



BOUNDARY COUNTRY

ANALYTICS REPORT

September 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 September the Boundary Country website (boundarybc.com) saw a total of 4,175 sessions, down **36%** over the previous period, and up **146%** over the previous year.

There were 8,467 page views, down **32%** over the previous period, up **163%** over the previous year.

Top Visited Landing Pages:

1. [Event – Grand Forks Fall Fair](#)
2. [Home Page](#)
3. [Maps](#)
4. [Festivals and Events](#)



Grand Forks Fall Fair

Sep 8/18 @ 8:00 am - Sep 9/18 @ 7:00 pm
Grand Forks [\(See map\)](#)
Website: <https://grandforksfallfair.com/>

Come out to the Grand Forks Fall Fair for some great family fun. Eat your favourite fair food, watch the competitions, and vote side by side with locals for your favourite pie. Enjoy Great music, massive veggies, a demolition derby, and epic quilts. It doesn't get much more local than this!

WEBSITE HIGHLIGHTS



BOUNDARY COUNTRY - WEBSITE REPORT

Data From Google Analytics

Sessions
4,175
↓ -35.7%

Pageviews
8,467
↓ -32.1%

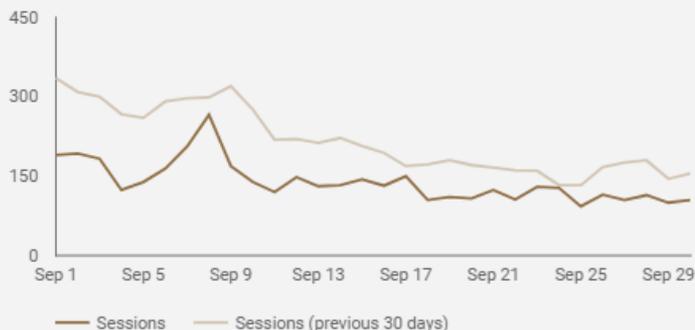
Users
3,614
↓ -35.3%

Avg. Session Duration
00:01:45
↑ 1.1%

Pages / Session
2.03
↑ 5.7%

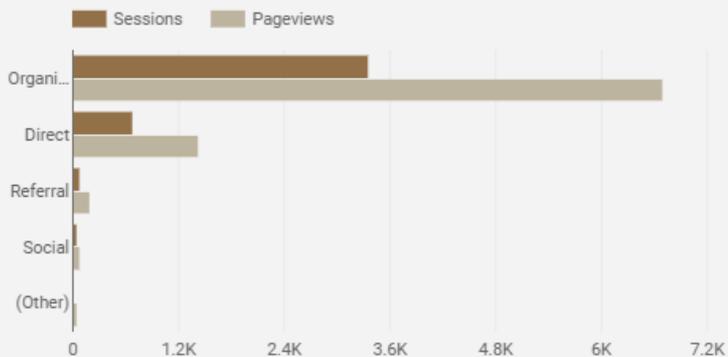
Bounce Rate
59.54%
↓ -2.1%

How Are Site Sessions Trending?



Which Channels Are Driving Engagement?

Sessions vs. Pageviews



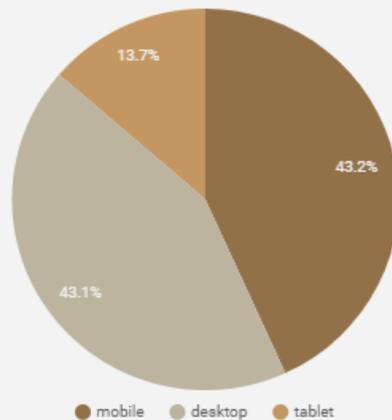
What Are The Top Countries By Sessions?



Country	Sessions	Pageviews
1. Canada	3,621	
2. United States	355	
3. United Kingdom	28	
4. Australia	21	
5. India	20	
6. Germany	15	
7. South Korea	8	
8. Netherlands	7	
9. Philippines	6	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

	Full Referrer	Sessions
1.	google	3,256
2.	(direct)	685
3.	bing	57
4.	yahoo	37
5.	ca.search.yahoo.com/	24
6.	m.facebook.com/	18
7.	facebook.com/	15
8.	duckduckgo.com/	14

What are the top landing pages?

	Page	Pageviews
1.	/event/grand-forks-fall-fair/	452
2.	/	359
3.	/maps/	343
4.	/festivals-events/	302
5.	/visit/beaverdell/	226
6.	/visit/christina-lake/	202
7.	/visit/greenwood/	201
8.	/stay/campgrounds-rv/	196
9.	/events/	192
10.	/visit/grand-forks/	184

What are the top referring sources?

