



*analytics report*  
**BOUNDARY COUNTRY**

April 2017

# ACTIVITY HIGHLIGHTS

APRIL 2017

Boundary Country's spring campaign continued into April, with advertising on Facebook and Instagram driving traffic to boundarybc.com.

The website saw **5,568 sessions** during the month of April, **up 41.8%** over the previous period, and **10,724 pageviews**, **up 36.1%**.

The social accounts (Facebook, Twitter, Instagram) saw a combined **293 fans gained**, an **increase of 14.2%** to the total fanbase. There were **440,196 impressions**, **3,599 engagements**, and **3,050 link clicks**.

The increase seen here is a direct result of the ad delivery throughout the Spring campaign, and subsequent actions taken by users.

The **Top Performing Facebook Post** was a photo of a trestle over the Kettle River, with 8,868 reached and 374 reactions.

The **Top Performing Tweet** was User-Generated Content (UGC) with 142 impressions, and the **Top Performing Instagram Post** was UGC of Christina Lake with a total of 33 engagements.

Please refer to attached spreadsheet for detailed breakdown of month over month variance, as well as year over year activity, where applicable.

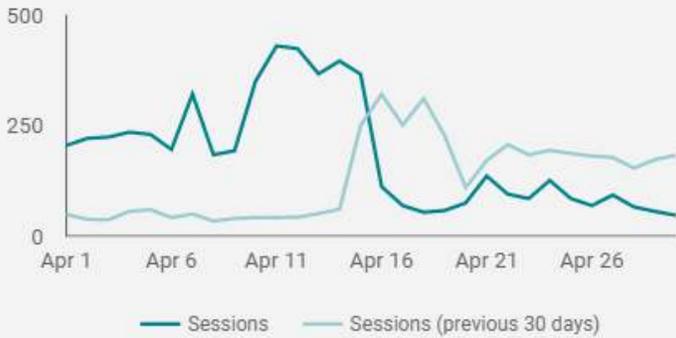
BOUNDARY COUNTRY - APRIL 2017

Data From Google Analytics

Users <b>4,938</b> ↑ 42.9%	Sessions <b>5,568</b> ↑ 41.8%	Pageviews <b>10,724</b> ↑ 36.1%	Pages / Session <b>1.93</b> ↓ -4.0%	% New Sessions <b>85.06%</b> ↓ -1.6%
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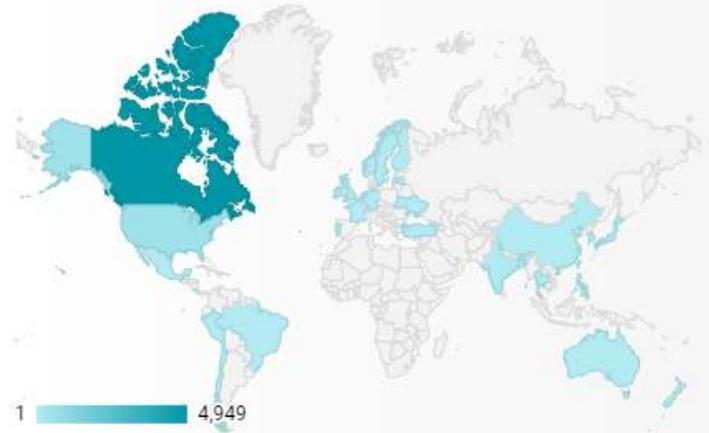
### How Are Site Sessions Trending?

