. Pageviews



Which Devices Are Being Used?

Sessions over the last 31 days



Where is the Traffic Coming From?

Top Referral Sources

Full Referrer	Sessions
1. google	2,116
2. (direct)	387
3. m.facebook.com/	157
4. bing	78
5. facebook.com/	54

Bounce Rate
69.3%
↑ 1.1%

Avg. Page Load Time (sec)
5.5
↓ -25.3%

SOCIAL OVERVIEW

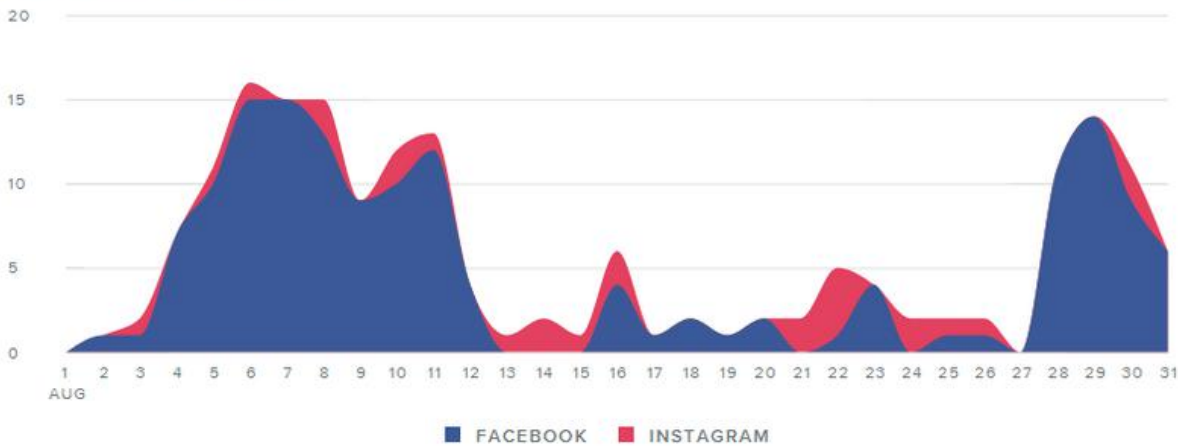
129,928
Impressions

4,048
Engagements

204
Link Clicks

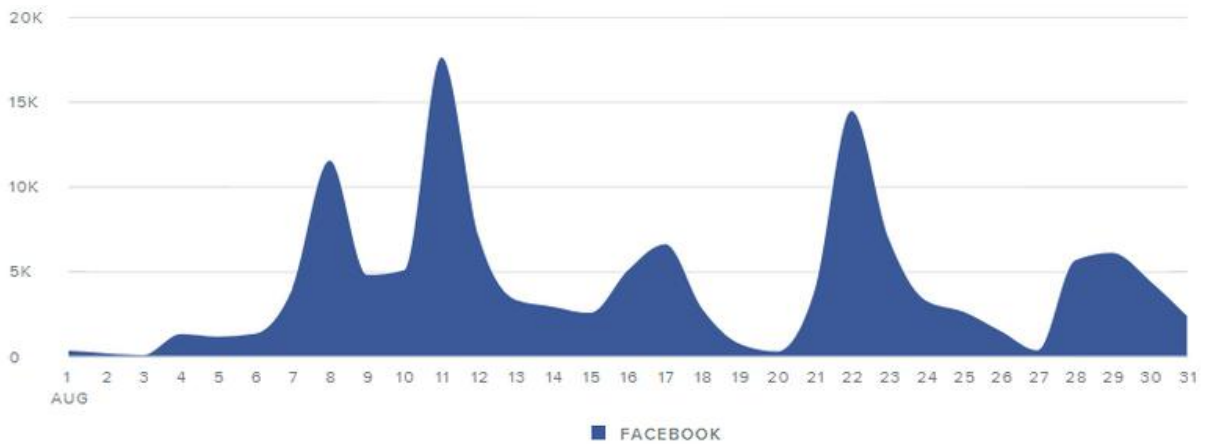
The group statistics show here represent the overall figures of the Facebook and Instagram accounts of Boundary Country. In August, **175 fans were gained**, an increase of 5.9%, bringing the total fan count to **3,239**. There were **129,928 total impressions**, up 0.8%, and **4,048 engagements**, up 20.5%.

