



BOUNDARY COUNTRY

ANALYTICS REPORT

August 2018



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



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

WEBSITE HIGHLIGHTS

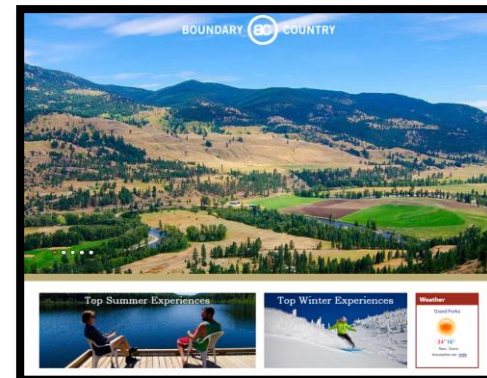
Throughout the month of August the Boundary Country website (boundarybc.com) saw a total of 6,783 sessions, down **25%** over the previous period, and up **113%** over the previous year.

There were 12,999 page views, down **24%** over the previous period, up **126%** over the previous year.

During July 2018, a campaign was run to drive targeted travellers to the Boundary Country Website in an effort to increase awareness surrounding the Region and its offerings. The decrease in Sessions and Page Views is reflective of no campaign/ additional budget being spent in August.

Top Visited Landing Pages:

1. [Event – Canafest](#)
2. [Home Page](#)
3. [Festivals and Events](#)
4. [Maps](#)



WEBSITE HIGHLIGHTS



BOUNDARY COUNTRY - WEBSITE REPORT

Data From Google Analytics

Sessions
6,783
↓ -25.0%

Pageviews
12,999
↓ -23.5%

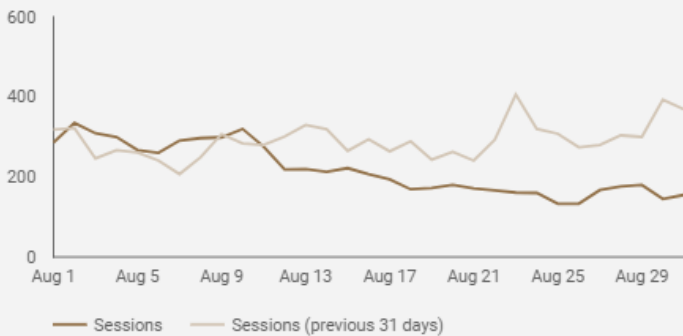
Users
5,828
↓ -24.0%

Avg. Session Duration
00:01:44
↑ 15.3%

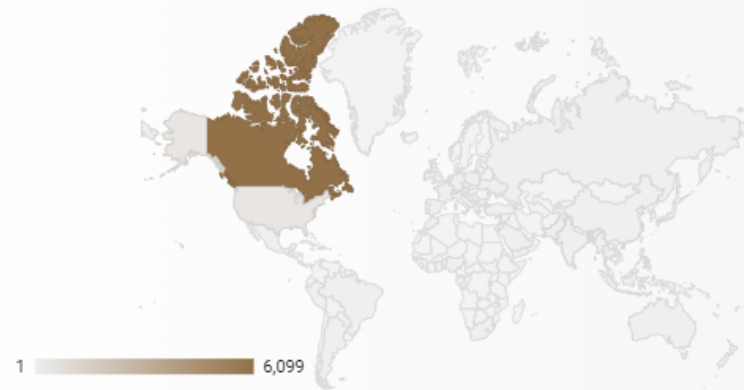
Pages / Session
1.92
↑ 1.9%

Bounce Rate
60.87%
↓ -2.0%

How Are Site Sessions Trending?

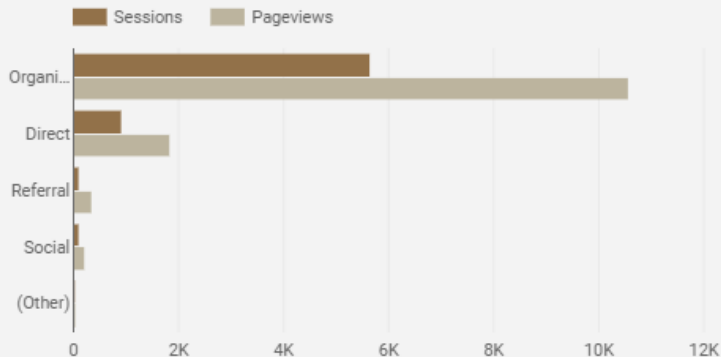


What Are The Top Countries By Sessions?