April 2017 vs. March 2017



### What Are The Top Countries By Sessions?

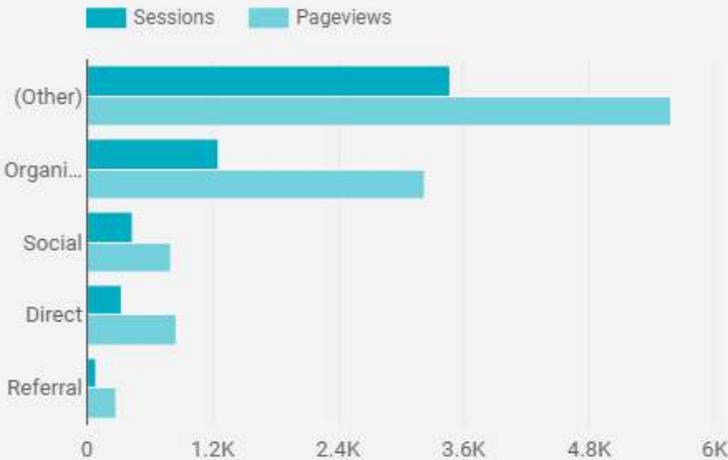
Sessions over the last 30 days



Country	Sessions	Pageviews
1. Canada	4,949	
2. United States	531	
3. India	20	
4. Mexico	9	
5. Germany	8	

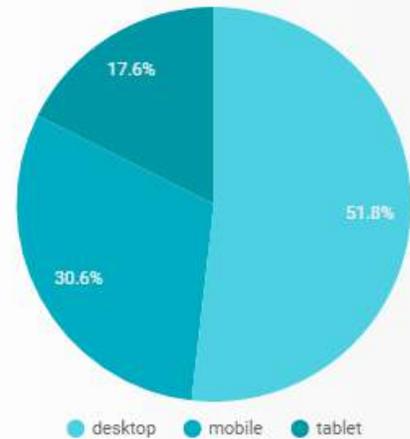
### Which Channels Are Driving Engagement?

Sessions vs. Pageviews



### Which Devices Are Being Used?

Sessions over the last 30 days



### Where is the Traffic Coming From?

Top Referral Sources

Full Referrer	Sessions
1. Facebook	3,087
2. google	1,173
3. Instagram	337
4. (direct)	325
5. m.facebook.com/	233

Bounce Rate

**70.0%**

↓ -2.7%

Avg. Page Load Time (sec)

**8.9**

↑ 18.8%



# BOUNDARY

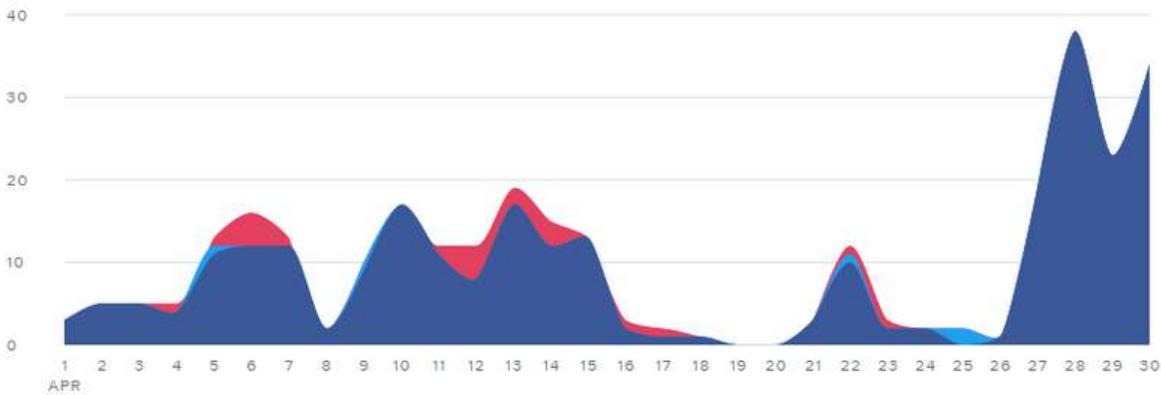


## SOCIAL OVERVIEW

<b>440,196</b> Impressions	<b>3,599</b> Engagements	<b>3,050</b> Link Clicks
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The group statistics shown here represent the overall figures of the Facebook, Twitter, and Instagram accounts of Boundary Country. In April, there were **293 fans gained, an increase of 14.2%, 440,196 impressions, an increase of 24.6%, and 3,599 engagements, a decrease of 38.8%** over March.

