



BOUNDARY COUNTRY

ANALYTICS REPORT

October 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 October the Boundary Country website (boundarybc.com) saw a total of 2,967 sessions, down **32%** over the previous period, and up **50%** over the previous year.

There were 5,843 page views, down **33%** over the previous period, up **110%** over the previous year.

The decrease in Sessions and Page views could be related to the change in seasons.

Top Visited Landing Pages:

1. [Home Page](#)
2. [Maps](#)
3. [Directory](#)
4. [Visit - Greenwood](#)



WEBSITE HIGHLIGHTS



BOUNDARY COUNTRY - WEBSITE REPORT

Data From Google Analytics

Sessions
2,967
↓ -31.5%

Pageviews
5,843
↓ -33.2%

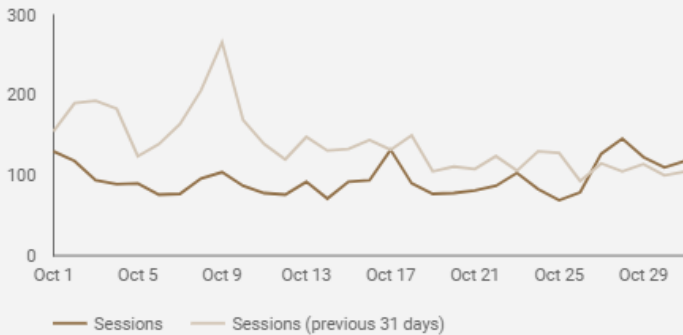
Users
2,664
↓ -28.9%

Avg. Session Duration
00:01:34
↓ -9.0%

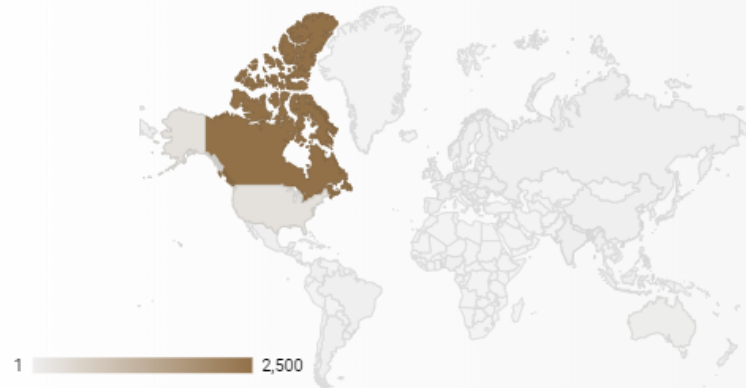
Pages / Session
1.97
↓ -2.6%

Bounce Rate
64.98%
↑ 9.0%

How Are Site Sessions Trending?

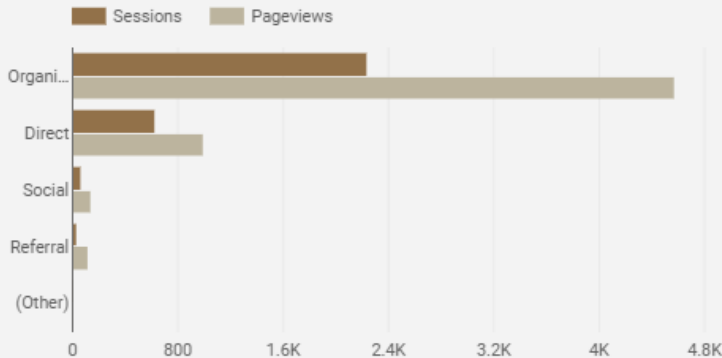


What Are The Top Countries By Sessions?



Which Channels Are Driving Engagement?

