



BOUNDARY COUNTRY

ANALYTICS REPORT

March 2018



WEBSITE HIGHLIGHTS

Throughout the month of March the Boundary Country website (boundarybc.com) saw a total of 7,831 sessions, up **296%** over the previous period, and up **97%** over the previous year.

There were 11,693 page views, up **179%** over the previous period, up **47%** over the previous year.

During March 2017, a campaign was run to encourage traffic to the Boundary Country Website in an effort to create awareness surrounding the Region and its offerings. The increase in sessions and page views this year, is reflected in the 2017 key learnings being applied to the 2018 campaign – targeting the top performing markets and the top performing EQ Target Group.

Top Visited Landing Pages:

1. [Play – Heritage and Culture](#)
2. [Play – Lakes, Rivers and Waterfalls](#)
3. [Home Page](#)
4. [Play - Trails](#)

WEBSITE HIGHLIGHTS

Sessions

7,831

↑ 295.7%

Pageviews

11,693

↑ 178.7%

Users

6,802

↑ 300.1%

Avg. Session Duration

00:01:00

↓ -55.1%

Pages / Session

1.49

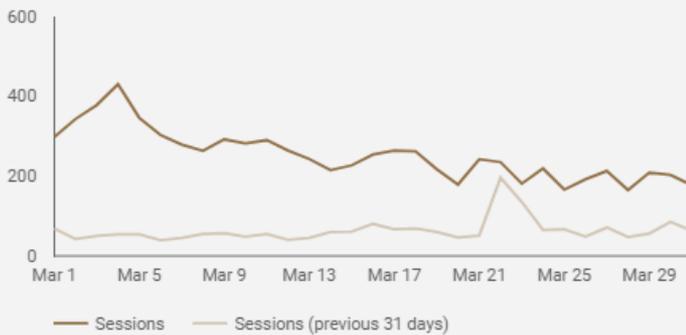
↓ -29.6%

Bounce Rate

76.93%

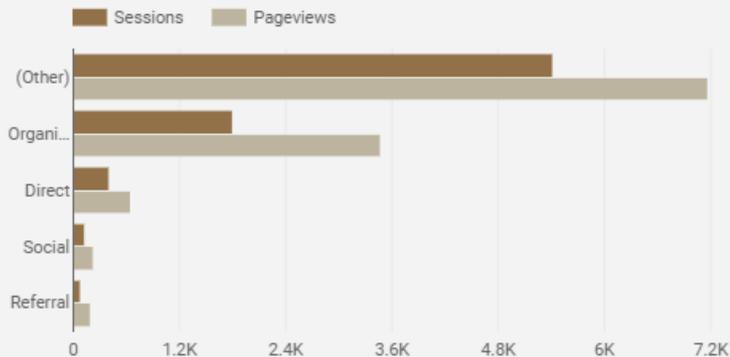
↑ 20.0%

How Are Site Sessions Trending?

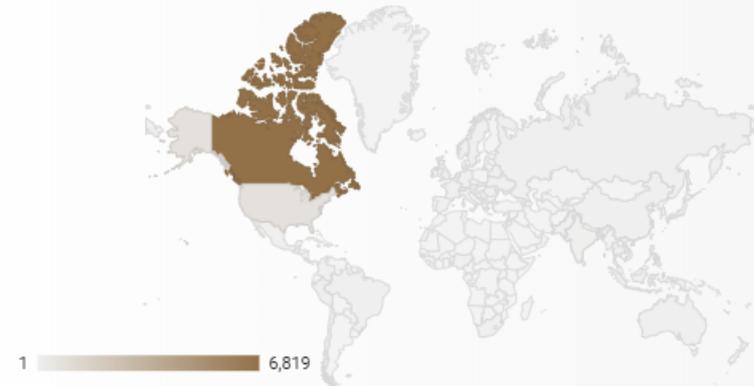


Which Channels Are Driving Engagement?

