



BOUNDARY COUNTRY

ANALYTICS REPORT

FEBRUARY 2018



WEBSITE HIGHLIGHTS

Throughout the month of February the Boundary Country website (boundarybc.com) saw a total of 1,819 sessions, up **30.3%** over the previous period, and up **54.9%** over the previous year.

There were 3,872 page views, up **39.1%** over the previous period, up **51.5%** over the previous year.

Top Visited Landing Pages:

1. [Home Page](#)
2. [Our Destinations – Beaverdell](#)
3. [Play – Trails](#)
4. [Maps](#)

WEBSITE HIGHLIGHTS

Sessions
1,819
↑ 30.3%

Pageviews
3,872
↑ 39.1%

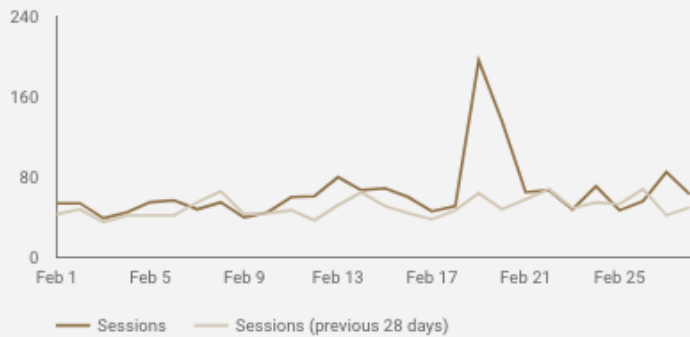
Users
1,564
↑ 28.9%

Avg. Session Duration
00:02:15
↑ 7.0%

Pages / Session
2.13
↑ 6.7%

Bounce Rate
64.87%
↑ 5.1%

How Are Site Sessions Trending?

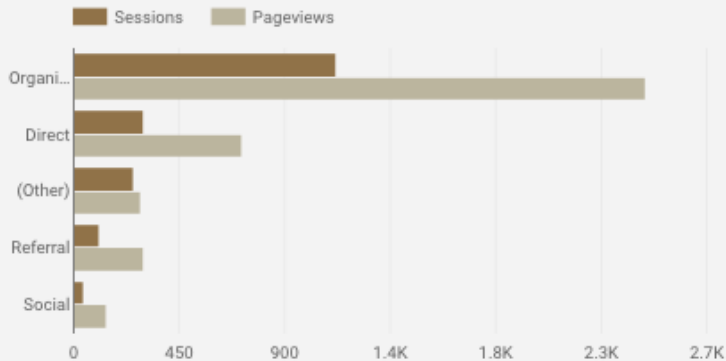


What Are The Top Countries By Sessions?



Which Channels Are Driving Engagement?

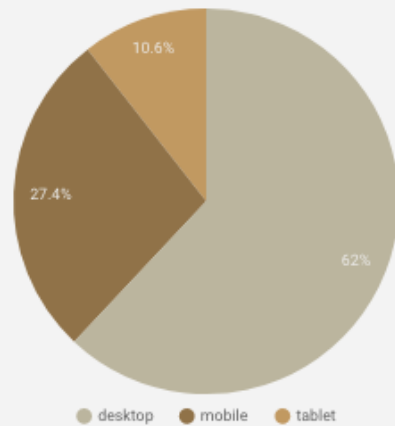
Sessions vs. Pageviews



	Country	Sessions	Pageviews
1.	Canada	1,311	
2.	United States	311	
3.	Peru	96	
4.	Philippines	17	
5.	Netherlands	12	
6.	India	12	
7.	United Kingdom	8	
8.	Germany	8	
9.	Australia	5	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	1,044
2. (direct)	295
3. Facebook	142
4. Instagram	78
5. bing	58
6. blog.hellobc.com/secret-getaways-in-bcs-boundary-country/	35
7. m.facebook.com/	18
8. instagram	16

What are the top landing pages?

Page	Pageviews
1. /	364
2. /visit/beaverdell/	144
3. /play/trails/	141
4. /maps/	138
5. /play/heritage-culture/	137
6. /events/	95
7. /visit/bridesville/	89
8. /visit/rock-creek/	88
9. /play/lakes-rivers/	80
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What are the top referring sources?