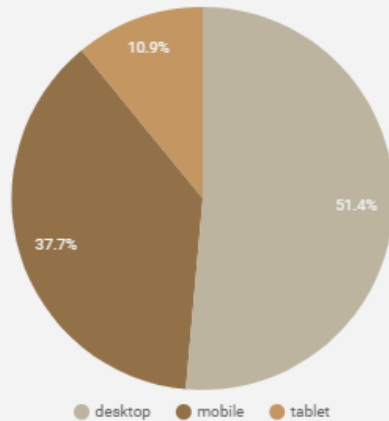
Sessions vs. Pageviews



	Country	Sessions	Pageviews
1.	Canada	2,500	
2.	United States	284	
3.	Australia	45	
4.	United Kingdom	22	
5.	Germany	14	
6.	India	13	
7.	Brazil	7	
8.	Russia	6	
9.	Switzerland	5	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	2,173
2. (direct)	626
3. bing	35
4. m.facebook.com/	33
5. yahoo	20
6. facebook.com/	13
7. duckduckgo.com/	10
8. ask	6

What are the top landing pages?

Page	Pageviews
1. /	319
2. /maps/	307
3. /directory/	259
4. /visit/greenwood/	203
5. /festivals-events/	199
6. /visit/beaverdell/	185
7. /visit/christina-lake/	152
8. /visit/grand-forks/	145
9. /directory/categories/cabin-cottage	135
10. /visit/bridesville/	120

What are the top referring sources?

Source / Medium	Pageviews
1. google / organic	4,433
2. (direct) / (none)	998
3. bing / organic	92
4. m.facebook.com / referral	81
5. yahoo / organic	44
6. search.xfinity.com / referral	35
7. duckduckgo.com / referral	30
8. lm.facebook.com / referral	22
9. facebook.com / referral	21
10. en.m.wikipedia.org / referral	10

SOCIAL HIGHLIGHTS

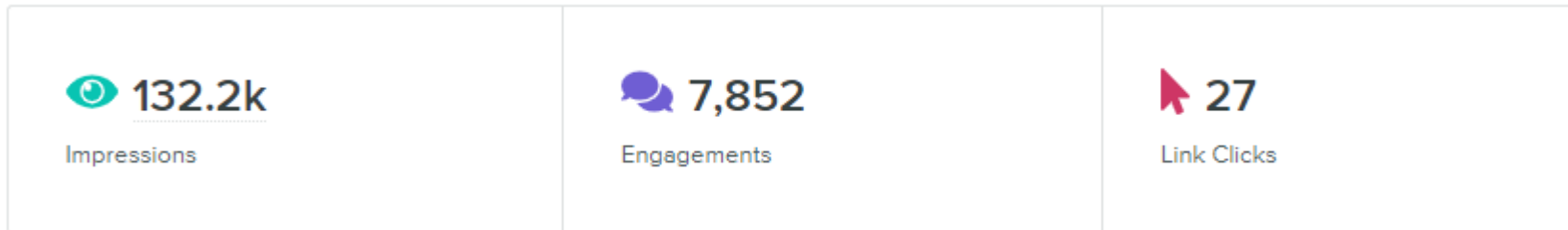
The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 132,200 impressions an increase of **7%** during the month of October and 7,852 engagements, an increase of **18%** since the last period.

The accounts saw 180 fans gained, an increase of **3%** bringing the current total to 5,765 fans. The Top Performing **Facebook Post** was a User-Generated Content image captured in Grand Forks.

The post reached over 9,000 people and received 739 engagements. The Top Performing **Instagram Post** was a UGC Image of Rock Creek which received 120 engagements.



SOCIAL OVERVIEW



The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In October, there were 180 new fans gained, an increase of **3%**, bringing the total fan count to 5,765. There were 132,200 total impressions an increase of **7%**, and 7,852 engagements, up **18%** over the same time period.