Sessions vs. Pageviews



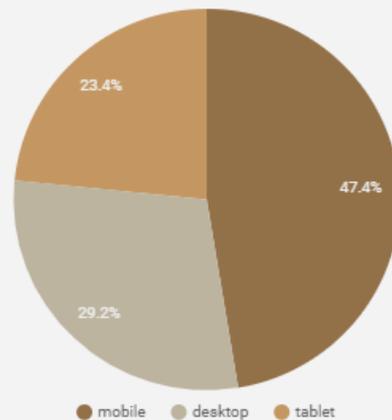
What Are The Top Countries By Sessions?



Country	Sessions	Pageviews
1. Canada	6,819	
2. United States	796	
3. Peru	33	
4. Mexico	27	
5. India	25	
6. Philippines	17	
7. United Kingdom	14	
8. Australia	14	
9. Germany	10	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. Facebook	5,257
2. google	1,710
3. (direct)	405
4. Instagram	138
5. m.facebook.com/	80
6. bing	60
7. yahoo	33
8. facebook.com/	19

What are the top landing pages?

Page	Pageviews
1. /play/heritage-culture/	3,941
2. /play/lakes-rivers/	963
3. /	776
4. /play/trails/	774
5. /maps/	445
6. /stay/campgrounds-rv/	189
7. /visit/beaverdell/	161
8. /visit/christina-lake/	129
9. /visit/grand-forks/	128
10. /visit/leak-peak/	117

What are the top referring sources?

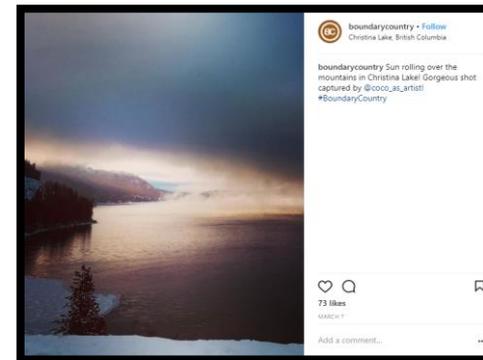
Source / Medium	Pageviews
1. Facebook / (not set)	6,968
2. google / organic	3,255
3. (direct) / (none)	644
4. Instagram / (not set)	184
5. bing / organic	169
6. m.facebook.com / referral	115
7. grandforks.ca / referral	71
8. facebook.com / referral	42
9. yahoo / organic	41
10. blog.hellobc.com / referral	35

SOCIAL HIGHLIGHTS

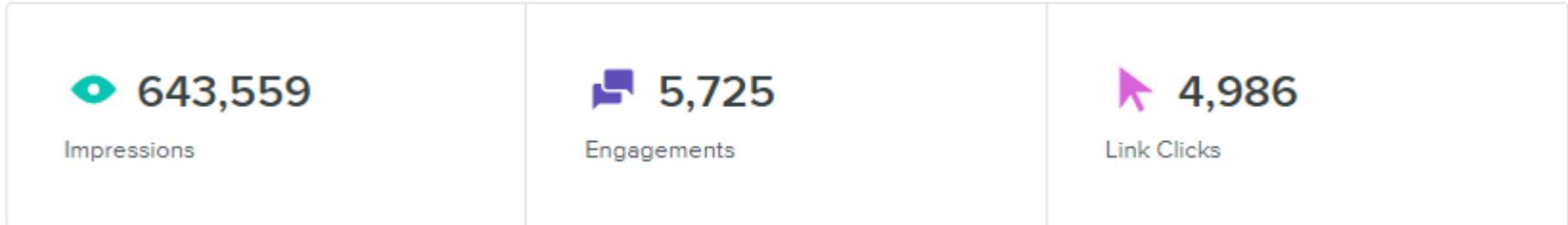
The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 643,559 impressions during the month of March, up **801%** and 5,725 engagements, an increase of **57%** since the last period.

