

JULY 2017



Monthly

ANALYTICS REPORT

BOUNDARY COUNTRY

ACTIVITY

HIGHLIGHTS

The Boundary Country website saw a total of **3,502 sessions** throughout the month of July, an **increase of 21.6%** over the previous period, an **37.36%** over the previous year. There were **6,995 pageviews**, **up 5.3%** over the previous period, and **up 40.64%** over 2016/17.

The **Top Visited Landing Pages** on the website were **/festivals-events/**, **the homepage**, and **/campgrounds-rv/**

The social accounts for Boundary Country (Facebook and Instagram) saw a combined total of **128,885 impressions**, **down 22.3%** and **3,360 engagements**, **down 12.9%** since June. 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 - JULY 2017

Data From Google Analytics

Users 3,017 ↑ 21.9%	Sessions 3,502 ↑ 21.6%	Pageviews 6,995 ↑ 5.3%	Pages / Session 2 ↓ -13.4%	% New Sessions 81.67% ↓ -0.3%
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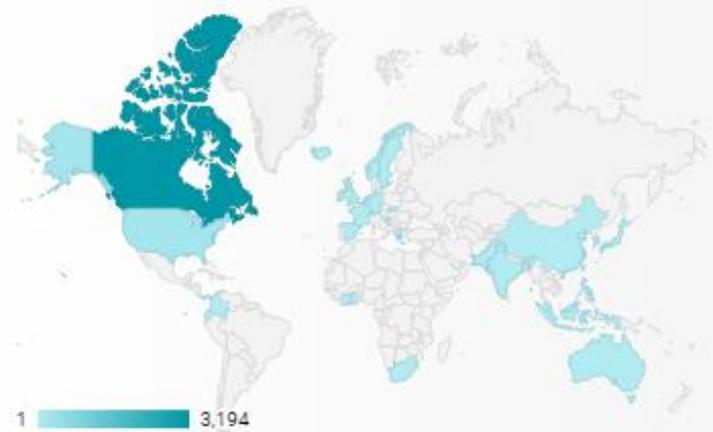
How Are Site Sessions Trending?

July 2017 vs June 2017



What Are The Top Countries By Sessions?

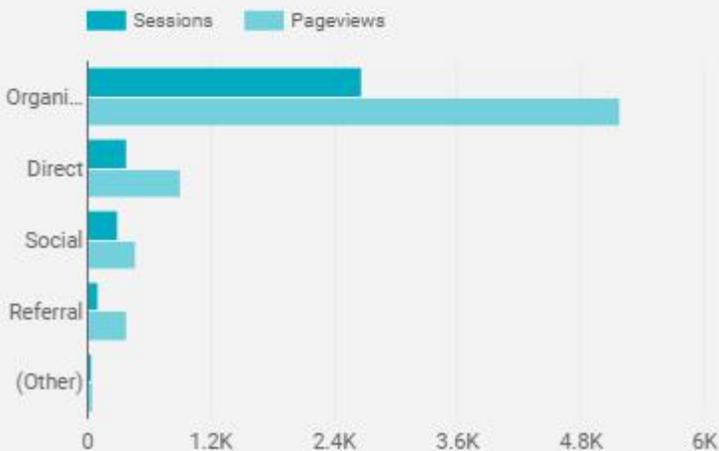
Sessions over the last 31 days



	Country	Sessions	Pageviews
1.	Canada	3,194	
2.	United States	227	
3.	United Kingdom	10	
4.	India	7	

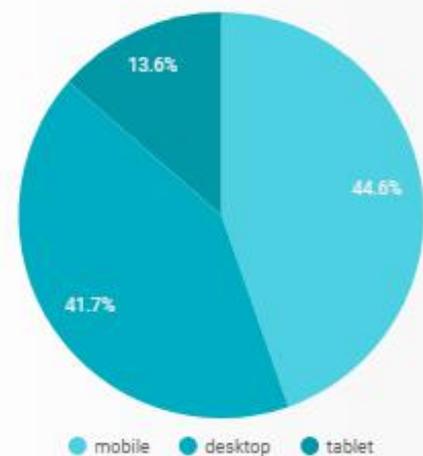
Which Channels Are Driving Engagement?