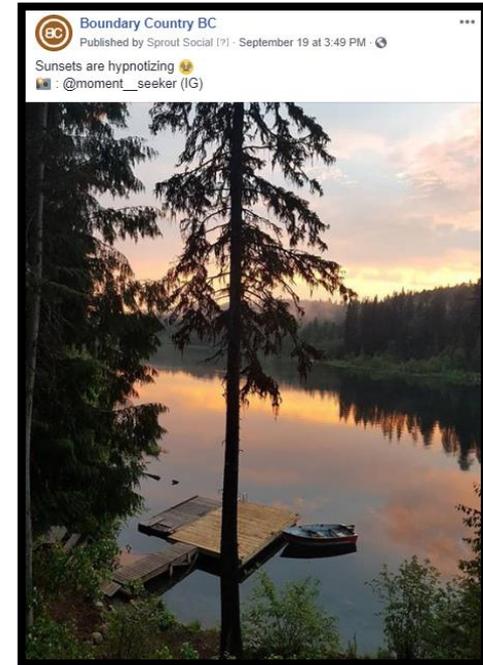
	Source / Medium	Pageviews
1.	google / organic	6,466
2.	(direct) / (none)	1,434
3.	bing / organic	165
4.	ca.search.yahoo.com / referral	81
5.	yahoo / organic	60
6.	direct / domain	45
7.	m.facebook.com / referral	34
8.	facebook.com / referral	33
9.	duckduckgo.com / referral	25
10.	hellobc.com / referral	23

SOCIAL HIGHLIGHTS

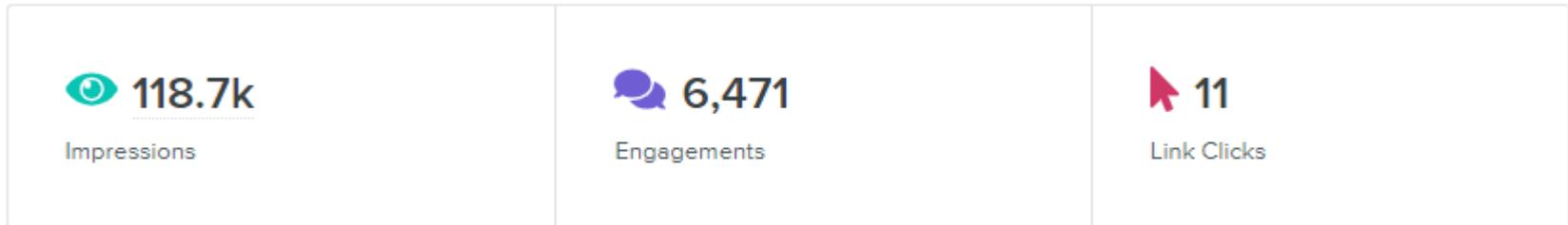
The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 118,70 impressions during the month of September and 6,471 engagements, an increase of **10%** since the last period.

The accounts saw 236 fans gained, an increase of **5%** bringing the current total to 5,574 fans. The Top Performing **Facebook Post** was a User-Generated Content image captured in Christina Lake.

The post reached over 6,000 people and received 563 engagements. The Top Performing **Instagram Post** was a different UGC Image of Christina Lake which received 116 engagements.



SOCIAL OVERVIEW



The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In September, there were 236 new fans gained, an increase of **5%**, bringing the total fan count to 5,574. There were 118,700 total impressions, and 6,471 engagements, up **10%** over the same time period.

5%

AUDIENCE
GROWTH

On Par with
August

SOCIAL
IMPRESSIONS

10%

SOCIAL
ENGAGEMENTS

FACEBOOK



During the month of September, a total of 236 new fans were gained, an increase of **5%**. 20 Facebook Posts were sent and there were 112,600 total impressions, down **5%** from the previous month, and 5,448 Engagements (likes, comments and shares) up **17%** over the same time period.