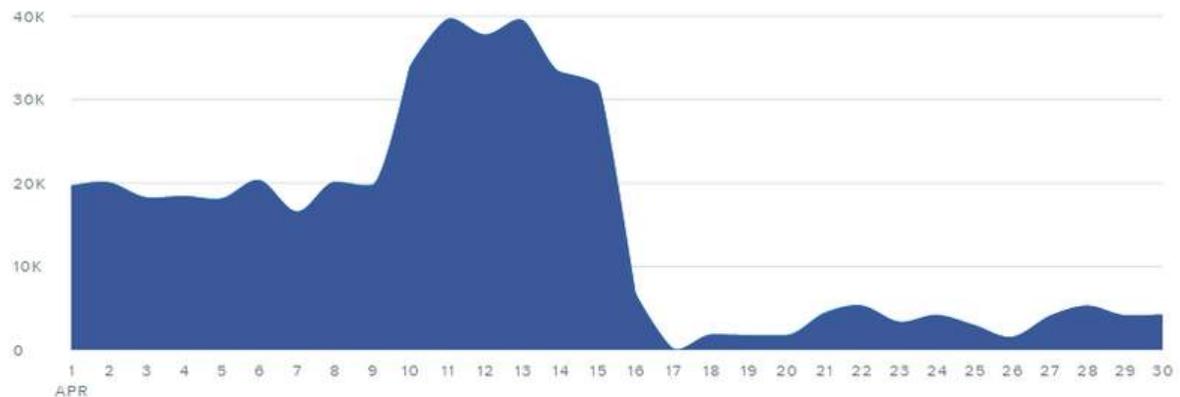
AUDIENCE GROWTH, BY DAY



14.2%  
INCREASE

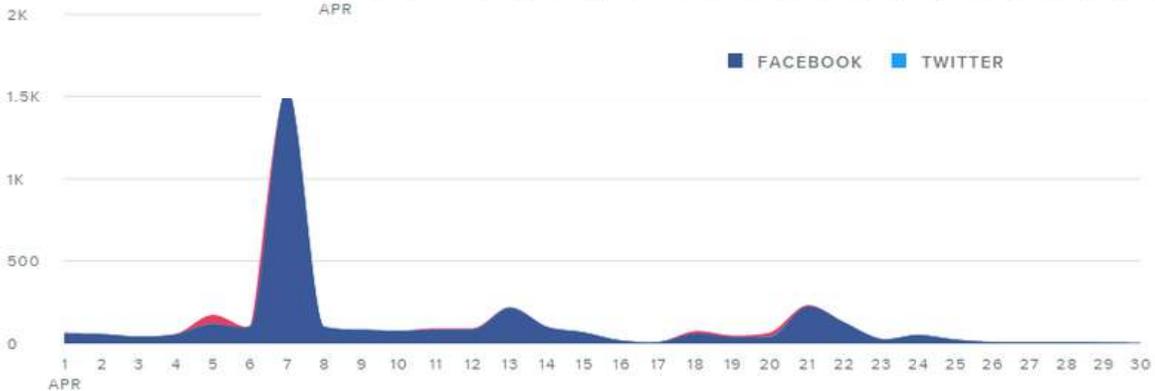
■ FACEBOOK ■ TWITTER ■ INSTAGRAM

IMPRESSIONS PER DAY



24.6%  
INCREASE

ENGAGEMENTS PER DAY



38.8%  
DECREASE

■ FACEBOOK ■ TWITTER ■ INSTAGRAM



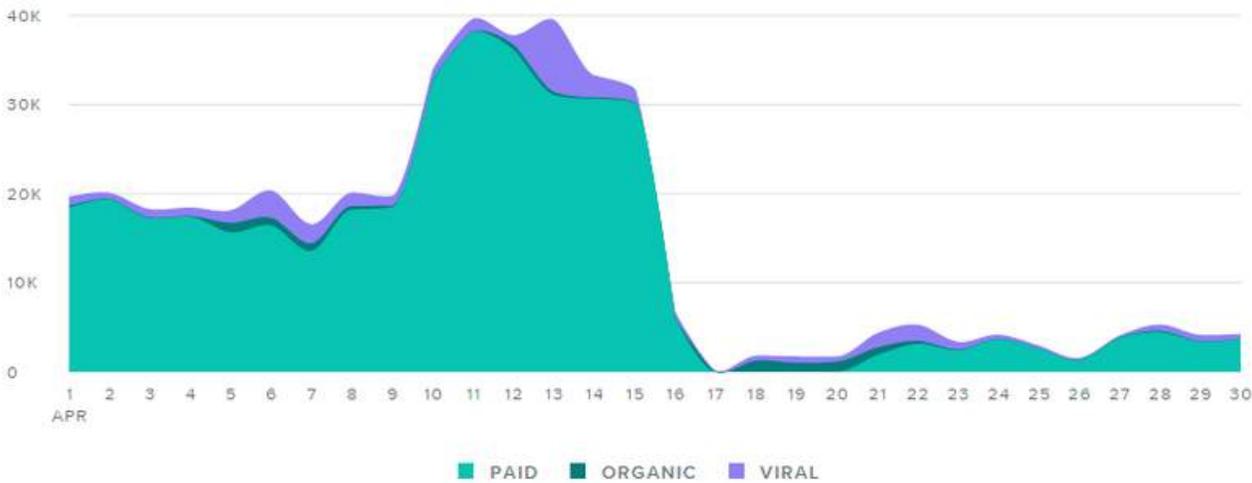
# BOUNDARY

FACEBOOK

<b>438,920</b> Impressions	<b>3,410</b> Post Engagements	<b>3,048</b> Link Clicks