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	2,548
2.	(direct)	385
3.	m.facebook.com/	195
4.	bing	76
5.	facebook.com/	54

Bounce Rate

68.6%

↑ 4.1%

Avg. Page Load Time (sec)

7.3

↓ -20.9%

SOCIAL OVERVIEW

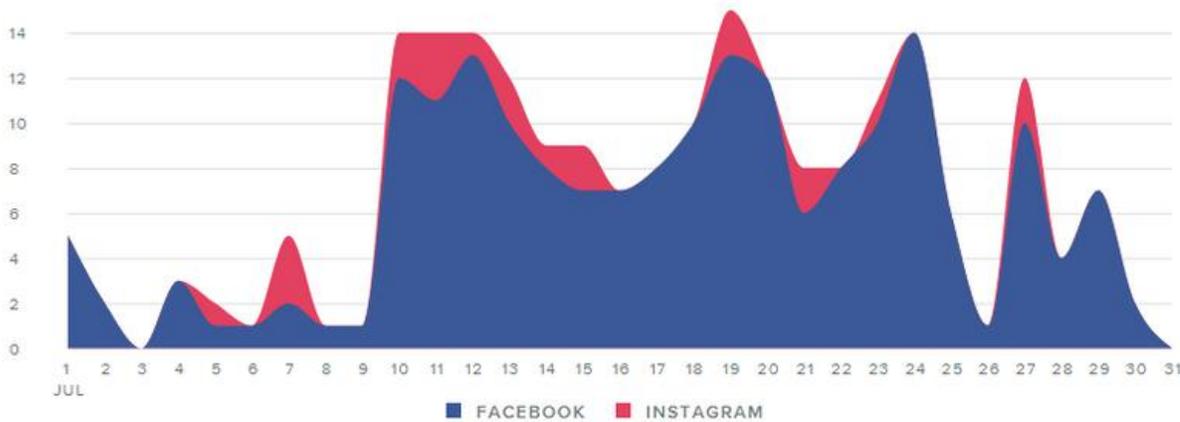
 **128,885**
Impressions

 **3,360**
Engagements

 **335**
Link Clicks

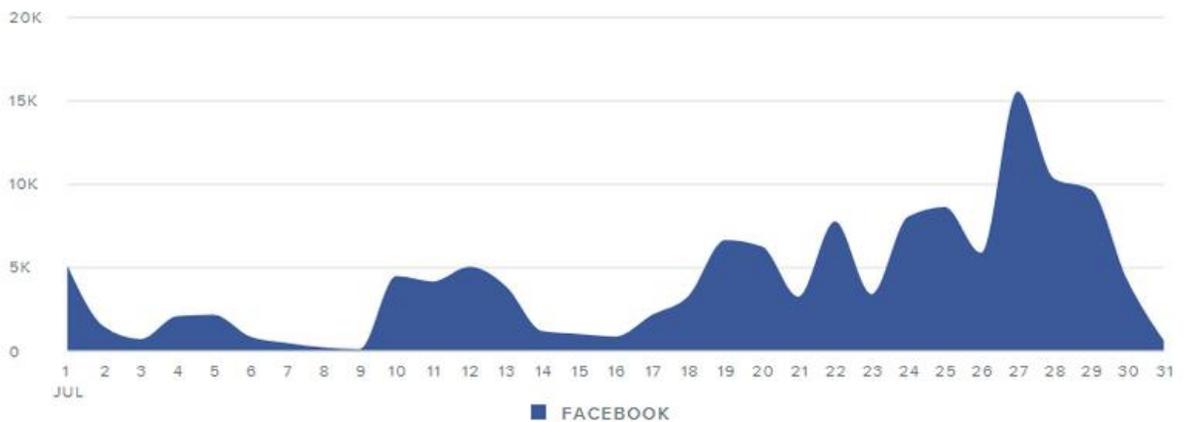
The group statistics show here represent the overall figures of the Facebook and Instagram accounts of Boundary Country. In July, **212 fans were gained**, an increase of 7.6%, bringing the total fan count to **3,060**. There were **128,885 total impressions**, down 22.3%, and **3,360 engagements**, down 12.9%. The slight decrease seen here is due to a slight reduction in boosting budget.