The accounts saw 476 fans gained, an increase of **13%** bringing the current total to 4,387 fans. The Top Performing **Facebook Post** was a User-Generated Content image captured at Christina Lake.

The post reached over 9,000 people and received 533 engagements. The Top Performing **Instagram Post** was the same UGC Image and received 73 engagements.



SOCIAL OVERVIEW



The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In March, there were 476 new fans gained, an increase of **13%**, bringing the total fan count to 4,387. There were 643,559 total impressions, up **801%** over the month of February, and 5,725 engagements, up **57%** over the same time period.

13%

AUDIENCE
GROWTH

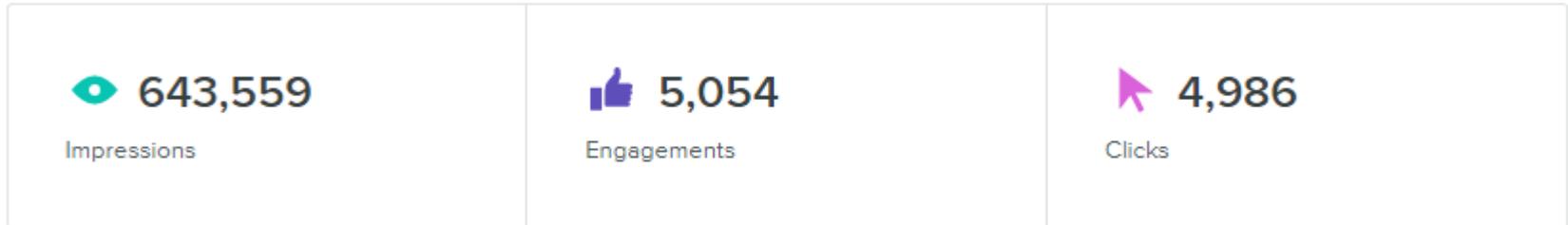
801%

SOCIAL
IMPRESSIONS

57%

SOCIAL
ENGAGEMENTS

FACEBOOK



During the month of March, a total of 388 new fans were gained, an increase of **11%**. 26 Facebook Posts were sent and there were 643,559 total impressions, up **801%** from the previous month, and 5,054 Engagements (likes, comments and shares) up **66%** over the same time period.

801%

FACEBOOK
IMPRESSIONS

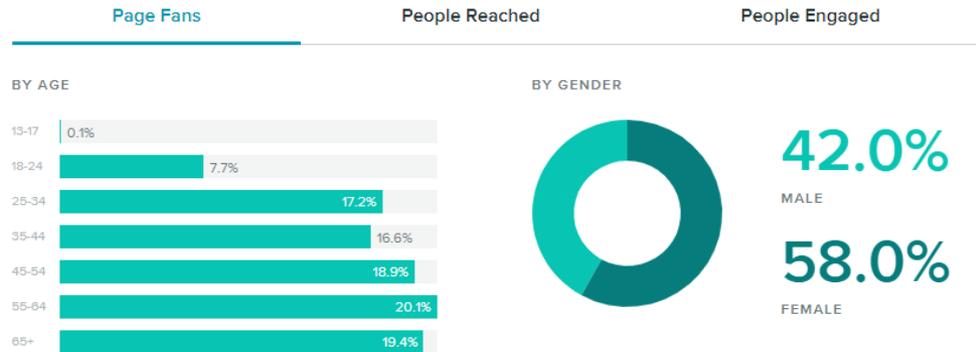
66%

FACEBOOK
ENGAGEMENTS

FACEBOOK - Demographics

The current fan base on Boundary's Facebook account presents itself as 58% Female, on par with the previous month, with 20.1% 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.