3%

AUDIENCE
GROWTH

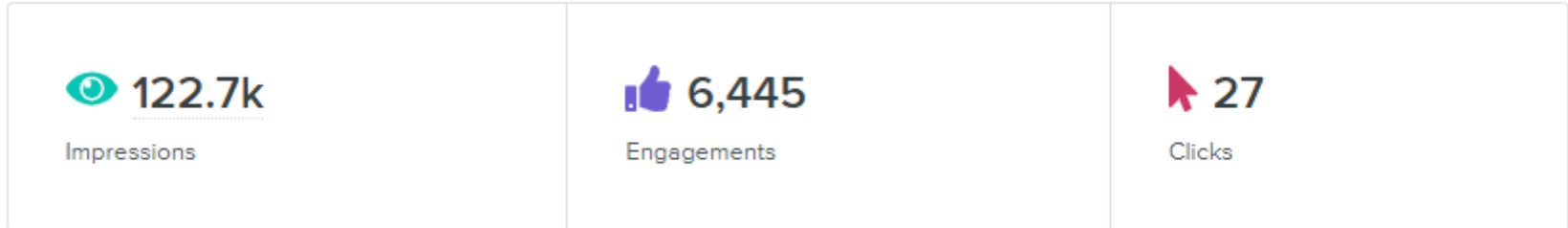
7%

SOCIAL
IMPRESSIONS

18%

SOCIAL
ENGAGEMENTS

FACEBOOK



During the month of October, a total of 132 new fans were gained, an increase of **3%**. 23 Facebook Posts were sent and there were 122,700 total impressions, up **6%** from the previous month, and 6,445 Engagements (likes, comments and shares) up **15%** over the same time period.

6%

FACEBOOK
IMPRESSIONS

15%

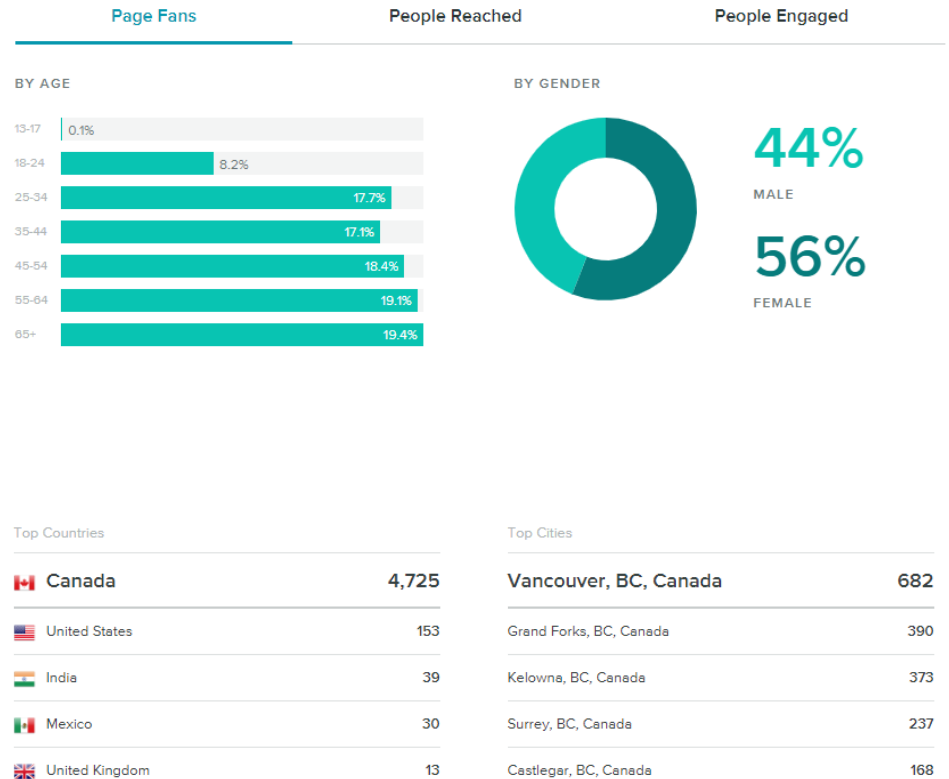
FACEBOOK
ENGAGEMENTS

FACEBOOK - Demographics

The current fan base on Boundary's Facebook account presents itself as 56% Female, on par with the previous month, with 19.4% of all followers falling between the ages of 65+, consistent with the previous month.

Note: 19.1% of followers fall between the ages of 55-64.