AUDIENCE GROWTH, BY DAY



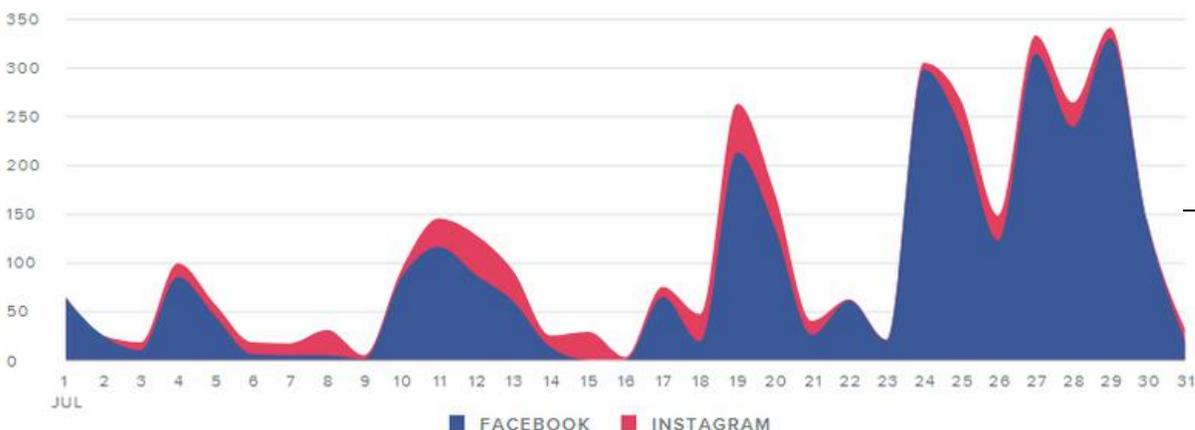
7.6%
INCREASE

IMPRESSIONS PER DAY



22.3%
DECREASE

ENGAGEMENTS PER DAY

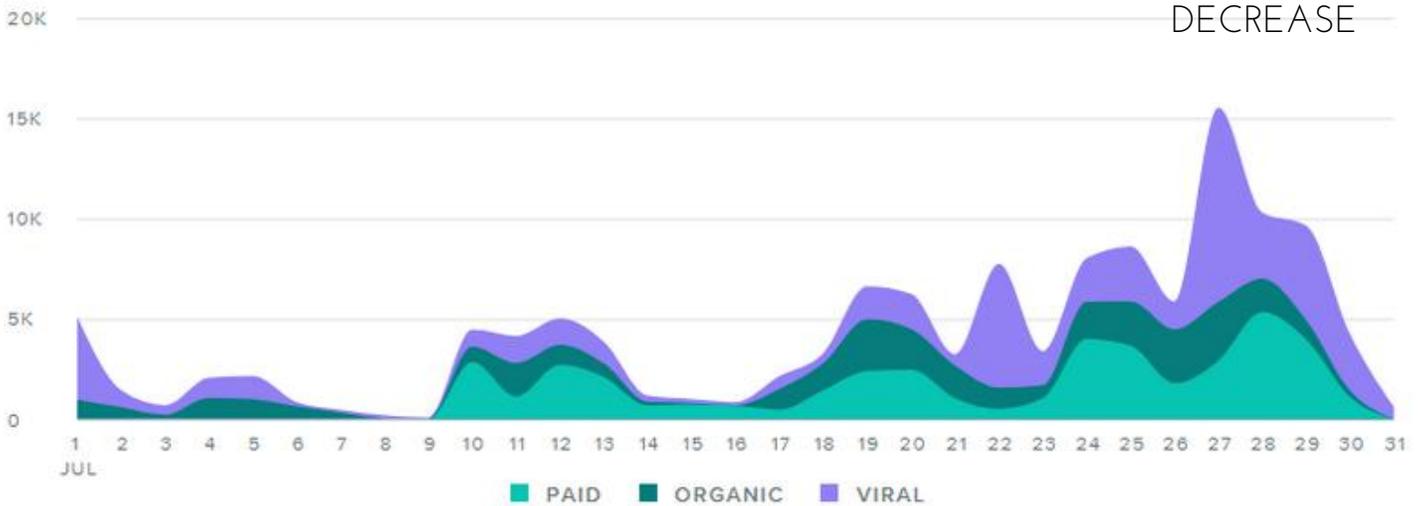


12.9%
DECREASE

FACEBOOK

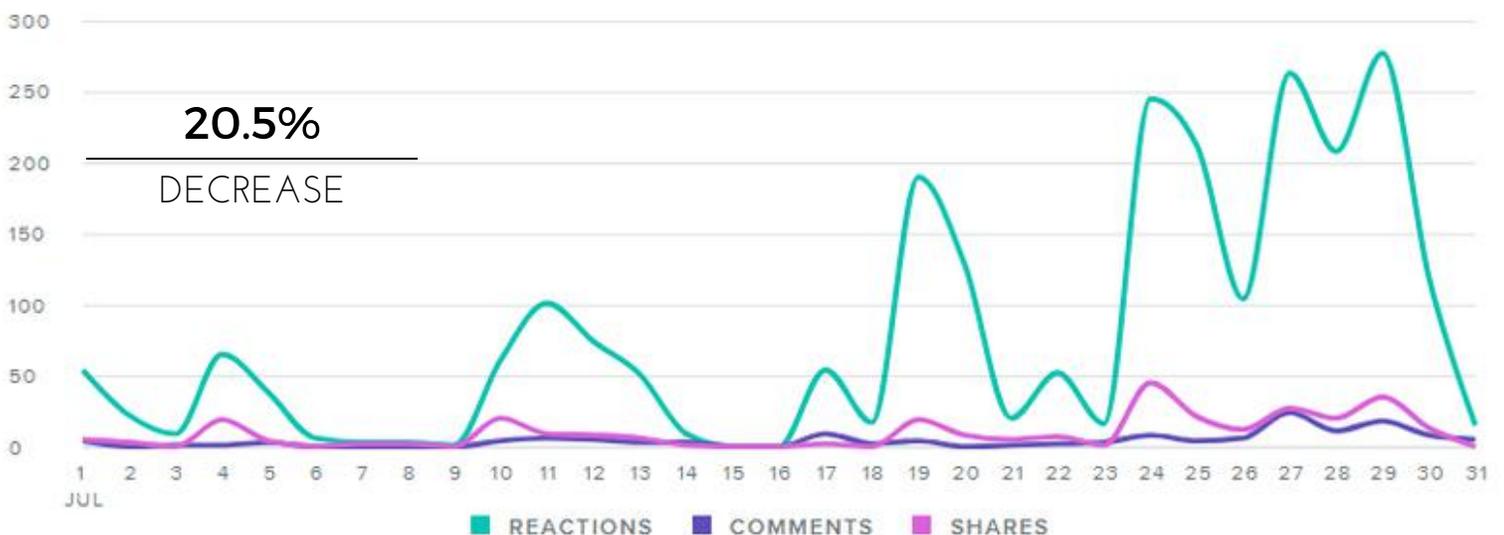


PAGE IMPRESSIONS, BY DAY



During the month of July, there was an increase of **195 Followers**, an increase of 7.40% over the previous month, and **19 Facebook Posts** were sent. There were **128,885 Total Impressions**, down 22.3% from June, and **2,846 Engagements** (likes, comments, and shares), down 20.5%. The slight decrease seen here is due to a slight reduction in social advertising boosting budget.

AUDIENCE ENGAGEMENT, BY DAY



FACEBOOK

DEMOGRAPHICS

BY AGE



BY GENDER



56.8%

FEMALE

43.2%

MALE

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

Top Countries

Canada	2,748
United States	111
Australia	5
Malaysia	4
Italy	3

Top Cities

Grand Forks, BC, Canada	297
Kelowna, BC, Canada	221
Vancouver, BC, Canada	215
Surrey, BC, Canada	148
Castlegar, BC, Canada	120

The current fan base on Boundary's Facebook account presents itself as **56.8% Female**, on par with the previous month, with **40.2%** of all followers falling between the ages of **45-64**, also consistent with the month of May.

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 July.

TOP POSTS

Boundary Country BC
Published by Sprout Social [?] · July 26 at 5:37pm · 🌐

Where's your favourite place to see the stars in Boundary Country?
📷: cambamlowell (IG)
📍: Christina Lake

15,423 People Reached

748 Reactions, Comments & Shares

531 👍 Like	268 On Post	263 On Shares