Top Countries

Canada	3,716
United States	160
Mexico	29
India	15
Australia	7

Top Cities

Vancouver, BC, Canada	446
Grand Forks, BC, Canada	348
Kelowna, BC, Canada	345
Surrey, BC, Canada	156
Castlegar, BC, Canada	152

FACEBOOK – Top Posts



Boundary Country BC
Published by Sprout Social [?] · March 2 ·

Gorgeous winter views in Christina Lake! Photo taken earlier this year by @courtneylynwilliams (Instagram)



Performance for Your Post

3,783 People Reached

422 Reactions, Comments & Shares

332 Like	250 On Post	82 On Shares
30 Love	24 On Post	6 On Shares
4 Wow	4 On Post	0 On Shares
9 Comments	1 On Post	8 On Shares
47 Shares	46 On Post	1 On Shares

151 Post Clicks

44 Photo Views	0 Link Clicks	107 Other Clicks
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NEGATIVE FEEDBACK

4 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.



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

Sun rolling over the mountains in Christina Lake! Gorgeous shot captured by @coco_as_artist on Instagram!



Performance for Your Post

9,662 People Reached

533 Reactions, Comments & Shares

386 Like	125 On Post	261 On Shares
39 Love	17 On Post	22 On Shares
3 Haha	1 On Post	2 On Shares
23 Wow	7 On Post	16 On Shares
20 Comments	4 On Post	16 On Shares
62 Shares	61 On Post	1 On Shares

335 Post Clicks

68 Photo Views	1 Link Clicks	266 Other Clicks
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.



Boundary Country BC
Published by Sprout Social [?] · March 28 at 3:49pm ·

Did you know the The Great Trail (formerly the Trans Canada Trail) and the Kettle and Granby Rivers all converge in Grand Forks? Who wants to go hiking this Spring? captured earlier this year by @madelinejwilliams over on Instagram!



Performance for Your Post

6,248 People Reached

205 Reactions, Comments & Shares

154 Like	73 On Post	81 On Shares
15 Love	6 On Post	9 On Shares
12 Comments	3 On Post	9 On Shares
25 Shares	24 On Post	1 On Shares

354 Post Clicks

47 Photo Views	3 Link Clicks	304 Other Clicks
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$4 to reach up to 1,300 people.

INSTAGRAM

 382 Total Followers	 669 Likes Received	 2 Comments Received
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During the month of March, 88 New Followers were gained, an increase of **30%**, bringing the current follower total to 382.

13 Instagram posts were sent, totalling 671 engagements, up **13%** 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. The top performing Instagram post is consistent with the top performing Facebook Post.



Spring Campaign

The Spring Campaign ran from March 1st to March 31st, 2018 with the objective to increase awareness of the Boundary Country Region/reasons to travel to Boundary Country as well as drive traffic to the Website.

The metrics (Social and Video) shown in the following slides reflect the 7 Instagram Advertisements and the 8 Facebook Advertisements released in March as part of the Spring Campaign.

The 2018 Campaign out-performed the 2017 campaign across the board, with higher click through rates and increased engagement. Reaching 349,926 people in 2018 compared to 203,164 people in 2017.

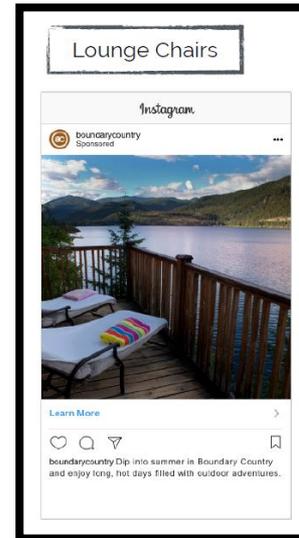
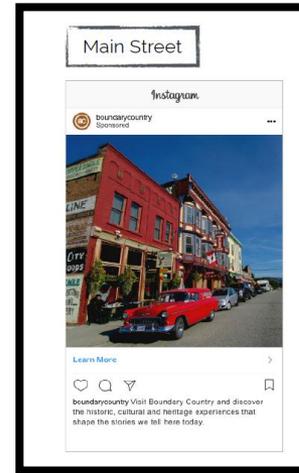
Spring Campaign - Instagram

The Top performing Instagram Post was the “Main Street” Advertisement, followed by the “Horseback Riding” creative and the “Lounge Chair” creative.