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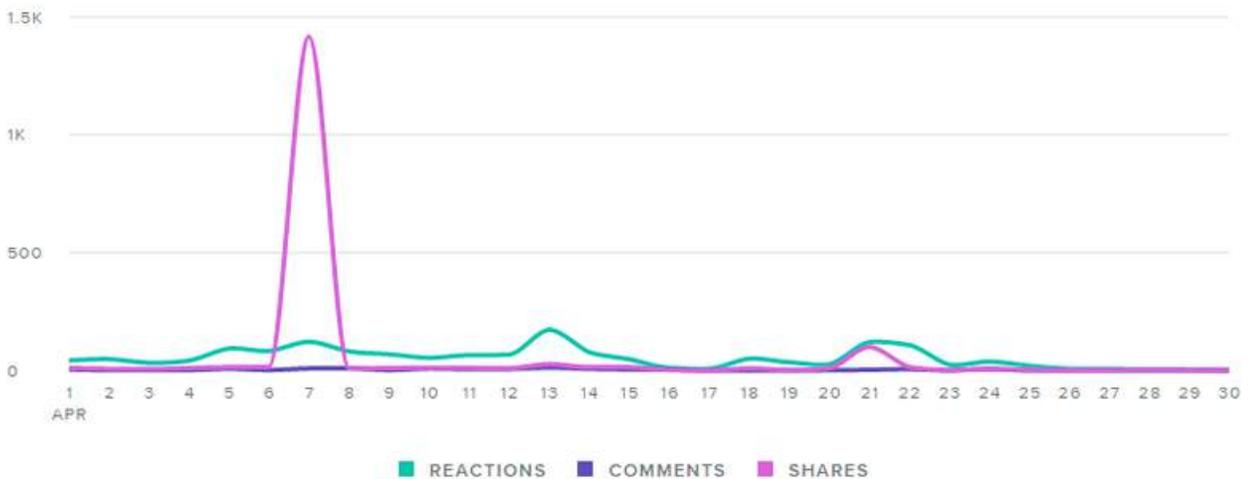
The Boundary Country Facebook page saw **438,920 impressions** throughout the month of April, an **increase of 25.3%**, and **3,410 post engagements**, down 38.7% over March. There were **3,048 link clicks, up 55.83%** and **276 fans were gained, an increase of 15.7%**, bringing the total number of followers to **2,068**.

