



# BOUNDARY COUNTRY

ANALYTICS REPORT  
JANUARY 2018

# ACTIVITY HIGHLIGHTS

The Boundary Country website saw a total of 1,513 sessions throughout the month, up 30.4% over the previous period, and up 47.9% over the previous year.

There were 3,047 pageviews, up 35.3% over the previous period, and up 28.29% over the previous year. The increase seen over the previous period are reflective of seasonality, and the trend historically has seen sessions significantly reduce after the summer but now moving towards warmer seasons we should see an increase. We are seeing a large growth from last year.

Users

1,315

↑ 28.3%

Sessions

1,513

↑ 30.4%

Pageviews

3,047

↑ 35.3%

Pages / Session

2.01

↑ 3.7%

% New Sessions

80.77%

↓ -1.7%

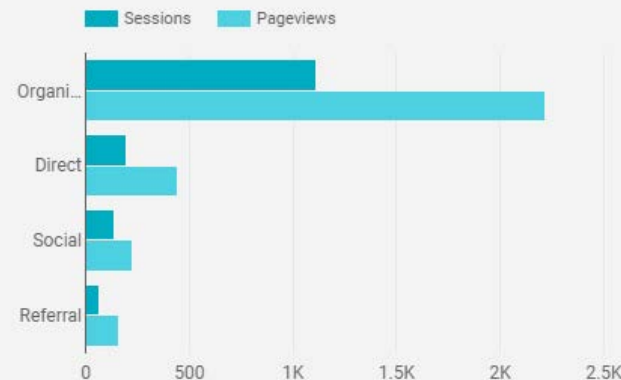
## How Are Site Sessions Trending?

January 2018 vs. December 2017



## Which Channels Are Driving Engagement?

Sessions vs. Pageviews



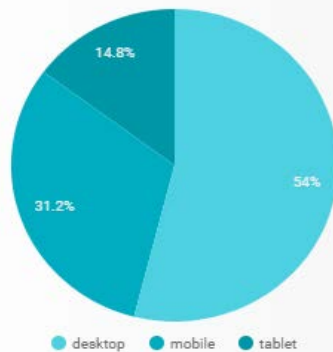
# ACTIVITY HIGHLIGHTS

## Top Visited Landing Pages

1. [Home Page](#)
2. [Visit Beaverdell](#)
3. [Visit Bridesville](#)
4. [Visit Rock Creek](#)

### Which Devices Are Being Used?

Sessions over the last 30 days



Bounce Rate

61.5%

↓ -8.1%

Avg. Page Load Time (sec)

15.0

↑ 134.1%

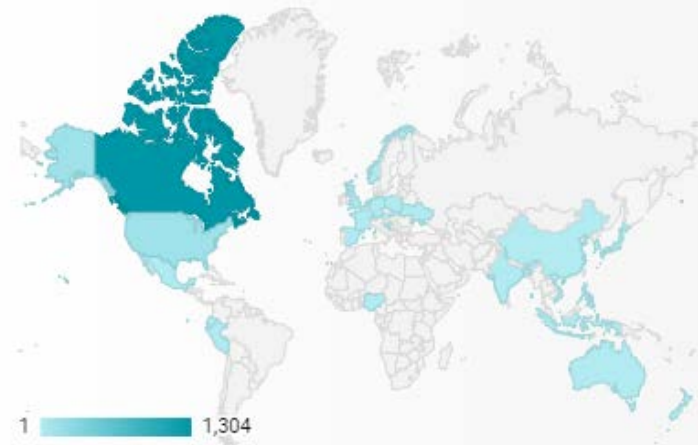
### Where is the Traffic Coming From?