The “Main Street” Advertisement reached **45,207** people and garnered **83,944** impressions.

The “Horseback Riding” Advertisement reached **39,108** people and garnered **68,622** impressions.

The “Lounge Chair” Advertisement reached **10,479** people and garnered **12,138** impressions.



Spring Campaign - Instagram

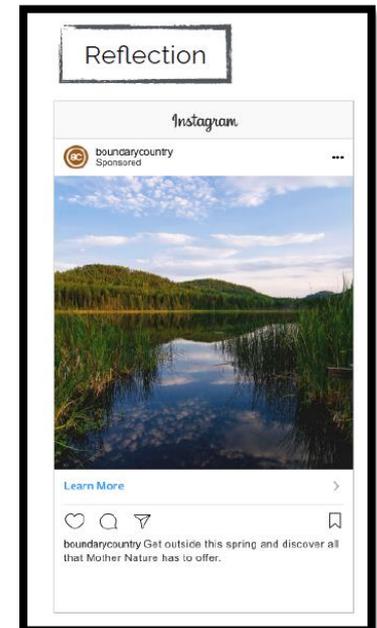
In addition to the three advertisements mentioned prior, four additional creatives were run as part of the Spring Campaign.

The “Man in front of Waterfall” Advertisement reached **10,418** people with **12,232** impressions.

The “Boot” Advertisement reached **8,606** people with **9,864** impressions.

The “Waterfall” Advertisement reached **7,946** people with **8,955** impressions.

The “Reflection” Advertisement reached **6,840** people with **7,689** impressions.

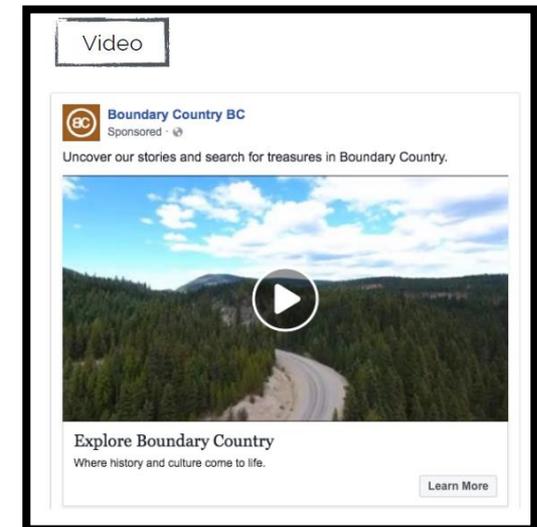


Spring Video Campaign

The Video statistics mentioned below reflect the one Boundary Country Video released as part of the Spring Campaign.

The video titled “Explore Boundary Country” was viewed **1,140** thousand times in an effort to increase awareness of Boundary Country and the reasons to travel to the region.

The 50 second video reached **19,659** people and garnered **53,742** impressions with 930 clicks to the website.



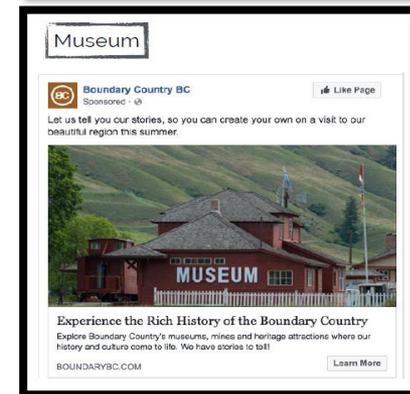
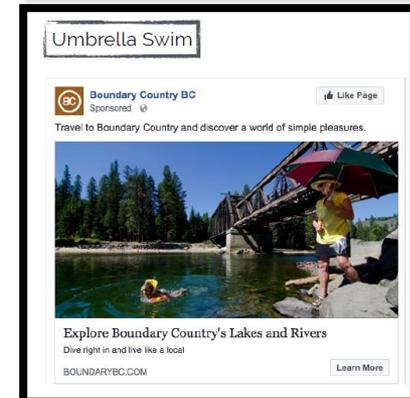
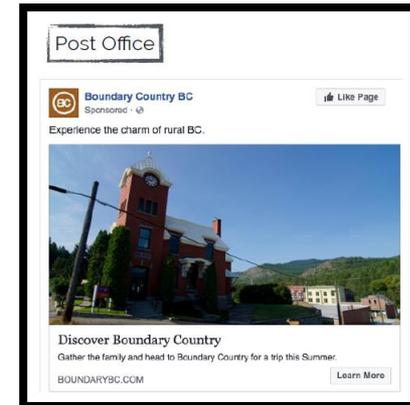
Spring Campaign - Facebook