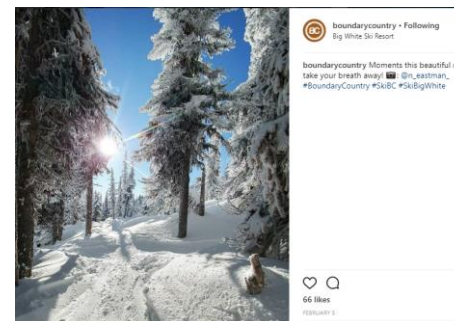
Source / Medium	Pageviews
1. google / organic	2,291
2. (direct) / (none)	716
3. Facebook / (not set)	162
4. grandforks.ca / referral	130
5. bing / organic	124
6. facebook.com / referral	87
7. blog.hellobc.com / referral	79
8. Instagram / (not set)	78
9. m.facebook.com / referral	31
10. facebook / (not set)	25

SOCIAL HIGHLIGHTS

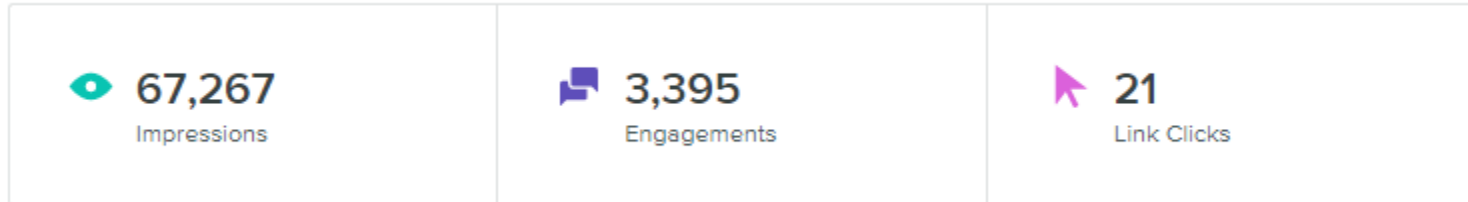
The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 67,267 impressions during the month of February, up **22%** and 3,395 engagements, an increase of **22%** since the last period.

The accounts saw 80 fans gained, an increase of **2.1%** bringing the current total to 3,819 fans. The Top Performing **Facebook Post** was a User-Generated Content image captured at Christina Lake.

The post reached 10,347 people and received 428 engagements. The Top Performing **Instagram Post** was a UGC image at Big White Ski Resort and received 68 engagements.



SOCIAL OVERVIEW



The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In February, there were 82 new fans gained, an increase of **2.1%**, bringing the total fan count to 3,900. There were 67,267 total impressions, up **22%** over the month of January, and 3,395 engagements, up **24.3%** over the same time period.

2.1%

AUDIENCE
GROWTH

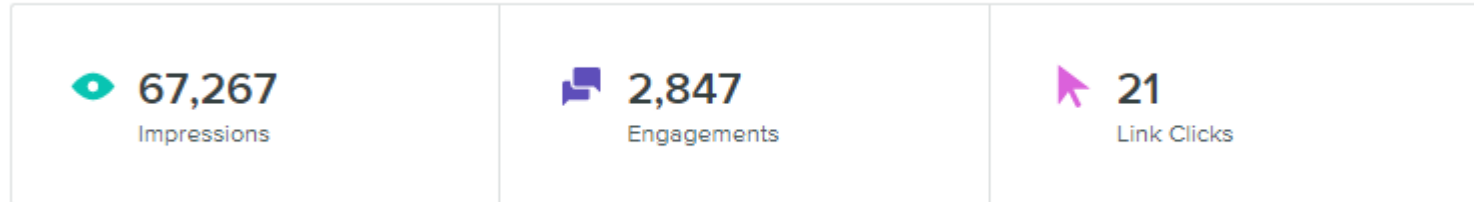
22%

SOCIAL
IMPRESSIONS

24.3%

SOCIAL
ENGAGEMENTS

FACEBOOK



During the month of February, a total of 58 new fans were gained, an increase of **1.6%**. 19 Facebook Posts were sent and there were 67,267 total impressions, up **22%** from the previous month, and 2,847 Engagements (likes, comments and shares) up **30.4%** over the same time period.