Top Referral Sources

| Full Referrer      | Sessions |
|--------------------|----------|
| 1. google          | 1,041    |
| 2. (direct)        | 197      |
| 3. m.facebook.com/ | 78       |
| 4. bing            | 61       |
| 5. facebook.com/   | 37       |

### What Are The Top Countries By Sessions?

Sessions over the last 30 days



|    | Country       | Sessions | Pageviews                        |
|----|---------------|----------|----------------------------------|
| 1. | Canada        | 1,304    | <div style="width: 100%;"></div> |
| 2. | United States | 139      | <div style="width: 10%;"></div>  |
| 3. | Mexico        | 11       | <div style="width: 1%;"></div>   |
| 4. | New Zealand   | 7        | <div style="width: 0.5%;"></div> |
| 5. | Germany       | 5        | <div style="width: 0.4%;"></div> |

# ACTIVITY HIGHLIGHTS

The social accounts for Boundary Country (Facebook and Instagram) saw a combined total of 58,014 impressions, down 50% and 2,807 engagements, down 15% since December. These decreases were due to allocating more budget to website traffic rather than social engagement.


The accounts saw 80 fans gained, an increase of 2.1% bringing the current total to 3,819.

The Top Performing Facebook Post was User-Generated Content captured above Grand Forks. It reached 8,221 people organically and received 428 engagements.

The Top Performing Instagram Post was the same photo as Instagram and received 75 engagements.

# SOCIAL OVERVIEW

 **58,014**  
Impressions

 **2,807**  
Engagements

 **132**  
Link Clicks

The group statistics show here represent the overall figures of the Facebook and Instagram accounts of Boundary Country. In January, 80 fans were gained, an increase of 2.1%, bringing the total fan count to 3,819. There were 58,014 total impressions, down 50%, and 2,807 engagements, down 15%.

**2.1%**

AUDIENCE  
GROWTH

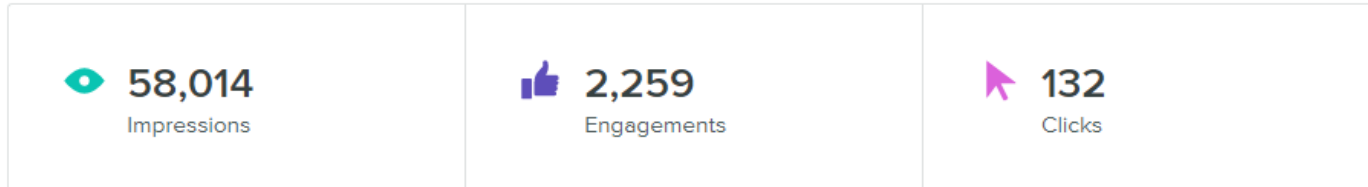
**-50%**

SOCIAL  
IMPRESSIONS

**-15%**

SOCIAL  
ENGAGEMENTS

# FACEBOOK



During the month of January, there was an increase of 59 Followers, an increase of 1.7%, and 24 Facebook Posts were sent. There were 58,014 Total Impressions, down 50% from the previous month, and 2,259 Engagements (likes, comments, and shares), down 22.5%. These decreases were due to allocating more budget to website traffic rather than social engagement.

**-50%**

FACEBOOK  
IMPRESSIONS

**-22.5%**

FACEBOOK  
ENGAGEMENTS

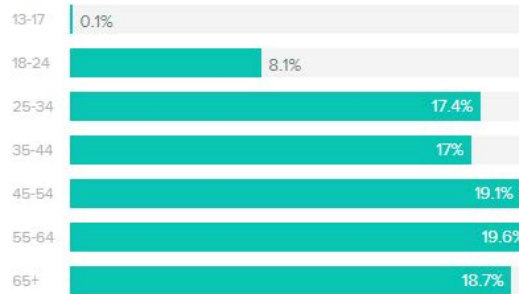
# FACEBOOK - Demographics

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 55-64, consistent with the previous month.