Which Channels Are Driving Engagement?

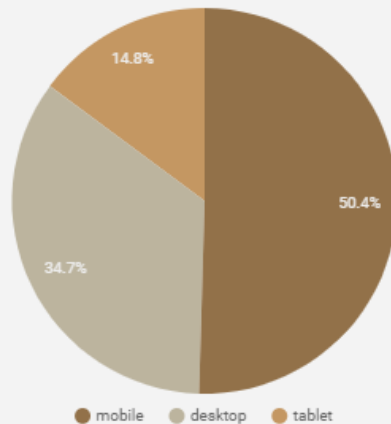
Sessions vs. Pageviews



	Country	Sessions	Pageviews
1.	Canada	6,099	
2.	United States	482	
3.	United Kingdom	25	
4.	India	20	
5.	Peru	14	
6.	Germany	13	
7.	Philippines	11	
8.	Netherlands	10	
9.	Australia	9	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	5,430
2. (direct)	911
3. bing	141
4. yahoo	63
5. m.facebook.com/	37
6. ca.search.yahoo.com/	23
7. grandforks.ca/about-grand-forks/	18
8. hellobc.com/	17

What are the top landing pages?

Page	Pageviews
1. /event/cannafest-2/	713
2. /	682
3. /festivals-events/	482
4. /maps/	427
5. /stay/campgrounds-rv/	360
6. /visit/christina-lake/	353
7. /visit/beaverdell/	324
8. /directory/listing/jewel-lake-resort	292
9. /event/boogie-bash/	281
10. /event/	276

What are the top referring sources?

Source / Medium	Pageviews
1. google / organic	10,077
2. (direct) / (none)	1,837
3. bing / organic	349
4. grandforks.ca / referral	139
5. yahoo / organic	126
6. ca.search.yahoo.com / referral	83
7. m.facebook.com / referral	68
8. hellobc.com / referral	54
9. facebook.com / referral	49
10. l.facebook.com / referral	40

SOCIAL HIGHLIGHTS

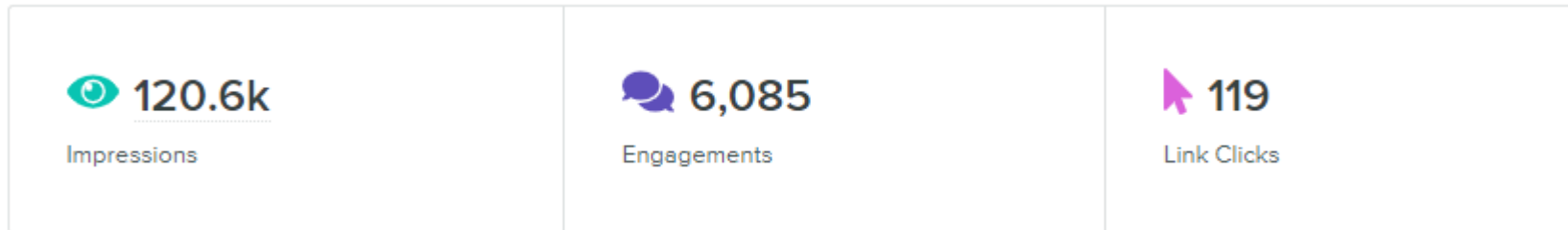
The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 120,600 impressions during the month of August, down **57%** and 6,085 engagements, an increase of **19%** since the last period.

The accounts saw 222 fans gained, an increase of **4%** bringing the current total to 5,330 fans. The Top Performing **Facebook Post** was a User-Generated Content image captured in Christina Lake.

The post reached over 5,000 people and received 634 engagements. The Top Performing **Instagram Post** was a UGC Image of Greenwood which received 116 engagements.



SOCIAL OVERVIEW



The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In August, there were 222 new fans gained, an increase of **4%**, bringing the total fan count to 5,330. There were 120,600 total impressions, down **57%** over the month of July, and 6,085 engagements, up **19%** over the same time period.