AUDIENCE GROWTH, BY DAY



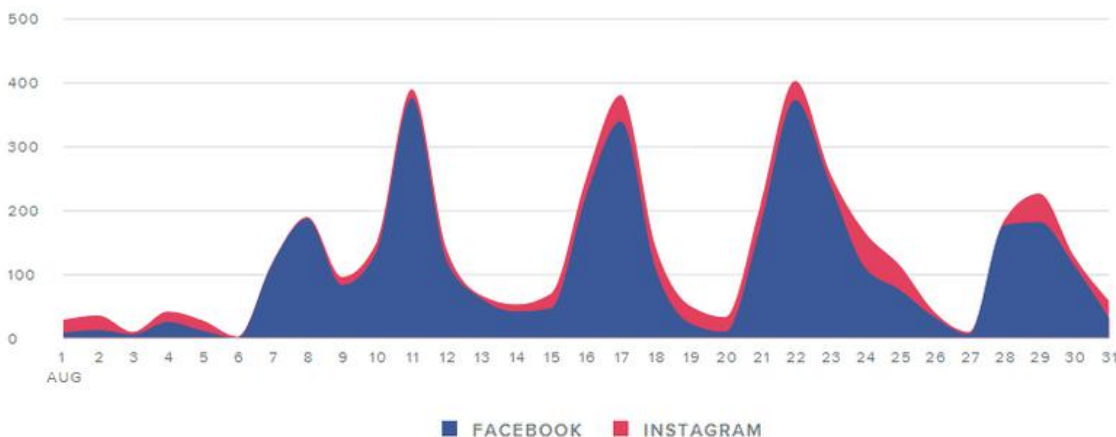
5.9%
INCREASE

IMPRESSIONS PER DAY



0.8%
INCREASE

ENGAGEMENTS PER DAY

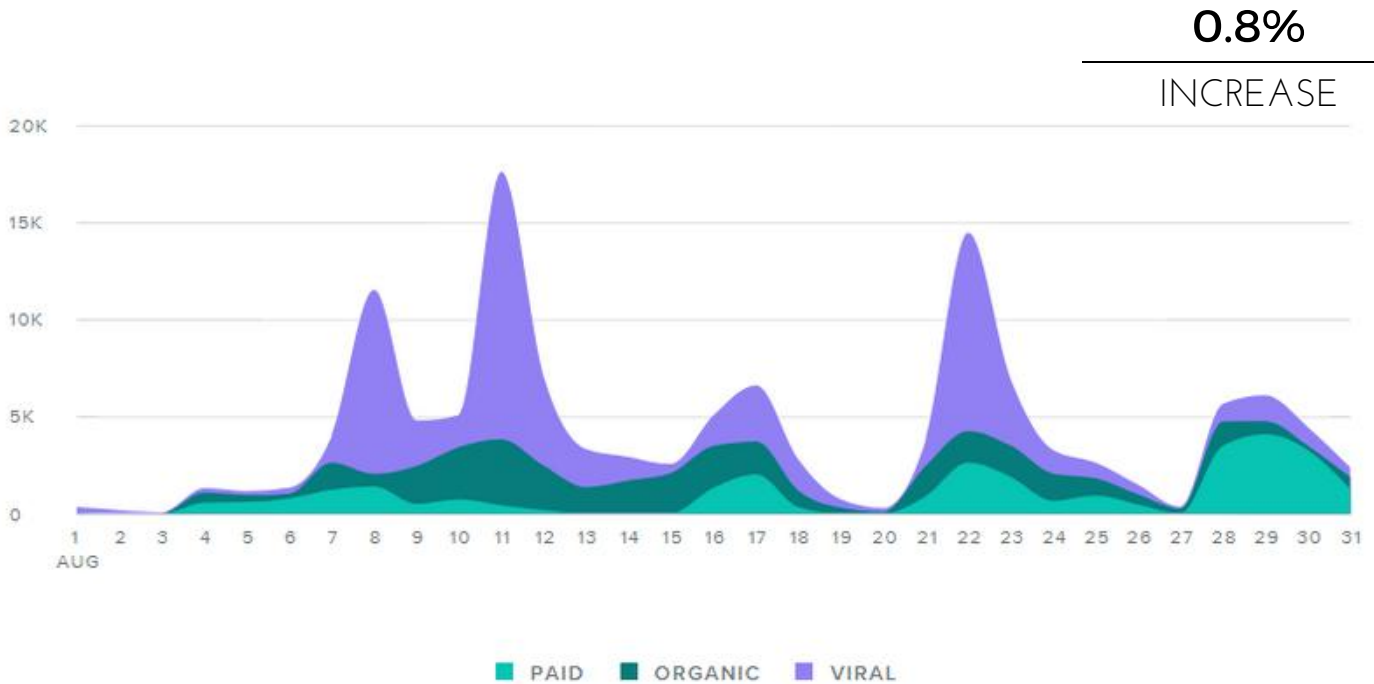


20.5%
INCREASE

FACEBOOK



PAGE IMPRESSIONS, BY DAY



During the month of August, there was an increase of **154 Followers**, an increase of 5.5% over the previous month, and **22 Facebook Posts** were sent. There were **129,928 Total Impressions**, up 0.8% from July, and **3,433 Engagements** (likes, comments, and shares), up 20.6%.