74 ❤️ Love	41 On Post	33 On Shares
1 😂 Haha	0 On Post	1 On Shares
20 😲 Wow	9 On Post	11 On Shares
1 😡 Angry	0 On Post	1 On Shares
56 Comments	25 On Post	31 On Shares
65 Shares	65 On Post	0 On Shares

622 Post Clicks

138 Photo Views	0 Link Clicks	484 Other Clicks 📄
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Boundary Country BC
Published by Sprout Social [?] · July 24 at 2:49pm · 🌐

You may run out of time before running out of things to do... 😊

9,012 People Reached

96 Reactions, Comments & Shares

65 👍 Like	56 On Post	9 On Shares
6 ❤️ Love	5 On Post	1 On Shares
9 Comments	7 On Post	2 On Shares
16 Shares	15 On Post	1 On Shares

240 Post Clicks

-	172 Link Clicks	68 Other Clicks 📄
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Boundary Country BC
Published by Niki Kennedy [?] · July 10 at 1:20pm · 🌐

Already thinking 'bout the weekend? So are we.

📷: cpbutterfly03/ig

4,991 People Reached

311 Reactions, Comments & Shares

238 👍 Like	185 On Post	53 On Shares
21 ❤️ Love	12 On Post	9 On Shares
2 😲 Wow	1 On Post	1 On Shares
24 Comments	11 On Post	13 On Shares
26 Shares	25 On Post	1 On Shares

193 Post Clicks

95 Photo Views	0 Link Clicks	98 Other Clicks 📄
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BOUNDARY

INSTAGRAM



@boundarycountry
45 Engagements



@boundarycountry
43 Engagements



@boundarycountry
42 Engagements

During the month of July, **17 New Followers** were gained, an increase of 12.5%, bringing the current follower total to **153**.

15 media sent were to a total of 514 engagements, up 84.9% from the month of June.

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