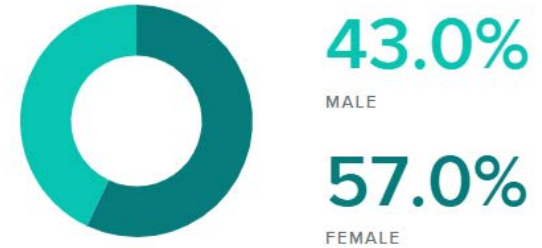
While women between the ages of 55-64 "appear to be the leading force" among fans, it's important to note there is a well-rounded cross section of ages that are presented here, and something that should be in consideration when delivering content.

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

BY AGE



BY GENDER



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

Top Countries

|               |       |
|---------------|-------|
| Canada        | 3,286 |
| United States | 140   |
| Mexico        | 25    |
| India         | 9     |
| Australia     | 7     |

Top Cities

|                         |     |
|-------------------------|-----|
| Vancouver, BC, Canada   | 384 |
| Grand Forks, BC, Canada | 323 |
| Kelowna, BC, Canada     | 323 |
| Castlegar, BC, Canada   | 139 |
| Surrey, BC, Canada      | 139 |

# FACEBOOK – Top Posts

**Boundary Country BC**  
 Published by Sprout Social [?] · January 25 at 2:49pm · 🌐

Serene, natural beauty and small town charm in Grand Forks, BCI captured by @madelinejwilliams over on Instagram!



## Performance for Your Post

**8,221** People Reached \*ORGANIC

**428** Reactions, Comments & Shares 🗨️

**299** Like On Post **202** On Shares

**37** Love On Post **23** On Shares

**11** Wow On Post **8** On Shares

**21** Comments On Post **16** On Shares

**60** Shares On Post **2** On Shares

**389** Post Clicks

**Boundary Country BC**  
 Published by Sprout Social [?] · January 19 at 2:49pm · 🌐

The icy waters of the West Kettle River in Beaverdell!  
 📷: @viigaplga (Instagram)



## Performance for Your Post

**3,216** People Reached

**465** Reactions, Comments & Shares 🗨️

**365** Like On Post **40** On Shares

**44** Love On Post **7** On Shares

**6** Wow On Post **2** On Shares

**9** Comments On Post **3** On Shares

**42** Shares On Post **0** On Shares

**166** Post Clicks

**45** Photo Views **0** Link Clicks **121** Other Clicks 🗨️

**Boundary Country BC**  
 Published by Sprout Social [?] · January 17 at 2:49pm · 🌐

"Sunny snow tops and lake views" at Christina Lake!  
 📷 and caption: @kismetkisses (Instagram)



## Performance for Your Post

**3,090** People Reached

**388** Reactions, Comments & Shares 🗨️

**304** Like On Post **250** On Post **54** On Shares

**20** Love On Post **16** On Post **4** On Shares

**2** Wow On Post **2** On Post **0** On Shares

**1** Sad On Post **1** On Post **0** On Shares




**24** Comments On Post **5** On Post **19** On Shares

**39** Shares On Post **39** On Post **0** On Shares

**210** Post Clicks



# INSTAGRAM

|                                                                                                                 |                                                                                                                |                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
|  <b>270</b><br>Total Followers |  <b>541</b><br>Likes Received |  <b>7</b><br>Comments Received |
|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|

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

11 media sent were to a total of 548 engagements, up 40.2% from the previous month.

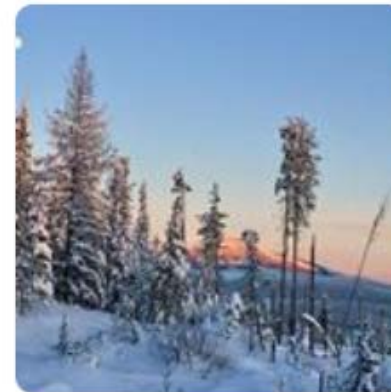
The top-performing posts were all User-Generated content allowing us to connect and engage with users, and encourage traffic to the page. Two of these top photos are consistent with top performing Facebook posts.



@boundarycountry  
74 Engagements



@boundarycountry  
71 Engagements



@boundarycountry  
65 Engagements

THANK YOU