22%

FACEBOOK
IMPRESSIONS

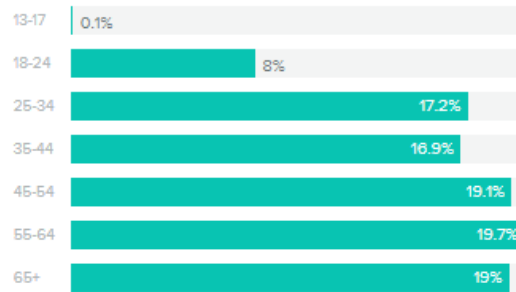
30.4%

FACEBOOK
ENGAGEMENTS

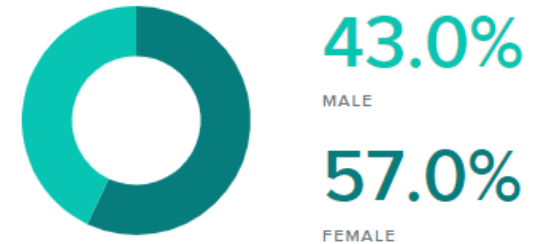
FACEBOOK - Demographics

The current fan base on Boundary's Facebook account presents itself as 57% Female, on par with the previous month, with 19.7% of all followers falling between the ages of 55-64, consistent with the previous month.

BY AGE



BY GENDER



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.

Top Countries

Canada	3,324
United States	146
Mexico	31
India	13
Australia	8


Top Cities

Vancouver, BC, Canada	390
Kelowna, BC, Canada	336
Grand Forks, BC, Canada	330
Castlegar, BC, Canada	146
Surrey, BC, Canada	138

FACEBOOK – Top Posts

Boundary Country BC
Published by Sprout Social [?] · 28 February at 14:49 · 🌐

That view 🤩🤩🤩 Baldy Mountain Resort
📷: @wak_101 (Instagram)



👍 Get more likes, comments and shares
When you boost this post, you'll show it to more people.

Performance for your post

631 People Reached

28 Reactions, comments & shares ⓘ

25 👍 Like	22 On post	3 On shares
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1 ❤️ Love	1 On post	0 On shares
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0 Comments	0 On Post	0 On Shares
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2 Shares	2 On Post	0 On Shares
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10 Post Clicks

3 Photo views	0 Link clicks	7 Other Clicks ⓘ
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Boundary Country BC
Published by Sprout Social [?] · 26 February at 14:49 · 🌐

Fresh snow and calm waters in Christina Lake! Photo taken earlier this year by @mmkazakoff (Instagram)



Performance for your post

10,347 People Reached

629 Reactions, comments & shares ⓘ

443 👍 Like	270 On post	173 On shares
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59 ❤️ Love	28 On post	31 On shares
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2 😂 Haha	1 On post	1 On shares
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28 😲 Wow	11 On post	17 On shares
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20 Comments	6 On Post	14 On Shares
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77 Shares	77 On Post	0 On Shares
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346 Post Clicks

98 Photo views	0 Link clicks	248 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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

Boundary Country BC
Published by Sprout Social [?] · 27 February at 14:49 · 🌐

That Big White sky 🤩🤩🤩
📷: @ccliffhatch (Instagram)



Performance for your post

522 People Reached

22 Reactions, comments & shares ⓘ

20 👍 Like	20 On post	0 On shares
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1 ❤️ Love	1 On post	0 On shares
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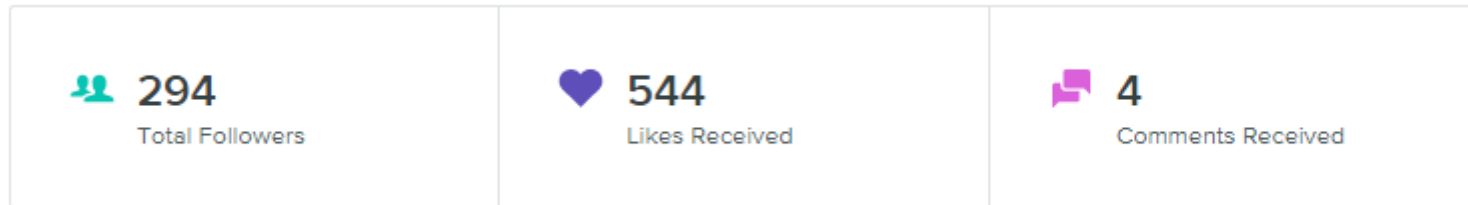
0 Comments	0 On Post	0 On Shares
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1 Shares	1 On Post	0 On Shares
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12 Post Clicks

3 Photo views	0 Link clicks	9 Other Clicks ⓘ
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INSTAGRAM



During the month of February, 21 New Followers were gained, an increase of **8.4%**, bringing the current follower total to 270.

11 Instagram posts were sent, totalling 548 engagements, up **40.2%** 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. Two of these top photos are consistent with top performing Facebook posts.



@boundarycountry
65 Engagements



@boundarycountry
58 Engagements



@boundarycountry
58 Engagements