Note: An awareness campaign ran throughout the month of July

4%

AUDIENCE
GROWTH

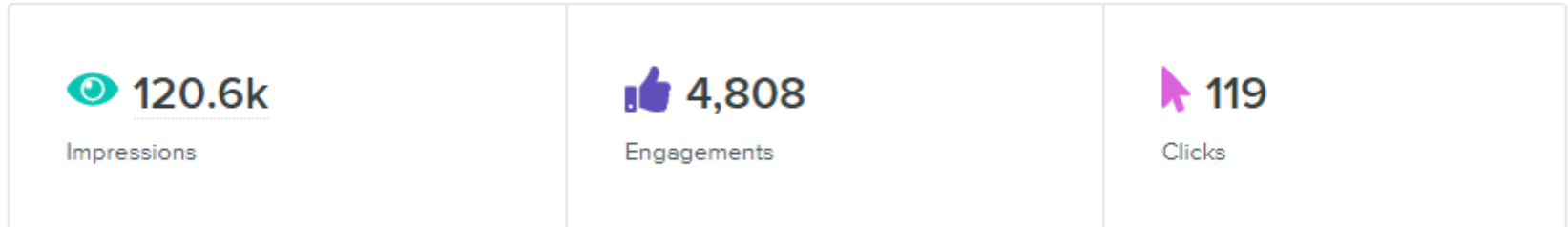
-57%

SOCIAL
IMPRESSIONS

19%

SOCIAL
ENGAGEMENTS

FACEBOOK



During the month of August, a total of 172 new fans were gained, an increase of **4%**. 23 Facebook Posts were sent and there were 120,600 total impressions, down **57%** from the previous month, and 4,808 Engagements (likes, comments and shares) up **19%** over the same time period.