PAGE IMPRESSIONS, BY DAY



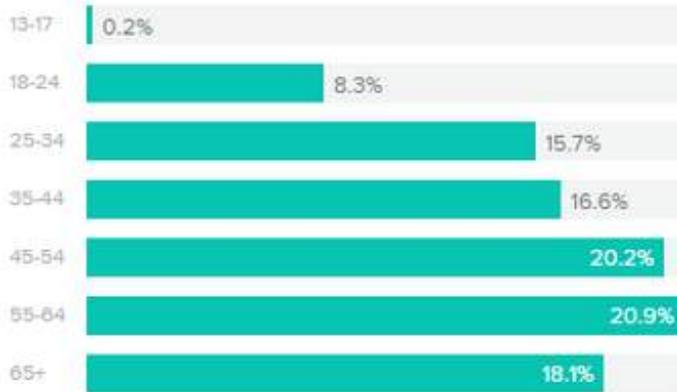
25.3% INCREASE

AUDIENCE ENGAGEMENT, BY DAY



38.7% DECREASE

## BY AGE



## BY GENDER



55.2%

FEMALE

44.8%

MALE

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

## Top Countries

Canada	1,930
United States	74
Australia	3
Malaysia	3
India	3

## Top Cities

Grand Forks, BC, Canada	214
Kelowna, BC, Canada	168
Vancouver, BC, Canada	154
Surrey, BC, Canada	102
Castlegar, BC, Canada	77

The current fan base on Boundary Country's Facebook Account presents itself as **55.2% female**, with **20.9%** of all followers falling between the ages of **55-64**.

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

Most of the followers reside in **Canada**, and those who have their current location set to **Grand Forks** and make up the highest group of fans by city.

On the next page you'll see the three **Top Performing Posts** for April.

# f TOP POSTS

**Boundary Country BC**  
Published by Sprout Social [?] · April 12 at 1:22pm · 🌐

A trestle above the Kettle River in Boundary Country  
📷: MMK Photography



**8,868** People Reached

**374** Reactions, Comments & Shares

<b>314</b> Like	<b>185</b> On Post	<b>129</b> On Shares
<b>9</b> Love	<b>5</b> On Post	<b>4</b> On Shares
<b>2</b> Wow	<b>1</b> On Post	<b>1</b> On Shares
<b>17</b> Comments	<b>9</b> On Post	<b>8</b> On Shares
<b>32</b> Shares	<b>32</b> On Post	<b>0</b> On Shares

**426** Post Clicks

<b>143</b> Photo Views	<b>1</b> Link Clicks	<b>282</b> Other Clicks ⓘ
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8,868  
REACHED

**Boundary Country BC**  
Published by Sprout Social [?] · April 5 at 2:49pm · 🌐

Eagles on some of the last of the lake ice.  
📷: MMK Photography



**2,138** People Reached

**54** Reactions, Comments & Shares

<b>46</b> Like	<b>13</b> On Post	<b>33</b> On Shares
<b>1</b> Love	<b>1</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>7</b> Shares	<b>1</b> On Post	<b>6</b> On Shares

**105** Post Clicks

<b>47</b> Photo Views	<b>0</b> Link Clicks	<b>58</b> Other Clicks ⓘ
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105  
POST CLICKS

**Boundary Country BC**  
Published by Sprout Social [?] · April 18 at 2:49pm · 🌐

During the coming seasons Christina Lake will finish its thaw and live up to its title of 'warmest tree-lined lake in Canada'.  
📷: gregcarney (IG)



**2,025** People Reached

**119** Reactions, Comments & Shares

<b>95</b> Like	<b>48</b> On Post	<b>47</b> On Shares
<b>2</b> Love	<b>2</b> On Post	<b>0</b> On Shares
<b>1</b> Wow	<b>1</b> On Post	<b>0</b> On Shares
<b>2</b> Comments	<b>0</b> On Post	<b>2</b> On Shares
<b>20</b> Shares	<b>19</b> On Post	<b>1</b> On Shares