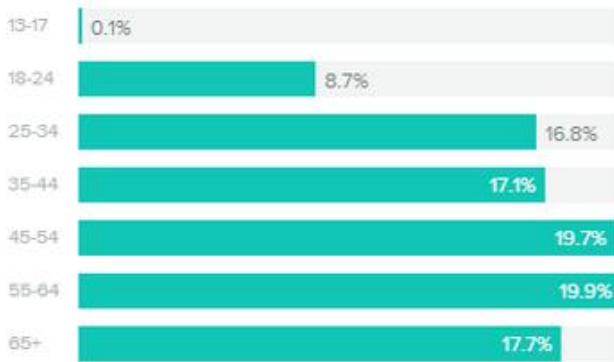
AUDIENCE ENGAGEMENT, BY DAY



FACEBOOK

DEMOGRAPHICS

BY AGE



BY GENDER



57.3%

FEMALE

42.7%

MALE

Women between the ages of 55-64 appear to be the leading force among your fans.

Top Countries

Canada	2,887
United States	113
Mexico	6
Australia	5
Malaysia	5

Top Cities

Grand Forks, BC, Canada	310
Vancouver, BC, Canada	238
Kelowna, BC, Canada	223
Surrey, BC, Canada	156
Castlegar, BC, Canada	125

The current fan base on Boundary's Facebook account presents itself as **57.3% Female**, on par with the previous month, with **40%** of all followers falling between the ages of **45-64**, also consistent with the month of July.

While women between the ages of 55-64 "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.

A large percentage of followers reside in **Canada**, with **Grand Forks** representing the highest number of fans by city.

On the next page you'll find the **Top Performing Facebook Posts** for the month of August.

TOP POSTS

Boundary Country BC
Published by Sprout Social [?] · August 10 at 2:49pm · 🌐

"Christina Lake BC, looking South from the Texas Point Viewpoint on Highway 3. The waters are warm and inviting, so you should always pull over for a quick dip to break up the travel."
- Photo and caption by mylifeasrielly (IG)



13,758 People Reached

597 Reactions, Comments & Shares

459 Like	204 On Post	255 On Shares
40 Love	21 On Post	19 On Shares
1 Haha	0 On Post	1 On Shares
2 Wow	0 On Post	2 On Shares
32 Comments	14 On Post	18 On Shares
64 Shares	64 On Post	0 On Shares

948 Post Clicks

141 Photo Views	10 Link Clicks	797 Other Clicks
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Boundary Country BC
Published by Niki Kennedy [?] · August 7 at 10:18am · 🌐

Beautiful Scenery in Boundary Country.

📷: naturallywildphotography/ig
📍: Grand Forks, British Columbia



12,178 People Reached

643 Reactions, Comments & Shares

516 Like	286 On Post	230 On Shares
47 Love	26 On Post	21 On Shares
7 Wow	3 On Post	4 On Shares
18 Comments	10 On Post	8 On Shares
56 Shares	55 On Post	1 On Shares


509 Post Clicks

156 Photo Views	1 Link Clicks	352 Other Clicks
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Boundary Country BC
Published by Sprout Social [?] · August 21 at 5:37pm · 🌐

Who's spent time relaxing by the Kettle River this summer?

📷: artistops/ig



10,391 People Reached

437 Reactions, Comments & Shares

333 Like	204 On Post	129 On Shares
21 Love	10 On Post	11 On Shares
5 Wow	2 On Post	3 On Shares
3 Sad	2 On Post	1 On Shares
43 Comments	27 On Post	16 On Shares
32 Shares	32 On Post	0 On Shares

502 Post Clicks

91 Photo Views	0 Link Clicks	411 Other Clicks
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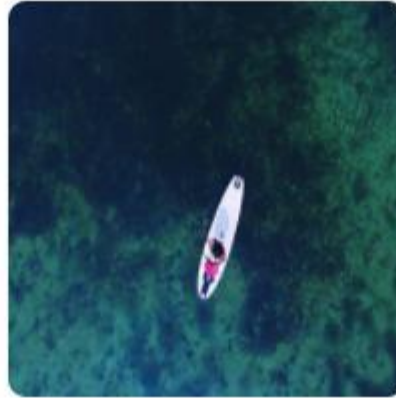
BOUNDARY

INSTAGRAM



@boundarycountry

50 Engagements



@boundarycountry

48 Engagements



@boundarycountry

46 Engagements

During the month of August, **21 New Followers** were gained, an increase of 13.7%, bringing the current follower total to **174**.

18 media sent were to a total of 615 engagements, up 19.6% from the month of July.

The top performing posts were all User-Generated content allowing us to connect and engage with users, and encourage traffic to the page.

AUDIENCE ENGAGEMENT, BY DAY