The Top performing Facebook Post in terms of driving traffic to the website was the “Post Office” Advertisement, followed by the “Umbrella Swim” creative.

The “Post Office” Advertisement reached **70,195** people, garnered **145,206** impressions and delivered **4,063** visits to the website at a site visitation rate of **5.8%**.

The “Umbrella Swim” Advertisement reached **45,127** people, garnered **70,445** impressions and delivered **1,297** visits to the website at a site visitation rate of **2.9%**.

The “Museum” Advertisement reached **32,185** people, garnered **50,682** impressions and delivered **932** visits to the website at a site visitation rate of **2.9%**.



Spring Campaign - Facebook

In addition to the three advertisements mentioned prior, four additional creatives were run as part of the Spring Campaign.

The “Man in front of Waterfall” Advertisement reached **26,537** people, garnered **41,570** impressions and delivered **591** visits to the website at a site visitation rate of 2.2%.

The “Horseback Riding” Advertisement reached **8,703** people, garnered **14,647** impressions and delivered **359** visits to the website at a site visitation rate of 4.1%.

The “Bridge” Advertisement reached **12,694** people, garnered **19,573** impressions and delivered **193** visits to the website at a site visitation rate of 1.5%.

The “Train/Museum” Advertisement reached **4,767** people, garnered **7,355** impressions and delivered **128** visits to the website at a site visitation rate of 2.7%.

The “Main Street” Advertisement reached **1,455** people, garnered **1,781** impressions and delivered **10** visits to the website at a site visitation rate of 0.7%.

Spring Campaign - Facebook

Man Waterfall

Boundary Country BC
Sponsored ·  Like Page

This Spring, choose your own Boundary Country trail adventure.



Explore Boundary Country
Immerse yourself in the beauty of the region.

BOUNDARYBC.COM [Learn More](#)

Horseback Riding

Boundary Country BC
Sponsored ·  Like Page

Get back to authentic travel experiences with a trip to the Boundary Country this summer.



Top 10 Boundary Country Trails
Our trails were made for adventure.

BOUNDARYBC.COM [Learn More](#)

Bridge

Boundary Country BC
Sponsored ·  Like Page

Visit Boundary Country to experience where rich BC history meets natural beauty.



Explore Boundary Country
Uncover the stories of our region on a trip to the Boundary Country this summer.

BOUNDARYBC.COM [Learn More](#)

Train/Museum

Boundary Country BC
Sponsored ·  Like Page

Slow down, explore and soak up our unique history with a trip to the Boundary region this summer.



Come and learn what makes us so special!
Explore Boundary Country's museums, mines and heritage attractions where our history and culture come to life. We have stories to tell!

BOUNDARYBC.COM [Learn More](#)

Main Street

Boundary Country BC
Sponsored ·  Like Page

Visit Canada's Boundary Country and discover the historic, cultural and heritage experiences that shape the stories we tell here today.



Explore Boundary Country
Uncover our stories, then make them your own on a Boundary Country vacation you'll always remember.

BOUNDARYBC.COM [Learn More](#)