**104** Post Clicks

<b>16</b> Photo Views	<b>0</b> Link Clicks	<b>88</b> Other Clicks ⓘ
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119  
REACTIONS

0 Hide All Posts

# BOUNDARY



## TWITTER

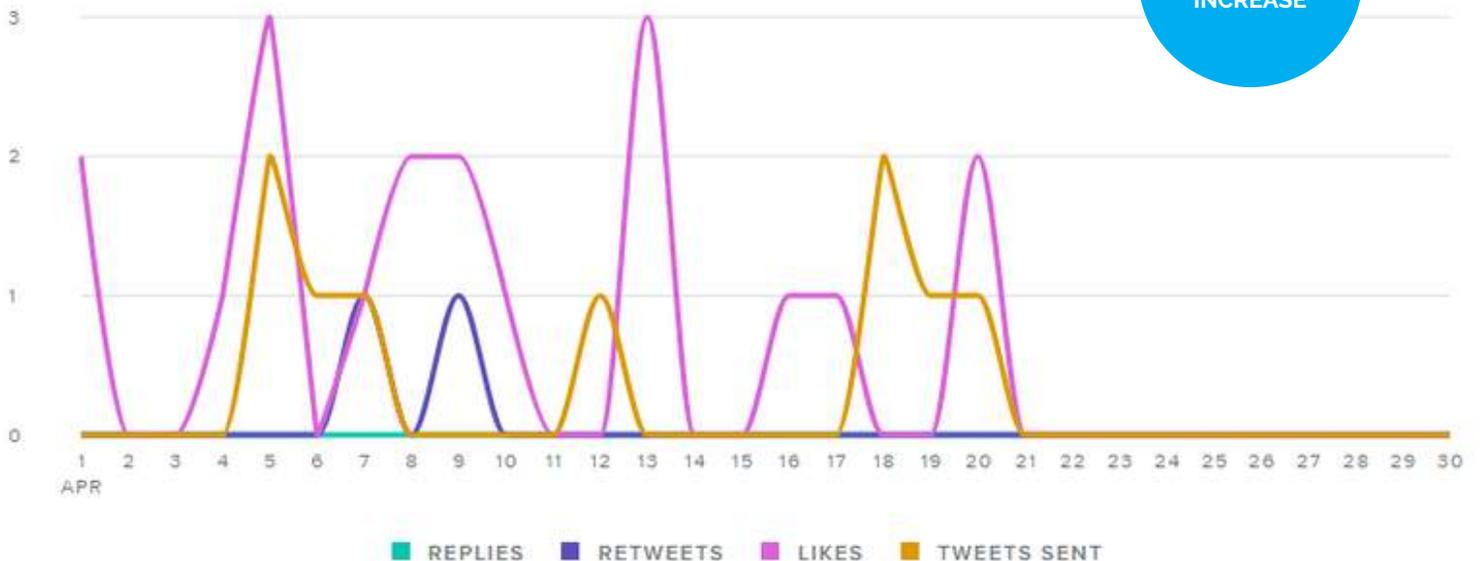


35.65%  
INCREASE

The **Twitter** account for Boundary Country saw **1,276 impressions**, down 58.79%, and **30 engagements**, down 34.8% over the month of March.

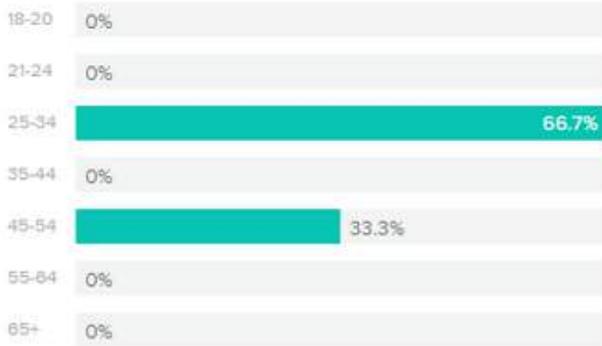
Two followers were lost throughout the month, bringing the current total to **229**.