-5%

FACEBOOK
IMPRESSIONS

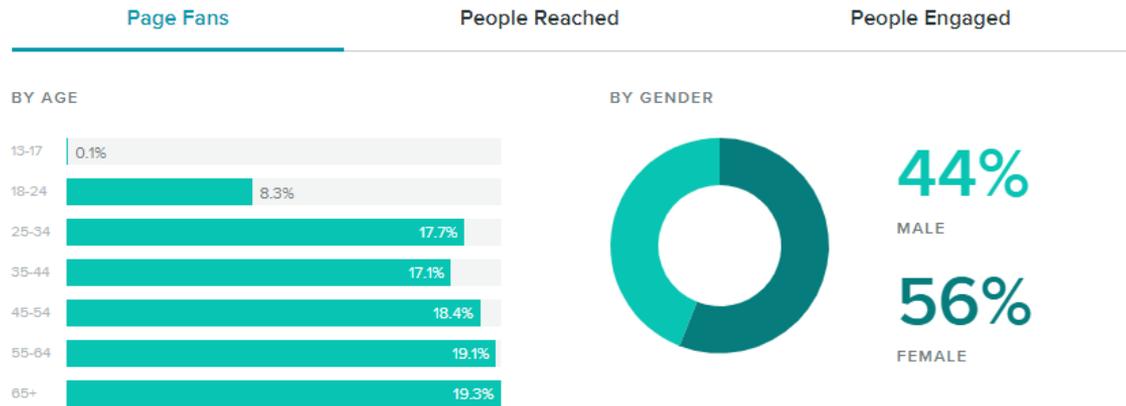
17%

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 19.3% of all followers falling between the ages of 65+, consistent with the previous month.

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.



Top Countries

Country	Count
Canada	4,591
United States	157
India	34
Mexico	27
United Kingdom	12

Top Cities

City	Count
Vancouver, BC, Canada	646
Kelowna, BC, Canada	376
Grand Forks, BC, Canada	375
Surrey, BC, Canada	229
Castlegar, BC, Canada	168

FACEBOOK – Top Posts



Boundary Country BC
Published by Sprout Social [?] · September 19 at 3:49 PM · 🌐

Sunsets are hypnotizing 🌅
👤: @moment_seeker (IG)



Performance for Your Post

6,063 People Reached

563 Reactions, Comments & Shares 📊

414 Like	319 On Post	95 On Shares
67 Love	51 On Post	16 On Shares
3 Haha	3 On Post	0 On Shares
15 Wow	14 On Post	1 On Shares
14 Comments	8 On Post	6 On Shares
50 Shares	48 On Post	2 On Shares

250 Post Clicks

66 Photo Views	0 Link Clicks	184 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide Post	0 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 [?] · September 26 at 3:49 PM · 🌐

Christina Lake, captured by @jesse.ctc over on Instagram!



Performance for Your Post

7,558 People Reached

502 Reactions, Comments & Shares 📊

349 Like	136 On Post	213 On Shares
65 Love	21 On Post	44 On Shares
15 Wow	3 On Post	12 On Shares
1 Angry	0 On Post	1 On Shares
18 Comments	7 On Post	11 On Shares
54 Shares	51 On Post	3 On Shares

270 Post Clicks

56 Photo Views	1 Link Clicks	213 Other Clicks 📊
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NEGATIVE FEEDBACK

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



Boundary Country BC
Published by Sprout Social [?] · September 21 at 3:49 PM · 🌐

We never get tired of this lake 🌅
👤: @ollancia (IG)



Performance for Your Post

4,017 People Reached

426 Reactions, Comments & Shares 📊

309 Like	244 On Post	65 On Shares
63 Love	34 On Post	29 On Shares
1 Haha	1 On Post	0 On Shares
5 Wow	3 On Post	2 On Shares
22 Comments	11 On Post	11 On Shares
26 Shares	26 On Post	0 On Shares

246 Post Clicks

51 Photo Views	0 Link Clicks	195 Other Clicks 📊
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Boundary Country BC
Published by Sprout Social [?] · September 6 at 3:49 PM · 🌐

Talking under pink skies 🌅
👤: @ahrens.adventures (IG)
📍: Bridesville



Performance for Your Post

5,562 People Reached

482 Reactions, Comments & Shares 📊

354 Like	321 On Post	33 On Shares
58 Love	50 On Post	8 On Shares
28 Wow	27 On Post	1 On Shares
9 Comments	6 On Post	3 On Shares
34 Shares	31 On Post	3 On Shares

127 Post Clicks

35 Photo Views	0 Link Clicks	92 Other Clicks 📊
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NEGATIVE FEEDBACK

3 Hide Post	0 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.

INSTAGRAM

 626

Total Followers

 1,011

Likes Received

 12

Comments Received

During the month of September, 23 New Followers were gained, an increase of **4%**, bringing the current follower total to 626.

12 Instagram posts were sent, totalling 1,023 engagements, up **18%** 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
116 Engagements



@boundarycountry
114 Engagements



@boundarycountry
107 Engagements