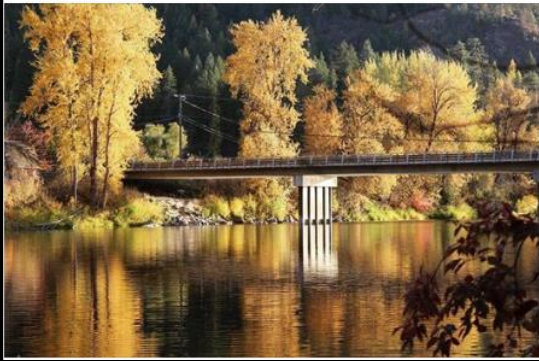
While women 65+ "appear to be the leading force" among fans, it's important to note there is a well-rounded cross section of ages that are presented here, and something that should be in consideration when delivering content.



FACEBOOK – Top Posts

Boundary Country BC
Published by Sprout Social [?] · October 24 at 3:49 PM · 🌐

Loving those beautiful Fall days!
📍 Grand Forks
👤 @harleighholmes (IG)



Performance for Your Post

9,429 People Reached

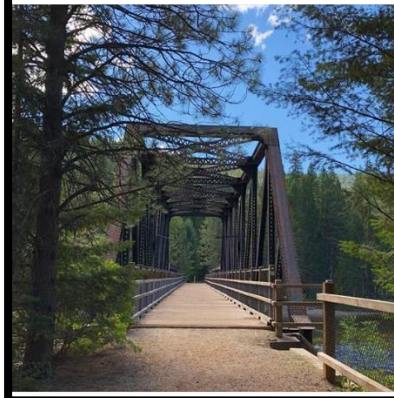
739 Reactions, Comments & Shares 📊

548 Like	349 On Post	199 On Shares
80 Love	53 On Post	27 On Shares
1 Haha	1 On Post	0 On Shares
24 Wow	18 On Post	6 On Shares
8 Comments	6 On Post	2 On Shares
78 Shares	74 On Post	4 On Shares

302 Post Clicks

Boundary Country BC
Published by Sprout Social [?] · October 16 at 3:49 PM · 🌐

The bridge creates a frame-within-a-frame. Once home to trains, now homes to hikers and bikers alike.
👤 @d_duerk (IG)



Performance for Your Post

9,063 People Reached

460 Reactions, Comments & Shares 📊

360 Like	207 On Post	153 On Shares
31 Love	21 On Post	10 On Shares
2 Haha	1 On Post	1 On Shares
5 Wow	2 On Post	3 On Shares
23 Comments	11 On Post	12 On Shares
39 Shares	39 On Post	0 On Shares

492 Post Clicks

77 Photo Views 0 Link Clicks 415 Other Clicks 📊


NEGATIVE FEEDBACK

1 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 [?] · October 19 at 3:49 PM · 🌐

Exploring nature in Rock Creek!
👤 @notafancymom (IG)



Performance for Your Post


8,559 People Reached

600 Reactions, Comments & Shares 📊

446 Like	292 On Post	154 On Shares
52 Love	38 On Post	14 On Shares
1 Haha	1 On Post	0 On Shares
11 Wow	4 On Post	7 On Shares
1 Angry	1 On Post	0 On Shares
26 Comments	22 On Post	4 On Shares
63 Shares	62 On Post	1 On Shares

Boundary Country BC
Published by Sprout Social [?] · October 11 at 3:49 PM · 🌐

Peaceful moments in Christina Lake
👤 @erinbaileym (IG)



Performance for Your Post

4,913 People Reached

557 Reactions, Comments & Shares 📊

439 Like	352 On Post	87 On Shares
51 Love	41 On Post	10 On Shares
1 Haha	1 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
18 Comments	6 On Post	12 On Shares
48 Shares	46 On Post	2 On Shares

198 Post Clicks

INSTAGRAM



674

Total Followers



1,399

Likes Received

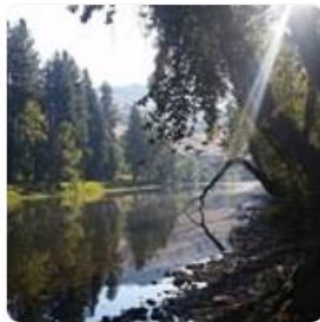


8

Comments Received

During the month of October, 48 New Followers were gained, an increase of **8%**, bringing the current follower total to 674.

16 Instagram posts were sent, totalling 1,407 engagements, up **32%** 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

120 Engagements



@boundarycountry

113 Engagements