### ENGAGEMENT COUNT

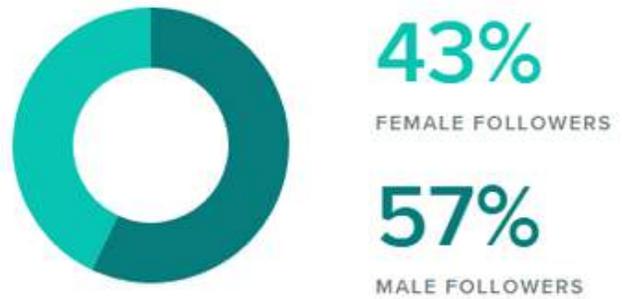


11.8%  
INCREASE

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



Men between ages of 25-34 appear to be the leading force among your recent followers.

Engagement rate  
1.9%



Link clicks  
2



Retweets  
2



Likes  
19



Boundary Country Twitter followers are reported as **43% Female** and **57% male** with 66.7% of followers falling between the ages of **25-34**.

On the left hand side you'll see a breakdown of engagements for the month of April including link clicks, retweets, and likes.

Below are the **Top Performing Tweets** of April, with User-Generated Content taking the top spot with 142 impressions.

	<b>Boundary Country BC</b> @BoundaryCountry · Apr 6 The best kind of morning...   📷: Stacey Grant   <a href="#">#ExploreBC</a> <a href="#">#BoundaryCountry</a> <a href="https://pic.twitter.com/yRcEoCQ5ld">pic.twitter.com/yRcEoCQ5ld</a> <a href="#">View Tweet activity</a>	142	3
	<b>Boundary Country BC</b> @BoundaryCountry · Apr 7 <a href="#">#GetOutside</a> this Spring!   📷: exploremo/ig   <a href="#">#ExploreBC</a> <a href="#">#BoundaryCountry</a> <a href="https://pic.twitter.com/daOKJ3M463">pic.twitter.com/daOKJ3M463</a> <a href="#">View Tweet activity</a>	122	5
	<b>Boundary Country BC</b> @BoundaryCountry · Apr 5 Beautiful capture of @ChristinaLakeBC (still frozen in March!) taken by Jacqueline Dance Photography.   <a href="#">#ExploreBC</a> <a href="#">#BoundaryCountry</a> <a href="https://pic.twitter.com/FxDVygui4N">pic.twitter.com/FxDVygui4N</a> <a href="#">View Tweet activity</a>	86	0
	<b>Boundary Country BC</b> @BoundaryCountry · Apr 18 Spring time means the trails in <a href="#">#BoundaryCountry</a> are defrosting. What <a href="#">#longweekend</a> hikes did you get up to? 📷: liambleaps (IG) <a href="https://pic.twitter.com/VM2h5fbFD3">pic.twitter.com/VM2h5fbFD3</a> <a href="#">View Tweet activity</a>	77	2
	<b>Boundary Country BC</b> @BoundaryCountry · Apr 12 A trestle above the Kettle River in <a href="#">#BoundaryCountry</a> 📷: mmkazakoff (IG) <a href="https://pic.twitter.com/VgQ11xoQ0K">pic.twitter.com/VgQ11xoQ0K</a> <a href="#">View Tweet activity</a>	59	2



# BOUNDARY

## INSTAGRAM

 <b>95</b> Total Followers	 <b>158</b> Likes Received	 <b>1</b> Comments Received
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### Top Instagram Posts



@boundarycountry  
33 Engagements



@boundarycountry  
32 Engagements



@boundarycountry  
28 Engagements

During the month of April **19 New Followers** were gained, and increase of **25%** bringing the current total to **95.5 media** were sent to a total of **159 engagements**, a decrease of **44.2%**.

The posts were entirely User-Generated Content, allowing us to connect and engage with users, and encourage traffic to the page.

The **Top Performing Post** was User Generated Content of Christina Lake to a total of **33 engagements**.

### AUDIENCE ENGAGEMENT, BY DAY