-57%

FACEBOOK
IMPRESSIONS

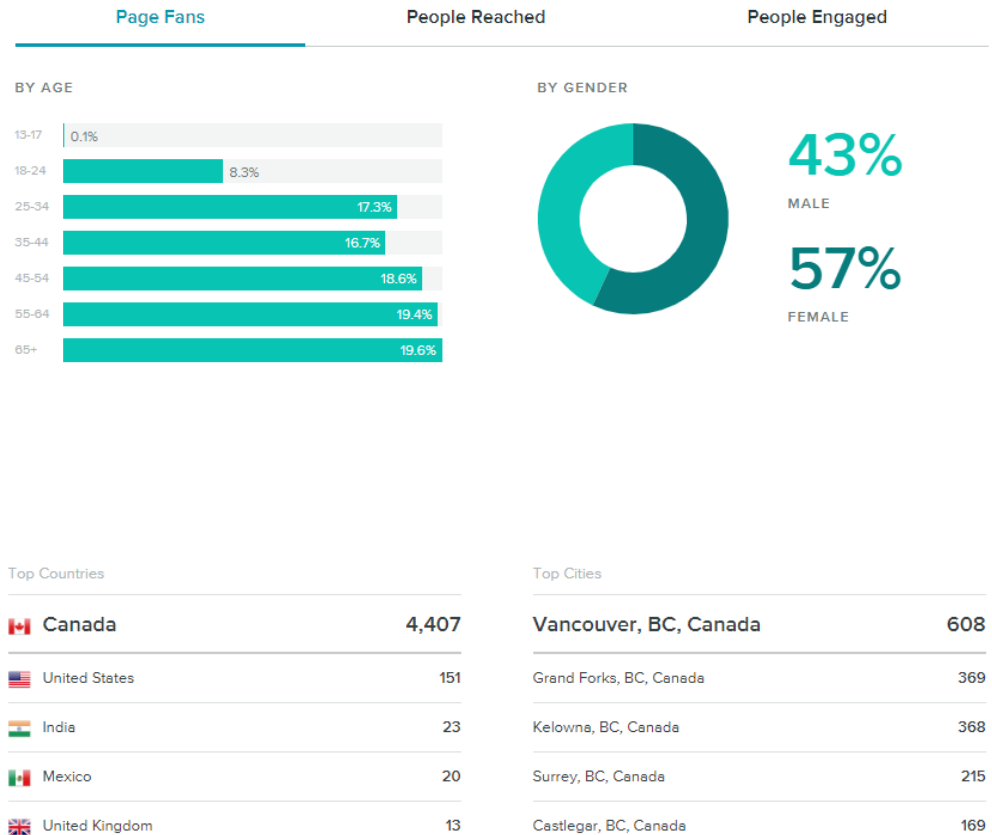
19%

FACEBOOK
ENGAGEMENTS

FACEBOOK - Demographics

The current fan base on Boundary's Facebook account presents itself as 57% Female, on par with the previous month, with 19.6% of all followers falling between the ages 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 that are presented here, and something that should be in consideration when delivering content.



FACEBOOK – Top Posts

Boundary Country BC
Published by Sprout Social [?] · August 28 at 3:49 PM · 🌐

Christina Lake has the best sunsets 🌅
📸 · @karlyrosefit (IG)



Performance for Your Post

5,679 People Reached

634 Reactions, Comments & Shares 🗨️

480 Like	423 On Post	57 On Shares
65 Love	54 On Post	11 On Shares
11 Wow	10 On Post	1 On Shares
33 Comments	21 On Post	12 On Shares
45 Shares	45 On Post	0 On Shares


175 Post Clicks

41 Photo Views	0 Link Clicks	134 Other Clicks 🗨️
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5,679 People Reached 634 Engagements 175 Clicks [Boost Again](#)

Boundary Country BC
Published by Sprout Social [?] · August 9 · 🌐

There's nothing like jumping through time by visiting historic Greenwood. What's your favourite piece of history in Greenwood?
Captured by @adventureleave on Instagram.



Performance for Your Post

11,296 People Reached

849 Reactions, Comments & Shares 🗨️

599 Like	507 On Post	92 On Shares
50 Love	47 On Post	3 On Shares
7 Wow	6 On Post	1 On Shares
113 Comments	63 On Post	50 On Shares
82 Shares	82 On Post	0 On Shares

674 Post Clicks

137 Photo Views	2 Link Clicks	535 Other Clicks 🗨️
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Boundary Country BC
Published by Sprout Social [?] · August 14 · 🌐

The Greenwood Tunnel. The Sphinx Tunnel. The Tunnel of Flags. Whatever you call it, it's pretty cool to explore. 🇨🇦



Performance for Your Post

9,381 People Reached

700 Reactions, Comments & Shares 🗨️

530 Like	428 On Post	102 On Shares
34 Love	26 On Post	8 On Shares
11 Wow	10 On Post	1 On Shares
56 Comments	20 On Post	36 On Shares
69 Shares	69 On Post	0 On Shares

461 Post Clicks

58 Photo Views	0 Link Clicks	403 Other Clicks 🗨️
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Boundary Country BC
Published by Sprout Social [?] · August 22 · 🌐

Great view, great companion, great country 🇨🇦
📸 · @trallmanran
📍 · Rock Creek



Performance for Your Post

4,837 People Reached

458 Reactions, Comments & Shares 🗨️

371 Like	326 On Post	45 On Shares
31 Love	26 On Post	5 On Shares
2 Haha	2 On Post	0 On Shares
20 Comments	12 On Post	8 On Shares
34 Shares	32 On Post	2 On Shares

256 Post Clicks

73 Photo Views	0 Link Clicks	183 Other Clicks 🗨️
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

INSTAGRAM



603

Total Followers



1,262

Likes Received



15

Comments Received

During the month of August, 50 New Followers were gained, an increase of **9%**, bringing the current follower total to 603.

18 Instagram posts were sent, totalling 1,277 engagements, up **17%** 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.



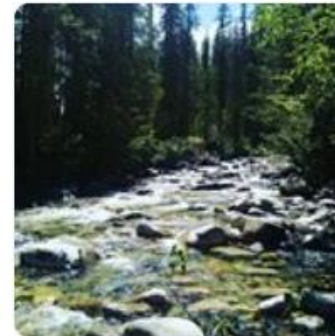
@boundarycountry

118 Engagements



@boundarycountry

87 Engagements



@boundarycountry

83 Engagements